

**State of Illinois Uniform Notice of Funding Opportunity (NOFO)  
Summary Information**

Awarding Agency Name	Commerce And Econ Opp
Agency Contact	Greg Mihalich (greg.mihalich@illinois.gov)
Announcement Type	Initial
Type of Assistance Instrument	Grant
Funding Opportunity Number	FY25-1
Funding Opportunity Title	International Tourism Grant Program
CSFA Number	420-25-1607
CSFA Popular Name	International Tourism Grant Program
Anticipated Number of Awards	10
Estimated Total Program Funding	\$1,000,000
Award Range	\$10000 - \$250000
Source of Funding	State
Cost Sharing or Matching Requirements	Yes
Indirect Costs Allowed	No
Restrictions on Indirect Costs	Yes : Only certified Convention & Visitor Bureaus (CVBs) whose purpose is solely to market and promote their specific regions as a travel destination are eligible to apply. Since CVBs are a single purpose entity that are allowed to directly charge all costs to the CVB grants they receive (as outlined in 20 ILCS 605/705-707), allowing indirect for these grants could result in double dipping.
Posted Date	08/01/2024
Application Date Range	08/01/2024 - 09/03/2024 : 5:00PM
Grant Application Link	Please select the entire address below and paste it into the browser... <a href="https://dceo.illinois.gov/aboutdceo/grantopportunities/1607-2871.html">https://dceo.illinois.gov/aboutdceo/grantopportunities/1607-2871.html</a>
Technical Assistance Session	Offered : Yes Mandatory : No Date : 08/15/2024 : 9:00AM Registration link : <a href="https://illinois.webex.com/illinois/j.php?MTID=m9b295c1e187be5905fd802df2f86f145">https://illinois.webex.com/illinois/j.php?MTID=m9b295c1e187be5905fd802df2f86f145</a>

# Agency-specific Content for the Notice of Funding Opportunity

## International Tourism Grant Program

**NOFO ID: 1607-2871**

For information about grants please visit <https://dceo.illinois.gov/aboutdceo/grantopportunities/granteeresources.html>.

### A. Program Description

#### Notice of Funding Opportunity Intent

The Illinois Department of Commerce and Economic Opportunity (the “Department” or “DCEO”) is issuing this Notice of Funding Opportunity (“NOFO”) to provide grants to certified convention and visitors bureaus outside the City of Chicago to assist with international marketing efforts in markets identified by the Office of Tourism for its FY 25 marketing plan. For FY 25, those markets include Mexico, Canada, UK/Ireland, German-speaking countries of Germany, Austria and Switzerland, France, India, Italy, Australia, and New Zealand.

#### Program Description

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, Office of Tourism to award grants and work in cooperation with certified local tourism and convention bureaus outside the City of Chicago that demonstrate their international tourism appeal and request to develop or expand their international tourism marketing program. These grants are payable from the International Tourism Fund.

The International tourism grant program is important to the State of Illinois' tourism industry to match/leverage local funds with State funds to promote destinations that are of interest to international travelers. The goal of the program is to increase international travel to Illinois by our identified target markets.

Priority funding will be given to those areas with an extensive international product, including bookable product, with both receptive tour operators and international tour operators. This would include product in tour operator brochures and promotional material. Priority will also be given to those areas with state and national parks, national forests, scenic byways and have sites of historic and cultural significance. Those destinations targeting the same international markets as the Illinois Office of Tourism and participating in projects identified for cooperative partnerships will also be given a stronger priority for funding.

#### Program History

This program was funded again in FY 24 after being suspended during and after the Pandemic, and eight grants were awarded. As part of our overall tourism recovery efforts, we are starting to reopen our international offices and target trade and consumers in our international marketing efforts. This grant program is a partnership between our office and the certified convention and visitors bureaus to maintain a coordinated Illinois effort in these international markets.

In 2023, Illinois hosted nearly 2.2 million international visitors, a 39 percent increase over 2022. We are hopeful to continue to see strong growth from our international markets and these grants will help us achieve those goals.

#### Performance Goals and Measures

Applicant must identify performance measurements they will use to identify successful marketing outcomes. Such as:

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1. Number of international media and trade hosted on familiarization tours.
2. Number of international media placements as a result of public relations efforts including the number of impressions and media value.
3. Number of international advertisements placed and results.
4. Number of tour operators that carry your product and in what markets.
5. Number of bookings achieved with tour operators based on promotions.

### Other Information

Exhibit A includes the cooperative international opportunities that will be offered during FY 25 by the Illinois Office of Tourism.

## **B. Funding Information**

This grant program is utilizing state funds appropriated by Public Act 103-0589. Total amount of funding expected to be awarded through this NOFO is \$1,000,000. Awards will range from \$10,000 to \$250,000. The Department expects to make 10 awards through this NOFO.

Anticipated start date for awards is November 1, 2024. The period of performance is expected to be November 1, 2024, through June 30, 2025.

Expenditures and activities for which grant funds can be utilized by Grantees include, but are not limited to, the following:

- Brochures that target international travelers;
- Advertising in markets identified by the state;
- Familiarization tours for trade and media;
- Translation services;
- Trade Shows and Sales Missions and related travel expenses for shows/missions identified by the Department;
- International Memberships for regional organizations such as Great Lakes USA and Mississippi River Country as well as US Travel Association;
- Salary and fringe benefits for one international program person dedicated to performing the duties set forth in the grant agreement's scope of work.

Any administrative or normal operating expenses are not eligible for funding under this grant program. To the greatest extent practicable, Grantees should purchase or use goods, products, or materials produced in Illinois or the United States for expenditures and activities for which grant funds will be utilized.

Pre-award costs incurred post July 1, 2024 are allowable and can be charged to the grant if the application is awarded the grant.

**The release of this NOFO does not obligate the Department to make an award.**

## **C. Eligibility Information**

An entity must be registered in the Grant Accountability and Transparency Act (GATA) Grantee Portal, <https://grants.illinois.gov/portal/>, at the time of grant application. The portal will verify that the entity:

- Has a valid FEIN number (<https://www.irs.gov/individuals/international-taxpayers/taxpayer-identification-numbers-tin#:~:text=You%20can%20use%20the%20IRS%27s,for%20Individual%20Taxpayer%20Identification%20Number>);

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- Has a current SAM.gov registration (<https://sam.gov>), SAM.gov registrations must be marked as “public” to allow the GATA Grantee Portal to expedite the review of the federal information;
- Has a valid UEI number (<https://sam.gov>);
- Is not on the Federal Excluded Parties List (verified at <https://sam.gov>);
- Is in Good Standing with the Illinois Secretary of State, as applicable ([https://www.cyberdriveillinois.com/departments/business\\_services/corp.html](https://www.cyberdriveillinois.com/departments/business_services/corp.html));
- Is not on the Illinois Stop Payment list (verified once entity is registered in GATA Grantee Portal); and
- Is not on the Department of Healthcare and Family Services Provider Sanctions list (<https://www.illinois.gov/hfs/oig/Pages/SanctionsList.aspx>).

Entities on the Illinois Stop Payment List and/or the Federal Excluded Parties List at time of application submission will not be considered for an award.

An automated email notification to the entity alerts them of “qualified” status or informs how to remediate a negative verification (e.g., not in good standing with the Secretary of State). A federal Debarred and Suspended status cannot be remediated.

Pursuant to the policy of the Illinois Office of the Comptroller, to receive grant funds from the State of Illinois, a grantee must be considered a regarded entity by the IRS for federal income tax purposes. Disregarded entities will not be eligible to receive grant funds.

### **1. Eligible Applicants include:**

Local Tourism and Convention Bureaus certified by the Department to receive funds under 20 ILCS 605/705 and located outside the City of Chicago.

The Department complies with all applicable provisions of state and federal laws and regulations pertaining to nondiscrimination, sexual harassment and equal employment opportunity including, but not limited to: The Illinois Human Rights Act (775 ILCS 5/1-101 et seq.), The Public Works Employment Discrimination Act (775 ILCS 10/1 et seq.), The United States Civil Rights Act of 1964 (as amended) (42 USC 2000a-and 2000H-6), Section 504 of the Rehabilitation Act of 1973 (29 USC 794), The Americans with Disabilities Act of 1990 (42 USC 12101 et seq.), and The Age Discrimination Act (42 USC 6101 et seq.).

### **2. Cost Sharing or Matching.**

Each grantee shall provide matching funds equal to no less than 50% of the Grant Amount. If grantee fails to match any portion of the grant award in a given Fiscal Year, that portion of the grant shall be refunded to the Department in accordance with the terms of the Grant Agreement. In-kind contributions shall not exceed 25% of the matching funds

### **3. Indirect Cost Rate.**

Indirect costs are not allowed.

### **4. Freedom of Information Act/Confidential Information.**

Applications and accompanying materials are subject to disclosure in response to requests received under provisions of the Freedom of Information Act (5 ILCS 140/1 et seq.). Information that could be proprietary, privileged, or confidential commercial or financial information should be clearly identified as such in the application materials. The Department will maintain the confidentiality of that information only to the extent permitted by law.

**5. Other, if applicable.**

Applicants may submit one (1) application for this opportunity.

**D. Application and Submission Information**

**1. Address to Request Application Package.**

Grant application forms are available at the web link provided in the “Grant Application Link” field of this announcement or by contacting the Program Manager:

Greg Mihalich  
Illinois Department of Commerce & Economic Opportunity  
1011 S. 2<sup>nd</sup> Street  
Springfield, IL 62704  
Email: [Greg.Mihalich@illinois.gov](mailto:Greg.Mihalich@illinois.gov)

**2. Content and Form of Application Submission.**

A standard application package must be submitted to and reviewed by DCEO. Each package must contain the following items:

- Uniform Grant Application in fillable PDF format. Signature page must be printed, signed, scanned and submitted with application.
- Uniform Budget utilizing the template provided by DCEO for this project. The entire budget with all worksheets included even if the worksheets are not relevant to the grant opportunity must be submitted with the application materials. Signature page must be printed, signed, scanned and submitted with application.
- Conflict of Interest Disclosure
- Mandatory Disclosures

This Notice of Funding Opportunity also requires the submission of the following other programmatic specific items as part of the program application that can be found on the website where you accessed the application document:

- Program Specific Application which contains a project narrative – there is no limit on the number of pages, spacing, font, etc. Each proposal should include a narrative containing the following information for scoring:
  - Please provide detailed information on how the projects identified in the budget will increase international visitation to the area and are part of an overall marketing based on research to identify opportunities. Provide information on the attractions in your area that would be of interest to international travelers such as state and national parks, national forests, scenic byways, or have cultural and historic significance.
  - Please provide detailed information on previous international marketing efforts and the results of those efforts. Should provide information on any international product that is featured by receptive and international tour operators for your area.
  - Please provide detailed information on your experience and ability to provide the services outlined in the NOFO and successfully complete the project tasks within the proposed grant period.

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- Please provide detailed information on how you will track and measure the performance of your project and the systems/methodologies you will use and your previous experience and results from international marketing efforts.
- Please provide detailed information on how your projects will support and augment the international tourism efforts of the Department by markets as well as utilize the opportunities presented by the Department to enhance the state's efforts.
- Please provide detailed information on the potential interest or proven interest for the international markets you have selected by showing past results or providing information as to attractions that would be of interest to these markets and why.
- Please provide detailed information on the impact that the projects you have identified will have on the area's overall tourism recovery.
- Please provide detailed information on ways your area is visitor ready for international guests from the markets you have identified in your projects and budget.
- Please provide the estimated performance measures you will use to measure your success and expected outcomes from this funding opportunity

Please note there is a maximum upload of 10 documents in the web form that you submit the application, so combining files may be necessary.

### **3. Unique Entity Identifier (UEI) and System for Award Management (SAM).**

Each applicant (unless the applicant is an individual or Federal or State awarding agency that is exempt from those requirements under 2 CFR 25.110(b) or (c), or has an exception approved by the Federal or State awarding agency under 2 CFR 25.110(d)) is required to:

- (i) Be registered in SAM. To establish a SAM registration, go to [www.SAM.gov](http://www.SAM.gov) and/or utilize this instructional link: [www.grants.illinois.gov](http://www.grants.illinois.gov) Resource Links tab. SAM.gov registrations must be "public."
- (ii) Provide a valid UEI number in the GATA Grantee Portal registration.
- (iii) Continue to maintain an active SAM registration with current information at all times during which it has an active Federal, Federal pass-through or State award or an application or plan under consideration by a Federal or State awarding agency. The Department will not make a Federal pass-through or State award to an applicant until the applicant has complied with all applicable UEI and SAM requirements and, if an applicant has not fully complied with the requirements by the time the Department is ready to make a Federal pass-through or State award, the Department may determine that the applicant is not qualified to receive a Federal pass-through or State award and use that determination as a basis for making a Federal pass-through or State award to another applicant.

### **4. Submission Dates and Times.**

Applications for this opportunity must be submitted by 5:00PM CST on Tuesday, September 3<sup>rd</sup>, 2024.

Application materials must be submitted to the Department via electronic form at <https://app.smartsheet.com/b/form/a177376448da425b84d399913fb650e5>

The Department is under no obligation to review applications that do not comply with the above requirements. Failure to meet the application deadline may result in the Department returning application without review or may preclude the Department from making the award.

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**5. Intergovernmental Review, if applicable.**

N/A

**6. Funding Restrictions.**

Pre-award costs incurred post July 1, 2024 are allowable and can be charged to the grant if the application is awarded the grant. Other restrictions can be found in Sections A., B., and C.

**7. Other Submission Requirements.**

Documents stored in Google Docs or other cloud-based servers are not allowed.

Applicants may confirm receipt of the application and documents by contacting the program contact listed in this NOFO.

**E. Application Review Information**

**1. Criteria.**

Grant proposals will be reviewed on a competitive basis. Each proposal will be scored on a 100-point scale. Proposals must receive at least 60 points in order to be funded. The Department shall consider the following criteria when evaluating the application submittal: Need, Capacity, and Quality.

<b>Need- Identification of stakeholders, facts, and evidence that demonstrate the proposal supports the grant program purpose</b>	
Proposal clearly addresses how the project will increase international visitation and is part of an overall marketing plan based on research to identify opportunities Application provided information describing the attractions they have such as state and national parks, national forest, scenic byways or historical or culturally significant attractions of interest to international visitors.	10 points
Proposal identified previous marketing efforts that were successful to justify funding. Proposal detailed information on products that are currently carried by receptive and international tour operators.	15 points
<b>Capacity- The ability of the applicant to execute the project according to requirements of the grant program</b>	
Applicant demonstrated experience and ability to provide the services outlined in the NOFO and successfully complete the project tasks within the proposed grant period	10 Points
Applicant demonstrated the ability and quality of systems/methodologies to track and measure the performance of the project and identified past results of those international efforts	10 Points
<b>Quality- The totality of features and characteristics of the project that indicate its ability to satisfy the requirements of the grant program</b>	
Proposal supported and augmented the international tourism efforts of our department by planning to work within the opportunities presented.	10 Points
The proposal demonstrated the potential interest or proven interest for the international markets selected by showing past results or providing information as to attractions that would be of interest to these markets	15 Points
The projects identified in the application will have an impact on the area's overall tourism recovery	10 Points
Applicant demonstrated that they are visitor ready for international guests from the identified markets	10 Points

Applicant demonstrated that the estimated outcomes reflect the intent of this funding opportunity by identifying the estimated performance measures and outcomes	10 Points
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**2. Review and Selection Process.**

Applications will be graded using the Merit Review Process and scored on the criteria specified in Section E.1. The Department will designate an Evaluation Committee to grade each application received for this funding opportunity. The final score of each Committee member will be calculated and an average of all scores will be the final applicant score. Grants will be awarded in order from highest score to lowest score until funding is exhausted. The Department may also consider geographical dispersion when making recommendations for grant awards to ensure adequate statewide representation.

The Merit Based Review process is subject to appeal. However, competitive grant appeals are limited to the evaluation process. Evaluation scores may not be protested. Only the evaluation process is subject to appeal. The appeal must be submitted in writing to the Department within 14 calendar days after the date that the grant award notice has been published. The written appeal shall include the name and address of the appealing party, the identification of the grant and a statement of reasons for the appeal. To file an appeal, applicants must submit the appeal in writing and in accordance with the Merit-Based Application Review Appeals Process listed on the Grant Opportunities page of the DCEO website:  
<https://dceo.illinois.gov/aboutdceo/grantopportunities/meritappeview.html>.

**3. Anticipated Announcement and State Award Dates, if applicable.**

After the application period is closed, the Department will conduct a merit based review of eligible applications. Successful applicants will receive a Notice of State Award (NOSA) to initiate the grant agreement phase. During this phase, you will be contacted by a grant manager to develop a grant agreement, which can be a months long process depending on complexity, cooperation, and conformity with all applicable federal and state laws.

The Department reserves the right to issue a reduced award, or not to issue any award.

**F. Award Administration Information**

**1. State Award Notices.**

The Notice of State Award (NOSA) will specify the funding terms and specific conditions resulting from the pre-award risk assessments and the merit-based review process. The NOSA must be accepted in the GATA Portal by an authorized representative of the grantee organization. The NOSA is not an authorization to begin performance or incur costs.

**2. Administrative and National Policy Requirements.**

**Subrecipients and Subcontractors:** Agreement(s) and budget(s) with subrecipients and subcontractors must be pre-approved by and on file with DCEO. Agreements can be submitted to DCEO when available. Subcontractors and subrecipients are subject to all applicable provisions of the Agreement(s) executed between DCEO and the grantee. The successful applicant shall retain sole responsibility for the performance of its subrecipient(s) and/or subcontractor(s).

**Grant Uniform Requirements:** The Grant Accountability and Transparency Act (30 ILCS 708/1 *et seq.*) (and its related administrative rules, 44 Ill. Admin. Code Part 7000), was enacted to



increase the accountability and transparency in the use of grant funds from whatever source and to reduce administrative burdens on both State agencies and grantees by adopting federal guidance and regulations applicable to those grant funds; specifically, the Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (2 CFR 200).

**Procurement:** Grantees will be required to adhere to methods of procurement per the Procurement Standards (2 CFR 200.317 – 2 CFR 200.327).

### **3. Reporting.**

#### **Periodic Performance Report (PPR) and Periodic Financial Report (PFR)**

Grantees funded through this NOFO are required to submit in the format required by the Grantor, at least on a quarterly basis, the PPR and PFR electronically to their assigned grant manager. The first of such reports shall cover the first three months after the award begins. Pursuant to 2 CFR 200.328, Periodic Financial Reports shall be submitted no later than 30 calendar days following the period covered by the report. Pursuant to 2 CFR 200.329, Periodic Performance Reports shall be submitted no later than 30 calendar days following the period covered by the report. Any additional reporting requirements will be disclosed in the NOSA. Grantees are required within 45 calendar days following the end of the period of performance to submit a final closeout report in the format required by the Grantor (See 2 CFR 200.344).

#### **Monitoring**

Grantees funded through this NOFO are subject to fiscal and programmatic monitoring visits by the Department in accordance with 2 CFR 200.337. They must have an open-door policy allowing periodic visits by Department monitors to evaluate the progress of the project and provide documentation upon request of the monitor. Program staff will also maintain contact with participants and monitor progress and performance of the contracts. The Department may modify grants based on performance.

#### **Audit**

Grantees shall be subject to Illinois' statewide Audit Report Review requirements. Terms of the Single Audit Act Amendments of 1996 (31 USC 7501-7507), Subpart F of 2 CFR Part 200, and the audit rules set forth under the Grant Accountability and Transparency Act shall apply (See 30 ILCS 708/65(c)).

## **G. State Awarding Agency Contact(s)**

Grant Help Desk  
Illinois Department of Commerce & Economic Opportunity  
Email: **CEO.GrantHelp@illinois.gov**

## **H. Other Information, if applicable**

N/A

## EXHIBIT A - FY25 International Grant Co-op Opportunities

Country	Program	Audience	Date	Description	Cost
<b>IPW</b>					
Global	IPW in Chicago	Trade/Media	June 14 – 18, 2025	<p>10x10 Tradeshow Booth - design/build out cost only</p> <p>*Registration/travel/booth electric and material handling separate cost</p>	<p>\$20,000**</p> <p>*Registration/travel/booth electric and material handling not included</p> <p>*Minimum recommendation...closing event and/or activation on-site may need additional dollars</p>
Global	Post-IPW FAMS (Excludes Route 66)	Trade/Media	June 19 – 22, 2025	<p><b>IPW Post Familiarization (FAM) Trips</b> These will serve as a valuable way to educate and showcase the diverse range of attractions Illinois has to offer to the travel trade and media.</p> <p><b>EXPLORE THE UNEXPECTED SITES OF ILLINOIS</b> We will provide eligible buyers and journalists various chances to experience all that Illinois has to offer.</p> <p>This will help with paying transportation and other related expenses.</p>	\$20,000

FAMS					
Global	FAMS (*8 total – 2 per region)  *Subject to change	Trade/Media	Ongoing - FY25	The goal is to help travel professionals (trade and media) become knowledgeable about our destination, our attractions, and accommodations, so they can recommend them to clients and create content about it. This will help with paying transportation and other related expenses.	Minimum - \$10,000
In-Country Sales Missions					
UK/Scotland	UK/Scotland Sales Mission & Event	Trade/Media	Oct 12 – 19, 2024	<p>IOT mission to meet with tour operators, travel agents and media to promote the state, regions and CVBs in the UK and Scotland. The focus is on strengthening current product and developing new bookable product for the market through sales calls, trainings, and networking opportunities. Attendees will participate in a scheduled mix of media and trade events, consisting of travel agent trainings and networking opportunities.</p> <ul style="list-style-type: none"> <li>• 3 cities: London, Manchester, Glasgow</li> </ul> <p>IOT will host travel trade/media surrounding an event in the UK.</p>	\$10,000/person + travel expenses
Mexico	Mexico Sales Mission	Trade/Media	March 10-15, 2025	<p>IOT mission to meet with tour operators, travel agents and media to promote the state, regions and CVBs in Mexico. The focus is on strengthening current product and developing new bookable product for the market through sales calls, trainings, and networking opportunities. Attendees will participate in a scheduled mix of media and trade events, consisting of travel agent trainings and networking opportunities.</p>	\$7,500 + travel expenses

India	India Sales Mission	Trade/Media	January 26-February 1, 2025	IOT mission to meet with tour operators, travel agents and media to promote the state, regions and CVBs in India. The focus is on strengthening current product and developing new bookable product for the market through sales calls, trainings, and networking opportunities. Attendees will participate in a scheduled mix of media and trade events, consisting of travel agent trainings and networking opportunities.	\$12,500 + travel expenses
Australia/New Zealand	Australia/New Zealand Sales Mission	Trade/Media	February 16-22, 2025	IOT mission to meet with tour operators, travel agents and media to promote the state, regions and CVBs in Australia and New Zealand. The focus is on strengthening current product and developing new bookable product for the market through sales calls, trainings, and networking opportunities. Attendees will participate in a scheduled mix of media and trade events, consisting of travel agent trainings and networking opportunities.	\$12,500 + travel expenses
Canada	Toronto Outdoor Adventure Show and MRC Evening Event	Consumer/Trade/Media	February 21-23, 2025	Illinois will have a dedicated booth for the consumer show and participate in a media dinner and presentations at an MRC event.	\$5,000 + travel expenses

Europe	European Sales & Media Mission	Trade/Media	TBD	<p>IOT mission to meet with tour operators, travel agents and media to promote the state, regions and CVBs in Switzerland and Germany. The focus is on strengthening current product and developing new bookable product for the market through sales calls, trainings, and networking opportunities. Attendees will participate in a scheduled mix of media and trade events, consisting of travel agent trainings and networking opportunities.</p> <ul style="list-style-type: none"> <li>• 2 Cities – Zurich and Frankfurt</li> </ul>	\$10,000 + travel expenses
Japan	Japan Sales & Media Mission & Chicago Cubs Event(s)	Trade/Media	March 16-22, 2025	<p>IOT mission to meet with tour operators, travel agents and media to promote the state, regions and CVBs in Japan. The focus is on strengthening current product and developing new bookable product for the market through sales calls, trainings, and networking opportunities. Attendees will participate in a scheduled mix of media and trade events, consisting of travel agent trainings and networking opportunities.</p> <p>IOT will host travel trade/media surrounding the Chicago Cubs vs Dodgers season opener in Tokyo.</p>	\$12,500 + travel expenses

Canada	OMCA Marketplace	Trade	Marketplace: Nov 4-6, 2024	Sellers can expect 20-25 8-minute appointments over 2 days with group-tourism related companies.	\$2,500 + travel expenses  (Includes membership fee, registration and marketing surrounding the show) + travel expenses
Canada	Reverse Sales & Media Mission	Trade/Media	Late April 2025	Reverse trade and media mission to bring tour operators and travel agents to Illinois in conjunction with Air Canada/WestJet/Porter. The focus is on strengthening current product and developing new bookable product for the market through sales calls, trainings, and networking opportunities. Attendees will participate in a scheduled mix of media and trade events, consisting of travel agent trainings and networking opportunities.	\$3,500
Global	Reverse RTO Sales Mission	Trade	November 2024	Reverse trade mission to bring Receptive Tour Operators to Illinois and conduct missions in various parts of the state. This is an opportunity to bring RTO's to a marketplace and allows more local partners to attend, generating business opportunities as well as experiencing your destination.	\$3,500
<b>Consumer Marketing In-Country</b>					
<ul style="list-style-type: none"> <li>• Canada</li> <li>• Germany</li> <li>• India</li> <li>• Mexico</li> <li>• UK</li> </ul>	Sojern	Consumer	Ongoing - FY25	Multi-channel marketing program with data-driven audience targeting and 24/7 access to online reporting while campaign is live. Participants can run display, video, native, and social channels	Tier 1 - \$3,000 Tier 2 - \$5,000 Tier 3 - \$10,000 Tier 4 - \$15,000

				<a href="https://docs.google.com/presentation/d/1fpDq9SQzXC6e0i0tzGXZoo2W1TV-v9BeNWvad-Jm8QY/edit?usp=sharing">https://docs.google.com/presentation/d/1fpDq9SQzXC6e0i0tzGXZoo2W1TV-v9BeNWvad-Jm8QY/edit?usp=sharing</a>	
Germany/UK	GLUSA Guide	Consumer	Ad close: Aug 2, 2024 Materials due: Aug 9, 2024	The Great Lakes USA Guide is being relaunched in a partnership between Phoenix International Publishing and Great Lakes USA with the 2025 edition. This is the official consumer travel guide for the UK and Germany. The anticipated publishing date is October 2024 and the guide is endorsed by Great Lakes USA and each member state — Illinois, Indiana, Michigan, Minnesota, Ohio, Pennsylvania and Wisconsin.	Full page: \$8,500 Half page: \$6,250 Double page spread: \$15,950 Outside back cover: \$10,500 Inside front cover: \$10,000 Inside front cover spread: \$20,000 Inside back cover: \$9,000
Germany/UK	Spearfish	Consumer	Ongoing - FY25	<ul style="list-style-type: none"> <li>• Digital display and video consumer advertising</li> <li>• Programmatic</li> <li>• Spearfish leverages credit card spending data as a means of identifying prior visitation</li> <li>• Destinations, lodging partners and attractions can hyper target the international inbound markets</li> <li>• Spearfish identifies and targets actual repeat visitors to the US</li> <li>• Advertising via a curated network of brand-safe websites will be delivered to those who have identifiable prior visitation to your destination</li> </ul> <a href="https://sccadv.box.com/s/8vrbewt6xd0vr1srfjq80kxn1jewjgsm">https://sccadv.box.com/s/8vrbewt6xd0vr1srfjq80kxn1jewjgsm</a>	Minimum spend: \$2,000

Germany/UK	Essentially America/Mein Amerika Magazine	Consumer	November/December 2024 (Fall)  March/April 2025 (Spring)	<ul style="list-style-type: none"> <li>• The unique distribution model makes issues available in departure gate areas of flights to the USA from Heathrow, Frankfurt and Munich airports</li> <li>• This assures advertising will reach those embarking on a visit to the USA who, in turn, are your best prospects for future repeat visits in the following 12 months</li> <li>• Preliminary editorial topics: Wine Regions Around the USA (Fall, Lesser-Known National Parks and Monuments (Fall), Historic and Scenic Trains (Spring)</li> <li>• Total circulation of 100,000 copies equally distributed between both markets</li> </ul>	<p><b>Full page:</b> \$6,000 per market \$9,000 for both markets</p> <p><b>½ page in both markets:</b> \$5400</p> <p><b>¼ page in both markets:</b> \$3240</p>
Germany	AMERICA Journal	Consumer	<p><b>Winter 2024 issue:</b> Close date: November 8 Published: December 13</p> <p><b>Spring 2025 issue:</b> Close date: February 21 Published: March 28</p> <p><b>Summer 2025 issue:</b> Close date: May 23 Published: June 27</p>	<p>AMERICA Journal is the German travel magazine focused on travel to the US and has a circulation of 35,500 copies and 130,000 readers in German speaking Europe. Audience is repeat visitors to the US</p>	<p><b>Print advertising:</b> Full page: \$5,668.65 2/3 page: \$3,817.35 1/2 page: \$2,891.70 1/3 page: \$ 1,943.10</p> <p><b>Print advertising plus online:</b> Full page: \$6,242.40 2/3 page: \$4,391.10 1/2 page: \$3,465.45</p> <p><b>Newsletter add-on option:</b> Story ad: 382.05 Box ad: 306.00</p> <p><b>Full page advertorial</b> \$ 7,168.65</p> <p><b>Full page advertorial plus online or 2x newsletter ads</b> \$7,742.40</p>



Trade Marketing In-Country					
Global	Trade Marketing In-country	Trade	Ongoing - FY25	<p>Marketing programs that promote the state, region and/or CVB through a TO/OTA which may include:</p> <ul style="list-style-type: none"> <li>• Promotional packages</li> <li>• New product development</li> <li>• Trainings</li> <li>• B2B activations</li> <li>• Public relations and media</li> <li>• May be with several tour operators in different countries</li> </ul>	\$25,000
Memberships					
<ul style="list-style-type: none"> <li>•Germany</li> <li>Austria</li> <li>Switzerland</li> <li>•UK/Ireland</li> </ul>	Great Lakes USA Preferred Partner Membership	Consumer/Trade/Media	Ongoing - FY25	<p>GLUSA is a not-for-profit, membership-based organization that acts as a regional marketing alliance promoting inbound overseas travel. PPM benefits include:</p> <ul style="list-style-type: none"> <li>• Promotion in trade and consumer newsletters</li> <li>• Online exposure via United Kingdom/German social media</li> <li>• Opportunity to join sales missions and trade shows</li> <li>• Brochure distribution at trade/consumer shows and sales missions</li> <li>• Sales leads from travel trade shows and sales missions</li> <li>• Attendance at the GLUSA Annual Meeting (non-voting)</li> </ul>	\$7,500
Canada, India, Japan	Mississippi River Country Partner Opportunities	Consumer/Trade/Media	Ongoing - FY25	<p>MRC is a multi-state marketing program designed to bring international visitors to the region</p> <ul style="list-style-type: none"> <li>• They work with tour operators/media/consumers to promote and stimulate travel to the MRC states</li> <li>• Illinois is a paying member and that allows for partners to join at an affordable rate</li> </ul>	\$6,000

				<ul style="list-style-type: none"><li>• Website page on mississippirivercountry.com</li><li>• Special social media posts</li><li>• Canadian and Japanese media and travel trade outreach</li><li>• Individual emails to Canadian and Japanese media and travel trade</li></ul>	
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