

ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: Yellowstone Teton Territory	Grant Number: 14-VI-01
Date Submitted: 2/17/2015	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: \$ 257,873	Cash Match Requirement: \$ 31,991	Total Excess Match Committed (Above required amount)
Amount Expended YTD: \$49,179.74	Cash Match Documented YTD: \$28,642.40	

Copy for additional elements

Element 1: AUDIT

Amount Awarded: \$ 2,000	Amount Expended YTD: \$ 0	Cash Match Documented YTD: \$ 0	Excess Cash Match Committed: \$ 0
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Progress of Element since grant award or last report: Audiit will be completed at end of grant cycle.
Anticipated completion date(s): September 30, 2015
Actions needed to complete this element: Audit
Measurements(s) of Results N/A

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

Revised 8-Aug-2013

Element 2: ADMIN/FULFLLMENT

Amount Awarded: \$ 25,000	Amount Expended YTD: \$18,750	Cash Match Documented YTD: \$0	Excess Cash Match Committed: \$0
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Progress of Element since grant award or last report: Initial payment has been made.
Anticipated completion date(s): Last payment will be made at the completion of grant cycle.
Actions needed to complete this element: Finish grant.
Measurements(s) of Results N/A

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

Element 3 TOURISM MARKETING

Amount Awarded: \$ 230,873	Amount Expended YTD: \$30,429.74	Cash Match Documented YTD: \$25,000	Excess Cash Match Committed: \$ 0
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Progress of Element since grant award or last report: <ol style="list-style-type: none"> 1. Billboards – All currently under contract 2. Magazine publications – Too early in season 3. Race Brochure – Getting all info 4. Festivals and Attractions – Too early 5. Ad mobs 6. Distribution – 7. Rails to Trails map – designed 8. Geo Tourism Map – Reprint corrections and additions made 9. Website Development – Completed 10. Website Maintenance – Ongoing 11. Email purchases – Need to do the RFP process 12. Email distribution – RFP 13. Advertising Design and Digital Mgmt – RFP 14. Mobile App – Completed 15. Capital purchases – completed 16. Grant Summit – ICORT 17. Travel shows - Ongoing
Anticipated completion date(s): 1. Yearly lease continuing monthly

2. Will start to do in Spring
3. April 1
4. Summer
5. September 2015
6. September 2015
7. March 2015
8. March 2015
9. October 2014
10. Monthly website maintenance being turned in and completed on a monthly basis.
11. Should have vendor selected by March 15
12. March 15
13. RFP needed by March 15
14. October 2014 – Completed
15. January 2015 – Completed
16. May 2015
17. Currently attending all travel shows

Actions needed to complete this element:

1. Ongoing contract
2. Spring publications
3. Collection of all data and design.
4. Summer attractions
5. RFP needs to be sent out to possible vendors by March 15
6. Distribution vendors are not used until spring/summer
7. Distributed
8. Being printed now.
9. Completed and up and going.
10. Ongoing
11. RFP
12. RFP
13. RFP
14. Completed
15. Purchased new computer and programs to go with.
16. May 2015
17. March 2015

Measurements(s) of Results

1. Measurement of billboards very hard to track. Overall good response.
2. Too early
3. N/A
4. Too early
5. N/A
6. N/A
7. Too early
8. N/A
9. Numbers increasing monthly
10. Very satisfactory
11. N/A
12. N/A

13. N/A

14. Too early

15. Very, very satisfied. Excellent upgrade for ad creation and interaction

16. N/A

17. N/A