

## ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: Pioneer Country Travel Council	Grant Number: 14-V-1
Date Submitted: 7/9/2015	Report #: <input type="checkbox"/> 2 <input type="checkbox"/> 4
Date Posted for Review:	<input type="checkbox"/> 1 <input checked="" type="checkbox"/> 3 <input type="checkbox"/> Final

Awarded Grant: \$ 90,000.00	Cash Match Requirement: \$ 11,250.00	Total Excess Match Committed (Above required amount)
Amount Expended YTD: \$ 70182.12	Cash Match Documented YTD: \$ 10,764.79	

**Element 1: AUDIT – N/A**

**Element 2: ADMIN/FULFILLMENT**

Amount Awarded: \$ 9,000.00	Amount Expended YTD: \$ 6,750.00	Cash Match Documented YTD: \$ N/A	Excess Cash Match Committed: \$ N/A
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Progress of Element since grant award or last report: Requesting balance of 25% in Final RFF

Anticipated completion date(s): End of Grant

Actions needed to complete this element: Finish Grant

Measurements(s) of Results: With the fulfillment we are able to pay for postage, phone line, long distance line and office supplies as needed to administer the grant.

No activity during this report period due to seasonal nature of marketing activity.

**Element 3: Marketing**

Amount Awarded: \$ 45,000.00	Amount Expended YTD: \$ 63,439.62	Cash Match Documented YTD: \$10,764.79	Excess Cash Match Committed: \$
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Progress of Element since grant award or last report: So far this grant cycle we have been busy advertising through print, online and radio ads with the following: SnoWest online, Facebook ad campaigns, Deseret News and SLC Tribune, SnoWest western guide, Zions Bank Magazine, Jackson Hole Magazine co-op, American Road, AAA Tour Book, Yellowstone Journal, ID State Travel Guide co-op and Radio winter campaign, slctrib.com banner ads, SLC Weekly and American Birding. International Marketing included Calgary Herald online ads and Outpost Traveler Mag. In Canada and KSL.com online campaign

We contracted with Go Travel Sites online Go-Idaho.com destination lead program which is a great tool for leads and promotion of our region. We had inquired in the lead program through the state 3 times and could not get help with that program, so that did not happen this grant cycle. The Go-Idaho lead program as well as

some other online lead programs that come with our print ads we have received great results. We attended the following trade shows: Utah Columbus Travel Expo in Ogden, Utah, Morris Murdock Travel show and RV Show in Sandy, Utah and the Great Rockies Sports show in Bozeman, MT. The Great Rockies Sports show was a new show for us. We also had the opportunity to attend the 1<sup>st</sup> annual Idaho Falls Columbus Travel Expo in March, we sent one representative to man the 5 hour show there was not cost for the booth, mileage and per diem were paid for our representative. We were in need of updating our trade show displays we were able to re-use the stands but had new graphics put on them. They look great and were glad we had a new look to our booth.

We are continuing to pay for social media and website management. We now send our monthly newsletter to 17,588 subscribers and have a 10% open rate.

We have contracted with Certified Folder for our annual brochure distribution in SLC, Yellowstone route, Boise, Sun Valley/Twin Falls areas. PCTC also paid out of their own funds (cash-match) the cost to distribute our regional brochure in Pocatello and Idaho Falls areas. We felt this would benefit the travelers that are either already in our region or just outside of our region looking for things to do. We were in need of reprinting one of our main regional brochures "Oregon Trail/Bear Lake Scenic Byway Brochure" and printed 50,000 of them. We sent a representative to American Bus Association to represent Southeast Idaho promoting our region enticing them to tour our region, which we have had great success from and are starting to see results. PCTC also sent Grant Administrator to the annual ITC Grant Summit in Boise and ICORT in May.

Anticipated completion date(s): End of Grant

Actions needed to complete this element: Follow through with PCTC's work plan

Measurements(s) of Results: Southeast Idaho has seen an increase in visitors this year by the attendance in our visitors' centers, recreation facilities and lodging facilities including towns in general. All our communities within our region have something special and different things to offer all types of travelers. We continue to work together to leverage our dollars and bring people to our region by co-ops and other partner opportunities.

We attended 5 travel shows this year. All the shows went well and the people we did talk with were interested in visiting Southeast Idaho. We did notice at the shows that consumers are not picking up as much material, we are going to start taking less materials to the show and focus on taking just the main pieces. PCTC purchased with our own funds some luggage tags and caribiner flashlights for giveaways at the trade show booths, people love free stuff and this got more people into our booth to talk with them which did help. We noticed low attendance at the RV show and the Bozeman Sports Show. We will not be attending the Bozeman show again as our representatives reported there wasn't enough interest to justify the expense and the low attendance didn't help. The Utah Travel Expo and the Morris Murdock Travel show were well attended and very successful, we plan to attend next year.

PCTC's goal is to drive visitors to our website where all the information on things to do, lodging and downloadable brochures are located. We have gotten a bigger presence on social media, placing ads or boosting posts have been our best results. January and February our visits were back up so we are watching it and our webmaster will report to us what steps we need to take to make it better. We also noticed our Fun/Adventure Map on our home page was not working, our webmaster found out that due to the ITC State making changes to their database this caused our map to not work. PCTC relies heavily on the States database for lodging, activities etc. which is where our website gets its information from. PCTC may need to look at having their own database but will cost about \$10,000 to re-design our website seidaho.org. April, May and June all the web stats are going back up as Ann has been working on the website. We also participated in the Madden Media online campaign and it brought 727 visitors to our site in May. RV Idaho was also a great web referral for us in May. American Bus Association Conference went well and the tour companies are starting to get familiar with us and our representative. It takes a couple years to start to see impact from the tours but we have already started to see these tours stop in our region. We have registered PCTC to attend the American Bus Association for 2016. We will continue to work with them as needed throughout the year.



No activity during this report period due to seasonal nature of marketing activity.