

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

Awarding Agency Name	Commerce And Econ Opp
Agency Contact	Tom Becker (tom.becker@illinois.gov)
Announcement Type	Initial
Type of Assistance Instrument	Grant
Funding Opportunity Number	1
Funding Opportunity Title	Illinois Travel and Tourism Grant Program
CSFA Number	420-25-2973
CSFA Popular Name	Tourism Marketing EDA Grant
Anticipated Number of Awards	0
Estimated Total Program Funding	\$2,932,627
Award Range	\$10000 - \$100000
Source of Funding	Federal
Cost Sharing or Matching Requirements	Yes
Indirect Costs Allowed	No
Restrictions on Indirect Costs	No
Posted Date	10/27/2022
Application Date Range	10/27/2022 - 12/12/2022 : 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/2973-2388.html">https://dceo.illinois.gov/aboutdceo/grantopportunities/2973-2388.html</a>
Technical Assistance Session	No

# Agency-specific Content for the Notice of Funding Opportunity

## Illinois Travel and Tourism Grant Program

NOFO ID: 2973-2388

For your application to be considered, your entity must be pre-qualified. For more information on pre-qualification, please visit <https://dceo.illinois.gov/aboutdceo/grantopportunities/granteeresources.html>.

### A. Program Description

This Notice of Funding Opportunity funds projects aimed at revitalizing the hard-hit tourism industry by promoting tourism destinations, attractions and events in our state. The Illinois Travel and Tourism Grant Program is made possible with support of federal dollars from a grant from the Economic Development Administration and is part of a broader effort underway to help reinvigorate tourism in Illinois, by putting businesses in this industry and beyond on a path to economic recovery from COVID-19. Grants from \$10,000 to \$100,000 will be awarded to promote tourism in Illinois.

The Illinois Travel and Tourism Grant Program is important to the State of Illinois' tourism industry to match/leverage local funds with State funds to promote destination drivers, to market and promote destinations, attractions, and events throughout the State.

This opportunity provides funding for marketing and promotional projects that will increase visitation and generate overnight stays in paid accommodations. This is a reimbursement opportunity. Administrative expenses and indirect costs are not allowed under this opportunity.

Applicants must identify performance measurements they will use to identify successful outcomes for the project such as anticipated increased visitation, new visitation, and/or enhanced length of stay.

The successful grantee will be required to report on the expenditure of funds and the successful performance measure outcomes using the periodic financial and performance reporting templates. Cash match of 100% must be provided for the grant funds requested.

### B. Funding Information

This grant program is utilizing federal pass-through funds appropriated by the General Assembly for grants associated with federal awards for Travel, Tourism, and Outdoor Recreation programs. Total amount of funding expected to be awarded through this NOFO is \$2,932,627. Awards will range from \$10,000 to \$100,000.

Anticipated start date for awards is January 2, 2023. The period of performance is expected to be January 2, 2023 through December 31, 2023.

Administrative costs and indirect costs are not allowed for this opportunity.

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

1) Travel Related Promotional Materials: Costs related to production, design, and distribution of travel related brochures, visitor guides, direct mail literature or travel guides that are primarily targeted to areas outside of 50 miles from the tourism attraction, destination, or event.

2) Media: Costs related to production, design and placement for print advertising, radio advertising, digital advertising, out of home advertising, social marketing and television advertising directed toward areas outside of 50 miles from the tourism attraction, destination, or event.

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3) Billboards: Costs related to design and production of billboard artwork and rental of billboard space directed toward areas outside of 30 miles from the tourism attraction, tourism destination or event unless the billboard is placed on an interstate.

4) Websites: Costs related to development, search engine optimization and marketing.

5) Travel/Trade Shows: Costs related to travel/trade show booth space rental and related expenses, including travel show registration fees for domestic marketing. Travel costs are not eligible.

Ineligible promotional projects and activities are those that do not contribute to increasing visitation and travel expenditures in Illinois, including, but not limited to:

- 1) Administrative expenses;
- 2) Postage and shipping expenses;
- 3) Association or organizational dues;
- 4) Street banners, bumper stickers, placements, or any type of specialty promotional item;
- 5) Any type of quick-print material;
- 6) Purchase or rental of AV equipment;
- 7) Projects solely promoting for-profit entities;
- 8) Event production expenses;
- 9) Routine maintenance of web sites
- 9) Travel expenses.

The total project cost must equal or exceed \$20,000 to be considered for a grant award. The maximum grant for any grantee in a fiscal year shall be \$100,000.

**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>);
- Has a valid UEI number (<https://sam.gov>);
- Has a current SAM.gov registration (<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

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- Is not on the Department of Healthcare and Family Services Provider Sanctions list (<https://www.illinois.gov/hfs/oig/Pages/SanctionsList.aspx>).

Marking SAM.gov registrations as “public” will allow the GATA Grantee Portal to expedite the review of the federal information. Making the SAM.gov registration “private” will not prevent the review; however, it will slow down the review process.

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:

Eligible applicants include:

1. Illinois Counties
2. Illinois Municipalities
3. Illinois Not-for-profit organizations
4. Illinois Local Promotion groups

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.

Cash match of 100% must be provided for the grant funds requested.

### 3. Indirect Cost Rate.

In order to charge indirect costs to a grant, the applicant organization must have an annually negotiated indirect cost rate agreement (NICRA). There are three types of NICRAs:

a) Federally Negotiated Rate. Organizations that receive direct federal funding, may have an indirect cost rate that was negotiated with the Federal Cognizant Agency. Illinois will accept the federally negotiated rate. The organization must provide a copy of the federally NICRA.

b) State Negotiated Rate. The organization may negotiate an indirect cost rate with the State of Illinois if they do not have a Federally Negotiated Rate. If an organization has not previously established an indirect cost rate, an indirect cost rate proposal must be submitted through State of Illinois' centralized indirect cost rate system no later than three months after receipt of a Notice of State Award (NOSA). If an organization previously established an indirect cost rate, the organization must annually submit a new indirect cost proposal through CARS within six to nine

months after the close of the grantee's fiscal year, depending on the grantee's audit type requirements.

c) De Minimis Rate. An organization may elect a de minimis rate of 10% of modified total direct cost (MTDC). Once established, the De Minimis Rate may be used indefinitely. The State of Illinois must verify the calculation of the MTDC annually in order to accept the De Minimis Rate.

All grantees must complete an indirect cost rate negotiation or elect the De Minimis Rate to claim indirect costs. Indirect costs claimed without a negotiated rate or a De Minimis Rate election on record in the State of Illinois' centralized indirect cost rate system may be subject to disallowance.

Grantees have discretion and can elect to waive payment for indirect costs. Grantees that elect to waive payments for indirect costs cannot be reimbursed for indirect costs. The organization must record an election to "Waive Indirect Costs" into the State of Illinois' centralized indirect cost rate system.

State Universities may request an indirect cost rate of 10% due to the State of Illinois' continuous funding of a portion of facility and administrative costs.

**Administrative costs and indirect costs are not allowed.**

**4. Other, if applicable.**

Applicants may submit only 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:

Tom Becker  
Illinois Department of Commerce & Economic Opportunity  
500 E. Monroe Street  
Springfield, IL 62701  
Tele: 217-782-7117  
Email: [tom.becker@illinois.gov](mailto:tom.becker@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. When completing the budget please split costs evenly between Grant and Match categories. For example, if spending \$3,000 to produce a brochure you would enter \$1500 under Grant costs and \$1500 under Match costs.
- Conflict of Interest Disclosure
- Mandatory Disclosures

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Program Specific Application

### 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 before submitting its application. To establish a SAM registration, go to [www.SAM.gov](http://www.SAM.gov) and/or utilize this instructional link: [How to Register in SAM from the www.grants.illinois.gov Resource Links tab](#). Please note, making SAM.gov registrations “public” will expedite the GATA Grantee Portal pre-qualification process.
- (ii) Provide a valid UEI number in its application, which matches the UEI number used in both the applicant entity’s SAM registration and 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 December 12<sup>th</sup>, 2022 at 5PM.

Application materials must be submitted to the Department via electronic form at <https://app.smartsheet.com/b/form/dd668cebe7ef4906878da8aed99ed8b6>.

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.

### 5. Intergovernmental Review, if applicable.

N/A

### 6. Funding Restrictions.

This opportunity does not allow reimbursement of pre-award costs. Other restrictions can be found in Sections B. and C.3.

### 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.

## Application Review Information

### 1. Criteria.

Grant proposals will be reviewed on a competitive basis. Each proposal will be scored on a 100-point scale. 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>	
Need of destination, attraction or event as demonstrated by decreased visitor numbers and decline in hotel tax revenue from 2021 compared to 2019	10 Points
Proposal clearly addresses how the project will increase visitation and generate overnight stays to the area and is part of an overall marketing plan based on research	10 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 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	10 Points
Applicant demonstrated successful performance in past marketing efforts with supporting data	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>	
Applicant provided a timeline and budget that are appropriate for the project that best align with this funding opportunity	10 Points
Applicant demonstrated that the geographic reach of the marketing efforts best align to bring in visitors from outside the local area for overnight stays based on research	10 Points
Applicant demonstrated how the marketing project would impact multiple attractions, municipalities or geographic areas by generating traffic/visitation	10 Points
Applicant demonstrated the tourism impact this project will have on the local area	10 Points
The estimated outcomes reflect the intent of this marketing opportunity	10 Points

### 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 scores until funding is exhausted to applicants receiving more than 60 points. Other factors such as geographical dispersion may also be considered by the department.

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/meritappreview.html>.

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

The Department anticipates sending Notices of State Award (NOSA) eight (8) weeks after the application period is closed.

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

**E. 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.**

**COVID-19 Requirements:** Due to the COVID-19 public health emergency, to be eligible to receive an award, grant applicants are required to adhere to all applicable executive orders issued by the Governor of Illinois, rules issued by an Illinois state agency, or other directives and/or guidance issued by Illinois state agencies related to the prevention of the spread of COVID-19. These same requirements will apply to grantees in carrying out the activities in the award throughout the award term.

**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



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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)).

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

Tom Becker  
Illinois Department of Commerce & Economic Opportunity  
500 E. Monroe Street  
Springfield, IL 62701  
Tele: 217-782-7117  
Email: [tom.becker@illinois.gov](mailto:tom.becker@illinois.gov)

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

N/A