



July 29, 2022

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

**Subject: FY 2022 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, 2021 and June 30, 2022 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: Rasheedah Pardue, GNRC, Community Development Program Manager  
Michelle Lacewell, GNRC, Deputy Director and Chief Communications Officer



GREATER  
NASHVILLE  
REGIONAL  
COUNCIL

## Regional Tourist Development Marketing Grant FY 2022 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.
- Invoiced for membership dues and solicited proposals from local DMOs.
- Awarded \$21,333.19 in funding to the following DMOs to support marketing activities, participation in tradeshow, and to help cover costs associated with conferences and workshops:
  - Dickson County Chamber of Commerce,
  - Humphreys County Tourism,
  - Native American Association,
  - Robertson County Economic Development Board,
  - Rutherford County CVB,
  - Sumner County Tourism,
  - Stewart County Chamber of Commerce,
  - Visit Clarksville,
  - Wilson County CVB, and
  - Wilson County Black History Committee.

**Connecting Communities. Empowering People.**

220 Athens Way, Suite 200 • Nashville, TN 37228 • [GNRC.org](https://www.gnrc.org)

## 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 identifying opportunities to encourage its county government members to identify a member of county staff to be dedicated to supporting local tourist development. Trousdale County is one of the Middle Tennessee counties that does not have at least one full-time staff member dedicated to tourism. Through its strategic planning work with Trousdale County, GNRC has facilitated conversations among the county's elected leadership to set a vision for the next five years. Through this process, the county has documented a desire to leverage its scenic beauty and river access as an opportunity to invest in tourism. As this effort continues, GNRC will work with county leaders to coordinate with the TDTD on its future planning for investments in tourism infrastructure.

## Setbacks

Even though 100% of the grant funding was expended, the overall requests for funding assistance through the regional marketing grant have been reduced compared with prior years. This is likely due to the impacts of the pandemic and ongoing recovery efforts.

## Outlook

As part of the upcoming term of the regional marketing grant contract, GNRC will work with the TN Department of Tourist Development and local DMOs 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.

## Expenditures

A total of \$62,476.50 was spent during FY 2022 in support of the program. The TDTD regional marketing grant covered 56% of those expenditures as GNRC and its DMO partners exceeded the minimum match requirements. Local matching funds were provided through a combination of contributions from GNRC local government members and DMOs.

Activity	TDTD Grant Funds	Local Matching Funds	Total Expenditures
Program Development, Administration, and Local Travel	\$14,000.00	\$1,802.29	\$15,802.29
Marketing, Tradeshow, and DMO Training Activities	\$21,000.00	\$25,674.21	\$46,674.21
<b>Total</b>	<b>\$35,000.00</b>	<b>\$27,476.50</b>	<b>\$62,476.50</b>