

Region 3: 2019 Idaho Regional Travel and Convention Grant Program

Applicant	Lindsey Harris
Applicant ID	APP-003573
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	\$385,181.35
Status	Draft
Funded	<input type="checkbox"/>

Application Title: McCall Area Chamber of Commerce and Visitors Bureau FY19 Regional Travel and Convention Grant

Review Notes:
amt requested on appl is wrong, budget sheet is corrected; board oversight; mention co-grantees on pg 12 - who is that?; no capital purchase; admin; AAR.
Fall beer/culinary FAM line item for \$12,500 not showing on SWITA or BMCC budget.
Questioning validity of Focus Group research project.
Culinary Fam budget - what are your plans?

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

McCall Area Chamber of Commerce and Visitors Bureau

Question: Chief Official Name and Title

Gary Thompson, Board President

Question: Chief Official Email

garyst3@gmail.com

Question: Grant Manager Name and Title

Lindsey Harris, Office Administrator

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 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.

[Annual Report.pdf](#) (4/1/2019 3:43 PM)

[Amendment 2013 - visitors bureau.pdf](#) (4/1/2019 3:41 PM)

[Amendment 2012 - tourism language.pdf](#) (4/1/2019 3:41 PM)

[Articles of Incorporation.pdf](#) (4/1/2019 3:40 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.

[Chamber 2017 Form 990.pdf](#) (4/1/2019 3:44 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.

McKenzie Kraemer / Micael McKenzie Inc. is an independent contractor for the McCall Area Chamber of Commerce. While not an employee or voting board member, her involvement with the Chamber is in a for-profit capacity. The primary role of Micael McKenzie Inc. is to facilitate the McCall Area Chamber's ongoing marketing programs, many funded through the ITC grant program, and she is compensated on an hourly basis for this work. Micael McKenzie Inc. also has multiple clients in multiple regions and has the potential to be hired by other McCall Area Chamber partners listed in this grant application. In addition, two of our voting board members represent businesses we partner with for co-op advertising including April Whitney representing Brundage Mountain Resort and Vonna Torrey representing Shore Lodge and Whitetail Club.

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 “support and promote local businesses for a sustainable, healthy, and engaged community.” 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, Montana and Idaho) with emphasis on the Boise and Tri-Cities areas. These efforts are all geared toward bringing visitors to the McCall area, which aligns directly with the Idaho Travel Council Grant Program’s objective.

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

The financial resources will be monitored by the Chamber Board of Directors. Lindsey Harris will administer the grant with oversight from our Board Treasurer, Tammy McCloud. This will be Lindsey’s fourth year as the grant manager. 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 (including signing authority process and separation of duties) 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 McCall Area Chamber has a multi-tier system in place for managing the organization’s finances. Our bookkeeper, Lindsey Harris, is the first step in the process and manages all incoming and outgoing finances via QuickBooks. All check requests and invoices are 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 who draft the physical checks. Each check must have two signatures from our Executive Board. Each month, the accounts are reconciled and a summary of actual expenditures vs. budgeted expenses is presented to the board for approval.

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.

The McCall area has enjoyed an overall positive year with lodging sales and visitation increasing. In terms of top successes driving these increases, we consider our focus on shoulder seasons, hitting digital advertising benchmarks, and the success of a new co-grantee event to be among our top performing programs.

Success #1: Filling in the off-season gap

A major focus for the McCall Area Chamber is seeking new markets and new messaging to add visitation during off-peak times. This includes midweek in any season as well as growing our winter, spring and fall seasons. One season that we often ignore is the holidays, primarily November and December. It is a tricky time of year for us with most summer recreational activities closed and winter recreational areas not yet open. To counter this perceived “lull” in entertainment, we developed our Mountain Hollydays Guide four years ago, a printed publication that lists every event and activity from Thanksgiving through New Year’s Day.

Initially, Mountain Hollydays was distributed only locally at hotels, restaurants and other points of sale. It has grown in popularity and has now expanded to the Treasure Valley as well as online with a digital version. This past grant cycle, we worked with KTVB to bring additional attention to the guide with our Mountain Hollydays Contest with the goal of encouraging families in the Treasure Valley to make a spontaneous trip to McCall during the holiday season. The promotion included digital advertising on KTVB.com, television advertisements, two email blasts and a social media contest where participants had a chance to win an “old fashioned holiday getaway” including activities like a horse-drawn sleigh ride, tickets to the holiday ice skating show, and cookie decorating with Santa at Shore Lodge.

Overall, the two week promotion was a big success earning an email open rates of just over 16%, 2.8k entries into the contest, more than 750 emails collected for future communications, and an average CTR of .10% across desktop and mobile digital ads.

Looking at the increase in the City of McCall Local Option Tax for November and December, we saw collections jump from \$49,974 to \$66,357, a 32% increase. We spent \$10,000 on this holiday promotion, equating to a 663.6% ROI if we are looking at the total tax revenue or a 163.8% ROI looking at the annual increase in tax revenue.

Success #2: Hitting digital benchmarks

We spend a lot of our marketing budget on digital advertising. It is the way we explore new markets, the way we share quality content, the way we connect with our visitors. It is also an opportunity to clearly track engagement and interactions so that we can better refine our messaging.

We came close to several of our digital goals. While we fell slightly short, we are excited about the growth in these sectors as well.

- Increasing the average click-through rate on email blasts to 9.25% (goal was 10%).
- Increase our Instagram followers from 899 to 2,000. Currently at 1,704 and counting.
- Increase our average organic Facebook post reach from 1,201 to 1,400. Current average over last 12 months is 1,348.

In addition, we met and exceeded several digital goals this past grant cycle including:

- Increasing Facebook followers from 4,694 to 5,800. Currently at 6,187 and counting.
- Increasing the open rate on email blasts to at least 25%. Average open rate in last 12 months is 29.28%
- Maintain average click-through rates of 1% or higher for display & search ads. In all categories, we exceeded this goal:
 - Treasure Valley display average CTR = 1.31%
 - Treasure Valley search average CTR = 1.99%
 - Out of Market display average CTR = 1.32%
 - Out of Market search average CTR = 2.33%
 - Facebook Treasure Valley average CTR = 2.79%
 - Facebook Out of Market search average CTR = 2.57%

Our total annual digital budget was large at \$50,000. To provide a “best guess” at ROI, we look at the number of website hits for FY17 (234,831 unique visitors) and lodging tax collections for Valley County for FY17, \$20,656,285. Using this data, we calculate that each website hit generated \$87.96 in lodging tax revenue.

From our analytics, we can track that 53,138 unique visitors to our website were a direct result of our digital marketing efforts. Using the revenue per website hit model, those digital ad referrals generated approximately \$4.67 million, or a 9,340% ROI.

We also look at the City of McCall Local Option Tax revenue and for FY17, total tax collections totaled \$487,686. Using this same calculation method, each website hit resulted in \$2.08 in revenue and this campaign generated approximately \$110,355, an ROI of 220.7%.

Success #3: Destination:Beer

The McCall Area Chamber has included smaller non-profits in our grant for several years. These are organizations that do amazing things on our community and we are proud to have the goal of partnering with them to promote some of the unique events and offerings to drive new visitors to the area.

This past grant cycle, Idaho Brewers United partnered with us to promote their event Destination:Beer. This event was started in 2017 and has grown to be a favorite in the McCall area. It promotes breweries from around Idaho on a winter weekend that would otherwise be fairly slow as far as visitation goes. We love it because of the seasonal timing and that it promotes a non-recreational message, something that helps the McCall Area Chamber diversify our overall marketing message.

This year, using \$4,750 in grant dollars to promote the event with boosted social media posting, print advertising in Boise, Lewiston and Coeur D'Alene, Destination:Beer sold out for the first time (and three weeks prior to the event). This is the first year Idaho Brewers United has had a budget of more than \$200 to market the event.

In all, 278 tickets were sold, generating \$14,578.30 in income, an ROI of 306.9%. This success has also spurred Idaho Brewers United to expand Destination:Beer, planning a new Friday evening event in addition to the main Saturday event. This will double the number of possible event goers, and with more than 50 percent of attendees making the event an overnight stay (based on a survey conducted by Idaho Brewers United), we are excited to double the number of lodging visitors as well!

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

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 and we continue to hone our messaging.

This grant cycle is an extension of the programs we have developed over the last five years. We will continue to utilize print, television, and digital advertising to reach our target markets with various messages for each season. These seasonal messages will be focused in 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. Advertising will be supported by public relations, social media, email marketing, and website content creation.

We are excited to utilize a large new tool in our marketing mix this year, a redesigned website. Launching in the spring of 2019, the new website has been updated to provide a better user experience, make travel planning to the McCall area easier, and allow us to showcase enticing content.

The website redesign was a significant undertaking on our last grant cycle. This year, we are hoping to build on our new branding by reapplying for the market research project we originally planned for the 2018 cycle to help us better identify the public perception of our area. We want to understand the perceptions of both people familiar with the McCall area and those unfamiliar with the area. Ideally, we can use this data to shape our messaging moving forward and encourage repeat visitation from those familiar with the area and encourage first-time visitation from those unfamiliar with the area. The research project will rely on a combination of focus group discussion and online surveys.

Finally, our 2019 marketing plan includes partnering with several non-profit groups as co-grantees to support promotion of events and projects that encourage additional visitation to the area. These events are primarily focused toward music, culture and culinary visitors. We are excited to be including some new organizations and marketing focuses to draw new visitors to our area.

On the whole, our marketing plan reflects the general outline of our past grant submissions, with a few modifications for new opportunities. Our grant application is slightly larger than 2018, primarily due to the three new co-grantees included.

Because we have received questions about our vendor contracts in the past, we also wanted to add a quick clarification for the Council to provide transparency on our process. The McCall Area Chamber of Commerce does not use one agency to run our entire marketing program, and instead, uses multiple vendors to complete specific segments of our overall plan. This is done for two reasons. First, our relationship with Micael McKenzie, Inc (McKenzie Kraemer) provides a resource for us to manage the majority of our marketing efforts “in house” and oversee our various vendors. For tasks including media buys, video and digital ad creation, press release distribution and website programming we contract with various vendors based on the best value we can obtain for our money. This represents the second reason for our model: value! By segmenting our vendors we are able to maximize the return on investment and spend more of our grant money placing media and less on account management. We realize this setup is fairly unusual, but we have been able to create a cohesive process where all of our vendors work toward our common goals and have open lines of communication to one another.

Our 2019 marketing goals will build on the benchmarks we set in our 2018 grant:

Goal #1: Leverage digital advertising to deliver differentiated messaging based on consumer behavior and preferences.

Objectives:

- Maintain click-through rates of 1% or higher for display and search ads
- Maintain click-through rates of 2.5% or higher for ads placed on social media channels
- Explore at least 1 new market with targeted seasonal messaging

Goal #2: Leverage the newly redesigned website to attract visitation to the McCall area.

Objectives:

- Increase total annual users by at least 8.5%
- Increase total annual users from Utah by at least 5%
- Increase total annual users from Washington by at least 7%
- Increase total annual users from Oregon by at least 5%
- Increase total annual users from Idaho by at least 10%

Goal #3: Develop and repurpose quality content to share across multiple channels.

Objectives:

- Social media: share content across social channels
 - o Facebook: earn an average organic post reach of at least 1,400
 - o Facebook: increase followers from 6,344 to 7,500
 - o Instagram: increase followers from 1,704 to 2,500
- Digital Advertising: integrate stories and content with digital advertising
 - o Maintain click-through rates of 1% or higher for display and search ads
 - o Maintain click-through rates of 2.5% or higher for social media ads
- Monthly emails with upcoming events, lodging deals and trip ideas
 - o Maintain open rate of at least 25%
 - o Increase click-through rate to at least 10%

Goal #4: Continue seasonal advertising focus to grow winter, spring and fall visitation.

Objectives:

- Increase winter lodging tax collection by at least 7%

- Increase spring lodging tax collection by at least 5%
- Increase fall lodging tax collection by at least 7%

Goal #5: Conduct market research to understand perceptions about McCall from people familiar and unfamiliar with the area.

Objectives:

- Host two focus groups in the Boise area
- Conduct an online survey with the goal of obtaining at least 500 responses

Goal #6: Support co-grantees to increase our reach and promote events and activities that bring overnight visitors.

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?

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, Bend, Missoula 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.

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

McCall’s location puts us in a unique position to benefit multiple regions. With a small airport offering limited charter flights and one highway in and out of the area, access to McCall can be a

bit challenging. Both in-state and out-of-state visitors must travel through other areas of Idaho to access our community. We also partner with neighboring Chambers of Commerce to provide information to visitors about additional destinations throughout the area.

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.

The McCall Area Chamber partners with multiple non-profits in the region. These non-profits apply for ITC grant funds under the Chamber umbrella rather than submitting individual applications. These projects are generally smaller and promote specific events designed to bring more visitation to the area. We advocate that these events be held in winter, spring or fall months as these seasons have more availability and is where we would like to see growth in our visitation. Non-profit partners for this grant cycle include:

- Bear Basin Nordic Center / McCall Nordic
- Idaho Sled Dog Challenge
- idTheater
- McCall Education Foundation
- McCall Folklore Society
- McCall Music Society
- MCPAWS Regional Animal Shelter
- Ponderosa Center
- The Greater Donnelly Area Chamber of Commerce
- Yellow Pine

As far as co-op projects, we also partner with the Southwest Idaho Travel Association (SWITA) on trade shows and advertising placement. For trade shows SWITA covers the booth entry fees while the McCall Area Chamber covers travel and transportation for two representatives from the McCall area to each show. We also work with SWITA to share media assets that can be used in social media promotion and advertising as needed as well as participate in co-op advertising opportunities that arise throughout the year such as the USA Today and Cascade Golf advertisements placed in 2018.

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 are primarily local businesses who participate in our co-op advertising campaigns. These partners split 50 percent of the advertising cost with the McCall Area Chamber. This grant cycle, we are anticipating partnerships with businesses including:

- Best Western PLUS
- Brundage Mountain Resort
- Cheap Thrills Rentals
- Holiday Inn Lodge and Suites
- Hotel McCall
- InIdaho.com
- Jug Mountain Ranch
- McCall Golf Club
- McCall Lake Cruises
- Rupert's at Hotel McCall
- Shore Lodge

In addition to these co-op partners, we often receive donations of room nights, meals, and recreation vouchers to use in marketing campaigns as prize promotions or to help cover expenses for visiting journalists.

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).

Print Advertising:

Our printing budget for 2019 has increased from last year to accommodate new opportunities. We try to keep our print budget reserved for high impact advertising in regional or national publications and attempt to negotiate add-on perks like digital advertising, representation in e-newsletters, etc. when we place ads.

For 2019, we are planning to place a full page ad in with NW Travel Magazine as well as participate in several co-op advertising placements. The first is a co-op between the McCall Chamber, Jug Mountain Ranch and the McCall Golf Course to place two full page ads in the Pacific NW Golfer Magazine (one in the full issue, one targeted to the Washington state market). This will be the third year of this co-op and also include representation in the e-newsletter in March, April, May and June offering a stay and play option to golfers. This particular publication provides a targeted audience of golfers in the region and is mailed to anyone with a registered handicap. In addition, we have allocated \$4,000 to participate in a co-op with SWITA. The last two years, we partnered with SWITA, Brundage and Shore Lodge to feature an insert in USA Today. This type of national coverage is something we would like to continue and can only do so with this type of co-op partnership. New this year is a co-op in Cascade Golf, a full page ad with SWITA, SnowWest Magazine, a co-op with the McCall Area Snowmobilers Club for a full page ad, and Outdoors NW, a full page ad plus the option to have them distribute our Visit McCall Magazine at various winter events (such as Warren Miller film premiers, trade shows, and other ski-specific events).

Our grant-funded collateral material is limited to reprinting the McCall Ale Trail passports twice

per year and printing costs for two annual publications: The Fourth of July Celebration Guide and the Mountain Hollydays Guide. We use the Ale Trail passport to market the program and encourage more awareness of our three local breweries. This is also a great tool for us to promote visitation in shoulder seasons when the weather makes recreation conditions unpredictable. The Fourth of July and Mountain Hollydays guides are intended to bring attention to events happening in the area and encourage visitors to extend their stays. Both of these guides do include advertising, so our budget reflects the printing cost minus the ad sales.

Our primary collateral piece continues to be Visit McCall Magazine. We will publish a summer issue May 1st and a winter issue November 1st. Distribution of the magazine continues to grow and this year we are looking to add some funding to help us with distribution. We mail boxes of both issues to Idaho Chambers and also stock the Boise airport, various free-standing boxes in downtown Boise and deliver to businesses as requested. As we continue to grow the magazine, our costs associated with distribution are growing and this budget request would help us cover the cost of shipping fulfillment and contract with a representative to manage distribution.

We are also including \$4,000 for account management fees for our agency of record, Tom Scott Communication Shop, and \$7,800 in graphic design cost for Micael McKenzie Inc to design our printed collateral and advertising.

Out of Home Advertising:

We are not planning any out of home advertising for the 2019 cycle.

Visual Broadcast Advertising:

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 2019, we will continue to run television advertising in the Southwest Idaho and Tri-Cities areas in the winter and fall seasons. We will place media buys in the following locations:

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

We are also committed to growing our video assets, capturing new footage each season to integrate into all forms of visual advertising. We are budgeting for three days of shooting to supplement the nine days we completed in 2018. This is intended to fill in the gaps of any activities we missed and refresh our stock periodically. We are also including a small budget for photo and video purchasing for topics that arise as needed. We typically purchase these add-on photos from Chad Case Photography, who we work with as our primary photographer/videographer, or through local photographers Melissa Shelby Photography who has a wonderful stock of local McCall images and video.

We are also including \$5,000 for account management fees for our agency of record, Tom Scott Communication Shop, for creation of all television advertising spots.

Audio Advertising:

Last year we reintroduced radio advertising to our overall mix by partnering with KBXL 94.1 FM in Boise. This station is part of a broader group that also has ties to the McCall area with KDZY

98.3 FM and STAR 95.5 FM. The market for KBXL in Boise is primarily families, and in particular, women with families. Overall, we found very positive feedback and feel that the combination of radio, print, television and digital helps us create a well-rounded marketing program in the Treasure Valley. Radio advertising will run from December to May and then pick up again September. Our focus is promoting winter, spring and fall family vacations. In addition to the ad placement, this package also includes weekly on-air interviews about upcoming events and happenings in the McCall area. These interviews are intended to keep listeners informed about current events and encourage last-minute weekend getaways to the area.

We are also including \$2,000 for account management fees for our agency of record, Tom Scott Communication Shop, for creation of all radio advertising spots.

Digital Advertising:

In 2019, we will continue to coordinate the majority of our digital advertising via “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 and easily change ads based on performance or targeted variables in real time.

Last winter we started a new program with KTVB to supplement our winter digital campaign with a focus on holiday-specific events in Valley County. Our Mountain Hollydays Guide has grown in popularity and we advertised this guide with a digital camappin and social media contest on KTVB.com and the KTVB Facebook page. Our intention is to continue this program targeting the Treasure Valley to increase visitation in the slower holiday months of November and December.

Our social media focus continues to be growing our reach using Facebook, Instagram and YouTube. We will continue to add consistency to our social media presence by developing content calendars and new this year, work with local social media influencers and content curators to broaden our social media scope. We are also planning a few social media takeovers by visiting journalists and bloggers throughout the year. To expand our reach, we will sponsor and boost posts that are already performing well.

For email marketing, the cost of our Constant Contact subscription as well as the hours billed for content creation and design of the newsletters is included in our request. We will also continue our 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.

Finally, we are including \$5,000 for account management fees for our agency of record, Tom Scott Communication Shop, for creation of all digital advertising and management of placement.

Co-Grantees:

In addition to our general marketing plan as outlined above, the McCall Area Chamber will work in cooperation with several area non-profits to market and promote additional events and marketing projects with large potential to bring a more diverse demographic to the area for extended stays. We feel strongly that these events and projects are worth our investment of support and marketing dollars. The majority of tactics planned by each of these organizations falls into the general "Advertising" budget section, so we have outlined those here:

Donnelly Chamber of Commerce: Donnelly is seeking funding to maintain their website with content and new photography as well as develop an advertising campaign for their signature event, the Huckleberry Festival. This event is held annually in August and has grown to include 50 craft and food vendors, a parade, the Huckleberry Trot 5k run, a Huckleberry Pancake Breakfast, a local talent competition, live music concert, the Huckleberry Shoot-Out, an ICA sanctioned Rodeo as well as a fly-in at the Donnelly airport. Advertising will focus on the greater Boise area (includes Eagle, Meridian, Nampa, and Caldwell) as well as Grangeville, Lewiston, Moscow, and Spokane. Planned tactics include print advertising in the Boise Weekly and Idaho Statesman, digital advertising targeting the identified geographic areas, and press release creation and distribution. As a past grantee, the Donnelly Chamber has seen positive growth in the event, welcoming more than 15,000 visitors to the Huckleberry Festival. In addition, the City of Donnelly has seen an increase of nearly 20% in the Local Option Tax revenue for the month of August over the past two years.

Idaho Brewers United: Idaho Brewers United is tasked with promoting and protecting Idaho's craft beer industry. Since our founding in 2012, the number of operating breweries in Idaho has increased from 34 to 68 with more in progress. One of our signature events, Destination:Beer takes place the last Saturday in February downtown McCall, Idaho in Depot Park. Breweries from all over the state travel to the event and case their beers alongside some of McCall's finest catering. For the 2020 event, we have planned to expand the event to a Friday evening session in addition to Saturday. This will be a separately ticketed event capped at 250 attendees. Our goal is that 50% of ticket holders will be traveling at least 100 miles and need overnight lodging. This will increase the total number of ticket holders to 500 for the weekend. The funds requested will increase our advertising reach significantly. By focusing on metropolitan areas like Boise and Coeur d'Alene and the nature of the event focused around beer, people will be unable to make a quick day-trip. They will need to secure overnight lodging in the area. Destination:Beer as a whole costs over \$14,000. With the added \$4,563 we plan use social media campaigns targeting Boise, Couer d'Alene, and Spokane areas, printed materials including posters and postcards to be displayed in craft-centric locations in each area the two months leading up to the event, print advertising with the Inlander weekly publication and the Boise Weekly. We would also like to upgrade our website to include valuable area information like lodging and dining options. Right now, we only have a ticketing website that does not allow for additional information. The goal is to promote the local area and encourage event goers to experience McCall.

Idaho Sled Dog Challenge: The 3rd annual Idaho Sled Dog Challenge will be run in McCall in late January, 2020 during McCall Winter Carnival. In our first two years, advertising was limited to the musher community and the McCall area as we focused on race logistics. Now that we are confident that the race is running smoothly, we are ready to better promote the event and reach a much wider audience. The event includes 300-mile and 150-mile races, both of which are Iditarod qualifying races. There are only four other qualifying races in the lower 48 states, and three of these are in the eastern US. The 300-mile race is also a qualifier for the Yukon Quest, and is the only qualifying competition for the Yukon race in the lower 48 states. Given that this is a rare opportunity for non-Alaskans to see elite mushers and their sled dogs compete, we

believe that it will attract visitors from both Idaho and the surrounding states. It is also one of the few races that allows the non-Alaskan mushers' families and friends to watch their favorite musher compete without the need for a trip to Alaska or out of the country. We expect to attract them as visitors as well. Moreover, a sled dog race aligns with the types of activities that visitors to the area expect and those who come for the race will likely stay to enjoy other McCall winter activities. Our target market for the coming year is other areas in Idaho and communities in surrounding states that are within a one day drive of McCall. Marketing efforts planned include social media, print advertising, website maintenance, and photo and video to be used across all future marketing projects.

Id Theater: Funding requests by Id Theater will promote the Seven Devils Playwright Conference to be held June 12-25 2020. Now in its 19th year, the Conference has developed and presented over 200 new American plays and has offered free playwriting workshops led by some of the country's finest playwrights. Id Theater has put McCall on the map as an important incubator for new voices in American theater. This event will attract regional and out of state tourists for a weeklong or long weekend visit to Valley County rather than just a day as well as conference attendees, positively stimulating revenue to local attractions, stores, restaurants and lodging throughout the region. This event aligns well with a regional marketing strategy, which promotes the community's rich cultural activities as well as its natural beauty. To promote this event, advertising will be placed with public radio and via print advertising in the Boise market. In addition, event programs, posters and a direct mail postcard will be created. The goal is to attract out of area visitors and success will be measured through advertising impressions, website and social media traffic, and event attendance.

McCall Folklore Society: The purpose of marketing funds requested is to promote the McCall Folklore Society's three day outdoor music festival to be held in July in Roseberry, Idaho. The Summer Music Festival brings nationally acclaimed performing artists to Valley County that might otherwise bypass our area for more urban settings, creating a destination cultural event for out of town audience members. This will be the fourth year ITC grant funds have been requested. Last year's event achieved the largest attendance in the 40-year history of the event. Marketing projects include advertising on Boise Public Radio, placing print advertising in the Boise area, printing posters to promote the event and using targeted social media ads to attract attendees. Metrics include event attendance, online ticket sales (which have been primarily from out of town visitors), and lodging sales.

McCall Music Society: Requested funds will be used to promote the McCall Music Festival's signature weeklong SummerFest, a classical and jazz music festival to be held July 20-26, 2020. This event provides 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. Planned media placement includes print, radio and direct mail. Funds would be used for 2020 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 Coeur D'Alene newspapers 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, Lewiston Tribune, and Idaho Statesman Scene Magazine. Success will be measured through website traffic, digital advertising results, event attendance, and event feedback surveys conducted at the close of each concert that provide information on where visitors have traveled from and how they learned about the event.

McCall-Donnelly Education Foundation: The Taste of McCall event is held annually in June and brings awareness to the local culinary excellence of the area and attracts a non-traditional visitor demographic to McCall. 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 additional marketing dollars to expand the promotional reach of this event. The program will utilize print advertising in the Idaho Statesman and Edible Idaho South as well as digital advertising with KTVB.com, Google AdWords, and social media sponsored posts.

McCall Nordic: Bear Basin and Jug Mountain Ranch are partnering to try to bring more Nordic skiers to McCall to ski at our areas from the Boise Valley, and North to the Spokane Valley. We have a plan in place to reach these people, and the Idaho Travel Council Grant can help us reach this population center. Our plan consists of 3 main points: 1. A new website highlighting the Nordic skiing in the area. 2. Printed Materials to be displayed in Outdoor Shops and tourism centers. 3. Social Media outreach and improvement. Other funds we are requesting will go to monitoring the performance of these funds, and sponsorship for both areas from the governing body of Professional Ski Instruction. The new website that we are envisioning will be a hub for Nordic skiing information in the McCall Area. This will help individuals from the Boise area understand the products available to them. While the Boise area is our primary target, we also see this website reaching a broader audience as well. Printed outreach, intended for a small scale Boise marketing splash would include flyers, rack cards, and business cards. These would help bring people to the area, and also direct them to our new site. Social media improvement and reach is the last major piece. This would help our site and products be more visible to people who aren't actively looking for them. We have been working on building a demographic to advertise to on social media, including fitness and outdoor motivated individuals. Additional costs of \$250 to PSIA will get our names in their monthly newsletter, and a plaque of certification for both Bear Basin and Jug Mountain Ranch. All of our instructors are certified through PSIA, and this is a logical next step.

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.

Ponderosa Center: It is the vision of the Ponderosa Center to establish the first four season venue of its kind in the West Central Mountains of Idaho for use by the public at large. The Ponderosa Center will bring benefit to the community in multiple categories: cultural, civic, educational, economic and social. The addition of this type of key amenity will enhance the development of the area to a year-round community for residents and visitors. The Ponderosa Center, through introducing conference business on a larger scale to the McCall area, will bring a concept of "predictability" to our current fluctuations and seasonality. The lead time in booking conferences takes some of the guess work out of business planning and forecasting the future. The conference business brought to the area by the Ponderosa Center would facilitate mid-week, off-season hotel stays that are not currently standard in the region. This type of accommodation expansion is expected to significantly and positively impact our region through dollars spent in the community and increase tax revenue related to expanded accommodation booking. Although the Ponderosa Center is currently a concept and in the active phases of fundraising for the Capital Campaign, marketing funds are needed to project our message and

mission to a larger audience. The funds needed to complete the Capital Fundraising Campaign, which will be used to construct the Center, will be derived mostly from donations out of our immediate area. The immediate plans for website upgrades and marketing materials would be distributed all over the United States to future users of the facility.

Yellow Pine: 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 marketing campaign including print advertising, television advertising, and radio advertising targeting the Treasure Valley.

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

We are launching a brand new site in spring 2019 with a whole new look and lots of new features to help potential visitors plan their stay in McCall. As such, our website request is limited to the week-to-week content updates, the annual subscriptions required to maintain the site's content and functionality, and a small budget for plugin purchases and minor programming updates. No major programming or maintenance work is planned at this time.

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

We are planning to host two journalists in the winter season and two journalists in the fall season for the 2019 grant cycle. At this time, we do not have specific journalists scheduled; however, we are actively working with our PR consultant, Tony Harrison of COMMposition PR, to solicit visits from relevant media. For each visit, we have a \$1,000 budget to cover expenses such as travel and media asset purchases that result from the visit. The McCall Area Chamber is typically able to get meals, lodging and recreational activity costs covered by our business partners.

New this year is a media FAM tour aimed at beer and culinary journalists. The Fam is planned for early fall and will include several days in the Boise area and several days in the McCall area. We are actively working with SWITA and the Boise CVB to co-op this FAM tour and provide a great introduction to Idaho's beer and food scene. Ideally 10 to 12 journalists will be invited to participate. The budget request includes a travel stipend for each journalist, meals, lodging, activities, and FAM coordination by Tony Harrison of COMMposition PR.

Also new this year is a budget for hosting journalists in the McCall area that are sent our way by Idaho Tourism and SWITA. While we are usually able to offer "typical" activities such as lift tickets and meals free of charge with a gift certificate, we have found that the activities that require reservations are much more difficult to coordinate and comp. To help us continue to provide the best possible experience for these visiting journalists, we are seeking help with covering activities like guided snowmobiling, specialty dinners like the Brundage SnowCat dinner, and other custom guided services for media.

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).

We are once again looking to sponsor the Idaho Potato Drop to promote the McCall Winter Carnival. The sponsorship includes inclusion in event promotions as well as an ice sculpture in Capitol Park. Our sponsorship has been very successful in bringing attention to the McCall Winter Carnival and is one of the only major advertising tactics we currently use to promote this event.

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).

This year we will continue our partnership with SWITA when it comes to recreation trade shows. SWITA will cover booth fees and the McCall Chamber will cover travel costs for up to two representatives from our area. This arrangement not only helps share the cost burden of attending trade shows, but also allow us to be more inclusive and ensure that the representatives attending each show are marketing the area as a whole, not just a particular business.

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).

No new training is planned this year with the exception of attendance at ICORT. We are 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: 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 be continuing our relationship with Tony Harrison of COMMposition PR in combination with in-house support. The McCall Area Chamber of Commerce contracts with Micael McKenzie Inc Creative to update press kits, draft press releases, generate seasonal story ideas and provide information to Mr. Harrison when media inquiries are made. Mr. Harrison is responsible for the distribution of materials to relevant media, monitoring media opportunities, cultivating relationships with journalists and monitoring results of public relations efforts.

Our plan of attack is two-fold. First, we develop and distribute messaging to the media to supplement our advertising efforts. This is typically seasonal and starts approximately four months prior to the start of each season. Second, we continually monitor media opportunities and supply information as needed. These inquiries are often time-sensitive and a direct response to a journalist's call for information.

New this year is a subscription to Sparrow Travel Media. We plan to use this service to complement our pitching efforts and aid us in vetting and inviting journalists focused on specific topics, activities, and geography to visit McCall.

Micael McKenzie Inc is also responsible for content creation that can be used across platforms

including social media, website, advertising and public relations. This includes developing blog posts, curating lodging deals, promotions and events, as well as writing feature articles for use in Visit McCall Magazine and other publications representing the McCall area. We realize this line item is large, and that is for a reason! Content is what drives all of our messaging and we put a large emphasis on developing content that will connect with potential visitors.

Two new budget items this year include the renewal fee for the IMBA Silver Ride Center designation and guest content writers. First, the IMBA Ride Center designation is a key part of our summer and fall appeal. This designation must be applied for every four years and includes an application fee. We are hoping to have this application fee covered as the designation has a positive impact on our messaging to attract new visitors to the area for mountain biking. Second, we are including a small budget for guest writers that can contribute stories and articles to our website and publications.

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).

The McCall Area Chamber has compiled two previous research projects; one focusing on winter recreation and one focusing on summer recreation. The data we collected from these research studies helped us identify our typical summer and winter recreation visitor as well as spending habits of each recreation segment.

While this information has been very useful, it did not explicitly explore the perceptions the public has about the McCall area. We would like to conduct market research to understand the perceptions of those familiar with the area and perceptions of those unfamiliar with the area. The study will consist of two areas; focus groups and online surveys.

We will conduct two focus groups in the Boise area: (1) with individuals familiar with McCall and (2) with individuals unfamiliar with McCall. With the growth in the Boise Valley, we are confident that these focus groups can help us extrapolate information about perceptions that can be applied to other geographic regions depending on a person's familiarity level with McCall.

Based on information discovered in the focus groups, an online survey will then be developed and served via advertising to individuals based on their online behavior. Our goal is to collect 500 survey responses. Drake Cooper will facilitate this research project and help lead us through the process.

Paired together, we expect to use the data gathered from this research to better target our messaging and identify our strengths and weaknesses. We anticipate the results of the survey to provide insight on what motivates visitors to come to McCall (or why they stay away) and refine our advertising messages accordingly to reach new potential visitors.

This will also be the first step in a larger rebranding strategy to be developed in subsequent years. What we are really after is understanding what makes McCall a tourism destination and backing that with objective data to use in our future marketing.

We have applied for the entirety of the anticipated cost of this project in our application; however, we do hope to co-op some portions of this project by applying for state research co-op dollars and partnering with the City of McCall, Valley County, the West Central Mountains Economic Development Council, and the Donnelly and Cascade Chambers.

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 anticipated administrative costs include wages associated with our grant administrator and overhead expenses. Our grant administrator, Lindsey Harris, is a full time employee of the McCall Area Chamber of Commerce and spends a portion of her time on grant administration functions. Additionally, overhead expenses including rent and utilities will be included as a percentage in our administrative costs. The method that fits best for the McCall Area Chamber is the “Revenue Model.” Based on our fiscal year which began on October 1, 2017 and ended on September 30, 2018, our total annual revenue (line 12 of our Form 990) was \$566,233. During that same fiscal year, our Idaho Tourism grant award was \$290,770. From this, we are proposing an apportionment rate of 51 percent. Once each fiscal year comes to a close on September 30, we will update our apportionment request using updated revenue numbers.

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

[2019-ITC-Grant-Application-Budget McCall Chamber.xls](#) (4/12/2019 8:30 AM)
[McCall Chamber Apportionment Proposal unsigned.pdf](#) (4/1/2019 3:58 PM)

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

[Anticipated Letters of Support.docx](#) (4/1/2019 4:09 PM)
[McCall Area Chamber Magazine Cash Match.docx](#) (4/1/2019 4:07 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.

[McCall Area Chamber Cash Reserves.docx](#) (4/1/2019 4:06 PM)

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.

McKenzie Kraemer

Question: Type your title.

Marketing Director

Question: Type the submission date.

April 12, 2019

2019 Idaho Regional Travel & Convention Grant

Application Budget Detail Spreadsheet

Applicant Organization:	McCall Area Chamber of Commerce	<i>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.</i>
Total Funding Request:	\$ 387,681.35	
Total Cash Match Pledged:	\$ 59,046.00	
Percentage of Match Pledged:	15.2%	<i>12.5% is required minimum</i>
		<i>Enter budget details and amounts in the grey cells. The colored cells will auto-</i>

Marketing Budget			
2.0 Advertising		Budget Detail	\$ 233,750.35
2.2 Print Advertising			\$ 80,120.35
Magazine	NW Travel Magazine (\$4500), Co-ops including Pacific NW Golfer (series of 3 ads, pay 50% with partner support for \$4,500) USA Today co-op (\$4000), Cascade Golf (\$2000), SnowWest (\$4500), Outdoors NW (\$3000)	\$	22,500.00
	idTheater: American Theatre Magazine Spring advertising	\$	1,070.00
	McCall Music Society: Treasure Valley Family Magazine 1/6 page-- June advertising	\$	305.00
	MDEF: 1/2 page ad in Edible Idaho South spring issue	\$	1,200.00
Newspaper	Donnelly Chamber: Huck Fest advertising in Boise Weekly, Idaho Statesman	\$	2,125.00
	idTheater: Late May/early June Boise weekly ads - 2 at 1/6 page each; Idaho Statesman Scene Magazine (3.24x7")	\$	1,160.00
	McCall Music Society: 2 Lewiston Tribune and 2 C'd A Free Press 3.25 X7 " ads; Idaho Statesman Scene(3.24 X 7")X2 and Boise Weekly 1/6 page ad X 2-June advertising	\$	2,560.00
	Idaho Brewers United: Inlander - 1/4 Page Advertisement x 2	\$	1,760.00
	Idaho Brewers United: Boise Weekly Advertisement - 1/4 Page	\$	550.00
	MCPAWS: 1/2 page full color ad in Boise Weekly to promote Oktoberfest	\$	1,046.00
	Folklore Society: Boise Weekly (1/6 page) X2 ;Idaho Statesman Scene Magazine(3.24 X 7")x2;Lewiston Tribune (3.25 X7 ") X 2, Coeur d'Alene Press	\$	2,560.00
	Yellow Pine: print ads in the Star News (\$330), Boise Weekly (\$533), Thrifty Nickel (\$1065.60)	\$	1,928.60
Collateral Material	Sled Dog Event: Boise Weekly: 4 at 1/4 pg ea; Pacific Northwest Inlander 2 at 1/5 pg ea	\$	2,668.00
	McCall Ale Trail materials (3,000 tri-fold brochures annually)	\$	1,000.00
	Fourth of July and Mountain Hollydays Event Guide printing	\$	6,000.00
	Graphic Design, Micael McKenzie Inc (3 hours per week)	\$	7,800.00
	idTheater: posters and postcard printing for Seven Devils Conference	\$	400.00
	Idaho Brewers United: Printed Posters+Postcards printed via VistaPrint	\$	300.00
	Folklore Society: Posters to be displayed out of the area. Design and print cost	\$	1,500.00
	Yellow Pine: development and printing of posters, distribution via Idaho Poster Distribution	\$	1,557.75
	Ponderosa Center: brochure printing (3,000 copies at \$1200), informational inserts (4 inserts, printing 2,000 each = \$1,400)	\$	2,600.00
	Nordic: 10k rack cards (design & printing), 10k business cards - via Vistaprint	\$	1,500.00
	Nordic: 200 posters (design & print) + labor to dispers materials and bolster relationships	\$	1,250.00
Direct Mail	idTheater: postcard mailer postage	\$	600.00
	McCall Music Society: post card mailer and trifold brochures+ program mailer-developed for early summer mailing	\$	3,960.00
Fulfillment Costs	Visit McCall Magazine distribution (shipping costs, coordinator payment)	\$	4,000.00
Other	idTheater: Idaho Shakespeare Festival Playbill and Boise Contemporary Theater Playbill	\$	1,250.00
	McCall Music Society: Idaho Shakespeare Playbill and Idaho Opera Program	\$	725.00
	Idaho Brewers United: Account Services: Design Services for Advertisements & Collateral by Murie Designs	\$	850.00
	Sled Dog Event: Pacific Northwest Inlander Ski Map at 65,000 copies	\$	395.00
	Agency Account Services, Tom Scott Communication Shop	\$	3,000.00
2.3 Out of Home Advertising			\$ 125.00
Billboards			
Other	Idaho Brewers United: 2 x 6 Banner for Promotion produced by Signs2Fit to be used at other events leading up to Destination:Beer	\$	125.00
2.4 Visual Broadcast Advertising			\$ 50,335.00
TV	Boise and Tri-Cities :30 second spots for winter, summer, fall	\$	29,000.00
	Yellow Pine: :30 second spots on KBOI, KIVI, KTBV, and Idaho Public Television	\$	5,595.00
Video	Photography and video assets (3 shooting days, \$4640 + extra photo purchases, \$2500)	\$	7,140.00
	Donnelly Chamber: new photography of area and Huckleberry Festival	\$	1,000.00
	Sled Dog Event: Photo/video package (Melissa Shelby Photography)	\$	2,600.00
Other	Agency Account Services, Tom Scott Communication Shop	\$	5,000.00
2.5 Audio Advertising			\$ 17,650.00
Radio	Boise radio ad placement, weekly event previews focused on winter, spring, fall season (9 months at \$900 per month)	\$	8,100.00
	idTheater: KBSU underwriting (May 23-June 23)	\$	750.00
	McCall Music Society: KBSU (June 15-July 15), KNWV Lewiston, KRFA Moscow/Pullman underwriting-June 15-July 15	\$	3,250.00
	Folklore Society: underwriting June 15-July 15 KBSU underwriting , KRFA(NPR Moscow/Pullman), KNWV (NPR Lewiston)	\$	2,750.00
	Yellow Pine: :20 second spots on Boise State Public Radio	\$	800.00
Streaming Radio			
Other	Agency Account Services, Tom Scott Communication Shop	\$	2,000.00
2.6 Digital Advertising			\$ 85,520.00
Internet Ads	Ad placement via Centro digital advertising management	\$	40,000.00
	Mountain Hollydays contest/digital advertising with KTVB	\$	10,000.00

	Donnelly Chamber: digital advertising promoting Huck Fest. Targeting Treasure Valley, Lewiston, and Spokane with display and search ads	\$	3,400.00
	MDEF: Digital ad campaign in May/June leading up to Taste of McCall event: \$1000 with KTVB, \$1000 Google AdWords	\$	2,000.00
	Yellow Pine: digital ad placement on SpiGo	\$	1,200.00
	Sled Dog Event: Boise Weekly: 15,000 web impressions	\$	100.00
Social Media	Facebook and Instagram boosted posts (\$2500), social media management, post creation by Micael McKenzie Inc (3 hours per week, \$6,020)	\$	8,520.00
	Social media content curators/influencers + channel takeover events	\$	5,000.00
	Idaho Brewers Untied: Facebook promoted event, 2 boosts, \$50, plus promoted posts x 6 @ \$25	\$	250.00
	MDEF: Facebook and Instagram ad program running in May & June 2020	\$	1,000.00
	Folklore Society: Facebook promoted posts, 4 posts @ \$50 each	\$	200.00
	Sled Dog Event: Facebook promoted posts, 20 posts @ \$15 each and 10 posts @ \$30 ea	\$	600.00
	Sled Dog Event: Develop, publish, and monitor Facebook posts 14 hr @\$75 ea (Micael McKenzie, Inc)	\$	1,050.00
	Nordic: Facebook Promoted Posts, 1 per week for 13 weeks @ \$20 per post, plus instagram promoted posts, 1 per week for 13 weeks @ \$20 per post	\$	750.00
Email Marketing	Nordic: Labor to create posts and create digital content for posts, manage accounts, track 12 annual deals and packages emails (Micael McKenzie Inc at 5 hours per month - \$2,700), Constant Contact subscription (\$125 per month)	\$	4,200.00
Other	Agency Account Services, Tom Scott Communication Shop	\$	5,000.00
5.0 Website	Budget Detail	\$	21,884.00
5.1 Website		\$	7,000.00
New Website creation	Nordic: Design and development of new website for the new McCall area Nordic Hub	\$	3,500.00
Redesigned Website	Idaho Brewers United: Upgrade IdahobeerFest.com to promote the McCall area (focused on lodging and restaurants) in additoin to ticket sales	\$	500.00
	Sled Dog Event: Update and add ecommerce capabilities. 40 hours at \$50/hour.	\$	2,000.00
Microsite			
Other	Nordic: website content development and asset purchasing (photo/video)	\$	1,000.00
5.2 Other		\$	14,884.00
Webhosting	Annual web hosting, SSL Certificate	\$	600.00
	Idaho Brewrs United: Annual SquareSpace Hosting for Idahobeerfest.com	\$	216.00
	Yellow Pine: webhosting and Domain via Wix	\$	132.00
	Sled Dog Event: Annual Web Hosting with WebsiteSource plus bump to VPS for 3 month during race to avoid overusage shutdowns	\$	153.00
Domain Name	Ponderosa Center: web hosting, SSL certificate	\$	300.00
	Domain registration for mccallchamber.org, visitidaho.org, mccallaetrail.com	\$	100.00
	Idaho Brewers United: Domain Registration (Annual) - IdahoBeerFest.com	\$	12.00
	Sled Dog Event: Domain renewal for www.idahosleddogchallenge.org and www.idahosleddogchallenge.com	\$	32.00
Technical Upgrade	Ponderosa Center: domain name registration, ponderosacenter.org	\$	15.00
Maintenance	Plugin purchase, minor programming updates	\$	500.00
	Web updates (Micael McKenzie Inc, 2 hours per week)	\$	5,200.00
	Donnelly Chamber: ongoing monthly updates to website (\$500 per quarter for events, lodging, and activities additional \$1,125 in July/August for Huck Fest work)	\$	3,125.00
	Ponderosa Center: website updates, 3 hours per month @ \$75 per hour	\$	2,700.00
	Nordic: ongoing site updating once complete. Focus in winter months	\$	1,500.00
Other	Sucuri firewall and malware scanner annual subscription	\$	299.00
6.0 Fam Tours and Site Visits	Budget Detail	\$	21,500.00
Familiarization Tour #1	Fall Beer/Culinary FAM Tour (co-op with SWITA, Boise CVB)	\$	12,500.00
State & SWITA site visit support	Guided tours, specialty dinners (Blue Moon & SnowCat) , spa appointments	\$	5,000.00
Site Visit #1	Winter journalist visit #1	\$	1,000.00
Site Visit #2	Winter journalist visit #2	\$	1,000.00
Site Visit #3	Fall journalist visit #1	\$	1,000.00
Site Visit #4	Fall journalist visit #2	\$	1,000.00
7.0 Sponsorships	Budget Detail	\$	3,500.00
7.1 Event Sponsorship		\$	3,500.00
Event #1	Idaho Potato Drop Sponsorship	\$	3,250.00
Event #2	Nordic: Professional ski association of america dues, for both Bear Basin and Jug Mountain(PSIA Site)	\$	250.00
7.2 Convention		\$	-
Convention #1			
Convention #2			
7.2 Meeting		\$	-
Meeting #1			
Meeting #2			
7.2 Sports Event		\$	-
Event #1			
Event #2			
8.0 Trade and Travel Shows	Budget Detail	\$	8,000.00
8.1 Industry Trade Show		\$	-
Show #1			
Show #2			

