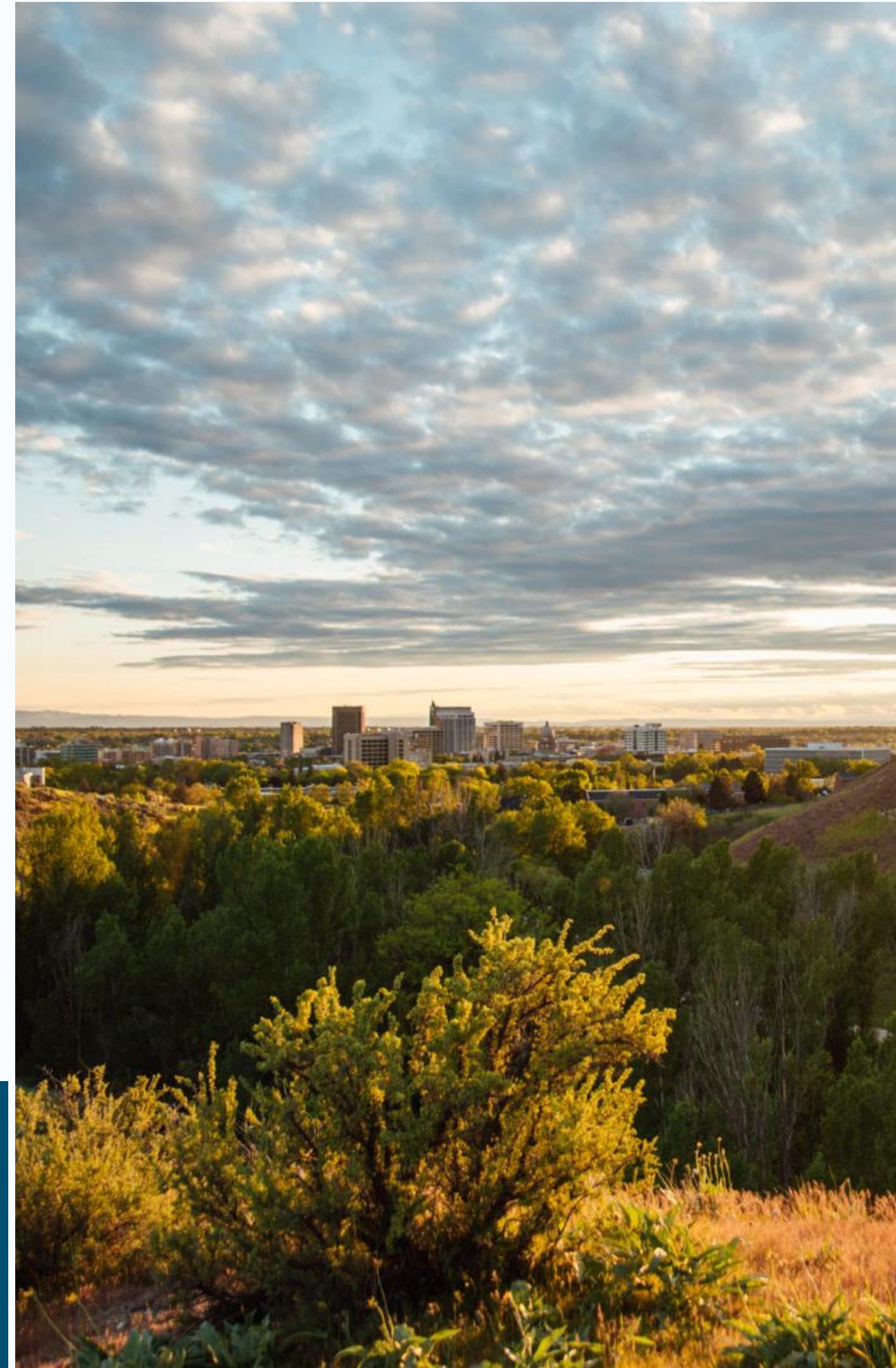


IDAHO REGIONAL TRAVEL AND CONVENTION (ITC) GRANT

EWA SZEWCZYK

Grants & Contracts Manager, Idaho Commerce



GRANT STAFF

- **Ewa Szewczyk**: Grants/Contracts Manager – ITC Grant Administrator
- **Alexis Malcomb**: Grants/Contracts Officer – ITC Program Manager
- **Laura Gallivan**: Grants/Contracts Specialist
- **Cathy Perry**: Grants/Contracts Analyst



GRANT UPDATES

DAYS TO PAID (08/01/2020-02/03/2023)

18.6 days

Previously 24 days

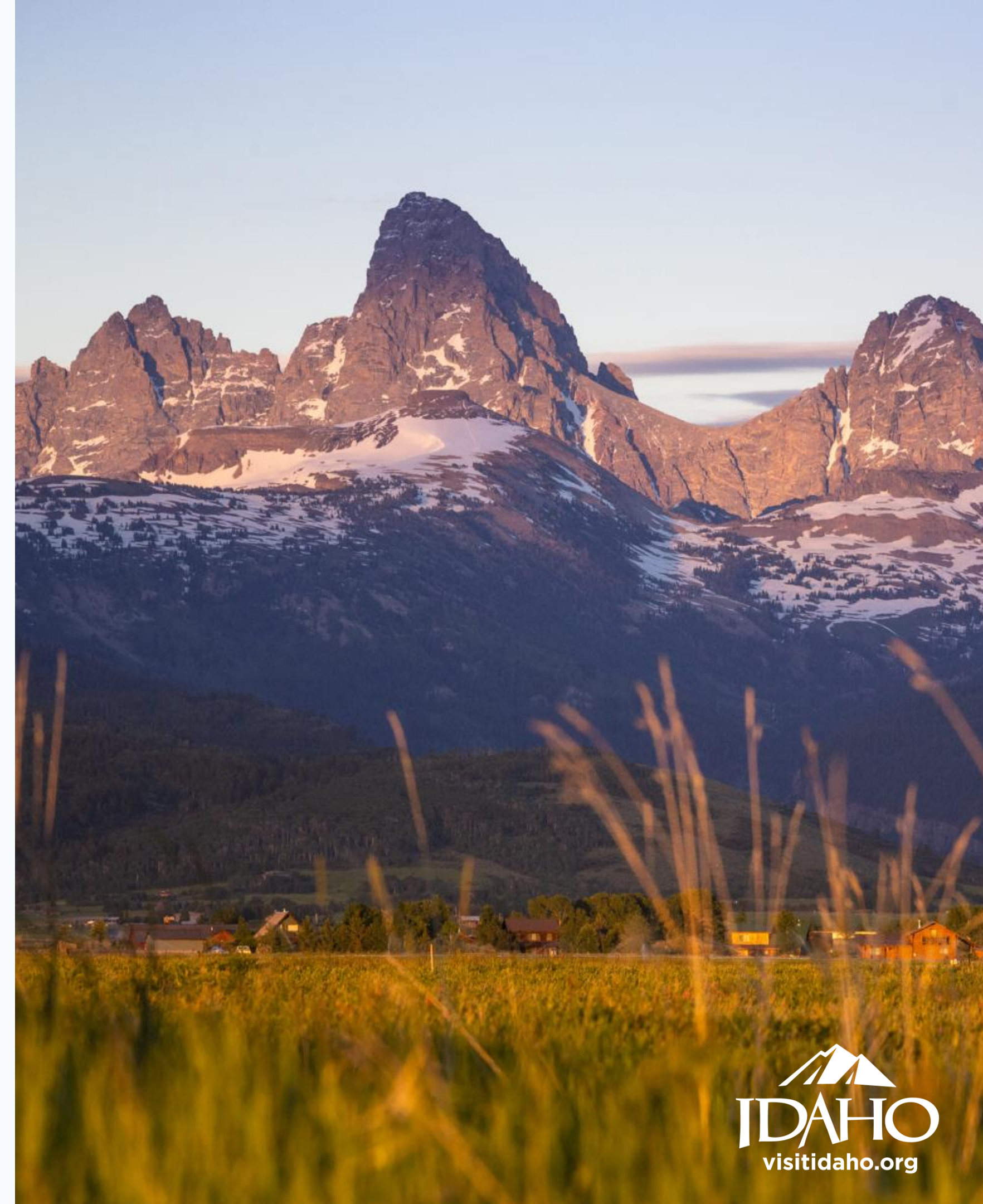
PAID TO DATE (08/01/2021-02/03/2023) (Amount
Processed by Fiscal)

\$11,919,415.26 (614 RFF's paid)

Previously \$4,173,168 (215 RFFs)

2021 Spend to Date

	AWARD			
	Awarded	Spent to Date	Match Submitted	Remaining
Multi-Region	\$ 434,632.67	\$ 408,595.31	\$ 83,645.99	\$ 26,037.36
Idaho Outfitters & Guides Assoc (IOGA)	\$ 151,230.79	\$ 148,233.04	\$ 19,841.68	\$ 2,997.75
Idaho Lodging & Restaurant Assoc (ILRA)	\$ 68,856.88	\$ 68,856.88	\$ 10,881.88	\$ -
Idaho Ski Areas Assoc (ISAA)	\$ 125,000.00	\$ 125,000.00	\$ 32,912.43	\$ -
Idaho RV Campgrounds Assoc (IRVCA)	\$ 89,545.00	\$ 66,505.39	\$ 20,010.00	\$ 23,039.61
Region 1	\$ 1,464,000.00	\$ 1,443,151.64	\$ 373,074.35	\$ 20,848.36
Coeur d'Alene Convention & Visitors Bureau (CVB)	\$ 1,000,000.00	\$ 1,000,030.00	\$ 283,579.24	\$ (30.00)
North Idaho Tourism Alliance (NITA)	\$ 140,000.00	\$ 140,000.00	\$ 47,616.12	\$ -
Greater Sandpoint Chamber of Commerce	\$ 234,000.00	\$ 213,122.04	\$ 29,842.24	\$ 20,877.96
Post Falls Chamber of Commerce	\$ 90,000.00	\$ 89,999.60	\$ 12,036.75	\$ 0.40
Region 2	\$ 334,676.32	\$ 329,719.34	\$ 84,297.23	\$ 4,956.98
Hells Canyon Visitor Bureau DBA Visit Lewis Clark Valley	\$ 143,000.00	\$ 143,000.00	\$ 48,832.28	\$ 0.00
North Central Idaho Travel Assoc (NCITA)	\$ 70,000.00	\$ 65,043.02	\$ 9,892.92	\$ 4,956.98
Moscow Chamber of Commerce	\$ 121,676.32	\$ 121,676.32	\$ 25,572.03	\$ -
Region 3	\$ 2,356,753.84	\$ 2,353,040.52	\$ 368,789.73	\$ 3,713.32
Boise Metro Chamber of Commerce (BMCC)	\$ 1,220,492.00	\$ 1,220,492.00	\$ 164,483.19	\$ -
Southwest Idaho Travel Assoc (SWITA)	\$ 558,345.00	\$ 558,345.00	\$ 87,108.05	\$ -
Nampa Chamber of Commerce	\$ 140,080.00	\$ 140,080.00	\$ 17,662.00	\$ 0.00
Cascade Chamber of Commerce	\$ 71,334.00	\$ 71,332.99	\$ 23,390.00	\$ 1.01
McCall Area Chamber of Commerce & Visitors Bureau	\$ 366,502.84	\$ 362,790.53	\$ 76,146.49	\$ 3,712.31
Region 4	\$ 451,731.85	\$ 451,731.86	\$ 104,546.15	\$ (0.01)
Southern Idaho Tourism	\$ 451,731.85	\$ 451,731.86	\$ 104,546.15	\$ (0.01)
Region 5	\$ 512,000.00	\$ 450,150.00	\$ 56,598.56	\$ 61,850.00
Southeast Idaho High Country Tourism	\$ 203,522.00	\$ 203,522.00	\$ 30,512.66	\$ 0.00
Bear Lake Valley Convention and Visitor Bureau	\$ 49,000.00	\$ 49,000.00	\$ 9,323.28	\$ -
Greater Pocatello Convention & Visitors Bureau	\$ 259,478.00	\$ 197,628.00	\$ 16,762.62	\$ 61,850.00
Region 6	\$ 1,339,133.85	\$ 1,208,658.78	\$ 197,404.52	\$ 130,475.07
Yellowstone Teton Territory (YTT)	\$ 700,127.61	\$ 700,127.61	\$ 90,121.11	\$ -
Teton Regional Economic Coalition Inc (TREC)	\$ 191,106.24	\$ 164,374.69	\$ 30,916.20	\$ 26,731.55
Greater Idaho Falls Chamber of Commerce	\$ 447,900.00	\$ 344,156.48	\$ 76,367.21	\$ 103,743.52
Region 7	\$ 675,657.83	\$ 666,046.44	\$ 93,644.80	\$ 9,611.39
Lemhi County Economic Development Assoc (LCEDA)	\$ 38,117.99	\$ 38,119.80	\$ 5,793.70	\$ (1.81)
Sun Valley Marketing Alliance Inc	\$ 380,000.00	\$ 380,000.00	\$ 52,500.00	\$ -
Stanley-Sawtooth Chamber of Commerce	\$ 113,000.00	\$ 111,788.35	\$ 14,920.43	\$ 1,211.65
Challis Chamber of Commerce	\$ 12,894.00	\$ 5,990.21	\$ 1,252.40	\$ 6,903.79
Hailey Chamber of Commerce Inc	\$ 131,645.84	\$ 130,148.08	\$ 19,178.27	\$ 1,497.76
2021 ITC Grant Totals	\$ 7,568,586.36	\$ 7,311,093.89	\$ 1,362,001.33	\$ 257,492.47





DISCUSSION POINTS

SPONSORSHIPS

- What is considered a “good” sponsorship?
- What is considered a “bad” sponsorship?
- What is required in exchange for an effective sponsorship?
- What are the caps, if any.

Recreate Responsibly/drive markets/informational marketing

- Better guidelines for Grantees
- Outlines Drive market advertising
- Guidelines for informational marketing for Tourism

HANDBOOK UPDATES

GENERAL INFORMATION

This handbook includes ITC Grant guidelines approved by the [Idaho Travel Council](#) (Council) and the legislatively approved administrative rules in [IDAPA 28.02.03](#). The intent of this program is to provide grant funds to non-profit, incorporated organizations which have in place a viable travel or convention promotion program, or both, in their area of operation. Preference is given to programs with a primary focus of promoting overnight visitation in Idaho. **Funds may be used for tourism marketing which has a positive economic impact to the state of Idaho including, but not limited to, the promotion of accommodations, recreational areas, events, conferences, food and beverage, tourism services, culture, attractions, and transportation.**

ELIGIBLE PROJECTS/EXPENSES

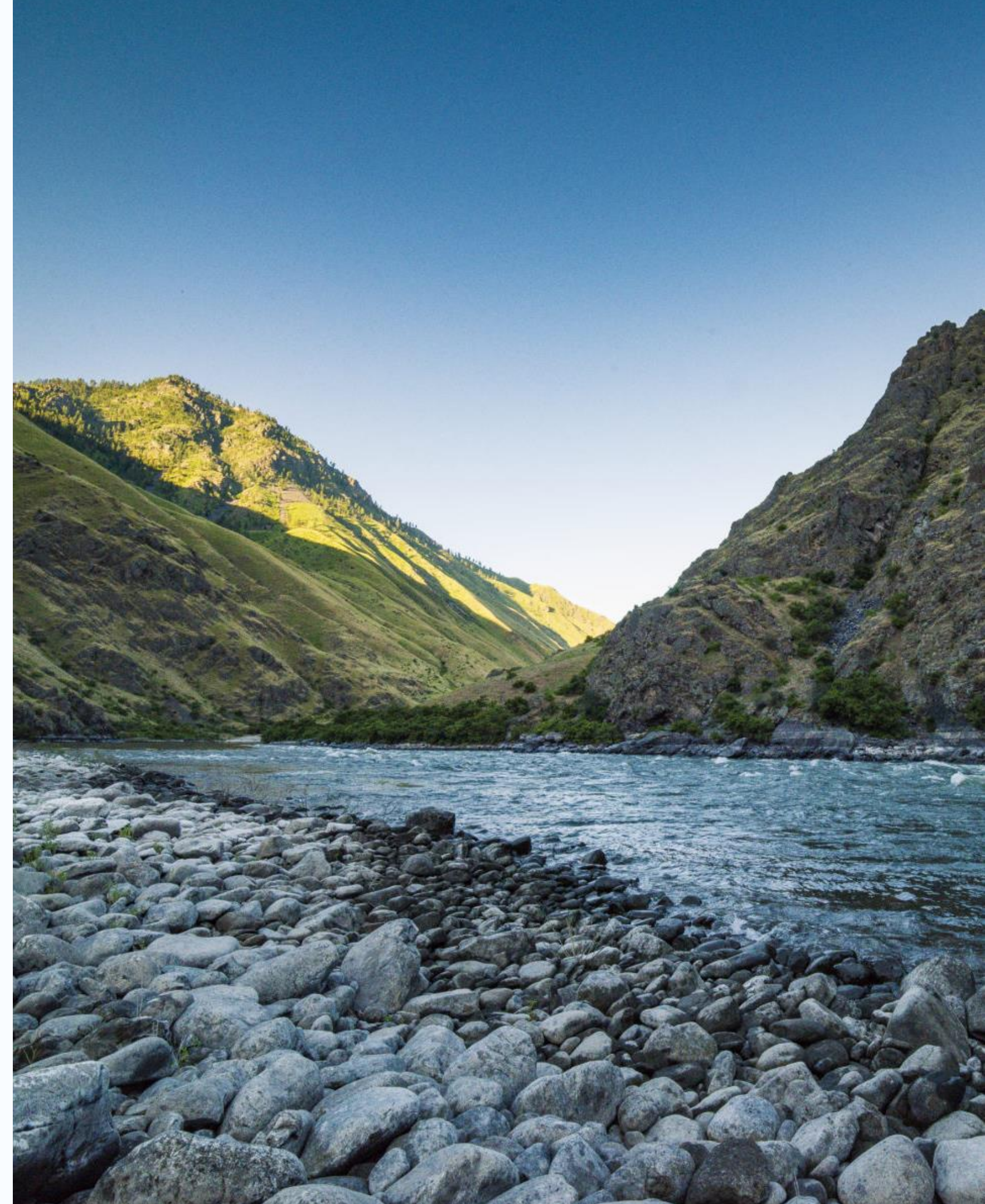
Funded projects will promote the marketing, study, research, analysis, and development of Idaho's travel and convention industry. Allowable costs are further detailed throughout this Handbook and include:

- Advertising – print, audio/visual, and digital
- Collateral Materials ([includes rack cards, stickers, one-sheets, and maps](#))
- Direct Mail and Marketing Campaigns
- Websites
- Fam Tours and Site Visits

INELIGIBLE EXPENSES

Unless otherwise specified in the program guidelines, this grant program will not fund:

- The day-to-day administrative expenses of organizations that have a travel or convention promotion elements.
- Projects that have alternative funding sources (for example, regular Chamber of Commerce budgets) or that have been funded previously with the agency's own funds.
- The promotion of local events.
- Expenses related to grant writing or grant application.



HANDBOOK UPDATES

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 or Department 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 or Department may terminate the ITC grant award 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 Program Manager:

- 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.

1.3.2 ITC Grant Closeout

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

- Final Request for Funds, with match obligation met.
- Final narrative report (due 30 days after grant term end date).
- Capital Outlay Inventory Form (if applicable).
- Any (and all) amendments have been signed and received.
- Audit report (if applicable).
- Responses to monitoring notices (if applicable).



HANDBOOK UPDATES

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.

Requirements for a No Cost Extension Amendment include:

1. Cash match of 12.5% for funds already distributed must be submitted, and
2. Cash match pledges not already fulfilled for 12.5% of the remaining award amount must be on file.

To request a No-Cost Extension:

1. Complete a [No-Cost Extension Request Form](#) available on the ITC website and submit to the Program Manager.

1.5.1 Quarterly Narrative Reports

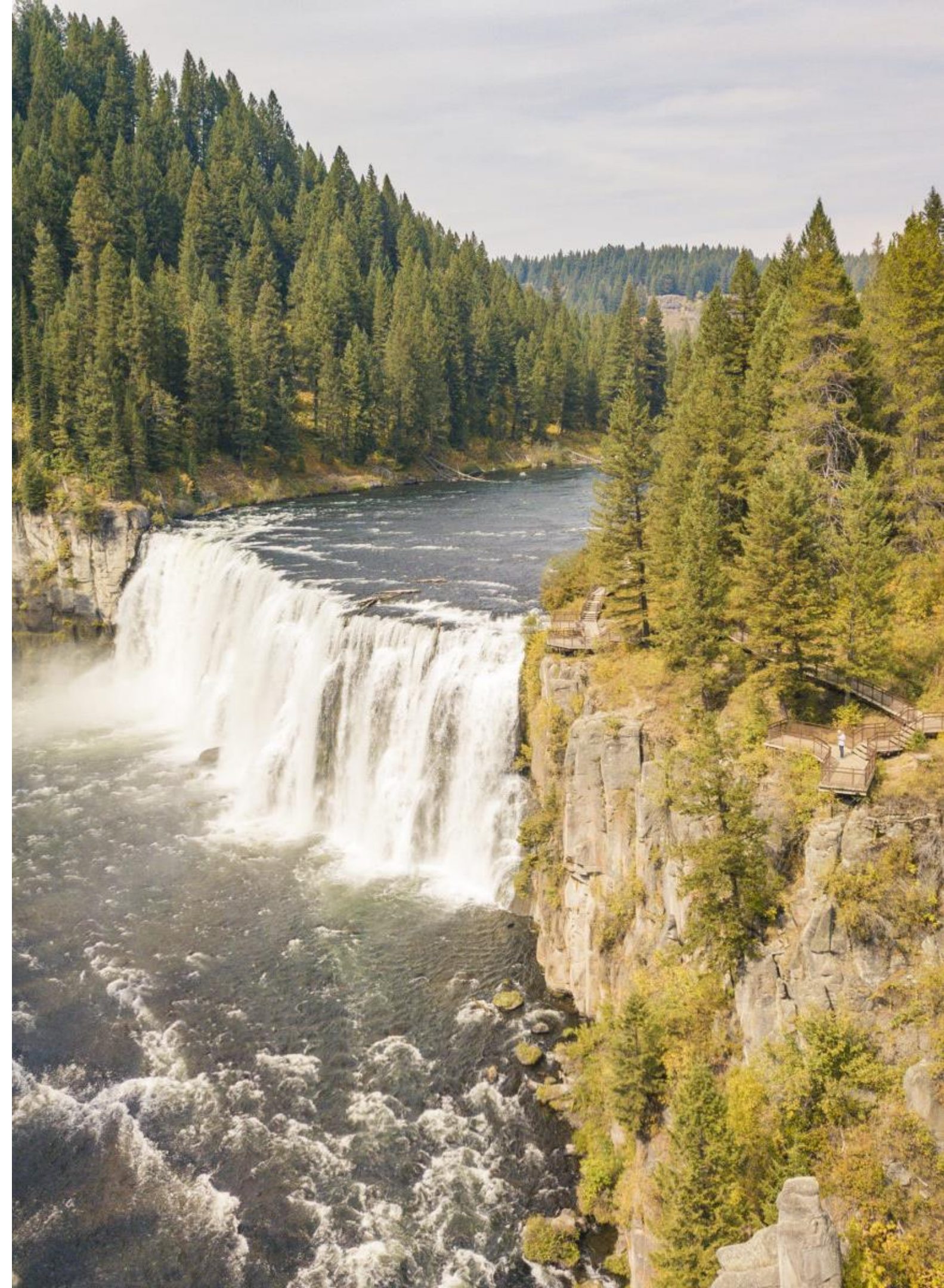
Each report must address the following:

- Progress on the marketing plan.
- Remaining activity and timeline/strategy.
- Difficulties encountered, if any, and action taken.
- Changes made to original plan.
- Statistical reporting if available (website usage report required).
- A budget update.

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.
- Capital outlay form.
- Final [budget](#) spend.



HANDBOOK UPDATES

1.6.2 Deposits/Retainers & Advanced Payment

Reimbursement will be made within the ITC Grant cycle if the finished product appears with an explanation of advanced billing. We cannot reimburse for pre-paid services; including but not limited to deposits, retainers, ad placement without ad copy, pre-paid placement outside of the grant cycle, and any service not previously mentioned that isn't tied to a deliverable.

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 if they are in the first three months immediately following the end of the grant term.

Invoices predating the grant award date will not be accepted unless they are for annual services, where they will be reimbursed only for the months within the grant cycle. Invoices within the grant cycle that include services which predate the grant award date are not eligible for reimbursement.

What is an Overhead expense?

Overhead costs include expenses such as rent, utilities, business licenses, accounting fees, legal counsel, basic office supplies, and payroll service expenses. Overhead is the indirect expenses that are necessary to keep the business operating that are not directly related to goods or services. We do not cover property improvements or purchases that are not necessary to do business. If the grantee is unsure if an overhead item will be covered, they should email the program manager for further guidance before submission.

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. **Remaining apportionment of Overhead costs cannot be used as cash match (e.g., AAR is (90%, the remaining 10% cannot be used as cash match). However, Overhead costs not submitted for reimbursement can be used as cash match at the apportioned rate.**



HANDBOOK UPDATES

1.11 ITC Grant Audit

The ITC Grant audit is a financial and program compliance audit made in accordance with generally accepted auditing standards. The audit will examine that each Grantee has established and maintains effective financial and internal controls over the Grant. Additionally, the audit will also provide reasonable assurance that the Grant is being managed in compliance within the governing statutes, administrative rules, and terms and conditions of the award.

The ITC audit will not address all possible circumstances that need to be considered when assessing risk. Each Grantee is responsible for reviewing their practices and processes to determine where risk exists and where and how controls can be established to mitigate those risks.

An ITC Grant 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. Grantees who have previous uncompleted audits will be required to have a finished audit report before funds can be disbursed for the following year. Failure to communicate and complete the ITC Grant audit in a timely manner may be an audit finding or considered when determining "Good Standing".

2.8 Recreate Responsibly/Other messaging

We are allowing grantees to use ITC Grant funds for other messaging as long as the grantee complies with the below. Please note, since this is an exception to normal process, we highly encourage grantees to submit an ad approval request before any advertising is launched to ensure reimbursement.

- A call-to-action similar to "Recreate Responsibly" is included in the ad and/or is linked to <https://visitidaho.org/travel-with-care/>, <https://recreate.idaho.gov>, or another local responsible tourism website or landing page.
 - A Travel with Care Idaho logo package is available to grantees for use.
- The messaging is in line with the intent of the grant to promote tourism and has an educational component.
- Visit Idaho Logo is present.
- Drive market advertising (must have overnight stay component)

Please note, that with the exception of drive market advertising, we still strongly encourage an overnight stay component but as an exception, will not be requiring it with this messaging as long as the ad is clearly following the intent of the grant. We will be looking at each ad approval request individually and making decisions as a team internally to ensure the messaging stays compliant with the intent of the grant. ■



HANDBOOK UPDATES

2.6 Co-operative Advertising

Sharing advertising costs with another non-profit or a private partner will leverage 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 with a tourism message geared towards drawing overnight visitors.**

2.6.1 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.

2.6.2 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.

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

Event sponsorships can generate brand awareness, generate marketing leads, and increase digital traffic. **Sponsorships in excess of \$10,000 or 10% of the award, whichever is lesser, that are not included on the original ITC Council approved budget require full Council approval.**

With all major event sponsorships, a contract, agreement, and/or letter of intent signed between the grantee and the organizer of the event must detail the sponsorship commitment which outlines the return on investment (ROI) for the grantee and be attached to the request for funds (RFF).

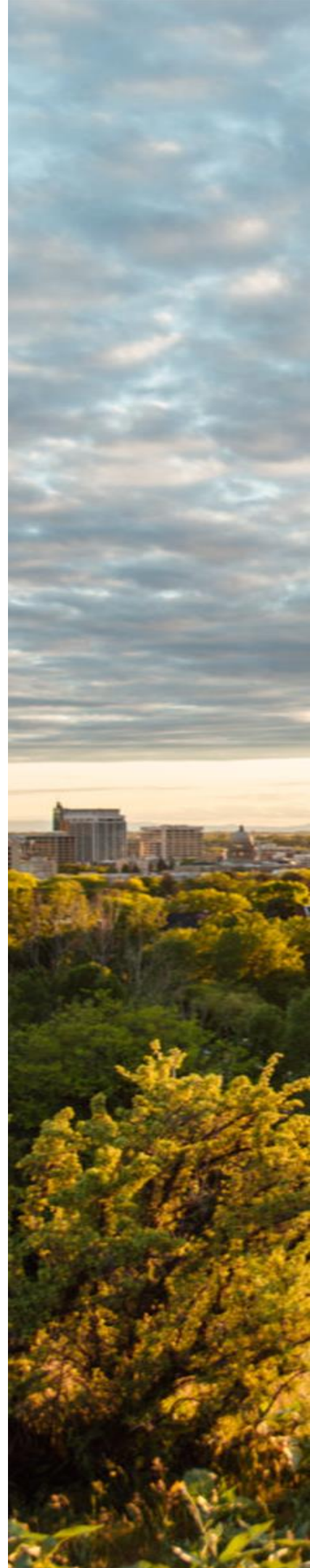
Documented expenses incurred by a promoter or event contractor may be claimed as match up to the ITC Grant investment in the event if proof of payment is provided. Please note, if claiming match for a sponsorship, you will need to provide costs totaling both the reimbursement amount and match amount combined to determine that funds are not being duplicated. As always, the match amount will require proof of payment.



NEW FORMS

NCE Form

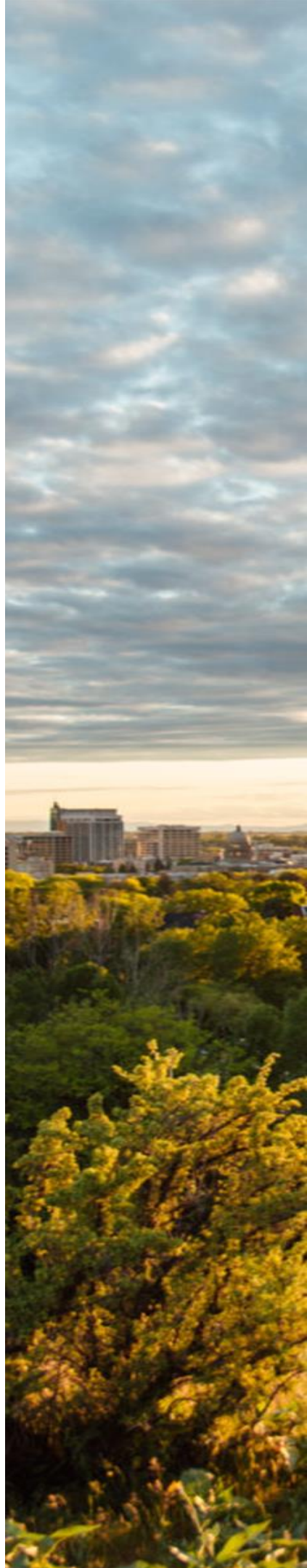
ITC GRANT NO-COST EXTENSION (NCE) REQUEST FORM	
<p>The ITC Grant Administrator can extend the grant for a maximum of three months (December 31). An extension longer than three months will require a majority vote of the Council and may be requested in extreme circumstances.</p>	
Date: <input type="text"/>	Prepared By: <input type="text"/>
ITC Grant #: <input type="text"/>	Organization Name: <input type="text"/>
Eligibility Requirements: <input type="checkbox"/> Cash match has been submitted for at least 12.5% of reimbursed funds to date. <input type="checkbox"/> Cash match pledges not already fulfilled have been submitted/are on file for 12.5% of the remaining award amount.	Requesting Extension Through: <input type="radio"/> October <input type="radio"/> November <input type="radio"/> December <input type="radio"/> Other <input type="text"/>
<p>In the area below, briefly explain the situation necessitating the no-cost extension.</p> <div style="border: 1px solid red; height: 150px; width: 100%;"></div>	
<p>Amount Requested to Date: <input type="text"/></p> <p>Cash Match Submitted to Date: <input type="text"/></p> <p>Cash Match Submitted / Amount Reimbursed to Date = <input type="text"/> % Cash Match</p>	
<p><input type="button" value="Clear Form"/></p>	



NEW FORMS

Budget Change Form

ITC GRANT SCOPE OF WORK/BUDGET CHANGE REQUEST FORM				
Changes less than 10% of the grant award total will be reviewed for approval by the regional ITC Council Member and the ITC Grant Administrator. Changes 10% and above of the grant award total must be reviewed and approved by the entire ITC Council.				
Date:		Prepared By:		
ITC Grant #:		Organization Name:		
In the area below, briefly describe the situation necessitating the requested change(s) and the anticipated outcome(s).				
Using the boxes below, indicate your requested budget allocation (increase/decrease) changes. Refer to your application budget for details.				
Budget Category	Budget Sub-Category	Budget Detail Description	Action (+/-)	Amount
Select Budget Line Item ▼			Select Ac ▼	\$
- ▼			- ▼	\$
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This area is for Department of Commerce internal use.				<input type="button" value="Clear Form"/>
ITC Council Regional Representative Approval:				



NEW FORMS

Exemption Request Form

One Time Exemption Request from Competition from Idaho Department of Commerce

E-mail completed form to: grants@commerce.idaho.gov; alexis.malcomb@idaho.gov

Requestor (Name):	
E-mail/Phone:	
Name of Organization:	
Request for the Purchase of:	
Cost (attach quote):	

The ITC Handbook provides that the ITC Grant administrator may exempt an acquisition from competitive procurement if the ITC Grant administrator determines that bidding is impractical, disadvantageous, or unreasonable under the circumstances. Examples include but are not limited to: special market conditions; property requiring special contracting procedures due to uniqueness; and services for which competitive solicitation procedures are impractical.

Background and Justification (attach additional sheets as needed):

Requestor Certification: The information provided above is true and accurate to the best of my knowledge, and supports the need for a direct procurement of the described goods or services, in the best interest of the State:

Requestor Representative (signature): Date:

***** Department of Commerce Area*****

Approved Additional conditions apply to this approval.

Rejected

ITC Administrator Signature: _____

ITC Administrator Printed Name: _____

Date: _____

Clear Form



APPLICATION UPDATES

Application Schedule

February 10, 2023: Application Open

April 3, 2023: Application Close ***Due 4:30 pm MDT***

May 4 - May 5, 2023: Grant Presentations to Council

May 8, 2023: Application Re-Open for Edits

May 26, 2023: Application Close ***4:30 pm MDT***

July 27-28, 2023: Grant Awards

APPLICATION UPDATES

Verification of Eligibility

Question: Describe your organization's mission/purpose and organizational structure.

Question: Upload your organization's bylaws.

Question: Upload your organization's Board members and their contact information.

Question: Provide a document that depicts your Board's approval to apply for the ITC Grant. E.g., signed letter, meeting minutes, resolution, email communication, etc.

APPLICATION UPDATES

Marketing Plan

Question: If you were a recipient in '21/'22, detail 3 successful campaigns funded by the grant. Indicate the activity, dollar value spent, and a detailed accounting of return on investment to show the impact of dollars spent in your area. If not a recipient, N/A.

Question: Describe how you will measure success of your proposed marketing plan, if funded.

Question: Describe how your marketing plans are developed, approved, managed, and funded.

APPLICATION UPDATES

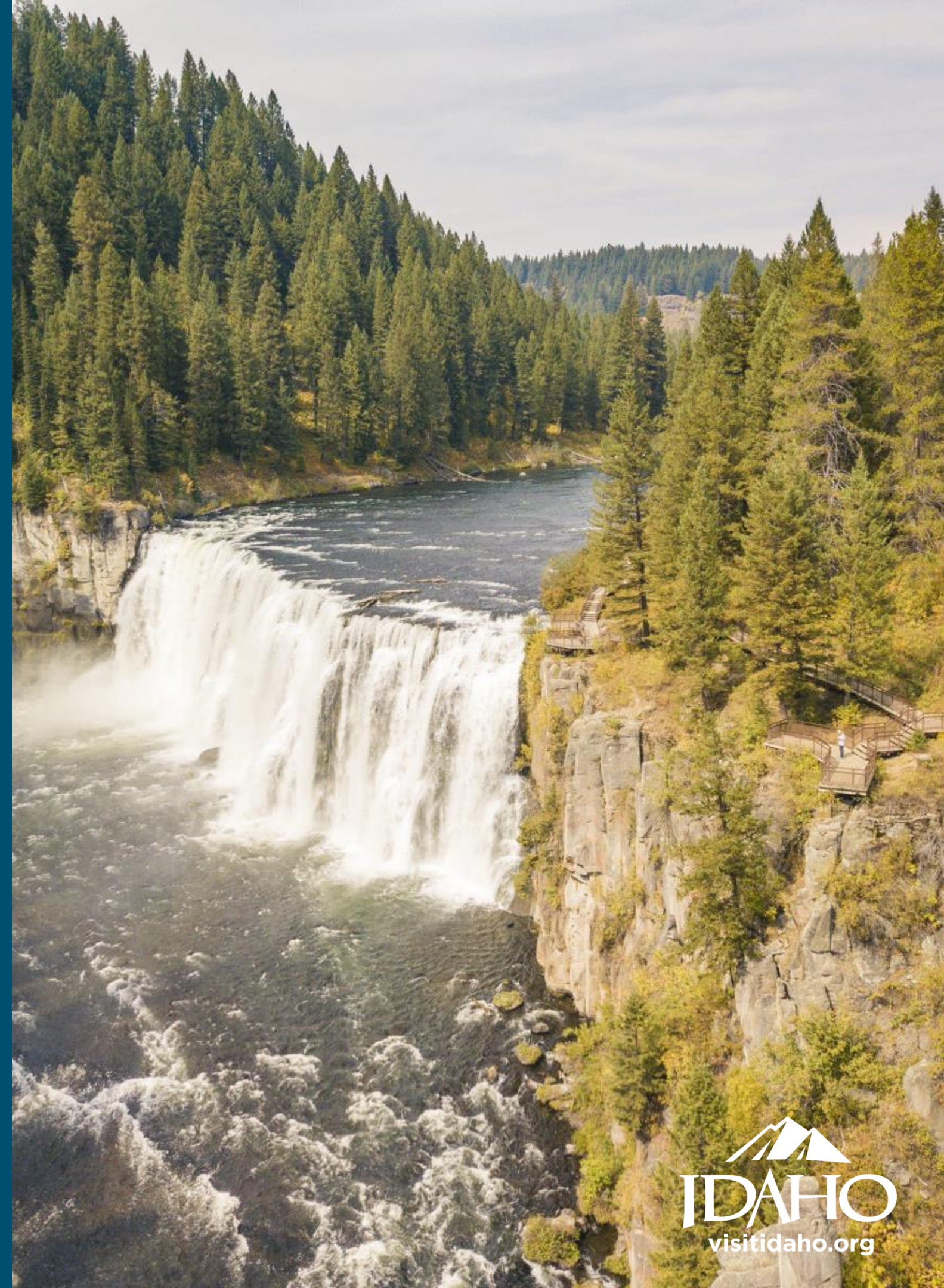
Budget

Question: 7.0: Describe your proposed Sponsorships, their impact on overnight stays, where they will be advertised, and indicate whether these are Major Event Sponsorships, Conventions, Meetings, or Sports Events.

Question: Detail any anticipated specific vendors you plan on using and describe your procurement process. Please provide details that reflect your uploaded budget.

Question: OPTIONAL: Upload Procurement Exemption Request here.

QUESTIONS?





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