

ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: Teton Valley Chamber of Commerce	Grant Number:
Date Submitted: 7/10/2015	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: \$ 51,480	Cash Match Requirement: \$ 7,500	Total Excess Match Committed (Above required amount) \$800.55
Amount Expended YTD: \$ 14,699.39	Cash Match Documented YTD: \$ 8300.55	

Copy for additional elements

Element 3a: Advertising

Amount Awarded: \$ 32,332	Amount Expended YTD: \$9319	Cash Match Documented YTD: \$8300.55	Excess Cash Match Committed: \$800.55
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<p>Progress of Element since grant award or last report:</p> <p>During this cycle, the TVCC has awarded event funding dollars to the Diggs Driggs Plein Air, Teton Valley Mountain Rendezvous, and The Wydaho Rendezvous Teton Mountain Bike Festival. Advertising placed during this quarter included The State Co-op with Madden Media; a ½ page editorial, ½ page ad, and lead generation with Yellowstone Journal; and a ½ page ad in July/August and online advertising with Northwest Travel.</p> <p>Anticipated completion date(s): Event dates: Driggs Diggs Plein Air – July 25 – August 1 Teton Valley Mountain Rendezvous – August 13-16 Wydaho Teton Mountain Bike Festival – September 4-7</p> <p>Actions needed to complete this element: All ads are out.</p> <p>Measurements(s) of Results Within the Yellowstone Journal campaign the TVCC was able to grow their visitor database by 1200 emails. Discoverytetonvalley.com also saw an increase in visitation and with 92% of visitors being new visitations to the site. The site is seeing around 6,000 views per week.</p>

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

Revised 8-Aug-2013

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Copy for additional elements

Element 3b: Website Social Media

Amount Awarded: \$ 5000	Amount Expended YTD: \$4100	Cash Match Documented YTD: \$8300.55	Excess Cash Match Committed: \$800.55
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<p>Progress of Element since grant award or last report: Website maintenance is ongoing. Working with developer develop a downloadable business directory and quick business search. Social media plan is in the pipeline for a final push of summer events.</p>
<p>Anticipated completion date(s): End of August</p>
<p>Actions needed to complete this element: Recruit more "ambassadors" for the valley and niche outdoor activities to produce content for website and blogs. Programing needs to be completed for the downloadable business directory.</p>
<p>Measurements(s) of Results DiscoverTetonValley.com continues to see new visitation by new users.</p>

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