



TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT FY 2017-18 DEVELOPMENTAL CO-OP MARKETING GRANT OVERVIEW

ABOUT THE DEVELOPMENTAL CO-OP:

The Tennessee Department of Tourist Development (TDTD) is pleased to announce that we will once again provide matching funds for FY 2017-18 through the Developmental Co-op Marketing Grant Program.

The co-op provides tourism organizations the opportunity to expand the impact of their marketing message, increase visitation to their community and increase travel-generated revenue, while leveraging TDTD's brand and marketing efforts/initiatives.

Partnerships awarded are limited to available funds, as well as the number of requests received. Below is a snapshot of the details for the 2017-18 Developmental Co-op:

- \$1M TDTD budget
- 1:1 match
- Delegated Grant Authority Contracts will be issued
- Consistency with TDTD's campaign messages "The Soundtrack of America. Made in Tennessee."
 - Details are specific to each partner's proposal and what is the best fit.

The following documents will be used to complete the steps required with the FY 2017-18 Developmental Co-op Program. All of which can also be found at <https://www.tnvacation.com/industry/marketing-information>.

1. Overview
2. Application Form
3. Delegated Grant Authority Contract
4. Checklist of Deliverables
5. Final Report



WHO IS ELIGIBLE?

The Official Destination Marketing Organization for each county or region, such as:

- Convention & Visitors Bureaus
- Chambers of Commerce
- Community development related organizations that are non-profit and considered “official tourism organizations” (i.e. *Middle East Tennessee Tourism Council, Southcentral Tourism Association.*)

WHO IS NOT ELIGIBLE?

Tourism partners that are not considered an Official Destination Marketing Organization, such as:

- Attractions
- Festival – although an organization can use funds to market an event
- Museums
- Tennessee Main Street organizations
- The following Destination Marketing organizations in the top five counties (*Davidson – Nashville CVC, Hamilton – Chattanooga CVB, Knox – Visit Knoxville, Sevier – Gatlinburg CVB, Pigeon Forge Dept. of Tourism, Sevierville Chamber of Commerce, and Shelby – Memphis CVB*) in terms of tourism expenditures

WHAT PROJECTS /EXPENDITURES ARE ELIGIBLE?

The Developmental Co-op projects should help support “The Soundtrack of America. Made in Tennessee.” message and brand, and they should allow for strong measurement capabilities. The following is a list of potential marketing projects that are eligible:

- Production costs of promotional publications (i.e. *brochures, visitor guides, newsletters, etc.*); the distribution must reach consumers, not just the organization’s members
- Rich media production (i.e. video, photo shoots)
- Interpretive or directional signage
- Digital support programs, such as paid media /ads, social media (i.e. facebook boosts) or paid search (This does not pay admin for someone to post to social media)
- Website development (*includes the enhancement of an existing website or a new site*)
- Tourism-related tradeshows and exhibit promotional materials (*does not include travel expenses*)
- Promotional partnership opportunities offered by the tourism organization



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- Media buy that promotes tourism to the state of Tennessee and includes “The Soundtrack of America. Made in Tennessee” or “Discover Tennessee Trails and Byways (i.e. print, broadcast, billboards)

If you have an idea that is not listed above, but you think it directly promotes “Tennessee’s brands.” message and tourism to Tennessee, please contact Melanie Beauchamp at 615-741-9009 or email at Melanie.Beauchamp@tn.gov to determine eligibility before submitting your paperwork. TDTD maintains the discretionary right to create exceptions or additional eligibility regulations on a case-by-case basis.

WHAT PROJECTS ARE NOT ELIGIBLE?

- Agency time
- Reprinting of an existing brochure without changes or updates
- Hosting fees for a website
- Salaries or administrative expenses, such as travel reimbursement or office equipment
- Development or enhancements to infrastructure
- Speaker fees, entertainment, trophies or prize money

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THINGS TO CONSIDER BEFORE APPLYING:

- Total requests received last year exceeded \$1 million.
- Is this project going to move the needle in your marketing efforts?
- Are there new projects that would increase exposure for your destination?
- Can your organization pay for the entire project and get reimbursed 50%?
- Is there a commitment to seeing the project through?
- **Do not apply for funds that you aren’t certain you can spend.**



APPLICATION PROCESS:

Submit your application by **July 31** to:

Email: Carrie.Roberson@tn.gov, CC: Melanie.Beauchamp@tn.gov

Subject Line: 2017-18 Developmental Co-op – [Partner Name] Application

-or-

Mail: Tennessee Department of Tourist Development
Attention: Carrie Roberson, Developmental Co-op
William Snodgrass/Tennessee Tower
312 Rosa L. Parks Avenue, 13th Floor
Nashville, TN 37243

If you have any questions about your application, contact Carrie Roberson at 615-741-9027 or email at Carrie.Roberson@tn.gov.

AWARD NOTIFICATION:

Developmental Co-op funds will be awarded by **Aug. 25, 2017**. You will receive official notification of your award status via email, unless previously requested otherwise on your application.

PARTNER MANDATORY DELEGATED GRANT AUTHORITY:

In order to maintain the department's ability to directly reimburse our partners internally for this program, we are required to complete a Delegated Grant Authority contract with each participating partner. You will receive this information with your award letter on or before **Aug. 25, 2017**. This documentation will directly reflect your approved project. If you have any questions about this additional paperwork, please contact Alicia Widrig at 615-741-9065 or Alicia.Widrig@tn.gov.

Please submit the signed document by **Sept. 15, 2017**. We will co-sign the document and submit the final version to you for your files by **Sept. 20, 2017**.

PARTNER MANDATORY REQUIREMENTS:

In order to participate and be reimbursed for the 2017-18 Developmental Co-op, each partner will be required to adhere to mandatory deliverable requirements regarding their own marketing efforts in support of TDTD. The requirements are listed in the application as



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well as on a separate check list and we request that they be implemented, or the dates of implementation be provided, to the department by **Dec. 1, 2017**.

REIMBURSEMENT PROCEDURES

The qualifying project must be completed by **May 1, 2018** in order to receive funding. Reimbursement paperwork must be received by **May 18, 2018**.

The reimbursement procedures are as follows:

Step 1. - If your project was completed using an advertising agency (*funds cannot be distributed directly to agencies*): After a qualifying project (*or portion*) is complete, your agency needs to invoice you for the project, as well as provide proof of completion (*samples, tear-sheets, media affidavits, screen shots, measurement report etc.*).

-or-

Step 1. - If your project was completed without an advertising agency: After a qualifying project (*or portion*) is complete, your vendor or media outlet will provide an invoice for the project, as well as proof of completion (*samples, tear-sheets, media affidavits, screen shots, measurement report, etc.*).

Step 2. - All reimbursement paper work should be on your organizations letterhead, send an invoice (with invoice number) for reimbursement stating the project name and the total amount of reimbursement, along with copies of the above documentation should be submitted.

All requested paperwork should be submitted to:

Email: Carrie.Roberson@tn.gov, CC: Melanie.Beauchamp@tn.gov
Subject Line: 2017-18 Developmental Co-op –
[Partner Name] Reimbursement

-or-

Mail: Tennessee Department of Tourist Development
Attention: Carrie Roberson, Developmental Co-op
William Snodgrass/Tennessee Tower
312 Rosa L. Parks Avenue, 13th Floor
Nashville, TN 37243

- Upon receipt of reimbursement from TDTD, your organization is responsible for issuing a check to your vendor or media outlet.

TDTD reserves the right to use their bank of choice to provide reimbursement.



FOLLOW-UP REQUIREMENTS:

A final report on the marketing effectiveness of the project – including the agreed upon methods of measurement, as well as proof of the deliverables for TDTD, is due by **Aug. 30, 2018**.

SUMMARY OF KEY MILESTONES:

- July 10** Overview / Application out to partners
- July 31** Application must be submitted to TDTD
- Aug. 25** TDTD to send the award letters and contracts to all participating partners
- Sept. 15** Signed copy of the Delegated Grant Authority contract is due to TDTD by each participating partner
- Sept 20** A final, co-signed copy of the Delegated Grant Authority contract is due to each participating partner from TDTD.
- Dec. 1** Partner deliverables must be submitted by the partners to TDTD
- May 1** The qualifying project must be completed by the partner(s)
- May 18** Reimbursement paperwork is due from the partners - This is the FINAL date to submit a request for reimbursement

June 30, 2018

All partners should have been reimbursed by TDTD

Aug 30, 2018

Final Report Due

TDTD reserves the right to withhold full or partial reimbursements at any time, if any of the required deliverables are either not provided or the deliverable date is not met.