



Northwest Tennessee Tourism

P.O. Box 996

Paris, Tennessee 38242

nwtntourism.com

September 19, 2023

Andi Grindley

Tennessee Department of Tourist Development William Snodgrass Tower, 13th Floor

312 Rosa L. Parks Ave.

Nashville, TN 37243

Re: Regional Endowment Annual Report 2022-2023

Grantee's Name: **Northwest Tennessee Tourist Promotion Council, Inc.**

Contract Edison Identification Number: **69674** | Edison Vendor ID: **0000084740**

Term: **2022-2023** Grant Amount: **\$30,000** with \$15,000 match

Dear Ms. Grindley,

Northwest Tennessee Tourism has undergone major changes during 2022 - 2023 including hiring me as the new Executive Director this past January. I previously held the position of Community Relations Director at the Paris-Henry County Chamber of Commerce for three years, so I'm very familiar with the region and have experience in the tourism industry.

Once I took the position, I made it my first priority to get to know the people and assets of the region. I visited all nine counties in the first few months and documented my visits, listening to the needs of Chamber Directors, business owners, and elected officials. This helped me not only get a behind-the-scenes look at the assets that make Northwest Tennessee so special but allowed me to build important relationships.

Another priority was to create a buzz across the region about NWTN Tourism. I was able to do that with #MyNWTNTour throughout the nine counties, but really grabbed others' attention with new branding. Northwest Tennessee Tourism has a new look that has helped the organization become recognizable, especially on social media platforms.

Along with a new look, NWTN Tourism held its first event in May, NWTN Legislative Breakfast. In attendance were Senators Ed Jackson and John Stevens, and State Representatives Tandy Darby, Rusty Grills, and Chris Hurt. Commissioner Mark Ezell and TDTD's West TN Representative Marty Marbry were also present. With over 100 people from across the region there, attendees were educated on the impact tourism has on our state and communities.

While the organization is still in the rebuilding phase, NWTN Tourism is gaining momentum and trust. The goals for the future remain similar to the ones of this past year. The organization utilized TN Vacation Guide and social media platforms to promote the region and provide relevant information to visitors with plans to explore those avenues even more. Email marketing has been initiated and will continue into the future using email addresses captured from the Legislative Breakfast RSVP list. We are extremely excited to launch a new and updated website next month!

In addition to our marketing efforts, our board is currently updating our organization's bylaws and restructuring our board seats and how they are appointed. The new process will put control in the hands of the board and allow people in the hospitality and tourism industry across the region to be a part of NWTN Tourism.

We are extremely grateful for your continued support and look forward to a successful year.

Respectfully submitted,

Kasey Muench

NWTN Tourism Executive Director