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PROGRAM NOTICE

Idaho Regional Travel and Convention Grant Program

Notice Date: 09/05/2019

Title: ITC Grantee Arranged Co-operative Advertising

Effective Date: 08/01/2019

During the Idaho Travel Council (Council) meetings on October 15, 2018 and January 23, 2019, the Council discussed the ITC Grant Handbook section 2.7 that addresses grantee led co-operative advertising. Additionally, Idaho Commerce staff researched other co-operative advertising grant programs nationally and administered a survey to ITC Grantees on the impacts of any changes to the co-operative advertising requirements. To provide further guidance for co-operative advertising, particularly with private (for-profit) organizations, the following guidelines are provided to add clarity to section 2.7 of the ITC Grant Handbook.

Reference: 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.*

Co-operative Advertisement Guidance

As stated in the ITC Grant Handbook, the desired result of grant-funded advertising, including co-operative advertising, is to draw overnight visitors. Ads should have a strong tourism focus especially when partnering with a for-profit entity and should always include the Visit Idaho logo.

1. Call to Action

- a. All co-operative advertising must contain the grantees call to action.

2. Tourism Message

- a. All co-operative advertising should have a strong tourism message.

3. Contributions

- a. For-profit partners have a recommended **50% buy-in** to the co-operative advertising costs. This has not been formally added to the Handbook but any for-profit partnership contributions that fall below the 50% should be discussed further with the Department for approval and may be escalated up to Council for review.

As with any advertising we strongly suggest submitting an ad approval through the grant portal to ensure reimbursement. Please contact grants@commerce.idaho.gov for more clarification if needed.