

**Chattanooga Area Regional Council of Governments
Southeast Tennessee Development District**



September 25, 2023

Grantee Name: Southeast Tennessee Development District / Southeast Tennessee Tourism Association

Edison ID: 0000073832

Term: FY 22-23

Please see attached Narrative Letter.

Sincerely,

**Amy E. Anderson
Tourism Coordinator
Southeast Tennessee Development District
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Chattanooga, TN 37402
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FY 2023 Marketing Plan

The Southeast Tennessee Tourism Association works with county leaders and tourism partners within the 10 counties of Southeast Tennessee to develop and marketing tourism assets to promote economic development and regional prosperity through tourism, the second-largest industry in Tennessee.

Goals:

- Partner with local governments and tourism partners to help support and develop tourism assets within the 10-county region of Southeast Tennessee.
- Partner with local governments and tourism partners to help support and develop marketing efforts to promote tourism assets in Southeast Tennessee.
- Serve as a resource to connect tourism partners with county, state, and federal resources to promote tourism.
- Partner with the Tennessee Department of Tourism Development to develop and market tourism assets.

FY 2023- Tourism Development & Marketing Projects:

Digital Marketing:

- Continue to update and improve user experience on SoutheastTennessee.com.
- Assist sub-regions with developing tourism websites.
- Manage social media platforms for the Southeast Tennessee Tourism Association.
- Manage advertising and marketing efforts to promote tourism in the region.
- Create online versions of new print material

Regional Branding & Placemaking:

- Partner with county and regional partners to create branding and placemaking initiatives.
- Assist with grant writing and grant administration related to these efforts.
- Continue to work with USDA Rural Placemaking Initiative

Outdoor Recreation Development & Marketing:

- Continue to support the development of blue ways and water trails in the region.
- Continue to support the development of rail trail projects in the region.

- Continue to support the development and marketing of Bikeways of the Scenic South and BikeTN
- Assist with grant writing and grant administration related to these efforts.

Cultural Heritage Marketing:

- Assist communities in marketing cultural heritage assets within the region.
- Create historic walking tours in our downtowns

Tourist Information & Marketing:

- Continue to develop and update visitor brochures for print and digital use.
- Provide grant-funded branded brochure racks to tourism venues in the region.

Wayfinding Signage:

- Partner with county and regional partners to create wayfinding signage for communities.
- Assist with grant writing and grant administration related to these efforts.