

ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: Sun Valley Marketing Alliance	Grant Number: 14-VII-04
Date Submitted: 07/16/2015	Report #: <input type="checkbox"/> 2 <input type="checkbox"/> 4
Date Posted for Review:	<input type="checkbox"/> 1 <input checked="" type="checkbox"/> 3 <input type="checkbox"/> Final

Awarded Grant: \$ 210,510	Cash Match Requirement: \$ 26,314	Total Excess Match Committed (Above required amount)
Amount Expended YTD: \$202,764.42	Cash Match Documented YTD: \$26,314	

Copy for additional elements

Element 1: Admin

Amount Awarded: \$ 21,510	Amount Expended YTD: \$15788.25	Cash Match Documented YTD: \$	Excess Cash Match Committed: \$
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Progress of Element since grant award or last report: This element is ongoing until completion of the grant.
Anticipated completion date(s): August
Actions needed to complete this element: Final report and audit.
Measurements(s) of Results Not Applicable

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

Element 3: Tourism Marketing

Amount	Amount	Cash Match	Excess Cash
Awarded: 186,000	Expended o	Documented 263,14	Match
\$	YTD: \$186,000	YTD: \$	Committed: \$

Progress of Element since grant award or last report:

We have completed our Winter Marketing campaign funded by the 2015 grant. During this time period, we also completed a re-launch of our website with a new responsive design. We also launched our Summer, Mountain Biking and Events campaigns and finalized all assets being used in those campaigns (video, print, digital and audio ads).

Anticipated completion date(s):

August

Actions needed to complete this element:

The portion of our campaigns that is being funded by the ITC grant has been completed.

Measurements(s) of Results

Winter Campaign Results:

+18% Room Nights Sold

+27% Visitors

+50% Website Visits

Approx 90% video completion rate for video ads

Approx 3X industry average for click through rates on digital ads



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