

# **Franklin Tourism Development Authority**

## **Agenda**

**August 10, 2026**

**5:30 p.m.**

**1.) Call to Order – Tim Crabtree, Chairman**

**2.) Approval of the July 13, 2026 regular meeting minutes**

**Pages 2 – 27**

**3.) Financial Reports – ending June 30, 2026**

**Pages 28 - 31**

**4.) New Business**

**A.) Follow Up Reports from:**

1. Mountain Roots Bluegrass Festival
2. Macon County Transit

**Pages 32 - 37**

**B.) New Application for Consideration – KIDS Place  
828Treasure Quest - Saturday, October 10, 2026  
Requested Amount - \$2,500**

**Pages 38 - 43**

**C.) New Application for Consideration – Macon County Farmer's Market  
Saturdays – May through November 8:00 a.m. to 2:00 p.m.  
Requested Amount - \$5,000**

**Pages 44 - 48**

**D.) New Application for Consideration – Outdoor 76  
The Naturalist 50/100K – Saturday, October 3, 2026  
Requested Amount - \$1,600**

**Pages 49 - 57**

**5.) Items from the Board**

- A.) Marketing Report – Stewart Communications
- B.) Report from TDA Subcommittee

**Page 58**

**Pages 59 - 66**

**6.) Announcements:**

- A.) The next regularly scheduled TDA meeting is Monday, September 14, 2026, at 5:30 p.m. in the Town Hall Board Room.

**7.) Adjourn**



Agenda Item – Tourism Development Authority

Meeting Date: August 10, 2026

Agenda Item #: 2

Department/Agency: TDA Board

Subject Matter: Minutes from July 13, 2026 regular meeting

Suggested Motion: If favorable – accept the minutes from the July 13, 2026 regular meeting as presented.

Attachments: Yes   X   No   

Action Taken: \_\_\_\_\_

# **TOWN OF FRANKLIN TOURISM DEVELOPEMNT AUTHORITY**

## **MEETING MINUTES**

**July 13, 2026**

Present: Members: Town Manager Amie Owens, Steve Crabtree, Heather Dombroskie, Guy Gooder, Hannah Edwards, Daniel Lawton, Colin McGinnis, and Rob Reale.

Absent- Chair Tim Crabtree and Heather Custer Childress

Others present: Nicole Bradley, Town Clerk  
Mia Overton, The Franklin Press  
Daryna Thiemann, Macon Sense  
Robbie Tompa, Councilman  
Morgan Stewart, Stewart Communications  
Pam Bowen, Pregnancy Care Center Finance Director  
Kellie Burns, Sweet Carolina Musica Festival Organizer

**1. Call to Order- Town Manager Amie Owens**

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

**2. Welcome and Introduction of New Members**

Steve Crabtree introduced himself and stated he cares about the Town and the Community and he wants to make good things happen.

Daniel "Dan" Lawton introduced himself as the local chimney sweep and stated he wants to make Franklin a better home for his kids and grandkids.

*Member Hannah Edwards made a motion, seconded by Member Colin McGinnis to excuse Chair Tim Crabtree and Member Heather Custer Childress from the July 13, 2026 meeting. Motion carried unanimously by a vote of 8 -0.*

**3. Approval of the June 8, 2026 Meeting Minutes**

*Member Heather Dombroskie made a motion, seconded by Member Hannah Edwards to approve the minutes of the June 8, 2026 meeting, as presented. Motion carried unanimously by a vote of 8 -0.*

**4. Financial Reports- ending May 31, 2026**

Town Manager Amie Owens presented the Financial Report through the end of May 2026. The total collections for May were \$18,514.21 (2<sup>nd</sup> highest May on record and above the 10-year average). Total expenses thus far \$134,936.29 leaving a balance of \$35,894.71 and \$181,750.69 remains in fund balance. The report is incorporated into these minutes as Exhibit A.

*Member Rob Reale made a motion, seconded by Member Colin McGinnis to approve the financial reports ending May 31, 2026, as presented. Motion carried unanimously by a vote of 8-0.*

5. **New Business**

A.) **Follow Up Report from Sweet Carolina Music Festival**

Pam Bowen, Pregnancy Care Center Finance Director, and Kellie Burns, Sweet Carolina Music Festival Organizer, gave a report on the 2026 Sweet Carolina Music Festival. They thanked the TDA for their support and stated they had a great turn out. They noted that with the ticket scanned plus vendors, artists and their supporters they had approximately 1,200 people in attendance.

Pam Bowen discussed what the Pregnancy Care Center does and noted they are relocating to 244 Porter Street.

Member Colin McGinnis inquired about the ticket sale revenue. Kellie Burns explained why the sales didn't equal the number of tickets sold. She stated that sponsors are given tickets as part of sponsorships.

There was discussion about the date flexibility since several events took place on that date.

Member Rob Real asked how many billboards they had and it was noted they had 5.

Member Steve Crabtree inquired on the stage cost increase and it was noted that the stage cost more this year.

B.) **Vote on Application- 80s Flashback Weekend – Friday July 31 and Saturday August 1, 2026 – Request Amount - \$7,500**

***Member Rob Reale made a motion, seconded by Member Daniel Lawton to approve the 80s Flashback Weekend request of \$7,500, as presented. Motion carried unanimously by a vote of 8 -0.***

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**

***Member Heather Dombroskie made a motion, seconded by Member Guy Gooder to approve the Come Together Recovery Festival request of \$1,000, as presented. Motion carried unanimously by a vote of 8 -0.***

6. **Items from the Board**

A.) **Monthly Marketing Report- Stewart Communications**

- Social Media Post and Ads
  - 9 Social Media post and 2 Paid Ads
  - Most viewed – July 4<sup>th</sup> and WLOS Scottish Heritage
- Website
  - More than 17,000 users



- Top Pages for views
    - Independence Day & Home Page
  - Top Pages for engagement
    - Things to Do & Places to Stay
- Google Searches (3.39K Clicks & 233K Impressions)
- Email/Newsletter Performance
  - 23.5 % Open rate & 8.5% Click rate
- Media Relations
- Travel Guide Update
  - Waiting on print quote

#### FY 2025/2026 End of Year Marketing Report

- Social Media
  - 34 Paid Ads
  - 5.4 million views
- Website
  - 182K Users
  - 334,769 users
- Google Search
  - 26.3K Clicks
  - 2.46M Impressions
  - AI Chat Bot coming soon
- Newsletter
  - 14 Sent
  - 17.9% – 23.8% Open Rate
  - 3.6% -12.5% Click Rate
- Media Relations

Mr. Stewart gave information on where people visit from and how long they stay. There was also discussion about Heritage Tourism.

Mr. Stewart let the TDA Board know that the Society of American Travel Writers Conference will be held in Haywood County in October. He noted it is a four-day event and invited all to attend.

#### B.) Report from TDA Subcommittee and recommendation to Town Council

Member Colin McGinnis gave a recap/update from the subcommittee. They looked at infrastructure, application process and type/size of events.

They created a draft 1,3,5-year plan. The plan includes Guiding Principles (Accountability, Collaboration and External Influences), How We Engage (Event Funding, Event Optimization, Infrastructure and Marketing). He asked Board members for feedback.

Daniel Lawton volunteered to replace Angela Martin, who did not seek Board reappointment, on the subcommittee.

Town Manager Owens discussed the new proposed application. The application will include an attachment for environmentally friendly event considerations.

The subcommittee will present their strategic plan to the Town Council at their August meeting.

C.) Resolution from Town Council – Attendance to Meetings

Town Manager Owens discussed the Resolution on Board Member Attendance that was passed by Town Council at their July meeting. She noted that the Resolution follows the current TDA by-laws on attendance.

D.) Contact Information for TDA Membership 2026-2027

7. Announcements

A.) The next regular scheduled TDA meeting will be held on Monday, August 10, 2026 at 5:30 p.m. in the Town Hall Board Room.

8. Adjourn

***Member Hannah Edwards made a motion, seconded by Member Colin McGinnis to adjourn the meeting at 6:45 p.m. Motion carried unanimously by a vote of 8-0.***

---

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 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 | 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 |                                                                 |                 |

Exhibit A

# TDA BUDGET ORDINANCE FY 2025-2026

|                                                                   | Total Budgeted | Expenditures  | Encumbrances | Balance      |
|-------------------------------------------------------------------|----------------|---------------|--------------|--------------|
| <b>Advertising &amp; Marketing</b>                                | \$ 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  |              |
| <b>Audit &amp; Bond</b>                                           | \$ 3,650.00    | \$ 3,850.00   | \$ -         | \$ (200.00)  |
| Martin Starnes - audit Quarterly payment                          |                | \$ 3,500.00   |              |              |
| Bond for Finance Officer - annual payment                         |                | \$ 350.00     |              |              |
| <b>Festivals &amp; Events</b>                                     | \$ 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   |              |              |
| <b>Undesignated/Miscellaneous</b>                                 | \$15,225.00    | \$100.00      |              | \$15,125.00  |
| Visit Smokies Conference                                          |                | \$100.00      |              |              |
| <b>Totals:</b>                                                    | \$ 180,000.00  | \$134,936.29  | \$21,113.71  | \$45,063.71  |
| Tim Crabtree, Chair                                               |                |               |              |              |
| Nicole Bradley, Town Clerk                                        |                |               |              |              |

Exhibit  
A

|                                               |                      |
|-----------------------------------------------|----------------------|
| <b>Room Occupancy Tax Report</b>              |                      |
| 5/31/2026                                     |                      |
|                                               |                      |
| <b>FY 2025/2026 Budget</b>                    | <b>\$180,000.00</b>  |
| 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                                     |                      |
|                                               |                      |
| <b>Net Collections:</b>                       | <b>\$170,831.00</b>  |
|                                               |                      |
| <b>Budgeted Expenses:</b>                     |                      |
| 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           |
|                                               |                      |
| <b>TOTAL EXPENSES:</b>                        | <b>\$ 134,936.29</b> |
|                                               |                      |
| <b>Collections (minus) - Expenses</b>         | <b>\$35,894.71</b>   |
|                                               |                      |
| <b>TDA FUND BALANCE:</b>                      | <b>\$181,750.69</b>  |

Exhibit  
A

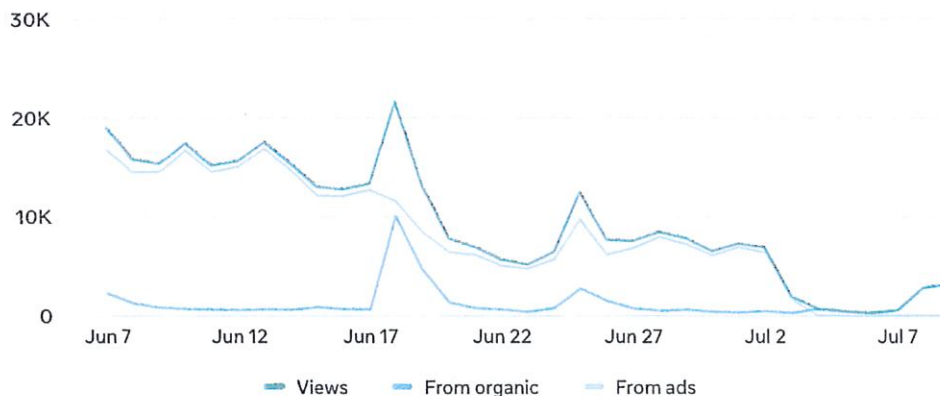


**Social Media  
Strategy Notes**

- 9 Social Media posts
- 2 Paid Ads
- Total Ad Spend: \$1,158
- Facebook - 4,573 followers (141 new followers this month)
- Instagram - 1,246 followers (75 new followers, 56.4K Views, 350 Interactions)

Performance Overview (Facebook)

Views ⓘ 312.0K ↑ 4.2%    3-second views ⓘ 53.7K ↑ 3.0K%    Content interactions ⓘ 3.2K ↑ 16.4%    Watch time ⓘ 9d 4h ↑ 3.0K%



**Views breakdown**

Jun 7 - Jul 9

**Total**

312,033 ↑ 4.2%

**From organic**

44,008 ↓ 6.7%

**From ads**

268,025 ↑ 6.3%

**Viewers ⓘ**

162,132 ↓ 6.6%

**Top content by views**

Boost content

See all content



Experience Franklin

Sun Jun 7, 2:20pm

158.3K    750  
15    109



Want to learn more about your Scottish,...

Wed May 27, 9:00pm

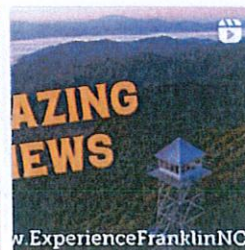
138.9K    603  
76    96



Want to celebrate Father's Day in a...

Tue May 26, 9:00pm

83.6K    2K  
23    101



Summer in Franklin, NC

Thu May 7, 9:17pm

73.9K    167  
6    13



Thank you to Asheville's WLOS AB.

Thu Jun 18, 3:22pm

15.6K    132  
4    20

## Paid Content Breakdown (Facebook)

|    |                                                                                     |                                                                                               |           |                 |                   |                             |                                         |
|----|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-----------|-----------------|-------------------|-----------------------------|-----------------------------------------|
| Ad |  | Jun 25 • Created by Morgan Ste...<br>Website visitors<br>Dear beloved Scotland's Tartan Ar... | Completed | 24,310<br>Views | 18,508<br>Viewers | 2,343<br>Landing Page Views | \$249.38<br>Spent at \$50.00 per<br>day |
| Ad |  | Jun 7 • Created by Morgan Stewart<br>Website visitors<br>AMERICA 250th CELEBRA...             | Completed | 169.4K<br>Views | 83,559<br>Viewers | 3,393<br>Landing Page Views | \$909.24<br>Spent at \$55.00 per<br>day |

## Top Performing Post (FB/IG) Paid

Views  
169.4K

**Experience Franklin NC**  
Published by D.M. Dupuis · June 5 ·

**AMERICA 250 CELEBRATION IN FRANKLIN!**

It's the 250th birthday of the United States, and our small town of Franklin is celebrating in a BIG way! 🇺🇸

Start your weekend in Downtown Franklin on Main St.:

- Friday: LIVE MUSIC (6 pm)
- Saturday: family- and pet-friendly activities (10 am - 2 pm)
- Patriotic Parade at 11 am
- FREE inflatables for the kids
- Little Mr. & Miss Firecracker Contest
- Patriotic Pet Contest
- Franklin Fire & Rescue water cannon fun
- Food vendors, family activities, and plenty of patriotic spirit

Then head to the Macon County Recreation Park (1288 Georgia Rd.) for an evening of celebration! (4 - 10 pm)

- LIVE MUSIC 🌟 Headlined by Braden Rumpf of American Idol
- Family activities, games, face painting, and more
- Food trucks and treats
- Spectacular fireworks display with music at 10 pm

Bring your family, folding chairs and red, white, and blue as we celebrate 250 years of American independence here in Franklin! 🇺🇸

<https://experiencefranklinnc.com/.../independence-day.../>

July 3-4, 2026  
Downtown Franklin & Macon County Recreation Park

Who's ready for one of the biggest Independence Day celebrations Franklin has ever seen? 🇺🇸

#FranklinNC #ExperienceFranklinNC #America250 #July4th #IndependenceDay  
#BradenRumpf #Fireworks #PatrioticParade #MountainTownUSA #CelebrateFranklinNC

See less



## Top Performing Post (FB/IG) Organic

Views  
15.6K

**Experience Franklin NC**  
Published by Morgan Stewart · June 13 at 3:22 PM ·

Thank you to Asheville's **WLOS ABC 13** for coming to our small town of Franklin to cover our exciting heritage-filled weekend of fun. The **Taste of Scotland Festival** starting tomorrow (with parade and free music in Gazebo). The **Scottish Tartans Museum and Heritage Center, Inc.**'s Braveheart 5K and fun run on Saturday. Register day of (8 a.m. on Main Street) or get all the info you need at [www.ExperienceFranklinNC.com](http://www.ExperienceFranklinNC.com). Thanks to our media partners at **BMF (Beuerman Miller Fitzgerald)** for your help in securing this.

.#freemusic #ourstatemagazine #outdoor76 #smokymountains #appalachianmountains #VisitNC #visitnorthcarolina #maconcountync #franklinnc #experiencefranklinnc #visitfranklinnc #828isgreat @followers See less

See insights and ads

Boost post

132 1 20



## Organic Content Breakdown (FB/IG)

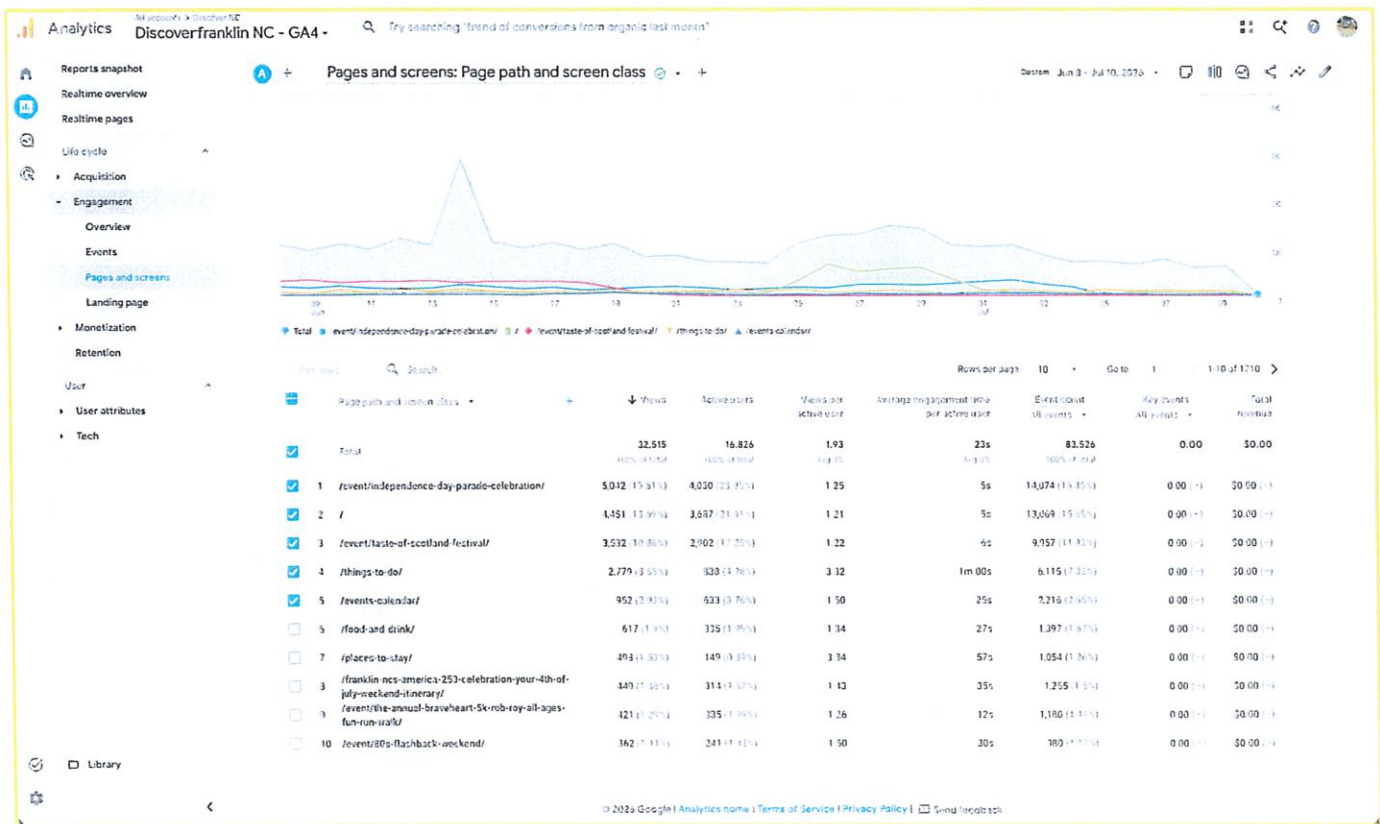
| Title                                                                                                                                                                                                                                                                                                                                            | Views  | Reach  | Likes and reactions  | Link clicks  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
|  Thank you to Asheville's WLOS ABC 13 for ...<br> Multi media •  Experience Franklin NC | 15,568                                                                                    | 8,692                                                                                   | 132                                                                                                   | 22                                                                                            |
|  Dear beloved Scotland's Tartan Army, whil...<br> Multi media •  Experience Franklin NC | 2,685                                                                                     | 1,772                                                                                   | 58                                                                                                    | 2                                                                                             |
|  To our friends in Chattanooga, and the Cha...<br> Experience Franklin NC                                                                                                  | 1,516                                                                                     | 1,010                                                                                   | 43                                                                                                    | 36                                                                                            |
|  Before you know it, Independence Day will ...<br> Experience Franklin NC                                                                                                  | 1,482                                                                                     | 887                                                                                     | 51                                                                                                    | 55                                                                                            |
|  Thanks Boston's The Patriot Ledger for qu...<br> Experience Franklin NC                                                                                                   | 1,389                                                                                     | 772                                                                                     | 5                                                                                                     | 3                                                                                             |
|  Love this!<br> Reel •  Experience Franklin NC                                          | 427                                                                                       | 261                                                                                     | 18                                                                                                    | --                                                                                            |
|  Love that ABC and Disney visited the regio...<br> Reel •  Experience Franklin NC | 354                                                                                       | 191                                                                                     | 9                                                                                                     | --                                                                                            |
|  Thank you Worthy for recognizing our bea...<br> Experience Franklin NC                                                                                                | 157                                                                                       | 99                                                                                      | 2                                                                                                     | 3                                                                                             |

## Website performance

### Website Visitors:

- More than 17K users
- Engagement holding
- 32,515 page views up from 27,582

| Top Pages for views               | Top Pages for engagement              |
|-----------------------------------|---------------------------------------|
| Independence Day- 5,042 (7,116)   | Things to Do - 60s (54s)              |
| Home Page - 4,451 (3,445)         | Places to Stay - 57s (52s)            |
| Taste of Scotland - 3,532 (2,544) | Franklin July 4 Itinerary - 35s (39s) |
| Things to do- 2,779 (968)         | 80s Flashback - 30s (35s)             |
| Event Calendar - 952 (768)        | Food & Drink - 27 (35s)               |



# Google Search Performance

Clicks - 3.39K (2.45 K)  
 Impressions - 233K (199k)



| QUERIES                                  | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DAYS                    |
|------------------------------------------|-------|-----------|---------|-------------------|-------------------------|
| Top queries                              |       |           |         |                   |                         |
| franklin nc                              |       |           |         |                   | ↓ Clicks    Impressions |
| things to do in franklin nc              |       |           |         |                   | 222    13,721           |
| franklin north carolina                  |       |           |         |                   | 29    1,080             |
| gem mining franklin nc                   |       |           |         |                   | 49    3,682             |
| franklin nc 4th of july                  |       |           |         |                   | 28    197               |
| what to do in franklin nc                |       |           |         |                   | 20    190               |
| downtown franklin nc                     |       |           |         |                   | 19    283               |
| wayah bald                               |       |           |         |                   | 17    234               |
| things to do in franklin, north carolina |       |           |         |                   | 16    981               |
| wayah bald lookout tower                 |       |           |         |                   | 16    173               |
|                                          |       |           |         |                   | 15    512               |
| Rows per page: 10    1 of 1000           |       |           |         |                   |                         |

## Email Newsletters Performance

| June 5 & 8         | Open Rate | Click Rate |
|--------------------|-----------|------------|
| ExperienceFranklin | 23.5%     | 8.5%       |
| Industry Average   | 25.9%     | 1.4%       |



14 (8.8%)



15 (9.4%)

10 (6.3%)

### *Adventure Begins in Franklin*

Ready to add a little adventure to your summer? Think adrenaline mixed with cool mountain air, and you've got the recipe for a perfect escape. Just minutes from Franklin's Main St., there is so much adventure...hiking, fishing, birdwatching, waterfall chasing, whitewater rafting, ziplining, mountain biking, kayaking, and unforgettable overlooks.

Check out our guide to the Top Summer Thrills in Franklin, NC and start planning your next mountain adventure! 🌲🏞️

22 (13.8%)

[Read more...](#)



| June 29 & July 2   | Open Rate | Click Rate |
|--------------------|-----------|------------|
| ExperienceFranklin | 22.9%     | 7%         |
| Industry Average   | 25.9%     | 1.4%       |



11 (9.7%)



12 (10.6%)

9 (8.0%)

## Independence Day in Franklin

Celebrate America's 250th birthday with an unforgettable holiday weekend  
in Franklin!

Family fun at Parker Meadows

Patriotic Parade

Live Performance by Braden Rumpf of American Idol

Nighttime Fireworks

We've mapped out the perfect itinerary to help you experience it all. Start  
planning your Independence Day getaway today!

48 (42.5%)

[Read more...](#)



## Media Relations

**Fast Food Club** - [People can't stop talking about the Osso Bucco in this small NC town](#)

**Worthy** - [10 Towns that offer scenic living without the price tag.](#)

**Chattanooga Times Free Press** - [Head for the hills: Franklin, North Carolina, is a cool weekend getaway as summer heats up](#)

**The Patriot Ledger** - [Scotland's Tartan Army turns Massachusetts into a World Cup party](#)

Reprinted in other outlets

- [metrowestdailynews.com](#)
- [southcoasttoday.com](#)
- [tauntongazette.com](#)
- [wickedlocal.com](#)
- [capecodtimes.com](#)
- [enterpriseneews.com](#)
- [sports.yahoo.com](#)
- [heraldnews.com](#)

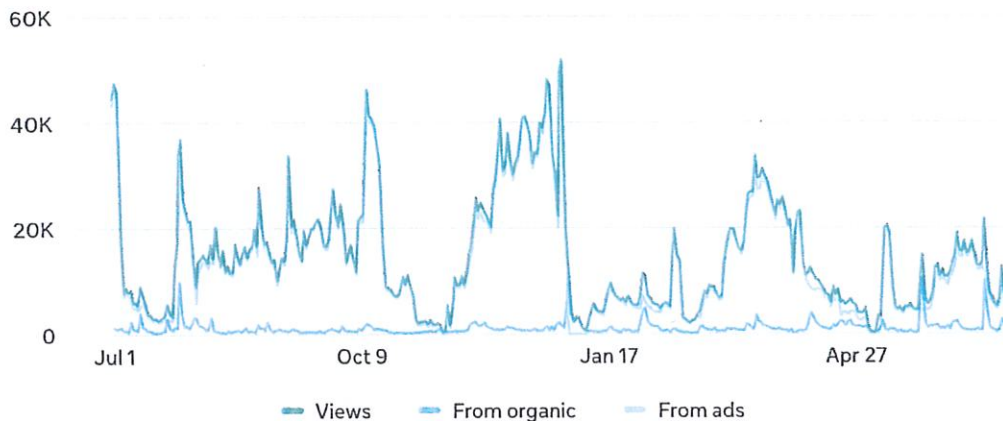
**WLOS** - [Taste of Scotland brings parade, live music, Viking reenactments to Franklin](#)

**Social Media Strategy Notes**

- 34 Paid Ads
- Total Ad Spend: \$29,651
- Facebook - 4,573 Followers (3.2K New Followers)
- Instagram - 1,246 Followers (640 New Followers)

### Performance Overview (Facebook)

Views ⓘ 5.4M    3-second views ⓘ 978.6K ↑ 818.3%    Content interactions ⓘ 43.4K ↑ 23.6%    Watch time ⓘ 158d 21h ↑ 655.4%



**Views breakdown**  
Jul 1, 2025 - Jun 30, 2026

**Total**  
5,361,304

**From organic**  
420,105

**From ads**  
4,941,199

**Viewers ⓘ**  
--

#### Top content by views

Boost content

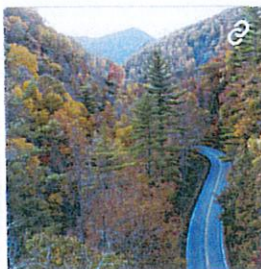
See all content



#### Mountain Magic

Fri Nov 21, 7:00pm

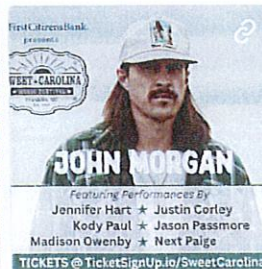
423.2K    9.2K  
162    460



#### Fall will be here before you know it. Plan tha...

Wed Aug 20, 11:55am

282.6K    1.1K  
66    135



#### Country fans...Get ready for the best, up...

Fri Mar 13, 1:56pm

267.6K    539  
45    93



#### Spring Break with all of the fun but none of t...

Tue Feb 24, 9:53am

197.4K    1.3K  
35    73



#### The Magic of the Holidays in Franklin...

Fri Nov 14, 3:52pm

174.0K    922  
30    177

## Top Organic Content (Facebook/Instagram)

| Title                                                                                                                                                                   | Views   | Reach   | Likes and reactions   | Link clicks   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  Happy (family) New Year from Franklin, NC...<br>Reel • Experience Franklin NC         | Boost ... 23,379                                                                                                                                                          | 18,561                                                                                                                                                                        | 386                                                                                                                                                                                         | 1                                                                                                                                                                                   |
|  A relaxing beautiful Saturday with free li...<br>Multi media • Experience Franklin NC | Boost ... 21,805                                                                                                                                                          | 11,404                                                                                                                                                                        | 188                                                                                                                                                                                         | --                                                                                                                                                                                  |
|  Hey, we are honored Southern Living chose...<br>Experience Franklin NC                | Boost ... 16,003                                                                                                                                                          | 10,508                                                                                                                                                                        | 179                                                                                                                                                                                         | 76                                                                                                                                                                                  |
|  It's the most beautiful Smoky Mountain ...<br>Experience Franklin NC                  | Boost ... 69,143<br>55,756 from ads                                                                                                                                       | 10,129<br>8,382 from ads                                                                                                                                                      | 718<br>707 from ads                                                                                                                                                                         | 421<br>406 from ads                                                                                                                                                                 |
|  One view of the snow in Franklin. ❄️❄️❄️<br>Reel • Experience Franklin NC             | Boost ... 10,180                                                                                                                                                          | 9,557                                                                                                                                                                         | 226                                                                                                                                                                                         | --                                                                                                                                                                                  |
|  This is great. And we agree. #experiencefra...<br>Experience Franklin NC              | Boost ... 16,826                                                                                                                                                          | 8,992                                                                                                                                                                         | 29                                                                                                                                                                                          | 594                                                                                                                                                                                 |
|  Thank you to Asheville's WLOS ABC 13 for ...<br>Multi media • Experience Franklin NC | Boost ... 15,571                                                                                                                                                          | 8,692                                                                                                                                                                         | 132                                                                                                                                                                                         | 22                                                                                                                                                                                  |
|  Saturday nights in Franklin = live music ...<br>Photo • Experience Franklin NC      | Boost ... 9,603                                                                                                                                                           | 6,481                                                                                                                                                                         | 94                                                                                                                                                                                          | 32                                                                                                                                                                                  |
|  Before you know it, you may be thinking it' ...<br>Photo • Experience Franklin NC   | Boost ... 8,247                                                                                                                                                           | 5,577                                                                                                                                                                         | 129                                                                                                                                                                                         | 2                                                                                                                                                                                   |
|  (Old video, reposted...because I am now th...<br>Reel • historywithcara             | Boost ... 5,738                                                                                                                                                           | 5,040                                                                                                                                                                         | 201                                                                                                                                                                                         | --                                                                                                                                                                                  |

## Website performance

### Website Visitors:

- More than 182K users
- 334,769 views
- 182,203 active users
- 860,604 events

#### Top Pages for views

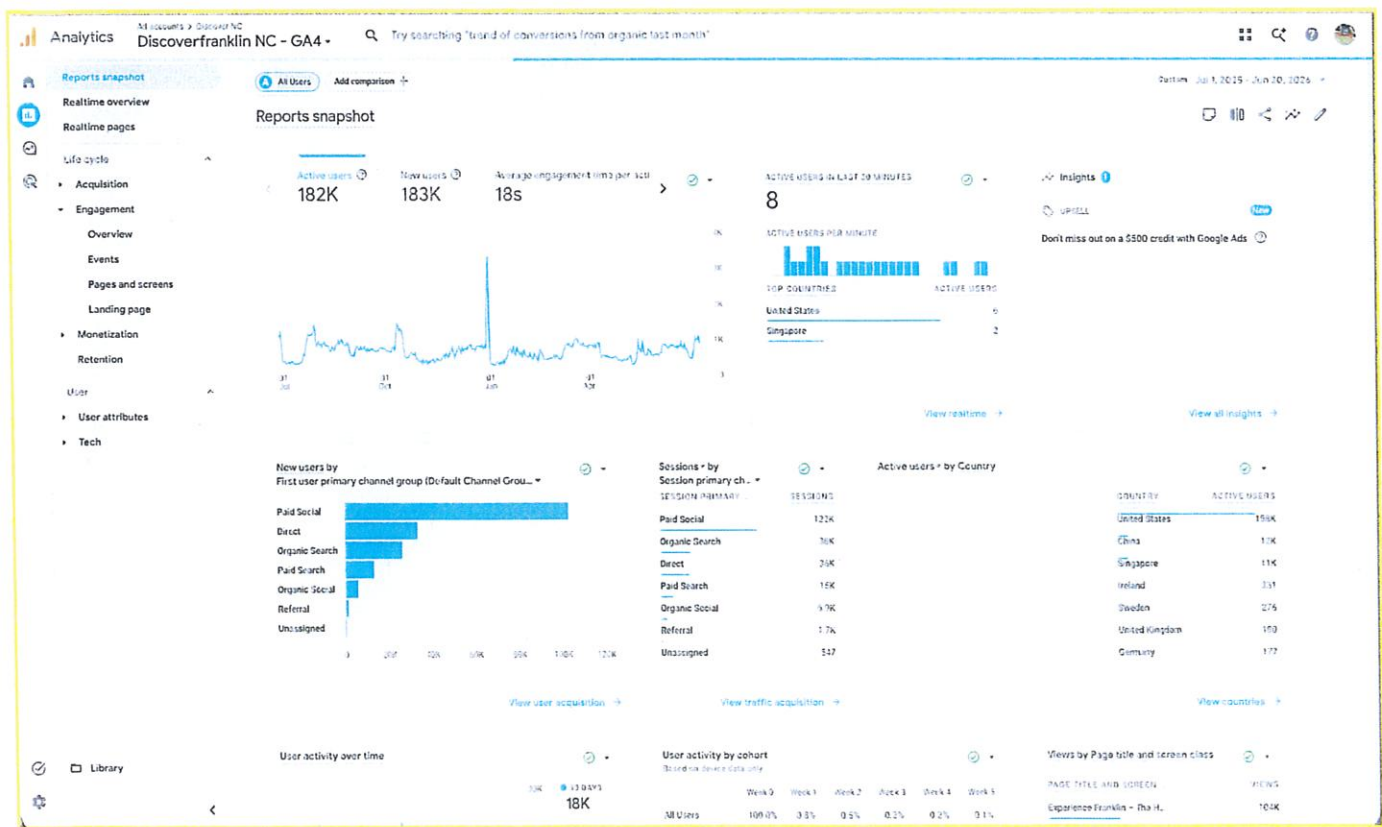
Home Page - 108K

Things to Do - 35K

Fall Foliage - 13K

Events - 10K

Place to Stay - 8K



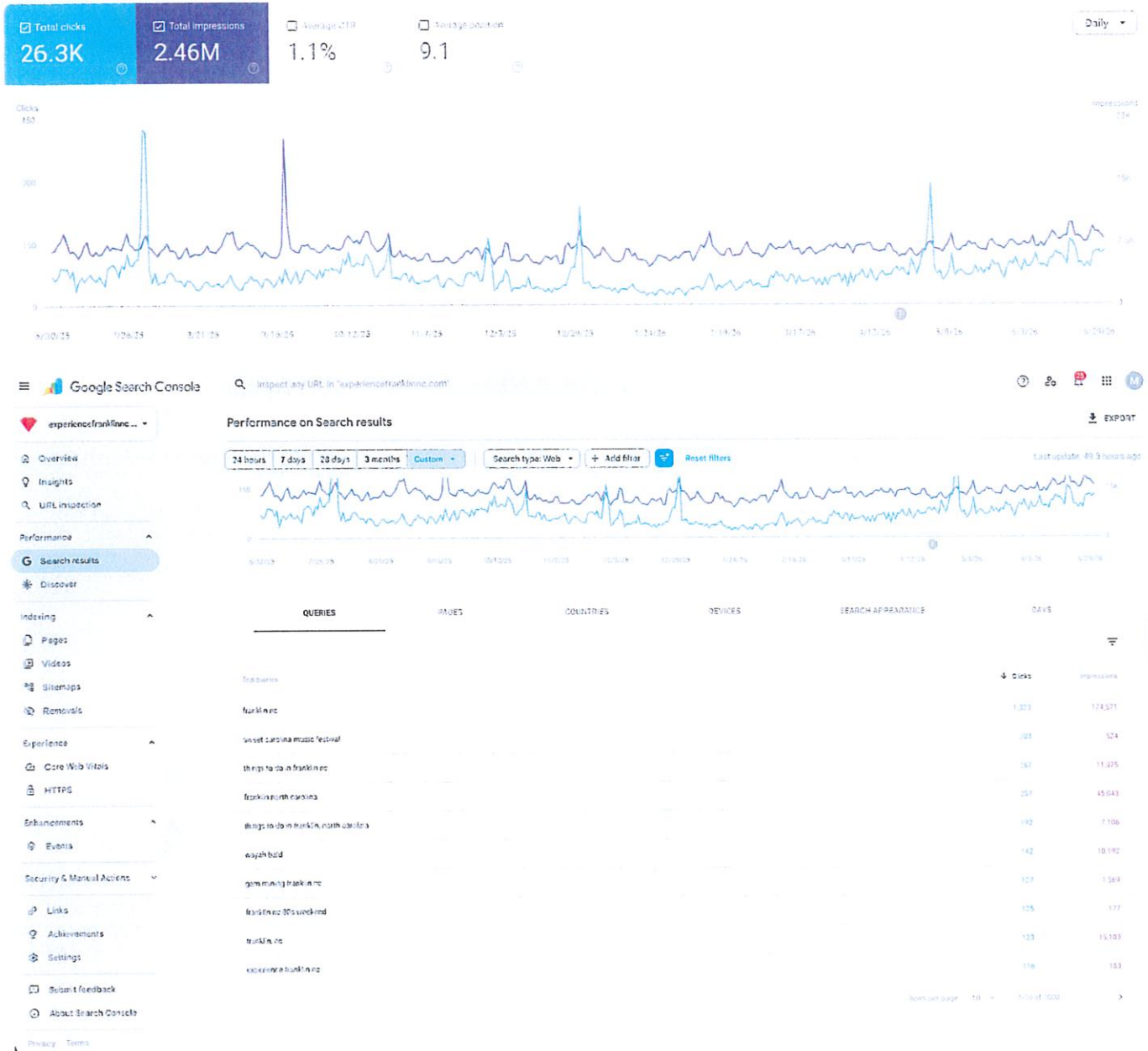






# Google Search Performance

Clicks - 26.3 K  
Impressions - 2.46M



## Email Newsletter Performance

|             |                                         |
|-------------|-----------------------------------------|
| Emails Sent | 14                                      |
| Open Rate   | 17.9% - 23.8% (Industry Average: 25.9%) |
| Click Rate  | 3.6% - 12.5% (Industry Average: 1.4%)   |



Photo Credit: Devin Holland

## Fall Has Arrived!

🍂 Autumn is in full swing around Franklin, and we've got your October guide ready! It's packed with pumpkin patches, mazes, haunted attractions, and cozy local events. Whether you're planning a leaf-peeping drive, festival day, or a relaxing escape in the mountains, we're here to help you make the most of the season. Read on and let the fall magic begin! 🍁

[See More...](#)

## Media Relations

# 2026

June 19

- **The Patriot Ledger** - [Scotland's Tartan Army turns Massachusetts into a World Cup party](#)

Reprinted in other outlets

- [metrowestdailynews.com](#)
- [southcoasttoday.com](#)
- [tauntongazette.com](#)
- [wickedlocal.com](#)
- [capecodtimes.com](#)
- [enterpriseneews.com](#)
- [sports.yahoo.com](#)
- [heraldnews.com](#)

June 18

- **WLOS** - [Taste of Scotland brings parade, live music, Viking reenactments to Franklin](#)

June 5

- **Raleigh News & Observer** - [This Western North Carolina Group Getaway Feels like a Luxurious Adult Summer Camp](#)

June 2

- **The Trek** – [These Are the Best Hostels on the Appalachian Trail, According to Thru-Hikers](#)

May 7

- **Greenville** - WYFF TV - [Women's History Trail](#)

April 1

- **Athens Banner Herald** - [15 Southern Roadside Restaurants Worth Pulling Over For](#) (Caffe REL)
- **Augusta Chronicle** - [15 Southern Roadside Restaurants Worth Pulling Over For](#) (Caffe REL)

March 28

- **Southern Living** - [15 Southern Roadside Restaurants Worth Pulling Over For](#) (Caffe REL)

March 21

- **Knoxville News Sentinel**: [Ancient Mound returns to Cherokee ownership after more than 200 years.](#)

March 13

- **Asheville Citizen Times**: [Word from the Smokies: Ancient mound returns to Cherokee ownership](#)
- **Blue Ridge Now**: [Word from the Smokies: Ancient mound returns to Cherokee ownership](#)

March 10

- **Worthly Magazine**: [20 U.S. Destinations Where Real Gemstones Awaits](#)

March 6

- **Charlotte Observer** - [This Quaint NC town puts the 'gem' in hidden gem, Southern Living](#)



- Raleigh News & Observer - same
- Durham Herald Sun - same
- Rock Hill, S.C. Herald - same

### March 3

- Knoxville Daily Sun – [Noquisi Mound Given Back to Cherokee Indians](#)

### Feb. 27

- Fox Carolina (Greenville) – [NC Town Transfers Historic Mound to Eastern Band of Cherokee Indians](#)
- Cherokee One Feather – [“It is a part of us”: Noquisi deed signing ceremony held](#)
- WLOS (ABC - Asheville) - [Eastern Band of Cherokee Indians officially regain ownership of sacred mound](#)
- WPDE (ABC - Myrtle Beach) - [Eastern Band of Cherokee Indians officially regain ownership of sacred mound](#)
- Blue Ridge Public Radio - [Noquisiyi \(Nikwasi\) Mound officially returns to the Eastern Band of Cherokee Indians](#)

### Feb. 24

- Town Carolina - [3 best day hikes on the 120-mile Bartram Trail in Ga. and NC](#)

### Feb. 23

- Yahoo Travel - [Scenic North Carolina Destinations Where Your Social Security Checks Take You Furthest](#)

### Jan. 28

- Y Travel.com – [North Carolina's Most Scenic Drives](#)

### Jan. 27

- Travel + Leisure – [This NC Town has the Most Scenic Views in the State](#)

### Jan. 22

- Taking the Kids.com – [This Hidden NC Restaurant is The Local Secret Worth The Drive](#)

### Jan. 12

- WLOS/CNN/WKRC – [No price on culture: Sacred Cherokee mound returned](#)

### Jan. 11

- AP/Sumpter Item – [A Town in NC returning mound to Eastern Band of Cherokee Indians](#)

### Jan. 10

- Tribal Business News – [Eastern Band of Cherokee Indians receives Nikwasi Mound in historic land transfer](#)

### Jan. 9

- Cherokee Phoenix – [ECBI acquires part of former Cherokee Nation homeland](#)
- Red Lake Nation News – [Sacred land returned to NC Cherokee Indians after 200 years](#)

### Jan. 8

- WLOS – [Eastern Band of Cherokee Indians to regain ownership of sacred mound](#)
- Washington Post – [Sacred land return to Eastern Band of Cherokee Indians after 200 years](#)

### Jan. 7

- The Transylvania Times – [Town of Franklin returning land to Eastern Band of Cherokee Indians](#)
- Smoky Mountain News – [Completing the Circle Nikwasi Mound to return to the Eastern Band](#)

Jan. 6

- WRAL – [A Town in NC returning mound to Eastern Band of Cherokee Indians](#)

Jan. 2

- Fern Wehtun.com (travel blog) – [Franklin, NC: Scottish Tartans, Appalachian Women & The American House Cat](#)

Jan. 1

- Now Haversham.com – [NE Georgian's Ring in 2026 with Local Flair](#)
- Active Rain (real estate blog) – [When a ball just won't do: NC's unique NY Traditions](#)
- The Angler Magazine – [The Smoky Mountain Blueways Trail System \(Fish Tales mention\)](#)

## 2025

Dec. 29

- Now Habersham.com – [NYE Celebrations in and Around NE Georgia](#)
- WYFF (Channel 4, NBC, Greenville) – [New Year's Eve Ruby Drop Tradition \(teaser\)](#)

Dec. 30

- WYFF – [New Year's Eve Ruby Drop Tradition Feature story](#). Ran 4 times = 145,000 viewers
- WLOS (Channel 13, ABC, Asheville) – [Unique Mountain New Year's Round up](#)

Dec. 31

- WLOS - [Ruby Drop rocks Franklin: jewel of a tradition shines bright to ring in 2026](#)
- WYFF – [New Year's Eve Ruby Drop Tradition Feature](#)
- World Atlas - ["8 Unpretentious Towns To Visit In North Carolina"](#)
  - [Ashville's Citizen Times "NC's 8 most 'unpretentious' towns: See Western NC locations on list"](#)
  - [Blue Ridge Now "NC's 8 most 'unpretentious' towns: See Western NC locations on list"](#)

Dec. 3

- [Take the Kids.com](#) (former Chicago Tribune travel writer) - [North Carolina Mountain Village Locals Say Feels Frozen in Time](#)

Nov. 29

- WLOS - [Christmas Parade Lights up Franklin](#)

Nov. 26

- World Atlas - [11 North Carolina Towns with the Best Main St.](#)

Sept. 25

- Great Day Tampa - [Where to Find The Fall Vibes](#)





### Agenda Item – TDA

Meeting Date: August 10, 2026

Agenda Item #: 3

Department/Agency: Financials

Subject Matter: June 2026 and FY End 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 June 30, 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  | \$11,076.88  | \$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; 2nd highest on Record; above avg             | \$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 | Highest on Record; 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  | \$ 17,095.44 | 4th Highest on Record; above avg                                | \$14,938.69     |
| Totals:   | \$115,935.34 | \$134,499.59 | \$175,907.45 | \$191,568.98 | \$171,821.06 | \$180,720.82 | \$187,926.44 |                                                                 |                 |



# TDA BUDGET ORDINANCE FY 2025-2026

|                                                                   | Total Budgeted | Expenditures  | Encumbrances | Balance     |
|-------------------------------------------------------------------|----------------|---------------|--------------|-------------|
| <b>Advertising &amp; Marketing</b>                                | \$ 130,000.00  | \$ 126,570.48 | \$ 3,229.52  | \$ 3,429.52 |
| Allison Outdoor Advertising                                       |                | \$ 5,400.00   |              |             |
| Stewart Communications - marketing and advertising                |                | \$121,170.48  |              |             |
|                                                                   |                |               |              |             |
| <b>Audit &amp; Bond</b>                                           | \$ 3,650.00    | \$ 3,850.00   | \$ -         | \$ (200.00) |
| Martin Starnes - audit Quarterly payment                          |                | \$ 3,500.00   |              |             |
| Bond for Finance Officer - annual payment                         |                | \$ 350.00     |              |             |
|                                                                   |                |               |              |             |
| <b>Festivals &amp; Events</b>                                     | \$ 31,125.00   | \$23,300.00   |              | \$7,825.00  |
| 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   |              |             |
| Inside Map Destination Macon                                      |                | \$ 1,000.00   |              |             |
| <b>Undesignated/Miscellaneous</b>                                 | \$15,225.00    | \$100.00      |              | \$15,125.00 |
| Visit Smokies Conference                                          |                | \$100.00      |              |             |
|                                                                   |                |               |              |             |
| <b>Totals:</b>                                                    | \$ 180,000.00  | \$153,820.48  | \$3,229.52   | \$26,179.52 |
|                                                                   |                |               |              |             |
| Tim Crabtree, Chair                                               |                |               |              |             |
|                                                                   |                |               |              |             |
| Nicole Bradley, Town Clerk                                        |                |               |              |             |

|                                               |                      |
|-----------------------------------------------|----------------------|
| <b>Room Occupancy Tax Report</b>              |                      |
| 6/30/2026                                     |                      |
| <b>FY 2025/2026 Budget</b>                    | <b>\$180,000.00</b>  |
| 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                                     | \$17,095.44          |
| <b>Net Collections:</b>                       | <b>\$187,926.44</b>  |
| <b>Budgeted Expenses:</b>                     |                      |
| 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           |
| Stewart Communications                        | \$17,884.19          |
| <b>TOTAL EXPENSES:</b>                        | <b>\$ 152,820.48</b> |
| <b>Collections (minus) - Expenses</b>         | <b>\$35,105.96</b>   |
| <b>TDA FUND BALANCE:</b>                      | <b>\$182,300.70</b>  |





Agenda Item – Tourism Development Authority

Meeting Date: August 10, 2026

Agenda Item #: 4-A 1&2

Department/Agency: Mountain Roots Bluegrass Festival & Macon County Transit

Subject Matter: Event Follow Up Reports

1. The Mountain Roots Bluegrass Festival was held on Saturday, May 23, 2026.
2. Macon County Transit – Hiker Route – March through May 2026

The event follow-up reports are included in the packet.

Suggested Motion: Received for information only.

Attachments: Yes   X   No     

Action Taken: \_\_\_\_\_

# Town of Franklin Tourism Development Authority

## 2026 Mountain Roots Bluegrass Festival Project Report

---

### Project Report

|                      |                                                               |
|----------------------|---------------------------------------------------------------|
| Organization         | Mountain Roots Bluegrass Festival / Highlands Riverbend Venue |
| Representative       | Jodi House Moses                                              |
| Project              | 2026 Mountain Roots Bluegrass Festival                        |
| Project Dates        | Planning: Jan–May 2026   Festival: May 23, 2026               |
| Estimated Attendance | Approximately 1,000                                           |
| Budgeted Cash Flow   | \$9,676.44                                                    |
| Actual Cash Flow     | \$9,676.44 Expenses / \$6,250.00 Income                       |

### Project Success

The Mountain Roots Bluegrass Festival was established to increase tourism, promote Franklin and Macon County, support local businesses, and celebrate Appalachian music and culture. Despite significant rain throughout Memorial Day weekend, the festival welcomed an estimated 1,000 visitors. More than 70 vendor spaces were reserved, with several vendors sharing spaces; 49 vendors ultimately attended due to weather and merchandise concerns. The event featured high-profile bluegrass bands booked well in advance, making rescheduling impossible. Parking became saturated after heavy rain, yet visitors continued parking at nearby businesses and walking to the festival grounds. We received 212 Google feedback responses with overwhelmingly positive comments. Visitors came from Franklin, Asheville, Georgia, Florida, Tennessee, South Carolina, Michigan, and Indiana. Free promotion from bluegrass radio stations and Facebook groups proved to be one of the most successful marketing methods.

## Project Lessons Learned

### Plus List

- Approximately 1,000 attendees despite severe weather.
- 212 Google feedback responses collected.
- Positive feedback from vendors and guests.
- Strong regional tourism impact with visitors from multiple states.
- High-quality entertainment attracted bluegrass enthusiasts.
- Festival demonstrated strong potential for future growth.

### Delta List

- Discontinue festival T-shirts because weather created excess inventory risk.
- Do not advertise in Laurel Magazine again due to poor measurable return.
- Include event insurance in next year's budget.
- Increase sponsorships using reusable banner recognition.
- Recruit food vendors beginning in January.
- Research moving the festival to the first weekend in June because 7 of the last 10 Memorial Day weekends experienced rain.
- Develop off-site parking and shuttle transportation.
- Relocate loud food truck generators away from the stage.
- Expand to an all-day festival with fiddle competition, flat-foot dancing, and additional Appalachian programming.

## Financial Results Summary

Income included sponsorships (\$1,750), vendor fees (\$1,500), Chamber grant (\$3,000), and organizational support. Major expenses included sanitation (\$1,345.05), entertainment, marketing, sound, volunteer support, banners, radio advertising, Facebook advertising, Laurel Magazine advertising (\$666), printing, and administrative software used for planning. An additional event insurance expense was paid personally and will be budgeted in future years.

## Conclusion

Although weather significantly impacted attendance, parking, and vendor participation, the Mountain Roots Bluegrass Festival successfully introduced a new tourism event for Franklin. Community response, visitor travel, vendor feedback, and public comments demonstrated substantial potential for future growth. The committee is committed to refining operations, strengthening marketing, and expanding programming to create a premier annual destination event for Macon County.

## 2027 Vendor Selection and Marketplace Strategy



### **Vendor Selection Strategy**

Based on the success of the inaugural Mountain Roots Bluegrass Festival, the committee plans to maintain approximately 60 vendor tents for future festivals. Rather than increasing the number of vendors, the focus will be on improving the quality, diversity, and overall visitor shopping experience.

Vendors will be selected by product category to ensure a balanced marketplace and to reduce excessive duplication of merchandise. For example, the festival may limit participation to approximately three candle vendors while establishing reasonable category limits for soaps, woodworking, jewelry, apparel, baked goods, specialty foods, and other artisan products. This strategy will provide visitors with a greater variety of unique products while improving sales opportunities for participating vendors.

Priority consideration will continue to be given to handcrafted Appalachian products, regional artisans, local farms, specialty foods, and vendors whose products complement the mission of celebrating the heritage, culture, music, and craftsmanship of Western North Carolina.

### **Visitor Geographic Distribution**

A chart illustrating the geographic distribution of Google Form responses by state will be added once the final response totals for each state are available. The current project report documents that responses were received from North Carolina, Georgia, Florida, Tennessee, South Carolina, Michigan, and Indiana, demonstrating regional tourism reach.

### **Festival Committee**

The success of the inaugural Mountain Roots Bluegrass Festival was made possible through the dedication and leadership of a volunteer planning committee. The 2026 committee consisted of:

- Jodi House Moses
- Paty Raby
- April Tallent
- Peggy James
- Cullasaja Fire Department

As the festival continues to grow, the committee plans to recruit several additional members for future events. Expanding the planning committee will allow for greater community involvement, improved organization, expanded sponsorship development, volunteer coordination, marketing initiatives, vendor management, and continued enhancement of the overall festival experience. This growth will help ensure the long-term



sustainability of the Mountain Roots Bluegrass Festival as a premier annual tourism event for Macon County.

#### Visitor Geographic Reach (Chart Data)

| Location       | Responses |
|----------------|-----------|
| Franklin, NC   | 94        |
| Florida        | 49        |
| Asheville, NC  | 22        |
| Sylva, NC      | 21        |
| South Carolina | 16        |
| Tennessee      | 10        |
| Michigan       | 4         |
| Indiana        | 2         |

The post-event Google survey generated 218 responses from attendees representing communities throughout Western North Carolina and several surrounding states. The strongest response came from Franklin, followed by Florida, Asheville, Sylva, South Carolina, Tennessee, Michigan, and Indiana, demonstrating the festival's ability to attract both local residents and tourism visitors.

Hello, If you could please share this information with the TDA and TDC boards:

I am pleased to report that the Appalachian Trail Hiker Route was a tremendous success this year.

Macon County Transit (MCT) provided transportation for **1,729 hikers** traveling to or from the Appalachian Trail. Throughout the season, hikers repeatedly expressed how grateful they were to have this transportation service available. They were especially appreciative that the service was provided **free of charge**, making it easier for them to safely access the trail and Town and County.

This service has had a positive impact on both our visitors and the community, and we are proud to have been able to support hikers while promoting safe and reliable transportation throughout Macon County.

Thank you to everyone who helped make this program such a success.

I look forward to working with you all next year.

Sincerely,

*Darlene Asher*  
*Transit Director*  
**828-349-2566**

[macontransit.com](http://macontransit.com)



Agenda Item – TDA

Meeting Date: August 10, 2026

Agenda Item #: 4-B

Department/Agency: TDA Board

Subject Matter: New Application for Consideration

KIDS Place submitted an application for consideration for funding on July 14, 2026. The request is for \$2,500.00 for the 828 Treasure Quest. This is the second year for the event. The event is scheduled for October 10, 2026 at the Macon County Recreation Park and throughout Franklin for stops on the Treasure Hunt.

Suggested Motion: Received for Information – vote will occur at the September meeting.

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          | Kids Inter-Disciplinary Services, Inc. (d.b.a. KIDS Place)                                                                                                         |                 |                                                                                                                                          |
| Street or PO Box              | P.O. Box 693                                                                                                                                                       | City, ST<br>Zip | Franklin NC 28744                                                                                                                        |
| Representative                | Alisa W. Ashe<br>Kellie Burns                                                                                                                                      | Phone           | 828-524-3199<br>828-332-3211                                                                                                             |
| E-mail                        | <a href="mailto:Alisa.ashe@kidsplacecac.org">Alisa.ashe@kidsplacecac.org</a><br><a href="mailto:Kellie.burns@firstcitizens.com">Kellie.burns@firstcitizens.com</a> | Web Site        | <a href="http://www.kidsplacecac.org">www.kidsplacecac.org</a><br><a href="http://www.828TreasureQuest.com">www.828TreasureQuest.com</a> |



Project Title

828 Treasure Quest 2026

Project Date(s)

10/10/2026

Total Budgeted Cash  
Sources

51,350.00 TDA Request 2,500.00

## 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 or purchase:

The Second Annual 828 Treasure Quest (2026) is a great family fun day. The two-part event begins with a field day at the Macon County Rec Park where teams of two compete in 10 different field day events that may challenge memory, dexterity, speed, and problem-solving skills. For example, one of last year's field day activities included a relay race while carrying a ping pong ball on a spoon. Another was a timed race to stack blocks the highest. The challenges are well-planned, challenging, yet doable!

The five teams winning the most points of this portion of the competition advance to the treasure hunt portion of the day. The team raising the most money for KIDS Place will also advance to the treasure hunt regardless of performance in the field day activities.

With these six teams pulled out to advance to the treasure hunt, the remaining teams have the opportunity to complete the round of field day activities again for a chance at \$1,000 that will go to the top point winning team.

The six teams that advance to the treasure hunt are provided with clues that will lead them to downtown businesses where they must successfully complete a challenge. They are then provided with their next clue and challenge. The final clue leads them to the treasure chest. The first team to find the treasure chest wins the \$10,000 grand prize. Second place winners receive \$2,000; third place \$1,000.

### Marketing:

The event will be publicized through print ads, the Franklin Sports Network, social media ads, the [www.828treasurequest.com](http://www.828treasurequest.com) website, and billboards.

### Tourism Enhancement and the TDC Mission:

Last year's 828 Treasure Quest event pulled in more than 60 two-person teams. There were teams from Waynesville, Cullowhee, Pittsboro, Weaverville, Fletcher, Sylva and Bryson City. Now that the public knows that competitors have a chance at the \$14,000 in prizemoney (that we really did award

the \$10,000)! This year's event promises to draw an even bigger pool of competitors from a wider geographic area who will shop, eat, and stay in Franklin. We are getting an earlier start to advertising this year. That will help too! Contestants are encouraged to visit the Franklin area multiple times to become acquainted with downtown businesses prior to the big day of the event.

**Measurements:**

We will track the number of website landings, social media clicks, post engagements, video views and the location of online visitors. Registration forms provide hometown information of contestants. Financial success will be noted through number and amount of sponsorships and the number of teams competing in the event.

**Improvements:**

1. Begin planning earlier than last year!
2. Begin advertising the event earlier.
3. Streamline registration process.
4. Lower registration cost for teams from \$250 to \$100 (feedback from last year).

**Proceeds:**

KIDS Place is a private, nonprofit, nationally accredited child advocacy center that provides critical services for child victims of abuse in Macon County. Proceeds will go toward mortgage debt reduction on our facilities located at 37 & 59 Georgia Road, Franklin.

## Project Budget

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

|                                                    | Current Year<br>Budget | Prior Year<br>Actual<br>(if appropriate) |
|----------------------------------------------------|------------------------|------------------------------------------|
| <b>Sources of Cash:</b>                            |                        |                                          |
| Your organization                                  |                        |                                          |
| Town of Franklin TDA                               | 2,500.00               | 0                                        |
| Sponsorships                                       | 40,000.00              | 20,520.00                                |
| Booth fees – Food Trucks                           | 350.00                 | 328.00                                   |
| Other – specify:                                   |                        |                                          |
| Donation from 2025 Winners                         |                        | 5,000.00                                 |
| Foundation Grants                                  | 6,000.00               | 6,000.00                                 |
| <b>Total Sources of Cash</b>                       | <b>51,350.00</b>       | <b>34,348.00</b>                         |
| <b>Uses of Cash:</b>                               |                        |                                          |
| Rental of facilities (sanitation)                  | 400.00                 | 370.00                                   |
| Expendable supplies                                | 850.00                 | 87.00                                    |
| Print media                                        | 1,000.00               | 900.00                                   |
| Radio media                                        | 500.00                 | 450.00                                   |
| Other advertising – specify<br>(digital marketing) | 1,200.00               | 1,069.00                                 |
| Other expenses – specify                           | 14,000.00              | 9,000.00                                 |
| Prize Money                                        |                        |                                          |
| <b>Total Uses of Cash</b>                          | <b>18,950.00</b>       | <b>12,476.00</b>                         |
| <b>Net Cash Flow</b>                               | <b>32,400</b>          | <b>21,872.00</b>                         |

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:

*Devin W. Ashe*

Title: President/ VP

*Executive Director*

Date:

*7-14-2026*





### Agenda Item – TDA

Meeting Date: August 10, 2026

Agenda Item #: 4-C

Department/Agency: TDA Board

Subject Matter: Application – Macon County Farmers Market

The Macon County Farmers Market (MCFM) submitted an application for consideration of funding on July 2, 2026. Request is for \$5,000 to assist with marketing for events to be held during the season - every Saturday May through November.

Suggested Motion: Received for Information – vote at the September meeting.

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 No | Number of Billboards              |              | Date of Event      |
|--------------------------|-----------------------------------|--------------|--------------------|
| Name of Organization     | Macon County Farmers Market, Inc. |              |                    |
| Street or PO Box         | 95 E Main Street                  | City, ST Zip | Franklin, NC 28734 |
| Representative           | Devon Dupuis                      | Phone        | 828-200-7876       |

|                             |                                  |                 |                                        |
|-----------------------------|----------------------------------|-----------------|----------------------------------------|
| E-mail                      | maconfarmersmarket@g<br>mail.com | Web Site        | maconcountyfarmersmarket@g<br>mail.com |
| Project Title               | Macon County Farmers Market      | Project Date(s) | Saturdays<br>May-Nov                   |
| Total Budgeted Cash Sources | \$33,450                         | TDA Request     | \$5,000                                |

## 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 Macon County Farmers Market launched in May 2024, led by MountainWise, Macon County Public Health, and the Macon Food Council. The Market operates annually on Saturdays, May-November, 9:00AM-1:00PM at the Franklin Town Hall on Main Street. During the 2025 Season, the market saw **over \$200,000 in total sales** for participating local vendors.

The Market includes:

- 1) 70+ local farmers, bakers, and makers
- 2) Food Trucks
- 3) Enrichment activities including cooking demonstrations, wildlife education, hands-on activities, farm animal education, food cultivation demonstrations, and local nonprofits.
- 4) Live music
- 5) Children's activities
- 6) SNAP/EBT processing for customers, including a Double SNAP Grant program.

### Marketing

Social Media: Facebook & Instagram posts 2-4 times per week including colorful graphics, Market logo, vendor spotlights, etc. Tag & Share to local Pages. Paid Ads.

Other: Multiple Macon Sense ads.

Memberships: Franklin Chamber of Commerce Membership and Appalachian Sustainable Agriculture Project (ASAP) Memberships include print and digital listings.

Send weekly newsletters to email list.

### Tourism Enhancement

The Macon County Farmers Market serves as an every Saturday event downtown May-November, including live music, family-friendly activities, and 40+ local vendors selling fresh/homemade/handmade products. In 2025, the Farmers Market saw an average foot traffic count of **400+ people per Saturday** during our town's main tourist season.

#### Measurements

Throughout the 2026 Market season, the Farmers Market will track our reach and engagement via website visitor data, as well as Facebook ad results metrics. The Farmers Market will also continue to estimate and record weekly foot traffic.

#### Improvements

Based on analysis from the 2025 season, the market plans to:

- 1) Maintain Consistent Hot Food Truck Presence
- 2) Expand Regional Digital Marketing
- 3) Increase Weekly Photography for Marketing Assets
- 4) Build Stronger Partnerships with Local & Downtown Businesses

#### Net Cash Flow

Any net cash flow generated by the market will be invested back into the market operations and may be used to enhance activities offered by the market or purchase additional advertising opportunities.

### Project Budget

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

#### 2026 Projected Expenses:

| <b>Projected Regular Expenses</b>          |          |
|--------------------------------------------|----------|
| Bank Checks                                | \$400    |
| Nonprofit Tax Filing                       | \$500    |
| Marketing fees                             | \$2,000  |
| Liability Insurance                        | \$200    |
| Website Hosting                            | \$375    |
| Constant Contact<br>Newsletter<br>Software | \$144    |
| Music                                      | \$3,000  |
| Manager Salaries                           | \$20,000 |



|                        |       |
|------------------------|-------|
| Expendable<br>Supplies | \$600 |
|------------------------|-------|

**\$27,219**

2026 Projected Income:

***Projected Regular  
Income***

|                        |          |
|------------------------|----------|
| Vendor Fees            | \$15,950 |
| Music Sponsorship      | \$2,500  |
| Merch sales            | \$5,000  |
| TDC Grant              | \$5,000  |
| TDA Grant<br>(pending) | \$5,000  |

**\$33,450**

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: *Devon Dupuis*

Title: Market Manager/Officer

Date: 07-02-2026



Agenda Item – TDA

Meeting Date: August 10, 2026

Agenda Item #: 4-D

Department/Agency: TDA Board

Subject Matter: Application – Outdoor 76

Outdoor 76 submitted an application for consideration of funding on August 5, 2026 for the Naturalist 25/50K. The request is for \$1,600 and is the same contribution as in the previous year. The event is on October 3, 2026.

Suggested Motion: Received for Information – vote at the September meeting.

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          | Outdoor 76            |                                |
| Street or PO Box              | 35 E. Main Street     | City, ST Zip Franklin NC 28734 |
| Representative                | Rob Gasbarro          | Phone (828) 349-7676           |
| E-mail                        | outdoor76@gmail.com   | Web Site outdoor76.com         |
| Project Title                 | The Naturalist 25/50K | Project Date(s) 10/3/26        |
| Total Budgeted Cash Sources   | \$10,900              | TDA Request \$1,600            |

## **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 Naturalist 25 / 50K Trail Race**

### **The Event**

The Naturalist 25K & 50K Trail Race & Fall Celebration is an annual destination event hosted by Outdoor 76 in Franklin, North Carolina. Now entering its 12th year, The Naturalist has become one of Franklin's signature outdoor recreation events and a cornerstone of Macon County's fall tourism season. Scheduled for October 3, 2026, the event attracts runners and their families from across the Southeast to experience Franklin's nationally recognized trails, vibrant downtown, and welcoming outdoor community.

Beginning on Main Street in Franklin, the runs to the Wallace Branch trailhead and climbs the Bartram Trail to the iconic summit of Wayah Bald, showcasing some of Macon County's most scenic lands. Funding from the Franklin Tourism Development Authority will support marketing and promotional efforts designed to attract participants from outside the region, increasing overnight visitation and tourism related spending within Franklin.

Beyond the race itself, The Naturalist serves as a full day outdoor celebration at Outdoor 76. Participants and spectators enjoy live music throughout the day, local food trucks, craft beer provided by our event sponsor, and a festive atmosphere celebrating Franklin's outdoor culture. By combining a destination trail race with a community focused Fall Celebration, the event encourages visitors to spend the entire day, or entire weekend, in Franklin, generating additional economic activity for local businesses.

In 2025, The Naturalist welcomed **159 participants representing 13 states**, demonstrating the event's continued growth as a regional tourism asset.

### **Marketing**

The primary objective of our marketing strategy is to attract visitors from outside Macon County and position Franklin as one of the Southeast's premier trail running destinations.

Marketing efforts include:

- Targeted Facebook and Instagram advertising focused on trail runners throughout the Southeast.
- Promotion through Outdoor 76's website, email newsletter, and social media platforms.
- Event listings on race registration platforms including: UltraSignup.com
- Digital promotion through regional trail running calendars and outdoor recreation websites.
- Partnerships with trail running clubs, race ambassadors, and outdoor organizations throughout the Southeast.
- Collaboration with local lodging providers, breweries, restaurants, retailers, and tourism partners to encourage participants to extend their stay.
- Press releases and earned media distributed to outdoor publications and regional media outlets.

Marketing begins several months before race weekend and targets communities within a day's drive of Franklin, encouraging participants to make a weekend trip rather than simply attending the event.

### **Tourism Enhancement**

The Naturalist is specifically designed to attract visitors to Franklin and introduce them to the community's outdoor recreation opportunities, vibrant downtown, and locally owned businesses.

### **2025 - Event Recap**

- 159 registered participants
- 13 states represented
- 50.9% of participants traveled from outside North Carolina
- Participants traveled from Alabama, Arizona, Colorado, Florida, Georgia, Massachusetts, Michigan, Mississippi, New York, North Carolina, South Carolina, Tennessee, Virginia, and Wisconsin
- Race begins and finishes in Historic Downtown Franklin
- Visitors support local hotels, vacation rentals, restaurants, breweries, coffee shops, retailers, and outfitters
- Live music, food trucks, local craft beer, and the Outdoor 76 Fall Celebration encourage visitors to remain in downtown Franklin throughout the day
- 100% of net positive proceeds are donated to the Blue Ridge Bartram Trail Conservancy to support trail maintenance, conservation, and stewardship of the Bartram Trail

### **2026 - Registration Snapshot**

As of August 2026, registrations for this year's event already demonstrate The Naturalist's continued ability to attract visitors from outside the local area. These early registration numbers reinforce The Naturalist's continued appeal as a regional destination event and demonstrate its ongoing contribution to Franklin's tourism economy.

Current registrations include:

- 94 registered participants
- 11 states represented
- 40.4% of participants registered from outside North Carolina
- Participants currently registered from Alabama, Florida, Georgia, Massachusetts, Mississippi, North Carolina, Pennsylvania, South Carolina, Tennessee, and Virginia
- Registration remains open, and participation is expected to continue growing through race weekend based on historical registration trends.

Now in its 12th year, The Naturalist has established itself as one of Franklin's longest-running outdoor recreation events. The continued growth in participation and geographic reach

demonstrates the event's ability to consistently attract visitors while reinforcing Franklin's reputation as a premier destination for trail running and outdoor adventure.

Because many participants travel several hours to attend, they frequently arrive the day before the race and remain after the event, generating business for Franklin's hotels, vacation rentals, restaurants, breweries, coffee shops, and downtown retailers. Friends and family accompanying participants also contribute to the local economy by dining, shopping, and exploring Franklin throughout race weekend.

The event experience extends well beyond the finish line. Live music, food trucks, local craft beer, and the Outdoor 76 Fall Celebration create a festival atmosphere that encourages participants, spectators, and community members to remain downtown throughout the day. This extended visitor experience increases opportunities for shopping, dining, and exploring Franklin while providing local businesses with additional exposure during one of the community's busiest outdoor recreation weekends.

The race showcases Franklin's nationally recognized outdoor resources, including the Bartram Trail and Wayah Bald, while introducing first time visitors to Historic Downtown Franklin. Many participants return throughout the year for hiking, camping, fishing, mountain biking, and additional trail running opportunities after discovering everything Franklin has to offer.

By bringing new visitors into the community, encouraging overnight stays, and highlighting Franklin's outdoor recreation assets, The Naturalist directly supports the Town of Franklin's mission of growing tourism through outdoor recreation.

### **Measurements**

Outdoor 76 evaluates the success of The Naturalist through measurable tourism and participation metrics, including:

- Total participant registrations.
- Participant ZIP codes and states of residence.
- Percentage of participants traveling from outside Macon County and North Carolina.
- Number of states represented.
- Website traffic and online registration analytics.
- Social media reach, impressions, engagement, and advertising performance.
- Year-over-year growth in registrations and geographic reach.

These measurements provide meaningful data to evaluate the event's economic impact, demonstrate tourism growth, and guide future improvements.

### **Improvements**

As The Naturalist enters its 12th year, Outdoor 76 continues to build upon more than a decade of experience producing a successful destination event. Each year we evaluate participant feedback, volunteer input, sponsor recommendations, and operational performance to enhance both the participant experience and the event's tourism impact.

For 2026, we will expand marketing into additional metropolitan markets throughout the Southeast, strengthen partnerships with Franklin lodging providers and tourism businesses, improve participant communication before race weekend, enhance the downtown start and finish line experience, and continue refining race operations, volunteer coordination, aid stations, and participant amenities.

Our goal is to continue growing The Naturalist as one of the Southeast's premier trail running events while showcasing Franklin as an exceptional destination where outdoor recreation, community, and small town hospitality come together.

### **Net Cash Flow**

The Naturalist is organized as a community-focused event with the mission of promoting outdoor recreation, tourism, and stewardship of the natural resources that make the race possible.

Following the completion of the event and payment of all operational expenses, **100% of any net positive proceeds are donated to the Blue Ridge Bartram Trail Conservancy**. These funds directly support trail maintenance, conservation projects, volunteer initiatives, and long term stewardship of the Bartram Trail.

This partnership ensures that the success of The Naturalist extends beyond race weekend by reinvesting in one of Franklin's most valuable tourism assets. As the event grows, so does its ability to attract visitors while helping preserve the trails and public lands that make Franklin one of the Southeast's premier outdoor recreation destinations.



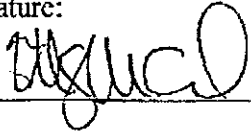
## Project Budget

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

|                                                                         | Current Year<br>Budget | Prior Year<br>Actual<br>(if appropriate) |
|-------------------------------------------------------------------------|------------------------|------------------------------------------|
| <b>Sources of Cash:</b>                                                 |                        |                                          |
| Your organization                                                       | Ø                      | Ø                                        |
| Town of Franklin TDA                                                    | \$1,600                | \$1,600                                  |
| Sponsorships                                                            |                        |                                          |
| Booth fees                                                              | \$6,800                |                                          |
| Entry / other fees                                                      | <del>7,253</del>       | \$7,253                                  |
| Sales                                                                   |                        |                                          |
| Other - specify TDC                                                     | \$2,500                | \$2,500                                  |
| <b>Total Sources of Cash</b>                                            | <b>\$10,900</b>        | <b>\$11,353</b>                          |
| <b>Uses of Cash:</b>                                                    |                        |                                          |
| Salaries, wages, taxes & benefits                                       |                        |                                          |
| Contracted services <sup>MUSIC</sup> <del>photographer</del>            | \$3,200                | \$3,700                                  |
| Cost of merchandise sold <sup>give-aways</sup>                          | \$2,000                | \$1,800                                  |
| Rental of facilities <sup>porta-juns</sup>                              | \$600                  | \$600                                    |
| Rental of equipment <sup>generator</sup> <del>tent, sound</del>         | \$1,600                | \$1,500                                  |
| Expendable supplies <sup>volunteer food</sup> <del>volunteer food</del> | \$1,400                | \$1,200                                  |
| Printing <sup>Race flyers; signage</sup>                                | \$500                  | \$350                                    |
| Print media                                                             |                        |                                          |
| Radio media                                                             |                        |                                          |
| Other advertising -- specify                                            |                        |                                          |
| Other expenses - specify <sup>insurance, permits</sup>                  | \$1,600                | \$1,600                                  |
| <b>Total Uses of Cash</b>                                               | <b>\$10,900</b>        | <b>\$10,750</b>                          |
| <b>Net Cash Flow</b>                                                    | <b>Ø</b>               | <b>\$603</b>                             |

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:

Co-owner

Date:

8/4/26



Agenda Item – Tourism Development Authority

Meeting Date: August 10, 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 X

Action Taken: \_\_\_\_\_



### Agenda Item – Tourism Development Authority

Meeting Date: August 10, 2026

Agenda Item #: 5-B

Department/Agency: TDA Subcommittee

Subject Matter: TDA Subcommittee Report

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 were presented to the Town Council on August 3, 2026. The Town Council was complimentary of the work being done by the TDA and impressed by the time and effort put into this plan. The plan is included in the packet.

Suggested Motion: Received for information and discussion.

Attachments: Yes   X   No   

Action Taken: \_\_\_\_\_



## 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<br>Budget | Prior Year<br>Actual<br>(if appropriate) |
|-------------------------------------------------|------------------------|------------------------------------------|
| <b>Sources of Cash:</b>                         |                        |                                          |
| Your organization                               |                        |                                          |
| Town of Franklin TDA                            |                        |                                          |
| Sponsorships                                    |                        |                                          |
| Booth fees                                      |                        |                                          |
| Entry / other fees                              |                        |                                          |
| Sales                                           |                        |                                          |
| Other - specify                                 |                        |                                          |
| <b>Total Sources of Cash</b>                    |                        |                                          |
|                                                 |                        |                                          |
| <b>Uses of Cash:</b>                            |                        |                                          |
| 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                        |                        |                                          |
| <b>Total Uses of Cash</b>                       |                        |                                          |
|                                                 |                        |                                          |
| <b>Net Cash Flow</b>                            | <b>0</b>               | <b>0</b>                                 |

## 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: \_\_\_\_\_

# Franklin NC Tourism Development Authority

## Green Event Checklist



### TDA Green Event Checklist:

Please take a moment to review the suggestions below and implement what strategies you feel would work for your event.

#### Event Communication/Advertising/Printed Materials/Givaways

- Strive for greater electronic communication with your guests via website, direct e-mails, digital/virtual program guides, social media messaging
- When printing, consider FSC certified paper with the highest possible post-consumer recycled content and use soy or vegetable inks. Don't forget to print your materials on both sides, if possible.
- Create non-dated signs to allow for easy reuse at future events.
- Utilize electronic systems for check-in and/or registration and program information.
- Focus on reducing print materials. When paper is necessary, give attendees the option to refuse copies, recycle, or return unwanted copies at the end of the event.
- Giveaways have minimal packaging and are reusable. Offer event SWAG as optional for attendees rather than "pre-stuffing" conference bags.
- If you provide disposable bags, offer paper bags made from 100% post-consumer waste recycled content rather than plastic bags.
- Communicate your desire to produce an environmentally low-impact event and ask your event-goers to participate in your efforts.
- Welcome event-goers to "The Little Tennessee river valley, the Cowee & Nantahala mountain ranges, the heart of the Blue Ridge mountains".

#### Food & Drink

- Do not purchase or allow styrofoam serve ware or products at your event: styrofoam is non-recyclable.
- Provide drink cups that are made from recycled/recyclable/compostable material (such as

aluminum) or compostable material (such as recycled paper).

- Avoid unnecessary disposable items (such as plastic straws and plastic coffee stir-sticks). Provide renewable or compostable straws and stir-sticks.
- Condiments/sauces/spreads are served in bulk.
- Participants are encouraged to bring their own reusable mugs/cups/flatware.
- Suggestion: participants are incentivized with a discount on a purchase/item at the event for bringing their own bags, water bottles, etc. or other reusable item.
- Serve water from a dispenser. Focus on reduction or elimination of plastic water bottles.
- Donate excess food to local food shelter. Such as: CareNet 828-369-2642 or Vecinos 828-293-2274
- Provide vegetarian/vegan meal and snack options.
- Discuss locally-sourced food opportunities with event caterer and/or vendors.
- Use items that are made from recycled content (e.g. cups, plates, napkins, bags), or better yet, use reusable dinnerware, flatware, and/or linens.
- For bag or boxed lunches, ensure minimal and recycled/recyclable/

compostable packaging on all food items and encourage appropriate waste disposal. Consider providing a reusable lunch bag or other reusable container.

### **Event Waste**

- Recycling bins are clearly and conveniently placed adjacent to all trash cans (1:1 ratio).
- Recycling and trash bins are easily identified in busy areas and within close walking distance from where waste is likely to be produced (e.g. near food vendors)/
- Clear signage is placed on each bin to indicate what materials go into each bin.
- Ensure each recycling bin has a clear bag and each trash bin has a black bag.

### **Transportation**

- Promote use of public transit, bicycling, walking and carpooling to your event in your marketing materials.
- Provide easy information to MCT timetables and routes on your event communication.
- Consider using and promoting an event carpooling app.
- Let attendees know if there will be bike parking and if it will be secure.
- Identify electric vehicle charging location options to your participants.



## **Energy**

- Implement a no-idling policy for all event vehicles.
- Work with venue managers to ensure that lights and heating/cooling systems are turned off when not needed, and that they meet minimum requirements for comfort, safety, effectiveness and accessibility.
- Educate staff, vendors and volunteers and require that all non-essential lighting equipment and machines be turned off when not in use after hours.
- If using generators, look for alternatives to diesel such as biodiesel or solar powered generation and batteries.
- If possible, conserve energy from 4-9pm when renewable energy generation cannot keep up with demand.

## **Other**

- Highlight an environmental non-profit, school or group's projects or mission and consider donating to their cause.
- Ensure that on site audio/visual personnel observe dark skies policy (e.g. no upward-facing or side-facing lights) during Spring and Autumn bird migration and nesting season (Mid-March to Mid-June & Mid-September to Mid-October).

EXPERIENCEFRANKLINNC.COM