

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

RESOLUTION NO. 25-12-02

***RESOLUTION APPROVING AND AUTHORIZING \$75,000.00 IN
FUNDING TO SUPPORT VISIT JOHNSON CITY- BIG SOUTH
CONFERENCE BASKETBALL CHAMPIONSHIPS 2027 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, Brenda Whitson, on behalf of Visit Johnson City, requested an additional \$75,000.00 to support funding for the 2027 Big South Conference Basketball Championships (Exhibit A), contingent upon the execution of an agreement with the Big South Conference to host the event in Johnson City, Tennessee; and

WHEREAS, The Washington County Board of County Commissioners recognizes the likelihood of a multi-year agreement and expresses here and intention to allocate future hotel/motel tax revenues to contribute to funding this worthwhile tourism project; and

WHEREAS, Visit Johnson City requests the following amendments to Fiscal Year Budget 2025-2026 to fund year one of the 2027 Big South Conference Basketball Championships:

1. Increase \$75,000.00 to expense line item 101-58110-316-808 (Tourism- Contributions);
2. Decrease \$75,000.00 from expense line item 101-58110-399-808 (Tourism-Other Contracted Services); and

WHEREAS, the CIA Committee at its December 3, 2025 meeting recommended consideration and approval of this request, contingent upon Visit Johnson City executing a 3 to 5-year contract with the Big South Conference; and

WHEREAS, the Budget Committee at its December 4, 2025 meeting recommended consideration and approval of this request to the Board of County Commissioners, contingent upon Visit Johnson City executing a 3 to 5-year contract with the Big South Conference; 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 to Visit Johnson City to support the 2027 Big South Conference Basketball Championships, contingent upon Visit Johnson City executing a contract with the Big South Conference to host the event in Johnson City, Tennessee for a minimum of 3 additional years:

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

1. Increase \$75,000.00 to expense line item 101-58110-316-808 (Tourism- Contributions).
2. Decrease \$75,000.00 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: *England*

Commissioners Voting FOR: *Tucker, Johnson, Fitzgerald, Edens, Davenport, Matherly, England, Malone, Stout, Tomita, Jones, Wexler, Huffine, Wheeler, Carder*

Commissioners Voting AGAINST: *None*

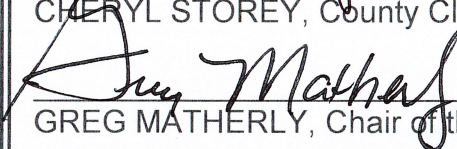
Commissioners Abstaining: *None*

Commissioners Absent: *None*

ADOPTED BY THE COUNTY LEGISLATIVE BODY, in session duly assembled, on this the 15th day of December, 2025.



CHERYL STOREY, County Clerk



GREG MATHERLY, Chair of the Board

REFERRED to County Mayor this the 14 day of Dec. 2025.



CHERYL STOREY, County Clerk

APPROVED by County Mayor on this the 17 day of December 2025.

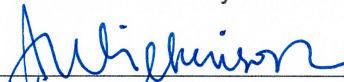


WILLIAM J. GRANDY, County Mayor

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 16th day of December 2025.



ALLYSON L. WILKINSON, County Attorney

2025 BIG SOUTH BASKETBALL CHAMPIONSHIPS ECONOMIC IMPACT

*estimates provided by Destinations International Event Impact Calculator

\$5.83 MILLION*

DIRECT VISITOR SPENDING

55.9% MORE THAN ALL ALL VISIT JC SPORTS EVENTS IN 2024

\$311,352*

DIRECT TAXES

11,965*

ROOM NIGHT DEMAND

\$1.9 MILLION*

LODGING SPENDING

76.1% MARCH HOTEL OCC.

19.1% INCREASE FROM 2024

77

MEDIA STORIES

20.2+ MILLION

IMPRESSIONS

\$288K

EARNED MEDIA VALUE

BACK TO BACK

SPORTSCENTER TOP 10 APPEARANCES

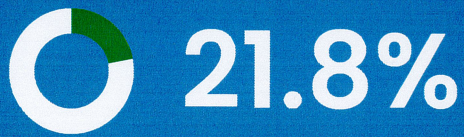
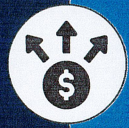


GOOD MORNING AMERICA

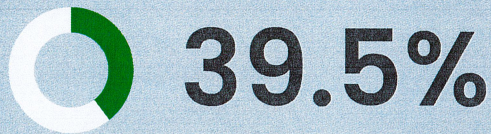
FEATURED STORY

SPEND/MOVEMENT DATA

Source: Zartico Spend/Geolocation Data



Increase in Total Visitor Spend
(compared to preceding 4 weeks)



Increase in Retail Spend
(compared to preceding 4 weeks)



Increase in Restaurant Spend
(compared to preceding 4 weeks)

EDUCATION DAY

SPEAKER SERIES + COLLEGE FAIR



1,556 Students in Attendance



5 High Schools Participated



10 Colleges and Universities Represented

