

FY25 COMMUNITY ECONOMIC DEVELOPMENT COMMISSION GRANT RECOMMENDATIONS

WHAT IS THE GRANT?

This grant was established to support a wide range of tourism-related projects that will contribute to visitors' positive experience of Jackson and Madison County, TN. Grants are awarded on the basis of merit as determined and administered by the Community Economic Development Commission dba Visit Jackson, TN

LIMIT FOR GRANT

- Organizations may request up to 20% of their total project budget, not to exceed \$20,000.

BACKGROUND

Visit Jackson, TN developed the grant and designates funds annually to support several objectives identified in our strategic plan:

- increase overnight stays in the Madison County hotels
- increase brand awareness for Jackson and Madison County
- drive visitor demand
- develop visitor experiences

Grant funds consist of public dollars generated by visitors to the City of Jackson and Madison County who spend the night in our accommodations. These funds must be used to support the Visit Jackson, TN mission of promoting and developing visitor experiences to enhance the economic and social prosperity of the City of Jackson and Madison County.

WHO MAY APPLY?

Applications are accepted from non-profit, non-governmental organizations, and for-profit businesses that 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 grant program is designed to encourage wide participation and innovative proposals. Potential grants can be cultural, educational, recreational, or artistic in nature.

BECOME A PARTNER

To be eligible for the grant, you must be a partner of Visit Jackson, TN (VJT). There is no fee associated with becoming a partner and it is instrumental in marketing the organization. A mandatory Zoom meeting will be held for partners.

Logo usage, cross promotional opportunities, inclusion in all media, promotion of VJT

FY25 COMMUNITY ECONOMIC DEVELOPMENT COMMISSION GRANT RECOMMENDATIONS

Updated listing on VJT APP (when appropriate) and updated calendar listing on VJT

- 1) Printed/Electronic marketing material (e.g. brochures, fliers, print ads, emails, websites, etc.) must include:
 - “Funded in part by Visit Jackson, TN”
- 2) Spoken advertising (e.g. radio) must include:
 - “Funded in part by Visit Jackson, TN”
 - Script of verbiage used
- 3) Websites must include:
 - “Funded in part by Visit Jackson, TN”
 - Hotlink to Visit Jackson, TN
- 4) Social media campaign inclusion and usage of designated hashtags

ELIGIBLE EXPENSES – CONSIDERED FOR REIMBURSEMENT:

- All documents submitted must be clean and legible.
- Event advertising, brochures, posters, etc.
- TV, digital or radio commercials

INELIGIBLE EXPENSES - NOT CONSIDERED FOR REIMBURSEMENT:

- Giveaways prior to or during the event (e.g. trophies, t-shirts, pens, etc.)
- Travel expenses or charter vehicle expenses
- Reception room or social event activities prior to or during the event
- Supplies or equipment
- Funds for general operating expenses
- Additional or current personnel salaries
- Items not included in the Approved Grant Application
- Website Hosting and/or Maintenance
- Blurry or illegible invoices or advertising

FY25 COMMUNITY ECONOMIC DEVELOPMENT COMMISSION GRANT RECOMMENDATIONS

APPLICATION

Applicants may be asked to provide additional information during the screening process.

Required items include:

1. Completed Application and Event Description
2. Copy of your non-profit status if eligible
3. Project Budget
4. Financial Statement or the most recent Audit
 - a. In the absence of an Audit please include the organization's overall budget
5. If you are utilizing funds for a program of work, please identify specific projects for which the funding will be utilized

CONTACT

Please reach out to us with any questions:

Lori Nunnery
Visit Jackson, TN
197 Auditorium
Jackson, TN 38301
lnunnery@jacksontn.com
731.425.8333

FY25 COMMUNITY ECONOMIC DEVELOPMENT COMMISSION GRANT RECOMMENDATIONS

APPLICATION TIMELINE

April

Commissioners to determine tentative grant budget
Introductory letter and application sent to current and past grant recipients
Public Notice

April 19

Deadline for applications

April 22

VJT to compile requests and verify all necessary components of grant application
VJT to complete Economic Impact worksheet on each grant requests

April 26

VJT to compile hoteliers ranking and Economic Impact worksheet and forward to
Commissioners

May - June CEDC Meeting

Commissioners to review and allocate grants

July 1

CVB to send notification letter to grant recipients

- If at May meeting the Commissioners decide further time is need to evaluate the information, a follow-up meeting will be held in June. The goal is to have grant allocations finalized by July 1, of each year.