

ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: Southwest Idaho Travel Association	Grant Number: 14-111-01
Date Submitted: 4/14/2015	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: \$ 274,205.00	Cash Match Requirement: \$ 33,901.00	Total Excess Match Committed (Above required amount)
Amount Expended YTD: \$96,218.59	Cash Match Documented YTD: \$22,662.72	

Copy for additional elements

Element 1: Audit

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: \$77,468.59	Cash Match Documented YTD: \$22,662.72	Excess Cash Match Committed: \$
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Progress of Element since grant award or last report:

Rizen Creative continues to keep SWITA's brand consistent throughout all our marketing pieces. SWITA worked closely with Rizen on our winter campaign to acquire new leads, touch our current lead, and promote overnight stays in Southwest Idaho.

Red Sky – SWITA worked closely with Red Sky during the McCall Fam Trip. Red Sky works on behalf of SWITA to promote activities, attractions, and overnight stays in our region. Red Sky is able to do this through a quarterly newsletter that goes to interested media, story pitching, and media queries.

Northwest Travel Ad with Nampa Chamber – SWITA partnered with Nampa to promote the Stampede in NW Travel. With Nampa's participation, SWITA was able to bump our half-page ad up to a full-page ad.

Destination Caldwell has contracted with Roger Brooks for the re-branding of Caldwell that includes tourism. "Farm to Fork" and "Farm to Cork" will be their new slogan.

Go West – SWITA attended Go West Summit and had over 55 appointments in three days. Research was done prior to quality the appointments, learn itineraries, and promotion strategy. After the marketplace, SWITA has done follow-up to the appointments which includes itinerary assistance.

SWITA's Boise Airport Display continues to gain followers as our brochures in the airport continue to be fulfilled.

Seattle & Spokane Golf Shows – Dustin Simons with Tamarack and Dustin Ames with McCall Golf Course represented SWITA at both shows. The shows had good attendance and they spoke with visitors that plan on making a trip to Southwest Idaho. They are still educating people where McCall is and that Tamarack is still open for business.

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 Senior News for March, April and May for their series on Vietnam. They are working on updating their website.

Mountain Home is working on their summer advertising.

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 summer 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.

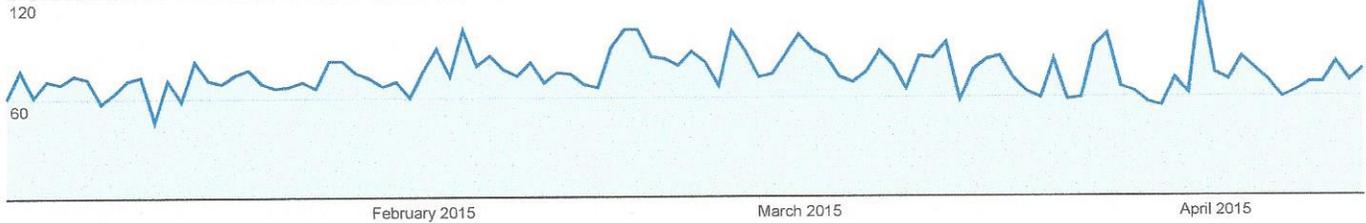
Audience Overview

Jan 1, 2015 - Apr 12, 2015

All Sessions
100.00%

Overview

Sessions



Sessions

7,613



Users

6,983



Pageviews

12,503



Pages / Session

1.64



Avg. Session Duration

00:00:42



Bounce Rate

81.65%

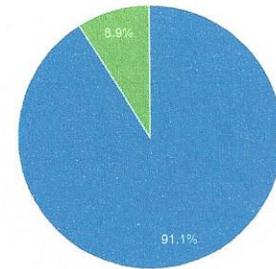


% New Sessions

91.09%



New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	6,104	80.18%
2. th-th	308	4.05%
3. (not set)	168	2.21%
4. pt-br	144	1.89%
5. en-gb	120	1.58%
6. es-es	72	0.95%
7. en	69	0.91%
8. th	56	0.74%
9. es-us	46	0.60%
10. ar	45	0.59%