

**Idaho at 150**  
**Idaho State Historical Society**  
**Key Messages and Outcomes**

Key Message:

The Idaho Territorial Sesquicentennial (Idaho at 150) will illuminate our state's future by helping people of all ages explore and appreciate the territorial roots and history of contemporary Idaho.

Brand Attributes:

- Through public programming that will include exhibits, publications, outreach, etc., Idaho at 150 will dynamically connect Idahoans with their rich territorial history.
- The Idaho at 150 program commemoration will be based on sound scholarship to provide a genuine experience highlighting ISHS collections, educational opportunities, and services.
- Idaho at 150 will showcase Idaho's unique and significant history.
- The Idaho at 150 program will engage diverse audiences through accessible activities available to people throughout the state.

Organizational Outcomes:

- Provides opportunities for people to participate in and contribute to the history and culture of Idaho
- ISHS is the leader in focusing the state's attention on the Idaho at 150 Program.
- The Idaho at 150 program will engage the Governor, legislators, cities, counties, state agencies, stakeholders, and donors to insure a comprehensive statewide approach to the commemoration.
- ISHS will showcase Idaho's unique and significant history through the Idaho at 150 program.

Educational Outcomes:

- Idahoans recognizes the contributions of people to the events and places of Idaho.
- Idahoans will understand and appreciate the relationships of their own community's history to the territorial period and subsequent Idaho development.

## **Territorial 150<sup>th</sup> Commemoration Framework**

### Goal(s):

- A) ISHS takes leadership role in statewide sesquicentennial commemoration
- B) ISHS develops internal programming that unites all agency workgroups in sesquicentennial commemorative activities and lasting legacies
- C) ISHS advances historical literacy through statewide promotion and donor participation

### Goal A                      Statewide leadership

#### Objective(s):

- Create interpretive plan framework
- Support Idaho Heritage Partners statewide conference with Idaho at 150 theme
- Create stakeholder engagement plan including state agencies, libraries, Federal partners, tribes, counties, and cities to provide framework and encourage their potential participation

### Goal B                      ISHS Agency programming

#### Objective(s):

- Develop “150 Things about Idaho” exhibit; coordinate with local historical societies, mayors and cities, and counties.
- Create special permanent gallery in the State Archives
- Create robust territorial web presence on ISHS web
- Implement special ceremony at legislature March 4, 2013
- Provide special training for incoming legislators and/or entire legislature
- Work closely with Lewiston and Boise- perhaps a traveling exhibit of original artifacts/documents that could stay for a portion of the year in Lewiston
- Create special Lewiston/ Idaho at 150 Wine, Eats Artifacts event
- Advance ISHS staff for IHC Speakers Bureau with topics on I 150

### Goal C                      Statewide branding

#### Objective(s):

1. ISHS creates state branding strategy, including logo/banner/ and web templates
2. Coordinates with Governor’s office to integrate Idaho at 150 into state of the state address, Capital For a Day, and other appropriate methods and venues
3. Create Idaho at 150 promotions “kit” to assist communities in tailoring commemoration in their area

## Idaho 150 Interpretive Theme Outline

### People

- Indians
- Immigrants
- Ethnic groups
- The famous and infamous
- Common folk
  - Homesteaders
  - Women
  - Miners
  - Settlers
  - Town residents
- Fraternal Organizations
- People who came and left; Idaho not for them

### Politics, Government, and Institutions

- Lincoln and significant era elected officials
- Territorial capitol location controversy
- Role of federal government in Idaho
  - Subcategory would be military
- Political parties
- Women suffrage/rights
- Education
- Territorial boundaries
- Treaties
- Civil Rights
  - Mormon test oath
  - Chinese
  - Indians
  - Women
- Constitutional convention/statehood

### Art, Culture and Recreation

- Religion
- Artists
  - Musicians
  - Writers/poets
  - Fine artists
  - Performance artists
- Journalism
- Architecture
  - Public buildings
  - Vernacular architecture
- Theater and Dance
- Bowling
- Community fun and games
  - Races
  - Cards
  - Traditional games
  - Games of skill
- Foods

## **Entrepreneurship/Business**

- Innovation
  - Agriculture
  - Mining
  - Lumbering
  - Patents
- Newspapers
- Businesses that failed
- Cattle
- Sheep
- Transportation and infrastructure
  - Railroads
  - Roads
  - Ferries
  - Bridges

## **Places**

- Development of towns
- Adapting to the Idaho environment
- Towns that came and went
- Diversity of terrain in Idaho
- Special emphasis on cities that were here before March 1863, and remain
  - Pierce
  - Franklin
  - Lewiston
  - Idaho City
  - Boise
  - Lapwai (was a fort, though not a town)
  - Others (Paris?)
- Idaho places in 1863
  - Fort Boise
  - Fort Lapwai
- Geographic names
- Parks

## **Crime and Punishment**

- Outlaws
- Law enforcement
- Legal system
  - Courts
  - Judges
  - Lawyers
- Jails and prisons
- Vigilantes
- Federal law enforcement
  - Marshalls
  - Military
- Obsolete crimes
- Laws still on the books, but not enforced (“Are you breaking the law?”)

## Drake Cooper Presentation

For Idaho Travel Council

October 12, 2011

**Drake Cooper Agency Updates**– Bill Drake and Josh Mercaldo, Audio file “ITC Oct 2011 (7) Drake Cooper” (0:01:00)

### Agency Updates

#### GIG Campaign

- GIG campaign now over – 2 years!
- Last promotional contest ended in Sept
  - North Idaho offer
  - Site will remain up, phase out contest
- Continue to send footage requests, DVDs
- Integrate video content into VisitIdaho.org
- Will continue to be featured in specific ads
  - SATW (Society of American Travel Writers)

#### Snowmobile - Sled the Rockies Campaign

- Tri-state co-op with WY & MT
- Four in-state partners
- Updated site launches Oct 15
- Media starts the last week of Oct
  - First year on TV with BAM Films
  - Midwest consumer shows
- Three new offers – 1 per state
- More aggressive email schedule for FY12

#### Program Updates

- Collateral
  - New Golf Trail & Kids and Nature brochures
  - New HP map
- Media: Spring FSI wrapped, generated 5,870 leads (goal was 5,400)
  - New media opportunities:
    - Costco ½ page ad (FY11); traffic increase 12% during ad time in June.
    - Idaho Senior News (promoted RV guide) All West reported 146 in September and 290 in August that promote the RV Guide.
  - Selling Long Haul (co-op w/Boise CVB)
  - Sponsoring Rick Steves in Boise in March 2012 (with IPTV) (0:10:00)
- Web
  - All new Google maps on VisitIdaho.org
  - Mobile version in development

#### Travel Guide (0:17:00)

- Currently working on listings, final photos and pre-press files
  - 140,000 quantity
  - Digital flipbook
  - iPad version

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- 35,000 2011 TGs left in inventory (Sept, which is on track with last year)
- \$83,500 in ad revenue with IOGA
  - Projected \$95,000 total gross sales
  - \$100,542 total gross sales in FY11
- Soft market even with larger ad base
- Deep competition from online mediums
- TG as a short-term advertising tool vs long-term travel planning tool

### Travel Guide Future

- Consumer interest in printed guide is stable
  - 140,000 units
  - Digital interest is increasing
  - Mobile traffic to VisitIdaho is at an all time high (nearly 8% of all traffic)
- Other state resources are changing
  - OR and MT
- Ad sales face competition from online mediums
- Advertisers want immediate ROI, TG is hard to track sales
- Plethora of traveling planning tools
  - Expansion of broadband
  - DMOs
  - Apps
  - Search
  - Desktop and mobile sites

### Next Steps (0:21:00)

- Identify consumer wants and needs for printed piece
  - Survey and Facebook research project
- Investigate options
  - Keep as is
  - Keep information, but cut listings & advertising (cut production costs)
  - Coffee table style book (reduce pages)
  - Sizzle piece, selling across regions
- Determine cost options
- Determine impacts on IOGA, regions, advertisers, welcome centers
- Offer options, conclusions and recommendations at Jan 2012 meeting

### Winter Marketing (0:32:00)

Winter Marketing Overview: Downhill skiing and snowboarding are critical defining activities of Idaho's image, therefore use them as a lure to attract winter visitors.

Objectives

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- Raise awareness and increase visitation to Idaho as a winter vacation destination during the 2011-2012 season
- Increase lodging revenue and skier/boarder visits throughout Idaho's 18 ski areas
- Generate highly-qualified inquiries and actionable leads to State, Ski Idaho & marketing partners

### Idaho Winter Sweepstakes

- Vitamin ID creative platform (blue bird skis, sunny weather, good powder?)
- 20 consecutive weeks of statewide offers
- Contest entry at [www.IdahoWinter.org](http://www.IdahoWinter.org)
  - Text
  - Facebook
  - Twitter
  - Email
- Pac NW and SW Canada integrated media buy
  - Print – Seattle Mag, Seattle Met, 425 Mag
  - Online – OntheSnow, King5, TripAdvisor, SeattleTimes
  - Search - Google
- Partnership with Ski Idaho to attend Seattle Ski Fever event Oct 28-30, 2011
- In-store promotion at Bellevue Square inside Microsoft store, Jan 2012

### Goals

- Generate a minimum of 6,000 opt-in leads,  
Measured by total e-newsletter sign-ups
- Generate 12,000 contest entries  
Measured via online sweepstakes
- Generate 5,000,000 ad impressions and over \$100,000 in earned media exposure  
Measured by media plan and VOCUS
- Grow winter lodging collections by 5% over FY11  
Measured by monthly Tax Commission reports
- Tactics run mid-Oct, 2011 through March 2012

### Campaign Roll Out

- \$250,000 budget
- More refined target markets vs FY11
  - Western Washington, Seattle
  - Geo-target Pacific NW, SW Canada
  - Key feeder drive markets (SLC, Yakima)
- Robust partnerships
  - Ski Idaho and multiple resorts, ski areas and lodging industry
  - Ski Fever show promoter
  - Alaska Air (6 round-trip tickets)

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October 12, 2011

- Ward Hooper (vintage Idaho ski posters)
- Microsoft Store in Bellevue, WA

### What's Happening Now

- Contest pages & promotional engine
  - Calendar of upcoming prizes
  - Lead distribution process
  - Logo toolkit for partners
- PR roll-out
  - Ski Idaho and State resources
  - Seattle ski event and Seattle ski clubs

### Offer Overviews

- Schweitzer Mountain
- Sun Valley Resort
- Lookout Pass with Wallace Inn
- Tamarack with Valet Vacation Rentals
- Silver Mountain
- Bogus Basin with Hotel 43
- Brundage with Shore Lodge
- Brundage with Hunt Lodge
- Brundage with Hotel McCall
- Grand Targhee
- Alaska Air (6 round-trip vouchers)
- Boise based retailers: Core Concepts, Lucky Bums

### Media Updates (0:44:00)

#### Traditional Media Plan

- Build out annual plan for Oct ITC meeting
- Majority of media dollars allocated to print
- Start buying in Dec
- Production begins late Dec/Jan
- Traffic beginning in Feb

#### FY12 Media Plan

- Show strategic media framework today
  - Print
  - Online
  - Budgets
  - Markets
- Present tactical details at Jan ITC meeting
  - Reduced costs
  - More defined online placements
  - Flexible with Karen's budgets

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- Scale back
- Ramp up with contingency funds
- Align with Co-op Program for Feb Grant Summit
- Sync with PR editorial planning
- Start buying in Jan/Feb
- Launch to support JibJab/Staring You campaign

### FY12 Media Overview

- Primary program goal is to stimulate tourism to & throughout the state during prime travel season 2012 (ie heads in beds)
  - Spring
  - Summer
  - Early Fall
- Primary campaign goal is to generate interest, awareness and convert users to consume Idaho travel content
  - Website traffic (VisitIdaho, campaign site)
  - TG inquiries
  - Email subscription opt-ins
  - Contest entries
  - Social media growth
  - Phone inquiries
  - Collateral requests

### FY12 Media Details

- Integrated plan
  - 70/30 - 80/20 balance, with primary focus on digital opportunities
- Will be consistent with Adventures in Living brand
- Will be cost-effective to produce
- Appropriate for a State tourism office to run
- Creative will be wrapped around 5 main themes:
  - Western
  - Action
  - Romance
  - Sports
  - Family
- Each theme will highlight specific Idaho activities & locations via photography and video
- Main niches/affinity segmentation
  - RV/Camping
  - Fly Fishing
  - Whitewater (jetboating, boating)
  - Adventure/Outdoors (Mtn biking, hiking)
  - Resort/Spa/Golf (theme parks)

## Drake Cooper Presentation

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October 12, 2011

- \$1,150,000 media/production budget
  - \$920,000 for media, SEO, rich media
  - 30% (\$276,000) to BIG BANG integrated campaign targeting WA
  - 70% (\$644,000) to online for niche sites, Google, Facebook, TripAdvisor, Microsoft
  - \$100,000 in Opportunity and Co-Op ads
  - \$130,000 for agency services, tech licensing, acquiring digital assets, production

### FY12 Target Markets

- California  
(Redding, Chico, Sacramento, San Francisco - East Bay only, San Jose)
- OR
- WA
- ID
- Northern UT (Logan, Ogden, Salt Lake City)
- NV (Reno only)
- Canada (Alberta and BC only)

### FY 12 Media Mix

- Horsepower Program (Information)
  - All online
  - Geo-targeted to final western markets
  - TripAdvisor, Microsoft, iExplore, YellowstonePark.com, Facebook
- Thrust Program (Inspiration)
  - BIG BANG
    - Mix of on/offline and in-market tactics targeting WA, with primary focus on Seattle/Tacoma, Spokane, Tri Cities/Yakima
  - All online, focus on vertical affinity sites with print offerings, geo-targeted to final western markets
- Kickoff Spring 2012

### What's Happening Now

- Media RFPs are in the marketplace
- Main Staring You scripts are in production
- Call for footage and photography will go out this week

Have code from PixFu

### Conference Updates (0:59:00)

ESTO, Educational Seminar for Tourism, organized by US Travel Association

- Karen Ballard, Peg Owens, Diane Norton, Bill Drake and Josh Mercaldo attended. Held in Salt Lake City at Grand America Hotel end of August
- National speakers, break-out sessions on destination marketing topics, awards show:

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- Trends
- Research
- Social Media
- Idaho Tourism won two Mercury Awards
  - Best print campaign (GIG)
  - Best niche marketing (Cruising the loop)

### 2011:

Categories	Winner
Print - Visitor Guide	Travel Oregon
Print Advertising	Idaho Division of Tourism Development (Idaho Tourism)
Broadcast Advertising - Television	Explore Minnesota Tourism
Broadcast Advertising - Radio	Travel Michigan
Public and Media Relations	Louisiana Office of Tourism
Niche Marketing	Idaho Division of Tourism Development (Idaho Tourism)
Cooperative Marketing	North Carolina Division of Tourism, Film and Sports Development
Interactive Marketing	Travel Oregon and VISIT FLORIDA
International Marketing	Travel Oregon
Special Promotion	Alabama Tourism Department
Best Overall Program	Montana Office of Tourism

### E-TOURISM SUMMIT, Annual digital travel & tourism Conference

- Josh Mercaldo attended. Held in San Francisco at Hotel Nikko, end of September, 200 attendees
- Google HQ tour, with session on "A Day in the Life of a Traveler Planning a Trip"
- National speakers, breakout sessions, national sponsors, build your own program, coaching sessions
  - Socialize
  - Monetize

## **Drake Cooper Presentation**

For Idaho Travel Council

October 12, 2011

- Mobilize
- Facebook, Pandora, LinkedIn, Google, comScore
- Presented VisitIdaho.org via e-Tourism Idol session

### Networking

- Google Travel Team
- Director of Client Service @ comScore
- Facebook Travel Team
- Invited to participate in national benchmarking report with Travel2.0 team and Miles Media