

RESOLUTION NO. 25-142

A RESOLUTION TO AUTHORIZE THE FUNDING OF THE SPRING HILL WELCOME CENTER THROUGH THE SPRING HILL CHAMBER OF COMMERCE USING TOURISM BUDGET FUNDS

WHEREAS, the Spring Hill Chamber of Commerce (“The Chamber”), in partnership with The Williamson County Convention and Visitors Bureau (“WCCVB”), operates the Spring Hill Welcome Center to promote tourism, provide resources for visitors, and drive local economic activity; and

WHEREAS, the Welcome Center serves as a key access point for visitors to learn more about the city of Spring Hill offerings and engage with local businesses, thus supporting the Spring Hill’s economic development and tourism strategy; and

WHEREAS, Spring Hill has dedicated tourism funds collected through the City’s Hotel/Motel Excise Tax, which are restricted for tourism-related purposes; and

WHEREAS, WCCVB and The Chamber have requested additional funding in the amount of **\$60,000** from the tourism budget to support the operational costs of the Welcome Center for a **one-year period**; and

WHEREAS, the funding is intended to be evaluated during the next fiscal budget cycle, based on clearly defined performance metrics and return on investment (ROI) indicators to be presented during scheduled quarterly WCCVB presentations to the Spring Hill Board of Mayor and Alderman; and

NOW, THEREFORE, BE IT RESOLVED, the City of Spring Hill Board of Mayor and Aldermen:

1. That an amount of \$60,000 from the Spring Hill tourism fund is hereby allocated to The Chamber through an agreed upon memorandum of understanding with WCCVB for the operational support of the Welcome Center for a period of one year.
2. That the Chamber shall track and report performance metrics tied to tourism engagement, visitor impact, and local business exposure to measure the effectiveness and ROI of the Welcome Center.
3. That this funding allocation shall be reviewed and evaluated during the next fiscal year budget process based on the data and metrics provided through WCCVB and The Chamber presentations provided quarterly to BOMA.
4. That this Resolution shall take effect immediately upon its passage, the public welfare requiring it.

Passed and Adopted by the Board of Mayor and Aldermen of the City of Spring Hill, Tennessee on the 2nd day of June, 2025.



Matt Fitterer, Mayor

ATTEST:



April Goad, City Recorder

LEGAL FORM APPROVED:



Patrick Carter, City Attorney