

[Organization Name]

[Address]

[City, State, Zip]

[Date]

The Honorable Members of the Tennessee General Assembly
Nashville, Tennessee

Dear Members of the General Assembly,

On behalf of **[Organization/Community Name]**, we respectfully express our support for **HB 2513 and SB 2185**, legislation that would modernize Tennessee's **Regional Tourism Endowment Grant** program.

For more than fifty years, the Regional Tourism Endowment Grant has helped regional tourism organizations promote travel, support local businesses, and drive visitor spending across Tennessee. However, the program's funding level has remained essentially unchanged since the 1970s, despite significant increases in marketing costs, media platforms, and competition within the travel industry.

Regional tourism organizations play an important role in Tennessee's tourism ecosystem. By coordinating multi-county marketing efforts, supporting local tourism partners, and promoting destinations across entire regions, these organizations help ensure that communities of all sizes benefit from tourism growth and visitor spending.

Tourism is one of Tennessee's most effective economic development tools. It brings new dollars into local communities, supports small businesses and local attractions, and creates jobs without increasing taxes on residents. For many rural communities in particular, regional tourism promotion helps increase visibility and drive visitation that might otherwise be difficult to achieve.

This effort is especially important for rural tourism development. Many smaller destination marketing organizations and community tourism offices operate with limited resources, and regional collaboration is essential to helping them effectively market their destinations. Strengthening the Regional Tourism Endowment Grant is critical to the long-term success and sustainability of these rural tourism efforts.

HB 2513 and SB 2185 simply modernize an existing and proven program. Adjusting the Regional Tourism Endowment Grant to **\$150,000 per region**, while maintaining the current matching structure, will help ensure the program continues delivering strong economic returns for Tennessee and its communities.

Updating the program to reflect today's economic realities will help keep Tennessee competitive in the tourism marketplace, strengthen regional collaboration, and support the continued growth of visitor spending across all 95 counties.

For additional information about this legislation and the role of regional tourism organizations in Tennessee, legislators may visit **tourismregionals.org**, where background materials and supporting information are available.

We respectfully encourage your support and a **YES vote on HB 2513 and SB 2185**. Modernizing this program will help protect and strengthen one of Tennessee's most effective drivers of economic development.

Thank you for your time and for your continued commitment to the communities of Tennessee.

Sincerely,

[Name]

[Title]

[Organization / Community]