

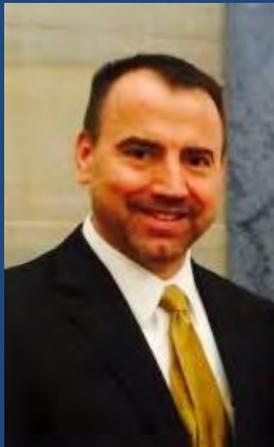
Leveraging Rural Communities' Cultural and Natural Assets



Rhea County Dayton, Tennessee

My background

Local Project Manager: background



12 years – managing Coca-Cola's
Walmart business

- ✓ 16 years experience - Atlanta based
- ✓ Logistics
- ✓ Supply Chain
- ✓ Manufacturing
- ✓ Sales & Marketing
- ✓ **National Account Executive -14 yrs.**
- ✓ Lead for Corporate Responsibility & Sustainability programs
- ✓ (understands cause marketing)

Case Study

Change is a good thing!



Small towns love to resist change

Case Study

RURAL TN

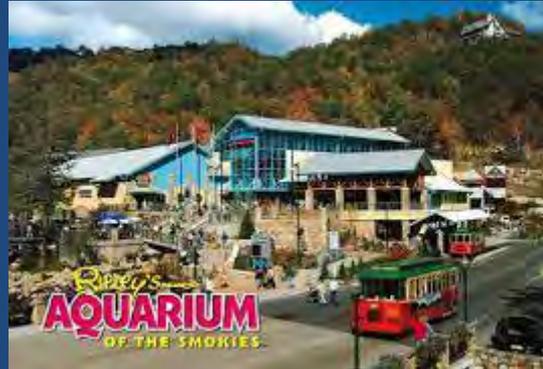


In rural TN, Our economy is more than a “ one legged stool”

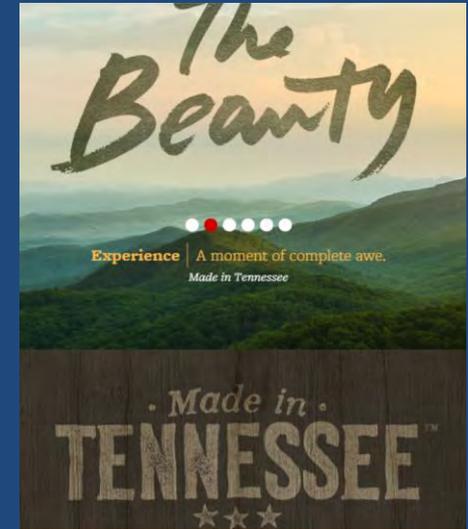
We all know that other towns FLOURISH with tourism.



NOTE: Volkswagen public stated that Chattanooga Was selected due to it's "vibrant" waterfront renovations & recreational lifestyle opportunities"



Call Toll Free:
1-877-GOLF-TN1 (1-877-465-3861)



The Tourism INDUSTRY means HUGE revenue for Tennessee.

- *Tourism is Tennessee #2 INDUSTRY behind ONLY Agriculture (crops & forestry)*
- If Farming & Forestry were separated, TOURISM IS Tennessee's #1 INDUSTRY.

WHY NOT US?

“In order to do the impossible,
you must first believe the
impossible is possible” - Mad Hatter

Tourism in Dayton, TN?..... Impossible!

Tourism

- 20 years ago TWRA began an experiment
- 2011 embarked on a journey to become the “Bass Fishing Capital of the South”
- 2011 Councilman Graham appointed Dennis Tumlin & Gary Louallen to solicit events.
- **2012 – FISH Dayton was born**



**New State Record
15 pounds 3 oz**





It's NOT about an EVENT.....



www.fishdayton.com



....It's about a **BRAND**
and a 365 day per year INITIATIVE!

Tourism

- **89 Events recruited in 2014 - 2016**

- National and worldwide media exposure

- Advertising value alone valued in \$ millions.



- Hosted National Outdoor writers event

- Hosting State of TN Dept. of Tourist Development writers event in October 2014.



Over 10,000 registered participants each year - 2014, 2015 & 2016



2014 Current Schedule

DATE	EVENT NAME	NOTES
Feb 22nd	B.A.I.T. Event	
Feb 21-23	Bassmaster Classic - BIRMINGHAM	Booth at Expo
March 1st	American Bass Anglers Weekend Series	(rescheduled event)
March 8-9	Chickamauga Slam - Crappie	
March 8-9	Tennessee Collegiate Bass Fishing Trail	
March 9th	Univ. of TN Bass Team Alumni Event	
March 10-13	Cabela's Boat US Collegiate Series	NBC Sports Network
March 13th	Cabela's Boat Pre-Tourney Dinner	Family Church
March 14-15	Cabela's Boat US Collegiate Series	Tournament Dates
March 22nd	Heartland Anglers Spring Fling	
March 22nd	Stowers Machinery Company Event	
March 22nd	Club from Virginia	
March 22nd	Club from Roane City	
March 30th	Cookeville TN Bass Club Event	
April 12th	American Bass Anglers Weekend Series	
April 19th	Don Ledford Chevrolet - Chevy Event	
April 19th	Club from Morgan County	
April 19-23	Fishers of Men National Championship	Official Practice
April 24-26	Fishers of Men National Championship	Tournament Dates
May 3rd	Rhea Medical Center Big Bass Event	
May 3rd	UTC Regional College Classic	
May 10th	Volunteer Trail - Orange & White Divisions	
May 17th	5 x 3 Tournament (from Alabama)	
May 24-25	Southern Association of Black Bass Anglers	
May 31st	TN State High School Championship	
June 7th	Reel Men / CATCH Ministries	
June 8-10	Bassmasters Elite "Official Practice"	
June 13-14	Bassmasters College Series	Watts Bar Lake
June 11-15	Bass Fest - Dayton	ESPN TV
June 21st	Rhea County Touchdown Club	
June 27th	Senior Bass Tour (50 & up)	
July 13th	Global Anglers	
August 23-24	American Bass Anglers Weekend Series	
August 30th	Rhea County United Way Fish the Chick	
Sept 6th	TNdeer.com	
Sept 12-14	Bike Race	
Sept 19-20	Heartland Anglers Classic	350+ Boats
Sept 21-25	Lewis Lures & Gene LaRue Media Event	
Sept 21-27	American Bass Anglers Weekend Series	Regional Classic

Tourism

Professional events



Tourism

Hosted Cabela's / Boat US Collegiate Bass Fishing Series

145 Teams – 46 Universities represented

17 states



Tourism

Major regional amateur events



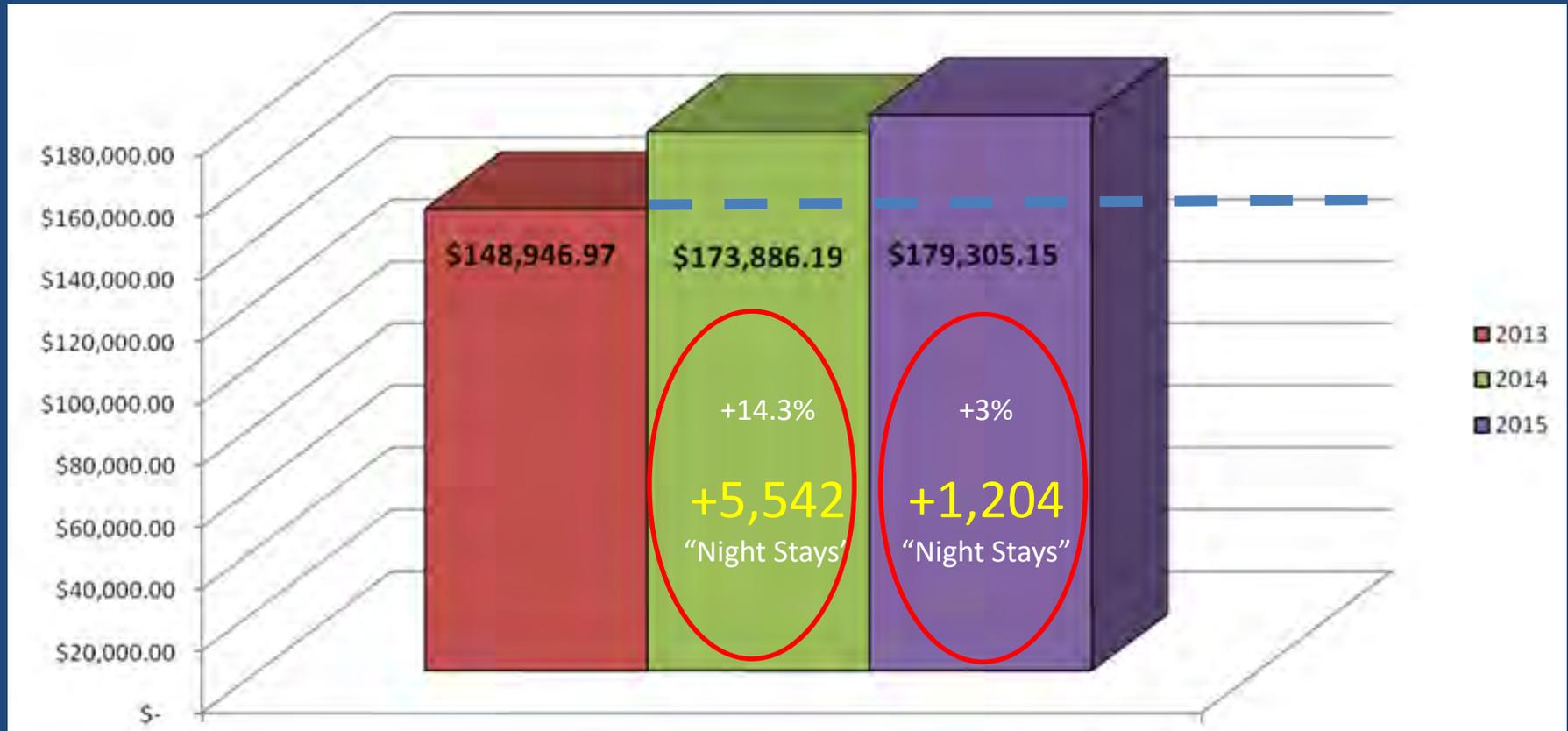
SO WHAT?

SHOW ME THE MONEY!



Tourism Drives Growth

+ 6,746 Hotel Night Stays (2014 & 2015)



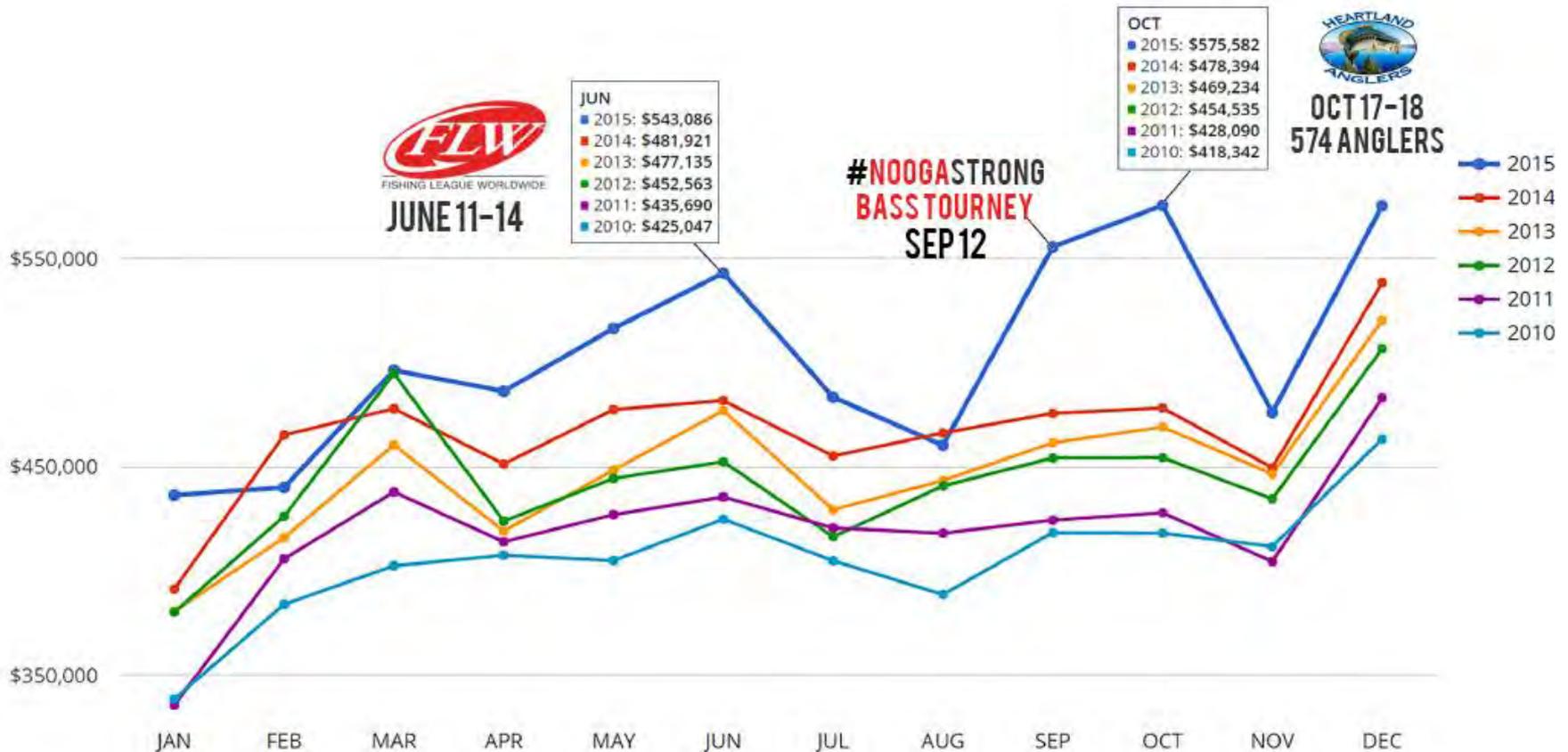
Lodging Tax Collections: Rhea County Total Collections – 2012 through 2015

Tourism Drives Growth

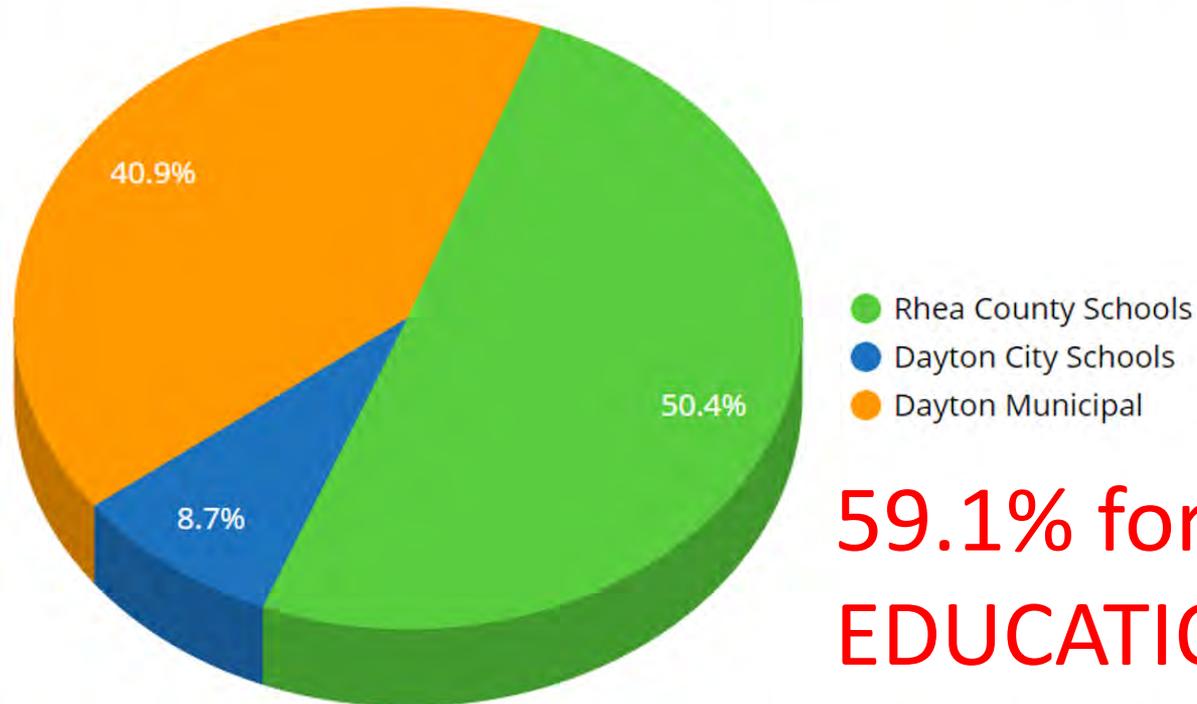
2014 = + \$12.1 Million NEW \$

2015 = + \$14.0 Million NEW \$

2015 Dayton Local Option Sales Tax Revenue



LOCAL OPTION SALES TAX BREAKDOWN



**59.1% for
EDUCATION!**

Here's how the 2.75% is allocated.

Tourism – Brings Private Investment



OVER
\$2.6 Million
In NEW
Investment



\$1 Million Marina expansion



Blue Water Lodge completed Spring 2016



Tourism – Brings Private Investment

**OVER
\$2.6 Million
In NEW
Investment**



Blue Water Lodge completed Spring 2016

Tourism – Brings Private Investment

Over \$7 Million
In NEW Investment
100 NEW JOBS!

60 rooms plus 2 restaurants and strip center



Sleep Inn completed Spring 2016

NEW DEVELOPMENT IN 2015

Tourism – Brings Private Investment



Announcements:

5 new restaurants have announced!

- 4 national chains
- 1 locally owned - full service



\$10 Million in NEW investment yields:

- 100 New Jobs
- over \$105,000 in NEW property taxes
- Increased sales tax collections
- Increased Lodging tax collections

Plus....

The Monkey Town
Brewing Company
Opens summer 2015



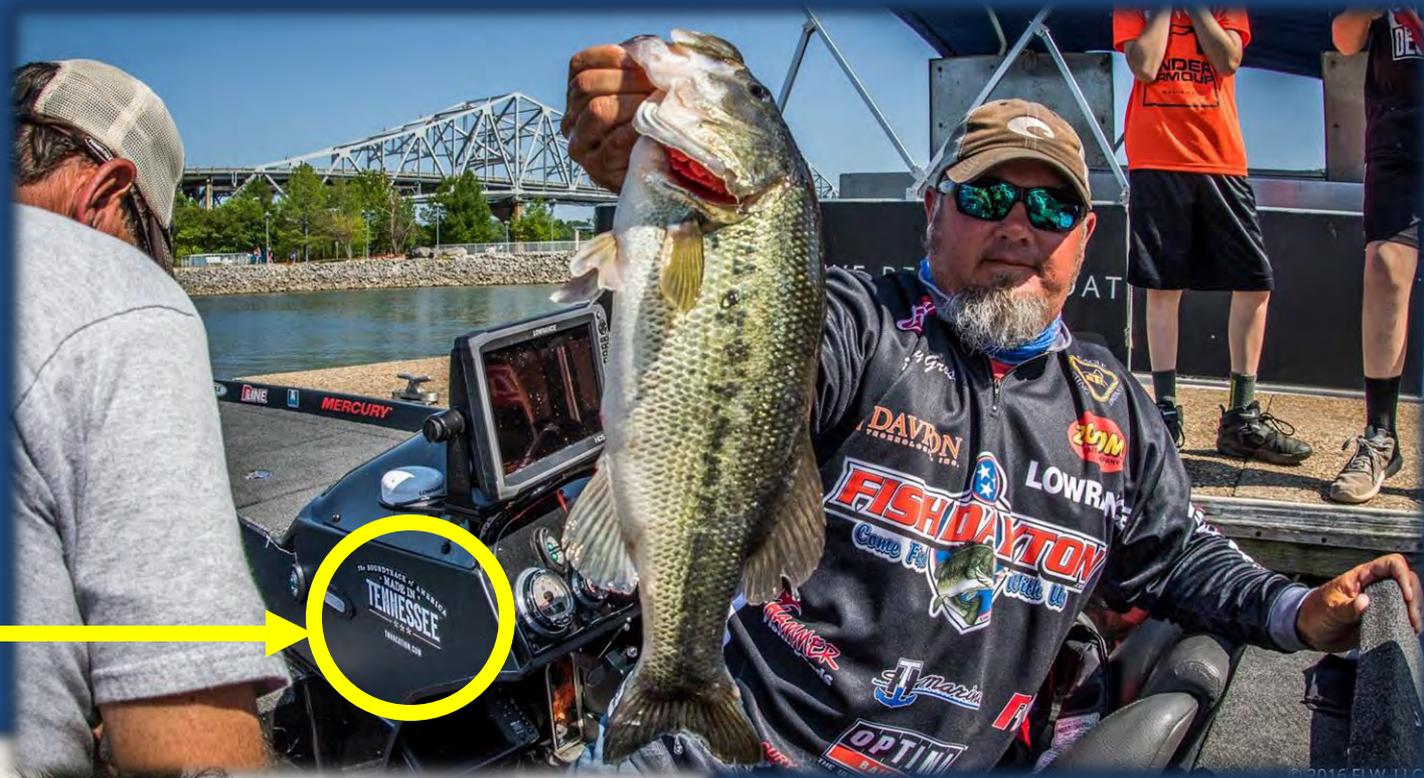
Forming YOUR Opinion



VS



2016 Building The Brand



Buddy Gross Fishing



National Professional Tour



- World-wide Exposure
- ✓ Trade publications
- ✓ 550,000 circulation

At NO
Additional
Cost to us!

ON TOUR



PICKWICK LAKE – MAY 5-8 | PRESENTED BY



Hosted by Florence/Lauderdale Tourism

OH BUDDY, IT'S EELGRASS!

Tour rookie taps new vegetation for Pickwick win

by Rob Newell

Buddy Gross hails from Ringgold, Ga. A quick map study reveals that Ringgold, located in extreme northwest Georgia, is only about 15 miles from Lake Chickamauga and 60 miles from Lake Guntersville, the two lakes where Gross spends copious amounts of fishing time.

Over the years, Gross has become a Tennessee River regular, dedicating his time to the study of the historic river channel that winds through the bottom of Chickamauga and Guntersville. He has a penchant for offshore fishing, especially for finding bass in offshore hydrilla and milfoil.

About 10 years ago Gross was graphing grass edges in Guntersville when he noticed something peculiar on his depth finder. It looked different than hydrilla or milfoil. It was "harder" and "denser."

In time, Gross figured out it was eelgrass, a fairly new variety of vegetation in Tennessee River reservoirs. Following its propagation throughout Guntersville, Gross became very familiar with eelgrass growth and how bass relate to it.

That's why the Walmart FLW Tour rookie nearly did a backflip in his boat when he discovered patches of eelgrass on the second day of practice for the FLW Tour event on Pickwick Lake in early May.

"I knew exactly what it was as soon as it came across my Lowrance screen," Gross says. "I couldn't believe my eyes."

That moment solidified Gross' tournament plan, and he went on to earn his first FLW Tour win by fishing eelgrass at Pickwick. He had the pattern all to himself. No else knew

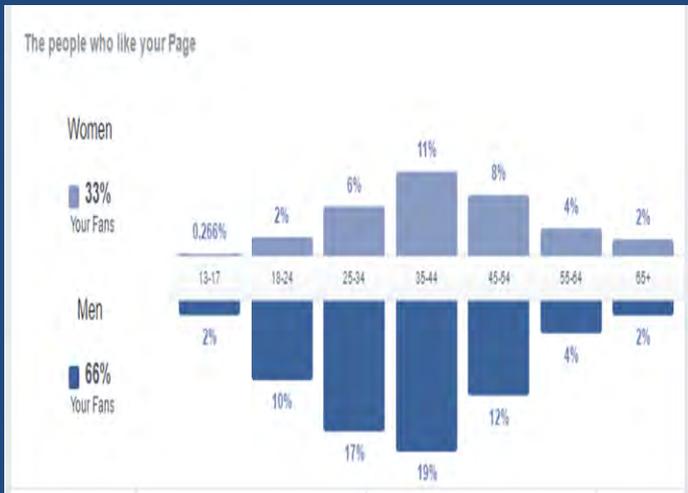


Buddy Gross knew a good thing when he saw it, and the presence of eelgrass at Pickwick helped form his winning strategy.

World-wide Exposure



Social Presence



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Keith Braley, Dan Siemssen and 8 others

1 share

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Fish Dayton, TN "fishdayton.com"
Published by Dennis Tumlin [?] · August 27 at 6:01am · South Dayton

We agree....time is on his side! Cool article about Dayton's Michael Neal.
<http://www.bassmaster.com/.../opens-angler-profile-neal-has-t...>

Opens angler profile: Neal has time on his side

Michael Neal of Dayton, Tenn., has yet to qualify for the Elite Series via the Bassmaster Opens, but time is on his side.

BASSMASTER.COM

10,001 people reached

Boost Unavailable

Social Presence

🔄 📷 utc_bass_anglers



2016 - Merchandise



Our operating philosophy:

“Compete on a level so high the competition does not know it exists” – Andy Andrews



Questions ?

www.fishdayton.com