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**IDAPA 48
TITLE 01
CHAPTER 03**

**48.01.03 - RULES OF THE IDAHO REGIONAL TRAVEL AND
CONVENTION GRANT PROGRAM**

000. LEGAL AUTHORITY.

The First Regular Session of the 46th Idaho Legislature enacted Chapter 216, Laws of 1981, the Idaho Travel and Convention Industry Bill, which imposed a two percent (2%) tax on the sale of hotel/motel and private campground accommodations and created the Idaho Travel and Convention Industry Committee, herein referred to as the Idaho Travel Council (ITC). The revenues generated by this new tax are to be invested one-half (1/2) by the state and one-half (1/2) by the local regions within Idaho in well-planned promotional programs. The Idaho Travel Council, through the Idaho Department of Commerce (IDC), has been given the responsibility of administering this program which includes the local regional grant program. (2-22-93)

001. TITLE AND SCOPE.

The primary objective of the Idaho Regional Travel and Convention Grant Program is the creation and implementation of plans designed to stimulate and expand the travel and convention industry within the State's seven (7) planning regions. (2-22-93)

002. -- 099. (RESERVED).

100. ELIGIBLE APPLICANTS.

01. Intent. The intent of the ITC's Regional Grant Program is to distribute grant funds to pre-established, permanent non-profit, incorporated organizations with viable programs. Proof of non-profit status is required with the submission of the application. The Department of Commerce and the Idaho Travel Council will review grants closely to determine the applicant's organizational status and viability. Applicants will be evaluated to determine their ownership or affiliation with a profit making organization in providing travel information. An affiliation with a profit making organization could imply a conflict of interest. Such conflict will render the application ineligible. (2-22-93)

02. Focus. The ITC's major focus in any determination of eligibility is whether or not the non-profit organization has "as its primary purpose" the promotion of travel and conventions within the region. (2-22-93)

101. ELIGIBLE PROJECTS.

01. Eligible Projects. Eligible projects under the Regional Travel and Convention Grant Program shall be consistent with the legislative declaration of policy in Title 67, Chapter 47, Idaho Code. Programs that are eligible for consideration must fall under the basic definition of travel and convention promotion. (2-22-93)

02. Application Submittal. Applicants must submit a complete application one (1) original and fourteen (14) copies postmarked no later than forty-five (45) days prior to the grant awards. If the application is not complete, the plan will not be considered for funding. (2-22-93)

102. -- 149. (RESERVED).

150. REGIONAL/LOCAL/SPECIAL INTEREST PROMOTION.

The applicant must establish that the plan will attract more visitors to the region and keep them in the region longer. All plans must identify Idaho and market various attractions and events throughout the region. Regional applications must be a true region-wide promotion, i.e. it must promote the planning region as defined in the legislation. The following items are eligible projects: (2-22-93)

01. Advertising. Ranked Primary. Priority will be given to advertising that is image and/or targets specific attractions or events within the region and ties to the State advertising plan. Markets, concepts, attractions and events will be defined in the application. If developed as a co-op, pre-approval is required by the Department of Commerce. Applicant must state in the application: (2-22-93)

- a. Objective and placement of advertising. (2-22-93)
- b. Geographic target audience. (2-22-93)
- c. Demographic target audience. (2-22-93)
- d. Fulfillment plans. (2-22-93)
- 02. Hospitality. Ranked Primary. Hospitality training will be an allowable item under the grant program. A detailed plan for the training must be included in the application. (2-22-93)
- 03. Convention Promotion. Ranked Primary. Trade shows (to be approved prior to the application process) and convention advertising. Concept and placement must be submitted with application. (2-22-93)
- 04. Site Visits/Familiarization Tours (FAMS). Ranked Primary. Tour Operators, Travel Writers, Convention Planners, Winters Sports Clubs and Airline Sales People are groups that can be invited for site visits and FAM'S. Grant funds can be used for in-state transportation, fuel expenses, rental vans, motorcoaches, invitations, baggage tags, information folders and miscellaneous snacks, such as coffee, soda pop, and candy bars. Airfare for FAM participants, up to fifty percent (50%) of the total cost, will be eligible with prior ITC staff approval. Grant funds cannot be used to pay for alcoholic beverages, rooms, and attractions. Familiarization tours will be allowed twenty dollars (\$20) per day, per participant for meals. Partial reimbursement, per state guidelines, will be made if participant is not being hosted on the FAM tour a complete day. FAMS must be coordinated and approved in writing by the Department of Commerce. (2-22-93)
- 05. Fulfillment. Ranked Primary. Includes expenses directly related to implementing ITC funded plan. Eligible costs are for shipping, stuffing, sorting, envelopes, postage, long distance phone calls and watts line. (Only one 1-800 line per Region, and it must be centrally located and made available for use within the Region for travel and convention promotion). A distribution plan must be outlined in the application and expenses must be properly documented before reimbursement will be made. (2-22-93)
- 06. Travel and Trade Shows. Ranked Primary. Specific shows and the number of attendees per show shall be approved prior to the application process. The applicant must identify in the application whether or not a portable display booth is available and what literature will be distributed at the show. (2-22-93)
- 07. Slide Shows/Videos. Ranked Tertiary. Applicant must state in the application the purpose of the slide show/video, how it will be used to promote the area, and how the slide show/video ties in with the applicant's overall marketing. (2-22-93)
- 08. Marketing Research. Ranked Primary. To allow marketing research in conjunction with the statewide marketing and research efforts. (2-22-93)
- 09. Capital Outlay. Ranked Secondary. Equipment with a useful life of more than one (1) year, costing one hundred fifty dollars (\$150) or more per unit. No more than one (1) piece of any like equipment per region. (2-22-93)
 - a. Subject to the obligations and conditions set forth in this section, title to equipment acquired under a grant will vest upon acquisition with the grantee. (2-22-93)
 - b. Useful Life. The useful life of all equipment acquired through the travel grant program is five (5) years. (2-22-93)
 - c. Use. (2-22-93)
 - i. Equipment shall be used by the grantee in 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. (2-22-93)

- ii. The grantee shall also make equipment available for use 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. (2-22-93)
- iii. The grantee may not use equipment acquired with grant funds to provide services for a fee. (2-22-93)
- iv. When acquiring replacement equipment, the grantee may use the equipment to be replaced as a trade-in or sell the property and use the proceeds to offset the cost of the replacement property; or, the proceeds will be reinvested into the grantee's current grant program, subject to the approval of the ITC. Sale proceeds are not cash match. (2-22-93)
- d. Management Requirements. Capital outlay purchased with grant funds must be accounted for on the property record supplied by the ITC. When the property is initially purchased, the grantee will provide all the required information on the property record. Send the original to the Department of Commerce and keep a copy for your files. The property is tracked through its useful life. Procedures for managing equipment (including replacement equipment), whether acquired in whole or in part with grant funds, until disposition takes place will, as a minimum, meet the following requirements: (2-22-93)
- i. 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. (2-22-93)
- ii. The grantee will conduct an annual physical inventory of the property and the results will be reported to the ITC 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, is made. The ITC will conduct a physical inventory of the property at least once every two (2) years. (2-22-93)
- iii. A control system must be developed to ensure adequate safeguards to prevent loss, damage or theft of the property. (2-22-93)
- iv. Adequate maintenance procedures must be developed to keep the property in good condition. (2-22-93)
- e. Disposition. Disposition of equipment purchased with ITC funds will be made as follows: (2-22-93)
- i. Items of equipment which have exceeded their useful life may be retained, sold or otherwise disposed of. It is recommended the sale proceeds be used to acquire like equipment or enhance the grantee's current grant program. Sale proceeds are not cash match. (2-22-93)
- ii. Items of equipment which have not exceeded their useful life may be sold with written authorization from the ITC. The grantee will be required to use the proceeds to purchase like equipment or to enhance the current grant program. (2-22-93)
- f. Procurement. When procuring equipment under the travel grant program, the grantee will follow the same policies and procedures for purchases over five hundred dollars (\$500) as outlined in the Bid Process section of the administrative rules. (2-22-93)
- g. Purchasable Equipment. A list of purchasable equipment under the travel grant program is listed below: (2-22-93)
- i. Travel Show Booth (per ITC requirements). (2-22-93)
- ii. Video Equipment: Player/Recorder, Television, Monitor, Camera (2-22-93)

- iii. Movie Projector. (2-22-93)
- iv. Slide Projector. (2-22-93)
- v. Equipment not listed above may be fundable at the discretion of the ITC. (2-22-93)
- h. Rental Costs. Grantees are encouraged to complete projects in the most cost effective manner. If the purchase of equipment is not feasible due to a low use factor, the grantee will be allowed to enter into rental agreements to meet their equipment needs. Rental costs exceeding five hundred dollars (\$500) will not be exempt from the travel grant program's bid process. (2-22-93)
- i. Application. When applying for grant funds to acquire equipment, the applicant must stipulate need for equipment, its location, intended use, and contact person. (2-22-93)
- 10. Brochure. Ranked Primary. Includes expenses for brochure photography, design, and printing. Applicant shall state the purpose of the brochure, indicate if it is a reprint or new design, provide an estimated amount to be printed, and give a brief description of its layout and design. Additionally, applicant shall indicate its target audience, distribution plan, and include samples of the brochure, if available. For printing requirements, see Subsection 204.08. (2-22-93)
- 11. Other. Any other items not included above may be eligible as pre-approved by the Department of Commerce. (2-22-93)

151. -- 199. (RESERVED).

200. MULTI-REGIONAL PROMOTION.

Grants that combine the resources of two (2) or more non-profit local/special interest organizations in different regions, in an effort to promote both regions, are encouraged and supported by the ITC. These grants are called multi-regional and require a fifty percent (50%) match. They must meet the following guidelines: (2-22-93)

- 01. Non-Profit Submittal. A non-profit organization in each of the affected regions must submit a grant application to the ITC/IDC. Such application must specify that the request is a multi-regional request and show a regional liaison. To improve chances for a grant award, the applicant should show support from their respective region. Additionally, each grant application must include: (2-22-93)
 - a. Proof of non-profit status form. (2-22-93)
 - b. Certificate of incorporation from the Secretary of State or a letter of determination from the Internal Revenue Service. (2-22-93)
- 02. Memorandum of Agreement. A written memo of agreement must be included with each multi-regional grant application designating each regional key player and describing their role. (2-22-93)
- 03. Subcontract. Upon receipt of the grant award, the affected organizations must either subcontract with one (1) of the other organizations or subcontract with an independent contractor to perform the work outlined in the application. (2-22-93)

201. SMALL LOCAL EVENTS.

It is the intent of the Council not to fund the promotion of small local events. However, the Council will consider the unique benefits of events that have the potential of having a measurable impact on consumer travel and spending patterns. Such requests for funding will be judged on their specific merits. (2-22-93)

202. REPETITIVE FUNDING OF PROJECTS.

The Council does not wish to preclude itself from funding repetitive projects. However, no applicant should ever conclude that a plan will be funded because it has been funded in the past. When a previously funded plan is resubmitted, the applicant should show what benefits accrued from the first plan, i.e., the number of brochures remaining or number of responses from advertising or other applicable marketing programs. (2-22-93)

203. INELIGIBLE PROJECTS.

The following grant activities will not be considered for funding: (2-22-93)

01. Administration Expense. Rent, phone, supplies, postage, photocopying, travel or other overhead associated with the ongoing normal administrative functions of any organization are not eligible. Expenses directly related to implementing ITC funded plans, i.e., staff time, rent, and travel, will not be reimbursable to the grantee, but may be used as match. A ceiling is placed on administrative expenses of up to ten percent (10%) of the ITC funds awarded. (2-22-93)

02. Brochures. Printing of brochures and materials that does not deal strictly with travel or convention promotion is not eligible. (2-22-93)

03. Alternative Funding Sources. Printing of materials that may have alternative funding sources (i.e., regular chamber of commerce budgets) or that have been funded previously with the agency's own funds. (2-22-93)

04. Salary or Personnel. Salary or personnel expenses or expenses relative to personnel costs involving grant writing or administration are not eligible. (2-22-93)

05. Funding for Partial Projects. The ITC will not fund partial projects phased in over one (1) or more grant cycles. Projects must be completed during the contract period. This excludes fulfillment. (2-22-93)

06. Capital Outlay. Office equipment, signs, (other than the approved rest area signing) display cases, expenditures for buildings, additions or improvements to buildings will not be considered for funding. (2-22-93)

204. PLAN REQUIREMENTS.

Applicants must follow these requirements: (2-22-93)

01. Goals/Objectives. The needs of the plan must be consistent with the ITC Strategic Objectives. (2-22-93)

02. Adequate Management. The applicant must show his ability to properly operate and maintain the management and accounting system for the plan. (2-22-93)

03. Previous Grant -vs- New Application. The ITC encourages successful applicants to complete all grants in a timely fashion. When considering applicants for funding, the ITC will scrutinize the applicant's historic grant record in terms of timeliness and effectiveness of implementation. (2-22-93)

04. Application Completeness. The applicant must submit applications to the Department of Commerce on the appropriate forms which will be provided by the Department. The application must include a complete plan, grant summary sheet signed by the grantee, a detailed scope of work and a budget which includes sufficient funds for sales tax and an audit. (2-22-93)

05. Application Amendments/Withdraws. Amendments to either the scope of work or the budget on grant applications will be allowed only if written changes are submitted (one (1) original and fourteen (14) copies) to the Department of Commerce ten (10) working days prior to the grant awards. Any other changes must occur on the floor during awards by the Council and can only be amended by a member of the Council. Applicants wishing to withdraw applications must provide written notice to the Department of Commerce ten (10) working days prior to grant awards. (2-22-93)

06. Plan Duration. Applicants are encouraged to limit the duration of their plan to fourteen (14) months or less. (2-22-93)

07. Local/Regional Support. Applicants may show local/regional support of the plan by submitting up to three (3) letters of support. One (1) letter summarizing local match must be submitted with the application. (2-22-93)

08. Credit Statement and Printing Identification. All plans funded by the Idaho Regional Travel and

Convention Grant Program shall credit said program. (2-22-93)

a. The following will be placed on all ITC funded brochures, in addition to a printing identification number assigned by the Department of Commerce: (2-22-93)

i. Credit Statement: "This publication made possible by an Idaho Travel Council Grant" or "Paid, Idaho Travel Council". (2-22-93)

ii. Printing Identification: "Printed in the USA for ITC/IDC (printing number)". (2-22-93)

iii. State 800 Telemarketing Number: "For additional information on Idaho, call 1-800-VISIT-ID". (2-22-93)

iv. The word "IDAHO" shall appear prominently on the front of the brochure. (2-22-93)

b. Other printed materials, slide shows/videos, films, billboards, displays, and advertising shall include the credit statement: "Paid, Idaho Travel Council", and the word "IDAHO" shall appear prominently on the product. (2-22-93)

c. Travel shows and Fams funded by the Idaho Regional Travel and Convention Grant Program shall credit that program by displaying a placard stating that the activity is being funded by an Idaho Travel Council Grant. (2-22-93)

d. Failure to comply with crediting the ITC for project funding could jeopardize payment for that project and future plan funding. (2-22-93)

09. Consultants. Indirect personnel costs are inherently eligible when applying for a specific project to be subcontracted to a consultant. The following regulations apply to hiring a consultant: (2-22-93)

a. The contract between the consultant and the grantee must be approved by the Department of Commerce and shall include language stating the contractor has sufficient Workmen's Compensation or liability insurance. Payment will not be reimbursed until the Department of Commerce has approved the contract. (2-22-93)

b. Consultant's billing must be itemized. Lump sum billings will not be eligible for payment. (2-22-93)

c. The Council will not fund retainers or other regular ongoing fees for consultant services or pay a consultant to administer a grant. (2-22-93)

205. GENERAL CONTRACTUAL GUIDELINES.

Upon selection the applicant agrees to meet all contractual requirements of the Department of Commerce, such as narrative progress reports, financial reports, amendment procedures, and subcontract procedures. (2-22-93)

206. STATE LAWS AND REGULATION.

01. Funds Used. These funds will be used in accordance with all applicable State laws and regulations relative to fiscal and audit requirements. (2-22-93)

02. Requirements. (2-22-93)

a. State sales tax (Grantees are not exempt from paying sales tax.) (2-22-93)

b. Reimbursement procedures (2-22-93)

c. Travel (2-22-93)

207. PLAN OR PROJECT LOSES VIABILITY.

At any time, a plan or project loses its viability, the plan or project may be terminated. This determination will be made by the Idaho Travel Council and the applicant. If they mutually decide the plan or project should be terminated, the Department of Commerce shall terminate the plan or project and the funds will be reverted to the regional pool. (2-22-93)

208. INSURANCE REQUIREMENTS.

From time to time the Department may require evidence of insurance for various projects. (2-22-93)

209. BID PROCESS.

01. Bids. Regional Travel and Convention Program grantees must utilize a bid process for purchases or services over five hundred dollars (\$500). (2-22-93)

02. Documentation. Prior to reimbursement for each cost, the appropriate information shall be submitted to the Department of Commerce which documents the following: (2-22-93)

a. Item or service to be purchased (2-22-93)

b. Contact three (3) or more companies to give bids or request for proposals. (2-22-93)

c. List vendors contacted and what their response was (list those contacted whether or not a response was received). (2-22-93)

d. Justify why the successful vendor was selected. (2-22-93)

e. Annual renewal of the subcontract can be made without rebidding, upon execution of a new contract between the grantee and the subcontractor and approval by the Department of Commerce. This can be done only after the initial three (3) bids have been processed. (2-22-93)

f. If a vendor is going to donate part of his/her charges as match, he/she shall have been the lowest bidder. (2-22-93)

210. AUDIT REQUIRED.

It is the responsibility of all Regional and Convention Program grantees with plans totaling twenty thousand dollars (\$20,000) or more to have an audit. The audit shall be performed by a Certified Public Accountant and submitted to the Department of Commerce within sixty (60) days following the close of the grant. An estimated amount of what the audit will cost must be included in the application. Audits are exempt from match requirements. (2-22-93)

211. -- 220. (RESERVED).

221. PLAN EVALUATION.

The plan application is evaluated by the following prior to selection by the Idaho Travel Council. (2-22-93)

01. Department of Commerce. Applications are submitted to the Department initially for a technical and programmatic review. Strict attention is given to application content, strengths and weaknesses, cost analysis, and past performance. Comments are developed and presented to the ITC for its consideration prior to funding. (2-22-93)

02. Idaho Travel Council. The Department provides each Idaho Travel Council member with a copy of all plan applications submitted for that grant period. ITC members review and evaluate all applications. Evaluation from the Department is considered in the selection process. (2-22-93)

03. Matching Funds. Match must be documented in the application. (2-22-93)

a. The Idaho Regional Travel and Convention Grant Program requires match from all organizations applying for funding as a way to: increase the regional/local commitment to the plan, to assist in generating more dollars to tourism promotion, and to allow the ITC to participate in more promotional efforts. (2-22-93)

b. All regional and local/special interest plans must provide fifty percent (50%) match two dollars (\$2) ITC to one dollar (\$1) local/regional. Of the fifty percent (50%) required match, up to seventy five percent (75%) will be accepted as inkind. Up to ten percent (10%) of ITC funds awarded will be allowed as inkind match for administrative expenses. All match must be outlined in the scope of work within the grant contract. Reimbursement will be made by the Department of Commerce as the match can be documented. Audits are exempt from match requirements. (2-22-93)

c. Match is defined as cash or inkind (documented contributions/donations). Expenditures claimed for components necessary to the completion of the plan such as staff time, rent, travel, audits and watts line, will be allowed as match. Expenditures claimed for projects funded previously by the grantee, such as brochures and publications, will not be allowed as match. (2-22-93)

04. Technical Review. The following criteria are elements considered in the review of the application: (2-22-93)

a. Application Completeness: Summary sheet, scope of work, and budget filled out correctly. (2-22-93)

b. Agency/Jurisdiction Commitment: Evidence the plan has local/regional support. (2-22-93)

c. Demonstrated Accounting and Management System: History of adequate accounting and management system for monitoring the plan. (2-22-93)

d. Need: Addresses identified needs of the travel economy in the impacted region. (2-22-93)

e. Regional Impact: Will increase local/regional awareness, encourage visitors to stay longer or promote intra-regional travel. (2-22-93)

f. Continuing Benefits: Assurance that results will continue to be used beyond grant support. (2-22-93)

g. Plan Design: Plan designed to enable achievement of anticipated benefits or results (achieving goals and objectives within a reasonable time frame). (2-22-93)

h. Plan Innovation: Plan demonstrates clear solution to the stated needs. (2-22-93)

i. Evaluation: Plan demonstrates a sound methodology for measuring achievement of the stated project objectives. (2-22-93)

j. 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. (2-22-93)

222. PLAN SELECTION.

The Idaho Travel Council is responsible for the selection of plans to be awarded. Selection of Regional Travel and Convention Grants is as follows: (2-22-93)

01. Committee Presentation. At a regularly scheduled ITC meeting, applications for the Regional Travel and Convention Grant Program are presented, discussed and voted upon by the Idaho Travel Council. Grant applicants may be present to comment and answer questions. (2-22-93)

02. Contract Preparation. Once the Idaho Travel Council has selected plans to be funded, the Department of Commerce will notify all applicants, by letter, of their funding status. (2-22-93)

a. All contracts will be signed for a period of no more than fourteen (14) months unless otherwise stipulated in the contract. (2-22-93)

- b. If applicable, special conditions of funding will be outlined. (2-22-93)
- c. The grant will take effect upon the date of award. Grant monies cannot be obligated or expended until that date. No expenditures can be reimbursed until the contract is signed by the Director of the Department of Commerce. (2-22-93)
- d. Extensions and amendments shall be discouraged. However, in the event of an extension or amendment, the grantee must complete the appropriate amendment form and all ITC members will vote on each amendment. The grantee may shift a maximum of ten percent (10%) of the total ITC dollars between line items during the entire grant cycle with written notification. From the Department of Commerce, extensions of up to ninety (90) days can be granted. (2-22-93)
- e. In the event a plan can be completed for less than the grant amount, the difference between actual plan costs and the grant amount shall revert to the respective regional grant funds. (2-22-93)

223. -- 230. (RESERVED).

231. TIME FRAME.

Grants will be awarded annually. Potential applicants will be advised of application deadlines through the following: (2-22-93)

- 01. Methods. (2-22-93)
 - a. Grant Solicitation Letter. (2-22-93)
 - b. Travel Council Newsletter. (2-22-93)
 - c. Press Release. (2-22-93)
- 02. Limitation Periods. A limited period of not less than thirty (30) days will be established in the solicitation notice in which applicants must file. Upon filing closing, a period of at least thirty (30) days, but not more than sixty (60) days, will be allotted for grant review. (2-22-93)

232. -- 999. (RESERVED).