


HELLO

The word "HELLO" is rendered in a large, light gray, sans-serif font. The letter "O" is replaced by a circular logo. The logo features a stylized mountain range above the word "IDAHO" in a bold, sans-serif font, with the word "COMMERCE" in a smaller, all-caps, sans-serif font below it.

Idaho Commerce

Ewa Szewczyk

Manager, Grant & Contracts

March 2019

Grants and Contracts Team

Ewa Szewczyk

Grants & Contracts Manager

Cherie' Norris

Grants & Contracts Analyst

Open Position

Grants & Contracts TBD

WELCOME

The word "WELCOME" is written in large, light gray capital letters. The letter "O" is replaced by a circular logo containing a mountain silhouette and the text "IDAHO COMMERCE".

Agenda

- IDAPA 28.02.03
- 2019 ITC Grant Application
- 2019 ITC Application Budget
- RFF Spreadsheet Review
- Travel Reimbursement Changes
- Handbook Updates
- For-Profit Co-operative Advertising

IDAPA 28.02.03

- Where have we been in 2018?
 - ITC approved revised definition of administration to include wages & benefits for one grant administrator and overhead for grantee organizations with an apportionment rate
 - Temporary administrative rules adopted
 - Program memo effective March 2, 2018
 - [Bulletin Volume 18-10, October 3, 2018](#)

IDAPA 28.02.03

- Where have we been in 2019?
 - IDAPA 28.02.03 pending rule has been approved by both the House and Senate
 - Still operating under adopted temporary rule
 - Pending Sine Die for full implementation (Official adjournment of legislative session)

Review

- 2019 ITC Grant Application
- 2019 ITC Application Budget
- RFF Spreadsheet Review

Travel Reimbursement Changes

- Effective 01/14/2019
 - Out-Of-State Per Diem is now **\$55 per day**
- Effective 2/19/2019
 - In-State Per Diem is now **\$49 per day**
 - Mileage is **\$0.58/mile**

Handbook updates

- Sections were combined to match the budget and application for the 2019 ITC Grant.
- Creating more clear guidelines for digital advertising, video requirements, trade show updates, branding, and travel reimbursements.
- Added administration section that defines grant administration time and overhead.
- Highlighting Public Relations section to create guidelines around content creation, media FAM's, and influencer engagement.

Video Requirements

- Modified requirement
 - any video frame / shared frame / social media
 - varied minimum hang time
 - videos of 6 seconds or less: 1 second
 - videos of 7 to 15 seconds: 2 seconds
 - videos of 16+ seconds: 3 seconds

Advertorials

- Program credit requirement
 - use of the approved ITC logo
- OR
- “Paid for in part by a grant from Idaho Tourism.”
- Early implementation ok
- Mandatory: August 1, 2019

Branding / Advertising

- Navy blue & bright yellow will retire September 30, 2019



Revised Color Palette – Available Now!



Trade Show & Event Sponsorship

- Reimbursement of trade show costs and sponsorship of major events made within the grant term, may be made when the trade show or event occurs within the grant term, or in the first three months of the end of the grant term.
 - reimbursement is limited to the cost of trade show registration, booth space, insurance or major event sponsorship fees
 - travel costs outside grant term not eligible
 - grant will be closed out on time

Public Relations/One page

- Influencers/content creators/blogs
 - Define Scope of Work
 - Define Messaging
 - Define Fee/other amenities
 - Define Delivery Date
 - Define Deliverables
 - FTC disclosure of connection (hash tag/giving credit)
 - All deliverables should be billed after completion. Grantees should not be paying upfront.

Public Relations

- Media/Influencer FAM Tours
 - Guidelines will be similar to regular FAM tours.
 - Strongly suggest that itineraries are submitted for pre-approval through the ad approval system to ensure they will be reimbursed.
 - Tourism marketing is paramount. Ensure that FAM tours are tourism related and fit within the scope of the grant.

Market Research

- Clearly define research goals and its relation to tourism in your area.
- These should be highlighted in your budget when your application is submitted.
- If a research project is planned after applications are approved, scope of work changes will be required with additional approval from the Council.

For Profit Co-operative Advertising

- Background
 - October 15, 2018 - presented to ITC council issues surrounding co-operative advertising.
 - It was determined that we would research other national programs to find out how they handled co-operative advertising.
 - Commerce would also survey ITC Grantees on the impacts of a change to the requirements.

- January 23, 2019 – Presented to ITC Council our findings and recommendations.
 - Grantees indicated that most would not like to have a minimum buy-in for co-operative advertising partners.
 - Indicated in most cases, a 50% buy-in with for-profit co-operative advertising partnerships.
 - Grantees indicated that they wanted to be left to negotiate their own buy-in requirements for advertising co-operatives.
 - National programs mostly indicated a 50% maximum reimbursement from the grant program, similar to our state-sponsored co-op opportunities.

Recommendations

- Create a guideline indicating our expectation for co-operative advertisements with for-profit organizations through a process memo.
- Non-profit co-operative partnerships should remain the same.
- Not update the handbook to include a minimum co-op percentage for for-profit partnerships.
- Compile training material and train grantees on Commerce's expectation of for-profit co-operative advertising to still have a primary tourism focus.

Examples of successful for-profit partnerships

- All advertisements are used with permission from the grantees who created these campaigns/ads.
- All include partnerships with for-profit entities.
- All have a strong tourism focus.



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Overview:

- For-profit co-operative partnerships have a recommended 50% buy-in for their for-profit partners.
- Exceptions can be submitted to Commerce staff for additional review.
- Ads should have a strong tourism focus.
- Program memo will be sent to all grantees to go over these guidelines.
- Handbook will not be updated to require this recommended percentage.

Questions?

Resources

- RFF Spreadsheet
- RFF Checklist
- RFF FAQ
- Travel Reimbursement Form
- Administrative Expenses Presentation
- Grant Summit 2018 Presentation
- ITC Grant closes April 2, 2019
- grants@commerce.idaho.gov



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