

## **Become a Three-Star Verified Business**

Embrace the honor and responsibility of becoming a Three Star Verified Business, a prestigious recognition awarded to businesses that champion community, tourism, and local development in Tennessee. This verification is not just a badge, but a commitment to three essential pillars that enhance the growth and vitality of our local communities and tourism industry. As a Three Star Verified Business, you are committed to:

### **1. Being a Strong Community Advocate:**

As a Three Star Verified Business, you go beyond everyday operations by actively promoting a culture of positivity, kindness, and inclusivity within the local community. Your business plays a crucial role in fostering a supportive and welcoming environment for all members of the community, ensuring that everyone's voice is heard, and their needs are acknowledged. Your commitment to these values makes our community stronger and more unified.

### **2. Being a Tourism-Ready Business:**

Elevate Tennessee's status as a must-visit destination by ensuring your business is not only open to all guests but also armed with insightful and valuable information to enhance visitors' experiences. As a tourism-ready entity, you provide warm hospitality and genuine insights about local attractions, culture, and history, ensuring every guest feels welcomed, informed, and eager to explore all that Tennessee has to offer.

### **3. Being a Local Advocate for Tourism Development:**

Lead the charge in propelling our local tourism sector to new heights. Your involvement doesn't stop at your doorstep – as a Three Star Verified Business, you actively advocate for substantial tourism development and garner support from the business community and local municipal and county governments. Your voice and actions contribute to the shaping and enhancing of policies and initiatives that boost tourism and economic growth in our region.

## **Join Us in Making a Difference**

By meeting these three pivotal requirements, your business stands as a beacon of community spirit, tourism readiness, and local advocacy. Wear the Three Star Verified badge with pride, knowing your efforts significantly contribute to the betterment of Tennessee, making it a more vibrant place to live, visit, and do business. Let's work together to make a positive and lasting impact on our beautiful state. Become a Three Star Verified Business today!