

Region 3: 2020 Idaho Regional Travel and Convention Grant Program

Applicant	Carrie Westergard
Applicant ID	APP-003912
Company Name	Boise Metro Chamber of Commerce (BMCC)
Recipient Address	Boise Metro Chamber of Commerce (BMCC) 1101 W Front St. Ste 100 Boise, ID 83702
Phone	(208) 472-5209
Email	cwestergard@boisecvb.org
Amount Requested	\$1,043,644.00
Award Amount	\$1,043,644.00
Status	Contract Signed
Funded	<input checked="" type="checkbox"/>

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

Boise Metro Chamber of Commerce, Inc (DBA Boise Convention & Visitors Bureau or BCVB)

Question: Chief Official Name and Title

Bill Connors, President & CEO

Question: Chief Official Email

bconnors@boisechamber.org

Question: Grant Manager Name and Title

Debra Hackler, Controller

Question: Grant Manager Email

dhackler@boisechamber.org

Question: Grant Manager Phone

208-472-5235

Question: Employer Identification Number (EIN)

82-0100595

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.

[2019 Annual ReportFINAL.pdf](#) (3/24/2020 12:02 PM)

[Chamber Art of Inc and Amendments.pdf](#) (2/20/2020 10:55 AM)

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.

[BMCC 2019 990.pdf](#) (4/5/2020 6:31 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.

The mission of the Boise Convention & Visitors Bureau (BCVB), the tourism division of the Boise Metro Chamber of Commerce, is to market Boise as a premier destination for tourism, events, conventions, meetings and recreation and to elevate and grow the impact of the tourism and the

visitor industry in the Boise Metro area. The supporting marketing plan is designed to achieve the core values of the Idaho Travel Council grant program through ROI reporting and research that supports the best use of the marketing dollars to generate overnight visitation, social media and digital marketing, media exposure, cooperative marketing opportunities with partners, and meaningful programs and events designed to promote the tourism assets and regional attractions of the state.

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

The Boise Convention & Visitors Bureau (BCVB), strongly understands the core values and purpose of the ITC grant program. As in past years, the BCVB, will administer the grant according to the rules set in the ITC Handbook. The Executive Director, along with the entire team at the BCVB, have a combined 50 years of Idaho Regional Travel and Convention Grant Program management and experience. This includes everything from writing the grant, program management, RFF's, quarterly reporting and implementing the full-service marketing, sales, and PR plan with the goal of obtaining the most return on investment on the dollars invested.

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

All financial processes are in conformity with U.S. generally accepted accounting principles. The monthly financial reports are generated from the ERP, AccPac. The Balance Sheet and Income Statement are reviewed monthly by the Executive Director and BCVB Board Treasurer, every other month by the BCVB Board of Directors and quarterly by the Boise Metro Chamber of Commerce Board of Directors.

Marketing Plan

The Marketing Plan will be scored by the following criteria:

- Proposed Marketing Plan addresses the current needs of the region.
- Shows evidence that other resources are not available, or insufficient, to support the Marketing Plan and that requested funds are sufficient to accomplish it.
- Goals and objectives can be accomplished within a reasonable time frame.
- Marketing Plan demonstrates a sound methodology for measuring achievement.
- Marketing Plan 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 2018/2019, 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.

There were 1.8 million overnight stays in the Boise metro area and over 2 million passengers arriving into the Boise Airport in 2019, which was an increase of 6% over 2018.

1. Sales Efforts/Event Support (Spent \$214,039 – Marketplaces, bids/site visits, FAM's, and

promotions; ROI is detailed in the attached Annual Report.) – Attended 7 marketplaces through early 3/20. Additionally, we had a sales mission to DC in February that included 2 events with 8 meeting planners. 11 marketplaces/trade shows are still remaining through September 2020. COVID-19 may impact some of the remaining travel through the summer. The Boise CVB also supported/sponsored 12 significant events that brought in over \$86 million in economic impact in 2019 and over 196,000 people. Hosted part of the Big Sky Conference Men's and Women's basketball. In 2019 the Economic Impact was over \$10 million for this event. Treefort 2020 was postponed until September 23-27, 2020. We had also secured Far West Regional Soccer Tournament for June 2020 with an estimated economic impact of \$19 million, however due to COVID-19 this was canceled for 2020 and will be returning in 2021.

2. Non-stop air service and Digital

Air (\$4,059 Alaska Air; \$15,000 Boise Airport Advertising, Fulfillment, Creative)

To promote non-stop air travel to Boise, we had two main objectives:

- 1) Collaborate with local tourism partners to co-fund all media buys.
- 2) Reach millions of leisure travelers across the US.

Among the national carriers that serve the Boise Airport, we experienced marketing success with one key partner, Alaska Airlines. During the 2019/2020 grant, we partnered with the Boise Airport to run co-op ads in Alaska magazine. This included full page print ads in their 'Alaska Beyond' publication, including Oct 2019 (Idaho issue). We also launched a regional brochure fulfillment and advertising at the Boise Airport with 8 partners from both the public and private sector. The Boise Airport had over 4 million travelers in 2019. Additionally, we will be adding a selfie station and an informational kiosk through HootBoard that will also be an app for visitors.

Digital (\$11,675 from Boise CVB– Expedia + partners & Expedia match= \$69,000 total)
(\$12,900 from Boise CVB grant for Adara + \$22,000 includes Boise Airport Match)

To promote regional and national leisure travel to Boise, we had two main objectives:

- 1-Collaborate with local hospitality industry, including Boise Airport and hotel owners to co-fund digital media buys.
- 2-Select digital media partners who could, through data, help us target the best mix of travelers to Boise including overnight visitation.

With these objectives in mind, we had two successes with our digital marketing partners, Adara and Expedia. During the 2019/2020 grant, we partnered with both organizations to run digital media campaigns. For Adara, we partnered with the Boise Airport to run two seasonal campaigns (spring and winter) to drive visitation. These campaigns delivered millions of impressions, and travelers and revenue to Boise metro. The campaign with Expedia was similar, although we partnered with several local hotels and Idaho Tourism. Given the success with both partners, we plan to work with both companies again in the 2020/2021 grant.

Results: Expedia (10/1-12/31/19)– Overall Gross Revenue \$216.2; 1,737 Room Nights

Results: Adara (12/1-2/29/20) campaign – 4 million impressions, \$219K revenue; 10:1 ROI in lodging reservations alone. 1159 flights booked and 930 hotel travelers

3.) Public Relations/Media-From August 1, 2019 - February 28, 2020 (Spent: \$61,000). The BCVB directly influenced 40 stories, a 30 percent increase from the previous year. This earned media reached 67 million readers.

Total media hosted from unique travel outlets: 9 (August 2019 – February 2020)

Hosted media and publications / outlets: 303 Magazine, Matador (Food Writer), San Diego

Magazine, Forbes, US News, Phoenix Magazine, Decanter, AFAR, 7x7, Livability, Sports Destination Management, Diablo Magazine

Question: Describe your 2020 marketing plan and the goals and objectives you have for this grant application.

The BCVB's mission is to enhance Boise's economy through the marketing, promotion, and selling of the city and region as a site for conventions, corporate meetings, trade shows, leisure travel, cultural, sports and special events. The work we do right now will be more critical than ever in helping our hospitality community with recovery efforts from the devastating impacts of COVID-19. We will continue our COVID-19 Boise Is Back campaign until the time is right to transition back to our We Meet Friends messaging (from pre-COVID).

Through the deployment of this strategic marketing plan, this unified effort will position the organization to impact and most importantly, grow the Boise economy by increasing visitation once again.

Our business objective is to generate demand through aggressive marketing and sales efforts with the goal to attract and increase the volume of meetings and leisure travelers for overnight visitation. Increasing demand of the visitor to Boise can occur in two ways: Increased repeat visitation and by attracting new visitors.

We will maximize the budget by focusing marketing activities to the proper geographic and audience segments when the time is right. We will target by geography; drive or non-stop air service markets in the surrounding western states. As mentioned previously, the drive and regional market will be even more critical to engage as we begin recovery efforts from our current crisis. In addition, focus marketing, media, and messages to our target audiences. Air service to and from Boise is another important factor toward enticing larger conventions and events to our city.

We will continue to build on the strong brand equity and awareness of Boise by executing a well-rounded, plan that creates a year-round, consistent presence to key target markets. Marketing efforts will continue to focus on visitors outside of Boise area within Idaho, and several key drive market states including Washington, Oregon, California, Nevada, and Utah. As it relates specifically to our meeting and events target audience, the target geography is further when analyzing our competitive cities. However, we will keep a close eye on market segments that are rebounding quicker. From a strictly meetings/events perspective, we continue to compete with several of the above-mentioned states in addition to the cities of Phoenix, Spokane, Reno, Sacramento and Tucson. Our largest meetings/association business comes from Washington DC. We will be creating some very targeted campaigns directed at them through regional associations such as PCMA, MPI and ASAE.

Integrated Marketing Mix: Digital Marketing/online, Advertising, Trade Shows/Events, Web/Social Media, Visitor Research, Public Relations, Sales Promotions, Special Event Support and Community Partnerships, as well as, Direct Marketing/Collateral.

Measurable Goals (These have been adjusted to about half of our projected numbers leading into COVID-19)

Bed Tax Collection

- Increase lodging tax collections across the Greater Boise Metro by 0-1% by Sept 30, 2021.
- Measurement Tool: State lodging report from Idaho Tax Commission/Dept of Commerce, specifically Ada County.

Website Visitation to Boise.org

- Increase site-wide web traffic by 5% by Sept 30, 2021. This includes curating and publishing new photos, videos and article content, as well as support a city-wide events calendar and booking engine.

- Measurement Tool: Monthly reporting from Google Analytics.

Social Media and Monthly Enewsletters Enrollment

- Increase number of social media and email subscribers by 5% by Sept 30, 2021.

- Measurement Tools: Platform reporting from Facebook and Instagram, as well as CreateSend for email marketing.

In addition:

- Host 10+ media

- Host 10-15+ meeting/event planners and decision makers on site visits/FAM's

- Target 30-35 new future conventions booked at convention center

- Drive awareness with impactful ads. This means optimizing ad impressions for both desktop and mobile and increasing overall engagement rate.

- Support 5-10+ significant impact events (meaning driving overnight visitors (room nights) and overall community economic impact.)

- Increase engagement on Boise.org. This means increasing sign-ups for both our e-newsletters: leisure & meetings, increasing the number of requests for Visitor Guides/Meeting Planner Guides, more event submissions, and more requests for proposals.

- Even though Boise.org serves more as a research tool for hotel options, we'd like to see if we can increase activity with our hotel booking engine (currently managed by aRes, proposing switching to a more robust system in both the front and back-end, such as Jack Rabbit).

- Increase the number of hotel stays and flights booked to Boise. We plan to do this through strategic digital campaigns encouraging overnight stays. We'll be able to track activity via STR reports and partners such as Adara who offer media campaigns as well as a data portal (which would allow us to add pixels to Boise.org to gain further insights). We plan to continue constant communication with the Boise Airport to compare results and identify opportunities.

- Continue to focus on driving more travel from each of the current non-stop flight destinations by targeting those direct markets in our marketing campaigns.

- Optimize use of the Google Platform (paid search, display/retargeting and video advertising) to drive traffic to Boise.org in areas that will help with SEO (i.e. Things to Do). Our aim is to better our positioning in organic search while taking advantage of key paid ad positions to grab the attention of travelers while they're actively searching.

- Continue to use geofence technology to track visits to Boise post ad exposure. We have done this for several local events with good results.

- Increase the number of VR app downloads.

- Increase Co-Op efforts to maximize impact, campaign spend/duration and exposure of messaging.

Regional Impact & Support

This section will be scored by the following criteria:

- Proposed Marketing Plan will increase local/regional awareness and encourage visitors to stay longer or promote intra-region (across multiple regions) travel.
- Details contributing partners who will participate in and benefit from the Marketing Plan, 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?

A portion of the grant funds will be used to partner with entities that develop programs/events which create national/regional coverage of the city and state. Examples of these types of partnerships include but are not limited to: Famous Idaho Potato Bowl, Albertsons Boise Open, Idaho Potato Drop, Big Sky Conference, Treefort, Gene Harris Jazz Festival, Savor Idaho, Jaialdi, Basque Friendly Soccer, Gowen Thunder and Spirit of Boise Balloon Classic.

We will also continue to include regional links on meeting and event proposals to encourage the business traveler to experience Idaho and extend their stay whether in Boise or other parts of the region and state.

We will continue to promote the “Bring Your Conference Home” to the local audience, encouraging them to bring any regional or national association they are affiliated with to the Boise metro area. We won’t use grant funds for this initiative, but we want you to be aware of this local outreach to encourage bringing overnight visitation to our community.

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

Local and regional travel is more important than ever. Our Recovery Plan coming out of COVID-ID and the stay at home orders across the country, for both the leisure/consumer and meetings/events market concentrates on the local/regional market (within 300 miles of Boise) with our Boise Is Back campaign. This will be expanded to (within 600 miles) as we open up across the region, state and country more.

To continue to share our story through all aspects of our marketing plan and promotions we will include regional experience activities, such as Garden City Urban Winery and Craft Beer promotion, Sunnyslope Wine Region, Skiing/boarding, agriculture, biking/hiking, arts/culture, host springs, area attractions, whitewater rafting and fishing. We will look into using a platform, such as, Bandwango to curate wine/ale trail passes, media passes, Show Your Badge and area tours.

We will work with strategic partners to further our mutual objectives for Boise and the surrounding area. Partnerships could be in the form of advertising, editorial content, content

marketing, sales and public relations missions, social media sharing, promotions, research and more. We will continue to share our story through all aspects of marketing and promotions.

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

In order to meet objectives, it is critical to continue to nurture, develop and leverage all strategic alliances. These partnerships, many of them dating back more than 35 years, afford the organization both cross-promotional opportunities, as well as, smarter, efficient use of dollars by pooling funds and resources to accomplish the same marketing objectives.

Key non-profit relations include, but are not limited to:

Idaho Tourism/Idaho Department of Commerce (will align efforts with media buys whenever feasible/Boise Airport brochure fulfillment)

Greater Boise Auditorium District and Boise Centre (Sales missions, trade shows, FAM's, promote venue for potential meetings and conventions/Boise Airport Brochure fulfillment)

Boise Metro Chamber of Commerce

Boise State University (promote venues for potential meetings, events, and conventions, supply visitor materials for students/families)

Boise Valley Economic Partnership

City of Boise/Parks and Rec (Greenbelt map, sporting events/Boise Airport Advertising-brochure fulfillment)

Bogus Basin (promote attraction in our materials/web and with media/Boise Airport Advertising)

Boise Airport (co-op with Adara and other advertising such as Alaska Air Magazine/Boise Airport Advertising)

Downtown Boise Association (Downtown Map/Brochure and Twilight Criterium/Boise Airport Advertising-brochure fulfillment)

JUMP (Promote to potential meetings/events)

Destinations International (Research tools)

DMA West

Gowen National Guard/Airport (Sponsor Gowen Thunder Air Show)

Idaho Outfitters & Guides (Advertise in and distribute their brochure)

Idaho Wine Commission (Support expanded Savor Idaho, advertise in their brochure/Boise Airport Advertising-brochure fulfillment)

Preservation Idaho (Sponsor the Walk About Boise Brochure)

Southwest Idaho Travel Association (Co-op with the Boise Airport Advertising/Brochure Fulfillment)

The Museums Association including but not limited to: The Basque Museum, BAM, World Center for Birds of Prey (Sponsor the Museums Brochure)

Arts organizations, such as, but not limited to: The Morrison Center, Boise Philharmonic, Ballet Idaho, Idaho Shakespeare Festival.

Question: Explain for-profit partnerships (including industry partners) inside of your region participation in the Marketing Plan. Include details for any cooperative advertising, whether it's with local businesses or organizations.

Work with strategic partners to further our mutual objectives for Boise. Partnerships could be in the form of advertising, editorial content, social media sharing, co-op tradeshow/sales missions, promotions, research and more.

Boise Area Lodging Properties

Restaurants/Attractions/Venues
Airlines flying into Boise, rental car agencies

Key Sponsor Relationships:
Albertsons Boise Open
Bam Jam (Idaho Select)
Basque Friendly Soccer
Bob Firman Cross Country
Famous Idaho Potato Bowl
Far West Regional Soccer Tournament
Gene Harris Jazz Festival
Idaho Potato Drop
Jaialdi
Spirit of Boise Balloon Classic
Twilight Criterium
Treefort

In addition, CenturyLink Arena, will be co-sponsoring the Big Sky Conference as hosts and cash sponsors for year three of a three-year term.

Other for-profit partners, but not limited to are:
Ares and/or Jack Rabbit (booking engine)
Backyard Marketing (Database/research tool)
Conference Direct (meeting planners)
ConventionPlanIt (sourcing tool for meeting planners)
Cvent (Meeting Planner Request for Proposal portal)
Digital Edge (Meetings Niche Strategic Agency)
Fahlgren Mortine (media/public relations partner)
Heather Caldera, Sheissocial (Social Media Partner)
Helms Briscoe (meeting planners)
Proposal Path (proposal software)
Rizen Creative (brand/advertising agency partner)
Simpleview (CRM)

Question: Explain who the contributing non-profit partners are outside of your region and their participation in the Marketing Plan. Include details for any cooperative advertising, whether it's with non-profit organizations or other grantees.

We support state-wide organizations through placing ads in the Idaho Outfitters & Guides Association, the Idaho Wine Commission and Idaho State Guide brochures. They also all have the opportunity to be a part of the Boise Airport brochure distribution.

We also will support the expansion of Savor Idaho in 2021. They are cultivating a weekend full of wine events, education, tasting and tours. The Boise CVB also stocks and distributes statewide brochures in our visitor information center for IOGA, IWC, Idaho Tourism, and Idaho RV and Campground Association.

Question: Explain for-profit partnerships (including industry partners) outside of your region participation in the Marketing Plan. Include details for any cooperative advertising, whether it's with local businesses or organizations.

We will have our agency of record negotiate the best advertising packages with match whenever

possible when purchasing co-op's or advertising with media such as Expedia and Adara. We would like to align with Idaho Tourism efforts as much as possible on the leisure marketing side, whenever it makes sense to get the most value and exposure for our area, region and state. We also receive a few thousands of dollars a month of additional in-kind services from our Public Relations firm, Fahlgren Mortine.

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. Include any anticipated specific vendors and media partners. Please provide details to correspond to your uploaded budget.

Our priority efforts include advertising for Meetings/Conventions, Leisure Travel as well as Non-stop Air Service. In all cases, we aim to take advantage of media programs that inform, educate and inspire. We plan to select print and digital offerings that complement each other to transcend the value each would have on its own. In the beginning of the year we will focus more on regional and drive market leisure and meetings. As markets begin to open up more we will add strategic non-stop flight markets.

Print Advertising

Our print advertising focuses on leisure travelers, non-stop air service, sports and meeting/convention planners. In all cases, we aim to take advantage of media programs that inform, education and inspire visitation to Boise on a year-round basis. See the following sections below for specific details about each audience.

Leisure Travel (\$20,000)

Our print media buy will be scaled back compared to previous years, with specific cuts to NW Travel, Seattle Magazine and Madden Media (amplified stories). We are shifting more dollars to digital advertising for better reach and efficiency. Our print focus will continue to support the IOGA Directory, Idaho State Travel Guide and other publications where we can partner with key collaborators including Brand USA with Miles Media, City of Boise and SWITA.

Non-Stop Air Service (\$10,000)

Support of non-stop air service to Boise is of critical importance year-round and we plan to work

with the Boise Airport to collaborate on all print media initiatives. While we are open to partnering with all national carriers, we plan to continue our relationship with a key partner Alaska Airlines, specifically with print ads in their in-flight publication. We will work with them to create blended campaigns that include print ads, but also digital added value. Based on budget availability, we will purchase full page ad units and ask for premium placements. We will also work with Lamar Advertising to continue to have advertising at the Boise Airport which includes stocking our visitor guide in Boise and Spokane airports.

Sports Marketing (\$20,000)

Sports tourism allows us to focus on promoting Boise as a year-round sports destination for events, competitions, training opportunities and tournaments. This includes outdoor sports including soccer, baseball/softball and golf, indoor sports including basketball and hockey and outdoor recreation including whitewater rafting, stand-up paddle boarding and river sports. We plan to purchase lists for targeted email marketing from the likes of (but not limited to) Connect Sports, National Association of Sports Commissions, Sports Destination Management, Sports Planning Guide and Sports Events Media Group.

Meetings/Corporate (\$55,000)

Marketing in this area is focused on attracting high level decision makers and key 3rd party influencers (i.e. those that help qualify a site for meeting planners). Through native content creation, ads, both digital and print, micro-sites and video, meetings campaigns and promotional email marketing to drive leads to our sales team. We'd like to potentially split off the strategic development, creative and marketing initiatives from our agency of record since this is such a vertical niche market. There is a company of former CVB execs called Digital Edge that can really help generate leads and drive business back to our community. The end-goal will be overnight visitation and positioning Boise as a premier destination that can deliver high-quality meeting experience, cultural diversity and value. We will go out to bid in the fall along with our agency of record.

Digital Advertising Section (\$156,000)

Digital and online advertising allows us to target national users during all phases of vacation planning, from the dreaming phase to considering and ultimately, booking. We plan to partner with industry leading travel suppliers including Adara, Google/YouTube, TripAdvisor, Expedia, and Facebook. To maximize efficiency, we would like to align our digital buys with the official State buys in order to specifically promote Boise.

- Continue with Adara to support two digital campaigns (spring/summer and fall/winter) to promote Boise through programmatic display ads. Estimated \$30K
- Develop annual plan to support a robust Google Adwords and YouTube advertising program to promote Boise through paid search and online video. Estimated \$45K
- Continue to partner with TripAdvisor to promote Boise through display ads and destination sponsorships. Estimated \$25K
- Continue to partner with Expedia to promote Boise through programmatic display ads targeting users in the Expedia marketplace. Estimated \$35K
- Continue to run paid ads on Facebook and Instagram throughout the year. \$15K
- Continue to send monthly enews to leisure market and everyone other month to meetings/corporate market. \$6K

Video/Photography - in an effort to keep our marketing campaign fresh and impactful, we're requesting additional funding for photography and video. We're finding that both need constant updating as our city evolves. Plus, photos are crucial for marketing Boise and can be used for multiple purposes, including social and on Boise.org.

Additional budget will allow us to revamp imagery for both print and digital ads and also allows us to share photography with key media partners (and journalists) looking to promote Boise and who often need assets. We have captured some great interior and exterior shots for both meetings/leisure-related advertisements, and recently, some sports photography. However, more images are needed in all categories. We've developed relationships with several local photographers and are able to bid out services to ensure we're getting the most from our marketing dollars.

Collateral- As an important part of the marketing mix, we must continue to have the most effective communications and collateral that accurately represents the brand. The following collateral items will be produced in 2020/21, providing the team with the right tools to promote the destination: Monthly eNewsletter for visitors, every other month eNewsletter to meeting and event planners, City Visitors guide (distributed), Meeting Planner Guide (distributed), 101 for Boise (produced and distributed), Idaho, Enjoy Boise (Downtown Boise Association co-op), Museums of Boise (co-op with Boise Museum Association), Walk About Boise (sponsor and distribute), Boise River Greenbelt Trails and Parks Map (co-op Boise City Parks & Recreation), In addition, dollars will be allocated to produce one universal direct mail promotional product and/or virtual meeting experience.

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

Website (\$74,800)

Having a dedicated site at Boise.org allows us to provide information and inspirational content to all of our target audiences, including leisure travelers, business/meeting professionals, and Idaho residents. As Boise's official travel resource, Boise.org provides features including maps, an events calendar, a list of activities to do and booking engine featuring places to stay. New for this year, we plan to extend our content to reach users who are still in their trip/vacation planning phase. This will include a site-wide content upgrade, where we will include new video assets, Boise metro trip/vacation articles and other resources. These content enhancements will complement content on partner sites such as SWITA.org and VisitIdaho.org and we will be able to leverage all previous backend programming. We'd also like to include software provided by HootBoard for 2 kiosks (one at the airport and one at the Visitor Information Center) that includes area lodging, dining, shopping, recreation, etc. We will also continue to engage with ShelsSocial to work on our social media strategy/posts on Facebook, Instagram, Twitter, and Pinterest.

Website Maintenance - we incur costs each year for web hosting, maintenance and updates to Boise.org. Given that our website serves as a hub and resource for Boise travelers, it's imperative we dedicate time and resources to ensure its performance (this includes SEO tactics) and create the best user experience.

Some costs in this area include but are not limited to:

Annual web hosting with Azure: \$576

Annual maintenance w/Rizen Creative: \$15,000

TagTray Subscription - web service that allows us to feature user-generated images from Instagram: \$452.40/year

Analytics/Tracking –

We currently track all web analytics via Google Analytics.

Web site – we incur costs each year for web hosting, maintenance and updates to Boise.org. Given that our web site serves as a hub for Boise travelers, it's imperative we dedicate time and resources to ensure its performance (this includes SEO tactics) and create the best user experience.

Content marketing- we have a story to tell. Strategic storytelling via content marketing fosters engagement and increases interest in Boise as a destination. For that reason, we plan to continue content creation this next year with partners such as Fahlgren Mortine for leisure and PCMA and MPI for meetings/conventions.

We plan to continue to utilize social powerhouses such as Facebook, YouTube to further our social presence and to promote Boise as a favorable destination. These platforms and their paid advertising opportunities allow us to take advantage of precise audience targeting. We will continue to seek out key audiences through our media partners to increase exposure and lead generation.

Booking Engine & Micro-site's – We will be doing an RFP for our booking engine this summer to explore changing our online booking engine from aRes to a more robust reporting and user engagement tool. We are currently looking at JackRabbit and a few others.

We will also continue to work with Timely or a similar calendar integration, NW Golf on integrating golf information into boise.org. We will look into potentially adding Bandwango (or something similar) to promote tours, wine/ale trails, media pass, Show Your Badge to name a few.

Virtual Tours/VR - we have created several VR modules to assist our sales team (as well as the Boise Centre sales team) when selling Boise. These modules/tours allow viewers to experience

parts of Boise with the simple download of an app or they can view online. Next year, we'd like to produce more online virtual tours as well as a potential VR module for "Meeting Spaces", etc.

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

The BCVB hosts anywhere from 20-30 meeting and event planners site visits annually, in addition, to over 20 media to the area each year. Site visits are custom built itineraries by the BCVB team and partners based on the meeting/convention needs and media focus areas. Our goal and projections is to successfully bring in half pre-COVID numbers. (i.e. 10-15 meeting and event planners for site visits and 10 media)

The BCVB will invite up to 10 meeting planners and media in July (typically we have 15-20) to visit Boise for a 3-day fully submersed Boise metro experience, which will include touring hotels, venue options, off-site unique venues, area attractions and will conclude with a whitewater rafting adventure on the Payette River. This year we'd like to have Digital Edge or a similar company join us with a videographer to gain a lot of content we can use in our marketing and sales efforts.

In addition to the large FAM trip, the BCVB will partner with the Boise Centre on a smaller experiential FAM trip focused around a signature event, such as Treefort.

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).

The BCVB would like to continue to support the following major events in the Boise Metro area such as:

Spirit of Boise Balloon Classic (September)

Famous Idaho Potato Bowl (December)

Idaho Potato Drop (December)

Treefort (March)

Gene Harris Jazz Festival (April)

Savor Idaho (June)

Jaialdi (July) postponed from 2020

Basque Friendly Soccer (July) posted from 2020

Twilight Criterium (July)

Boise Albertsons Open (August)

Bam Jam (March and August)

Gowen Thunder Air Show (August)

Bob Firman Cross Country (September)

Other sporting events that are based on a bid term are:

Big Sky Men's and Women's Basketball Championships (March)

Farwest Regional Soccer Tournament (June)

Convention Sponsorship, such as:

International Association of Firefighters (Oct)

Society of Range Management (Feb)

Society of Environmental Journalists (June)

Botanical Society of America (July)

Other opportunities. We would like to have some dedicated dollars for sports and/or meeting convention business that pops up within the grant cycle that we were not aware of at the time of writing this grant.

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).

As a best practice, participation in industry trade shows provides an opportunity to promote Boise as a destination and maintain, as well as nurture, relationships with existing clients, make new contacts and generate new leads. When selecting the right trade shows, to attend with the most return on investment, the shows will focus on, meetings, conventions and sporting events as a top priority. In addition to trade events, sales missions and site visits provide unmatched face-to-face opportunity that is critical to driving business to Boise. Our experienced sales team, will capitalize on years of experience and established relationships to continue supporting the organizations mission.

November:

CD Forum (Corporate), (Meeting Planners and Corporate Partners)

January:

PCMA Convening Leaders (Associations/Meetings)

February:

Destinations International Showcase/PCMA (Association/Meetings)

Go West Intl. (International)- virtual

March:

Conference Direct Partner Conference (Meeting Planners)

MPI Cascadia (3rd party planners)

Meetings Industry Council – MIC, Denver, CO (Meeting Planners)

Experient Envision

May:

Sports ETA formerly NASC (Sports)

Helms Briscoe (3rd party planners)

June:

IPW (International)- media portion

MPI (Meetings Professionals International)

July:

Cvent Connect, Las Vegas, NV

Council of Engineering and Scientific Society Executives Annual Convention (CESSE)

August:

ASAE (Associations/Decision Makers/Meeting Planners)

Connect (Corporate/Association/Sports)

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).

The BCVB would like to purchase one computer this grant cycle.

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 would like to attend the following subject to availability of team members and potential date conflicts.

DMA West Education Summit (September)
Idaho Conference on Recreation & Tourism (October)
DMA West Tech Summit (March)
PCMA Convening Leaders (Jan) or PCMA EduCon (June)
Destinations International Annual Convention (July)
ESTO (August)

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).

The BCVB will work with traditional (print, broadcast) media as well as new, digital media (online publications, enews, bloggers), targeting both leisure travel and meeting planner publications.

- The BCVB will continuously pitch travel, meeting planner and sports writers to visit Boise and stay current on the city's new developments.
- Collaborate with local partners in Boise to showcase the city's unique cultural, culinary and other noteworthy community infrastructure elements.
- Provide support to vetted media to explore the city.
- Host media on group tours of Boise where they have unique experiences and are immersed in Boise culture.
- Respond to media inquiries from media looking to include Boise in national tourism coverage.
- Develop and maintain a media database of national travel writers with interest in Boise who will provide coverage in the destination.
- The BCVB would propose to go to one small market media mission. We will work with the Boise Airport to identify top non-stop air service markets to help promote. Fahlgren Mortine will also help us create a virtual media outreach plan to present to media when the time is right. Our PR firm will develop targeted media lists; storylines and media pitch development; media outreach; securing desk-side and/or phone briefings for the Boise CVB; creating media briefing books and coordinating mission directions/instructions; necessary media follow up and reporting.
- Boise CVB would like to continue our media monitoring service with BurellesLuce that we began this year to continue to track the media coverage in print publications. This allows us to capture all coverage and measure effectiveness.
- To expand the reach of the BCVB's relevant news releases, and to guarantee media coverage of Boise amidst changes to the media landscape, we would like to leverage resources from PR Newswire by purchasing the bundle of five news releases with unlimited word count and distribute Boise CVB crafted content around the country. This will ensure targeting to tourism focused outlets, and a broader distribution. This will be extremely important as we navigate the changing scene of in person visits/media visits.
- The BCVB would like to continue to expand and acquire new photography and videography. Boise is frequently included in media coverage and media are leveraging our photography and videos in our media resource library. Media also frequently ask for specific photography or videography to match locations called out within their coverage. To provide more diversity of photos and video assets, and to develop a more comprehensive collection of resources, the BCVB would like to continue to secure new photography and videography. To feature Boise's four distinct seasons, it would be ideal to collect videos and photos over different months

throughout the year.

-The BCVB would also like to engage with Fahlgren Mortine in working with writers to create content/blogs for boise.org to continue to story tell about all the amazing experiences visitors can have when visiting the Boise metro area.

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).

In a continued effort to measure what we market, we have partnered with Destinations International to utilize their economic calculator tools. These two tools, one specific for sports marketing and the other for meetings will assist in measuring the economic impact of groups that host their meeting or event in Boise.

Destinations International also has another powerful subscription-based tool called EmpowerMINT. This is a database that can be used to search for potential meetings, convention leads based on date, size, geographic area, etc.

The BCVB sales team has also been utilizing Backyard Marketing as another valuable resource. Backyard Marketing assists destination marketing organizations, hotels, convention centers, and tourism organizations in generating convention leads and bookings by putting them in touch with influential individuals who live or work in their particular city and state. Backyard Marketing has helped over 150 clients with customized research focused on each client's unique marketing goals.

New Research Program this year (\$25,000)

Understanding our visitors is an ongoing need and this year we have two research programs we are evaluating. Based on grant award and budget availability, we will look to execute one of the following research initiatives.

SeeSearch - \$25,000 program that will allow us to understand our existing visitors, which of them spend the most money and where to find more visitors like them. SeeSearch is a platform that takes cell phone and credit card data and will provide real-time in-market data of where our visitors are coming from, what they are doing and spending in the market. If we aren't able to fund this research or if the tourism office already has this available, then we would like to utilize the dollars towards advertising.

SMARInsights - \$20,000 research project that will bring together visitor data, ad effectiveness and knowledge of who the Boise traveler is.

Question: 1.8 Administration funds are available to all applicants. An amount equal to 10% of the amount awarded, up to a maximum of \$50,000 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).

2020 Boise CVB Apportionment Rate – based on FTE's (see question 35 for attachment). We anticipate allocating 60 percent of our FTE time which equals 63.33% of our rent, insurance,

telephone, IT, office equipment, office supplies. Projected AAR using the FTE method- \$36,727. (Note: We will not include our grant managers time for this grant.)

Question: If you answered "no" to administrative funds, please explain why (if not applicable, enter N/A).

N/A

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

[2020 ITC-Grant-Application-Budget \(revised\).xls](#) (6/11/2020 9:30 PM)
[2020 Boise CVB Apportionment Rate.docx](#) (4/9/2020 12:58 PM)

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

[ITC-Cash-Match-Letter-Twilight Criterium.docx](#) (4/5/2020 6:24 PM)
[ITC-Cash-Match-Letter-Treefort 2021.docx](#) (4/5/2020 6:24 PM)
[ITC-Cash-Match-Letter-Spirit of Boise.docx](#) (4/5/2020 6:24 PM)
[ITC-Cash-Match-Letter-Savor Idaho.docx](#) (4/5/2020 6:23 PM)
[ITC-Cash-Match-Letter-Potato Drop.docx](#) (4/5/2020 6:23 PM)
[ITC-Cash-Match-Letter-Farwest Regional Soccer 2020.docx](#) (4/5/2020 6:22 PM)
[ITC-Cash-Match-Letter-Famous Idaho Potato Bowl.docx](#) (4/5/2020 6:22 PM)
[ITC-Cash-Match-Letter-DBA Map and Brochure.docx](#) (4/5/2020 6:22 PM)
[ITC-Cash-Match-Letter-Boise Open.docx](#) (4/5/2020 6:21 PM)
[ITC-Cash-Match-Letter-Bob Firman.docx](#) (4/5/2020 6:21 PM)
[ITC-Cash-Match-Letter-Big Sky Championships 2021.docx](#) (4/5/2020 6:21 PM)
[ITC-Cash-Match-Letter-2021 Bam Jam.docx](#) (4/5/2020 6:20 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.

Carrie Westergard

Question: Type your title.

Executive Director

Question: Type the submission date.

April 9, 2020

2020 Idaho Regional Travel & Convention Grant			
Application Budget Detail Spreadsheet			
Applicant Organization:	Boise Metro Chamber of Commerce	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 Funding Request:	\$ 1,043,644.00	Enter budget details and amounts in the grey cells. The colored cells will auto-populate with subtotals and totals.	
Total Cash Match Pledged:	\$ 150,625.00		
Percentage of Match Pledged:	14.4%	12.5% is required minimum	
Marketing Budget			\$ 1,007,644.00
2.0 Advertising	Budget Detail / Please include all expected vendors and media buy details.		Quarter of Execution (Q1-Q4 2021) \$ 360,000.00
2.6 Digital Advertising			\$ 236,000.00
Search/Meta Search	Google ad words/geofencing/retargeting/YouTube	Q1-Q4	\$ 45,000.00
Paid Social/Display/OTA's	Expedia or Orbitz, Facebook/Instagram; ShellsSocial social media	Q1; Q1-Q4	\$ 60,000.00
Email Marketing	Enews (Campaign Monitor) and Blue Buzzard	Q1-Q4	\$ 6,000.00
Meetings/Corporate	Meetings/Corporate; Strategy, Creative	Q1-Q4	\$ 55,000.00
Sports	Sports/digital	Q1-Q4	\$ 15,000.00
Other	Adara and/or Sojern, Trip Advisor	Q1 & Q3; Q1-Q4	\$ 55,000.00
2.4 Video Advertising			\$ -
TV/Broadcast			
Video/Digital Video			
OTT (Over the top Television)			
2.5 Audio Advertising			\$ -
Radio			
Streaming Radio			
Other			
2.2 Print Advertising			\$ 74,000.00
Magazine	Idaho Travel Guide, IOGA, Roadsider, Idaho Wine Commission, Non-stop Air Service	Q2; Q1 & Q3	\$ 30,000.00
Newspaper			
Collateral Material	101 Boise, Idaho; Museums; DBA/Directory; Greenbelt; Preservation WalkAbout Boise	Q2; Q4	\$ 28,500.00
Direct Mail	Under PR/Fahlgren Mortine		\$ -
Fulfillment Costs	Postage for collateral; brochure fulfillment at Boise and Spokane Airports	Q1-Q4	\$ 15,500.00
2.3 Out of Home Advertising			\$ 50,000.00
Billboards	Boise Airport advertising cooperative	Q1-Q4	\$ 15,000.00
Other			
Creative, Design, Photography	Leisure, Meetings, Non-stop Air and Digital (creative/design, strategy and photography)	Q1-Q4	\$ 35,000.00
5.0 Website	Budget Detail / Please include all expected vendors and website expenses.		Quarter of Execution (Q1-Q4 2021) \$ 85,425.00
5.1 New Website creation			\$ 84,800.00
Redesigned Website	boise.org	Q1-Q4	\$ 45,000.00
Microsite	online booking engine (aRes, Jack Rabbit or other), golf nw, calendar/timely, virtual tours, proposal path, bandwango	Q1-Q4	\$ 35,000.00
Other	visitor information kiosk / app (Hootboard)	Q1-Q4	\$ 4,800.00
5.2 Other			\$ 625.00
Webhosting	annual hosting azure	Q1-Q4	\$ 600.00
Domain Name	domain registration godaddy.com	Q1	\$ 25.00
Technical Upgrade			
Maintenance			
Other			
6.0 Fam Tours and Site Visits	Budget Detail / Please include all expected tour expenses.		Quarter of Execution (Q1-Q4 2021) \$ 58,000.00
Familiarization Tour #1	Treefort or other experiential FAM (March 2021)	Q3	\$ 5,000.00
Familiarization Tour #2	Summer Meeting Planner FAM (July), plus prepost focus group, video and photo and social media during FAM	Q4	\$ 25,000.00
Familiarization Tour #3			
Site Visit #1	Meeting Planners, Corporate Decision Makers, Media and Event Planners	Q1-Q4	\$ 20,000.00
Site Visit #2	Sales Mission to 1 city (or virtual sales mission)	Q2 or Q3	\$ 8,000.00
7.0 Sponsorships	Budget Detail / Add additional lines if multiple sponsorships are planned. Please include event names, date, and size.		Quarter of Execution (Q1-Q4 2021) \$ 241,175.00
7.1 Event Sponsorship			\$ 41,625.00
Event #1	Spirit of Boise Balloon Classic (September)	Q1	\$ 4,375.00
Event #2	Idaho Potato Drop (December)	Q2	\$ 4,375.00
Event #4	Gene Harris Jazz Festival (April)	Q3	\$ 3,500.00
Event #5	Savor Idaho (June)	Q3	\$ 4,375.00
Event #6	Jalaldi (postponed from 2020) (July)	Q3	\$ 7,500.00
Event #7	Gowen Thunder Air Show (August)	Q4	\$ 4,375.00
Event #3	Treefort Music Festival (Sept)	Q4	\$ 13,125.00
7.2 Convention			\$ 20,000.00
Convention #1	International Association of Firefighters (Oct)	Q1	\$ 1,500.00
Convention #2	Society of Environmental Journalists (June) (postponed from Oct. 2020)	Q3	\$ 7,500.00
Convention #3	Botanical Society of America (July)	Q4	\$ 5,000.00
Convention #4	Other opportunity	Q1-Q4	\$ 6,000.00
7.2 Meeting			\$ 61,800.00
Meeting #1	Conference Direct, Helms Briscoe, ConventionPlanIt	Q1-Q4	\$ 23,800.00
Meeting #2	Cvent event management and lead generator, CRM (SimpleView)	Q1	\$ 38,000.00
7.2 Sports Event			\$ 117,750.00
Event #1	Famous Idaho Potato Bowl (College Football) (December)	Q1	\$ 39,375.00
Event #2	Big Sky Conference (College Basketball) (March)	Q2	\$ 17,500.00
Event #3	Club Baseball Tournament (College Baseball)	Q2	\$ 875.00
Event #4	Farwest Regional Soccer Tournament (Soccer) (June)	Q3	\$ 17,500.00
Event #5	Twilight Criterium (Cycling) (July)	Q3	\$ 8,750.00
Event #6	Basque Friendly Soccer postponed from 2020 (Soccer) (July)	Q3	\$ 7,500.00
Event #7	BAM Jam (Basketball) (August)	Q3	\$ 4,375.00
Event #8	Albertsons Boise Open Golf (Golf) (August)	Q3	\$ 17,500.00
Event #9	Bob Firman Cross Country (Running) (September)	Q4	\$ 4,375.00
8.0 Trade and Travel Shows	Budget Detail / Please include all expected show expenses.		Quarter of Execution (Q1-Q4 2021) \$ 115,694.00
8.1 Industry Trade Show			\$ 115,694.00
Show #1	CD Forum (corporate) (Nov/Dec)	Q1	\$ 2,500.00
Show #2	PCMA (Jan)	Q2	\$ 6,000.00
Show #3	Destination Showcase (Feb)	Q2	\$ 7,500.00
Show #4	GoWest Summit (Feb) virtual	Q2	\$ -
Show #5	MPI Cascadia (March)	Q3	\$ 2,000.00
Show #6	Experient Envision (March)	Q3	\$ 6,500.00
Show #7	MIC (March)	Q3	\$ 2,000.00
Show #8	Conference Direct Marketplace (May)	Q3	\$ 2,000.00
Show #9	Sports ETA (formerly NASC) (April/May)	Q3	\$ 4,000.00
Show #10	HelmsBriscoe (May)	Q3	\$ 6,000.00
Show #11	International PowWow (June)	Q3	\$ 4,500.00
Show #12	MPI (June)	Q3	\$ 3,000.00
Show #13	Council of Engineering and Scientific Soc of Execs (July)	Q4	\$ 6,000.00
Show #14	Cvent Connect (July)	Q3	\$ 10,500.00
Show #15	American Society of Association Executives (August)	Q4	\$ 23,400.00
Show #16	Connect (meeting/sports) (August)	Q4	\$ 7,000.00
Other opportunity		Q1-Q4	\$ 3,000.00
8.1 Consumer Travel Show	Fulfillment - display shipping, storage, setup	Q1-Q4	\$ 19,794.00
Show #1			\$ -
Show #2			\$ -
Capital Outlay	Budget Detail / Please include all expected capital outlay expenses.		Quarter of Execution (Q1-Q4 2021) \$ 500.00
9.0 Capital			\$ 500.00
Electronic Equipment	computer	Q2	\$ 500.00
Trade Show Booth			
Other Allowable Costs	Budget Detail / Please include details on other allowable expenses. Add additional lines for multiple vendors, planned expenses or projects. Please include vendor names.		Quarter of Execution (Q1-Q4 2021) \$ 146,850.00
10.0 Other Allowable Costs			\$ 146,850.00
10.1 Training & Professional Development			\$ 6,000.00
ICORT	team registration @ \$500 (October) virtual	Q1	\$ 500.00
ESTO			
DMAI	2 registrations @ \$1000 ea. (July)	Q4	\$ 2,000.00
DMA West	1 registration for Education Summit (Sept), 1 registration for Tech Summit (spring) and/or CEO Summit	Q1; Q3	\$ 1,500.00
Other	1 registrations for PCMA Convening Leaders and/or EduCon; ESTO	Q2; Q3; Q4	\$ 2,000.00
10.2 Public Relations			\$ 84,000.00
Public Relations	Comprehensive PR program (Fahlgren Mortine)	Q1-Q4	\$ 54,000.00
Media Mission	Small market city like Los Angeles or Atlanta, GA (and/or creation of virtual media mission direct mail)	Q1	\$ 15,000.00
Media Familiarization Tour(s)			\$ -
Influencer Engagement			
Content Creation	Beta footage/photography/blogs and relevant articles contracted through Fahlgren Mortine	Q1-Q4	\$ 5,000.00
Other	Media monitoring service, PR wire service/AP, USB drives/direct mail	Q1-Q4	\$ 10,000.00
10.3 Market Research			\$ 56,850.00
Market Research	EmpowerMint, Destinations International Economic Impact Calculator, STR, Backyard Marketing, Pace Reports/2Synergize	Q1-Q4	\$ 31,850.00
SeeSearch or SmartNsights	SeeSearch or SmartNsights; or Longwoods/Dean Runyan	Q1-Q4	\$ 25,000.00
Administration Budget			\$ 36,000.00
1.8 Administration	Maximum Allowable: \$50,000		\$ 36,000.00
Wages & Benefits			
Overhead (apportioned value)	see attached form FTE - 63.33% rate for overhead + admin	Q1-Q4	\$ 36,000.00
Cash Match Budget	Budget Detail		\$ 150,625.00
1.9 Sources of Cash Match			\$ 150,625.00
1.9.1 Pledged Cash Match - Donation			\$ 150,625.00
Spirit of Boise Balloon Classic	Spirit of Boise Balloon Classic (September)	Q1	\$ 4,375.00
Famous Idaho Potato Bowl	Famous Idaho Potato Bowl/ESPN (December)	Q2	\$ 39,375.00
Idaho Potato Drop	Idaho Potato Drop (December)	Q2	\$ 4,375.00
Big Sky Conference	Big Sky Conference (March)	Q3	\$ 17,500.00
Farwest Soccer	Farwest Soccer (June)	Q4	\$ 17,500.00
Idaho Wine Commission	Savor Idaho (June)	Q4	\$ 4,375.00
Twilight Criterium	Twilight Criterium (July)	Q4	\$ 8,750.00
Albertsons Boise Open	Albertsons Boise Open (August)	Q4	\$ 17,500.00
Idaho Select	Bam Jam (August)	Q4	\$ 4,375.00
Bob Firman Cross Country	Bob Firman Cross Country (September)	Q4	\$ 4,375.00
Treefort	Treefort (September)	Q4	\$ 13,125.00
Boise Metro Chamber of Commerce/Boise CVB	12.5% cash match for all sponsorships	Q1-Q4	\$ 15,000.00
1.9.1 Cash Reserves			\$ -
Grantee Cash Reserve	Cash on Hand, Reserved for Match		\$ -