



September 26, 2023

Andi Grindley
Outreach Projects Coordinator
Tennessee Department of Tourist Development
Tennessee Tower, 13th Floor
312 Rosa L. Parks Avenue
Nashville, TN 37243

Subject: FY 2023 Regional Marketing Grant End of Term Report

Dear Ms. Grindley,

Please find attached the “End of Term” report summarizing GNRC activities and expenditures for the period between July 1, 2022 and June 30, 2023 for the following grant:

- **Grantee:** Greater Nashville Regional Council
- **Grantee Edison ID:** 73757
- **Grant Contract Ediston ID:** 69674
- **Contract Term:** July 1, 2021 thru June 30, 2023

We appreciate our partnership with the TN Dept of Tourist Development and look forward to continuing our work together to Middle Tennessee’s tourism industry in the coming year.

Sincerely,

Michael Skipper
Executive Director

Cc: Amy Napoli, GNRC, Senior Economic and Community Development Officer
Michael Mills, GNRC, Director of Economic and Community Development
Michelle Lacewell, GNRC, Deputy Director and Chief Communications Officer



Regional Tourist Development Marketing Grant

FY 2023 END OF TERM REPORT

Program Goals

Under contract to the TN Department of Tourist Development (TDTD), the Greater Nashville Regional Council (GNRC) assists local communities and destination management organizations (DMOs) by providing strategic planning and financial assistance to promote the region's tourism assets. The effort is a critical element of GNRC's comprehensive economic development strategy given the number of jobs and tax revenue generated by the tourism industry. The goals of the program include:

- Provide DMOs and attractions/destinations throughout the region access to funding from the Regional Endowment Grant to enhance tourism promotion.
- Support the TDTD Commissioner's goal of ensuring each county in Middle Tennessee will have at least one full-time staff member dedicated to tourism.
- Reevaluate the Middle Tennessee Tourism Council's membership and programming priorities.
- Help position Middle Tennessee DMOs to leverage American Rescue Plan Act (APRA) funds made available to promote the tourism industry.

Outcomes

GNRC and its program partners accomplished the following outcomes during the term:

- Developed an annual marketing plan;
- Solicited proposals from local tourist development partners;
- Attended the statewide Tourism Development conference, and
- Awarded \$21,000.00 in funding to the following subgrantees to support marketing local activities, participation in tradeshow, and to help cover costs associated with conferences and workshops:
 - Battle of Franklin Trust,
 - Historic Lebanon Tomorrow,
 - Rutherford County Convention and Visitors Bureau,
 - Stewart County Chamber of Commerce,
 - Visit Clarksville,
 - City of Springfield,
 - Roberston County Economic Development Board,
 - Dickson County Chamber of Commerce,
 - Downtown Murfreesboro,
 - Sumner County Tourism, and
 - Roxy Regional Tourism.

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Successes

In November 2021, GNRC staff leadership met with Commissioner Ezell and TN Department of Tourist Development TDTD staff to discuss program improvements and ARP grant funding rollout. The conversation provided a chance to brainstorm possibilities for GNRC's tourism promotion activities to evolve beyond the marketing and scholarship grant program and how to support regional marketing efforts alongside the strong Nashville brand.

Since that meeting, GNRC has been focused on 1) identifying opportunities to encourage its county government members to identify a member of county staff to be dedicated to supporting local tourist development and 2) updating its marketing plan to prioritize the use of TDTD funds to help share in the costs of regional marketing efforts instead of the typical travel and marketing scholarships that have historically been offered to individual subgrantees.

Setbacks

No significant setbacks.

Outlook

As part of the upcoming term of the regional marketing grant contract, GNRC will work continue to work with the TN Department of Tourist Development and local tourist development partners to restructure its approach to leveraging the state grant funds to support marketing activities. GNRC also looks forward to working with the Department on the deployment of American Rescue Plan Act funding to support the tourism industry across Middle Tennessee.

GNRC will be surveying its tourist development partners in October 2023 to help prioritize the use of TDTD funds made available by the endowment grant and ARP.

Expenditures

A total of \$80,493.00 was spent during FY 2023 in support of the program. The TDTD regional marketing grant covered 43% of those expenditures as GNRC and its tourist development partners exceeded the minimum match requirements. Local matching funds were provided through a combination of contributions from GNRC local government members and subgrantees.

| Activity | TDTD Grant Funds | Matching Funds | Total Expenditures |
|---|--------------------|--------------------|--------------------|
| Program Development, Administration, and Local Travel | \$14,000.00 | \$7,000.00 | \$21,000.00 |
| Marketing, Tradeshow, and DMO Training Activities | \$21,000.00 | \$38,493.00 | \$59,493.00 |
| Total | \$35,000.00 | \$45,493.00 | \$80,493.00 |