



Introduction

Created in 1981, the Idaho Regional Travel and Convention Grant Program is funded through 2% tax on the sales of hotels, motels and private campground accommodations. Total collections are disbursed as follows:

- 10% to administration of the program
- 45% to fund travel promotion statewide
- 45% to grants within the region it was collected

The Idaho Travel Council (ITC) oversees the grant program which distributes funds to non-profit, incorporated organizations which have a viable travel or convention program in place. The ITC has the goal of promoting the State of Idaho and the **designated travel regions** within the state through:

- Meaningful programs to develop and promote scenic attractions and tourism assets of the state.
- Return on Investment through reporting that validates the best use of marketing dollars to achieve overnight stays.
- Use of cooperative marketing opportunities to leverage budget and market penetration.
- Collaboration and consolidation of marketing projects with partners to align strategies and leverage consistent messaging.
- Electronic and social media opportunities that have an ability to target a broader market base or specific niche audiences.

Application Schedule

March 1, 2017	Application Open
May 9-10, 2017	Applicants may present to Idaho Travel Council
May 15, 2017	Deadline for courtesy review*
June 5, 2017	Applications Due 5:00pm MDT
August 2017	Grant Awards
October 1, 2017	Grant start date

**Courtesy reviews by the Grants & Contracts Analyst can be requested at any time prior to May 15, subject to staff availability and time.*

Available Funds

The availability of grant funds is driven by the 2% tax collection of each region, which is reported by the Idaho Tax Commission and finalized in July of each state fiscal year. The maximum award for any grant is the total amount available to the region. Applicants should request adequate funding to implement the proposed project.

Eligible Applicants

Non-profit, incorporated organizations which have in place a viable travel or convention program in their region. Preference is given to programs of Destination Marketing Organizations (DMO) with a primary focus of promoting overnight visiting to their region. Applicants may apply in successive years and past grant performance will be considered when evaluating applications. Current grantees must be in good standing as determined by the Grants Analyst and the ITC.

Eligible Project Costs

Projects must promote the marketing, study, research, analysis and development of Idaho's travel and convention industry. Eligible projects include the following categories when travel and tourism based:

- Advertising
- Collateral materials
- Direct marketing and email campaigns
- Websites and social media
- Familiarization (FAM) tours and site visits
- Sponsorship of major events and other partnerships
- Trade shows, conferences and associated travel costs
- Training
- Public relations
- Marketing research
- Capital outlay
- Administration and fulfillment

Non-Eligible Projects Costs

The following is not an all-inclusive list but serves as an example of the types of projects and costs that are not allowable: applicant salaries or benefits, facility administrative costs, utilities, entertainment, honoraria, alcohol, consultant fees for consultants to administer the grant, attend meetings, tradeshow, marketplaces, board meetings or other committees etc., fees associated with the applicants membership work or any other costs that does not meet the objective of the program.

Time Period

Projects will begin October 1 and must be completed and closed out by September 30 of the following year, unless a no-cost extension is approved.

Match Requirements

The ITC Grant program requires match from all organizations applying for funding as a way to increase the regional and local commitment to the plan. Applicants must provide 12.5% cash match for every dollar of funding received. Cash match must be documented "hard" dollars; an actual monetary investment by the applicant or its partners. Evidence of higher match that shows community and partner buy-in is favorable.

Presentations

Presentation of applications to the ITC will be held **May 9 - 10, 2017, in Victor, Idaho**. Any applicant may present their travel and convention plan at the ITC meeting in May, but those requesting \$50,000 or more are strongly encouraged to present. Applicants must provide the ITC with a budget and one-sheet that describes their proposal, with presentations lasting no longer than 10 minutes. Applicants who wish to present to the ITC must contact the Grants & Contracts Analyst (jill.eden@commerce.idaho.gov) to be scheduled and a presentation template will be provided to the applicant.

Evaluation Criteria

Applications will be scored by the ITC based on the criteria below. Each section is assigned a weight and will be scored on a scale of 1-10.

Eligibility (Weight 10)

Key application elements are completed, necessary documents are uploaded.

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

Marketing Plan (Weight 50)

Proposed project addresses the current needs of the region.

Shows evidence that other resources are not available, or not sufficient, 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.
If applicant is a previous grantee, success is adequately demonstrated through performance measures.*

Regional Impact & Support (Weight 10)

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.

Detailed Budget (Weight 30)

*Provides a detailed operational budget for the tourism project, including the sources of cash match (LETTERS OF CASH MATCH PLEDGES OR ORGANIZATION'S DECLARATION OF AVAILABLE CASH RESERVES REQUIRED). The **2017 Budget Sheet** must be completed and uploaded to the application.*

Grant Agreements

Following ITC review and award of grant funds, the Idaho Department of Commerce (DOC) will create the necessary grant contractual agreements between DOC and the grantee. The contractual grant agreement will outline among other pertinent details, a project scope of work, budget, duties and expectations of each party, and penalties for non-performance.

Narrative Reports

Narrative reports are a requirement of the program. Four reports will be filed with DOC. If the grant cycle is extended, an additional report will be required for that time period. Capital outlay reports are also required, if applicable.

Audit Requirement

All grantees with awards of \$100,000 or more are required to participate in an independent compliance audit. Grantees with awards less than \$100,000 may be selected at random for an audit as well. DOC will bear the cost of the audits.