


HELLO

The word "HELLO" is rendered in a large, light gray, sans-serif font. The letter "O" is replaced by a circular logo. The logo consists of a thick gray outer ring. Inside the ring is a white circle containing the Idaho Commerce logo, which features a stylized mountain range above the word "IDAHO" in a bold, sans-serif font, with the word "COMMERCE" in a smaller, all-caps, sans-serif font below it.

Idaho Commerce

ITC Grant updates webinar

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Agenda

- Overview
- IDAPA Rule Changes
- ITC Handbook Updates
- RFF Best Practices
- Questions

Overview 2018/2019

- Where have we been?
 - Hired two new employees in the Grants & Contracts team
 - Added in-person training aspect to Tourism Tours
 - [Program memo](#): increase for in-state per diem and mileage as of 2/19/19

Overview 2018/2019

- Grantee resources ([RFF Checklist](#), [ITC FAQ](#), RFF summary sheet, [logo guidelines](#))
- [Program memo](#): for profit co-operative advertising 50% match guidance with emphasis on tourism focus
- Updated handbook draft. The handbook update will be labeled in draft status if IDAPA rules are adopted as is during the legislative session.
- [IDAPA Red Tape Reduction Act](#)

IDAPA Rule Changes

- What's next?
 - Public notice of pending rules in November for all State entities
 - Legislative review
 - assigned to committee, Commerce presents
 - progresses to House and Senate, Commerce presents
 - Governor's signature
 - implementation date : Sine Die
 - Handbook may be updated again to ensure compliance with rules depending on the outcome

ITC Handbook Updates

1.0 ITC GRANT ADMINISTRATION GUIDELINES, PG 4

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. Canceled 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 occur within in the first three months after the end of the grant term.

1.0 ITC GRANT ADMINISTRATION GUIDELINES, PG 6

1.8 Administration Funds

- To offset the cost of administering the ITC Grant, 10% of the Grant award (up to \$25,000) may be included in the budget for Administration. An "Administrative Expense" as defined in IDAPA 28.02.03.18 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](#).

1.0 ITC GRANT ADMINISTRATION GUIDELINES, PG 9

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 (.58 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%

2.0 ADVERTISING, PG 11

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, an audio statement of "Visit Scenic Idaho" or a written statement indicating "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.

2.4 VISUAL BROADCAST/2.6 INTERNET ADVERTISING, PG 11/12

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

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.

2.8 ADVERTORIALS, PG 14

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.

7.0 SPONSORSHIPS AND PARTNERSHIPS, PG 18

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.

UNALLOWABLE COSTS, PG 19

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	<i>Yes if tourism related</i>
Any cost not in your scope of work and/or budget	<i>Yes if tourism related</i>

10.3 INFLUENCER MARKETING, PG 22/23

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 disclosure 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

RFF best practices

- FAM Tour/Site Visit: Make sure to include itineraries and a list of attendees in all reimbursement requests.
- Travel Request Forms: Reminder that there is a section for additional comments. This helps to clarify any unusual circumstances and allows travelers to explain situations that we might question.

RFF best practices

- Overhead: In order to assist staff with processing we recommend submitting reimbursement requests monthly. This makes it easier to calculate and track utilities.
- Administrative Time: Please make sure to identify which grant year the work is being performed under to assist in reimbursement when grant years overlap.

Questions?

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