**Section 515.40 Eligible Use of Grant Funds**

a) Examples of eligible Promotional Projects include, but are not limited to:

1) Production and printing of travel related brochures that are primarily used as fulfillment for advertising placed 50 miles outside of the regional service area;

2) Advertising primarily directed toward areas 50 miles outside of the regional service area being promoted;

3) Rental of billboard space and artwork, design and production of billboard advertising to promote a regional service area;

4) Web site development for the regional service area;

5) Marketing research for the regional service area;

6) Travel/trade show booth space rental and expenses (i.e., electric, furniture rental, cleaning, etc.), and travel/trade show registration fees for domestic marketing that represents the regional service area;

7) 1-800 number telephone expenses for regional service area visitor inquiries; and

8) Purchase and use of mailing lists for direct mail promotions.

b) Examples of projects eligible for grant administrative funding include, but are not limited to:

1) Photocopies;

2) All postage, distribution and shipping expenses;

3) Insurance;

4) Audits;

5) Accounting services;

6) Phone;

7) Rent;

8) Supplies;

9) Maintenance fees associated with a website;

10) Travel expenses (transportation, lodging, per diem) in accordance with the latest State of Illinois Department of Central Management Services Travel Regulations;

11) Salaries;

12) Membership dues for travel related associations or organizations; and

13) Equipment leasing/rental.

c) Activities ineligible for funding include, but are not limited to:

1) Purchase of equipment;

2) Purchase of any alcoholic beverages;

3) Penalties, fines, late payment fees, service or interest charges; and

4) Any project that receives funding through the Tourism Marketing Partnership Program, Tourism Attraction Development Grant Program, or Tourism Private Sector Grant Program.