

## **NATIONAL TOURISM AND HERITAGE ASSOCIATION**

### **Shelby County Commission Grant Request/Serving All Shelby County Commissioners**

#### **Introduction and Background of the Organization:**

The National Tourism and Heritage Association is a 501(c) (3) organization. Our goal is to train community members to be advocates of community pride by educating them on the important roles community members and organizations play in creating positive neighborhood environments, driving constructive change and creating and implementing planned community programming. The goal described above will assist in raising the level of community involvement and awareness, and in the process, provide additional filters through which community members can view life experiences; creating vibrant, engaged neighborhoods. NTHA's mission includes the exploration of the unique and priceless heritage of individual communities and being a resource or connector for transformation.

We will expose community members to ideas, opportunities and positive encounters that serve to build self-determination and individual resourcefulness. Accomplishing this goal will lead to the development of community pride and play a positive role in setting a new, more constructive tone for the Memphis, Shelby County community. We will spend grant funds in the following areas: market planning, speaker bureaus, establishing relationships with government and other growth partners and economic and community development research. We will also work with the children of community members by providing Character Education. This implementation will serve as a model program that other communities might like to replicate.

#### **Narrative – Organization:**

The following is a list of the more recent accomplishments of the National Tourism and Heritage Association. NTHA is currently working with various schools in Memphis and Shelby County and colleges in Memphis and the surrounding area on the expansion of student horizons, as a result of exposure to different areas of the United States, as well as different areas of the State of Tennessee. Since being established in 2007, our accomplishments have embraced our mission of training and educating students to become more aware of cultural and heritage exposure and the benefits and effects it has on academic performance, behavior and the encouragement of student aspirations. Exposure sets a great tone for increased student achievement, improved behavior and heightened ambition. We are currently serving as a resource to other community organizations with the objective of assisting them with the development of their programming: Hamilton High school Alumni Association, Young for Youth Foundation, Martin Luther King Holiday Basketball Association and Future Business Leaders of

America, where we mentor and train students in Memphis and Shelby County to be prepared for their National Competitions by having confidence, demonstrating appropriate manners and making excellent first impressions.

Paid Staff 2

Paid Part Time 1

Number of Volunteers 3

**Narrative – Funding Request:**

The project for which we seek funding is called the ***NTHA Community Enhancement Initiative***. It is under the umbrella of the National Tourism and Heritage Association, our 501(c)(3). Our objective is to assist in achieving these important goals: educating community members on the role that community organizations can play in creating vibrant and engaged neighborhoods; how they can work to become sustainable, forward thinking, civic minded communities; and exposing community youth to Character Education. Creating sustainable, positive change in the character of communities and thereby their community members is our intent. This accomplishment will be of great benefit to the general welfare of Memphis and Shelby County, TN. Community participants will learn how to come together in positive ways to engage in supportive community activities that will help develop strong neighborhoods and community leaders who have confidence, pride and are civically engaged. For communities that already have a strategic plan, we will collaborate with them to enhance it; for communities with no strategic plan, we will collaborate with them to develop one.

**General Operating Support:**

Funding from this grant will be used for General Operating Support in the following ways: NTHA will use grant funds to train and educate the following organizations concerning the importance of a well thought out marketing strategy for present and future community projects. This goal includes the education and training of community members on community engagement; exposure of neighborhood children to character education, and acting as a connector to other professionals who can serve as resources for future economic and community development. NTHA's use of these grant funds will assist in setting a positive tone for Memphis/Shelby County, compliment efforts to develop communities of which we are proud, welcome visitors, celebrate their lives with hope, and encourage corporations to locate here ("Innerism ©"). They then become excellent goodwill ambassadors for economic development and our quality of life.

**Project Support:**

Our specific project is designed to encourage positive community engagement, develop community pride and lay the groundwork to develop self-esteem and good citizenship in neighborhood participants. Our concept is one that shows neighbors how they, as individuals, can become creative participants in the future of their neighborhoods/city/county. They are shown how they can aspire to change conditions that are of concern, both collectively and individually. The problems that we are seeking to address are to affect change in negative perceptions, build positive attitudes and behaviors.

We are committed to helping community members build brighter futures for themselves, their families and children. In doing so, they will develop meaningful change in ways that produce healthy, strong and more safe behaviors and environments. These changes will lead to the betterment of our entire community/city/county owing to our mission of exploring the unique and priceless heritage of individual communities and being a resource or connector for transformation.

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BUDGET

Start Date: 8/1/16

End Date: 6/30/17

**Complete Budget** (under \$25,000.00)

Printing: \$1,800.00

Speakers Bureau: \$2,200.00

Travel: \$2,500.00

Training Conference for Neighborhood Associations: \$3,250.00

Character Education Training for youth (Pre-K to 12<sup>th</sup> Grade Students) \$3,250.00

Administration: \$11,500.00

Care Giving Group Meetings For Seniors at John Exum Towers

Consultant For the Klondike-Smokey City Community Development Corporation

Consultant For the Future Business Leaders of America/ Shelby County Schools

Total Budget: \$24,500.00



**This page is for notes and is not a part of the Proposal**

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the identification of both formal and informal community leadership will encourage stronger civic participation.

This project will contribute to our organization's overall mission through assisting

on the importance of their heritage and culture while exposing them to ideas, opportunities and experiences that serve to build self-determination, individual resourcefulness, and a new lenses through which to filter experiences.. We are committed to helping these community members to build brighter futures for themselves and their families. In doing so, the Whitehaven community will develop meaningful change in ways that produce healthy, strong and safe behaviors and habits. while emphasis on exposure to community benefits such as the arts, cultural and recreational activities will provide additional lenses through which to filter life experiences. These experiences will create means by which Whitehaven students will be encouraged to stay in school and pursue positive goals in life, while all community members will live more fulfilled lives in healthier, safer and civically engaged environments.

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*INNERISMtm: (in'er-iz'm), n. 1: The practice of planning, visiting and participating in the events and venues of one's community. 2: the encouragement and promotion of innering. 3: The act of being inclusive in the marketing and coordination of events by organized groups within a given community; for the sole purpose of setting a tone for attracting tourism to that locality.*