



115 Welcome Lane • Clinton, TN 37716 • 865-457-4547 • Fax 865-457-4545 • [www.yallcome.org](http://www.yallcome.org) • [info@yallcome.org](mailto:info@yallcome.org)

## FY -2014-2015 Tourism Cooperative Program

### Purpose of the Program

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The Anderson County Tourism Council's Tourism Cooperative Program's purpose is to provide funds to tourism related businesses in Anderson County to conduct tourism related projects.

### Requirements of Recipients

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Recipients must be a non-profit (501c) tourism related organization and the physical location of the attraction must be in Anderson County, Tennessee or represent a city located in Anderson County. The funds can only be used for tourism related activities that include the following:

- Promotional publications
- Television, radio and print advertising
- Events and festival advertising
- Interpretive signage
- Directional signage
- Infrastructure projects that enhance the visitor's experience. Monies for maintenance on facility will not be considered.
- Tourism promotional videos
- Outdoor advertising
- Websites
- Photography
- Tourism-related trade show booth fees

\* Request to fund personnel will not be considered.

If a request for a project is submitted that is not listed above, the applicant must give written justification for the project and may be required to explain the request to the Anderson County Tourism Council's Board of Directors.

The recipient must include the Anderson County Tourism Council's logo and link to the Anderson County Tourism Council's website on recipient's website. If the monies granted through this program pay for printed materials, the Anderson County Tourism Council's logo must be included on the printed piece with the council's 800 telephone number and website.

Recipients must have proof of 501c status.

The maximum amount that a recipient can receive per fiscal year is \$2,500.00. The recipient must match the amount that is awarded a hundred percent with money or in-kind services.

Recipients must complete the application provided by the Anderson County Tourism Council by October 24, 2014. All projects and all reimbursement forms must be submitted by May 31, 2015.

## Review Process

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The applications will be distributed to the entire board via mail or email to allow for feedback from the board and the Executive Committee of the Tourism Council Board will review the applications and make the final decisions on the awardees.

## Reimbursement Process

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The Anderson County Tourism Council's Co-operative Program is a reimbursement program meaning that the recipient must first spend the money and prove to the Tourism Council that the money was spent before a reimbursement is issued. The reimbursement will be issued within 45 days of the completed submittal of the required reimbursement items listed below.

1. Reimbursement form provided by the Anderson County Tourism Council ,
2. A vendor form if monies have not been received before from the Anderson County Tourism Council. The form will be provided by the Anderson County Purchasing Department,
3. Proof that the monies were spent in the form of an invoice and cancelled check,
4. Samples of the project such as pictures, copies of the brochure, link to the website or tear sheet from advertiser,
5. Proof of Anderson County Tourism Council's logo placement on website and, if applicable, printed piece.

Application can be submitted via email to [info@yallcome.org](mailto:info@yallcome.org) or by mail at 115 Welcome Lane, Clinton, TN 37716.

If you have any questions, please call 865-457-4547.

# FY 2014-2015 Tourism Cooperative Program Application

Date: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_

Physical Address: \_\_\_\_\_ City: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Email of Contact Person: \_\_\_\_\_

Non-Profit Status ☐ Yes ☐ No

Amount Awarded \$ \_\_\_\_\_

How do you plan on matching the requested funds: ☐ Money ☐ In-kind

If the match is in-kind, please provide an explanation:

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Please provide a description of your project (provide additional pages if needed):

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Why do you feel that this project is important to your organization:

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How do you plan on measuring the success of this project:

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By submitting and signing this application, I agree on the behalf of (business/organization's name) \_\_\_\_\_, that my organization is an Anderson County, Tennessee tourism related business, that funds received from Anderson County Tourism Council/Anderson County Government through the cooperative program will only be used for the project listed above and not for personnel expenses, that I will submit all required reimbursement forms by May 31, 2015 and that I understand that Anderson County Tourism Council/Anderson County Government has 45 days to reimburse my organization. I further understand that I must include Anderson County Tourism Council's logo with a link to the council's website on my organization's website and if the monies granted through this program pay for printed materials, the Anderson County Tourism Council's logo will be included on the printed piece with the council's 800 telephone number and website.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date