

## ITC GRANT NARRATIVE PROGRESS REPORT

Grantee: Pioneer Country Travel Council	Grant Number: 11-V-1
Date Submitted: 10/25/12	Report #: <input type="checkbox"/> 2  4
Date Posted for Review:	<input type="checkbox"/> 1 <input type="checkbox"/> 3 <input type="checkbox"/> Final

Awarded Grant: \$ 170,636	Cash Match Requirement: \$ 20,954.00	Total Cash Match
Amount Expended YTD: \$ 161,327.89	Cash Match Documented YTD: \$ 21,260.56	Committed: \$ 20,954.00

<b>Element 1: Audit</b>			
Amount Awarded: \$ 3,000.00	Amount Expended YTD: \$0	Cash Match Documented YTD: \$0	Total Cash Match Committed: \$0

No activity during this report period due to seasonal nature of marketing activity.

<b>Element 2: ADMIN/FULFILLMENT</b>
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Amount Awarded: \$ 15,239.00	Amount Expended YTD: \$14,666.17	Cash Match Documented YTD: \$0	Total Cash Match Committed: \$0
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Progress of Element since grant award or last report: Pay monthly postage/fulfillment expenses, phone line charges and 800 toll free long distance charges.

Anticipated completion date(s): End of grant

Actions needed to complete this element: Continue to pay monthly fulfillment expenses.

Measurements(s) of Results: PCTC has received an average of 60 online information requests per month since the new grant requesting more information on Southeast Idaho. We receive calls on our 1-800-201-1063 toll free line inquiring about Southeast Idaho and wanting us to mail them as well as through our website [www.seidaho.org](http://www.seidaho.org) and other organizations who request information on Southeast Idaho.

No activity during this report period due to seasonal nature of marketing activity.

<b>Element 3: Regional Advertising</b>
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Amount Awarded: \$ 54,397.00	Amount Expended YTD: \$ 48,512.83	Cash Match Documented YTD: \$8,056.07	Total Cash Match Committed: \$7,154.00
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Progress of Element since grant award or last report:

Print advertising: American Road Magazine, RV Life Magazine, SnoWest Western Guide, Idaho State Travel Guide, North American Tour Magazine, Boise Weekly, SLC Weekly, TrueWest Sourcebook, Zions Bank Community Magazine, KSFI Radio and Treasure Valley Magazine, Trout Unlimited, Deseret News, Birdwatchers Digest, Outdoor Utah & Treasure Valley Magazine.  
 Online Advertising: SnoWest, SnoScoop and TrueWest online.

Anticipated completion date(s): End of Grant Year

Actions needed to complete this element: Continue to follow our marketing plan throughout the grant year, we only have a few things left to finish up in the advertising budget and then this element will be complete.

Measurements(s) of Results: Every year we try new opportunities and use our web statistics to help us measure the outcome of that particular ad, mainly driving them to the website so that we can measure our results through Google Analytics. This has worked very well and helps us decide on our future marketing plans.

No activity during this report period due to seasonal nature of marketing activity.

**Element 4: Consumer Travel Show**

Amount Awarded: \$ 16,500.00	Amount Expended YTD: \$ 10,633.63	Cash Match Documented YTD: \$0	Total Cash Match Committed: \$ 0
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Progress of Element since grant award or last report: PCTC attended The Morris Murdock Travel Show in January 2012 in Sandy, Utah, Utah Travel Expo in January 2012 and AAA Arizona Highways show in February 2012 in Phoenix, AZ. PCTC was also going to attend the Boise Rec Fest but we found out they have cancelled it this year, which is unfortunate because that was a great venue for us and we found the consumers to be very responsive.

Anticipated completion date(s): Completed

Actions needed to complete this element: None

A measurement(s) of Results – The Morris Murdock Travel Show had over 3,000 attendees and was a great show for PCTC, we always get a great response from the attendees, offering them a close fun place to come and visit for a weekend getaway to a week vacation. We handed out a lot of materials and PCTC Region gave away prizes during the show which helped people come and visit us at our booth. The Utah Travel Expo was a new show PCTC attended this year. There was a great response from attendees and very responsive on finding out so many things they can do without traveling a great distance. We found they didn't want to take a lot of material just one to be able to look up our website or contact information. PCTC and Idaho Fish & Game worked together attending this show and Idaho Fish and Game found it not being as good as a show for them the audience was looking for a different type of vacation not so much for Hunting and Fishing. The AAA Arizona Highways Show was a great success and it was our first time attending this show. There was over 1,250 attendees per day and they spoke to many people interested in Idaho and were excited to come and visit. A great response and our representatives suggested we send more Idaho State Travel Guides and not so many individual brochures as they didn't want to carry around so much stuff. All shows were a great success and we plan to attend them again next year. We are also looking at attending The Boat Show in SLC, Utah next year to entice people to visit our beautiful reservoirs.

No activity during this report period due to seasonal nature of marketing activity.

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**Element 5: Internet Website**

Amount Awarded: \$ 22,500.00	Amount Expended YTD: \$25,625.48	Cash Match Documented YTD: \$0	Total Cash Match Committed: \$0
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Progress of Element since grant award or last report:  
 Web Marketing: Contracted with GO-Idaho.com for our online campaign and receive leads from them for us to contact consumers interested in Southeast Idaho. Contracted with Element 242 to manage our Social Media Facebook and Twitter accounts.  
 Website Maintenance: Webmaster manages website to update, manage and maintain website including sends out a monthly calendar of events newsletter and provides us with monthly web statistics.  
 SEO Marketing is being done for Visit Pocatello.com during this grant cycle as well. PCTC hired Steele & Associates to design an Adventure Map for our website it is now completed as of first of July so far our consumers like the map and it is being used. It is live on our website [www.seidaho.org](http://www.seidaho.org) click on Fun Map on the left hand side, since we have had our fun map live we had 94 visits to the fun map in July is increasing every month.

Anticipated completion date(s): End of grant

Actions needed to complete this element: Continue to advertise our website and keep current information and events updated for our consumers and continue our contracts with our online campaigns & SEO Marketing. And we are going to do some Facebook advertising online and KSL.COM web ads.

Measurements(s) of Results: August: PCTC's website had 11,269 visits of which 80.68% were new visitors. Our top search engine keywords were Idaho Fish & Game, Fort Hall Indian Reservation, American Falls, Minnetonka Caves, Idaho Events and Massacre Rocks. Highest day for visitors was 633 on Monday August 15, 2011. September: We had 7,503 visits of which 82.57% were new visitors and the same top search words. Highest day for visitors was 408 on Friday September 2, 2011. October: PCTC had 6,311 visitors slower which is normal this time of year, this could be due to school in session and the colder weather that people not taking as many vacations. PCTC is focusing on promoting the off season months. Highest day for visitors was 241 on Monday October 21, 2011. November and December were great months for visitors to our website: Highest day for visitors was 350 on Nov. 26<sup>th</sup> and 320 on Dec. 31, 2011. Consumers visiting our website must be checking out our calendar of events to plan their vacations the next month. We also had more and more visitors coming from the following countries: Canada- 51, Germany-31 and United Kingdom-30 visitors. January 2012 we had 7,214 visits to our website. February 6,805 visitors and found a lot of people searching for Ice Fishing. From Jan. 1, 2012 to Feb.29, 2012 the Canada visitors increased 5.19% and 31.25% increase from United Kingdom. In May we had 7,741 unique visitors and a total of 8,906 visitors to our website. 73 from Canada and 42 from the UK. In July we had over 2000 more Unique Visitors than last year. Our July newsletter had 777 unique opens. That is a record! We now have over 8300 subscribers with the new American Road email list (3005 subscribers). We are getting about 700 that open the newsletter from each emailing. We are seeing an increase in our visitors every month which has been our goal to promote and drive consumers to the website. In August we had 10,397 unique visitors to our website. Idaho Fish and Game was the most page visited on our website. We were excited to see we are getting web visitors from UK, Germany, India, Saudi Arabia, Australia, Switzerland and France. 81.71% were new visitors to our site and we sent 10,318 Newsletters out in September and only had .37% that bounced and 174 unsubscribed. 1,047 opened our newsletter. We are slowly seeing increased visitors.

No activity during this report period due to seasonal nature of marketing activity.

**Element 6: Regional Brochures & Brochure Distribution**

Amount Awarded: \$ 25,000.00	Amount Expended YTD: \$ 26,943.68	Cash Match Documented YTD: \$5,642.37	Total Cash Match Committed: \$5000.00
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Progress of Element since grant award or last report: Contracted with Certified Folder Display to distribute over 40,000 of our Visitors Guide to Southeast Idaho brochure in SLC, Utah along the Wasatch Front, Boise Downtown area, West Yellowstone and a new area Twin Falls/Magic Valley area. We Shipped 20,000 and shipped another 20,000 in March. PCTC also paid for the design and printing of the new Visit Pocatello brochure -20,000 were printed in November 2011. PCTC also found after shipping brochures for our Certified Folder contract we are out of our Visitors to Southeast Idaho brochure and re-printed 75k regional brochures this year. PCTC also allocated funds to 5 small communities in need of reprinting their brochures which are Malad Chamber, South Bannock Historical Museum in Lava Hot Springs, Bannock County Historical Society & Museum, Pocatello, Bear River Heritage Area, Blackfoot Chamber, Portneuf Greenway Foundation – Pocatello Trail maps and Malad Chamber. The only one that is still in progress is the So. Bannock museum and will be completed by end of extended grant cycle.

Anticipated completion date(s): End of Grant

Actions needed to complete this element: Work with the small communities w/cash match to print their small community brochures and get pre-approvals on the brochures. And complete the printing projects that are in progress.

Measurements(s) of Results: Certified Folder distributes 40,000 Visitors Guides to Southeast Idaho which helps us increase our exposure providing them information of things to do and see in our Region. This is our most popular brochure due to the wide range and variety of Tours you can take in Southeast Idaho. The brochures that have been printed are very popular in the prime season and are going fast. We love to see how many people take our collateral material as well as request our material for future use. The Visitors Centers have increased in visitors and we have several visitor centers requesting our brochures such as Cache Valley V.C., Cherry Creek V.C., Boise V.C., Eastern ID V.C., Caldwell Chamber, BonnersFerry and West Yellowstone Chamber and many more.

No activity during this report period due to seasonal nature of marketing activity.

**Element 7: Bear River Heritage Area Co-Op – N/A**

Amount Awarded: \$ 0	Amount Expended YTD: \$0	Cash Match Documented YTD: \$0	Total Cash Match Committed: \$0
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No activity during this report period due to seasonal nature of marketing activity.

**Element 8: Sponsorships**

Amount Awarded: \$ 15,000.00	Amount Expended YTD: \$15,000	Cash Match Documented YTD: \$4,667.74	Total Cash Match Committed: \$6000.00
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Progress of Element since grant award or last report: PCTC sponsored the Gatecity Brewfest , the USA Wrestling Tournament and the Wrangler Million Dollar Western Frontier Rodeo in Pocatello.

Anticipated completion date(s): Complete

Actions needed to complete this element: None

Measurements(s) of Results: These events brought thousands of people to the area to attend these events increasing lodging and helping local businesses in Pocatello and the surrounding areas. Lava Hot Springs seen a huge increase in attendance while the USA Wrestlers were here and from the Rodeo attendees as well.

No activity during this report period due to seasonal nature of marketing activity.

**Element 9: International Marketing**

Amount Awarded: \$ 15,000.00	Amount Expended YTD: \$17,192.51	Cash Match Documented YTD: \$2,831.87	Total Cash Match Committed: \$2,800.00
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Progress of Element since grant award or last report: We attended the NTA Convention and sent 2 PCTC representatives that were held in Las Vegas, NV in December 2011. We sent one representative to The Go West Summit in Las Vegas, NV and PCTC is sending two representatives to Rocky Mountain International in Buffalo, WY this month. PCTC is also advertising in the following International publications: Calgary Herald, Westworld Magazine, North American Tour and NTA Courier Magazine. PCTC has pre-registered for the NTA Convention in Jan. 2013 and also pre-registered for the American Bus Association convention in Jan. 2013 as well including flight reservations for both shows.

Anticipated completion date(s): Complete

Actions needed to complete this element: None

Measurements(s) of Results: NTA Convention was a great turnout, we had 2 new representatives this year and they both reported they would have liked more appointments but will know what to expect and do differently next year. The appointments they did speak with were great contacts and are interested in coming to our area. We followed up with them after the show and sent the information they requested more of. The Go West Summit went great and our representative said he had great contacts and most of them wanted more information from us which we have sent and followed up with. Most of these contacts are scheduling their tours 1-2 years in advance and we will find out next year how many came through our area. The Rocky Mountain Round-up went well. We sent 2 representatives to the show and they felt it was very well received and felt they made some great contacts and future working relationships. We followed up with them on additional information they were wanting by mail and by e-mail. Our representatives did a great job representing Southeast Idaho. We ran an ad in Calgary Herald in Alberta Canada and our statistics showed 97 visits this month compared to 47 last year. Our focus in the next coming year is to advertise more internationally. We are excited to see the results of our efforts. After attending all the International shows that we did our representative Becky Smith suggested we register for the American Bus Association to hit that market as well. We will be attending that falling in the 2012 grant and are excited for what we will find out about the show and will report back on it at a later date.

No activity during this report period due to seasonal nature of marketing activity.

**Element 10: Training**

Amount Awarded: \$ 4,000.00	Amount Expended YTD: \$2,753.59	Cash Match Documented YTD: \$0	Total Cash Match Committed: \$0
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Progress of Element since grant award or last report: PCTC sent the Grant Administrator to the annual Grant Summit in Boise, Idaho. PCTC sent 2 representatives to ICORT in May. Mark Lowe president of PCTC presented the 2012 Grant Application for PCTC

Anticipated completion date(s): Complete

Actions needed to complete this element: None

Measurements(s) of Results: The Grant Summit went well and they provided great information on the future grant application opportunities. It is always great to meet new grantees and see all the others involved in the grant and to hear their stories and ideas. PCTC sent 2 representatives to ICORT. The presentation and the conference was wonderful. They had great breakout sessions, great speakers and awesome vendors there. It was a nice place to hold the conference and all the accommodations and businesses were welcoming and friendly.

No activity during this report period due to seasonal nature of marketing activity.