

Transformational Tourism Event and Regional Marketing (T-TERM) Grant Program Work Plan & Budget

Instructions for completing this form:

- 1) Provide a brief overview of the project. This description should match the Project Overview on the Application form.
- 2) Categorize your activities into one of the three Project Types: Destination Tourism Events, High-Impact Marketing Projects, or Destination Development Projects.
- 3) For the overall project being proposed, break down the project into distinct activities, to be completed in a sequential order.
- 4) For each activity, detail the actual work to be completed, along with a budget allocation for that activity. Grantees will be required to provide receipts or documentation of all expenses for all activities.
- 5) Please add as many additional rows as required to include all proposed activities.

Destination Tourism Events:

Funding for new events, or significant expansion of existing events, that will generate out-of-state attendance, increase visitor spending, and generate community revenue.

High-Impact Marketing Projects:

Funding for marketing tactics and campaigns targeted to an out of state audience, including development and implementation of strategic marketing plans, creative asset development and new website design projects.

Destination Development Projects:

Funding for innovative approaches or concepts to enhance tourism experiences and drive visitor engagement, including destination stewardship projects and diversity, equity, accessibility, and inclusion programming.

Applicant Organization:

Project Overview

Proposed Activity 1

Please be as detailed as possible and include a breakdown of the tasks involved within the activity. Please detail any specific deliverables associated with each activity or task.

Project Type

Grant Funds Requested

Matching Funds Contributed (if applicable)

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<p>Proposed Activity 2 Please be as detailed as possible and include a breakdown of the tasks involved within the activity. Please detail any specific deliverables associated with each activity or task.</p>	Project Type	Grant Funds Requested	Matching Funds Contributed (if applicable)
<p>Proposed Activity 3 Please be as detailed as possible and include a breakdown of the tasks involved within the activity. Please detail any specific deliverables associated with each activity or task.</p>	Project Type	Grant Funds Requested	Matching Funds Contributed (if applicable)
<p>Proposed Activity 4 Please be as detailed as possible and include a breakdown of the tasks involved within the activity. Please detail any specific deliverables associated with each activity or task.</p>	Project Type	Grant Funds Requested	Matching Funds Contributed (if applicable)
<p>Proposed Activity 5 Please be as detailed as possible and include a breakdown of the tasks involved within the activity. Please detail any specific deliverables associated with each activity or task.</p>	Project Type	Grant Funds Requested	Matching Funds Contributed (if applicable)
TOTALS:			