**TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT**

**FY 2022 – 2023 TOURISM MARKETING GRANT APPLICATION**

**\*\*Please type your responses below\*\***

**Due by:** **July 29, 2022; 2 p.m. (CDT)**

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

1. **Name of the requesting organization:**

*(This should match the name on the organization’s W-9)*

1. **County in which the organization is located:**
2. **Individual signing the contract:**

**Name:**

**Title:**

**Email:**

**Phone:**

**Individual administering the contract:**

**Name:**

**Title:**

**Email:**

**Phone:**

1. **Mailing address of the requesting organization:**

*(This should match the official address of the grantee/vendor on W-9)*

1. **Do you have the current Soundtrack of America logo presently on your website?**
2. **URL Link to updated Partner Page on tnvacation.com:**
3. **Do you follow TDTD industry news at Facebook: tdtdindustry?**
4. **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 2022 – 2023:**

*(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 80%, 70% 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 project 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%, 70% 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 **at-risk counties**, if you show $10,000 in projects, your grant request is $7,000.
* 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 bespecific 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** |
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**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 29, 2022 to:**

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

Subject Line: 2022–23 Tourism Marketing Grant – [Partner Name] Application