

## ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: Southwest Idaho Travel Association	Grant Number: 14-111-01
Date Submitted: 1/13/2015	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: \$ 274,205.00	Cash Match Requirement: \$ 33,901.00	Total Excess Match Committed (Above required amount)
Amount Expended YTD: \$64,899.05	Cash Match Documented YTD: \$7,713.23	

Copy for additional elements

Element 1: Audit
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Amount Awarded: \$ 3,000.00	Amount Expended YTD: \$	Cash Match Documented YTD: \$	Excess Cash Match Committed: \$
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Progress of Element since grant award or last report: No activity to report
Anticipated completion date(s): 9/30/2015
Actions needed to complete this element:
Measurements(s) of Results

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

Element 2: Admin/Fulfillment

Amount Awarded: \$ 23,091.00	Amount Expended YTD: \$18,750.00	Cash Match Documented YTD: \$	Excess Cash Match Committed: \$
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Progress of Element since grant award or last report: Requested 75% of admin fee on RFF #1

Anticipated completion date(s):

Actions needed to complete this element:

Measurements(s) of Results

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

Revised 8-Aug-2013

Element 3: Tourism Marketing

Amount Awarded: \$246,205.00	Amount Expended YTD: \$64,899.05	Cash Match Documented YTD: \$7,713.23	Excess Cash Match Committed: \$
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Progress of Element since grant award or last report:

Rizen – SWITA has been working closely with Rizen Creative on the Boise Airport Campaign and the Winter Sweepstakes Campaign. The Boise Airport Campaign is located in the baggage claim area of the Boise Airport. We were able to secure eight SWITA partners (Warhawk Air Museum, Raft Idaho, Accommodation Services, Thunder Mountain Line, Nampa Chamber, Cascade Raft and Kayak, Hells Canyon Adventures, and the Ashley Inn) to help with the cost and give them a chance to be seen at the Boise Airport. The Boise Airport Campaign also has a brochure rack card for each partner.

The Winter Sweepstakes Campaign combines social promotion and existing lead outreach. SWITA was able to secure two partners for this campaign. Brundage Mountain Resort and Hotel Mc Call helped to make this “Ski Free. Stay. Repeat” campaign. Socially, SWITA has Facebook ads that are targeted towards our demographic encouraging them to enter to win. Once they enter, we have new leads to continue to promote visiting Southwest Idaho too. Outreach to our current database includes weekly emails encouraging readers to enter to win.

Red Sky Strategic Communications are continuing to promote Southwest Idaho as a visitor destination via magazine edit leads. Red Sky is also creating a quarterly enewsletter that will be emailed to our trade database. This enewsletter will have updates, news, etc. about our region.

Caldwell Chamber of Commerce partnered with the Nampa Chamber in a full spread ad in Horizon Magazine.

SWITA has partnered with the Idaho Wine Commission and the Boise Convention and Visitors Bureau on a four page edit in the first edition of Pacific Northwest Touring and Tasting and the June issue of the National edition of Touring and Tasting. This four page edit includes "additional things to do", "a wine locator map", and regional specific fun. Added value includes: enewsletter inclusion, lead retrieval, and wine event listings.

D.R. Bledsoe from the Seven Devils Lodge attended the Washington Snowmobile show in Puyallup. The SWITA display looked great in the booth. Attendance was high and he gave out all the maps and magazines.

SWIC has been carrying through the board's requests: working with Rizen, buying ads, escorting travel writers, and working with Red Sky PR on queries.

Warhawk Air Museum is continuing with their billboard and also advertising in Idaho RV for 2015. They are working on updating their website.

Mountain Home has completed their brochures which are available at their visitor's center and will be advertising in the 2015 Idaho State Travel Guide.

BCJRC is continuing with their Facebook and Google ads and will also be working on a video presentation.

Garden Valley will be working on their spring advertising via Radio and brochures.

Analytic reports attached.

Anticipated completion date(s): 9/30/2015

Actions needed to complete this element:

Measurements(s) of Results



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

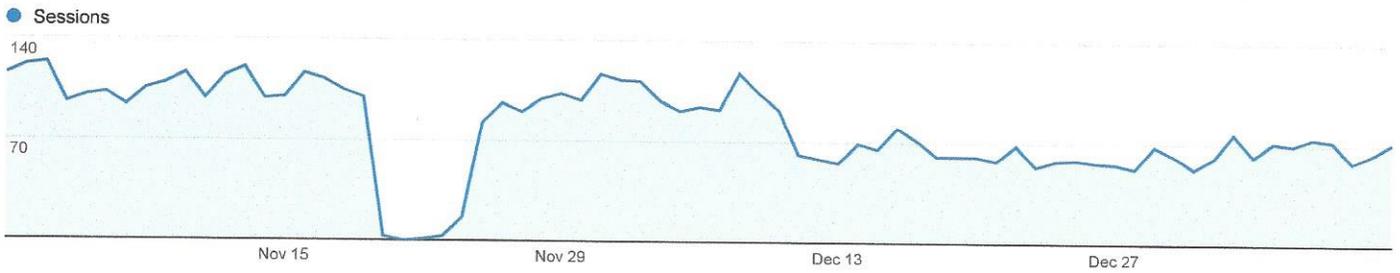
Revised 8-Aug-2013

# Audience Overview

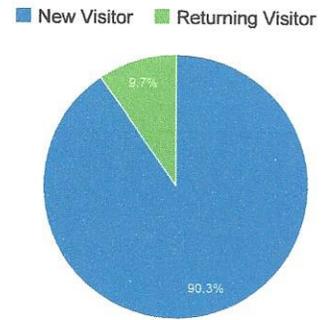
Nov 1, 2014 - Jan 10, 2015

All Sessions  
100.00%

Overview



<b>Sessions</b> 5,631	<b>Users</b> 5,146	<b>Pageviews</b> 8,118
<b>Pages / Session</b> 1.44	<b>Avg. Session Duration</b> 00:00:41	<b>Bounce Rate</b> 84.78%
<b>% New Sessions</b> 90.30%		



Language	Sessions	% Sessions
1. en-us	4,810	85.42%
2. pt-br	171	3.04%
3. en-gb	83	1.47%
4. en	63	1.12%
5. es-us	51	0.91%
6. es-419	47	0.83%
7. es-es	40	0.71%
8. ar	33	0.59%
9. c	28	0.50%
10. th-th	28	0.50%

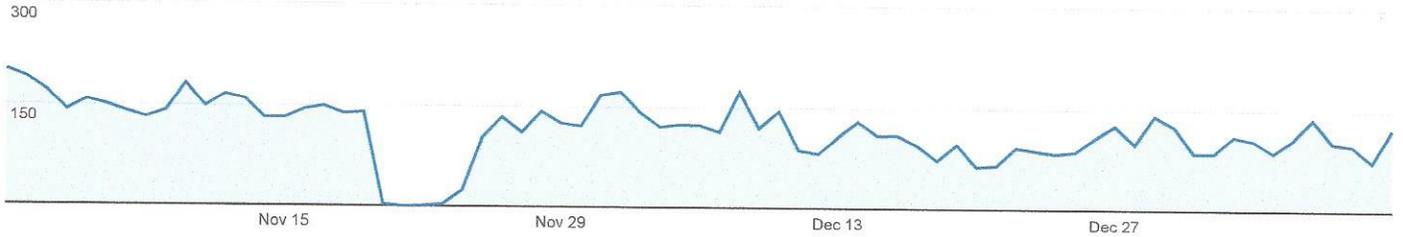
Overview

Nov 1, 2014 - Jan 10, 2015

All Sessions  
100.00%

Overview

Pageviews



Pageviews  
**8,118**

Unique Pageviews  
**7,187**

Avg. Time on Page  
**00:01:32**

Bounce Rate  
**84.78%**

% Exit  
**69.36%**

Page	Pageviews	% Pageviews
1. /	5,968	73.52%
2. /explore	311	3.83%
3. /what-to-do	189	2.33%
4. /travel-ideas/golf	142	1.75%
5. /travel-ideas/tamarack-resort	140	1.72%
6. /explore/region/big-city-small-towns	119	1.47%
7. /events	102	1.26%
8. /where-to-stay	101	1.24%
9. /travel-ideas/girls-winter-getaway	83	1.02%
10. /travel-ideas/hells-canyon	56	0.69%

DATE	MEDIA OUTLET	HEADING	LINK
10/31	Fodor's Travel	4 Reasons to visit Idaho now	<a href="http://www.fodors.com/news/4-reasons-to-visit-idaho-now-11020.html">http://www.fodors.com/news/4-reasons-to-visit-idaho-now-11020.html</a>
10/29	The Culture Trip	Top 10 must-know chefs of the American West - Gary Kucy - Rupert's	<a href="http://theculturetrip.com/north-america/usa/articles/top-10-must-know-chefs-of-the-american-west/?utm_source">http://theculturetrip.com/north-america/usa/articles/top-10-must-know-chefs-of-the-american-west/?utm_source</a>
10/23	Game and Fish Magazine	Top 20 States for Fall Fishing 2014 - Idaho	<a href="http://www.gameandfishmag.com/fishing/top-20-states-fall-fishing-2014/#.VEkm0FtEf3Y.twitter">http://www.gameandfishmag.com/fishing/top-20-states-fall-fishing-2014/#.VEkm0FtEf3Y.twitter</a>
10/21	GrindTV	5 multi-day river trips to die for	<a href="http://www.grindtv.com/outdoor/excursions/post/river-trips/">http://www.grindtv.com/outdoor/excursions/post/river-trips/</a>
10/20	Go Pet Friendly	McCall, Idaho: A dog lover's dream!	<a href="http://gopetfriendlyblog.com/mccall-idaho-a-dog-lovers-dream/">http://gopetfriendlyblog.com/mccall-idaho-a-dog-lovers-dream/</a>
10/16	MSN Food & Drink	America's best and worst cities for your wallet when it comes to food - Boise #4 Best	<a href="http://www.msn.com/en-us/foodanddrink/foodnews/american-best-and-worst-cities-for-your-wallet-when-it-comes-to-food/ar-BB9sP6X">http://www.msn.com/en-us/foodanddrink/foodnews/american-best-and-worst-cities-for-your-wallet-when-it-comes-to-food/ar-BB9sP6X</a>
10/13	Capital Press	Idaho corn maze one of nation's best	<a href="http://www.capitalpress.com/Idaho/20141013/idaho-corn-maze-one-of-nations-best#.VD6L9nhWbFg.twitter">http://www.capitalpress.com/Idaho/20141013/idaho-corn-maze-one-of-nations-best#.VD6L9nhWbFg.twitter</a>
10/13	USA Today Sports	The 10 best fields in college football - #1 Boise State	<a href="http://fanindex.usatoday.com/2014/10/13/the-10-best-fields-in-college-football/">http://fanindex.usatoday.com/2014/10/13/the-10-best-fields-in-college-football/</a>
10/7	Idaho Statesman	Idaho wins five medals at Great American Beer Festival	<a href="http://www.idahostatesman.com/2014/10/07/3415448-idaho-wins-five-medals-at-great.html?rh=1">http://www.idahostatesman.com/2014/10/07/3415448-idaho-wins-five-medals-at-great.html?rh=1</a>
10/6	US Life Post	The top 10 places to enjoy whitewater rafting in the USA	<a href="http://uslifepost.com/the-top-10-places-to-enjoy-whitewater-rafting-in-the-usa.html">http://uslifepost.com/the-top-10-places-to-enjoy-whitewater-rafting-in-the-usa.html</a>

# RED SKY

A STRATEGIC COMMUNICATION AGENCY

DATE	MEDIA OUTLET	HEADING	LINK
November	Outside Magazine	25 Canned beers for every type of outdoor fun – Payette Brewing Outlaw Indian Pale Ale	<a href="http://www.outsideonline.com/outdoor-adventure/culinary/wine-beer-and-spirits/25-Canned-Beers-for-Every-Type-of-Outdoor-Fun.html#slide-6">http://www.outsideonline.com/outdoor-adventure/culinary/wine-beer-and-spirits/25-Canned-Beers-for-Every-Type-of-Outdoor-Fun.html#slide-6</a>
November	WalletHub	2014's Best and Worst Cities for Veterans – Boise #5	<a href="http://wallethub.com/edu/best-and-worst-cities-for-veterans/8156/">http://wallethub.com/edu/best-and-worst-cities-for-veterans/8156/</a>
11/30	The Dallas Morning News	Family travel five: It's time to find your winter wonderland	<a href="http://www.kentucky.com/2014/12/01/3568963-family-travel-five-its-time-to.html?rh=1">http://www.kentucky.com/2014/12/01/3568963-family-travel-five-its-time-to.html?rh=1</a>
11/28	Brave Ski Mom – Blog	Let's Ski Idaho	<a href="http://braveskimom.com/lets-ski-idaho-giveaway">http://braveskimom.com/lets-ski-idaho-giveaway</a>
11/24	iExplore	Wine and Dine – Beyond the Idaho Potato	<a href="http://www.iexplore.com/experiences/idaho/articles/wine-and-dine-beyond-idaho-potato?utm_content=buffer43cc5&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.iexplore.com/experiences/idaho/articles/wine-and-dine-beyond-idaho-potato?utm_content=buffer43cc5&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a>
11/24	Pit Stops for Kids – Blog	Win ski passes to Idaho skiing destinations!	<a href="http://pitstopsforkids.com/2014/11/win-ski-passes-idaho-skiing-destinations/">http://pitstopsforkids.com/2014/11/win-ski-passes-idaho-skiing-destinations/</a>
11/10	WMBF – multiple outlets	Shore Lodge Wins Big in 4th Annual Northwest Meetings & Events Best of Awards	<a href="http://www.wmbfnews.com/story/27344413/shore-lodge-wins-big-in-4th-annual-northwest-meetings-events-best-of-awards">http://www.wmbfnews.com/story/27344413/shore-lodge-wins-big-in-4th-annual-northwest-meetings-events-best-of-awards</a>
11/5	Huffington Post	4 Reasons to Visit Idaho Now	<a href="http://www.huffingtonpost.com/fodor/s/4-reasons-to-visit-idaho_b_6110068.html">http://www.huffingtonpost.com/fodor/s/4-reasons-to-visit-idaho_b_6110068.html</a>
11/3	Huffington Post	The best under-the-radar destinations of 2015 – Boise, ID	<a href="http://www.huffingtonpost.com/purewow/the-best-under-the-radar_b_6087740.html?utm_hp_ref=ravel">http://www.huffingtonpost.com/purewow/the-best-under-the-radar_b_6087740.html?utm_hp_ref=ravel</a>
11/1	Parks & Recreation – The official publication of the National Recreation and Park Association	Kids and Olympian Take the Single-Track Trail	<a href="http://www.parksandrecreation.org/2014/November/Kids-and-Olympian-Take-the-Single-Track-Trail/">http://www.parksandrecreation.org/2014/November/Kids-and-Olympian-Take-the-Single-Track-Trail/</a>

# RED SKY

A STRATEGIC COMMUNICATION AGENCY

## Outlets Pitched in November

- About.com
- ESPN.com
- Onthesnow.com
- Outside
- SNEWS
- Snowboarder – Online
- Sports Illustrated
- Travel Weekly
- Smarter Travel.com
- Newsday

DATE	MEDIA OUTLET	HEADING	LINK
December	Conde Nast Traveler	10 Best US Museums for kids (and kids at heart) - #2 Discovery Center of Idaho	<a href="http://www.cntraveler.com/galleries/2014-12-03/10-best-us-museums-for-kids-spy-museum-emp-museum/2">http://www.cntraveler.com/galleries/2014-12-03/10-best-us-museums-for-kids-spy-museum-emp-museum/2</a>
12/31	The News tribune (multiple outlets)	10 Idaho trips to cure holiday cabin fever	<a href="http://www.thenewstribune.com/2014/12/31/3565459_10-idaho-trips-to-cure-holiday.html?ihp=0&amp;rh=1">http://www.thenewstribune.com/2014/12/31/3565459_10-idaho-trips-to-cure-holiday.html?ihp=0&amp;rh=1</a>
12/22	USA Today Travel	New Year's Eve: Unusual drops around the USA – Idaho Potato Drop	<a href="http://experience.usatoday.com/america/story/best-of-lists/2014/12/22/unusual-new-years-eve-drops-around-the-usa/20762425/">http://experience.usatoday.com/america/story/best-of-lists/2014/12/22/unusual-new-years-eve-drops-around-the-usa/20762425/</a>
12/19	The Seattle Times	Coming up: Events beyond Seattle – McCall & Boise	<a href="http://seattletimes.com/html/travel/2025258017_comingupcalendardec21.xml.html">http://seattletimes.com/html/travel/2025258017_comingupcalendardec21.xml.html</a>
12/17	Forbes Travel	The Cove earns four-star rating from Forbes Travel Guide	<a href="http://www.13abc.com/story/27651450/the-cove-earns-four-star-rating-from-forbes-travel-guide#.VJNYggWjFUE.twitter">http://www.13abc.com/story/27651450/the-cove-earns-four-star-rating-from-forbes-travel-guide#.VJNYggWjFUE.twitter</a>
12/9	Urban Bliss Life	Travel Tuesday Giveaway: Brundage Mountain Resort 4-pack lift tickets	<a href="http://www.urbanblisslife.com/2014/12/09/travel-tuesday-giveaway-brundage-mountain-resort-4-pack-lift-tickets/">http://www.urbanblisslife.com/2014/12/09/travel-tuesday-giveaway-brundage-mountain-resort-4-pack-lift-tickets/</a>
12/9	Consumer Electronic	The 35 Best US Cities for people 35 and under – Boise, Idaho ranks	<a href="http://www.consumerelectronicsnet.com/ar">http://www.consumerelectronicsnet.com/ar</a>

	s Net	#1 for a Night Out	<a href="http://www.newsobserver.com/2014/12/06/4379012-five-wintery-western-lodges-to-visit-#2-Shore-Lodge-McCall-Idaho">http://www.newsobserver.com/2014/12/06/4379012-five-wintery-western-lodges-to-visit-#2-Shore-Lodge-McCall-Idaho</a>
12/6	Dallas Morning News	Five wintry Western lodges to visit - #2 Shore Lodge, McCall, Idaho	<a href="http://www.newsobserver.com/2014/12/06/4379012-five-wintery-western-lodges-to-visit-#2-Shore-Lodge-McCall-Idaho">http://www.newsobserver.com/2014/12/06/4379012-five-wintery-western-lodges-to-visit-#2-Shore-Lodge-McCall-Idaho</a>
12/5	The Portland Mercury Blog	Boise's Treefort Music Fest Announces First Round of Artists	<a href="http://blogtown.portlandmercury.com/BlogtownPDX/archives/2014/12/05/boises-treefort-music-fest-announces-first-round-of-artists">http://blogtown.portlandmercury.com/BlogtownPDX/archives/2014/12/05/boises-treefort-music-fest-announces-first-round-of-artists</a>
12/1	USA Today - Sports	America's 10 best college football towns - #9 Boise State	<a href="http://fanindex.usatoday.com/2014/12/01/americas-10-best-college-football-towns/">http://fanindex.usatoday.com/2014/12/01/americas-10-best-college-football-towns/</a>

**Outlets Pitched in December**

- Skisnowboard - online
- Slope Dope - online
- Snowboarder - online
- Surf and Snow Magazine - online
- Transworld Snowboarding - online
- The Ski Diva - online
- About.com - online