

ITC GRANT NARRATIVE *PROGRESS* REPORT FORM

Grantee: Greater Pocatello Convention & Visitors Bureau	Grant Number: 14-V-3
Date Submitted: 7-15-15	Report #: <input type="checkbox"/> 2 <input type="checkbox"/> 4
Date Posted for Review: 7-15-15	<input type="checkbox"/> 1 <input checked="" type="checkbox"/> 3 <input type="checkbox"/> Final

Awarded Grant: \$ 90,000.00	Cash Match Requirement: \$ 11,250	Total Excess Match Committed (Above required amount) 0.00
Amount Expended YTD: \$46,791.01	Cash Match Documented YTD: \$8,338.85	

Element 1: Audit-N/A

Element 2: Admin/Fulfillment

Amount Awarded: \$8,182.00	Amount Expended YTD: \$6,136.00	Cash Match Documented YTD: \$	Excess Cash Match Committed: \$
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Progress of Element since grant award or last report: Paid monthly postage and fulfillment expenses, as well as phone charges, shipping literature to trade shows, and certified folders.

Anticipated completion date(s): end of grant cycle

Actions needed to complete this element: ongoing as requests are received

Measurements(s) of Results: Continued to mail information packets in response to requests through website this quarter, along with 143 packets from go-idaho.com inquiries. The quality and quantity of leads from go-idaho.com, travelguidesfree.com and yellowstonepark.com have been excellent over the course of our campaigns with them and we plan to work with them in the future. We added an additional page to our website with a form where people can select the exact brochures they would like sent to them in the event they are unable to or don't wish to download our brochures. We immediately received requests from this form. We also have a "contact us" page where people can request information with more commentary. We also responded to many requests by email and phone for visitor information as well as groups requesting information for 215 conference attendees.

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

Element 3: Tourism Marketing

Amount Awarded:	Amount Expended	Cash Match Documented	Excess Cash Match
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\$81,818.00	YTD:	\$46,791.01	YTD:	\$8,338.85	Committed: \$
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Progress of Element since grant award or last report:

Element 3a PR/Advertising/Collateral: We placed advertising in SportsEvents Magazine to attract sporting events to our multi-use facilities such as the new Portneuf Wellness Complex and event center. We also advertised in the Salt Lake Tribune/Deseret News newspapers and inserts such as 101 Things To Do, Recreation Guide, Save Now and Davis Perks to target the Utah drive market. We placed an additional ad with National Parks Trips in their Yellowstone Journal to complement the advertising we had done in their fulfillment piece with lead generation and target travelers planning trips to Yellowstone National Park. We ran a retargeting and prospecting banner ad campaign with Madden Media which included Alberta, Canada. This was a state co-op which helped us maximize our returns. We ran a campaign to promote the Biggest Show in Idaho Music Festival & Extravaganza which included ads in the Post Register, Salt Lake City Weekly, American Road’s sponsored event Facebook post, and a Facebook ad campaign. We also participated in Northwest Travel Magazines travel planner which included a listing on freetravelguides.com and leads. We completed and printed a “Dining and Lodging Guide” and re-printed our “City Creek Trails” brochure, both of which have had high demand. We continue to distribute our “Love Where You Visit” brochures in the Salt Lake and the Yellowstone areas at 300+ locations with Certified Folders.

Element 3b Web/Social Media: As it is our main vehicle of contact with the consumer, we continue to develop content for the website. We continue to add events and perform SEO and maintenance, always trying to make it more user-friendly and relevant. We have completed two itineraries— “Biking and Culinary” and a “Family Fun, Art, and History”—to add to our trip planner and adventure map. We have developed scripts for short 2-3 minute videos using the raw footage produced last year in order to add more dynamic content to the website and to enhance our YouTube channel. We continue to engage consumers through multiple mediums including Pinterest, Facebook and YouTube. We have hired Ron Gardner to manage our Facebook content. Our recent FB campaign to promote the Biggest show in Idaho generated 90 organic likes for our Visit Pocatello FB page. We are getting followers and subscribers to our 11 Pinterest boards and YouTube channel. We have contracted with Brooke Richards Photography to photograph summer events, recreation and scenery to use on the web, and in collateral and advertising. She has completed two months of photos and will complete her contract with a third month in August.

Element 3c State, Cultural and Other Co-ops: Pocatello hosted the USA Wrestling/Cliff Keen West Kids & Cadet Regional Championships. Visit Pocatello worked with them to assist in acquiring official’s lodging and providing collateral materials to the 7,000 participants and attendees.

Element 3d Trade Show/Media Trips: N/A All shows completed in previous quarters.

3e Professional Development/Training: We sent a representative to ICORT to present our grant application for 2015, meet with vendors and to attend the educational seminars provided by the conference.

Anticipated completion date(s): end of grant year

Actions needed to complete this element: We will follow through with our marketing plan. The remaining areas include web attributes and enhancements, two additional landing pages, final of video and photography, additional geo-targeted advertising.

Measurements(s) of Results: We are tracking click thru rates of online advertising and visits to our website. We receive reports and analytics from different online campaigns such as Facebook (152,180 people reached and 3,153 website clicks on our Biggest Show in Idaho campaign), YouTube (55,385 views of our Ramp Riot video) and the campaign we ran with Madden Media (1,054,138 impressions and 2,332 clicks). Our website traffic continues to steadily increase. It has increased from 6279 users to 8061 users from the same time period one year previous (this is despite a lack of data collection from April 24th to May 18th due to an analytics code error). 83.3% of visitors are new visitors. The average number of pages visited is 2.31. We currently rank 4th on the first page on Google searches for Pocatello, behind the City of Pocatello, Pocatello Wikipedia and the Pocatello Chubbuck Chamber of Commerce. We have increased likes on our Facebook page from 263 to 411. We have also received 410+ requests for information this quarter both organically and from lead generation. We will continue to work with the lead generation vendors that we have worked with this grant cycle such as travelguidesfree.com where we received 326 leads in a 2-month period. We will continue to track participants in events that we promote and compare attendance to previous years, specifically tracking out-of-area entrants. We are also able to track the number of brochures distributed by Certified Folder and will receive a report at the end of the season to compare to last year. We will receive a report from AAA on the number of Tourbooks requested as well.

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