



September 29, 2022

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Final Report
FY 21-22 Tourism Marketing Grant

Upper Cumberland Tourism Association

Edison Vendor ID: 62-1352735

Term: June 30, 2022

Total amount received: \$35,000

Funds were used for writers, graphics, and photography for the 2021 Stay & Play Upper Cumberland Magazine. Over 30,000 copies were delivered to each TN State Welcome Center twice this year. We hired a firm called Good Folks out of Crossville, TN. They did the following services: Google Search Campaign, Google Paid Media, Google Display/Banner Advertising, Social Media Ads, and Social Media Management. We had two different people creating video content for YouTube, the website, and social media. We also hired 5 travel writers with the funds. They provided articles plus photos for us to have for promotional use. The rebranding process of UCTA started with recreating the association's logo and advertising material.

Thank you again for providing this incredible funding for our organization.

