

ITC GRANT NARRATIVE PROGRESS REPORT

Grantee: Post Falls Chamber of Commerce	Grant Number: 14-1-04
Date Submitted: July 14, 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: \$ 68,500.00	Cash Match Requirement: \$ 8,563.00	Total Cash Match Committed: \$
Amount Expended YTD: \$ 45,239.68	Cash Match Documented YTD: \$ 5,876.20	

Element 1: Audit – Not applicable due to amount of grant.

Element 2: Admin/Fulfillment

Amount Awarded: \$ 6,227.00	Amount Expended YTD: \$4,670.25	Cash Match Documented YTD: \$	Total Cash Match Committed: \$
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Progress of Element since grant award or last report: The above amount reflects 75% of amount awarded, remaining 25% will be requested with final RFF.
Anticipated completion date(s): October 31, 2015
Actions needed to complete this element: NA
Measurements(s) of Results: NA

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

Element 3:

Amount Awarded: \$ 62,273.00	Amount Expended YTD: \$40,569.43	Cash Match Documented YTD: \$5,876.20	Total Cash Match Committed: \$
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Progress of Element since grant award or last report:

We started our Spring/Summer "Find Yourself in Post Falls" campaign with ad placements in the following publications: Seattle Magazine * AAA VIA * AAA Western Journeys * Northwest Travel Magazine May/June & July/Aug editions * The Guide to North Idaho * Discover North Idaho 101 Things to See & Do * The NW Inlander Summer Guide* . We inserted our Activity Guides into the Tri-City Herald, Moscow/Pullman Daily, the Lewiston Tribune and the Missoulean the week before Memorial Day.

We have contracted with Keokee Inc. to build a new VisitPostFalls.org website and they have finished all but the final phase. We think it looks really great even though there is still some work to do with replacing some photos, adding more events and descriptions. We would love for you to take a look at VisitPostFalls.org.

We contracted with Certified Folders to distribute our lure piece along the I-90 Corridor and other rubber tire markets.

Anticipated completion date(s): October 31,2015

Actions needed to complete this element: We are participating in a co-op ad with Sandpoint into Canadian Markets. We are working on our Fall ad campaign with Silverwood for September & October. We will have a Holidays Campaign with ads and a contest for prizes.

We will continue to add content, data and functionality to our website. We are also adding in various social media pieces including FaceBook, Twitter, Instagram and Pintrest.

We will place an ad in the 2016 Idaho State Guide.

Distribution of our lure piece is ongoing.

Measurements(s) of Results: This period we have measured our results in large part by the substantial increase for information from our website requests and from the information request postcard insert in the AAA VIA magazine and our digital online presence with various advertisers. We had some technical issues with Google Analytics and did not realize that our domains were not being tracked for several months. With our new website and the integration of Google Analytics in all areas we anticipate having accurate information for the rest of the year.

Replacement requests for rack materials, feedback from partners and increased requests for information help us to judge the success of our lure piece placement strategies.



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