



Idaho Regional Travel and Convention Grant Handbook

Idaho Commerce
700 W State Street
PO Box 83720
Boise, Idaho
83720-0093

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INTRODUCTION AND GENERAL INFORMATION

This Handbook includes grant guidelines approved by the [Idaho Travel Council](#) (Council), and the legislatively approved administrative rules in [IDAPA 28.02.03](#). Idaho Regional Travel and Convention Grants (ITC Grant) are funded through a statewide two percent (2%) tax on lodging sales, including private campgrounds and vacation properties. ITC 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 ITC Grant requires a cash match of at least twelve and one-half percent (12.5%) of the amount awarded. Cash match must be supported by receipts and proof of payment. In-kind match is not eligible for matching funds.

ELIGIBLE PROJECTS Funded projects will 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
- Fulfilling requests for information and publications generated by the ITC Grant-funded marketing plan.

REIMBURSEMENT This ITC 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 ITC Grant through the use of the [ITC Grant Logo](#) 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 the ITC Grant.



1.0 ITC GRANT ADMINISTRATION GUIDELINES

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 ITC Grant if an inappropriate conflict of interest is found to have not been declared.

Grant managers or executive directors also acting as vendors for ITC Grant projects must declare this conflict of interest by providing the following documentation to the ITC 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 ITC Grant Application Process

Applicants are strongly encouraged to meet with the regional ITC representative to discuss their plan prior to completing the ITC 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

The Council provides applicants the opportunity to present their proposed plan before final approval, this allows the Council to ask questions before the ITC Grant is submitted. Applicants applying for ITC 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 ITC 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 ITC Grant for attendance at this meeting.

1.2.2 Online Application

Applications open early February with a closing date in late March for a pre-evaluation. Applications are accepted online through the ITC [Grant Portal](#). After the ITC Travel Council Presentations are held, all applications are returned to draft status to allow for necessary updates. The applicants will then need to resubmit the application in the Grant Portal for final submission. First time applicants must pre-register by contacting the ITC Grant Administrator at grants@commerce.idaho.gov. Detailed application information and instructions are available on the [ITC Website](#).

1.2.3 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 ITC Grant Cycle

The ITC 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 (unless the grantee receives an approved no cost extension (NCE) section 1.4.2, which extends the ITC Grant to December 31).

1.3.1 ITC Grant Award

The Council is responsible for the selection of applications to be awarded ITC Grants. Once the Council has selected plans to be funded, the Department of Commerce 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 ITC 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 of Commerce or his designee, and the Chief Executive Official of the applicant organization.

1.3.2 ITC Grant Closeout

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

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

Any (and all) amendments have been signed and received.

1.4 Amendments and Extensions

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

1.4.1 Scope of Work Amendment

Any changes in your project during the grant cycle will require a scope of work change. Explain the situation necessitating the amendment and the anticipated outcome of the changes. Scope of work changes within 10 percent of a grantee's budget will be reviewed for approval by the regional ITC Council Member and the Grant Manager. The Council must approve all scope of work amendments of 10 percent or greater.

1.4.2 No-Cost Extension

The ITC Grant Administrator can extend the ITC 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 ITC 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 ITC Grant. Quarterly reports must be submitted in the Grant Portal for review by the ITC Grant Administrator and Council. Reports submitted late will be marked for Council review.

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 (website 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 ITC Grant year.
- A summary of the effectiveness of the marketing plan, changes that will be made based on the experiences of this ITC Grant year.

1.5.3 Report Schedule

Progress Report 1: ITC 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
Progress Report 4*: July 1 – September 30	Due: October 31
Final Report 5**: October 1 – December 31	Due: January 31

*This is a Final Report if an extension is not requested.

**If a ITC Grant is extended, an additional progress report is required.

1.6 Request for Funds

For reimbursement of project expenses, a Request for Funds (RFF) is submitted through the [Commerce Grants Portal](#). Back up documentation is required to process the RFF, which includes, but is not limited to, the [RFF Summary Sheet](#), invoices, and any other documentation as requested by the ITC Grant administrator. Cancelled checks are required for proof of cash match and may be requested for other expenses at the discretion of the ITC Grant Administrator.

Invoices and receipts, which may include pre-payment discounts at a cost savings to the grantee, are required. Reimbursement will be made within the ITC Grant cycle if the finished product appears with explanation of advance billing. Website hosting-domain charges are eligible for a maximum of one-year advance payment per ITC Grant cycle. Trade show registration and sponsorship purchased within the ITC Grant cycle for events that occur outside of the grant cycle are allowable for reimbursement as long as they are in the first three months after the end of the grant term.

Review of RFFs will be completed within 30 days of a completed submission. 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 ITC Grant Administrator, the pending items will be removed from the RFF and eligible costs will be processed. Subject to clearance by the ITC 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 Summary Sheet.
- If reimbursement amount and cash match amount on the RFF spreadsheet 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 ITC 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 ITC Grant, 10% of the Grant award (up to \$50,000) may be included in the budget for Administration. An "Administrative Expense" as defined in IDAPA 28.02.03 is the grantee organization's reasonable costs for:
 - (1) **Wages & Benefits** of one grant administrator for ITC Grant administration duties
 - (2) A portion of the **Overhead** costs of the grantee organization
 - (3) Costs of ITC Grant administration such as submitting requests for funds and narrative reports, correspondence with the Council or ITC Grant Administrator, and other direct costs incurred related to the ITC Grant award.

Administrative costs require an invoice/receipt and proof of payment for reimbursement

Apportionment Rates (AAR) for overhead costs can be requested by the grantee and included in the application submission. Requests for an AAR will be reviewed by the Council and Department of Commerce for allowability and reasonableness. Council may approve, disapprove, reduce or increase the requested AAR.

What is NOT an "Administrative Expense" - anything not defined including:

- wages/benefits for grant administrator in excess of the 10% admin awarded
- marketing or other personnel wage/benefits
- grant writing expenses including time
- travel for grant presentations
- travel for grant awards
- Fulfilling requests for information and publications generated by the ITC Grant-funded marketing plan.

For more guidance on administrative funds, overhead and apportionment rates, please refer to the [ITC Grants Webpage](#).

1.9 Cash Match

Grantees must match the ITC Grant Award with 12.5% cash match. In-kind match, such as meals that are compensated, donated equipment, time or office facilities, are not acceptable forms of match. Alcoholic purchases are not eligible for 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](#)).

- 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. ITC 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 ITC 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.

- Staff time is an allowable form of cash match. Staff time must be for project management spent directly working on a ITC Grant-funded element such as managing a print project can be used as cash match. Proper documentation, including [Salary Cash Match Form](#), 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 end 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 goods or service purchased. If the statement does not list the goods or service purchased, a copy of the original invoice must accompany the statement.

- A completed and signed [Salary Cash Match Form](#), if claiming Project Administration expenses with proof of payment to the staff member that is being claimed.

1.10 Bids/Subcontracting

All bids must be thoroughly documented, retained on file with the grantee, and made available to the ITC 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 ITC 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 ITC Grant Administrator PRIOR to executing a subcontract.

1.11 Audit

An independent compliance audit is required at ITC 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. Additionally, program audits are also performed to ensure compliance with the program. 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 ITC 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](#) and conform to the [State Travel Policy and Procedures](#).

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](#) (.575 cents per mile). Before choosing to drive to a location, travelers should evaluate whether it is more cost effective to fly than drive (mileage/gas, 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 payment 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: The per diem rate for in-state travel is \$49/day. Out-of-state per diem is \$55/day, unless the published Federal rate ([GSA per diem allowance](#)) for the location is higher, in which case that rate may be used. 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.
- Alcohol is not an eligible expense.
- Air travel and distance driven will be factored in to per diem.
- Reimbursement will be limited to the maximum per diem rate.

Hotel: The [GSA per diem allowance](#) 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](#).

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 as if no personal travel had been included. The lowest price will be reimbursed.

For more guidance on travel reimbursements, please visit the [ITC Grants Webpage](#).

1.13 Appeals

Grantees may appeal any decision made by the ITC Grant Administrator or the regional ITC representative. Such appeals shall be in writing and coordinated through the ITC Grant Administrator. If further discussion with the ITC is required, the ITC 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 ITC Grant-funded advertising is to draw overnight visitors. Publications and media outlets should have a "call-to-action" for an audience that is at least 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 “paid for in part by a grant from Idaho Tourism”. The ITC Logo files (includes three sizes and multiple colors) are available at the [ITC Grant Webpage](#) provided along with the 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](#) in the [Commerce Grants Portal](#).
- 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 ITC Grant Administrator will:

- Verify grant logo or audio credit statement is used correctly
- Verify use of grantee, or designated non-profit partner's, that a call-to-action is implemented 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. Refer to [ITC Grant Webpage](#) for additional information on color, size and format.

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, Ad Approval or Billboard

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. Logo usage on all

platforms can be on any video frame and/or a shared frame. There is a varied minimum hang time (see box below):

Videos of 6 seconds or less	1 second
Videos of 7 to 15 seconds	2 seconds
Videos of 16+ seconds	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 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 Idaho*.'" If event sponsors or other information is listed at the end of an advertisement, the phrase "*Visit 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, Digital Ads, Newsletters

The ITC Grant logo must be incorporated in internet ads, digital ads, and newsletters. If ad size doesn't allow for the logo, it may be left off. We caution you to ask for preapproval for ads that do not include the logo as you risk not being reimbursed. All digital ads must link directly to grantee or designated non-profit partner's website and the landing page must display 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.
- Please see the [ITC Grant Webpage](#) for more information.

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 the 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.

2.8 Advertorials

Advertorials are written by an ad agency or contracted content writer and typically look like an article or essay. They are placed on websites, magazines or newspapers. Program credit is a requirement of the ITC Grant and the approved ITC logo must be used or the grantee should include the following "Paid for in part by a grant from Idaho Tourism." This is mandatory beginning August 1, 2019 in order to get reimbursement. Please note that articles written for the grantees website do not require additional program credit if the website includes the ITC logo. If the content is used elsewhere, additional program credit is required.

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. Any reprints or new publications need to be submitted in full before reimbursements can be made to ensure the focus is tourism related.

3.1 Advertising Sales

Advertising sales in ITC Grant-funded collateral materials is allowed, however advertising revenue must be deducted from total expenses before ITC 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 ITC Grant logo does not suffice for the requirement to have the word “Idaho” on the publication’s cover.

The ITC Grant logo must 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*.



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 ITC 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. Fulfillment is now an approved marketing cost and should be included with your budget.

The ITC logo is required on both mediums, however the ITC logo on electronic mail must also link to www.visitidaho.org.

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
	• Bulk mailing invoice or receipt from carrier showing postage amount and number of pieces mailed • Keep individual receipts on file Mailing costs

5.0 WEBSITES

Websites must be primarily travel and tourism-focused. Websites funded wholly or in part with ITC Grant funds must display the ITC Grant Logo, refer to www.visitidaho.org on the homepage as an example. All area lodging properties and private campgrounds must be given equal opportunity to be listed on any ITC 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 CDPR and [CCPA](#) compliant 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.

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 ITC 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)
- 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 are capped at \$49 per person per day (see chart below). Any costs above the capped amount may be used as cash match
- Promotional items and gifts for participants (may be used for cash match)

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 Breakfast 25% of \$49 = \$12.25 Lunch 35% of \$49 = \$17.15 Dinner 55% of \$49 = \$26.95 \$49/day max	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. Alcohol cannot be used as match.
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](#) 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 ITC Grant investment in the event if proof of payment is provided. Please note, if claiming match for a sponsorship, you will need to provide costs totaling both the reimbursement amount and match amount combined to determine that funds are not being duplicated. As always, the match amount will require proof of payment.

Sponsorship Amount: \$10,000	
Requesting \$10,000 in reimbursement	Requesting \$10,000 in match
Need costs totaling reimbursement amount (\$10,000) + match amount (\$10,000) = \$20,000 in invoices	

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

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 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.

For reimbursement of...	Submit this documentation:
Financial sponsorship of an event	• Agreement between grantee and sponsored entity. • Itemized invoice(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.

For reimbursement of...	Submit this documentation:
Grantee's share of partnership	• Signed agreement outlining partnership.

Unallowable Reimbursement Cost	Match Allowable
Promotional Material	Yes
Alcohol	No
FAM food costs in excess of \$49 per person	Yes
Grant writing, grant presentations or grant awards	No
Travel to attend ITC Council Meetings	Yes
Marketing employee wages	Yes
Advertisements that do not credit the program	Yes
Any cost not in your scope of work and/or budget	<i>Yes if tourism related</i>

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 be 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.
- ITC 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.

- If partnership costs are submitted for match, receipts are required for all costs including meals and mileage. Match will only be allowed with receipts for gasoline purchases, unless costs are designated for the partner in the partnership agreement that do not include per diem and mileage.

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

Trade show registration purchased within the ITC Grant cycle for events that occur outside of the ITC Grant cycle are allowable for reimbursement if the event occurs within the ITC Grant term, or in the first three months after of the end of the ITC Grant term. Reimbursement is limited to the cost of trade show registration, booth space, or insurance. Travel costs outside ITC Grant term not eligible for reimbursement.

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](#).

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 ITC Grant, Capital Outlay is defined as trade show booths with a cost over \$500 and electronic equipment that is essential to administering the ITC 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. Any changes in Capital Outlay that is not in the approved budget must submit a scope of work change for ITC approval.

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 ITC Grant funds to provide services for a fee.

9.2 Management Requirements

Capital outlay purchased with ITC Grant funds must be accounted for on a Capital Outlay Inventory Form available on the [forms page](#) of the ITC Grant Webpage. When the property is initially purchased, the grantee will provide all the required information on the property record and send the original to the ITC 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 ITC 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.
2. The grantee will conduct an annual physical inventory of the property and the results will be reported to the Council 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.
3. A control system must be developed to ensure adequate safeguards to prevent loss, damage or theft of the property.
4. 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 Council. The grantee is required to use the proceeds to purchase like equipment or to enhance the current ITC 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.

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. Clearly define research goals and its relation to tourism in your area.

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

10.3 Influencer Marketing

The Council will authorize Influencer Marketing Campaigns using the following guidelines:

Once an appropriate creator is identified, a contract should be put in place. The contract should include, but is not limited to, the following items:

- Define the scope of work
- Define the specific messaging important to your organization
- Define the project fee and another other covered items, amenities
- Define the deliverables
- Define the usage rights for all contracted work (photos, written content, etc.)
- Define a delivery date to receive the contracted work

Idaho Tourism does not offer a contract template, however a sample contract template created by Tourism Currents can be found [here](#). Each organization is encouraged to seek appropriate legal counsel.

The Federal Trade Commission requires marketers and endorsers to disclose their relationship. “[The FTC’s Endorsement Guides](#) provide that if there is a “material connection” between an endorser and an advertiser – in other words, a connection that might affect the weight or credibility that consumers give the endorsement – that connection should be clearly and conspicuously disclosed, unless it is already clear from the context of the communication. A material connection could be a business or family relationship, monetary payment, or the gift of a free product. Importantly, the Endorsement Guides apply to both marketers and endorsers.” - FTC