

**Illinois Department of Commerce and Economic Opportunity
Illinois Bureau of Tourism
International Tourism Program**

I. Purpose

Section 605-707 of the Civil Administrative Code of Illinois (International Tourism Program) [20 ILCS 605/605-707] authorizes the Department of Commerce and Economic Opportunity to provide financial assistance in the form of grants to certified local tourism and convention bureaus for the purpose of developing, coordinating and promoting international tourism efforts and tourism attractions.

II. Intent

The intent of the International Tourism Program (ITP) provides that DCEO may partner with certified local tourism and convention bureaus to generate overnight stays and travel into and throughout the State of Illinois impacting the economic growth of the travel industry on an International level.

III. Funding

The International Tourism Grant Program can provide up to 50 percent of eligible costs associated with developing or expanding international marketing efforts.

IV. Eligible Applicants

Illinois local tourism and convention bureaus, recognized by the Department as certified under the local tourism and convention bureau program, may apply for grants.

V. Application Deadline/Award Dates

Applications must be received by May 1 to be considered for awards to be made on July 1, or 60 days after the applications is deemed complete. Applications received after May 1 will be considered for future grant rounds as determined by the Department. The grant period will be for up to one year after the award date.

VI. Eligible Uses of Grant Funds

Projects and activities for certified local tourism and convention bureaus **in Chicago** include, but are not limited to, the following:

1. **Eligible Projects** include, but are not limited to, the following activities: brochures, advertising, Web site development, familiarization tours, trade shows, sales missions, translation services, feasibility, research, development, and marketing studies for the purpose of improving and developing international tourism products, promotional items, technical assistance, and salaries associated with eligible programs and may be expended for the general purposes of promoting conventions and tourism.
2. **Ineligible Projects** include, but are not limited to, the purchase of equipment, administrative expenses (salaries not associated with eligible programs, utilities, or rent), and the purchase of alcoholic beverages.
Projects and activities for certified local tourism and convention bureaus **out-side Chicago** include, but are not limited to, the following:
 1. **Eligible Projects** include, but are not limited to, costs associated with programs that target international markets such as: brochures, advertising, Web site development, familiarization tours, trade shows, sales missions, translation services, feasibility, research, development, and marketing studies to improve and develop international tourism products, promotional items, technical assistance, and salaries associated with eligible programs.
 2. **Ineligible Projects** include, but are not limited to, the purchase of equipment, administrative expenses (salaries not associated with eligible programs, utilities or rent), and the purchase of alcoholic beverages.

VII. Budget Category Breakdown: Describe the use of funds being requested on the budget sheet, explaining how the money will be spent. The budget must be submitted in a Budget Grid Format. (see attached) Each project category must provide an itemized budget that lists the requested eligible budget items pertaining to your Project. The purpose of the budget is to clearly identify costs to be expended with International Tourism Grant Program Funds as well as the Matching Funds. The Grantee will be able to incur costs against the Grant Award for up to a one-year period starting with the beginning date of the grant award and ending with the grant completion date. **Any costs incurred prior to the date of the grant award are not eligible.**

VIII. Letters of Financial Commitment: List the source(s) and amount(s) of local matching funds provided for this Project by documenting *all* sources of matching funds in the form of specific commitment letters. If the matching source is an individual, they must identify their available assets, for example, balance sheets, financial banking statements, stock dividends or it will not be considered as matching commitment funds.

IX. "Competitive Bids" - If total costs or services provided by **any one vendor** equal or exceed \$20,000 for services and \$5,000 for goods/materials, the Applicant must solicit a minimum of two competitive detailed bids using identical project specifications. This includes, but is not limited to: advertisement, billboards, Web Site Development, and brochures. A copy of the required bids (on official vendor letterhead) must be submitted to the Program Manager and the grantee must accept the lower bid. **Applicants bears sole responsibility for accuracy of information printed.**

X. Extent of Department Participation

The Applicant shall provide Matching Funds in an amount not less than 50 percent of the total approved project costs. Match funds must be available to the project by the date of the grant award. The amount available for matching purposes for eligible project costs must be expended during the grant period under the control of the key project officer. In-Kind contributions necessary to complete the project for which the cash value is easily documented and which shall include costs funded through this program. One-half of this 50% may be provided through in-kind contributions. Match expenditures may equal or exceed grant funds expended. Sources of Eligible Match: The following include, but are not limited to, sources of eligible match:

- Local hotel/motel taxes;
- Membership dues;
- Interest on local monies;
- Cash contributions;
- Federal dollars deposited directly to the Grantee for tourism promotion purposes that do not require a match; and
- In-kind contributions necessary to complete the project for that the cash value is easily documented and which shall include costs funded through this program.

In-kind contributions shall not exceed fifty (50%) of the match requirements.

Sources of Ineligible Match: The following include, but are not limited to sources of ineligible Match:

- State or federal funds other than allowed in subsection (b) (5) above;
- Monies used as match for other State or federal grants; and
- Penalties, fines, late payment fees, or interest charges

Any funds spent prior to the grant award cannot be considered in fulfillment of the match requirements. Written documentation of the match must be provided containing a specific dollar amount and indicate the source for the match funds and be signed by an authorized official.

XI. Evaluation Process

All Applicants will be screened to determine whether all requirements of the Application package have been addressed and whether the Applicant is eligible for funding. Applicants shall be notified of deficiencies in Applications and given an opportunity to correct such deficiencies through submission of additional documentation. A sufficient amount of time will be provided to correct such deficiencies. If requested documentation is not provided by this time, the Application will be returned null and void.

An internal review committee shall conduct an evaluation of each Application and make recommendations of Applications to be considered for funding based on: the areas ability to attract international visitors, whether the selected international markets reflect the state's identified best markets, whether the promotion is reasonable for the area and whether the selected international markets are appropriate for the tour product. The Committee will make recommendations for grant funding for approval or rejection to the Department Director.

XII. Selection for Funding

Applicants which best meet the objectives of the program and demonstrate the greatest potential to attract international visitors to your area.

XIII. Disbursement of Funds

Fifty percent of the grant award will be disbursed to the Grantee within 30 days of receipt by the Department of a signed Grant Agreement. The remaining will be disbursed upon receiving the Grantees third quarter report.

XIV. Reports

The Grantee will be responsible for submitting quarterly reports beginning with the first quarter following the grant award. The quarterly report forms and schedules will be included in the grant award packet. Quarterly reports must be submitted even if no expenditures were incurred during the quarter. Once the project is completed, notification to the department should be identified on the final quarterly report. Failure to submit quarterly reports on a timely basis may result in a reduction in evaluation scoring for future request for funds.

XV. Measurable Project Results

The Grantee shall establish a mechanism to track, measure and document quantifiable results (i.e., number of inquiries, number of international visitors, number of overnight stays, number of trade shows leads, number of hits on web site, etc.) Specifically tied to the project described in the Grant Agreement Scope of Work. Grantees shall report the project results upon completion of the project and shall maintain documentation relating to the project results for a minimum of three years.

XVI. Department Recognition

All projects that are funded through this Program must include the current Department identification, ("**Illinois. Mile After Magnificent Mile**") or the approved international ("**Chicago/Illinois**") logo on any and all promotional materials, products, documents, brochures, pamphlets, Co-op ads and trade show booths or any other printed material. (Digital files for all logos are available for download in both Macintosh and PC compatible formats along with complete guidelines for proper logo usage, at www.commerce.state.il.us/graphics.)

XVII. Application Submission Instructions

Potential Applicants should carefully read this Application package and program requirement. Department staff is available to discuss project ideas and the availability of funds. Applications will be accepted at the following address: Illinois Department of Commerce and Economic Opportunity, Illinois Bureau of Tourism, International Tourism Grant Program, 100 W. Randolph Street, Ste. 3-400, Chicago, IL 60601. An Application shall be typed in the

current approved format provided by the Department. An Application shall be submitted as one (1) original and four (4) copies. An Application shall include supporting documents and attachments under a single cover. Applications **must not** be submitted in binders or notebooks.

An Application will not be reviewed until complete. The Application format has been designed to present project information in such a manner as to allow the Department of Commerce and Community Affairs to effectively review project applications.

Applications transmitted by **telefax are not accepted** and must be received 60 days prior to grant award date. **Incomplete Applications or deviations from the application format will result in unnecessary delays in the evaluation process.**

- “Application Cover Page” - The Application Cover Page must be attached to each copy of the application and **must contain all information required in Items #1 - #6.**
- “Signature of Authorized Official” - The Application Cover Page must contain the signature of the applicant organization’s Authorized Official. All contact concerning an application will be with the Project Contact Name and Telephone Number as identified on the Application Cover page.
- “Grant Application” - The Grant Application must be submitted as one original and four copies, and must be typed or computer generated. **Grant Application information requested in sections #7 - #13 must each be addressed on separate sheets of paper and stapled to the Application Cover Page in numerical sequence.**

XVIII. Grant Program Definitions

“Act” means Section 605/707 of the Civil Administrative Code of Illinois [20 ILCS 605/605-707].

“Agreement” means a written document executed by the Grantee and the Department defining the rights and obligations with respect to the Project.

“Applicant” means a certified local tourism and convention bureau.

“Application” means a written request for program funds including the required the required forms and attachments.

“Certified local tourism and convention bureaus” means that the local bureau recognized by the Department as a Grantee entitled to receive funds under the Section 605-705 of the International Tourism Grant Program (20 ILCS 605/605-705).

“Department” means the Department of Commerce and Economic Opportunity.

“Director” means the Director of the Department of Commerce and Economic Opportunity.

“Domestic” means within the boundaries of the United States.

“Economic Impact” means the direct financial result of a promotion, event or program such as international visitor attendance and number of room nights utilized.

“Eligible Projects” include, but are not limited to, the following activities: brochures, advertising, web site development, familiarization tours, trade shows, sales missions, translation services, feasibility, research, development, and marketing studies for the purpose of improving and developing international tourism products, promotional items, technical assistance, and salaries associated with eligible programs.

“Fiscal Year” means July 1 through June 30, the fiscal year of the State of Illinois.

“Grantee” means a certified local tourism and convention bureau that has been awarded a grant under the International Tourism Program.

“Illinois Trade Office” is a division of the Department that performs all functions relating to the International Tourism Program.

“Ineligible Projects” include, but are not limited to, the purchase of equipment, administrative expenses (salaries not associated with eligible programs, utilities, or rent), and the purchase of alcoholic beverages.

“International”, when pertaining to a country, means any country that is outside the United States.

“Matching Funds” means the Grantee’s local funds equaling 50% of the total project expenditures.

“Program” means the International Tourism Program.

“Project” means the work that is described by the Applicant in the Application and is approved by the Department.

“Tourism Attractions” means historical/cultural sites, areas of historic or scenic interest, museums, recreation areas, botanical gardens, theme/amusement parks, interpretive programs, fishing and hunting areas, state parks, and other facilities or businesses which attract or serve visitors that are open to the public for a minimum of 100 days per year (if the tourism attraction is entirely event driven, then it shall be open for a minimum of 200 hours per year), and be marketed and promoted to international visitors.

“Total Project Cost” means all necessary and reasonable costs related to the completion of the Project, but is limited to the eligible use of funds as set forth in Section 555.40

Project Number: _____
(FOR OFFICE USE ONLY)

INTERNATIONAL TOURISM PROGRAM GRANT APPLICATION

1. APPLICANT: _____
(Name of Organization)

AUTHORIZED OFFICIAL: _____
Name Title

ADDRESS: _____

CITY: _____ 9-DIGIT ZIPCODE: _____

COUNTY: _____ TELEPHONE: _____ FAX _____
(Location of Event) (Daytime)

STATE SENATE DISTRICT NUMBER: _____ STATE HOUSE DISTRICT NUMBER: _____

F.E.I.N. (Federal Employer's Identification Number): _____

2. PROJECT CONTACT PERSON: _____

TELEPHONE: _____ FAX: _____

3. PROJECT TITLE: _____

4. ANTICIPATED GRANT INITIATION AND COMPLETION DATE:

FROM: _____ TO: _____
(Grant period can be up to 12 months)

5. ESTIMATED TOTAL COST OF PROJECT: \$ _____

6. GRANT REQUEST: \$ _____ = _____ % of Total Project
To the best of my knowledge and belief, data in this application is true and correct;
the document has been duly authorized by the governing body of the applicant.

(Signature of Authorized Official)

(Title)

(Date)

This state agency is requesting disclosure of information that is necessary to accomplish the statutory purpose as outlined under 20 ILCS 605/605-705. Disclosure of this information is REQUIRED. Failure to provide any information will result in the Application not being processed. This Application form has been approved by the State Forms Management Center IL420-0815 (01/98)

INTERNATIONAL TOURISM PROGRAM GRANT APPLICATION

PLEASE NOTE: Each of the following numbered application sections (#7-#13) must be addressed on separate sheets of paper.

- 7. DESCRIPTION OF PROJECT:** Described, in detail, the specific project(s) to attract international visitors. The information should include a description of the activities required to complete the project, your international product and the international markets selected for those products. Please attach your current international marketing plan.
- 8. APPLICANT HISTORY:** Provide a brief history of the organization and its international tourism efforts to date.
- 9. BUDGET:** Provide the following:
 - ⊙ Organization's total annual budget
 - ⊙ Itemized budget detailing the use of Grant and Match for all eligible project costs.
 - ⊙ Budget Category Breakdown per itemized budget and match.
(See Attachment A)
- 10** Provide job descriptions for all staff personnel who will be paid either partially or totally with International Tourism Grant funds.
- 11. PROJECT IMPLEMENTATION SCHEDULE:** Provide a list of the time lines for major project milestones and/or activities including the start and end date of each activity.
- 12. ABILITY TO MATCH FUNDS:** Demonstrate the ability to match proposed funding from non- DCEO sources.
- 13. RESULTS:** Provide a statement of the expected outcome and benefits to the State as a result of this project in terms of economic impact. Please describe how this project(s) will help you attract international visitors to your area. Preference will be given to projects demonstrating the greatest ability for increasing international visitors to your area (See XV Measurable Project Results).

Budget Category Breakdown (Attachment A)

Grantee: _____

Grant # : _____

Grant Category

Amount

Administration	
Marketing/Promotion	
Research/Technical Assistance	
Trade Shows/Sales Missions	
Technology	
Sponsorship	
Familiarization Tours	
Training	
Association Fees	
Travel	
International Development & Tourism	
Other	
Total Amount of Grant Project	
Grant Request	

Match

Amount

Cash Match – Administration	
Cash Match - Marketing/Promotion	
Cash Match - Equipment/Facilities	
Cash Match - Purchase Services	
Cash Match – Travel	
Cash Match – other	
Cash Match - In-Kind Match Costs	
Total Amount of Match	