



CULTURAL TOURISM ADVANCEMENT GRANT

Guidelines





WHAT IS THE CTA GRANT?

The Chattanooga Tourism Company (Tourism Co.) Cultural Tourism Advancement Grant supports a wide range of culture, heritage or arts tourism-related projects that contribute to visitors' positive experiences in the Chattanooga area. Applicable projects may include: 1) event creation or enhancement, 2) capital projects, and/or 3) out-of-area marketing to attract visitors. Grants are awarded based on merit as determined and administered by Chattanooga Tourism Co.

BACKGROUND

The Tourism Co. developed this grant and designates funds annually to support several objectives identified in our strategic plan: 1) increase brand awareness for Chattanooga and Hamilton County, 2) drive visitor demand, and 3) develop and enhance visitor experiences.

Grant funds consist of public dollars generated by visitors to Hamilton County who spend the night in our accommodations. These funds must be used to support the Tourism Co.'s mission of promoting and developing visitor experiences to enhance the economic and social prosperity of Hamilton County.

APPLICATION PROCESS

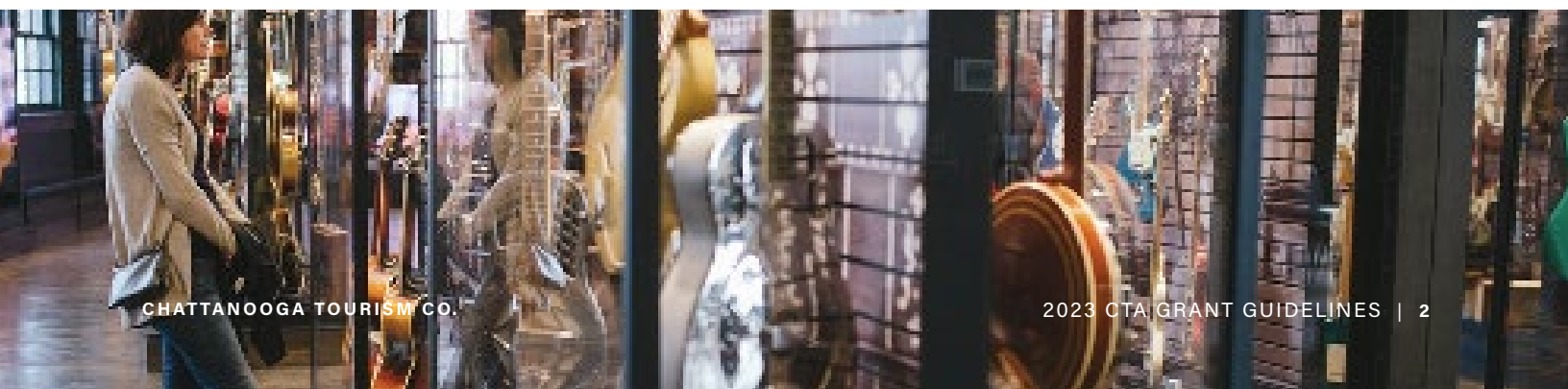
Potential grant recipients are required to complete a grant application form on or before the specified deadline in the Timeline section. Applicants must be a partner of the Chattanooga Tourism Co. (there is no cost associated with being a partner).

GRANT FUNDS + PAYMENT

- Organizations and business may request up to 10% of their organization's total operating budget but may not exceed \$50,000.
- Applicants should be able to demonstrate the ability to execute their project without depending on the continued financial assistance from these funds. It should be the intention of the organization for the project to be self-sustaining.
- A legally binding funding agreement will be entered into between the Chattanooga Tourism Co. and successful applicants. All agreements require a final report due at the date specified in the agreement.
- In some circumstances, grants may be awarded over a period of years. Multi-year projects must submit an annual progress report.
- Marketing Grant awards may be either cash or cooperative in-kind marketing, utilizing the services of the Chattanooga Tourism Co.'s marketing agency.
- Successful recipients will receive 50% of the project funds upon signing of the funding agreement and 50% on the completion of the project and submission of completed documentation. All grant awards will be made by electronic fund transfer.

WHO MAY APPLY?

Applications are accepted from non-profit, non-governmental organizations and for-profit businesses who demonstrate the ability to complete the proposed event or activity. Businesses and organizations must also have been in operation for more than two years. The event or product must be in Hamilton County, Tennessee. The grant program is designed to encourage wide participation and innovative projects. The entity that applies must be the primary financial agent and agreement signer.



CRITERIA

In awarding funds, greatest consideration will be given to projects that closely match the goals and mission of the Chattanooga Tourism Co.

Applications will be rated on the project/programs ability to:

- Attract diverse audiences
- Create economic impact
- Encourage visitors to travel and/or extend their stay in Hamilton County
- Enhance the visitor experience
- Collaborate with other local organizations and artists
- Enhance the quality of life for Hamilton County residents through tourism
- Address community needs that support the Chattanooga Tourism Co. mission

Requirements:

- Projects/events and the provided budget expenses incurred must take place within 12 months of notification of award of grant.
- You must be able to execute your project without reliance on this grant. The grant is intended to elevate your project, not fund it in its entirety.
- A legally binding funding agreement will be entered into between the Chattanooga Tourism Co. and successful applicants, with a required final report due at the date specified in the agreement. See the Payment of Grants section for more information.
- Copies of original receipts are required with the final report.
- Failure to comply with the obligations will prohibit organizations from receiving a grant in the future.
- Grant recipients will provide the same benefits and sponsor recognition to Chattanooga Tourism Co. as given to other sponsors at the same level. If there is no established sponsor recognition, the Chattanooga Tourism Co. will partner with grant recipient on the appropriate use of the Tourism Co. logo, link and language for recognition.
- All marketing materials promoting the event or activity must include an approved message about Chattanooga as a destination. Tourism Co. will partner with the grant recipient to develop the destination message for appropriate channels.

ALLOWABLE EXPENSES

We encourage all partners to review the marketing and cooperative marketing opportunities offered by the Chattanooga Tourism Co. first in your request of grant funds for marketing. Approved requests for the co-op will be matched to your awarded grant fund so as an example, if you are awarded \$10,000 in grant funds towards the co-op, you will receive a \$20,000 media buy plus professional marketing agency support and execution included. Matching funds are limited, and available on a first-come, first-served basis.

- Development of new visitor experiences that diversify tourism offerings in the region
- New or enhanced infrastructure upgrades to facilitate a new cultural tourism visitor experience
- Implementation of new technology to create a new tourism visitor experience in the Chattanooga area
- Signage (wayfinding, on-site attraction, visitor info kiosk)
- Funding to support marketing a visitor experience to new audiences





DISALLOWABLE EXPENSES

- Rent of admin offices, renovation, or repairs to administrative facilities
- General operating, personnel or administrative expenses (excluding marketing consultants/agencies)
- Expenses incurred or obligated before grant approval (with the exception of events that occur within the calendar year but occur before the grant award date)
- Projects restricted to private or exclusive participation
- Scholarships or endowments
- Cash awards of any description
- Expenses not directly related to the approved project of program
- Project applicants cannot transfer funds from one specific tourism project to another without a written request and an addendum to the contract
- Activities or materials which violate the law



CHATTANOOGA TOURISM CO. SPONSORSHIP RECOGNITION:

Grant recipients must provide Chattanooga Tourism Co. sponsorship recognition at comparable levels of recognition based on financial contribution consistent with other sponsors. This may include, and is not limited to, logo inclusion on print and digital channels, including email, social media, website, and more. Any logo usage needs to be approved in advance by Chattanooga Tourism Co. staff. Recipients without an existing sponsorship recognition policy will meet with Chattanooga Tourism Co. staff to determine appropriate support attribution.

GRANT MARKETING RECOGNITION

The Tourism Co. developed this grant and designates funds annually to support several objectives identified in our strategic plan: 1) increase brand awareness for Chattanooga and Hamilton County, 2) drive visitor demand, and 3) develop and enhance visitor experiences.

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PROJECT PROPOSAL EXAMPLES

**MARKETING &
EVENTS**

PRODUCT





WEAK

An art museum plans a new glass art exhibit at the same time as an aquarium plans to open a new jellyfish exhibit. The two attractions work together to sell tickets. The aquarium and art museum apply for signage that cross promotes the exhibits.

STRONG

An art museum and aquarium apply for marketing grant dollars to promote the same joint ticket outside of the Chattanooga area as a part of their strategy to drive visitors to Chattanooga. Their application includes a clear and detailed marketing plan and as well as a plan to track the joint ticket sales to measure the effectiveness of the campaign.

WEAK

A festival in Chattanooga wants to expand its audience at the festival. The festival applies for the grant, submitting a marketing plan to run billboards, digital ads, print ads and TV spots around Chattanooga.

STRONG

The same festival has identified a new market that shows promise based on the previous year's ticket sales. They would like to expand their marketing efforts and need additional funds to properly reach that market. The festival applies for the grant, submitting a marketing plan to run billboards, digital ads, print ads and TV spots in this new market. The application includes a system in place to track ticket sales by zip code and will provide reporting after the event is over to measure the effectiveness of the campaign.



WEAK

A long-running film festival has a celebrity coming to Chattanooga for the upcoming event. They apply for funding to shoot a video with the celebrity. The application includes a bid from a contractor for the cost of the video production.

STRONG

The film festival applies for funding to shoot a video with the celebrity to distribute to targeted audiences, inviting them to the festival. The application includes a bid from a contractor for the cost of the video production and a distribution plan for the video. The film festival has tracking in place to know the amount of engagement with the video and ticket sales at the time of the video release to track conversions.





WEAK

A local museum requests funding for renovations to their exhibit and building that will enhance learning resources.

STRONG

A local museum requests funding for renovations to their exhibit and building that will enhance learning resources. They demonstrate that 25% of their visitors are from out of area and include a feasibility study that concludes the renovations will increase visitation an additional 10%.

WEAK

A local walking tour company requests funding for a fleet of bicycles that would enable them to expand their tour offerings.

STRONG

A local walking tour company requests funding for a fleet of bicycles while demonstrating that a substantial number of previous visitors have requested bicycle tours. They include a plan to market the new tours outside of Chattanooga in order to attract more visitors.





WEAK

A group of neighborhood businesses request funding for the creation of a regular, projection mapping experience on an iconic building downtown.

STRONG

A group of neighborhood businesses requests funding for the creation of a regular, projection mapping experience on an iconic building downtown that will draw both locals and visitors. They've already collaborated with the artists and technologists necessary to complete the project and they support their application with statistics on current visitation to the neighborhood and support their application with a plan to promote the new experience to markets outside Chattanooga.

WEAK

A group of historians request funding to design and install signage that call out important historical stories of a neighborhood.

STRONG

A group of historians working with the city request funding to design and install signage that call out important historical stories of a neighborhood. To convey the value this would add to visitors' experience in our city, they've had conversations with multiple tourism partners that suggest visitors are looking for a historical context to their surroundings. They also include successful examples from other destinations.



TIMELINE

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|--------------------|---------------|
| Application Open | March 9 |
| Grant Workshops | March 10 & 13 |
| Applications Close | April 10 |
| Awardees Announced | June 30 |

**CHATTA
NOOGA**
TOURISM CO.

