

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



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September 19, 2022

Andi Grindley  
Tennessee Department of Tourist Development  
William Snodgrass Tower, 13<sup>th</sup> Floor  
312 Rosa L. Parks Ave.  
Nashville, TN 37243

**Re: Regional Endowment Annual Report 2021-2022**

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 2021-2022. 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, digital advertisements with ourstate.com, monthly new visitor and member e-newsletters, trip idea staff and freelance blog creation, continued northeasttennessee.org updates and maintenance, and social media boosted posts. Membership initiatives included the development of a membership brochure, quarterly socials, print services, and discounted advertising cooperatives. The 2022 Northeast Tennessee Magazine (20,000) and Visitor Guide (40,000) were distributed in the fall/winter of 2021 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. The part-time employee was promoted to full-time beginning in July 2022. All proposed projects were completed within the July 2021 and June 2022 timeframe with reporting monitored by social and web analytics, visitor information requests, and membership requests.

We certainly appreciate your continued support.

Sincerely,

A handwritten signature in black ink that reads "Alicia Phelps".

Alicia Phelps  
Executive Director