

**Idaho Commerce**

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**Idaho Regional Travel and Convention Grant Handbook**

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# INTRODUCTION AND GENERAL INFORMATION

This Handbook includes grant guidelines approved by the [Idaho Travel Council](http://commerce.idaho.gov/tourism-resources/idaho-travel-council) (Council), and the legislatively approved administrative rules in [IDAPA 28.02.03](https://adminrules.idaho.gov/rules/current/28/index.html). Idaho Regional Travel and Convention Grants (ITC Grant or Grant) are funded through a statewide two percent (2%) tax on lodging sales, including private campgrounds. Grants are awarded to non-profit, tourism focused organizations for the purpose of promoting activities that increase overnight travel to and within the state.

**MATCHING FUNDS** The Grant requires a cash match of at leasttwelve and one-half percent (12.5%) of the amount awarded. Cash match must be supported by receipts. In-kind match is not eligible for matching funds.

**ELIGIBLE PROJECTS** Funded projectswill promote the marketing, study, research, analysis, and development of Idaho’s travel and convention industry. Allowable costs are further detailed throughout this Handbook and include:

Advertising – print, audio/visual, and digital

Collateral Materials

Direct Mail and Marketing Campaigns

Websites

Fam Tours and Site Visits

Sponsorships and Partnerships

Trade and Travel Shows

Capital Outlay

Training and Professional Development

Public Relations

Market Research

**REIMBURSEMENT** This grant is a post-performance grant.Funds are dispersed to the grantee when receipts and other supporting documentation is submitted for allowable expenses. Expenses to be reimbursed must have been spent in accordance with all applicable State laws and regulations relative to purchasing, fiscal, and audit requirements.

**ITC LOGO and AUDIO CREDIT STATEMENT REQUIREMENTS** Funded  
projects must credit the Grant through the use of the [ITC Grant Logo](http://commerce.idaho.gov/tourism-resources/itc-grant-program/handbook-forms-and-logos) and/or the audio credit statement “Visit Scenic Idaho” as outlined in this handbook. Failure to properly use the logo/credit statement will result in denial of reimbursement.   
The ITC Grant Logo must be used ONLY on items or advertising funded by this Grant.

# 

# **1.0 GRANT ADMINISTRATION GUIDLINES**

## 1.1 Conflict of Interest

“Conflict of interest” means any official action, decision or recommendation by a person acting in a capacity as a grantee, which would have a private financial benefit of the person or a member of the person’s household, or a business with which the person or a member of the person’s household is associated.  If at any time the Council becomes aware of an apparent or potential conflict of interest between a grantee and a private entity, the Council may request a meeting with the grantee’s representatives. The Council may terminate the Grant if an inappropriate conflict of interest is found to have not been declared.

Grant managers or executive directors also acting as vendors for grant projects must declare this conflict of interest. The following documentation must be provided to the Grant Administrator:

* A board memo or board meeting minutes signed by the board president reflecting the bid process and selection by voting board members.
* Verification that the vendor chosen has no voting authority for the organization.
* Proof that those authorized to sign checks for reimbursement of services are not also the recipient(s) of reimbursement payments.

## 1.2 Grant Application Process

Applicants are strongly encouraged to meet with the regional ITC representative to discuss their plan prior to completing the grant application. Coordination meetings are held in March so applicants can review plans with other applicants in their region, and meet with the ITC and Commerce staff.

**1.2.1 Idaho Travel Council Presentation**

Applicants for grants of fifty-thousand dollars ($50,000) or greater are strongly encouraged to present their travel and convention plan at the final ITC meeting of the fiscal year (May). Applicants for grants of less than fifty thousand dollars ($50,000) may present their grant application at the same meeting. Travel costs are not reimbursable by the grant for attendance at this meeting.

**1.2.2 Online Application**

Applications are accepted online at <http://idahocommerce.force.com/grants>, from March 1st to the first Monday in June. First time applicants must pre-register by contacting the Grant Administrator. Detailed application information and instructions are available online at <http://commerce.idaho.gov/tourism-resources/itc-grant-program>.

* + 1. **Technical Review**

The following criteria are considered in the review of the application:

* Application Completeness - Scope of work and budget filled out correctly.
* Cash Match - Potential sources identified, letters of pledged match required.
* Commitment - Evidence the plan has local/regional support, letters of support required.
* Fiscal Competency - Presence of an adequate financial management system.
* Need - Addresses identified needs of the travel economy in the impacted region.
* Regional Impact - Will increase local/regional awareness, encourage visitors to stay longer, or promote intra-regional travel.
* Continuing Benefits - Plan has benefits beyond the grant cycle.
* Plan Design - Achieving goals and objectives within a reasonable time frame.
* Innovation – leveraging funds in a unique way or with new methods, ideas or solutions that meet unarticulated needs or existing market needs.
* Evaluation - Plan demonstrates a sound methodology for measuring achievement of the stated project objectives.
* Cost Analysis - Applicant shows evidence that other resources are not available to support the plan fully, and requested funds are sufficient to accomplish plan objectives.

## 1.3 Grant Cycle

The grant cycle begins with the awarding of the grants in August. Invoices dated between the grant award date and September 30 of the following year are eligible for reimbursement. Invoices and receipts, which may include pre-payment discounts at a cost savings to the grantee, are required. Reimbursement will be made within the grant cycle if the finished product appears with explanation of advance billing. Website hosting-domain charges are eligible for a maximum of 1 year advance payment per grant cycle.

The following items must be submitted and approved before the grant will be closed:

* Final Request for Funds, with match obligation met
* Final narrative report
* Capital Outlay Inventory Form (if applicable)

**1.3.1 Grant Award**

The ITC is responsible for the selection of applications to be awarded ITC Grants. Once the ITC has selected plans to be funded, the Department will notify all applicants by email of their funding status.

* **Term of Award** – All agreements will be in effect from the date of award through September 30th of the following year, unless modified by written amendment by the parties.
* **Special Conditions** – If applicable, special conditions of funding will be outlined in the award letter and agreement.
* **Effective Date** – The grant will take effect upon the date of award. Pre-award costs are not permitted.
* **Reimbursement** – No expenditures can be reimbursed until the agreement is signed by the Director of the Department or his designee, and the Chief Executive Official of the applicant organization.

## 1.4 Amendments and Extensions

A request for an amendment or extension to the grant agreement must be accompanied with information explaining how the marketing objectives or opportunities have changed since the grant application was awarded. Requests must be submitted via email to the Grant Administrator. **Approval of amendments to the scope of work or a no cost extension must be in writing, through amendment of the grant agreement, signed by both parties.**

**1.4.1 Scope of Work Amendment**

Explain the situation necessitating the amendment and the anticipated outcome of the changes. The ITC must approve all scope of work amendments.

**1.4.2 No Cost Extension**

The Grant Administrator can extend a grant for a maximum of three months to December 31, without appealing to the Council. An extension longer than three months after the original end of the grant will require a majority vote of the Council and may only be requested in extreme circumstances.

## 1.5 **Narrative Progress Reports**

Narrative progress reports are a required part of the Grant. Four reports must be filed in the Grant Portal for review by the ITC Grant Administrator and Council.

**1.5.1 Quarterly narrative reports**

Each report must address the following:

* Progress on the marketing plan
* Remaining activity
* Difficulties encountered, if any, and action taken
* Changes made to original plan
* Statistical reporting if available (web site usage report required)

**1.5.2 Final narrative report**

The final report shall contain a review of the marketing plan as it was presented to the Council, including:

* Any changes made and reason for changes
* Difficulties encountered, if any, and action taken
* Opportunities that became available and necessitated amendments or an extension to the grant year.
* A summary of the effectiveness of the marketing plan, changes that will be made based on the experiences of this grant year.

**1.5.3 Report Schedule**

Progress Report 1: Grant award date – December 31 Due: January 15

Progress Report 2: January 1 -March 31 Due: April 15

Progress Report 3: April 1– June 30 Due: July 15

Final Report 4\*: July 1– September 30 Due: October 31

\*If a Grant is extended, an additional progress report is required at the close of the Grant.

## 1.6 Request for Funds

For reimbursement of project expenses, a Request for Funds (RFF) is submitted through the [Commerce Grants Portal](http://idahocommerce.force.com/grants). Back up documentation is required to process the RFF, which includes, but is not limited to, the [RFF Summary Sheet](http://commerce.idaho.gov/tourism-resources/itc-grant-program/handbook-forms-and-logos), invoices, and any other documentation as requested by the grant administrator. Cancelled checks are required for proof of cash match and may be requested for other expenses at the discretion of the grant administrator.

Review of RFFs will be completed within 30 days. Submittal of complete documentation will help facilitate processing. The grantee will be notified by email if minor corrections/explanations are needed and the RFF will be held in pending no longer than five (5) working days. If an explanatory response or requested documentation is not received by the Grant Administrator, the pending items will be removed from the RFF and eligible costs will be processed. Subject to clearance by the Grant Administrator, removed costs may be resubmitted in subsequent RFFs. If major corrections are needed, the RFF will be returned to the grantee so corrections can be made.

The following tips will expedite review of RFFs:

* Arrange backup documents in the order entered on the RFF.
* If reimbursement amount and cash match amount do not match the total invoice amount, please explain why you are claiming less than the invoiced amount.
* Minor corrections to RFFs will be made by the Grant Administrator. Major corrections, multiple or repeated errors will be returned to the grantee for correction and resubmission.

## 1.7 Payment

Grantees with direct deposit will receive funds approximately 48 hours between payment authorization and the electronic deposit. For grantees who receive their reimbursement check by mail, payments are sent out the first work day following payment authorization.

## 1.8 Administration/Fulfillment

To offset the cost of administering the Grant, 10% of the Grant award (up to $25,000) may be included in the budget for Administration/Fulfillment to cover:

* Costs of grant administration such as submitting requests for funds and narrative reports, correspondence with the Council or Grant Administrator, and other direct costs incurred related to the grant award.
* Fulfilling requests for information and publications generated by the Grant-funded marketing plan.

Administration/Fulfillment will be distributed at 75% of the total award on the first RFF and the remaining 25% on the final RFF, with no documentation required from the grantee. However, if a grantee does not expend the entire grant award and reverts funds, the final Administration/Fulfillment reimbursement amount will be adjusted accordingly.

## 1.9 Cash Match

Grantees must match the grant award with 12.5% cash match. In-kind match, such as donated equipment, time or office facilities, are not acceptable forms of match. Match in excess of the eligible amount should be reported in quarterly Narrative Reports.

**1.9.1 Allowable Match**

If a cost is allowable/unallowable for reimbursement, it is also allowable/unallowable as match (See [Allowable Costs](#_ALLOWABLE_COSTS)).

* The simplest source of match is supplied directly by the grantee, with the grantee paying a portion of the tourism marketing expenses.

*Example: Ad placement costs $500. Grant reimburses $437.50 (87.5%) and grantee pays $62.50 (12.5%), which can be claimed as match.*

* Co-op partner advertising – Grantees can share the cost of an ad with local partners, using the partner’s cost as match.

*Example: Grantee partners with area ski resort and hotel on advertising, each paying one third of the cost. The Grant will reimburse the grantee’s portion and the remaining two-thirds can be used as match.*

* Expenses for independent projects that align with the grantee’s scope of work and have a call to action to the grantee’s destination marketing organization (DMO) partner are allowed as cash match. Private sector, as well as non-profit attractions must include the grantee’s call to action to be considered cash match.

*Example: An area attraction places an ad in a travel magazine and includes the grantee’s or area DMO’s call to action. The cost of the ad can be claimed as match.*

* Generally staff time is not an allowable match. However, staff time for project management *spent directly working on a grant-funded element,* such as managing a print project, can be used as cash match. Proper documentation, including [Salary Cash Match Form](http://commerce.idaho.gov/tourism-resources/itc-grant-program/handbook-forms-and-logos), with management signature, and proof of staff wages and benefits must be provided. Such work will be referred to as *Project* Administration, as opposed to Grant Administration. *Project* Administration expenses are direct costs associated with implementing an ITC-approved marketing project. These are costs that, if an agency had been used, would be billable.
* Memberships required to attend trade shows.
* Fam hosts’ expenses when the number of hosts exceeds one per every five visitors.

**1.9.2 Match Documentation**

Proper documentation of cash match includes proof of payment to the vendor, which can be any of the following:

* Invoice accompanied by a copy of a check paying at least the amount claimed as match.
* An itemized credit card receipt listing the items purchased and the amount claimed as match.
* A statement from the vendor showing zero balance for the good or service purchased. If the statement does not list the good or service purchased, a copy of the original invoice must accompany the statement.
* A completed and signed [Salary Cash Match Form](http://commerce.idaho.gov/tourism-resources/itc-grant-program/handbook-forms-and-logos), if claiming Project Administration expenses.

## 1.10 Bids/Subcontracting

All bids must be thoroughly documented, retained on file with the grantee, and made available to the Grant Administrator upon request.

**1.10.1 Procurement of $5,000 or Less**

Single procurements with an annual cumulative value of $5,000 or less may be obtained as the grantee sees fit in accordance with its own internal processes and considering best value for grant funds. A record must be maintained of how the goods or services were procured.

**1.10.2 Procurement of $5,001 - $25,000**

Single procurements with an annual cumulative value of $5,001 to $25,000 can be obtained through an informal solicitation called a Request for Quotes (RFQ). An RFQ includes obtaining quotes from at least 3 qualified vendors with a significant Idaho presence. Quotes may be taken in writing, obtained verbally over the phone or in person, or obtained from a vendor’s website with published pricing. Document the procurement file with the details about how the quote was obtained. Include who you spoke with, the date and the price quoted, or screen prints of the pricing and services or goods offered. All procurement documents shall be kept on file by the grantee and provided to the Department or Auditor upon request. Services obtained through RFQ must be re-bid at least every 5 years.

**1.10.3 Procurement of $25,001 and Up**

Procurements with an annual cumulative value of $25,001 must be obtained through a formal solicitation process called a Request for Proposal (RFP). The RFP process includes publication and notice of the RFP, written responses from Vendors which are evaluated by at least 3 qualified evaluators. Documentation of the procurement must be retained on file by the grantee and available for review upon request. Services obtained through RFP must be re-bid at least every 5 years.

**1.10.4 Contract Renewals**

Annual renewal of the subcontract can be made if option years are included in the original subcontract and if proper procurement procedures were initially adhered to. Subcontract renewal is authorized annually for up to four (4) years beyond the initial subcontract year.

**1.10.5 Sole Source Procurement**

Sole Source means there is only one vendor who is qualified to perform the work or there is only one source for the purchase of goods. Instances of Sole Source are extremely rare and there is almost always more than one vendor that can perform the scope of work. If there is only one possible vendor available to bid on the project, an explanation of why the vendor qualifies as a Sole Source is required. Grantees are urged to discuss potential Sole Source bids with the Grant Administrator PRIOR to executing a subcontract.

## 1.11 Audit

An independent compliance audit is required at grant closing when a grant award is $100,000 or more. Additionally, approximately 20% of grantees with awards under $100,000 may be randomly selected for an audit. The responsibility for arranging the audit and funding the audit will be borne by the Department.

**1.11.1 Grantee Responsibility**

The Grantee is responsible for ensuring that it complies with the laws and regulations applicable to its activities. That responsibility encompasses the identification of applicable laws and regulations and the establishment of controls designed to provide reasonable assurance that the grantee complies with those laws and regulations.

**1.11.2 Auditor Responsibility**

The auditor will design the audit to provide reasonable assurance that financial statements are free of material misstatements resulting from violations of laws and regulations that have a direct and material effect on the determination of financial statement amounts. The audit will be performed by a Certified Public Accountant and submitted to the Idaho Department of Commerce and the Grantee.

**1.11.3 Department Discretion**

At the sole discretion of the Department, an audit may be required even if the grant is less than $100,000, and not part of the random selection.

## 1.12 Travel

All travel reimbursement requests must include a completed and signed [Travel Reimbursement Form](http://commerce.idaho.gov/tourism-resources/itc-grant-program/handbook-forms-and-logos) and conform to the [State Travel Policy and Procedures](http://www.sco.idaho.gov/web/sbe/sbeweb.nsf/pages/trvlpolicy.htm). The state travel policy is summarized below for convenience. If there is a discrepancy between the summary and the state travel policy and procedure, the state policy shall apply.

Reimbursement for air travel may be requested prior to a trip *without* using the travel form. The receipt and a copy of an itinerary or event agenda are appropriate documentation.

**1.12.1 Travel Reimbursement Form**

**Departure Time:** Time the traveler leaves home/work for the trip if driving. If flying, this is considered one hour prior to the flight’s scheduled departure time.

**Return Time:** Time the trip is concluded, or the time the plane arrives. If there is a delay or change in the arrival time, an explanation of the difference between the time on the ticket and the actual arrival time must be included.

**Mileage:** When using a personal vehicle for travel, mileage will be reimbursed at the current state travel policy. Before choosing to drive to a location, travelers should evaluate whether it is more cost effective to fly than drive (mileage, more per diem for longer travel day, and potential overnight stays), and may be asked to provide backup documentation for that decision. The traveler will be reimbursed for whichever method of travel is more cost effective.

**Ground Transportation:** Taxi, shuttle or bus costs are reimbursable but any tips applied must come from the traveler’s per diem allowance. When renting a car, the optional Personal Accident Insurance/Personal Effects Coverage (*PAI*/PEC) cannot be reimbursed.

**Air Travel:** Ticket confirmation is required, with the traveler’s name, the cost of the tickets, and departure and arrival times. Optional personal insurance, early bird check-in fees, advance seat selection fees, TSA PreCheck, and other similar costs are not reimbursable.

**Meals:** When traveling in-state, the daily per diem allowance is $45/day. For out-of-state travel, use the [GSA per diem allowance](http://www.gsa.gov/portal/category/21287) for the city you are visiting and include a copy of the rate schedule with the RFF. Meal per diem for partial day travel should be calculated as follows:

Breakfast = 25% of daily Per Diem

Lunch= 35%

Dinner = 55%

* When claiming meal per diem for a partial day, ADD up the meal amounts allowed.
* An agenda or program from the event that indicates meals provided with registration *must be included* with the request for reimbursement. If the traveler didn’t participate in a meal paid for by the event registration, the missed meal cannot be claimed for reimbursement.
* Continental breakfasts need not be considered the morning meal.
* Evening receptions need not be considered the evening meal.

**Hotel:** The [GSA per diem allowance](http://www.gsa.gov/portal/category/21287) also lists a maximum lodging rate, a useful guide for travelers when shopping for hotel rooms. While the federal lodging rate may not always be available, travelers should keep hotel costs as close to that rate as possible.

* The hotel receipts **must show the name of the traveler and the charges for each night stayed**. If the rate changes during the course of the stay please provide an explanation for the change. If the hotel invoice indicates more than one person in the room, the additional expense deducted from the total or clarification that the rate is not affected by double occupancy is required.
* When business center charges, internet charges, or phone charges appear on the invoice, indicate whether or not they were for business purposes. One daily fifteen-minute personal call can be reimbursed.
* To expedite processing, take care to deduct personal expenses and overnights if applicable. Room safe fees are considered a personal expense.

**1.12.2 Out-of-Country Travel**

If traveling out of the country, all costs must be converted to US dollars. Proof of the conversion rate is best shown with a bank statement, but a conversion website may also be used. Per Diem allowances for out of country travel are set by the [US Department of State](http://aoprals.state.gov/web920/per_diem.asp).

**1.12.3 Personal Travel**

Travelers may have personal or other business time included in their trip. In those cases, costs will be prorated for grant-related time (rental cars, parking) or reduced (per diem, lodging). If flying, the traveler must provide an example of ticket cost if no personal travel had been included. The lowest price will be reimbursed.

## 1.13 Appeals

Grantees may appeal any decision made by the Grant Administrator or the regional ITC representative. Such appeals shall be in writing and coordinated through the Grant Administrator. If further discussion with the ITC is required the Grant Administrator will coordinate the discussion either via email or by placing the issue on the agenda of the next regularly scheduled ITC meeting.

# 2.0 ADVERTISING

The desired result of grant-funded advertising is to draw overnight visitors. Publications and media outlets should generally have an audience beyond a two-hour drive time from the grantee’s immediate area. In addition to evaluating the advertising reach, also consider the time frame of any events being advertised and whether attendees or visitors will want or need an overnight stay.

All advertising is required to credit the ITC Grant program. Depending on the type of advertising used, credit may be given through use of the ITC Grant logo or an audio statement. The ITC Grant logo files (includes three sizes and three colors) are available at <http://commerce.idaho.gov/tourism-resources/itc-grant-program/handbook-forms-and-logos/>, along with detailed logo usage requirements.

## 2.1 Ad Preapproval

Preapproval for advertising projects carrying the ITC logo/ITC audio credit statement is **strongly recommended**. Preapproval ensures that advertising conforms to all ITC Grant rules and that advertising costs are eligible for reimbursement. Ads that are not pre-approved, risk not meeting the guidelines and therefore not allowed for reimbursement.

* Approval requests are submitted through the online [Ad Approval Form](http://idahocommerce.force.com/grants/newAdAppStep1) in the Commerce Grants Portal <http://idahocommerce.force.com/grants>
* Approval requests must be entered by the Grantee.
* Direct approval requests from designers or agencies are not permitted.

When a project is submitted for preapproval, the Grant Administrator will:

* Verify grant logo or audio credit statement is used correctly
* Verify use of grantee, or designated non-profit partner’s, call-to-action through the use of their logo and website or contact information
* Provide an email approval or request for alteration.

## 2.2 Print Advertising: Magazine and Newspaper

The size of the ITC logo can be adjusted to suit the material, however the logo image, including proportions and color, must not be changed or skewed in any way. The entire logo must be legible. **Below are suggested logo sizes per size of material.**

|  |  |
| --- | --- |
| C:\Users\jeden\Desktop\IDAHO_Blue_Large.png | Printed materials the size of a standard magazine-page or larger |
| C:\Users\jeden\Desktop\IDAHO_Blue_Medium.png | Documents smaller than a standard magazine page |
| C:\Users\jeden\Desktop\IDAHO_Blue_Small.png | Reader response cards and advertisements smaller than one-quarter of a standard magazine page |

|  |  |
| --- | --- |
| **For reimbursement of…** | **Required supporting documentation:** |
| Cost of ad design | Invoice from vendor |
| Ad placement costs | * Insertion order or invoice from publisher with publication date(s). * Co-op partners’ contribution, if applicable, must be documented on all requests. * Copy of Ad Approval email OR tear sheet. |

## 2.3 Other Advertising: Signs, Billboards, Advertising Specialties, Etc.

Signs, billboards, banners, advertising specialties, DVDs intended for media use, etc., must include the ITC grant logo in a size which allows visitidaho.org to be easily read.

|  |  |
| --- | --- |
| **For reimbursement of…** | **Submit this documentation:** |
| Design, Production, and  Installation | * Invoice from vendor or service provider * Copy of Ad Approval |

## 2.4 Visual Broadcast Advertising: TV, Video, Podcast, Webcast, Etc.

TV productions, commercials, videos, films, podcasts, etc., must feature the ITC grant logo as the last frame of the product in a legible size and must appear on the screen for at least 3 seconds.

|  |  |
| --- | --- |
| **For reimbursement of…** | **Submit this documentation:** |
| Production costs | * Invoice from vendor detailing production costs. Supporting documents to be kept on file by grantee * Cooperating partners’ cash contribution to the project (if applicable) |
| Airing the production | * Copy of the invoice with a summary of the dates and times the ad ran. The master run log is to remain on file with grantee * Copy of Ad Approval |

## 2.5 Audio Advertising: Radio, Podcast, Etc.

The audio credit statement “*Visit Scenic Idaho*” must be placed at or near the end of the advertisement. It may be incorporated into another phrase, e.g., “We look forward to seeing you at the Snake River Stampede when you ‘*Visit Scenic Idaho*.’” If event sponsors or other information is listed at the end of an advertisement, the phrase “*Visit Scenic Idaho*” should be at the end of the script to emphasize the message.

|  |  |
| --- | --- |
| **For reimbursement of…** | **Submit this documentation:** |
| Production costs | * Invoice from vendor detailing production costs. Supporting documents to be kept on file by grantee * If other businesses are mentioned, a list of advertising partners and the amount each contributed |
| Airing or posting the production | * Electronic copy of script affidavit or copy book identifying the station, notarized script, and number of spots from the broadcaster |

## 2.6 Internet Advertising: Internet Ads, Banner Ads, Newsletters

The ITC grant logo must be incorporated when possible in internet banner ads and newsletters. If ad size doesn’t allow for the logo, it may be left off ***only if***the banner ad links directly to grantee or designated non-profit partner’s website and the landing page displays the linked ITC logo.

|  |  |
| --- | --- |
| **For reimbursement of…** | **Submit this documentation:** |
| Ad design cost | * Invoice from vendor Supporting documents to be kept on file by grantee |
| On-line ads linked to a page displaying the ITC logo | * Invoice from vendor * Copy of Ad Approval email |

## 2.7 Co-operative Advertising

Sharing advertising costs with another non-profit or a private partner leverages limited advertising dollars and allows grantees to have a greater advertising presence. It is understood that a single business or attraction may serve as a draw to an area; however, the project must still reflect the grantee’s call to action.

**2.7.1 Non-Exclusivity and Member Benefits**

No lodging property may be excluded from advertising when using ITC funds. Organizational membership cannot be required for participation in co-operative advertising.

**2.7.2 Co-op Advertising Project Requirements**

A list of co-operating partners and the amount each contributed to the project is required. Requests for reimbursement will not be processed without this information.

* When all partners are ITC grantees, full reimbursement for each partner’s part in the advertising project can be requested, however grant-funded contributions cannot be claimed as match.
* If a grantee defers their call to action to a non-profit partner and no match was provided by the partner, a maximum of 87.5% will be reimbursed.

**2.7.3 State Sponsored Co-op Advertising**

The Department offers grantees the opportunity to partner with them to leverage advertising dollars. State-sponsored projects convey Idaho’s tourism message on part of the piece, with co-op partners’ messages featured on the remainder. ITC Grant funds may be used to participate in these advertising projects.

The **ITC logo is not required** when participating in state-sponsored co-op projects as the state’s travel promotion message and logo are already prominently featured.

# 3.0 COLLATERAL MATERIALS

Collateral materials include informational brochures, visitor guides, rack cards, posters, flyers, and pamphlets that will be printed in volume. One visitor guide/directory project is eligible per grant cycle.

## 3.1 Advertising Sales

Advertising sales in grant-funded collateral materials is allowed, however advertising revenue must be deducted from total expenses before grant funds are requested for any remaining balance.

If advertising sales or partner contributions exceed the cost of producing the collateral project, the amount up to the total of the documented expenses can be used as cash match.

## 3.2 Design Requirements

When designing a collateral piece, the word “Idaho” should appear prominently on the front. Rack cards/brochures should have “Idaho” visible on the top portion for easy identification in a display rack. The grant logo does not suffice for the requirement to have the word “Idaho” on the publication’s cover.

The ITC Grant logomust be placed on the front, back, or inside front cover of all ITC Grant-funded printed media. The logo size should be proportionate to the size of the material. For publications such as visitor’s guides and magazines where the front, back, or inside front cover are not available due to design requirements, publication quality detraction, or potential advertising sales, the logo may be displayed on the contents page if the contents page immediately follows the inside front cover.



A print identification number must be on each piece near the logo, in a font no smaller than 9pt. The print ID is made up of the ITC Grant number and the quantity printed (“M” denotes 1,000). The print ID must be updated with each reprint, *even if the document has not changed.* 16-VII-01 15M

The Grantee or designated non-profit partner’s logo and call to action *must be obvious* through the use of their logo, website, and contact information.

|  |  |
| --- | --- |
| **For reimbursement of…** | **Submit this documentation:** |
| Production costs | * A detailed list of any partners/advertisers and their monetary contribution (invoices to advertisers to be kept on file) * Invoice from vendor * Electronic copy of the printed material OR ad approval |

# 4.0 DIRECT MAIL AND EMAIL MARKETING CAMPAIGNS

For the purpose of this grant program, Direct Mail is defined as “promotional items developed to attract a targeted audience to a destination, attraction, or event; or to gather information from a potential client group such as meeting planners, tour planners, and travel writers.” Distribution of the promotional item can be accomplished by bulk mail or electronic delivery. If distributed by bulk mail, the mailing cost is not considered fulfillment which is covered by the [Administration/Fulfillment allowance.](#_1.3_Administration/Fulfillment)

The ITC logo is required on both mediums, however the ITC logo on electronic mail must also link to [www.visitidaho.org](http://www.visitidaho.org).

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| **For reimbursement of…** | **Submit this documentation:** |
| Production costs | * Invoice from vendor (if applicable) * Electronic copy (printed material) OR ad approval. |
| Mailing list | * Invoice from vendor |
| Mailing costs | * Bulk mailing invoice or receipt from carrier showing postage amount and number of pieces mailed * Keep individual receipts on file |

# 5.0 WEBSITES

Websitesmust be primarily travel and tourism-focused. Websites funded wholly or in part with grant funds must display the ITC Grant logo linked to [www.visitidaho.org](http://www.visitidaho.org) on the homepage.

A**ll** area lodging properties and private campgrounds must be given equal opportunity to be listed on any grant-funded website. Membership in the grantee organization cannot be a requirement for being included and a fee may not be charged for appearing on a list of accommodations.

## 5.1 New/Redesigned Websites

Only one (1) website per grantee is eligible for ITC funding.  Development of a micro-site that is tied to the organization’s original website is also eligible for funding if there is a concise marketing plan and budget in place to drive traffic to the flagship site.

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| **For reimbursement of…** | **Submit this documentation:** |
| Website Design and Programming | * + Invoice from designer/programmer   + Website address and screen shot verifying ITC logo   + Supporting invoices for digital maps, photos, etc. to be kept on file by grantee |

## 5.2 Other Allowable Website Expenses

Web hosting and annual purchase of a domain name, or names, are allowable expenses, as are technical upgrades and maintenance. A maximum of 1 year may be requested for each annual grant.

Event listing or lodging property updates can be reimbursed if someone is contracted to do the work. Costs incurred to update Chamber calendars or other web pages dealing strictly with the organization’s membership are not reimbursable. If the grantee has the capabilities to make updates and maintain a website internally, a onetime purchase of appropriate website authoring software may be reimbursable.

# **6.0** **FAM TOURS AND SITE VISITS**

**Fam (Familiarization) Tour** -- hosted tours extended to travel writers and travel industry personnel, tour operators, bloggers, and others with industry influence as a way of informing the customer and influencing segments of the industry.

**Site Visit** – a hosted tour of an area’s attractions, events, lodging, and meeting facilities for meeting and event planners who can bring meetings, conventions, or events to an area.

**Eligible Expenses**

Participation expenses of one (1) local host to every five (5) participants can be reimbursed at actual cost. Costs associated with additional hosts can be used as match. A signed travel reimbursement form is not required.

Other costs that can be reimbursed include reasonable costs for:

* Invitations, information folders, agendas, etc.
* Travel to Idaho
* Vehicle rental (van, bus, etc.) and fuel
* Lodging
* Meals for visitors and host(s) up to the allowable state per diem
* Attraction admission
* Recreation fees
* Docent or guide
* Snacks
* Hospitality room

Non-allowable costs include, but are not limited to:

* Alcoholic beverages
* Additional personal insurance for flights
* Rental vehicle Optional Personal Accident Insurance/Personal Effects Coverage/Lost Damage Waiver (*PAI*/PEC/LDW) and associated taxes
* Meal costs above the allowable per diem (the difference may be used as cash match)
* Promotional items and gifts for participants (may be used for cash match)

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| **For reimbursement of…** | **Submit this documentation:** |
| Air travel | Itinerary and ticket receipt with cost of travel |
| Baggage | Receipts |
| Ground Transportation | Receipts or Invoices from rental company |
| Lodging | Hotel receipt—**daily charges must be itemized and include the** name of visitor |
| Meals | An itemized receipt of what was ordered is required to confirm no alcohol was purchased. A receipt that shows only a total amount paid will not be accepted.  The cost of alcoholic beverages will be subtracted from the total, including applicable tax and an appropriate percentage of the tip. |
| Miscellaneous expenses including attraction admission, recreation fees, promotional gifts as match, docent/guide, snacks, hospitality room, etc. | Receipts indicating purchase and purpose |

# 7.0 SPONSORSHIPS AND PARTNERSHIPS

Hosting major events has the potential to generate national exposure for a destination and the state. The grantee’s logo AND the [ITC Grant logo](http://commerce.idaho.gov/tourism-resources/itc-grant-program/handbook-forms-and-logos) should be used when possible.

## 7.1 Major Event Sponsorship

A contract and/or letter of intent signed between the grantee and the organizer of the event must detail the sponsorship commitment and be attached to the request for funds (RFF). Documented expenses incurred by a promoter or event contractor may be claimed as match up to the grant investment in the event if proof of payment is provided.

Total return on investment, above the allowed match amount, is requested to fully document the leveraged funding of the event.

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| **For reimbursement of…** | **Submit this documentation:** |
| Financial sponsorship of a major event | Agreement between grantee and event promoter indicating that grantee and [ITC Grant logos](http://commerce.idaho.gov/tourism-resources/itc-grant-program/handbook-forms-and-logos) will appear in print, television, radio, and web advertising for the event. |

## 7.2 Sponsorship of a Convention, Trade Show, Meeting, or Sports Event

In order to provide a competitive edge in bidding and booking a piece of business, it is common to offer sponsorship of a meal, break, or other enticement to secure an event. Meal costs to the maximum per diem are reimbursable. Costs over per diem may be used as match.

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| **For reimbursement of…** | **Submit this documentation:** |
| Financial sponsorship of an event | * Agreement between grantee and sponsored entity * Itemized invoice(s)s from vendor(s) |

## 7.3 Community Partnerships

Regional and local tourism entities are encouraged to incorporate tourism-generating projects proposed by individual community organizations (museums, event organizers, arts commissions, etc.) in their promotional efforts.

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| **For reimbursement of…** | **Submit this documentation:** |
| Grantee’s share of partnership | * Signed agreement outlining partnership |

# 8.0 TRADE AND TRAVEL **SHOWS**

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Some expenses for attending industry trade shows, consumer travel shows, convention bid presentations, sales blitzes, and international trade missions are allowed. Fees for association membership to access or obtain discounts for such shows are not allowable, but can used as cash match with proof of payment.

## 8.1 Industry Trade Shows and Consumer Travel Shows

Industry trade shows allow the exhibitor to “sell” their area to tour operators, travel writers, travel agents, meeting planners, and others who have the potential of bringing large groups of visitors to the state.

Consumer travel shows put the exhibitor face-to-face with consumers looking for a vacation destination or meeting venue.

Expenses eligible for reimbursement include reasonable costs for:

* Registration
* Booth space and furnishings, power, wireless service, etc.
* Rental of business card scanning equipment
* Travel, lodging, and per diem expenses for attendees
* Cost of shipping or checking literature as baggage
* Cost of shipping or checking a trade show booth as baggage

## 8.2 Partnering with a For-Profit Partner

The Idaho Travel Council supports partnering with a for-profit partner whose financial interests compliment the goals of the grantee. The following scenarios are most common:

* The partner attends the show and displays the grantee’s marketing materials; the grantee pays part of the costs for the partner.
* Grant funds are used for the booth fees and/or registration and the partner pays the travel costs which can be considered cash match.
* The partner pays for the exhibit space and the grantee’s representatives staff the booth.

**8.2.1 Non-Exclusivity**

All lodging properties must be given equal opportunity to partner with the grantee when attending trade or travel shows. A grantee may not deny a lodging property the opportunity to share expenses based on non-membership in the grantee’s organization.

**8.2.2 Reimbursing For-Profit Partners’ Expenses**

For reimbursement of any portion of a for-profit partner’s trade/travel show expenses, the partner *must have* the grantee’s logo or name displayed and visitor guide or other promotional material(s) available.

The arrangement between the partners must be indicated in the grantee’s scope of work and should be backed up upon request with the grantee’s marketing plan or committee minutes.

Leads generated from the show are not proprietary and must be available to both the grantee and Idaho Tourism.

## 8.3 Early Registration

Since it is often necessary to register and pay for exhibitor space up to a year in advance of the show, the cost of registration and travel cost for attendance may be paid for from different grants. However, this does not imply that funds will be awarded in future years to cover travel to the show.

## 8.4 Bid Presentation and Sales Blitz Expenses

Reimbursement can be requested for travel expenses, stationary supplies for bid documents, and printing costs of bid or blitz packets. Materials *must include the* [*ITC Grant logo*](http://commerce.idaho.gov/tourism-resources/itc-grant-program/handbook-forms-and-logos).

If the presenter is attending a convention or organization meeting, the same travel guidelines as for trade and travel shows should be followed when requesting reimbursement for travel costs. A program or agenda from the event must be submitted with the RFF and indicate whether the traveler participated as an attendee, or made an appearance as a guest presenter.

|  |  |
| --- | --- |
| **For reimbursement of…** | **Submit this documentation:** |
| Registration | Copy of the completed registration form showing show dates and booth costs; copy of agenda |
| Shipping brochures and other literature | Shipping service invoice (if applicable) |
| Shipping the booth | * Shipping service invoice (if applicable) * Excess baggage receipt with a note indicating the baggage was the trade show booth |
| Furnishings, electricity, wireless service, business card scanners, and other booth-related expenses | Invoices from vendors WITH THE NAME AND DATES OF THE SHOW INDICATED or written in by grantee |
| Handling charges by the hotel or show | Receipts |

# 9.0 CAPITAL OUTLAY

For the purposes of the Grant, Capital Outlay is defined as trade show booths with a cost over $500 and electronic equipment that is essential to administering the grant or marketing the area (laptop, tablet, screens, scanner, and printer of any cost). There is no limit to the number of capital items per region, though items must be approved by the regional Council representative and electronic equipment will only be reimbursed up to $500.

The title to equipment acquired will vest upon acquisition with the grantee. Adequate maintenance procedures must be developed to keep the property in good condition.

## 9.1 Use of Capital Equipment

* Equipment may be used by grantee in the region for the program or project for which it was acquired as long as needed, whether or not the project or program continues to be supported by the ITC. When no longer needed for the original program or project, the equipment may be used in other activities currently or previously supported by the ITC.
* The grantee must make equipment available for use by other grantees within the region on other projects or programs currently or previously supported by the ITC, providing such use will not interfere with the work on the projects or program for which it was originally acquired. First preference for other use shall be given to other programs or projects supported by the ITC.
* The grantee may not use equipment acquired with grant funds to provide services for a fee.

## 9.2 Management Requirements

Capital outlay purchased with grant funds must be accounted for on a Capital Outlay Inventory Form available on the [forms page](http://commerce.idaho.gov/tourism-resources/itc-grant-program/handbook-forms-and-logos) of the ITC Grant website. When the property is initially purchased, the grantee will provide all the required information on the property record and send the original to the Grant Administrator. Keep a copy for your files.

The property must be tracked through its useful life. Procedures for managing equipment (including replacement equipment), whether acquired in whole or in part with grant funds, until disposition takes place will, as a minimum, meet the following requirements:

1. Property records maintained must include a description of the property; a serial number or other identification number; the acquisition date and cost of the property; the location, use and condition of the property; and any ultimate disposition information including the date of disposal and sale price of the property.

1. The grantee will conduct an annual physical inventory of the property and the results will be reported to the ITC for reconciliation with the property records. This report will accompany the final narrative progress report, and must be received before final ITC reimbursement to the grantee.
2. A control system must be developed to ensure adequate safeguards to prevent loss, damage or theft of the property.
3. Equipment which has exceeded its useful life may be retained, sold, or otherwise disposed of by the grantee. Equipment which has not exceeded its useful life may be sold or otherwise disposed of with written authorization from the ITC. The grantee is required to use the proceeds to purchase like equipment or to enhance the current grant program.

# 10.0 OTHER ALLOWABLE COSTS

## 10.1 Training and Professional Development

Registration and travel costs to attend the Idaho Conference on Recreation and Tourism (ICORT) and the annual Grant Summit are reimbursable. Additionally, registration costs for Educational Seminar for Tourism Organizations (ESTO), Destination Marketing Association International (DMAI), and DMA West are allowable expenses. Travel expenses to attend these trainings are not reimbursable, however they may be used as match.

Other expenses for training that familiarizes front-line staff with the area’s attractions and gives them information to help promote the area are reimbursable.

## 10.2 Public Relations

Public Relations (PR) is a broad category which covers any number of promotional activities. It is common to hire a public relations firm or individual to carry out a professional PR program. Activities commonly assigned to PR are:

* Design and distribute press kits
* Media relations
* Copywriting
* Design and organize media fam and site visit itineraries
* Write newsletters, e-newsletters and blogs
* Pitch story ideas
* Manage social media (sites must link to appropriate Idaho Tourism social media sites)

A detailed invoice listing the work done during the billing period or relating to a single project is required for reimbursement of PR activities.

## **10.3 Market Research**

Typical market research programs include leads programs, conversion studies, asset inventory, feasibility studies, and tourism economic impact studies.

For reimbursement of ongoing expenses, submit the following:

* Purpose of research
* Invoice detailing work accomplished
* Copy of the research report is mandatory, however leads do not have to be shared with Idaho Tourism.
* ITC credit shown on report