



TOURISM ENHANCEMENT GRANT March 2016

Grant at a glance:

- Up to \$50,000 grant, with a match requirement
- Minimum of 20 grants to be awarded
- Project must be completed on city or county owned property
- Grantee must be city or county government
- One submission accepted per county

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Application Checklist:

- Application
- Two letters of support
- Project property map

Tourism is one of the largest industries and most important economic drivers in Tennessee. This grant was developed to provide local tourism asset infrastructure resources with the goal of enhancing and improving the tourism economic impact in Tennessee counties.

Grant Review Board Members: TN Dept. of Economic and Community Development, TN Dept. of Tourist Development, TN Dept. of Agriculture, TN Dept. of Environment and Conservation, and the Appalachian Regional Commission.

TNECD Tourism Grant Program Manager:

Jody Sliger, ThreeStar Director, ECD.TourismGrant@tn.gov, (615) 393-4393

Reimbursement Based Grant: Maximum request \$50,000. No other state funds, federal funds, or in-kind may be used for match requirement.

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

Tier 1: 50/50 match

Tier 2: 70/30 match

Tier 3: 90/10 match

Tier 3 Distressed: 95/5 match

Grant calculator available at www.TN.gov/TourismGrant

County must be ThreeStar certified

Grantee Eligibility:

Eligible: Grantee must be the county or city governmental entity. One grant submission permitted per county.

Not Eligible: Attractions, festivals, museums, Main Street organizations, regional tourism organizations, non-governmental institutions and other non-profit and not-for-profit agencies.

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.

Examples (not limited to):

- Stages – gazebos (if used in tourism programming)
- Lighting/electrical for public spaces
- Restroom facilities (public areas)
- Permanent directional, wayfinding or interpretive signage
- Boat ramps (public access)
- Tourism asset based planning development (maximum of \$20,000 may be requested for plan development costs--criteria for consultant selection is available upon request)
- Historic preservation
- ADA compliance resources for tourism assets
- Park, greenway, or scenic pullover

Not Eligible:

- Any project on private, state or federally owned property – even if leased by county/city
- 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

TNECD reserves the right to reject any project inconsistent with the program goals.

If you have any questions about eligibility, please contact the grant program manager.

Scoring Algorithm:

- Project potential for economic impact – quality and viability of project metrics (max 25)
- Level of need based on TNECD tier levels / economic status (max 10)
- Number of public/private, public/public, or regional/local partnerships (max 15)
- Degree of innovation (max 15)
- Cost efficiency (max 10)
- Building on existing historical, cultural, recreational, scenic, or natural resources/assets (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 increased tourism revenues.

This is a reimbursement based grant. Guidelines for reimbursements will be provided to awarded projects.

Grant monitoring by TNECD may include ownership verification for five years. 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:

March 10, 2016	Application Available at TN.gov/TourismGrant (Applicants must attend one webinar)
March 11, 2016	Informational Webinar 2:00 PM – 3:00 PM CST - Click here to register
March 21, 2016	Informational Webinar 1:00 PM – 2:00 PM CST - Click here to register Additional webinars will be scheduled as needed
April 11, 2016	Application questions due to ECD.TourismGrant@tn.gov
April 18, 2016	Applications Due
April 19-May 20, 2016	Application Review Period
June 1, 2016	Announcements
July 1, 2016-June 30, 2017	Associated project costs must be incurred and projects completed within the 12 month contract period.

Application

Answer the following questions, labeled with the question number.
Save as a pdf and include the county name in the file name.

The following attachments must accompany the application:

- Application must include two (2) letters of support.
- 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 and searching for the property map.

County Name:

Grant Administrator:

Grant Administrator Title:

Address:

City:

State:

Zip:

Phone:

Email:

Federal Employer Identification # (FEIN):

1. Executive Summary of Project with Budget Overview: include physical address or GPS coordinates of proposed project (no more than two paragraphs).
2. Goals and Strategies: how does this proposed project support existing tourism efforts?
3. How does this project relate to your ThreeStar Activity Plan and/or economic development plan?
4. Performance Measures and Benefits: Describe how this project will improve the county's [tourism economic impact](#). Use the [TDTD annual study](#) numbers for your baseline. Include intended objectives and outcomes and how project metrics will be measured. **See Output Measure Requirements for further guidance on developing project metrics.
5. What is the FY17 total tourism budget for your county? Include a breakdown of county and municipalities.

6. Project Narrative: describe in detail the project scope, partnerships leveraged and at what level, and projected economic impact of this project (no more than one page).
7. Project Sustainability: following project completion, who will be responsible for the maintenance/accountability of the project? Provide complete contact information for responsibly entity. Project sustainability will be monitored by TNECD.
8. Detailed Budget and Budget Narrative: Include (a) total cost of project, (b) grant funds requested, and (c) amount and source of matching funds. Please be as descriptive as possible. Grant match calculator can be found at www.TN.gov/TourismGrant.
Contract budget will be requested at award for budget categories.
9. Did the county receive TDTD Developmental Co-op funds? If so, how do they relate to the proposed project?

**** 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 goal, 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