**Section 510.120 Eligible Uses of Grant Funds**

a) Eligible Promotional Projects and Activities – The Program shall provide matching grants to eligible Applicants to assist in promotional activities including, but 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 used to promote areas outside of 50 miles from the Tourism Attractions, Tourism Destinations or Tourism Events in Illinois;

2) Media: Costs related to production, design and placement for print advertising, radio advertising, on line advertising, out of home advertising and television advertising directed toward areas outside of 50 miles from the Tourism Attraction, Tourism Destination or Tourism Event in Illinois;

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 Tourism Event in Illinois, unless the billboard is placed on an intrastate;

4) Web Sites:Costs related to Web site development, including hosting fees, domain registration and related maintenance fees, search engine optimization and key word searches;

5) Market Research: Costs to conduct research to optimize the effectiveness of marketing the Tourism Attraction, Tourism Destination or Tourism Event in Illinois to areas outside of 50 miles;

6) Travel/Trade Shows:Costs related to travel/trade show booth space rental and related expenses, including travel show registration fees for domestic and international marketing, utilities, furniture rental, cleaning, etc.;

7) Visitor Inquiries: Costs related to telephone expenses for toll free telephone numbers for visitor inquiries;

8) Mail Promotions:Costs of the purchase and use of mailing lists for direct mail promotions, provided the promotional material is printed under this Program and provided the postage is billed at bulk rate;

9) Promotional Publications:Expenses for shipping and distribution of promotional publications printed under this Program to State funded Tourism information centers;

10) Ad Campaigns: Costs related to email newsletters and ad mail campaigns primarily directed towards visitors outside a 50 mile radius from the Tourism Attraction, Tourism Destination or Tourism Event in Illinois; and

11) Maps: Costs related to the design and production of maps illustrating the Tourism Attractions of an area being promoted.

b) Ineligible Promotional Projects and Activities – Projects and activities ineligible for funding are those that do not contribute to increasing visitation and travel expenditures in the State, including, but not limited to:

1) Administrative expenses (e.g., stationery, envelopes, basic telephone service charges except for toll free number phone expenses for visitor inquiries, rent, newsletters, supplies, personnel or equipment, and grant management fees);

2) Normal postage, distribution and shipping expenses, except for those allowed in subsections (a)(8) and (a)(9);

3) Association or organizational dues;

4) Street banners, bumper stickers, placemats, or any type of specialty items;

5) Any type of quick-print materials;

6) Purchase or rental of projectors, television sets, or video recorders;

7) Projects solely promoting for-profit entities;

8) Event production expenses (e.g., audio equipment, awards, entertainment, fireworks, portable restrooms, hired labor, refreshments, etc.);

9) Travel expenses (transportation, lodging, per diem); and

10) Promotion of county fairs.

(Source: Amended at 32 Ill. Reg. 13443, effective July 29, 2008)