

ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: IDAHO RV CAMPGROUNDS ASSOCIATION	Grant Number: 14-M-03
Date Submitted: July 15, 2015	Report #: <input type="checkbox"/> 2 <input type="checkbox"/> 4 <input type="checkbox"/> 1 <input checked="" type="checkbox"/> 3 <input type="checkbox"/> Final
Date Posted for Review:	

Awarded Grant: \$ 72,940.00	Cash Match Requirement: \$ 9,118.00	Total Excess Match Committed (Above required amount) \$10,333.49
Amount Expended YTD: \$ 62,919.15	Cash Match Documented YTD: \$ 19,451.49	

Element 1: Audit - Not required.

Amount Awarded: \$ 0	Amount Expended YTD: \$ 0	Cash Match Documented YTD: \$ 0	Excess Cash Match Committed: \$ 0
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Element 2: Admin/Fulfillment

Amount Awarded: \$ 6,631.00	Amount Expended YTD: \$ 4,973.25	Cash Match Documented YTD: \$ 0	Excess Cash Match Committed: \$ 0
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Progress of Element since grant award or last report:
Anticipated completion date(s): September 30, 2015
Actions needed to complete this element:
Measurements(s) of Results:

No activity during this report period

Element 3 – TOURISM MARKETING

Amount Awarded: \$ 66,309.00	Amount Expended YTD: \$ 57,945.90	Cash Match Documented YTD: \$ 19,451.49	Excess Cash Match Committed: \$ 10,333.49
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ELEMENT 3a – PUBLIC RELATIONS, ADVERTISING & COLLATERAL MATERIALS**PUBLIC RELATIONS: N/A****ADVERTISING:****Progress of Element since ~~grant award~~ or last report:**

This reporting period (April, May, June) marks the beginning of prime RV/camping season, and our new “RVers LOVE IDAHO!” ads appeared in the following publications:

- RV Life Magazine (includes digital) – April, May, June issues
- Snowbirds & RV Travelers Magazine (Canada, includes digital) – April/May, June/July issues
- Northwest Travel Magazine – March/April Travel Planner issue
- TravelGuidesFree.com (online) – April, May, June
- 2015 Idaho Spring Integrated Newspaper Insert Campaign (includes digital)
- Outdoors Northwest (includes digital) – March/April, May/June issues
- RV Times (Canada) – May/June issue
- RV West (Canada, includes digital) – May/June issue
- Yellowstone Newsletter Sponsorship (digital)

IRVCA’s advertising presence continues with previously placed ads in annual publications:

- 2015 Good Sam Annual RV Travel Directory (includes digital)
- 2015 Yellowstone Journal (includes digital)
- 2015 SuperCamping (British Columbia’s annual Campground Directory, includes digital)
- Golf in the Northwest (includes digital).

Anticipated completion date(s): September 30, 2015

Actions needed to complete this element: Ads will continue to drop as scheduled over the grant cycle.

Measurements(s) of Results: Print and digital ads direct consumers to our website, *RVIdaho.org*, where visitors can order a free campground directory, research information on all campgrounds in Idaho, and link directly to each regional tourism website.

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Results are measured by the number of individual campground directory requests received via website, phone and reader responses during April, May & June:

- A total of 3,687 individual requests for RV IDAHO were received and fulfilled.
- 1,085 RV requests were generated from TravelGuidesFree.com.
- 976 RV-specific requests were generated from the Spring Integrated Newspaper insert.
- Our website, *RVIdaho.org*, ranked **#4** on the Top Five click-thru rate for Yellowstone Park's Digital Newsletter Sponsorship, recording 636 clicks to our website during June!

Results are also measured by Google Analytics reports about activity on our website:

- There were 14,475 sessions this period, up 47.64% from 9,804 sessions last year
- There were 12,257 users, up 50.67% from 8,135 users last year.
- There were 74,190 pageviews, up 16.61% from 63,623 last year.
- Pages per session decreased 21.02% from last year, 5.13 vs. 6.49.
- Average session duration decreased 21.82% from last year, 3:35 vs. 4:35.
- Percentage of new sessions increased 3.10% from last year, 83.27% vs. 80.77%
- 58.17% accessed our site from their desktops (8,474)
- 18.54% accessed our site from their tablet (2,684)
- 23.29% accessed our site from their mobile device (3,317)

COLLATERAL MATERIALS:

Campground Directory – 2015 RV IDAHO:

- 110,000 copies of Idaho's campground directory were published last October (2014).
- 66,125 copies were shipped (pre-boxed) directly from the printer to hundreds of visitor information locations in Idaho and the surrounding states in preparation for distribution to RVers/campers who will be on-site during the 2015 RV/camping season.
- 43,625 copies were delivered to FleetStreet for fulfillment upon request during the grant cycle (233 boxes of 125/box, plus 15,750 un-boxed for individual requests).
- To date, a grand total of 98,570 copies have been requested & fulfilled!
- Only 11,430 copies remain in inventory to fulfill upcoming requests.

Progress of Element since grant award or last report: 16,214 campground directory requests fulfilled:

	<u>Total</u>	<u>Bulk</u>	<u>Indiv.</u>
April	6,045	4,610	1,435
May	5,383	4,042	1,341
June	<u>4,786</u>	<u>3,875</u>	<u>911</u>
Total	<u>16,214</u>	<u>12,527</u>	<u>3,687</u>

The following distributors ordered bulk (box) quantities of RV IDAHO which they will provide free-of-charge to RVers and campers who are physically on-site at their location(s):

- 500 – Sawtooth NRA
- 125 – Brockman's RV Sales, Jerome
- 125 – Twin Falls 93 RV Park
- 1,250 – Gateway SW Visitor Center, Fruitland
- 375 – Broadmoor RV Sales, Pasco, WA
- 500 – Pioneer Country Travel Council
- 250 – Jack Olney, Good Sam RV Rallies in ID, UT, MT
- 100 - Rexburg Conoco
- 10 - INL
- 125 – Cowboy RV Park, Pocatello
- 125 – Ambassador RV Park, Caldwell
- 125 – Wallace Mining District
- 125 – Weiser Ranger District
- 125 – Lowman Ranger District

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- 500 – Gateway NW Visitor Center, Coeur d’Alene
- 125 – Coeur d’Alene Ranger District
- 125 – Ashton Ranger District
- 50 – North Idaho College
- 125 – Sedlmayers Campground & Resort, Spirit Lake
- 125 – Kootenai County DMV, Coeur d’Alene
- 100 – Cranbrook Chamber of Commerce, BC, Canada
- 50 – Priest River Chamber of Commerce
- 125 – Kootenai County DMV, Coeur d’Alene (additional order)
- 125 – Hells Canyon Visitor Center, Oxbow, OR
- 750 – Craters of the Moon NM
- 125 – Twin Falls/Jerome KOA
- 125 – Bretz RV Sales, Boise
- 250 – American Falls Dam
- 500 – Gateway NW Visitor Center, Coeur d’Alene
- 125 – Idaho Parks & Recreation, Boise
- 50 – Kamiah Chamber of Commerce
- 1,250 – Cherry Creek Visitor Center, Malad
- 125 – Sawtooth Interpretive & Historical Assn., Stanley
- 125 – Meridian Chamber of Commerce
- 25 – Fenn Ranger Station, Lowell
- 125 – Bish’s RV Sales, Nampa
- 375 – Three Island Crossing State Park, Glens Ferry
- 1,250 – Gateway SW Visitor Center, Fruitland
- 375 – Canyon County Assessor
- 125 – Rivers Edge RV Park, Wilder
- 625 – Mesa Falls Recreation Area, Island Park
- 100 – Moose Crossing RV Park, Mackay
- 125 – Outdoors Northwest Magazine, for distribution at: Get Outdoors Expo in Seattle & Bite of Bend, in Bend, OR
- 250 – Bruneau Dunes State Park
- 250 – Twin Falls Visitor Center
- 125 – Island Park Visitor Center
- 42 – Miscellaneous

Anticipated completion date(s): September 31, 2015

Actions needed to complete this element: Bulk and individual requests for Idaho’s popular campground directory are ongoing and will continue to be fulfilled throughout this grant cycle.

Measurements(s) of Results: A total of 16,214 copies of Idaho’s popular campground directory were requested and fulfilled during this period.

ELEMENT 3b, WEBSITE & SOCIAL MEDIA:

Progress of Element since grant award or last report:

WEBSITE: Internet access and website hosting are ongoing throughout the grant cycle. Website maintenance, updates and upgrades are performed on an as-needed basis.

SOCIAL MEDIA: IRVCA's Facebook posts promote wonderfully eclectic events and activities that engage RVers and campers – and help define why RVers LOVE IDAHO! Some of our most popular posts during April, May and June included:

- Salmon River Jet Boat Races at Riggins
- Oregon/California Trail Center in Montpelier
- Boise Author Anthony Doerr winning a Pulitzer Prize
- Bayhorse Ghost Town (Land of the Yankee Fork)
- Wonderful photo collection and article about Idaho, from Matador Network.com
- Video about the new zip line near Coeur d'Alene
- Item about Coeur d'Alene being on the Top Ten list of beautiful places to visit in Spring
- "Real Pirates" exhibit at the Museum of Idaho in Idaho Falls
- Post about a blog called Mike's Road Trip about Wallace (over 1,000 likes and shares!)
- Blog article about great road trips including the Selkirk Loop and Oregon Trail scenic byways
- Top 10 waterfront campgrounds included Wagonhammer RV Park in North Fork

Anticipated completion date(s): September 31, 2015

Actions needed to complete this element: Ongoing activity throughout this grant cycle.

Measurements(s) of Results: Social Media results are based, in part, upon the engagement of others, i.e., how many people see the post and how many times a given post is shared. Engagement on the interesting variety of articles posted during this period varied from a high of 1,200 people reached to a low of 95. Some posts were shared more than 300 times, others only a few times, and some were not shared at all.

ELEMENT 3c, STATE EVENTS, CULTURAL & OTHER CO-OPERATIVES:

Anticipated completion date(s): September 31, 2015

Actions needed to complete this element:

Measurements(s) of Results:

No activity during this report period

ELEMENT 3d, SHOWS & OTHER TRAVEL:

Anticipated completion date(s): September 31, 2015

Actions needed to complete this element:

Measurements(s) of Results:

No activity during this report period

ELEMENT 3e, PROFESSIONAL DEVELOPMENT & TRAINING:

Progress of Element since ~~grant award~~ or last report:

Attended ICORT in Boise.

Anticipated completion date(s): September 31, 2015

Actions needed to complete this element:

Measurements(s) of Results: N/A

No activity during this report period