

### ITC GRANT NARRATIVE PROGRESS REPORT

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

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|----------------------------------|--|---|
| Awarded Grant: \$132,000         | Cash Match Requirement: \$ 16,500      | Total Cash Match Committed: (Above required amount) |
| Amount Expended YTD: \$85,655.94 | Cash Match Documented YTD: \$29,117.17 | \$12,617.17   |

Copy for additional elements

**Element 1 : Audit** – Audit required for 2014-2015 grant cycle.

|                             |                         |                               |                                |
|-----------------------------|-------------------------|-------------------------------|--------------------------------|
| Amount Awarded:<br>\$ 2,200 | Amount Expended YTD: \$ | Cash Match Documented YTD: \$ | Total Cash Match Committed: \$ |
|-----------------------------|-------------------------|-------------------------------|--------------------------------|

**Element 2: Fulfillment**

|                              |                              |                                |                                |
|------------------------------|------------------------------|--------------------------------|--------------------------------|
| Amount Awarded:<br>\$ 13,200 | Amount Expended YTD: \$9,900 | Cash Match Documented YTD: \$0 | Total Cash Match Committed: \$ |
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**Element 3: Advertising**

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| Amount Awarded:<br>\$ 116,600 | Amount Expended YTD: \$21,010.34 | Cash Match Documented YTD: \$0 | Total Cash Match Committed: \$0 |
|-------------------------------|----------------------------------|--------------------------------|---------------------------------|

**Progress of Element since grant award or last report:**

OutdoorsNW – Spring Ad  
 Keokee Visitor Guide insertion for Sandpoint Magazine  
 NW Travel  
 KMC (Kootenay Mountain Culture) Magazine

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

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

## Measurements(s) of Results

### 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%

### Sandpoint Magazine:

- **Circulation.** 30,000 copies in summer, 25,000 copies in winter. That's roughly *four times more* than any other local newspaper or magazine.

- **Distribution.** At more than 220 locations in northern Idaho and eastern Washington, from every local hotel and motel to visitor centers, parks, Schweitzer, retail shops, grocery stores, Realty offices and more.

- **Long Shelf Life.** The magazine is published only twice a year, in November and May. A single advertising buy keeps working for six full months.

### 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.

### NORTHWEST TRAVEL MAGAZINE:

NORTHWEST TRAVEL MAGAZINE is the informative resource in the Northwest for travel, food, adventure and living life to its fullest.

Readership: 300,000 readers bimonthly in useful, fresh, and compelling ideas for discovering our region. Northwest Travel Magazine represents trust and inspires a passion for "Experiencing All Things Northwest."

### KOOTENAY MOUNTAIN CULTURE:

#### Demographics

Readers are interested in mountain lifestyle. They are 12 years old and they are 90 years old. They are from all over the world. They come in all shapes, sizes and income brackets. **Two things are for certain, though, they are active and they are educated.** They ski, snowboard, hike, bike, paddle, climb, walk, run, and they do it frequently and with great passion. They are professionals, activists, students, retirees, guides, artists, athletes and parents. They are committed to life outside and its culture

#### Circulation

KMC employs a unique circulation strategy, ensuring the magazine achieves both a geographically widespread and highly targeted readership. Our reader is fascinated by mountains and has a relationship with southern British Columbia. Our goal is to make it easy for this person to access our magazine by having it in places they visit regularly. **The magazine is free, has a print run of 12,500 per issue (two issues per year) and is circulated throughout key points in the Pacific Northwest. Outdoor retail shops, resorts, and backcountry operators across southern BC see the bulk of our distribution.**



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

### Element 4: Collateral – Visitor Guide

|                 |                  |                       |                  |
|-----------------|------------------|-----------------------|------------------|
| Amount Awarded: | Amount Expended  | Cash Match Documented | Total Cash Match |
| \$ 0            | YTD: \$21,395.68 | YTD: \$2,500          | Committed: \$    |

### 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, Tradeshows 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:<br>\$ 0 | Amount Expended<br>YTD: \$3,026.23 | Cash Match Documented<br>YTD: \$ | Total Cash Match<br>Committed: \$ |
|-------------------------|------------------------------------|----------------------------------|-----------------------------------|

**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:

**Apr:** Visit Sandpoint Website (2015) = 4,983 sessions 10,0213 page views

Newsletters (2014) = 1,562 (2015) = 1,807 (up 16% over 2014)

**May:** Visit Sandpoint Website (2015) = 5,155 sessions 11,896 page views (up 150% over 2014)

(2014) = 2,561 sessions 4,647 page views

**Newsletters** (2014) = 1,465 (2015) = 1,788 (up 22%)

**June:** Visit Sandpoint Website (2015) = 7,835 sessions 17,044 page views (up 84.9% over 2014)

(2014) = 3,428 sessions 9,215 page views

**Newsletters** (2014) = 1,496 (2015) = 1,783 (up 19.2%)

Visit Sandpoint Facebook fanbase – As of end of June - 1,443

Godaddy renewals for [www.mostbeautifultownusa.com](http://www.mostbeautifultownusa.com) and [www.mostbeautifultown.com](http://www.mostbeautifultown.com)

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

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| <b>Element 6: Sponsorships and Partnerships</b> |
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|-------------------------|--------------------------------------|---|--|
| Amount Awarded:<br>\$ 0 | Amount Expended<br>YTD: \$ 19,789.92 | Cash Match Documented<br>YTD: \$19,659.79 | Total Cash Match Committed:<br>\$19,659.79 |
|-------------------------|--------------------------------------|---|--|

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| <b>Progress of Element since grant award or last report:</b><br>Silverwood Digital ad campaign in Canada – Prospecting and digital targeting co-op campaign |
| <b>Anticipated completion date(s):</b>  |
| <b>Actions needed to complete this element:</b>   |
| <b>Measurements(s) of Results</b><br>Partnered with Silverwood for digital campaign.  |

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

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| <b>Element 7: Conferences &amp; Tradeshows</b> |
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|-------------------------|------------------------------------|--|--|
| Amount Awarded:<br>\$ 0 | Amount Expended<br>YTD: \$3,166.77 | Cash Match Documented<br>YTD: \$6,957.38 | Total Cash Match Committed: \$6,957.38 |
|-------------------------|------------------------------------|--|--|

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| <b>Progress of Element since grant award or last report:</b><br>Reimbursement for travel to ICORT in Boise for attendee Kate McAlister |
| <b>Anticipated completion date(s):</b><br>March 2015   |
| <b>Actions needed to complete this element:</b><br>Trade Show  |
| <b>Measurements(s) of Results</b><br>Trip to ICORT was successful, brought back some great ideas.                                      |

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

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

**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**

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|-------------------------|---------------------------------|----------------------------------|-----------------------------------|
| Amount Awarded:<br>\$ 0 | Amount Expended<br>YTD: \$7,367 | Cash Match Documented<br>YTD: \$ | Total Cash Match<br>Committed: \$ |
|-------------------------|---------------------------------|----------------------------------|-----------------------------------|

**Progress of Element since grant award or last report:**

Pacific Northwest Inlander - - Lost in the 50's advertising –

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

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

**Measurements(s) of Results**

Lost in the 50's was bigger and better this year. A majority of the local businesses saw a better May than the previous year. Always a good way to kick off summer.

**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*

Kate McAlister, President/CEO  
Greater Sandpoint Chamber of Commerce