

Online Res Input from ITC Grantees, 9-11

I think this was brought up several months ago in the department & I responded then. So I will reiterate our thoughts:

- * Most B&B's (us included) already have an on-line reservation system in place. Having another system that is not a live link to the systems we already have in place on our own websites that would be housed on the state site would be a real nightmare to track.
- * We spoke with the gentleman at ICORT that has proposed this option for the state. He was not able to clearly state that the link at the state site would be a live link to the individual systems that each B&B has already got in place.
- * It is a great idea to try to capture all the inquiries coming in to the state site. The Hot Leads follow up did not produce booking results for our association, so we know that doesn't work. However, a system that is not directly linked to each individual site would be a horrific management problem at our end.
- * We currently have 2 reservation systems that are housed in 2 different locations that do not link to each other. We receive an email alert that a booking has come through on the Bed and Breakfast .com site and then we must manually block that room out on our personal website booking system and also block that room out on the Bedandbreakfast.com site as well. The results are often double bookings. Not good!
- * To have 3 systems that do not speak to one another that require our tracking during a busy season would result in major problems.
- * Our vote is an affirmative veto to the proposal.
- * If the company makes the claim that they are not a stand alone reservation system, that they don't take a cut for the booking (most require this,) and that they link live to any number of systems that most small lodging owners already have in place, that would be quite a claim, and we would request an actual live test scenario.
- * Ultimately, booking with more than one system causes a variety of mistakes that can only result in guest unhappiness which reflects badly then for the state's tourism, as well as the individual B&B guest services.

Brian & Shar, Proprietors: American Country Bed and Breakfast

We currently use Idaho as central reservations for the McCall Area Chamber. My opinion, and this has to do with my relationship with the Deboers, is that all of the online reservation services have become commodities. That means they all do the same thing and really are no different in the services they provide. My fundamental principles of business is, "if you do the same things that everyone else does, why do you expect different results?" This is a takeoff on Einstein's definition of insanity, "doing the same things over and over expecting different results." I believe both of these are correct. None of these reservation services do they sell an Idaho vacation or a New York vacation, they are basically order takers. They don't care how many reservations since you pay them a flat fee. I take a different approach. First I want whomever I am working to share in the results either good or bad. No results, no pay, great results great pay. Now that being said, I'll share start up costs but results are what I will pay for. We constantly hear from all of the politicians, "buy Idaho". Yet the government buys outside of Idaho sending Idaho dollars out side of the state. Economic development to me means one dollar at a time. Two sides to the dollar bill, one is bringing a dollar into Idaho the

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other is keeping that dollar in Idaho. Both benefit the people of Idaho. Sending dollars outside of the state do not benefit the people of Idaho. We have subscribed to a survey system this year to create a benchmark for our business and individual departments to know if what we are doing is making a positive or a negative difference. The goal is to move more of our customers into the high end of the "net promoter index" where they will actively promote their friends and family to come to Brundage. The two things that they have found that make the biggest difference is the friendliness and helpfulness of employees. Go to any of these other reservation systems are they friendly or helpful? No, they aren't they are order takers. Call Idaho and ask about taking a vacation in Idaho and what there is to do and you will have your entire vacation planned out for you. Friendly, you betcha, helpful, you betcha, different than everybody else you betcha. You don't compete successfully, especially when you are the David in a world of Goliaths, by doing the same things they are doing. Only a local Idaho company with a vested interest in Idaho and its success and one with an intimate knowledge of Idaho can compete successfully and offer something people can't get anywhere else. I realize that all of the lodging operators in the state want a "free" reservation system. Nothing is free. Someone has to pay for it. Perhaps a system that sets aside X number of dollars for reservations that would then be drawn down by paying a commission on rooms sold. When that set aside is consumed than the properties would have to start paying the commission.

To sum up, I would focus on Idaho companies and ones that can provide the helpfulness and friendliness that is a real strength in Idaho and will lead to long term success. My two cents!
Rick Certano, McCall CC/Brundage Mountain

An online reservation service is not something used in my communities, so I don't have specific expectations myself but as our central Idaho region is working on our web portal, this may be something interesting to them.
Michelle M. Holt, Executive Director, Lost Rivers Economic Development

I am not sure that Hailey would find an online reservations service of much use at this time.
Heather Lamonica Deckard – Hailey CC

Our region would like a central reservations system available to our visitors online to allow them to book lodging in an easy fashion. The system should work directly with our lodging partners so that they "capture" the reservation information and assume the visitor as their customer directly. The system should also be a simple and inexpensive option for properties without a sophisticated reservations system to participate, something like Sun Valley has on their website.

We really do not see the need to generate funds, it needs to facilitate getting "heads in beds" and meet the intent of the grant program.
Debbie Dane, Executive Director Southern Idaho Tourism

I don't know how this will work in our area. Most of our lodging facilities have their own on line reservation systems in place. I guess I need more info on this 'idea'.
Judy Holbrook – Bear Lake CVB

Could you send more details on this online service? I did not answer your e-mail because I cannot tell if this is something the Stanley Chamber would even consider.
Ellen Libertine – Stanley/Sawtooth CC

If it's for a grantee, I don't see SWITA ever using such a thing.
Melissa Clelland, John Beacham, SWITA

Right now In Idaho handles reservations from our website, however, we have applied for an IATA number so that we can book directly from our website. So we would not be part of a statewide system if we get that accreditation.
Bobbie Patterson, Boise CVB

The CDA CVB has looked into several online reservation systems over the past couple of years and the response has always been no thanks. Our partners have expressed dis-interest in incorporating one on our site due to the restrictions and the requirements an online reservation system has. We always seem to come back to "how does it benefit what we are trying to achieve?" i.e. heads in beds. Why wouldn't we just put a direct link to each partner's own reservation system that they have on their sites?
Katherine Coppock, CDA CVB

On Thu, Sep 29, 2011 at 10:45 AM, Karen Ballard <Karen.Ballard@tourism.idaho.gov> wrote:

Hello ladies, I heard that your offices have both recently investigated incorporating online reservation service. Could you share any conclusions or rfps if you got to that point?

From: diane shober [<mailto:diane.shober@wyo.gov>]
Sent: Thursday, September 29, 2011 4:53 PM
To: Karen Ballard
Cc: Duran, Jeri
Subject: Re: Online reservation services

We are not. I told him that we weren't interested but that with our new developer that may be something that might come down the line. But now we have our new developer and it is not.

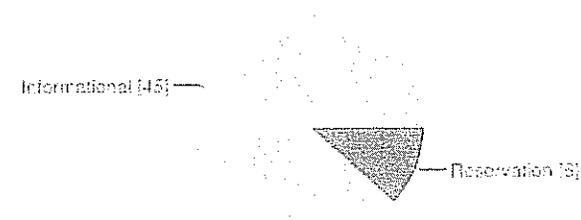
Same here...we looked at it with Jackrabbit and it did not pencil out for a number of reasons. Now we have a "Book It" button on the individual record that links to that businesses online reservation system. If they do not have one, it sends an email.

JERI DURAN, Division Administrator
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301 South Park Avenue | PO Box 200533 | Helena, MT 59620
P: 406.841.2872 | F: 406.841.2871
VISITMT.COM

51 responses

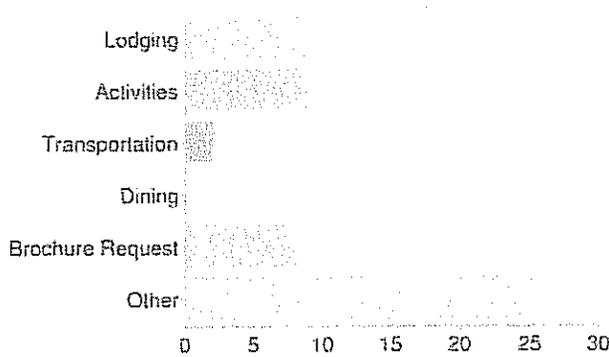
Summary [See complete responses](#)

Reservation or informational



Category	Count	Percentage
Reservation	3	12%
Informational	45	88%

Reason for call



Reason for call	Count	Percentage
Lodging	10	20%
Activities	5	18%
Transportation	2	4%
Dining	0	0%
Brochure Request	5	16%
Other	27	53%

People may select more than one checkbox, so percentages may add up to more than 100%.

Follow Up



Follow Up	Count	Percentage
Reservation made	0	0%
Quote Sent	3	6%
Phone # given to lodging or activity given (we didn't work with)	10	20%
Phone # given to other type of company (dining, camping, etc)	5	10%
Other	33	65%

Potential Company Sign Up

Company	Count
North Fork Lodge Cascade lodge	0
North Shore Lodge	0
North shore Oregon Trail Inn	0

PROPOSED GUIDELINE UPDATE, 10/12/11

4.0 WEBSITES AND SOCIAL MEDIA

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Review the handbook's Introduction and General Information when designing pages for websites and social media home pages.

Websites must be travel and tourism-focused. Area lodging should be included on any grant-funded website. The list must be non-exclusive: *all* area lodging properties and private campgrounds that would like to be listed must be accepted; membership in the grantee organization cannot be a prerequisite for being included. It is not appropriate to charge lodging properties a fee for appearing on a list of accommodations.

Reimbursement for any grant project where matching funds are generated will be eligible at the total cost of the project, less any match provided on the project which would include banner ads, and/or paid advertising which generates revenue to offset costs of the website. Reimbursement is not factored per 87.5% eligibility, rather actual revenue generated. (ITC 12-Oct-2011)

Social Media standards are continually changing. For ongoing updates to Social Media guidelines, refer to Best Practices on the ITC grant website.

ITC GRANT LOGO/CREDIT STATEMENT REQUIREMENTS for WEBSITES and SOCIAL MEDIA

Websites funded wholly or in part with grant funds must display the Idaho Travel Council grant logo linked to www.visitidaho.org on the homepage.

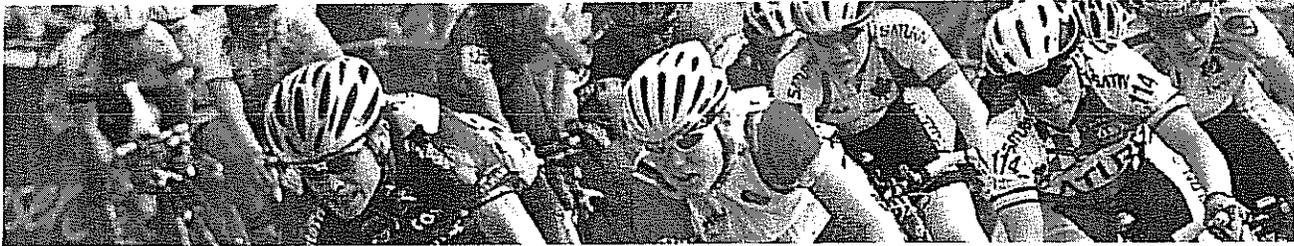
Social media pages (Facebook, MySpace, Twitter, etc.) should include the ITC grant logo linked to www.visitidaho.org not feasible due to technical limitations.

ITC 12-10-2011

enter search term...



COMMUNITY PROGRAMS



Community Programs Tourism Grants & Resources Grant Management 2010-2011 Grant Paperwork

2010-2011 grant paperwork on file

Grantee Name	Grant No.	Contract	Authorized Signature Form	Narr Report 1* Due Dec 15	Narr Report 2 Due Apr 15	Narr Report 3 Due Aug 15	Final Narr Report 4 Due Oct 15	Extended Through**	\$ Reverted
North Idaho Tourism Alliance	10-I-01	x	x	1 2	1 2	1 2		12/31/11	
Coeur d'Alene Chamber	10-I-02	x	x	x	x	x		12/31/11	
Greater Sandpoint Chamber	10-I-03	x	x	x					
Post Falls Chamber	10-I-04	x	x	x				10/31/11	
North Central Idaho Travel Assoc	10-II-01	x	x	x	x	x		12/31/11	
Grangeville Chamber	10-II-02	x	x	x	x	x			
Kamiah Welcome Center	10-II-03	x	x	x	x	x	x		\$732.92
Lewiston Chamber	10-II-04	x	x	1 2	x		1 2		\$973.99
Moscow Chamber	10-II-05	x	x	x	x	x	requested	12/31/11	
Salmon River Chamber	10-II-06	x	x	x					
Southwest Idaho Travel Assoc	10-III-01	x	x	1 2	1 2 3	1 2		12/31/11	
Boise CVB	10-III-02	x	x	x	x	x		12/31/11	
Downtown Boise Assoc	10-III-03	x	x	x	x	x	x		
Idaho Cutting Horse Assoc	10-III-04	x	x	x					
McCall Area Chamber	10-III-05	x	x	x	x	x			
Mountain Home Chamber	10-III-06	x	x	x	x	x			
South Central Idaho Tourism	10-IV-01	x	x	x	x	x		12/31/11	
Pioneer County Travel Council	10-V-01	x	x	x	x	x	x		\$0
Bear Lake Valley CVB	10-V-02	x	x	1 2 3 4 5	1 2 3 4	1 2 3 4	1 2 3 4		\$0
Greater Pocatello CVB	10-V-03	x	x	x	x	x		12/31/11	
Yellowstone-Teton Territory	10-VI-01	x	x	x	x			11/30/11	
Snake River Territory CVB	10-VI-02	x	x	x					
Teton Valley Chamber	10-VI-03	x	x	x	x	x			

Sun Valley/Ketchum Chamber & Visitor Bureau	10-VII-01	x	x						12/31/11
Hailey Chamber	10-VII-02	x	x	x	x				10/31/11
Lost Rivers Economic Development	10-VII-03	x	x	x	x				12/31/11
Salmon Valley Chamber	10-VII-04	x	x	x					
Stanley-Sawtooth Chamber	10-VII-05	x	x	x	x	x			12/31/11
<hr/>									
Idaho Bed & Breakfast Assoc	10-M-01	x	x	x	x	x	x		
Idaho Outfitters & Guides Assoc	10-M-02	x	x	x	x	x			
Idaho RV Campgrounds Assoc	10-M-03	x	x	x	x	x	x		
Idaho Ski Area Assoc	10-M-04	x	x					12	closed \$0

* Due to the seasonal nature of many of the grantees, a report marked as received but without a linked document indicates grantee confirmed that there was no grant activity during the first reporting period.

**If a grant is extended, subsequent progress reports will be required every three months, with a final report submitted at the close of the grant.

[Questions or Comments: Email the ITC Grant Analyst](#)

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History of the Garden Valley/Crouch Area

Garden Valley: Yellow Gold and Golden Grain

In 1862, prospectors found gold in Boise Basin, located on the other side of the mountains south of the river. Their discovery led to one of Idaho's largest gold rushes. A year later, the basin's population, which included the Idaho City, Placerville, Pioneerville, and Centerville gold camps, swelled to between twelve and fourteen thousand miners.

Some of these miners, men like Thomas Scanlon, Patrick Glennon, and Donald McBride, immediately recognized the potential profits from supplying the basin's gold camps with fresh meat, produce and dairy products. They settled along the lush, fertile river terraces of the South Fork, where several fur trappers, relics of Idaho's fur trade era, had already established squatter's claims. One of those trappers, Charley "Yank" Ladd, built the first fish trap on the Middle Fork Payette River near its confluence with the South Fork. According to A.S. Abbott, a pioneer son who wrote of his family's experiences in Garden Valley, Ladd sold "immense quantities of the delicious fellow" to local farmers and miners in Boise Basin.

The valley's population was culturally and ethnically diverse. Although most of the immigrants hailed from Ireland and Scotland, they also came from Bavaria, Denmark, England, Prussia, Norway, and Switzerland. Mid-westerners from Illinois, Iowa, and Ohio were skilled farmers; still others were merchants. By the turn of the century, the valley's population had grown from seventy-nine people in 1870, the year of Idaho's first census, to three hundred people. Most of the men were engaged in farming, the rest were miners. Garden Valley developed into a close-knit community. Today, the descendants of many of these old families still live in the area.

Wildlife Canyon Scenic Byway Corridor Management Plan November 2001.

Crouch: Roosevelt's Tree Army Comes to Town

In 1934 a new post office established the identity of Crouch, now the commercial district for Garden Valley. The town was named after Billy Crouch, a miner who homesteaded near the confluence of the Middle and South Payette Rivers. In the 1920's, Crouch donated property for a new community hall in Garden Valley.

In 1933, the first Civilian Conservation Corps troops arrived at Camp Gallagher, located a dozen miles or so upriver from Crouch. The CCC was one of the New Deal programs initiated by President Franklin D. Roosevelt to combat the Great Depression. Contrary to popular belief, Idaho suffered more than most states in the Pacific Northwest during this time. From 1929 to 1932, the income of the average Idahoan dropped nearly fifty percent.

Between 1933 and 1942 over three million men enrolled in "Roosevelt's Tree Army." They earned thirty dollars a month, twenty-five of which were sent to their families. This stipend, which seems terribly small compared to today's wages, kept many Americans off the relief rolls.

Most of the CCC boys came from urban areas back east. They were poor, hungry, and lonely for their friends and relatives back home, so when the Garden Valley Post Office was overwhelmed with their mail, a new one was established at Crouch. The new post office was conveniently located so that CCC troops working up the Middle Fork Payette River could pick up and deliver mail to local residents on their way to and from camp.

The CCC's helped support Garden Valley's economy during the midst of the nation's economic crisis. Camp inspection reports indicate that local settlers produced much of the food consumed at Gallagher Flat and Tie Creek, another CCC camp established on the Middle Fork Payette River in 1937. The townspeople, in turn, sponsored weekly dances and movies for the CCC enrollees.