

WASHINGTON COUNTY, TENNESSEE BOARD OF COUNTY COMMISSIONERS

RESOLUTION NO. 25-06-06

RESOLUTION APPROVING AND AUTHORIZING \$50,000.00 IN FUNDING TO SUPPORT UPDATED MARKETING PLAN DESIGNED TO PROMOTE WASHINGTON COUNTY TOURISM AND AMENDING FISCAL YEAR BUDGET 2025-2026

WHEREAS, The Washington County Board of County Commissioners appreciates tourism and the economic benefits it brings to Washington County through sales tax revenues and employment opportunities via local businesses; and

WHEREAS, Resolution 24-04-07-A approved a county hotel/motel tax and a short-term rental tax to provide revenue to further contribute to the growth and development of tourism throughout the county; and

WHEREAS, Alicia Phelps, (Northeast Tennessee Tourism Association (NETTA)), Brenda Whitson (Johnson City Convention and Visitors Bureau), and Cameo Waters (Tourism and Main Street Director for the Town of Jonesborough) introduced a revised Marketing plan (Exhibit A), aimed at enhancing the promotion of Washington County tourism; and

WHEREAS, A request for \$50,000.00 in funding was made to assist with Calendar Year Quarter 3/FY26 Quarter 1 of the Washington County Marketing Outline, in addition to the \$10,000.00 in funding already appropriated to NETTA; and

WHEREAS, NETTA requests the following amendments to Fiscal Year Budget 2025-2026 in addition to the :

1. Increase \$50,000.00 to expense line item 101-58110-316-808 (Tourism- Contributions);
2. Decrease \$50,000.00 from expense line item 101-58110-399-080 (Tourism-Other Contracted Services-Hotel Motel Tax); and

WHEREAS, the CIA Committee at its June 5, 2025 meeting recommended consideration and approval of this request; and

WHEREAS, the Budget Committee at its June 11, 2025 meeting recommended consideration and approval of this request to the Board of County Commissioners; now therefore

BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF WASHINGTON COUNTY, TENNESSEE THAT:

SECTION 1. The Washington County Commission hereby commits to

providing funding for the revised Marketing plan (Exhibit A), aimed at enhancing the promotion of Washington County in FY26.

SECTION 2. Fiscal Year Budget 2025-2026 is amended to:

1. Increase \$50,000.00 to expense line item 101-58110-316-808 (Tourism- Contributions).
2. Decrease \$50,000.00 from expense line item 101-58110-399-080 (Tourism-Other Contracted Services-Hotel Motel Tax).

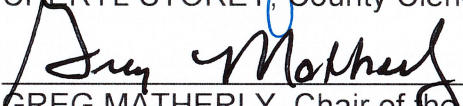
SECTION 3. This Resolution shall take effect from and after the date on which it is approved by the County Mayor or as indicated by certification of the County Clerk, as hereinafter set forth.

Introduced by Commissioner: *Wexler*
Seconded by Commissioner: *England*
Commissioners Voting FOR: *Tucker, Fitzgerald, Edens, Davenport, Matherly, England, Malone, Tomita, Jones, Wexler, Huffine, Wheeler, Carder*
Commissioners Voting AGAINST: *Johnson*
Commissioners Abstaining: *None*
Commissioners Absent: *Stout*

ADOPTED BY THE COUNTY LEGISLATIVE BODY, in session duly assembled, on this the 23rd day of June, 2025.



CHERYL STOREY, County Clerk



GREG MATHERLY, Chair of the Board

REFERRED to County Mayor this the 25 day of June 2025.



CHERYL STOREY, County Clerk

APPROVED by County Mayor on this the 25 day of June 2025.

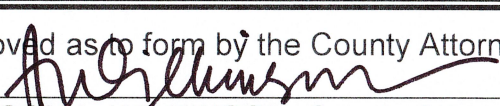


WILLIAM J. GRANDY, County Mayor

The County Mayor having declined to approve this Resolution, the same became effective on the ___ day of _____ 2025, pursuant to Tennessee Code Annotated § 5-6-107(b)(5).

CHERYL STOREY, County Clerk

Approved as to form by the County Attorney this 24th day of June 2025.



ALLYSON L. WILKINSON, County Attorney

Washington County

MARKETING OUTLINE

Quarterly

OVERVIEW

| Quarter 3 | Quarter 4 | Quarter 1 | Quarter 2 |
|---|---|---|---|
|  <p>Fall Inspiration and Festival Fun</p> |  <p>Asset Development and Holiday Magic</p> |  <p>Relax and Inspire Big Event Vibes</p> |  <p>Family, Food, and Mountain Music</p> |
| <p>COMBINED FOCUS MLB Speedway Classic Fall Break / Leaf Looking Southern Dozen Rides</p> | <p>COMBINED FOCUS Fall Foliage Photo/Video Shoot Holiday Trip Ideas Holiday Events</p> | <p>COMBINED FOCUS Off the Grid Stays NCAA March Madness St. Paddy's Festival</p> | <p>COMBINED FOCUS Adventure Junction Foodie Delights Music & Culture</p> |
| CITY SPECIFIC | CITY SPECIFIC | CITY SPECIFIC | CITY SPECIFIC |
| National Storytelling Festival Meet the Mountains Festival College Baseball | Christmas in Olde Jonesborough Candy Land Christmas Shadrack's Christmas Wonderland | Chocolate Fest St. Paddy's Day Celebration Big South Basketball Championships | Hands On!, Bright's Zoo, Railroad Museum The Jackson Theatre ArtStruck |
| ESTIMATED SPEND \$50,000 | ESTIMATED SPEND \$50,000 | ESTIMATED SPEND \$50,000 | ESTIMATED SPEND \$50,000 |

Ongoing initiatives collaboratively focused on destination development, tourism enhancement, and tourism marketing with dedicated support for both Johnson City and Jonesborough to implement strategies that best suit their unique strengths.

Resolution 25-06-06
Exhibit A

In collaboration



ONGOING INITIATIVES

| | |
|--|--|
| <p>Content Creators</p> <p>FOCUS AREA Travel Inspiration & Experiences QUARTERLY SPEND \$2,000</p> | <p>CONTENT TYPE Social Media</p> |
| <p>New Destinations</p> <p>FOCUS AREA New Destinations QUARTERLY SPEND \$5,000</p> | <p>CONTENT TYPE Geofence, Social Media</p> |
| <p>Foothill Destinations</p> <p>FOCUS AREA More Time... Smokies and AVL markets QUARTERLY SPEND \$5,000</p> | <p>CONTENT TYPE Geofence, Social Media, Billboards</p> |
| <p>Awareness</p> <p>FOCUS AREA Experience Your Way QUARTERLY SPEND \$5,000</p> | <p>CONTENT TYPE Geofence, Social Media, Stream</p> |
| <p>Public Relations</p> <p>FOCUS AREA Impact of Tourism Local and TN statewide</p> | <p>CONTENT TYPE Print, Digital ANNUAL SPEND \$10,000</p> |
| <p>Enhancement Grants</p> <p>FOCUS AREA Non-Reoccurring Grants for Businesses and Events</p> | <p>ANNUAL SPEND 10% of Collected Taxes</p> |

TRANSFORMATIVE & ATTAINABLE

| | | |
|--|-------------------------------|-------------------|
| <p>BIG DREAMS BIG WINS</p> <p>TRAIN TRAIL</p> | <p>FRONTIER TRAIL</p> | <p>BREW TRAIL</p> |
| <p>SPORTS DEVELOPMENT</p> | <p>JONESBOROUGH ARTS FEST</p> | |