

# Tourism Enhancement Grant

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*A partnership with the TN Department of Tourist Development and the  
TN Department of Economic and Community Development*

**June 2020 – Round 5**

**Applications due on July 15, 2020**

## **Grant at a Glance:**

- Grantee must be city or county government  
Up to \$75,000 grant with a match requirement (see page 2)
- Approximately 25-30 grants will be awarded
- Project must be completed on city, county or Industrial Development Board owned property, or property leased by city or county from TVA or the US Army Corps of Engineers that meet the lease requirements described
- More than one application within a county may be submitted
- Prior Tourism Enhancement grantees (Rounds 1, 2, 3 or 4) with completely, officially CLOSED grants will be eligible. Tourism Enhancement grantees with OPEN grant projects are ineligible.

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## **Application Checklist:**

- Application Cover Page – fillable PDF – page 5 of this document
- Application – document fully completed and emailed to Andi.Grindley@tn.gov  
CC: Melanie.Beauchamp@tn.gov
- Two letters of support from local/regional partners (minimum). One must be from official local tourism entity as defined by TN Dept. of Tourist Development (see [FAQ](#) for definition)
- Letter of commitment from organization providing matching funds
- If match commitment must be approved by legislative body, please have approval completed prior to application deadline
- Title VI Completed
- Project property map - PDF map of area with project property marked, showing street address, and certifying ownership from the local Tax Assessor's office or by going to [www.assessment.cot.tn.gov](http://www.assessment.cot.tn.gov) and searching for the property map
- Webinar – see page 2 of this document for information

**Grant Overview:**

Tourism is one of the largest industries and most important economic drivers in Tennessee. This grant was developed to help communities improve their tourism assets and increase tourism related-economic impact. These projects are being funded through the Tennessee Rural Economic Opportunity Act of 2016.

**Grant Review Board Members:** TN Dept. of Economic and Community Development, TN Dept. of Tourist Development, TN Dept. of Agriculture, and the TN Dept. of Environment and Conservation, TN Dept. of Transportation and TVA and/or the US Army Corps of Engineers (where applicable).

**TDTD Tourism Grant Program Manager:** Andi Grindley, [Andi.Grindley@tn.gov](mailto:Andi.Grindley@tn.gov) (615) 741-7994

**Reimbursement-based Grant:** Maximum request \$75,000. No other state funds, federal funds, or in-kind contributions may be used for the match requirement. Grantees will be reimbursed for eligible expenditures.

**Match:** Match amount for a county is determined by tier level designation at the time of application submission. See tier map on page 8.

**Tier 1:** 50/50 match – **Tier 2:** 70/30 match – **Tier 3:** 90/10 match – **Tier 4:** 95/05 match

**ThreeStar:** County must be ThreeStar-certified to apply.

**Webinar:** Grantee representative may view Webinar regarding Tourism Enhancement Grant application and changes from prior rounds before to submitting application. A webinar will be live and open for questions **1:00pm, CT, June 24, 2020**. It will also be recorded and posted if you cannot attend live. All who have downloaded the application will receive the link to the webinar prior to the date.

**FAQ:** Frequently asked questions may be found [here](#).

**Grantee Eligibility:**

Eligible: Grantee must be the county or city governmental entity. Grantees from Rounds 1, 2, 3 and/or 4 must have prior Tourism Enhancement Grant contracts completely CLOSED officially to be eligible for Round 5 application.

Not Eligible: Grantees from Rounds 1, 2, 3 and/or 4 with OPEN grant contracts, attractions, festivals, museums, Main Street organizations, regional tourism organizations, non-governmental institutions and other non-profit and not-for-profit agencies. More than one application from within a county may be submitted as long as the entity does not have an open grant.

**Administration Fees:** Grantee may request up to 5 percent of grant total toward administration costs

**Property Eligibility:** Property must be owned by the city, county, Industrial Development Board or held in long-term lease / easement from TVA or the US Army Corps of Engineers (minimum of 10

years remaining on lease) If leased property, the grantee must meet all approvals through the appropriate federal agency. Lease confirmation must be submitted with application.

**Definition of Tourist:** A person who travels to a location a minimum of 50 miles from their location of residence for the purpose of relaxation, experience or entertainment. For a project to be considered a tourism asset it must include a high level of programming elements that attract tourists or development of missing piece(s) to enhance visitor experience. The application must also include how the asset will be marketed, who the target market is, and how the number of tourists and the projected economic impact will be measured and reported.

**Project Eligibility:**

**Eligible:** Sustainable projects that will target local tourism asset infrastructure and planning needs including improvements to existing assets. Extra consideration will be given to innovative, cost-effective projects with robust partnerships. Projects must be completed within an approximate 12 - 18-month time- frame. Contact Andi.Grindley@tn.gov with any questions. Additional requirements *may* be requested for particular projects depending on their nature.

*Examples of eligible projects (not limited to):*

- Stages such as music, theatre, etc. ... (If used in tourism programming)
- Lighting/electrical for public spaces
- Boat ramps (public access)
- Historic preservation of tourism property of facility
- ADA compliancy resources for tourism assets
- Wayfaring signage (with proper approval of TDOT if needed)

**Not Eligible:**

- Tourism Enhancement grantees with OPEN contracts from Round 1, 2, 3 and/or 4 at application due date
- Projects that target local community infrastructure, with limited tourism-related programming
- Any project on private property
- Marketing, advertising, or billboards
- Office supplies or basic operating costs
- Entertainment, food, and beverages
- Travel expenses, medical, accounting, legal fees, or salaries
- Prizes or prize money, scholarships, awards, plaques, t-shirts, uniforms, certificates, or any other promotional items

TDTD and TNECD reserve the right to reject any project inconsistent with the program goals. For consideration of a project outside of the definition or if you have any questions about eligibility, please contact the grant program manager.

**Scoring Algorithm:**

- Building on existing historical, cultural, recreational, scenic, or natural resources/assets (max 20)
- Number and quality of public/private, public/public, or regional/local partnerships (max 15)
- Degree of innovation (max 10)
- Project potential for economic impact – quality and viability of project metrics (max 30)
- Level of need based on TNECD tier levels / economic status (max 10)
- County population – 2010 census (lowest population receives highest points) (max 15)

**Guidelines for Funding:**

In order to score the maximum points possible, the project proposal must include information describing how the project meets eligibility requirements with detailed goals for measuring project metrics and increasing tourism revenues.

This is a reimbursement-based grant. Guidelines and templates for reimbursements will be provided to awarded projects. No work done outside of the final approved contract period will be eligible for reimbursement.

Grant monitoring by TDTD may include ownership verification for five years. Monthly reports will be required for awarded projects. Property assisted with grant funds cannot be transferred to a non- governmental entity within five years of project completion. If property does change ownership outside of program scope within that timeframe, the grantee may be responsible for returning grant funds to the State, up to the full amount of the grant.

**TIMELINE:**

- June 1, 2020** – Application available
- June 24, 2020** – Webinar at 1:00pm, CST
- July 15, 2020** – Applications due at 4:00pm, CST
- July 16 – 22, 2020** – Application review /score period
- July 22, 2020** – Financials due
- July 24, 2020** – Group review / discussion / finalize awards
- August 5, 2020** – Contracting begins
- September 23, 2020** – Contracts due back

# 2020 Tourism Enhancement Grant Application - Cover Page

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County Name:

Entity making application (City or County Name):

Grant Signee (City Mayor or County Mayor/Executive):

Email:

Grant Administrator:

Grant Administrator Title:

Email:

Mailing Address:

City:

State:

Zip:

Phone:

Phone (mobile):

1. Executive Summary of Project with Budget Overview: include physical address or GPS coordinates of proposed project (no more than two paragraphs).

***Complete this page (Cover Page + Executive Summary), then answer all other questions, making sure to include question number with appropriate answers.***

***\*\*\*All fields must be completed for submission\*\*\****

# 2020 Tourism Enhancement Grant

## Application - Questions

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Use the checklist on Page 1 to verify all requirements.

Application must be submitted in digital format, emailed to [Andi.Grindley@tn.gov](mailto:Andi.Grindley@tn.gov);  
CC: [Melanie.Beauchamp@tn.gov](mailto:Melanie.Beauchamp@tn.gov)

Answer all questions completely, and label each answer with the corresponding question number.

1. Executive Summary: Must be completed on Application Cover Page.
2. Describe the process of how this specific project was chosen and why is it needed?
3. How does this project relate to and support existing musical, historical, cultural, recreational, scenic or natural resources and experiential assets?
4. Partnerships: Describe partnerships leveraged and what their specific role will be in the project.
5. How is this project an innovative or creative approach?
7. Project Sustainability: following project completion, who will be responsible for the maintenance/accountability of the project? Provide contact information for responsibly entity. Who will manage programming, if needed. Project sustainability will be monitored by TDTD.
8. Describe the budget for the project and how it was developed. Include (a) total cost of project, (b) grant funds requested, and (c) amount and source of matching funds. A source letter will be required for awarded projects.
9. What is the most recent annual total tourism budget for your county? Include a breakdown of county and municipalities.

10. Are there plans for marketing related to the proposed project once completed?
11. Performance Measures and Benefits: Describe how this project will improve the county's tourism economic impact. Use the most recent [2018 Tourism Economic Impact Report by County](#) numbers for your baseline. Include intended objectives and outcomes and describe how project metrics will be measured. \*\*See Output Measure Requirements for further guidance on developing project metrics.

**\*\* Output Measurement Examples:**

- Asset Created or improved – the grantee must describe how this project will increase tourism capacity in the county.
- Costs Reduced – costs reduced, as a result of project activities, within one year of project implementation.
- Programs Implemented – The number of new programs or the number of ongoing activities related to the defined goals that are implemented as a result of the project. If possible, use with other measures that will indicate the results of the project.
- Leveraged Private Investment – the dollar amount of private-sector financial commitments, outside of project costs, that result from a project, measured during the project period and up to three years after the project end date.
- Revenue Increase Projections – the projected increase in revenue that will be realized as a result of the project.
- New Visitor Increase Projections – the number of new visitors to a tourism destination times the number of the days they visit, within one year of project implementation