



COMMUNITY PROGRAM

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Tourism Ready Community Program

The Tourism Ready Community Program is a partnership between the South Central Tennessee Tourism Association (SCTTA) and local Destination Marketing Organizations (DMOs) or tourism support organizations. The program is designed to take a holistic approach to tourism and hospitality, focusing on strategies that strengthen, develop, and grow a community's visitor economy.

This program begins with a close look at a community's tourism assets by identifying not only what exists today, but also the opportunities within that current asset base. It also works directly with businesses, attractions, and organizations that depend in some way on visitor spending.

Building a Tourism-Ready Foundation

The first phase of becoming a Tourism Ready Community is completing the fundamentals through two core programs. (These programs will be run simultaneously with the community project.)

1. DMO Program

The DMO Program gives local destination organizations three simple priorities to focus on each year:

- Conduct an Annual Tourism-Ready Asset Assessment to evaluate community tourism assets
- Host a Tourism Ready Workshop, such as an economic impact workshop or business-ready workshop
- Support visitor-facing tools, including placement of VBR posters and Tourism Ready rack cards

2. Business Program

The Business Program gives tourism-related businesses three simple steps to strengthen their role in the visitor economy:

- Complete an updated Tourism Ready Business Profile
- Equip staff for success by learning how to use Tourism Ready rack cards and VBR posters
- Stay engaged by signing up for the monthly Tourism Ready newsletter and participating in quarterly socials

Together, these two programs create the foundation of a strong tourism ecosystem.

The Next Step: The Community Project

For communities ready to build beyond the basics, SCTTA offers The Community Project.

This program is designed to bring all of the Tourism Ready fundamentals together and take them to the next level. It demonstrates how the work happening on the DMO side supports local businesses, and how business engagement strengthens the DMO and the broader tourism strategy.

The Community Project aligns:

- DMOs
- Small businesses
- Community development efforts

A thriving tourism ecosystem should not only support visitors, but also contribute to a higher quality of life for residents. That is why this program is designed to connect tourism development with broader community growth.

What It Means When a DMO Invests in The Community Project

When a DMO or organizational partner participates in The Community Project, the investment supports a stronger, more connected tourism ecosystem.

- Businesses receive a Tourism Ready Scholarship covering program expenses 100%
- A Tourism Ready Workshop hosted by SCTTA to kick off the program
- This workshop covers the economics of tourism, “The Bell Buckle Mentality,” and guides businesses through the next steps
- VBR posters provided to participating businesses with training on how to use the features
- Tourism Ready rack cards provided to participating businesses
- A full one-year SCTTA partnership for each participating business

Benefits of the One-Year SCTTA Partnership

Each participating business receives a full partnership package that includes:

- A partner page on ExperienceTN.com
- A listing card on TNVacation.com
- A listing on the TRVA Geotourism page by National Geographic
- A visit from SCTTA ambassadors, Hey Y'all
- Recognition as a Featured Place on ExperienceTN.com
- Invitations to quarterly partner networking events
- Invitations to SCTTA Workshops
- Placement as a community recommendation in the Experience Tennessee Travel Guide
- The ability to submit monthly blogs for publication on ExperienceTN.com
- Discounts on ad buys and co-op advertising opportunities

Program Only Benefits:

- A media kit developed by SCTTA to support media outreach and pitches
- 4 Professional Photos from Experience Tennessee Photo Shoot
- Article written by Experience Tennessee

Why It Matters

The Tourism Ready Community Program is about more than tourism promotion. It is about building stronger communities by connecting destination leadership, local businesses, industry advocacy, and community development around a shared vision for growth.

When communities become tourism ready, they are better positioned to welcome visitors, support local businesses, and create lasting value for residents.

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DMO PROGRAM

BUSINESS PROGRAM

COMMUNITY PROJECT

- Conduct an Annual Tourism-Ready Asset Assessment to evaluate community tourism assets
- Host a Tourism Ready Workshop, such as an economic impact workshop or business-ready workshop
- Support visitor-facing tools, including placement of VBR posters and Tourism Ready rack cards

- Complete an updated Tourism Ready Business Profile
- Equip staff for success by learning how to use Tourism Ready rack cards and VBR posters
- Stay engaged by signing up for the monthly Tourism Ready newsletter and participating in quarterly socials

- Businesses receive a Tourism Ready Scholarship
- A Tourism Ready Workshop hosted by SCTTA to kick off the program
- This workshop covers the economics of tourism, the Bell Buckle Mentality, and guides businesses through the next steps
- A dedicated blog feature written by SCTTA for each participating business

- VBR posters provided to participating businesses
- Tourism Ready rack cards provided to participating businesses
- A full one-year SCTTA partnership for each participating business at no charge



• **30 BUSINESSES - \$10,000**
\$300 PER EACH ADDITIONAL BUSINESS

• **20 BUSINESSES - \$7,500**
\$350 PER EACH ADDITIONAL BUSINESS

• **10 BUSINESSES - \$4,000**
\$350 PER EACH ADDITIONAL BUSINESS

PRICING IS FOR THE ANNUAL PROGRAM FOR EACH PARTICIPATING BUSINESS. BUSINESSES CAN SIGN UP THROUGHOUT THE YEAR, EVEN IF THEY MISS THE INITIAL KICKOFF MEETING. THE PROGRAM RUNS FOR THAT BUSINESS FOR ONE YEAR FROM WHEN THAT BUSINESS JOINS.

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