

## Small Community Tourism Brochure Co-Op Program

Southeast Idaho High Country Tourism (HCT) has co-op money available for the development of small community tourism brochures that meet the requirements of the Idaho Travel Council (ITC) grant program.

Idaho Travel Council grant funds may provide up to 50% of the costs of the brochure's development and printing costs, with the remaining money coming from the community, not to exceed the maximum amount in guidelines below. Communities that meet the cash match requirements are eligible to participate in the regional informational brochures program.

If the cost of the brochure, including creative services, production/printing is over \$5,000 three informal bids from registered vendors must be obtained and documentation provided to HCT.

A list of all vendors contacted, and their response must be submitted to HCT. Include all those invited to bid regardless of response. Attach justification for selecting the bid/company chosen to HCT, including the evaluation process used.

The following must appear on the brochure:

- ☐ "25-V-1 XX". **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 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 <https://commerce.idaho.gov/tourism-resources/itc-grant-program/handbook-forms-and-logos/> for the approved ITC Grant Logos
- ☐ The HCT logo must appear alongside the ITC approved logo with the HCT's website [www.idahohighcountry.org](http://www.idahohighcountry.org) Request logo from Destiny.

Contract with the printer or brochure developer must be submitted and approved by HCT if not held by HCT. Submit a blueline proof of the brochure to HCT for review and approval. Upon approval from ITC and HCT, the brochure may be printed. Completed project needs to be sent to HCT including the following: Invoice from your organization to HCT, copy of invoices from your vendors; printer and others involved in project, copy of proof of payment to your vendors and 1 copy of the brochure. High Country Tourism Attn: Destiny Egley, PO Box 669, Lava Hot Springs, ID 83246, or email [destiny.egley@lava.idaho.gov](mailto:destiny.egley@lava.idaho.gov)

### **TOURISM BROCHURE CO-OP REQUEST GUIDELINES**

In addition to the Idaho Travel Council guidelines and requirements for brochure design and printing, HCT has the following requirements for co-op partners.

1. Any community in Southeast Idaho may submit a request to produce a tourism-based brochure of no more than \$2,500 per year. Requests must be submitted and approved by your local HCT member within your community. Requests must be submitted to the Travel Council by the January meeting each year unless the Council designates another date.
2. The community/organization must be able to provide up to 50% of the total cost as cash-match.
3. The following information must be provided in the request.
  - Name of the organization submitting the request.
  - 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 HCT.
  - Any other information the organization chooses to provide.
4. Assurance that the organization can meet all requirements and have the brochures printed no later than September 30th. In unusual circumstances, extensions can be granted to December 31st upon prior approval.