

Franklin Tourism Development Authority

Agenda

June 8, 2026

5:30 p.m.

- 1.) **Call to Order – Amie Owens, Town Manager**
- 2.) **Approval of the May 11, 2026 regular meeting minutes** **Pages 2 - 8**
- 3.) **Financial Reports – ending April 30, 2026** **Pages 9 - 12**
- 4.) **New Business**
 - A.) **New Application for Consideration – 80’s Flashback Weekend**
Friday, July 31 and Saturday, August 1, 2026
Requested Amount - \$7,500 **Pages 13 - 18**
 - 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 **Pages 19 - 29**
 - C.) **Report from Visit Smokies – Tom Overton, Membership Coordinator** **Page 30**
- 5.) **Items from the Board**
 - A.) **Marketing Report – Stewart Communications** **Page 31**
 - B.) **Report from TDA Subcommittee** **Pages 32 - 41**
- 6.) **Announcements:**
 - A.) **The next regularly scheduled TDA meeting is Monday, July 13, 2026, at 5:30 p.m. in the Town Hall Board Room.**
- 7.) **Adjourn**



Agenda Item – Tourism Development Authority

Meeting Date: June 8, 2026

Agenda Item #: 2

Department/Agency: TDA Board

Subject Matter: Minutes from May 11, 2026 regular meeting

Suggested Motion: If favorable – accept the minutes from the May 11, 2026 regular meeting as presented.

Attachments: Yes X No

Action Taken: _____

TOWN OF FRANKLIN TOURISM DEVELOPEMNT AUTHORITY

MEETING MINUTES

May 11, 2026

Present: Members: Chair Tim Crabtree, Town Manager Amie Owens, Heather Childress Custer, Heather Dombroskie, Guy Gooder, Hannah Edwards, Colin McGinnis, Rob Reale and Angela Martin (arrived at 5:35).

Others present: Nicole Bradley, Town Clerk
Mia Overton, The Franklin Press
Daryna Thiemann, Macon Sense
Robbie Tompa, Councilman

1. **Call to Order- Chair Tim Crabtree**

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

2. **Approval of the April 13, 2026 Meeting Minutes**

Member Rob Reale made a motion, seconded by Member Hannah Edwards to approve the minutes of the April 13, 2026 meeting, as presented. Motion carried unanimously by a vote of 8 -0.

3. **Financial Reports- ending March 31, 2026**

Town Manager Amie Owens presented the Financial Report through the end of March 2026. The total collections for March were \$11,414.88 (fourth highest March on record and above the 10-year average). Total expenses thus far \$ \$116,504.46 leaving a balance of \$63,495.54 and \$174,964.66 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 March 31, 2026 as presented. Motion carried unanimously by a vote of 8-0.

4. **New Business**

A.) **Vote on Application – Taste of Scotland Society Taste of Scotland Celtic Festival – June 19-21, 2026 – Requested amount - \$3,000**

Lucy Thorne was present to answer questions about the 27th Annual Taste of Scotland Celtic Festival. She noted that there will be music, vendors, food vendors, and North Georgia Birds of Prey demonstrations. The requested amount is an increase over last year due to inflation and the increased cost of advertising. She also noted that WLOS Channel 13 did a three-minute segment on Spot Light Carolina of the event.

Member Guy Gooder made a motion, seconded by Member Angela Martin to fund \$3,000 for the Taste of Scotland Society Taste of Scotland Celtic Festival as presented. Motion carried by a vote of 8-1. Member Colin McGinnis voted in opposition.

B.) Vote on Application – Jodi House Moses- Mountain Roots Blue Grass Festival – May 23, 2026 – Requested amount \$3,500

Jodi House Moses presented the application for funding at the April meeting. This is a new event and the first time they have requested funding. The requested is for \$3,500.

Member Guy Gooder made a motion, seconded by Member Colin McGinnis to fund \$1,500 for the Mountain Roots Blue Grass Festival. Motion carried unanimously by a vote of 9-0.

5. Items from the Board

A.) Monthly Marketing Report- Stewart Communications

- Social Media Post
 - Sweet Carolina Music Festival
 - AT Hiker Trail Days
 - Facebook followers increased by 185
 - Instagram 85% new followers
 - Website over 9.9K users
 - Email newsletter 17.2% open rate and 10% click rate
- Sweepstakes Winners were drawn
 - Tracy Lowe Rogers (7) – Pink Peonies gift certificate
 - Genita Story Selby (6) – Novel Escapes gift certificate
 - Toni Holland (backup 3) – Graffs gift certificate
- Upcoming year- focus on family trips

B.) Report from TDA Subcommittee

Member Colin McGinnis gave an overview of the last subcommittee meeting. He discussed the recommendations by the TDA subcommittee.

- Reshape Vision
 - First Impression of Franklin (Infrastructure: signage/décor/landscaping)
- Marketing and Social Media
 - Events or supporting events
 - Rethinking events
 - There was discussion on updating the TDA bylaws for applications

C.) TDA Terms ending June, 30, 2026

Town Manager Amie Owens stated that three (3) TDA members have terms that expire June 30 (Kevin Covell, Rob Reale and Angela Martin). If members are interested in serving another term they will need to reapply. These seats are tourism related seats and do not have to collect occupancy tax within the Town limits.

D.) Additional Items from the Board

- Member Angela Martin discussed her proposed River Stewardship Charter. There was discussion on the next steps and presenting the information to Town Council.
- Town Manager Owens reminded the TDA Board about the Main Street Transformation Meetings (Thursday, May 28th and Friday, May 29th).
- Additional discussion from the TDA subcommittee on moving forward. Action to be taken at the June TDA meeting based on feedback from TDA members on the recommendations.

6. Announcements

A.) The next regular scheduled TDA meeting will be held on Monday, June 8, 2026 at 5:30 p.m. in the Town Hall Board Room.

7. Adjourn

Member Guy Gooder made a motion, seconded by Member Colin McGinnis to adjourn the meeting at 6:26 p.m. Motion carried unanimously by a vote of 9-0.

Timothy Crabtree, Chairperson

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 average	\$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	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	\$ 11,665.75		\$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		\$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		\$14,938.69
Totals:	\$115,935.34	\$134,499.59	\$175,907.45	\$191,568.98	\$171,821.06	\$180,720.82	\$133,209.76		

Exhibit A

TDA BUDGET ORDINANCE FY 2025-2026

	Total Budgeted	Expenditures	Encumbrances	Balance
Advertising & Marketing	\$ 130,000.00	\$ 97,379.46	\$ -	\$ 32,620.54
Allison Outdoor Advertising		\$ 4,200.00		
Stewart Communications - marketing and advertising		\$93,179.46	\$35,820.54	
Audit & Bond	\$ 3,650.00	\$ 1,225.00	\$ 2,425.00	\$ 2,425.00
Martin Starnes - audit Quarterly payment		\$ 875.00	\$ 2,425.00	
Bond for Finance Officer - annual payment		\$ 350.00		
Festivals & Events	\$ 31,125.00	\$17,800.00		\$13,325.00
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		
Undesignated/Miscellaneous	\$15,225.00	\$100.00		\$15,125.00
Visit Smokies Conference		\$100.00		
Totals:	\$ 180,000.00	\$116,504.46	\$2,425.00	\$63,495.54
Tim Crabtree, Chair				
Nicole Bradley, Town Clerk				

Exhibit
A

Room Occupancy Tax Report	
3/31/2026	
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	
5/31/2026	
6/30/2026	
Net Collections:	\$133,209.76
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
TOTAL EXPENSES:	\$ 116,504.46
Collections (minus) - Expenses	\$16,705.30
TDA FUND BALANCE:	\$174,964.66

Exhibit
A



Agenda Item – TDA

Meeting Date: June 8, 2026

Agenda Item #: 3

Department/Agency: Financials

Subject Matter: April 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 April 30, 2026, as presented.

Attachments: Yes 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
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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
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Month	FY 2019-2020	FY2020-2021	FY 2021-2022	FY 2022-2023	FY 2023-2024	FY 2024-2025	FY2025-2026	Comments	10 year average
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February	\$6,479.11	\$6,328.60	\$8,862.11	\$8,900.44	\$7,764.10	\$8,474.67	\$ 10,042.76	\$2069.06 Highest on Record; 4th Highest on Record; above avg	\$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	\$9,813.87
April	\$707.20	\$14,346.44	\$16,311.64	\$14,428.14	\$14,456.82	\$15,576.98	\$ 19,107.03		\$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		

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				

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



Agenda Item – TDA

Meeting Date: June 8, 2026

Agenda Item #: 5-A

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.

Suggested Motion: Received for information – vote at the July 2026 meeting.

Attachments: Yes 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. Backin 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:
<i>Tracy Griffith</i> <i>George Young</i>	President/Vice President	June 2, 2026



Agenda Item – TDA

Meeting Date: June 8, 2026

Agenda Item #: 4-B

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.

Suggested Motion: Received for information – will vote at the July 2026 meeting.

Attachments: Yes 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
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Name of Organization	Tribal Vibe Promotions		
Street or PO Box	194 Belmont Drive	City, ST Zip	Franklin, NC 28734
Representative	Mary Guercio	Phone	828 337-4933
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, Walhalla, 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:

Mark B. Guercio

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
McTernon 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: June 8, 2026

Agenda Item #: 4-C

Department/Agency: Visit Smokies

Subject Matter: Visit Smokies Report

Tom Overton, Membership Coordinator for Visit Smokies will be presenting regional tourism information.

Suggested Motion: Received for information only.

Attachments: Yes No

Action Taken: _____



Agenda Item – Tourism Development Authority

Meeting Date: June 8, 2026

Agenda Item #: 5-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

Action Taken: _____



Agenda Item – Tourism Development Authority

Meeting Date: June 8, 2026

Agenda Item #: 5-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 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.

Suggested Motion: Received for information and discussion. Action to be determined.

Attachments: Yes ___ No X

Action Taken: _____

TDA Sub Committee Recommendations

Goal: 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.

How does the TDA positively impact the “*First Impression*” and “*Overall Experience*” for visitors and tourists to the Town of Franklin.

- It is our recommendation the TDA funds and/or works with other associated groups to develop a comprehensive program for the town. (Note: some of these items may be included in other budgets or projects. The TDA should still provide recommendations for a consistent look for the town)

Signing

- Welcome to the Town of Franklin
 - Have **consistent** “Welcome” signing at **all entry ways** into the Town of Franklin (Note: Sizing may vary based on codes but look and messaging should be consistent)
 - We recommend not using a **marketing slogan** that will become dated, e.g. Discover Franklin
 - These signs should be **designed** to stand out and contain **elements** that represent the Town of Franklin
 - **Impressive** and robust where visitors notice and say “Wow!”
 - Need to **identify** where signs should be **located**
 - Zoning may require **different sizes**, but **design**, look and feel should be **consistent**
- Way Finding Signing
 - Examples include
 - **District signing**, e.g. River District, Heritage District, etc.
 - This would/could include **all signing** in a particular district; **street** signs, **directional** signs (parking, cultural, historical, banners)
 - These signs should be “**themed**”. This could include **colors** (Green = River District), contain **icons** (contain a Ruby)
 - There should be a **limited** number of districts
 - We recommend there are **District Totems** placed in key locations aiding visitors. These Totems should follow **similar themes**; color markers, icons, similar structural features as the welcome signs.
 - Where possible signs should include **branding**, **QR** code (website)
 - Expand to **street signs** that follow the district themes, e.g. color, **naming conventions**
 - Include **banners**, e.g. Main street banner signs and expand to **other districts**

Functional Exterior Décor

- Exterior Speakers

- Located in **walking areas** where appropriate, e.g. Main Street
- Speakers utilized for **events, seasons**, not 24/7/365
- Decorative Trash Receptacles
 - These should also be **themed by district**, so you have a **comprehensive look** by area
 - Plan for maintenance and **dumping**
 - Receptacles should be **strong**, powder coated, something that will **last 15 years**, won't be carried off
 - Can be painted the **same color** as the **district theme** with panels to include art work for district
- Planters
 - These should also be **themed** by District so you have a comprehensive look **by area**
 - Signs promoting native plants, **information/facts** about Franklin
 - **Easy** to maintain for town to **limit costs**
- Restroom Facilities
 - Locations: TBD
 - Accessible, clean, freshly painted (mural?)
- **Grants** to incentivize scale and care of all **exterior decor**
- **Utilize** organizations **to assist** in care, e.g. boy scouts, volunteers
- **Functional role** of TDA **evolves** to include oversight of these town assets with care and **maintenance managed** by the TDA

Murals

- Murals that are **unique** to Franklin
 - Contain **elements** of Franklin and our surrounding area
 - Could also align with **district themes** where appropriate, e.g. River District, Cultural District
 - Murals have **photo opportunities** for visitors, e.g. Butterfly wings
 - Arts council can assist in **identifying** qualified **artists** working with TDA and Town Council
 - Town Council must **approve** final designs
 - Murals should **contain** QR code (website)
 - Potential locations to **include** but **not limited** to;
 - Wall behind Gazebo, alleys and breezeways, entry corridors into Franklin
 - Could **market visitors** to come and see all the murals

Landscape

- Focus for **tourism** on planters, entryways, and **specific areas** related to attractions
 - Could even lead to a **town event** "Dogwood Days", if there was a concentrated focus of planting Dogwood trees in an area as an example
 - Possible **concerns**, Note: Landscaping costs are significant and additional funding or private funding may be required
 - Lowes, Shulers and others, may **be willing** to donate money or materials for planting and maintaining area

Statues & Other

- **Statues**, benches, other structural features are more likely part of a 3/5 year plan due to cost

- Locations should be considered, as should themes related to Districts, Town, etc.

Marketing and Social Media (First Impression)

- Traditional Marketing
 - Billboards, Guides, Brochures, Media
 - All branded the same
 - Inclusive Dining, Hiking, Shopping, Maps
 - Guides should tie into District Themes
 - Hotels, Chamber, Businesses, should carry same guides
 - Leverage Chamber and TDC to help defer the costs
 - Social Media, SEO, GEO
 - Utilize lots of photos of “first impressions”
 - Charm of Franklin
 - Things to do in our themed areas, e.g. River District, enjoy strolling the Greenway, Historic District, visit our museums
 - There is always something going on in Franklin
 - Establish full collaboration with TDC as a goal
- It is our recommendation that the TDA should be prescriptive when funding events and activities to promote, support, or enhance tourism and experiences for visitors coming to Franklin (Note: some of these items may be included in other budgets or projects.)
- TDA Funding application
 - There should be a review and overhaul of the current application
 - Focus on areas that are consistent with our goals
 - How many people will attend
 - How many individuals from more than 50 miles
 - How many anticipated overnight stays
 - Anticipated economic benefits
 - How will this event promote Franklin
 - How is the event being marketed to bring people to Franklin
 - Marketing and Social Media (Events)
 - Use the existing Experience Franklin NC website and associated Facebook and Instagram platforms as the primary centralized marketing tools for tourism promotion in Franklin.
 - Coordinate and maintain all owned platforms with matching branding and information, e.g. Town of Franklin, Experience Franklin and others promoting the same geographic area should post the same information, and same graphics when appropriate.
 - Integrate a dedicated section on the website highlighting TDA/Town-funded events, festivals and tourism-related projects. This section should include event dates, descriptions, locations, sponsor information and links to participating organizations. Items should coordinate with other like platforms.
 - Continue to utilize the Experience Franklin NC social media platforms to reinforce the ongoing messaging that Franklin offers year-round activities and experiences, emphasizing recurring events, music festivals, outdoor recreation, downtown activities, seasonal celebrations and family-oriented events.

- Advise those looking to have an event on opportune timing if possible
 - Example May 2nd had at least 7 events that impacted each other and local business adversely
- Cap the annual number of events funded
- Ideal events
 - Larger events that can grow and or become recurring over time
 - Events that draw overnight or day trip visitors that will spend in the area
 - Complimentary or adjacent events to already established “anchor events”
 - E.g. A day of events on New Years Eve that lead up to Ruby Drop (5K run, Festival, Artisans, etc.
 - Work with event sponsors to encourage them to expand or make events grander, more inclusive of larger audiences, crowds, maybe partner with other groups, e.g. add an Art Walk into a downtown event
 - Multi-day events or activities that bring visitors over days or for overnight stays
- TDA Event
 - Develop and host an annual event TBD
 - Could be a festival, conference or charitable fund raiser
 - Probably target a typical slower tourist timeframe
 - Use Amie’s room night utilization stats
 - The event should be executable without significant volunteer commitment
- Once approval is received for our recommendations, the TDA and this sub-committee should develop a 1/3/5 year plan that supports the first two tenants listed working in sync, collaboratively with other groups/organizations and government
 - Considerations
 - Determine the 5 year desired outcome and work backwards
 - Build a flexible plan that can accelerate or decelerate as needed
 - Understand budget needs and constraints
 - Establish full collaboration with TDC as a goal



Town of Franklin

Tourism Development Authority

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

Applications for events occurring January – June should be submitted by October 15, and for events July – December by April 15. Applications will be considered during the November and May regular meetings and funding will be awarded at the December and July meetings annually.

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: _____

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.
6. Events generating overnight stays are preferred.
7. Events must be open to the general public.
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 the contribution made by Franklin TDA by using the TDA logo and tag line in all media.

Narrative for the Project

Please describe your project and 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 (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?
- 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?

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 (sanitation)		
Rental of equipment		
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 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: _____