

The SOUNDTRACK of AMERICA
• MADE IN •

TENNESSEE[®]



TENNESSEE TOURISM CARES MARKETING PROGRAM

Recipient Briefing



Department of
Tourist Development



Request for Funding: Narrative

- Narrative should answer the following questions:
- Why was this expense incurred?
 - Due to COVID-19, it was necessary to...
 - The entity budgeted for \$XXXX.XX; however, there was an additional expense of \$XXX.XX due to COVID-19...
 - *Only the additional expenses are eligible for reimbursement in the case that an original plan was in place regardless of COVID-19.
- These funds were used to...
 - Promote tourism
 - Create marketing initiatives
 - Ensure safe events/traveling/tourism
 - Update/change/alter advertisements to include a safety message or marketing initiative related to the response to COVID-19

Request for Funding: Narrative

- The narrative should be detailed enough to answer the following:
 - a) How it safely promotes bringing tourism to TN
 - b) How it was necessary due to COVID-19, and
 - c) Clearly show any additional expenses incurred related to a previously budgeted/planned event

- * In the event the funds are audited by the OIG, the auditor should be able to review documentation supporting how the funds meet the program's intent, and how they were used.

Request for Funding: Supporting Documentation

- Supporting Documentation for each RFF*
 - Proof of payment
 - ✓ Credit card statement / check used / bank statements
 - ✓ Must include the name of the organization that paid
 - *The requesting organization **MUST** be the payer on the proof of payment document
 - Shipping and/or proof of delivery
 - ✓ Tracking number
 - If the item was picked up:
 - ✓ Proof that the items/services were received
 - ✓ links to advertisement, banners, etc.
 - ✓ Proof of pick-up
 - Payroll
 - ✓ Payroll register showing pay rates and hours that align with detailed narrative
 - Sample material for marketing campaigns
 - ✓ Flyers, URL, program brochure, etc.
 - Contracts & Invoices
 - ✓ Dates / breakdown/itemized of how the funds were used

**This list is not all-inclusive, other documentation may be sufficient support for the expense incurred.*

Request for Funding: Narrative

- Sample Narratives

- Insufficient:

- Purchased video camera for staff use.

- Good:

- Purchased video camera for staff to create marketing initiatives and host virtual events.

- Better:

- Purchased video camera for staff to create video marketing initiatives and virtual events. The office did not have the capability to produce video and host virtual events.

- Best:

- Purchased video camera for staff to create marketing initiatives and virtual events. As a result of COVID-19, marketing has shifted to market with more video and to produced streamed / virtual events to keep our destination top of mind and to show we are a safe destination. The staff has produced two videos showcasing the outdoors and our attractions including the “For the Love of Tennessee” campaign.

Request for Funding: Contracts & Marketing Initiatives

MarkN
PARTNERS

Bill To
John Smith
Organization
Street Address
City, State Zip Code
United States

INVOICE 12345

Date: 7/30/2020

TOTAL(USD): 57,231.45

Due Date: 7/30/2020

ENTERED

JUL 30 2020

1234 For the Love of Tennessee

Item	Amount (USD)
Professional services for June 2020	55,942.75

Job Subtotal 55,942.75

Expenses

Item	Amount (USD)
Domain Names / SSL - 5/17/2020 - Domain purchase comebacktoTN.com	25.00
Web Hosting/Software - 7/19/2020 - Monthly Website Hosting	250.00
Printing - 7/8/2020 - Vinyl Window Clings - qty 1,000	1,013.70

Expenses Subtotal 1,288.70

Please Wire Funds To:
Company Accounting
Information

Total (USD) 57,231.45

APPROVAL _____

Attached

(PRESIDENT)

BUDGET ACCT.# TO BE PAID BY - 58316-220

_____(DATE)

Address
Company Address

Phone
234-555-1234

Tax ID
12-12341233

1 of 1

- Insufficient: Professional services to create a marketing campaign to promote safe return to TN.
- Good: Professional services to create a marketing campaign to promote safe return to TN. Company designed a website with advertisement encouraging visitors to safely travel to TN.
- Better: Professional services to create a marketing campaign to promote safe return to TN. Company designed a website with advertisement encouraging visitors to safely travel to TN. Company spent 40 hours designing a marketing campaign at a rate of \$XXX.XX/hr with a team of XX personnel. Company redesigned banners and videos encouraging visitors to safely travel to TN.
- Best: Better + Professional communications services in support of the efforts surrounding the new "For the Love of Tennessee" program, which was developed with the input from research to assist local businesses with information and strategies necessary for the safe re-opening to visitors in the midst of the ongoing COVID-19 pandemic for both their employees and customers. This program is a critical part of our safe marketing to the traveling public by communicating that TN is taking the necessary steps to provide a safe destination once people are ready to begin traveling again.

* The invoice and/or contract must provide an itemized breakdown of how the funds were used.



Request for Funding: Contracts & Marketing Initiatives

John Smith, LLC
Street Address
City, TN 37917 US
(865) 555-1234
John
Smith@JohnSmithmedia.com
www.JohnSmithmedia.com

Job Name 1234

BILL TO

Organization Name

Point of Contact

Organization Address

DATE

08/03/2020

PLEASE PAY

\$12,250.00

DUE DATE

08/03/2020

ACTIVITY	QTY	RATE	AMOUNT
Digital Marketing:Social Media Management "COVID SAFE" CITY MEETINGS - 25hrs @ \$125/hr SOCIAL MEDIA OVERHAUL (Facebook, Instagram, LinkedIn) - Bio revisions - Configure admin settings - Configure Business Manager settings - Instagram highlight design - Design cover photo - Facebook cover video - LinkedIn Cover - Design profile picture	25	125.00	3,125.00T
Digital Marketing:Social Media Management STRATEGIC SAFE TRAVEL CAMPAIGN DEVELOPMENT: 7hrs @ . \$125/hr Conference Space (Major Market) Business Retreats (Major Market) Business Retreats (Knoxville, Chatt, Nashville, Asheville) - Configure Facebook Business Manager - Install and configure Facebook Pixel - Configure budget and target audiences	7	125.00	875.00T
Digital Marketing:Social Media Management COVID SAFE CITY MOUNTAIN MEETINGS Organic Facebook Instagram LinkedIn Management -12hrs/ month at \$125/hr for 3mo - 2-3 posts per week across all platforms - Direct message management - Content creation/organization - Engagement management (commenting, sharing, tagging, etc) - Creation of stories for Instagram and Facebook - Monthly/Quarterly Report	36	125.00	4,500.00T

By accepting this quote you agree to the terms & conditions outlined on our website located at www.JohnSmithmedia.com/legal. Please contact us with any questions info@JohnSmithmedia.com

ACTIVITY	QTY	RATE	AMOUNT
Digital Marketing:Social Media Management COVID SAFE TRAVEL ADS MANAGEMENT Paid Facebook Instagram Management - 10hrs/month at \$125/hr for 3mo. - Audience management - Budget management - Reporting	30	125.00	3,750.00T
Sales Tax Sales Tax calculated by AvaTax on Thu 03 Sep 23:20:31 UTC 2020	1	0.00	0.00
SUBTOTAL			12,250.00
TAX			0.00
TOTAL			12,250.00
TOTAL DUE			\$12,250.00
THANK YOU.			

By accepting this quote you agree to the terms & conditions outlined on our website located at www.JohnSmithmedia.com/legal. Please contact us with any questions info@JohnSmithmedia.com



Please send all eligibility questions and TN CAMS
access issues to the support e-mail
support@tncaresact.com

FAQ: <https://tncaresact.tn.gov/tourism-faqs>

*The FAQs are updated weekly on Friday.



Brian Wagner: Partner Initiative Updates

Amanda Murphy: Press Release Updates



Questions?