

Williamson County Convention & Visitors Bureau
Scope of Work for City of Spring Hill
Fiscal Year 2025/2026

About the Williamson County Convention & Visitors Bureau: The Williamson County Convention and Visitors Bureau (WCCVB) is the official destination marketing organization for Williamson County, Tennessee, including all of its incorporated cities: Brentwood, Fairview, Franklin, Nolensville, Thompson's Station, and Spring Hill.

The WCCVB is responsible for developing and implementing an effective program of marketing, sales, promotion, and new market development designed to attract visitors to Williamson County. To this end, the WCCVB focuses its efforts on four major target markets: leisure travel, meetings/conferences/conventions, group tours, and sports marketing. Efforts to impact each of these market segments include advertising, direct sales, trade show and marketplace attendance, publications, familiarization tours/site inspections and new product development.

Scope of Work for the City of Spring Hill: By virtue of this agreement, the Williamson County Convention & Visitors Bureau will provide identified tourism related services to the City of Spring Hill inclusive of the entire city boundaries.

2025/2026 Fiscal Year Tasks:

1. **Official DMO:** The Williamson County Convention & Visitors Bureau will serve as the officially designated destination marketing organization for the City of Spring Hill.
2. **Tourism Data & Analytics Dashboard:** In addition to providing county level tourism and economic impact data, the WCCVB will create city of Spring Hill data dashboards inclusive of both Williamson and Maury County hotels, attractions, and visitation. The dashboards will feature hotel supply, demand, occupancy and rate information for the City of Spring Hill and information on identified competitors. Additional data may include data on short term overnight accommodations, visitation insights to identified points of interest, and visitor demographic insights.
3. **Spring Hill Tourism Web Presence:** The WCCVB will maintain a landing page focused on the tourism assets and experience within the City of Spring Hill. This landing page will live in the navigation of the existing tourism website for Williamson County, www.visitfranklin.com, allowing benefit from a cohesive presence and internal linking strategy. A vanity URL of "www.visitspringhill.com" will also be assigned to this landing page for the purpose of Spring Hill specific use cases.
4. **Spring Hill Tourism Sales & Marketing:** The WCCVB will highlight City of Spring Hill tourism assets and experiences in sales and marketing efforts including but not limited to outreach to meetings, conference, sports and event planners and inclusion in tourism marketing content and campaigns.

5. **Spring Hill Tourism Collateral:** In addition to the existing Spring Hill rack card, the WCCVB will research, design, print and distribute a suite of tourism focused collateral describing the Spring Hill tourism experience. Distribution will include the WCCVB Welcome Center, Spring Hill Welcome Center, Tennessee Department of Tourist Development state Welcome Centers, as well as appropriate regional hotels and attractions.
6. **Spring Hill Welcome Center:** The WCCVB will collaborate with the Spring Hill Chamber of Commerce on a vibrant Welcome Center presence as outlined in separately approved resolution 25-142.
7. **Tourism Development Support:** The WCCVB will support work related to proposed tourism development, including but not limited to hotels, attractions, or other “demand generating” assets including tourism perspective, visitor research, sales and marketing.
8. **South Central Tennessee Tourism Association (SCTTA):** The WCCVB will serve as representative for the City of Spring Hill to SCTTA, leveraging cooperative marketing opportunities as relevant.
9. **WCCVB Board of Directors Representation:** The WCCVB will provide representation from the City of Spring Hill on the Board of Directors.