

RESOLUTION NO. 2024-14

A RESOLUTION OF SUPPORT AND COMMITMENT FOR THE TOWN OF SPRING CITY TO APPLY FOR THE TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT VIDEO PRODUCTION CO-OP

WHEREAS, the Town of Spring City has struggled in generating new and/or increased revenue in our General Fund creating limitations in expanding city services and updating or constructing much needed community facilities and other amenities; and

WHEREAS, currently, the Town of Spring City's main option of raising revenue is to increase property taxes; and

WHEREAS, in 2022, the Town of Spring City began looking toward ways of utilizing our surrounding natural assets, such as the Tennessee River and Walden's Ridge (Cumberland Trail), through tourism development, which would help increase sales tax revenue which would, in turn, lessen the tax burden on our residents as well as the utility infrastructure but would provide additional funding to expand city services and add community facilities; and

WHEREAS, as part of the town's efforts in this initiative, the Town of Spring City has been able to:

- Be designated as a Tennessee RiverTown
- Re-branded the town seal to include "Visit Spring City" and "Fish Spring City"
- Formed the Spring City Tourism and Events Commission
- Initiated the process of trademarking "The Home of Watts Bar Lake"
- Placed new city welcome signs at the north and south ends of our city limits
- Adopted the Spring City section of the Rhea County Trail Study providing the connection of the Tennessee River to the Cumberland Trail through a trail system connecting city parks in the process of which the town is currently in Phase I and Phase II of the project
- Gained the designation of being a Tennessee Downtowns Community

Whereas, the State of Tennessee Department of Tourist Development (TDTD) offers four communities per year a Video Production Co-Op grant program to assist in developing marketing content for destination-specific experiences and using research data to enhance the targeted content; and

Whereas, by participating in the TDTD's Video Production Co-Op the Town of Spring City will advance its efforts in becoming a tourism destination which will help increase sales tax revenue and lessen the tax burden on its residents; and

Whereas, the total grant amount is \$38,562, which the TDTD matches 50% (\$19,281) and the community funds the local match of \$19,281; and

Whereas, the Town of Spring City has budgeted \$10,000 toward participating in the program; and

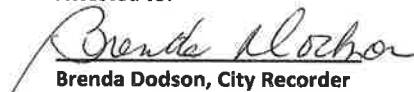
Whereas, Rhea County has approved funding the additional \$9,281 towards the local match of \$19,281 in order for the Town of Spring City to participate.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE TOWN OF SPRING CITY, TENNESSEE THAT:

SECTION 1. The Town of Spring City, Tennessee is hereby authorized to submit an application for the TDTD Video Production Co-Op Grant Program; and

Resolved by vote of the Town of Spring City, Tennessee Board of Commissioners this 1 day of August in the year 2024.

Attested to:


Brenda Dodson, City Recorder


Woody Evans, Mayor

August 1, 2024
Date