



**TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT
FY 2020 - 2021 TOURISM MARKETING GRANT OVERVIEW**

OVERVIEW:

The Tennessee Department of Tourist Development (TDTD) is pleased to announce that we will once again provide matching funds for FY 2021 - 2022 through the Tourism Marketing Grant Program.

This grant 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. Below is a snapshot of the details for the 2021 - 2022 Tourism Marketing Grant:

- \$1,250,000 TDTD budget
- ***New this year*** Organizations within counties that are designated as distressed per the current or previous two FYs Appalachian Regional Commission guidelines are eligible for an 80/20 reimbursable grant. All other qualified organizations will be eligible for the regular 50/50 reimbursable grant as offered in years past.
- For tourism marketing only
- Contracts will be issued
- Consistency with TDTD's campaign messages "The Soundtrack of America. Made in Tennessee." ***All State logo usage must be approved. See FAQ and Brand Guidelines. Department logo is not required on advertising.**
- Projects completed and paid for July 1, 2021 – June 1, 2022 are eligible.
- ***New this year*** Partners will be required to submit their final report via an online form. Details to come later.

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, South Central Tourism Association*)
- Regional organizations that are non-profit who brand and market tourism to drive visitation. (*i.e. Tennessee Distillers Guild, Tennessee Farm Winegrowers Alliance*)

WHO IS NOT ELIGIBLE?

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

- Attractions, Museums
- Festival – although an organization can use funds to market an event that is a draw for tourists
- Tennessee Main Street organizations
- Multi-state programs
- The following Destination Marketing Organizations in the top five counties (*Nashville CVC, Chattanooga Tourism, Visit Knoxville, Gatlinburg CVB, Pigeon Forge Dept. of Tourism, Sevierville CVB and Memphis Tourism*)



WHAT PROJECTS/EXPENDITURES ARE ELIGIBLE?

The grant projects should be for Tourism Marketing and should align with the state's pillars and brand, and they should allow for strong measurement capabilities. The following is a list of potential marketing projects that are eligible:

- Tourism related rack cards, brochures, visitor guides, newsletters, etc.; the distribution must reach consumers, not the organization's members
- Photography and videography
- Rack card design
- Interpretive or directional signage
- Print advertising
- Broadcast advertising
- 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 tradeshow and exhibit promotional materials (*does not include travel expenses, registrations or expenses while on-site*)
- *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 your Division Manager or Andi Grindley at andi.grindley@tn.gov or 615-741-7994 to determine eligibility before submitting your paperwork.*

WHAT PROJECTS ARE NOT ELIGIBLE?

- Agency time - projects completed by an agency are eligible but commission for ad buys are not
- Reprinting of an existing brochure without changes or updates
- Hosting fees for a website or CRM
- Salaries or administrative expenses, such as travel reimbursement, office equipment or staff time.
- Fees paid to TDTD for program participation (Retire TN, Sales program sponsorships)
- Development or enhancements to infrastructure
- Speaker fees, entertainment, trophies, or prize money
- Promotions for events or campaigns that are community-based and are not a draw for visitors more than 50 miles away
- *TDTD maintains the discretionary right to create exceptions or additional eligibility regulations on a case-by-case basis.*

THINGS TO CONSIDER BEFORE APPLYING:

- Total requests typically far exceed the allocated budget. All proposed projects may not be funded.
- This is a competitive grant; you must give a compelling case of why this will increase tourism.
- Is this project going to move the needle in your marketing efforts?
- Are there new projects that would increase exposure for your destination?
- Will your marketing budget accommodate your ask? Can your organization pay for the entire project and get reimbursed for either 80% or 50%, depending on county economic status?
- Is there a commitment to seeing the project through?



- Do not apply for funds that you aren't certain you can spend. We realize things happen but we have to consider future funding decreases if funds are not used.
- Please be mindful of the timeline and deadlines when choosing projects.
- You must show proof the payment was processed (bank statement, credit card statement, cleared check or zero balance statement from vendor) for reimbursement; QuickBooks copies or copies of the front of the check will *not* fulfill this requirement.
- If you are considering a project but are unsure if it would be competitive, contact your Division Manager to discuss it.

REQUIREMENT Check List:

- ☐ Pre-reimbursement form completed (included in application files)
- ☐ Multiple projects are prioritized and itemized on application
- ☐ Must have an updated industry partner page on www.tnvacation.com
- ☐ Read and understand SOAMIT Brand guidelines [here](#)
- ☐ Updated logo on partner's homepage with click-through link to tnvacation.com. TDTD will provide logo artwork if needed.
- ☐ Brand usage in projects must be approved
- ☐ I currently receive the industry e-newsletter or have registered at <https://industry.tnvacation.com/>

Deadlines

Submit your application and required documents by **July 30, 2021** to:

Email: Andi.Grindley@tn.gov, CC: tourism.grant@tn.gov

Subject Line: 2021-22 Tourism Marketing Grant – [Partner Name] Application

If you have any questions about your application, contact Andi Grindley at 615-741-7994 or email at Andi.Grindley@tn.gov.

AWARD NOTIFICATION: Tourism Marketing Grant award notifications will be sent by **August 11, 2021**. 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. 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.



2021 – 2022 TOURISM MARKETING GRANT TIMELINE

July 6, 2021	Application open
July 30, 2021	Deadline to submit application to TDTD
August 4, 2021	Grant Reviews held
August 11, 2021	TDTD to send award emails and contracts to partners
August 27, 2021	Signed copy of contract is due to TDTD by each participating organization
December 3, 2021	Update on project status submitted to TDTD (No scope changes after this date)
March 4, 2022	Update on project status submitted to TDTD (No scope changes after this date)
June 1, 2022	All reimbursement paperwork is due from the partners - This is the FINAL date to submit a request for reimbursement. You must have all documentation including proof of purchase which includes bank statements or cancelled checks, etc. *We encourage you to submit paperwork as projects are completed throughout the year.
August 30, 2022	Final Report Due via online form submission