

## ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: Teton Valley Chamber of Commerce	Grant Number:
Date Submitted: 5/15/2015	Report #: <input type="checkbox"/> 1 <input checked="" type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> Final
Date Posted for Review:	

Awarded Grant: \$ 51,480	Cash Match Requirement: \$ 7,500	Total Excess Match Committed (Above required amount) \$ 800.55
Amount Expended YTD: \$ 14,699.36	Cash Match Documented YTD: \$ 8,300.55	

Copy for additional elements

Element 3:
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Amount Awarded: \$ 15,000	Amount Expended YTD: \$4,619	Cash Match Documented YTD: \$750	Excess Cash Match Committed: \$4,050
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<p>Progress of Element since grant award or last report:</p> <p>The Great Snow Fest was a huge success for Teton Valley. The event was moved to a more centralized location in downtown Driggs making it easy to move from event to event. The lodging was almost at maximum capacity between the two weekends. Competitors increased by 50% for the events. Another huge success of this event is the creation of some videos. These videos will be used to market future Snow Fests and the valley. The videos tap in on everything there is to do during and around the event.</p> <p>DiscoverTetonValley.com continues to grow in visitation and with the upcoming online advertising we should see a bigger jump in website visits.</p>
Anticipated completion date(s):
Actions needed to complete this element:
<p>Measurements(s) of Results</p> <p>Thanks to on-site surveys from the Great Snow Fest, on-site counting (with a clicker), anecdotal evidence from volunteer staff, questionnaires from event planners, interviews with lodging proprietors, and event registration forms, we were able to make an informed attendance estimate in 2015 which was between 4000 – 4500 attendees at the various events. (This range</p>

includes volunteer participation). The two biggest events, Snow Sculpting and the combined Sno-X/Skijor events, had approx. 1500 people at each of them. The other smaller events accounted for the remaining 1000 – 1500 people. Some people attended multiple events but we have no way of knowing how many were repeats. Of the 4000-4500 attendees, approx. 50% were local, 25% were regional (Idaho Falls, Pocatello, Jackson, etc), and the remaining 25% were from out of the area altogether.

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

Revised 8-Aug-2013