

2018 Tourism Marketing Grant FAQs

Q: Is this grant the same as the Developmental Co-op?

A: Yes, the grant has been renamed and changed slightly to avoid confusion with other co-op programs.

Q: What is the budget and how many grants will be awarded?

A: Last year, 98 were awarded. The amount varies based on number of applicants and the amount of requests. The budget is \$1,000,000.

Q: Is there a cap?

A: While there is no cap this year there are a few things to consider when 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?
- **Be cautious in applying for funds that you aren't certain you can spend.**

Q: Who is eligible?

A: Official Tennessee Tourism Organizations with the exception of the primary DMOs in the top five counties in terms of tourism expenditures (*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*)

Q: What is the definition of an “Official Tourism Organization”?

A: An “Official Tourism Organization” indicates an organization designated by a county or municipality as the entity that promotes the region as a tourist destination. For a particular county or region, an “Official Destination Marketing Organization” is generally recognized as the area’s “Official Tourism Organization” (OTO). An Official Destination Marketing Organization (ODMO) is an organization whose task it is to represent that community to potential travelers and generate economic benefits to that specific county or region of Tennessee through visitor expenditures. ODMOs can act as Convention & Visitors Bureaus, Chambers of Commerce, and community development-related organizations that are not-for-profit. Tourism partners that are not considered as an ODMO or OTO can be an attraction, festival, museum, Tennessee Main Street organizations, for example.

Q: Will you accept more than one application from a county?

A: More than one entity in a county can apply as long as it is a DMO or OTO as defined in the grant.

Q: What if we didn't use our grant funds last year? Can we apply?

A: Organizations that did not utilize funds can still apply, although this will be considered when reviewing grants and determining award amount.



Q: Can you apply for more than one project?

A: Yes, you can apply for multiple marketing projects. New this year projects need to be itemized AND prioritized on the application with timeline and cost as TDTD might only fund certain projects presented.

Q: Can you give us examples of what you have funded in the past?

A: This grant has funded many projects. Examples include but are not limited to: Tourism commercials, video, paid print, broadcast, outdoor or digital advertising, social media paid advertising, rack cards, brochures, new websites or updated website, trade show materials, branded racks, branded promotional items.

Eligibility:

Q: What projects /expenditures are eligible?

A: The grant projects should help support Tennessee's mission, pillars 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, commercials, photo shoots*)
- Interpretive or branded 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*) not hosting fees or subscriptions
- Tourism-related tradeshows and exhibit promotional materials (*does not include travel expenses*)
- Promotional partnership opportunities offered by the tourism organization such as marketing for an event where a partnership is created (excluding partnerships with TDTD such as Retire Tennessee advertising program. The grant cannot pay for fees into the program.)
- Media buy that promotes tourism to the state of Tennessee (*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.

Q. What projects are not eligible?

A.

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



Q: Must we include “The Soundtrack of America. Made in Tennessee” or “Discover Tennessee Trails and Byways” logo on all projects?

A: No, the logos do not have to be on all ads and brochures. However, The Soundtrack of America. Made in Tennessee logo must be on the home page of each organizations tourism website. The logo must be within the current brand guidelines. [Click here](#), to read the latest brand guidelines. Logos cannot be cut from a website, or used outside of the guidelines. Once contracted, you will be sent the logo to place on your website.

Q: Can we use TDTD logos on items that will be sold?

A: No, state logos cannot be used on items for sale without a licensing agreement.

Q: If we want to include the logo in our projects, do we need approval.

A: Yes, the grant now requires approval before using the logo on projects. In some cases, a licensing agreement may be requested.

Funds:

Q: Can the funds be used in connection with other grants?

A: It depends. Other grants cannot be used as the matching funds, but if the community puts in the required match, then other grants funds can be used to complete a bigger, more impactful project.

Q: What is my match?

A: TDTD will reimburse fifty percent of amount spent up to the contracted amount

Q: Does TDTD pay half and we pay half?

A: No. the OTO must pay for the project then submit for reimbursement of half to TDTD

Q: Do I have to submit for reimbursement all at once?

A: No! We encourage you to submit for reimbursement throughout the year as projects or payments have been made. Just remember the match must be shown with supporting documents.

Q: What are considered supporting documents?

A. When contracted this year, you will receive a reimbursement package including a template for the invoice. You must also show the following supporting documents when submitting for reimbursement:

- a. Invoice from the vendor or provide who has completed the project
- b. Proof of payment that the vendor has been paid. TDTD will not pay the vendor.
- c. Proof project is completed, digital copy, screen shots of ads, links to videos, a copy of project, etc.

Q: How soon can I submit for reimbursement?

A: As soon as your project is completed and your contract has been fully signed and executed.

Q: What if we use an agency to purchase advertising or to work on a project?

A: Using an agency is fine, although TDTD will not reimburse for commission or agency fees.



Submission:

Q: Can I mail in my application?

A: No. It must be submitted via email to Carrie.Robertson@tn.gov CC: tourism.grant@tn.gov

Implementation:

Q: How will we know if we are awarded?

A: Tourism Marketing Grant award notifications will be sent by **Aug. 10, 2018**. You will receive official notification of your award status via email.

Q: Once awarded do I have to be contracted to start projects?

A: No, projects can begin. Technically projects after July 1, 2018 can qualify.

Q: Why can't the timing of the grant start before summer?

A: The State of TN is on a July to June fiscal year. The budget is not approved until the legislative session which sometimes does not end until May. The policy approval and DGA process is lengthy and cannot begin until the budget is approved. We strive to get the application out as soon as we can and have moved the dates back significantly over the past 3 years. As stated, projects are eligible July 1-May 1.

For any additional questions not answered here regarding the 2018 Tourism Marketing Grant please contact:

Melanie.Beauchamp@tn.gov, 615-741-9009 or Carrie.Roberson@tn.gov 615-741-9027.

