

Region 1: 2019 Idaho Regional Travel and Convention Grant Program

Applicant	Mark Robitaille
Applicant ID	APP-003529
Company Name	Coeur d'Alene Convention & Visitors Bureau (CVB)
Recipient Address	Coeur d'Alene Convention & Visitors Bureau (CVB) 105 N 1st Street Ste 100 Coeur d'Alene, ID 83814
Phone	(208) 664-3194 x1009
Email	mark@cdachamber.com
Amount Requested	\$750,000.00
Status	Draft
Funded	<input type="checkbox"/>

Application Title: 2019/2020 Coeur d'Alene Area Tourism Marketing

Review Notes:
board oversight; no capital purchase; admin; AAR.
How does the local event sponsorship increase Tourism?
ESTO - only event registration is grant reimbursable
Co-op partnership percentage contributions?
Any state co-ops this year?

Verification of Eligibility

Enter organizational information and upload eligibility documents. This section will be scored by the following criteria:

- Key application elements are completed, necessary documents are uploaded.
- Presence of an adequate financial management system and ability to administer grants.

Question: Applicant Organization Legal Name

Coeur d'Alene CVB, Inc.

Question: Chief Official Name and Title

Mark Robitaille - Executive Director

Question: Chief Official Email

mark@cdachamber.com

Question: Grant Manager Name and Title

Mark Robitaille - Executive Director

Question: Grant Manager Email

mark@cdachamber.com

Question: Grant Manager Phone

(208) 415-0114

Question: Employer Identification Number (EIN)

47-2285105

Question: Eligible applicants are non-profit, incorporated organizations. Upload the Articles of Incorporation with applicable amendments (name changes or tourism added as a focus), as well as the most recent annual report from the Idaho Secretary of State website.

[18 Annual Report.pdf](#) (4/1/2019 9:16 AM)

[Articles of Incorporation.pdf](#) (3/18/2019 3:04 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.

[990.pdf](#) (4/1/2019 2:28 PM)

Question: Applicants partnering with a for-profit entity may have a conflict of interest that must be declared. If staff or board members of the applicant organization will be providing services for profit, the relationship must be declared and detailed below.

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.

It is the Coeur d'Alene CVB's vision to be the premier four-season, vacation and convention destination providing lasting experiences and memories for residents and visitors alike, while developing and maintaining a sustainable tourism economy. This aligns well with the Idaho Travel Council Grant Program in that we are connecting visitors to our state with local

tourism-related businesses, increasing overnight stays and therefore continuing to contribute to the lodging tax collections.

Question: Describe your organization's ability to administer grants and the qualifications of the grant manager.

Coeur d'Alene has a long-standing relationship with the Idaho Travel Council Grant Program and has a proven track record of successfully administering grants since 1999. The CVB Board of Directors assists in creating a marketing plan and strategy with the CVB Executive Director. The CVB partners with an agency of record to assist buying, creating and implementing that marketing plan. The CVB Director controls the grant management including ad approvals, request for funds, match partners, narrative reports, etc.

Question: Describe your organization's financial management processes (including signing authority process and separation of duties) and financial management systems.

The CVB has an accountant that manages all our financials through QuickBooks and the CVB board reviews the financials monthly from the Quickbooks account. The CVB Director prepares all the request for funds using the grant spreadsheets and these are provided to the accountant as well.

Marketing Plan

The Marketing Plan will be scored by the following criteria:

- Proposed project addresses the current needs of the region.
- Shows evidence that other resources are not available, or insufficient, to support the project and that requested funds are sufficient to accomplish the project.
- Goals and objectives can be accomplished within a reasonable time frame.
- Project demonstrates a sound methodology for measuring achievement.
- Project has long lasting benefits beyond the grant cycle.
- Translates new ideas, creativity and technologies into tangible successes.

Question: If you were a grant recipient in 2017, detail your top three (3) successes that were funded by the grant. Indicate the activity, the dollar value spent, and the return on investment. If you are not a prior grantee indicate N/A.

1) While we continue to refine our digital advertising strategy, we found significant success in geo-targeting. We utilized this tool for numerous elements in our marketing plan in 2018. From geo-fencing golf courses serving ads to average recreational players to targeting specific golf courses during world-class professional tournaments and specific golf trade shows; we're also targeting corporate group meeting planners at national level conferences and trade shows specifically targeting these geographic areas. Our analytics have shown significant qualified clicks to our web site where we display our area's group and golf information. This has proven a very targeted, qualified result.

2) We dedicated a significant investment increase in both targeted network, local and Facebook

digital advertising. This has proven highly beneficial in getting users to click to our web site for area information. We experienced substantial increases in our web traffic (approximately 40% over the previous grant cycle YTD) which we attribute to the success of increased tourism partner businesses and continued increases in bed tax collected.

3) We continue our commitment to a weekly, two-page Coeur d'Alene spread in the Pacific NW Inlander. The spread is designed to display weekly calendar events, contain an organic editorial article about things to do in the area relevant to the time and includes space for our tourism partners to co-op with their respective ads throughout the year. We have dedicated a url allowing for quantifiable tracking of the success of the campaign. After six months of the program we have over a million reader impressions, 22,054 emailer impressions, 276,388 online impressions at Inlander.com and 1,350 people have directly entered visitcda.org into the browser address.

Question: Describe your 2019 marketing plan and the goals and objectives you have for this grant application.

Our marketing plan consists of a mix of mediums including, but not limited to digital, television/video/OTT, streaming radio, social media, print, web and public relations to reach the most targeted audience for each of our campaigns throughout the entire year. For our larger campaigns we will lead people to landing pages on our website where we are better able to track the success of our campaigns. Our major audience predominantly consists of a drive market encompassing a 350-mile radius including the Seattle region and I-5 corridor, Portland, Central WA (Ellensburg, Moses Lake, Tri-Cities, Yakima), Spokane region, Boise, Western MT (Missoula, Kalispell, Whitefish), southern BC (Creston, Cranbrook, Nelson, Vancouver) and Calgary, Alberta. we plan to utilize the services of Cox Media which we've found great success and significant added value provided as well as me utilizing targeted Facebook advertising not only within the same market but adding a broader reach including San Francisco, Sacramento, Los Angeles, Palm Springs region and Phoenix/Scottsdale region. These areas are targeted based on information derived from the Spokane International Airport as growing direct-flight areas. We will also continue to advertise on Pandora radio and YouTube with pre-roll video. Our TV campaign will continue to focus on the Spokane region (includes some Canadian coverage) and Tri-Cities/Yakima market (Seattle is deemed too expensive, so we focus more budget towards digital and OTT there), our print element will focus within the same markets with publications such as NW Travel Magazine, AAA Washington, Idaho State Travel Guide, Smart Meetings, Meeting NW News, Golf Digest, and more. All of our messaging includes a lodging component.

Our website houses several landing pages that are specific to campaigns including, but not limited to spring/summer, golf, group business, winter getaways and events. These landing pages typically show up in our top 10 most visited pages on our website during the campaigns.

Regional Impact & Support

This section will be scored by the following criteria:

- Proposed project will increase local/regional awareness and encourage visitors to stay longer or promote intra-region travel.

- Details contributing partners who will participate in and benefit from the project, including anticipated cooperative advertising budgets and percent contributed by partners.

Question: How does the proposed marketing plan increase local and regional awareness and encourage visitors to stay longer in the region?

It is our theory that since our area is a heavy drive market, the people coming to our destination will not only want to visit us, but the beautiful areas around us as well. Our marketing plan portrays all the things to do and see and places to stay. Both of our visitor centers, the Northwest Gateway Center and our visitor center in the heart of Downtown Coeur d'Alene, carry visitor information for our surrounding areas. The visitor centers throughout North Idaho carry information on neighboring cities and places to see. We feel that it is important to have information on our various lakes, trails and must-see activities that surround Coeur d'Alene. Visitors do not see borderlines when they are traveling, and North Idaho is a wonderful example of a place to come and explore not one city, but all of them. Also, the CVB partners with businesses from Worley, to Post Falls and all the way into the Silver Valley. Our region has so much to offer, it encourages visitors to want to extend their stay.

Question: How does the proposed marketing plan promote intra-regional travel?

To reiterate, we partner with numerous industry partners scattered throughout our region to promote not only Coeur d'Alene but the other areas within the region. North Idaho is a beautiful destination with an abundance of things to see and do, and we promote it as such.

Question: Explain who the contributing non-profit partners are and their participation in the project. Include details for any cooperative advertising, whether it's with non-profit organizations, other grantees, or Idaho Tourism.

We are very fortunate and thankful to continue to have so many strong and generous partners who "get it" year after year. Our match funds have continued to enhance our campaigns and further our reach.

One of our main partners is the State, which allows us to participate in very large campaigns nationally that we would not be able to do without them. Our non-profit partners predominately consist of The Coeur d'Alene Downtown Association, North Idaho Centennial Trail Foundation and The Coeur d'Alene Arts and Culture Alliance. We support their events which have proven to bring visitors into our region to attend and stay.

Question: Explain who the contributing for-profit partners are and their participation in the project. Include details for any cooperative advertising, whether it's with local businesses or organizations.

Our for-profit partners include numerous tourism industry businesses who truly believe in the strength and positive impact tourism has on our area. Two of our biggest partners are The Coeur d'Alene Resort & Silverwood Theme Park. Both businesses participate in a variety of campaigns focusing on summer getaways, holiday fun, stay & play packages, events and more. Although, these two partners contribute significantly and benefit from a variety of campaigns, the rest of our community feels the positive economic effects as well. Hotels all over our area are equipped with stay & play packages with passes to Silverwood, golf courses or to enjoy a Holiday Light Show cruise. The trickle-down effect is having more people stay in our hotels, enjoy our activities, dine at our restaurants and go home and tell their friends and family about

what an awesome time they had here. Some of our other partners include Silver Mountain Ski Resort, Coeur d'Alene Casino Resort, Triple Play Hotel & Family Fun Park, Coeur d'Alene Resort Golf Course, Circling Raven Golf Course, Stoneridge Golf Course and other smaller contributors year after year.

Budget

This section will have questions that correspond with the budget form. Please explain each line item individually to match your budget or use "N/A" if you plan not to implement funds from that section. Include any cooperative advertising, whether it's with local businesses/organizations, other grantees, or Idaho Tourism.

The following templates are required to be completed and uploaded where indicated below. Use one cash match letter for each cash match contributor. All letters must be signed.

- [Budget Detail Spreadsheet](#)
- [Letter of Cash Match \(pledge from partners\) - template](#)
- [Letter Declaring Cash Reserves - template](#)
- [Wages as Cash Match Form - template](#)

Question: 2.0 Describe your Advertising Plan. Include all details for Print, Out of Home, Audio, and Digital Advertising applicable. Please provide details to correspond to your uploaded budget (if not applicable, enter N/A).

Our advertising plan consists of a diverse mix of mediums including, but not limited to digital, television/video/OTT, streaming radio, social media, print, web and public relations to reach the most targeted audience for each of our campaigns throughout the entire year. For our larger campaigns we lead people to landing pages on our website where we are better able to track the success of our campaigns. Our major audience predominantly consists of a drive market encompassing a 350-mile radius including the Seattle region and I-5 corridor, Portland, Central WA (Ellensburg, Moses Lake, Tri-Cities, Yakima), Spokane region, Boise, Western MT (Missoula, Kalispell, Whitefish), southern BC (Creston, Cranbrook, Nelson, Vancouver) and Calgary, Alberta. Our year-round advertising campaign will focus on a significant spring/summer push, specific campaigns include group and convention travel, golf marketing and winter advertising including events, our renowned Holiday Light Show, world-class skiing and indoor water parks to increase our off/shoulder season visits. We partner with local lodging properties that offer meeting space, our local golf courses, ski resorts and indoor activity centers for these projects. A significant portion of our media buys and placement are done directly by the CVB to save agency commissions and maximize the grant dollars.

Group and convention travel make up a large percentage of travel to Coeur d'Alene and our surrounding area. Unlike our summer tourism season, convention travel can and does happen year-round in our area. This creates additional revenue during seasons that we are typically slow. We will continue to focus funding on advertising to group meeting planners by way of geo-targeted digital and print advertising. We will also continue to utilize Cvent for their numerous RFP referrals which benefits our partners with increased room nights.

It is well known that people are looking for things to do in a destination. With that said, we will continue to support our area events through marketing, advertising, sponsorships and social media. Our event support will continue to include lodging choices and/or packages for potential guests.

Print Advertising:

We have decreased a significant amount of our magazine advertising, but are still utilizing a few major publications to ensure a thoroughly diverse plan. We expect to place ads in magazines such as NW Travel Magazine, AAA Washington, Alaska Air Magazine, Idaho State Travel Guide, Smart Meetings, Meeting NW News, and Golf Digest. Through our recent research project, it was determined people who are looking for a potential travel destination want things to do and see. A big portion of our print spend is allocated for the Pacific NW Inlander weekly events and entertainment newspaper. We have created a two-page "This Week in Coeur d'Alene" accompanied by an advertorial article, calendar listings of upcoming events and pre-sold co-op advertising with our partners to offset some of the cost.

We will continue to create our visitor guide this coming year. We direct mail them to households we've identified as our target demographic. We display the guides in both of our visitor centers, on our website and take them to trade shows. The guide continues to be a popular piece among visitors.

Visual Broadcast Advertising:

Our TV campaign with luring creative will continue to focus on the Spokane region (includes some Canadian coverage) and Tri-Cities/Yakima market (Seattle is deemed too expensive, so we focus more budget towards digital and OTT there). We will run targeted :15 pre-roll video, a modified version of our TV spot on YouTube and Over-The-Top (OTT). Markets will include the above-mentioned areas.

Audio Advertising:

We will continue to apply some funds to traditional radio to support and promote events. Based on some decreases to traditional radio audiences caused by streaming services and lack of tracking capabilities, we have shifted more funds to targeted ads on streaming radio such as Pandora. We have experienced successful tracking and measurable click-thrus from this medium. Target markets apply as mentioned above.

Digital Advertising:

One of our major goals is to continue finding and implementing marketing techniques that engage with consumers. We continue to increase our efforts in digital advertising including targeted Google network, local site advertising and pre-roll video. We have been able to better track the success of this digital marketing much better than anything we have done before. Our targeted digital advertising absorbs the biggest portion of our budget and has been executed utilizing the services of Cox Media which we've found great success and significant added value provided by them. Additionally, as well as me utilizing targeted Facebook and Instagram advertising not only within the same market mentioned above but adding a broader reach including San Francisco, Sacramento, Los Angeles, Palm Springs region and Phoenix/Scottsdale region. These areas are targeted based on information derived from the Spokane International Airport as growing direct-flight areas.

Social media proves to be important component to us as it continues to grow in popularity. We maintain a Facebook page, Instagram and Twitter account. We have found Facebook to be the most popular and engaging to our fans.

Email marketing continues to be a staple within our plan. We will send our monthly correspondence with the intent to increase frequency with shorter, more event-related messages. It proves to be a direct means to address our qualified audience with reminders of our beautiful destination and all it has to offer. We continue efforts to increase our data base and saw a 28% increase in the last year.

Question: 5.0 Describe your plan for Website Development, Maintenance or Redesign (if not applicable, enter N/A).

Our website continues to be one of our biggest assets. We have seen dramatic increases to our website traffic as we continue to drive people to our site through continuous marketing efforts. We will continue updating content and gathering information that visitors want to see on a CVB website as well as implementing large digital campaigns directing people to the CVB site. Our focus is to provide visitors with intriguing content portraying things to do, places to stay, restaurants to eat and events not to miss in order entice them to stay and keep them here longer.

We continually maintain our website to ensure its stability and integrity. We also purchase and maintain ownership of several domain names to capture visitors who may not know our URL and for pages that we would like to track for campaigns.

Question: 6.0 Describe any planned FAM Trips or Site Visits (if not applicable, enter N/A).

N/A

Question: 7.0 Describe your proposed Sponsorships and indicate whether these are Major Event Sponsorships, Conventions, Meetings, or Sports Events (if not applicable, enter N/A).

Events continue to be a big draw for visitors. From sporting, to food, wine, craft beer, music and more, people come and typically with many in their party to enjoy the events and other things around the destination. And they stay here. We will continue to support the major event of Ironman which has filled thousands of room nights. On a more local level, we will help increase visits for a popular classic car show, Car d'Lane, a growing bike event, Coeur d'Fondo, a Mac n Cheese Festival, Oktoberfest and more.

Question: 8.0 Describe any Trade and Travel shows your organization plans on attending using grant funds. Include details for both Industry Trade Shows and Consumer Travel Shows (if not applicable, enter N/A).

We will plan to attend several consumer travel shows including the Vancouver & Calgary Adventure Travel and Seattle Golf and Travel shows. We will also continue to support our partners attending shows on our behalf, handing out our visitor guides and selling our area to group planners. Our anticipated partners include, but are not limited to, The Coeur d'Alene Resort, Silverwood Theme Park, The Best Western Plus Coeur d'Alene Inn, The Coeur d'Alene Casino and Silver Mountain Resort.

Question: 9.0 Describe your request 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: 10.1 Describe any planned participation in Training & Professional Development. Please include details regarding ICORT, ESTO, DMAI, and DMA West (if not applicable enter N/A).

We plan to send our CVB Director to grant summits, ESTO, ICORT and any other pertinent conferences that will further the understanding of the grant system, marketing programs and professional development.

Question: 10.2 Describe your plan for Public Relations. Include descriptions of any Media FAMs, Influencer Engagement and/or any content creation (if not applicable enter N/A).

We will continue to push our information out to potential travel writers and facilitate their visits showcasing our area. We reach out to dozens of magazines, bloggers and travel writers each year pitching story ideas, upcoming events and news about our area. We will also continue to hire professional video/photographers, including aerial by drone, to best capture the essence of the destination.

Question: 10.3 Describe your plan for Market Research. Be sure to include a description of how it relates to Tourism Marketing (if not applicable enter N/A).

We will be conducting a customized research survey. We have received this \$50,000 added value at no cost through our digital advertising partner Cox Media. We will be able target our ideal audience and customize it to discover strategic and actionable consumer insights about our industry and brand. It will allow us to gauge the effectiveness of ads, campaigns and messaging.

Question: 1.8 Administration funds are 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 funds?

Yes

No

Question: Question: If you answered "yes" describe the expenses you anticipate for Administration costs (if not applicable, enter N/A).

Our expenses would be from wages, rent and utilities.

Question: Upload the completed Budget Detail Spreadsheet and your proposal for an Annual Apportionment Rate (AAR) here.

[AAR Proposal 19.doc](#) (4/1/2019 2:42 PM)

[ITC-Application-Budget-Detail-Sheet-2019.xls](#) (4/1/2019 2:42 PM)

Question: If cash match from partners is used, upload the signed template letters of cash match here.

[Silver Mt Match.docx](#) (3/31/2019 1:29 PM)

[Downtown Assn Match.pdf](#) (3/19/2019 4:33 PM)

[3play match.pdf](#) (3/19/2019 4:32 PM)

[SilverwoodMatch19.pdf](#) (3/19/2019 4:32 PM)

[CdA Resort.pdf](#) (3/19/2019 4:32 PM)

Question: If you plan to use cash reserves or wages as cash match to meet the match requirement, upload your organization's declaration of available cash reserves and/or your completed wages as cash match form.

No Attachments

Question: Upload optional, non-cash letters of support here.

No Attachments

Submission

Your identity has been authenticated through the login process with a unique email address and password available only to you. You agree that by typing your name, title, and date below, you are electronically signing the application. By electronically signing the application, you acknowledge and represent that you understand and accept all the terms and conditions stated within the application and declare that the information provided is true and that the documents you are submitting in support of your application are genuine and have not been altered in any way.

Question: Type your name.

Mark Robitaille

Question: Type your title.

Executive Director

Question: Type the submission date.

April 1, 2019

2019 Idaho Regional Travel & Convention Grant			
Application Budget Detail Spreadsheet			
Applicant Organization:	Coeur d'Alene CVB, Inc.		
Total Funding Request:	\$ 750,000.00		The numbered heading of each section refers to the corresponding heading in the ITC Grant Handbook. Refer to the handbook for details of each allowable cost.
Total Cash Match Pledged:	\$ 155,000.00		
Percentage of Match Pledged:	20.7%	12.5% is required minimum	Enter budget details and amounts in the grey cells. The colored cells will auto-
Marketing Budget			
2.0 Advertising		Budget Detail	\$ 664,500.00
2.2 Print Advertising			\$ 193,500.00
Magazine	NW Travel Magazine, AAA Washington, Alaska Air Magazine Idaho State Travel Guide, Smart Meetings, Meeting NW News, and Golf Digest		\$ 53,500.00
Newspaper	Central WA, Spokane & Seattle Weekly Inlander Weekly		\$ 120,000.00
Collateral Material	Visitor Guide Production & Distribution (postage & mailing - fulfillment)		\$ 12,000.00
Direct Mail			\$ 8,000.00
Fulfillment Costs			
Other			
2.3 Out of Home Advertising			\$ -
Billboards			
Other			
2.4 Visual Broadcast Advertising			\$ 194,000.00
TV	Central WA, Tri-Cities, Yakima, Spokane, Missoula MT, (Phoenix & Palm Desert Golf)		\$ 110,000.00
Video	YouTube targeted pre-roll (Digital),		\$ 39,000.00
Other	OTT Seattle, Central WA, Tri-Cities, Yakima, Spokane, Missoula MT		\$ 45,000.00
2.5 Audio Advertising			\$ 40,000.00
Radio	Event support/promotion in Spokane and Sandpoint		5,000
Streaming Radio	Pandora/Spotify (Digital)		\$ 35,000.00
Other			
2.6 Digital Advertising			\$ 237,000.00
Internet Ads	Targeted Google network and local banner advertising, Cvent corporate/meeting		\$ 155,000.00
Social Media	Targeted Facebook & Instagram (Digital)		\$ 67,000.00
Email Marketing	Ongoing monthly e-newsletter		\$ 15,000.00
Other			
5.0 Website		Budget Detail	\$ 10,000.00
5.1 New Website/Redesigned Website			\$ 4,000.00
New Website creation			
Redesigned Website			
Microsite	Numerous campaign-dedicated landing pages		\$ 4,000.00
Other			
5.2 Other			\$ 6,000.00
Webhosting	Hosting fees		\$ 1,000.00
Domain Name	Dedicated url domains for tracking purposes		\$ 500.00
Technical Upgrade			
Maintenance	Ongoing web site updates and maintenance		\$ 4,500.00
Other			
6.0 Fam Tours and Site Visits		Budget Detail	\$ -
Familiarization Tour #1			
Familiarization Tour #2			
Familiarization Tour #3			
Site Visit #1			
Site Visit #2			
7.0 Sponsorships		Budget Detail	\$ 30,000.00

7.1 Event Sponsorship		\$ 20,000.00
Event #1	Car d'Lane	\$ 5,000.00
Event #2	Coeur d'Fondo	\$ 5,000.00
Event #3	Misc. Event Support: Mac n cheese festival, Food & Wine Festival, Oktoberfest, Pit BBQ	\$ 10,000.00
7.2 Convention		\$ -
Convention #1		
Convention #2		
7.2 Meeting		\$ -
Meeting #1		
Meeting #2		
7.2 Sports Event		\$ 10,000.00
Event #1	Ironman	\$ 10,000.00
Event #2		
Event #3		
Event #4		
8.0 Trade and Travel Shows	Budget Detail	\$ 6,000.00
8.1 Industry Trade Show		\$ -
Show #1		
Show #2		
8.1 Consumer Travel Show		\$ 6,000.00
Show #1	Seattle Golf and Travel Show	\$ 3,000.00
Show #2	Vancouver or Calgary Outdoor Adventure Show	\$ 3,000.00

Capital Outlay		
9.0 Capital	Budget Detail	\$ -
Electronic Equipment		
Trade Show Booth		
Other Allowable Costs		
10.0 Other Allowable Costs	Budget Detail	\$ 14,500.00
10.1 Training & Professional Development		\$ 4,500.00
ICORT	Registration/travel/expenses	\$ 1,500.00
ESTO	Reistration/travel/expenses	\$ 3,000.00
DMAI		
DMA West		
Other		
10.2 Public Relations		\$ 10,000.00
Public Relations	Updated images/videos, Travel Writers	\$ 10,000.00
10.3 Market Research		\$ -
Market Research		
Administration & Fulfillment		
1.8 Administration & Fulfillment - Maximum	\$25,000	\$ 25,000.00
Wages & Benefits		\$ 12,500.00
Overhead (apportioned value)		\$ 12,500.00
1.0 Cash Match		
1.9 Sources of Cash Match	Budget Detail	\$ 155,000.00
1.9.1 Pledged Cash Match - Donation		\$ 155,000.00
The Coeur d'Alene Resort	Spring/Summer. Golf, Group advertising co-op	\$ 50,000.00
Silverwood Theme Park	Spring/Summer Advertising co-op	\$ 50,000.00
Silver Mountain Resort	Winter Advertising co-op, Ski industry trade shows	\$ 25,000.00
Triply Play Family FunPark	Winter Indoor Water Park co-op	\$25,000
Cd'A Downtown Assn	Annual Downtown Event co-ops	\$ 5,000.00
Pledge 6		
Pledge 7		
Pledge 8		
1.9.1 Cash Reserves		\$ -
Grantee Cash Reserve	Cash on Hand, Reserved for Match	