



ITC Grant Funding Application for Special Events and Marketing

Teton Regional Economic Coalition (TREC) is responsible for the oversight and management of funds awarded by the Idaho Travel Council (ITC) grant for Teton Valley, Idaho.

Mission:

Our mission, in regards to ITC grant funds, is to increase the number of overnight destination guests in Teton Valley, Idaho. Overnight guests contribute to the local economy through their use of local lodging, restaurants, retail, services and recreational opportunities. Our goal is to leverage the grant funding received from the ITC to effectively and strategically execute our mission in a manner that supports the shared values of our community.

TREC will accept funding requests for special events and promotions within Teton Valley held from September 1, 2021 through September 30, 2022.

Event organizers may submit requests for funds electronically in .doc or .pdf format to kristie@trec-biz.org. Request for funds must be submitted to the TREC by **March 5, 2021**.

Applicants may be asked to make a brief presentation to the TREC board and will be given at least a week's notice prior to the requested presentation date. Organizations seeking funds will be notified within 30 days of the TREC boards' final decision regarding the funding request. Grant awards will be announced in August 2020.

Events selected for ITC Grant funding will represent the diversity of interests and talents in our community. This includes sporting and athletic events, arts and cultural events, heritage celebrations, intellectual and educational events, and events for a broad range of ages.

Please contact Kristie Eggebrotten, ITC Grant Administrator with any questions or requests regarding your application for ITC grant funding at kristie@trec-biz.org.



QUALIFICATIONS

To qualify for funding review, events must support the TREC & ITC Grant mission and goals and meet the following requirements:

- The event(s) must take place within Teton County, Idaho.
- The event(s) must have been offered at least once in the recent past or, if new, must be an event that provides a unique draw for the community or fills a need not already being met.
- Applications must be complete, providing all information and attachments requested on the application form by March 5, 2021. **Incomplete and or late applications will not be reviewed.**
- Applicants must request a specific dollar amount and provide an explanation of how the requested funds will be utilized.
- Funding allocations will be made directly to the entity whose name appears on the application based on receipts or sponsorship agreements submitted.
- All event permits and documentation required for production must be filed under the name of the event producer as it appears in the funding application.
- Events should be able to demonstrate potential for positive economic impact to the lodging, restaurant, recreational and retail sectors of the community with the highest priority given to events that drive overnight stays in Teton Valley.
- Events must be able to show how requested funds will be used to leverage funding with sponsorships and/or media exposure so as to increase the impact of the ITC funding.
- Organizations seeking funds shall include other funding sources for event to illustrate a broad community support and a financial commitment from the organizer.
- TREC will accept requests for ITC funds only once per year: Deadline – March 5, 2021.
- Event request must be approved before ITC logo is used and all materials must be submitted to TREC/ITC for approval before production.

TERMS & CONDITIONS

In consideration of receipt of funds from the TREC and the ITC grant, the event organizer agrees to:

- Comply with all special event permit requirements of the City of Victor, Driggs, Teton and Teton County, Idaho
- Comply with all ITC requirements for logo and art placement on all marketing and promotional materials for the event. Specifications may be found online at <http://commerce.idaho.gov/tourism-grants-and-resources/>.
- Submit all marketing and promotional materials using ITC grant funds for approval at least 30 days prior to scheduled publication and distribution.



- Upon request, provide the TREC with copies of any film or photographs from the event for the purpose of promoting Teton Valley, Idaho.
- Submit information and content for promotion of event on the TREC website and social media platforms.
- Submit a detailed event report to the TREC within 60 days of the completion of the event (see attached).
- A 12.5% cash match must be included, and proof of matching funds must be provided.
- Event sponsors must show financial prudence and oversight. Event sponsor should furnish some kind of budget and tax documentation, whether they be from a 501c(3), government entity, or other.

DISTRIBUTION & AVAILABILITY OF AWARDED FUNDS

TREC is required to submit detailed documentation of ITC grant fund expenditure quarterly to be reimbursed for expenses. Therefore, organizations and individuals who receive ITC grant funds should be aware that TREC may request documentation of their event expenditures and results.

ITC requires mandatory placement of ITC logos, as well as the logos and URL of the grantee (TREC) on all advertising and collateral supported by the ITC grant funds. Ad artwork and materials must be submitted to the state for approval before production. **Any ad or collateral that are not executed according to the ITC requirements are exempt from ITC funding and the event organizer will be solely responsible for the costs of that ad or collateral piece.** See <http://commerce.idaho.gov/tourism-grants-and-resources/> for details or contact TREC directly.

Once approved, ITC will issue a check to the grantee (TREC) in the amount approved. Then TREC will then issue a check to the organizer who will be responsible for paying the original invoices.

Creative and Collateral Requirements for ITC Grant Funds

All recipients of ITC grant funding for special events will work directly with the Teton Valley ITC Grant Administrator to ensure compliance with ITC. Requirements for collateral and creative funded by the ITC grant include, but are not limited to, the following:

- Must include size-specific Visit Idaho logo (provided on the ITC grant website at <http://commerce.idaho.gov/tourism-grants-and-resources/>)
- **All collateral must be submitted to the Grant Administrator to be submitted to the state for approval before they can go live**
- Do not alter the size or color of the ITC logo
- Must include the Teton Regional Economic Coalition logo as provided by a representative of TREC
- Must include TREC's url (www.discovertettonvalley.com)

More detailed information regarding the requirements for ITC funded creative and collateral will be provided upon approval of the funding request by the ITC Grant Application Liaison.



2021/2022 Special Event Funding Application

Name of Event:

Date(s) of Event:

Amount of Funds Requested:

Contact Information & Summary

Name of Sponsor Organization:

Name of Event Organizer/Funding Applicant:

Primary Phone:

Email:

Alternate Phone:

Contact Preference (*circle one*): Phone Email

Best Time of Day to Contact (*circle all that apply*):

Morning

Mid-Day

Afternoon

Evening

Other (please specify) _____

Name of Organization Leader (*if different from above*):

Organization Address (include both physical and mailing):

Physical:

Mailing:

Organization/Leader Contact Information:

Office Phone:

Fax:

Cell Number:

Email Address:

Event and/or Organization Website:



Organizations Tax Status (*circle one*):

Nonprofit 501 Government entity For Profit Other (specify)

Number of Years Organization Has Been in Existence:

Organization's Mission Statement:

Event Description

Please provide a description of the event, including location and activities (*attach additional sheets if necessary*).

How many years has the event been produced?

Does the event benefit a charity? *If yes, please name the beneficiary and describe specific benefits to the charity.*



What are the projections for the number of spectators/attendees anticipated and the rationale for these estimates? *Please include information on what percent of visitors will be local (Teton County, ID), regional (Teton County ID and WY, Madison and Bonneville counties, ID), and out-of-state.*

Please provide a brief description of the anticipated benefits to Teton Valley, including local businesses with special attention paid to overnight stays the event will generate.

Budget

Please attach a complete and detailed event budget, including anticipated revenues and expenses, and include:

- Amount of sponsorship dollars available from alternate sources
- Percentage of total budget that TREC is being asked to fund through the ITC Grant
- Total revenue expected directly from the event and how revenue will be used

Briefly describe how you will use the funds that you are requesting from the TREC ITC Grant.



How will you direct prospective attendees to book lodging in Teton Valley and how will you track the number of lodging nights generated?

What are the past or projected demographics of event attendees and spending?

Will you be hiring a professional photographer and/or videographer for post-event promotional efforts? *If no, will you be relying on volunteers to record/photograph the event?*

Will this event occur should TREC decide not to support the event with ITC grant funding?

Do you anticipate requesting funding from TREC during the 2021/2022 ITC grant funding process?

In Addition to the information provided above, please also include:

- An outline of your marketing plan/strategy with a detailed explanation of potential sponsorships and media exposure
- A list of the sponsor organizations board and/or staff members with associated titles.



ATTENTION!

*Applications must be received on or before March 5, 2021. Qualifying applications will be reviewed by the Teton Regional Economic Coalition. Applicants may be asked to attend a presentation meeting prior to a funding request decision being made and should be prepared to speak for two minutes and field questions for eight. **Organizations seeking funds will be notified in writing within 30 days of the TREC Boards' final decision regarding the funding request.***

Please submit typed applications electronically in .doc or .pdf format via email to kristie@trec-biz.org.

All questions regarding the ITC Grant Application process should be directed to Kristie Eggebrotten, ITC Grant Administrator at kristie@trec-biz.org.

Post Event Report for ITC Grant Recipients

All events receiving funding from the Idaho Travel Council Grant are required to submit a post event report to the Teton Valley Chamber of Commerce. Failure to do so will result in an inability to apply for ITC grant funds during future funding cycles.

The Post Event Report MUST Include:

- An overview outlining the event's strengths and weaknesses; specifically, what went well and what measures could be taken to improve the event.
- An event budget showing the actual profit and loss numbers and how the funding was utilized. Please separate the in-kind support from cash revenues.



Event results including:

- Estimated attendance numbers and demographic profile (include method used to arrive at attendance estimate)
- Percentage of non-local attendees that came specifically for the event
- Explanation of how attendees were directed to lodging opportunities
- Estimated number of room nights booked in association with event
- Estimated impact on retail and restaurant revenues during the event
- Summary of the estimated Return on Investment to Teton Valley. Specifically, what is the ratio of increased revenue to the amount of funding requested?
- Future growth potential for this event including increased attendance, future sponsorship and media exposure opportunities
- A copy of all invoiced stating paid that are being submitted to show the cash match requirement of 12.5% or more.

Please submit your typed Post Event Report to Teton Regional Economic Coalition electronically via email to kristie@trec-biz.org. Questions should be directed to Teton Regional Economic Coalition at kristie@trec-biz.org or by calling 307-699-5026

Evaluation Criteria

TREC strives to fund all requests but also recognizes that ITC funds should be used strategically for bettering the community. In that light, these requests will be reviewed based on the following criteria.

1. Potential **Impact** to Area businesses:
 - a. Will this event bring significant business to Teton County, Idaho's Businesses?
 - b. Do area businesses support this who are not receiving direct dollars?
 - i. Include letters of support or contact numbers if necessary
2. **Uniqueness**
 - a. How does this event represent something unique that will attract visitors?
3. **Marketing**
 - a. What is your marketing plan and who is your market?



4. **Continuity**

- a. Do you intend on running this event again?
- b. Have you run this event before with or without ITC funding?

5. **Organization**

- a. How robust is the organization/group running this event?

6. **Results**

- a. How accurately will you measure results from this event?