

**ITC GRANT NARRATIVE PROGRESS REPORT**

Grantee: Sun Valley Marketing Alliance	Grant Number: 14-VII-04
Date Submitted:	Report #: <input type="checkbox"/> 2 <input type="checkbox"/> 4
Date Posted for Review:	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> 3 <input type="checkbox"/> Final

Awarded Grant: \$ 210,510	Cash Match Requirement: \$ 25,901	Total Cash Match Committed: \$
Amount Expended YTD: \$98,390.23	Cash Match Documented YTD: \$	

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Element 1: Audit
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Amount Awarded: \$ 3,300	Amount Expended YTD: \$0	Cash Match Documented YTD: \$0	Total Cash Match Committed: \$
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<p>Progress of Element since grant award or last report: The Audit for grant 14-VII-04 will not be initiated until the end of the grant cycle</p> <p>Anticipated completion date(s): October 2015</p> <p>Actions needed to complete this element: CPA to perform audit at the end of the grant cycle.</p> <p>Measurements(s) of Results Completed audit by CPA.</p>
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No activity during this report period due to seasonal nature of marketing activity.

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Element 2: Admin and Fulfillment
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Amount Awarded: \$ 21,051	Amount Expended YTD: \$15,788	Cash Match Documented YTD: \$0	Total Cash Match Committed: \$
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<p>Progress of Element since grant award or last report: As stipulated in the grant guidelines we will request 75% of the awarded amount in our 1<sup>st</sup> RFF.</p>
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Anticipated completion date(s):
October 2015
Actions needed to complete this element:
Measurements(s) of Results

Element 3: Tourism Marketing

Amount Awarded:	Amount Expended YTD:	Cash Match Documented YTD:	Total Cash Match Committed: \$
\$ 186,159	\$98,390.23	\$0	

<p>Progress of Element since grant award or last report:</p> <p>During this period, our winter advertising campaigns were all launched, including our primary winter (alpine) campaign focusing on national (vertical) markets, Seattle, Los Angeles, San Francisco, Denver, New York and Boise. In addition, we also launched our Nordic campaign, which highlights Sun Valley as a key Nordic destination and also calls out the Sun Valley Nordic Festival. Our advertising continues to skew heavily towards digital media (80%) due to the flexibility for messaging and the ability to track results. We created three winter videos for use in advertising – 60, 30 and 15 second versions and video ads continue to be top performers.</p>
<p>Anticipated completion date(s):</p> <p>The Nordic campaign runs through the end of January. The primary winter campaign runs through the end of March</p>
<p>Actions needed to complete this element:</p> <p>Invoices need to be submitted by all vendors and payments made</p>
<p>Measurements(s) of Results</p> <p>Results of our campaign efforts are measured in a variety of ways including:</p> <ul style="list-style-type: none"> <li>• Campaign specific statistics – click-through rates; video completion rates; impressions; etc.</li> <li>• Website Visits</li> <li>• Social Media activity</li> <li>• Room nights sold</li> <li>• Visitors to the destination</li> <li>• PR exposure</li> </ul> <p>To date this winter, we are seeing strong results in all categories. We are up 9% in room nights sold (Oct 1-Feb 28); up 28% in website visits; and strong exposure through both owned and earned media.</p>