

ITC GRANT NARRATIVE PROGRESS REPORT

Grantee: Greater Sandpoint Chamber of Commerce	Grant Number: 14-I-03
Date Submitted: January 2015	Report #: <input checked="" type="checkbox"/> 1 <input type="checkbox"/> 2
Date Posted for Review:	<input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> Final

Awarded Grant: \$132,000	Cash Match Requirement: \$ 16,500	Total Cash Match Committed: (Above required amount) \$
Amount Expended YTD: \$35,532.55	Cash Match Documented YTD: \$12,494.57	

Copy for additional elements

Element 1 : Audit – Audit required for 2013-2014 grant cycle.

Amount Awarded: \$ 2,200	Amount Expended YTD: \$	Cash Match Documented YTD: \$	Total Cash Match Committed: \$
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Element 2: Fulfillment

Amount Awarded: \$ 13,200	Amount Expended YTD: \$9,900	Cash Match Documented YTD: \$0	Total Cash Match Committed: \$
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Element 3: Advertising

Amount Awarded: \$ 116,600	Amount Expended YTD: \$11,582.78	Cash Match Documented YTD: \$0	Total Cash Match Committed: \$0
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Progress of Element since grant award or last report:

Meltwater Press Contract for Media Services – finalize contract through 8/1/2015.

Annual KPBX (NPR affiliate in Spokane WA) Visit Scenic Idaho Radio Ads promotional campaign. 70K listeners from MT – ID – WA – B.C. 8,000 email blasts and 45 on air announcements in four week promotion month of September.

All ads will continue to follow our ad campaign "This Fall, set your Pace" :

Pacific Northwest Inlander – Half Page – September Issue; Fall Arts Calendar Section Ad – Half Page; August Issue –

Go Daddy.com – domain renewal SandpointlovesCanada.com website; BestSmallTown.com domain renewal

website

Inlander – Winter Roadmap 2014 – Back cover ½ page

Outdoors NW SnowSports Guide – ½ page

Anticipated completion date(s): Grant Cycle

Actions needed to complete this element: N/A

Measurements(s) of Results

PACIFIC NORTHWEST INLANDER:

More than 1/3 of all adults in the region read The Inlander. Inlander readers have a high education and income levels and are active consumers. Available in over 700 locations.

OUTDOORS NW:

Readership: 40,000 copies bi-monthly Pass-along circulation: 4.1 / 164,000 readers per edition / 82% say that Outdoors NW is their primary source for outdoor information / 62% save magazine for reference.

Reader Profile Female 60% Male 40% **Average Age: 42** 25-34 25% 35-54 60% **Average Household Income: \$75,000** **Most-Read Sections** Events Calendar 75% Travel – Escapes 66%



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

Element 4: Collateral – Visitor Guide

Amount Awarded: \$ 0	Amount Expended YTD: \$	Cash Match Documented YTD: \$	Total Cash Match Committed: \$
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Progress of Element since grant award or last report:

Anticipated completion date(s):

Complete

Actions needed to complete this element:

Measurements(s) of Results



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

Element 5: Website

Amount Awarded: \$ 0	Amount Expended YTD: \$0	Cash Match Documented YTD: \$	Total Cash Match Committed: \$
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Progress of Element since grant award or last report:
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.

Element 6: Sponsorships and Partnerships

Amount Awarded: \$ 0	Amount Expended YTD: \$ 9,511.39	Cash Match Documented YTD: \$7,030.37	Total Cash Match Committed: \$ 7,030.37
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Progress of Element since grant award or last report: Schweitzer Mountain Resort – co-op ads, Seattle, Calgary and Portland Ski shows
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.

Element 7: Conferences & Tradeshows
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Amount Awarded: \$ 0	Amount Expended YTD: \$412.38	Cash Match Documented YTD: \$	Total Cash Match Committed: \$
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Progress of Element since grant award or last report: National Event Management – Calgary Outdoor Adventure Show in March 2015 – deposit for booth
Anticipated completion date(s): March 15, 2015
Actions needed to complete this element: Trade Show
Measurements(s) of Results

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

Element 8: Public Relations – Fam Tours and Visits

Amount Awarded: \$ 0	Amount Expended YTD: \$0	Cash Match Documented YTD: \$	Total Cash Match Committed: \$
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Progress of Element since grant award or last report:
Actions needed to complete this element:
Measurements(s) of Results

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

Element 9: Events Marketing

Amount Awarded: \$ 0	Amount Expended YTD: \$4,126	Cash Match Documented YTD: \$	Total Cash Match Committed: \$
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Progress of Element since grant award or last report: Pacific Northwest Inlander - Half Page – Scenic Half Marathon Ad for Event in September. 934 runners from 13 states. Pacific Northwest Inlander – 2 Full Page Ads – Sibling Rivalry Chef Competition with Nelson, B.C. – Oktoberfest 2014 – 2 weeks in October
Anticipated completion date(s): Grant Cycle
Actions needed to complete this element: N/A
Measurements(s) of Results PACIFIC NORTHWEST INLANDER: More than 1/3 of all adults in the region read The Inlander. Inlander readers have a high education and income levels and are active consumers. Available in over 700 locations.

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

Respectfully submitted,

Kate McAlister

Corrie Greene

Kate McAlister, President/CEO
Corrie Greene, Operations Director
Greater Sandpoint Chamber of Commerce