

Adventure tourism

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The Adventure Travel Trade Association defines adventure tourism as a trip that includes at least two of the following elements: physical activity, natural environment, and cultural immersion.

Griggs & Maloney outlined four goals that would lay the foundation for strengthening and expanding adventure tourism here:

Destination and hub: McMinnville's unique proximity to eight state parks and natural areas, all within a 75-minute drive, provides the opportunity for visitors to take a day away from a state park and experience downtown McMinnville shops, food, and experiences not available in a state park.

Get the word out: For someone to experience a new place they must first know it exists and then know its uniqueness. This strategy focuses on evaluation of existing marketing efforts and how those may be strengthened, as well as exploring new avenues of marketing and promotion.

Strengthen and expand tourism support industries: Although the area touts an abundance of natural beauty and potential for outdoor activities, the opportunity for sustaining the adventure tourism



Griggs & Maloney presented an adventure tourism plan to McMinnville officials. The strategy outlined how to increase tourism. Pictured is Kevin Chastine, of Griggs & Maloney, who made the presentation with Ryan Maloney.

market lies within the industries that provide for visitors during their stay. These include food and lodging, but also encompass general retail establishments, as well as retail specific to adventure tourism, such as outfitters.

Strengthen and expand adventure tourism activities: As diverse as the existing tourism activities are, to ensure sustained success and growth of adventure tourism new tourism operations must be brought in, supported, and grown. Just as important is the collaboration of existing tourism operators to create new and unique adventures for all level of adventure tourists.

The plan also included

possible funding sources, strategies and who McMinnville could seek to attract: Baby Boomers, Generation X, or Millennials.

According to Chastine, Millennials are the largest generation and they want experiences.

"There was actually a specific study on Millennials and adventure tourism so we included a good bit of information in there about that. Millennials have become the largest generation in U.S. history. Obviously, that's a large group of people to market to. Also, they represent about \$1.3 trillion in spending ability. Again, this is a huge market to focus on. One of the

things we found interesting, which was repeated in different studies, the one statistic is that Millennials want to spend money on experiences and not physical things. They aren't looking to come somewhere and buy a T-shirt or buy this to take home to remember. They want the experience, such as kayaking or hiking."

Baby Boomers and Generation X, said Chastine, are also seeking experiences but just not to the degree of Millennials.

The Chamber obtained a grant through Tennessee Department of Economic and Community Development for the adventure tourism plan by Griggs & Maloney.

OBITUARIES

Robbie Dean Walker, 90

Mrs. Robbie Dean Walker, 90, of McMinnville died Wednesday, March 21, at Saint Thomas Rutherford Hospital in Murfreesboro.

She was born Nov. 8, 1927, in Smithville, was a retired hairdresser and previously owned Fashion Net Beauty Shop and attended McMinnville First Baptist Church. Mrs. Walker was preceded in death by parents Floyd Napoleon and Lula Ann Waller Greer, her husband Claude Walker Jr., and brother Aubrey Floyd Greer.

Survivors include her sister-in-law Hatton Walker, nephew Gene Greer, niece Linda Bain, great-nephews Taylor Bain, Nathan Greer, Ryan Greer, and Josh Jones, great-nieces Kayla Robinson and Andrea Hillis, first cousins Elizabeth Linneman and Joyce Howell, and second cousin Eugene Linneman. Many friends also survive.

Funeral service is 2:30 p.m. Friday, March 23, at McMinnville Funeral Home Chapel. Paul Roberts will officiate. Interment will follow at Gardens of Memory Cemetery. The Walker family will receive friends Friday from 10 a.m. to 2:30 p.m. at the parlors of McMinnville Funeral Home. Online condolences may be made at www.mcminnvillefuneralhome.com.

McMinnville Funeral Home is in charge of arrangements.

Southern Standard (McMinnville, Tenn.) March 23, 2018



Anthony "Tony" Simmons, 72

Anthony "Tony" Simmons, 72, a Rock Island resident and Warren County native was born Dec. 10, 1945 and died March 21 at Alive Hospice of Nashville following an extended illness.

Mr. Simmons was a truck driver for 50 years, loved antique cars and bluegrass music. He loved being around his family. He was the son of the late Hershel Simmons Jr. and Violet Louise Davis Simmons Owens. In addition to his parents, he was preceded in death by brother Edward Eugene Simmons.

Survivors include his loving companion, Rhonda Roberts of Spencer; son Tony Dewayne Simmons of Murfreesboro; two grandsons, Robert and Matthew Simmons of Murfreesboro; siblings and spouses, Donnie Ray Simmons of Rock Island, Bobby Jewel and Sarah Simmons of Rice, Texas, Barbara Sue & B.C. Cantrell III of McMinnville, Kathy Lynn and Gary Bouldin of Rickman, Linda and Henry McAdams of Burlington, N.C., and Frances Carolyn and Peter Nolan of Washington, D.C.; surviving husband of his mother T.D. Owens; and 14 nieces and nephews.

Funeral service will be at 2 p.m. Sunday, March 25, at High's Chapel with family members to officiate. Interment will follow at Crain Hill Cemetery. Visitation will be 4 to 8 p.m. Saturday and 10 a.m. Sunday until the time of service at High's. Online condolences may be made at www.highfuneralhome.com.

High Funeral Home is in charge of arrangements. Southern Standard (McMinnville, Tenn.) March 23, 2018

Claude Ray Jones, 78

Claude Ray Jones, 78, a McMinnville resident and Dyer County native, was born May 29, 1939 and died March 20 at Webb House Retirement Center following an extended illness.

He was the retired owner of Southern Manufacturing Group, Inc., member of Eastside Baptist Church and son of the late B.J. and Miriam Fitzhugh Jones. Mr. Jones was married Feb. 27, 1960 to Myra Jones, who survives. In addition to his wife, he is survived by children and spouses, Carol and Waymon Hobbs and Mary and Terry Grissom, all of McMinnville, Scott and Barry Jones of Brentwood and Daniel and Teresa Jones of Smyrna; seven grandchildren, Andrea Stotts, Tiffany Sadlon, Kristen Hobbs, Toby Watts, Joshua Ogelvie, Mary Ogelvie and Brittany Campbell; 16 great-grandchildren; brother and sister-in-law, Jim and Annette Jones of Michigan; twin sister, Betty Fay Wherli of Michigan; and several nieces and nephews.

Funeral service will be held at 3:30 p.m. Saturday, March 24, at High's Chapel with Jim Hunt to officiate. Interment will follow at Gardens of Memory Cemetery. Visitation will be 4 to 9 p.m. Friday and 11 a.m. Saturday until the time of service at High's.

Online condolences may be made at www.highfuneralhome.com.

High Funeral Home is in charge of arrangements. Southern Standard (McMinnville, Tenn.) March 23, 2018



'In God We Trust' bill heads to Haslam

NASHVILLE (AP) — Tennessee lawmakers have passed a bill to require public schools to prominently display the national motto,

"In God We Trust." It would take effect immediately if Republican Gov. Bill Haslam signs it. The legislation passed the Senate unanimously and cleared the House in an 81-8 vote, with both chambers con-

trolled by Republicans.

The measure requires schools to display the motto in a prominent location, either as a plaque, artwork, or in some other form.

Whether this motto represents an unconstitutional government endorsement of religion is a question that has invited legal challenges in other states with similar laws.

But the bill's sponsor, Republican Rep. Susan Lynn, says the bill shouldn't bother "faithless people"

and "people of other faiths" because it's the motto of the country.

"Our national motto and founding documents are the cornerstone of freedom and we should teach our children about these things," Lynn said.

Haslam said he'll look at the legislation when it hits his desk, but added that "at the end of the day, I've never been one that thought that having a motto somewhere changes a lot of people's thoughts."

Weather postpones bridge demolition

BY LISA HOBBS Reporter for the Southern Standard (McMinnville, Tennessee)

A concrete pedestrian bridge at Warren County Middle School was spared from destruction until summer due to spring weather being less than desirable.

Upland Design Group architect Allen Hill, who reported to Warren County School Board members last week that the bridge would come down during the school's spring break, says weather changed those plans.

"I spoke with the con-

tractor and he decided to hold off on demolishing the concrete walkway due to the weather we've been having," said Hill. "He doesn't believe he can get the work complete before school resumes Monday. Because of that, he's decided to wait until summer break to do that portion of the work."

Work, which also includes renovation of the two remaining bridges furthest from the football field, is being done by Midwest Maintenance at a cost of \$98,750.

High's Inc. 24 Hour Obituary Information 473-8585 For Other Information or Service 473-2137 www.highfuneralhome.com

McMinnville Funeral Home OBITUARY LINE 473-5700 mcminnvillefuneralhome.net 117 Underwood Rd. 473-6606

COMMUNITY GREETING SERVICE® would like to say... "Welcome to McMinnville!" •EST.1946• Are you a newcomer to the Warren County area? A representative of CGS and many local businesses would like to personally welcome you. We need to schedule a short visit with you and bring lots of gifts, coupons and discount cards. It's our way of saying "We are glad you moved to McMinnville!" For More Information Call Our Community Greeting Service Representative Garry McBride 931-260-3328

Margaret Ann Wilcher THE FAMILY OF Margaret Ann Wilcher would like to thank everyone for the food, Bible donations, and kind words of sympathy. Margaret will be sadly missed but warmly remembered in our hearts. 2 Tim. 4:7