

The SOUNDTRACK *of* AMERICA  
• MADE IN •  
**TENNESSEE®**



‘FOR THE LOVE OF TENNESSEE’  
CARES ACT CAMPAIGN

9.2.2020



# GOALS

- Promote safe travel (social distancing, masks, and sanitization) in Tennessee to generate economic activity to preserve and restore jobs and tax revenue.
- Develop a marketing plan to run September - December 2020 to demonstrate to in-state and drive-market travelers how they can safely enjoy activities, destinations and attractions throughout Tennessee.
- Achieve maximum ROI on campaign to drive tax revenue for state of Tennessee.



# SAFE TRAVEL

In order for this campaign to be successful, it will address what travelers and locals are saying are their main concerns:

1. Showcase safety measures destinations and attractions are taking to increase travel sentiment
2. Encourage visitors to travel safely to reduce the spread within the communities they visit
3. Promote activities that travelers view as more safe (camping, RVing, outdoor activities)



# FALL TRAVEL INSIGHTS

## **Destination Analysts - August 24th Update**

- Approximately one-third of American travelers have at least tentative trip plans in the remainder of 2020.
- Travelers continue to most commonly express that spending time with loved ones is paramount, and look to be prioritizing enjoying nature, avoiding crowds.
- Half of American travelers report dining out at a restaurant in the past two months and 20.5% say they have visited an outdoor attraction.
- When it comes to the pandemic's impact on in-person education and the consequent travel plans of parents of school-age children, 37.2% say the uncertainty has made them more likely to travel this Fall.
- About 33% say they will be taking a staycation this year and 53.9% say they will be taking a regional trip.

## **Tennessee Pulse Survey - Wave 4 (7/17-7/26)**

- 66% of respondents said it is important for them and their family to travel in the state
- 29% of respondents said they are comfortable traveling in-state right now





# CREATIVE





TENNESSEE'S GIVEN US A LOT TO LOVE.  
FROM MEMPHIS TO NASHVILLE TO THE GREAT SMOKY MOUNTAINS.





A close-up, low-angle shot of a musician with long, wavy brown hair and a beard, wearing a dark shirt, playing a white electric guitar. The musician is positioned on the left side of the frame, with their head tilted down and eyes closed in concentration. The guitar is a white solid-body electric guitar with a dark fretboard and gold hardware. The background is dark and out of focus, suggesting a stage setting. The lighting is warm and focused on the musician and the guitar, creating a dramatic effect. The text is overlaid in the center-right of the image.

**BUT AS COVID CONTINUES TO REAR ITS HEAD AND THREATEN THE  
VOLUNTEER STATE'S TOURISM INDUSTRY, WE'D LIKE TO MAKE A REQUEST:**





COME FOR THE MOUNTAINS, THE MUSIC, THE LAKES AND THE ATTRACTIONS.

**BUT FOR THE LOVE OF TENNESSEE...**





**WEAR A MASK, WASH YOUR HANDS  
AND PRACTICE SOCIAL DISTANCING.**



A scenic view of rolling mountains at sunset or sunrise. The sky is a mix of orange, yellow, and light blue, with soft clouds. The mountains are layered, with the foreground showing dark green, forested slopes and the background showing hazy, blue-tinted peaks. The text "FOR THE LOVE OF TENNESSEE, TRAVEL SAFE" is overlaid in a bold, white, sans-serif font, centered horizontally and spanning across the middle of the image.

FOR THE LOVE OF TENNESSEE,  
TRAVEL SAFE



## CUSTOMIZING THE MESSAGE

Overarching:

# FOR THE LOVE OF TENNESSEE, TRAVEL SAFE

Customizable for Region/Partner  
location or offering:

**FOR THE LOVE OF** MEMPHIS  
CHATTANOOGA  
HOT CHICKEN  
NORRIS LAKE  
DOLLYWOOD  
KNOXVILLE

Customizable safety message  
for contextual placement:

**WEAR A MASK**  
**WASH YOUR HANDS**  
**SOCIAL DISTANCE**  
**STAY 6 FT APART**  
**ETC...**



A serene landscape featuring a calm river or lake. In the foreground, a large, leafy tree stands on the right bank, its trunk and branches framing the scene. A small, dark boat is moored near the shore. The opposite bank is covered in dense, lush green forest. The sky is bright and hazy, suggesting a misty or overcast day. The overall color palette is dominated by greens and blues, with a soft, ethereal atmosphere.

**BROADCAST/OLV**



# BROADCAST STRATEGY

- We plan on creating :30s that showcase activities that are safe and also how people are being safe at attractions across the state.
- Due to seasonality we suggest doing an additional Fall Color specific :30. We could also potentially highlight more of the winter holiday offerings of many of our partners later in the media run.
- After we collectively determine locations we will make a matrix of assets we already have, what we can digitally add masks to and what we need to go shoot.



# FOR THE LOVE OF TENNESSEE COMMERCIALS

## PEAKS & VALLEYS :30

*Music: I will always love you - Dolly Parton*

Open on footage of Dollywood. Cut to the footage from the top of a rollercoaster as we careen toward the ground. All those on the ride wear masks. Cut to a series of beautiful views, throughout the Smokies and cut to a final shot to horseback riding.

**SUPER: For the love of peaks**

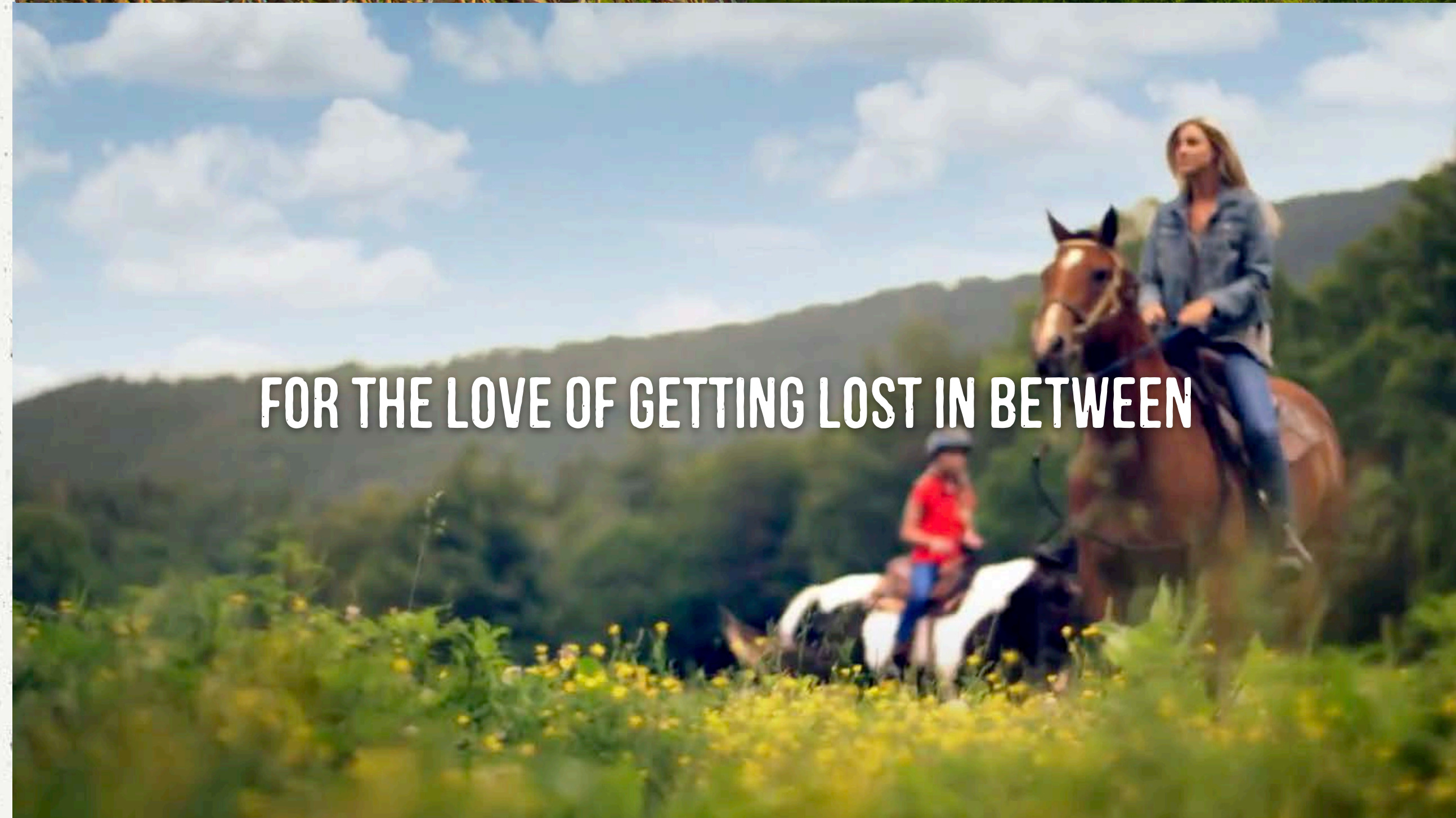
**SUPER: For the love of valleys**

**SUPER: For the love of getting lost in between**

**SUPER: For the love of Tennessee, Travel Safe**



**FOR THE LOVE OF PEAKS**



**FOR THE LOVE OF GETTING LOST IN BETWEEN**



# FOR THE LOVE OF TENNESSEE COMMERCIALS

## SINGALONG :30

*Music: Back Down South - Kings of Leon*

*Alt: Highwayman - The Highwaymen*

Open on footage of a family driving on the backroads of Tennessee. The father cranks up the radio as a kid in the back leans out of his window, belting it out. The family's colorful masks hang from the rearview mirror. The whole family joins in on the singalong as they drive past the beautiful sites of Tennessee.

**SUPER: For the love of turning it up**

**SUPER: For the love of rolling it down**

**SUPER: For the love of singing along**

**SUPER: For the love of Tennessee, Travel Safe**





# FOR THE LOVE OF TENNESSEE COMMERCIALS

## JOHNNY :30

*Music: Ring of Fire - Johnny Cash*

Open on footage of Jack Daniels distillery. Cut to footage of Johnny Cash performing/exhibit at CMHOF and Museum, then cut to footage of someone eating hot chicken from a popular spot. People wear masks throughout the spot.

**SUPER: For the love of Jack**

**SUPER: For the love of Johnny and June**

**SUPER: For the love of the burn**

**SUPER: For the love of Tennessee, Travel Safe**



**FOR THE LOVE OF JACK**



**FOR THE LOVE OF JOHNNY AND JUNE**



# FOR THE LOVE OF TENNESSEE COMMERCIALS

## TRAILBLAZING :30

*Music:*

Open on footage of mountain biker riding through rough terrain. Cut to a series of different trails and hikers, passing beautiful sights. Finally, we cut to reveal a beautiful mountain top vista.

**SUPER: For the love of taking the ride**

**SUPER: For the love of making the climb**

**SUPER: For the love of the view at the top**

**SUPER: For the love of Tennessee, Travel Safe**



FOR THE LOVE OF TAKING THE RIDE



FOR THE LOVE OF THE VIEW AT THE TOP



# FOR THE LOVE OF TENNESSEE COMMERCIALS

## LEAVES :30

*Music: More of You - Chris Stapleton*

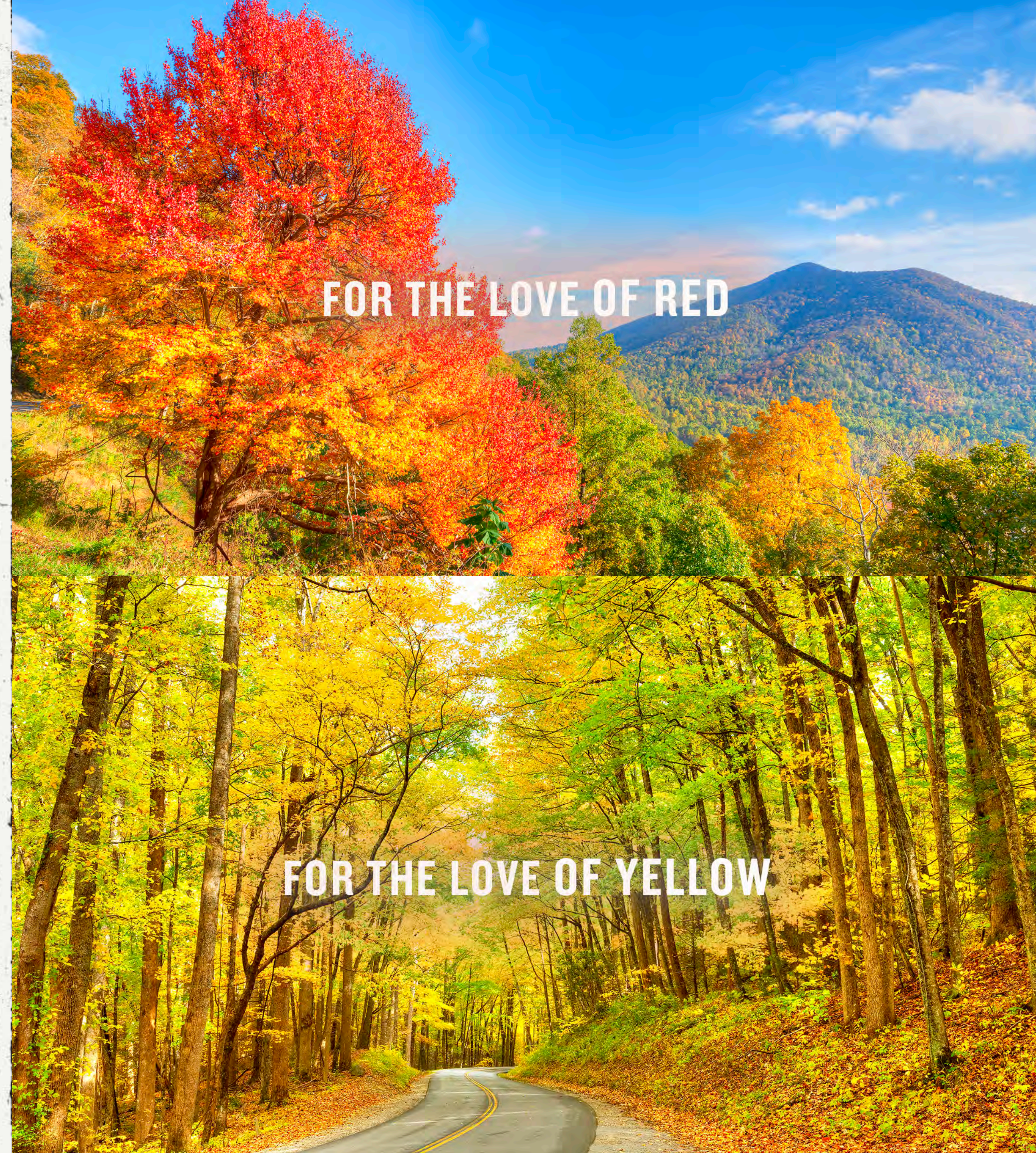
Open on footage of the back roads in Tennessee, surrounded by changing leaves, cut to a waterfall, surrounded by colorful leaves and then to the Smokies, where we push into thousands of colorful trees.

**SUPER: For the love of red**

**SUPER: For the love of orange**

**SUPER: For the love of yellow**

**SUPER: For the love of Tennessee, Travel Safe**





A serene landscape featuring a calm river or lake. In the foreground, a large, leafy tree stands on the right bank, its trunk and branches framing the scene. A small, dark boat is moored near the shore. The opposite bank is covered in dense, lush green forest. The sky is bright and slightly hazy, suggesting a misty or early morning atmosphere. The overall color palette is dominated by greens and blues, with a soft, ethereal light.

:15S 0LV



# FOR THE LOVE OF TENNESSEE COMMERCIALS

## FISHING :15

**MUSIC:**  
TBD Upbeat, rocking Tennessee song

POV OF MAN FISHING WITH BEAUTIFUL CYPRESS TREES IN BACKGROUND

**SUPER: THIS IS WHAT FISHING REELFOOT LAKE IS LIKE**

CAMERA CUTS TO WIDE OF MAN FISHING IN BEAUTIFUL SETTING.

**SUPER: WHILE SOCIAL DISTANCING.**

**SUPER: For the love of Tennessee, travel safe.**

LOGO



**THIS IS WHAT FISHING REELFOOT LAKE IS LIKE**



**WHILE SOCIAL DISTANCING.**



# FOR THE LOVE OF TENNESSEE COMMERCIALS

## DOLLYWOOD :15

**MUSIC:**  
TBD Upbeat, rocking Tennessee song

OPEN ON A POV OF PEOPLE RIDING ON A ROLLERCOASTER . WE  
CONTINUE TO SEE THIS POV AS WE HEAR SCREAMS, SHOUTS AND  
LAUGHTER OF EVERYONE ON BOARD.

**SUPER: THIS IS WHAT DOLLYWOOD LOOKS LIKE**

THE COASTER GOES DOWN A HUGE DROP OFF AND EVERYONE SCREAMS.

**SUPER: WHILE WEARING A MASK**

**SUPER: For the love of Tennessee, travel safe.**

**LOGO**



**THIS IS WHAT DOLLYWOOD LOOKS LIKE**



**WHILE WEARING A MASK.**



00H







A billboard advertisement for Tennessee. The background image shows a close-up of a person's hand strumming a guitar, with a blurred image of a person singing in the background. The text is overlaid on the image.

**FOR THE LOVE OF LIVE MUSIC,  
SING ALONG UNDER A MASK.**

**FOR THE LOVE OF TENNESSEE, TRAVEL SAFE.**

THE SOUNDTRACK OF AMERICA  
MADE IN  
**TENNESSEE**  
☆☆☆





**WORTH THE SOCIALLY  
DISTANT WAIT.**

**FOR THE LOVE OF TENNESSEE, TRAVEL SAFE.**



THE SOUNDTRACK OF AMERICA  
MADE IN  
**TENNESSEE**  
☆☆☆

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**FOR THE LOVE OF BUCHANAN,  
TRAVEL SAFE.**

**FOR THE LOVE OF TENNESSEE, TRAVEL SAFE.**

THE SOUNDTRACK OF AMERICA  
MADE IN  
**TENNESSEE**  
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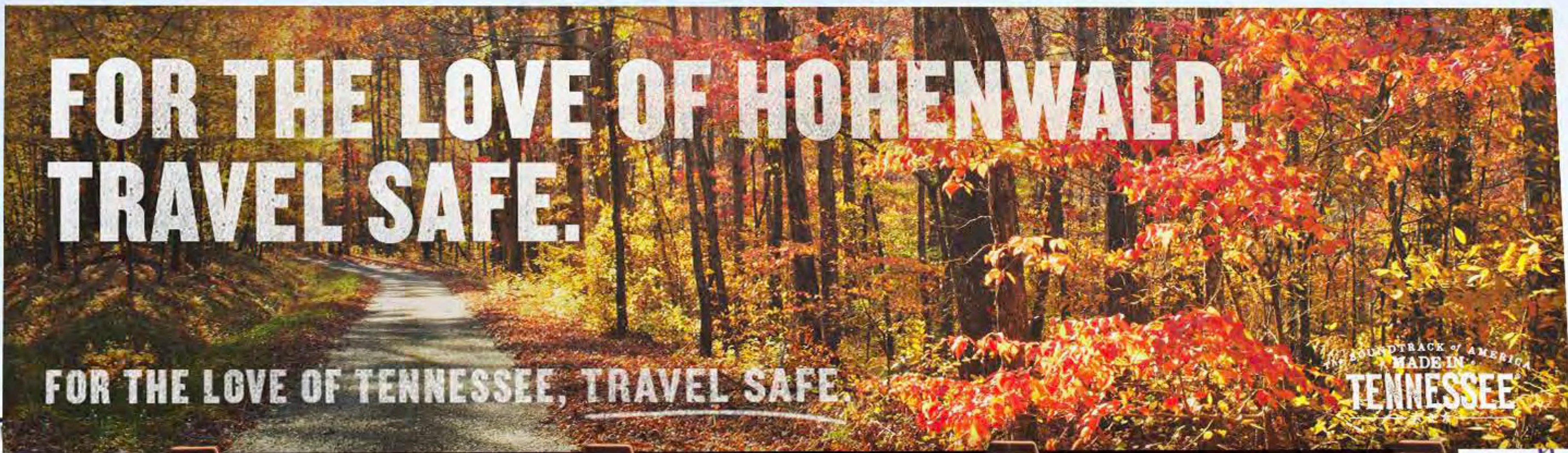
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**FOR THE LOVE OF HOHENWALD,  
TRAVEL SAFE.**

**FOR THE LOVE OF TENNESSEE, TRAVEL SAFE.**

FOUNDTRACK OF AMERICA  
MADE IN  
**TENNESSEE**

0185





PRINT





# FOR THE LOVE OF RURAL TENNESSEE

93% of Tennessee is considered to be rural. And we think all 93% is beautiful enough to get lost in.

Let's place print ads in rural publications, inviting visitors and locals alike to get on the back roads and do a little safety-first exploring.

Sample Headline: We've been social distancing since before social distancing was a thing.

Tag: For the love of Tennessee, travel safe.

Sample Headline: Social distancing is in our DNA.

Tag: For the love of Tennessee, travel safe.





YOU CAN FIT A LOT OF SOCIAL DISTANCING INTO  
**800 SQUARE MILES.**

FOR THE LOVE OF TENNESSEE, TRAVEL SAFE.

THE SOUNDTRACK OF AMERICA  
• MADE IN •  
**TENNESSEE**  
☆☆☆



GREAT SMOKY MOUNTAINS





**FUN HAS DEFINITELY NOT  
LEFT THE BUILDING.  
NEITHER HAS SAFETY.**

**FOR THE LOVE OF TENNESSEE, TRAVEL SAFE.**

THE SOUNDTRACK OF AMERICA  
MADE IN  
**TENNESSEE**  
☆☆☆



**GRACELAND**





**OVER 1,000 MILES  
OF STAYING 6 FEET APART.**

**FOR THE LOVE OF TENNESSEE, TRAVEL SAFE.**

THE SOUNDTRACK OF AMERICA  
MADE IN  
**TENNESSEE**  
\*\*\*



**MT. LECONTE**



A serene landscape featuring a calm river or lake in the foreground, a large, leafy tree on the right bank, and a small canoe resting on the grassy shore. The background is a dense forest of green trees, with a soft, hazy light filtering through the foliage. The overall mood is peaceful and natural.

# SIGNAGE & PARTNER ASSETS



# FOR THE LOVE OF GENTLE REMINDERS

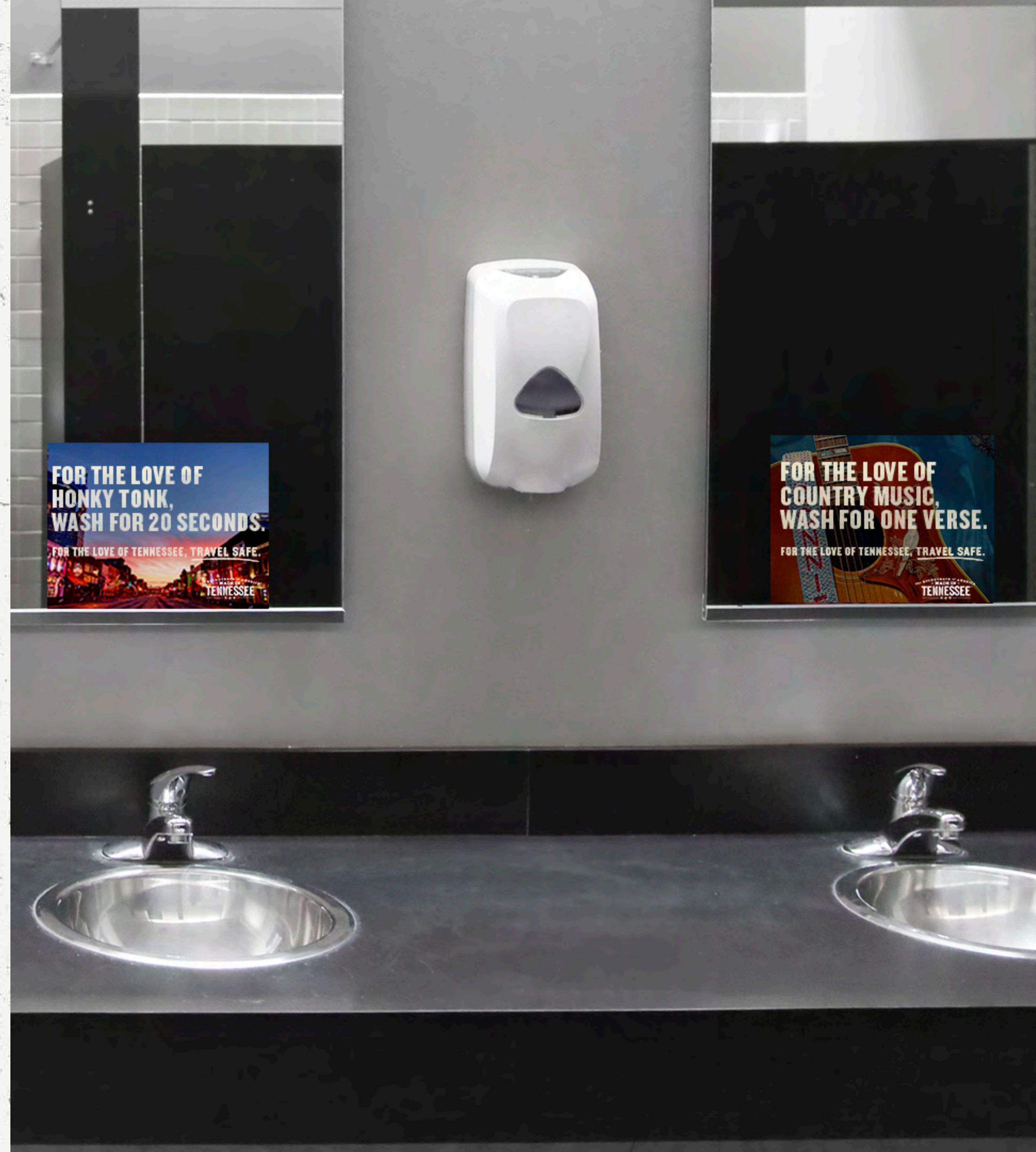
Hand washing is one of the best ways to stop the spread of Covid.

Let's remind people all over Tennessee to wash their hands. To do this, we'll place signage in public restrooms, reminding all those who pass through to do their part in stopping the pandemic.

## Sample Headlines:

**For the love of Tennessee, wash for 20 seconds.**

**For the love of country music, wash for one verse.**





# FOR THE LOVE OF LOCAL HAUNTS

We're down, but we're not out.

Let's create window signage for local bars and restaurants that says things like:

"For the love of BBQ, stand 6 feet apart."





# FOR THE LOVE OF TENNESSEE, ORDER A TRAVEL SAFELY KIT

A BRANDED KIT THAT HELPS TRAVELERS  
TRAVEL SAFELY IN TENNESSEE.

Let's create free kits that not only helps travelers feel safe, but also makes the prospect of wearing a mask seem a little more fun.

## Kit contents:

- “Famous Faces” face masks using celebrities like Johnny, Dolly, Elvis, Patsy and current artists like Chris Stapleton
- Black bear face masks for the kids
- Jack Daniels hand sanitizer
- Package of ballpoint pens to sign receipts
- Postcard that reads, “This is what Tennessee looks like when you’re wearing a mask”
- \* Door opening/button pushing tool
- \* All packaged in a mesh bag, perfect for washing the reusable masks.





# MEDIA PLAN

**Timing: Late September - December 30, 2020**

*Heavy up media September - October*

**Media Tactics:**

- Broadcast
- OOH
- Print
- Digital
  - Video, Display, Audio
  - Social
  - Paid search
  - Influencers
  - Misc.



# TARGET MARKETS

TENNESSEE (STATEWIDE)

+

ATLANTA

CHICAGO

DALLAS

INDIANAPOLIS

CINCINNATI

BIRMINGHAM

CHARLOTTE

LOUISVILLE

LITTLE ROCK

ST. LOUIS

JACKSON

GREENVILLE





# TARGET AUDIENCE APPROACH

Reengage all primary Tennessee audiences as they dream about safe ways to travel in the fall. Lean into travel intent indicators across all audiences to ensure we're reaching the most qualified.

Leverage the Family target in broadcast as the core consumer; there will be a halo effect across other audiences due to sheer overlap in behaviors and media consumption habits.

Capitalize on audience behavior by aligning to relevant content and cost efficient channels to increase engagement.

**FAMILY**

**COUPLES  
& DINKS**

**EMPTY  
NESTERS**

**Young &  
Free**



# TRADITIONAL, SOCIAL & INFLUENCER

**Broadcast:** Build reach and frequency at launch of campaign during fall travel planning through a mass reaching linear television buy.

**Influencer:** Partner with 8-10 micro-influencers with varying specialties (outdoor, family, food, etc.) to go experience a fall Tennessee vacation, documenting safety precautions and their journey in real time, with a longform blog post recapping their trip to be leveraged ongoing.

**OOH:** Roadside billboards in-state and in and surrounding drive markets, along with gas pump advertising to engage with TN residents and road trippers as they are fueling up.

**Print:** Support communities across the state through print ad placements in local Tennessee publications.

**Social:**





# STREAMING VIDEO, AUDIO AND DISPLAY

Lean heavily into streaming video and audio environments as a way to reach cord cutters and on demand audiences through video, audio and display formats. Leverage interest and behavioral targeting to reach qualified audiences most likely to be interested in planning a vacation this fall.

## STREAMING VIDEO

You**Tube**

**hulu**

**MiQ**

 **videoamp**

 **mobilefuse**

**VIAANT.**<sup>TM</sup>

## DISPLAY & STREAMING AUDIO

 **SOJERN**

**MiQ**

**P**

 **mobilefuse**



## PARTNER BUY-IN OPTIONS



# PARTNER BUY-IN OPTIONS

## MEDIA

**Buy-in: \$10,000 - \$25,000 options**

### Concept 1: Paid Facebook/Instagram

Benefit: For partners who are not set up with an existing credit line on Facebook/Instagram, VMLY&R can implement for you, rather than placing \$10,000 - \$25,000 on a credit card to purchase paid social on your own, along with the agency support.

- One static post (image + copy)
- DMO can select up to 2 audiences (ie interests, demographics) and 5 markets (cities) to promote within
- \$10,000 min, \$25,000 max
- Est. 1,000,000 - 2,500,000 impressions (\$10 CPM)





# PARTNER BUY-IN OPTIONS

## MEDIA

**Buy-in: \$10,000 - \$25,000 options**

### Concept 2: Banner Ads

Benefit: TDTD is utilizing Sojern as a media vendor as part of the state-wide campaign. DMO's can match the look & feel of the larger campaign through their own banner ads. The vendor can also manage ad distribution from TDTD and DMO partner as to not compete with one another, along with receiving the agency's rates.

- One static banner version (4 sizes) created from a template
- DMO can select up to 2 audiences (ie interests, demographics) and 5 markets (cities) to promote within
- \$10,000 min, \$25,000 max
- Est. 1,666,667 - 4,166,666 impressions (\$6 CPM)





# PARTNER BUY-IN OPTIONS

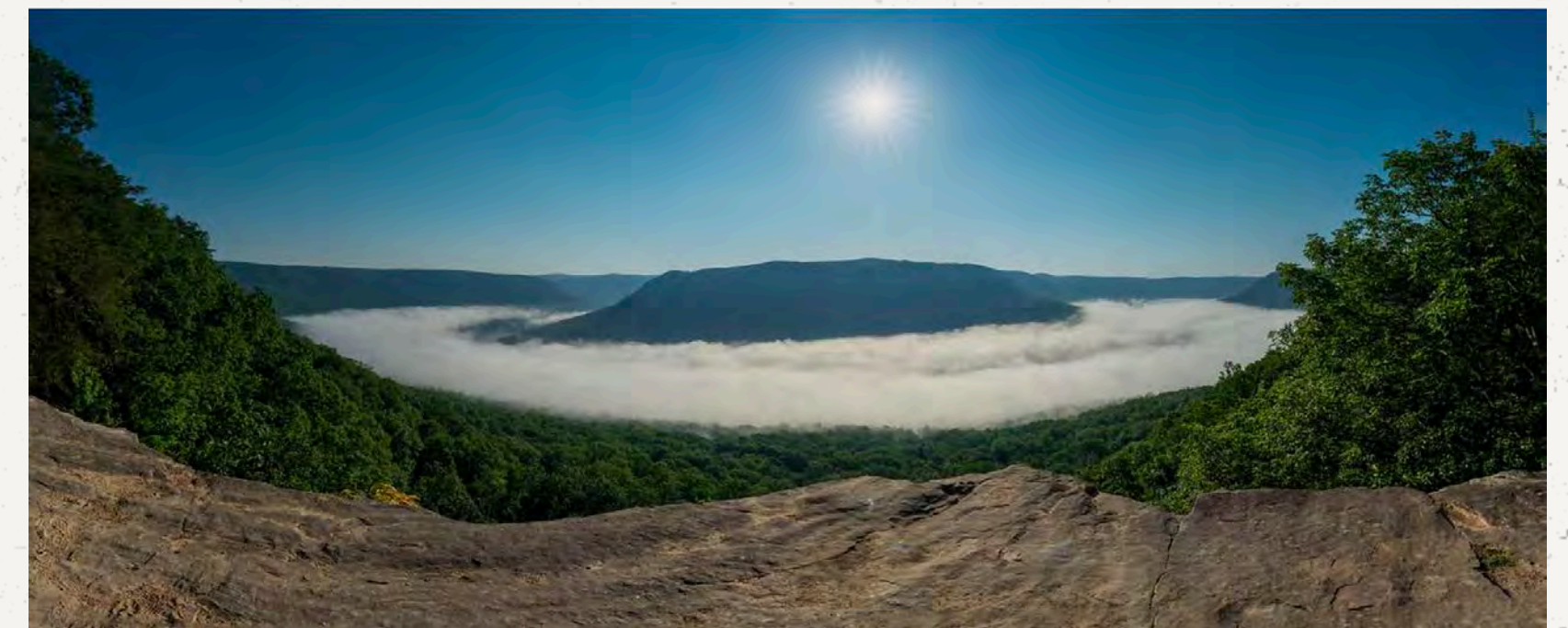
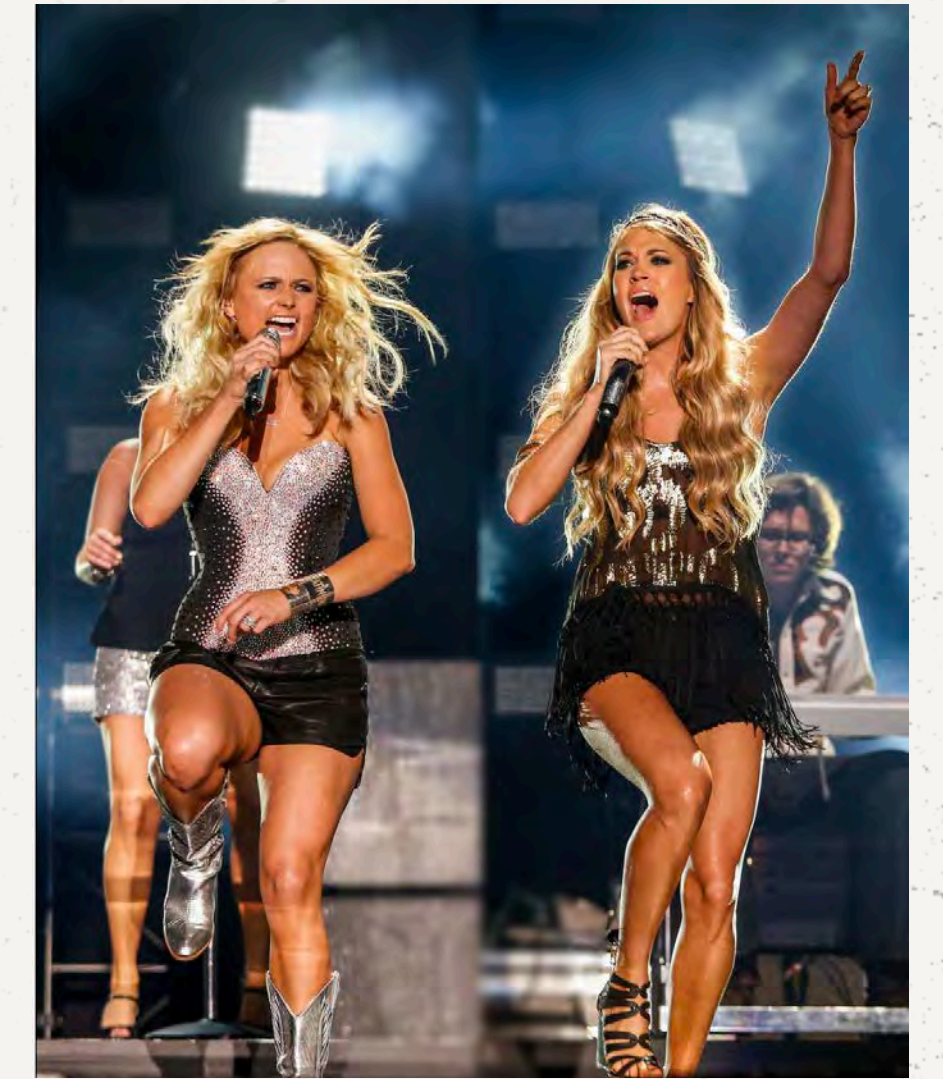
Tourism partners can choose to work with any photographer they like. If searching for photographers, partners can reference the state's vendor website and a few photographers have created packages for consideration:

## Photographer: Ed Rode

- Estimated 40 photos (depending on subject/locations to shoot)
- Up to 3 different locations per DMO
- Retouched/Edited photos
- Photos will be owned by the partner for use in perpetuity, providing photo credit where applicable
- Includes mileage to TN location, admission to attraction, props, etc.
- Partner to work directly with photographer on scheduling and invoicing
- Video capabilities also available.
  - *Video cost estimate to be determined based on individual requests. Not included in \$2,950*

## Production

**Buy-in: \$2,950**



*Photos by Ed Rode*



# PARTNER BUY-IN OPTIONS

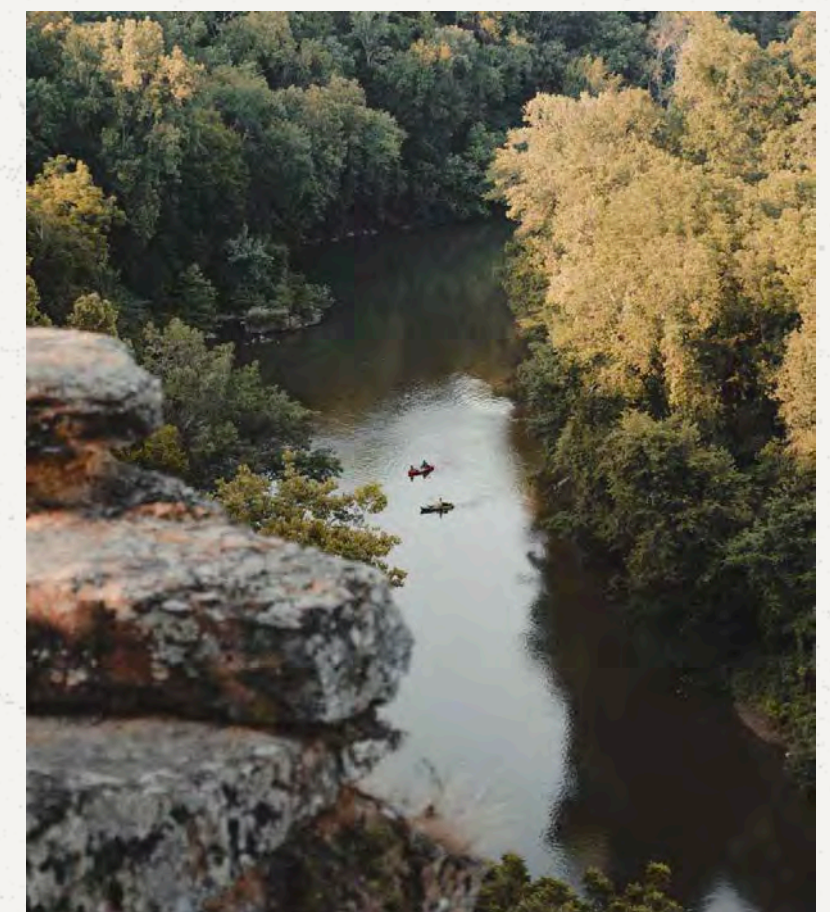
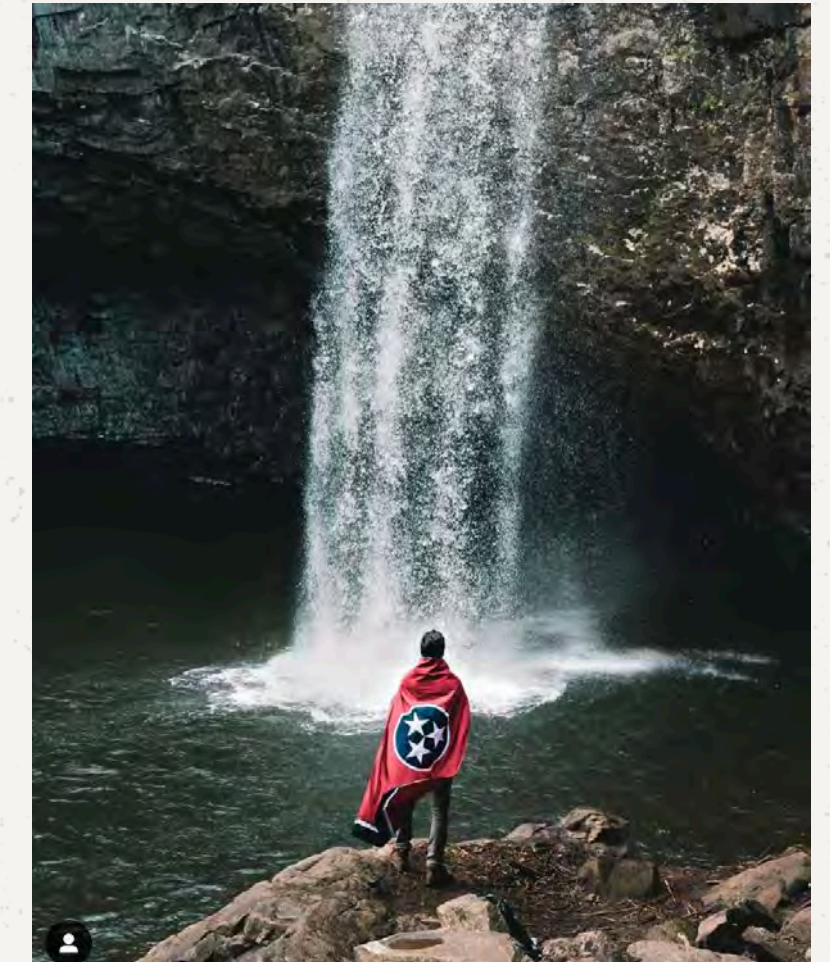
Tourism partners can choose to work with any photographer they like. If searching for photographers, partners can reference the state's vendor website and a few photographers have created packages for consideration:

## Photographer: Sean Fisher

- 40 photos
- Up to 10 different locations per DMO
- Retouched and edited photos, all 40
- This includes gas/driving to TN location, admission to attraction, props, etc.
- Photos will be owned by the partner for use in perpetuity, providing photo credit where applicable
- Would require 50% down (\$2,500) and 50% on delivery of photos (\$2,500)
- Partner to work directly with photographer on scheduling and invoicing
- Video capabilities also available for a minute long highlight video or other needs/requests.
  - *Video cost estimate to be determined based on individual requests. Not included in \$5,000*

## Production

**Buy-in: \$5,000**



*Photos by Sean Fisher*



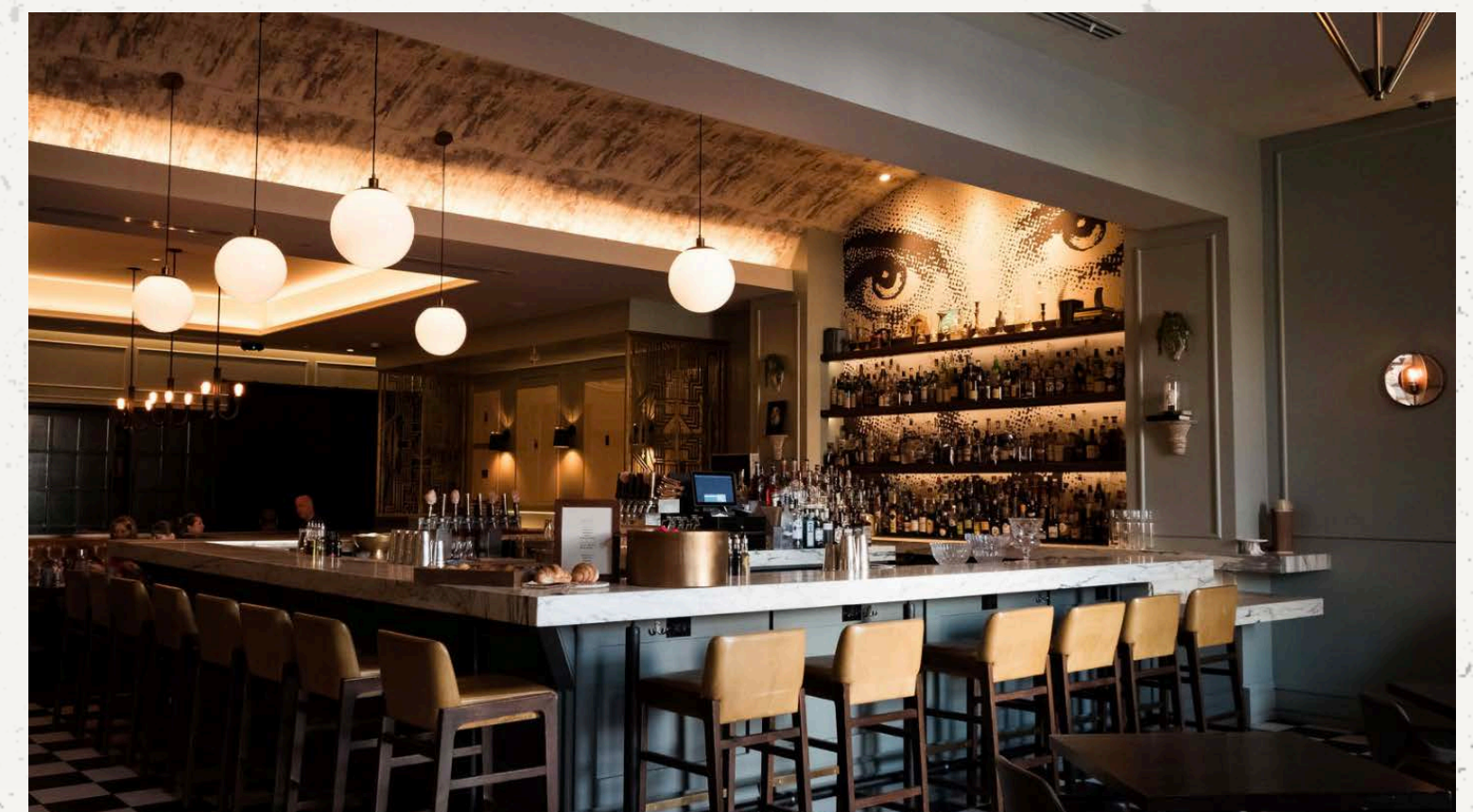
# PARTNER BUY-IN OPTIONS

Tourism partners can choose to work with any photographer they like. If searching for photographers, partners can reference the state's vendor website and a few photographers have created packages for consideration:

## Photographer: Si Miller

- 40 photos
- Up to 3 different locations per DMO
- Retouched/Edited photos
- Photos will be owned by the partner for use in perpetuity, providing photo credit where applicable
- Includes mileage to TN location, admission to attraction, props, etc.
- Partner to work directly with photographer on scheduling and invoicing
  - \$850 deposit required, remainder paid upon delivery of photos
- Video capabilities also available.
  - *Video cost estimate to be determined based on individual requests. Not included in \$3,450*

**Production**  
**Buy-in: \$3,450**



*Photos by Si Miller*



# PARTNER BUY-IN OPTIONS

*Partners looking to amplify their presence with the larger TDTD brand campaigns can partner directly with vendors driving historical success for the state.*



## MiQ

- TDTD partners can place buys directly with MiQ using the rates negotiated for this campaign.
- Tactics: Standard banners, Pre-Roll Video, Full-Episode players, CTV
- Minimum spend: \$1,000 per line item (retargeting display, standard display, prospecting video, etc)



## Mobilefuse

- Partners can place buys directly with Mobilefuse utilizing TDTD rates
- Tactics: Mobile display, Mobile video
- Minimum spend: \$1,000 per line item (retargeting display, standard display, prospecting video, etc)



## Strike Social - YouTube

- Strike Social is a managed service social vendor that will build custom media plans to piggyback of the success of the larger Tennessee Vacation brand campaigns on YouTube.
- Minimum buy in: \$5,000



# PARTNER BUY-IN OPTIONS

**Join the State's TN Strong Mask Movement by ordering branded masks featuring your community's name or preferred logo.**

This is a great way to build community pride amongst both local residents and visitors. The State has negotiated special rates for branded masks with multiple suppliers.

If you would like to learn more about the Mask Movement or to order branded masks, contact **lyndi.Berrones@tn.gov**.

## PPE

**Buy-in starting at: \$1,250**

### Mask Pricing Structure:

#### **500 – 2500 Masks**

\$2.50 each

Set-up and design cost included

#### **2500+ Masks**

\$2.00 each

Set-up and design cost included

\*Order must be a quantity of 2500+  
to be considered part of the  
TN Strong Mask Movement

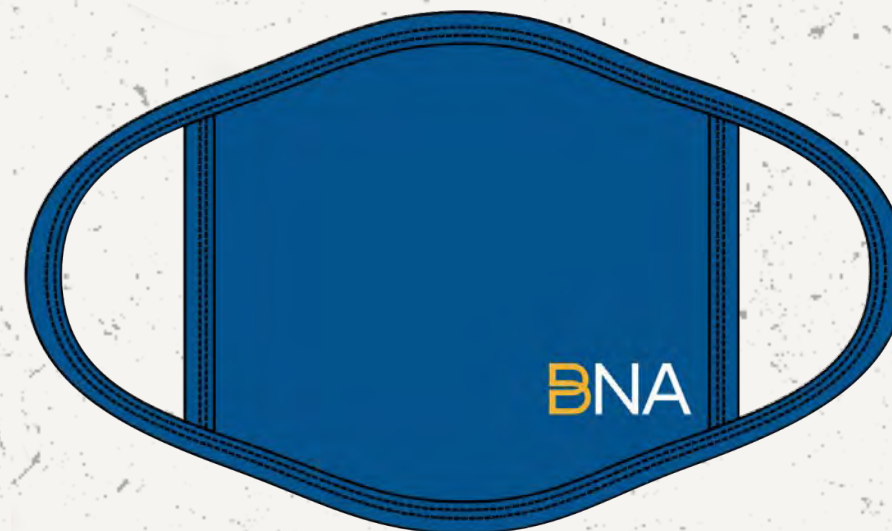
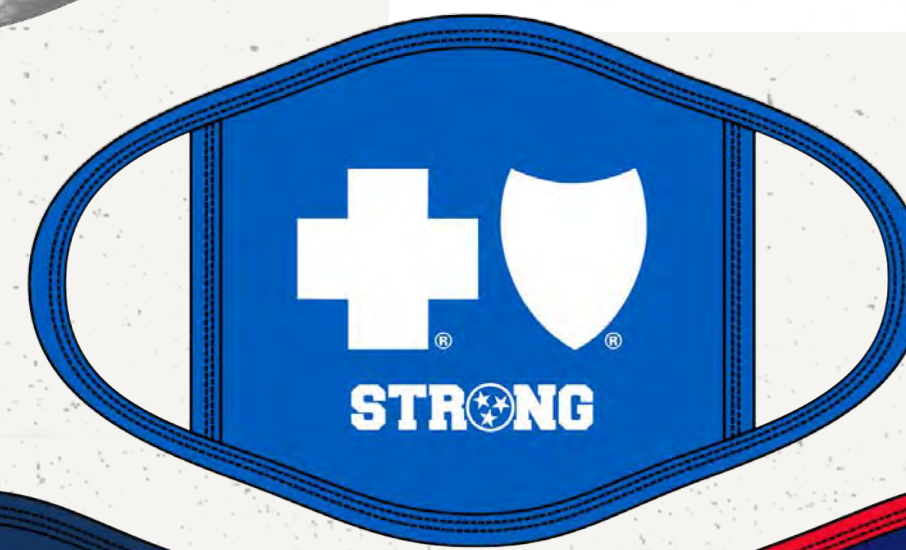
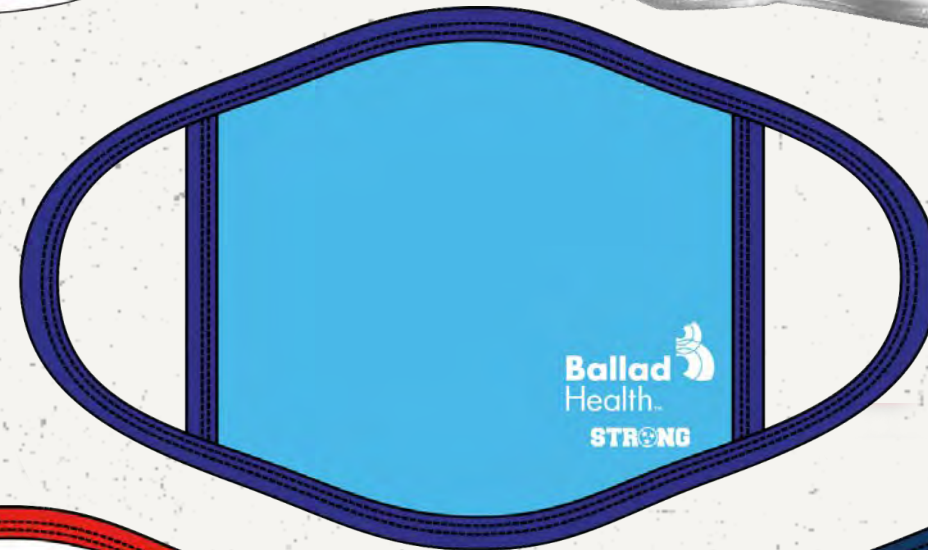


# COMMUNITIES





# COMPANIES





# SPORTS & ENTERTAINMENT





# GUIDELINES

**Eligible expenses for reimbursement of necessary costs incurred for the DMO applicant to respond to the current COVID-19 public health emergency. Expenses from March 1- Dec. 30, 2020.**

- Expenses incurred to promote the resumption of tourism activities or steps taken to ensure implementation of health/safety guidelines for visitors related to COVID-19.
- Expenses for promoting or publicizing a destination, specific attraction, convention/event facility, or scheduled event as now being open for business or occurring.
- Expenses for demonstrating or promoting that the destination/attraction/facility/event is a safe experience for visitors/attendees; and COVID response messaging/imagery may include but is not limited to encouraging or demonstrating the need for visitors/attendees to utilize face coverings, follow social distancing guidelines, wash hands often and thoroughly, and limit attendance/close contact when visiting attractions/attending events.
- As a result of Covid, a need for a shift in travel messaging where new design, production, signage, marketing tools or media may be needed.
- Administrative fees related to Covid tourism marketing projects may be reimbursed up to 10 percent of total allocation.



# GUIDELINES CONT.

**Unanticipated expenses incurred for facility or events improvement and supplies directly related to the COVID-19 public health emergency:**

- Costs to provide health and safety services for facilities or tourism events : Expenses necessary to help protect employees, customers, and others from the spread of COVID-19; for example, expenses associated with managing ingress and egress of events, checking temperatures at points of entry, PPE for guests and installation of additional hand sanitizing stations.
- Expenses related to visitor safety including but not limited to: Signage, floor stickers, clings, branded masks, hand sanitizer to ensure consumer is clearly informed of safety precautions.
- Facility expenses or improvements must be for a facility leased or owned by the DMO, with the lease term not associated with or defined by a specific tourism or other event; the DMO must provide explanation for the improvements and include financial statements and invoices detailing purchases, associated labor and design costs
- Other costs as approved by HORNE and TDTD and as reasonably necessary to respond to the COVID19 public health emergency.
- Grantee may not give funds to any other entity and must spend the funds through their organization.



# ELIGIBLE PROJECTS

Ideas for Potential Expense Reimbursement	Reimbursable: Y/N	Administrative Expenses	PPE	Event	Marketing
Administrative Costs (i.e. payroll for an employee dedicated to running a safe travel campaign)	Y, up to 10%	x			
Agency Production Costs (i.e. production of a campaign focused on safe travel to TN)	Y				x
Audio/Visual Equipment (camera, projector, screen, speakers, microphones) that was not required prior to COVID	Y, if part of a project		x	x	x
Bathroom Sanitary Equipment (hand dryers, towel stations, soap dispensers)	Y		x		
Billboard marketing travel to TN	Y				x
Branded Hand Sanitizers bottles	Y		x	x	x
Digital Media (social, banner, e-news, content,etc.) campaign to promote safe travel to TN	Y				x
Distribution Costs of marketing campaigns related to travel to TN	Y, if incurred during eligible				
Event sponsorships for events created as a result of COVID	Y			x	x
Event tents if necessary for the event as a result of COVID	Y		x	x	
Familiarization Tour	Y				x
Floor cling if necessary as a result of COVID	Y		x	x	x
Graphic designer fees (for costs associated with design for marketing a safe travel to TN)	Y				x
Influencer content for marketing campaigns promoting return/safe travel to TN	Y				x



# ELIGIBLE PROJECTS CONT.

Ideas for Potential Expense Reimbursement	Reimbursable: Y/N	Administrative Expenses	PPE	Event	Marketing
Itinerary Content/Design for marketing campaigns promoting return/safe travel to TN	Y				x
Local Visitor Guides if necessary due to COVID	Y				x
Masks (TN Mask Movement, branded, generic, etc.)	Y		x	x	x
Photography/Videography for marketing campaigns promoting return/safe travel to TN	Y		x	x	x
Print Ad for marketing campaigns promoting return/safe travel to TN	Y			x	x
Production Expenses (Talent, photography, videography, staging, etc.) for marketing campaigns promoting return/safe travel to TN	Y				x
Regional Promotion for marketing campaigns promoting return/safe travel to TN	Y				x
Sanitizer Stations	Y		x	x	x
Signage (wayfinding, directional, distancing, yard)	Y			x	x
Stanchions/Line Partitions/ Plexiglass necessary as a result of COVID social distancing	Y		x	x	
Thermometers	Y		x	x	
Trade Shows that would not have been attended (or attended virtually) prior to COVID	Y (registration or marketing materials)				
TV/Radio Broadcast Commercial Airtime for marketing campaigns promoting return/safe travel to TN	Y				x
Video Editing software as necessary as a result of COVID	Y, if utilized to edit video for this grant				x
Virtual Kiosks for Visitor Centers to promote social distancing	Y				x
Website Updates that were not previously planned or necessary prior to COVID	Y				x

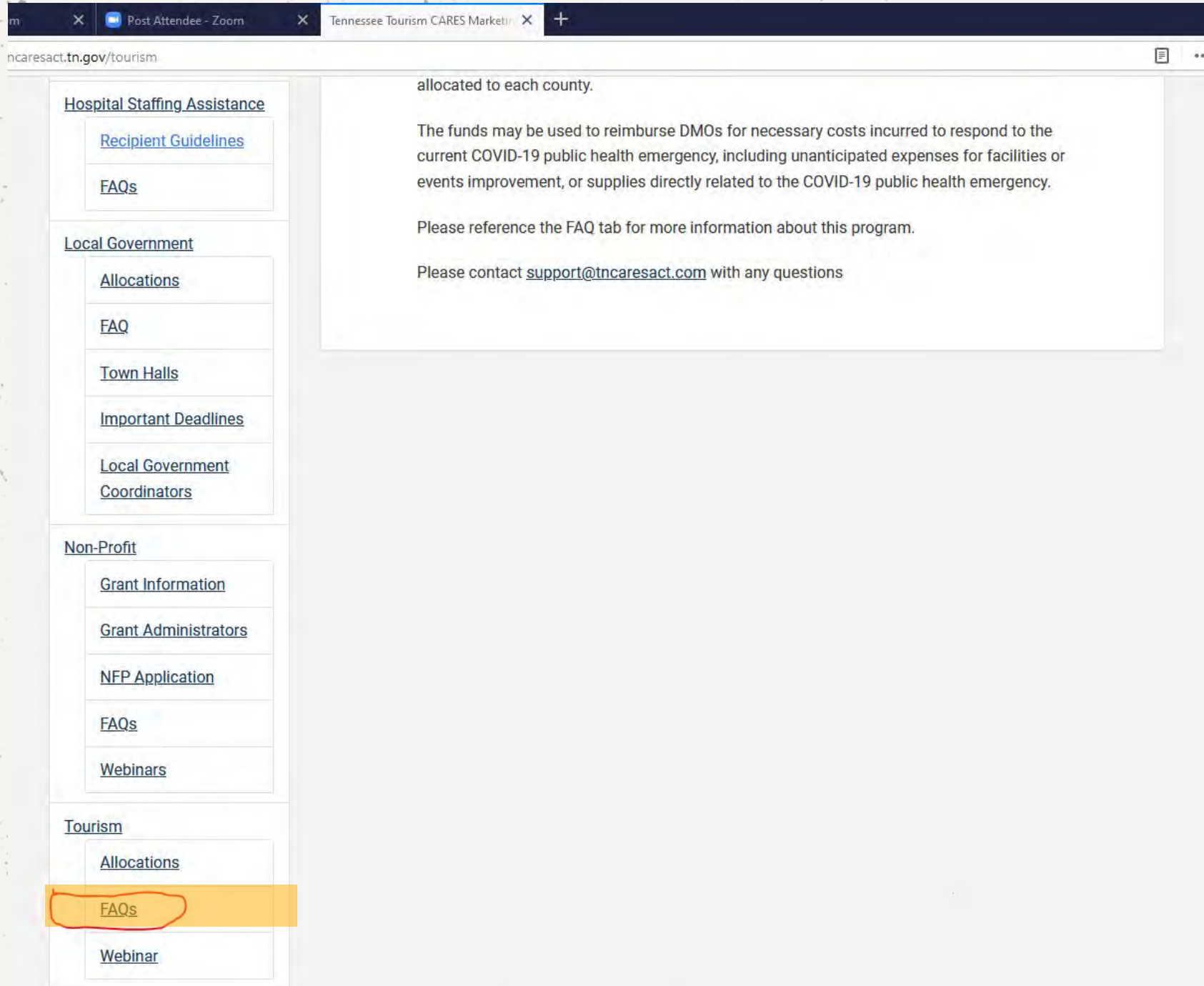


# NON-ELIGIBLE PROJECTS

Items NOT Eligible for Reimbursement	Reimbursable	Reason
Budget shortfall	N	Federal Guideline
Giving funding directly to another entity	N	Subrecipients are inelligible
Office Supplies	N	Doesn't meet tourism marketing guidelines
Operational Costs	N	Federal Guideline
Payroll	N	Federal Guideline
TN Vacation Guide Advertising and Marketing Co-ops	N	Doesn't meet timeline requirement
Travel	N	Doesn't meet tourism marketing guidelines



# FAQ



## Tourism FAQs

(Revised August 18, 2020)

### General

Question: Who is eligible to participate in this program?

Answer

Only the Destination Marketing Organizations (“DMOs”) designated by the state of Tennessee are eligible to receive funding under this program. DMOs from every Tennessee county have been allocated funding under this program.

Question: Are recipients required to apply for funds?

Answer

No, all recipients have already been allocated a share of funds and will not be required to submit an application.

Question: How much funding will my DMO receive?

Answer

The allocation amounts by county may be found at tncaresact.tn.gov. Recipients will have access to an online dashboard showing their total allocation and the available balance of funds throughout the duration of the program.

Question: When will we receive the funds allocated to our DMO?

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