

WASHINGTON COUNTY, TENNESSEE BOARD OF COUNTY COMMISSIONERS

RESOLUTION NO. 25-12-01

RESOLUTION APPROVING AND AUTHORIZING \$110,000.00 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 (Visit Johnson City), and Cameo Waters (Tourism and Main Street Director for the Town of Jonesborough) provided a Marketing plan (Exhibit A), aimed at enhancing the promotion of Washington County tourism; and

WHEREAS, A request for \$110,000.00 in funding was made to assist with the remainder of Fiscal Year FY26 Quarters 3 and 4 of the Washington County Marketing Outline; and

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

1. Increase \$110,000.00 to expense line item 101-58110-316-808 (Tourism- Contributions);
2. Decrease \$110,000.00 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; and

WHEREAS, the Budget Committee at its December 4, 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 to assist with the remainder of Calendar Year FY26 Quarters 3 and

4 of the Washington County Marketing Outline (Exhibit A).

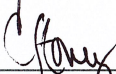
SECTION 2. Fiscal Year Budget 2025-2026 is amended to:

1. Increase \$110,000.00 to expense line item 101-58110-316-808 (Tourism- Contributions);
2. Decrease \$110,000.00 from expense line item 101-58110-399-808 (Tourism-Other Contracted Services); and

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: *Huffine*
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.

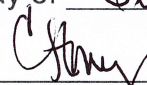


 CHERYL STOREY, County Clerk



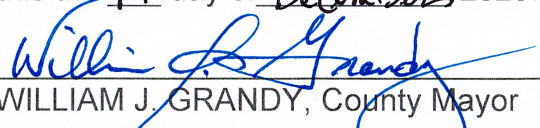
 GREG MATHERLY, Chair of the Board

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.

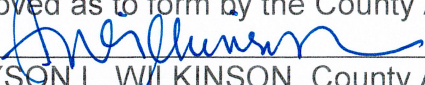


 WILLIAM J. GRANDY, County Mayor

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

Washington County MARKETING OUTLINE

2025-2026 Quarterly

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 Oldie 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, Jonesborough City and Jonesborough to implement strategies that best suit their unique strengths.

In collaboration



ONGOING INITIATIVES

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

TRANSFORMATIVE & ATTAINABLE

BIG DREAMS BIG WINS

TRAIN TRAIL FRONTIER TRAIL BREW TRAIL
 SPORTS DEVELOPMENT JONESBOROUGH ARTS FEST