

boise
CONVENTION
& VISITORS BUREAU



Boise Convention and Visitors Bureau

2021 Annual Report



A Letter From the Executive Director

What a year of recovery and resilience. The best news of 2021 was that our industry truly bounced back more than we could have anticipated. Although the corporate travel segment is still down and businesses are a little slower to return to the office and meet in person, our hotels have still been able to maintain record rates. Hotel occupancies are back up to 2019 numbers.

On the heels of that good news was that the Big Sky Men's and Women's Basketball Championships would come to Boise for the next five years. This win is the result of many community and state partners, and it felt really good to work together with many of you for this BIG WIN for Boise.

We continued recovery plans for leisure and meetings marketing with Duft Watterson's "Basecamp Boise" campaign. This fun campaign identifies Boise's hotels as a jumping-off point for outdoor adventure, cultural and culinary activities. At the same time, the Greater Boise Auditorium District and The Boise Centre extended their support of the meetings recovery effort throughout 2021. This has really proven to be effective and has kept us front of mind for many in the industry and I am sure we will see the impact for years to come.

We hired Lucas Gebhart as our Sports Sales Manager in September. Lucas has a big passion for sports and has jumped right in to fill the shoes of Brandon Fudge, who went back to work for Boise State University. And after working many years as Sales Manager at one of our essential community partners, the Hampton Inn in downtown Boise, Shannon Fullerton moved to the Boise CVB as a Sales Manager. We also promoted Taylor Barton to Convention Services & Digital Marketing Manager where she has taken on many new tasks in addition to managing our social media on all of our platforms, she puts together all our site visit and FAM itineraries and manages and implements all of the convention servicing programs, plus is now the event coordinator for our Annual ROSE Awards.





Throughout all these changes, I am extremely grateful for the role and mentorship of John Cunningham from Block 22 as our 2021 Chair of the Board. His calm demeanor, leadership and sense of humor carried us through into 2022 with a very promising outlook ahead.

This past year we said goodbye to our dear friend and Board member Dave Terrell who past away last Summer. We will remember his example and years of service to our board.

We were able to still honor our hospitality community with an in-person Recognition of Service Excellence (ROSE) Awards celebration in September at the Riverside Hotel, and the community showed up to celebrate the very deserving honorees and winners.

We were able to attend in-person tradeshows and met face to face with planners for the first time in over a year. And, we hosted 15 meeting, event planners and media from all over the country in July for our annual Meeting Planner FAM trip. There have already been a few pieces of business and several articles that have come out of this FAM. We also went to Seattle and DC for sales missions and used our Master Hotel Contract a few times already.

Other good developments that greeted us this year: We worked with the Boise Airport, Idaho Tourism and the Boise Metro Chamber of Commerce for an

inaugural flight promotion with Jet Blue from NYC to Boise. This event earned the airport a "Rock Star Reception" nomination in the Cranky Network Awards. We also dedicated funds in the Atlanta and Austin markets to promote the new nonstop service on billboards throughout the cities.

We look forward to hosting several industry events in 2022 including a few team meetings for Helms Briscoe and Conference Direct, and more than 50 planners are expected to attend the Connect Pacific Northwest Marketplace here in September 2022.

This year the 6th Annual ROSE Awards will be held in person at Boise Centre on April 18th. This will be a celebration not to miss. We intend to show our peers and our colleagues how much they mean to us.

We continue to have much to be thankful for, especially living and sharing this community that we love with the industry that we are passionate about. We look forward to more travelers to our community in 2022 and to see numbers continue to climb and surpass anything we've ever seen before in Boise and Idaho.

Thank you,
Carrie Westergard
Executive Director



A Letter From the Board Chair

2021 is in the rearview mirror. It was a year of uncertainty and difficulty in the travel and tourism industry. The travel and tourism industry had been devastated. Many people described it as the "new normal", with circumstances changing constantly. However, while meeting planners and travelers were cautious, the Treasure Valley saw visitors return much more quickly than comparable cities in our region. Our area continued to be a place where families, friends, and organizations chose to visit, gather and explore.

The Boise Convention & Visitors Bureau (BCVB), together with local hospitality professionals, demonstrated remarkable resilience. We were forced to get creative and had to be ready to react and adjust. The BCVB worked closely with local venues and hospitality professionals to adjust in this new environment. With so many organizations pausing their travel and convention planning, the BCVB focused on groups that were traveling, such as athletic organizations. BCVB Executive Director Carrie Westergard, with the support of several industry partners, negotiated a five-year contract extension to host the Men's and Women's Big Sky Conference Basketball Championships in the Treasure Valley. Hosting this tournament for five more years will help fill our airport, hotels, rental cars, restaurants and retail establishments. This tournament also brings several hundred college athletes and soon-to-be job seekers, and exposes them to this area's quality of life. This is a terrific benefit to local employers who continue to struggle to attract talent. There are reasons to embrace an optimistic outlook for 2022. Clients who had suspended scheduled visits are rebooking. This area continues to be one of the most desirable places to visit and relocate. Thankfully, the BCVB is once again fully staffed to meet this growing visitor demand. Also, the BCVB's staff and Board budgeted for and scheduled a strategic planning session in 2022 to ensure the organization is properly positioned in this rapidly changing environment.

As you read this report, you'll see the BCVB is in a very healthy financial position, despite the recent challenges. It's a testament to Carrie's leadership and her dedicated staff. It's also a tribute to an engaged Board of Directors, with whom I've had the privilege to work closely for several years. I am so grateful for the opportunity to serve on this Board. I look forward to supporting Carrie and her team and watching the BCVB prosper in the future.

John Cunningham, Block 22, President/CEO
Boise CVB Board Chair



2021 Staff

Carrie Westergard, *Executive Director*
Andrew Heidt, *Director of Sales*
Rhonda McCarvel, *Sales Manager*
Shannon Fullerton, *Sales Manager (hired in November)*
Brandon Fudge, *Sports/Convention Sales Manager (left in August)*
Lucas Gebhart, *Sports/Convention Sales Manager (hired in September)*
Taylor Barton, *Sales & Visitor Services Coordinator (promoted to Convention Services & Digital Marketing Manager in September)*

2021 Board of Directors

John Cunningham, *Block 22, Chair*
Brad Wilson, *Chair-elect*
Aimee Tylor, *Marriott Residence Inn City Center (left position/board)*
Ali Ribordy, *Boise Centre*
Angela Taylor, *The DIGNITAS Agency/ Indulge Boise*
Adam Altwies, *Inn at 500*
Bill Connors, *Boise Metro Chamber of Commerce*
Dave Terrell, *retired (passed away)*
Earl Sullivan, *Telaya Wine Co.*
Hart Gilchrist, *Intermountain Gas, Treasurer*
Kathy Pidgeon, *The Riverside Hotel*
Kyle Johnson, *Hyatt Place Boise Downtown (left position/board)*
Mike Ruffner, *Shamrock Foods, Past-chair*
Rochelle Criswell, *Boise State University*
Scott Ableman, *Hotel Management Services*
Sean Briggs, *Boise Airport*
Thad Cunningham, *Cradlepoint*

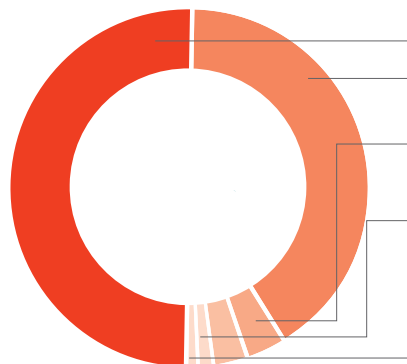


TOURISM MATTERS

Tourism Funding

Revenue: \$2,079,452 Budget: \$2,003,665

4% Increase

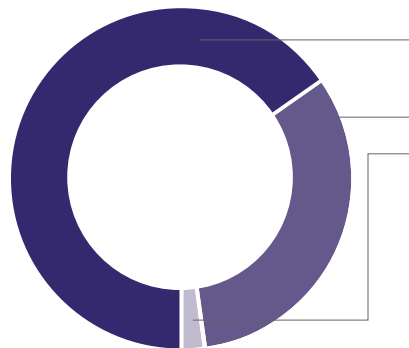


50% – Idaho Travel Council Grant	\$1,040,662
41% – Boise Centre (Lodging Tax/Marketing Partner/ Meetings Recovery)	\$850,172
3.5% – Other (Strategic Partnerships, ROSE Awards Sponsorships, Advertising)	\$75,627
3% – PPP Funding	\$63,990
1.5% – In-kind (PR/ROSE Awards)	\$24,000
1.5% – City of Boise/Boise Airport Partnership	\$25,000

Tourism Investment

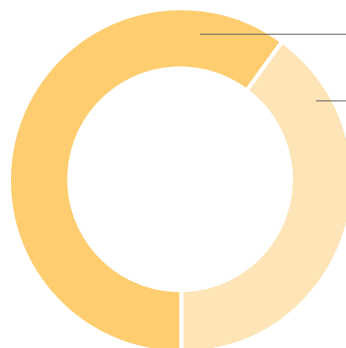
Expenses: \$1,893,945 Budget: \$1,999,331

-5% Decrease



65% – Sales/Marketing/PR/meetings recovery	\$1,186,585
33% – Admin (salaries, non-grant, operations)	\$682,111
2% – In-kind	\$25,250

Allocations



60% – Spent on Tourism Marketing & Promotions
40% – Spent on Convention/Sports Marketing & Promotions

MISSION STATEMENT:

To enhance the Boise area's economy through the marketing, promotion and selling of the city and region as a site for conventions, corporate meetings, trade shows, leisure travel, cultural, sports and special events.



12.6 MILLION
**DIGITAL
ADVERTISING
IMPRESSIONS**

3.6 MILLION
**PASSENGERS THROUGH
BOISE AIRPORT**



**TOURISM IS
#3**
IN GDP*
OF IDAHO



542 MILLION
**MEDIA
IMPRESSIONS**

2,968
**VISITOR GUIDES
REQUESTED**



503,325
WEBSITE VIEWS

**Figures/Facts based on 2021 marketing efforts

NEW IN 2021

Team Updates

In August, Brandon Fudge left the CVB to work for Boise State University. Lucas Gebhart was hired as the Sports Sales Manager in September. Taylor Barton received a promotion to Convention Services & Digital Marketing Manager. In October, Shannon Fullerton was hired as a Sales Manager.



Lucas Gebhart



Shannon Fullerton



Taylor Barton

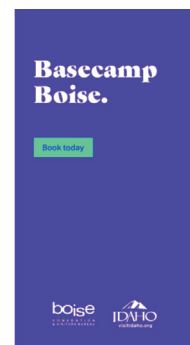
Familiarization Trips

The team was so excited to host our first live FAM experience in two years in July. The FAM included 12 meeting planners and 3 media contacts. We also hosted two Virtual FAMs in April that toured meeting planners to highlights around Boise in a virtual experience.



Basecamp Boise

Duft Watterson took the lead with creating a comeback leisure travel campaign. "Basecamp Boise" was created to showcase the many outdoor opportunities right close to Boise, while enjoying the lodging, dining and culture the area has to offer.



New Meetings Marketing Agency

In 2020, the Boise Centre joined with the CVB to enlist the help of Digital Edge, a digital marketing firm, to help address the meetings and convention marketing. This joint effort continued into 2021. In June, Orange 142, a digital marketing firm, was contracted to continue meetings recovery 2.0.





LOCAL OUTREACH

6 Regional Presentations to

Idaho Travel Council
ROSE Awards
Idaho Business Review Breakfast Series (virtual)
Downtown Boise Association
Greater Boise Auditorium District
Boise Metro Rotary

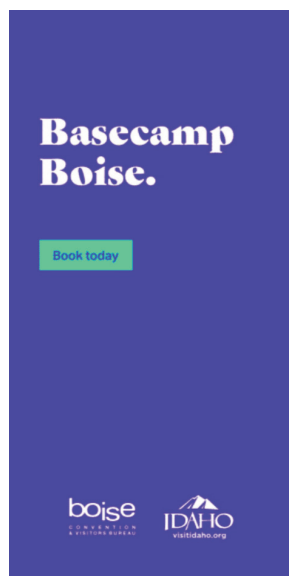
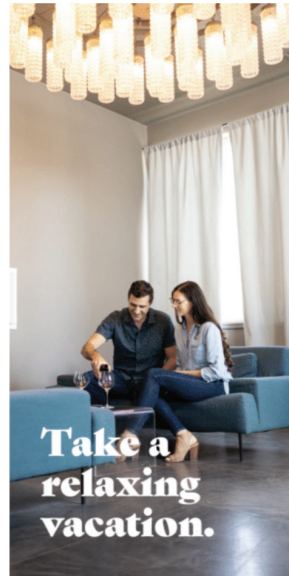


NEW Air Service in 2021

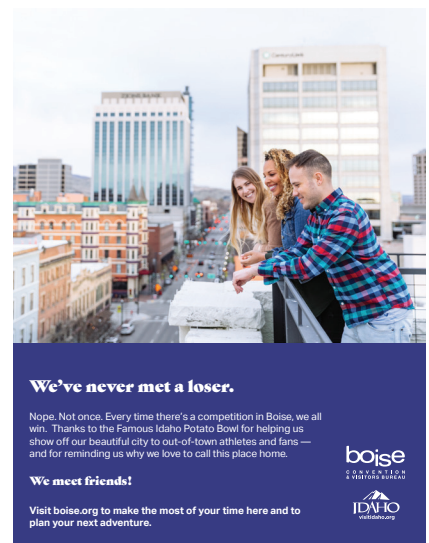
- JetBlue adds a nonstop to New York City (February)
*begins in June
- Alaska adds a nonstop to Chicago O'Hare and Austin, Texas (March)
- Alaska adds a nonstop to Pullman-Moscow Regional Airport (June)
- Alaska adds nonstop to Idaho Falls and Las Vegas (October)

MARKETING STRATEGIES

- Inspired and engaged prospective visitors with impactful and unique messages. Brought Boise to life with creative that is on-brand, with photography that shows off, copy that was thought-provoking and initiates action.
- Worked with strategic partners to further our mutual objectives for Boise. Partnerships were in the form of advertising, editorial content, social media sharing, promotions, research, and more.
- All marketing communications included a clear, concise and persuasive call to action, driving target audiences to boise.org website.
- Messaging and all marketing efforts achieved an emotional response to the brand utilizing imagery that people can relate to, envision themselves experiencing all Boise has to offer, and communicating a message that strikes a chord. All combined, stimulating the target audience to share content.
- Continued to use CRM tool that is cloud-based, with a focus on traces and reporting at existing levels and beyond, captured media, stakeholders, and also created reporting that is useful in telling our story.
- Shifted the target market from March until the end of the year to a local, drive based audience due to lack of long distance travel world-wide.
- Continued recovery campaigns for leisure and meetings. "Basecamp Boise" showcased information regarding the abundance of safe, outdoors activities within proximity to culture, dining, and lodging in the Boise area.

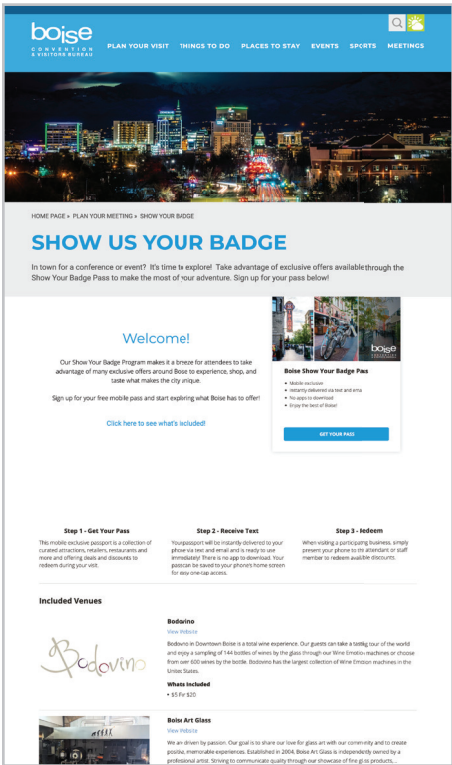


Basecamp Boise Campaign

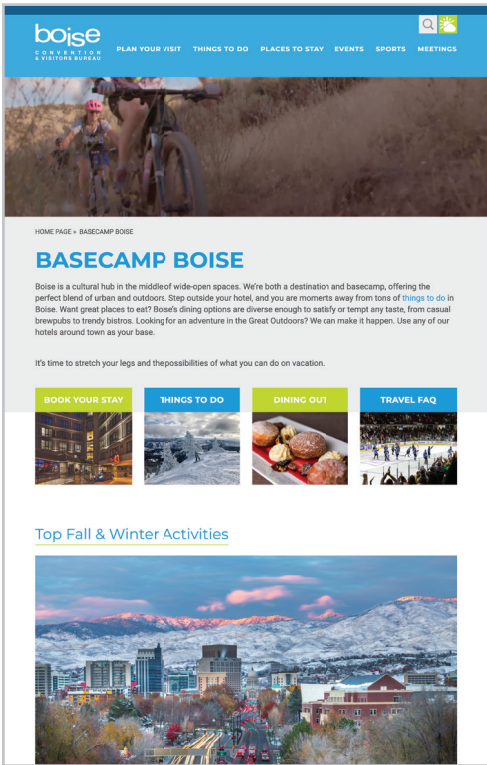


Boise.org Enhancements

Show Your Badge (Bandwango)



Basecamp Boise



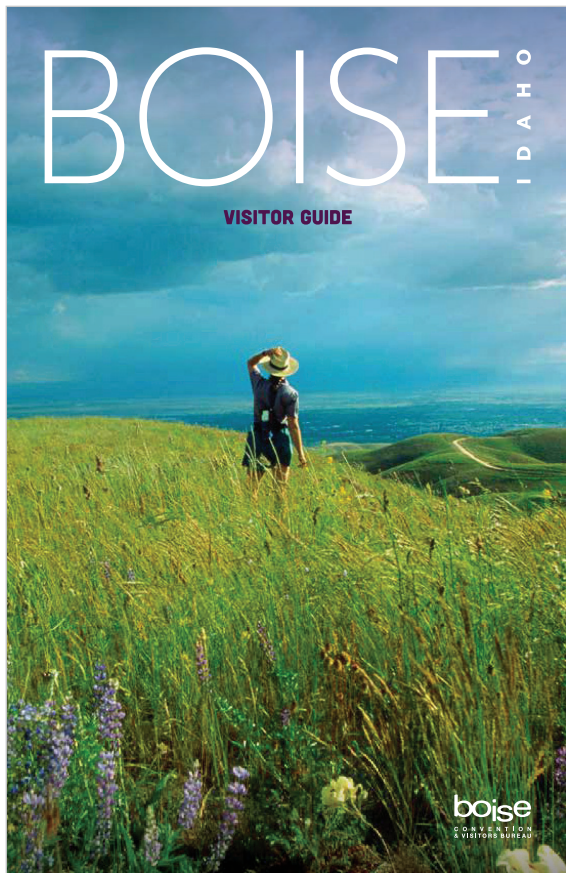
Meetings Content Pages



Visitor Kiosk/Welcome Center at BOI

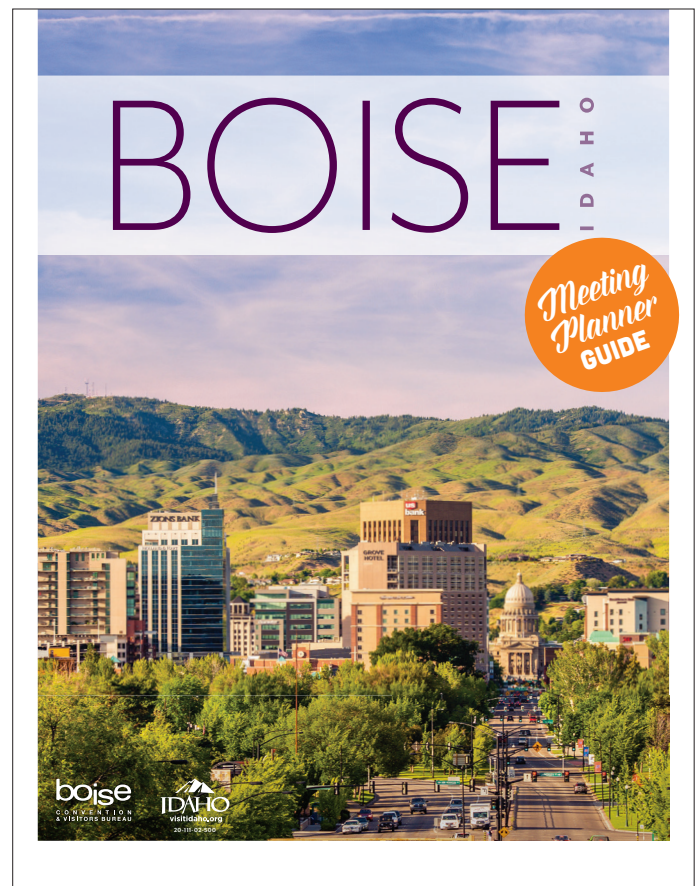


COLLATERAL



Visitor Guide
(distributed)

Meeting Planner Guide
(printed & distributed)



Partnered with Museum
Association, Downtown Boise
Association, Boise River Greenbelt
and WalkAbout Boise Tour
(Sponsored and Distributed)

Print Advertising

Publications:

- ASAE
- Small Market Meeting: Rocky Mountains Meeting Guide
- Conference Direct
- Northwest Meetings & Events

Total circulation reach 47,150

Digital Advertising

Digital Edge Campaigns:

- Landing Page
- eBlasts
- Orange 142 Campaigns:
- Retargeting Advertising
- eBlasts

Duft Watterson Campaigns:

- MPI web banners
- Meetings Today (sponsored webinar & custom eblast)
- SGMP Listing & web banner

1,537,616 impressions with 6,273 clicks

boise CONVENTION & VISITORS BUREAU **boise centre**

Quick Guide to Safe & Healthy Meetings

If you're looking to host your next meeting or event locally, learn about our city's health and safety protocols with these quick links and resources.

[GET STARTED HERE](#)

STAR™-Studded Meeting Facilities

Boise Centre, Hyatt Place Boise Downtown and Hyatt Place Boise Towne Square have achieved GBAC (Global BioRisk Advisory Council) STAR™ Facility Accreditation, establishing and maintaining a cleaning, disinfection and infectious disease prevention program to ensure guests' health and safety. Add this gold standard of cleanliness to our city's many offerings, and you've got some solid groundwork for getting your next meeting or event held here.

[START FRESH. MEET BOISE](#)

READY FOR A FRESH START?

Boise's Here for it.

Situated along the Boise River is Idaho's capital city—and your fresh start to meeting once again. Boise is home to a walkable, friendly and safe downtown full of urban pursuits, culture, and culinary experiences. Explore our unique attractions and surrounding outdoor recreation for your group, or learn more about our complimentary planning tools, safe traveling information, hybrid meeting options and more.

[YOUR FRESH START BEGINS HERE](#)

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[START FRESH. MEET BOISE](#)

Lots of indoor space to meet. Lots of outdoor space to move your feet.

Make Boise your basecamp for meetings and events. Downtown is steps away from restaurants and minutes from mountain trails. Visit boise.org/plan-your-meeting

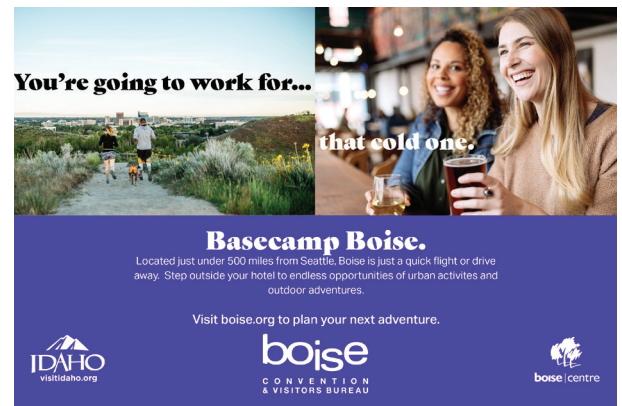
boise CONVENTION & VISITORS BUREAU **IDAHO** visitidaho.org **boise centre**

LEISURE

Print Advertising

Publications:

- Chamber Maps
- East Idaho Adventure Guide
 - 50,000 distributed
- Idaho Outdoor Guided Adventures - Directory
 - 10,000 distributed
- Idaho Travel Guide
 - 115,000 distributed
- Idaho Wine Commission Brochure
 - 20,000 distributed
- Boise & Meridian Lifestyle Magazines
 - 35,000 distributed
- NW Travel & Life
 - 40,000 distributed
- Salt Lake Magazine
 - 20,000 distributed
- Seattle Seahawks Yearbook
- Seattle Mariners Yearbook



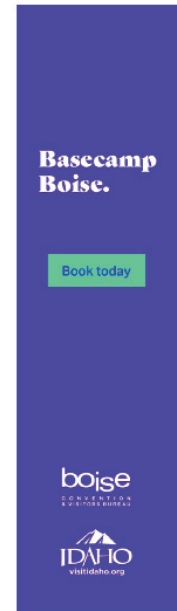
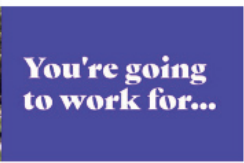
Digital Advertising

- Google AdWords
 - 1,186,236 impressions with 53,764 click thrus
- Programmatic Advertising
 - 1,522,423 impressions with 5,337 click thrus
- Social
 - 3,223,052 impressions with 54,625 click thrus
- Trip Advisor: sponsorship page and programmatic advertisements
 - 1,596,781 impressions with 7,068 click thrus
- Adara
 - 132 bookings total
 - 3.6 million impressions

Total impressions:
11.13 million



Animated GIFS




SPORTS MARKETING

Digital

- Sports Destination Management
 - 136,100 impressions
- Connect Sports
 - 1.27 million
- Northstar Sports eblast


Total impressions 1.4 million



Boise is Building New Sports Venues

The sports offerings in Boise are growing! The city is welcoming a new venue, the Greater Boise Aquatic Center, slated to open Spring 2022. The main attraction will be an eight to ten lane 50 Meter Competition Pool surrounded with spectator bleachers, and a Separate 6-Lane 25 Yard Pool. This facility will open doors to host elite competitive aquatic events less than 4 miles to the Downtown Boise core.




[Learn More](#)



Recent Events

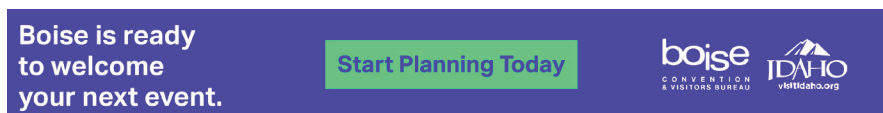
Boise recently hosted US Youth Soccer Far West Regional Championships and USA Pickleball Pacific Northwest Regional Championships. Thank you for choosing Boise!

Curious about hosting your event in the Boise metro area? [Click here for more info!](#)

boise.org

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Provided courtesy of the Boise Convention & Visitors Bureau
1101 W Front St, Suite 100, Boise, ID 83702



SALES EFFORTS AND CONVENTIONS & SPORTS EVENTS

12/2020 **Tradeshows/Marketplaces**
 - 11/2021 Attended 10 live and virtual marketplaces/
 trade shows – Go West (Virtual), Meetings
 Industry Council (MIC), MPI WEC,
 HelmsBriscoe Annual Partner Meeting,
 Destinations International Annual
 Convention, American Society of Travel
 Advisors (ASTA), Connect Marketplace,
 CDX Conference Direct, Conference
 Direct Annual Partner Conference, TEAMS
 Conference, ICORT (Virtual), Sports ETA

(NASC), CDX Conference Direct, IMEX,
 Connect Winter Marketplace.

Familiarization Trips

Hosted two virtual FAMs in April. as well
 as one in person FAM in August that
 consisted of 12 Meeting Professionals and
 3 Media.

Site Visits

Hosted 102 attendees (Virtual and Live).

Promotions

· 270 hotel RFP leads were sent to Boise
 Centre and hotels.

Sporting events held = 8,790 room nights

The BCVB sponsored and offered special event support for each of these events.

EVENT	DATE	ROOM NIGHTS
Big Sky Basketball	3/2021	2,640
Celebrity Cheer & Dance	4/2021	100
Boise Area Pickleball Association	6/2021	275
Far West Soccer	6/2021	5200
USA Pickleball	6/2021	575
Boise Albertsons Open	8/2020	-

2021 MEETINGS & CONVENTIONS*	DATE	ROOM NIGHTS
United Heritage Insurance	3/2021	75
Apostolic Church of the Faith in Jesus Christ	4/2021	250
Western States Hostage Negotiators Association	4/2021	510
International Society for Aerosols in Medicine	5/2021	90
Northwest Alcohol Conference	6/2021	480
Western Idaho Community Action Partnership	8/2021	70
National Ski Patrol	8/2021	155
Western Power Sports	8/2021	700
Optimists Intl	8/2021	70
Pacific Northwest Clean Water Association	9/2021	500
Red Angus Association	9/2021	715

2021 CONVENTIONS & SPORTS EVENTS

2021 MEETINGS & CONVENTIONS*	DATE	ROOM NIGHTS
Simpson Strong-Tie	9/2021	320
National Governors Association	9/2021	155
Northwest Credit Union Association	10/2021	1,255
LiveRez.com	10/2021	655
National Association of State Motorcycle Safety Administrators	10/2021	385
Association of Consulting Foresters of America	10/2021	70
The Association of University Real Estate Officials	10/2021	290



FUTURE CONVENTIONS & SPORTS EVENTS

FUTURE SPORTING EVENTS	DATE	ROOM NIGHTS
Eagle Tennis Club	1/2022	75
Big Sky Conference Men's & Women's Basketball	3/22-26	2,750
National Collegiate Rugby	4/2022	160
Boise Timber Thorns Soccer Club	4/2022	550
FarWest Regional Soccer Tournament	6/2022	10,000
Twilight Criterium	7/2022	400
USA Softball	7/2022	255
Boise Albertsons Open	8/2022	1,000
Famous Idaho Potato Bowl	12/2022	1,500

FUTURE CONVENTIONS	DATE	ROOM NIGHTS
Idaho Education Technology Association	2/2/2022	870
Business Professionals of America	3/16/2022	1045
Great West Casualty Insurance	4/4/2022	450
National Mitigation & Ecosystem Banking Conference	4/30/2022	1160
Voluntary Protection Programs Participants' Association	5/11/2022	625
NAACCR North American Assn of Central Cancer Registries	6/11/2022	735
International Society for Anthrozoology	7/8/2022	420
Council of State Governments	7/17/2022	791
The Church of the Brethren	7/18/2022	695
National Association of State Budget Officers NASBO	7/29/2022	545
National Smokejumpers Association	8/12/2022	725
ID Health Information Management Assn	8/22/2022	600
Pacific Fishery Management Council	9/6/2022	1003
Urban and Regional Info Systems Association	10/2/2022	895
Golbon	10/10/2022	922
Collaborative Family Healthcare Association (CFHA)	10/13/2022	935

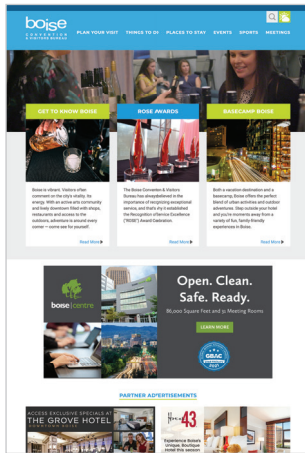
Groups in bold:
Meetings at
Boise Centre.

109 confirmed future Meetings / Conventions / Events, totaling 43,980 room nights (as of 12/21). 89 tentative future events.

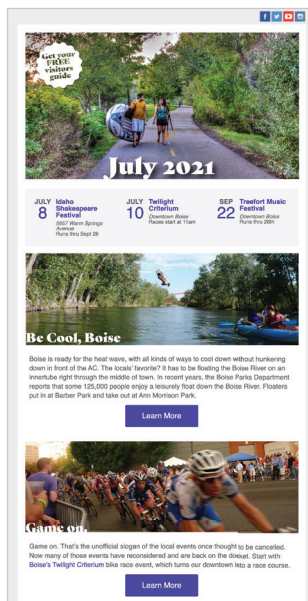
*Partial List

ONLINE

Website 41,944 monthly visits
(Average)



eNewsletter Sent monthly to an avg. of 8,766 leisure recipients and monthly to an avg. of 9,411 meeting planner recipients

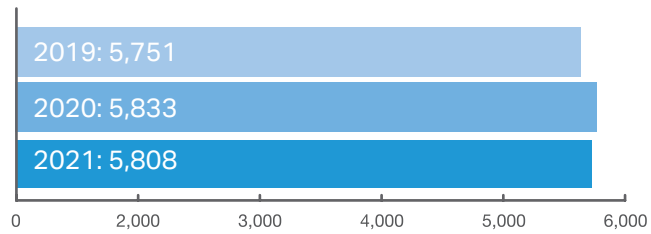


Lead Generation Programs

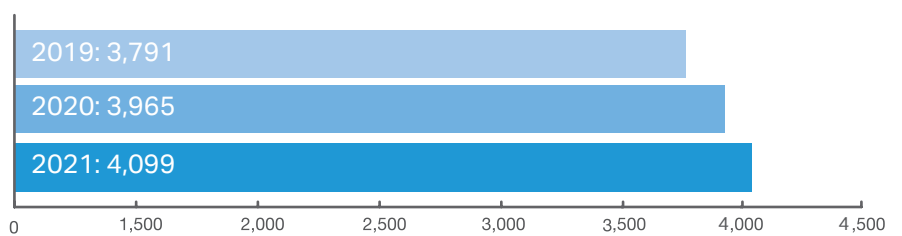
- CVENT
- Digital Edge Campaign
- Orange142 Database
- MPI Survey

Social Media

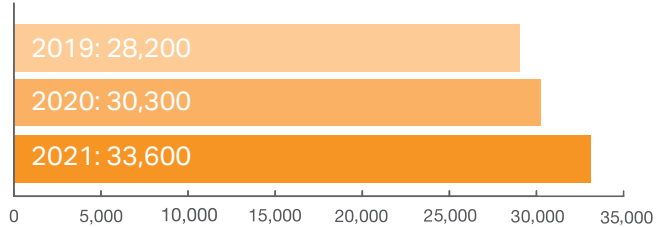
Twitter Followers



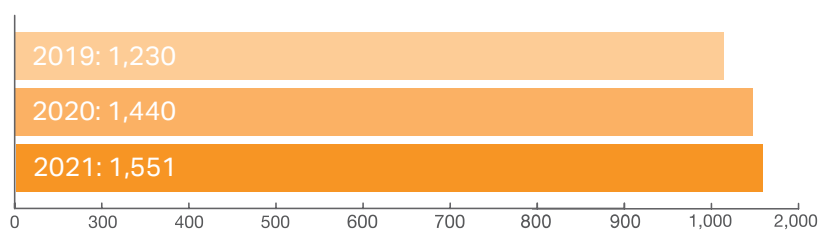
Total Tweets



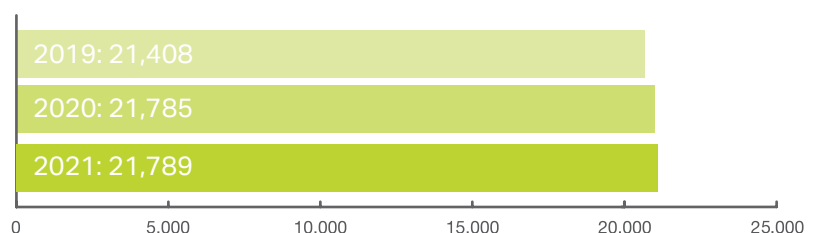
Instagram Followers



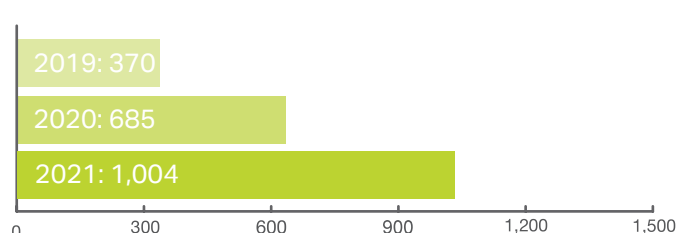
Total Instagram Posts



Facebook Likes



LinkedIn Followers





INSIDER

Journey

MARTHA STEWART
Living



seattle

San Diego
MAGAZINE

MEDIA GROUP
SportsEvents



Media Strategy

In a given year the Boise Convention and Visitors Bureau works in tight coordination with its public relations agency, Fahlgren Mortine, on the hunt for a beneficial combination of media encounters local, national and regional. By promoting the appeal of the Boise area as a destination for family and friend vacations, as well as an excellent spot for business travel of all sorts, the BVCVB has been able to help grow the tourism economy while improving the connections and partnerships throughout the city and surrounding areas. And in an ordinary year, this strategy yielded a steady stream of visiting media and positive coverage.

But the last two years have been anything but ordinary. Thanks to the ongoing pandemic the domestic travel media stood on the brakes and left destinations largely unvisited in 2021, a trend noted by Fahlgren Mortine's team as well as BVCVB staff. Editors were leery of sending any of their salaried staff out into the field, and freelancers were wary of the potential for COVID-19 to become more than a side note in their reportage.

Without the traditional give and take of the travel industry media, 2021 was another year that demanded creativity to generate media interest (and bring access to them).

Travel Media Resurfaces

Our results for the year show a travel media industry growing in confidence after spending most of 2020 on hold or in hiding. With a year of crushing COVID-19 restrictions, and with the BVCVB and FM teams keeping up the pace of media-friendly announcements 2021 became a year of more open-mindedness. Outreach efforts yielded a media market whose leaders were open to new ideas and willing to try new ways of communicating and exploring Boise's many attributes. The FM team received support from the BVCVB to pursue non-traditional means of reaching out to travel media, and with enough planning, were able to secure a number of stories that might not have seen the light of day otherwise.

PUBLIC RELATIONS



AFAR



Budget Travel



Forbes

Media Exposure

For the year 2021 Fahlgren Mortine was involved in at least 35 stories, whether through ideation, pitching or responding to inquiries. The total readership of the publications that printed those stories rose above 542 million readers.

Media placements included titles such as:

- *Outside Magazine*
- *The Idaho Press*
- *Sports Destination*
- *Management*
- *TripSavvy*
- *Idaho Business Review*
- *Gastro Obscura/Atlas Obscura*
- *InsideHook*
- *Meetings & Conventions*
- *Mountain Flyer*
- *Travel Awaits*
- *Sports Destination*
- *Management*
- *American Way*
- *Forbes*
- *KTVB Ch. 7*
- *BoiseDev.com*
- *Idaho Statesman*
- *USA Today 10 Best*
- *Smart Meetings*
- *Red Tricycle*
- *AAA VIA*
- *Shondaland*
- *Sports Destination*
- *Management*
- *Northwest Meetings and Events*
- *Prevue*
- *Meetings & Conventions*
- *Men's Journal*
- *Decanter*
- *Men's Journal*
- *Eater*
- *Forbes*
- *Budget Travel*
- *Thrillist*
- *USA Today Go Escapes*

Public Relations / Pandemic Response & Community Support

As the pandemic began to show signs of weakening, Fahlgren Mortine worked to provide local and regional press an honest but bullish outlook on Boise's resilience. FM staff supplied Boise CVB Executive Director Carrie Westergard with consistent, strong messaging about the inevitable comeback of the tourism industry.

Media Mission Alternatives

In 2020, The Boise CVB and Fahlgren Mortine created a remote media mission model. This event featured one large group meeting and additional individual meeting options for those with varying schedules or a desire to dig deeper into certain topics. When the dust settled, that effort was successful. Some 14 journalists involved with the event asked for meetings and followups. Fahlgren Mortine sifted through the responses and followed up on as many of those inquiries as was feasible.

Syndicated Television Co-op:

But in 2021, with the bulk of travel media still wary of stepping out into the greater world, FM helped connect the Boise CVB with Coffee With America, or CWA. This weekly television program reaches a total of 100 million households, with syndication agreements that get the program onto the airwaves across the country.

The show is syndicated by:

- Telco Productions (82 full-power stations)
- YTA Network (120 stations)
- AMG Network (which is provided by major cable providers such as Spectrum and Comcast)



INSIDER

Journey



seattle

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MAGAZINE

SportsEvents
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- The Walk TV network (250 stations)
- The ACTION Channel (26 stations)
- The Family Channel (30 stations)
- CWA airs on local FOX-owned and operated television stations, including KDOC-TV in Los Angeles

The above account for a total number of 1,013 stations.

The CWA event included a "Plan a Vacation" segment with host Jennifer Weatherhead, who met with BCBV and FM representatives to develop a script and talking points to deploy throughout the broadcast. Altogether, the arrangement yielded a cumulative audience of 12.9 million viewers, with an estimated \$298 thousand in ad value. All told the project's potential online reach was about 70 million.

Visitor Information: 2,968 packets sent

A Special Thanks to Our 2021 Partners

