

## ITC GRANT NARRATIVE PROGRESS REPORT

Grantee: Greater Sandpoint Chamber of Commerce	Grant Number: 14-I-03
Date Submitted: April 2015	Report #: <input type="checkbox"/> 1 <input checked="" 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: \$69,013.50	Cash Match Documented YTD: \$26,617.17	\$10,117.17

Copy for additional elements

**Element 1 : Audit** – Audit required for 2014-2015 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: \$12,854.03	Cash Match Documented YTD: \$0	Total Cash Match Committed: \$0
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**Progress of Element since grant award or last report:**

Keokee design fees for Spring ad campaign

Outthere Monthly – Jan/Feb Winter Ad

**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.

**OutThere Monthly:**

Readership: over 28,000 copies to active adults in Spokane County and North Idaho and we continue to grow each issue.

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

**Element 4: Collateral – Visitor Guide**

Amount Awarded: \$ 0	Amount Expended YTD: \$21,395.68	Cash Match Documented YTD: \$2,500	Total Cash Match Committed: \$
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**Progress of Element since grant award or last report:**

Visitor Guide completed.

**Anticipated completion date(s):**

**Complete**

**Actions needed to complete this element:**

**Measurements(s) of Results**

2015 Visitor guide – 70,000 copies to be distributed through Certified Folder, Sandpoint Magazine Summer Edition, Visitor Center, Tradeshow and Conferences, Relocation packets and Vacation packets

Certified Folder – Rack distribution in Spokane (super sites), Cd'A, Glacier Route, Yakima/Tri-Cities

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

**Element 5: Website**

Amount Awarded: \$ 0	Amount Expended YTD: \$1,381.25	Cash Match Documented YTD: \$	Total Cash Match Committed: \$
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**Progress of Element since grant award or last report:**

Quarterly E Newsletters, Quarterly Website maintenance, Sandpoint Loves Canada site maintenance

**Anticipated completion date(s):**

**Actions needed to complete this element:**

**Measurements(s) of Results**

Statistics Jan – Mar:

**Jan:** Visit Sandpoint Website (2015) = 4,276 sessions 9,863 page views

Newsletters (2014) = 1,672 (2015) = 1,877

**Feb:** Visit Sandpoint Website (2015) = 4,284 sessions 10,085 page views

Newsletters (2014) = 1,613 (2015) = 1,818

**Mar:** Visit Sandpoint Website (2015) = 4,905 sessions 11,452 page views

Newsletters (2014) = 1,454 (2015) = 1,851

Cumulative stats (2015) - 13,465 sessions – 31,400 page views  
(2014) - 8,348 sessions -14,614 page view

Visit Sandpoint Facebook fanbase – As of end of Mar, 1,327



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

**Element 6: Sponsorships and Partnerships**

Amount Awarded: \$ 0	Amount Expended YTD: \$ 14,789.92	Cash Match Documented YTD: \$17,159.79	Total Cash Match Committed: \$17,159.79
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**Progress of Element since grant award or last report:**

International Selkirk Loop Visitor Guide – Co-op ad with tourism partners

Schweitzer Mountain partnership advertising in the Greater Seattle Area

**Anticipated completion date(s):****Actions needed to complete this element:****Measurements(s) of Results**

As one of the anchor communities for the International Selkirk loop it is an important partnership with the Loop as well as our local tourism partners. Year after year Loop traffic continues to grow and their survey results show Sandpoint as one of the most visited communities. The other anchor being our Sister City, Nelson, BC.

Four billboards via Clear Channel in the high traffic areas in Seattle. Schweitzer creates the ad campaign and adds our Visit Sandpoint logo and the State logo and call to action.

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

<b>Element 7: Conferences &amp; Tradeshows</b>
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Amount Awarded: \$ 0	Amount Expended YTD: \$2,597.62	Cash Match Documented YTD: \$6,957.38	Total Cash Match Match Committed: \$6,957.38
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**Progress of Element since grant award or last report:**  
National Event Management – Calgary Outdoor Adventure Show in March 2015 – final payment for booth as well as reimbursement for attendee  
  
Reimbursement for travel to Grant Summit in Boise for attendee Kate McAlister

**Anticipated completion date(s):**  
March 2015

**Actions needed to complete this element:**  
Trade Show

**Measurements(s) of Results**  
  
Show was a great success again this year. We were situated next to Nelson, BC and the International Selkirk Loop. Lots of traffic, distributed over 3,000 visitor guides.

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

<b>Element 8: Public Relations – Fam Tours and Visits</b>
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Amount Awarded: \$ 0	Amount Expended YTD: \$0	Cash Match Documented YTD: \$	Total Cash Match 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.

<b>Element 9: Events Marketing</b>
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Amount Awarded: \$ 0	Amount Expended YTD: \$6,095	Cash Match Documented YTD: \$	Total Cash Match Match Committed: \$
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**Progress of Element since grant award or last report:**

Pacific Northwest Inlander - - Winter Carnival advertising –

Blue Sky Broadcasting – Winter Carnival ads

**Anticipated completion date(s):** Grant Cycle

**Actions needed to complete this element:** N/A

**Measurements(s) of Results**

Winter Carnival was a huge success this year despite our lack of snow. We have an inventory of just over 1,000 seats in our area restaurants and when they reported back to us about how the long week end went, we were told every seat in every restaurant was full for four days. We saw a lot of traffic from Spokane and the Seattle market. It coincides with Seattle's school Winter Break.

**PACIFIC NORTHWEST INLANDER:**

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**BLUE SKY BROADCASTING**

**Avg Listener age:** 25-54    **Male** 49%    **Female** 51%    **Avg income:** \$103k    **Reach**

**95.3 KPND** - since 1980, KPND's signal (100,000 watts) reaches an affluent audience from Creston, B.C. in the north, east to Plains, Montana, to the Latah County border south of Coeur d'Alene, Idaho, and west to Colville, Spokane, Airway Heights, as far as Ritzville, Washington.

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

Respectfully submitted,

*Kate McAlister*

Kate McAlister, President/CEO  
Greater Sandpoint Chamber of Commerce