



**TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT  
FY 2021 – 2022 TOURISM MARKETING GRANT APPLICATION**

**Due by: July 30, 2021; 2 p.m. (CST)**

**GENERAL INFORMATION *(all fields required)***

**1. Name of the requesting organization:**  
*(This should match the name on the organization's W-9)*

**2. County in which the organization is located:**

**3. Individual signing the contract:**

**Name:**

**Title:**

**Email:**

**Phone:**

**Individual administering the contract:**

**Name:**

**Title:**

**Email:**

**Phone:**

**4. Mailing address of the requesting organization:**  
*(This should match the official address of the grantee/vendor on W-9)*

**5. Do you have the current Soundtrack of America logo presently on your website?**

**6. URL Link to updated Partner Page on [tnvacation.com](http://tnvacation.com):**

**7. Do you follow TDTD industry news at Facebook: [ttdindustry](https://www.facebook.com/ttdindustry)?**

**8. Do you attend Governor's Conference on Hospitality and Tourism?**  
**If no, why?**



**Non-profit status:**

\_\_\_\_\_ Yes, the organization has non-profit status.

\_\_\_\_\_ No, the organization does not have non-profit status.

**Organization type:**

*(Ex: 501C(6), government office, quasi-government/authority, corporation, etc.)*

**BUDGET OVERVIEW**

**Organization's total marketing budget for FY 2021 – 2022:**

*(Marketing Budget must be able to accommodate the total project cost.)*

**Is the organization on a calendar or fiscal year model?**

☐ Yes, I agree and understand that TDTD will reimburse either 80% or 50% of approved projects completed, depending on county economic status.

*(In-kind matching is not eligible.)*

☐ Yes, I agree and understand that only projects awarded through the grant are eligible.

***\*Please note that invoices can be submitted for reimbursement as projects or a portion of projects are completed, as long as a match can be shown. It is not necessary to submit all at once.***

**Total proposed project costs: \$**\_\_\_\_\_

*(Projects should be itemized on following page.)*

**Total Grant Request: \$**\_\_\_\_\_

*(80% or 50% of Project Cost, depending on county economic status)*



**PROJECTS**

**Please complete the table on the following page. Below is an explanation of each column.**

- Proposed Project:** Please prioritize the projects. It is possible not all projects will be funded. Please include the general elements of the project, not only the campaign name. Ex: Spring Campaign, including social, billboards and radio.
- Estimated Cost:** Total cost for this project. \*Remember, you will be reimbursed for a portion of the total amount spent, depending on your county economic status. For organizations in distressed counties, if you show \$10,000 in projects, your grant request is \$8,000. For organizations in all other counties, if you show \$10,000 in projects, your grant request is \$5,000.
- Timeline:** Projected months for this project.
- Target Audience:** Please include demographics, age, geography, other details.
- How will this increase tourism:** Please be specific in how this will increase economic impact. Awareness is good, but can the project be impactful in terms of dollars?
- KPI/How will this be measured:** How will you know if the marketing works? What are you Key Performance Indicators? Example: The ad will generate leads, views or clicks that will be used to measure the success of the initiative.



**PROPOSED PROJECT(s)**

**Please prioritize and complete the following lines for each individual proposed project:**

Proposed Project (in order of priority)	Estimated Cost	Timeline	Target Audience	How will this increase tourism	KPI / How will this be measured



**Checklist:**

- ☐ Pre reimbursement form completed
- ☐ Completed W-9 form (must be 2018 version or newer)
- ☐ Multiple projects are prioritized and itemized
- ☐ Read and understand SOAMIT Brand guidelines at <https://industry.tnvacation.com/industryresources/branding>
- ☐ I currently receive the industry e-newsletter or have registered at <https://industry.tnvacation.com/>

**Signature/Date of the Authorized Applicant:**

X \_\_\_\_\_

Date: \_\_\_\_\_

**Please return application by July 30, 2021 to:**

Email: [Andi.Grindley@tn.gov](mailto:Andi.Grindley@tn.gov) CC: [tourism.grant@tn.gov](mailto:tourism.grant@tn.gov)

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