

CITY OF SPRING HILL TOURISM AGREEMENT UPDATE

July 20, 2026

**Prepared By: Williamson County Convention & Visitors Bureau
in partnership with the Spring Hill Chamber of Commerce**

WHO WE ARE

Visit Franklin

The Williamson County Convention & Visitors Bureau (WCCVB) is the official destination marketing organization for Williamson County, Tennessee, including all of its incorporated cities.

VISION

We exist to help Williamson County+ thrive.

MISSION

To **positively impact the local economy** by increasing travel—related spending in the county, **provide quality and welcoming experiences** to all visitors, **support the local hospitality industry**, and assist in the development, preservation, and expansion of the county's tourism product.

OUR ROLE

Destination Leadership Unify with shared vision

Destination Sales & Marketing Attract visitors

Destination Management Shape the experience

CORE VALUES

Collaborate Work jointly with others

Integrity Be transparent, authentic, accessible, and responsive

Innovate Stay curious and explore ideas

Enthusiasm Passionate and energized by our work



Our Partnership

- Designed to collaborate inclusively across county lines
- Capture and articulates the story of Spring Hill cohesively for visitors in partnership with the community
- Connect Spring Hill to the "front door" of tourism to Williamson County, supporting awareness and visitation
- Generate trackable visitor spending as a return on investment
- Partner with the Spring Hill Chamber to create value for local tourism businesses
- Support a hospitable welcome and help exploring the community for visitors

Return on Investment

2023 - 2026
SPRING HILL IMPACT

\$ 2,441,700

In Trackable Visitor Spending in 37174
from Visit Franklin Advertising

5,629,052

Social Media Impressions on Spring Hill Content

56,194 +

Website Engagements with Spring Hill Content

2024 COUNTY STATISTICS

\$ 1,631 SAVED

In Taxes Per Household

\$ 18.8 MILLION

In Local Option Sales Tax for Education
Generated by Visitor Spending

\$1.37 BILLION

Direct Visitor Spending

\$ 3.74 MILLION Spent Per Day

Rank	County	Direct Spend
1	Davidson	\$11,224,032,854
2	Shelby	\$4,234,677,548
3	Sevier	\$3,929,693,370
4	Knox	\$2,126,389,188
5	Hamilton	\$1,805,792,822
6	Williamson	\$1,366,224,373
7	Rutherford	\$787,645,118

SPRING HILL

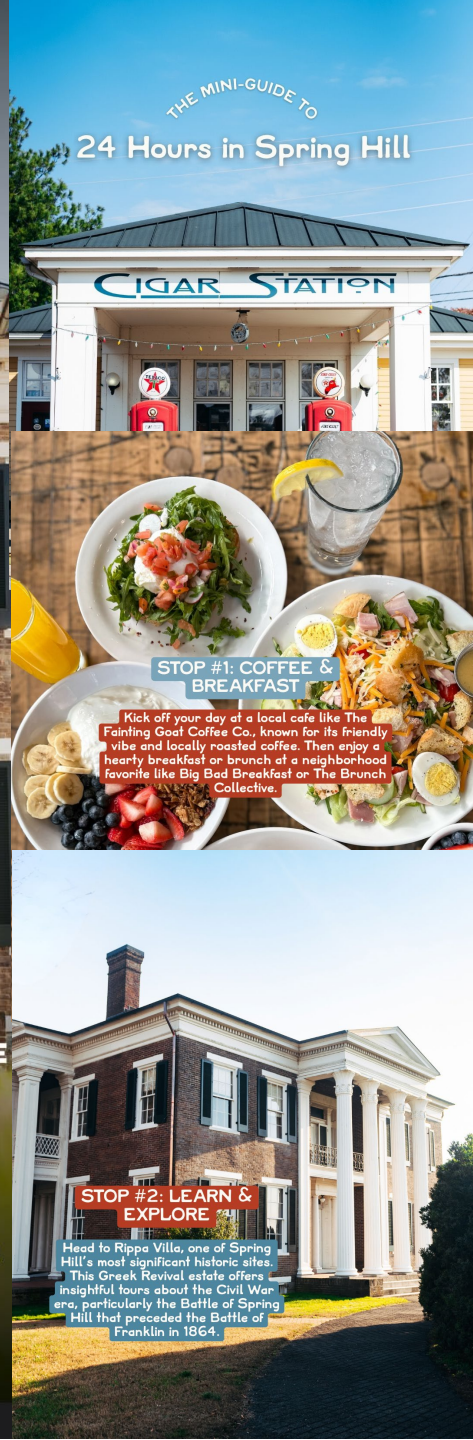


HISTORIC ROOTS, HOMETOWN WELCOME

LOCAL FAVORITES AT EVERY TURN,
HISTORY WAITING TO BE UNCOVERED,
AND A WELCOME THAT FEELS LIKE HOME

VISIT US AT THE SPRING HILL WELCOME CENTER!

📍 5326 MAIN STREET, SPRING HILL
(931) 486-0625



Highlighted

Accomplishments

- Deep dive into the Spring Hill community personality
- Launched a Spring Hill specific community page on VisitFranklin.com and VisitSpringHill.com.
- Maximized collaboration with the Spring Hill Chamber of Commerce, including the Welcome Center
- Conducted two professional photo shoots and one professional video shoot
- Created fresh collateral specific to Spring Hill



Spring Hill Welcome Center

- Dedicated Welcome Center Engagement Coordinator
- Enhanced training and collaboration
- Fresh collateral
- Marketing to visitors and residents as a resource
- New retail capabilities including ticket sales
- Increased foot traffic by 38% January - July 2026



Continuing our Shared RENEWING OUR AGREEMENT Momentum

- Tourism Marketing & Sales
 - Tourism asset planning & development support
 - Supporting compliance and collection for short term rentals and associated occupancy tax
 - Supporting visitor experience in "downtown Spring Hill" around the Welcome Center
 - Continue building the Welcome Center as a hub of information and source of resident pride
 - Support deepening City of Spring Hill brand promise and values