



TOURISM

The purpose of the City of Athens Tourism Funds is to provide financial support for tourism capital projects, marketing projects, and/or events that develop tourism through the generation of publicity and substantially increase travel (overnight stays or day trips) to the City of Athens for the reasons of recreation or leisure. The funding source for these applications is the 4% Hotel/Motel Tax that is generated from lodging in the City of Athens. In Fiscal Year 25, the City of Athens estimates to have \$75,000 available for tourism derived projects. There is, however, no commitment to disburse this full amount. Applications can be submitted for \$500 to \$10,000. Each application will be reviewed to individually determine its potential economic impact on local lodging, attractions, and retail.

ELIGIBLE PROJECTS

The State of Tennessee directs and authorizes the City of Athens to spend Hotel/Motel tax revenue on promotion of tourism and tourism development. These funds are designed to be used to: encourage the establishment of new events that help to sustain Athens' tourism industry; promote Athens as a desirable place to live, work, and visit; increase the number of day and overnight visitors by encouraging sustainable year-round events, promote and enhance tourism.

BEFORE YOU APPLY

Documentation Required

W9

Budget and Eligible Expenses

Examples of ads, promotional materials, reports, or other materials that have generated with prior allocations of lodging tax funds.

Applications and Budget Eligible Expenses Form must be completed for each project. Individual applications are required for each project when applying for multiples through one entity.

REQUIREMENTS

- Event organizers must agree to track attendance and to provide documentation regarding number of attendants, where attendants are from, and the extent to which attendants impact the local economy as listed in application.
- Event organizers are required to write a final report as to how the funding impacted their project. Funding will be made available on a reimbursement basis, once reporting is complete.
- Applicants are required to document the event through photographs and video.

APPLICATION

PROJECT DETAIL

Project name	
Date(s) of project	
Amount of funding requested	
Type of qualifying project	<input type="checkbox"/> Tourism Promotion/Marketing <input type="checkbox"/> Operation of a Special Event/Festival designed to attract tourists <input type="checkbox"/> Operation of a Tourism-Related Facility owned/operated or non-profit organization <input type="checkbox"/> Operation and/or Capital Costs of a Tourism-Related Facility

APPLICANT DETAIL

Applicant name	
Type of applicant	<input type="checkbox"/> Individual <input type="checkbox"/> Non-profit corporation <input type="checkbox"/> Public Agency <input type="checkbox"/> Other
Federal Tax ID #	
Contact name	
Mailing address	
Email address	
Phone	

PROJECT INFORMATION

Describe your project.

Specifically describe what aspects of your project you would spend the requested funds on.

Describe how you will promote your project to attract tourists.

Describe how you will promote lodging establishments, restaurants, and businesses located in Athens.

Describe the overall budget for your project and entire budget costs.

What amount of that budget are you requesting from the City of Athens?

What would you cut from your project if your application is not fully funded?

TOURISM IMPACT ESTIMATE

Please provide the following estimates of the number of visitors to Athens as a direct result of your project. For recurring events, provide actual data from prior years. Leave blank if prior year data is not available.

	Estimate	Actuals	
	2023		
Overall attendance			
Number of people traveling more than 50 miles or more one way from their place of residence or business for the day or staying overnight			
Number of people traveling from another country or state outside of their place of residence or their business			
Number of people staying in PAID accommodations (hotel, motel, Air BNB) in Athens			
Number of paid lodging room nights resulting from your project (25 rooms on Friday and 50 rooms on Saturday = 75 room nights)			
Number of attendees who did not pay for overnight lodging			

Describe methods you will use to track tourists for the purpose of mandatory reporting.

Describe the prior success of your project in attracting tourists.

Describe your target tourist audience. (location, demographics, etc.)

AUTHORIZATION

- I am an authorized agent of the organization applying for funding.
- If awarded, my organization intends to enter an understanding with the City of Athens to provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount, determined by the City and file for a permit to use City property, if applicable.

- I understand that the Applicant will be required to submit a report in a format determined by the City.
- I understand that all projects' activities must be identified in promotional and other business materials as having been funded by the City of Athens.
- I understand that once submitted, this application is a public record. The City may report all or part of it on the City website or provide it in response to a public records request.

Signature	
Printed name	
Title	
Organization	

BUDGET/ELIGIBLE EXPENDITURES

Please include entire Project Budget in Column A and requested amount of Tourism Funds in Column B.

Itemize Total Expected Project Costs		
Itemized Description	Total Project Cost (A)	Requested Funds (B)
Total Amount Requested		