

REPORT TO THE BOARD OF MAYOR & ALDERMEN

DATE: September 8, 2025

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

SUBJECT: Acceptance of Tourism Marketing Grant from the State of Tennessee
Division of Tourist Development

INTRODUCTION:

The purpose of this Agenda item is for the Board of Mayor & Aldermen to consider acceptance of a Tourism Marketing Grant from the State of Tennessee Department of Tourist Development in the amount of \$5,000.00 for the Parks, Recreation, & Community Services Department.

DISCUSSION:

The Town of Collierville submitted a grant application (50/50 match) to the TN Dept. of Tourist Development seeking funding to support a targeted regional media campaign promoting '2025 Christmas in Collierville' with the purchase of advertising placements on key regional broadcast affiliates in Memphis, Jackson, TN, and Jonesboro, AR. In addition to media placement, funding will also support the creation of two (2) or three (3) promotional video spots, with each lasting 15-30 seconds for both TV and digital marketing uses.

The grant was approved for \$10,000, with the State of TN providing \$5,000 and the Town of Collierville providing \$5,000. The town's matching funds are included in the approved FY 26 Parks & Recreation's operating budget.

The front page of the grant and proposed grant budget are attached.

BUDGET IMPACT:

This was included in operating budget of Parks, Recreation & Cultural Arts in the FY 2026 Adopted Budget.

ATTACHMENTS:

[Tourism Marketing Grant - 2025.pdf](#)

PROPOSED MOTION:

To accept a Tourism Marketing Grant from the State of Tennessee Department of Tourist Development in the amount of \$5,000.00 for the Parks, Recreation, & Community Service Department.

Board Action: Motion By_____ Seconded By_____

Vote Total	Hall	Jordan	Robbins	Marshall	Stamps	Fraser
Yes						
No						
Abstain						