



Brad Little, Governor
Tom Kealey, Director

PROGRAM NOTICE

Idaho Regional Travel and Convention Grant Program

Notice Date: October 5, 2021

Title: Recreate Responsibly & Covid Tourism Messaging

Effective Date: Immediately

Hello Grantees,

COVID-19 continues to require shifts in our messaging and advertising, and changes in how our program has operated. Once again, at this time, the tone of your message is most important. Be sensitive to the challenges and difficulty the virus is causing our communities, citizens, and visitors alike. Focus your messaging on positivity, inspiration, scenic beauty, responsible recreation and tourism, and, if need be, future travel dreams and plans.

Historically, the ITC program has directed messaging to include an overnight stay call to action and recommended advertising focus primarily in areas more than a two-hour drive away. Below we are outlining guidelines for exceptions going forward (until further notice).

Staycation messaging: We are continuing to make an exception during this time to allow for “staycation” messaging within that two-hour window, when applicable, that includes a strong overnight stay component. With the appropriate tone in place, we're comfortable making exceptions to the two-hour radius recommendation.

Recreate Responsibly messaging: Recreate Responsibly Idaho is a campaign led by State and Federal land management agencies and partners to promote safe and responsible recreating outdoors in ways that protect our outdoor recreation resources. We are allowing grantees to use ITC Grant funds for this 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 recreate.idaho.gov or another local responsible tourism website or landing page.
- The messaging is in line with the intent of the grant to promote tourism.
- Visit Idaho Logo is present.

Please note that 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.

Again, these are times unlike anything we've ever faced. We appreciate everyone's flexibility and creativity.

If you have any questions, please contact grants@commerce.idaho.gov

Regards,

Idaho Department of Commerce Staff

Idaho Commerce
700 W State Street, Boise, Idaho 83702
Office: 208.287.0784
grants@commerce.idaho.gov