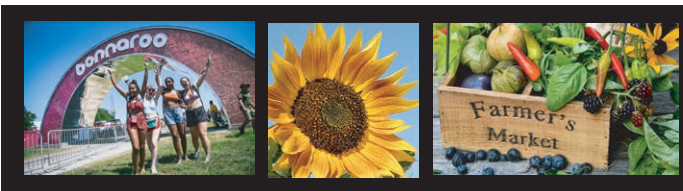


# Tennessee's Backroads Heritage



## Tennessee Tourism Breaks \$30B in Visitor Spending in 2023



Tennessee tourism generated a record \$30.6 billion in direct visitor spending and saw 144 million visitors to the state in 2023, according to newly released data from Tourism Economics and the Tennessee Department of Tourist Development. Tennessee's direct visitor spending increased 6.2% in 2023. This follows two consecutive years of double-digit growth, driving Tennessee to a 125% recovery over 2019 pre-pandemic levels.

"When tourism grows, Tennessee reaps the benefit with increased sales tax revenue," said Gov. Bill Lee. "Tourism boosts local economies, supports businesses and jobs, funds public services and creates a better quality of life for all Tennesseans. We welcome visitors from around the world to experience Tennessee's music, scenic outdoor beauty, culture, and food from Mountain City to Memphis."

"Tennessee tourism is soaring, leading to benefits to Tennesseans," said Mark Ezell, Commissioner of the Tennessee Department of Tourist Development. "Thanks to our destination marketing organizations across the state, in addition to our leisure and hospitality businesses in this amazing accomplishment. The record growth is a testament to the strength, resilience, determination and efforts of our people and the work of our industry in bringing visitors to enjoy why Tennessee Sounds Perfect."

### Key Highlights from Economic Impact of Travel 2023 report:

- Tennessee Tourism generated \$30.6 billion in direct visitor spending in 2023, a 25% increase over two years
- Tennessee visitors spent \$84 million each day in 2023

### • Tax Benefits to Tennesseans

Visitor spending generated \$3.2 billion in direct state and local tax revenues in 2023. Without tourism, each Tennessee household would have to pay an additional \$1,160 in taxes each year

The State of Tennessee collected \$1.9 billion in tax revenues

City and county governments collected \$1.25 billion in tax revenues

Average taxes on direct visitor spending reduces the burden on community residents to fund infrastructure, education, health, and safety services

- Visitor spending sustained 191,522 direct jobs, one of every 24 jobs in the state

Employment supported by visitor activity increased 3% in 2023, rebounding to 98% of pre-pandemic levels

- Domestic visitor spending is 127% recovered to pre-pandemic (2019) levels
- International visitor spending is 81.6% recovered to pre-pandemic (2019) levels
- Tennessee visitors topped 144 million in 2023, up three million over 2022, led by relatively stronger growth in day visits

This research was conducted by Tourism Economics, commissioned by the Tennessee Department of Tourist Development.

(Provided by the Tennessee Department of Tourist Development, July 23, 2024)

**TENNESSEE**  
**SOUNDS PERFECT**



**August 16th**

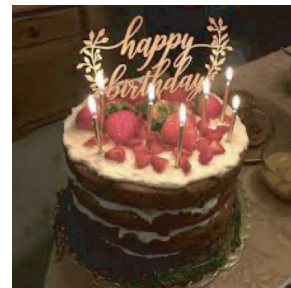
**Cruise-in at the Old Texaco in Cowan, 5 to 8 p.m.**



Enjoy a small-town summer night and see some pretty, old classics! Join us at the Old Texaco Welcome Center in the middle of Cowan on Friday night, August 16th, between 5 and 8 p.m. If you have one, bring your own classic too! Several Cowan businesses will be open as well, so take some time to look around, browse and buy.

The Old Texaco is located at 11 E. Cumberland St. in Cowan's historic depot district.

**HAPPY, HAPPY BIRTHDAY TO "AUNT POLLY"  
(POLLY CAPERTON HUGHES)**



"Aunt Polly"

Aunt Polly will turn 105 years young on August 5, 2024 with a big party being given for her on August 4, 2024 at The Franklin House – Cowan, TN.

(If you are interested in attending her birthday party (August 4th, 2-5 p.m.) please contact her niece, Rachel Thompson at 386-864-0318. It will be a very festive event!

(Just a side note – "Aunt Polly" attended the TN's Backroads Heritage Spring Dinner in Bell Buckle and she was the the hit of the show. A big thanks to her niece, Rachel Thompson for bringing her to the ball!

Polly opened the first flower shop in Cowan in 1948 and opened Polly Hughes Personnel Service in Nashville, Tennessee in 1960. The agency was in business until 1983 when she moved back home to Cowan.

## Happening in Cowan

**August 3**

**Back to School Bash**

**Cowan 1st Baptist church  
5-7 p.m.**



The summer months have flown by and the new school year is just around the corner!

To help distribute school supplies, Cowan First Baptist Church in Cowan is hosting a Back to School Bash on Saturday, August 3rd, 5 to 7 p.m. Admission is free and hotdogs will be served.

To support this project, donations of school supplies are welcomed! The goal is to distribute 100 packets! Please refer to the list provided by Franklin County Board of Education when deciding what you would like to donate. The list is available at: [www.fcstn.net/supplylists](http://www.fcstn.net/supplylists).

For more information, call the church office at (931) 967-7506.



## Beans Creek Winery Events

### Happy Hour, Happy Customers

Welcome to the world of happy hour where the atmosphere is buzzing with excitement and the customers are all smiles! From refreshing wine slushies to locally crafted wines and beer, every sip is filled with happiness. Join us in this lively celebration of good times and great company, where laughter fills the air and memories are made. Get ready to raise your glass and toast to the joy of happy hour!



### Every Thursday 5:30-7:30

Get ready for an exciting weekly trivia night extravaganza starting August 15th! Join us every Thursday night for a fun-filled evening of brain-teasing questions, friendly competition, and awesome prizes. Mark your calendars, gather your friends, and get ready to put your knowledge to the test. Don't miss out on the chance to show off your trivia skills and win big!!



### Dawg Days of Summer Pickup Party

We have an exciting surprise in store for our esteemed wine club members at the pickup party - we will be grilling hotdogs for you during the event. Just a small thank you to some of our favorite customers.



### Beans Creek – Grape Jam Music Series LIVE MUSIC at Beans Creek Winery!



The Grape Jam Music Series is our summer live music series and is a family friendly event! Most nights music starts at 7 pm. There will be a food truck or two available for you to purchase food. Bring your friends & family (pets too!), lawn chairs and a picnic if you like. If you would like to bring your furry friends, we do ask that treat our property as you would your own, and pick up after them. No alcohol is allowed other than Beans Creek wine.

#### SUMMER 2024 SCHEDULE

Saturday, August 17 - Memory Train  
Saturday, September 21 - Sound Dawgs  
Saturday, October 12 - Anniversary Celebration  
with Uncle Tom's Band

**Beans Creek Winery**  
426 Ragsdale Rd  
Manchester, TN 37355  
931-723-2294

## Kiwanis Club Downtown Music Series

# COMMUNITY STREET FAIR

**SATURDAY, AUGUST 31ST – 11AM – 5PM**  
**AT THE KIWANIS STAGE IN DOWNTOWN WINCHESTER**

SPONSORED BY:



ALL PROCEEDS GO  
TOWARDS SOUTH  
FOOTBALL TEAM

### • Corn Hole Tournament

\$25 entry fee - \$2,500 payout  
Registration at 12pm, Play at 2pm

### • Kid Zone

Inflatables, face painting, dunking booth, balloon artist tickets given away by WZYX Radio Station & more!

### • Live Music - Mose Wilson

Local native, Mose Wilson will take the Kiwanis Stage at 7pm



Music & Karaoke  
provided by  
DJ Windy City Productions



## South Jackson Performing Arts Center – Upcoming Event



A true Country variety show that will entertain all ages with music, comedy, and some all-around fun. On-Stage ads for local businesses are this program's distinct identity – always classic, always funny.

**August 9 – 11, 2024**

Friday & Saturday at 7 pm (6:30 pm Warmup Show)

Sunday at 2 pm (1:30 pm Warmup Show)

Tickets: \$18-\$30

\*NOTE: Warmup Show begins 30 minutes before the Main Show



### Linda Davis in Concert

August 17, 2024

**South Jackson Performing Arts Center**  
Main Stage  
404 South Jackson Street, Tullahoma, TN

### Enchanted Art Journal Mixed Media Class with Instructor Santha Koonce



August 1, August 15, August 29

6:00 PM – 8:00 PM

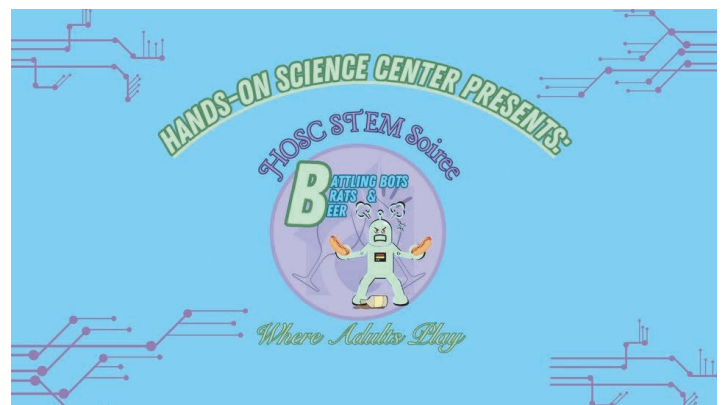
Participants will explore what it means to keep an art journal and how to create an art journal spread from start to finish, as all the components are added that make up an art journal page. All supplies are provided, except for the journal, which will be available to purchase in class for \$10.

**The Fly Arts Center**  
204 S Main St  
Shelbyville, TN 37160  
931-684-8359

### Happening at the Hands-On Science Center in Tullahoma



August 3, 2024 - 9- 5 p.m.



Saturday, August 10, 2024 – 5 – 9 p.m.

**Hands-On Science Center**  
101 Mitchell Blvd.  
Tullahoma, TN 37388  
931-455-8387

### AUGUST

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### August

#### Month of August

Donut Saturdays – Every First and Third Saturday (Swiss Pantry) – Belvidere  
Rumba Dance Instruction – Every Thursday Evening (Firefly Ballroom at The Franklin House) - Cowan  
Live Music – Every Friday Night (BBQ Caboose – On the Square) – Lynchburg  
Tea Time (Monday – Saturday Between the Tea Hours of 2 p.m. – 4 p.m. – Closed on Sunday – The Celtic Cup Coffee House) – Tullahoma



## August 1

Enchanted Art Journal Mixed Media Class with Santha Koonce (Fly Arts Center – 6 – 8 p.m.) - Shelbyville  
Morning Plant Hike on Marble Plains Trail (Tims Ford State Park – 9 a.m.) – Winchester  
Snake Show (Tims Ford State Park – 1 p.m.) - Winchester  
Birds of Prey Feeding (Tims Ford State Park – 3 p.m.) - Winchester

## August 2

What's Hidden in our Streams (South Cumberland State Park) – Monteagle  
Early Bird Morning Birding (South Cumberland State Park) - Monteagle  
Paw Print Books (Tims Ford State Park – 1 p.m.) - Winchester  
Birds of Prey Feeding (Tims Ford State Park – 3 p.m.) – Winchester  
Can I Axe You a Question? (Tims Ford State Park – 9 a.m.) – Winchester

## August 3

Volunteer River Clean Up (Henry Horton State Park) – Chapel Hill  
First Saturday (Downtown) – Fayetteville  
Petting Pelts (South Cumberland State Park) – Monteagle  
A Walk Through Time Tour (Milky Way Farm – 520 Milky Way Road – 1-5 p.m.) – Pulaski  
T-Town Beat Down III – Combat Robots (Hands-On Science Center) - Tullahoma  
Wartrace Horse Show - Wartrace  
Cherokee Marbles (Tims Ford State Park – 9 a.m.) – Winchester  
Tims Ford Log Cutting Competition (Tims Ford State Park – 2 p.m.) - Winchester  
Birds of Prey Feeding (Tims Ford State Park – 3:30 p.m.) - Winchester

## August 4

"Aunt Polly's" Birthday Party (Franklin House – 2-5 p.m.) - Cowan  
Gospel Fest - Sponsored by the Fabulous 50's Foundation (909 Main Avenue South) – Fayetteville  
History of the Coal Industry in South Cumberland (South Cumberland State Park) – Monteagle  
Morning Canoe Experience (Tims Ford State Park – 10 a.m.) - Winchester  
Camping Donuts with S.I.R. Chris (Tims Ford State Park – 2 p.m.) - Winchester  
Birds of Prey Feeding (Tims Ford State Park – 3 p.m.) - Winchester

## August 5

HAPPY BIRTHDAY "AUNT POLLY" - COWAN  
Farmers Market – Petersburg



## August 6

Membership Luncheon (Manchester Chamber of Commerce – Manchester-Coffee County Conference Center) – Manchester

## August

Jon Boat Tour (Tims Ford State Park – 10 a.m.) – Tims Ford State Park

## August 8

Pasta Premier (Fayetteville-Lincoln County Museum) – Fayetteville



A Bowl Full

## August 9

Ancient Enclosure Guided Tour (Old Stone Fort State Park) – Manchester  
Ancient Stone Tools Demonstration (Old Stone Fort State Park) – Manchester  
Early Morning Birding (South Cumberland State Park) – Monteagle  
Grundy Forest Hike (South Cumberland State Park) – Monteagle

## August 9-11

South Jackson Goes Country (South Jackson Performing Arts Center) – Tullahoma

## August 10

6th Annual Tennessee Walking Horse Youth Association Summer Splash (Maury County Park) – Columbia  
Ancient Enclosure Guided Hike (Old Stone Fort State Park) – Manchester  
Animal Pelts and Skulls (Old Stone Fort State Park) – Manchester  
Atlatl Throwing Demonstration (Old Stone Fort State Park) – Manchester  
Battling Bots, Brats and Beer (Hands-On Science Center) – Tullahoma

## August 11

Ancient Enclosure Guided Hike (Old Stone Fort State Park) – Manchester  
Cave Art (Old Stone Fort State Park) – Manchester  
Holy Carp! Fishing at Old Stone Fort (Old Stone Fort State Park) – Manchester  
Three Forks Lake Canoe Float (Savage Gulf State Park) – Beersheba Springs

## August 12

Pan Fishing Program at Lakeview Marina (Tims Ford State Park – 1:30-3:30 p.m.) – Winchester



## August 15

Music in the Park – "Mt. Olive Missionary Baptist Church Men's Choir and the Fabulous 50's Singers" (Stonebridge Park) – Fayetteville  
Enchanted Art Journal Mixed Media Class with Sara Koonce (Fly Arts Center – 6 – 8 p.m.) – Shelbyville  
Pontoon Tour at Lakeview Marina (Tims Ford State Park – 3-4:30 p.m.) - Winchester

## August 16

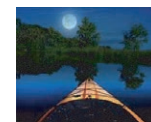
Ancient Enclosure Guided Hike (Old Stone Fort State Park) – Manchester  
Ancient Stone Tools Demonstration (Old Stone Fort State Park) – Manchester  
Fire in the Hole (Old Stone Fort State Park) - Manchester

## August 17

Grape Jam Music Series: "Memory Train" (Beans Creek Winery) - Manchester  
Linda Davis in Concert (South Jackson Performing Arts Center) - Tullahoma

## August 19

Full Moon Canoe Float (Old Stone Fort State Park) – Manchester



## August 21-31

86th Annual Tennessee Walking Horse National Celebration (Celebration Grounds) – Shelbyville



## August 23-24

Community Yard Sale – Wartrace

## August 24

Coffee County Health and Wellness Expo (Coffee County Community Room – 1329 McArthur St) - Manchester  
Tims Ford Double Steak Showdown (Winchester City Park – 1561 Phillip Fulmer Pkwy) – Winchester

## August 25

Celebration Shootout Golf Tournament  
(Riverbend Country Club) - Shelbyville

## August 29

Enchanted Art Journal Mixed Media Class with Sara Koonce (Fly Arts  
Center – 6 – 8 p.m.) - Shelbyville

## August 31

Three Forks Lake Canoe Float (Savage Gulf State Park) – Beersheba  
Springs  
Community Street Fair (Concert: Mose Wilson – 7 p.m. - Kiwanis Stage –  
Downtown) – Winchester  
Axe Throwing (Tims Ford State Park – 3 p.m.) – Winchester



In the Hole!

## September 26-29

American Mule and Music Association (Celebration Grounds) -  
Shelbyville

## Membership

### Renewals

City of Shelbyville - Shelbyville  
Madeline's Antiques and Uniques - Manchester

## SEPTEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## September

### Month of September

Donut Saturdays – Every First and Third Saturday (Swiss Pantry) –  
Belvidere  
Rumba Dance Instruction – Every Thursday Evening (Firefly Ballroom at  
The Franklin House) - Cowan  
Live Music – Every Friday Night (BBQ Caboose – On the Square) –  
Lynchburg  
Tea Time (Monday – Saturday Between the Tea Hours of 2 p.m. – 4 p.m.  
– Closed on Sunday – The Celtic Cup Coffee House) – Tullahoma

### September 3

Membership Luncheon (Manchester Chamber of Commerce –  
Manchester-Coffee County Conference Center) – Manchester

### September 5-14

Cowboy Mounted Shooting Association (Cooper Steel Arena) –  
Shelbyville

### September 11

LET'S NEVER FORGET! - NATIONWIDE

### September 12-15

"Puffs" (South Jackson Performing Arts  
Center) - Tullahoma



### September 21

Annual Trail of Tears Motorcycle Ride (Giles County Trail of Tears –  
220 Stadium St) - Pulaski  
Science of Wine, Brew and Spirits 2.1 (Hands-On Science Center) –  
Tullahoma

#### TBH Board Members

Barbara Blanton, President – Shelbyville, Dianne Murray, Executive Director, Julie Barrett – Bell  
Buckle, Jason Boschers – Columbia, Walter Chism – Arrington, Debbie Christian – Lynchburg,  
Carolyn Denton - Fayetteville, Carolyn Duke – Manchester, Kay Howard - Lewisburg, Angie  
Kimbrough – Fayetteville, Jody Marshall – Manchester, Mark McGee – Shelbyville, Blossom  
Merryman – Wartrace



**Tennessee's Backroads Heritage**  
P. O. Box 52, Tullahoma, TN 37388  
(615) 613-5627

[www.tennesseebackroads.org](http://www.tennesseebackroads.org) • e-mail: [tnbackroads@bellsouth.net](mailto:tnbackroads@bellsouth.net)  
*Promoting Tourism in Bedford, Coffee, Franklin, Lincoln, Marshall, Moore Counties  
& the Monteagle Mountain Area & Businesses of Our Neighbor Members*