**TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT**

**FY 2025 – 2026 TOURISM MARKETING GRANT APPLICATION**

**Handwritten applications will not be accepted.**

**Due by:** **Friday, August 1, 2025**

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

1. **Name of the requesting organization as it appears 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:

1. **Mailing address of the requesting organization as listed on W-9:**
2. **Organization type:**

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

1. **Organization category:**

*(Destination Marketing Organization, Tourism Organization or Regional Organization)*

1. **Organization’s fiscal year end date?**

□ 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.

□ Yes, I agree and understand that projects awarded through the Tourism Marketing Grant may not be used for ARP funds.

□ Yes, I agree and understand that applications are incomplete until the [Budget Survey](https://stateoftennessee.formstack.com/forms/tourism_budget) by the TDTD Research Team has been completed.

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

*(Projects should be itemized on following page.) (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, as 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 or regional organizations**, 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.

**SCORING**

Applications will be scored based on the following criteria:

* Potential for expanding marketing message impact, increasing visitation and/or increasing travel-generated revenue
* Tourism project rather than community project
* Degree of innovation
* Quality of described measuring methods
* Completion of last year's project(s)
* Project alignment with the state's pillars (music, family, scenic beauty, experiences, history)
* Likelihood of success (does the DMO have the resources (staff/time/funds) to complete the project?)

**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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**Timeline:**

Jul 14, 2025 Applications open

Aug 1, 2025 Applications due

Aug 15, 2025 Award notifications and contracts sent to partners

Oct 31, 2025 Signed contracts due

Feb 6, 2026 Progress reports due

May 29, 2026 Project completion deadline, reimbursement paperwork and final reports due

**Checklist:**

* [Budget Survey](https://stateoftennessee.formstack.com/forms/tourism_budget) by the TDTD Research Team has been completed
* Projects are prioritized and itemized in the chart above
* I have read and understand [Tennessee Sounds Perfect brand guidelines](https://industry.tnvacation.com/industryresources/branding)
* I currently receive the industry e-newsletter or have [registered](https://industry.tnvacation.com/)
* The Tennessee Sounds Perfect logo is on the home page of the organization’s tourism website.
  + The logo must be within the current TDTD brand guidelines. [Click here](https://industry.tnvacation.com/industry/resources/branding) to read the latest brand guidelines and download the logo. **All department logo usage must be approved.**

**Authorized Applicant:**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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

**Please return application by August 1, 2025, to:** [Andi.Grindley@tn.gov](mailto:Andi.Grindley@tn.gov)