

ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: Snake River Territory CVB	Grant Number: 14-VI-02
Date Submitted: 03/04/2015	Report #: <input type="checkbox"/> 2 <input type="checkbox"/> 4
Date Posted for Review:	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> 3 <input type="checkbox"/> Final

Awarded Grant: \$ 151,372.00 Amount Expended YTD: \$ 40,806.75	Cash Match Requirement: \$ 33,910.00 Cash Match Documented YTD: \$ 0.00	Total Excess Match Committed (Above required amount)
---	--	--

Copy for additional elements

Element 1: Audit

Amount Awarded: \$ 3,000.00	Amount Expended YTD: \$ 0.00	Cash Match Documented YTD: N/A	Excess Cash Match Committed: N/A
-----------------------------	------------------------------	--------------------------------	----------------------------------

Progress of Element since grant award or last report: No activity
Anticipated completion date(s): October 2015
Actions needed to complete this element: Audit
Measurements(s) of Results: N/A

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

Copy for additional elements

Element 2: Admin/Fulfillment

Amount Awarded: \$ 15,137.00	Amount Expended YTD: \$ 11,352.75	Cash Match Documented YTD: N/A	Excess Cash Match Committed: N/A
------------------------------	-----------------------------------	--------------------------------	----------------------------------

Progress of Element since grant award or last report: No activity
Anticipated completion date(s): September 30, 2015

Actions needed to complete this element: Submit RFFs

Measurements(s) of Results: N/A

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

Copy for additional elements

Element 3: Marketing

Amount Awarded: \$ 133,235.00	Amount Expended YTD: \$ 29,454.00	Cash Match Documented YTD: \$0.00	Excess Cash Match Committed: \$0.00
-------------------------------------	---	---	---

Progress of Element since grant award or last report:
Issued formal RFP for annual billboard campaign. Entered into contract with Headrick Outdoor and Northwest magazine.
Paid monthly website hosting fees.

Anticipated completion date(s): September 30, 2015

Actions needed to complete this element:

Collateral Materials – reprint and distribute travel brochures, continue work on billboard campaign, direct mail campaign for state/regional meeting/sports event planners, general consumer advertising, design/print 9x12 folder with up to 16 pg inserts (1000 pcs), and place advertising in sports destination management magazine and advertise in meeting planners publication.

Website & Social Media – website hosting for 12 months, produce video targeting meeting planners, update social media weekly, website production with design changes and maintenance as needed, host Idaho Falls Trip Advisor page and online marketing.

State Events and Cooperatives – Cooperative advertising for Artitorium on Broadway (Idaho Falls) and in Salt Lake City, UT and Jackson Hole, WY. Prepare new advertising for Artitorium, Museum of Idaho, Idaho Falls Symphony, etc., with online emphasis.

Travel shows – Orlando, FL show and NASC show April 2015 in Milwaukee, WI.

Professional Development & Training – Attend ITC Grant Summit in Boise, ID in 2015 and ICORT (location to be decided) in 2015.

Measurements(s) of Results: TBD

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