



August 17th, 2023

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**Final Report
FY 22-23 Regional Endowment
Annual Report**

Upper Cumberland Tourism Association

Edison Vendor ID: 62-1352735

Term: June 30, 2023

Total amount received: \$35,000 with \$17,500 match

The funds we received were used for writers, graphics, and photography for the 2022 Stay & Play Upper Cumberland Magazine. Over 30,000 copies were delivered to each TN State Welcome Center twice this year.

Additionally, we hired content creators and social media influencers with the funds which included the addition of the Coffee Trail and local Hallmark Christmas which were both well received and had a great social media presence. We also updated, printed, and distributed rack cards for the wine trail and quilt trail.

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