



Waycross Convention & Visitors Bureau Authority
Agenda
Thursday, April 24, 2025
10:00 a.m.

1. Call to order William Clark – Chair

2. Minutes & Financial Review Approval

3. Partner Updates
 - City of Waycross
 - Coastal Pines Technical College
 - Downtown Waycross Development Authority
 - Historical Society
 - Hotel Representatives
 - Laura S. Walker State Park/Friends of Laura Walker
 - Okefenokee Heritage Center
 - Okefenokee National Wildlife Refuge
 - Okefenokee Partnership
 - Okefenokee Swamp Park
 - South Georgia State College
 - Southern Forest World
 - Swampfest
 - Tracking the X
 - Trembling Earth Recreational Department
 - Waycross Area Theatre
 - Waycross-Ware County Chamber of Commerce
 - Waycross-Ware County Development Authority
 - World Heritage Site

4. Old Business
 - a. WCVB Strategic/Budget Meeting Options
 - b. Billboards
 - c. WCVB App

5. New Business
 - a. Fuse Sponsorship

6. Adjournment



WCVB March 27, 2025 – Minutes

Meeting called to order by Chair William Clark at 10 a.m.

Board approved February 2025 minutes and February 2025 financial report

Community Updates:

City of Waycross
Coastal Pines Technical College
Historical Society
Hotel Representative
Okefenokee Heritage Center
Okefenokee National Wildlife Refuge
Okefenokee Partnership
Okefenokee Swamp Park
Southern Forest World
Swampfest
Trembling Earth
Waycross-Ware County Chamber of Commerce

Old Business

- Process of updating a modernizing WCVB Bylaws to reflect the reality of current operations. Motion to approve Rena Vining seconded by Reba Smith. Board approved.

New Business

- Hope House sponsorship request for flag football benefit tournament to help cover costs for a new facility. The board discussed and recommended that we sponsor the event in the amount of \$750. The motion to sponsor in the amount of \$750 was made by Patrick Simmons and seconded by Eunice Dixon. Board approved.
- Proposed a budget meeting for Tuesday, April 8, 2025.
- Okefenokee Heritage Center requested a sponsorship to execute and advertise the Okefenokee Folk Festival. The board discussed and recommended that we sponsor the event in the amount of \$1,500. The motion to sponsor in the amount of \$1,500 was made by Dr. William Clark and seconded by Eunice Dixon. Board approved.
- Meeting adjourned at 10:59 a.m.

Board members present:

Patrick Simmons
Eunice Dixon
Rena Vining
Dr. William Clark
Reba Smith

City Of Waycross Financial Report

Statement of Revenue and Expenditures

Fiscal Year 2025 - For the Nine Months Ended March 31, 2025

Percentage of the Year - 75.00%

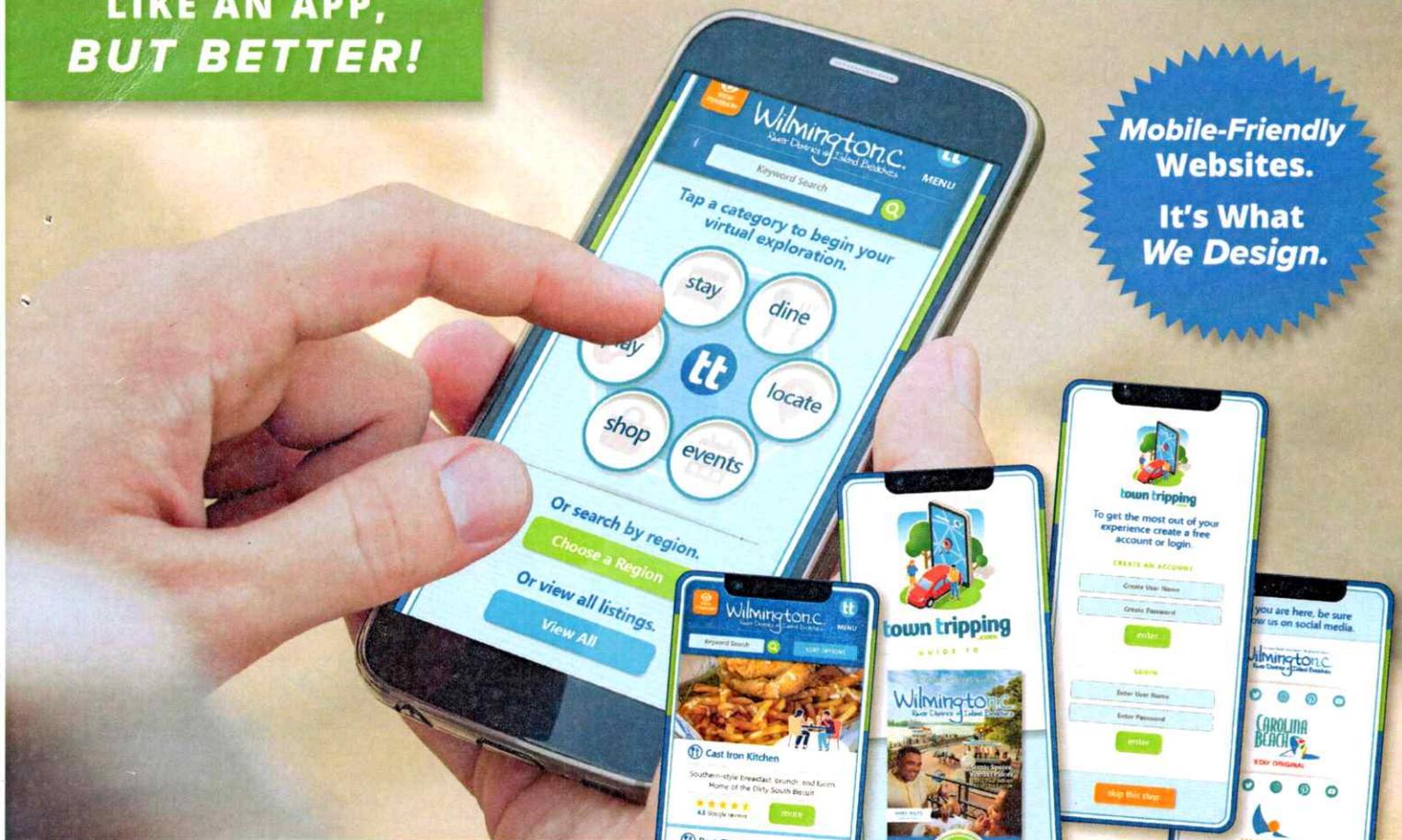
Hotel/Motel Revenue

| Month | FY-20 | FY-21 | FY-22 | FY-23 | FY-24 | FY-25 |
|---------------------------|-------------------|--------------------|-------------------|-------------------|-------------------|---------------------|
| July | 38,186.73 | 27,521.01 | 40,478.06 | 43,519.85 | 46,442.10 | 41,847.06 |
| August | 35,147.24 | 34,017.34 | 40,362.12 | 44,039.35 | 46,473.92 | 43,567.55 |
| September | 38,012.20 | 27,930.96 | 35,053.03 | 46,186.32 | 41,943.45 | 44,692.26 |
| October | 37,738.86 | 28,908.98 | 37,645.76 | 42,564.97 | 47,339.66 | 44,371.98 |
| November | 37,722.16 | 23,663.84 | 39,684.31 | 47,522.17 | 51,092.25 | 71,003.30 |
| December | 36,346.83 | 32,639.20 | 40,838.60 | 47,575.47 | 41,660.66 | 79,456.38 |
| January | 31,359.51 | 20,584.19 | 33,148.36 | 32,665.52 | 35,194.41 | 54,071.40 |
| February | 32,716.39 | 24,722.89 | 35,536.14 | 37,041.95 | 39,377.82 | 49,120.28 |
| March | 37,497.04 | 31,922.28 | 40,313.47 | 43,104.46 | 40,416.52 | 47,482.51 |
| April | 38,114.75 | 36,627.79 | 48,652.79 | 55,312.37 | 51,482.42 | |
| May | 20,534.18 | 38,973.76 | 50,196.39 | 48,712.30 | 51,628.68 | |
| June | 25,738.81 | 40,631.99 | 46,548.52 | 50,958.14 | 43,334.57 | |
| TOTAL | 409,114.70 | 368,144.23 | 488,457.55 | 539,202.87 | 536,386.46 | 475,612.72 |
| URRENT YEAR BUDGET | 362,000.00 | 402,000.00 | 420,000.00 | 475,000.00 | 511,674.00 | 596,000.00 |
| DIFFERENCE | 47,114.70 | (33,855.77) | 68,457.55 | 64,202.87 | 24,712.46 | (120,387.28) |
| Tourism Portion | 163,645.88 | 147,257.69 | 195,383.02 | 215,681.15 | 214,554.58 | 190,245.09 |
| General Fund Portion | 245,468.82 | 220,886.54 | 293,074.53 | 323,521.72 | 321,831.88 | 285,367.63 |

| Revenues | Budget | Received | Monthly | % | Expenditures | Budget | Expended | Monthly | % |
|------------------------|-------------------|-------------------|------------------|--------------|---------------------|-------------------|-------------------|------------------|--------------|
| Hotel/Motel Revenue | 530,000.00 | 425,905.20 | 42,316.51 | 80.4% | Personal Services | 88,014.00 | 84,635.28 | 8,692.88 | 96.2% |
| Hotel/Motel via Intern | 40,000.00 | 46,267.16 | 5,166.00 | 115.7% | Maint/Tech Service | 3,000.00 | 32.97 | 32.97 | 0.0% |
| Fund Balance | - | - | - | 0.0% | Liability Insurance | 2,760.00 | 2,070.00 | 230.00 | 75.0% |
| TOURISM | 26,000.00 | 4,640.36 | - | 17.8% | Advertising | 77,226.00 | 57,611.17 | 12,975.31 | 74.6% |
| | | | | | Business Travel | 4,500.00 | 390.48 | - | 8.7% |
| | | | | | Business Training | 4,500.00 | 2,064.40 | 599.00 | 45.9% |
| | | | | | Promotional Items | 15,000.00 | 8,376.30 | - | 55.8% |
| | | | | | General Operating | 4,000.00 | 2,822.10 | | 70.6% |
| | | | | | TCT Projects | 40,000.00 | 40,043.94 | 250.00 | 100.1% |
| | | | | | General Fund Reim. | 357,000.00 | 288,253.41 | 28,489.51 | 80.7% |
| TOTAL | 596,000.00 | 476,812.72 | 47,482.51 | 80.0% | TOTAL | 596,000.00 | 486,300.05 | 51,269.67 | 81.6% |

**LIKE AN APP,
BUT BETTER!**

**Mobile-Friendly
Websites.
It's What
We Design.**



PROJECT DESCRIPTION:

Town Trippin' is a website that can pull Visitor Guide information directly into a mobile-friendly website, avoiding the need for a flipbook as well as avoiding the need to download an app.

KEY CHALLENGES:

The Wilmington Convention & Visitors Bureau approached 365° Total Marketing about designing this website. The challenge was designing a mobile-friendly site that would pull content from the paper visitor guide. The site needed to operate similar to an app without the need to download an app.

CRITICAL INSIGHTS

- ▶ The entire site needed to be mobile-friendly.
- ▶ The site needed to load into mobile phones with the look of an app, but without the hassle of downloading an app.

RESULTS

365° Total Marketing designed the site complete with all the features requested by the client.



CONTACT CINDY BAILEY

Phone : 404.550.7232

Email : cindy@365degreetotalmarketing.com

Web : 365degreetotalmarketing.com



P.O. Box 20568
St. Simons Island, GA 31522
912-638-0780



April 17, 2025

Erika Washington
FUSE Community Group
912-614-4378

Waycross Convention and Visitors Bureau
Attn: Patrick Simmons
417 Pendleton Street
Waycross, GA 31501

Dear City of Waycross Team,

On behalf of FUSE (Families United to Support and Empower), I'm reaching out to request your support for our upcoming Daddy Daughter Dance: **A Night Under the Stars**, taking place on **May 31, 2025**.

This event celebrates the bond between fathers (or father figures) and daughters, creating a night full of joy, memories, and community connection. Our goal is to make it inclusive and meaningful for all families in Waycross and the surrounding areas. As part of our effort, we'd love your help with **advertising support** in the amount of \$500, to make sure all families who would benefit from this event know about it.

We're also putting together small **swag bags** as keepsakes for each daughter in attendance. If there's any way the City of Waycross can assist—whether with promotional resources, contributions toward swag bag items, or general community outreach—we would be so grateful!

FUSE is committed to building stronger families and deeper community ties through events like this. Your support would mean the world to us and the families we serve.

Thank you for considering our request. I would be happy to follow up in person or by phone to provide more details and discuss how we can partner together.

Warm regards,
Erika Washington
Community Outreach Coordinator, FUSE

fuse2fuel@gmail.com

Waycross

Opportunity in every direction.



Hosted by:
Commissioner Alvin Nelson



Community Economic Development Forum

Wednesday, April 23, 2025; 5:30 p.m.
Stephens Venue

773 Ossie Davis Parkway; Waycross, Georgia

Come hear from local leaders about economic development opportunities and growth in our community. Learn about current projects, upcoming initiatives and get your questions answered during this engaging discussion.

