



**Illinois**  
**Department of Commerce**  
& Economic Opportunity

JB Pritzker, Governor

## Illinois Travel and Tourism Grant Program

NOFO ID: 2973-2388

Directions: Complete this program application and submit as part of your application to the Illinois Travel and Tourism Grant Program. Detailed information on the program and submission requirements can be found in the Notice of Funding Opportunity. If necessary, additional pages may be attached.

Legal/Common Name: \_\_\_\_\_

1. Provide a detailed Scope of Work that demonstrates how this project meets the intent of this funding opportunity for the promotion of tourism.



4. Provide data on past marketing efforts that demonstrates how this project will increase overnight stays or visitation to the service area.

5. Describe your organization's experience in executing marketing projects within the last five years.

6. Describe the performance measures and data provider you will use to evaluate the success of the marketing efforts.

7. Provide detailed information about the geographic markets and market segments and why they were selected for the project. (What audiences will be reached by this marketing project, i.e, leisure, business, sports, group tours, meeting or trade show attendees and what geographic markets will be targeted)

8. Describe how the project will encompass multiple attractions, municipalities or geographic areas and have an impact on their efforts.

9. Provide the estimated tourism impact the project will have on the local area.