

## Region 3: 2017 Idaho Regional Travel and Convention Grant Program

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Applicant	Lindsey Harris
Applicant ID	APP-002478
Company Name	McCall Area Chamber of Commerce & Visitors Bureau
Recipient Address	McCall Area Chamber of Commerce & Visitors Bureau 301 E Lake St McCall, ID 83638
Phone	(208) 634-7631
Email	lindsey@mccallchamber.org
Amount Requested	\$295,770.00
Award Amount	\$290,770.00
Status	Contract Signed
Funded	<input checked="" type="checkbox"/>

Application Title: McCall Area Chamber of Commerce and Visitors Bureau ITC Grant Application  
Description:  
The McCall Chamber is seeking funds to continue to grow our viability as a tourism destination in Idaho. Proposed tactics include advertising (television, radio, print, and digital), participating in co-op advertising, media relations and PR, running a summer recreation survey, promoting events that drive overnight stays, website updates, and social media engagement.

### File Attachments

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Attachment Name	Upload Date
Grant Application Budget Sheet 2017_FINAL.xls	(6/2/2017 12:16 PM)

### Verification of Eligibility

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Applicants enter their organizational information and upload eligibility documents.

**Question:** Applicant Organization Legal Name

*McCall Area Chamber of Commerce and Visitors Bureau*

**Question:** Chief Official Name and Title

*Jay Masterson, Chairman of the Board*

**Question:** Chief Official Email

*jay@maysecurity.com*

**Question:** Grant Manager Name and Title

*Lindsey Harris, McCall Area Chamber Finance Coordinator*

**Question:** Grant Manager Email

*lindsey@mccallchamber.org*

**Question:** Grant Manager Phone

*208-634-7631*

**Question:** Employer Identification Number (EIN)

*82-6008890*

**Question:** Eligible applicants are non-profit, incorporated organizations. Upload State of Idaho Certificate and Articles of Incorporation here.

[IDSOS CERTIFICATE OF EXISTENCE.pdf](#) (4/20/2017 2:55 PM)

[Amendment 2013 - visitors bureau.pdf](#) (4/20/2017 2:54 PM)

[Amendment 2012 - tourism language.pdf](#) (4/20/2017 2:54 PM)

[Articles of Incorporation.pdf](#) (4/20/2017 2:54 PM)

**Question:** Upload the organization's "Return of Organization Exempt from Income Tax" (Form 990) here. Only the first page with submission dates and signatures is needed.

[Form 990.pdf](#) (4/20/2017 2:55 PM)

**Question:** Conflict of Interest Statement. An affiliation with a profit-making organization may imply a conflict of interest that could render this application ineligible. Detail any potential conflict of interest below or enter N/A for not applicable.

*N/A*

**Question:** I have read and understood question 10.

*Yes*

*No*

**Question:** Describe your organization and give a brief description of how your organization's mission meets the goals of the Idaho Travel Council Grant Program and the needs of your region.

*The mission of the McCall Area Chamber of Commerce and Visitors Bureau is to "Promote and Support the McCall Area Community and Mountain Lifestyle." To satisfy our mission, we aim to drive traffic to our area through marketing efforts, events and by supporting our local businesses. The McCall Chamber is unique in that we act as both a Chamber to support the*

*sustainability and growth of our business community and as a Visitors Bureau. Ultimately, we measure our success by looking at economic indicators, specifically, the state lodging tax revenue and our own City of McCall local option tax revenue. Over the last several years, Valley County has seen a steady increase in overnight stays. We pursue a regional target market (Washington, Oregon, Utah and Idaho) with emphasis on the Boise and Tri-Cities areas. These efforts are all geared toward bringing visitors to the McCall area, an aim that aligns directly with the Idaho Travel Council Grant Program's objective to promote overnight visitation in Idaho.*

**Question:** Describe your organization's ability to administer grants.

*The financial resources will be monitored by the Chamber Board of Directors. Lindsey Haarris will administer the grant with oversight from our Board Treasurer. This will be Lindsey's second year administering our grant. The marketing plan included in this grant is established by the Chamber's Marketing Committee. Once the plan is established, the Chamber president and treasurer authorize purchases and payments. Lamm and Associates, CPA in McCall, Idaho oversees the grant account and completes a monthly statement for Board review and approval.*

**Question:** Describe your organization's financial management processes and financial management systems.

*The Chamber operates with funding from three primary sources, each kept in a separate bank account: membership dues, fundraising events, and grants. The membership dues from our area businesses are put to use paying for office staff, rent, utilities, and the like. Our operational budget is approximately \$100,000 annually. Any revenue from fundraising events are kept in an event account and used to fund fireworks for our two major community events, the McCall Winter Carnival and the Fourth of July. Fireworks cost \$30,000 annually. Our third source of income is grant funding, primarily the ITC grant, which is used for all marketing and promotions of the McCall area. Without grant funding, the Chamber would have very limited resources with which to promote the area as a tourism destination and increase overnight stays.*

*The McCall Area Chamber has a multi-tier system in place for managing the organization's finances. Our bookkeeper, Nicole Musgrove, is the first step in the process and manages all incoming and outgoing finances via QuickBooks. All check requests and invoices run through the bookkeeper as the central hub. Before any invoices are paid or submitted in a request for funds or checks are processed, our Chamber Treasurer must provide approval. Approval is based on a set annual budget that has been approved by the Board of Directors. Once approved, all check requests are sent to an outside accounting firm, Lamm Associates, who draft the physical checks. Each check must have two signatures from our Executive Board.*

*Each month, the bookkeeper and accountant reconcile each account. This reconciliation is then presented at the monthly Board of Directors meeting and approved.*

**Question:** Type your Title and Full Name to indicate signature

*McKenzie Kraemer, Marketing Consultant and Grant Writer*

## Marketing Plan

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Applicants enter their marketing plans and justification for funding.

**Question:** Describe your marketing plan and the goals and objectives you have for this grant cycle.

*The McCall Area Chamber of Commerce and Visitor's Bureau has been focused on reinforcing our brand and expanding our reach to entice new visitors to the area as well as return visits midweek and during the shoulder seasons. Over the past several years, we have been experimenting with our advertising mix to help us identify what resonates with potential visitors during each season.*

*For 2017/2018, we will continue to utilize print, television, and digital advertising to reach our target markets with various messages for each season. Our winter campaign will center on ski vacation packages and the desirable snow conditions in McCall. Our spring campaign will be a mix of winter messaging paired with an emphasis on hot springs (one of the most searched attractions in Idaho) and culinary opportunities. Our summer campaign will be geared toward family fun, while our fall messaging will focus on adult getaways (golf, mountain biking, adventure travel without children).*

*We have identified two types of markets to target with these seasonal messages: our traditional market (Treasure Valley and Tri-Cities) and our extended markets (Salt Lake City, Spokane, and northern Idaho). While the general seasonal messaging*

remains the same for each market, the timing of visits differs. In our traditional markets, we are focused on earning repeat visitation midweek and in the shoulder seasons. In our extended markets, we are after first-time visitors to McCall who will book extended stays.

These target markets have been identified through a combination of statistics including digital advertising response rates, website traffic, and a summer visitor survey completed in August 2016. We have found that:

- 77% of visitors to the McCall area travel with their families and family appeal is the number one reason for choosing McCall as a vacation destination.
- Our visitors come overwhelmingly from Idaho, Washington, Oregon, and Utah, indicating that proximity is important and McCall is a drive market.
- Referrals from friends and family who have visited McCall in the past are the number one factor in new visitors choosing McCall as a destination.
- Visitors plan their trip to McCall 1-3 months in advance. This relatively short planning window shows us that we need to be timely with our messaging.

To reach these markets, the McCall Area Chamber will primarily utilize digital and television advertising in our traditional markets and digital and print advertising in our extended markets. In addition, we are putting a larger focus on our public relations efforts to supplement our advertising campaigns and reinforce our messaging.

Our 2017/2018 goals include:

- Increase website traffic from Salt Lake City, Bend, Lewiston, and Spokane by at least 5% each (equivalent to approximately 5,000 unique website visitors from each of the four target geographies).
- Build culinary travel programs to help market shoulder seasons
- Focus on building Instagram and YouTube presence. This also means a focus on building our photo and video assets.
- Continue to build our digital advertising program and maintain CTRs of more than 1% for standard ads and 14% for video ads
- Host relevant journalists in McCall for site visits, specifically in winter and fall.
- Continue to build our public relations program to earn coverage on the national stage.
- Focus on content creation that can be used across platforms

Our ultimate measure of success is the lodging sales tax for Valley County. As a benchmark, Valley County saw an increase in lodging sales tax of:

- 10.55% from 2011 to 2012,
- 15.70% from 2012 to 2013,
- 14.80% from 2013 to 2014
- 8.3% from 2014 to 2015,
- 8.65% from 2015 to 2016

To date, 2016 is the best year on record for Valley County. Our goal is to increase lodging sales by at least 5% each year and we have been able to exceed that goal for the past six years. Based on numbers for the first quarter of 2017, Valley County is currently up 10.5% from 2016 to 2017 – a great start!

The McCall Area Chamber of Commerce applies for ITC grant funds each year as our primary resource for marketing dollars. The membership fees we collect as a Chamber serve to fund our two full time staff members, rent and utilities at our office in downtown McCall, insurance for community events and local programs that do not directly relate to tourism marketing such as our Leadership Academy and Economic Development programs as well as Fireworks for Winter Carnival and Fourth of July. Our projected income from membership dues and event fundraising in 2017 total \$170,000 while expenses are projected to

total \$167,200. Our fiscal year runs from October 1 to September 30. This leaves very little room in our operating budget for our planned marketing activities without the aid of ITC grant dollars.

**Question:** If you are a prior grantee detail your accomplishments and how your objectives were met in previous grant cycles (if you are not a prior grantee indicate N/A)

*We set and met several objectives during our last grant cycle.*

*Goal #1: Increase our use of digital advertising for better targeting. Deliver differentiated messaging based on consumer behavior and preferences. The McCall Area Chamber ran several successful seasonal digital campaigns during the last year with the following results:*

- *Summer 2016 campaign (7 Days of Play):*

- o *CTR of 1.52%*

- To performing keywords = fun kid, activities for kids, activities with children, summer games for kids (all family related!)*

- *Fall 2016 campaign (Fall in McCall):*

- o *CTR of 1.66% (Boise, Tri-Cities)*

- o *CTR of 1.84% (SLC, Bend)*

- Top performing keywords = cheap golf, adventure travel, getaway weekend, bike trails (much more focused on adult activities)*

- *Winter 2016/2017 campaign (Seven Winter Wonder):*

- o *Boise Display: 633,934 impressions, CTR .94%*

- o *Boise Search: 45,816 impressions, CTR 1.42%*

- o *Out of Market Display: 2,768,259 impressions, CTR .96%*

- o *Out of Market Search: 92,193 impressions, CTR .74%*

- o *Video roll (Boise area): 15,735 impressions, 15.25% view rate*

- o *Video roll (Out of Market): 8,731 impressions, 13.21% view rate*

- Top performing keywords = snow weather, snow, ski vacation packages, snow conditions, ski resorts, ski vacations*

- *Spring 2017 (Spring Fun in the Sun | McCall Ale Trail)*

- o *Display Network: 375,503 impressions, CTR .66%*

- o *Google Search Network: 14,353 impressions, CTR 1.02%*

- o *Video Networks: 7,577 impressions, 12.30% view rate*

- Top performing keywords = spring break family, snow weather, mountain ski resort, ski resorts, ski packages*

*Goal #2: Explore markets outside of Boise/Tri-Cities to attract new visitors (SLC, Spokane, Bend, and Lewiston). Goal: increase web traffic by 5,000 unique visitors from each target demographic). We saw solid increase in website traffic and unique visitors to our website as well as significant increases in traffic from two of our expanded target markets (Salt Lake City and Spokane).*

- *From 2015 – 2016:*

- o *34.44% increase in sessions*

- o *36.19% increase in unique users*

- o *Utah web visitors up 88.66%, Washington visitors up 99.47%, Oregon visitors up 14.75%*

- *Unique visitors from key target areas (2015 – 2016):*

- o *Salt Lake City: increase of 84.09% or 10,097 visitors*

- o *Bend: increase of 181.05% or 277 visitors*

- o *Spokane: increase of 273.19% or 3,934 visitors*

- o *Lewiston: increase of 91.58% or 1,207 visitors*

- *Year to date (January - April):*

- o *44.45% increase in sessions*

- o *42.96% increase in unique users*

- o *Utah web visitors up 92.43%, Washington visitors up 188.06%, Oregon visitors up 42.45%, Montana visitors up 361.01%*

- *Unique visitors from key target areas (YTD):*

- o *Salt Lake City: increase of 55.18% or 6,206 visitors*

- o *Bend: increase of 98.42% or 338 visitors*

- o *Spokane: increase of 463.70% or 3,079 visitors*

- o *Lewiston: increase of 29.20% or 318 visitors*

*Goal #3: Promote mid-week and off-season stays to increase our lodging tax revenue by at least 5% for the year. We saw an increase of 8.65% in lodging tax sales in Valley County from 2015 to 2016. To date, 2016 is the best year on record for Valley County, exceeding even the best year prior to the recession in 2008. In addition, based on numbers for the first quarter of 2017, Valley County is currently up 10.5% from 2016 to 2017.*

*Goal #4: Develop a public relations program to earn more media mentions and host journalists for site visits.*

- *Site Visits:*

- o *John Gottberg Anderson (Bend Bulletin October 2016)*

- o *Karen Asp (September 2016)*

- o *NASJA West Winter Conference: 19 participants visiting January 24 – 26, focus on skiing*

- o *“Local Freshies” – couple from Tahoe also visiting Wallace/Kellogg area. Their focus is on the local experience – will ski, snowmobile, fat bike and more. Visiting February 5-10*

- o *Avia Reps Winter Fam: coordinated primarily through Nancy Richardson, but helping with logistics while this group of international journalists is in McCall!*

- o *Aaron Theisen – outdoor and travel writer. Contracted for 2 articles (1) in Northwest Travel + Life and (2) Out There Monthly*

- o *A Broader Nest – bloggers who travel around the world and write about their adventures – targeting adventurous families.*

- o *Art of Visuals (May 2017)*

- *Media Mentions:*

- o *Country Living (April 2017): “20 Best Small Mountain Towns to Visit this Summer”*

- o *Today Show (March 17, 2017): Spring Travel Deals segment*

- o *Real Food Traveler (March 2017): feature on a weekend in McCall*

- o *Liftopia (March 2017): “8 Natural Hot Springs in Ski Country”*

- o *“Riding Powdaho” (Winter 2016/2017) – this video hit the airwaves nationwide*

- o *Outdoors NW (February 2017): “Western Idaho Weekend Escapes”*

- o *Tonight Show with Jimmy Fallon – we love bingo! (June 2016)*

- o *Cheap Flights blog (December 2016) – 12 places you can have a white Christmas*

- o *Conde Nast Traveler (October 2016) – names Shore Lodge as Reader’s Choice award*

- o *Smarter Traveler (September 2016) – Best off-season mountain towns*

- o *Food & Travel Magazine (July 2016)*

*Goal #5: Continue to produce Visit McCall Magazine and focus on expanding distribution.*

- *Increased our summer magazine run to 12,000 (from 10,000)*

- *Increased magazine size from 68 pages to 76 pages.*

- *Added Boise distribution (5 airport kiosks and 20 kiosks in downtown Boise)*

- *Online readership:*

- o *Winter 2016/2017 Issue = 4,340 reads | 21,072 impressions*

- o *Summer 2016 Issue = 4,509 reads | 21,808 impressions*

*Goal #6: Complete a summer recreation survey to better understand our visitors. Our summer survey was completed in August 2016 with the following key findings:*

- *57% of visitors have come to McCall 1-3 times in the past year*

- *75% of visitors have been to McCall before*

- *77% of visitors come with a spouse or family to vacation*

- o *29% visiting with a group – area to capitalize on and grow*

- *For first time visitors, referrals from friends and family were the primary reason for discovering McCall*

- *Cost of Lodging*

- o *32% willing to pay \$50 - \$100 per night*

- o *32% willing to pay \$100 - \$200 per night*

- o *27% prefer camping or an RV park*

- o *44.28% prefer a home, condo, or cabin rental*

- o *18.86% prefer a hotel room*

- *Top reasons for choosing McCall as a vacation destination*

- o *Family*

- o *Scenery*

- o *Recreation*

- *The place most visited outside of Idaho by McCall visitors was the Oregon Coast*

- *Top activities while in McCall*

- o *23.77% Hiking*

- o *10.75% Motorized lake activities (boating, waterskiing, jet skiing)*

- o *10.24% ATV/UTV riding*

- o *9.99% Flat water activities (canoe, kayak, SUP)*

- o *8.85% Mountain Biking*

- *Key factors influencing recreation experience:*

- o *Live nearby*

- o *Climate/weather*

- o *Ideal terrain/conditions*

- o *\*Value/Price/Packages was less important than expected*

- *Rated well on:*

- o *Recreation Access*

- o *Friendliness/helpfulness*

- Visitors come from:
  - o Idaho
  - o Washington
  - o Oregon
  - o Utah
  - o California

## Regional Impact & Support

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Applicants enter their expected regional impact and partnership plan.

**Question:** How does the proposed project increase local/regional awareness and encourage visitors to stay longer or promote intra-region travel?

*All of our promotional efforts are designed to educate travelers about the McCall area and the diverse range of activities available each season. In addition, our call to action is primarily based around a deal or special that would entice a visitor to extend their stay or visit on a non-peak time. With this focus, we aim to add overnight visitors in shoulder seasons and mid-week with enticements such as “Third Night Free” lodging offers, stay and play package deals, and mid-week specials.*

*Our marketing efforts focus on two primary targets, traditional markets (Treasure Valley and Tri-Cities) and expanded markets (Salt Lake City, Spokane, and northern Idaho). In both markets, a portion of our targeted geography uses promotions aimed at keeping vacation travel dollars in-state, benefitting not only the McCall area and Valley County, but the State as a whole. Similarly, our out-of-state target markets focus on bringing visitors from outside of Idaho to the McCall area to benefit the State as well.*

*In addition to our geographic target differences, we also use differentiated messaging to encourage a well-rounded visitation schedule. In our traditional markets, we are focused on earning repeat visitation midweek and in the shoulder seasons. In our extended markets, we are after first-time visitors to McCall who will book extended stays.*

*In both cases, McCall’s location puts us in a unique position to benefit multiple regions as out-of-state visitors must travel through other areas of Idaho to access our community.*

**Question:** Who are the contributing partners participating in the project?

*The McCall Area Chamber of Commerce works diligently to facilitate communication and cooperation between all of our area’s stakeholders. This has resulted in cooperative efforts with private businesses through co-op advertising, with other regional Chambers of Commerce, with the City of McCall, and with regional travel groups.*

*At the micro-level, our partners for this next grant cycle will include local businesses including, but not limited to, Brundage Mountain Resort, Hotel McCall, Shore Lodge, McCall Lake Cruises, Rupert’s at Hotel McCall, Jug Mountain Ranch, Cheap Thrills Rentals, Mile High Power Sports, Mile High Marina, McCall Jewelry Company, Steamer’s Steak and Seafood Restaurant, the Anchor Restaurant, McCall Real Estate Company, Salmon Raft, CM Backcountry Rentals, and Tamarack Resort. These businesses partner with the McCall Area Chamber in advertising and promotional campaigns that help all of us stretch our marketing dollars to reach a broader audience. We also work directly with several non-profit groups in the region who facilitate area events with great potential to bring overnight visitors interested in activities other than recreation. These include the McCall Music Society (SummerFest – a classical music festival), the McCall Folklore Society (Summer Music Festival at Roseberry), McPAWS Regional Animal Shelter (Oktoberfest), the Seven Devil’s Playwright Conference, the Yellow Pine Harmonica Festival, and the Donnelly Chamber of Commerce (Huckleberry Festival).*

*In addition, the McCall Area Chamber of Commerce has created dedicated Board positions for each of our surrounding communities including New Meadows, Donnelly, and Cascade. For the fourth year, we will be including projects in the Donnelly area in our grant submission and are sharing tactics and strategies with the New Meadows, Riggins, and Cascade Chambers to ensure our marketing plans complement one another, not compete or duplicate. The result is a collaborative effort to promote the wider region with diversified strategies that give us larger reach and ultimately, attract more overnight visitors.*

*The City of McCall is also an important contributing partner as our matching funds are provided through McCall’s Local Option Tax. Our partnership with the City has continued to grow and not only does the LOT fund provide our grant match, but also provides additional funding for tourism events such as the McCall Winter Carnival and the Fourth of July Celebration,*

*both of which represent the top visitor weeks in the winter and summer, respectively. We have also created a dedicated ad-hoc board position for the City Manager on our Board of Directors. This helps ensure the flow of information between the City of McCall and the McCall Area Chamber.*

*Finally, the McCall Area Chamber has a strong partnership with SWITA who collaborates with us on advertising, trade shows, and providing insight and recommendations when needed.*

*All of these partnerships work to benefit the region as a whole through increased exposure on a wide variety of platforms with the mutual goal of bringing more visitors to our area. This benefits area business by bringing in more customers, benefits the City of McCall by providing funding for the LOT tax, and benefits the State through lodging tax.*

## Budget

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Applicants enter their proposed budgets. Match is required at 12.5%.

**Question:** Administration and Fulfillment is available to all applicants. An amount equal to 10% of the amount awarded, up to a maximum of \$25,000 is allowable. Are you requesting administration and fulfillment funds?

YES

NO

**Question:** Describe your plan for Public Relations, Advertising and Collateral Materials (if not applicable, enter N/A). Include any cooperative advertising, whether it's with local businesses/organizations, other grantees, or Idaho Tourism.

*For this grant cycle, the McCall Area Chamber will be requesting \$29,505 over our grant request in 2017. This increase is due primarily to (1) our consultant's hourly rate increase, and (2) several new projects. In October 2016, the Chamber's Board of Directors voted to increase our marketing consultant's fee from \$30 per hour to \$45 per hour to better reflect industry standard. This rate increase impacts our budget for all in-house marketing including website updates, content creation, site visit coordination, graphic design, seasonal advertising campaign management, social media posting, and email blast creation. The second reason for the increase in funds is due to new projects including culinary focused programs, additional co-grantee requests, and a revision to how we cover trade show travel in partnership with SWITA.*

### *Public Relations*

*For the past several years, the McCall Area Chamber has been diligently building our media presence. We have done this in three phases: (1) develop a brand slogan, "McCall: Always the Perfect Temperature," and create a strategic communication plan to act as a guide to introduce and promote the new message, (2) finalization of the website, creation of initial content including itineraries and storylines, and the execution of a kick-off FAM tour, and (3) pitching, growing our library of content, and hosting on-site visits.*

*We entered the final phase of this plan last grant cycle and moving forward, we will continue to build this third phase by adding content and storylines to our website, building media lists and relationships, pitching content and itineraries, and hosting journalists for site visits.*

*We are currently running our public relations efforts with a combination of in-house and consultant work. The in house element is key to providing real-time response, local insight, and building personal relationships with journalists. Our consultant, Tony Harrison with COMMposition PR, helps us streamline distribution of content, introduces us to new opportunities, and helps us analyze our results.*

*This partnership has had a positive impact on the effectiveness of our efforts. Over the past twelve months, we have hosted more than 40 journalists in McCall, been featured on several national media outlets as well as multiple regional blogs and travel guides, and created a solid system for press release creation and distribution.*

*We are looking forward to building on this momentum and continuing to push fresh content to journalists each season.*



## Advertising

*Our advertising mix has remained fairly consistent over the last four years, implementing a combination of print, television, and digital ads. The digital element of our advertising mix continues to grow and is our best way to test new markets before spending money on television, print, or radio.*

*Our print advertising budget continues to evolve. We have found that many of our local businesses cover a good portion of Southwest Idaho in publications including the Idaho Statesman and the Boise Weekly. Ads from the Chamber are superfluous and do not add value. Instead, we are focusing our print budget, combined with a portion of our co-op budget, to enter markets and publications not easily attained independently by our local businesses. In this way we can increase our reach without increasing our budget. Target publications include Food and Travel, USA Today, Outdoors NW and NW Travel.*

*Television is an important element in our overall ad mix as it can capture the visual beauty of the area and place the viewer on the golf course, on the trail, or on the lake. This provides an opportunity to reach a large number of people with an impactful message. In 2017/2018 we will continue to run television advertising in the Southwest Idaho and Tri-Cities areas. We are also committed to growing our video assets, capturing new footage each season to integrate into television, social media, and public relations. We will place media buys in the following locations:*

- *Southwest Idaho: KTVB, KIVI, KBOI, KTRV and KNIN*
- *Tri-Cities: KEPR, KNDU, and KVEW*

*Over the course of the last several years, the McCall Area Chamber has dedicated a larger portion of our overall advertising budget to digital, and with great results. Our average CTR has consistently been more than 1% (up dramatically from our average CTR in 2014 and 2015 of 0.5%). We credit the increase in click-through-rates to be primarily due to our ability to manage our content and messaging to better target to whom our ads are served.*

*This year, we will continue to coordinate the majority of our digital advertising “Centro,” a demand-side platform that acts as an exchange where we can target ads based on behavioral, geographic, and demographic variables. This also enables us to place ads on a broad range of networks from one portal to place advertising on sites such as Expedia, Google, Bing, ESPN, Facebook, KTVB.com and more. Advertising is placed based on bids, similar to Google’s AdWords, and can be manipulated or swapped out based on performance or targeted variables in real time.*

*Digital advertising has also been a great way for us to reach new markets and test their reception to our messaging in a cost-effective manner. This grant cycle we plan to continue marketing to expanded geographic areas in Utah, Oregon, Washington, and Idaho.*

*In addition to our primary digital campaign with Centro, we will be allocating a portion of our budget to retargeting ads with KTVB and IdahoStatesman.com in conjunction with seasonal television promotions. This type of advertising has translated well in driving traffic to our website with both outlets being in the top five referral sites to mccallchamber.org (KTVB as #1 and Idaho Statesman as #3).*

## Collateral Materials

*The McCall Chamber’s Visitor’s Guide, “Visit McCall Magazine,” continues to grow. This 76-page guide offers local insight on everything from recreation, dining, shopping, and entertainment in the McCall area. We currently print 10,000 copies of the winter issue and 12,000 copies of the summer issue. We are proud to report that this magazine has been a huge success and is now a self-sustaining publication. One of the biggest returns we have seen with the magazine is the amount of useful content we can repurpose on our website and on social media, as well as when pitching journalists. While we are not requesting funds for the magazine, we wanted to make note of this importance piece in our overall marketing mix!*

*In conjunction with Idaho Craft Beer Month in April 2017, the McCall Area Chamber launched a new program called the “McCall Ale Trail.” This ongoing program is a new opportunity for us to add a fun promotional activity, especially during shoulder seasons, while engaging in the popularity of local craft beer. We currently have a website built (mccallaetrail.com) and have printed the first round of “Passports” for guests to use along the trail. We are seeking funds in this grant cycle to help us cover the costs of replenishing the printed passports as needed throughout the year. Participation in the McCall Ale Trail is free.*

## Event-Specific Advertising

*The McCall Area Chamber will work in cooperation with several area non-profits to market and promote events with large potential to bring a new demographic (focused on culinary and cultural travelers) to the area for extended stays. We feel*

*strongly that these events are worth our investment of support and marketing dollars.*

#### **CULINARY TOURS**

*Due to the success of the McCall Ale Trail, the McCall Area Chamber is looking to pursue additional culinary programs. During this grant cycle, we will be working to develop a tasting tour in McCall similar to those offered with "Indulge Boise." We hope to offer seasonal tours in the winter, spring and fall (where we have the most room to increase our visitation) with stops at restaurants and breweries. Each tour will have a central theme and rotate depending on the season. We are requesting funds to help get this program off of the ground with advertising to the Treasure Valley market.*

#### **SEVEN DEVIL'S PLAYWRIGHT CONFERENCE: on behalf of Idaho Theater**

*Idaho Theater's mission is to develop, support and present plays that embrace the diverse geographical, philosophical, cultural and aesthetic landscape of the American experience. The Seven Devils Playwright Conference, Idaho Theater's largest annual event, will be held June 10-23, 2018.*

*While this conference is incredibly popular amongst McCall community members, Idaho Theater is looking to advertise the Conference to a broader market to better attract significant numbers of out of town attendees. Planned advertising tactics include KBSU underwriting, print ads in Boise Weekly, Idaho Statesman, the Scene, the Boise Contemporary Theater Playbill, and the Idaho Shakespeare Festival Playbill, as well as postcard mailers to targeted recipients.*

*Last year, attendees of the Conference represented approximately 350 nights of lodging over the two-week event. In addition, this event is held outside of the peak summer season, helping to bolster visitation in the shoulder season.*

#### **HARMONICA FESTIVAL: on behalf of the Yellow Pine Village Association**

*Each year, during the first full weekend of August, Yellow Pine is transformed into the largest festival of its kind in the western hemisphere. Because Yellow Pine is such a small community, many event attendees choose to stay in surrounding cities, including McCall.*

*Previously, the Harmonica Festival has been advertised minimally and sees an average attendance of 1,500. Moving forward, the Yellow Pine Village Association is looking to grow attendance at this three-day event by 20% each year, targeting extended markets to grow overnight stays.*

*To do this, the Association is focused on developing a digital marketing campaign focused in the Treasure Valley, northern Idaho, Spokane and Salt Lake City using local news station websites. Planned stations for digital advertising placement include KTVB, KIVI, KMTV, KIDK, KBOI, KIDO, KIZN, and KRVB; and/or KREM, KHQ-TV, KKZX, KXLY, KISC in eastern Washington and KTVX, KUTV, KBER, KRSP, and KUBL in northern Utah.*

#### **SUMMERFEST: on behalf of the McCall Music Society**

*The McCall Music Society's signature weeklong SummerFest, a classical and jazz music festival to be held July 15-21, 2018, is a well-respected non-profit, which has enlivened the cultural landscape and fostering musical appreciation in West Central Idaho for over two decades. This festival brings nationally acclaimed performing artists to Valley County, creating a destination cultural event for out of town audience members.*

*This type of event attracts regional and out of state tourists for a weeklong visit to Valley County rather than just a day or two. SummerFest 2018 will also provide an opportunity for the McCall area to attract a unique demographic of arts supporters who might otherwise never venture to a region primarily known for outdoor adventure. This event aligns well with a regional marketing strategy, which promotes the community's rich cultural activities as well as its natural beauty.*

*Since developing a marketing program three years ago, several concerts have sold out ahead of time. Evaluation cards indicate that at least a third of visitors are from out of town and stay for several concerts over the course of several days. In addition, the McCall Music Society has seen a 10% increase in web site visitors in 2016 over 2015. June 2016 showed a 10% increase in web site visitors over June 2015 and July 2016 showed an 18% increase in web site visitors over July 2015 while Facebook likes increased by 25%. Online ticket sales have also increased 250% in 2016 over 2015.*

*SummerFest 2018 media placement includes print, radio and direct mail. Funds would be used for 2018 advertising, specifically targeting the Boise and Northern/Central Idaho areas. To effectively reach our demographic, the MMS will advertise in the Idaho Shakespeare Festival playbill, Idaho Statesman, the Idaho Opera Playbill, Boise Weekly, Lewiston and C'D A papers as well as on classical music radio stations. Radio ads will be purchased for classical music stations in the Moscow and Lewiston areas. Ads will also be purchased in the Coeur d'Alene Press (3.25X 7"), Lewiston Tribune (3.25 X 7"), Idaho Statesman Scene Magazine (2CX7").*

#### **HUCKLEBERRY FESTIVAL: on behalf of the Greater Donnelly Area Chamber of Commerce**

*The City of Donnelly and the Greater Donnelly Area Chamber of Commerce will host its annual Huckleberry Fest the second weekend in August. This event has continued to grow and expand; now hosting more than 12,000 visitors over the weekend. From 2015 to 2016, the Donnelly Local Option Tax income increased in the month of August by 20%.*

The marketing budget requested would be used to expand advertising to the Treasure Valley and Lewiston area markets and would include print advertising, digital advertising, television advertising and radio advertising. In addition, Donnelly would like to build a stronger social media presence to promote the Huckleberry Festival.

**SUMMER MUSIC FESTIVAL AT ROSEBERRY:** *on behalf of the McCall Folklore Society*

The McCall Folklore Society hosts the Summer Music Festival at Roseberry each year in July. The event typically draws 3,000+ attendees with approximately 25% being from out of town. The McCall Folklore Society is a well-respected non-profit, which has enlivened the cultural landscape in West Central Idaho for over three decades.

This event attracts regional and out of state tourists for a weeklong or long weekend visit to Valley County rather than just a day, positively stimulating revenue to local attractions, stores, restaurants and lodging throughout the region.

Media placement will include print and radio. Funds would be used for early summer 2018 advertising, specifically targeting the Boise and Northern/Central Idaho areas. To effectively reach our demographic, the MFS will advertise in the Idaho Statesman, Boise Weekly, and Lewiston papers as well as on radio.

Radio underwriting will be purchased for NPR stations in the Moscow, Lewiston and Boise areas. Ads will also be purchased in the Lewiston Tribune (3.25 X 7"), Idaho Statesman Scene Magazine (2CX7") and Boise Weekly.

**OKTOBERFEST:** *on behalf of MCPAWS Regional Animal Shelter*

Oktoberfest takes place on the first Saturday of October each year drawing a crowd of 1,500-2,000 annually. This event has been an important draw in late fall for McCall and is paired with several other events during the same weekend to encourage overnight stays.

Marketing for this event is modest, previously focused solely on Valley County residents. Moving forward, MCPAWS is looking to expand their advertising reach to the Treasure Valley. Digital advertising is planned (covered by a sponsorship), and print advertising in the Boise Weekly with ITC grant funding is desired as a supplement to reach potential visitors within easy driving distance of McCall.

**TASTE OF MCCALL:** *on behalf of the McCall-Donnelly Education Foundation*

The McCall-Donnelly Education Foundation is an advocate of educational excellence in the McCall community that works to secure funds and other resources to build a better future for the children of the McCall area district. Taste of McCall is the primary fundraising event that enables the Foundation to provide grants to complete their mission as well as to bring awareness to the local culinary excellence of the area and attract a non-traditional visitor demographic to McCall. The event brings all of the restaurants and breweries in the area together to provide a sampling of food, wine, and craft beer as well as provide an opportunity to view and purchase artwork from local artists.

This annual event is now held in June to better meet the needs of the community and attract visitors to McCall outside of the busy summer season. With a goal of expanding this event to draw attendees from around the State of Idaho and the Northwest and encourage overnight destination travelers, the MDEF is seeking \$2,500 in additional marketing dollars to expand the promotional reach of this event.

The promotional program will utilize print advertising in the Idaho Statesman and Edible Idaho South as well as digital advertising with KTVB.com and social media sponsored posts.

**Co-Op Advertising**

As part of our overall advertising campaign, we include funds specific to co-op opportunities that arise throughout the year. These include print magazine ads in regional publications, State-sponsored programs such as re-targeting advertising, and media projects to attain new video and photo stock. While not all of our co-op advertising is set at this time, we do know that we will be participating in a "Cuddle Up to McCall" promotion with KTVB in February. This campaign includes television ads, digital ads on KTVB.com and a Facebook contest. For this co-op we partner with nine local businesses with the goal of bringing more winter travelers to stay in the area during non-holiday weekends.

*For co-op advertising, the McCall Area Chamber typically pays 40% - 50% of the total cost and our partners cover the remaining balance.*

**Question:** Describe your plan for Website Development/Maintenance or Social Media (if not applicable, enter N/A).

#### *Website*

*Our current website, mccallchamber.org, was launched in October 2014 and is now in need of an update, both in design and functionality. To complete the planned programming updates, we will work with Carew Co. in Boise. Updates include overhauling our "Events" page for search functionality, highlighting our growing library of content including the blog and Visit McCall Magazine, updating keywords and metadata for maximum SEO, and highlighting lodging deals and packages. In addition, basic maintenance (such as updating templates, plugins, and form functions) will be completed.*

*Ongoing maintenance of the website is primarily focused on content creation. With the upgrades planned for the site, we will have better flexibility to showcase activities, itineraries, feature businesses, and feature lodging packages. This content will also be repurposed in our public relations pitching. In addition to content creation, website work will also include building landing pages for our digital advertising campaigns.*

*In addition to content creation, the McCall Area Chamber is also seeking ITC funds to help us cover the costs associated with hosting, domain registration, security and email.*

#### *Social Media*

*The McCall Area Chamber has been steadily growing our social media presence and maintains a Facebook, Twitter, YouTube, and Instagram account. We have been consistent with posting content to Facebook and will continue to grow this channel with content and boosted posts; however, we are looking to put a larger focus on building our Twitter, Instagram and YouTube presence, all of which tend to get neglected.*

*A large part of this new mandate will focus on photo and video assets that can be shared and repurposed as well as developing and maintaining a posting schedule to ensure consistency.*

*We are also looking to continue contesting programs throughout the year. To run these contests and giveaways we utilize a subscription to WooBox. This application offers a unique dual entry option where users can register their photo on the Facebook contest page OR be entered automatically by using the campaign hashtags in their Facebook, Twitter, or Instagram post.*

*Finally, we subscribe to a service called Schedugram to help us plan and schedule Instagram posts. We believe Instagram is a valuable "next step" for the McCall Area Chamber to focus on and will continue to build our presence on this application.*

#### *E-Newsletters*

*To engage with our database of businesses, visitors, and potential visitors, the McCall Area Chamber sends out a monthly newsletter. The newsletter contains information on accomplishments and milestones, featured events, new projects, vacation packages, media coverage and more. We typically see an average open rate of 35%, an average click-through rate on content of 10%, and an average of 30 new newsletter sign ups each month. Our grant funding request for this element includes the cost of our Constant Contact subscription as well as the hours billed for content creation and design of the newsletters.*

*In addition to our monthly newsletters, we will be continuing an email marketing campaign to contacts in our extended markets. These email communications are short and sweet, advertising seasonal lodging packages and features on current activities. We anticipate sending a monthly email to each contact based on their indicated interests (noted at the time of email capture). Interests have been divided into six lists: "mountain sports," "family activities," "relaxation," "water sports," "romantic getaway" and "lodging deals." Our goal is to motivate these contacts to book additional nights in McCall.*

*The costs associated with the email marketing program include our subscription to Constant Contact as well as the man-hours for designing each email. We estimate approximately 10 hours per month will be spent on email marketing.*

**Question:** Describe your plan for Trade Shows, Conferences & Other Travel (if not applicable, enter N/A).

#### *Trade Shows & Travel*

*This year will mark a change in our partnership with SWITA when it comes to recreation trade shows. Previously, SWITA covered both the booth fees and the travel expenses for all trade shows. In an effort to maximize our exposure and better use*

*our grant funding, SWITA and the McCall Chamber will now be splitting the costs of these shows. SWITA will cover booth fees and the McCall Chamber will cover travel costs for any representatives we send from our area. This change will not only help share the cost burden of attending trade shows, but also allow us to be more inclusive and ensure that the representatives attending each show is marketing the area as a whole, not just a particular business.*

*We are also requesting funding for mileage, lodging, meals, and registration to send two Chamber representatives, one board member and the head of our events/marketing committee, to ICORT.*

**Question:** Describe your plan for Capital Purchase. Allowable capital includes trade show booths and electronic equipment essential to administering the grant or marketing the area. Electronic equipment must be less than \$500 (if not applicable enter N/A).

N/A

**Question:** Upload the budget and match detail form. This form can be downloaded from the grant home page.

[Grant Application Budget Sheet 2017\\_FINAL.xls](#) (6/2/2017 12:16 PM)

**Question:** Upload letters of cash match pledges from partners OR your organization's declaration of available cash reserves. Letters of support, while not required, may be uploaded here as well.

[MMS letter of support.pdf](#) (5/8/2017 12:05 PM)

[MFS letter.pdf](#) (5/8/2017 12:05 PM)

[7 devils ITC support letter.pdf](#) (5/8/2017 12:05 PM)

[City of McCall ITC grant letter of support.pdf](#) (5/8/2017 12:04 PM)

<b>Applicant Legal Name:</b>	McCall Area Chamber of Commerce and Visitors Bureau	
<b>Application ID:</b>	17-III-04	
<b>Total Request for Funds</b>	\$ 290,770	
<b>Total Match Provided</b>	\$ 59,254	20.38%
<b>Element 1 - Administration &amp; Fulfillment (10% of award, \$25,000 max)</b>		
		<b>\$ 25,000</b>
<b>Day to day grant administration.</b>		
<b>Element 2 - Tourism Marketing (provide subcategory details that tie back to your grant application)</b>		
		<b>\$ 265,770</b>
<b>Budget Item</b>	<b>Budget Detail</b>	<b>Amount Requested</b>
<b>2a - Public Relations, Advertising &amp; Collateral Materials</b>	Public Relations: retainer for Tony Harrison, COMMposition	\$ 15,000
	Public Relations: pitching, content creation (Micael McKenzie, Inc: 5 hrs/wk)	\$ 11,700
	Public Relations: site visit, FAM tours	\$ 10,000
	Print Advertising: Northwest Region magazines	\$ 8,500
	Television Advertising: Summer, Winter, Fall :30 sec spots, Boise & Tri-Cities	\$ 30,000
	Digital: Centro Demand Side Platform	\$ 45,000
	Production & Account Services with Tom Scott Communication Shop	\$ 25,000
	Event Marketing: Seven Devil's Playwright Conference	\$ 3,000
	Event Marketing: Yellow Pine Harmonica Festival	\$ 10,000
	Event Marketing: SummerFest - radio and print advertising	\$ 8,000
	Event Marketing: Huckleberry Festival - radio, print, digital advertising	
	Print: Idaho Statesman, Idaho Press Tribune, Boise Weekly	\$ 4,125
	Radio advertising	\$ 3,375
	Television advertising (Boise market)	\$ 3,375
	Social Media / Boosted posts	\$ 625
	Design and Account Management	\$ 625
	Event Marketing: McCall Folklore Society Roseberry Music Festival	\$ 4,710
	Event Marketing: McPAWS Oktoberfest	\$ 900
	Event Marketing: Taste of McCall	\$ 2,500
	Culinary Marketing: McCall Ale Trail, Indulge McCall	
	McCall Ale Trail (advertising and printed passports)	\$ 4,800
	"Indulge McCall" Tours	\$ 3,600
Co-Op: KTVB "Cuddle Up" campaign (television, digital, contesting)	\$ 8,000	
Co-Op: Opportunities to partner with State and McCall area businesses	\$ 10,000	
<b>2b - Website &amp; Social Media</b>	Website content creation & updates (Micael McKenzie, Inc: 7 hrs/wk)	\$ 16,680
	Website programming and functionality upgrade: Carew Co.	\$ 10,000
	Website hosting, domain, email subscription	\$ 500
	Website: Sucuri (website firewall) subscription	\$ 299
	Social Media content creation (Micael McKenzie, Inc: 3 hrs/wk)	\$ 7,020
	Facebook advertising & boosted posts	\$ 2,500
	Woobox (\$29 per month, 2 accounts), Schedugram (\$20 per month)	\$ 936
	Email Marketing: Content for 12 monthly newsletters (MMInc: 5 hrs/month)	\$ 2,700
	Email Marketing: 12 annual "deals & packages" emails (MMInc: 5 hrs/month)	\$ 2,700
ICORT Registration, meals, lodging for 2 Chamber representatives		\$ 2,000

<b>2c - Trade Shows, Conferences, &amp; Other Travel</b>	Trade Show travel reimbursements (2 reps for each show max \$950 per person)	
	Ski Shows (Ski Dazzle, Seattle   Snowvana, Portland)	\$ 1,900
	Golf Shows (Seattle, Spokane, Portland)	\$ 2,850
	Snowmobile Shows (Winter Knights, WSAA)	\$ 1,900
	Sportsman Shows (Intermountain Sportsman Show, Portland)	\$ 950
<b>2d - Capital Purchase</b> (trade show booths and electronic equipment essential to administering the grant or marketing the area. Electronic equipment is limited to \$500 or less)	N/A	
<b>Sources of Match</b>		<b>\$ 59,254</b>
<b>Cash Match Provider</b>	<b>Match Detail</b>	<b>Cash Amount</b>
City of McCall	McCall Local Option Funds grant	\$ 35,000
McCall Chamber of Commerce	Printing costs: 20,000 copies of Visit McCall Magazine (10k each run)	\$ 18,894
Idaho Theater	Advertising for Seven Devil's Playwright Conference	\$ 760
McCall Folklore Society	Advertising for the Summer Music Festival at Roseberry	\$ 1,500
McCall Music Society	Advertising for Summerfest Classical Music Festival	\$ 3,100