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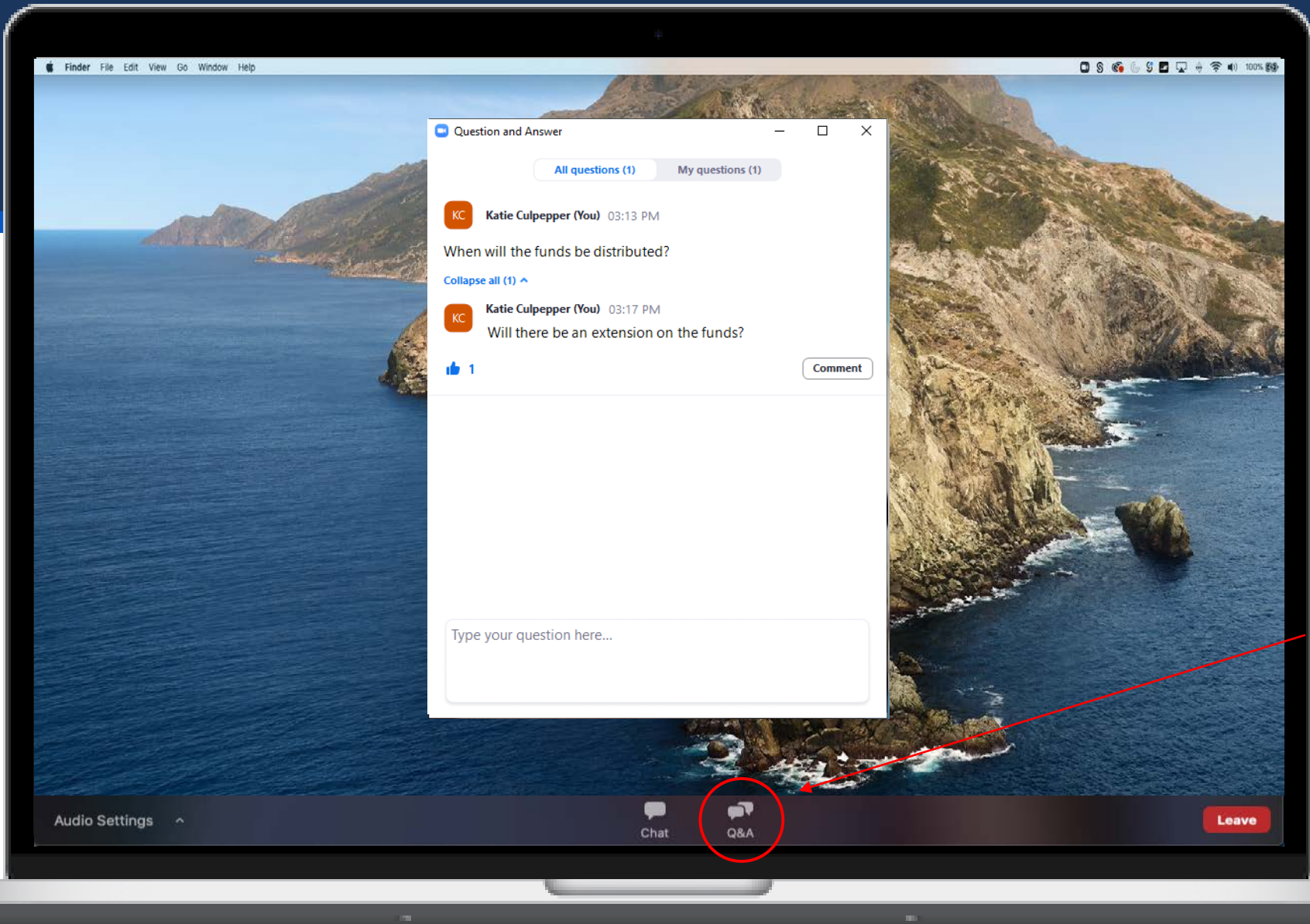
TENNESSEE TOURISM CARES MARKETING PROGRAM

Recipient Briefing



Department of
Tourist Development







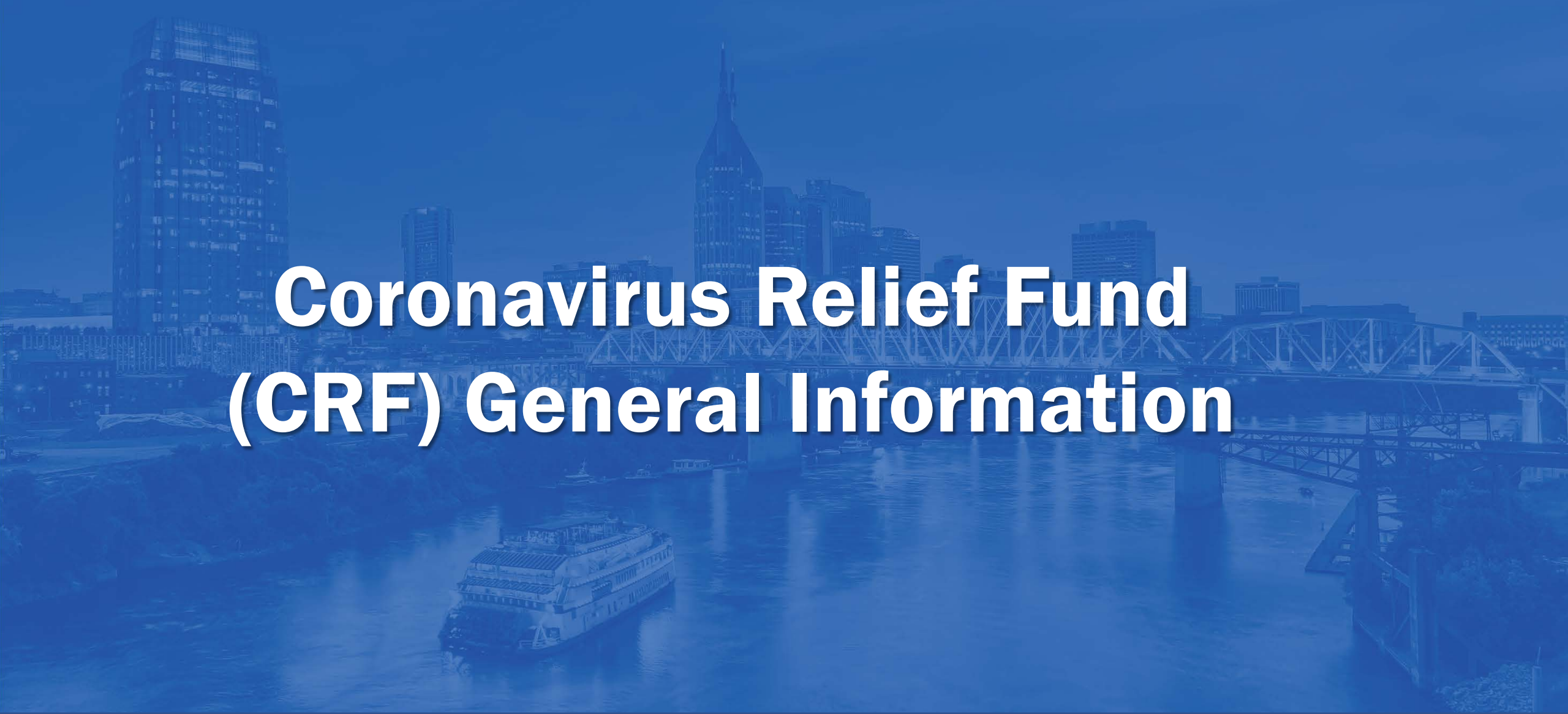
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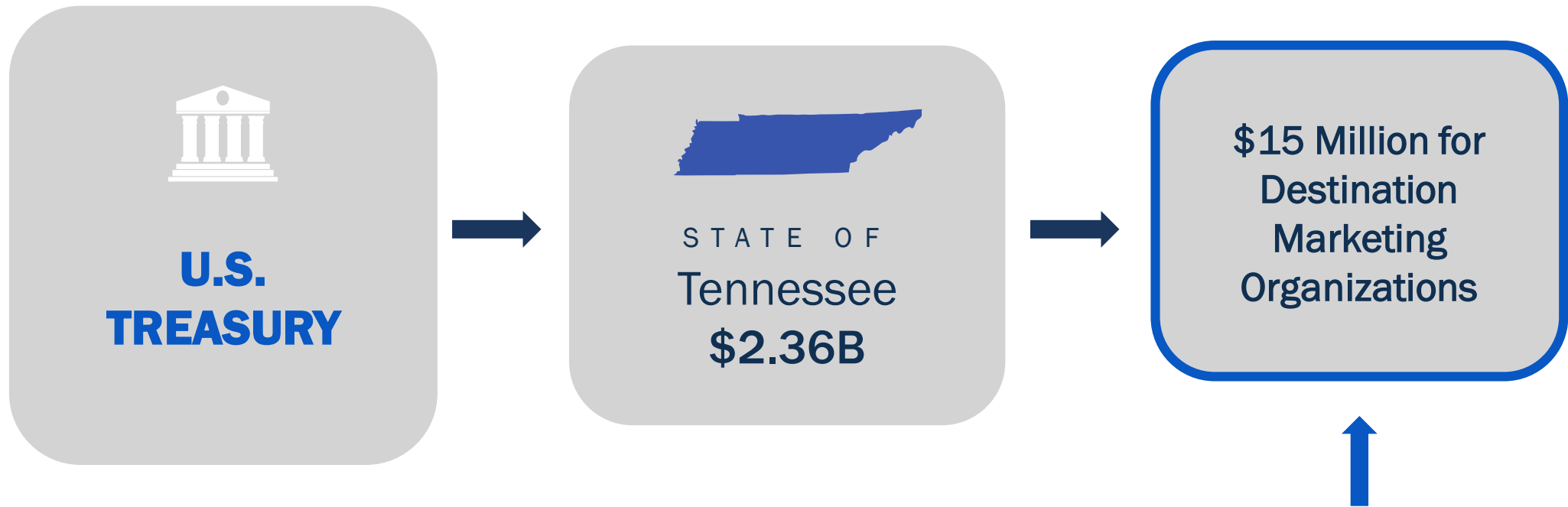


Coronavirus Relief Fund (CRF) General Information

CRF General Information

- Title V of the CARES Act established the Coronavirus Relief Fund (CRF).
- \$150 billion appropriation to make payments for specified uses to states, Tribal governments, territories, and large units of local government.
- U.S. Treasury's funding allocation methodology is based on relative state population.

CRF General Information



This is the funding we are reviewing in this briefing

CRF – Treasury Guidance

- Cost must be necessary expenditures due to the COVID -19 public health emergency
- Costs must not be accounted for in the most recent budget approved as of March 27, 2020 for the applicable State or government
- Costs must be incurred between March 1 and December 30, 2020
- Costs cannot be already covered by other Federal funding (EDA, PPP, etc.)
- Subject to Treasury OIG Audit and Single Audit Act



TN Tourism CARES Marketing Program Information

TN Tourism CARES Marketing Program General Information

- \$15 million has been allocated to DMOs representing all counties in Tennessee
- Consult tncaresact.tn.gov for allocation table by county
- Funds will be available on a reimbursement basis

TN Tourism CARES Marketing Program General Information

- Funds may be used to reimburse costs incurred between March 1, 2020 – December 30, 2020
- Funds must be requested, and appropriate supporting documentation submitted by November 2
 - If funds have not been spent by November 2, the DMO may submit a detailed plan showing how funds will be spent by the deadline, and upload the supporting documentation as funds are spent.

TN Tourism CARES Marketing Program

General Information

- Funds must be spent on necessary costs incurred by the DMO in response to the COVID-19 public health emergency.
- Marketing campaigns should include messaging that the destination/attraction/facility/event is a safe experience for visitors/attendees

Examples of Eligible Expenses

Expenses promoting the safe resumption of tourism activities:

- Design and production of brochures, vacation guides, or other printed promotional materials
- Branded promotional merchandise (i.e. hand sanitizer, face masks) intended for distribution to visitors.
- Production costs for commercials or billboards
- Air time/rental expense for commercials/billboards (only the portion of air time that occurs between March 1, 2020 and December 30, 2020 may be covered by these funds)
- Website development costs

Examples of Eligible Expenses

Supplies or Facility Improvements

- Face Masks/hand sanitizer for visitors and employees at DMO facility or events
- Thermometers for temperature checks
- Plexiglass
- Signage, floor stickers

(Must be for a facility leased or owned by the DMO)

Examples of Eligible Expenses

Administrative Expenses

- Limited to 10% of total allocation
- Must be related to COVID tourism marketing project



TN CAMS Portal

Tennessee CARES Act Management System

- The Tennessee CARES Act Management System ("TN CAMS") will serve as the portal for recipients to request funds for reimbursement.
- Once eligible expenses have been incurred, recipients will submit Requests for Funds ("RFF") in TN CAMS.
- The RFF process will require the recipient to upload all necessary supporting documentation to substantiate their expenses.
- Upon review of documentation and approval, funds will be disbursed through the State's Edison system

Tennessee Tourism CARES Marke x

tncaresact.tn.gov/tourism

Apps ddg PE login UltiPro THE JOURNEY 2020 HORNE Bridge Advisory Board Advisory Board Map Request_Travel_Adv... AO Train CARES Act text CARES Act1 PPP & HCE Act TN CAMS Matchbox

Log in

TN

TENNESSEE CARES ACT MANAGEMENT SYSTEM

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Tennessee Tourism CARES Marketing Program


The Tourism and Hospitality industries have been impacted more severely by the COVID-19 crisis than any other industry in Tennessee in terms of job and revenue losses. In an effort to support these industries, Governor Lee announced on August 14 that \$15,000,000 of Tennessee's share of the Coronavirus Relief Fund has been designated for destination marketing organizations ("DMOs").

The Tennessee Tourism CARES Marketing Program will provide funding to DMOs in all 95 Tennessee counties. Funds have been allocated to each county based on the average percentage of 2018-2019 state tax revenue generated by each according to the annual U.S. Travel economic impact report. Please see the Allocation tab to view the amount of funds allocated to each county.

The funds may be used to reimburse DMOs for necessary costs incurred to respond to the current COVID-19 public health emergency, including unanticipated expenses for facilities or events improvement, or supplies directly related to the COVID-19 public health emergency.

Please reference the FAQ tab for more information about this program.

Please contact support@tncaresact.com with any questions



HORNE



Additional Contact Form

Secondary Contact Information

Name

Email

Phone

☒ I would like to deactivate my account and request an additional contact

Additional Contact Information

Name

Email

Phone

Please fill out this form if you would like to request a secondary contact for your organization. Each field is required to ensure TN CAMS has the appropriate information necessary for your team. You may request an additional contact for your organization; however, requesting an additional contact will deactivate your account once the additional contact has been created.

SUBMIT

<https://tncaresact.tn.gov/tourism>



Questions?

THANK YOU!



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