

Franklin Tourism Development Authority

Agenda

July 13, 2026

5:30 p.m.

- 1.) **Call to Order – Amie Owens, Town Manager**
- 2.) **Welcome and Introduction of New Members** **Pages 2 - 4**
- 3.) **Approval of the June 8, 2026 regular meeting minutes** **Pages 5 - 11**
- 4.) **Financial Reports – ending May 31, 2026** **Pages 12 - 15**
- 5.) **New Business**
 - A.) **Follow Up Report from Sweet Carolina Music Festival** **Pages 16 - 25**
 - B.) **Vote on Application – 80’s Flashback Weekend**
Friday, July 31 and Saturday, August 1, 2026
Requested Amount - \$7,500 **Pages 26 - 31**
 - C.) **Vote on Application – Come Together Recovery Festival**
Friday, September 25, 2026 - 2:00 p.m. until 8:30 p.m.
Requested Amount - \$1,000 **Pages 32 - 42**
- 6.) **Items from the Board**
 - A.) **Marketing Report – Stewart Communications** **Page 43**
 - B.) **Report from TDA Subcommittee and recommendations to Town Council** **Pages 44 – 56**
 - C.) **Resolution from Town Council – Attendance to Meetings** **Pages 57 – 59**
 - D.) **Contact information for TDA Membership FY 2026-2027** **Page 60 - 61**
- 7.) **Announcements:**
 - A.) **The next regularly scheduled TDA meeting is Monday, August 10, 2026, at 5:30 p.m. in the Town Hall Board Room.**
- 8.) **Adjourn**



Agenda Item – Tourism Development Authority

Meeting Date: July 13, 2026

Agenda Item #: 2

Department/Agency: TDA Board

Subject Matter: Welcome and Introduction of New TDA Board Members

The Town Council appointed two new members to the TDA Board at their July 6, 2026 meeting – Steve Crabtree and Daniel Lawton. Rob Reale was also reappointed. The applications are attached.

Suggested Motion: Received for information.

Attachments: Yes X No

Action Taken: _____



TOWN OF FRANKLIN, NORTH CAROLINA

Application for Appointment to Boards/Authorities

Please return to the Town Clerk's office Attn: Nicole Bradley

95 East Main Street, P.O. Box 1479, Franklin, NC 28744

(828) 524-2516

nbradley@franklinnc.com

Additional Pages and/or a resume may be attached but is not required

NAME Steve Crabtree
STREET ADDRESS 2644 Patton Road
MAILING ADDRESS Franklin, NC 28734
PHONE 828-226-1954
E-MAIL skcrab7@frontier.com

Please consider me for appointment to the following board(s) or authorities

- ☐ Alcoholic Beverage Control Board
☐ Planning Board/Board of Adjustment
☒ Franklin Tourism Development Authority

I am interested in serving on this board or authority because: Being a business owner in downtown Franklin, I have a vested interest in the welfare and prosperity of our town and county. I believe that we are mainly a tourism-based economy and our economy benefits when we help to develop more and better tourism.

I have experience/expertise in the following areas and/or have served on the following board or authority:

Worked in the food service industry for over 50 years. Business owner (Motor Company Grill, Crabtree General Store)
Worked with family to originate, organize and run the annual Ruby Drop on New Year's Eve. AA Degree from Southwestern CC, BS in Business Administration (Entrepreneurship). Served on numerous boards at church, Teen

Challenge of the Smokies and President of the Franklin HS Athletic Booster Club when my sons were in HS.
I feel that I can contribute the following to this board or authority. My past work experience has been mainly in management. I approach projects with an open mind and have the flexibility to change direction quickly in order to complete projects. I love to be creative in exploring new, unique ideas making things happen.

Tell us about yourself and your background: Ingles Supermarkets: 1973-1996 (bagboy, store mgr, district mgr, Director of Training), Bunzl Distribution: 1996-2024 (Salesman with \$40 million in sales). Education listed above.
Business owner. Husband (married 45 years). Father to 3 wonderful sons. Grandfather to 7 precious grandchildren.

If a vacancy exists and I qualify for appointment, I will be contacted for my permission to the appointment. If I am chosen, I will faithfully execute my duty on the selected board or authority.

Steve Crabtree
Signature

June 25, 2026
Date

Upon appointment to a Board/Committee, the information contained herein becomes a matter of public record per NCGS 132-1
Return Application to Town Clerk's Office



TOWN OF FRANKLIN, NORTH CAROLINA

Application for Appointment to Boards/Authorities

Please return to the Town Clerk's office Attn: Nicole Bradley

95 East Main Street, P.O. Box 1479, Franklin, NC 28744

(828) 524-2516

nbradley@franklinnc.com

Additional Pages and/or a resume may be attached but is not required

NAME Daniel Lawton

STREET ADDRESS 15 Westside Lane, Franklin

MAILING ADDRESS _____

PHONE 828-550-9627

E-MAIL Brushregularly@gmail.com

Please consider me for appointment to the following board(s) or authorities

☐ Alcoholic Beverage Control Board

☐ Planning Board/Board of Adjustment

☒ Franklin Tourism Development Authority

I am interested in serving on this board or authority because: I am passionate about preserving and promoting local cultural roots as well as supporting local business. I want to take a more active role in making Franklin a better place to both live in and visit.

I have experience/expertise in the following areas and/or have served on the following board or authority: I am the current Vice President of the Taste of Scotland Society. We put on a yearly festival and Highland Games as well as smaller cultural events throughout the year. I volunteer to help with Operation Ghillie Brogues. This organization holds Highland Games in Georgia and the Carolinas to support local orphanages and children's services. I also volunteer with The Scottish Tartans Museum and Celtic Heritage Center to support the knowledge and preservation of the Celtic roots of Western North Carolina.

I feel that I can contribute the following to this board or authority: I feel that my energy and motivation to better Franklin is unmatched. I have made this place my home and want it to be an even better place for my children.

Tell us about yourself and your background: I have lived in Franklin for the last 12 years. I am the owner/operator of All About Chimneys chimney sweep service. I have withdrawn all advertising from my business because word of mouth brings more than enough in. I do however promote the aforementioned groups with social media, internet, and live television appearances. Most recently 2 spots on WLOS for The Taste of Scotland Festival.

If a vacancy exists and I qualify for appointment, I will be contacted for my permission to the appointment. If I am chosen, I will faithfully execute my duty on the selected board or authority.

Daniel Lawton

06-23-2026

Signature

Date

Upon appointment to a Board/Committee, the information contained herein becomes a matter of public record per NCGS 132-1.

Return Application to Town Clerk's Office



Agenda Item -- Tourism Development Authority

Meeting Date: July 13, 2026

Agenda Item #: 3

Department/Agency: TDA Board

Subject Matter: Minutes from June 8, 2026 regular meeting

Suggested Motion: If favorable – accept the minutes from the June 8, 2026 regular meeting as presented.

Attachments: Yes X No

Action Taken: _____

TOWN OF FRANKLIN TOURISM DEVELOPEMNT AUTHORITY

MEETING MINUTES

June 8, 2026

Present: Members: Town Manager Amie Owens, Kevin Covell, Heather Childress Custer, Heather Dombroskie, Guy Gooder, Hannah Edwards, Colin McGinnis, Rob Reale and Angela Martin.

Absent- Chair Tim Crabtree

Others present: Nicole Bradley, Town Clerk
Shelby Powell, The Franklin Press
Daryna Thiemann, Macon Sense
Robbie Tompa, Councilman
Morgan Stewart, Stewart Communications
Mary Guercio, Tribal Vibe Promotions
Dave Linn, Tracy Griffith and George Young, 80's Flashback Weekend

1. Call to Order- Town Manager Amie Owens

The meeting was called to order at 5:30 p.m.

2. Approval of the May 11, 2026 Meeting Minutes

Member Hannah Edwards made a motion, seconded by Member Kevin Covell to approve the minutes of the May 11, 2026 meeting, as presented. Motion carried unanimously by a vote of 9 -0.

3. Financial Reports- ending April 30, 2026

Town Manager Amie Owens presented the Financial Report through the end of April 2026. The total collections for April were \$19,107.03 (Highest April on record). Total expenses thus far \$129,386.29 leaving a balance of \$22,930.50 and \$181,221.23 remains in fund balance. The report is incorporated into these minutes as Exhibit A.

Member Heather Dombroskie made a motion, seconded by Member Colin McGinnis to approve the financial reports ending April 30, 2026 as presented. Motion carried unanimously by a vote of 9-0.

4. New Business

A.) New Application for Consideration – 80's Flashback Weekend – Friday, July 31 and Saturday, August 1, 2026- Requested Amount 7,500

80's Flashback Weekend submitted an application for funding and George Young, 80's Flashback Board Member, gave a recap of last year's event promotions and advertisement. He then discussed this year's promotions, including a new website, addition of 4 billboards located in surround counties, Facebook and Instagram posts, additional reels, and an Ingles Open Road segment. He also discussed the two-day event, including performers and

food/alcohol vendors. The requested amount is \$7,500 and this item will be voted on at the July meeting.

B.) New Application for Consideration – Come Together Recovery Festival- Friday, September 25, 2026 – 2:00 p.m. until 8:30 p.m.- Requested Amount \$1,000

May Guercio, Tribal Vibe Promotions, submitted an application for funding for the Come Together Recovery Festival. She gave a recap of last year's event and discussed this year's upcoming event. She plans to have live music, speakers and activities for children. She will be advertising on billboards. She stated last year they had approximately 250 attendees. The requested amount is \$1,000 and this item will be voted on at the July meeting.

C.) Report from Visit Smokies – Tom Overton, Membership Coordinator

Tom Overton, Visit Smokies Membership Coordinator, gave an overview on what Visit Smokies does for the region. He talked about their marketing efforts and upcoming events. He noted that Visit Smokies services the 7 most western counties in Western North Carolina.

5. Items from the Board

A.) Monthly Marketing Report- Stewart Communications

- Social Media Post and Paid Ads
 - Organic Post
- Website
 - More than 14,000 followers
 - More than 27,000 page views
- Google Searches (2.45K Clicks & 199k Impressions)
- Email/Newsletter Performance
- Media Relations
 - Current Pitches – Smoky Mountain Storytellers, July 4th and 80's Flashback Weekend
- Update on new Travel Guide
- New Naturalist Trail Race Video

B.) Report from TDA Subcommittee

Member Colin McGinnis created a template for the 1-, 3- and 5-year TDA plan. The goal is to have a draft plan at the July meeting.

Town Manager Amie Owens discussed the new funding application recommendations. The proposed new application will review funding request twice a year, includes a section on expected attendance, eligibility grant requirements, project narrative, and certification/signature page. She encouraged others to think about these changes and make additional suggestions.

C.) Additional Items from the Board

- Angela Martin presented her Green Event Checklist.
- Councilman Tompa stated he was excited for the subcommittee's 1-, 3-, 5-year plan.
- Kevin Covell reminded the board that his last TDA meeting. He said he was also excited for the 1-, 3-, 5-year plan. He noted that this board was a great group of people.
- Heather Childress Custer gave a tourism update and asked board members to complete a tourism questionnaire (she will email the questionnaire).
- Town Manager Owens gave an update on the Main Street Transformation Workshop. She noted that there will be a follow-up meeting with NC DOT on June 23.

6. Announcements

A.) The next regular scheduled TDA meeting will be held on Monday, July 13, 2026 at 5:30 p.m. in the Town Hall Board Room.

7. Adjourn

Member Kevin Covell made a motion, seconded by Member Angela Martin to adjourn the meeting at 6:46 p.m. Motion carried unanimously by a vote of 9-0.

Amanda W. Owens, Town Manager

Nicole Bradley, Town Clerk

Month	FY 2010-2011	FY 2011-2012	FY 2012-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016	FY 2016-2017	FY 2017-2018	FY 2018-2019
July	\$14,609.25	\$13,523.75	\$12,199.87	\$12,074.19	\$12,933.83	\$14,781.99	\$16,490.96	\$16,483.17	\$15,894.85
August	\$10,802.81	\$9,436.83	\$10,574.60	\$10,142.03	\$11,288.22	\$10,743.41	\$12,801.13	\$15,268.63	\$12,353.78
September	\$9,825.43	\$8,981.30	\$11,900.99	\$9,362.51	\$9,523.55	\$10,624.11	\$11,754.89	\$14,815.74	\$14,636.43
October	\$13,997.93	\$13,580.58	\$13,809.73	\$13,204.00	\$13,826.66	\$15,955.17	\$19,377.43	\$18,874.81	\$18,173.60
November	\$5,868.77	\$5,767.06	\$6,100.84	\$6,611.03	\$6,311.47	\$7,439.21	\$8,790.32	\$9,873.21	\$13,471.11
December	\$4,501.02	\$4,718.42	\$4,746.80	\$5,173.04	\$5,500.33	\$6,574.55	\$6,879.39	\$8,375.77	\$7,878.56
January	\$4,267.06	\$3,884.80	\$3,742.12	\$4,299.16	\$4,398.08	\$5,152.86	\$6,243.12	\$5,137.19	\$3,999.90
February	\$4,902.24	\$4,085.65	\$4,746.80	\$4,471.66	\$4,919.27	\$5,152.04	\$4,546.77	\$5,404.38	\$6,630.27
March	\$5,824.17	\$5,424.68	\$7,111.54	\$7,875.74	\$6,695.48	\$7,336.92	\$7,233.81	\$8,649.55	\$10,302.99
April	\$7,615.57	\$6,997.08	\$7,814.07	\$7,796.15	\$9,098.44	\$10,186.71	\$11,146.26	\$11,234.35	\$10,830.29
May	\$9,638.25	\$9,306.44	\$10,079.92	\$9,554.36	\$11,368.53	\$11,844.69	\$12,413.42	\$12,024.60	\$14,666.32
June	\$9,781.24	\$9,738.55	\$9,166.06	\$9,084.51	\$11,097.29	\$11,603.51	\$12,131.45	\$12,313.74	\$14,915.56
Totals:	\$101,633.74	\$95,445.14	\$101,993.34	\$99,648.38	\$106,961.15	\$117,395.17	\$129,808.95	\$138,455.14	\$143,753.66
Month	FY 2019-2020	FY 2020-2021	FY 2021-2022	FY 2022-2023	FY 2023-2024	FY 2024-2025	FY 2025-2026	Comments	10 year average
July	\$17,886.04	\$10,041.66	\$19,844.89	\$19,505.33	\$20,240.73	\$16,996.76	\$ 16,844.68	Above Avg; below previous 4 yrs	\$16,463.66
August	\$14,413.61	\$12,113.26	\$14,807.56	\$19,036.53	\$13,498.54	\$14,874.97	\$ 17,023.38	2nd highest; above average	\$13,745.42
September	\$12,866.27	\$11,026.88	\$15,164.14	\$17,939.80	\$15,579.41	\$15,903.02	\$ 16,927.28	2nd highest; above average	\$13,621.29
October	\$19,422.94	\$16,212.69	\$18,302.14	\$25,726.85	\$18,956.17	\$23,391.35	\$ 19,631.27	3rd highest; above average	\$18,929.07
November	\$10,692.08	\$9,202.11	\$14,285.57	\$14,836.36	\$16,668.76	\$15,022.50	\$ 18,458.96	Includes late payment from Oct - \$4,261.56; above average	\$11,508.43
December	\$7,013.79	\$6,079.70	\$11,423.43	\$11,503.51	\$12,879.95	\$10,102.09	\$ 12,027.75	2nd highest; above average	\$8,564.64
January	\$6,966.05	\$6,514.55	\$8,193.43	\$10,562.53	\$6,694.79	\$11,129.64	\$ 10,838.80	2nd highest; above average - Jan payment made in Feb added back	\$6,817.47
February	\$6,479.11	\$6,328.60	\$8,862.11	\$8,900.44	\$7,764.10	\$8,474.67	\$ 10,042.76	\$2069.06	\$6,678.34
March	\$4,085.98	\$9,189.78	\$13,973.25	\$13,903.25	\$10,640.82	\$15,940.74	\$ 11,414.88	Highest on Record; 4th Highest on Record; above avg	\$9,813.87
April	\$707.20	\$14,346.44	\$16,311.64	\$14,428.14	\$14,456.82	\$15,576.98	\$ 19,107.03	Highest on Record	\$11,665.75
May	\$4,265.21	\$16,649.89	\$14,899.46	\$19,148.76	\$14,634.68	\$14,698.74			\$13,328.57
June	\$11,137.06	\$16,794.03	\$19,839.83	\$16,077.48	\$19,806.29	\$18,609.36			\$14,938.69
Totals:	\$115,935.34	\$134,499.59	\$175,907.45	\$191,568.98	\$171,821.06	\$180,720.82	\$152,316.79		

Exhibit A

TDA BUDGET ORDINANCE FY 2025-2026

	Total Budgeted	Expenditures	Encumbrances	Balance
Advertising & Marketing	\$ 130,000.00	\$ 107,886.29	\$ 21,113.71	\$ 22,113.71
Allison Outdoor Advertising		\$ 4,600.00		
Stewart Communications - marketing and advertising		\$103,286.29	\$21,113.71	
Audit & Bond	\$ 3,650.00	\$ 2,100.00	\$ -	\$ 1,550.00
Martin Starnes - audit Quarterly payment		\$ 1,750.00		
Bond for Finance Officer - annual payment		\$ 350.00		
Festivals & Events	\$ 31,125.00	\$19,300.00		\$11,825.00
Tribal Vibes Promotions - Annual Come Together Festival		\$ 1,000.00		
Macon County Farmers Market		\$ 5,000.00		
Outdoor 76 - The Naturalist 50/100K		\$ 1,600.00		
Crabtree Family Ent - Ruby Drop		\$ 4,000.00		
Franklin Appalachian Trail Community Council		\$ 1,200.00		
Macon County Transit - Hiker Route		\$ 1,000.00		
Sweet Carolina Music Festival - Smoky Mountain Pregnancy Care Ctr		\$ 4,000.00		
Mountain Roots Blue Grass Festival		\$ 1,500.00		
Undesignated/Miscellaneous	\$15,225.00	\$100.00		\$15,125.00
Visit Smokies Conference		\$100.00		
Totals:	\$ 180,000.00	\$129,386.29	\$21,113.71	\$50,613.71
Tim Crabtree, Chair				
Nicole Bradley, Town Clerk				

Exhibit A

Room Occupancy Tax Report	
4/30/2026	
FY 2025/2026 Budget	\$180,000.00
7/31/2025	\$16,844.68
8/31/2025	\$17,023.38
9/30/2025	\$16,927.28
10/31/2025	\$19,631.27
11/30/2025	\$18,458.96
12/31/2025	\$12,027.75
1/31/2026	\$10,838.80
2/28/2026	\$10,042.76
3/31/2026	\$11,414.88
4/30/2026	\$19,107.03
5/31/2026	
6/30/2026	
Net Collections:	\$152,316.79
Budgeted Expenses:	
Allison Outdoor Advertising	\$800.00
Macon County Farmer's Market	\$5,000.00
Tribal Vibes Promotions	\$1,000.00
Stewart Communications	\$11,330.64
Allison Outdoor Advertising	\$400.00
Allison Outdoor Advertising	\$400.00
Stewart Communications	\$11,932.45
Outdoor 76 - The Naturalist	\$1,600.00
Stewart Communications	\$9,615.91
Allison Outdoor Advertising	\$800.00
Stewart Communications	\$13,688.61
Crabtree Family Ent - Ruby Drop	\$4,000.00
Allison Outdoor Advertising	\$400.00
Stewart Communications	\$6,229.16
Martin Starnes & Associates, CPAs, PA - audit	\$875.00
Stewart Communications	\$15,362.03
Allison Outdoor Advertising	\$400.00
Allison Outdoor Advertising	\$600.00
Stewart Communications	\$7,458.03
Franklin Appalachian Trail Community Council	\$1,200.00
Allison Outdoor Advertising	\$400.00
Macon County Transit - Hiker Route	\$1,000.00
Stewart Communications	\$7,296.04
Sweet Carolinas Music Festival - SMPCC	\$4,000.00
Visit Smokies Conference	\$100.00
CNA Surety - Finance Director Bond	\$350.00
Stewart Communications	\$10,266.59
Martin Starnes & Associates, CPAs, PA - audit	\$875.00
Allison Outdoor Advertising	\$400.00
Stewart Communications	\$10,106.83
Mountain Roots Blue Grass Festival	\$1,500.00
TOTAL EXPENSES:	\$ 129,386.29
Collections (minus) - Expenses	\$22,930.50
TDA FUND BALANCE:	\$181,221.23

Exhibit A



Agenda Item – TDA

Meeting Date: July 13, 2026

Agenda Item #: 4

Department/Agency: Financials

Subject Matter: May 2026 Financial Reports

- 16-year comparison month to month occupancy tax collections
- Budget spreadsheet with expenditures
- Monthly report with collections versus expenditures

Suggested Motion: If favorable – accept financial reports ending May 31, 2026, as presented.

Attachments: Yes X No

Action Taken: _____

Month	FY 2010-2011	FY 2011-2012	FY 2012-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016	FY 2016-2017	FY 2017-2018	FY 2018-2019
July	\$14,609.25	\$13,523.75	\$12,199.87	\$12,074.19	\$12,933.83	\$14,781.99	\$16,490.96	\$16,483.17	\$15,894.85
August	\$10,802.81	\$9,436.83	\$10,574.60	\$10,142.03	\$11,288.22	\$10,743.41	\$12,801.13	\$15,268.63	\$12,353.78
September	\$9,825.43	\$8,981.30	\$11,900.99	\$9,362.51	\$9,523.55	\$10,624.11	\$11,754.89	\$14,815.74	\$14,636.43
October	\$13,997.93	\$13,580.58	\$13,809.73	\$13,204.00	\$13,826.66	\$15,955.17	\$19,377.43	\$18,874.81	\$18,173.60
November	\$5,868.77	\$5,767.06	\$6,100.84	\$6,611.03	\$6,311.47	\$7,439.21	\$8,790.32	\$9,873.21	\$13,471.11
December	\$4,501.02	\$4,718.42	\$4,746.80	\$5,173.04	\$5,500.33	\$6,574.55	\$6,879.39	\$8,375.77	\$7,878.56
January	\$4,267.06	\$3,884.80	\$3,742.12	\$4,299.16	\$4,398.08	\$5,152.86	\$6,243.12	\$5,137.19	\$3,999.90
February	\$4,902.24	\$4,085.65	\$4,746.80	\$4,471.66	\$4,919.27	\$5,152.04	\$4,546.77	\$5,404.38	\$6,630.27
March	\$5,824.17	\$5,424.68	\$7,111.54	\$7,875.74	\$6,695.48	\$7,336.92	\$7,233.81	\$8,649.55	\$10,302.99
April	\$7,615.57	\$6,997.08	\$7,814.07	\$7,796.15	\$9,098.44	\$10,186.71	\$11,146.26	\$11,234.35	\$10,830.29
May	\$9,638.25	\$9,306.44	\$10,079.92	\$9,554.36	\$11,368.53	\$11,844.69	\$12,413.42	\$12,024.60	\$14,666.32
June	\$9,781.24	\$9,738.55	\$9,166.06	\$9,084.51	\$11,097.29	\$11,603.51	\$12,131.45	\$12,313.74	\$14,915.56
Totals:	\$101,633.74	\$95,445.14	\$101,993.34	\$99,648.38	\$106,961.15	\$117,395.17	\$129,808.95	\$138,455.14	\$143,753.66
Month	FY 2019-2020	FY 2020-2021	FY 2021-2022	FY 2022-2023	FY 2023-2024	FY 2024-2025	FY 2025-2026	Comments	10 year average
July	\$17,886.04	\$10,041.66	\$19,844.89	\$19,505.33	\$20,240.73	\$16,996.76	\$ 16,844.68	Above Avg: below previous 4 yrs	\$16,463.66
August	\$14,413.61	\$12,113.26	\$14,807.56	\$19,036.53	\$13,498.54	\$14,874.97	\$ 17,023.38	2nd highest, above average	\$13,745.42
September	\$12,866.27	\$11,026.88	\$15,164.14	\$17,939.80	\$15,579.41	\$15,903.02	\$ 16,927.28	2nd highest, above average	\$13,621.29
October	\$19,422.94	\$16,212.69	\$18,302.14	\$25,726.85	\$18,956.17	\$23,391.35	\$ 19,631.27	3rd highest, above average	\$18,929.07
November	\$10,692.08	\$9,202.11	\$14,285.57	\$14,836.36	\$16,668.76	\$15,022.50	\$ 18,458.96	Includes late payment from Oct - \$4,261.56; above average	\$11,508.43
December	\$7,013.79	\$6,079.70	\$11,423.43	\$11,503.51	\$12,879.95	\$10,102.09	\$ 12,027.75	2nd highest, above average	\$8,564.64
January	\$6,966.05	\$6,514.55	\$8,193.43	\$10,562.53	\$6,694.79	\$11,129.64	\$ 10,838.80	2nd highest, above average - Jan payment made in Feb added back \$2069.06	\$6,817.47
February	\$6,479.11	\$6,328.60	\$8,862.11	\$8,900.44	\$7,764.10	\$8,474.67	\$ 10,042.76	Highest on Record	\$6,678.34
March	\$4,085.98	\$9,189.78	\$13,973.25	\$13,903.25	\$10,640.82	\$15,940.74	\$ 11,414.88	4th Highest on Record; above avg	\$9,813.87
April	\$707.20	\$14,346.44	\$16,311.64	\$14,428.14	\$14,456.82	\$15,576.98	\$ 19,107.03	Highest on Record	\$11,665.75
May	\$4,265.21	\$16,649.89	\$14,899.46	\$19,148.76	\$14,634.68	\$14,698.74	\$ 18,514.21	2nd Highest on Record; above avg	\$13,328.57
June	\$11,137.06	\$16,794.03	\$19,839.83	\$16,077.48	\$19,806.29	\$18,609.36			\$14,938.69
Totals:	\$115,935.34	\$134,499.59	\$175,907.45	\$191,568.98	\$171,821.06	\$180,720.82	\$170,831.00		

TDA BUDGET ORDINANCE FY 2025-2026

	Total Budgeted	Expenditures	Encumbrances	Balance
Advertising & Marketing	\$ 130,000.00	\$ 108,686.29	\$ 21,113.71	\$ 21,313.71
Allison Outdoor Advertising		\$ 5,400.00		
Stewart Communications - marketing and advertising		\$103,286.29	\$21,113.71	
Audit & Bond	\$ 3,650.00	\$ 3,850.00	\$ -	\$ (200.00)
Martin Starnes - audit Quarterly payment		\$ 3,500.00		
Bond for Finance Officer - annual payment		\$ 350.00		
Festivals & Events	\$ 31,125.00	\$22,300.00		\$8,825.00
Tribal Vibes Promotions - Annual Come Together Festival		\$ 1,000.00		
Macon County Farmers Market		\$ 5,000.00		
Outdoor 76 - The Naturalist 50/100K		\$ 1,600.00		
Crabtree Family Ent - Ruby Drop		\$ 4,000.00		
Franklin Appalachian Trail Community Council		\$ 1,200.00		
Macon County Transit - Hiker Route		\$ 1,000.00		
Sweet Carolina Music Festival - Smoky Mountain Pregnancy Care Ctr		\$ 4,000.00		
Mountain Roots Blue Grass Festival		\$ 1,500.00		
Taste of Scotland		\$ 3,000.00		
Undesignated/Miscellaneous	\$15,225.00	\$100.00		\$15,125.00
Visit Smokies Conference		\$100.00		
Totals:	\$ 180,000.00	\$134,936.29	\$21,113.71	\$45,063.71
Tim Crabtree, Chair				
Nicole Bradley, Town Clerk				

Room Occupancy Tax Report	
5/31/2026	
FY 2025/2026 Budget	\$180,000.00
7/31/2025	\$16,844.68
8/31/2025	\$17,023.38
9/30/2025	\$16,927.28
10/31/2025	\$19,631.27
11/30/2025	\$18,458.96
12/31/2025	\$12,027.75
1/31/2026	\$10,838.80
2/28/2026	\$10,042.76
3/31/2026	\$11,414.88
4/30/2026	\$19,107.03
5/31/2026	\$18,514.21
6/30/2026	
Net Collections:	\$170,831.00
Budgeted Expenses:	
Allison Outdoor Advertising	\$800.00
Macon County Farmer's Market	\$5,000.00
Tribal Vibes Promotions	\$1,000.00
Stewart Communications	\$11,330.64
Martin Starnes & Associates, CPAs, PA - audit	\$875.00
Allison Outdoor Advertising	\$400.00
Allison Outdoor Advertising	\$400.00
Stewart Communications	\$11,932.45
Outdoor 76 - The Naturalist	\$1,600.00
Martin Starnes & Associates, CPAs, PA - audit	\$875.00
Stewart Communications	\$9,615.91
Allison Outdoor Advertising	\$800.00
Stewart Communications	\$13,688.61
Crabtree Family Ent - Ruby Drop	\$4,000.00
Allison Outdoor Advertising	\$400.00
Stewart Communications	\$6,229.16
Martin Starnes & Associates, CPAs, PA - audit	\$875.00
Stewart Communications	\$15,362.03
Allison Outdoor Advertising	\$400.00
Allison Outdoor Advertising	\$600.00
Stewart Communications	\$7,458.03
Franklin Appalachian Trail Community Council	\$1,200.00
Allison Outdoor Advertising	\$400.00
Macon County Transit - Hiker Route	\$1,000.00
Stewart Communications	\$7,296.04
Sweet Carolinas Music Festival - SMPCC	\$4,000.00
Visit Smokies Conference	\$100.00
CNA Surety - Finance Director Bond	\$350.00
Stewart Communications	\$10,266.59
Martin Starnes & Associates, CPAs, PA - audit	\$875.00
Allison Outdoor Advertising	\$400.00
Stewart Communications	\$10,106.83
Mountain Roots Blue Grass Festival	\$1,500.00
Allison Outdoor Advertising	\$400.00
Allison Outdoor Advertising	\$400.00
Taste of Scotland	\$3,000.00
TOTAL EXPENSES:	\$ 134,936.29
Collections (minus) - Expenses	\$35,894.71
TDA FUND BALANCE:	\$181,750.69



Agenda Item – Tourism Development Authority

Meeting Date: July 13, 2026

Agenda Item #: 5-A

Department/Agency: Smoky Mountain Pregnancy Care Center

Subject Matter: Event Follow Up Report – Sweet Carolina Music Festival

The 2nd Annual Sweet Carolina Music Festival was held on Saturday, May 2, 2026; this is the event follow up report.

Suggested Motion: Received for information only.

Attachments: Yes ____ No X

Action Taken: _____



Town of Franklin

Project Report

Tourism Development Authority

P.O. Box 1479 • Franklin, North Carolina 28744 • (828) 524-2516

Name of Organization: Smoky Mountain Pregnancy Care Center

Street or PO Box: 226 E. Palmer St

City, ST Zip: Franklin, NC 28734

Representative: Pamela Bowen

Phone: 828.349.3200

E-Mail: bookkeeper@mysmpcc.com

Web Site: Smokypartners.com
SMPCC.org

Project Title: Sweet Carolina Music Festival

Project Date(s): 5/2/2026

Budgeted Cash Flow:

Actual Cash Flow:

I certify that the project is complete and that to the best of my knowledge and Belief all information presented herein is factual.

Signature:

Title:

Date:

Pamela Bowen

FINANCE DIRECTOR

7/1/26

Project Success

Describe how the project enhanced tourism in the Franklin area and the tools used to measure this success.

We believe that the Sweet Carolina Music Festival drew people to Macon County from outlying areas of multiple states. According to the tickets sales by zip code, we had people from Wahalla, SC/Chapel Hill, NC/Charleston, SC/Nashville, TN/Winston-Salem, NC/Smyrna, GA/Charlotte, NC/Bishop, GA

Project Lessons Learned

Prepare two lists. Plus list: covers those things about the project that went well and you would not change given the opportunity to do the project again. Delta List: covers opportunities for improvement – those things that would enhance the success/effectiveness of the project if you were given the opportunity to repeat it

Plus list	Delta list
Great variety of food trucks. Each one did well with sales.	Rethink ticket gates, have separate line for online purchased tickets and at gate purchases to move things along better
Layout of the stage and vendors	If more funds were available, a much more aggressive advertising plan, print media, radio, TV perhaps.
Organization of volunteers	
Invaluable assistance from Seth Adams and park personnel	
Overall a huge success, heard nothing but great comments. People stating they could wait until NEXT YEAR!!	

Financial Results

Insert or delete lines / columns in the table as needed and round to the nearest dollar.

	Current Year Actual	Current Year Actual	Prior Year Actual
Sources of Cash:			
TDC	\$8,000.00		\$8,000.00
Town of Franklin TDA	\$4,000.00		\$3,000.00
Sponsorships	\$47,000.00		\$58,500.00
Vendor % Donations	\$2,128.00		\$1,540.00
Ticket Sales	\$13,116.00		\$16,317.00
Donations	\$60.00		N/A
Other – specify 50/50 Raffle	\$414.00		N/A
Total Sources of Cash	\$75,418.00		\$87,362.00
Uses of Cash:			
VRBO Rental for John Morgan	\$925.00		\$1,907.00
Contracted services	\$20,500.00		\$19,800.00
Cost of merchandise sold	\$4,390.00		\$4,574.00
Rental of Sanitation Stations	\$1,290.00		\$1,710.00
Rental of stage/production	\$12,770.00		\$7,242.00
Expendable supplies -ASCAP License/wristbands/corn hole supplies/replacement of broken chair @ VRBO/Logo dispute fee	\$682.00		\$810.00
Printing/North Coast Stage Banners	\$1,625.00		\$3,039.00
Print media/sponsor signs	\$325.00		\$500.00
Radio media/FPSN/Video	\$600.00		\$3,750.00
Other advertising/Billboards/FB Ads	\$3,868.00		\$11,703.00
Other expenses – Food for hospitality tent/Volunteer breakfast	\$116.00	\$4,052.00 in 2025 we purchased 40 crowd barricades.	
Total Uses of Cash	\$47,091.00		\$59,087.00

Net Cash Flow	\$28,327.00	\$28,275.00
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Ticket Sales Summary Report

ⓘ This report is not intended for reconciling exactly to transactions. It is intended to give you a quick overview of your financials per ticket.

Start Date

mm/dd/yyyy

12 : 00 AM

End Date

mm/dd/yyyy

11 : 59 PM

Update Report

America/New_York Time

America/New_York Time

Total Tickets Sold:		Total Gross Revenue:	Total Discounts:	Total Processing Fees:	Total Net Revenue:	Average Net Revenue/Ticket:	Total Extra Fees:
1,018 (980 Active)		\$10,552.02	\$0.00	\$492.02	\$10,060.00	\$9.88	\$0.00
TICKET		GROSS REVENUE	TOTAL DISCOUNTS	TOTAL PROCESSING FEES	NET REVENUE	NET REVENUE/TICKET	EXTRA FEES
General Admission Sweet Carolina Music Festival		363	\$0.00	\$354.31	\$7,110.00	\$19.59	\$0.00
VIP Sweet Carolina Music Festival		655	\$0.00	\$137.71	\$2,950.00	\$4.50	\$0.00

First Name	Last Name	State	City	Zip Code
Brandon	Fenoglio	NC		28763
Rebecca	Cassada	NC		28734
Donald	Mcabee	NC		28721
Chris	Webb	SC	Wahalla SC	29691
Leanne	Higdon	TN	Chapel Hill NC	37034
Marcus	West	NC		28734
David	Gass	NC		28734
Emily	Shoebrooks	NC		28734
Jodi	Libasci	NC		28734
James	Davis	NC		28734
Kelsey	Nicholas	NC		28734
Timothy	Holbrooks	NC		28734
Holly	McKinney	NC		28734
Jason	Hlland	NC		28733
Kenneth	Ashe	NC		28734
Joseph	Cochran	NC		28734
Filmore	Braswell	NC		28734
Holly	McKinney	NC		28734
Lena	Williamson	NC		28734
Davina	Pike	NC		28734
Mason	Little	NC		28723
Donald	Mcabee	NC		28721
Ian	Steele	NC		28734
Connor	Griffith	NC		28734
Kyle	Kitchens	NC		28723
Andrew	Phommakisone	NC		28734
Patricia	Trick	NC		28734
Sharon	Mandel	NC		28734
Michael	Kent	SC	Charlston SC	29420
Ronnie	Breeden	NC		28734
Amy	Blair	NC	Cramerton NC	28032
Charles	Lovelace	GA	Bonaire GA	31005
William C.	Keener	NC		28734
Cedar	Lannon	NC		28734
Roger	Soderstrom	NC		28734
Morgan	Copper	TN	Nashville TN	37216
Chandler	Sanders	NC		28734
Riley	Haney	NC		28785
Alicea	Cosmo	NC		28734
Charles	Sensabaugh	FL	Bradenton FL	34203
Sydney	Shope	NC		28734
Brian	Guercio	NC		28734
Kimberly	Bourque	NC		28734
Jack	Hinkle	NC		28734
Catherine	Stites	FL	Englewood FL	34224
William	Keener	NC		28734

Jenna	Machado	NC		28906
Heidi	Baumgarner	NC		28779
Suzanne	Brown	NC	Winston-Salem NC	27106
Madison	Byrd	NC		28734
Cooper	White	NC		28734
Isaiah	Johns	NC		28734
Diana	Jones	NC		28713
Brooklyn	Pendergrass	NC		28734
Liane	Macedo	NC		28734
Eddie	Crawford	NC		28734
Ana	Yinger	NC		28734
Mathew	Wooster	SC	Irmo SC	29063
Jamie	Cunningham	NC		28763
Joanna	Gamble	NC		28779
Melinda	Oneill	NC		28713
Austin	McConnell	NC		28734
Chris	Allen	NC		28734
Renee	Walker	GA	Clayton GA	30525
Renee	Walker	GA		30525
Tanya	Manning	NC		28763
Lawson	Mobley	GA		30552
April	Sgro	NC		28734
Destiny	Stamey	NC		28734
Becky	Stackert	NC		28734
John	Iverson	GA	Smyrna GA	30080
Laura	Wetzel	NC		28763
Isabella	Condemi	NC		28734
Riley	Haney	NC		28785
Jake	Silver	NC		28777
Sharon	Perdue	NC		28734
John	Witherspoon	NC		28734
Stuart	Sloan	NC		28734
Diane	Grogis	FL	Lake Worth FL	33467
Hayley	Pitts	NC		28734
Mary	Grizzle	NC		28734
Leslie	Allen	TN	Monteagle TN	37356
Lisa	Paul	GA		30525
Janice	Jordan	NC		28734
Landon	Neal	NC		28781
MORGAN	WILSON	NC		28734
Greg	Sheppard	TX		75254
Elizabeth	Meyer	NC		28734
Stacey	Sessions	TX	Huffman TX	77336
Hunter	Bryant	NC		28781
Debra	Sevigny	NC		28734
Rita	Weyh	NC		28723
James	St Laurent	NC		28734

James	Gergeni	GA		30552	
Kennedy	Watts	GA		30576	
Joette	Story	NC		28779	
Mary	Story	NC		28779	
Scott	Henson	NC		28763	
Tracy	Abernethy	NC		28645	
Evelyn	Baker	FL		32703	
Jeffrey	Keener	NC		28744	
Joseph	Raby	NC		28734	
Ariel	Logan	GA		30512	
Sarah	Clancy	UT	Salt Lake City UT	84117	
Carolyn	McGuire	NC		28779	
Thomas	Barnett	NC		28462	
David	Henson	GA		30577	
Jennifer	Haughney	SC		29415	
Jeffrey	Maxson	FL	Bellevue FL	34420	
MARLA	MUDANO	NC		28734	
Susan	Colbert	NC		28734	
Ariel	Logan	GA		30512	
Caroline	Coffey	NC		28779	
Michaela	Mathis	NC		28734	
Claudia	Cordova	GA		30552	
Brandy	Nellis	NC	Charlotte NC	28270	
Jennifer	Haughney	SC	Charleston SC	29412	
Janice	Jordan	NC		28734	
Amber	Cisneros	NC		28734	
Susan	Colbert	NC		28734	
Mark	Voynow	NC		28723	
Becky	Guthrie	GA	Bishop GA	30621	
Kurt	Hartigan	NC		28012	
Lisa	Walker	NC		28734	
Teresa	Smith	NC		28129	
Kathleen	Gray	NC		28734	
Kayla	Hardy	FL	Haines City FL	33844	
Nance	Warner	FL	Boca Raton FL	33486	
David	Warner	FL	Boca Raton FL	33486	
Jennifer	Foss	NC		28734	
Danya Ledford	Vanhook	NC		28786	



Agenda Item – TDA

Meeting Date: July 13, 2026

Agenda Item #: 5-B

Department/Agency: TDA Board

Subject Matter: Application – 80's Flashback Weekend

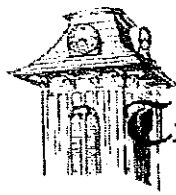
The 80's Flashback Weekend submitted an application for consideration of funding on June 1, 2026. The request is for \$7,500 to assist with the cost of events to be held during the weekend of July 31 and August 1, 2026. The event was funded \$3,500 last year.

Representatives presented information to the TDA Board at the June meeting.

Suggested Motion: If favorable - vote to approve and determine funding amount.

Attachments: Yes X No

Action Taken: _____



Town of Franklin

Funds Request

Tourism Development Authority

P.O. Box 1479 • Franklin, North Carolina 28744 • (828) 524-2516

Due two months prior to regularly scheduled meeting where the request will be considered.

The Tourism Development Authority of the Town of Franklin allots funds for the purpose of **PROMOTING TRAVEL AND TOURISM IN THE TOWN OF FRANKLIN.**

Conditions of all funds allotments include:

- ☐ Subject to approval and availability of funds.
- ☐ Applicant recognizes the contribution made by the Tourism Development Authority of the Town of Franklin through the use of the TDA/Franklin logo in all print media.
- ☐ Applicant utilizes the TDA/Franklin logo or tagline on all print media.

Only funding requests received two months prior to monthly TDA meetings will be considered.

For billboard requests, copy ready electronic proof must be submitted with request.

Billboard (s) Request Yes/ No	Number of Billboards	Date of Event	
Name of Organization	80's Flashback Weekend		
Street or PO Box	PO Box 534	City, ST Zip	Franklin, NC 28744
Representative	Tracy Griffith & George Young	Phone	828-421-7637
E-mail	80sflashbacknc@gmail.com	Web Site	www.80sflashback.org
Project Title	80s Flashback Weekend	Project Date(s)	Fri. July 31 and Sat August 1, 2026
Total Budgeted Cash Sources		TDA Request	\$7,500.00

The Project

Please describe your project and include the following paragraph headings:

- ☐ The event or purchase – what are you proposing to do?
- ☐ Marketing – how will you market the project (be specific)?
- ☐ Tourism Enhancement – how does the project enhance tourism in the Town of Franklin?
- ☐ Measurements – what tools will you use to measure the effectiveness / success of the project?
- ☐ Improvements – if you have done it before, what are you going to do to make it better?
- ☐ Net Cash Flow – how will you put to use any net cash flow generated by project?

The Event:

The 12th Year Celebration of 80's Flashback Weekend will benefit Shriners Children's Greenville. More than 20 families from the Franklin area have or are receiving free or low-cost services from the hospital since the last event. It is the vision of Shriners Children's to become the best at transforming children's lives by providing exceptional healthcare through innovative research, in a patient & family centered environment.

The 2026 80's Flashback Weekend highlights include music in the downtown area beginning on Friday, July 31 at 6:00 p.m. with Low Tide; at 7:30 p.m. Back in Time News (a Huey Lewis and the News tribute band) takes the stage and rocks until 10:00 p.m.

Saturday August 1 festivities include the 80's Flashback 5K hosted in the morning along the Greenway, 80's Flashback Weekend Karaoke at 1:00 p.m. at the Rathskeller; the 80's Flashback Weekend Parade hosted in downtown before the final event "Totally Awesome 80z Party" hosted in the heart of downtown as the main event from 8 p.m. until 11 p.m. -features North Carolina's # 1 80's Tribute Band-80z Nation.

There will be a variety of activities hosted in the downtown area throughout Saturday August 1. During the weekend events there will be a variety of food trucks from the WNC area and local breweries and local winery will be donating a percentage of sales from the weekend. We will also bring in extra dollars through raffles, sponsorship and sale of 80's Flashback Weekend merchandise.

This is the 12th Year Celebration of 80's Flashback Weekend and there has already been much anticipation surrounding the event due to the monumental success shown at last year's event in downtown Franklin.

Marketing:

Marketing efforts involve heavy use of social media outlets (Instagram, Facebook, YouTube, etc). Various 80's icons, various celebrities have teamed up with us to create promo videos that promote the 12th Year Celebration of 80's Flashback Weekend. The 80's Flashback 5K registration began in February through runsignup.com and promotional material has been mailed/emailed out to various Shriners Clubs

and running clubs throughout the Southeast. This year billboards have been secured in Sylva, Maggie Valley in NC and Clayton, GA to further increase the reach for this event. There is also a banner on the top of Cowee Mountain and yard signs announcing the various events associated with the weekend.

Tourism Enhancement:

The annual 80's Flashback Weekend will bring racers and guests from all over the Southeast. The racers and their families/friends will frequent local hotels/AirBNB/VRBO, restaurants and businesses. A great number of the racers and their family/friends are first time visitors to Franklin/Macon County. In years past, about 60% of the attendees were first time visitors to our area. Both tribute bands have been promoting the annual fundraiser on their websites and social media outlets, including promotional videos, that the 12th Year Celebration is the "must see" event of 2026.

Not only will this annual fundraiser attract visitors who might not otherwise visit the Franklin/Macon County area, it will attract visitors and engage locals who want to enjoy a weekend of 80's nostalgia and benefit a great charity in the process. The 80's Flashback Weekend is unique to Franklin/Macon County and far WNC. 2024 was the largest attended in the annual fundraiser's history, and even with the downpour in 2025, the event still had approximately 2,500 - 3,000 guests attended the weekend long fundraiser and \$36,000 was raised for the Shriners Children's Greenville. With the Celebration being hosted downtown we are expecting another large crowd surpassing last year's attendance.

Measurements:

We are tracking all activities associated with the 80's Flashback Weekend through surveys and emails and overall headcounts at events to ensure that they support the mission of TDA.

Improvements:

The goal is to increase the number of attendees each year. This year for the 12th Year Celebration we have invited various Shriners Club from all around the Southeast as well as the nurses and patients from Shriners Children's Greenville as our honorary guests, we are planning to promote these guests through various social media outlets about their presences at the fundraiser. A specified area for handicapped participants will once again be included for this year's festivities; porta-johns will be more accessible and closer to the event. Utilizing media boards to ensure that messaging is clear and readily known by participants and the addition of a Kiss-Cam will help to keep those in attendance engaged and enjoying their time in Franklin.

Net Cash Flow:

The annual 80's Flashback Weekend is a fundraiser for Shriners Children's Greenville and all the proceeds raised from the various events hosted on Friday, July 31 & Saturday August 1 will be donated to the hospital to help continue their mission. The 2026 goal is to raise over \$40,000.

Project Budget

Insert or delete lines / columns in the table as needed and round to the nearest dollar.

	Current Year Budget	Prior Year Actual (if appropriate)
Sources of Cash:		
TDC	15,000	15,000
Town of Franklin TDA	7,500	5,000
Sponsorships -	3,100	
Booth fees/Food Trucks	1,750	1,500
Entry 5K/raffle items/ silent auction/50-50	10,000	7,500
Sales – T-shirts and Merchandise	1,000	1,000
Other – sales percentage	2,500	2,500
Total Sources of Cash	40,850	32,750
Uses of Cash:		
Salaries, wages, taxes & benefits		
Contracted services	7,500	7,500
Cost of merchandise sold		
Rental of facilities (sanitation)	1,000	1,000
Rental of equipment	23,250	23,250
Expendable supplies	5,500	5,500
Printing	500	
Print media	850	850
Radio media	1,500	1,500
Other advertising – specify (digital marketing)		
Other expenses – banners with sponsors, flyers	750	750
Total Uses of Cash	40,850	40,350
Net Cash Flow	0	0

I certify that any significant alterations in the project will be reported to this committee as soon as possible and that I will provide TDA with the required Project Report within thirty (30) days of the completion of the project.

Signature:

Title:

Date:

Tracy Griffith

George Young

President/Vice President

June 2, 2026



Agenda Item – TDA

Meeting Date: July 13, 2026

Agenda Item #: 5-C

Department/Agency: TDA Board

Subject Matter: Application – Tribal Vibe Promotions

Tribal Vibe Promotions submitted an application for consideration of funding at the on June 2, 2025 for the 6th Annual Come Together Festival to be held on September 25, 2026. The request is for \$1,000. The festival is a mental health reset day with speakers and performers. The TDA provided \$1,000 in funding for last year's event.

Presentation to the TDA Board was made at the June meeting.

Suggested Motion: If favorable - vote to approve and determine funding amount.

Attachments: Yes X No

Action Taken: _____



Town of Franklin

Funds Request

Tourism Development Authority

P.O. Box 1479 • Franklin, North Carolina 28744 • (828) 524-2516

Due two months prior to regularly scheduled meeting where the request will be considered.

The Tourism Development Authority of the Town of Franklin allots funds for the purpose of **PROMOTING TRAVEL AND TOURISM IN THE TOWN OF FRANKLIN.**

Conditions of all funds allotments include:

- ☐ Subject to approval and availability of funds.
- ☐ Applicant recognizes the contribution made by the Tourism Development Authority of the Town of Franklin through the use of the TDA/Franklin logo in all print media.
- ☐ Applicant utilizes the TDA/Franklin logo or tagline on all print media.

Only funding requests received two months prior to monthly TDA meetings will be considered.

For billboard requests, copy ready electronic proof must be submitted with request.

Billboard (s) Request Yes/ No	Number of Billboards	Date of Event
-------------------------------	----------------------	---------------

Name of Organization	Tribal Vibe Promotions		
Street or PO Box	194 Belmont Drive	City, ST Zip	Franklin, NC 28734
Representative	Mary Guercio	Phone	(828) 371-4933
E-mail	lunchdiva@frontier.com	Web Site	

Project Title	Come Together Festival	Project Date(s)	Sept. 25, 2026
Total Budgeted Cash Sources	\$ 2250.00	TDA Request	\$ 1000.00

The Project -

We are asking the TDA to once again partner with us and our sponsors in order to bring the "Come Together Festival" back for its 6th year. This is a community event designed to highlight recovery stories in Franklin NC, and help connect folks across the community who may need information and extra support, whether it be for them or a loved one. We Come Together to lift up, give hope and celebrate victories happening here.

Marketing -

This year we have stayed true to finding outstanding entertainment, however this year we have secured our musicians at a substantially lower cost than previous years. This will allow us to divert more of our funding to advertising without adding to our bottom line. We have a flyer ready to print and are looking at our first outdoor billboard. We have spoken to WNCW and they will spotlight our event for us again this year with a live interview spot. We will once again advertise on Mobilize Recovery's website, which connects those in recovery with events happening in their area.

Tourism Enhancement

Folks come from Franklin, Traveler's Rest, Walthalla, Clayton, Sylva and even Asheville to hear our musicians, and celebrate recovery with us. The performers will each bring their modest following, our local agencies bring their clients staff and guests, and this year we are upping our advertising to entice more audience members from Franklin's foot traffic. We are certain to use, recommend and advertise for our local businesses such as Crabtree, McTernan Manor, Macon Printing, and Paradise Music and have had our entertainers come back to town on their off time to bring their families and enjoy all that we have to offer. They remember Franklin as a beautiful small town that cares about its people, because that's exactly who we are.

Project Budget

Insert or delete lines / columns in the table as needed and round to the nearest dollar.

	Current Year Budget	Prior Year Actual (if appropriate)
Sources of Cash:		
Your organization	200	200
Town of Franklin TDA	1000	1000
Sponsorships	1050	950
Booth fees	0	0
Entry / other fees	0	0
Sales	0	0
Other - specify	0	0
Total Sources of Cash	2250	2150
Uses of Cash:		
Salaries, wages, taxes & benefits <i>Bands</i>	550	1150
Contracted services <i>Sound man</i>	250	150
Cost of merchandise sold	0	0
Rental of facilities <i>Hotel room</i>	125	125
Rental of equipment <i>Lights</i>	100	—
Expendable supplies <i>Food</i>	100	(* 100) —
Printing <i>Handout flyers</i>	50	50
Print media <i>Fr. Press</i>	200	185
Radio media	300	300
Other advertising — specify <i>Billboard</i>	400	—
Other expenses — specify <i>Insurance</i>	125	125
Total Uses of Cash		
Net Cash Flow	2200	2085

*Last year we
Pd. out of pocket -
including this yr*

I certify that any significant alterations in the project will be reported to this committee as soon as possible and that I will provide TDA with the required Project Report within thirty (30) days of the completion of the project.

Signature:

Veronica Quercio

Title:

Owner

Date:

6-1-26

Musicians: Hopp Vaughn - \$200
Marshall Ballew - \$150 + Room
The Modern Mammals - \$200

Food Trucks: Wood Fired Grill
White Rabbit Concessions

Agencies etc: AA Alanon
Downtown Door Franklin Police
Full Circle Recovery Hazelwood Healthcare
Macon County Jails Natl Alliance on Mental Illness
No Wrong Door Smokey Mtn. Harm Reduction
WNCAP

Sponsors: All Saints' Episcopal – donating \$750
First United Methodist Church - \$300
McTemon Manor – Discounted Services
Paradise Music – Discounted Services
Spoon Karaoke – Discounted Services
TribalVibe Promotions - \$200

COME TOGETHER

RECOVERY FESTIVAL

Featuring music from:

Hopp Vaughn

Marshall Ballew

and the Modern Mammals!!

FRIDAY, SEPTEMBER 25, 2026

2:00 - 8:30 PM

Franklin Town Gazebo

FREE LIVE MUSIC * SPEAKERS * KIDS' ACTIVITIES

CELEBRATING RECOVERY & COMMUNITY

Good evening, everyone, glad to see you all. My name is Mary Guercio, and I am the owner of TribalVibe Promotions, and also the Outreach Coordinator for All Saints Episcopal Church. And for almost 25 years I was the lunch lady for thousands of Macon County's students. Not because I excelled in nutritional science and majored in culinary arts, but because that's where God put me after he cleaned me up. He wanted me there.

I had been a mediocre student; not because I wasn't smart, but because I didn't care. Yet God put me back in a school environment on a whole different level and for 25 years I had the privilege of serving Macon County's children.

You see, I moved to Franklin in recovery, with a fourth-grade son and another on the way. I had finished probation, and had a high school diploma, but no degree. School nutrition offered everything I needed as a working mother, so I applied and was hired! The rest is history, as they say. Today I am just under 30 years free from my drug of choice and have built a beautiful life in beautiful Franklin with my husband who works at TekTone Sound and Signal.

Working in the schools I got to interact with a variety of students, and often noticed the ones that reminded me of who I was at that age. Students that were "at risk." Not obviously neglected, but not someone's top priority, either. The student that sits alone in the corner feeling they don't belong; the student trying to be class clown because then they control the laughter; or the one acting out as a bad guy because they don't believe the good guys would want them. If good guys really exist. And the longer that I worked in the schools, the more students and former students I knew who overdosed. We have lost a bunch of kids. We have a long way to go addressing the mental health of our students and young adults.

And that's why we started the "Come Together Recovery Festival", held each year on the square downtown. This is a festival highlighting and celebrating Recovery in the Mountains. We tell stories that offer hope and community to those struggling alone, and information to those seeking a new way. We bring together various local agencies and support groups in Franklin and the surrounding areas, complete with their clients, and we invite the town out for a fun-filled celebration of recovery proving you Don't need Dope to Dance!

This year we have already secured our three musical acts, at a substantially lower price than past years, which will enable us to divert funds over to advertising without increasing our total costs. We believe this will increase participation even farther than previous years. We have advertised with Mobilize Recovery for the past 2 years to increase participation from our target recovery audience, and we are continuing that this year.

Last year we also partnered with WNCW for the first time, were announced on air, and had an event spotlight complete with an on-air interview about our event. WNCW broadcasts

from WNC to the piedmont and beyond, without looking at their streaming capabilities. My mother in Charlotte was able to hear it!

Now that you know about our event, I'm asking for your continued support of \$1000, to be matched by the community and used to produce this downtown party. In addition to your funding, we also have \$750 from All Saints Episcopal, \$300 from First United Methodist and \$200 from TribalVibe Promotions. We use local people for our food trucks, and for our sound and lighting people. We feed our musicians locally and put them up at McTernan Manor at a substantial discount for a good cause. They have come back to vacation here since, and had us make the arrangements for them.

Addiction is a subject that has affected so many of us, and the Town of Franklin has helped us to show love and support to folks struggling each year for the past 6 years. Each year the party gets a little bit bigger, yet we manage to keep to the same costs, as people truly want to support this cause.

Won't you please help us again this year as we "Come Together" on the Square, Sept. 25th to bring stories of Hope and Love to Franklin, celebrating Recovery in the Mountains!

Best Regards -
Mary Guercio
TribalVibe Promotions

Statewide data shows that North Carolina's estimated fatal drug overdose rate dropped significantly to approximately **25.2 deaths per 100,000 residents**. Overall, total drug overdose deaths in the state fell by about 34% (dropping from 4,442 in 2023 to fewer than 3,000).

Exact counts for **Macon County** are sometimes suppressed in public state databases to protect privacy, but local reports indicate the county has seen **15 to 20 fatal overdoses a year**, alongside a shifting rate of **30.9 deaths per 100,000 residents** (averaging multiple recent years) and an estimated 90+ non-fatal overdoses.

A sweeping, cultural shift has profoundly changed the perspective of clinicians in recent years. Addiction, once viewed as a personal fault, is now more accurately understood a disease – one that is influenced by environmental, social and genetic factors.

In fact, earlier this year, the U.S. surgeon general, Dr. Vivek Murthy, issued a statement that reinforced this new view of the disease of addiction. "It is not a moral failing, or evidence of a character flaw, but a **chronic disease** of the brain that deserves our compassion and care."

Approximately 30% to 50% of individuals with fentanyl and opioid use disorders achieve sustained, long-term recovery. Because fentanyl is 50 to 100 times more potent than morphine, it requires intensive medical and behavioral interventions. Relapse is common, with long-term success heavily dependent on continuous care and medication support.

The recovery outlook and success rates depend heavily on the chosen treatment approach and commitment to long-term care:

- **Medication-Assisted Treatment (MAT):** Combining counseling with medications like methadone, buprenorphine (Suboxone), or naltrexone is the most effective approach. Studies show that patients utilizing MAT have a 40% to 75% success rate of remaining in recovery at one year.

- **Residential vs. Outpatient:** Inpatient and residential programs provide crucial 24/7 medical supervision and therapy, with studies indicating high success rates for individuals who stay in residential programs for at least six weeks.
- **The Reality of Relapse:** Opioid use disorder is a chronic condition with a first-year relapse rate of 40% to 60%. The data shows that lasting remission often requires multiple attempts (averaging 8-9 episodes of care) before stable, long-term sobriety is achieved.

Because addiction is a chronic condition, treatment does not end after detox. The highest success rates are found in patients who transition into continuing outpatient care, behavioral therapies, and structured support networks. [1, 2]

Although substance use disorders are chronic and treatable medical conditions, studies show people with these disorders still face discrimination and stigma (a set of negative attitudes and stereotypes) that can impact their health and well-being in numerous ways. This stigma also affects people who use drugs who do not have a substance use disorder. There are safe, effective, and lifesaving tools available to help people struggling with substance use. However, stigma often factors into the reasons why people who need help do not seek care. Research shows the language people use can contribute to stigma and discrimination against people with substance use disorders, including by healthcare professionals.

If you or a loved one are seeking immediate assistance, local help and confidential treatment locators are available through the SAMHSA National Helpline or by exploring evidence-based care through the National Institute on Drug Abuse.



Agenda Item – Tourism Development Authority

Meeting Date: July 13, 2026

Agenda Item #: 6-A

Department/Agency: Stewart Communications

Subject Matter: Marketing Report

There will be a monthly marketing report provided by Stewart Communications to the TDA Board related to activities each month.

Suggested Motion: Received for information only.

Attachments: Yes ____ No X

Action Taken: _____



Agenda Item – Tourism Development Authority

Meeting Date: July 13, 2026

Agenda Item #: 6-B

Department/Agency: TDA Subcommittee

Subject Matter: TDA Subcommittee Report

The TDA Subcommittee has been meeting to develop a list of strategies for consideration and recommendation including a 1-, 3- and 5-year plan to the Town Council surrounding the following goal – To Effectively operate as a steward of the budget, promoting the Town of Franklin bringing in visitors and tourists to our town, while driving revenue for our businesses and budget dollars to expand our ability to promote the Town of Franklin.

One of the suggestions from the subcommittee was to revise the application form and potentially the timing of applications for submittal. A draft of the updated application is included in the packet.

The plan and draft application will be presented to the Town Council for approval at their August 3, 2026 meeting.

Suggested Motion: Received for information and discussion.

Attachments: Yes X No

Action Taken: _____

DRAFT VERSION



Tourism Development Authority 1.3.5 Year Plan

July 09, 2026



Guiding Principles

The TDA acting as a cohesive team to bring together a comprehensive 1.3.5-year plan for the Town of Franklin tourism with clearly defined objectives.

Destination

Position the Town of Franklin as the premier destination for both day-trip and overnight visitors.

Accountability

Assign each initiative to a designated sub-committee lead and a TDA Board member to ensure ownership, accountability, and measurable progress.

Collaboration

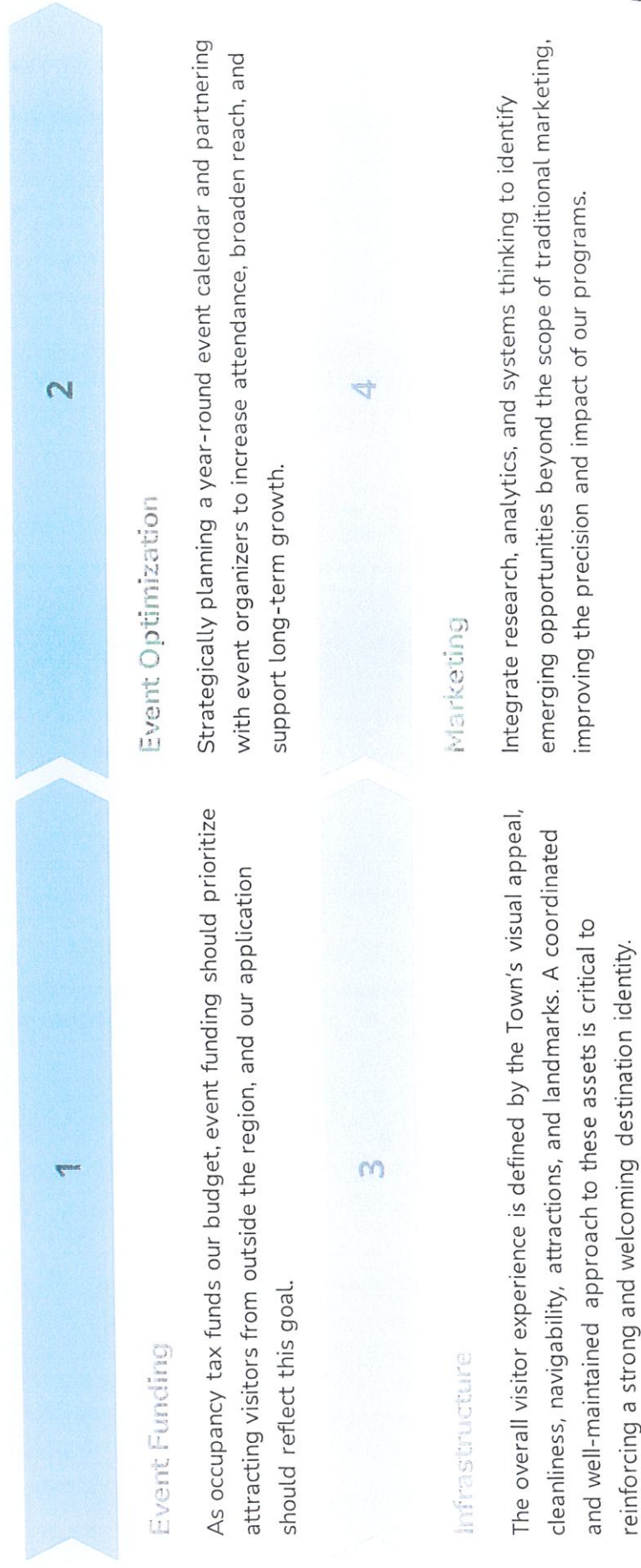
Work strategically, coordinating efforts with the Franklin Area Chamber of Commerce (TDC) and the Highlands Chamber of Commerce.

External Influences

Assess Raleigh's five-year economic recovery policy landscape and its implications for Western North Carolina's post-Helene tourism and business recovery.

How We Engage

The TDA has identified four areas of focus we believe are key to success. Every engagement begins with a thorough understanding of your needs, constraints, and priorities, allowing us to function as an extension of the Town. This ensures strategy precedes execution and no opportunity is overlooked.



Event Funding Plan Year 1

Refine the application process with stronger requirements and accountability measures to ensure alignment with strategic tourism goals

Application

Redesign the current application to support TDA objectives while outlining specific criteria and documentation requirements for funding requests.

Request for Funding Timing

Transition from a monthly request process to a quarterly or bi annual request format to allow for more planning and more successful events

Estimated Impact

The application will include sections for anticipated visitors and overnight stays.

Measurement and Reporting

Each funded event will be required to share how they will measure success and will be required to report back to the TDA at a subsequent meeting.





Event Optimization Plan Year 1

Through a more proactive and prescriptive approach to event development, we can strengthen event outcomes and drive growth in visitor counts and occupancy tax revenues..

Calendar

Create a strategic annual event calendar to showcase the Town of Franklin and support consistent visitor engagement throughout the year.

Develop an Event Support Package

Provide event package for planning, fundraising, budgeting, and marketing support to help organizations deliver successful events

TDA Signature Event

Develop a TDA-sponsored signature event to drive day and overnight visitation utilizing strategic marketing to maximize awareness and attendance.

Collaborate with Event Planners

Support event organizers in growing event size and attracting new audiences through additional activities, entertainment, and event experiences





Infrastructure Plan Year 1

Make a lasting impression on visitors and residents by enhancing Town infrastructure creating memorable experiences.

Welcome to Franklin

Identify gateway enhancements, coordinate design and procurement, supporting implementation with marketing to increase visitor awareness.

Murals

Develop an art program to identify and install murals, secure funding and approvals, and promote the installations enhance the visitor experience.

Directional Signing

Collaborate with the Town to implement thematic directional, street, and totem signage enhancing wayfinding and aligning with broader community and tourism initiatives

Sculptures and Artwork

Identify and evaluate locations, artwork types, themes, sizes, and costs to support future art commissions and budgeting decisions.



Marketing Plan Year 1

From breathtaking landscapes to local culture, tourism marketing highlights what makes a destination unique, inspiring visitors to choose experiences that leave a lasting impression.

Research and Analysis

Leverage market intelligence tools to identify where travelers passing through Franklin originate to analyze if they stop or continue to other destinations.

Awareness

Ensure communications reflect updated terminology and design assets (murals) reinforcing key destination areas, such as the Historic District and River District.

Collaboration

Build strategic partnerships with regional organizations (TDC, Visit Smokies) and influencers to expand Franklin's visibility and reach in key visitor markets

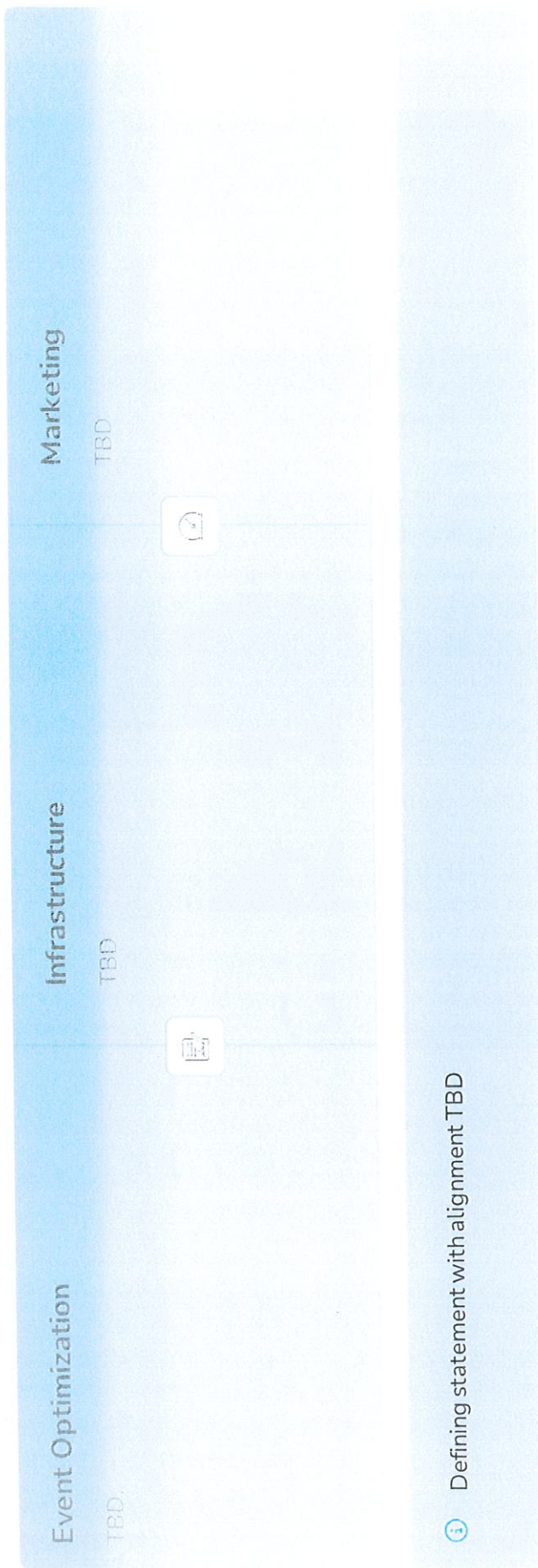
Targeted Outreach Strategy

Leverage targeted outreach including methods, tools, and audiences, and hospitality partnerships to grow destination awareness and visitation.



Years 3 - 5

UNDER CONSTRUCTION



③ Defining statement with alignment TBD



Grant Funds Request

Franklin Tourism Development Authority

P.O. Box 1479 • Franklin, North Carolina 28744 • (828) 524-2516

Applications for events occurring in First Quarter (January – March) should be submitted by December 15; Second Quarter (April – June) by March 15; Third Quarter (July – Sept) by June 15, and Fourth Quarter (Oct – December) by September 15. Applicants will provide an overview of their event at the first meeting each quarter. Funding decisions will be made during the March, June, September and December regular meetings.

The Tourism Development Authority of the Town of Franklin allocates funds for the purpose of **PROMOTING TRAVEL AND TOURISM IN THE TOWN OF FRANKLIN.** **The only source of revenue for TDA is Occupancy Tax and is collected either from short-term rentals or Hotel/Motel stays.

Name of Organization			
Street or PO Box		City, ST Zip	
Representative		Phone	
E-mail		Web Site	
Project Title			Project Date(s)
Total Budgeted Cash Sources			TDA Request

Expected Attendance:

Expected Attendance: _____ Percentage attending from >50 miles away: _____

First Time Event (Yes or No): _____ If No, how many years has the event been held? _____

Last Year's Attendance: _____ Anticipated Overnight Stays: _____

How many years has the event been funded by the Franklin TDA? _____

Total amount funded in previous years: _____

Eligibility and Grant Requirements

1. Any non-profit entity with an organizational structure and non-profit tax identification are eligible.
2. Private businesses and Government related events or requests are eligible.
3. No funding will be provided for entities outside of Macon County, preference will be given to those entities within the town limits of the Town of Franklin.
4. Grant funding is short term seed money to help grow events. There is NO guarantee for multi-year support.
5. Required documentation (post-event evaluation report) must be submitted within 60 days of the event's completion, including a detailed reconciliation to budget with receipts.
6. Events generating overnight stays are preferred.
7. Events must be open to the general public. For those events charging admission, it is assumed that within five (5) years the event would become self-sustaining.
8. Events cannot promote any specific candidate, political party or platform.
9. Applicant must agree to allow the Franklin TDA access to and use of photos for advertising purposes.
10. Franklin TDA will not be held responsible for any issues resulting from the activities of the event/project.
11. Applications MUST include a detailed budget and a narrative regarding the project.
12. The Applicant understands that funding is subject to approval and availability of funds.
13. The Applicant recognizes with any contribution made by Franklin TDA, the applicant agrees to use the TDA logo ("Experience Franklin") and tag line in all media (Print, Social, Radio, Television).

Narrative for the Project

Please describe your project, include the following paragraph headings and answer the following questions:

- ☐ The event or purchase – what are you proposing to do?
- ☐ How Many Out-of-Town Visitors (Who Stay Overnight) will your Event attract? If purchase, how is tourism enhanced?
- ☐ Marketing – how will you market the project to attract visitors and overnight stays (be specific)? Has any marketing been done for the event prior to approaching the TDA for funding? If so, what and where?
- ☐ Tourism Enhancement – how does the project enhance tourism in the Town of Franklin?
- ☐ Measurements – what tools will you use to measure the effectiveness / success of the project? (example: Economic impact, attendance, travelers from over 50 miles)
- ☐ Improvements – if you have done it before, what are you going to do to make it better?
- ☐ Net Cash Flow – how will you put to use any net cash flow generated by project? Is the event meant to be a fundraiser? Or will the money be re-invested in your next event?

Project Budget

Insert or delete lines / columns in the table as needed and round to the nearest dollar.

	Current Year Budget	Prior Year Actual (if appropriate)
Sources of Cash:		
Your organization		
Town of Franklin TDA		
Sponsorships		
Booth fees		
Entry / other fees		
Sales		
Other - specify		
Total Sources of Cash		
Uses of Cash:		
Salaries, wages, taxes & benefits		
Contracted services		
Cost of merchandise sold		
Rental of facilities (e.g. sanitation)		
Rental of equipment (detailed breakdown)		
Expendable supplies		
Printing		
Print media		
Radio media		
Other advertising – specify (digital marketing)		
Other expenses - specify		
Total Uses of Cash		
Net Cash Flow	0	0

Certification/Signature

The undersigned hereby certifies:

- I understand that a brief presentation of the grant proposal by the applicant or their designee is required as part of the review process.
- Grant acceptance and funding amount are entirely at the discretion of the Franklin Tourism Development Authority.
- I understand that the TDA encourages the use of environmentally conscious practices as part of all events and I will make efforts to operate the event in such a manner.
- I understand that a post-event report will be required and should illustrate the number of visitors, locations of where visitors attended from, and any other pertinent information such as event surveys or general feedback.
- I understand that I am required to acknowledge the contribution made by Franklin TDA by using the TDA logo and tag line "Experience Franklin" in all media and promotional materials.
- I have reviewed the attached grant application from the Franklin Tourism Development Authority. I understand the grant funding requirements stated therein. I acknowledge that information contained in this application and any attachments are accurate and complete to the best of my knowledge. I realize that the TDA will rely upon those representations in their evaluation and consideration of the attached grant.

Signature: _____
(Authorized Representative)

Printed Name: _____

Title: _____

Date: _____



Agenda Item – Town Council

Meeting Date: July 13, 2026

Agenda Item #: 6-C

Department/Agency: Town Council

Subject Matter: Resolution of the Town of Franklin Town Council Establishing Required Attendance Policy for Appointed Boards, Authorities, Commissions and Committees

The Town Council appoints members to the Planning Board, Board of Adjustment, Tourism Development Authority and the Franklin ABC Board. In order ensure that all boards, authorities, commissions and committee members adhere to the same requirements, the Town Council has modeled language that should be incorporated into bylaws and/or rules of procedures for each appointed body. The attendance requirements are to be followed by appointees, as well as town council representatives, assigned to the various boards, authorities, commissions and committees.

The Town Council passed the resolution unanimously at their July 6, 2026 meeting and all board chairs were requested to share information with membership. The attendance requirements are based on the current TDA bylaws.

Suggested Motion: Received for information only.

Attachments: Yes X No

Action Taken: _____



**RESOLUTION OF THE TOWN OF FRANKLIN TOWN COUNCIL ESTABLISHING
REQUIRED ATTENDANCE POLICY FOR APPOINTED BOARDS, AUTHORITIES,
COMMISSIONS, AND COMMITTEES**

WHEREAS, the Town of Franklin recognizes that the effectiveness of appointed boards, authorities, commissions, and committees depends upon the active and consistent participation of their members; and

WHEREAS, regular attendance ensures that members are informed, engaged, and able to fulfill their duties in representing the public interest; and

WHEREAS, it is in the best interest of the Town of Franklin to establish clear expectations for attendance and participation;

NOW, THEREFORE, BE IT RESOLVED by the Town of Franklin Town Council that all appointed boards, commissions and committees shall have the following attendance standards incorporated into their bylaws and/or rules of procedure:

Attendance Requirements: Members of the Board are expected to attend all meetings of the Board. Failure to attend at least 75% of the regular meetings in any calendar year, or any three consecutive meetings, shall be considered grounds for recommending removal of the member to the Town Council, unless extenuating circumstances dictate otherwise. Consideration of circumstances shall be made by the Board before recommending action to the Town Council.

Remote Participation: The Board recognizes that there may be times when physical attendance to a meeting may not be possible due to conflicts. Rather than risk a lack of quorum, remote participation is allowed. On or before the day of the meeting, and at any point before the meeting begins, the requesting Member must notify the Board Chair (or the Vice-Chair if the requesting member is the Chair) that he/she is unable to physically attend the meeting and the reason why. Remote participation shall be limited each calendar year to not more than two (2) meetings. Voting on matters before the Board is permitted with remote participation. Remote participation can be via telephone or video.

Voting by Proxy: There shall be no By Proxy voting allowed for action items before the Board.

Excused Absences: Absences may be excused for illness, family emergency, unavoidable work obligations, or other circumstances approved by the chairperson and recorded in the minutes. The group must formally vote to excuse an individual from the meeting.

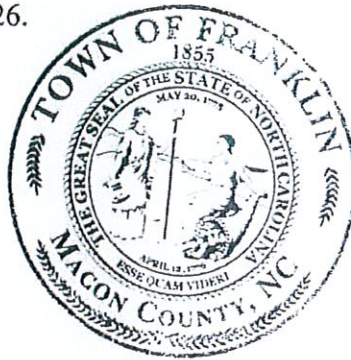
Reporting and Monitoring: Attendance shall be recorded in the official minutes of each meeting and reviewed by the Town Clerk or designated staff.

Noncompliance: Any member failing to meet the attendance requirement without sufficient cause shall be subject to removal and replacement by the Town Council of the Town of Franklin as the appointing authority.

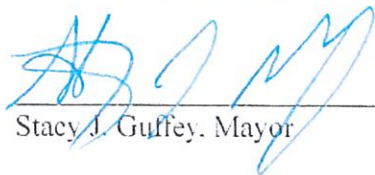
BE IT FURTHER RESOLVED that a copy of the appointed board, authority, commission or committee bylaws and/or rules of procedure shall be provided to the Town Council and Town Attorney for review and approval to ensure compliance with this attendance policy.

This Resolution shall be effective immediately upon adoption and shall apply to all current and future appointees.

Adopted this 6th day of July, 2026.



TOWN OF FRANKLIN


Stacy J. Guffey, Mayor

ATTEST:


Nicole Bradley, Town Clerk

TDA Board – FY 2026-2027

Contact Information

Chair

Tim Crabtree

(C) 828-371-2665

e-mail timmycrab@hotmail.com

Tourism Related

Member

Colin McGinnis

(C) 312-459-7478

e-mail cmcginnis@ic2advisors.com

Restaurant Owner – Tourism Related

Member

Daniel Lawton

VP Taste of Scotland/Vol. at Scottish Tartan Museum/Business Owner

(C) 828-550-9627

e-mail brushregularly@gmail.com

Tourism Related

Member

Heather Dombroskie

(C) 828-200-3900

srqheather@yahoo.com

Short Term Rentals – Occupancy Tax

Member

Hannah Edwards

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Yonder – Tourism Related and Occupancy Tax

Member

Guy Gooder

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Gooder Grafix – Tourism Related

Member

Steve Crabtree

(C) 828-226-1954

e-mail skcrab7@frontier.com

Crabtree General Store – Tourism Related

Member

Rob Reale

(C) 813-451-9288

e-mail kitchensinkinc.72@gmail.com

Kitchen Sink – Tourism Related

Member

Heather Childress Custer

(C) 828-406-4933

contact@grovehostel.com; custerhc@appstate.edu

Owner, The Grove Hostel – Occupancy Tax

Town Manager

Amie Owens

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(C) 828-342-9863

e-mail aowens@franklinnc.com

Town Manager

Marketing

Stewart Communications

Morgan Stewart

(C) 828-783-7266

morgan@stewartcomm.com

Marketing Partner