

ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: Snake River Territory CVB	Grant Number: 14-VI-02
Date Submitted: 07/15/2015	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: \$ 151,372.00 Amount Expended YTD: \$ 91,496.44	Cash Match Requirement: \$ 33,910.00 Cash Match Documented YTD: \$ 0.00	Total Excess Match Committed (Above required amount)
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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
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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.

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
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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.

Copy for additional elements

Element 3: Marketing

Amount Awarded:	Amount Expended YTD:	Cash Match Documented YTD:	Excess Cash Match Committed:
\$ 133,235.00	\$ 80,143.69	\$0.00	\$0.00

Progress of Element since grant award or last report:

Paid Certified Folder Display company for services May-Sept 2015; paid Red, Inc. for website domain, hosting fee for Sept-Aug 2015, and for Ticket Brochure update; paid NPT-Online (Yellowstone Park) for online banner advertising. Placed sports destination advertising.

Professional Development & Training – n/a

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 – Continue: distribution of travel brochures, work on billboard campaign, general consumer advertising, design/print 9x12 folder with up to 16 pg inserts (1000 pcs), 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 – Prepare new advertising for Artitorium, Museum of Idaho, Idaho Falls Symphony, etc., with online emphasis.

Travel shows – Orlando, FL show upcoming.

See attached requests report from our online campaign and also a graphics report from Madden Media. Note our Youtube videos have had 5,875 views since May 1, 2015. This has doubled in our first 3 months of the new campaign.

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

Regional Lead Distribution Analysis

Idaho Spring Integrated Newspaper Insert Campaign
Idaho Falls Chamber of Commerce
Insert Date: 05/01/2015
Process Date: 07/08/2015

Current Leads

Bonus VacationFun.com Leads:	98
In Market Leads:	31
AAA Leads:	<u>0</u>
Total Leads This Mailing:	129

Current Fulfillment Breakdown

* eBrochure Leads:	0
Standard Leads:	129

To-Date Campaign Summary

Total Website Clicks To-Date:	260
Total Program Leads To-Date:	3,752
Total Email Opt-Ins To-Date:	2,247

Top Responding Metro Areas for Current Leads

