

**WASHINGTON COUNTY, TENNESSEE
BOARD OF COUNTY COMMISSIONERS**

RESOLUTION NO. 25-09-09

***RESOLUTION APPROVING AND AUTHORIZING \$55,000.00 IN
FUNDING TO SUPPORT UPDATED MARKETING PLAN DESIGNED
TO PROMOTE WASHINGTON COUNTY TOURISM AND AMENDING
FY26 BUDGET***

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 \$55,000.00 in funding was made to assist with Calendar Year Quarter 4/FY26 Quarter 2 of the Washington County Marketing Outline, in addition to the prior quarterly funding and 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 \$55,000.00 to expense line item 101-58110-316-808 (Tourism- Contributions);
2. Decrease \$55,000.00 from expense line item 101-58110-399-808 (Tourism-Other Contracted Services); and

WHEREAS, the CIA Committee at its September 4, 2025 meeting recommended consideration and approval of this request; and

WHEREAS, the Budget Committee at its September 10, 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 Calendar Year Quarter 4/FY26 Quarter 2.

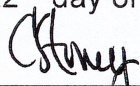
SECTION 2. Fiscal Year Budget 2025-2026 is amended to:

1. Increase \$55,000.00 to expense line item 101-58110-316-808 (Tourism- Contributions).
2. Decrease \$55,000.00 from expense line item 101-58110-399-808 (Tourism-Other Contracted Services).

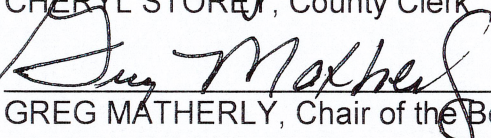
SECTION 3. This Resolution shall take effect from and after the date on which it is approved by the County Mayor or as indicated by certification of the County Clerk, as hereinafter set forth.

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

ADOPTED BY THE COUNTY LEGISLATIVE BODY, in session duly assembled, on this the 22nd day of September, 2025.

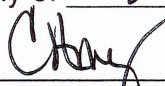


CHERYL STOREY, County Clerk



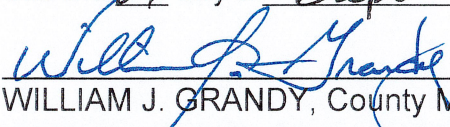
GREG MATHERLY, Chair of the Board

REFERRED to County Mayor this the 26th day of Sept 2025.



CHERYL STOREY, County Clerk

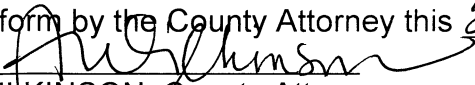
APPROVED by County Mayor on this the 26 day of Sept 2025.



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 September 2025.

ALLYSON L. WILKINSON, County Attorney

Washington County MARKETING OUTLINE

2025-2026 Quarterly

Resolution 25-09-09
Exhibit A

In collaboration



OVERVIEW

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

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.

ONGOING INITIATIVES

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

TRAIN TRAIL FRONTIER TRAIL
SPORTS DEVELOPMENT JONESBOROUGH ARTS FEST
BREW TRAIL