

Coffee County Strategic Planning Committee

November 17th, 2022 Meeting Minutes

Members Present: Lynn Sebourn, Jimmy Hollandsworth, Dennis Hunt, Ron Fuller, Brent Willis, Robert Norfleet, David Young

Members Absent: Claude Morse

Visitor: Ryan French

Chairman Sebourn called the meeting to order at 5:30 pm.

The committee heard details on tourism from South Central Tennessee Tourism Association (SCTTA) Director, Ryan French.

Topics discussed included:

- An overview of the work of the SCTTA and tourism development in Tennessee
- SCCTA website and branding: ExperienceTN.com
- Tourism is the 2nd largest industry in Tennessee
- Coffee County is ranked 19th out of 95 counties in tourism revenue.
- State Tourism Grants for each county are given to a Designated Marketing Office
 - In Coffee County the 2 designated marketing offices are the Manchester Chamber of Commerce and the Tullahoma Chamber of Commerce
- Discussion of the Tennessee Occupancy Tax
 - Change in law allows for a total county/city combined tax rate of 10%
 - Current rates: Manchester – 6%, Tullahoma – 5%, Coffee County – 2.5%
- Coffee County Tourism Economic Impact in 2021.
 - Director Visitor Spending \$122.37 million
 - Impact per household: As a result of taxes generated by tourist activity in Coffee county, each household pays \$421 less in state and local taxes.
- Discussed the benefits of establishing a unified county effort on tourism
 - Recommendation from Mr. French to consider establishing a Convention and Vacation Bureau (CVB)
 - Tennessee Occupancy Tax as suggested funding mechanism
- Other ideas to boost tourism in Coffee County
 - Work to provide electric vehicle charging stations
 - Organization of large sports tournaments
 - Improved signage

Meeting was adjourned at approximately 7 pm.