

**TOURISM ENHANCEMENT GRANT  
October 2016 – Round 2  
Applications due on Nov. 30, 2016**

**Grant at a glance:**

- Up to \$50,000 grant with a match requirement (see page 2)
- Approximately 20 grants will be awarded
- Project must be completed on city or county owned property or property leased from TVA or the US Army Corps of Engineers that meet the lease requirements described
- Grantee must be city or county government
- Only one submission accepted per county
- Grantees awarded in Round 1 will not be eligible to apply. However, individual cities and counties who did not receive an award in Round 1 will be eligible, even if another entity within the county did receive a grant.

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Page 5	Application
Page 7	TNECD Tier Level Map
Page 8	Application Cover Page

**Application Checklist:**

- Application Cover Page – fillable PDF – page 8 of this document
- Application – document fully completed and emailed to [ECD.TourismGrant@tn.gov](mailto:ECD.TourismGrant@tn.gov)
- Two letters of support from local/regional partners (minimum)
- 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 attendance required

## **2016 TOURISM ENHANCEMENT GRANT Round 2**

### **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

**TNECD Tourism Grant Program Manager:** Jody Sliger, ThreeStar Director, [ECD.TourismGrant@tn.gov](mailto:ECD.TourismGrant@tn.gov), (615) 393-4393

**Reimbursement Based Grant:** Maximum request \$50,000. 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 7.

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 Attendance Required:** Grantee representative must attend one webinar prior to submitting application. Webinar schedule and registration links will be listed at [TN.gov/TourismGrant](http://TN.gov/TourismGrant)

**FAQ:** Frequently asked questions will be updated on the website

### **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

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

**Property Eligibility:** Property must be owned by the city or county 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.

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**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. 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 month time-frame. Contact grant program manager with any questions.

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

- Stages (if used in tourism programming)
- Lighting/electrical for public spaces
- Restroom facilities (public areas)
- 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

### **Not Eligible:**

- 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

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.

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### 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 TNECD 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:

October 2016	Application Available at <a href="http://TN.gov/TourismGrant">TN.gov/TourismGrant</a>
Nov. 15, 2016	Application questions due to <a href="mailto:ECD.TourismGrant@tn.gov">ECD.TourismGrant@tn.gov</a>
<b>Nov. 30, 2016</b>	<b>Applications due at 4 p.m., CST</b>
Dec. 1, 2016 –Jan. 1, 2017	Application Review Period
January 2017	Announcements
Contract Period	Associated project costs must be incurred and projects completed within the contract period after all final approvals.

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**Application:** Use the checklist on Page 1 to verify all requirements.

Application must be submitted in digital format, emailed to [ECD.TourismGrant@tn.gov](mailto:ECD.TourismGrant@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 historical, cultural, recreational, scenic or natural resources and 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?
6. Describe how this project will directly increase tourist related economic impact and how the projected impact will be measured and reported?
7. Project Sustainability: following project completion, who will be responsible for the maintenance/accountability of the project? Provide contact information for responsibly entity. Project sustainability will be monitored by TNECD.
8. Performance Measures and Benefits: Describe how this project will improve the county's tourism economic impact. Use the most recent [TDTD annual study](#) 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.
9. 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.
10. What is the most recent annual total tourism budget for your county? Include a breakdown of county and municipalities.
11. Did the county receive TDTD Developmental Co-op funds? If so, how do they relate to the proposed project?

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### \*\* 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



## **Application – page 1**

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 1 – then answer all other questions, making sure to include question number with appropriate answers.**

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