

Visit Pocatello-Chubbuck

Greater Pocatello Convention and Visitors Bureau



Our purpose is to steadily increase local business revenue through tourism marketing and event sponsorships. Additionally we want to ensure that information related to our events and tourism assets are easily located and accessible, creating a better experience for our guests.

- Operate the Visitor Center on South Fifth
- Visit Pocatello Website
- Print Ads – ISU Visitor Guide, Experience Southeast Idaho, Idaho Travel Guide, RV Idaho Guide, Oh Ranger – Yellowstone Guide, Nation Park Trips, Yellowstone Journal, Salt Lake City Weekly, Newspaper
- Digital Ads – Print ads digital versions, remarketing, banner, display ads through Meta, Expedia, Google, Sojourn, Brand USA.
- Monthly Newsletter
- Social Media management, Instagram, Facebook
- Billboards
- Familiarization Tours- Bloggers
- Event Sponsorship – Wrestling, Pocatello Downs, Simplot Games, Four Peaks Grand Fondo, Pocatello Marathon, Cornhole at the MEC, Veterans Pow Wow, Idaho High School Rodeo, Senior Games.
- Trade Shows
- Assets - Creation and housing

Idaho Department of Commerce Idaho Travel Council Grant Program

- Region 5 – Visit Pocatello, Southeast Idaho High Country, Bear Lake
- 2% lodging tax throughout the state, 55% State Operations, 45% returns to region through the grant.
- Marketing Grant, intended for marketing with an overnight stay component. Must be spent 50 miles out of area.
- Grant does not provide for employees or local spending
- Community buy in/match is a requirement of the grant.

We want to bring the community together through tourism, working towards a common regional goal. We are establishing partnerships and working on city wide initiatives.

Partnerships – Mountain View Event Center, City of Pocatello, City of Chubbuck, Historic Downtown, Chamber of Commerce, Shoshone Bannock Hotel and Casino. Pebble Creek, ISU and Bannock County down the road.

City Play Pass – Access to Ross Park, Zoo Idaho, Museum of Clean, Natural History Museum at ISU, Bannock County Museums. Encourages repeat trips.

Visitor Center – Become a hub. Remodel. Electric Car Charging Station, 3D Displays, Digital Programming

Digital Assets for all to share

Restaurant/Hotel Partnerships and informational meetings – Horseman's rate, CVB Rate, Bikers Rate

Down the Road

- Provide communication between entities, coordinate on Trade Shows, calendar and events.
- High School Events – Debate, Cross Country, State Wrestling. What can we add?
- Target small market meetings
- Be a ‘coordinator’ for current events to ensure smooth successful experiences
- Find and apply for new events – BMX, Sports Tournaments, Dressage – Western Regional Wrestling- Frisbee Golf
- Hub for area assets, including digital imagery and specifications and layouts of assets
- Attend Trade Shows representing all entities
- Visitor Center Refresh



Community Agency Request for Financial Support

Finance Department

Submitted On:

Apr 26, 2023, 12:45PM MDT

Organization Name (as it appears on the IRS Letter of Determination)	Greater Pocatello Convention and Visitors Bureau
Organization Address	Street Address: 2695 South Fifth Avenue City: Pocatello State: ID Zip: 83204
Organization Website	visitpocatello.com
Contact Name	First Name: Jeffery Last Name: Glissendorf
Contact Job Title	Director of Tourism and Marketing
Contact Phone	208-425-1820
Contact Email	jeff@visitpocatello.com
Board President (or equivalent)	First Name: Peter Last Name: Pruett
Board President Phone	208-705-5759
Board President Email	ppruett@pocatello.gov
IRS Letter or Copy of Bylaws	Visit Pocatello Bylaws.docx
Board Approval for Application (board minutes or signed letter from board)	2023-ITC-Grant-Application-Budget.xls CVB Overview.docx
Does your organization have written internal financial controls?	Yes
City of Pocatello Funding	\$15,000 \$20,000
Government Funding - Other Cities	\$10,000
Government Funding - County	
Government Funding - State	
Government Funding - Federal	
Grant Support (itemize below)	\$232,000 \$292,000
Foundation and Corporate Support	
Contributions / Donations	

Special Events	
Membership Dues Received	
Investment Income	
Fundraising Income	
Other Income (itemize below)	\$30,000
Please itemize your grant support sources.	Idaho Travel Grant. Budget attached.
Please itemize your other income sources.	Mountainview Event Center Marketing Partnership.
Total	
Total Year to Date	
Salaries	\$65,000
Employee Benefits	
Payroll Taxes	
Professional Fees and Contracts	
Occupancy (rent, utilities, building and grounds)	
Specific Program Assistance	
Supplies/Equipment	
Membership Dues / Support to Affiliate Organization	
Other Expenses (itemize below)	
Please itemize your other expenses.	
Total	
What percent of your program budget would the City of Pocatello funding request represent?	15% 20%
Amount Requested	\$20,000.00
Did your program receive City of Pocatello funding last year?	Yes
If so, what was the amount received?	\$15,000.00
Will the entire approved City funding amount from last fiscal year be used by September 30, 2023?	Yes

<p>How, specifically, would the grant money be used to support your program? Please list types of expenses (such as wages, fringe benefits, supplies, materials, etc.).</p>	<p>Director of Tourism Wages, operating expenses for Visitor Center. Local campaigns that are not covered by Idaho Travel Council Grant.</p>
<p>Provide a description of the services you are currently seeking funding for, and what are the goals of the services.</p>	<p>Please see attachment.</p>
<p>Provide a description of the target population and activities you will conduct.</p>	<p>Please see attachment.</p>
<p>Please describe how your program is effective at addressing a current Pocatello community need.</p>	<p>Tourism is the third largest industry in the state of Idaho. Effective tourism will make a larger economic impact to our businesses.</p>
<p>How has your program evolved or changed over past years to better meet community needs (if applicable)?</p>	<p>This year we have hired a full time employee to effectively communicate with local entities and effectively manage the grant. In the past we were operated fully by volunteers. This will allow us to market more effectively and bring us together with the same goals for the area.</p>
<p>Number of full-time employees working in the program for which you are seeking funding</p>	<p>one</p>
<p>Titles/roles of all full-time employees of the program for which you are seeking funding.</p>	<p>Director of Tourism and Marketing, full time salaried position.</p>
<p>Number of part-time employees working in the program for which you are seeking funding</p>	<p>0</p>
<p>Titles/roles of all part-time employees of the program for which you are seeking funding.</p>	<p>0</p>
<p>Number of volunteers working in the program for which you are seeking funding</p>	<p>ten</p>
<p>Please provide a brief description of the volunteer duties for the program for which you are seeking funding.</p>	<p>We use volunteers for our board and as local experts to staff the visitor center.</p>
<p>Number of Unduplicated Clients</p>	
<p>Using the chart above, please provide information on the</p>	

**income level of the clients that
your program is serving.**