

ITC GRANT NARRATIVE PROGRESS REPORT

Grantee: North Idaho Tourism Alliance	Grant Number: 14-I-01
Date Submitted: April 6, 2015	Report #: <input checked="" type="checkbox"/> 2 <input type="checkbox"/> 4
Date Posted for Review:	<input type="checkbox"/> 1 <input type="checkbox"/> 3 <input type="checkbox"/> Final

Awarded Grant: \$ 84,000.00	Cash Match Requirement: \$10,500.00	Total Cash Match Committed:
Amount Expended YTD: \$ 10,003.11	Cash Match Documented YTD: \$ 2205.97	

Element 1: Audit

Amount Awarded: \$ 0.00	Amount Expended YTD: \$0.00	Cash Match Documented YTD: 0.00	Total Cash Match Committed: \$
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Progress of Element: Not applicable due to amount of grant. N/A
Anticipated completion date(s): N/A
Actions needed to complete this element: N/A
Measurements(s) of Results: N/A

No activity during this report period due to seasonal nature of marketing activity.

Element 2: Admin/Fulfillment

Amount Awarded: \$ 8,400.00	Amount Expended YTD: \$6,300.00	Cash Match Documented YTD: N/A	Total Cash Match Committed: \$
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Progress of Element:
Anticipated completion date(s): Sept. 30, 2015
Actions needed to complete this element: Completed
Measurements(s) of Results:

No activity during this report period due to seasonal nature of marketing activity.

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Element 3: Tourism Promotion/ Advertising

Amount Awarded: \$ 75,600.00	Amount Expended YTD:\$ 3703.11	Cash Match Documented YTD: \$ 2205.97	Total Cash Match Committed: \$
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Progress of Element :

Advertising- NITA members continued implementation of their winter/spring advertising campaigns with the following activities:

- Bonners Ferry Chamber –Placed an ad in the Selkirk Loop Guide and Map.
- Priest Lake Chamber –Placed an ad in the WSSA magazine (Washington State Snowmobile Assoc.) promoting the area’s snowmobile trails.

Website/Social Media- NITA members continue to improve and enhance their sites:

- International Selkirk Loop – Website hosting
- Silver Valley Chamber – Website updates/updates
- Wallace Chamber – Website upgrade

Tradeshows- Tradeshows are a very important niche marketing strategy for many of our members. Since the last report, ITC funds have been used for the following NITA activities:

- Selkirk Loop & Silver Valley Chamber– Calgary tradeshow registration.

Anticipated completion date(s): Completed

Actions needed to complete this element:

Measurements(s) of Results:

Advertising – NITA members analyze visitor center data, lodging collection data, web site traffic patterns, etc. to determine the effectiveness of their advertising. Often, an important indicator of an ads effectiveness is the number of travel guides ordered or downloaded online following the ads appearance.

In addition, prior to placing ads, members look at the market coverage, readership, and demographic data such as:

Selkirk Loop Guide: The Selkirk Loop Travel Guides and Maps are in high demand, and are 100% supported by private advertising dollars. The Selkirk Loop Travel Guide is a 64-page guide to the attractions, activities and visitor services around the Loop. 30,000 copies are printed annually in January, and distributed at regional visitor centers and hundreds of locations around the Loop. The digital edition gets thousands more views on the Selkirk Loop website.

The Selkirk Loop Travel Map -80,000 copies printed annually in February for distribution around the Loop.

The SelkirkLoop.org website, one of the most heavily trafficked tourism sites in the region, with 190,000+ page views annually.

Out There Monthly – In addition to the monthly print magazine, with a circulation of over 25,000, *Out There Monthly* online offers exclusive web only stories, regular columns on a wide range of outdoor sports and outdoor lifestyle topics, a huge and totally comprehensive outdoor events and race calendar, and the latest outdoor recreation news and views.

Out There Monthly is available at nearly 300 of your favorite gear shops, grocery stores, breweries, coffee shops, restaurants, and other local businesses in Spokane and throughout the Inland Northwest

Adventure Cycling –

- Member Subscriptions: 46,423
- Bike Shop Subscriptions: 235
- Bike Club Subscriptions: 124 (51,500 individual members represented through subscribing clubs)
- Pass Along Rate: 0.95 (42,750 additional views) Total Readership: 86,445 Per Issue (Medium income: \$80,000)

Spokane’s KREM, KXLY & KHQ TV stations have an extensive market coverage, including viewers in the northern half of Idaho, Eastern Washington, southeastern British Columbia, and Western Montana.

Outdoors Northwest Magazine –

- 82% use *OutdoorsNW* as their source for outdoor information
- 72% of readers have a 4-year college degree or more
- 92% will increase their participation in Outdoors Sports in the coming year
- \$75,000 average household income
- Participate in more than 5 or more NW sports every year
- 40,000 copies distributed monthly in the Northwest (Seattle and Portland)
- 125,000 copies distributed annually to NW competitors at partnered events
- 2.34 people read each copy of *OutdoorsNW*

Website/Social Media: NITA will continue to educate members about the value of using such tools as Google Analytics to measure web site traffic, identify where hits are coming from, etc. and identifying what improvements can be made to address any issues. We have made significant progress in our efforts to make sure that our members link their web sites to the NITA site to improve the ranking status on search engines. We continue to work with members on social media integration and measurements as well.

NITA's upgraded website went live in October and we will watch Google Analytics closely to see how our visitor/page view numbers are affected by various advertising/online campaigns, and analyze the geographical profile of our visitors. Our main priority for 2015 is to continue to develop this site into a dynamic, content rich resource for visitors looking for information on North Idaho – and to increase our visits and page views from our 2014 average dramatically.

We also receive detailed social media reports (see attached) summarizing our activities on Facebook, Twitter and Google+ and are working on a new strategy for the overall management of our social media integration activities.

Tradeshows: Members evaluate tradeshow effectiveness by a number of parameters including attendance, booth activity, amount of materials distributed, increased website activity following the shows, source of referrals, etc. In addition, NITA asks that every ITC funded tradeshow attendee fill out a tradeshow evaluation form, which is shared by NITA members and other ITC grantees.



No activity during this report period due to seasonal nature of marketing activity.













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