

Applicant Legal Name:	Idaho Falls CVB		
Application ID:			
Total Request for Funds	\$	207,000	
Total Match Provided	\$	34,800	\$ 0
Element 1 - Administration & Fulfillment (10% of award, \$25,000 max)			\$ 20,700
Day to day grant administration.			
Element 2 - Tourism Marketing (provide subcategory details that tie back to your grant application)			\$ 186,300
Budget Item	Budget Detail		Amount Requested
2a - Public Relations, Advertising & Collateral Materials	2018 Greater Idaho Falls Livability Tourism Special Section Insert		\$ 27,950
	Downtown Idaho Falls Brochure Reprint		\$ 2,500
	Continuation of Billboard Campaign and artwork refresh		\$ 27,000
	Update ad series with new photos showing area growth		\$ 1,000
	Madden Spring Digital campaign		\$ 6,200
	Meeting Planner Guide update and reprint with digital formatting.		\$ 4,500
	USA Today National Parks Edition half page, coop with YTT in full page		\$ 7,500
	USA Today Go Escape Spring Edition half page, possible coop		\$ 7,500
	Idaho Falls Tear off Map Reprint		\$ 2,500
	60,000 piece brochure printing for Certified Folder Distribution		\$ 6,500
	Museum of Idaho Event Marketing Co-op		\$ 15,000
	YTT Co-op advertising in NW Travel Magazine		\$ 3,500
	Promotion for events at new Snake River Landing Event Center		\$ 2,500
	Allegiant and Idaho State Travel Guide Co-op with YTT		\$ 2,000
	Beat the Heat Weekend Escape with Allegiant		\$ 2,000
	Idaho Falls Chuckar early season special event promotions		\$ 750
	2b - Website & Social Media	Northwest Travel local focus ads	
Restaurant Guide Update and reprint with online version		\$ 5,200	
Website Hosting, reconstruction		\$ 6,000	
Online City Pass, SEO, Google, Ad Words, Content marketing and Social Media		\$ 2,500	
Trip Advisor Idaho Falls DMO Sponsorships		\$ 10,000	
Yellowstone Journal 1/4 page ad (combine with NW Parks online)		\$ 3,000	
2c - Trade Shows, Conferences, & Other Travel	Madden Online - Sports, Meetings, Summer Events		\$ 10,000
	National Parks Online Banner Ads, Blog, Story and FB promotion		\$ 3,500
	ICORT		\$ 1,200
	ABA & NTA Travel Show, coop with YTT and Teton Stagelines		\$ 4,500
2d - Capital Purchase (trade show booths and electronic equipment essential to administering the grant or marketing the area. Electronic equipment is limited to \$500 or less)	The Special Event 2018 - Event Player Conference		\$ 5,000
	Large Screen Monitor for Visitor Center Promo		\$ 500
	Pop Up Display for Trade Shows and other events		\$ 9,000
Sources of Match			\$ 34,800
Cash Match Provider	Match Detail		Cash Amount
City of Idaho Falls	Cash Support for Tourism		\$ 7,500
Museum of Idaho Coop Match	Co-Op Match		\$ 4,600
IFDDC/IFAC	Co-Op Match		\$ 700
Greater Idaho Falls Chamber of Commerce	Cash Match		\$ 22,000