# Region X: 2017 Idaho Regional Travel and Convention Grant Program

**Verification of Eligibility**

**Question:** Applicant Organization Legal Name

**Question:** Chief Official Name and Title

**Question:** Chief Official Email

**Question:** Grant Manager Name and Title

**Question:** Grant Manager Email

**Question:** Grant Manager Phone

**Question:** Employer Identification Number (EIN)

**Question:** Eligible applicants are non-profit, incorporated organizations. Upload State of Idaho Certificate and Articles of Incorporation here.

**Question:** Upload the organization’s "Return of Organization Exempt from Income Tax" (Form 990) here. Only the first page with submission dates and signatures is needed.

**Question:** Conflict of Interest Statement. An affiliation with a profit-making organization may imply a conflict of interest that could render this application ineligible. Detail any potential conflict of interest below or enter N/A for not applicable.

**Question:** I have read and understood question 10.

*Yes*

*No*

**Question:** Describe your organization and give a brief description of how your organization's mission meets the goals of the Idaho Travel Council Grant Program and the needs of your region.

**Question:** Describe your organization's ability to administer grants.

**Question:** Describe your organization's financial management processes and financial management systems.

**Question:** Type your Title and Full Name to indicate signature

# Marketing Plan

**Question:** Describe your marketing plan and the goals and objectives you have for this grant cycle.

**Question:** If you are a prior grantee detail your accomplishments and how your objectives were met in previous grant cycles (if you are not a prior grantee indicate N/A).

# Regional Impact & Support

**Question:** How does the proposed project increase local/regional awareness and encourage visitors to stay longer or promote intra-region travel?

**Question:** Who are the contributing partners participating in the project?

# Budget

**Question:** Administration and Fulfillment is available to all applicants. An amount equal to 10% of the amount awarded (excluding audit funds) to a maximum of $25,000 is allowable. Are you requesting administration and fulfillment funds?

*YES*

*NO*

**Question:** Describe your plan for Public Relations, Advertising and Collateral Materials (if not applicable, enter N/A). Include any cooperative advertising, whether it's with local businesses/organizations, other grantees, or Idaho Tourism.

**Question:** Describe your plan for Website Development/Maintenance or Social Media (if not applicable, enter N/A).

**Question:** Describe your plan for Trade Shows, Conferences & Other Travel (if not applicable, enter N/A).

**Question:** Describe your plan for Capital Purchase. Allowable capital includes trade show booths and electronic equipment essential to administering the grant or marketing the area. Electronic equipment must be less than $500 (if not applicable enter N/A).

### **Question:** Upload the budget and match detail form. This form can be downloaded from the grant home page.

**Question:** Upload letters of cash match pledges from partners OR your organization's declaration of available cash reserves. Letters of support, while not required, may be uploaded here as well.