



Introduction

The ITC Grant Handbook is a useful reference tool for ITC grant applicants and current grantees. You'll find grant guidelines, program requirements and details on allowable costs and eligible project types. If you're into details, you can also read the related enacting legislation found in the Idaho Code, and the legislatively approved Administrative Rules. You can find more information on our [website](#) or download the [ITC Grant Handbook](#).

Idaho Regional Travel and Convention Grant Program

Created in 1981, the Idaho Regional Travel and Convention Grant Program is funded through 2% tax on the sales of hotels, motels and private campground accommodations. Total collections are disbursed as follows:

- 10% to administration of the program
- 45% to fund travel promotion statewide
- 45% to grants within the region it was collected

Idaho Travel Council

The Idaho Travel Council (ITC) oversees the grant program which distributes funds to non-profit, incorporated organizations which have a viable travel or convention program in place. The ITC has the goal of promoting the State of Idaho and the designated travel regions within the state through:

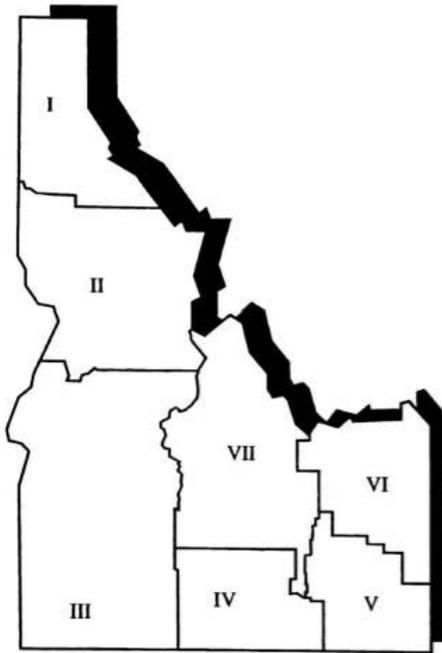
- Meaningful programs to develop and promote scenic attractions and tourism assets of the state.
- Return on Investment through reporting that validates the best use of marketing dollars to achieve overnight stays.
- Use of cooperative marketing opportunities to leverage budget and market penetration.
- Collaboration and consolidation of marketing projects with partners to align strategies and leverage consistent messaging.
- Electronic and social media opportunities that have an ability to target a broader market base or specific niche audiences.

Application Schedule

| | |
|---------------------|---------------------------------------|
| March 1, 2016 | Application Open |
| April 15, 2016 | Deadline for courtesy review * |
| May 2-3, 2016 | Presentations to Idaho Travel Council |
| June 6, 2016 | Applications Due 5:00pm MDT |
| August 2016 | Grant Awards |

**Courtesy reviews by the Grants & Contracts Analyst can be requested at any time prior to April 15, subject to staff availability and time. You are encouraged to submit for a courtesy review as soon as possible. Please plan ahead!*

Travel Regions



Region I

Benewah, Bonner, Boundary, Kootenai, Shoshone

Region II

Clearwater, Idaho, Latah, Lewis, Nez Perce

Region III

Adams, Canyon, Gem, Payette, Washington, Ada, Owyhee, Elmore, Boise, Valley

Region IV

Cassia, Gooding, Jerome, Lincoln, Minidoka, Twin Falls

Region V

Bannock, Caribou, Bear Lake, Franklin, Oneida, Power, Bingham

Region VI

Clark, Jefferson, Fremont, Madison, Teton, Bonneville

Region VII

Blaine, Camas, Lemhi, Custer, Butte

Multi Regions (cross multiple regions)

Eligible Applicants

Non-profit, incorporated organizations which have in place a viable travel or convention program in their region. Preference is given to programs of Destination Marketing Organizations (DMO) with a primary focus of promoting overnight visiting to their region. Applicants may apply in successive years and past grant performance will be considered when evaluating applications. Current grantees may re-apply for a grant, but may have no more than the most recent grant year open, and must be a grantee in good standing as determined by the Grants Analyst and the ITC. New applicants can register by contacting Jill Eden at jill.eden@commerce.idaho.gov or by calling 208-334-2470.

Available Funds/Amount of Grant Awards

The availability of grant funds is driven by the 2% tax collection of each region; the numbers for which are reported by the Idaho Tax Commission and finalized in July of each state fiscal year. There is no set number of grant awards to be made in any fiscal year, nor is there a minimum grant award amount. The total of all grants awarded cannot exceed the amount of funds available to the region and the maximum award for any grant is the total amount available to the region.

Unused Grant Funding

Unused funds at the time of grant closeout will revert to the region they were collected from and will be available for future grant cycles.

Time Period

Projects must be completed and closed out by September 30 of the following year. Applicants who are current grantees must have no more than one open grant at the time of application and be in good standing as determined by the ITC.

Match Requirements

The ITC Grant program requires match from all organizations applying for funding as a way to increase the regional and local commitment to the plan. Applicants must provide a minimum of 12.5% cash match

for every dollar of funding received, except for funds requested for an audit. Cash match must be documented “hard” dollars; an actual monetary investment by the applicant or its partners. Evidence of higher match that shows community and partner buy-in is favorable.

Eligible Project Costs

Projects shall promote the marketing, study, research, analysis and development of Idaho’s travel and convention industry. Eligible projects include the following categories when travel and tourism based:

- Advertising
- Collateral materials
- Direct marketing and email campaigns
- Websites and social media
- Familiarization (FAM) tours and site visits
- Sponsorship of major events and other partnerships
- Trade shows, conferences and associated travel costs
- Training
- Public relations
- Marketing research
- Capital outlay
- Administration and fulfillment

Non-Eligible Projects Costs

The following is not an all-inclusive list but serves as an example of the types of projects and costs that are not allowable: applicant salaries or benefits, facility administrative costs, utilities, entertainment, honoraria, alcohol, consultant fees for consultants to administer the grant, attend meetings, tradeshow, marketplaces, board meetings or other committees etc., fees associated with the applicants membership work or any other costs that does not meet the objective of the program.

Budget

Applicants may request funds in the following approved elements:

- Element 1 – Administration/Fulfillment
- Element 2 – Tourism Marketing
- Element 2a – Public Relations, Advertising & Collateral Materials
- Element 2b – Website & Social Media
- Element 2c – State Events and Co-operatives
- Element 2d – Shows and Other Travel
- Element 2e – Capital Purchase

Presentations

Presentations will be held **May 2 - 3, 2016, in Moscow ID** and will have a 10 minute time limit. Presentations are optional and any applicant may present their travel and convention plan at the ITC meeting in May of the grant year. Applicants requesting \$50,000 or more in funds are strongly encouraged to present. A presentation template will be provided prior to the meeting.

Evaluation Criteria

Applications will be scored by the ITC based on the criteria below. Each section is assigned a weight and will be scored on a scale of 1-10.

Eligibility (Weight 10)

Key application elements are completed, necessary documents are uploaded
Presence of an adequate financial management system and ability to administer grants

Marketing Plan (Weight 50)

Proposed project addresses the current needs of the region
Shows evidence that other resources are not available, or not sufficient, to support the project and that requested funds are sufficient to accomplish the project
Goals and objectives can be accomplished within a reasonable time frame
Project demonstrates a sound methodology for measuring achievement
Project has long lasting benefits beyond the grant cycle
Translates new ideas, creativity and technologies into tangible successes
If applicant is a previous grantee, success is adequately demonstrated through performance measures

Regional Impact & Support (Weight 10)

Proposed project will increase local/regional awareness and encourage visitors to stay longer or promote intra-region travel
Details contributing partners who will participate in and benefit from the project

Detailed Budget (Weight 30)

Provides a detailed operational budget for the tourism project, including the sources of cash match.
(LETTERS OF CASH MATCH PLEDGES OR ORGANIZATION'S DECLARATION OF AVAILABLE CASH RESERVES REQUIRED)

Grant Agreements

Following ITC review and award of grant funds, the Idaho Department of Commerce (DOC) will create the necessary grant contractual agreements between DOC and the grantee. The contractual grant agreement will outline among other pertinent details, a project scope of work, budget, duties and expectations of each party, and penalties for non-performance.

Narrative Reports

Narrative reports are a requirement of the program. Four reports will be filed with DOC. If the grant cycle is extended, an additional report will be required for that time period. Capital outlay reports are also required, if applicable.

Audit Requirement

All grantees with awards of \$100,000 or more are required to participate in an independent compliance audit. Grantees with awards less than \$100,000 may be selected at random for an audit as well. DOC will bear the cost of the audits.