

STAFF MEMORANDUM

TO: Board of Mayor and Aldermen

FROM: J. Carter Napier

DATE: 7/17/2026

SUBJECT: Agreement with Williamson County Convention & Visitor's Bureau (WCCVB)

RECOMMENDATION:

That the Board forward to the floor for formal approval a three-year agreement with Williamson County Convention and Visitor's Bureau (WCCVB) for both Visitor's Center services and operational support driving tourism and community marketing for Spring Hill.

BACKGROUND:

The City and WCCVB have been in partnership for some time now to leverage the expertise and staff resources available with the WCCVB for tourism directed marketing of the Spring Hill Community. These efforts include social media marketing, traditional marketing, ad placement and general support of tourism-based initiatives overseen by the team at the WCCVB on behalf of the City of Spring Hill. The WCCVB has similar long-standing partnerships with the City of Franklin, Thompson Station and Williamson County and provides support for the other communities throughout Williamson County.

Additionally, the WCCVB and the Spring Hill Chamber of Commerce have developed a partnership with the City of Spring Hill for the City's first Visitor's Center service operating out of the Chamber of Commerce facility. That three-way partnership has now officially been in place for a year, and the partners need to determine if this is a service that adds value to what the Board would like to see continue for the businesses and citizens of Spring Hill. If indeed the Board does see the value in continuing this partnership supporting the visitor center service, it is recommended that these services be memorialized in this service agreement for the next three years. On the contrary, the Board also has the option of only continuing with the services traditionally provided by the WCCVB and either discontinue the visitor's center service or revisit the item in one more year.

FINANCIAL IMPACT:

If approved, the annual cost is estimated to be \$160K budgeted through the Tourism Fund for all the services described above. It is recommended that the new agreement include a more definitive calculation from year to year as to the City's commitment for the same services. Currently, the expectation is that 25% of the revenue derived in the Tourism Fund be given to the WCCVB for their operational support. Staff would instead suggest a calculation that would limit what the city would be obligated to pay annually for the new agreement.



City of Spring Hill | Administration Department

199 Town Center Parkway
Spring Hill, Tennessee 37174
cnapierl@springhilltn.org
931-486-2252