

## Region 3: 2024 Idaho Regional Travel and Convention Grant Program

Applicant	Carrie Hughes
Applicant ID	APP-006337
Company Name	Boise Metro Chamber of Commerce (BMCC) dba Visit Boise
Recipient Address	Boise Metro Chamber of Commerce (BMCC) dba Visit Boise 1101 W Front St. Ste 100 Boise, ID 83702
Phone	(208) 472-5209
Email	chughes@visitboise.com
Amount Requested	\$1,900,895.50
Award Amount	\$1,680,000.00
Status	Closed Final Invoice
Funded/Approved/Pre-Qualified	<input checked="" type="checkbox"/>

Application Title: Visit Boise (Tourism Division of the Boise Metro Chamber of Commerce)

Review Notes:  
Commerce:  
Would love to have a discussion on how Visit Idaho can partner with you on Market Minn. This would be a great tier 3 co-op opportunity.

Love seeing the line up with "travel with care" with your program.

Need to see more details on Sponsorships and trade shows.

What markets are you evaluating for your media mission?

This is a very sophisticated, well-run program. We appreciate how well you demonstrate your goals, KPI's and ROI on everything you do.

### 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 (BMCC) (dba Visit Boise)

**Question:** Chief Official Name and Title

Bobbi-Jo Meuleman, President & CEO

**Question:** Chief Official Email

bjmeuleman@boisechamber.org

**Question:** Grant Manager Name and Title

Debra Hackler, Controller

**Question:** Grant Manager Email

dhackler@boisechamber.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).

[Chamber Art of Inc and all Amendments.pdf](#) (3/26/2024, 11:35 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.

[2023 Boise Metro Chamber\\_Visit Boise 990.pdf](#) (3/26/2024, 11:39 AM)

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

[Annual Report.pdf](#) (3/26/2024, 11:40 AM)

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

The mission of Visit Boise, the tourism division of the Boise Metro Chamber of Commerce, is to inspire people to explore Boise. Visit Boise does this by marketing the Boise metro area as a premier destination for tourism, events, conventions, meetings and recreation to elevate and grow the impact of the tourism and the visitor industry in the Boise Metro area.

Visit Boise is made up of a team of seven full-time employees, which is overseen by a 16-member advisory board that meets six times a year and will add off-cycle meetings when needed.

The board provides financial oversight, as well as programming input and oversight. Visit Boise works with several agencies to accomplish our Marketing Plan and program of work including Duft Watterson (Agency of Record), Fahlgren Mortine (PR Agency of Record) and Orange 142 (Meetings Recovery Efforts).

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

[Bylaws Boise Metro Chamber of Commerce Final 2016.pdf](#) (2/14/2024, 3:29 PM)

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

[2024 Visit Boise Board of Directors.xlsx](#) (2/14/2024, 3:16 PM)

**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.

[Region 3 2024 Idaho Regional Travel and Convention Grant Program.pdf](#) (3/7/2024, 5:34 PM)

**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.

Staff:

Taylor Barton, Convention Services & Digital Marketing Manager does a small amount of contract work for Pam Eaton, Idaho Restaurant & Lodging Association (social media/web), outside of her full-time position at Visit Boise.

Board:

Earl Sullivan, Telaya Wine Co. is on our board and is also a member of the Idaho Travel Council. Visit Boise promotes the wine and craft beer scene in the Boise metro area, which includes Telaya Wine Co. Visit Boise occasionally hosts site visits with clients and media at this and other wineries. (alcohol is not expended through the grant)

Ali Ribordy, Boise Centre. We are a marketing partner with the Boise Centre for meetings/conventions event business.

Kelly Dickson, Hyatt Place Downtown, Alan Turpin, Hampton Inn & Suites (Spectrum) and Adam Altwies, Inn at 500 are all GM's of hotels that we work to promote as part of the Boise metro area.

Angela Taylor, Indulge Food Tours, we promote as one of the wonderful tour options in Boise metro.

Kevin Settles, owns several restaurants in Boise including Bardenay. This is one of our restaurants we promote as part of the food scene in Boise metro.

Brad Wilson, Bogus Basin. This is our mountain recreation area that we promote to visitors.

**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.

Visit Boise's mission is to inspire people to explore Boise and our vision is to elevate Boise as a must experience destination. Visit Boise markets the Boise area as a premier destination for tourism, events, conventions, meetings, sports and recreation and to elevate and grow the impact of tourism and the visitor industry in the Boise area. The supporting marketing plan is designed to achieve the core values of the Idaho Travel Council grant program through ROI reporting, research that supports the best use of the marketing dollars to generate overnight visitation, social media, digital marketing, media exposure, cooperative marketing opportunities with partners, and meaningful programs and events designed to promote the tourism assets and regional attractions to the state.

**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.

Visit Boise understands the core values and the purpose of the ITC grant program. Visit Boise will administer the grant according to the rules set in the ITC Handbook. The Executive Director, along with the Grant Manager, and the entire team at Visit Boise, have over 40 years combined of Idaho Regional Travel and Convention Grant Program Management, RFFs, 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. This must include how funding, budget, and payment are approved.

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

**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. NON-STOP FLIGHT CAMPAIGN (March-Oct) (Spend: (\$183,529 (Co-op match \$30,000 for total of \$213,539); CALIFORNIA CAMPAIGN media spend (April-July): \$60,000 (BOI Airport match of \$20,000 for total of \$ 80,000)

In 2023, Visit Boise collaborated with Duft Watterson (DW) for two impactful travel campaigns, showcasing Boise's unique attractions through original photography and videography. The campaigns, particularly "The Unexpected West," targeted Northwest regional drive markets and nonstop flight markets, spotlighting Boise's vibrant culture and abundant outdoor adventures.

Notably, a strategic media push in California aimed to boost nonstop flight connectivity. Introducing innovative approaches such as YouTube and Simpli.fi for footfall attribution yielded impressive results:

- Meta statistics: Achieving a remarkable 2.33% click-through rate, far exceeding industry benchmarks. Additionally, the campaign reached 889,449 individuals in Los Angeles and San Francisco, garnering over 4 million impressions.
- Display statistics: The campaign effectively drove foot traffic, capturing 272 visitors via mobile device tracking in geo-targeted areas within Boise.

2. PUBLIC RELATIONS EFFORTS (Spend: \$126,994.65\*). \*This amount includes content and some photography library development.

In 2023, Visit Boise's robust public relations initiatives with Fahlgren Mortine generated substantial media coverage, with 58 tourism stories published, marking a 28% increase from the previous year. These efforts reached over 580 million readers, portraying Boise as a captivating travel destination.

Noteworthy media placements included prestigious publications such as Travel+Leisure, CNN Travel, and Forbes, amplifying Boise's appeal to a diverse audience. Hosting influential media personalities and organizing media missions in key markets like New York City, Seattle, and Los Angeles further bolstered Boise's visibility and garnered positive press coverage.

Visit Boise hosted a variety of well-connected tourism media and influencers that included:

- Nils Bernstein (Wine Enthusiast)
- Jess Hughes (303 Magazine)
- Sarah Kuta (Freelance, Smithsonian, TripAdvisor, Inside Hook)
- Sally Braley (Meetings & Conventions, Northstar Meetings Group)
- Nancy Bouchard (Freelance, Ski and Outside Magazine)
- Matt Kirouac (Freelance, Tasting Table/Thrillist/ Travel+Leisure)

- Juliana and Martin Gomez (Bilingual travel videos)
- Harriet Baskas (Freelance, Northwest Travel & Life)
- Erik Trinidad (Freelance, National Geographic, Thrillist, Tasting Table)
- Erica Zazo (Freelance, Backpacker, CNN, Group Tour)
- Karyl Charna Lynn (Opera Now Magazine)
- Glenda Booth (Freelance)

Visit Boise also hosted media in Boise as part of the July 2023 Meetings FAM. All attendees completed stories about the Boise market as an event destination. Attendees included:

- Steve Grosso, Prevue
- Morgan Saltz, Smart Meetings
- Taylor Smith, Meetings Today
- Rachel Crick, Small Market Meetings, Group Travel Leader

Visit Boise engaged in a media mission with Fahlgren Mortine to the New York City media market in 2023. This was a media mission originally planned for 2022 and was moved to 2023 for a variety of strategy and planning reasons. We also joined a media mission in Seattle with the Idaho Wine Commission and conducted one in Los Angeles. LA is a new media mission target and by going there, we introduce reporters to Boise who are more likely to come visit in-market and be hosted by Visit Boise. Across the three media missions, Carrie Westergard met with the 28 travel reporters listed below, representing 40 different publications to keep Boise top of mind for national media, discuss new developments and encourage press visits. We had excellent meetings with key reporters/outlets. We expect that to have a strong influence on future pitches and stories. In fact, reporters we visited in NYC alone already resulted in six stories about Boise 2023.

### 3. SALES ACHEIVEMENTS

Visit Boise's sales team achieved remarkable success in 2023, managing a record 406 Request For Proposals (RFPs) for meetings, conventions, and sporting events, reflecting a 24% increase from the previous year. Notably, 36% of these RFPs translated into definite business for the Boise Metro.

Collaborating with Visit Idaho and other partners, Visit Boise secured prestigious events like Meetings Today Live! West (with an investment of \$30,000 from Visit Boise) and the Association for University Business and Economic Research Meeting (\$1500 investment from Visit Boise), highlighting Boise's appeal as a premier event destination and bringing an estimated \$160,000 in direct business sales to the metro. Additionally, winning bids to host events like the USA Masters Weightlifting National Championships in 2025 in collaboration with Visit Idaho and Southwest Idaho Travel Association, underscored Boise metros growing prominence in the

sports tourism industry. This is a \$15,000 investment from Visit Boise. The event will generate an estimated \$1.2M in direct spending.

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

Boise's unique blend of urban energy, amenities, welcoming ethos and access to the great outdoors remain unchanged. We have unique offerings to promote, and in 2024 we want to continue with the momentum that has been created.

Within the 2024 Marketing Plan, these offerings will continue to inform how we carve out a unique spot in the competitive visitor, convention, and sports/recreation travel space. **MISSION:** Inspire people to explore Boise **VISION:** Elevate Boise as a must experience destination.

Objectives:

**MARKETING:**

- Leisure: Highlight the UVPs that make Boise unique: Urban Center, walkable city, amenities, proximity to outdoor recreation, climate, cleanliness.
- Meetings: Highlight the UVPs that make Boise perfect for business travel: walkable city, plenty of facilities and restaurants, nightlife, attractions, and things to do: the right mix of urban amenities without the chaos of larger cities.
- Highlight the nonstop flights and ease of access to Boise within those markets.

**BRAND:**

- Ensure the value and ROI of marketing is enhanced by landing on a consistent design and creative theme(s) across platforms and media.

**GOALS:**

**OVERNIGHT HOTEL STAYS**

- Increase Overnight report-occupancies in Boise Metro by 5%

**BED TAX COLLECTIONS**

- Increase lodging tax collections across the Greater Boise Metro by 1-3%
- Measurement tool: Idaho Lodging Report from Idaho Tax Commission/Department of Commerce, specifically Ada County

**SALES GOALS**

- Host 70 meeting/event planners and decision makers for in-person site visits, FAM Tours, virtual presentations
- Generate 300 Request for Proposals (RFPs) for hotels

**PUBLIC RELATIONS**

- Conduct 2 virtual or in person media missions
- Conduct 25 media hostings, phone/virtual briefings, interviews or desk-side meetings
- Secure coverage in 15 of Top 50 priority media outlets
- Partner with at least 10 industry partners (hospitality, restaurants, providers, etc.) for earned media efforts

**WEBSITE VISITATION to Visitboise.com**

- Increase site-wide web traffic by 5-10%

**SOCIAL MEDIA AND MONTHLY E-NEWS ENROLLMENT**

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- Increase engagement on social and through email subscribers by 10-15% and increase email open rate above the industry standard of 20%.
- Measurement tool: Platform reporting from Facebook, Instagram, Twitter, LinkedIn, (HootSuite) as well as Campaign Monitor email marketing

#### DIGITAL CTR:

- Increase overall media impressions by 10%
- Meet or exceed CTR (Click through rate) industry average for all digital media platforms - All CTRs below are benchmarks in the Travel & Hospitality Industry:
- Display - 0.47% CTR
  - Retargeting - 0.18% CTR
  - Geofencing - 0.18% CTR
  - Native - 0.18% CTR
  - In-Need - 0.18% CTR
  - Facebook - 1-2% CTR
  - Instream - .33% CTR
  - Email - 20% Open Rate, 1.4% CTR

#### AUDIENCE

We will target audiences from a demographic, psychographic and geographic standpoint.

Key target audiences are:

##### FAMILIES

30 to 45

- Looking for a safe adventure for all ages and family interests.
- Boise offers a sense of safety with fewer crowds, walkable destinations, and outdoor activities.

##### OUTDOOR ADVENTURISTS

(Approx. ages 25-40)

- Ready to get their adventure on and to plan their skiing, kayaking, hiking, climbing or biking trips.
- More willing to spend money on adventure and experience.

##### URBAN EXPLORERS

(Approx. ages 30-55)

- Interested in discovering the culinary and cultural adventures new cities have to offer.
- Willing to spend money on a nice, luxury moment.

##### BLEISURE TRAVELER

- Business travelers visiting for conventions or meetings and staying to explore the area.
- Remote workers who are taking their work with them to new areas and work-cationing (working during the day and vacationing during off hours)

##### REASONS FOR TRAVEL

Leisure, Business, Sporting events

##### GEOGRAPHIC

-Car trips and staycationers – defined as 350 miles from Boise and within the Treasure Valley for staycationers

-Nonstop Flights- There are currently 26 US destinations offering nonstop service to Boise Airport. Our marketing efforts will be targeted to both leisure and meetings, conventions and

sporting events where it's easiest to get to/from with added focus to markets with new air service and/or in need of additional marketing support.

Marketing Mix:

Digital Marketing, Trade Shows/Events, FAMS, Web/social media, Public Relations, Advertising, Sales Promotions, Research, Special Event Support, Direct Marketing Collateral.

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

Visit Boise measures success in a variety of ways. The most efficient way is to meet and exceed goals (see last question) and metrics set in sales, marketing, public relations, room night occupancies/revenue, air enplanements, website visits, number of site visits either on the sales or public relations side and any other stat, such as OTT gross booking dollars generated in travel to Boise compared to marketing spend. Visit Boise would also like to grow first time visitors and winter visitors to Boise metro.

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

The staff at Visit Boise develops the marketing plans, in conjunction with industry partners. Visit Boise uses Duft Watterson as our agency of record which was established through a formal bid process in 2020 and has renewed annually. Visit Boise will need to go out to bid in 2025. Duft works with our Executive Director and marketing team to develop campaigns within the budget parameters approved by the board and based on the Idaho tourism grant and other funding sources. Duft Watterson account manager, Creative Director and CEO will present campaigns, media plans within the allocated budget to the internal staff/team, and at a minimum, depending on what is being changed the Duft team will present to the entire board on an annual basis a year in review and what is being planned for the upcoming year. There are some instances, such as this past year, when we had a selection committee for our PR Services Contract. The Executive Director and marketing team meet every other week with Duft Watterson for updates/progress reports. The Executive Director and Director of Sales work on the sales strategy and sponsorship portion of the grant request.

Orange 142, is a digital agency, that Visit Boise engaged with during the pandemic for the meetings recovery efforts, along with our partners at Boise Centre through an RFP process. They were engaged to stay in front of and top of mind for the meeting, corporate and event planners. The Visit Boise Sales Team and Executive Director along with Boise Centre meets with them monthly for reporting, updating, and feedback. Fahlgren Mortine is Visit Boise's public relations agency of record. They are used for our media and public relations efforts. Our Executive Director meets every other week with the Fahlgren team to review media requests, upcoming media hosting and itinerary building, media missions, story mining, influencer engagement and articles placed. Visit Boise team meets annually with the Fahlgren team to strategize for the upcoming year. Fahlgren Mortine presents at least once a year to the Board of Directors to recap the previous year and to present plans and strategy for the year ahead. Visit Boise went out to formal bid for public relations and media support in 2023 and selected Fahlgren Mortine to continue as our PR Agency of Record. The Executive Director will also run through what is being requested for the Idaho Travel Grant at the February and/or April board of directors meeting.

## Regional Impact & Support

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This section will be scored by the following criteria:

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- 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 are, but not limited to: Famous Idaho Potato Bowl, Albertsons Boise Open, Big Sky Conference, Idaho Potato Drop, Treefort, Jaialdi 2025 and Savor Idaho.

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 throughout our region and state.

We will promote the "Bring Your Conference Home" to local/Idaho audience, encouraging locals to connect with our sales team 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 outreach to encourage bringing overnight visitation to our community.

The Visitor Guide has a section on regional day trip itineraries and includes all the regional wineries. We also partner with media when media is exploring a larger destination story in addition to the wine industry.

The Welcome Center at the Boise Airport (referred to in Q26) also contains local, Southwest Idaho Region and Idaho Travel Guide information.

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

Visit Boise, SWITA and regional partners have a brochure fulfillment / welcome center at the Boise Airport that sees nearly 4.75 million travelers annually. There are area brochures, including the Visit Idaho guide, Idaho Wine Commission brochure and videos that showcase ways to extend or make the most of trips to the region.

The Visit Boise Information Center, located in downtown Boise, also has statewide brochures and information available for visitors. Visit Boise, also represents the state and other communities when needed at industry trade shows/marketplaces. For example, when the team is at a tradeshow and they are meeting with a meeting or event planner looking specifically for a resort or incentive trip, the team may promote/refer to McCall, Sun Valley and/or Coeur d'Alene. This also happens when meeting with international tour and receptive operators through RMI or when attending IPW.

Visit Boise, with many partners, have two digital touch screen kiosks, through a company called Hootboard, located at both the Boise Airport and the Visit Boise Information Center in downtown Boise that offers a touch screen experience of area information.

We are adding a program with Trail Pilot this year that will also incorporate 'Travel with Care'

messaging. This is a curated trail experience that will add points of interest, 'Travel with Care' messaging and directions to routes on mountain bike and hiking trails to ease the visitor experience and offer safety and trail access without the fear of getting lost or ending up on a trail that is beyond anyone's skill level. This is something that could easily expand regionally and throughout the state.

**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.

- Idaho Tourism/Idaho Department of Commerce (will align efforts with media buys whenever feasible/Boise Airport fulfillment, media/PR collaboration, Big Sky Conference, Ironman 70.3 (embargo until 7/2024), etc.)
- Greater Boise Auditorium District and Boise Centre (Sales missions, trade shows, FAM's, promote venue, Boise Airport fulfillment, media)
- Boise Metro Chamber of Commerce (Bring Your Conference Home, Boise Airport)
- Boise State University (promote venues for potential meetings, events, and conventions, supply visitor materials for student/families, work with ticketing on group incentives for meetings/conventions, sports and esports.)
- Boise Valley Economic Partnership (photography; strategic wins)
- City of Boise/Parks and Recreation (greenbelt map, sporting events/Boise Airport advertising/brochure fulfillment, trail pilot, wheel of the world)
- Bogus Basin (promote attraction in our materials/web and with media/Boise Airport Advertising – photo opp)
- Boise Airport (co-op advertising/Boise Airport Advertising)
- Downtown Boise Association (Downtown Map/Brochure /Boise Airport Advertising-brochure fulfillment, Alive After 5 and Taste of Downtown)
- JUMP (Promote to potential meetings/events)
- Idaho Wine Commission (Support Savor Idaho, advertise in their brochure and fulfillment (Boise Airport and Visitor Information Center), media)
- Preservation Idaho (Sponsor Walk About Boise Brochure)
- Southwest Idaho Travel Association (Co-op with the Boise Airport Advertising/Brochure Fulfillment; Event Support)
- 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: Boise Art Museum, The Morrison Center, Boise Philharmonic, Ballet Idaho, Idaho Shakespeare Festival (promote events)
- Jaialdi 2025 and Twilight Criterium (sponsor/support event)

**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.

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 (but not limited to):

Bob Firman Cross Country

Famous Idaho Potato Bowl

Idaho Potato Drop

Spirit of Balloon Classic

Twilight Criterium

Treefort Music Festival

Idaho Central Arena, will be co-sponsoring the Big Sky Conference as hosts and cash sponsors for the fourth of a five-year term/contract; partner on other hockey and/or basketball events.

Other for-profit partners, but not limited to are: Duft Watterson (brand/advertising agency partner, will bid in 2025); Fahlgren Mortine (New contract in 2023) (media/public relations partner)

**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.

Big Sky Conference (men's and women's basketball espnU and espn2, marketing/promotion)

Brand USA/Miles Media (Inspiration Guide, International)

Destinations International (Research tools, education, peer resource)

DMA West (Research tools, education, peer resource)

Idaho Outfitters & Guides (distribute brochure)

Idaho Wine Commission (distribute brochure)

**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.

ARes or other (booking engine)

Bandwango (passes such as wine, ale trail, media pass, Show Us Your Badge, and more)

Conference Direct (meeting planners)

Compete Sports Diversity (Sports lead generator)

CrowdRiff (UGC and DAM (User Generated Content and Digital Asset Management)

Cvent (Meeting Planner Request for Proposal portal)

Hopskip (Meeting Planners)

Learfield (Sports Co-op with SWITA)

Orange 142 (Meetings Niche Strategic Agency)

Helms Briscoe (meeting planners)

Hootboard (visitor kiosks)

HuddleUp Sports (sports lead generator/research)

Ironman 70.3 (triathlon) (embargo until July 2024)

Lamontco (meeting planners)

PlayEasy (sports lead generator/research)

Rocky Mountain International (represent Boise/Idaho in UK, Germany, Benelux, Italy, Australia, Nordics)

Trail Pilot (narrating trail experiences for directional ease/safety/travel with care)

Wheel of the World (accessibility)

Other key sponsorships, but not limited to, Albertsons Boise Open, Ironman 70.3, etc.

## 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 priority efforts include advertising for Meetings/Conventions, Leisure Travel, as well as, Nonstop 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.

### GENERAL MARKETING AND AGENCY SERVICES

Agency Services (Q1-Q4 2025): \$8,000

Duff Watterson (DW), Visit Boise's Agency of Record, will oversee all project management, scheduling, documents and more to ensure timeliness, quality and budget adherence throughout the year.

Creative Services (Q1-Q4 2025): \$68,000

We Dare You Campaign Creative Services: \$40,000

Visit Boise will refresh necessary 'We Dare You' campaign advertising placements for the staycation, Northwest leisure travel, nonstop air service and off-season winter campaigns. These campaigns will come to life through various agreed upon mediums and will help capture new market share and develop further brand awareness for Visit Boise. DW will also lead creative direction for the Visit Idaho co-op video and the Wheel the World accessibility video.

Single Market Takeover Creative Development (Q1 2024): \$25,000

Visit Boise will develop new 'We Dare You' creative to drive market expansion in Minneapolis, MN. Analysis reveals that the ethos and offerings of Boise present a unique opportunity for impactful messaging tailored to this Midwestern hub, which can cut through the noise and prompt significant awareness and action. Because this is also a nonstop flight market, it makes travel between Minneapolis and Boise convenient and easy. We will work with the Boise Airport on different nonstop flight markets if Minneapolis is not identified as the primary target market for this takeover.

This expansion would be an extension of the 'We Dare You' campaign concepts and creative, utilizing distinctive advertising placements around key locations such as the Mall of America or professional sports stadiums. This scope includes the creative development for placements that may include interior and exterior wraps on light rail public transit, street furniture like bus shelters and kiosks, traditional and digital billboards and interior location takeovers like posters, floor graphics, and escalator experiences. We are happy to explore a co-op with the state for a larger impact if interested.

Content (Q1-Q4 2025): \$20,000

DW will create seasonal content to be featured on the Visit Boise website and on social media to promote travel to Boise. Consistent content creation for digital channels will help visitors learn about popular and new things to do in Boise. Written content will also increase the VisitBoise.com SEO, relevance, and potential PR resharing, ultimately making Boise a more appealing destination with a modern, fun feel. This budget also includes organic video concepting and production for YouTube shorts that can be reshared on Instagram Reels and embedded on the website on applicable pages.

Off-Season, Winter Strategy (Q2 2024-2025): \$10,000

DW will create a strategy to target winter visitation for Visit Boise. Crafting a strong off-season campaign strategy is crucial as it allows Boise to capitalize on untapped potential during the winter months. The budget will be employed to analyze market trends, leverage data insights and develop a creative campaign tailored to showcase Boise's unique winter offerings. By strategically allocating funds, Visit Boise can position itself as an attractive winter destination, enticing visitors with tailored content, promotions, and experiences, ultimately bolstering tourism during what traditionally might be considered an off-peak season.

Photography & Video (Q1-Q4 2025): \$35,000

Updated photography and video keep Visit Boise's marketing materials fresh and dynamic. Photos are a crucial element in Visit Boise's materials and can be used for multiple purposes, including on ads, social media and VisitBoise.com. DW provides new imagery for print and digital ads and shares photography with key media partners (and journalists) who need assets. This budget will also provide the opportunity for DW to continue to update seasonal content-related photography in collaboration with Visit Boise's needs.

DW would like to continue asset creation with a heavy focus on video content. Video ads increasingly show high-performance rates. Having a variety of video assets that can be used in programmatic, social media and YouTube ads, as well as for original website content, will increase ad performance and better achieve goals of branding Boise as a one-of-a-kind, unexpected travel destination. These photo and video assets will be used for a variety of campaigns as applicable.

The CrowdRiff platform (budget included under website) is an important tool for multiple agencies on the account, including Visit Boise's internal social media team, DW, Orange 142 and Fahlgren Mortine. The tool works to aggregate user-generated content (UGC) and authorize rights & usage, as a DAM (digital asset management) platform for VisitBoise.com photography and videos, and as the media hub for journalists and bloggers looking for media resources. In addition to capturing UGC to feature in advertising campaigns, CrowdRiff will enhance content on the new Visit Boise website, allowing Visit Boise to showcase handpicked images of parks, locations and activities on landing pages, articles and image galleries. CrowdRiff will also act as a central point for asset uploading when Visit Boise works with professional

photographers, videographers or content creators.

#### ADVERTISING PLATFORMS USED THROUGHOUT MULTIPLE CAMPAIGNS (DESCRIBED BELOW):

+ Google Ads – In order to reach potential travelers searching for vacation destinations and places to visit, DW will utilize Google Ads to showcase Boise when they are searching. These Google Ads will include broad-scope searches covering generic travel, high-intent travelers searching for specific hotels or flights to Boise and remarketing to people who have previously visited VisitBoise.com and align with our custom audiences.

+ Meta - Social mediums are cost-efficient tactics to reach interest- and behavioral-targeted audiences in nonstop flight markets. These tactics will allow DW to extend its reach in markets without breaking the bank. DW will run multiple creative concepts and target each of them to their respective interest and behavior groups, utilizing the algorithms and making constant optimizations to meet and exceed campaign goals. Social media tactics double as an awareness tactic with the ability for a higher frequency as well as a conversion tactic by giving the user the ability to click through to a website landing page for additional resources. DW plans to utilize Facebook and Instagram.

+ Programmatic display- is a great prospecting and retargeting tactic to round out campaigns. It's a cost-efficient medium with endless optimization opportunities to reach interest- and behavioral-specific audiences. This tactic will allow DW to prospect potential visitors throughout their web usage and will be used to retarget users who have engaged with any advertisements they were served as well as individuals who accessed VisitBoise.com. This will keep Boise a top-of-mind option for potential visitors. Programmatic platforms to consider are Google Ads Manager and Demand Side Platforms (DSPs) like StackAdapt and Simplifi.

+ YouTube- pre-roll video is a great prospecting and retargeting tactic. It's a cost-efficient medium with endless optimization opportunities to reach interest- and behavioral-specific audiences. This tactic will allow DW to prospect potential visitors through their YouTube video viewership on long videos and YouTube Shorts. This will keep Boise a top-of-mind option for potential visitors.

#### SPORTS:

Sports Marketing Email Campaign (Q1-Q4 2025): \$8,000

DW will continue to create content for a quarterly email nurture campaign for distribution to Visit Boise's sports planners lead list. Each email will contain information about Visit Boise's sporting event hosting capabilities, planning support, venues and, most importantly, information about staying in Boise: a safe, walkable, family-friendly and exciting, adventurous city.

#### Sports Marketing/Advertising:

Digital/print/lead generation (Q1-Q4 2025) (\$12,000 for lead generation)

- Lead Generation (sports):

- \$3,000 – Huddle Up Groups – identifies events or facilities that align with Boise and sporting assets, using the Scout tool to deliver efficient matchmaking/lead generation.

- \$4,995 – PlayEasy – lead generation, we will be able to showcase our destination and venues with stunning online profiles, generate leads efficiently with event matchmaking and receive view analytics.

- \$3,400 - Compete Sports Diversity – lead generation

- Visit Boise will continue to review results and analytics from this year's campaign before

making a final commitment to a media approach for 2025. We will seek mediums that reach the niche target audience, sports planners, which may include a high-intent Google search ad campaign, LinkedIn ads targeting sports planners, promotion for a new venue or facility.

#### COLLATERAL:

- Visit Boise will continue to partner with community partners, such as, the Downtown Boise Association on their map and directory, as well as reprinting our Visitor Guide in 2025 and re-design/print our 101 Q&A in 2024-2025.

#### TRAVEL CAMPAIGN MEDIA

This will be broken down into 3 areas of focus: Nonstop Flight Campaigns, Northwest Leisure Travel Campaign, and Staycation Campaign.

Several of the same marketing tactics will be used throughout each of these campaigns. They are:

#### NONSTOP FLIGHT MARKET CAMPAIGNS (Q1-Q3 2025): \$100,000

The nonstop flight market campaign will assume the bulk of the media budget and be optimized toward all the nonstop flight cities and locations based on input and statistics from Boise Airport. These larger markets are a prime opportunity to reach a new audience that would be interested in everything Boise has to offer. Larger markets typically require larger budgets to make a successful splash. DW, recommends a combination of multiple digital touchpoints that will allow Visit Boise to maximize its budget. Nonstop flight visitors are very important to reach because they may stay longer and spend more time than a driving distance visitor will, therefore, they will be a larger focus for Visit Boise's campaign audiences in 2025.

Google Ads: \$15,000

Meta: \$40,000

Programmatic Display: \$15,000

YouTube: \$30,000

#### Nonstop Flight - Single Market Takeover: Q1-Q4 2025 \$100,000

Our Agency will facilitate a market expansion for Visit Boise in Minneapolis, MN. We believe that the ethos and offerings of Boise present a unique opportunity for impactful messaging tailored to the area, which can cut through the noise and prompt significant awareness and action. This expansion would utilize distinctive advertising placements around key locations such as the Mall of America or professional sports stadiums. Visit Boise will collaborate with the Boise Airport on different nonstop flight markets if Minneapolis is not identified as the primary target market for this takeover.

#### Out-of-home:

+ Out-of-home takeover: \$75,000

+ This request includes advertising media placements and costs, which may include interior and exterior wraps on light rail public transit, street furniture like bus shelters and kiosks, traditional and digital billboards and interior location takeovers like posters, floor graphics, and escalator experiences.

#### Digital:

+ Digital retargeting: \$25,000

+ Our Agency will geofence and retarget outdoor mediums to serve digital ads through programmatic display, YouTube or Meta to potential visitors who have passed by and already

viewed the outdoor takeover placements.

+ We will request matching dollars from the Boise Airport for this campaign.

Travel Partnerships: \$60,000

There are many travel partnership options available—like TripAdvisor, Expedia and Sojern—that are prime placements to reach audiences that have already expressed travel intent.

These media dollars will be managed by Madden Media, in order to be granted state matching. DW will help with the media planning and recommendations to ensure the tactics align with the rest of the campaign efforts without cannibalization.

NORTHWEST LEISURE TRAVEL CAMPAIGN (Q1-Q3 2025): \$111,400

This campaign will target an audience within a 350-mile driving radius of Boise; it will extend into Oregon, Washington, Montana, Utah, Nevada and California. This target audience has a higher level of awareness about Boise. It is an accessible location for them, and the west coast and neighboring states are where the majority of Boise tourism comes from, so it's important to address this audience with Visit Boise's media mix.

Digital:

+ Google Ads: \$20,000

+ Meta: \$20,000

+ Programmatic Display: \$20,000

+ YouTube: \$20,000

+ Sporting Event Targeting: \$4,000

+ DW will use digital platforms, such as Meta, programmatic and YouTube to target schools and conferences involved in sporting tournaments such as the Big Sky Tournament and Potato Bowl to encourage visiting Boise, hotel stays and ticket sales.

STAYCATION CAMPAIGN (Q1 2024): \$8,000

Because of the high engagement over the past four years of Staycation campaigns, Visit Boise recognizes that there is a great opportunity to encourage locals to experience their market from a visitor's perspective during the shoulder travel months. This campaign will occur within a 45-mile radius surrounding Boise.

+ Digital:

+ Google Ads: \$4,000

+ In order to take advantage of local bookings, DW's Google Ad placements will deliver relevant ads that match staycation searches by people living within the Boise DMA. If Visit Boise secures local partnership specials, these can be featured within these ads and placed in front of potential customers at the time of search.

+ Meta: \$4,000

+ DW will use Facebook and Instagram to reach interest- and behavioral-specific audiences within a 45-mile radius of Boise. Social media provides Visit Boise with the ability to successfully run short, hyper-targeted campaigns.

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.

## MEETINGS & CORPORATE CAMPAIGN

Meetings & Corporate (Q1-Q4 2025):

The Meetings and Events campaign will target meeting planners throughout the northwest and in nonstop direct flight markets. Since many of the publications have long-term relationships with Visit Boise, it is not uncommon that these vendors offer discounts and added value.

- Print/Digital: (\$70,000) (We will focus on a few very intentional, hand-selected print (bonus digital) placements with added value.)
- Meetings Recovery 3.0: (\$135,000)
- Digital Publications: (\$20,000)

Visit Boise will partner with an online publication, such as Afar, to place a sponsored blog article with tourism information to highlight Boise as an aspirational Northwest travel destination.

Visit Boise is invested in continuing to partner with Orange142 on our meeting planner digital advertising program in 2024-25. We will continue to build off the success of '21-'24 by creating awareness and building destination appeal, making Boise part of the planner's consideration plans, and layering conversion and specific call-to-actions for planners to contact Visit Boise.

We will continue to leverage the three primary message pillars and support those overarching statements with additional messages that are proof points or value propositions and will help move the meeting planner through the conversion funnel.

With the proven success of our already established multi-layer communication strategy with corresponding in-market media delivery cadence, we can deliver multiple instances of creative, highlighting numerous value propositions that are relevant to meeting planners to continue to move the planner through the different stages of the customer journey.

### Objectives:

- Increase Boise lodging revenue from meetings, conferences, sporting events, and social functions
- Increase Boise tourism-related expenditures for restaurants, unique venues, retail establishments and attractions
- Increase tax revenues for Greater Boise Auditorium District and the City of Boise
- Support and grow existing group events
- Assist industry partners in creating and retaining Boise hospitality jobs

### Target Geographic Markets:

- Idaho
- Washington DC Metro (VA/MD)
- Washington
- Oregon
- California
- Utah
- Colorado

### Target Market Segments:

- Sports
- Association

- Corporate
- Educational
- Government

#### 2023 Advertising Results (January–December 2023)

- 15 Million Brand Impressions
- Orange142's meeting planner media drove the 3rd highest traffic to the visitboise.com website behind Google, and Meta
- 127,345 clicks
- .85 % CTR

#### Co-op - State Match

##### TIER 2: Beyond Words: Video Production - Food \$16,000

Visit Boise would like to buy into Visit Idaho's Beyond Words campaign with the Tier 2 co-op opportunity. Visit Boise would like to recommend a 2-day shoot in Boise focused on food and Boise's diverse food cultures and different foodie neighborhoods and hubs. With four James Beard-nominated chefs in Boise, showcasing the great, creative and drool-worthy bites around town will be great content for Visit Boise to have, as well as for inspiring the senses in Visit Idaho's Beyond Words campaign. This scope will include a 2-day shoot in Boise with up to 6 locations, talent coordinated through Madden, 15-second video cut, 30-second video cut, 50 images minimum, b-roll, assets owned in perpetuity by Visit Boise and two months of paid promotion on YouTube.

+ These dollars will be managed by Madden Media, in order to be granted state matching. State-match request of \$6,000 for grand total of \$22,000

##### TIER 3: Expedia, Sojern, TripAdvisor Travel Partnerships \$60,000

There are many travel partnership options available—like TripAdvisor, Expedia and Sojern—that are prime placements to reach audiences that have already expressed travel intent. Visit Boise will target northwest regional and direct flight markets within these placements.

+ These media dollars will be managed by Madden Media, in order to be granted state matching. DW will help with the media planning and recommendations to ensure the tactics

align with the rest of the campaign efforts without cannibalization. State-match request of \$60,000 for grand total of \$120,000.

**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.

Web site: (Q1-Q4 2025) \$113,199

The website is the fulcrum of all of Visit Boise's marketing and therefore should be its hardest working tool. Visit Boise through DW will use this budget for annual subscriptions (eg. calendar integration, domains, aRes booking engine) as well as the WordPress widgets and plug-ins that keep the website functional and modern. This budget will also be used as needed for SEO, maintenance, enhancements and one-off updates and requests. DW will also continue to look for opportunities to improve the site to keep it up-to-par with competitors.

With this budget, DW will also bolster website content about accessibility and "Travel with Care" related tourism information. DW will continue to look for opportunities to add accessible recreation-related content and information and look for opportunities on existing site pages to give responsible tourism information, such as trail etiquette tips. Visit Boise will also add additional sorting and filtering functionality to the "meetings venues" tool.

CrowdRiff: \$20,999

The CrowdRiff platform is an important tool for multiple agencies on the account, including Visit Boise's internal social media team, DW and Fahlgren Mortine. The tool works to aggregate user-generated content (UGC) and authorize rights & usage, as a DAM platform for VisitBoise.com photography and videos, and as the media hub for journalists and bloggers looking for media resources.

In addition to capturing UGC to feature in advertising campaigns, CrowdRiff will enhance content on the new Visit Boise website, allowing Visit Boise to showcase handpicked images of parks, locations and activities on landing pages, articles and image galleries. CrowdRiff will also act as a central point for asset uploading when Visit Boise works with professional photographers, videographers or content creators.

Wheel the World Video Content: \$40,000

To promote and build awareness for Boise to attract people with disabilities, we will collaborate with Wheel the World to create powerful audiovisual storytelling content including a main story, partner interview and Boise promotion. Assets will be provided as adapted clips for social media, 40 HQ pictures and RAW content. Three SEO-optimized blogs positioning Boise's strategic keywords, social media posts and email marketing campaigns will also be included.

Website Maintenance/Analytics/Tracking: \$10,000- we incur costs each year for web hosting, maintenance and updates to VisitBoise.com / 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.

We currently track all web analytics via Google Analytics.

Booking Engine & Micro-site's: \$10,000- We will continue working with ARes as our online booking engine, and user engagement tool through Duft Watterson.

We will also continue to work with a calendar integration.

Additional costs in this area include, but are not limited to:

Hootboard: \$4,800/annual (Software for 2 kiosks at Boise Airport and Boise Visitor Information Center - includes lodging, attractions, dining, shopping, events, recreation, etc.)

Social Media boosting: \$2,400 (We have brought our social media management within our Visit Boise team. We are requesting a small budget to boost posts.)

Bandwango: \$15,000, We will continue to utilize Bandwango to create new passes or trails and will maintain the already created passes for meetings and conference attendees, called 'Show Us Your Badge' and for media to have an easier way to experience all the areas museums and attractions with our Media Pass.

Trail Pilot: \$5,000-\$10,000. Trail Pilot is a new tool that will offer curated trail experiences to

enhance the customer experience, offer, trail directions, trail etiquette and 'Travel with Care' messaging.

**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.

Visit Boise will invite up to 10-15 meeting planners and industry media in July 2025 to visit Boise for a 3-day submersive 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 and/or another area tour.

Visit Boise will also bring together many industry clients as part of the CAB, Customer Advisory Board or Council, to experience and learn about the Boise metro area. They will also provide valuable feedback on our destination for future attraction, promotions, venue needs and sales efforts and more.

In addition to the large FAM trip and CAB, Visit Boise will continue to partner on customized site visits for planners and media throughout the year.

**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.

Visit Boise would like to continue to support the following major events in the Boise Metro area such as, but not limited to:

#### MAJOR EVENT SPONSORSHIPS:

Idaho Potato Drop (sports, pending if remains in Boise)  
Treefort Music Festival (arts/music)  
Alive After 5 (arts/music)  
Savor Idaho (arts/culture)  
Jaialdi 2025 (arts/culture)  
Spirit of Boise Balloon Classic (arts/culture)  
Taste of Downtown Restaurant Week (arts/culture/culinary)  
Other Opportunities

#### SPORTS EVENTS:

Famous Idaho Potato Bowl (sports)  
Big Sky Conference Men's and Women's College Basketball Tournament (sports)  
USA Masters Weightlifting  
USA Softball of Idaho (sports)  
Farwest Regional Soccer or Presidents Cup (sports)  
Twilight Criterium (sports/cycling)  
Ironman 70.3 (Triathlon) (embargo until July 2024)  
Pickleball Association (Pickleball)  
Albertsons Boise Open (sports/golf)  
Bob Firman Cross Country (sports/running)  
There are several other opportunities currently being pursued that have not turned definite yet. They range from club sports, running, climbing, flag football, BMX, mountain biking and swimming.)

#### MEETING/CONVENTION SPONSORSHIPS:

National Association of 4-H Agents  
2024 Fall Association for University of Business and Economics Research  
American Fisheries  
Other opportunities

**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. Visit Boise plans on attending the following shows (but not limited to) in 2024/2025:

November:  
Financial Insurance Conference Professionals (Corporate)  
Connect Winter Marketplace (Meeting Planners)

December:  
Holiday Showcase (Meeting Planners/Consumers)  
US Sports Congress (Sports)

January:  
N/A

February:  
N/A

March:  
Meetings Industry Council – MIC, Denver, CO (Meeting Planners)  
MPI ACE Northern CA (3rd Party Planners)

April:  
Connect Spring Marketplace (Meeting Planners)  
Destination Showcase DC Meetings Week (Meeting Planners, 3rd Party Planners, Corporate, Association, Government)  
Conference Direct Annual Partner Meeting (3rd Party Planners)  
Sports ETA (Sports)  
International Roundup (International)

May:  
Helms Briscoe (3rd party planners)

June:  
MPI WEC (Meetings Professionals International)  
IPW (International)  
Cvent Connect (3rd party planners, Meeting Planners, Association, Corporate)

July:

N/A

August:

ASAE (Associations/Decision Makers/Meeting Planners)

Conference Direct CDX (3rd Party Planners)

September:

TEAMS (Sports)

October:  
IMEX (US + International Planners)

**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.

N/A

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

We believe strongly in the value of training and professional development for our team members and would like each team member to be able to have the opportunity to attend at least one of following conferences throughout the year, but not limited to if a specific training opportunity arises that is preferred and offers value:

Idaho Conference on Recreation & Tourism (October)  
PCMA Convening Leaders/EduCon (January and/or June)  
Destinations International Annual Convention (July)  
DMA West and/or DI CEO Summit (fall or spring)  
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.

Visit Boise 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.

- Visit Boise will continuously pitch travel, meeting planner and sports writers to visit/write about 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.
- Create valuable content for visitboise.com and social engagement and sharing.

In addition to the targeted media outreach and support for leisure and trade media, we have outlined expanded opportunities to support the destination during post-pandemic travel.

Video brings PR pitches to life for the media. They also play a key role in securing earned placements in national travel and lifestyle outlets, as they often rely on tourism bureaus for images and video content. Visual and video storytelling that supports PR efforts could also be used for the Visit Boise website and social media content to help promote leisure and business travel, including meetings and conventions.

Fahlgren Mortine proposes a dynamic PR campaign to Visit Boise, aimed at bolstering the city's identity as the quintessential outdoor destination in the USA. With Boise's unparalleled natural beauty and abundant recreational opportunities, our campaign seeks to amplify brand

awareness and attract visitors who are passionate about outdoor adventure and exploration.

Specific recommended components of the campaign are included below taking a holistic integrated approach to tactical elements. Through targeted media outreach, a local ambassador program, influencer partnerships, and content and visual development, we will showcase the city's diverse outdoor experiences and vibrant outdoor culture to a national audience.

With Fahlgren Mortine's expertise in PR strategy and Visit Boise's commitment to showcasing the city's outdoor splendor, we are poised to position Boise as the premier "Outdoor City USA", enticing travelers to experience the adventure, beauty, and boundless opportunities that await.

## AMBASSADORS

Boise has a number of local content creators that focus on the area's outdoor offerings. Fahlgren Mortine proposes starting a local ambassador program to find and cultivate relationships with these social media accounts and have them create content that highlights the different ways to enjoy the outdoors when in Boise. This will not only inform residents new to the area about what there is to do here, but also extend the reach to the accounts' followers who are not based here to encourage out-of-town visitation. Visit Boise could offer partnered posts and an ambassador listing page on their website.

Possible elements include a "24 Hours in Boise" feature including their best recommendations for outdoor activities, where to eat and other ways to recreate. We could also do more activity specific content with ambassadors to represent:

Skiing/snowboarding

Mountain biking

Hiking

Boise River activities - floating, fly fishing

City Parks - Highlight some favorites

Pet friendly

Boise with Kids - How to enjoy the city with kids or 24 Hours in Boise with Kids

Hot springs - day trip to Idaho City from Boise

Boating - Lucky Peak

Whitewater rafting

Paddleboarding/surfing - Quinn's Pond / Esther Simplot Park

Outdoor cultural activities - Idaho Botanical Garden, Old Idaho Pen, Zoo Boise

Outdoor patio and food options - Hyde Park, downtown, BSU area, Boise Bench, etc.

Outdoor brewery, cidery and winery locations

Costs for this project would include:

Ambassador program planning and research targets \$1,880

Ambassador outreach and individual project coordination and contract work \$3,800

Ambassador content fees and OOP activity costs \$5,000

Project management and reporting \$1,880

Total Cost: \$12,560

## MAP

Helping visitors and travel media identify exactly where and what kinds of outdoor experiences are available will help promote and solidify Boise as Outdoor City USA. Fahlgren Mortine proposes a pdf map highlighting where and what kinds of outdoor experiences are available in the Boise metro area. Fahlgren Mortine will manage the research, coordination and design of the map to adhere to Visit Boise's brand guidelines. The pdf map can live on VisitBoise.com and

be downloaded for those who prefer a print option.

Cost for this project would include:

Fahlgren Mortine research, planning and coordination \$3,800

Creative design \$3,800

Project management \$1,880

Total Cost: \$9,480

#### INFLUENCER RECRUITMENT & HOSTING

Influencers contribute essential information within the sphere of travel media, sparking authentic communication and digital coverage of destinations that reach leisure travelers. Fahlgren Mortine recommends that Visit Boise secure coverage from influencers, including micro-influencers, to focus on outdoor content in 2025, including a mix of more adventurous and leisurely/urban outdoor activities, as well as influencers with varying abilities to show how the region's outdoor activities are inclusive and accessible. These influencers will allow the Boise CVB to extend messaging reach beyond traditional earned and paid campaigns to targeted niche audiences and markets. They will also bring first-person authenticity to the messages shared.

Influencers will promote travel to Boise by targeting earned influencer placements and paid influencer content within drive and nonstop flight markets. Depending on content and travel fees, Fahlgren Mortine recommends hosting one to five individual influencers during this grant cycle.

Costs for that proposed method would include:

Research target influencers, build contact distribution lists, pitch, negotiate contracts, build customized itineraries and follow up with influencers. \$9,000

Costs to host up to five influencers in Boise for fees and travel expenses \$25,000

Monitoring for coverage, coverage collection, analysis and reporting \$1,000

Total Cost: \$35,000

#### OUT-OF-STATE MEDIA MISSION WITH OPTIONAL MEDIA EVENT ADD-ON

Fahlgren Mortine proposes an engaging media mission to bolster Visit Boise's national presence and reinforce the "Outdoor City USA" messaging. This mission will entail targeted meetings with select media outlets and freelance writers over a three to four-day period. To enhance the engagement, Fahlgren Mortine suggests organizing an outdoor themed gathering for four to six targeted media to align with the theme. Options could include hosting an outdoor picnic in a scenic park or a sunset hike or nature walk that ends with happy hour.

Our agency will oversee all aspects of the media mission, including developing tailored media lists, crafting compelling pitches, coordinating briefings for Visit Boise and providing comprehensive media follow-up and reporting.

Projected costs for the media mission include expenses related to media list development, outreach, coordination and material development, as well as travel expenses for a Fahlgren Mortine team member. Additional costs for project management and a media experience.

By executing this media mission, Visit Boise can expect heightened brand awareness, increased media relationships and leads for coverage, ultimately solidifying its position as the Outdoor City USA.

These numbers are likely to fluctuate depending on partners who attend, how costs are divided, and when the trip is scheduled. Projected costs will include:

Media list development, outreach, coordination & material development \$6,875  
Fahlgren Mortine team member (1) to attend and follow up with desk-side meetings and media function \$3,860  
Fahlgren Mortine travel expenses (airfare, transportation, lodging and meals) \$3,500  
Project Management \$1,250  
Media experiences (4-8 attendees), which will depend on venue, fees \$4,000  
Total Cost: \$19,425

Optional Add-On: Media Event (part of media mission above)

The media event is an optional add-on to the media mission noted above. In addition to meetings with media, Fahlgren Mortine could coordinate a larger media event or activation to extend our reach in the market.

Fahlgren Mortine recommends hosting this event with participation from Visit Boise partners that could include local "Outdoor City USA" ambassadors, local outfitters or outdoor business representatives. Having partner(s) attend along with Visit Boise and Fahlgren Mortine will help demonstrate Boise's rich outdoor visitor experiences.

The costs below would be in addition to the media mission costs noted above. The majority of costs would go towards travel for local partners and event production. These numbers are likely to fluctuate depending on how many partners can attend, how costs are divided when the trip is scheduled and unknown variables like menus.

Projected costs will include:

Additional Media outreach, coordination & material development \$6,875  
Additional Fahlgren Mortine team member (1) to attend and follow up with media following event \$3,860  
Boise-based local partner's travel expenses (airfare, transportation lodging and meals) \$4,600  
Out of pocket costs for Boise experience at media event \$5,500  
Project Management \$2,250  
Event production costs, which will depend on venue, rental fees, attending partners, etc. Based on 10-20 attending media. \$6,000  
Total Cost: \$29,085

All project estimates are based on hourly rate.

**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.

New this year we wanted to add the capability to better understand our visitor base in order to create efficient marketing campaigns resulting in tracked visits to the destination. Our agency, through their procurement process received bids and/or presentations from several competing companies, such as Plac.er, Zartico and Datafy. We ultimately selected Datafy as the right tool for our destination.

Research and Data: \$5,000

DW and Visit Boise will train on the new data platform, Datafy, to unlock the full potential of audience and marketing insights. The proficiency in navigating and leveraging this platform directly impacts the quality of creative and media strategies. Through training, DW can harness the platform's capabilities to understand audience behavior, preferences, and trends, thereby crafting more targeted and effective campaigns. Consistent use and monitoring of Datafy ensures that DW remains at the forefront of data-driven marketing, fostering innovation and ultimately leading to a higher return on investment for marketing initiatives.

Datafy: \$34,500

To make smarter decisions to drive tourism growth, we will sign a one-year agreement with Datafy to leverage big data to understand visitation, execute hyper-effective digital marketing campaigns and provide stakeholders with defensible decisions and verifiable ROI. This tool will include unlimited logins, monthly strategy calls, full dashboard build, training and support, visualized airport data and historical data back to February 2018.

Datafy is the recommended partner because they only work with the most robust, high-quality and privacy-compliant data available. Their focus on physical behavior (like where people live and shop, what events they attend, and where they stay) gives Visit Boise a reliable way to target highly-qualified audiences.

In addition, in a continued effort to measure what we market; we continue to partner with Destinations International to utilize their economic calculator tools. These tools are for sports, meetings and conventions and cultural events. These will measure the economic impact of groups that host their meetings or events in Boise. We will also continue with Synergize2, which is a pace report through Destinations International that will allow our sales teams to sell soft/need periods for the community and focus efforts on those time periods.

Destinations International and Simpleview also have 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. In addition, we will continue to tap into STR and/or Tourism Economics for annual trend reports.

**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.

2024 Visit Boise Apportionment Rate - based on FTE's  
Visit Boise would like to use the FTE apportionment rate based on FTE- 6 employees at 63.33% rate. That includes overhead for rent, insurance, telephone, IT, Office Equipment and Office Supplies. 63.33% - \$37,995

Admin is 390 hours or \$23,297

Total: \$61,292 (We are only planning on using \$30,000 of this amount.)

**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.

[2024 Visit Boise Apportionment Rate.docx](#) (3/27/2024, 11:39 AM)

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

[2024-ITC-Grant-Application-Visit Boise Budget FINAL.xls](#) (5/23/2024, 1:01 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.

We are planning on using Wheel of the World for accessibility travel. We believe this company is a sole source for what they provide. They have influencers and video production, database, booking engine (for accessibility audience), social media audience to help build and spread the messaging of accessible travel in the Boise Metro area. We will have a contract with them to fulfill the work. 50% payment will be due up front and 50% will be due upon work completion.

We are also planning on working with Trail Pilot. This is a company that will create narrated trail riding/hiking experience to encourage trail etiquette, safety and directions. Visit Boise will use this as an opportunity to spread the 'Travel with Care' messaging. We contract with Trail Pilot to fulfill the work. 50% payment will be due up front and 50% will be due upon work completion.

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

[Trail Pilot Exemption.pdf](#) (3/27/2024, 3:23 PM)  
[Wheel the World Exemption.pdf](#) (3/27/2024, 3:22 PM)

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

[2024-ITC-Cash-Match-Letter-Twilight Criterium 2025.pdf](#) (3/27/2024, 12:44 PM)  
[2024-ITC-Cash-Match-Letter-Famous Idaho Potato Bowl 2024.docx](#) (3/27/2024, 12:39 PM)  
[2024-ITC-Cash-Match-Letter-Potato Drop 2024.pdf](#) (3/27/2024, 12:39 PM)  
[2024-ITC-Cash-Match-Letter-Big Sky Tournament 2025.pdf](#) (3/27/2024, 12:38 PM)  
[2024-ITC-Cash-Match-Letter-Treefort Music Fest 2025.pdf](#) (3/27/2024, 12:38 PM)  
[2024-ITC-Cash Match-Letter-USA Masters Weightlifting 2025.pdf](#) (3/27/2024, 12:38 PM)  
[2024-ITC-Cash-Match-Letter Savor Idaho 2025.pdf](#) (3/27/2024, 12:37 PM)  
[2024-ITC-Cash-Match-Letter-Far West, Pres. Cup Soccer 2025.pdf](#) (3/27/2024, 12:36 PM)  
[2024-ITC-Cash-Match-Letter-BMX National 2025.pdf](#) (3/27/2024, 12:36 PM)  
[2024-ITC-Cash-Match-Letter-IRONMAN 70.3 2025.pdf](#) (3/27/2024, 12:36 PM)  
[2024-ITC-Cash-Match-Letter-PPA Tour 2025.pdf](#) (3/27/2024, 12:35 PM)  
[2024-ITC-Cash-Match-Letter-Jaialdi 2025.pdf](#) (3/27/2024, 12:35 PM)  
[2024-ITC-Cash-Match-Letter-Alive After 5 and Taste of Downtown 2025.pdf](#) (3/27/2024, 12:34 PM)  
[2024-ITC-Cash Match-Letter-Boise Albertsons Open 2025.pdf](#) (3/27/2024, 12:34 PM)  
[2024-ITC-Cash-Match-Letter-Spirit of Balloon Classic 2025.pdf](#) (3/27/2024, 12:33 PM)  
[2024-ITC-Cash-Match-Letter-Bob Firman 2025.pdf](#) (3/27/2024, 12:33 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.

[2024 Visit Boise Cash Reserves.pdf](#) (3/27/2024, 12:22 PM)

**Question:** OPTIONAL: Upload non-cash letters of support here.

[2025 Visit Boise Marketplaces.pdf](#) (5/23/2024, 1:02 PM)  
[2024 2025 Visit Boise Event Sponsorships.pdf](#) (5/23/2024, 1:01 PM)

## 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.

Carrie Westergard

**Question:** Type your title.

Executive Director

**Question:** Type the submission date.

March 28, 2024

**Application Budget Detail Spreadsheet**

<b>Applicant Organization:</b>	<b>Boise Metro Chamber of Commerce (Visit Boise)</b>	<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>
<b>Total Funding Request:</b>	<b>\$ 1,680,000.00</b>	
<b>Total Cash Match Pledged:</b>	<b>\$ 220,936.50</b>	
<b>Percentage of Match Pledged:</b>	<b>13.2%</b>	<i>12.5% is required minimum</i>
<i>Enter budget details and amounts in the grey cells. The colored cells will auto-populate with subtotals and totals.</i>		

**Marketing Budget** **\$ 1,680,000.00**

**2.0 Advertising** **Quarter of Execution (Q1-Q4)**  
**\$ 734,882.00**

<b>Budget Detail / Please include all expected vendors and media buy details.</b>		<b>Quarter of Execution (Q1-Q4)</b>	<b>\$</b>
<b>2.6 Digital Advertising</b>			<b>\$ 392,000.00</b>
Search/Meta Search	Google ads	Q1-Q4	\$ 39,000.00
Paid Social/Display/OTA's	Programmatic display ads, Meta, Digital; Idaho Tourism Coop Tier 3: Expedia, Sojern, Trip Advisor	Q1-Q4	\$ 184,000.00
Email Marketing	Sports email campaign to lead lists (inc. HuddleUp Sports, PlayEasy & Compete Sports Diversity lead gen), Campaign Monitor	Q1-Q4	\$ 34,000.00
Other	Meetings/Corporate/Association digital (Orange 142); digital publication (Afar or TravelZoo)	Q2-Q4	\$ 135,000.00
<b>2.4 Video Advertising</b>			<b>\$ 50,000.00</b>
TV/Broadcast			
Video/Digital Video	YouTube preroll and display ad; Beyond Words State Video Coop (food); Wheel of the World (accessibility video)	Q1-Q4	\$ 50,000.00
OTT (Over the top Television)			
<b>2.5 Audio Advertising</b>			<b>\$ -</b>
Radio			
Streaming Radio			
Other			
<b>2.2 Print Advertising</b>			<b>\$ 123,882.00</b>
Magazine	Idaho Travel Guide, Idaho Wine Commission, Meetings/Corporate/Sports		\$ 63,944.50
Newspaper			
Collateral Material	Updates/reprint Visitor Guide; DBA Map & Directory, 101 Q&A questions/re-print, Boise Museum Association, Walk About Preservation Idaho	Q1-Q4	\$ 25,000.00
Direct Mail			
Fulfillment Costs	Boise Airport brochure fulfillment, Visitor guide postage	Q1-Q4	\$ 10,000.00
International Partnerships	Miles/Brand USA; Great American West (GAW) partner program and guide (co-op with SWITA)	Q1-Q4	\$ 24,937.50
<b>2.3 Out of Home Advertising</b>			<b>\$ 169,000.00</b>
Billboards	Advertising media placement and costs; interior/exterior wraps (eg. Light rail, street furniture, bus shelters, kiosks, traditional and digital billboards, floor graphics/escalator experiences)		\$ -
Agency Creative, Design, Photograh, Strategy	General creative, single market takeover creative, content creative, off season strategy, photography & video, Beyond words Idaho Tourism Co-op Tier 2 (food); Wheel of the World Accessibility Video	Q1-Q4	\$ 169,000.00

**5.0 Website** **Quarter of Execution (Q1-Q4)**  
**\$ 77,200.00**

<b>Budget Detail / Please include all expected vendors and website expenses.</b>		<b>Quarter of Execution (Q1-Q4)</b>	<b>\$</b>
<b>5.1 New Website creation</b>			<b>\$ 54,800.00</b>
Redesigned Website			
Microsite	CrowdRiff, Bandwango, Digital 3D Map (Concept3D)	Q1-Q4	\$ 40,000.00
Other	Visitor Information kiosk (software - Hootboard), Threshold 360	Q1-Q4	\$ 14,800.00
<b>5.2 Other</b>			<b>\$ 22,400.00</b>
Webhosting	Annual tools and subscriptions (eg. Calendar integration, domains, booking engine, Wordpress widgets and plug-ins)	Q1-Q4	\$ 20,000.00
Domain Name			
Technical Upgrade			
Maintenance			
Other	Social Media Boosts	Q1-Q4	\$ 2,400.00

**6.0 Fam Tours and Site Visits** **Quarter of Execution (Q1-Q4)**  
**\$ 57,000.00**

<b>Budget Detail / Please include all expected tour expenses.</b>		<b>Quarter of Execution (Q1-Q4)</b>	<b>\$</b>
Familiarization Tour #1	Summer 2025 FAM tour/other Industry FAM	Q4	\$ 25,000.00
Familiarization Tour #2	mini-fam's (Customer Advisory Board)	Q1-Q4	\$ 10,000.00
Familiarization Tour #3			
Site Visit #1	Meeting Planners, Corporate Decision Makers, Media and Event Planners	Q1-Q4	\$ 12,000.00

Site Visit #2		Sales Mission to 1-2 key cities	Q1-Q4	\$	10,000.00
<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)</b>	<b>\$</b>	<b>353,662.00</b>
<b>7.1 Event Sponsorship</b>				<b>\$</b>	<b>51,812.00</b>
Event #1	Taste of Downtown Restaurant Week (2024)	Q1	\$	3,062.50	
Event #2	Idaho Potato Drop (pending location) (2024/25)	Q1	\$	7,437.50	
Event #3	Treafort Music Festival (2025)	Q3	\$	14,437.00	
Event #4	Alive After 5 (2025)	Q3-Q4	\$	4,375.00	
Event #5	Savor Idaho (2025)	Q3	\$	4,375.00	
Event #6	Jaialdi (2025)	Q4	\$	8,750.00	
Event #7	Spirit of Boise Balloon Classic (2025)	Q4	\$	4,375.00	
Event #8	Other Opportunities	Q1-Q4	\$	5,000.00	
<b>7.2 Convention</b>				<b>\$</b>	<b>12,500.00</b>
Convention #1	National Association of Ext. 4-H Agents (2024)	Q1	\$	5,000.00	
Convention #2	2024 Fall Assoc. for University Business and Economics Research (2024)	Q1	\$	1,500.00	
Convention #3	American Fisheries (2025)	Q2	\$	1,000.00	
Convention #4	Other Opportunties	Q1-Q4	\$	5,000.00	
<b>7.2 Meeting</b>				<b>\$</b>	<b>83,600.00</b>
Meeting #1	Conference Direct, Cvent, Helms Briscoe, Lamontco Partnership, Hop Skip	Q1-Q4	\$	83,600.00	
<b>7.2 Sports Event</b>				<b>\$</b>	<b>205,750.00</b>
Event #1	Famous Idaho Potato Bowl (Football) (2024)	Q2	\$	39,375.00	
Event #2	Big Sky Conference (Men's and Women's College Basketball) (2025)	Q3	\$	30,625.00	
Event #3	USA Masters Weightlifting (Weightlifting) (2025)	Q3	\$	13,125.00	
Event #4	USA Softball/Fastpitch (Softball) (2025)	Q3	\$	2,625.00	
Event #5	Farwest Regional Youth Soccer (Soccer) (2025)	Q4	\$	21,875.00	
Event #6	Twilight Criterium (Cycling) (2025)	Q4	\$	13,125.00	
Event #7	Ironman 70.3 (Triathlon) (2025)	Q4	\$	39,375.00	
Event #8	Pickleball Association (Pickleball) (2025)	Q4	\$	8,750.00	
Event #9	Albertsons Boise Open (Golf) (2025)	Q4	\$	17,500.00	
Event #10	Bob Firman Cross Country (Youth Running) (2025)	Q4	\$	4,375.00	
Event #11	Other opportunities (club sports, swimming, bmx, mountain biking, flag football, hockey)	Q1-Q4	\$	15,000.00	
<b>8.0 Trade and Travel Shows</b>		<b>Budget Detail / Please include all expected show expenses.</b>	<b>Quarter of Execution (Q1-Q4)</b>	<b>\$</b>	<b>217,550.00</b>
<b>8.1 Industry Trade Show</b>				<b>\$</b>	<b>217,550.00</b>
Show #1	Connect Winter DC Marketplace (Meetings/Association/Corporate)	Q1	\$	7,400.00	
Show #2	Financial & Insurance Conference Professionals	Q1	\$	9,000.00	
Show #3	US Sports Congress	Q2	\$	4,900.00	
Show #4	Holiday Showcase (Association)	Q2	\$	7,000.00	
Show #5	MPI ACE	Q3	\$	4,500.00	
Show #6	Meeting Industry Council (MIC Colorado)	Q3	\$	1,500.00	
Show #7	Connect Spring Marketplace	Q3	\$	12,000.00	
Show #8	Destination Showcase DC Meetings Week	Q3	\$	8,500.00	
Show #9	Conference Direct Annual Partner Meeting (3rd Party Planners)	Q3	\$	1,900.00	
Show #10	Sports ETA (Sports)	Q3	\$	4,500.00	
Show #11	International RoundUp (International)	Q3	\$	1,500.00	
Show #12	Helms Briscoe Annual Partner Conference (3rd Party Planners)	Q3	\$	8,770.00	
Show #13	MPI WEC (3rd Party Planners)	Q4	\$	3,500.00	
Show #14	Cvent Connect	Q4	\$	14,000.00	
Show #15	IPW	Q4	\$	4,000.00	
Show #16	ASAE (Associations) - includes shipping, setup	Q4	\$	31,000.00	
Show #17	Conference Direct CDX (3rd Party Planners)	Q4	\$	1,600.00	
Show #18	IMEX (International) - includes shipping, setup	Q4	\$	68,000.00	
Show #19	TEAMS (Sports)	Q4	\$	8,700.00	

8.1 Consumer Travel Show	display, storage	Q1-Q4	\$	5,280.00
Show #1	Sponsorship Opportunities, other shows	Q1-Q4	\$	10,000.00
Show #2			\$	-
<b>Capital Outlay</b>				
9.0 Capital	Budget Detail / Please include all expected capital outlay expenses.		Quarter of Execution (Q1-Q4)	\$ -
Electronic Equipment				
Trade Show Booth				
<b>Other Allowable Costs</b>				
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)	\$ 239,706.00
10.1 Training & Professional Development			\$	8,900.00
ICORT	3 registrations at \$300 each	Q1	\$	900.00
ESTO	2 registrations at \$1000 each or another industry conference	Q4	\$	2,000.00
DMAI	3 registrations to Annual Meeting at \$1000 each	Q4	\$	3,000.00
DMA West	CEO Summit	Q4	\$	1,000.00
Other	2-3 registrations at industry trainings (PCMA or ESTO)	Q1-Q4	\$	2,000.00
10.2 Public Relations			\$	150,806.00
Public Relations	Comprehensive PR Program; media monitoring; Travel with Care (Trail Pilot), Travefy itin. builder	Q1-Q4	\$	65,806.00
Media Familiarization Tour(s)	Media as part of the Meeting Planner FAM; hosting media site visits	Q1-Q4	\$	20,000.00
Influencer Engagement/Media Mission	Hosting 2-5 influencers during this grant cycle and/or 1 media out-of-state media mission (inc. OutdoorCityUSA Ambassadors)	Q1-Q4	\$	50,000.00
Content Creation	Influencer Ambassadors, and/or OutdoorCityUSA map		\$	15,000.00
10.3 Market Research			\$	80,000.00
Market Research	EmpowerMINT, 2Synergize/Pace; CRM; Economic Impact Calculator; STR, Datefy	Q1-Q4	\$	80,000.00
<b>Administration Budget</b>				
1.8 Administration	Maximum Allowable: \$50,000			
Wages & Benefits				
Overhead (apportioned value)	See AAR in Grant request		\$	-
<b>Cash Match Budget</b>				
1.9 Sources of Cash Match	Budget Detail			\$ 297,574.50
1.9.1 Pledged Cash Match - Donation			\$	220,936.50
Pledge 1	Famous Idaho Potato Bowl (Football)	Q2	\$	39,375.00
Pledge 3	Big Sky Conference (Basketball)	Q3	\$	30,625.00
Pledge 4	Treefort Music Fest	Q3	\$	14,437.00
Pledge 5	USA Masters Weightlifting	Q3	\$	13,125.00
Pledge 6	Twilight Criterium (Cycling)	Q3	\$	13,125.00
Pledge 7	Savor Idaho (Idaho Wine Commission)	Q4	\$	4,375.00
Pledge 8	Farwest Regional Soccer or Presidents Cup (Soccer)	Q4	\$	21,875.00
Pledge 9	USA BMX Gem State Nationals	Q4	\$	2,187.50
Pledge 10	Ironman 70.3 (Triathlon)	Q4	\$	39,375.00
Pledge 12	Jaialdi 2025	Q4	\$	8,750.00
Pledge 13	Downtown Boise Association (Alive After 5, Taste of Downtown)	Q3-Q4	\$	7,437.00
Pledge 14	Albertsons Boise Open (Golf)	Q4	\$	17,500.00
Pledge 15	Spirit of Balloon Classic	Q4	\$	4,375.00
Pledge 16	Bob Firman Classic	Q4	\$	4,375.00
1.9.1 Cash Reserves			\$	76,638.00
Grantee Cash Reserve	Cash on Hand, Reserved for Match		\$	76,638.00