

REPORT TO THE BOARD OF MAYOR & ALDERMEN

DATE: October 26, 2026

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

SUBJECT: Acceptance of Grant (\$7,647.00) from Tennessee Department of Tourist Development

INTRODUCTION:

The purpose of this agenda item is for the Board of Mayor & Aldermen to consider acceptance of a Tennessee Department of Tourist Development Marketing Grant (FY 2026-27) in the amount of \$7,647.00 to support the development of a dedicated tourism website to promote Collierville's attractions, events, businesses, and visitor experiences.

DISCUSSION:

In August 2026, the Town of Collierville applied for a Tennessee Department of Tourist Development Marketing Grant to support the development of a dedicated Collierville tourism website. The Collierville destination website will be distinct from the town's website (www.collierville.tn.gov) which serves as the primary digital resource for local government information and services. Upon completion, the destination website will reflect the Town of Collierville's tourism brand and provide visitors with a centralized resource to explore things to do, places to eat and stay, events, and the stories and experiences that make Collierville unique.

The project will expand Collierville's tourism impact by creating a dedicated, year-round platform where the Town can tell its story and market its tourism assets in one place. The website will also create a stronger foundation for future tourism marketing by utilizing components of the website such as comprehensive reporting, integration of tourism social media accounts, and branded email marketing.

BUDGET IMPACT:

A budget amendment request will be present on a future meeting agenda.

ATTACHMENTS:

[Tourism Grant 2026 - Attachments.pdf](#)

PROPOSED MOTION:

To accept a grant from the Tennessee Department of Tourist Development in the amount of \$7,647.00 to support the development of a dedicated tourism website.

Board Action: Motion By _____ Seconded By _____

Vote Total	Hall	Jordan	Robbins	Marshall	Stamps	Fraser
Yes						
No						
Abstain						