

From: [Ryan French](#)
To: [Andi Grindley](#)
Cc: [Ashley DeRossett](#)
Subject: [EXTERNAL] 21-22 Regional Endowment Information
Date: Thursday, September 29, 2022 10:39:10 PM
Attachments: [New likes and follows.pdf](#)
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[Reach.pdf](#)
[Annual Overview.pdf](#)
[DOC012.pdf](#)

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Andi -

Find the requested information for our 21-22 Endowment Grant.

Thank you!

South Central Tennessee Tourism Association
Edison - 76766
1 Year - \$35,000 with \$17,500 match

The 21-22 year was full of continued development of the SCTTA base with significant investments into content development, collateral development, and building meaningful strategies for programming and marketing.

One of our primary focuses was:

- Grow our digital and social reach (attached)
- Build out a virtual brochure rack with 30+ assets (launching November 22)
- Develop membership co-op programs (SCTTA.org)
- Grow membership in the private sector (60+ new members)
- Engage more government and dmo partnerships (projects in all 13 counties)
- Develop Regional Ambassadors Program (details in overview)
- Attached Annual Overview

We were able to execute each of our major goals and will continue to prepare to transition from developing our base and organizational foundation to a more broad approach to targeted marketing development, and data collection.

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Ryan French | Executive Director & CEO
South Central Tennessee Tourism Association
Ryan@ExperienceTN.com | (931) 273-6639
ExperienceTN.com | [@Experience_TN](#) | [#ExperienceTN](#)

