

ITC GRANT NARRATIVE PROGRESS REPORT

Grantee: Sun Valley Marketing Alliance	Grant Number: 14-VII-04
Date Submitted:	Report #: <input checked="" type="checkbox"/> 2 <input type="checkbox"/> 4
Date Posted for Review:	<input 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: \$169,040	Cash Match Documented YTD: \$17,500	

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Element 1: Audit

Amount Awarded: \$ 3,300	Amount Expended YTD: \$0	Cash Match Documented YTD: \$0	Total Cash Match Committed: \$
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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

Anticipated completion date(s):

October 2015

Actions needed to complete this element:

CPA to perform audit at the end of the grant cycle.

Measurements(s) of Results

Completed audit by CPA.

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

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Element 2: Admin and Fulfillment

Amount Awarded: \$ 21,051	Amount Expended YTD: \$15,788	Cash Match Documented YTD: \$0	Total Cash Match Committed: \$
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Element 3: Tourism Marketing

Amount Awarded: \$ 186,159	Amount Expended YTD: \$151,540.92	Cash Match Documented YTD: \$17,500	Total Cash Match Committed: \$
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Progress of Element since grant award or last report:

During this period, we continued our winter campaigns and also began work on our upcoming campaigns, including Mountain Biking, Events, and Summer. The Mountain biking campaign will be focused on vertical media and is executed in partnership with the Sun Valley Resort. The campaign begins in early April and includes print, digital and video advertising. The Events campaign focuses on Boise and Salt Lake City and serves as an umbrella campaign to showcase Sun Valley and surrounding area events. This is the 2nd year of the campaign. This campaign includes print and digital advertising and will be in market from May through September.

We also began work on our primary summer campaign, which will be showcased in LA, SF, Seattle, Denver, NY and Boise. The campaign is comprised of digital, print and video ads. The first draft of the media plan is in progress and RFP's have been received from all potential vendors.

In addition to our campaigns, we also worked on our new responsive website, creating new navigation, creating new copy, sourcing new imagery and transferring all content from the old site to the new site. We are also creating a responsive website template to coincide with the new website launch.

Anticipated completion date(s):

The winter campaign has now concluded but not all invoices have been received.

The new responsive website and responsive email template will launch on April 15th.

The summer, events and mountain biking campaigns will wrap up in early fall.

Actions needed to complete this element:

Campaigns to run their full course.

Measurements(s) of Results

We will continue to monitor campaign results and adjust monthly based on performance. Room nights sold, visitors, website visits, social media activity and PR coverage will all be measured to judge the success of our marketing.