

## Region 1: 2024 Idaho Regional Travel and Convention Grant Program

Applicant	Mark Robitaille
Applicant ID	APP-006357
Company Name	Coeur d'Alene Convention & Visitors Bureau (CVB)
Recipient Address	Coeur d'Alene Convention & Visitors Bureau (CVB) 105 N 1st St Ste 100 Coeur d'Alene, ID 83814
Phone	(208) 415-0114
Email	mark@coeurdalene.org
Amount Requested	\$1,500,000.00
Award Amount	\$1,260,500.00
Status	Closed Final Invoice
Funded/Approved/Pre-Qualified	<input checked="" type="checkbox"/>

Application Title: 2024 Idaho Regional Travel and Convention Grant Program

Review Notes:

Commerce: We are interested in the reach highlighted in your PR highlights: • 8.5 billion in total circulation and reach. Can you elaborate on how you came to this number?

Glad to see some coverage in Canada!

Do you have any anticipated ROI or KPI (key performance indicators) for your current marketing plan?

Can you give us more detail on why you decided to stop going to Consumer Travel Shows? Is there any ROI associated with the geofencing?

We would be interested in discussing your partnership with Visit Spokane and possibly combining efforts with the state.

Can you give more detail on which events are covered in your radio campaigns? Can you provide any metrics for previous campaigns?

Please note, we will need sponsorships to be lined out prior to award.

### Verification of Eligibility

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

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

**Question:** Applicant Organization Legal Name

Coeur d'Alene CVB, Inc.

**Question:** Chief Official Name and Title

Mark Robitaille - Executive Director

**Question:** Chief Official Email

mark@coeurdalene.org

**Question:** Grant Manager Name and Title

Mark Robitaille - Executive Director

**Question:** Grant Manager Email

mark@coeurdalene.org

**Question:** Grant Manager Phone

**Question:** Employer Identification Number (EIN)

**Question:** Eligible applicants are non-profit, incorporated organizations. Upload the Articles of Incorporation with applicable amendments (name changes or tourism added as a focus).

[Articles of Incorporation.pdf](#) (4/2/2024, 11:25 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.

[Coeur d'Alene 990.pdf](#) (4/2/2024, 11:33 AM)

[990.pdf](#) (4/2/2024, 11:25 AM)

**Question:** Upload the most recent annual report from the Idaho Secretary of State website.

[Annual Report 23.pdf](#) (4/2/2024, 11:33 AM)

**Question:** Describe your organization's mission/purpose and organizational structure.

It is the Coeur d'Alene CVB's vision to be the premier four-season, vacation and convention destination providing lasting experiences and memories for residents and visitors alike, while developing and maintaining a sustainable tourism economy. This aligns well with the Idaho

Travel Council Grant Program in that we are connecting visitors to our state with local tourism-related businesses, increasing overnight stays and therefore continuing to contribute to the lodging tax collections.

**Question:** Upload your organization's bylaws.

[Bylaws.pdf](#) (4/2/2024, 11:34 AM)

**Question:** Upload your organization's Board members and their contact information.

[CVB Board 2024.xls](#) (4/2/2024, 11:35 AM)

**Question:** Provide a document that depicts your Board's approval to apply for the ITC Grant. E.g., signed letter, meeting minutes, resolution, email communication, etc.

[Board Approval Letter.pdf](#) (4/2/2024, 11:35 AM)

**Question:** Partnering with a private entity may be an apparent or potential conflict of interest that must be declared. If staff or board members of the organization may be providing services, the relationship must be detailed below.

N/A

**Question:** Our organization understands that if a potential or actual conflict of interest is discovered, it must be reported to Commerce immediately.

Yes

No

**Question:** Give a brief description of how your organization's mission meets the goals of the Idaho Travel Council Grant Program and the needs of your region.

It is the vision and mission of the Coeur d'Alene CVB to be the premier four-season, vacation and convention destination providing lasting experiences and memories for residents and visitors alike, while developing and maintaining a sustainable tourism economy.

It's our genuine commitment to our region to encourage new and repeat visitors to the Coeur d'Alene area and State of Idaho that enhances the economic growth of tourism and to connect those visitors with experiences, attractions and CVB members.

We believe this mission aligns well with the goals and objectives of the ITC and the grant program to promote tourism and the positive economic impact it has on the State of Idaho including our region.

**Question:** Describe your organization's ability to administer grants and the qualifications of the grant manager. Please note, any new administrators to the program will be required to attend training before funds can be reimbursed.

Coeur d'Alene has a long-standing relationship with the Idaho Travel Council Grant Program and has a proven track record of successfully administering grants since 1999. The CVB Board

of Directors assists in creating a marketing plan and strategy with the CVB Executive Director. The CVB partners with an agency of record to assist buying, creating and implementing that marketing plan. The CVB Director controls the grant management including ad approvals, request for funds, match partners, narrative reports, etc.

**Question:** Describe your organization's financial management processes (including signing authority process and separation of duties) and financial management systems. This must include how funding, budget, and payment are approved.

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

**Question:** I have read and understand the ITC Handbook Guidelines, ITC Program Memos, and application attachments.

Yes

No

## Marketing Plan

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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 recipient in '22/'23, detail 3 successful campaigns funded by the grant. Indicate the activity, dollar value spent, and a detailed accounting of return on investment to show the impact of dollars spent in your area. If not a recipient, N/A.

1) We continued to dedicate significant investment increases in both targeted network, local display and Google ads. This has proven highly beneficial in getting users to click to our web site for area information, and we continue to refine our tactics. We continue, to partner with Cox Media Group with the variable CPM bidding model in order to maximize results to better align with our goals. We experienced dramatic increases in our overall unique visitor web traffic (approximately 65% over the previous year which was 72% over the year before that). We attribute the success of increased tourism partner businesses and continued increases in lodging tax collected partly due to our efforts. Some statistics grant cycle to date 8/1/2023 – 3/22/2024 vs previous year:

2022/23 2023/2024

- Amount Spent \$66,000 \$96,000
- Impressions 101,789,226 14,799,607
- Clicks 450,957 745,868 +65%
- Click-thru rate 0.32% 1.57%
- % of total traffic 23% 52%

2) This grant cycle, we dedicated a significant investment in our public relations element. We continued our partnership with REM Public Relations to push out our destination's attractions and overall appeals. This provided a much more concentrated proactive approach versus our previous reactive method. They have also assisted us in providing the ability to better "vet" suitable writers, bloggers and influencers to weed out lesser qualified inquiries. Thus far, we have garnered significant attention, stories and free media focusing on our regional destination. I have included the impressive list of stories in my quarterly narrative reports and can certainly provide to Council and/or staff upon request. We plan to continue this effort in the upcoming grant cycle and include a budget line item for media fam visits. Here is a quick 12-month summary.

PR Highlights: February 2023 - March 2024

- 8.5 billion in total circulation and reach
- 138 hits total (online, print and social)
- National KPI coverage in Good Housekeeping, USA Today, The Knot, Travel + Leisure, Conde Nast Traveler, Sherman's Travel, PureWow, Fodor's, The Points Guy and more
- Regional KPI coverage in target outlets including Sunset Magazine, Chicago Tribune, Sacramento Bee, The Olympian, NorthWest Travel Magazine and more
- 16 golf hits in KPI outlets including highlights in Golf Magazine, Golf Digest, Golfweek, LINKS Magazine, AARP and Men's Journal
- 16 Holiday Light Show hits in KPI outlets including Business Insider, Fifty Grande and The Everymom
- 5 influencer and media visits including Good Housekeeping, @merrills.on.the.move and @yolondafrederick
- Pitch angle highlights included:
  - Coeur d'Alene, ID: a summer mecca on the lake
  - Winter wonderland: Eagle watching, Inaugural Winter Light Show, Winter Festivals and Skiing
  - Silverwood's \$15 million expansion
  - Bucket list golf in CDA
  - Holiday Light Show
  - Family vacation ideas for all ages and multigenerational travel

3) Another distinguishable success as we continue to refine our digital advertising strategy, we expanded both in market reach and budget investment on our significant successes in Facebook/Instagram advertising. We utilized this tool for numerous elements in our marketing plan in 2023/24. Working cohesively with dedicated marketing experts provided by Facebook, we continued to refine our audience sets tailored to best serve each individual campaign and its objectives. We have grown the success by not only targeting our immediate and proven drive market audience, but also broadened our reach increasing the awareness of the Coeur d'Alene destination on a national basis. This has proven successful based on increased web traffic in sheer numbers and recognized in Google analytics through location query. Many of our industry partners have expressed their growth in out-market interest and ultimately visits.

Some statistics grant cycle to date 8/1/2023 – 3/17/2024 comparison.

22/23 23/24

- Amount Spent \$109,103 \$117,139
- Reach 5,974,759 4,198,429
- Impressions 16,017,052 15,577,489
- Clicks 206,818 347,920 +68%
- Cost per click \$0.53 \$0.33 -38% cost per
- % of total traffic 34% 25%

**Question:** Describe your 2024 marketing plan and the goals and objectives you have for this grant application.

Our marketing plan consists of a mix of mediums including, but not limited to digital, television/video/OTT, streaming radio, social media organic & paid ads, print, web and public relations to reach the most targeted audience for each of our campaigns throughout the entire year. Although we will never ignore our most-popular summer season, most of the recent grant funding increases we've received have been applied to promoting and bolstering fall, winter and spring visits focusing on the many activities, attractions, events and the overall beauty of our destination. Our major audience predominantly consists of a drive market encompassing a 350-mile radius including the Seattle region and I-5 corridor extending into Vancouver, BC, Portland, Central WA (Ellensburg, Moses Lake, Tri-Cities, Yakima), Spokane region, Boise, Western MT (Missoula, Kalispell, Whitefish, Bozeman). We have resumed our Canadian advertising/marketing to southern BC (Creston, Cranbrook, Nelson, Vancouver) and Calgary, Alberta. For our digital network buy, we plan to utilize the services of Cox Media which we've experienced excellent success, and they provide significant complimentary added value in the Seattle market beyond our spend. I will be placing targeted Facebook/Instagram advertising not only within the same markets but adding a broader reach including identified direct flight markets from San Francisco, Sacramento, Los Angeles, San Diego, Palm Springs region, Phoenix/Scottsdale region, Chicago, Atlanta, North Carolina and targeting locations in Utah, Colorado and Texas. These outer-market areas are targeted based on information derived from the Spokane International Airport as growing direct-flight areas and from Google analytics from ours and the State's. We will also continue targeted digital display/video ads on Google ads, Pandora & Spotify streaming radio and YouTube with pre-roll video. We will continue digital advertising our group/meeting business on LinkedIn and geo-fencing pre-determined conferences. While results from this targeted medium tend to run a bit higher per click, we believe this qualified audience is of significant value. Our multi-seasonal TV campaigns will continue to focus on the Spokane region (includes some Canadian coverage) and Tri-Cities/Yakima market (Seattle is deemed too expensive, so we focus more budget towards digital and OTT there), our print element has been significantly reduced year over year, but will focus within the same markets with publications such as NW Travel Magazine, Idaho State Travel Guide, OutThere Outdoors and some event marketing within some newspaper networks just outside the region. All our messaging includes a lodging component.

We are in the process of running the second part of a robust digital state co-op campaign with Expedia, TripAdvisor and Pinterest. Thus far we have experienced good return based on web traffic and attention from audiences, especially Pinterest which we had not otherwise served by our current marketing tactics. We have budgeted to participate in this plan through Madden Media in cooperation with the State.

Our advertising efforts drive users to our website, which houses landing pages dedicated to those campaigns including spring/summer, golf, group business, seasonal getaways and

events. These landing pages typically show up in our top 10 most visited pages on our website during the campaigns.

**Question:** Describe how you will measure success of your proposed marketing plan, if funded.

We track our marketing plan successes through regularly monitoring Google analytics data, checking click-thru rates and cost per clicks. We consistently examine the lodging tax collections and compare to historic collection data. While our region is running close to flat the current fiscal year, it's important to acknowledge the unprecedented increases we recognized in FY 2021 & 2022.

**Question:** Describe how your marketing plans are developed, approved, managed, and funded.

Our marketing plan is developed by our executive director along with the board of directors. Most elements have a committee comprised of specific industry partners to align with that campaign. Our executive director manages the process and prepares the funding requests for reimbursement. Some of our campaign buys are made through our Agency of Record, Range, but are ultimately managed through our executive director.

## Regional Impact & Support

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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?

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

**Question:** How does the proposed marketing plan promote partnerships outside of your region and tourism throughout the state?

Considering our marketing plan has a broad reach nationwide and into Canada, we are promoting attention to not only our destination, but bringing Idaho to light as well. All our efforts include the Visit Idaho logo with its URL. We believe people will search for other areas throughout the State and other regions to enhance and increase their visits to our region.

**Question:** Describe 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.

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

One of our main partners is the State, which allows us to participate in very large campaigns nationally that we would not be able to do without them. While it is yet to be specifically determined, we have budgeted for State co-op funds in the form of digital advertising. We are working with Madden Media, our agency Range and our industry partners to determine the most innovative, targeted approach possible. Our greatest interest lies in participating in the Performance Media/Travel Endemic Strategy programs being offered in this upcoming grant cycle. Our local non-profit partners predominately consist of The Coeur d'Alene Downtown Association, North Idaho Centennial Trail Foundation, Friends of the Coeur d'Alene Trails, the Wallace Chamber of Commerce and The Coeur d'Alene Arts and Culture Alliance. We support their events which have proven to bring visitors into our region to attend and stay.

**Question:** Describe 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.

Our for-profit partners include numerous tourism industry businesses who truly believe in the strength and positive impact tourism has on our area. Two of our biggest partners are The Coeur d'Alene Resort & Silverwood Theme Park. Both businesses participate in a variety of campaigns focusing on summer getaways, holiday fun, stay & play packages, events and more. Although, these two partners contribute significantly and benefit from a variety of campaigns, the rest of our community feels the positive economic effects as well. Hotels all over our area are equipped with stay & play packages with passes to Silverwood, golf courses or to enjoy a Holiday Light Show cruise. The trickle-down effect is having more people stay in our hotels, enjoy our activities, dine at our restaurants and go home and tell their friends and family about what an awesome time they had here. Some of our other partners include: Coeur d'Alene Cruises and boat rentals, Silver Mountain Ski Resort, Lookout Pass Ski Area/Hiawatha Trail, Coeur d'Alene Casino Resort, Triple Play Hotel & Family Fun Park, The Coeur d'Alene Inn, Coeur d'Alene Resort Golf Course, Circling Raven Golf Course, Stoneridge Golf Course and other smaller contributors year after year.

**Question:** Describe 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.

The out-of-region non-profit we have worked predominately with is the State's Tourism Division. We participate in an annual co-operative advertising campaign typically devised with the guidance from their marketing managers, their agency of record and us to ensure our mutual initiatives align to reach the targeted goals and results.

The second would be collaborating with Visit Spokane. We are increasing efforts to bridge the

gap between the Washington and Idaho borders considering it is only about 12 miles from Coeur d'Alene to the WA border. An example would be the collaborative effort at the Spokane Airport to include Coeur d'Alene into the name. We ran a cooperative digital ad campaign with Visit Spokane and the airport targeted to direct-flight cities encouraging visits. We're hoping to participate in another cooperative effort.

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

N/A

## Budget

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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.

- [ITC Grant Application Budget](#)
- [ITC Cash Reserves Letter](#)
- [ITC Cash Match Letter](#)
- [ITC Wages as Match](#)
- [Exemption Request Form](#)

**Question:** 2.0: Succinctly describe your Advertising Plan. Include all details for Print, Out of Home, Audio, and Digital Advertising applicable. Include any anticipated vendors and media partners. Please provide details to correspond to your uploaded budget.

Our advertising plan consists of a diverse mix of mediums including, but not limited to digital, television/video/OTT, streaming radio, social media, print, web and public relations to reach the most targeted audience for each of our campaigns throughout the entire year. For our larger campaigns we lead people to landing pages on our website where we are better able to track the success of our campaigns and utilizing dedicated tracking links. Our major audience predominantly consists of a drive market encompassing a 350-mile radius including the Seattle region and I-5 corridor, Portland, Central WA (Ellensburg, Moses Lake, Tri-Cities, Yakima), Spokane region, Boise, Western MT (Missoula, Kalispell, Whitefish) and we've broadened a portion of our budgeted reach nationally to include California, Arizona, Texas, Colorado, Utah and the east Coast. We have experienced significant increased web traffic from these regions based on our efforts and plan to continue. We will continue Canadian advertising in southern BC (Creston, Cranbrook, Nelson, Vancouver) and Calgary, Alberta. We have shifted more and more marketing budget and efforts to continue the momentum we experienced in the summer, fall and now winter. It has proven successful in our opinion and based on increased web traffic. As mentioned above we are applying increases in grant funds towards our much-needed,

off-season marketing efforts. We plan to continue with a strong destination-oriented campaign with Google network digital ads, Facebook/Instagram and TV. We will continue to promote our Holiday Light Show and cruises with a diverse campaign of TV, digital, social, OTT and print, winter indoor water parks and world-class skiing with TV & Facebook/Instagram ads. We will support various events predominantly through Facebook/Instagram ads to increase our off-shoulder-season visits. We will continue to focus on a significant spring/summer push, with specific campaigns to include, leisure travel (outdoor activities, Silverwood, lake recreation, cycling, events) golf marketing with diverse campaign of TV, targeted digital display/video, Facebook/Instagram, OTT & print. All our marketing efforts have a lodging component/link, and we partner with numerous local lodging properties that offer meeting space, golf courses, ski resorts and indoor activity centers for these projects. A significant portion of our media buys and placement are done directly by the CVB to save agency commissions and maximize the grant dollars.

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

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

#### Digital Advertising:

One of our major goals is to continue finding and implementing marketing techniques that engage with consumers. We continue to increase our efforts in digital advertising including targeted Google network, selected local site advertising and pre-roll video. We have been able to better track the success of this digital marketing much better than anything we have done before. Our targeted digital advertising absorbs the biggest portion of our budget and has been executed utilizing the services of Cox Media Group which we've found great success and significant added value provided by them. As mentioned in our successes, we shifted tactics from impression-based to traffic-based and have seen dramatic increases in web traffic aligning with our objectives. Additionally, as well as me utilizing targeted Facebook and Instagram advertising not only within the same market mentioned above but adding a broader reach including San Francisco, Sacramento, Los Angeles, Salt Lake City, Chicago, Colorado Springs, Atlanta, the Palm Springs and Phoenix/Scottsdale regions as well as, broadening our reach nationally to raise our destination's awareness garnering significant increases from Florida, Georgia, New York and more. Some of these areas are targeted based on information derived from the Spokane International Airport as growing direct-flight areas and also utilizing Google Analytics and capitalizing on that data.

- Facebook/Instagram Seasonal & Event Promotions Q 1-4
- Cvent Corporate Group & Meeting Display Site Q 1 (with RFPs received all year)
- Google Display Ads Q 1-4
- Targeted Google Network Display Ads Q 1-4
- Targeted Geo-fencing Corporate Meeting Planners Q 1-4
- Targeted LinkedIn to Corporate Meeting Planners

- Targeted Geo-fencing Golf Courses & Travel Shows Q 2-3
- State Co-op Digital (Performance/Travel Endemic) Q 2 – 4

We are in the process of running a robust digital state co-op campaign with Expedia, Pinterest and Trip Advisor. Thus far we have experienced good return based on web traffic and attention from audiences not otherwise served. We plan to work with the State and Madden Media to potentially continue this program and enhance.

Social media proves to be an important component to us as it continues to grow in popularity. We maintain a Facebook page, Instagram and LinkedIn. We have found Facebook to still be the most popular and engaging to our fans with Instagram in a close second.

Email marketing continues to be a staple within our plan. We will send our monthly correspondence with the intent to increase frequency with shorter, more event-related messages. It proves to be a direct means to address our qualified audience with reminders of our beautiful destination and all it has to offer. We continue efforts to increase our data base and saw a 26% increase in the last year. We will also continue our efforts to segregate the audiences – especially with the elimination of 3rd party data collection - by interest to serve them with more specific-interest messaging.

- E-Newsletter Monthly Q 1-4

#### Video Advertising:

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

- Holiday Light Show Co-op Q 1-2
- Fall Campaign Q 1
- Winter Campaign Q 1 -2
- Ski TV Co-op Q 1-2
- Indoor Waterpark Co-op Q 2
- Coeur d'Alene Downtown Assn. Events Co-op Q 1-4
- Spring/Summer Co-op Q 3-4
- Spring/Summer OTT Co-op Q 3-4
- Targeted YouTube & Google Network Video ads Q 2-4

#### Audio Advertising:

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

- Coeur d'Alene Downtown Assn. Events Co-op Q 1-4
- Spring/Summer Streaming Pandora Co-op Q 3-4

#### Print Advertising:

We have decreased a significant amount of our magazine advertising, but are still utilizing a few major publications to ensure a thoroughly diverse plan. We expect to place ads in magazines

such as:

- Idaho State Travel Guide Q 1
- NW Travel Magazine, Q 2, 3, 4
- 1889 Magazine Q 3
- OutThere Outdoors Magazine, Q 2, 3
- Hagadone News Network Q 1 – 4
- Pacific NW Inlander Q 1 - 4

We will continue to create our visitor guide this coming year. Q 3

We direct mail them to households we've identified as our target demographic. We display the guides in our visitor center, on our website, ship to other visitor centers, mail upon request and take them to trade shows. The guide continues to be a popular piece among visitors.

Based on surveys and how the responses rank of respondents recognizing billboard displays, we plan to continue billboards with the Wallace Chamber of Commerce and potentially partnering with Silverwood Theme Park in Seattle WA, and Portland OR.

**Question:** 5.0: Describe your plan for Website Development, Maintenance, and/or Redesign Please provide details to correspond to your uploaded budget. If not applicable, enter N/A.

Our website continues to be one of our biggest assets. We have seen dramatic increases to our website traffic as we continue to drive people to our site through continuous marketing efforts. We will continue updating content and gathering information that visitors want to see on a CVB website as well as implementing large digital campaigns directing people to the CVB site. Our focus is to provide visitors with intriguing content portraying things to do, places to stay, restaurants to eat and events not to miss in order entice them to stay and keep them here longer. We have added more rich video media into our page headers for more engaging visuals and will continue to update additional pages during the upcoming grant cycle.

- Hosting Fees Q 2
- GoDaddy URL renewals Q 1-4
- Ongoing Website Updates/Maintenance Q 1-4

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

**Question:** 6.0: Describe any planned FAM Trips or Site Visits and their purpose. Please provide details to correspond to your uploaded budget. If not applicable, enter N/A.

N/A

**Question:** 7.0: Describe your proposed Sponsorships, their impact on overnight stays, where they will be advertised, and indicate whether these are Major Event Sponsorships, Conventions, Meetings, or Sports Events.

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

pickleball tournament, a Mac n Cheese Festival, Oktoberfest, monthly ArtWalks, Winter Lights and more. All of our event support and promotions include a lodging call to action.  
Event Sponsorship Support/Sponsorship Q 1-4 (See budget for detail)

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

We discontinued attending consumer travel shows and focus a healthy budget on geo-fencing shows with digital ads, including the Vancouver & Calgary Adventure Travel shows, Chicago Golf & Travel, Portland Kidfest, Seattle Golf and Travel show, Denver Travel Show, and San Francisco Travel Show. We will also continue to support our partners attending shows on our behalf, handing out our visitor guides and selling our area to group planners. We will also be geofencing Wedding shows in Seattle, Portland, Missoula and Spokane. We had very good response to the targeted ads last year and will continue this again in the upcoming grant cycle. Our anticipated partners include, but are not limited to, The Coeur d'Alene Resort, Silverwood Theme Park, The Best Western Plus Coeur d'Alene Inn, The Coeur d'Alene Casino, and Silver Mountain Resort.

**Question:** 9.0: Describe your request for Capital Purchase. Allowable capital includes trade show booths and electronic equipment essential to administering the grant or marketing the area. Electronic equipment must be less than \$1,500.

We are requesting \$1,000 in capital outlay to replace one staff member's six-year old laptop computer.

**Question:** 10.1: Describe any planned participation in Training & Professional Development. Please include details regarding ICORT, ESTO, DMAI, and DMA West. If not applicable enter N/A.

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

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

We will continue to push our information out to potential travel writers and influencers and facilitate their visits showcasing our area. We contracted this grant cycle with REM Public Relations who are reaching out to dozens of magazines, bloggers and travel writers pitching story ideas, upcoming events and news about our area. We have garnered an impressive list of stories thus far since September and plan to continue this effort. Our ever-growing list has been included in our narrative reports and can be provided upon request. We have also budgeted funds to help support site visits for media and influencers to our destination. We also connect with our industry partners who help offset expenses with in-kind support in the form of rooms, meals, activities, etc. We will also continue to hire professional video/photographers, including aerial by drone, to best capture the essence of the destination.

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

Although we haven't budgeted funds, we are interested in collecting data to help refine and

better our marketing efforts. We utilize Madden Media's dashboard and have also spoken with Commerce marketing staff about potential collaborations.

**Question:** 1.8: Administration funds are available to all applicants. An amount equal to 10% of the amount awarded, up to a maximum of \$75,000 is allowable. Are you requesting administration funds?

Yes

No

**Question:** Do you plan on using grant funds to offset overhead and administration costs?

Yes

No

**Question:** If you answered "yes" to either of the above, describe the expenses you anticipate for Administration costs. If not applicable, enter N/A.

(AAR Proposal Attached) Based on our 2022 990. AAR % adjustment is possible once we receive our completed 2023 990. We anticipate we will utilize the full \$75,000.

- Wages, taxes & benefits based on 40% time spent administering the grant:  
Annual expense of  $\$112,352 \times 50\% = \$56,152.50$
- Annual rent of \$26,400
- Additional organizational administrative expenses including insurances, tax preparations, accounting fees, bank fees and postage equals a total of \$6,283.09 per year.
- Total of overhead plus rent equals \$32,683.09 times the 100% apportionment rate would be \$32,683.09.
- \$32,683.09 in overhead plus wages of \$56,152.50 gives a total of \$88,835.59 or \$75,000 max

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

N/A

**Question:** Upload your organization's proposal for an Annual Apportionment Rate (AAR) here. If you are not planning on requesting reimbursement for overhead, you do not need to complete an AAR proposal.

[AAR Proposal 24.doc](#) (4/2/2024, 1:50 PM)

**Question:** Upload the completed Budget Detail Spreadsheet.

[24.25 ITC-Grant-Application-Budget.xlsx](#) (5/10/2024, 12:12 PM)

**Question:** Detail any anticipated specific vendors you plan on using (not your partners) and describe your procurement process. Please provide details that reflect your uploaded budget.

- Range – Agency of Record

We went out to bid for AOR a couple years ago and have retained Range. We're still within the five year time period.

- REM Public Relations

We went out to bid for our PR Agency last year. We plan to retain REM into the next grant cycle

- Most of our media is bought directly through our executive director.

**Question:** OPTIONAL: Upload Procurement Exemption Request here.

**No Attachments**

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

[CDA DTA Match Letter 2.pdf](#) (4/26/2024, 8:23 AM)

[Triple Play Match Letter.pdf](#) (4/2/2024, 2:05 PM)

[Silverwood Match Letter.pdf](#) (4/2/2024, 2:04 PM)

[Silver Mt Match Letter.pdf](#) (4/2/2024, 2:04 PM)

[Lookout Hiawatha Match Letter.pdf](#) (4/2/2024, 2:03 PM)

[CDA Resort Match Letter.pdf](#) (4/2/2024, 2:03 PM)

[CDA DTA Match Letter.pdf](#) (4/2/2024, 2:02 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:** OPTIONAL: Upload non-cash letters of support here.

**No Attachments**

## Acknowledgment

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All agencies of the State of Idaho, including the Department, are subject to [No Public Funds for Abortion Act](#). The Act establishes a penalty against state employees who intentionally enter into an agreement with abortion providers or affiliates of abortion providers, or who authorize the use of state facilities or public funds for abortion related activity. Under the Act, there are no penalties that apply to you. Verify below that there exists no information that would trigger the Act and prevent the Department from contracting with the applicant organization.

**Question:** I verify that no information exists that would trigger the Act and prevent the Department from contracting with the applicant organization.

No information exists

Information exists

## Submission

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

**Question:** Type your name.

Mark Robitaille

**Question:** Type your title.

Executive Director

**Question:** Type the submission date.

04/02/2024

**2024 Idaho Regional Travel & Convention Grant  
Application Budget Detail Spreadsheet**

Applicant Organization: **Coeur d'Alene CVB**  
 Total Funding Request: \$ **1,500,000.00**  
 Total Cash Match Pledged: \$ **215,000.00**  
 Percentage of Match Pledged: **14.3%** *12.5% is required minimum*

Marketing Budget				\$	1,425,000.00
<b>2.0 Advertising</b>	<b>Budget Detail / Please include all expected vendors and media buy details.</b>			<b>Quarter of Execution (Q1-Q4 2021)</b>	<b>\$ 1,263,400.00</b>
<b>2.6 Digital Advertising</b>				\$	659,400.00
Search/Meta Search	Targeted Google network and local banner advertising, Geo-fencing Travel & Golf Shows, Courses, Tourneys, Meeting planners, corporate meetings, Weddings	Q1-4		\$	306,200.00
Paid Social/Display/OTA's	Targeted Facebook, Instagram, LinkedIn (Digital)	Q1-4		\$	295,000.00
Email Marketing	Ongoing monthly e-newsletter	Q1-4		\$	8,200.00
Other	State Co-op (Travel Endemic/Strategy)	Q 2-4		\$	50,000.00
<b>2.4 Video Advertising</b>				\$	490,000.00
TV/Broadcast	Central WA, Tri-Cities, Yakima, Spokane, Missoula MT, (Phoenix & Palm Desert Golf)	Q 1-4		\$	150,000.00
Video/Digital Video	Targeted YouTube & Google Network Video ads	Q 1-4		\$	160,000.00
OTT (Over the top Television)	OTT Seattle, Central WA, Tri-Cities, Yakima, Spokane	Q 1-4		\$	180,000.00
<b>2.5 Audio Advertising</b>				\$	35,000.00
Radio	Event support/promotion in Spokane and Sandpoint	Q 1-4		\$	10,000.00
Streaming Radio	Pandora/Spotify (Digital)	Q 3-4		\$	25,000.00
<b>2.2 Print Advertising</b>				\$	59,000.00
Magazine	NW Travel Magazine, AAA Washington, Idaho State Travel Guide, Smart Meetings, Meeting NW News	Q 1-4		\$	20,000.00
Newspaper	Inlander Weekly, Central WA, Spokane, North Idaho & Seattle Weekly, Hagadone News Network	Q 1-4		\$	15,000.00
Collateral Material	Visitor Guide Production & Distribution	Q 3		\$	14,000.00
Direct Mail	Postage	Q 3		\$	10,000.00
<b>2.3 Out of Home Advertising</b>				\$	20,000.00
Billboards	Billboard Space Wallace, ID, Seattle WA, Portland, OR	Q 1 - 4		\$	20,000.00
<b>5.0 Website</b>	<b>Budget Detail / Please include all expected vendors and website expenses.</b>			<b>Quarter of Execution (Q1-Q4 2021)</b>	<b>\$ 35,100.00</b>
<b>5.1 New Website creation</b>				\$	20,000.00
Redesigned Website	Additional Video Header and Graphic/Functional Site Enhancements	Q 1-4		\$	10,000.00
Microsite	Numerous campaign-dedicated landing pages	Q 1-4		\$	10,000.00
<b>5.2 Other</b>				\$	15,100.00
Webhosting	Hosting fees	Q 2		\$	2,500.00
Domain Name	Dedicated url domains for tracking purposes	Q 1-4		\$	600.00
Maintenance	Ongoing web site updates and maintenance	Q 1-4		\$	12,000.00
<b>7.0 Sponsorships</b>	<b>Budget Detail / Add additional lines if multiple sponsorships are planned. Please include event names, date, and size.</b>			<b>Quarter of Execution (Q1-Q4 2021)</b>	<b>\$ 34,500.00</b>
<b>7.1 Event Sponsorship</b>				\$	34,500.00
Event #1	Car d'Alene	Q 3		\$	5,000.00
Event #2	Coeur d'Fondo Cycling Event	Q 3		\$	5,000.00
Event #3	Coeur d'Alene Marathon	Q 3		\$	5,000.00
Event #4	Winter Lights	Q 2		\$	7,500.00
Event #5	Ironman	Q 4		\$	5,000.00
Event #6	Coeur d'Alene Triathlon	Q 4		\$	3,500.00
Event #7	Hayden Lake Marathon	Q 1		\$	3,500.00
Events Misc				\$	-
<b>9.0 Capital</b>	<b>Budget Detail / Please include all expected capital outlay expenses.</b>			<b>Quarter of Execution (Q1-Q4 2021)</b>	<b>\$ 1,000.00</b>
<b>Electronic Equipment</b>	Laptop Computer	Q1		\$	1,000.00
<b>10.0 Other Allowable Costs</b>	<b>Budget Detail / Please include details on other allowable expenses. Add additional lines for multiple vendors, planned expenses or projects. Please include vendor names.</b>			<b>Quarter of Execution (Q1-Q4 2021)</b>	<b>\$ 91,000.00</b>
<b>10.1 Training &amp; Professional Development</b>				\$	4,000.00
ICORT	Registration/travel/expenses	Q 2		\$	1,500.00
ESTO	Registration/travel/expenses	Q 4		\$	1,500.00
DMA West	Registration	Q 3		\$	1,000.00
<b>10.2 Public Relations</b>				\$	87,000.00
Public Relations	Updated images/videos	Q 1-4		\$	6,000.00
Media Familiarization Tour(s)	Travel Writers	Q 1-4		\$	3,000.00
Influencer Engagement	Influencers	Q 1-4		\$	3,000.00
Content Creation	PR Agency Retainer	Q 1-4		\$	75,000.00
<b>Administration Budget</b>				\$	75,000.00
<b>1.8 Administration</b>	<b>Maximum Allowable: \$75,000</b>			\$	75,000.00
Wages & Benefits		Q 1-4		\$	48,600.00
Overhead (apportioned value)		Q 1-4		\$	26,400.00
<b>Cash Match Budget</b>				\$	215,000.00
<b>1.9 Sources of Cash Match</b>	<b>Budget Detail</b>			\$	215,000.00
<b>1.9.1 Pledged Cash Match - Donation</b>				\$	215,000.00
Pledge 1	The Coeur d'Alene Resort	Holiday Light Show, Spring/Summer, Golf, Group advertising co-ops	Q 1-4		\$ 60,000.00
Pledge 2	Silverwood Theme Park	Scarywood, Spring/Summer Advertising co-ops	Q 2 & 4		\$ 60,000.00

Pledge 3	Silver Mountain Resort	Winter Advertising	Q 3 & 4	\$	40,000.00
Pledge 4	Triple Play Family Fun Park	Winter Indoor Water Park Co-op	Q 3	\$	30,000.00
Pledge 5	Coeur d'Alene DTA	Annual Downtown Event co-ops	Q 1-4	\$	5,000.00
Pledge 6	Lookout Ski Area/Hiawatha	Winter ski promotions & Summer biking promotions	Q 1-4	\$	20,000.00
Pledge 7					
Pledge 8					
<b>1.9.1 Cash Reserves</b>				\$	-
<b>Grantee Cash Reserve</b>	Cash on Hand, Reserved for Match				