

## REPORT TO THE BOARD OF MAYOR & ALDERMEN

**DATE:** January 26, 2026

**FROM:** Greg Clark, Parks, Recreation and Community Services Director

**SUBJECT:** Contract with Chandlerthinks, LLC for Destination Branding Study and Strategic Tourism Plan

### **INTRODUCTION:**

The purpose of this Agenda item is for the Board of Mayor & Aldermen to consider the approval of a contract with Chandlerthinks, LLC in the amount of \$76,725.00 for a Destination Branding Study and a Strategic Tourism Plan for the Town of Collierville.

### **BACKGROUND:**

The Tennessee Tourism and Hospitality Recovery Fund, established through the American Rescue Plan Act (ARPA) signed into law in March 2021, is a federal relief program that allocated funding to state and local governments to support tourism and hospitality recovery. The State of Tennessee designated \$48 million of ARPA funding for one-time, fully reimbursable grants to promote local tourism across Tennessee. All funds must be expended by November 30, 2026.

The Board of Mayor and Aldermen formally accepted a Tennessee Tourism and Hospitality Recovery Fund grant in the amount of \$95,000 on March 14, 2023.

The Town is requesting authorization to utilize the remaining grant balance of \$73,199.74 to fund a comprehensive tourism branding study and strategic plan conducted by Chandlerthinks, a place branding firm based in Nashville, Tennessee.

### **DISCUSSION:**

The proposed contract with Chandlerthinks includes two primary deliverables: a Destination Branding Study and a Strategic Tourism Plan. The branding study will assess Collierville's current identity and market perception through research, data analysis, and community engagement. Deliverables will include a clearly defined destination brand, core messaging, and guidance for consistent application across Town communications and marketing efforts.

Building upon the branding work, the strategic tourism plan will provide an actionable roadmap for destination development and marketing. The plan will identify target markets, establish strategic priorities, outline implementation recommendations, and define performance metrics to guide tourism-related decision-making over the coming years. This initiative is expected to drive increased tourism, support local businesses, and enhance economic development by attracting more visitors and encouraging longer stays.

The Tennessee Tourism and Hospitality Recovery Fund Grant cycle ends November 30, 2026. We are projecting the final draft of this Destination Branding Study and a Strategic Tourism Plan for the Town of Collierville will be completed by October 15, 2026.

In the FY 2026 Approved CIP Plan, \$100,000.00 was included for this Tourism Strategic Marketing Plan. As mentioned, \$73,199.74 will be reimbursed from the State of TN Tourism Grant. The remaining \$3,525.26 will come from approved Town of Collierville general funds.

The proposed contract and original proposal from Chandlerthinks, LLC are attached.

**BUDGET IMPACT:**

**CIP**

Fund	Dept.	Obj. Code	Description	Approved Line Item Budget	Previous Expenses	Proposed Expense	Balance	Budget Impact
321	44400	999-202607	Tourism Strategic Marketing Plan	\$100,000.00	\$0.00	\$76,725.00	\$41,157.00	N/A

**ATTACHMENTS:**

[Tourism Master Plan 26 - Attachments.pdf](#)

**PROPOSED MOTION:**

To approve the contract with Chandlerthinks, LLC in the amount of \$76,725.00 for a Destination Branding Study and a Strategic Tourism Plan for the Town of Collierville.

**Board Action: Motion By** \_\_\_\_\_ **Seconded By** \_\_\_\_\_

<b>Vote Total</b>	<b>Hall</b>	<b>Jordan</b>	<b>Robbins</b>	<b>Marshall</b>	<b>Stamps</b>	<b>Fraser</b>
<b>Yes</b>						
<b>No</b>						
<b>Abstain</b>						