Obion County Chamber of Commerce AWARDED $9,250.00 TOURISM MARKETING GRANT

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NASHVILLE, Tenn. -Tennessee Department of Tourist Development announced $1 million in grant funds awarded to 84 organizations for tourism marketing.

The Obion County Chamber of Commerce was awarded $9,250 for marketing Obion County in state publications, printing of marketing materials, and for the Obion County Farmer's Market tourism efforts.

The marketing award is a 50% reimbursable match grant which provides tourism organizations such as CVBs, chambers of commerce or regional tourism organizations a way to expand their marketing message. The partnership is designed to increase visitation to a community and increase travel-generated revenue, while leveraging TDTD's brand "The Soundtrack of America. Made in Tennessee." through marketing initiatives. Partnerships awarded were competitive in nature and limited to available funds, as well as the number of requests received.

"These marketing grants create an opportunity for our partners across the state, especially in rural areas to double their resources for a project to promote their area," said Tourism Commissioner Kevin Triplett. "We are glad we can make this program available."

"We are thrilled to be a recipient of this year's Tourism Marketing Grant," said Membership Director, Lauren Tanner. "The funds received and the matched funds will help us better market our 9 communities outside of Obion County, as well as allow us to create and print promotional materials to distribute locally. We are also looking forward to using this opportunity to promote and market our Obion County Farmer's Market which strives to connect the community with healthy, local agriculture products."

In 2017, the Tourism Marketing Grant budget increased from $855,000 to $1 million in funds. The grant has allowed tourism organizations across Tennessee to expand marketing efforts thus expanding exposure for the entire state.

For more information on the Tourism Marketing Grant, visit industry.tnvacation.com.

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