

HELLO



Idaho Commerce

Grant Summit



ICORT 2018

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Agenda

- IDAPA 28.02.03
- Administration & Overhead
- Match Best Practices
- New Policies
- Request for Funds
- Ad Approvals

IDAPA 28.02.03

- Where have we been in 2017?
 - request to increase 10% administration funds or the cap of \$25,000
 - surveys and conversations to validate a financial gap
 - disclosure of unallowable costs to Division of Financial Management, Deputy Attorney General and Governor's Office
 - program memo to require receipts
 - Q&A document

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

- What's next?
 - Legislative review
 - assigned to committee, Commerce presents
 - progresses to House and Senate, Commerce presents
 - Governor's signature
 - implementation date : Sine Die
 - **YOUR SUPPORT!**
 - talking points

Administration & Overhead

- What is an “Administrative Expense”

Defined in [IDAPA 28.02.03.18](#) it is the grantee organization’s reasonable costs for:

- (1) **Wages & Benefits** of one grant administrator for grant administration duties
- (2) A portion of the **Overhead** costs of the grantee organization

Administration & Overhead

- **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

Administration & Overhead

(1) Wages & Benefits

The time that one grant administrator spends on activities associated with managing the financial and compliance aspects of the Idaho Regional Travel & Convention (ITC) grant.

Administration & Overhead

- Grant Administration includes, but may not be limited to:
 - writing & submitting quarterly narrative reports
 - tracking, paying or allocating costs that will be reimbursed by the grant
 - invoicing other entities for co-operative advertising
 - submitting advertisement approvals & resolving any issues so that approval can be obtained
 - participation in program audits, grant administration related meetings with staff, ITC, grantee staff, board, phone calls & correspondence

Administration & Overhead

- Reimbursement for Wages

TRACK YOUR TIME!

- coded timesheets or signed logs
- time tracking applications
- description of what you did
- track by grant year
- proof of payment

Administration & Overhead

- Tracking

Time Tracking	Date	Hours Worked
Grant Administration - RFF #2	8/16/2018	2.00
Grant Administration - Narrative Report	8/17/2018	5.00
Grant Administration - Ad Approval	8/20/2018	2.00
Grant Administration - RFF #3	8/21/2018	3.00
Grant Administration - Invoiced co-ops	8/22/2018	2.25
Grant Administration - Reconciled grant account	8/23/2018	8.00

Administration & Overhead

- Used with permission

Detailed report

2018-09-07 - 2018-09-28

Total 15 h 21 min

Idaho Tourism Grant selected as projects

Date	Description	Duration
09-07	Grant Admin - cut checks, copy invoices, track down signatures, mail checks, file invoices and check copies, sent RFF #11 last night, evaluate remaining budget propose use of unspent funds to State.... Kamiah Chamber of Commerce - Idaho Tourism Grant	08:27:00 11:00-19:27
09-13	RFF, conference with ad agency, work on buy down, clean up files - analytics, other grant admin.... Kamiah Chamber of Commerce - Idaho Tourism Grant	05:24:19 10:00-15:24
09-14	respond to emails from ITC and Advantage - Work involved in said emails. Sent email asking for clarification as to why we need to send screenshots. Called Cindy Lee to ask why the screenshots on social media posts. Bill at \$30 per hour. This is a long time consuming project. To screenshot, then edit each one to be viewable. then place in document and send to ITC. After speaking to Ciny, I will wait until next week to continue the screenshot business...it may not be necessary. Kamiah Chamber of Commerce - Idaho Tourism Grant	01:25:00 11:25-12:50
09-16	Ad Approval form and correspondence with Advantage. Kamiah Chamber of Commerce - Idaho Tourism Grant	0 sec 19:46-19:46

Administration & Overhead

- Reimbursement

Wages Description	Date	Hours Worked	Rate/hr	TTL
Grant Administration - RFF #2	8/16/2018	2.00	\$ 21.00	\$42.00
Grant Administration - Narrative Report	8/17/2018	5.00	\$ 21.00	\$105.00
Grant Administration - Ad Approval	8/20/2018	2.00	\$ 21.00	\$42.00
Grant Administration - RFF #3	8/21/2018	3.00	\$ 21.00	\$63.00
Grant Administration - Invoiced co-ops	8/22/2018	2.25	\$ 21.00	\$47.25
Grant Administration - Reconciled grant account	8/23/2018	8.00	\$ 21.00	\$168.00
Wages		22		\$467.25
<hr/>				
Benefit	Date	Cost	% of Time	TTL
FICA - SSHI Tax	8/26/2018	27.21	27%	\$7.35
Unemployment Insurance	8/26/2018	5.50	27%	\$1.49
Workers Compensation	8/26/2018	9.40	27%	\$2.54
Retirement	8/26/2018	75.60	27%	\$20.41
Health	8/26/2018	25.00	27%	\$6.75
Dental	8/26/2018	12.50	27%	\$3.38
Wages				\$10.13

Administration & Overhead

- Overhead
 - invoiced cost
 - proof of payment, check or credit card
 - Approved Apportionment Rate (AAR)

Description	Expense	AAR	Cost Eligible for Reimbursement
Rent	\$1,800	36%	\$648
Power	\$75	36%	\$27
Telephone	\$45	36%	\$16
Total Overhead Costs			\$691

Administration & Overhead

Wages

Actual Cost

- tracked grant administration duties in detail
- proof of payment
- AAR does not apply, marketing activities do not apply

Benefits

Percentage of Actual Cost

- % applied based on grant administration time worked
- proof of payment
- AAR does not apply

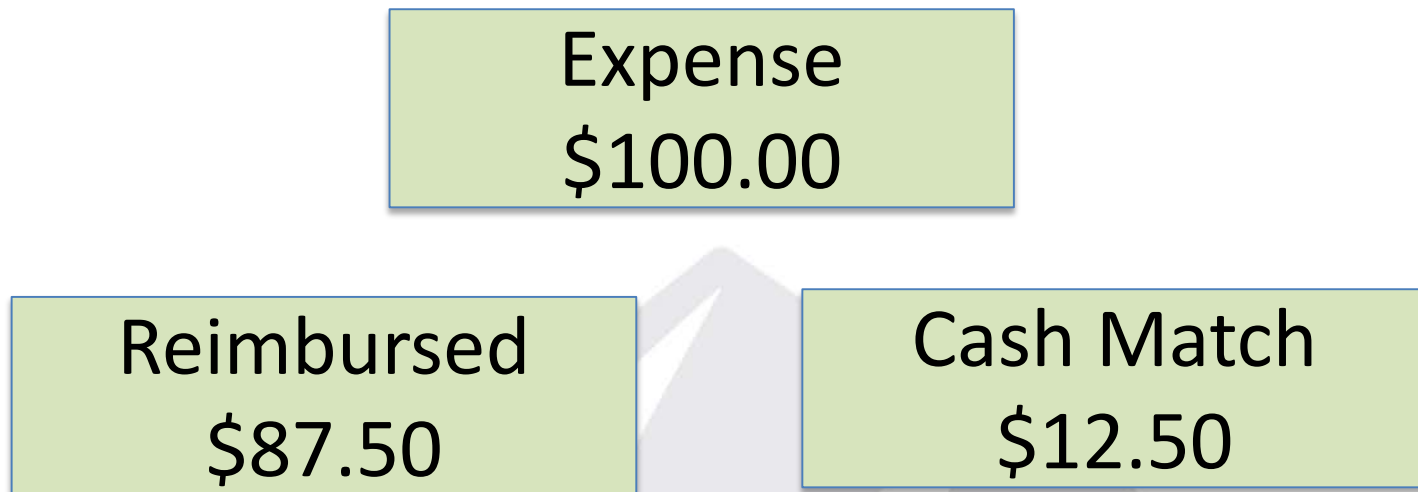
Overhead

Actual Apportioned Cost

- actual cost
- proof of cost and payment
- AAR applies

Cash Match Explained

- cash Match is an actual cash contribution.
- every dollar drawn must be matched
- 12.5% cash match ([IDAPA 28.02.03.201](#))



Cash Match Explained

- Cash Match must be:
 - connected to grant-funded activities
 - verifiable from grantee records
 - not otherwise reimbursed from the grant

Cash Match Explained

- Cash Match is not:
 - donated services or time
 - other grant programs*
 - waived fees or costs
 - for-Profit marketing (except co-op)
 - activities not grant related
 - alcohol
 - un-expended Program Income

Sources of Cash Match

- Wages & Benefits
 - grant administrator, marketing & other organizational personnel working on grant funded activities

TIP: draw funds for grant administrator time up to the maximum awarded admin, then use grant administer time for match

Sources of Cash Match

- Travel
 - actual travel expenses that your organization will pay for from it's own funds

Total Travel Costs
\$1,750

Grant
\$1,000

Grantee Paid
\$750

Sources of Cash Match

- Co-Operative Advertising
 - partners contribution to co-operative advertising costs

Total Ad Cost
\$10,000

Grant
\$5,000

Co-Op Partner #1
\$3,000

Co-Op Partner #2
\$2,000

Sources of Cash Match

- Capital Costs

- items purchased by your organization with it's own funds and connected to a grant funded activity

TV Screen for Trade Show
\$350

Grant
\$0

Grantee Paid
\$350

Sources of Cash Match

- (some) unallowable Costs
 - costs connected to a grant funded activity but not allowable for reimbursement

Fam Tour Meals
\$260

Grant (per diem)
\$225

Grantee Paid
\$35

Match Documentation

Provide proof of match payment such as:

- an invoice from a vendor showing amount due and check for the payment

OR

- an invoice that shows an amount due with a payment received (zero balance)

OR

- for food an itemized receipt (verify no alcohol)

New Policies

- Trade Shows & Event Sponsorship
- Branding
 - Logo Colors
 - Social Media Videos
 - Advertorials

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.

Trade Show & Event Sponsorship

- Conditions

- 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

Branding / Advertising

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



Revised Color Palette – Available Now!



Revised Color Palette – Available Now!



BLACK
C0 M0 Y0 K100
R0 G0 B0
#000000

GRAY
C0 M0 Y0 K70
R110 G110 B110
#6E6E6E



BRIGHT ORANGE
C0 M85 Y100 K0
R240 G78 B35
#F04E23

DARK ORANGE
C18 M85 Y100 K7
R192 G72 B39
#C04827



BRIGHT BLUE
C67 M0 Y30 K0
R60 G191 B190
#3CBFBE

DARK BLUE
C78 M25 Y46 K3
R50 G145 B142
#32918E



BRIGHT PURPLE
C40 M95 Y15 K40
R111 G23 B87
#6F1757

DARK PURPLE
C66 M96 Y43 K52
R67 G17 B58
#43113A



BROWN
C47 M68 Y75 K55
R82 G53 B40
#523528

WHITE
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Social Media Video

- Logo usage on social media platforms
- Current requirement
 - final video frame
 - sole logo on frame
 - at least 3 seconds hang time



Social Media Video

- Modified requirement
 - any video frame / shared frame
 - 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

Social Media Video

- early implementation ok
- mandatory: August 1, 2019

Advertorials

- written by an ad agency or contracted content writer
- look like an article or essay
- placed on website, magazines or newspapers
- currently no guidelines

Idaho

Experience untouched wilderness and the wonder of being in a land little changed since the days of early explorers.

Famous for potatoes, pristine nature, and not being particularly famous, Idaho — always unhurried, unspoiled and unassuming — harbors more than its fair share of blockbuster-grade natural attractions.

One of the four Rocky Mountain states along with Montana, Wyoming and Colorado, Idaho offers visitors an unadulterated appreciation of the grandeur of the American West. Scenic panoramas, outdoor recreation and friendly people attract some 20 million tourists to Idaho every year.

31 designated **scenic byways** give visitors an easy but full-flavor introduction to Idaho's wonders. Some byways are historic, while others access natural attractions or outdoor recreation sites, but they all promise extraordinary sights.

Described as "weird and scenic", **Crater of the Moon National Monument and Preserve** ranks among Idaho's top attractions. It certainly lives up to its reputation with a diversity of unique volcanic features across 750,000-acre of blackened lava fields. Summer activities include guided cave walks and evening programs at campgrounds. In winter, ecology workshops, snowshoeing and cross-country-skiing are evergreen activities. The deepest river gorge of North



Hell's Canyon National Recreation Area, home to the deepest river gorge in America.



Rugged mountains, deep river gorges and exceptional outdoor recreation

WHAT TO SELL

- **Boise** is the capital and largest city in Idaho and home to about 205,000 people. Attractions include the Idaho Capitol Building, Idaho Botanical Garden and Boise Art Museum. From here, visitors can easily make arrangements to visit many of the state's attractions.

- Visit **Wallace**, one of few sites where

Places for one of the best-preserved collection of turn-of-the-century buildings of the Pacific Northwest. Wallace was the principal town of the Coeur d'Alene silver-mining district.

- Play golf at the deluxe **Coeur d'Alene Resort**, home of the famous **Floating Green**, the world's only movable floating island green.

Rocky Mountains, it is one of the most celebrated golf courses in America.

- Get acquainted with **Sun Valley Resort's** fluffy powder. More advanced skiers should head to Bald Mountain; everyone else can start at Dollar Mountain. In summer, take the chairlift to the top and hike or cycle down.

Advertorials

- new handbook guidelines *coming soon!*
- 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

Days to Paid



**August 19, 2018 to
October 10, 2018**

Processed RFFs: 96

**Funds Dispersed:
\$1,304,571**

Ewa Szewczyk
Grants & Contracts Specialist

Common RFF Issues & Best Practices

- Organization
- Accuracy and Completeness
- Foreign Currency
- Unallowable Costs
- Travel Costs
- Ad Sale Accounting
- Advertising Issues

Organization

Issue: Unorganized RFF submissions

Fix: Organize your RFF by arranging the receipts and supporting documentation in the same order as the RFF spreadsheet line items.

Accuracy & Completeness

Issue: RFFs that are missing documentation

Fix: Use the RFF checklist to ensure a clean submission. Common missed items are:

- Missing invoices or receipts
- Missing proof of payments
- Missing match documentation

Unallowable Costs

Issue: Unallowable costs submitted for reimbursement.

Fix: Know your grant. Refer to the grant agreement, handbook, program notices and past trainings regularly. If something is not clear, do not assume it is covered. Ask Us!

Unallowable Costs

Common unallowable costs include expenses for:

- grant writing, grant presentations or grant awards
- travel to attend ITC council meetings
- marketing employee wages
- alcohol or tickets for alcoholic beverages
- promotional items such as t-shirts, tote bags, water bottles, lanyards, stress balls, pens, etc.
- advertisements that do not credit the program
- any cost not in your scope of work and budget

Foreign Receipts and Invoices

Issue: Requesting reimbursement of expenses by providing receipts and invoices in a foreign currency (CAD).

Fix: Submit receipts and invoices and convert to USD:

- request an invoice issued in USD from the vendor
- submit a credit card statement showing the amount charged in USD (forex fees covered)
- use Oanda.com or other forex website to document the exchange rate on the day the expense was incurred

Grantee Travel Costs

Issue: Unallowable travel costs and lack of documentation.

Fix: Review the [State of Idaho Travel Policy](#) and:

- remove personal days from travel requests
- quotes for airfare, hotels and car rentals are not acceptable; exception: personal travel
- submit the final detailed receipt or hotel folio
- meals and incidentals are reimbursed at per diem, do not send receipts

Accounting of Ad Sales

Issue: Request for reimbursement of a project that has no expenses or less expenses than claimed, usually because ad sales are not fully documented.

Fix: Provide a full accounting of the project that demonstrates the expenses, the ad sales, and the balance due or profit.

Sample Project – Balance Due

EXPENSES		INCOME	
2018 Regional Guide		2018 Regional Guide Ad Sales	
Compilation and Layout Fees	15,600.00	Gas Station RR1	375.00
Printing 50,000 copies	45,000.00	Hotel 1	375.00
Shipping to Office (35,000 copies)	1,500.00	Hotel 2	750.00
Distribution to 3 Visitor Centers	2,100.00	Downtown Assoc.	750.00
		Chamber of Comm	750.00
		Museum of History	500.00
		ITC Grantee 1	1,000.00
		Shuttle Co	1,000.00
		Back Country Guide	500.00
		Spa Place	500.00
		Chamber of Comm 2	500.00
		Chamber of Comm 3	500.00
		Resort 1	500.00
		Attraction 1	750.00
		Attraction 2	500.00
		Attraction 3	1,000.00
Total Guide Cost	64,200.00	Total Ad Sales	10,250.00
Total Cost less Total Ad Sales	53,950.00	<---- Reimbursement Amount	
Other Grantee Reimbursement	-1,000.00		
Total Cost less Total Ad Sales	9,250.00	<---- Match Amount	

Sample Project – Profit

EXPENSES		INCOME	
2018 Regional Guide		2018 Regional Guide Ad Sales	
Complilation and Layout Fees	15,600.00	Gas Station RR1	1,375.00
Printing 50,000 copies	45,000.00	Hotel 1	1,375.00
Shipping to Office (35,000 copies)	1,500.00	Hotel 2	4,750.00
Distribution to 3 Visitor Centers	2,100.00	Downtown Assoc.	2,750.00
Comission on Ad Sales	1,775.00	Chamber of Comm	2,000.00
		Museum of History	5,000.00
		ITC Grantee 1	2,000.00
		Shuttle Co	2,750.00
		Back Country Guide	2,750.00
		Spa Place	2,750.00
		Chamber of Comm 2	2,000.00
		Chamber of Comm 3	4,000.00
		Resort 1	7,500.00
		Attraction 1	10,000.00
		Attraction 2	10,000.00
		Attraction 3	10,000.00
Total Guide Cost	65,975.00	Total Ad Sales	71,000.00
Total Cost less Total Ad Sales	-5,025.00	<---- No Reimbursement, Profit	
Other Grantee Reimbursement	-2,000.00		
Total Cost less Total Ad Sales	58,950.00	<---- Match Amount	

Ad Placement

Issue: Radio, Television and Social Media placements are requested with only an invoice.

Fix: These placements must have the advertisement and the copy provided with the invoice. It is also helpful if you reference the Ad Approval number or include the Ad Approval email.

Ad Approval

Issue: Request for reimbursement of a non-compliant advertisement.

Fix: Use the online Ad Approval to request approval of your ad *before* you run it. If urgent approval is required, submit and call us or email.

Online Ad Approval

- Attachments
- Co-operative Participation %
- New Drop Down Options

[Online Ad Approval Form](#)

Resources

- RFF Spreadsheet
- RFF Checklist
- RFF FAQ
- grants@commerce.idaho.gov



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