



**Brad Little**, Governor  
**Tom Kealey**, Director

## **PROGRAM NOTICE**

### Idaho Regional Travel and Convention Grant Program

**Notice Date:** October 21<sup>st</sup>, 2022

**Title:** ITC Guideline Handbook Updates

**Effective Date:** Immediately

During the Idaho Travel Council (ITC) Meeting in Twin Falls, ID on October 17<sup>th</sup>, 2022, the ITC Council unanimously approved a series of Idaho Regional Travel and Convention Grant Guideline Handbook update recommendations discussed by the ITC Grant Administrator. The Handbook updates are based on the Idaho Travel and Convention Industry Grant Program [2020-2022 Strategic Plan](#) and increase transparency, bolster accountability, and identify and implement application and evaluation process improvements to the grant program to ensure that the ITC Program is meeting its objectives.

The attached Handbook includes highlights where changes have been included.

This change is effective immediately.

If you have any questions or concerns, please contact the grants team at: [grants@commerce.idaho.gov](mailto:grants@commerce.idaho.gov).



---

**Idaho Regional Travel and Convention Grant  
Guideline Handbook**

Idaho Commerce  
700 W State Street  
PO Box 83720  
Boise, Idaho  
83720-0093

**Updated 10/17/2022**

# Table of Contents

<b>INTRODUCTION</b>	<b>1</b>
<b>ITC GRANT OVERSIGHT STRUCTURE</b>	<b>1</b>
<b>GENERAL INFORMATION</b>	<b>2</b>
<b>ELIGIBLE APPLICANTS</b>	<b>2</b>
<b>REIMBURSEMENT</b>	<b>2</b>
<b>MATCHING FUNDS</b>	<b>2</b>
<b>ELIGIBLE PROJECTS</b>	<b>2</b>
<b>ITC LOGO &amp; AUDIO CREDIT STATEMENT REQUIREMENTS</b>	<b>3</b>
<b>GRANT AWARDS</b>	<b>3</b>
<b>GRANTEE RESPONIBILITIES</b>	<b>3</b>
<b>1.0 ITC GRANT ADMINISTRATION PROGRAM GUIDELINES</b>	<b>3</b>
<b>1.1 Conflict of Interest</b>	<b>3</b>
<b>1.2 ITC Grant Application Process</b>	<b>4</b>
1.2.1 Idaho Travel Council Presentation	4
1.2.2 Online Application	4
1.2.3 Technical Review	4
<b>1.3 ITC Grant Cycle</b>	<b>5</b>
1.3.1 ITC Grant Award	5
1.3.2 ITC Grant Closeout	5
1.3.3 "Good Standing" Status	6
1.3.4 Corrective Action Plan	6
<b>1.4 Amendments and No Cost Extensions</b>	<b>6</b>
1.4.1 Scope of Work/Budget Amendment	6
1.4.2 No-Cost Extension	6
<b>1.5 Narrative Progress Reports</b>	<b>7</b>
1.5.1 Quarterly Narrative Reports	7
1.5.2 Final Narrative Report	7
1.5.3 Report Schedule	7
<b>1.6 Request for Funds</b>	<b>7</b>
<b>1.7 Payment</b>	<b>8</b>
<b>1.8 Administration/Overhead</b>	<b>8</b>
<b>1.9 Cash Match</b>	<b>9</b>
1.9.1 Allowable Match	9
1.9.2 Match Documentation	10
<b>1.10 Bids/Procurement</b>	<b>10</b>
1.10.1 Procurement of \$5,000 or Less	10
1.10.2 Procurement of \$5,001 - \$25,000	10
1.10.3 Procurement of \$25,001 and Up	10
1.10.4 Contract Renewals	11
1.10.5 Sole Source Procurement	11
1.10.6 Exemption Request	11
<b>1.11 Audit</b>	<b>11</b>
1.11.1 Grantee Responsibility	11
1.11.2 Auditor Responsibility	11
1.11.3 Department Discretion	11
1.11.4 Audit Findings/Recommendations	11
<b>1.12 Travel</b>	<b>12</b>
1.12.1 Travel Reimbursement Form	12
1.12.2 Out-of-Country Travel	13
1.12.3 Personal Travel	13
<b>1.13 Appeals</b>	<b>13</b>
<b>2.0 ADVERTISING</b>	<b>13</b>
<b>2.1 Ad Preapproval</b>	<b>13</b>
<b>2.2 Print Advertising: Magazine and Newspaper</b>	<b>14</b>
<b>2.2 Other Advertising: Signs, Billboards, Advertising Specialties, Etc.</b>	<b>14</b>
<b>2.3 Visual Broadcast Advertising: TV, Video, Podcast, Webcast, Etc.</b>	<b>14</b>
<b>2.4 Audio Advertising: Radio, Podcast, Etc.</b>	<b>15</b>

<b>2.5 Internet Advertising: Internet Ads, Digital Ads, Newsletters</b>	<b>15</b>
<b>2.6 Co-operative Advertising</b>	<b>15</b>
2.6.1 Non-Exclusivity and Member Benefits	15
2.6.2 Co-op Advertising Project Requirements	15
2.6.3 State Sponsored Co-op Advertising	16
<b>2.7 Advertorials</b>	<b>16</b>
<b>2.8 Recreate Responsibly</b>	<b>16</b>
<b>3.0 COLLATERAL MATERIALS</b>	<b>16</b>
3.1 Advertising Sales	16
3.2 Design Requirements	17
<b>4.0 DIRECT MAIL AND EMAIL MARKETING CAMPAIGNS</b>	<b>17</b>
<b>5.0 WEBSITES</b>	<b>18</b>
5.1 New/Redesigned Websites	18
5.2 Other Allowable Website Expenses	18
<b>6.0 FAM TOURS AND SITE VISITS</b>	<b>18</b>
<b>7.0 SPONSORSHIPS AND PARTNERSHIPS</b>	<b>19</b>
7.1 Major Event Sponsorship	19
7.2 Sponsorship of a Convention, Trade Show, Meeting, or Sports Event	20
7.3 Community Partnerships	20
<b>8.0 TRADE AND TRAVEL SHOWS</b>	<b>21</b>
8.1 Industry Trade Shows and Consumer Travel Shows	21
8.2 Partnering with a For-Profit Partner	21
8.2.1 Non-Exclusivity	21
8.2.2 Reimbursing For-Profit Partners' Expenses	21
8.3 Early Registration	22
8.4 Bid Presentation and Sales Blitz Expenses	22
<b>9.0 CAPITAL OUTLAY</b>	<b>22</b>
9.1 Use of Capital Equipment	22
9.2 Capital Outlay Record Requirements	23
<b>10.0 OTHER ALLOWABLE COSTS</b>	<b>23</b>
10.1 Training and Professional Development	23
10.2 Public Relations	23
10.3 Market Research	24
10.4 Influencer Marketing	24
<b>RESOURCES</b>	<b>25</b>

## INTRODUCTION

The Idaho Legislature enacted the Idaho Travel and Convention (ITC) Grant Program on July 1, 1982, to support statewide, regional, and local marketing efforts in the Idaho travel and tourism industry. ITC Grants are funded through a statewide two percent (2%) tax on all hotel, motel, private campground, RV park, and private vacation rental stays in Idaho.

In conjunction with the ITC Grant, the ITC Council was established to provide counsel to Idaho Commerce and Idaho Tourism regarding the promotion and marketing of travel and tourism in Idaho and ITC Grant Oversight. Appointed by the governor, the ITC Council is an eight-member council comprised of one representative from each of Idaho's seven planning regions and one member serving in an at-large, statewide capacity. Council members must be knowledgeable and actively involved in the state's travel and tourism industry and are responsible for reviewing ITC Grant applications, funding requests and changes, awarding ITC Grant funds, and promoting the vision of the grant program as outlined in the 2020-2022 ITC Strategic Plan: creating a "thriving travel industry supported by leveraged partnerships and resources."

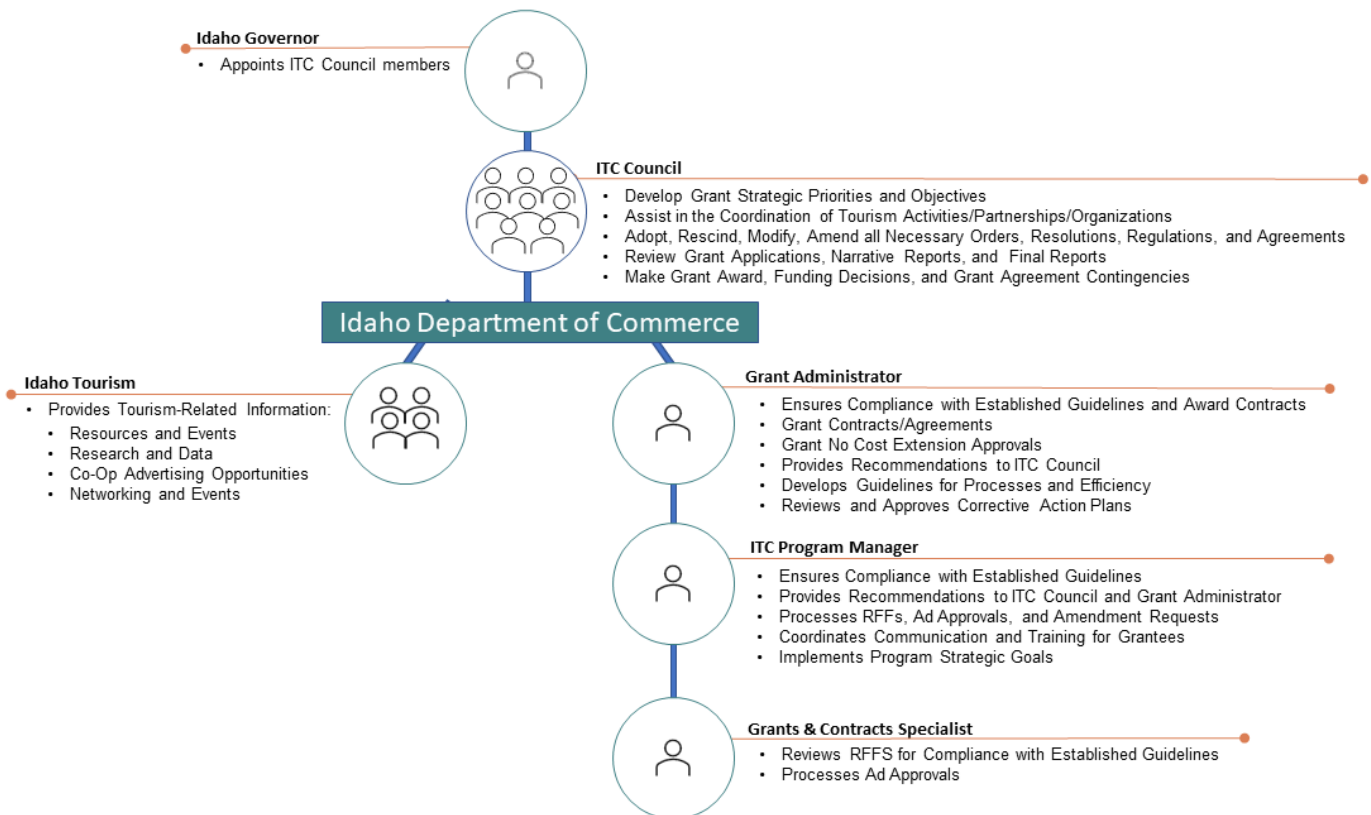
The priorities of the grant program are to:

1. Communicate the value of the tourism industry to Idaho's economy and the resources available to help communities attract visitors and support business growth.
2. Leverage best practices and industry partnerships to maximize financial impact and reduce redundancies.
3. Ensure grant program efficacy through efficiency and process improvements.

Success of the grant program is measured through:

1. Increased grantee collaboration.
2. Improved regional and intra-regional fund utilization.
3. Stronger industry engagement and for-profit participation.
4. Enhanced marketing campaign development and execution for participants as a result of best practice sharing.

## ITC GRANT OVERSIGHT STRUCTURE



## GENERAL INFORMATION

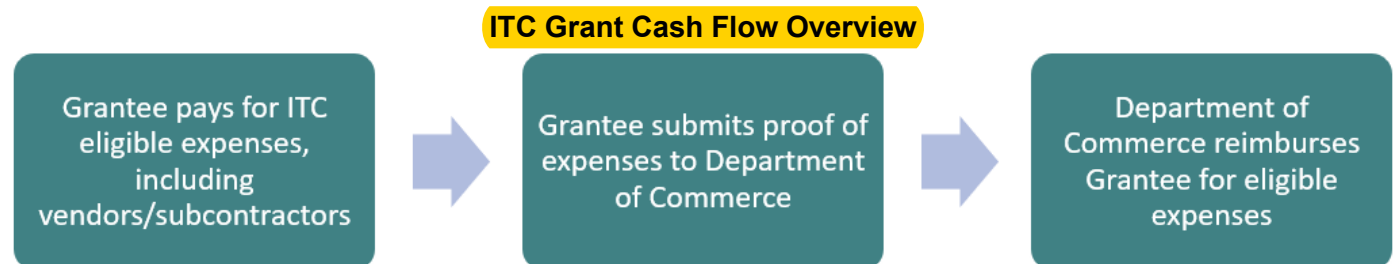
This handbook includes ITC Grant guidelines approved by the [Idaho Travel Council](#) (Council) and the legislatively approved administrative rules in [IDAPA 28.02.03](#).

## ELIGIBLE APPLICANTS

The application is regionally competitive and open to non-profit, incorporated organizations which have in place a viable travel or convention program in their region. Eligible applicants must show they have a goal-oriented plan for travel and/or convention promotion and demonstrate adequate resources to carry out the marketing plan, operate and maintain a financial management plan, as well as the ability to administer the requirements of the grant. Preference is given to programs of Destination Marketing Organizations (DMO) that have a primary focus of promoting overnight visits to their region. Repeat applicants must be in “**Good Standing**” as determined by the Department and the ITC Regional Representative. Past grant performance, including grant management and execution of the marketing scope of work, will be considered when evaluating applications.

## REIMBURSEMENT

This ITC Grant is a post-performance grant. **The intent of the grant is to reimburse grantees for ITC Grant eligible expenses.** Funds are dispersed to the grantee when receipts and other supporting documentation is submitted for allowable expenses. Expenses to be reimbursed must have been spent in accordance with the ITC guidelines and all applicable State laws and regulations relative to purchasing, fiscal, and audit requirements. In some cases, the ITC Program Manager may require proof of payment for reimbursed expenses to be submitted with the following request for funds to ensure the release of future funds.



## MATCHING FUNDS

The ITC Grant requires a cash match of at least twelve and one-half percent (12.5%) of the amount awarded. Cash match must be supported by invoices, receipts, and proof of payment and be in line with the purpose of the ITC Grant. In-kind match is not eligible for matching funds.

## ELIGIBLE PROJECTS

Funded projects will promote the marketing, study, research, analysis, and development of Idaho’s travel and convention industry. Allowable costs are further detailed throughout this Handbook and include:

- Advertising – print, audio/visual, and digital
- Collateral Materials
- Direct Mail and Marketing Campaigns
- Websites
- Fam Tours and Site Visits
- Sponsorships and Partnerships
- Trade and Travel Shows
- Capital Outlay
- Training and Professional Development

- Public Relations
- Market Research
- Fulfilling Requests for Information and Publications Generated by the ITC Grant-funded Marketing Plan

## ITC LOGO & AUDIO CREDIT STATEMENT REQUIREMENTS

Funded projects must credit the ITC Grant through the use of the [ITC Grant Logo](#) and/or the audio credit statement “Visit Scenic Idaho” as outlined in this handbook. Failure to properly use the logo/credit statement will result in denial of reimbursement. The ITC Grant Logo must be used ONLY on items or advertising funded by the ITC Grant.



## GRANT AWARDS

The ITC Council will determine the grant funding level and grant contingencies. The Department of Commerce issues a contractual Agreement for the Grantee to review and sign. The typical grant term is August 1 – September 30<sup>th</sup> of any given year, with an option to extend for an additional three months. Due to the grant cycle, grant extensions, and audit requirements, it is possible for an organization to have up to three concurrent ITC Grants. Poor performance, corrective action plans, audit findings, and/or monitoring contingencies may affect any concurrent ITC Grant or future grant awards.

## GRANTEE RESPONSIBILITIES

ITC Grantees are responsible for ensuring compliance with the ITC Grant guidelines, the ITC Grant Agreement(s), and the laws, and regulations applicable to its activities. This includes but is not limited to: maintaining all necessary records; project coordination and execution; vendor/subcontractor agreements, payments, and communications; and fulfilling all requirements as outlined in their approved budget(s) and scope(s) of work.

## 1.0 ITC GRANT ADMINISTRATION PROGRAM GUIDELINES

The Department of Commerce is responsible for monitoring ITC Guideline compliance including the administration and use of grant awards by Grantees. ITC Grant guidelines are approved by the Idaho Travel Council (Council) and the legislatively approved administrative rules in IDAPA 28.02.03. The guidelines are reviewed annually, therefore it is recommended that grantees review the ITC handbook regularly for accurate administration and record management of the ITC Grant award. Failure to do so may cause a delay in reimbursement.

### 1.1 Conflict of Interest

“Conflict of interest” means any official action, decision or recommendation by a person acting in a capacity as a grantee, which would have a private financial benefit of the person or a member of the person’s household, or a business with which the person or a member of the person’s household is associated. If at any time the Council or Department becomes aware of an apparent or potential conflict of interest between a grantee and a private entity, the Council may request a meeting with the grantee’s representatives. The Council or Department may terminate the ITC grant award if an inappropriate conflict of interest is found to have not been declared.

Grant managers or executive directors also acting as vendors for ITC Grant projects must declare this conflict of interest by providing the following documentation to the ITC Grant Program Manager:

- A board memo or board meeting minutes signed by the board president reflecting the bid process and selection by voting board members.
- Verification that the vendor chosen has no voting authority for the organization.
- Proof that those authorized to sign checks for reimbursement of services are not also the recipient(s) of reimbursement payments.

## 1.2 ITC Grant Application Process

Applicants are strongly encouraged to meet with their [ITC Regional Representative](#) to discuss their grant proposal prior to completing the grant application. Coordination meetings are held in March so applicants can review plans with other applicants in their region and meet with the ITC Council and Commerce staff.

### 1.2.1 Idaho Travel Council Presentation

The Council provides applicants the opportunity to present their proposed plan before final approval. This allows the Council to ask questions before the ITC Grant is submitted. Applicants applying for ITC Grants are strongly encouraged to present their travel and convention plan at the final ITC meeting of the fiscal year (May). **Applicants who do not present may not be considered for funding.** Travel costs are not reimbursable by the ITC grant for attendance at this meeting.

### 1.2.2 Online Application

Applications open early February with a closing date in late March for pre-evaluation. Applications are accepted online through the ITC [Grant Portal](#). After the ITC Travel Council Presentations are held, all applications are returned to draft status to allow for updates. The applicants will then need to resubmit the application in the Grant Portal for final submission. First time applicants must pre-register by contacting the ITC Grant Program Manager at [grants@commerce.idaho.gov](mailto:grants@commerce.idaho.gov). Detailed application information and instructions are available on the [ITC Website](#).

### 1.2.3 Technical Review

Preference is given to programs of Destination Marketing Organizations (DMO) that have a primary focus of promoting overnight visits to their region. Eligible applicants must show they have a goal-oriented plan for travel and/or convention promotion and demonstrate adequate resources to carry out their proposed marketing plan, operate and maintain a financial and records management plan, and must have the ability to administer the requirements of the grant. Repeat applicants must be in "[good standing](#)" as determined by the Department and the ITC Council. Past grant performance including grant management, execution of previous plans, and communication/reporting will be highly considered when evaluating applications.

**The Department of Commerce will determine whether applications have fulfilled all required criteria to be eligible to be considered for funding by the ITC Council and may make recommendations to Council based on non-compliance, historical performance, or incomplete/inaccurate application materials. In rare instances, the Department of Commerce may make the recommendation to ITC Council to not fund projects based on the same criteria.**

The following criteria are considered in the review of applications:

#### Project Proposal

- Regional Impact – The proposal will increase local/regional awareness, encourage visitors to stay longer, or promote intra-regional travel.
- Need – The proposal addresses identified needs of the travel economy in the impacted region.
- Continuing Benefits – The proposal has benefits beyond the grant cycle.
- Cost Analysis – Applicant shows evidence that other resources are not available to support the plan fully, and requested funds are sufficient to accomplish plan objectives.
- Plan Design and Strategy – A timeline is included outlining goals, objectives, action plan, and measures of performance in an achievable time frame.
- Performance Indicators – The proposal demonstrates a sound methodology for measuring achievement of the stated project objectives.

#### Scope of Work & Budget



- Commitment – The plan has local/regional support through verifiable letters of support. Verifiable letters of support are those that are on the supporting organization’s letterhead with a signature and contact information.
- Innovation – The applicant is leveraging funds in a unique way or with new methods, ideas or solutions that meet unarticulated needs or existing market needs.
- Cash Match – Verifiable Cash Match pledge letters match the applicant budget. Cash Match pledges must be on the pledging partner organization’s letterhead with a signature and contact information.

### Administration & Management

- Application Completeness and Accuracy – The scope of work and budget are filled out correctly. All required materials are included, accurate, and organized.
- Record and Fiscal Competency – The organization has adequate financial and records management systems.
- Historical Performance/Good Standing Status (if applicable) – Satisfactory past performance of grant project fulfillment and grant administration.
- Organizational Structure and Oversight – Articles of incorporation, updated bylaws, and functioning board attestation with a list of all board members with contact information are included in the application.

## 1.3 ITC Grant Cycle

The ITC grant cycle begins with the awarding of the grants in August. Invoices dated between the grant award date and September 30<sup>th</sup> of the following year are eligible for reimbursement (unless the grantee receives an approved [no cost extension](#) (NCE), which extends the ITC Grant to December 31).

### 1.3.1 ITC Grant Award

The Council is responsible for the selection of eligible applications to be awarded. Once the Council has selected proposals to be funded, the Department of Commerce will notify all applicants by email of their funding status. Successful applicants will receive an award letter detailing instructions for next steps. Upon acceptance of the award, the successful applicant will enter into a contractual agreement (ITC Grant Agreement) with the Department of Commerce detailing each party’s obligations.

- **Term of Award** – All ITC Grant Agreements will be on August 1<sup>st</sup>, of the year awarded through September 30<sup>th</sup> of the following year, unless extended by written amendment by the parties. The ITC Grant Agreement must be signed within 10 business days of receipt, or the Department will understand the non-response to be a decline of the award. Requests to extend the signature date must be approved by the ITC Grant Administrator in writing.
- **Special Conditions** – If applicable, special conditions of funding will be outlined in the ITC Grant Agreement.
- **Effective Date** – The ITC Grant will take effect upon signature by both parties.
- **Reimbursement** – No expenditures can be reimbursed until the ITC Grant Agreement is signed by the Director of the Department of Commerce or his designee, and the Chief Executive Official of the applicant organization. Pre-Award costs are not permitted.
- **Good Standing** – Due to the grant cycle and audit requirements, it is possible for an organization to have up to three concurrent ITC Grants. Poor performance, [corrective action plans](#), audit findings, and/or monitoring contingencies on any concurrent ITC Grants will affect all ITC grant awards.

### 1.3.2 ITC Grant Closeout

The following items must be submitted punctually and approved by Commerce before the ITC Grant will be closed:

- Final Request for Funds, with match obligation met.
- Final narrative report.
- Capital Outlay Inventory Form (if applicable).
- Any (and all) amendments have been signed and received.
- Audit report (if applicable).

### 1.3.3 “Good Standing” Status

Good Standing is defined as **having complied with all explicit obligations while not being subject to any form of repetitive correction, disciplinary action, audit finding, or award suspension.** All grant recipients must sign an agreement with the Department based on the Grantee’s submitted applicant documentation and Council approved budget and scope of work. During the grant closeout process, the Department will evaluate each grantee using the same definition of “Good Standing” to determine if the grant award should be closed in “Good Standing”.

### 1.3.4 Corrective Action Plan

A Corrective Action Plan is defined as **a set of actions to correct an issue, problem, non-compliance, or under performance.** The ITC Grant Administrator will work with the ITC Program Manager and the Grantee to determine an appropriate corrective action plan. The corrective action plan will determine the release of any restricted grant funds.

## 1.4 Amendments and No Cost Extensions

A request for an amendment or extension of the current ITC Grant Agreement term must be accompanied with information explaining how the marketing objectives or opportunities have changed since the ITC Grant Application was awarded. Requests must be submitted via email to the ITC Grant Administrator. **Approval of amendments to the scope of work or a no-cost extension must be in writing, through an amendment of the ITC Grant Agreement, signed by both parties.**

### 1.4.1 Scope of Work/Budget Amendment

Any changes in your project and/or budget during the grant cycle will require a scope of work (SOW) change. Scope of work changes within 10 percent of a grantee’s budget will be reviewed for approval by the regional ITC Council Member and the ITC Grant Administrator. **The Council must approve all scope of work amendments of 10 percent or greater.**

To request a SOW/Budget Amendment:

1. In an email to the ITC Program Manager, explain the situation necessitating the amendment and the anticipated outcome of the changes.
2. Outline the changes in your budget.
  - a. Example: Decrease of \$4,700 from 2.6 Digital Advertising: Fall Facebook Campaign; Increase of \$4,700.00 to 7.1 Event Sponsorship: Historic Christmas Expo.

### 1.4.2 No-Cost Extension

The ITC Grant Administrator can extend the ITC Grant for a maximum of three months to December 31 without appealing to the Council. An extension longer than three months after the original end of the ITC Grant will require a majority vote of the Council and may only be requested in extreme circumstances.

To request a No Cost Extension Amendment:

1. Cash match of 12.5% for funds already distributed must be submitted.
2. Cash match pledges not already fulfilled for 12.5% of the remaining award amount must be on file.
3. In an email to the ITC Program Manager, explain the situation necessitating the extension.

## 1.5 Narrative Progress Reports

Narrative progress reports are a requirement of the ITC Grant. Quarterly reports must be submitted in the Grant Portal for review by the ITC Grant Program Manager and Council. Reports submitted late will be marked for Council review. **Timeliness and quality of all narrative reports will be considered when determining if a grantee is in “Good Standing” during grant close out.**

### 1.5.1 Quarterly Narrative Reports

Each report must address the following:

- Progress on the marketing plan.
- Remaining activity and timeline/strategy.
- Difficulties encountered, if any, and action taken.
- Changes made to original plan.
- Statistical reporting if available (website usage report required).

### 1.5.2 Final Narrative Report

The final report shall contain a review of the marketing plan as it was presented to the Council, including:

- Any changes made and reason for changes.
- Difficulties encountered, if any, and action taken.
- Opportunities that became available and necessitated amendments or an extension to the ITC Grant year.
- A summary of the effectiveness of the marketing plan, changes that will be made based on the experiences of this ITC Grant year.

### 1.5.3 Report Schedule

Narrative report access will appear in the Grant Portal at the first of the reporting period month and close at the end of business day on the 15<sup>th</sup>, unless otherwise notified by the ITC Program Manager.

Progress Report	Report Period	Due Date
Quarter 1	ITC Grant award date – December 31	January 15
Quarter 2	January 1 – March 31	April 15
Quarter 3	April 1 – June 30	July 15
Quarter 4*	July 1 – September 30	October 15
Quarter 5**	October 1 – December 31	January 15

\*This is a Final Report if an extension is not requested.

\*\*If an ITC Grant is extended, an additional progress report is required.

## 1.6 Request for Funds

Grantees should be requesting reimbursement on a quarterly basis, at a minimum, unless funds are expended early. For reimbursement of project expenses, a Request for Funds (RFF) is submitted through the [Commerce Grants Portal](#). Documentation is required to process the RFF, which includes, but is not limited to, the [RFF Summary Sheet](#), invoices, receipts (including proof that any participating vendors have been paid), and any other documentation as requested by the ITC Grant Program Manager. **RFFs submitted will be given an internal score based on the accurateness, completion of included documentation, and communication with the Grantee. These scores will be averaged out after grant closeout for ITC Council review.**

Cancelled checks are required for proof of cash match and may be requested for other expenses at the discretion of the ITC Grant Program Manager. 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 an explanation of advanced 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 are in the first three months immediately following the end of the grant term.

Review of RFFs will be completed within 30 days of a completed submission. Submittal of complete documentation will help facilitate processing. The grantee will be notified by email if minor corrections/explanations are needed. RFFs will be held in pending status no longer than seven (7) working days. If an explanatory response or requested documentation is not received by the ITC Grant Program Manager, the pending items will be removed from the RFF and eligible costs will be processed. Subject to clearance by the ITC Grant Program Manager, removed costs may be resubmitted in subsequent RFFs. If major corrections are needed, the RFF will be returned to the grantee so corrections can be made.

The following tips will expedite review of RFFs:

- Arrange backup documents in the order entered on the RFF Summary Sheet, with notes.
- **Include invoice numbers on the RFF spreadsheet and provide details which link the expense to your approved scope of work/budget.**
- If reimbursement amount and cash match amount on the RFF spreadsheet do not match the total invoice amount, please explain why you are claiming less than the invoiced amount.
- Include all required documentation for each reimbursement requested. This includes ad copy or ad copy approval for ad placement costs, details linking the costs to your approved budget/scope of work, and a list of co-op partners and their contributions (if applicable).
- Minor corrections to RFFs will be made by the ITC Grant Program Manager. Major corrections, multiple or repeated errors will be returned to the grantee for correction and resubmission.

## 1.7 Payment

Grantees with direct deposit will receive funds approximately 48 hours between payment authorization and the electronic deposit. For grantees who receive their reimbursement check by mail, payments are sent out the first workday following payment authorization.

## 1.8 Administration/Overhead

To offset the cost of administering the ITC Grant, 10% of the Grant award (up to \$75,000) may be included in the budget for Administration. An “Administrative Expense” is defined in [IDAPA 28.02.03](#), but more clearly defined below as the grantee organization’s reasonable costs for:

- (1) Wages & Benefits/Costs of one grant administrator for grant administration duties such as submitting requests for funds, narrative reports, correspondence with the ITC Council, and other direct administrative costs incurred related to the ITC Grant award that are not marketing or project management/fulfillment.
- (2) An apportionment of the **Overhead** costs of the grantee organization approved by Council, at awards.

**What IS a Grant “Administrative Expense”** – defined in [IDAPA 28.02.03](#), examples include:

- Writing & submitting ITC 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 administrative issues so that approval can be obtained
- Participation in program audits, grant administration related meetings with staff, ITC Grant staff, ITC board, phone calls & correspondence

**What is NOT an “Administrative Expense”** - anything not defined including:

- Wages/benefits for grant administrator in excess of the 10% admin awarded
- Marketing, project management, project fulfillment, 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.

Administrative costs require an invoice/receipt and proof of payment for reimbursement. The Grantee is responsible for tracking the time, detailing the day, hours worked, pay rate (if fixed) and a description of the duties performed. The Grant Program Manager will determine if invoices are reasonable and reimbursable as an administrative expense. Any expenses that are not reimbursed, but are Tourism related, can be used as cash match.

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. Movement of administrative funds to the marketing budget, if it aligns with the approved budget and is less than 10% of the total administrative amount awarded, does not require a scope of work change.

For more guidance on administrative funds, overhead and apportionment rates, please refer to the [ITC Grants Webpage](#).

## 1.9 Cash Match

Cash match is defined as **the share of actual costs that a Grantee is required to contribute in order to accomplish the purpose of the grant**. Grantees must match the ITC Grant Award with 12.5% cash match. In-kind match, such as meals that are compensated, donated equipment, time, or office facilities, are not acceptable forms of match. Alcoholic purchases are not eligible for match. Match in excess of the eligible amount should be reported in quarterly Narrative Reports.

### 1.9.1 Allowable Match

Cash match submissions must align with the purpose of the ITC Grant. If a cost is allowable/unallowable for reimbursement, it is also allowable/unallowable as match (See [Allowable Costs](#)).

- **Direct costs** - The simplest source of match is supplied directly by the grantee, with the grantee paying a portion of the tourism marketing expenses.

*Example: Ad placement costs \$500. ITC Grant reimburses \$437.50 (87.5%) and grantee pays \$62.50 (12.5%), which can be claimed as match.*

- **Co-op partner advertising** – Grantees can share the cost of an ad with local partners, using the partner’s cost as match.

*Example: Grantee partners with area ski resort and hotel on advertising, each paying one third of the cost. The ITC Grant will reimburse the grantee’s portion and the remaining two-thirds can be used as match.*

- **Partner independent projects** – Independent projects that align with the grantee’s scope of work and have a call to action to the grantee’s destination marketing organization (DMO) partner are allowed as cash match. Private sector, as well as non-profit attractions must include the grantee’s call to action to be considered cash match.

*Example: An area attraction places an ad in a travel magazine and includes the Grantee’s or area DMO’s call to action. The cost of the ad can be claimed as match.*

- **Staff time** - Staff time must be for Tourism related work, not otherwise covered by administration, such as managing a print project, in-house marketing, staff that works on grant but cannot be counted for grant administration, project management, can be used as cash match. Proper

documentation, including [Salary Cash Match Form](#), with management signature, and proof of staff wages and benefits must be provided. Such work will be referred to as *Project Management* as opposed to Grant Administration. *Project Management* expenses are direct costs associated with implementing an ITC-approved marketing plan. These are costs that, if an agency had been used, would be billable.

- **Memberships** – Membership required to attend trade shows.
- **Fam hosts' expenses** – Fam hosts' expenses can be used as match when the number of hosts exceeds one per every five visitors.

### 1.9.2 Match Documentation

Proper documentation of cash match includes proof of payment to the end vendor, which can be any of the following:

- Invoice which includes details of the charges accompanied by a copy of a check paying at least the amount claimed as match.
- If the invoice includes ad placement, ad copy must be included.
- An itemized credit card receipt listing the items purchased and the amount claimed as match.
- A statement from the vendor showing zero balance for the goods or service purchased. If the statement does not list the goods or service purchased, a copy of the original invoice must accompany the statement.
- A completed and signed [Salary Cash Match Form](#), or description of work done, if claiming Project Management expenses with proof of payment to the staff member that is being claimed.

Match documentation may be verified and confirmed by the ITC Grant Program Manager.

## 1.10 Bids/Procurement

All bids must be thoroughly documented, retained on file with the grantee, and made available to the ITC Grant Program Manager upon request, including but not limited to contracts and bidding documentation. **It is the Grantee's responsibility to follow these procurement guidelines and spot audits will be performed to ensure compliance with the below on a quarterly basis.** Cumulative values include all potential renewals and MUST be considered in the below matrix for compliance.

### 1.10.1 Procurement of \$5,000 or Less

Single procurements with an annual cumulative value of \$5,000 or less may be obtained as the grantee sees fit in accordance with its own internal processes and considering best value for ITC Grant funds. A record must be maintained of how the goods or services were procured.

### 1.10.2 Procurement of \$5,001 - \$25,000

Single procurements with an annual cumulative value of \$5,001 to \$25,000 can be obtained through an informal solicitation called a Request for Quotes (RFQ). An RFQ includes obtaining quotes from at least 3 qualified vendors with a significant Idaho presence. Quotes may be taken in writing, obtained verbally over the phone or in person, or obtained from a vendor's website with published pricing. Document the procurement file with the details about how the quote was obtained. Include who you spoke with, the date and the price quoted, or screen prints of the pricing and services or goods offered. All procurement documents shall be kept on file by the grantee and provided to the Department or Auditor upon request. Services obtained through RFQ must be re-bid at least every 5 years.

### 1.10.3 Procurement of \$25,001 and Up

Procurements with an annual cumulative value of \$25,001 must be obtained through a formal solicitation process called a Request for Proposal (RFP). The RFP process includes publication and notice of the RFP, written responses from Vendors which are evaluated by at least 3 qualified evaluators. Documentation of the procurement must be retained on file by the grantee and available for review upon request. Services obtained through RFP must be re-bid at least every 5 years.

#### **1.10.4 Contract Renewals**

Annual renewal of the subcontract can be made if option years are included in the original subcontract and if proper procurement procedures were initially adhered to. Subcontract renewal is authorized annually for up to four (4) years beyond the initial subcontract year.

#### **1.10.5 Sole Source Procurement**

Sole Source means there is only one vendor who is qualified to perform the work or there is only one source for the purchase of goods. Instances of Sole Source are extremely rare and there is almost always more than one vendor that can perform the scope of work. If there is only one possible vendor available to bid on the project, an explanation of why the vendor qualifies as a Sole Source is required. Grantees required to have written approval from the ITC Grant Administrator prior to executing a Sole Source contract.

#### **1.10.6 Exemption Request**

The ITC Grant Administrator may exempt an acquisition from competitive procurement if the administrator determines that bidding is impractical, disadvantageous, or unreasonable under the circumstances. Examples include but are not limited to special market conditions; property requiring special contracting procedures due to uniqueness; and services for which competitive solicitation procedures are impractical. Exemption requests must be submitted formally to the ITC Grant Program Manager and approved in writing by the ITC Grant Administrator. Exemptions must be in place prior to the purchase of goods and services.

### **1.11 Audit**

An independent compliance audit is required at ITC Grant closing when a grant award is \$100,000 or more. Additionally, approximately 20% of grantees with awards under \$100,000 may be randomly selected for an audit. The responsibility for arranging the audit and funding the audit will be borne by the Department. Grantees who have previous uncompleted audits will be required to have a finished audit report before funds can be disbursed for the following year.

#### **1.11.1 Grantee Responsibility**

The Grantee is responsible for ensuring that it complies with the laws and regulations applicable to its activities. That responsibility encompasses the identification of applicable laws and regulations and the establishment of controls designed to provide reasonable assurance that the grantee complies with those laws and regulations.

#### **1.11.2 Auditor Responsibility**

The auditor will design the audit to provide reasonable assurance that financial statements are free of material misstatements resulting from violations of laws and regulations that have a direct and material effect on the determination of financial statement amounts. Additionally, program audits are also performed to ensure compliance with the program. The audit will be performed by a Certified Public Accountant and submitted to the Idaho Department of Commerce and the Grantee.

#### **1.11.3 Department Discretion**

At the sole discretion of the Department, an audit may be required even if the ITC Grant is less than \$100,000, and not part of the random selection.

#### **1.11.4 Audit Findings/Recommendations**

An audit finding or audit recommendation is defined as a **written explanation of financial errors, noncompliance, improper use of funds, weakness, deficiency, adverse conditions, or need for improvement/changes**. Audit findings will affect current funding obligations for any concurrent ITC award(s) and will be used to help determine the Grantee's "Good Standing" status. Audit findings may cause any concurrent ITC award(s) funds to be placed on hold until the ITC Grant Administrator determines the severity of the finding. In most cases, a corrective action plan approved by the ITC Grant Administrator in writing will be required for the release of funds from any concurrent ITC award(s) and eligibility for future funding consideration.

## 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](#). This now includes FAM trips and Site Visits as they will be subject to travel policy. See Section 6. For more details on allowable expenses related to FAM trips and Site Visits.

Reimbursement for air travel may be requested prior to a trip *without* using the travel form but should then be included on the form when submitted as “Paid” with a reference to the RFF#. The receipt and a copy of an itinerary or event agenda is appropriate documentation. If reimbursed ahead of time, a travel reimbursement form will be needed for any additional costs.

For more guidance on travel reimbursements, please visit the [ITC Grants Webpage](#).

### 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](#) (.625 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 \$55/day. Out-of-state per diem is \$59/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%

- When claiming meal per diem for a partial day, ADD up the meal amounts allowed.
- An agenda or program from the event that indicates meals provided with registration *must be included* with the request for reimbursement. If the traveler didn’t participate in a meal paid for by the event registration, the missed meal cannot be claimed for reimbursement.
- Continental breakfasts need not be considered the morning meal.
- Evening receptions need not be considered the evening meal.
- Alcohol is not an eligible expense.
- Air travel and distance driven will be factored in to per diem.
- Reimbursement will be limited to the maximum per diem rate.



**Hotel:** The [GSA per diem allowance](#) also lists a maximum lodging rate, a useful guide for travelers when shopping for hotel rooms. While the federal lodging rate may not always be available, travelers should keep hotel costs as close to that rate as possible.

- The hotel receipts **must show the name of the traveler and the charges for each night stayed**. If the rate changes during the course of the stay, please provide an explanation for the change. If the hotel invoice indicates more than one person in the room, the additional expense deducted from the total or clarification that the rate is not affected by double occupancy is required.
- When business center charges, internet charges, or phone charges appear on the invoice, indicate whether they were for business purposes or not. One daily fifteen-minute personal call can be reimbursed.
- To expedite processing, take care to deduct personal expenses and overnights if applicable. Room safe fees are considered a personal expense.

### 1.12.2 Out-of-Country Travel

If traveling out of the country, all costs must be converted to US dollars. Proof of the conversion rate is best shown with a bank statement, but a conversion website may also be used. Per diem allowances for out of country travel are set by the [US Department of State](#).

### 1.12.3 Personal Travel

Travelers may have personal or other business time included in their trip. In those cases, costs will be prorated for grant-related time (rental cars, parking) or reduced (per diem, lodging). If flying, the traveler must provide an example of ticket cost as if no personal travel had been included. The lowest price will be reimbursed.

## 1.13 Appeals

Grantees may appeal any decision made by the ITC Grant Administrator or the regional ITC representative. Such appeals shall be in writing and coordinated through the ITC Grant Administrator. If further discussion with the ITC is required, the ITC Grant Administrator will coordinate the discussion either via email or by placing the issue on the agenda of the next regularly scheduled ITC meeting.

## 2.0 ADVERTISING

---

The desired result of ITC Grant-funded advertising is to draw overnight visitors. Publications and media outlets should have a “call-to-action” for an audience that is at least a two-hour drive time from the grantee’s immediate area. In addition to evaluating the advertising reach, also consider the time frame of any events being advertised and whether attendees or visitors will want or need an overnight stay.

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 or written statement “paid for in part by a grant from Idaho Tourism”, or by tagging #visitIdaho in the content. The ITC Logo files (includes minimum size and multiple colors) are available at the [ITC Grant Webpage](#) provided along with the detailed logo usage requirements.

### 2.1 Ad Preapproval

Preapproval for advertising projects carrying the ITC logo/ITC audio credit statement is **strongly recommended**. Preapproval ensures that advertising conforms to all ITC Grant rules and that advertising costs are eligible for reimbursement. Ads that are not pre-approved, risk not meeting the guidelines and therefore not allowed for reimbursement. Ads that do not have the logo, and haven’t asked for prior approval, will not be considered for reimbursement and may only be considered for match.

- Approval requests are submitted through the online [Ad Approval Form](#) in the [Commerce Grants Portal](#).
- Approval requests must be entered by the Grantee.
- Direct approval requests from designers or agencies are not permitted.

When a project is submitted for preapproval, the ITC Grant Program Manager will:

- Verify grant logo or audio credit statement is used correctly.
- Verify use of grantee, or designated non-profit partners, that a call-to-action is implemented using their logo and website or contact information.
- Provide an email approval, or request for alteration.

## 2.2 Print Advertising: Magazine and Newspaper

The size of the ITC logo can be adjusted to suit the material, however the logo image, including proportions and color, must not be changed or skewed in any way. The entire logo must be legible. Refer to [ITC Grant Webpage](#) for additional information on color, size and format.

For reimbursement of...	Required supporting documentation:
Cost of ad design	Invoice from vendor.
Ad placement costs	<ul style="list-style-type: none"> <li>• Insertion order or invoice from publisher with publication date(s).</li> <li>• Co-op partners' contribution, if applicable, must be documented on all requests.</li> <li>• Copy of Ad Approval email OR tear sheet.</li> </ul>

## 2.2 Other Advertising: Signs, Billboards, Advertising Specialties, Etc.

Signs, billboards, banners, advertising specialties, DVDs intended for media use, etc., must include the ITC Grant logo in a size which allows visitidaho.org to be easily read.

For reimbursement of...	Submit this documentation:
Design, Production, and Installation	<ul style="list-style-type: none"> <li>• Invoice from vendor or service provider.</li> <li>• Copy of Ad, Ad Approval or Billboard.</li> </ul>

## 2.3 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

For reimbursement of...	Submit this documentation:
Production costs	<ul style="list-style-type: none"> <li>• Invoice from vendor detailing production costs. Supporting documents to be kept on file by grantee.</li> <li>• Cooperating partners' cash contribution to the project (if applicable).</li> </ul>

Airing the production	<ul style="list-style-type: none"> <li>• Copy of the invoice with a summary of the dates and times the ad ran. The master run log is to remain on file with grantee.</li> <li>• Copy of Ad Approval.</li> </ul>
-----------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

#### 2.4 Audio Advertising: Radio, Podcast, Etc.

The audio credit statement “*Visit Idaho*” must be placed at or near the end of the advertisement. It may be incorporated into another phrase, e.g., “We look forward to seeing you at the Snake River Stampede when you ‘*Visit Idaho*.’” If event sponsors or other information is listed at the end of an advertisement, the phrase “*Visit Idaho*” should be at the end of the script to emphasize the message.

For reimbursement of...	Submit this documentation:
Production costs	<ul style="list-style-type: none"> <li>• Invoice from vendor detailing production costs. Supporting documents to be kept on file by grantee.</li> <li>• If other businesses are mentioned, a list of advertising partners and the amount each contributed.</li> </ul>
Airing or posting the production	<ul style="list-style-type: none"> <li>• Electronic copy of script affidavit or copy book identifying the station, notarized script, and number of spots from the broadcaster.</li> </ul>

#### 2.5 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.

For reimbursement of...	Submit this documentation:
Ad design cost	<ul style="list-style-type: none"> <li>• Invoice from vendor and supporting documents to be kept on file by grantee.</li> </ul>
On-line ads linked to a page displaying the ITC logo	<ul style="list-style-type: none"> <li>• Invoice from vendor.</li> <li>• Copy of Ad Approval email.</li> </ul>

#### 2.6 Co-operative Advertising

Sharing advertising costs with another non-profit or a private partner will leverage 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.

##### 2.6.1 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.

##### 2.6.2 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.
- Please see the [ITC Grant Webpage](#) for more information.

### 2.6.3 State Sponsored Co-op Advertising

The Department offers grantees the opportunity to partner with them to leverage advertising dollars. State-sponsored projects convey Idaho's tourism message on part of the piece with the co-op partners' messages featured on the remainder. ITC Grant funds may be used to participate in these advertising projects.

The **ITC logo is not required** when participating in state-sponsored co-op projects as the state's travel promotion message and logo are already prominently featured.

## 2.7 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 grantee's 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.

## 2.8 Recreate Responsibly

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](http://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.

## 3.0 COLLATERAL MATERIALS

---

Collateral materials include informational brochures, visitor guides, rack cards, posters, flyers, and pamphlets that will be printed in volume. One visitor guide/directory project is eligible per grant cycle. Any reprints or new publications need to be submitted in full before reimbursements can be made to ensure the focus is tourism related.

### 3.1 Advertising Sales

Advertising sales in ITC Grant-funded collateral materials is allowed, however advertising revenue must be deducted from total expenses before ITC Grant funds are requested for any remaining balance.

If advertising sales or partner contributions exceed the cost of producing the collateral project, the amount up to the total of the documented expenses can be used as cash match.

### 3.2 Design Requirements

When designing a collateral piece, the word “Idaho” should appear prominently on the front. Rack cards/brochures should have “Idaho” visible on the top portion for easy identification in a display rack. The ITC Grant logo does not suffice for the requirement to have the word “Idaho” on the publication’s cover.

The ITC Grant logo must be placed on the front, back, or inside front cover of all ITC Grant-funded printed media. The logo size should be proportionate to the size of the material. For publications such as visitor’s guides and magazines where the front, back, or inside front cover are not available due to design requirements, publication quality detraction, or potential advertising sales, the logo may be displayed on the contents page if the contents page immediately follows the inside front cover.

A print identification number must be on each piece near the logo, in a font no smaller than 9pt. The print ID is made up of the ITC Grant number and the quantity printed (“M” denotes 1,000). The print ID must be updated with each reprint, *even if the document has not changed*.



19-VII-01 15M

The Grantee or designated non-profit partner’s logo and call to action *must be obvious* through the use of their logo, website, and contact information.

For reimbursement of...	Submit this documentation:
Production costs	<ul style="list-style-type: none"> <li>• A detailed list of any partners/advertisers and their monetary contribution (invoices to advertisers to be kept on file).</li> <li>• Invoice from vendor.</li> <li>• Electronic copy of the printed material OR ad approval.</li> </ul>

### 4.0 DIRECT MAIL AND EMAIL MARKETING CAMPAIGNS

For the purpose of this ITC Grant Program, Direct Mail is defined as “promotional items developed to attract a targeted audience to a destination, attraction, or event; or to gather information from a potential client group such as meeting planners, tour planners, and travel writers.” Distribution of the promotional item can be accomplished by bulk mail or electronic delivery. Fulfillment is now an approved marketing cost and should be included with your budget.

The ITC logo is required on both mediums, however the ITC logo on electronic mail must also link to [www.visitidaho.org](http://www.visitidaho.org).

For reimbursement of...	Submit this documentation:
Production costs	<ul style="list-style-type: none"> <li>• Invoice from vendor (if applicable)</li> <li>• Electronic copy (printed material) OR ad approval</li> </ul>
Mailing list	<ul style="list-style-type: none"> <li>• Invoice from vendor</li> </ul>
	<ul style="list-style-type: none"> <li>• Bulk mailing invoice or receipt from carrier showing postage amount and number of pieces mailed</li> <li>• Keep individual receipts on file Mailing costs</li> </ul>

## 5.0 WEBSITES

Websites must be primarily travel and tourism focused. Websites funded wholly or in part with ITC Grant funds must display the ITC Grant Logo, refer to [www.visitidaho.org](http://www.visitidaho.org) on the homepage as an example All area lodging properties and private campgrounds must be given equal opportunity to be listed on any ITC Grant-funded website. Membership in the grantee organization cannot be a requirement for being included and a fee may not be charged for appearing on a list of accommodations.

### 5.1 New/Redesigned Websites

Only one (1) website per grantee is eligible for ITC funding. Development of a CDPR and [CCPA](#) compliant micro-site that is tied to the organization's original website is also eligible for funding if there is a concise marketing plan and budget in place to drive traffic to the flagship site.

For reimbursement of...	Submit this documentation:
Website Design and Programming	<ul style="list-style-type: none"><li>• Invoice from designer/programmer.</li><li>• Website address and screen shot verifying ITC logo.</li><li>• Supporting invoices for digital maps, photos, etc. to be kept on file by grantee.</li></ul>

### 5.2 Other Allowable Website Expenses

Web hosting and annual purchase of a domain name, or names, are allowable expenses, as are technical upgrades and maintenance. A maximum of 1 year may be requested for each annual ITC Grant.

Event listing or lodging property updates can be reimbursed if someone is contracted to do the work. Costs incurred to update Chamber calendars or other web pages dealing strictly with the organization's membership are not reimbursable. If the grantee has the capabilities to make updates and maintain a website internally, a onetime purchase of appropriate website authoring software may be reimbursable.

## 6.0 FAM TOURS AND SITE VISITS

**Fam (Familiarization) Tour** -- hosted tours extended to travel writers and travel industry personnel, tour operators, bloggers, and others with industry influence as a way of informing the customer and influencing segments of the industry.

**Site Visit:** a hosted tour of an area's attractions, events, lodging, and meeting facilities for meeting and event planners who can bring meetings, conventions, or events to an area.

### Eligible Expenses

Participation expenses of one (1) local host to every five (5) participants can be reimbursed Per the State Travel Policy. Costs associated with additional hosts can be used as match. A signed travel reimbursement form is expected to be signed by all participants.

Other costs that can be reimbursed include reasonable costs for:

- Invitations, information folders, agendas, etc.
- Travel to Idaho
- Vehicle rental (van, bus, etc.)
- Mileage
- Lodging
- Per Diem for food
- Attraction admission

- Recreation fees
- Docent or guide
- Hospitality room

**Non-allowable costs** include, but are not limited to:

- Alcoholic beverages
- Additional personal insurance for flights
- Rental vehicle Optional Personal Accident Insurance/Personal Effects Coverage/Lost Damage Waiver (PA//PEC/LDW) and associated taxes, pre-bought gasoline.
- Meal costs are capped at per diem per person per day (see chart below). Any costs above the capped amount may be used as cash match
- Promotional items and gifts for participants (may be used for cash match)

For reimbursement of...	Submit this documentation:
Air travel	Itinerary and ticket receipt with cost of travel.
Baggage	Receipts.
Ground Transportation	Receipts or Invoices from rental company.
Lodging	Hotel receipt— <b>daily charges must be itemized and include the name of visitor.</b>
Meals Breakfast 25% of \$55 = \$13.75 Lunch 35% of \$55 = \$19.25 Dinner 55% of \$55 = \$30.25 \$55/day max	Use travel reimbursement form for costs and have participants sign. They will receive per diem based on the current per diem rates. (See <a href="#">travel policy</a> overview).
Mileage	Mileage traveled also reimbursable through travel reimbursement form at the current rate.
Miscellaneous expenses including attraction admission, recreation fees, promotional gifts as match, docent/guide, snacks, hospitality room, etc.	Receipts indicating purchase and purpose

## 7.0 SPONSORSHIPS AND PARTNERSHIPS

Hosting major events has the potential to generate national exposure for a destination and the state. The grantee's logo AND the [ITC Grant logo](#) should be used when possible.

### 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.

**Sponsorships in excess of \$10,000 or 10% of the award, whichever is lesser, that are not included on the original budget request and approved by ITC Council will need a full Council meeting for approval after awards are made.**

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) = <b>\$20,000 in invoices</b>	

Total return on investment, above the allowed match amount, is requested to fully document the leveraged funding of the event.

For reimbursement of...	Submit this documentation:
Financial sponsorship of a major event	Agreement between grantee and event promoter indicating that grantee and <a href="#">ITC Grant logos</a> will appear in print, television, radio, and web advertising for the event.

### 7.2 Sponsorship of a Convention, Trade Show, Meeting, or Sports Event

In order to provide a competitive edge in bidding and booking a piece of business, it is common to offer sponsorship of a meal, break, or other enticement to secure an event. Meal costs to the maximum per diem are reimbursable. Costs over per diem may be used as match.

For reimbursement of...	Submit this documentation:
Financial sponsorship of an event	<ul style="list-style-type: none"> <li>• Agreement between grantee and sponsored entity.</li> <li>• Itemized invoice(s) from vendor(s).</li> </ul>

### 7.3 Community Partnerships

Regional and local tourism entities are encouraged to incorporate tourism-generating projects proposed by individual community organizations (museums, event organizers, arts commissions, etc.) in their promotional efforts.

For reimbursement of...	Submit this documentation:
Grantee's share of partnership	<ul style="list-style-type: none"> <li>• Signed agreement outlining partnership.</li> </ul>

Unallowable Reimbursement Cost	Match Allowable
Promotional Material	Yes
Alcohol	No
Travel costs in excess of per-diem	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	Yes
Any cost not in your scope of work and/or budget	Yes, if tourism related.

## 8.0 TRADE AND TRAVEL SHOWS

Some expenses for attending industry trade shows, consumer travel shows, convention bid presentations, sales blitzes, and international trade missions are allowed. Fees for association membership to access or obtain discounts for such shows are not allowable but can be used as cash match with proof of payment.

### 8.1 Industry Trade Shows and Consumer Travel Shows

Industry trade shows allow the exhibitor to “sell” their area to tour operators, travel writers, travel agents, meeting planners, and others who have the potential of bringing large groups of visitors to the state.

Consumer travel shows put the exhibitor face-to-face with consumers looking for a vacation destination or meeting venue.

Expenses eligible for reimbursement include reasonable costs for:

- Registration
- Booth space and furnishings, power, wireless service, etc.
- Rental of business card scanning equipment
- Travel, lodging, and per diem expenses for attendees
- Cost of shipping or checking literature as baggage
- Cost of shipping or checking a trade show booth as baggage

### 8.2 Partnering with a For-Profit Partner

The Idaho Travel Council supports partnering with a for-profit partner whose financial interests compliment the goals of the grantee. The following scenarios are most common:

- The partner attends the show and displays the grantee’s marketing materials; the grantee pays part of the costs for the partner.
- ITC Grant funds are used for the booth fees and/or registration and the partner pay the travel costs which can be considered cash match.
- The partner pays for the exhibit space and the grantee’s representatives staff the booth.
- If partnership costs are submitted for match, receipts are required for all costs including meals and mileage. Match will only be allowed with receipts for gasoline purchases unless costs are designated for the partner in the partnership agreement that do not include per diem and mileage.

#### 8.2.1 Non-Exclusivity

All lodging properties must be given equal opportunity to partner with the grantee when attending trade or travel shows. A grantee may not deny a lodging property the opportunity to share expenses based on non-membership in the grantee’s organization.

#### 8.2.2 Reimbursing For-Profit Partners’ Expenses

For reimbursement of any portion of a for-profit partner’s trade/travel show expenses, the partner *must* have the grantee’s logo or name displayed and visitor guide or other promotional material(s) available.

The arrangement between the partners must be indicated in the grantee’s scope of work and should be backed up upon request with the grantee’s marketing plan or committee minutes.

Leads generated from the show are not proprietary and must be available to both the grantee and Idaho Tourism.

### 8.3 Early Registration

Trade show registration purchased within the ITC Grant cycle for events that occur outside of the ITC Grant cycle are allowable for reimbursement if the event occurs within the ITC Grant term, or in the first three months after of the end of the ITC Grant term. Reimbursement is limited to the cost of trade show registration, booth space, or insurance. Travel costs outside ITC Grant term not eligible for reimbursement.

### 8.4 Bid Presentation and Sales Blitz Expenses

Reimbursement can be requested for travel expenses, stationary supplies for bid documents, and printing costs of bid or blitz packets. Materials must include the [ITC Grant logo](#).

If the presenter is attending a convention or organization meeting, the same travel guidelines as for trade and travel shows should be followed when requesting reimbursement for travel costs. A program or agenda from the event must be submitted with the RFF and indicate whether the traveler participated as an attendee or made an appearance as a guest presenter.

For reimbursement of...	Submit this documentation:
Registration	Copy of the completed registration form showing show dates and booth costs; copy of agenda
Shipping brochures and other literature	Shipping service invoice (if applicable)
Shipping the booth	<ul style="list-style-type: none"><li>• Shipping service invoice (if applicable)</li><li>• Excess baggage receipt with a note indicating the baggage was the trade show booth</li></ul>
Furnishings, electricity, wireless service, business card scanners, and other booth-related expenses	Invoices from vendors WITH THE NAME AND DATES OF THE SHOW INDICATED or written in by grantee
Handling charges by the hotel or show	Receipts

## 9.0 CAPITAL OUTLAY

For the purposes of the ITC Grant, Capital Outlay is defined as trade show booths with a cost over \$1500 and electronic equipment that is essential to administering the ITC Grant or marketing the area (laptop, tablet, screens, scanner, and printer of any cost). There is no limit to the number of capital items per region, though items must be approved by the regional Council representative and electronic equipment will only be reimbursed up to \$1500. Any changes in Capital Outlay that is not in the approved budget must submit a [scope of work change](#) for ITC approval.

The title to equipment acquired will vest upon acquisition with the grantee. Adequate maintenance procedures must be developed to keep the property in good condition.

### 9.1 Use of Capital Equipment

Equipment may be used by grantee in the region for the program or project for which it was acquired as long as needed, whether or not the project or program continues to be supported by the ITC. When no longer needed for the original program or project, the equipment may be used in other activities currently or previously supported by the ITC.

The grantee must make equipment available for use by other grantees within the region on other projects or programs currently or previously supported by the ITC, providing such use will not interfere with the work on

the projects or program for which it was originally acquired. First preference for other use shall be given to other programs or projects supported by the ITC.

The grantee may not use equipment acquired with ITC Grant funds to provide services for a fee.

## 9.2 Capital Outlay Record Requirements

Capital outlay purchased with ITC Grant funds must be accounted for on a Capital Outlay Inventory Form available on the [forms page](#) of the ITC Grant Webpage. When the property is initially purchased, the grantee will provide all the required information on the property record and send the original to the ITC Grant Program Manager. Keep a copy for your files.

The property must be tracked through its useful life. Procedures for managing equipment (including replacement equipment), whether acquired in whole or in part with ITC Grant funds, until disposition takes place will, as a minimum, meet the following requirements:

1. Property records maintained must include a description of the property; a serial number or other identification number; the acquisition date and cost of the property; the location, use and condition of the property; and any ultimate disposition information including the date of disposal and sale price of the property.
2. The grantee will conduct an annual physical inventory of the property and the results will be reported to the Council for reconciliation with the property records. This report will accompany the final narrative progress report and must be received before final ITC reimbursement to the grantee.
3. A control system must be developed to ensure adequate safeguards to prevent loss, damage, or theft of the property.
4. Equipment which has exceeded its useful life may be retained, sold, or otherwise disposed of by the grantee. Equipment which has not exceeded its useful life may be sold or otherwise disposed of with written authorization from the Council. The grantee is required to use the proceeds to purchase like equipment or to enhance the current ITC Grant program.

## 10.0 OTHER ALLOWABLE COSTS

Allowable Costs are defined as items of cost, that in general, can be funded with ITC Grant dollars as long as the cost is within the framework of the grant purpose and responsible stewardship of grant funds.

### 10.1 Training and Professional Development

Registration and travel costs to attend the Idaho Conference on Recreation and Tourism (ICORT) and the annual Grant Summit are reimbursable.

Registration costs for Educational Seminar for Tourism Organizations (ESTO), Destination Marketing Association International (DMAI), and DMA West are allowable expenses. Travel expenses to attend these trainings are not reimbursable however they may be used as match.

Other expenses for training that familiarizes front-line staff with the area's attractions and gives them information to help promote the area are reimbursable.

### 10.2 Public Relations

Public Relations (PR) is a broad category which covers any number of promotional activities. It is common to hire a public relations firm or individual to carry out a professional PR program. Activities commonly assigned to PR are:

- Design and distribute press kits
- Media relations
- Copywriting

- Design and organize media fam and site visit itineraries
- Write newsletters, e-newsletters and blogs
- Pitch story ideas
- Manage social media (sites must link to appropriate Idaho Tourism social media sites)

A detailed invoice listing the work done during the billing period or relating to a single project is required for reimbursement of PR activities.

### 10.3 Market Research

Typical market research programs include leads programs, conversion studies, asset inventory, feasibility studies, and tourism economic impact studies. Clearly define research goals and its relation to tourism in your area. **Market Research scope of work changes, regardless of the amount, will require full ITC Council approval.**

For reimbursement of ongoing expenses, submit the following:

- Purpose of research.
- Invoice detailing work accomplished.
- Copy of the research report is mandatory; however, leads do not have to be shared with Idaho Tourism.
- ITC credit shown on report.

### 10.4 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 (FTC) requires marketers and endorsers to disclose 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.”*

## RESOURCES

---

- [Best Practices for ITC Applications](#)
- [Grant Application, Application Templates, and Application Examples](#)
- [ITC Frequently Asked Questions](#)
- [RFF Checklist](#)
- [Handbook, Forms, and Logos](#)
- [Training Materials and Presentations](#)
- [Co-Op Advertising Opportunities](#)