

**For Immediate Release**  
**August 4, 2010**

**Contact:** George Manning, Chairman  
Boise Convention & Visitors Bureau  
208-344-7777



## **Boise Convention & Visitors Bureau Awarded \$328,000** **Grant by Idaho Travel Council**

**Sun Valley, ID** - In a unanimous vote of confidence for Bobbie Patterson's leadership of the Boise Convention & Visitors Bureau (Boise CVB), the Idaho Travel Council today awarded the Boise CVB an immediate grant of \$328,000 for the promotion and marketing of the city and region.

The Travel Council also set aside an additional \$279,500 for Patterson's Bureau. This amount will be added to the grant award once the Boise CVB is able to confirm the stability of its funding, thereby enabling it to accomplish the grant programs, given the GBAD's recent withdrawal of financial support.

Patterson testified before the Travel Council on Tuesday in an effort to assure the Council of the commitment of both the Boise CVB Board of Directors and staff to continue their aggressive, successful marketing efforts to bring meetings, conventions, events and visitors to Boise. A strong letter of support from Mayor Dave Bieter was also read into the record at the time of Patterson's testimony.

Idaho Travel Council grant programs are targeted at putting heads in beds as all funding for tourism marketing comes from a statewide 2% tax on hotels, motels and campgrounds.

Prior to awarding the grant to the Boise CVB, John May, Chairman of the Idaho Travel Council, in a prepared statement clarified that the Greater Boise Auditorium District, a public taxing entity, is ineligible to receive or use Idaho Travel Council grant funds. May

also stated his hope that the Boise CVB and the GBAD will find a way to continue the partnership between the two organizations that has worked so well for the community for more than 20 years.

After hearing of the grant award and the favorable support expressed by the Idaho Travel Council, George Manning, Chairman of the Boise CVB said, "I want to personally thank the Idaho Travel Council for its support. The Convention and Visitors Bureau produces annually over 30 million dollars of economic prosperity to the greater Boise area. However, the programs provided via the ITC grant don't come without additional costs to the Bureau. It is imperative that those who gain the most bear the greater burden of support. We will be vigorously pursuing funding options with that strategy in mind."

(End)