

Tennessee Golf Association

PROMOTING AMATEUR GOLF IN TENNESSEE SINCE 1914



Billy Loggins
City of Crossville

Mr. Loggins:

As our team prepares for the 20th Golf Capital of Tennessee Women's Open, I wanted to take this opportunity to reach out to you in regards to the future. The partnership between the Tennessee Golf Association and the City of Crossville remains strong. The TGA is honored to play our role in making Crossville the "Golf Capital of Tennessee," bringing tourism and tax dollars to the community.

As you are aware, the TGA operates the following events in Crossville/Fairfield Glade each year:

Golf Capital of Tennessee Women's Open – 20th year in 2018
Parent-Child Championship – 40th year in 2019
City of Crossville High School Invitational – hosting the best high school golf teams from Memphis to Bristol

That's over 300 golfers each year, not including parents, family members, caddies and more. The entire city is great to work with, including the hotels and especially the golf course staff at Fairfield. The Golf Capital of Tennessee Women's Open is the most involved event we run each year. The volunteers who enjoy spending their time making the Championship great are a testimony to how much the community embraces our events.

Due to this success, other communities have inquired about hosting TGA championships in future years. Our current contract with the City of Crossville runs through 2019 for the Women's Open. The TGA would like to extend that contract at the same funding level for another three years, running through 2022.

Thank you for your consideration. We look forward to a great 20th Golf Capital of Tennessee Women's Open next week.

See you on the course,

A handwritten signature in dark ink that reads "Chad Anderson".

Chad Anderson
Executive Director



PGA

Tennessee Section

July 30, 2018

Mr. Billy Loggins
Marketing/Public Relations Director
City of Crossville
392 N. Main Street
Crossville, TN 38555

Mr. Loggins,

When the City of Crossville chose to become the "Golf Capital of Tennessee", they made a daring choice. A choice not to be taken lightly, dedicating themselves to an idea that could take decades to come to fruition. Committing, wholeheartedly, to a belief system that a simple game can unify an entire community. Across our great country, communities as a whole have strived to find a way to bring their citizens together for a common cause. I truly believe no other community can rival the success that the leadership of the City of Crossville have achieved. Golf has become the epicenter of the community, and people across the entire state of Tennessee have taken notice! "The Golf Capital of Tennessee" is not merely a statement, it's a way of life.

Over the past three years, I have witnessed first-hand the passion and dedication of the citizens of your great community. It has been a humbling experience to watch the Tennessee Senior State Open and the City of Crossville Team Championship take place in Crossville. From the spectators, to the golf staff, to the local restaurant servers we have always been welcomed with open arms and shows true hospitality. The events have become synonymous with the City of Crossville as participants far and wide widely refer to our events as, "The Crossville Senior Open".

While difficult to notice, we have seen a tremendous growth in participation and local economic impact. The players have begun to bring their wives and family to the event as they consistently rank the event as one of their favorite events of the year. Through our post event surveys, we have been able to ascertain that a significant amount of revenue is being spent by the participants as they continue to fall in love with the ambiance and hospitality of Crossville. We've even heard that multiple players have created roots in the community and started post career plans in Crossville. These types of decisions are the direct result of the passion that the City Council and Mayor have for living the brand, while continuing to prove that no other community in our great state can catch the progress Crossville has secured.

With the agreement coming to an end in the very near future, it is our hope that we can continue to host the event in your great city. Please accept the attached three year proposal at the same funding level as the previous agreement. This new agreement will conclude in 2022. I know the participants, their families and the Tennessee PGA are committed and eager to continue one of golf's great partnerships. I hope to hear that the great leaders of the City of Crossville share our sentiments and feelings toward the event and the future success that it will bring.

Sincerely,

Clayton Hromadka
Executive Director