

## Regional Brochure Program Grant Year 2014

Pioneer Country Travel Council has money available for the development of regional brochures that meet the requirements of the Idaho Travel Council (ITC) grant program.

Idaho Travel Council grant funds will provide up to 50% of the costs of the brochure's development and printing costs, with the remaining money coming from the community. Communities that meet the cash match requirements are eligible to participate in the regional informational brochures program.

If the cost of the brochure, including printing, production and setup fees, is less than \$20,000 three informal bids from registered vendors must be obtained and documentation provided to the PCTC.

If the cost is \$20,000 or more, three written bids must be submitted from vendors. A list of all vendors contacted and their response must be submitted to PCTC. Include all those invited to bid whether or not they responded. Attach justification for selecting the bid to PCTC, including the evaluation process used.

The following must appear on the brochure:

- ⇒ Credit statement: "For additional information on Idaho, call 1-800 VISITID";
- ⇒ "00-V-1" Grant Number (given when approved for funding).
- ⇒ The XX will indicate how many copies of the brochure were printed.  
(For example 50,000 prints would say 50M)
- ⇒ The word "Idaho" shall appear prominently on the top and front of the brochure. The ITC approved logo will appear on either the front cover, the inside front cover, or the back cover of the brochure. See <http://commerce.idaho.gov/tourism-resources/itc-grant-program/handbook-forms-and-logos> for the approved ITC Grant Logos
- ⇒ The PCTC logo must appear alongside the ITC approved logo with the PCTC's website [www.seidaho.org](http://www.seidaho.org) (will provide logo when approved for funding).

Contract with the printer or brochure developer must be submitted and approved by the PCTC and the ITC. The contract can be between PCTC and the printer but not necessary. Submit a blueline proof of the brochure to PCTC for review and approval prior to printing or funds will not be awarded. Upon approval from ITC and PCTC, the brochure may be printed. After project is completed submit an invoice to PCTC for the approved amount for the project along with a copy of the printers invoice, 1 copy of the finished product and a copy of the check you paid to the printer. PCTC will reimburse the amount that was approved.

**PIONEER COUNTRY TRAVEL COUNCIL**  
**COMMUNITY BROCHURE**  
**APPLICATION GUIDELINES**

In addition to the Idaho Travel Council guidelines and requirements for brochure design and printing, the PCTC has the following requirements for application for grant funding assistance.

1. Any community that has an entity that is a member of the PCTC may submit an application to produce a brochure.

Applications must be submitted to the Print Committee by January's meeting each year, unless the Council designates another date.

2. Each applicant must be able to provide a minimum of 50% of the total cost as cash match.

3. The following information must be provided in the application.

- Name of the organization submitting the application
- Proposed brochure name or subject
- Number of copies proposed to print
- Approximate cost for design, printing, and total cost
- Approximate cost per piece
- Amount requested from PCTC
- Any other information the applicant chooses to provide

4. Assurance that the applicant can meet all requirements and have the brochures printed no later than September 30, 2015. In unusual circumstances, extensions can be granted to December 31.