# HAILEY CHAMBER OF COMMERCE

# 2012-2013 Quarterly Report

## 2nd Quarter

### January 1, 2013 – March 31, 2013

Hailey Chamber of Commerce contract for services report to the City of Hailey.

# Hailey Chamber of Commerce and Visitors Center

<u>The mission of the Hailey Chamber of Commerce is to promote and support our membership, businesses, and community while maintaining and enhancing our quality of life.</u>

## Visitor Services

### Visitors:

During the 2nd quarter of the 2012/2013 contract year for services, the Hailey Chamber of Commerce and Visitors Center provided visitors support services to the following:

| Visitor Inquiries: | January | February | March | | Total |
|---|---|---|---|---|---|
| E-mails answered | 404 | 347 | 311 | | 1062 |
| Visitor Count | 90 | 84 | 210 | | 384 |
| Phone Inquiries | 240 | 239 | 222 | | 901 |
| Website Visits/Hits | 2,790 | 2393 | 2734 | | 7917 |
| Facebook Reach (Avg) (@Facebook Likes 2262) | 69,000 | 71000 | 46500 | | 186500 |

901 via telephone, 8979 web/email inquiries and 384 visitors to the new Welcome Center. During the winter months we have had less visitors but have seen an increase of requests for relocation information, many folks obtaining jobs first and then pursuing relocation to the area. Phone calls and emails have seen a strong trend of relocation, amenities for conference attendees as well information on summer activites and event information.

### Conference and Convention Support:

The Hailey Chamber of Commerce provided support services to small groups coming to the area in conjunction with conferences or work oriented travel. We are in touch with the Sun Valley Marketing Alliance and the Sun Valley Lodge with the area occupancy reports. Information on local businesses and events in the Wood River Valley is communicated with the Sun Valley Concierge as well as the Sun Valley Marketing Alliance, Sun Valley Online and various Non-Profits in the Wood River Valley.

Board Member Jeff Knight of the Wood River Inn attended the Idaho Division of Tourism meeting in Caldwell this March. He has provided the Chamber with some new enthusiasm as to the "why" vacationers should come to Hailey. That will be the theme of our next General Membership Meeting to be held in the near future.

### Events and Programs

The 2nd Quarter of 2012/2013 provided a challenging calendar highlighted by the Grand Opening of the Welcome Center. Creating events is an integral part of keeping business in Hailey thriving. (See attached Calendars for valley-wide events provided by the Hailey Chamber of Commerce.) Events during January, February and March included:

**Ski the Rails – Hailey Chamber Welcome Table at Sun Valley Brewery**
**Grand Opening Red Building Chamber of Commerce**
**Move to the Welcome Center**

Grand Opening Welcome Center
Wake Up Hailey – Jan Feb March
Business after Hours – Feb March
Grand Opening Ribbon Cutting – Sun Valley Hyperbarics

The Hailey Chamber of Commerce promoted these events with social networking, publicity as well as providing our presence at the opening events with ribbon and scissors for the Grand Openings.

**Sun Valley Film Festival**
This year the 4-day event, previously held in Ketchum held daily venues in Hailey at the Liberty Theater. Cox Communications hosted a grand Family event on the weekend. We look forward to more involvement next year.

**Ambassadors:**
Hailey Chamber has re-introduced the Ambassador Program in 2012 – 2013. We have an incredible group of Hailey advocates that have become comfortable promoting the Hailey business community.

**Volunteer Support for Community Events:**
Hailey Chamber has a very active Board and volunteer base. Chamber volunteers continue to offer support with the upcoming events starting this spring with Summerfest and we have a strong group of dedicated business folks on board for the 4th of July events.

**In-kind support for Hailey Events:**
The Hailey Chamber of Commerce provides support to a number of events through in-kind goods and promotional services. The support that the Chamber offers allows events to expand their marketing reach. Events that received in-kind support (donation of radio ads, posters, flyers, or program printing, and press release distribution) Ski the Rails, The Welcome Center Grand Opening and the Sun Valley Film Festival.

**Marketing and Public Relations**

**Airport Welcome Kiosk**
We continue to maintain an information kiosk to welcome visitors to the Wood River Valley and provide them with travel information. This booth is also stocked with a variety of Hailey business seasonal offerings.

**Wood River Radio Contract**
We have contracted with Wood River Radio (KECH and KSKI) for regular advertising time and utilize that contracted time to promote area events, and Hailey businesses. Approximately 300 ads have been designated to aid promotion of the Sun Valley Film Festival, 4th of July, Fireworks Fundraising, Sheeptown Drag Races, PBR, ImPra, Northern Rockies Folk Festival weekend, Hailey Halloween Hoopla, Crosstoberfest, Business After Hours and Wake-up Hailey events as well as business Grand Opening and Open House events.
**Facebook** and **Twitter** again have been great resources for reaching businesses, individuals, places and more.

**Regional Marketing\*** (more information to be provided by Heather LaMonica Deckard – Marketing Director)
The Hailey Chamber promoted the City of Hailey, visitor services, and events in Hailey with a valley wide events calendar and map for the Sun Valley Magazine, 360 magazine, the Source Magazine, as well as "101 Amazing things to do", published by the Weekly Sun.

## Hailey Business Promotion

### Grand Openings and Ribbon Cuttings:
During the 2nd Quarter the Hailey Chamber helped to coordinate, organize and promote several ribbon cuttings and grand openings which included the opening of the new Aspire Physical Therapy office, Yappy Day events at 5BPaws and Claws, and Hyperbarics of Sun Valley.

### Chamberbucks Program:
Hailey Chamberbucks continues to be a great "local gift certificate" with sales slow at this time of year.

### Economic Development, Community Support and Projects:
The Chamber is currently involved in multiple projects, committees and Boards that are related to improving our business, economic development and community life in Hailey. In the 2nd quarter we participated in: the Advocates "Skills for Success Program". We were fortunate to receive an intern for 9 hours a week for a total of 27 hours assistance. In return, we tried to enhance the skills of the participant and provide an addition to their resume for future job placement. Committees collaborated with were Community Climate Challenge – 5B Bike Share, Sustain Blaine, Fly Sun Valley Alliance, Senior Connection, Trailing of the Sheep, BCRD, Blaine County School District, Sun Valley Marketing Alliance, as well as CSI community outreach and Arborfest.

### Economic Development Activities:
We have contacted state-wide Chambers of Commerce and distributed our Hailey Brochure to them with an invitation to send more upon their request.

## City Beautification

### Flowers on Main:
Chamber Vice-President Jane Drussel reports that our flowers for Main Street are growing as this report is being submitted. She has scheduled a planting day for late June to assure they will not freeze before the 4th of July. We look forward to further discussions with the HCC, City of Hailey and SVMA as to what the Summer Beautification program plan of action will be.

## We are very excited to be in our new location. Thank You.

HAILEY
IDAHO
· CHAMBER OF COMMERCE ·

Small Town
BIG Fun

For more information on Hailey and
discounts at Hailey businesses visit our
new Welcome Center at 781 South Main St,
call 208-788-3484, or visit us online at
www.haileyidaho.com

**Last Update:**     16 May 2013 - 23:45

**Reported period:**    Apr   2013  OK

## Summary

| Reported period | Month Apr 2013 | | | | |
|---|---|---|---|---|---|
| **First visit** | 01 Apr 2013 - 00:11 | | | | |
| **Last visit** | 30 Apr 2013 - 23:48 | | | | |
| | Unique visitors | Number of visits | Pages | Hits | Bandwidth |
| Viewed traffic * | 5177 | 6394 (1.23 visits/visitor) | 12021 (1.88 Pages/Visit) | 64009 (10.01 Hits/Visit) | 1.03 GB (169.67 KB/Visit) |
| Not viewed traffic * | | | 18870 | 23002 | 218.18 MB |

\* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

## Monthly history
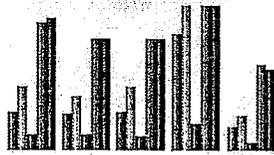


|  | Jan 2013 | Feb 2013 | Mar 2013 | Apr 2013 | **May 2013** | Jun 2013 | Jul 2013 | Aug 2013 | Sep 2013 | Oct 2013 | Nov 2013 | Dec 2013 |

| Month | Unique visitors | Number of visits | Pages | Hits | Bandwidth |
|---|---|---|---|---|---|
| Jan 2013 | 1689 | 2790 | 6776 | 56283 | 966.12 MB |
| Feb 2013 | 1578 | 2393 | 6569 | 49684 | 823.75 MB |
| Mar 2013 | 1700 | 2773 | 5795 | 49675 | 823.24 MB |
| Apr 2013 | 5177 | 6394 | 12021 | 64009 | 1.03 GB |
| **May 2013** | 998 | 1530 | 3465 | 37711 | 589.44 MB |
| Jun 2013 | 0 | 0 | 0 | 0 | 0 |
| Jul 2013 | 0 | 0 | 0 | 0 | 0 |
| Aug 2013 | 0 | 0 | 0 | 0 | 0 |
| Sep 2013 | 0 | 0 | 0 | 0 | 0 |
| Oct 2013 | 0 | 0 | 0 | 0 | 0 |
| Nov 2013 | 0 | 0 | 0 | 0 | 0 |
| Dec 2013 | 0 | 0 | 0 | 0 | 0 |
| Total | 11142 | 15880 | 34626 | 257362 | 4.16 GB |

## Days of month
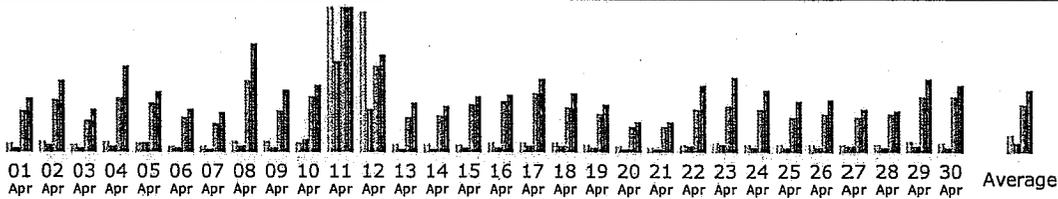


| Day | Number of visits | Pages | Hits | Bandwidth |
|---|---|---|---|---|
| 01 Apr 2013 | 104 | 204 | 1843 | 30.44 MB |
| 02 Apr 2013 | 128 | 301 | 2314 | 40.93 MB |
| 03 Apr 2013 | 100 | 162 | 1376 | 24.01 MB |
| 04 Apr 2013 | 126 | 273 | 2401 | 49.76 MB |
| 05 Apr 2013 | 105 | 419 | 2164 | 34.53 MB |
| 06 Apr 2013 | 78 | 163 | 1538 | 24.45 MB |
| 07 Apr 2013 | 75 | 133 | 1237 | 22.81 MB |
| 08 Apr 2013 | 134 | 252 | 3188 | 61.77 MB |
| 09 Apr 2013 | 125 | 190 | 1847 | 35.13 MB |
| 10 Apr 2013 | 108 | 540 | 2464 | 38.17 MB |
| 11 Apr 2013 | 1829 | 4027 | 6467 | 82.97 MB |
| 12 Apr 2013 | 1780 | 1931 | 3842 | 55.39 MB |

| Date | Pages | Hits | Bandwidth | |
|---|---|---|---|---|
| 13 Apr 2013 | 84 | 142 | 1527 | 28.45 MB |
| 14 Apr 2013 | 83 | 135 | 1583 | 26.67 MB |
| 15 Apr 2013 | 90 | 185 | 2139 | 31.70 MB |
| 16 Apr 2013 | 114 | 200 | 2291 | 32.53 MB |
| 17 Apr 2013 | 112 | 217 | 2599 | 42.10 MB |
| 18 Apr 2013 | 107 | 244 | 1975 | 33.53 MB |
| 19 Apr 2013 | 87 | 176 | 1668 | 27.08 MB |
| 20 Apr 2013 | 74 | 108 | 1092 | 17.45 MB |
| 21 Apr 2013 | 59 | 109 | 1149 | 16.92 MB |
| 22 Apr 2013 | 96 | 260 | 1908 | 38.34 MB |
| 23 Apr 2013 | 111 | 289 | 2062 | 42.47 MB |
| 24 Apr 2013 | 87 | 165 | 1897 | 35.64 MB |
| 25 Apr 2013 | 100 | 158 | 1572 | 28.63 MB |
| 26 Apr 2013 | 93 | 210 | 1659 | 29.54 MB |
| 27 Apr 2013 | 85 | 247 | 1573 | 24.73 MB |
| 28 Apr 2013 | 90 | 163 | 1708 | 23.19 MB |
| 29 Apr 2013 | 124 | 220 | 2452 | 42.26 MB |
| 30 Apr 2013 | 106 | 198 | 2474 | 37.89 MB |
| Average | 213.13 | 400.70 | 2133.63 | 35.32 MB |
| Total | 6394 | 12021 | 64009 | 1.03 GB |

## Days of week



Mon Tue Wed Thu Fri Sat Sun
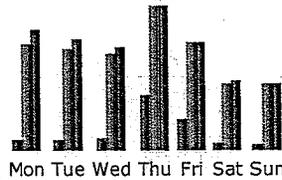
| Day | Pages | Hits | Bandwidth |
|---|---|---|---|
| Mon | 224.20 | 2306 | 40.90 MB |
| Tue | 235.60 | 2197.60 | 37.79 MB |
| Wed | 271 | 2084 | 34.98 MB |
| Thu | 1175.50 | 3103.75 | 48.72 MB |
| Fri | 684 | 2333.25 | 36.63 MB |
| Sat | 165 | 1432.50 | 23.77 MB |
| Sun | 135 | 1419.25 | 22.40 MB |

## Hours



0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23
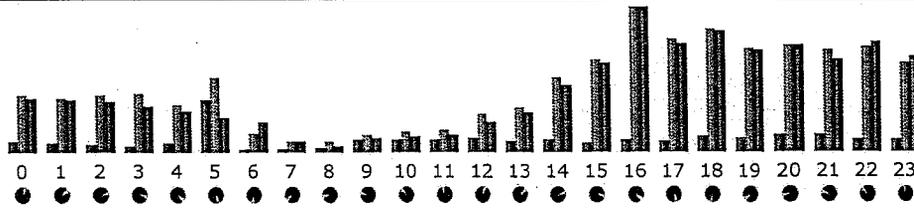
| Hours | Pages | Hits | Bandwidth | Hours | Pages | Hits | Bandwidth |
|---|---|---|---|---|---|---|---|
| 00 | 395 | 2314 | 39.03 MB | 12 | 563 | 1539 | 21.20 MB |
| 01 | 390 | 2156 | 37.97 MB | 13 | 434 | 1775 | 27.97 MB |
| 02 | 291 | 2296 | 36.08 MB | 14 | 468 | 3003 | 48.08 MB |
| 03 | 248 | 2382 | 33.33 MB | 15 | 362 | 3769 | 63.74 MB |
| 04 | 378 | 1923 | 29.75 MB | 16 | 519 | 5855 | 103.69 MB |
| 05 | 2087 | 3032 | 25.18 MB | 17 | 410 | 4559 | 78.22 MB |
| 06 | 130 | 719 | 21.42 MB | 18 | 614 | 4953 | 86.87 MB |
| 07 | 110 | 417 | 7.28 MB | 19 | 545 | 4222 | 73.16 MB |
| 08 | 140 | 408 | 4.57 MB | 20 | 695 | 4307 | 76.87 MB |
| 09 | 505 | 694 | 9.66 MB | 21 | 713 | 4150 | 65.89 MB |
| 10 | 509 | 797 | 10.87 MB | 22 | 514 | 4252 | 78.37 MB |
| 11 | 489 | 884 | 11.88 MB | 23 | 512 | 3603 | 68.42 MB |

## Visitors domains/countries (Top 10)　-　Full list

| Domains/Countries | | Pages | Hits | Bandwidth | |
|---|---|---|---|---|---|
| ? Unknown | ip | 12021 | 64009 | 1.03 GB | |
| Others | | 0 | 0 | 0 | |

## Hosts (Top 10)　-　Full list　-　Last visit　-　Unresolved IP Address

Hosts : 0 Known, 5741 Unknown (unresolved ip)
5177 Unique visitors

| | Pages | Hits | Bandwidth | Last visit |
|---|---|---|---|---|
| 186.93.224.61 | 2125 | 2125 | 7.20 MB | 11 Apr 2013 - 05:07 |
| 72.214.133.174 | 291 | 4044 | 88.83 MB | 30 Apr 2013 - 20:07 |
| 188.143.232.147 | 204 | 204 | 709.42 KB | 05 Apr 2013 - 21:24 |
| 92.52.195.160 | 180 | 180 | 624.25 KB | 10 Apr 2013 - 20:02 |
| 95.104.99.125 | 180 | 180 | 624.25 KB | 10 Apr 2013 - 18:15 |
| 91.207.6.34 | 133 | 133 | 0 | 30 Apr 2013 - 09:24 |
| 91.207.9.226 | 120 | 120 | 0 | 30 Apr 2013 - 06:32 |
| 91.207.4.186 | 100 | 100 | 0 | 26 Apr 2013 - 18:32 |
| 96.224.208.225 | 99 | 99 | 4.10 MB | 22 Apr 2013 - 09:23 |
| 46.118.119.252 | 86 | 86 | 0 | 19 Apr 2013 - 04:03 |
| Others | 8503 | 56738 | 957.43 MB | |

## Robots/Spiders visitors (Top 10)　-　Full list　-　Last visit

37 different robots*

| | Hits | Bandwidth | Last visit |
|---|---|---|---|
| Unknown robot (identified by 'bot/' or 'bot-') | 3450 | 95.51 MB | 30 Apr 2013 - 23:07 |
| Googlebot | 1065 | 36.06 MB | 30 Apr 2013 - 23:54 |
| Yahoo Slurp | 550 | 4.27 MB | 30 Apr 2013 - 12:07 |
| Unknown robot (identified by 'crawl') | 362 | 11.82 MB | 30 Apr 2013 - 15:50 |
| Unknown robot (identified by 'robot') | 328 | 11.10 MB | 30 Apr 2013 - 21:00 |
| BaiDuSpider | 304 | 9.66 MB | 30 Apr 2013 - 16:23 |
| Unknown robot (identified by 'spider') | 298 | 9.83 MB | 30 Apr 2013 - 21:18 |
| UP.Browser | 264 | 3.07 MB | 22 Apr 2013 - 15:00 |
| MSNBot | 245 | 8.38 MB | 30 Apr 2013 - 16:38 |
| Yandex bot | 178 | 5.96 MB | 29 Apr 2013 - 22:25 |
| Others | 540 | 15.34 MB | |

* Robots shown here gave hits or traffic "not viewed" by visitors, so they are not included in other charts.

## Visits duration

Number of visits: 6394 - Average: 80 s

| | Number of visits | Percent |
|---|---|---|
| 0s-30s | 5845 | 91.4 % |
| 30s-2mn | 190 | 2.9 % |
| 2mn-5mn | 114 | 1.7 % |
| 5mn-15mn | 101 | 1.5 % |
| 15mn-30mn | 57 | 0.8 % |
| 30mn-1h | 68 | 1 % |
| 1h+ | 19 | 0.2 % |

## File type

| | File type | | Hits | Percent | Bandwidth | Percent |
|---|---|---|---|---|---|---|
| jpg | Image | | 27971 | 43.6 % | 766.07 MB | 72.3 % |
| png | Image | | 11634 | 18.1 % | 16.92 MB | 1.5 % |
| css | Cascading Style Sheet file | | 6145 | 9.6 % | 45.60 MB | 4.3 % |
| php | Dynamic PHP Script file | | 6121 | 9.5 % | 20.70 MB | 1.9 % |
| asp | Dynamic Html page or Script file | | 5828 | 9.1 % | 178.59 MB | 16.8 % |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | gif | Image | | 5126 | 8 % | 19.31 MB | 1.8 % |
| | js | JavaScript file | | 1112 | 1.7 % | 8.97 MB | 0.8 % |
| | pdf | Adobe Acrobat file | | 53 | 0 % | 3.32 MB | 0.3 % |
| | html | HTML or XML static page | | 19 | 0 % | 3.71 KB | 0 % |

## Pages-URL (Top 10)   -   Full list   -   Entry   -   Exit

| 65 different pages-url | Viewed | Average size | Entry | Exit | |
|---|---|---|---|---|---|
| /blog/wp-login.php | 6121 | 3.46 KB | 3385 | 3385 | |
| /Default.asp | 2802 | 30.83 KB | 1677 | 1480 | |
| /festivals.asp | 300 | 45.56 KB | 159 | 207 | |
| /snowmobiling.asp | 284 | 2.54 KB | 83 | 80 | |
| /default.asp | 194 | 45.57 KB | 49 | 98 | |
| /hotsprings.asp | 140 | 36.54 KB | 94 | 91 | |
| /maps_bike_trails.asp | 124 | 33.87 KB | 80 | 73 | |
| /maps_airlines.asp | 119 | 25.20 KB | 67 | 67 | |
| /camping.asp | 112 | 36.80 KB | 81 | 84 | |
| /real_estate.asp | 109 | 32.71 KB | 50 | 62 | |
| Others | 1716 | 33.01 KB | 669 | 767 | |
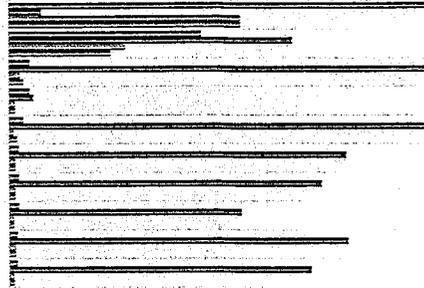
## Operating Systems (Top 10)   -   Full list/Versions   -   Unknown

| Operating Systems | Hits | Percent |
|---|---|---|
| Windows | 44131 | 68.9 % |
| Macintosh | 15423 | 24 % |
| Linux | 3085 | 4.8 % |
| Unknown | 1292 | 2 % |
| Unknown Unix system | 46 | 0 % |
| OS/2 | 32 | 0 % |

## Browsers (Top 10)   -   Full list/Versions   -   Unknown

| Browsers | Grabber | Hits | Percent |
|---|---|---|---|
| Safari | No | 25433 | 39.7 % |
| MS Internet Explorer | No | 23853 | 37.2 % |
| Firefox | No | 12085 | 18.8 % |
| Mozilla | No | 1814 | 2.8 % |
| Unknown | ? | 393 | 0.6 % |
| Opera | No | 283 | 0.4 % |
| Netscape | No | 91 | 0.1 % |
| iBrowse | No | 24 | 0 % |
| Curl | Yes | 21 | 0 % |
| Acrobat Webcapture | Yes | 4 | 0 % |
| Others | | 8 | 0 % |

## Connect to site from

| Origin | | | Pages | Percent | Hits | Percent |
|---|---|---|---|---|---|---|
| Direct address / Bookmarks | | | 8300 | 75.8 % | 8738 | 38.5 % |
| Links from a NewsGroup | | | | | | |
| Links from an Internet Search Engine - Full list | | | 1198 | 10.9 % | 1286 | 5.6 % |
| - Google | 1056 | 1126 | | | | |
| - Yahoo! | 74 | 90 | | | | |
| - Ask | 24 | 24 | | | | |
| - Unknown search engines | 14 | 14 | | | | |
| - AOL | 10 | 10 | | | | |
| - Yandex | 9 | 9 | | | | |
| - MyWebSearch | 5 | 5 | | | | |
| - Baidu | 4 | 4 | | | | |
| - Dogpile | 1 | 1 | | | | |
| - Virgilio | 1 | 1 | | | | |
| - Others | 0 | 2 | | | | |
| Links from an external page (other web sites except search engines) - Full list | | | 1445 | 13.2 % | 12666 | 55.8 % |
| - http://www.bing.com/search | 127 | 127 | | | | |
| - http://members.haileyidaho.com/events/calendar/ | 58 | 2049 | | | | |

| | | |
|---|---|---|
| - http://nayra.ru | 27 | 27 |
| - http://www.officialusa.com/stateguides/chambers/idaho.html | 22 | 22 |
| - http://www.prostitutki-almata.org | 21 | 21 |
| - http://lampokrat.ws | 18 | 18 |
| - http://busmaster.by | 18 | 18 |
| - http://dorklin.ru | 17 | 17 |
| - http://www.traders-co.ru | 17 | 17 |
| - http://3on3hoops.com/blog | 16 | 16 |
| - Others | 1104 | 10334 |

| Unknown Origin | 2 | 0 % | 2 | 0 % |
|---|---|---|---|---|

## Search Keyphrases (Top 10)
### Full list

| 318 different keyphrases | Search | Percent |
|---|---|---|
| hailey idaho | 132 | 18.6 % |
| hailey chamber of commerce | 46 | 6.4 % |
| hailey id | 23 | 3.2 % |
| hailey idaho chamber of commerce | 23 | 3.2 % |
| web designers ketchum idaho | 22 | 3.1 % |
| hailey | 12 | 1.6 % |
| hailey chamber | 11 | 1.5 % |
| sun valley idaho chamber of commerce | 6 | 0.8 % |
| www.haileyidaho.com | 5 | 0.7 % |
| hailey mountain bike trails | 5 | 0.7 % |
| Other phrases | 424 | 59.8 % |

## Search Keywords (Top 10)
### Full list

| 329 different keywords | Search | Percent |
|---|---|---|
| hailey | 519 | 20 % |
| idaho | 427 | 16.5 % |
| of | 127 | 4.9 % |
| chamber | 109 | 4.2 % |
| commerce | 98 | 3.7 % |
| id | 80 | 3 % |
| ketchum | 69 | 2.6 % |
| in | 44 | 1.7 % |
| valley | 38 | 1.4 % |
| springs | 38 | 1.4 % |
| Other words | 1035 | 40 % |

## Miscellaneous

| Miscellaneous | | |
|---|---|---|
| Add to favorites (relative indicator) | 1597 / 5177 Visitors | 30.8 % |
| Javascript disabled | - | |
| Browsers with Java support | - | |
| Browsers with Macromedia Director Support | - | |
| Browsers with Flash Support | - | |
| Browsers with Real audio playing support | - | |
| Browsers with Quicktime audio playing support | - | |
| Browsers with Windows Media audio playing support | - | |
| Browsers with PDF support | - | |

## HTTP Status codes

| | HTTP Status codes* | Hits | Percent | Bandwidth |
|---|---|---|---|---|
| 302 | Moved temporarily (redirect) | 9896 | 64.1 % | 1.97 MB |
| 404 | Document Not Found | 5218 | 33.8 % | 1.20 MB |
| 206 | Partial Content | 144 | 0.9 % | 1.53 MB |
| 500 | Internal server Error | 143 | 0.9 % | 2.48 MB |
| 406 | Document not acceptable to client | 11 | 0 % | 18.36 KB |
| 502 | Received bad response from real server | 3 | 0 % | 786 Bytes |
| 403 | Forbidden | 2 | 0 % | 754 Bytes |
| 301 | Moved permanently (redirect) | 1 | 0 % | 404 Bytes |

* Codes shown here gave hits or traffic "not viewed" by visitors, so they are not included in other charts.

**Advanced Web Statistics 6.7 (build 1.892)** - Created by awstats

# HAILEY CHAMBER LOT EXPENSE REPORT FOR 2012-2013

| | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUNE | JULY | AUG | SEP | TOTAL | Budgeted |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Visitor Inquiries:** | | | | | | | | | | | | | | Yet to expend |
| E-mails answered | 455 | 148 | 548 | 404 | 347 | 311 | 336 | | | | | | 2549 | |
| Visitor Count | 122 | 70 | 91 | 90 | 84 | 210 | 274 | | | | | | 941 | |
| Phone Inquiries | 200 | 145 | 102 | 240 | 239 | 222 | 252 | | | | | | 1400 | |
| Website Visits/Hits | 2698 | 2364 | 2576 | 2,790 | 2393 | 2734 | 5177 | | | | | | 20732 | |
| Facebook Reach (Avg) | 37000 | 26,394 | 31,000 | 69,000 | 71000 | 46500 | 39000 | | | | | | 319894 | 35,000  Budget |
| **Special Events/ Promotion** | | | | | | | | | | | | | | |
| Summerfest Childrens Carnival | | | | | | | | | | | | | - | |
| 4th of July | | | | | | | 125 | | | | | | 125 | |
| Northern Rockies Arts & Crafts Fair | | | | | | | | | | | | | - | |
| Northern Rockies Folk Fest | | | | | 1,000 | | | | | | | | 1,000 | |
| Trailing of the Sheep | | | | | | | | | | | | | - | |
| Halloween Hoopla | | | 173 | | | | | | | | | | 173 | |
| Hometown Holidays | | 125 | 218 | 170 | | | | | | | | | 513 | |
| Misc./Event supplies | 100 | 110 | 157 | | | 17 | 169 | | | | | | 553 | |
| Event Advertising | 993 | 599 | 1,856 | 1,870 | | 1,169 | 163.47 | | | | | | 6,650 | |
| Social Media/Website | | 29 | | 1,159 | | | 568.25 | | | | | | 1,757 | |
| Brochures & Printing | | | 119 | | | | | | | | | | 119 | |
| ent Insurance | | | | | 16 | | 5 | | | | | | 21 | |
| her - Welcome Center | | | | | 446 | 406 | | | | | | | 852 | |
| ecial Events Staffing/PR | 333 | 394 | 129 | 156 | 101 | 394 | 818 | | | | | | 2,325 | |
| tal Special Events | 1,426 | 1,258 | 2,652 | 3,355 | 1,563 | 1,985 | 1,849 | - | - | - | - | - | 14,088 | 23,000  Budget / 20,912  Bal Remaining |
| **Visitor Services** | | | | | | | | | | | | | | |
| Lease & Maintenance | 154 | 110 | 137 | 119 | 487 | 180 | 209 | | | | | | 1,396 | |
| Visitor Center Staffing | 1,580 | 1,506 | 2,239 | 2,105 | 2,490 | 2,228 | 1,832 | | | | | | 13,980 | |
| Visitor Center Utilities | 172 | 206 | 281 | 260 | 254 | 286 | 165 | | | | | | 1,624 | |
| Visitor Center Supplies | 48 | 28 | | 62 | 20 | | 15 | | | | | | 173 | |
| Additional visitor center phoneline | | | | | | | | | | | | | - | |
| Brochures and Mailhouse | | | | | | 48 | 52 | | | | | | 100 | |
| Total Visitor Services | 1,954 | 1,849 | 2,657 | 2,546 | 3,251 | 2,742 | 2,272 | - | - | - | - | - | 17,272 | 5,728  Bal Remaining |
| **Town Improvement** | | | | | | | | | | | | | | 3,000  Budget |
| Flowers on Main Street | | | | | | | | | | | | | - | |
| Hailey Xmas | | | | | | | | | | | | | - | 3,000  Bal Remaining |
| Total Beautification | | | | | | | | | | | | | - | 29,641  Bal Remaining |
| **TOTAL** | 3,380 | 3,107 | 5,309 | 5,901 | 4,814 | 4,727 | 4,121 | - | - | - | - | - | 31,359 | |

1st Payment   11,796
2nd Payment   15442.5
3rd Payment   27,239  Total Paid to date
4th Payment