# REGION X: 2018 Idaho Regional Travel and Convention Grant Program

# Verification of Eligibility

Enter organizational information and upload eligibility documents. This section will be scored by the following criteria:

Key application elements are completed, necessary documents are uploaded.

Presence of an adequate financial management system and ability to administer grants.

**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 the Articles of Incorporation with applicable amendments (name changes or tourism added as a focus), as well as the most recent annual report from the Idaho Secretary of State website.

**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:** Applicants partnering with a for-profit entity may have a conflict of interest that must be declared. If staff or board members of the applicant organization will be providing services for profit, the relationship must be declared and detailed below.

**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 and the qualifications of the grant manager.

**Question:** Describe your organization's financial management processes (including signing authority process and separation of duties) and financial management systems.

# Marketing Plan

## The Marketing Plan will be scored by the following criteria: Proposed project addresses current needs of region.

Shows evidence that other resources are not available, or insufficient, 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.

**Question:** If you were a grant recipient in 2017, detail your top three (3) successes that were funded by the grant. Indicate the activity, the dollar value spent, and the return on investment. If you are not a prior grantee indicate N/A.

**Question:** Describe your 2018 marketing plan and the goals and objectives you have for this grant application.

# Regional Impact & Support

## This section will be scored by the following criteria:

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.

**Question:** How does the proposed marketing plan increase local and regional awareness and encourage visitors to stay longer in the region?

**Question:** How does the proposed marketing plan promote intra-regional travel?

**Question:** Explain who the contributing non-profit partners are and their participation in the project.

**Question:** Explain who the contributing for-profit partners are and their participation in the project.

# Budget

## The following templates are required to be completed and uploaded where indicated below. Use one cash match letter for each cash match contributor. All letters must be signed.

[Budget Detail Spreadsheet](http://commerce.idaho.gov/content/uploads/2018/02/1.-ITC-Application-Budget-Detail-Sheet-2018.xls)

[Letter of Cash Match (pledge from partners) - template](http://commerce.idaho.gov/content/uploads/2018/02/2.-ITC-Cash-Match-Letter-template.docx) [Letter Declaring Cash Reserves - template](http://commerce.idaho.gov/content/uploads/2018/02/3.-ITC-Cash-Reserves-Letter-template.docx)

[Wages as Cash Match Form - template](http://commerce.idaho.gov/content/uploads/2018/02/4.-ITC-Wages-as-Match-Form.xlsx)

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



*YES NO*

**Question:** Question: If you answered “yes” describe the expenses you anticipate for Administration and Fulfillment costs (if not applicable, enter N/A).

**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, Redesign, 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 request 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 completed Budget Detail Spreadsheet.

**Question:** If cash match from partners is used, upload the signed template letters of cash match here.

**Question:** If you plan to use cash reserves to meet the match requirement, upload your organization’s declaration of available cash reserves.

**Question:** Upload optional, non-cash letters of support here.

# Submission

## Your identity has been authenticated through the login process with a unique email address and password available only to you. You agree that by typing your name, title, and date below, you are electronically signing the application. By electronically signing the application, you acknowledge and represent that you understand and accept all the terms and conditions stated within the application and declare that the information provided is true and that the documents you are submitting in support of your application are genuine and have not been altered in any way.

**Question:** Type your name.

*Not Answered*

**Question:** Type your title.

*Not Answered*

**Question:** Type the submission date.

*Not Answered*