

ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: Snake River Territory CVB	Grant Number: 14-VI-02
Date Submitted: 06/01/2015	Report #: <input checked="" type="checkbox"/> 2 <input type="checkbox"/> 4
Date Posted for Review:	<input type="checkbox"/> 1 <input type="checkbox"/> 3 <input type="checkbox"/> Final

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

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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
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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.

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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
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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.

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Element 3: Marketing

Amount Awarded: \$ 133,235.00	Amount Expended YTD: \$ 39,487.98	Cash Match Documented YTD: \$0.00	Excess Cash Match Committed: \$0.00
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Progress of Element since grant award or last report:

Paid Northwest Travel Magazine for May/June advertising, paid Headrick billboards for American Falls, ID advertising, paid Madden Media for Spring Idaho newspaper insert, and paid Yellowstone Journal for 2015 advertising.

Professional Development & Training – Attended ITC Grant Summit in May 2015 and ICORT in Boise, Idaho May, 2015.

State Events and Cooperatives – Completed cooperative advertising for Artitorium on Broadway (Idaho Falls) and in Salt Lake City, UT and Jackson Hole, WY.

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 – continuation of 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 upcoming.

Measurements(s) of Results: Through Madden Media (3/4/2015): Total Clicks 862, Total Impressions 38,341 and Total CTR 2.25%.

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

For Report #2
due 4/15/2015



Digital marketing report for **Idaho Falls SEM**

Date range February 1, 2015 to February 28, 2015

Generated March 4, 2015

 Google Adwords - Campaigns

Campaign Name	Clicks	Impressions	CTR
Idaho SEM Co-op (SEMC-IDFa) Idaho Falls	862	38,341	2.25%

 Google Adwords - Ad Groups

Ad Group	Clicks	Impressions	CTR
Family Fun	51	1,675	3.04%
Shopping	57	2,934	1.94%
Arts & Culture	63	1,844	3.42%
Events	282	4,200	6.71%
Lodging	19	5,741	0.33%
Sports & Recreation	9	667	1.35%
Visit	223	12,741	1.75%
Museums & Tours	74	3,409	2.17%
Parks	41	1,993	2.06%
Dining	43	3,137	1.37%
Totals	862	38,341	2.25%