

Region 5: 2020 Idaho Regional Travel and Convention Grant Program

Applicant	Destiny Egley
Applicant ID	APP-003932
Company Name	Southeast Idaho High Country Tourism
Recipient Address	Southeast Idaho High Country Tourism PO Box 669 Lava Hot Springs, ID 83246
Phone	(208) 776-5221 x1000
Email	destiny.egley@lava.idaho.gov
Amount Requested	\$155,900.00
Award Amount	\$125,989.00
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

Southeast Idaho High Country Tourism

Question: Chief Official Name and Title

Devanee Morrison

Question: Chief Official Email

devanee.morrison@lava.idaho.gov

Question: Grant Manager Name and Title

Destiny Egley - Grant Manager

Question: Grant Manager Email

destiny.egley@lava.idaho.gov

Question: Grant Manager Phone

208-776-5221 x1000

Question: Employer Identification Number (EIN)

82-0412527

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.

[SEHCT Annual Report 1019.pdf](#) (4/14/2020 9:47 AM)

[ID Sec. of State filing.pdf](#) (3/12/2020 4:05 PM)

[HCT Articles of Amendment 2016.pdf](#) (3/12/2020 4:04 PM)

[Articles if Inc. HCT.pdf](#) (3/12/2020 4:04 PM)

Question: Upload the organization's "Return of Organization Exempt from Income Tax" (Form 990) here. Only the first page with submission dates and signatures is needed.

[2018 grant taxes .pdf](#) (3/12/2020 4:05 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.

Southeast Idaho High Country hires for profit companies to assist in fulfilling grant marketing efforts. None of the board members or staff provides services for profit within the organization.

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.

Southeast Idaho High Country has members from each community in Region 5 that come together and meet on a monthly basis. The mission is to promote travel and tourism increasing the state bed tax collections by highlighting and promoting the things to do and see in the region prolonging consumers stay in Idaho creating heads in beds which is ITC's goals for this grant program. High Country Tourism (HCT) promotes the entire Southeast Idaho Region 5 and work well with 2 other grantees as well as Region 6 Yellowstone Teton Territory, leveraging grant dollars. Us grantees in the region and state may have different goals in their promotion but understand the importance of working together when targeting our largest markets; Utah. We utilize popular tourist attractions in the region or just across the Idaho border in another state such as Yellowstone National Park to steer consumers into Region 5 to stop, see and do, enticing them to stay in overnight in Southeast Idaho.

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

High Country Tourism has a grant administrator hired by the State of Idaho - Lava Hot Springs Foundation. Duties are to track all billings, payments, make grant funding requests, and monitor all financial actions of the council. The Council is given monthly financial statements to review. The grant administrator is currently Destiny Egley. The books of this council are reviewed monthly and taxes are filed on a yearly basis by a CPA and have audits performed annually. HCT is in compliance with all Idaho Travel Councils grant regulations and state laws. Quarterly ITC Narrative Reports are provided as outlined in ITC guidelines.

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

The grant administrator Destiny Egley uses the Quickbooks program to manage the grants financials along with other tools with Excel, Microsoft Word and Email. Expenditures are approved by High Country Tourism and paid on a bi-weekly basis or as needed and requires two signatures on all expenditures. Request for funds (RFF's) are submitted on a monthly basis or as soon as the previous RFF is reimbursed. Grant administrator has created an efficient filing system for all grant documents which helps streamline the audit process as well. The travel council is presented with monthly financial reports to oversee all grant activity.

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.

1. Our campaign with Herrmann Global included a custom blog story and an itinerary story with original photography, social media posts and social media retargeting ads in English, German, French and Italian. We were able to share costs of bringing the travel writer/photographer to the area with Visit Pocatello, increasing ROI. Throughout the 4-month campaign, we received 247.3k impressions, engagement of 43.3k, with an engagement rate of 17.5% (industry standard 2-4%--anything over 8% deemed a success). We were able to track 8,447 conversations about our brand and received 10,162 leads. Besides the excellent numbers we received determining the success of the campaign, we were able to see the markets that were our strongest (US/UK/France) which guides us as we make investments in the future.

2. National Park Trips - We participated at several levels to have a presence with content on YellowstonePark.com, in the Yellowstone Journal, and in collateral distributed through their fulfillment, 200k digital impressions, as well as emails to their distribution list of 94,000 subscribers. The fulfillment piece is especially successful, we received over 15,907 qualified leads to add to our database and will be able to reach out to these prospects again and again by email at an extremely affordable cost. The email blast itself stood out as very successful. We promoted trails in the Autumn Season from successful deliveries of 93,852 we had an open rate of 25,887 (20.9%). Our click rate was 8.4% which is well over the average of 2.25% for travel/transportation. We were able to see that 60.8% of recipients read the whole email and 32.9% skimmed the message. On the clicks 41.4% clicked on our link to "detailed interactive map" and 27.1% clicked on the "hit the trails" button. These numbers affirmed our internal research that there is high interest in trails among consumers and our decision to promote them with online and printed trail maps.

3. Utah Media Group (Salt Lake Tribune & Deseret News) to target specific winter niches in the Utah drive market, and Boise. We ran programmatic display ads targeting families/family activities and snowmobiling/winter activities for a total of 635k impressions delivered via the Google Display Network by demand. We were able to compare markets and see that the family interest in these markets was 13 times greater than the snowmobile interest. This reinforces that the world-class adventure theme that we are delivering to the family market is a successful strategy. We also learned that the snowmobile market is not as responsive through the GDN and is better reached through the other niche marketing avenues we have in place where factors such as snow levels and holidays are not as impactful.

With each of these campaigns, we have received information that will allow us to continually make better decisions to reach our target markets and use our funds to receive the highest ROI possible.

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

High Country Tourism's goal is to increase our lodging tax collections by increasing visitation to our website through domestic and international print and digital advertising campaigns, internet strategies such as geofencing and retargeting, attending tradeshow to increase our database and creating and distributing collateral materials to educate and influence consumers. We promote the entire region of Southeast Idaho by focusing on attractions, things to do and see and target leisure as well as special interest travelers encouraging longer stays in our region to create more heads in beds. The grant funds that are awarded go towards marketing per ITC rules and guidelines. Video is very popular and ranks higher on web searches and on social media, so it is important to keep pace with trending technology. By enhancing and expanding

our video and photography library, we will increase the effectiveness of our marketing, advertising, website and other promotions we do throughout the grant year. We promote the following specialized interests in Southeast Idaho as tours as we offer a wide variety of things to see and do: Hot Pools tour; Winter and Summer Recreation tours; Geology tour; Pioneer and Oregon Trail history tour; as well as Museums tour; Rodeos and all other types of year-round events throughout our region. We aggressively promote the off-season months of fall, winter and spring as our lodging and businesses tend to be slower during these months. We take advantage of travel to one of the world's largest tourist destination that is near our region, Yellowstone National Park. We promote heavily to those travelers during their planning stages to make them aware of what there is to do and see in our region so that they will prolong their stay in our region along the way to and from the park. HCT hires the most knowledgeable, experienced companies to help fulfill our goals that will create and implement a strategic marketing plan each year. HCT plans to promote heavily in several Utah areas, other regions in Idaho and internationally focusing heavily on the Canadian drive market. Some of the possible advertising placements will be with vendors such as but not limited to Herrmann Global, MyYellowstonePark.com, American Road Magazine, Radio spots, RV Idaho, Dirt Toys, SnoWest, Idaho Go-Travel Sites, Living Bird, Calgary Metro, several social media outlets, Great American West, Idaho State Travel Guide and Salt Lake City Guide including Yesco or Reagan billboard companies. We also plan to co-op with Yellowstone Teton Territory in attending several trade shows. We have coordinated all the travel shows that we each participate in allowing us to leverage our dollars by helping each other financially and decreasing the manpower it takes to attend these shows. We are excited for this partnership and look forward to its success.

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?

As opposed to other places we are ideally suited to market the region with outdoor activities which will help stimulate the economy with gas, food and camping due to being affected by the Coronavirus. Southeast Idaho will promote our region strategically, effectively and efficiently, HCT will attract visitors by promoting the things to do and see in the region through the advertising, social media, website, travel shows and newsletter efforts driving visitors to idahohighcountry.org website. The Yellowstone Loop Project with Utah Tourism allows us to draw international visitors traveling on their way to Yellowstone National Park. Inclusion on FAM Tours and sponsorship support. HCT has 7 different tours we promote in the Southeast Idaho Visitors Guide brochure and website Idahohighcountry.org regarding the Hot Pool Tour, Recreation Tour, Winter Recreation Tour, Pioneer Tour, Geology Tour, Oregon Trail Tour and Museum Tour which covers each and every attraction or point of interest in all the communities throughout the region. Partnering with Yellowstone Teton Territory through travel shows

promoting the 2 gateway regions on the way to Yellowstone to entice them to stop, stay and play.

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

HCT's marketing plan includes in-state regional advertising to promote intra-regional travel, most importantly we advertise during the non-peak seasons to the region's proximity communities like Boise and Idaho Falls areas. In the Southeast Idaho region, we have heavy winters which sometimes can deter consumers from traveling the roads and vacation during these months. Promoting in-state attracting nearby consumers is important and necessary; we accomplish this through digital and social media efforts with Facebook, Instagram, Google, Yelp and Twitter. We also have several tourist attractions and events in the region that we promote. Southeast Idaho region works well together promoting to in-state visitors. In the non-peak months, most visitors are local and in-state travelers as well as Utah, Southeast Idaho's biggest market.

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.

HCT has non-profit partners and grantees that participate in marketing efforts throughout the grant year. HCT works with the entire region and has a great reputation of getting projects accomplished and helping the communities. The following non-profit partners we anticipate participating again this coming grant year: Idaho Museum of Natural History, Bear River Heritage Area, Greater Lava Hot Springs Chamber of Commerce, Malad Chamber of Commerce, American Falls Chamber of Commerce and Great Rift Business Development Organization, Greater Blackfoot Area Chamber of Commerce, Idaho Potato Museum, City of Soda Springs, Economic Development Program, Welsh Foundation-Malad City, Pocatello/Chubbuck Chamber of Commerce, City of Blackfoot, City of Lava Hot Springs, South Bannock Historical Center and other entities as projects arise. We also partner with grantees Visit Pocatello, BLCVB and YTT. Our partners have very limited funds and with HCT's cohesive marketing plan, community brochure and community advertising programs we can assist in projects region wide. HCT can get lower contract rates as a grantee and partners then in turn get a discounted rate for co-op ads etc. HCT does a great job in working together and leveraging the minimal dollars we receive for this region. The region, state and businesses in Idaho all benefit from HCT's efforts.

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.

HCT's for profit partners include Downata Hot Springs, Lava Hot Springs Foundation, Shoshone Bannock Tribes and Hotel, Lava Hot Springs KOA, Lava Adventures and other entities as projects arise. Throughout the years these for-profit partners have seen the value in what HCT does and support the marketing efforts implemented by the council. They will co-op on advertising opportunities as they arise throughout the grant year such ad radio ads – 30 sec. spots, print ads, digital ads to create a larger ad presence, event promotions and possible social media ad campaigns. Our lodging partners in the region support and appreciate tourism growth by partnering in various marketing efforts including discounted rates for lodging when holding a FAM Tour or donating accommodations and prizes for travel shows or other projects that may arise.

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.

Non-profit partners outside of our region includes Yellowstone Teton Territory partnering in several trade shows: Utah Travel Expo, Morris Murdock Travel Show, Salt Lake RV show, Salt Lake Sportsman's show. We share double booth space and allow us to send less representatives to the show to leverage our dollars. Sharing costs 50/50. Co-op with Idaho Travel Council on advertising opportunities as available. Partner with Utah office of Tourism promoting the Yellowstone Loop Tour in all languages regional and internationally.

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.

Currently HCT does not partner in cooperative advertising with for-profit partners outside of our region.

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.

2.0 – Advertising –Total of \$119,300.00:

HCT plans to advertise in many different mediums to cover all the different areas in Southeast Idaho per our various community's needs. About 65% is digital and 35% is traditional marketing as most media offers a combination of both. HCT strives to create a well-balanced marketing plan to include all stakeholders within the region's small communities. Traditional marketing is still a very important part of our grant as this is how we can co-op with other partners to provide the cash match that is required each grant cycle including all other advertising efforts. It is also an important vehicle to reach key demographics such as baby boomers.

Below is the advertising broken out per the application budget detail spreadsheet:

2.6 - \$22,605.00 – Digital Advertising; Internet advertising with vendors including such as but not

limited to Miles Media western Canada campaign and Brand USA web content, Madden Media, Herrmann Global, MyYellowstonePark.com, KSL.com, Dirt Toys, Calgary Metro. We are expanding our digital marketing this year to include geo-fencing the trade shows that we attend to increase visibility and reach with those targeted consumers.

\$6,000.00 — Social Media Paid Campaigns & Management; This includes creation of ads for multiple screens and placement, audience creation and management, monitoring audience engagement, post boosts, Instagram posts, stories and video as well as Snapchat pics, filters and video. Social Media management: Includes costs incurred to create and manage Facebook posts and oversee our social media pages. This is very important to keep active and current to continue to engage and increase followers.

\$4,395.00 – Go Travel Sites & Email response program – Partner with Go-Idaho.com web page and ads with lead program in which Southeast Idaho has a featured page with all our information and they provide us with monthly qualified leads from consumers requesting more information specifically about our region. We added a new email response program feature to this program last grant year providing more information to qualified leads.

2.4 - \$8,000.00 – Video; HCT plans to continue populating and enhancing our photo and video library so we have up to date photos and videos to use in our publications, social media, website, brochures and marketing. Hiring a photographer and videographer to help us accomplish these efforts will be needed.

2.5 - \$3,000.00 – Radio; HCT promotes to the Salt Lake City area with radio advertising. Our closest and largest drive market is from SLC and we have found radio to be successful in the Utah market.

2.2 - \$28,000.00 - Print advertising includes publications such as but not limited to the Yellowstone Journal, American Road Magazine, Pocatello Chubbuck Chamber Magazine, RV Idaho, Great American West Magazine and Living Bird Magazine. Many of these include digital components with the print. During the grant year we may have several advertising opportunities presented to us so adding some additional funds to be able to take advantage of that opportunity will assist in our marketing strategy.

\$30,000.00 – Collateral Material; HCT's collateral materials include regional brochures that need to be printed and updated such as, but not limited to, the Visitors Guide to Southeast Idaho, Regional Hot Pools brochure, our one-page small community trail maps for hiking and biking and ATV riding. HCT has a Small Community Brochure Program that offers communities funding assistance for printing their brochure with cash match. On average we co-op with 3-4 small communities per grant cycle to print their community brochures depending on the availability of funds per grant cycle. Brochures we have assisted with funding in the past have included Soda Springs, Chesterfield, Oregon Trail Bear Lake Scenic Byway, Malad, American Falls, Idaho Potato Museum, Bear River Heritage Area, Lava Chamber of Commerce, Shoshone-Bannock Tribes, Pocatello – Bannock County Historical Museum, Museum of Clean and more. This has been a great co-op effort between HCT and our communities going above and beyond the support we give them as a part of our region through our advertising efforts. HCT also published a regional Visitor's Magazine and plan to continue doing that annually.

\$1,800.00 – Costs for postage and supplies to mail invoices, letters, all correspondence for direct mail

\$5,000.00 - For fulfillment costs including postage for fulfillment packets, telephone and long-distance charges, fulfillment supplies and Certified Folder mailing of brochures to fulfill contract.

\$8,500.00 – Other; HCT contracts with Certified Folder and Bear Brochures in 6 distribution areas: Salt Lake City Area, Yellowstone Route, Boise, Sun Valley/Twin Falls and Idaho Falls where they distribute our Visitors Guide to Southeast Idaho into the visitors centers, hotels/motels etc. so visitors can see what there is to do within a short distance from where they are visiting or staying. Costs to hire a contractor to ship and distribute brochures in other places

that Certified Folder or Bear Brochures do not deliver.

2.3 - \$5,000.00 - Billboards; HCT plans to contract with a billboard company that can provide us with the best location and price to consistently connect with travelers across all demographics affordably.

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

5.0 – Website – Total of \$12,000.00

5.2 - \$500.00 – Webhosting for the costs incurred with website hosting annual fees and renewals

\$100.00 – Other annual fees that websites may incur

\$3,500.00 – Web Upgrades as needed for Google analytics and technology changes.

\$7,900.00 – Website maintenance that includes services such as but not limited to renewing hosting fees and web plug-ins., adding pics and videos. HCT relies on idahohighcountry.org website to be current, fresh and user friendly as our goal is to drive consumers to our website for information through all our marketing efforts.

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

6.0 – FAM Tours & Site Visits – Total of \$1,200.00

\$1,200.00 – HCT plans to participate in assistance with FAM tours that may come through our region. The state has been pro-active in bringing in FAM tours into our region and we appreciate the opportunity to participate when they visit assisting in meals, activities or lodging. Southeast Idaho is a main corridor to Yellowstone National Park, we see many domestic and Canadian travelers that drive through Region 5. We also have a working relationship with the Utah Tourism office to promote the Yellowstone Loop Internationally through FAM Tours which takes them to several tourist spots in Southeast Idaho.

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).

N/A

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).

8.0 – Trade and Travel Shows – Total \$13,000.00

8.1 – \$8,000.00 - Consumer Travel Shows - Each year we promote Southeast Idaho by attending consumer travel shows these shows give us the opportunity to connect with people looking for things to do and new places to see. The shows we attend follow our marketing efforts in Utah, Canada and International and we are also looking to expand into other shows we have not yet tried or as the opportunities arise. We are excited to co-op with Yellowstone Teton Territory again this year on shows that we both attend and possible other shows we have not tried in the past but may be of interest for Southeast Idaho. We also co-op with Visit Pocatello and Bear Lake CVB each sending and paying for a rep. to split the costs so one grantee doesn't take on the entire cost. These partnerships help both regions and leverage our grant dollars. HCT plans on the following shows such as but not limited to; Salt Lake City RV Show, Morris Murdock Travels shows in SLC, UT and St. George, UT, Adventure Gear Fest in Park City, UT and the Utah Travel Expo in Layton, UT, International Sports Expo in SLC, UT and possible others as they may arise during the grant year.

We are finding that show attendees aren't taking as much collateral material as they did in the past, but it depends on the show. The St. George Morris Murdock show attendees are snowbirds and retirees who do love the material and take with them. We do take less material to the shows and strategize in other ways to give them information electronically by email newsletters and target marketing. They do tend to pick up our Visitors Guide to Southeast Idaho our main regional piece that highlights our region, provides our website, phone number and information on the popular attractions. Attendees still like the Idaho State Travel Guide, Idaho Road Maps and a couple specific brochures depending on their interests.

\$5,000.00 - HCT will also co-op with regional partners by sending a representative to International Group Tour efforts such as but not limited to; American Bus Association which has been a great convention for us to attend and have many tour operators interested in coming into the region. We found it takes a couple of years for their planning and we are starting to see them come into our region and stopping at the Oregon Trail center in Montpelier, ID, Bear Lakes Overlook point and Lava Hot Springs Hot Pools as a few of the main attractions of our region that can handle tour buses. Then stopping in Pocatello or Fort Hall to eat and stay the night. We co-op with Visit Pocatello and each send a representative to the Calgary show in Canada. This is also a great opportunity to catch the snowbird and Canadians that travel through the region. HCT will co-op with Lava Hot Springs Foundation and Lava Chamber of Commerce for the Canadian Snowbird Extravaganza in Phoenix Arizona, this show is smaller but well attended to catch the Canadian snowbirds. We also look forward to participating in the Go West Summit with the Idaho Travel Council cooperative and the IRU – International Roundup partnering with Bear Lake CVB.

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).

10.0 – Other Allowable Costs - \$2,400.00

10.1 – \$1,000.00 ITC holds the annual Idaho Conference on Recreation and Tourism (ICORT) which will be October 2020 in Boise. The amount requested would cover registration and per diem/mileage expenses for the Grant administrator and President to attend the conference. \$1,400.00 - ESTO Conference August 2021 amount requested is for the registration which is the only allowable cost through the grant. HCT would cover all other travel expenses and use as cash match.

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).

10.2 - \$5,000.00 — Social Media Influencer Content; HCT will partner with an ITC vetted social media influencer to create and promote content that we can distribute on multiple channels to increase visitation to our website and increase our social media audience. As we implement more strategies to develop new content, and we are consistently distributing it, our earned media will increase, and we will see a long-term ROI for our region.

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).

N/A

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).

1.8 Administration – \$3,000.00

\$3,000.00 - Overhead – See attached document proposing Apportionment Method document we are requesting a 100% - Apportionment rate; amount requested is for Administration, Telephone line, insurance, tax filing and office supplies needed to administer 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 June 10.xls](#) (6/10/2020 2:51 PM)

[2020 AAR Apportionment Method D. letter.docx](#) (3/19/2020 3:26 PM)

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

[Bear Lake Cash Match letter.pdf](#) (4/7/2020 11:07 AM)

[Cash Match letters.pdf](#) (4/7/2020 10:09 AM)

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.

[Cash Match HCT Reserve letter.pdf](#) (4/7/2020 10:09 AM)

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.

Destiny Egley

Question: Type your title.

Grant Manager

Question: Type the submission date.

06/10/2020

**2020 Idaho Regional Travel & Convention Grant
Application Budget Detail Spreadsheet**

Applicant Organization:	Southeast Idaho High Country	<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:	\$ 125,989.00	
Total Cash Match Pledged:	\$ 15,750.00	
Percentage of Match Pledged:	12.5%	<i>12.5% is required minimum. Enter budget details and amounts in the grey cells. The colored cells will auto-populate with subtotals and totals.</i>
Marketing Budget		\$ 122,989.00
2.0 Advertising	Budget Detail / Please include all expected vendors and media buy details.	Quarter of Execution (Q1-Q4 2021) \$ 94,489.00
2.6 Digital Advertising		\$ 22,689.00
Search/Meta Search	Miles Media western Canada campaign, Brand USA web content, Madden Media, Herrmann Global, MyYellowstonePark.com, KSL.com, Dirt Toys, Calgary Metro (Forrest Design Group)	Q1-Q4 \$ 14,794.00
Paid Social/Display/OTA's	Paid Social Media Campaigns (Forrest Design Group) and social media management (Ron Gardner)	Q1-Q4 \$ 4,000.00
Email Marketing	Email Newsletters including program costs and management (Homeland Web), Go Travel Sites - Go-Idaho.com email response program	Q1-Q4 \$ 2,000.00
Other	Go Travel Sites - Go-Idaho.com page ads, (Forrest Design Group)	Q1-Q4 \$ 1,895.00
2.4 Video Advertising		\$ 3,000.00
TV/Broadcast		
Video/Digital Video	Video creation and photography costs ((Forrest Design Group)	Q1-Q4 \$ 3,000.00
OTT (Over the top Television)		
2.5 Audio Advertising		\$ 3,000.00
Radio	Salt Lake City market radio (Forrest Design Group)	Q1, Q2 \$ 3,000.00
Streaming Radio		
Other		
2.2 Print Advertising		\$ 60,800.00
Magazine	Yellowstone Journal, American Road Magazine, Pocatello Chubbuck Chamber Magazine, RV Idaho, Great American West Magazine and Living Bird Magazine (Forrest Design Group)	Q1-Q4 \$ 19,000.00
Newspaper		
Collateral Material	Visitors Guide to SEID, Regional Hot Pools brochure, one-page small community trail maps for hiking, biking & ATV riding, Small comm. Brochure & Regional Mag. (Forrest Design Group)	Q1-Q4 \$ 27,000.00
Direct Mail	Costs for postage and supplies to mail invoices, letters, all correspondence for direct mail	Q1-Q4 \$ 1,800.00
Fulfillment Costs	Fulfillment costs including postage for fulfillment packets, telephone long-distance charges, Certified Folder mailing of brochures to fulfill contract.	Q1-Q4 \$ 5,000.00
Other	Certified Folder and Bear Brochures Distribution contracts	Q1 \$ 8,000.00
2.3 Out of Home Advertising		\$ 5,000.00
Billboards	Annual billboard contract (Forrest Design Group)	Q1-Q4 \$ 5,000.00
Other		
5.0 Website	Budget Detail / Please include all expected vendors and website expenses.	Quarter of Execution (Q1-Q4 2021) \$ 10,600.00
5.1 New Website creation		\$ -
Redesigned Website		
Microsite		
Other		
5.2 Other		\$ 10,600.00
Webhosting	Web hosting renewals (Homeland Web)	Q1, Q2 \$ 500.00
Domain Name	Annual Fees (Homeland Web)	Q1-Q4 \$ 100.00
Technical Upgrade	Web upgrades as needed for google analytics and technology changes (Homeland Web)	Q1-Q4 \$ 3,000.00
Maintenance	Website maintenance, could include hosting fees, plugins, adding pictures and video to library (Homeland Web)	Q1-Q4 \$ 7,000.00
Other		
6.0 Fam Tours and Site Visits	Budget Detail / Please include all expected tour expenses.	Quarter of Execution (Q1-Q4 2021) \$ 1,000.00
Familiarization Tour #1	Yellowstone Loop FAM Tour or other state sponsored FAM	Q1-Q4 \$ 1,000.00
Familiarization Tour #2		
Familiarization Tour #3		
Site Visit #1		
Site Visit #2		
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) \$ -
7.1 Event Sponsorship		\$ -
Event #1		
Event #2		
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 / Please include all expected show expenses.	Quarter of Execution (Q1-Q4 2021) \$ 11,500.00
8.1 Industry Trade Show		\$ -
Show #1		
Show #2		
8.1 Consumer Travel Show		\$ 11,500.00
Show #1	Utah Travel Expo, Morris Murdock St. George & Sandy shows, RV Shows, Sportsmans Exp Show in Sandy, UT co-op with YTT	Q2-Q3 \$ 6,500.00
Show #2	American Bus Association, Calagary Canadian show, Go West, International Round Up, Canadian Snowbird Extravaganza in Arizona	Q1-Q4 \$ 5,000.00
Capital Outlay		
9.0 Capital	Budget Detail / Please include all expected capital outlay expenses.	Quarter of Execution (Q1-Q4 2021) \$ -
Electronic Equipment		
Trade Show Booth		
Other Allowable Costs		
10.0 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) \$ 5,400.00
10.1 Training & Professional Development		\$ 2,400.00
ICORT	Registration, Lodging and per diem for ICORT	Q1 \$ 1,000.00
ESTO	Registration	Q4 \$ 1,400.00
DMAI		
DMA West		
Other		
10.2 Public Relations		\$ 3,000.00
Public Relations		
Media Familiarization Tour(s)		
Influencer Engagement		
Content Creation	Social Media Influencer Content with help of ITC vetted social media infulencer (Forrest Design Group)	Q2-Q4 \$ 3,000.00
10.3 Market Research		\$ -
Market Research		
Administration Budget		\$ 3,000.00
1.8 Administration	Maximum Allo \$12,599	\$ 3,000.00
Wages & Benefits		
Overhead (apportioned value)	Overhead AAR 100% for Admin, telephone line, insurance, tax filing and office supplies	\$ 3,000.00
Cash Match Budget		\$ 15,750.00
1.9 Sources of Cash Match	Budget Detail	\$ 15,750.00
1.9.1 Pledged Cash Match - Donation		\$ 15,750.00
Pledge 1	Lava Hot Springs Foundation	\$ 7,350.00
Pledge 2	Downata Hot Springs	\$ 1,200.00
Pledge 3	Great Rift Business Development	\$ 200.00
Pledge 4	Idaho Potato Museum	\$ 6,000.00
Pledge 5	Bear Lake CVB	\$ 1,000.00
Pledge 6		
Pledge 7		
Pledge 8		
1.9.1 Cash Reserves		\$ -
Grantee Cash Reserve		