**TOURISM GRANTS**

The Sumner County Tourism Grants are made possible through funding allocated from the county’s collected Occupancy Tax paid by visitors staying in our community’s hotels, motels and Airbnb/VRBO short-term rentals. **These grants are awarded based on funds available, quantity of requests received and grant matrix scoring. Total grant requests may exceed allocated funding budget, and proposed projects may not be funded and/or not fully funded.**

Overview

* Grants are paid on a reimbursement basis. Grantees must submit invoices and proof of payment to receive reimbursement up to the approved amount. This includes, but is not limited to bank statement, credit card statement, cleared check, etc.; QuickBooks copies or copies of the front of the check does not fulfill this requirement.
* As applicable, grant recipients must have an updated Sumner County Tourism brand logo on related event homepage with click-through link to [www.visitsumnertn.com](http://www.visitsumnertn.com). Logo artwork will be provided by Sumner County Tourism. All grant recipients must include the hashtag **#VisitSumnerTN** in social posts and event coverage to ensure your content is featured in our tourism marketing channels.
* As applicable, grant recipients receiving funds related to an event must submit event details to [director@visitsumnertn.com](mailto:director@visitsumnertn.com) for inclusion on our website <https://visitsumnertn.com/events/>

 Timeline

* Final report and reimbursement request, including proof of purchase documentation, due to SCT within 90 days of occurrence; *if items in their entirety are not submitted within that timeframe, they will no longer be eligible for reimbursement and the grant is forfeited*
* Reimbursements will be issued by SCT within 30 business days of final report and reimbursement request submission

These grants exist to extend the marketing of local events and attractions to communities outside of Sumner County, as well as to develop and enhance local events to increase visitation and tourism-generated revenue to Sumner County, while leveraging tourism to improve the quality of life for our residents. To learn more about the grants, eligibility and application requirements below, reach out to [director@visitsumnertn.com](mailto:director@visitsumnertn.com) with any additional questions.

**Marketing/Event Grant**

Eligibility: Sumner County municipality, 501(c)3 or 501(c)6 organizations and qualified licensed Sumner County tourism-related businesses. ***Qualifying new events or existing events are eligible.***

Requirements:

* + Funds must be used for promotion and advertising outside Sumner County.
  + For recurring event, a Profit & Loss detail for the last occurrence of the event must be included with submission
  + If related to a first-time event, a proposed P&L and list of available funds/sponsorships received is required.

Examples:

* + Design, printing and mailing of direct mail advertising
  + Social media digital advertising
  + Television, radio or print media advertising

Sumner County Tourism Grants are awarded based on funds available, quantity of requests received and grant matrix scoring. Total grant requests may exceed allocated funding budget, and proposed projects may not be funded and/or not fully funded.

**Tourism Enhancement Grant**

The purpose of this grant is to support increased tourism through creation or expansion of physical attractions or facilities that are available and open to the public, that improve the appeal of the destinations to tourists, and that enhance tourist experiences that are primarily promoted to or used by tourists.

Eligibility: Sumner County municipality, 501(c)3 or 501(c)6 organizations and qualified licensed Sumner County tourism-related businesses. ***New destinations or existing destinations with a qualified enhancement or improvement are eligible.***

Requirements:

* + Funds must be used for improvements or projects designed to increase tourism to a specific destination inside Sumner County
  + Project must be completed on applicant-owned property
  + A business plan and/or Profit & Loss detail demonstrating the projected impact of the improvement/project must be included with submission
  + Drawings of proposed improvements
  + All projects must be completed within 12 months from award

Examples:

* + Creation of a new tourist destination by adding expanded hours, facilities or activities
  + Addition of signage, accessibility, landscape improvements
  + Creation of brochures, website design, other digital or print marketing
  + Membership fees to participate in organizations that promote tourism (e.g., Civil War Trails, Civil Rights Trail, Tennessee Agritourism Association)

**Marketing/Event Grant Application**

Contact Name:

Contact Email:

Contact Telephone:

Organization Name and Address:

Event Date (If applicable): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Event Location (If applicable): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Amount Requested:

Please itemize the use of funds requested:

Please describe how this event/project will benefit tourism development and increase tourism-related revenue in Sumner County, including projected attendance and hotel stays:

Please detail any community partners involved in this event/project:

The final report for awarded grants requires that you provide data related to the economic impact of this event/project including attendance, percentage of visitors from outside Sumner County, where attendees came from, visitor testimonials, number of overnight stays and revenue generated by this event/project.

**I am submitting this grant application, along with a profit & loss statement and/or project budget. I understand that incomplete submissions or submissions after the deadline are not considered.**

Authorized Signature:

Printed Name:

Date:

**Tourism Enhancement Grant Application**

Contact Name:

Contact Email:

Contact Telephone:

Organization Name and Address:

Description of Enhancement (attached drawings or detailed description, as needed): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Amount Requested:

Please describe how this event/project will benefit tourism development and increase tourism-related revenue in Sumner County, including projected increase in visitation:

Please detail any community partners involved in this event/project:

The final report for awarded grants requires that you provide data related to the economic impact of this project including attendance, percentage of visitors from outside Sumner County, where attendees came from, visitor testimonials and revenue generated by this project.

**I am submitting this grant application, along with a profit & loss statement and/or project budget. I understand that incomplete submissions or submissions after the deadline are not considered.**

Authorized Signature:

Printed Name:

Date:

Approved funds are eligible to be reimbursed within 90 days of event or project completion with submission of invoice(s), proof of payment and final report below. **Items not submitted in their entirety within that time frame are forfeited for reimbursement.**

Reach out to [director@visitsumnertn.com](file:///C:\Users\Director\AppData\Roaming\Microsoft\Word\director@visitsumnertn.com)with any questions related to final reporting and/or reimbursement documentation submission.

**Step 1: Prepare Your Documentation**

There are several pieces of documentation that are required in our grant approval process. We recommend you complete the application and create the additional documentation listed below before proceeding to Step 2. We recommend saving these as PDF, DOC or XLS files.

**Download** and Complete the Application

Reimbursement documentation includes invoices and corresponding proof of payment. This includes, but is not limited to, bank statement, credit card statement, cleared check, etc.; QuickBooks copies or copies of the front of the check does not fulfill this requirement.

Additional information you would like to share (including data tracking, images, press coverage, etc.)

**Step 2: Complete the Form and Submit Documents**

Complete the application and submit your documents by email to: [director@visitsumnertn.com](mailto:director@visitsumnertn.com%20) to complete the application process. When submitting supporting documentation be sure to include the following information:

Contact Name, Contact Email, Name of Organization, City in Which the Organization/Agency is Located, and Project Name.

You will receive a confirmation email once all documentation has been received.

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| --- | --- | --- | --- | --- | --- |
| Criteria | Scale of 0 to 5, with 0 being unacceptable and 5 being most acceptable | | | | |
| Missing  0 points | Fair  1-2 points | Good  3-4 points | Excellent  5-6 points | Score |
| Alignment with SCT grant program goals (developing tourism as an economic driver; increasing tourism-related economic impact; promoting the county’s tourism brand) | Unclear and/or does not align | Vague and/or offers limited alignment | Clearly defined and offers satisfactory alignment | Clearly defined and highly aligns |  |
| Tourism impact (economic impact of drawing non-residents to spend taxable dollars in our county on lodging, dining, shopping, etc.) | Unclear or no impact to tourism development or tourism-related revenue | Limited impact to tourism development or tourism-related revenue | Satisfactory impact to tourism development or tourism-related revenue | High impact to tourism development or tourism-related revenue |  |
| Budget/P&L is reasonable and detailed | Unclear or not submitted | Vague and/or yields concerns related to sustainability | Clear and reflects satisfactory sustainability | Clear and reflects sustainable growth |  |
| Collaboration (involving other city, county or regional partners) | Offers no collaboration within community, county or beyond | Vague and/or limited collaboration | Clear collaboration | Clear collaboration at community and county/regional level |  |
| If prior grant recipient, the quality of their application submission, reimbursement request and final reporting | Late or incomplete items | Completed submission, but required support | Completed timely and thorough submissions; required limited support | Completed timely and thorough submissions; required no support |  |
| **Total Score** | | | | |  |

Bottom of Form