

Policy Number 2017-001
Department of Tourist Development
Tourism Marketing Grant Policy & Procedures
for Awarding Grants

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Prepared by: Tennessee Department of Tourist Development
Revision: 3

1. Grant Program Overview.

The Tennessee Department of Tourist Development (“TDTD” or “Department”) provides matching funds through the **Tourism Marketing Grant** (herein after referred to as “**Marketing Grant**”). The **Marketing Grant** provides official 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. The **Marketing Grant** awards partnership grants as available based upon funding derived in each fiscal year, as well as the number of applications received.

2. Definitions.

“Match” means for every dollar spent by the Official Destination Marketing Organization, Official Tourism Organization or Regional Organization on an approved project(s), a contribution from the Department will be received. The organization must spend the portion of funds for which the match is being requested. TDTD will annually set out the Match categories, i.e. 1:1 match, being \$1.00 of state funds for every \$1.00 in approved organization funds, through the Tourism Marketing Grant Overview document.

“Official Destination Marketing Organization” herein after referred to as “ODMO” means an organization whose task it is to represent that community to potential travelers and generate economic benefits to that county or region of Tennessee through visitor expenditures. Official Destination Marketing Organizations act as Convention & Visitors Bureaus, Chambers of Commerce, and community development related organizations that are not for profit and considered that city, county or a region’s “official tourism organization”, i.e. Middle East Tennessee Tourism Council, Northeast Tennessee Tourism Association or Southeast Tennessee Tourism Association, etc. Tourism partners that are not considered as an ODMO or OTO can be an attraction, festival, museum, Tennessee Main Street organizations.

“Official Tourism Organization” herein after referred to as OTO means an organization designated by a county or municipality as the entity that promotes the region as a tourist destination, i.e. Middle East Tennessee Tourism Council.

“Regional Organization” means a non-profit organization that seeks to brand and market tourism to drive visitation in a particular industry, i.e. Tennessee Distillers Guild.

3. Application Process

An approved organization (as set out in the definitions above) must submit an application in accordance with the timelines and manner stated on the TDTD application instructions page. The application must be completed in its entirety to receive consideration.

3.1. Grantee Selection

Has two main components, eligibility of the entity applying and whether the project provided on the application will be eligible for receipt of matching funds.

3.1.1. *General.* Partnerships awarded are limited to available funds, as well as the number of requests received. TDTD may establish a cap on awards each year.

3.1.2. *Eligibility.* Eligibility is limited to an approved organization except for the ODMO or OTO in the top five counties, being: 1) Davidson – Nashville Convention Visitors Corporation; 2) Hamilton – Chattanooga Convention and Visitors Bureau, 3) Knox – Knoxville Convention and Visitors Bureau (aka Visit Knoxville); 4) Sevierville – Gatlinburg Convention and Visitors Bureau and Pigeon Forge Department of Tourism, Sevierville Chamber of Commerce; and 5) Shelby – Memphis Convention Visitors Bureau.

3.2. *Project Approval.* An application can contain more than one project for consideration for the grant award. If an application contains more than one project and one of the projects is not approved it will not disallow the entire application but the process will proceed regarding the approved project or the funding request for the approved portion of the request.

Marketing Grant projects should help support the Department’s message and brand but if a Grantee’s project is more suited toward another departmental sub-brand, such as trails and byways that will be considered. Each presented project should allow for strong measurement capabilities. TDTD reserves the ability to create exceptions or additional eligibility criteria on a case-by-case basis at any time, in order to best achieve the goals of the grant program.

The following is a listing of past projects that have been approved, but approval may not be limited to the below:

- Production costs of promotion publications, i.e. brochures, visitors guides, newsletters, etc.; the distribution must reach consumers and not merely the organization’s members.
- Digital support programs such as paid media, social media or paid search.
- Website development which can include the enhancement of an existing website.
- Tourism-related tradeshows and exhibit materials (which does not include travel expenses).
- Promotional partnership opportunities offered by the tourism organization.
- Media buy that promotes tourism to the state of Tennessee.

The following is a listing of projects or project line-items determined ineligible in the past:

- Agency time
- Reprinting of an existing brochure without any changes or updates made.
- Salaries or administrative expenses, such as travel reimbursement or equipment.
- Development or enhancements to infrastructure
- Entertainment, trophies, prize money or event supplies

3.3. *Grantee Award Determination*

Based upon the availability of funds, a cap on the award may result. Said, award cap will be based upon the available funds, as well as the number of requests received. During each award period, the cap on funds will be reconsidered.

In determining the award of funds to each Grantee, a team of no less than two (2) TDTD employees with knowledge of the program and metrics being considered will evaluate the merits of each project. Also considered, is the organizations ability to pay for the entirety of the project, prior to the receipt of the Match.

5. Services and Deliverables

5.1. Mandatory Requirements.

5.1.1. *Mandatory Deliverables.* Each partner is required to adhere to mandatory deliverable requirements regarding their own marketing efforts in support of TDTD. The requirements must be delivered per the schedule of events as outlined in the annual application and are as follows:

- Marketing plan for the organization, which includes the proposed project.
- Confirm industry partner page is up to date on www.tnvacation.com.
- Confirm logo on partner's homepage with click-through link to www.tnvacation.com.
- Status update on project(s).

All required assets or deliverables must be sent to the individual(s) as set out in the application.

5.1.2. *Delegated Grant Authority Contract.* Contracts will accompany each partner's award letter and together these documents will reflect the approved project. Each partner receiving a grant will be required to have a member of their organization with the authority to bind the organization execute the contract to receive grant monies.

5.2. General Requirements.

Partners shall render the necessary services to provide assets and deliverables to the State to enhance the Department's marketing of its brand and any applicable federally registered trademark.

5.3. Partner Deliverables.

The deliverables to be provided by each Partner shall also be designed to promote their respective region of Tennessee which will include the marketing of Tennessee's rich and diverse music, history, scenic beauty and experiences. Grantee shall incorporate the Department's brand or other appropriate sub-brand in its marketing efforts to promote Grantee's region and the surrounding area in print, digital, radio, television or any other type of media, if space allows, whether now known or otherwise devised. Prior to Grantee's usage of a brand or sub-brand, Grantee must receive approval from the Department.

Grantee must provide the State with any and all necessary releases, permissions and fully executed licenses to use the services and/or the assets and deliverables set forth in Grantee's proposal. The documentation must include the State as an additional party at any time the State's assets, including

the Department's federally registered trademarks, is used during the term of the Grant Contract and any time thereafter. The Department shall have the right to determine if the releases, licenses and other materials furnished by Grantee are legally sufficient for its intended use including, but not limited to, pre-recorded or live music, photographs, use of names and/or likenesses, use/display of trademarked or copyrighted material(s) and other such assets and/or deliverables.

6. Reimbursement.

The qualifying project must be completed in order to receive funding and reimbursement paperwork received by the deadlines as set forth in the annually produced Tourism Marketing Grant Overview. TDTD reserves the right to withhold full or partial reimbursements at any time, if any of the required deliverables are either not provided or the deliverable date is not met.

6.1. Reimbursement Procedure:

6.1.1. If your project was completed using an advertising agency (funds cannot be directly distributed to agencies), after a qualifying project (or portion) is complete, your agency needs to invoice you for the project, as well as provide proof of completion, i.e. samples, tear-sheets, media affidavits, screen shots, measure report, etc.; or

6.1.2. If your project was completed without an advertising agency, after a qualifying project (or portion) is complete, your vendor or media outlet will provide an invoice for the project, as well as proof of completion, i.e. samples, tear-sheets, media affidavits, screen shots, measure report, etc.

6.1.3. All reimbursement paperwork should be on your organization's letterhead. Send an invoice (with invoice number) for reimbursement stating the project name and the total amount requested, along with copies of the above documentation as set out in Section 6.1.1. and/or 6.1.2.

6.1.4. All reimbursement paperwork should be submitted to the individual(s) as set out in the annual application.

6.2. Partner Responsibilities.

Partners must issue a check to the vendor or media outlet to which funds for execution of the approved project are due. Examples of acceptable proof of payment include but are not limited to, bank/credit card statements, copies of cleared check backs or statements from the vendor evidencing a zero balance. TDTD will not accept QuickBooks-type reports or the front of a check to evidence proof of payment. TDTD reserves the right to use their bank of choice to provide reimbursement.

7. Recipient Reporting Requirements.

7.1. *Final Report Contents.* Each Partner must issue a final report to TDTD regarding the effectiveness of the approved project. The report will include analysis of the effectiveness through the agreement upon methods of measurement as well as proof of the deliverables identified in the Grantee's contract. The Final Report must be completed through the Department's prescribed mechanism and include at minimum the following information:

- Grantee's name

- The Grant Contract's Edison Identification Number (provided by TDTD on the final Delegated Grant Authority Contract).
- Term of the project
- Total amount of the project
- A narrative section that describes the program's goals, outcomes, successes and any setbacks.
- Any proposed activities that were not completed.

7.2. Final Report Delivery Instructions.

The Final Report must be submitted as prescribed by the Department through its annually produced Tourism Marketing Grant Overview by the due date set forward. All information contained within the prescribed submission form must be included. Upon submission, Grantee will receive confirmation of submission through the email address included.