

Northeast Tennessee Tourism Association
3211 North Roan Street
Johnson City, TN 37601
423.262.0238
tourism@northeasttennessee.org
northeasttennessee.org
netta-members.com



September 18, 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

Grant Agency Tracking Contract Number (32601-69674)
Edison Identification Number (69674)
Federal Employment Identification number (V-59-1747109-00)

Dear Andi,

The Northeast Tennessee Tourism Association was awarded \$35,000 from the Tennessee Department of Tourist Development for fiscal year 2023. Sufficient contributions (at least \$17,500) were received during the year for the \$2.00 match by the Tennessee Department of Tourist Development for every \$1.00 received in contributions.

The funds were used in promotion of tourism with no more than 40% dedicated towards administration costs to include print advertisements in Blue Ridge Country and Smoky Mountain Living, Our State, a monthly new visitor and member e-newsletters, trip idea staff and freelance blog creation, continued northeasttennessee.org updates and maintenance, social media boosted posts, and event creation and procurement. Membership initiatives included the development of a membership brochure, quarterly socials, print services, and discounted advertising cooperatives. Vol. 6 of the Northeast Tennessee Magazine (20,000) and Visitor Guide (40,000) were distributed in the fall of 2022 to various locations throughout the southeast, snail mailed upon request, and available for download. The funds were also used to assist in administrative costs for one full-time and one part-time employee, which later grew into a full-time position in November 2022. All proposed projects were completed within the July 2022 and June 2023 timeframe with reporting monitored by social and web analytics, visitor information requests, and membership requests.

We certainly appreciate your continued support.

Sincerely,

Alicia Phelps
Executive Director