

ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: Southwest Idaho Travel Association	Grant Number: 14-111-01
Date Submitted: 7/14/2015	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: \$ 274,205.00 Amount Expended YTD: \$164,466.54	Cash Match Requirement: \$ 33,901.00 Cash Match Documented YTD: \$30,195.86	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: \$	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: Last RFF will be submitted and approved.

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): 9/30/2015

Actions needed to complete this element: All documentation and requests will be submitted.

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: \$145,716.54	Cash Match Documented YTD: \$30,195.86	Excess Cash Match Committed: \$
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Progress of Element since grant award or last report:

Rizen Creative continues to carry SWITA's brand throughout all of our advertising mediums. Rizen completed a homepage redesign, re-worked our responsive site, and finalized the summer campaign. The summer campaign is a digital campaign that includes partners: Zip Idaho, Hells Canyon Adventures, and Hat Ranch Winery. This campaign was promoted with digital ads and with e-blasts to our current database. The goal of this campaign is to acquire new leads and promote overnight stays in the Southwest Idaho region.

Red Sky continued to promote our summer season and has gradually transitioned into promoting Southwest Idaho's fall product. The fall e-newsletter that is sent to opt-in media will focus on mountain biking/hiking trails as well as our wineries.

Northwest Travel Ad May/June issue. SWITA's half-page ad focused on family fun and outdoor recreation.

SWIC continues to carry out the board's wishes on a project basis. SWIC represented SWITA at IPW and ICORT, along with doing lead research and show follow-up.

SWITA did a half-page ad in the April Issue of Alaska/Horizon Publication. The ad focused on fishing and outdoor recreation. The April issue was chosen as it was the month that traveling to Idaho was being promoted by the publication.

SWITA attended ICORT in Boise in May. This was a great chance to visit with partners, brainstorm new marketing tactics, and partner with new advertisers.

SWITA attended IPW alongside the state in Florida. They had a full book of appointments which along with walk-ups, gave us 55+ appointments over the three-day show. Appointments were researched prior and continue to be followed-up with. IPW is a great show for SWITA to attend as we promote Boise as a gateway city, Hells Canyon, White-water rafting, McCall and outdoor recreation. We often try and partner with itineraries that include Eastern Idaho or Western Washington/Oregon.

Food & Travel Ad – SWITA partnered with the Boise CVB on a full-page ad and editorial that focused on visiting Boise and partnering that visit with a tour around the region.

Sunset magazine with Idaho Wine Commission – SWITA partnered with the Idaho Wine Commission at the Sunset Magazine Wine festival. This is important as the majority of Idaho wines are made in Southwest Idaho, and wineries/vineyards are the top tier assets we promote.

Salt Lake City ad (June) with Idaho Wine Commission – SWITA partnered with the Idaho Wine Commission and combined our full page ads to be a full spread. This gave us a larger presence, promoted Savor Idaho, Idaho Wine Month, and the “other” activities to do in Southwest Idaho.

Warhawk Air Museum has had an extremely busy year and very successful programs that have drawn thousands of people to Nampa. They held a 50th year Anniversary of the Vietnam War Symposium series for 5 months in a row and have averaged 600-700 people from all over the state in attendance partly because they were able to advertise out of the region (such as their billboards and Idaho Senior news). They had a phone call from a person in Idaho Falls who thanked them for advertising in their paper so they could find out what the Museum is scheduling. The Warbird Round up was very successful and their out of region advertising brought people from around the state and out of state. Their tourism trade has been very healthy this year and they are just in the beginning of summer travel. They are working on a new design for their brochures and also updating their website. They continue to advertise with Billboards, Idaho Senior news and others.

Mountain Home is currently deciding on how to spend the remainder of their funds for this grant cycle. They have advertised in the Idaho State Travel guide and had new brochures printed.

Boise Creation Job Retention Council (BCJRC) is working on their video with Webster Media House and will finish summer shooting by the end of July. Editing will occur during July and early August. The format will be quick clips of footage on the general categories under “Activities” or “Events” as shown on the Boise County Adventures web site at <http://boisecountyadventures.com>, e.g. Activities - Art Galleries, Mountain Biking, Lodging, Zip lines, etc. or Events - July 4, Northfork Championships, etc. Viewers will be directed to the

Activities or Events pages of the web site. Once the video is on the web site, it will also be placed on social media sites like Facebook, Twitter, etc.

Garden Valley has a new radio ad which started in June and will run until the end of August. They are considering other print advertising.

Caldwell Chamber of Commerce has placed an ad in Salt Lake Magazine for July/August highlighting the wineries and will place another for September.

Analytic reports and ad samples attached.

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

Actions needed to complete this element: All entities and SWITA must complete their advertising programs.

Measurements(s) of Results

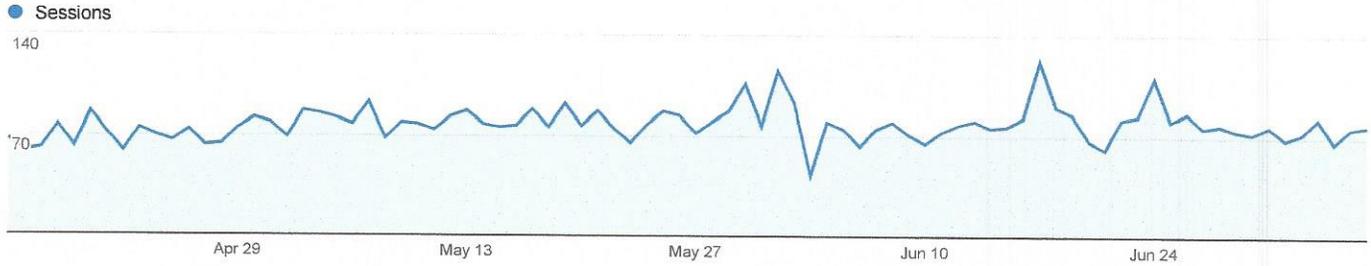
No activity during this report period due to seasonal nature of marketing activity.

Audience Overview

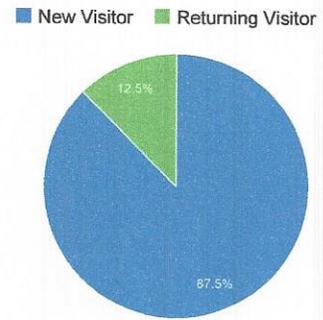
Apr 15, 2015 - Jul 7, 2015

All Sessions
100.00%

Overview

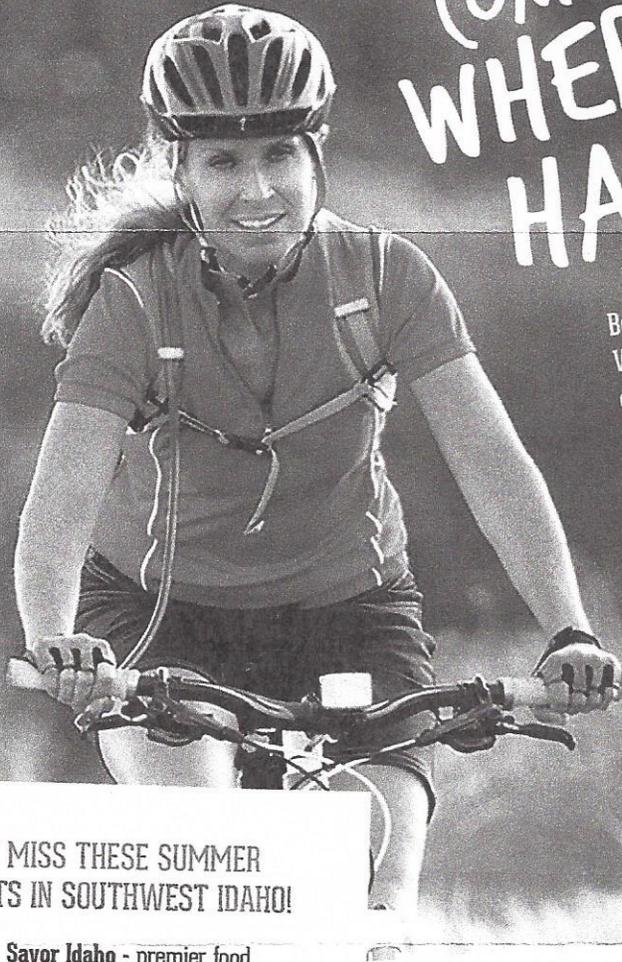


Sessions 6,532	Users 5,768	Pageviews 11,956
Pages / Session 1.83	Avg. Session Duration 00:01:03	Bounce Rate 76.62%
% New Sessions 87.49%		



Language	Sessions	% Sessions
1. en-us	5,685	87.03%
2. (not set)	193	2.95%
3. pt-br	74	1.13%
4. es-419	73	1.12%
5. en	53	0.81%
6. es-es	48	0.73%
7. es-us	39	0.60%
8. vi-vn	39	0.60%
9. c	38	0.58%
10. en-gb	38	0.58%

LOVE THE CITY
JUST AS MUCH AS
YOU LOVE THE OUTDOORS?
COME TO THE PLACE
WHERE YOU DON'T
HAVE TO CHOOSE.



Boise is a lively city surrounded by outdoor adventure. When you're here, you don't have to decide between the energy of downtown life and the freedom of the outdoors. Shopping, hiking, dining, rafting, biking and live music venues are among the countless activities all housed in one fabulous region.

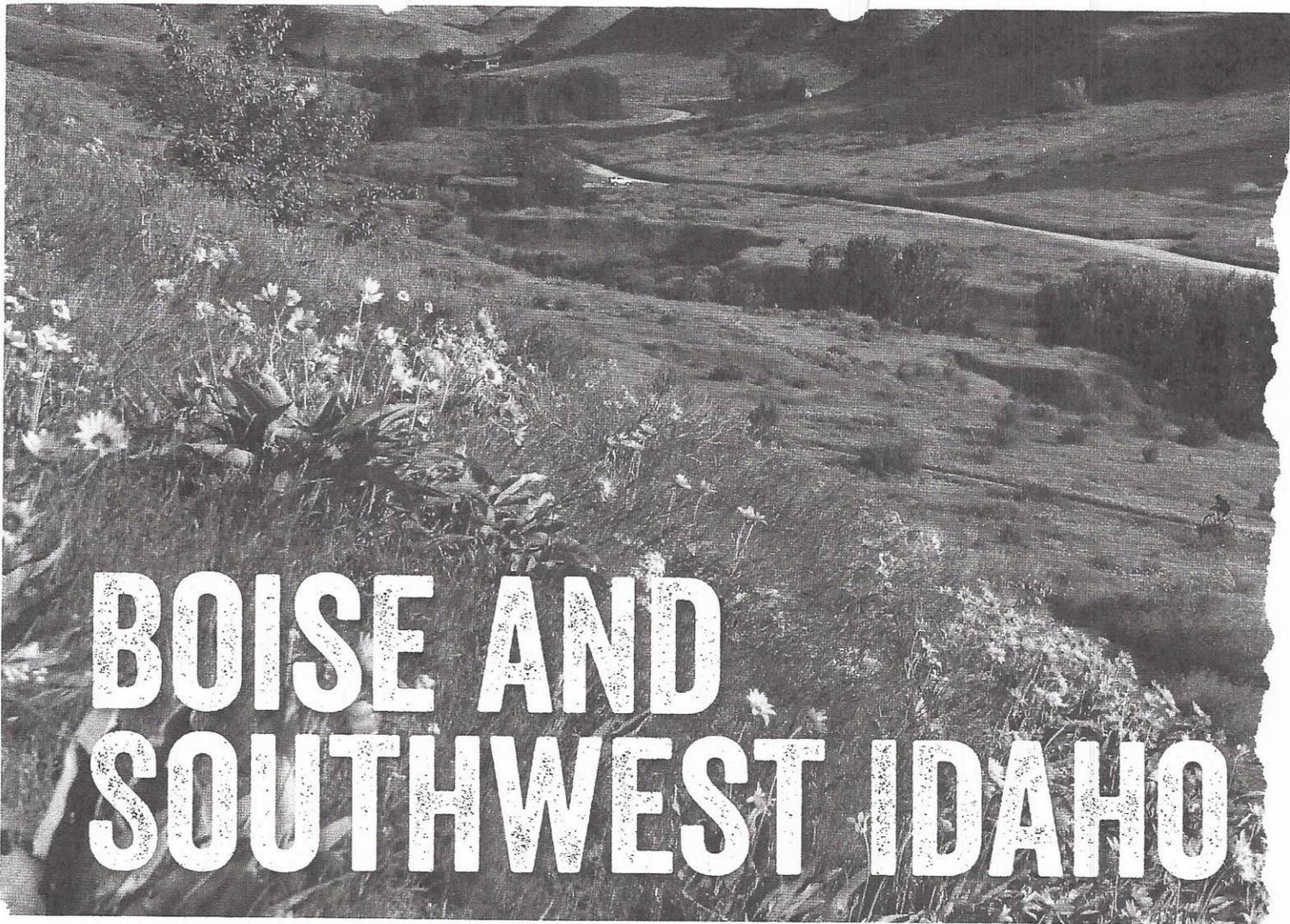
**DON'T MISS THESE SUMMER
EVENTS IN SOUTHWEST IDAHO!**

- JUNE** Savor Idaho - premier food and wine event
- JULY** Jaialdi 2015 - one of the largest Basque festivals in the world
- AUG** Yellow Pine Music and Harmonics Festival - a harmonic experience unlike any other



DON'T JUST EXPLORE IT, EXPERIENCE IT AT BOISE.ORG OR VISITSOUTHWESTIDAHO.ORG.





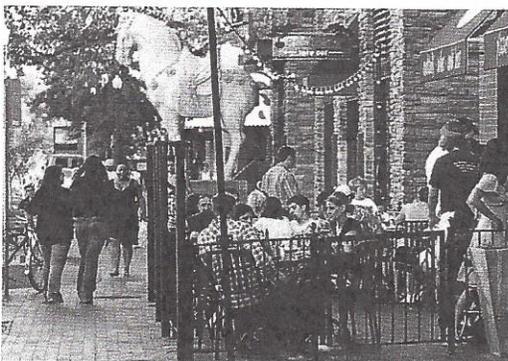
BOISE AND SOUTHWEST IDAHO

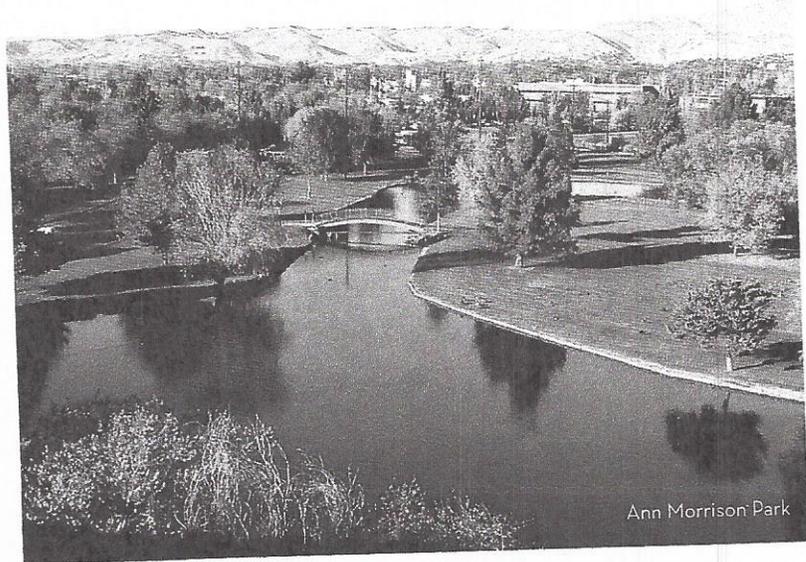
Everyone has their own reasons for loving Boise and Southwest Idaho. But one thing unites fans of this diverse area - access.

I quickly discovered this for myself as I stepped outside of my hotel room in the center of town and found the Boise Greenbelt which consists of 25 miles of mostly paved paths, and some unpaved trails meandering the banks of the Boise River and connecting over 15 expansive parks which line this amazing city. My attention was also drawn to the Ridge to Rivers Trailhead which leads into the

surrounding wild and scenic foothills. A friendly local made my day, explaining that I could be enjoying either of them in under five minutes. Really? Was it possible that this stunning region which was so easily accessible from my hometown was the ultimate union of city life existing in perfect sync with outdoor pursuits and nature? It was obvious that Boise is no ordinary place. In just minutes I could escape to float a river, ski, boat, hike, or bike - the possibilities were endless.

Today it was the wild Payette River that was calling my name. Several rafting companies offer guided trips through the lively whitewater. As a self-proclaimed adrenaline junkie, I soon found myself headed down the river toward the roaring waters with a guide from one of several rafting companies who specialize in making the excursions exciting and memorable, while keeping adventurers safe. After an unforgettable journey through the rapids, I mentioned to my guide that I would be back - next time with my family. I was pleased to learn that they cater to families as well. He also recommended Kelly's Whitewater Park in Cascade, just an hour north of Boise, which draws kayakers from near and far. Now I realized why the roads of southwestern Idaho are dotted with kayak topped cars.





Ann Morrison Park

wines. Much to my pleasure, she explained that several regional wineries were all within a short drive. Undoubtedly an ideal outing when I return with my husband!

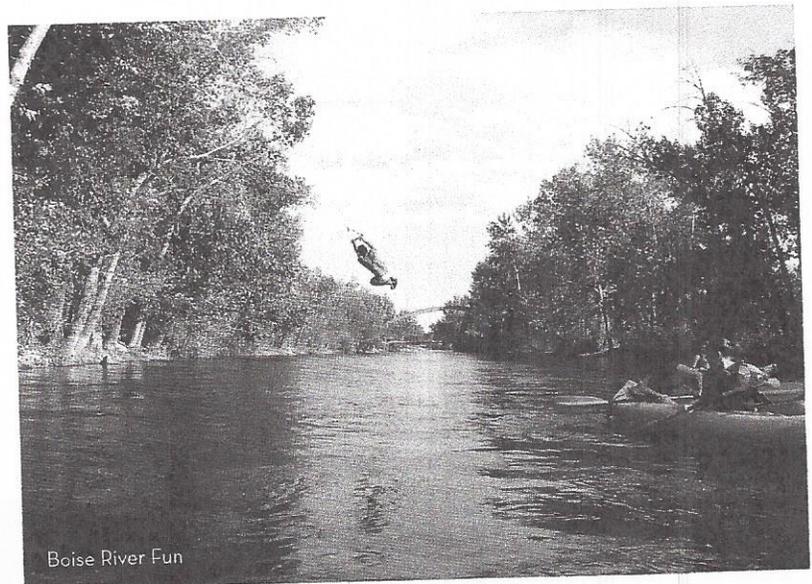
As I headed to the airport to catch my flight home, I was already planning my next trip to the area - this time with my family. With distinct and exhilarating adventures for the taking throughout the year, the most difficult decision would be when to return. Among my considerations for winter were Bogus Basin or the slopes in McCall - both alluring ski destinations. Or, should I plan for another summer vacation when the valley fills with bikers, boaters, and water lovers? Reflecting on my wondrous getaway, I was thrilled to know that regardless of the season we chose for our escape, we were certain to experience the same uniquely delightful combination of adventure and relaxation. ★

Was it possible that this stunning region was the ultimate union of city life existing in perfect sync with outdoor recreation?

After a challenging workout on the river, my muscles were tired, but my soul was rejuvenated. It was now time to nourish my body, and Boise's culinary lineup was as ready for me as I was for it. In fact, the city now ranks as a bona fide culinary destination, with glowing write-ups in *Condé Nast Travel & Leisure*, *Honest Cooking*, and *Men's Journal*, to name a few.

State and Lemp is a new restaurant that's drawing national raves, with their creative, locally sourced meals created by world-traveled chefs. With a growling stomach yet a bit underdressed for a high-end dining experience, I opted for something more casual. The Dish is a bistro-style restaurant with a heartfelt neighborhood feel. Their genuine welcome had me feeling right at home. The restaurant's passion derives from delicious food, using quality local ingredients, and creating an atmosphere that is community-focused, warm, and intimate - and The Dish did not disappoint.

With a well-earned nap behind me, I set out to taste some of the Northwest's finest craft beers. Just a short walk from my hotel, were at least four pubs with just the offerings I was in search of. While savoring a sampling of libations, a frequent traveler to the area made mention of Idaho's distinctive



Boise River Fun

PHOTO: BOISE CYB, ABOVE: SHUTTERSTOCK

these **are** the good old days.



There's still a place where flying is more than a childhood dream, it's a daily experience.

Welcome to Whitefish.



WHITEFISH
MOUNTAIN RESORT

WHITEFISH, MONTANA

LODGING starting at **\$99***

*Full details online. Taxes & fees not included. Some restrictions may apply.

SKIWHITEFISH.COM | 877-SKI-FISH

Partially Located on National Forest Lands Photo © GlacierWorld.com



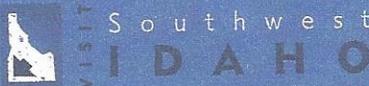
Daily Grind
Refined.



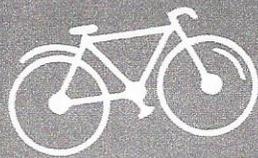
Summertime at Brundage Mountain means three things: sunshine, sports and scenery. Check out the stunning views with a scenic chairlift ride, then get up close and personal with the mountain while you hike, bike, explore and dine. All the mountain adventure you could want, minutes from downtown McCall.

Just another day in Southwest Idaho.

Explore the area, get travel ideas and find where to stay at visitsouthwestidaho.org.



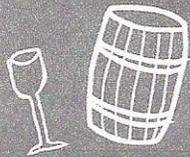
www.brundage.com | www.visitsouthwestidaho.org



Visit Southwest Idaho. Wining Encouraged.

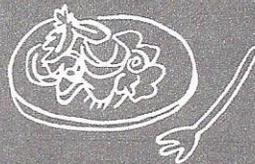


Southwest Idaho is ripe with wineries just waiting for you. When the wine's done pouring, you can take in everything the area has to offer—from world-class whitewater to live theater—before getting a good night's rest at a luxurious hotel, B&B or inn.



June is Idaho Wine Month

For the ultimate Idaho wine and food experience, don't miss Savor Idaho in Boise on June 14th. Tickets sell out early, so hurry over to savoridaho.org and reserve yours soon.



Embrace Your Inner Foodie

Taste the creations of some of the best chefs in the Northwest. Boise's home to two 2015 James Beard award nominees (think culinary Oscar).



No Shortage of Trails

Ride from winery to winery in the Sunnyslope Wine District, west of Boise. You can also ride your mountain bike on the Weiser River Trail, through winding canyons, birds of prey habitat or selfie-ready, picturesque forests.

We don't mind a little wining!

Get out and enjoy the rich flavors of Southwest Idaho for yourself.



VISIT Southwest
IDAHO

www.idahowines.org | www.visitsouthwestidaho.org