

ITC GRANT NARRATIVE PROGRESS REPORT

Grantee: McCall Area Chamber of Commerce	Grant Number: 11-111-03
Date Submitted: 8/26/2012	Report #: <input type="checkbox"/> 1 <input type="checkbox"/> 4
Date Posted for Review: 8/27/12 rn	<input type="checkbox"/> 2 <input checked="" type="checkbox"/> 3 <input type="checkbox"/> Final

Awarded Grant: \$ 80,300.00	Cash Match Requirement: \$ 10,038.00	Total Cash Match Committed: \$12,000
Amount Expended YTD: \$33,719.72	Cash Match Documented YTD: \$3,254.44	

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Element 2: Admin/Fulfillment

Amount Awarded: \$ 7,300	Amount Expended YTD: \$3,065.43	Cash Match Documented YTD: \$306.54	Total Cash Match Committed: \$730
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Progress of Element since grant award or last report:
On schedule with summer advertising. Invoices are being processed as received.

Anticipated completion date(s):
We would anticipate requesting an extension through Dec. 31 so that we can complete all of the processing and the KWP grant

Actions needed to complete this element:
Time to receive all of the invoices/back up and file the RFF's

Measurements(s) of Results

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

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Element 3: Advertising/Promotion

Amount Awarded: \$ 65,000.00	Amount Expended YTD: \$30,171.29	Cash Match Documented YTD: \$2899.38	Total Cash Match Committed: \$10470
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Progress of Element since grant award or last report:
Summer promotion began the last week of June and will continue through August

Anticipated completion date(s):
Mid-September

Actions needed to complete this element:
Complete schedule as planned. Receive all invoices, affidavits of performance, tear sheets etc. to submit to ITC in RFF's

Measurements(s) of Results
Please see tables below for May-June comparison 2% tax revenues and Chamber tracking numbers with previous years. Fourth best start to summer (only \$34,000 behind third best year in tourism taxes Web site views and page views in addition to walk in traffic is also up from previous years. All businesses I have talked to in town are having record summer beginning with the Friday before the fourth. It will be interesting to see how the June through September numbers compare with previous years.

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

					Total of 4 months	June and July only!
	June	July	August	September		
2000	\$232,774	\$579,475	\$1,032,366	\$1,017,948	\$2,862,563	\$812,249
2001	\$286,005	\$546,814	\$637,604	\$830,920	\$2,301,343	\$832,819
2002	\$220,692	\$640,195	\$902,464	\$699,182	\$2,462,533	\$860,887
2003	\$298,849	\$896,104	\$1,121,749	\$1,194,827	\$3,511,529	\$1,194,953
2004	\$653,195	\$1,044,557	\$1,482,082	\$1,478,180	\$4,658,014	\$1,697,752
2005	\$401,492	\$897,795	\$2,136,220	\$1,681,940	\$5,117,447	\$1,299,287
2006	\$644,250	\$1,315,178	\$2,153,035	\$1,768,784	\$5,881,247	\$1,959,428
2007	\$560,084	\$1,377,364	\$2,125,239	\$2,987,278	\$7,049,965	\$1,937,448
2008	\$453,111	\$1,323,083	\$2,392,590	\$2,023,795	\$6,192,579	\$1,776,194
2009	\$153,178	\$1,115,228	\$1,267,573	\$1,427,515	\$3,963,494	\$1,268,406
2010	\$372,756	\$870,857	\$1,848,575	\$2,232,208	\$5,324,396	\$1,243,613
2011	\$473,405	\$1,052,841	\$1,041,201	\$2,250,734	\$4,818,181	\$1,526,246
2012	\$520,146	\$1,222,468				\$1,742,614

<u>COMPARISON</u>	<u>Increase in Visitors</u>	<u>Increase in Phone Calls</u>	<u>Increase in Email requests</u>	<u>Increase in Fullfillment</u>	<u>Increase in Web Site Views</u>	<u>Increase in Page Views</u>	<u>WC site views</u>	<u>WC Page Views</u>
MAY 2011/2012	144	74	16	-1	1846	751	0	0
JUNE 2011/2012	357	84	53	-2	2186	1453	0	0
JULY 2011/2012	440	-262	42	4	6779	7757	0	0
Print date :	8/27/2012							

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Element 4: Web/Social Media

Amount Awarded: \$ 4,000.00	Amount Expended YTD: \$0	Cash Match Documented YTD: \$0	Total Cash Match Committed: \$400
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Progress of Element since grant award or last report: We are implementing google maps from the last grant cycle and will be updating our web page this fall with additional links and features.

Anticipated completion date(s): Prior to December 31, 2012

Actions needed to complete this element: On schedule

Measurements(s) of Results

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

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Element 5: Special Events

Amount Awarded: \$ 4,000.00	Amount Expended YTD: \$483.00	Cash Match Documented YTD: \$48.30	Total Cash Match Committed: \$400
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Progress of Element since grant award or last report:

Lack of cooperation with other entities responsible for the events set us back. We are looking at fall and Thanksgiving as possible dates for new events. We were planning on returning the McCall marathon to the Bear Basin to Black Hawk route when the Bear Basin Nordic club decided they didn't want to do it. We are working

on creating a new event at Ponderosa State Park on the World Masters Courses for the winter of 2012/13
Anticipated completion date(s): Prior to Dec. 31st
Actions needed to complete this element: Planning and execution
Measurements(s) of Results

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