



Waycross Convention & Visitors Bureau Authority
Agenda
Thursday, March 27, 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. Bylaws Approval
5. New Business
 - a. Hope House Flag Football Tournament
 - b. Community Calendars
 - c. WCVB Strategic/Budget Meeting Options
6. Adjournment



WCVB February 27, 2025 – Minutes

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

Board approved January 2025 minutes and January 2025 financial report by general consent.

Faythe Hall gave an overview of the work of the Okefenokee Partnership.

Community Updates:

Okefenokee Partnership
Okefenokee Heritage Center
Okefenokee Swamp Park
Southern Forest World
Swampfest
Trembling Earth
Waycross Area Theatre
Chamber of Commerce
Waycross-Ware County Development Authority
Exchange Club

Old Business

- Gave an update on the increasing the hotel/motel tax increase discussion. The City Commission was not able to vote due to the lack of a quorum.

New Business

- Process of updating a modernizing WCVB Bylaws to reflect the reality of current operations.
- Okefenokee Partnership meeting invitation going out for the March 13, 2025 meeting.
- Southern Forest World sponsorship request for Naval Museum at Laura S. Walker. The organization requested financial assistance to help cover transportation and set up costs. The board discussed and recommended that we sponsor the event in the amount of \$1,000. The motion to sponsor in the amount of \$1,000 was made by Eunice Dixon and seconded by Reba Smith. Board approved.
- Meeting adjourned at 10:56 a.m.

Board members present:

Patrick Simmons
Clint Bowman
Eunice Dixon
Rena Vining
Dr. William Clark

City Of Waycross Financial Report
Statement of Revenue and Expenditures
Fiscal Year 2025 - For the Eight Months Ended February 28, 2025
Percentage of the Year - 66.66 %

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	
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	428,130.21
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	(167,869.79)
Tourism Portion	163,645.88	147,257.69	195,383.02	215,681.15	214,554.58	171,252.08
General Fund Portion	245,468.82	220,886.54	293,074.53	323,521.72	321,831.88	256,878.13

Revenues	Budget	Received	Monthly	%	Expenditures	Budget	Expended	Monthly	%
Hotel/Motel Revenue	530,000.00	383,588.69	43,492.28	72.4%	Personal Services	88,014.00	75,942.40	7,457.46	86.3%
Hotel/Motel via Interne	40,000.00	41,101.16	5,628.00	102.8%	Maint/Tech Service	3,000.00	-	-	0.0%
Fund Balance	-	-	-	0.0%	Liability Insurance	2,760.00	1,840.00	230.00	66.7%
TOURISM	26,000.00	4,640.36	-	17.8%	Advertising	77,226.00	44,635.86	4,577.54	57.8%
					Business Travel	4,500.00	390.48	390.48	8.7%
					Business Training	4,500.00	1,465.40	385.41	32.6%
					Promotional Items	15,000.00	8,376.30	791.82	55.8%
					General Operating	4,000.00	2,822.10	32.17	70.6%
					TCT Projects	40,000.00	39,793.94	-	99.5%
					General Fund Reim.	357,000.00	259,763.90	29,472.16	72.8%
TOTAL	596,000.00	429,330.21	49,120.28	72.0%	TOTAL	596,000.00	435,030.38	43,337.04	73.0%

Board Strategic Budget Planning Options. Choose all that works with your schedule.

Name: _____

Saturday, March 22:

- 9am-1pm
- 10-2pm
- 11-3pm
- 12-4pm
- 1-5pm
- 2-6pm

Sunday, March 23

- 1-5pm
- 2-6pm

Thursday, March 27:

- 4-8pm
- 5-9pm

Saturday, March 29:

- 9am-1pm
- 10-2pm
- 11-3pm
- 12-4pm
- 1-5pm
- 2-6pm
- 3-7pm

Sunday, March 30:

- 1-5pm
- 2-6pm
- 3-7pm

Tuesday, April 1:

- 2-6pm
- 3-7pm
- 4-8pm

Sunday, April 6:

- 1-5pm
- 2-6pm
- 3-7pm

Tuesday, April 9:

- 8am-noon
- 9am-1
- 10-2
- 11-3pm
- 12-4pm
- 1-5pm

2025 HOPE HOUSE
**FLAG FOOTBALL
TOURNAMENT**



MAY 10, 2025
8AM - until

7-ON 7
(12 player roster limit)

📍 **TREMBLING EARTH COMPLEX**
FREE GENERAL ADMISSION

TEAM ADMISSION \$400

EARLY REGISTRATION ENDS APRIL 11TH
(will include team shirts)

TEAM REGISTRATION ENDS MAY 2ND

CONTACT WILL HUTTO
phone: (912)281-7526
email: williamhutto81@gmail.com

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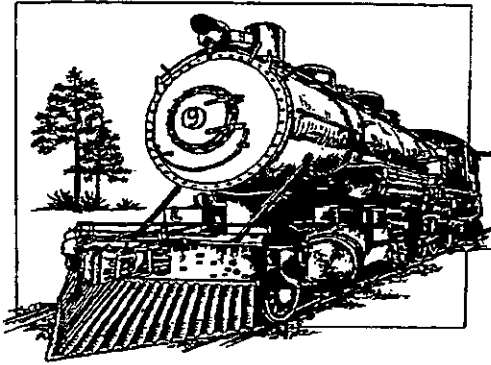

Reformed Products

 ellianos fresh roasted

 Clayton homes

 Satilla Supplies





OKEFENOKEE

HERITAGE CENTER, INC.

1460 N. Augusta Ave. Waycross, GA 31503

912-285-4260 okeheritage@gmail.com

March 24, 2025

Waycross Convention and Visitors Bureau
Patrick Simmons, Executive Director
417 Pendleton Street
Waycross, GA 31501

Dear Patrick,

The Okefenokee Heritage Center would like to announce the 2nd Annual Okefenokee Folk Festival and Sue Clark Day, Saturday, May 3, 2025, 10am – 3pm at the Okefenokee Heritage Center.

OHC History Guild Chair, Chris “Turtleman” Adams will once again head up a group of reenactors to present a “Historic Village” around the Hilliard House and at various locations around the OHC campus. We will have basket weaving, soap making and more. There will be entertainment on the depot stage as well as other locations around the campus. The Warehouse will become an Okefenokee Art Expo spotlighting local artists vying for a spot in the Reimagine Traveling Art Exhibit coming to OHC in May.

This year we are partnering with WayGreen and the Local Fare Market. We feel this will be an increased benefit to both groups and add to the overall festive feel of the event.

On behalf of the Board of Trustees at the Okefenokee Heritage Center, I would like to formally request a \$1,500.00 sponsorship of our 2nd Annual Okefenokee Folk Festival. These funds will be used to help execute and advertise our event. All contributions to our mission help us serve our community and fulfill our annual goals. Thank you for your continued support and confidence in the Okefenokee Heritage Center.

Sincerely,

Carla Cornett
Executive Director
Okefenokee Heritage Center