

**Franklin Tourism Development Authority
Agenda
October 12, 2026
5:30 p.m.**

1.) Call to Order – Tim Crabtree, Chairman

2.) Approval of the September 14, 2026 regular meeting minutes

Pages 2 - 8

3.) Financial Reports – ending August 31, 2026

Pages 9 - 12

4.) New Business

A.) New Application for Consideration – Macon County Transit
Hiker Route – March through May 2027
Requested Amount - \$6,000

Pages 13 - 19

5.) Items from the Board

A.) Marketing Report – Stewart Communications

Page 20

B.) Subcommittee Report

Pages 21 - 23

6.) Announcements:

A.) The next regularly scheduled TDA meeting is Monday, November 9, 2026, at 5:30 p.m. in the
Town Hall Board Room.

7.) Adjourn



Agenda Item – Tourism Development Authority

Meeting Date: October 12, 2026

Agenda Item #: 2

Department/Agency: TDA Board

Subject Matter: Minutes from September 14, 2026 regular meeting

Suggested Motion: If favorable – accept the minutes from the September 14, 2026 regular meeting as presented.

Attachments: Yes X No

Action Taken: _____

TOWN OF FRANKLIN TOURISM DEVELOPEMNT AUTHORITY

MEETING MINUTES

SEPTEMBER 14, 2026

Present: Members: Chair Tim Crabtree, Steve Crabtree, Heather Childress, Heather Dombroskie, Daniel Lawton, and Rob Reale (joined via phone).

Absent: Town Manager Amie Owens, Guy Gooder, Hannah Edwards and Colin McGinnis

Others present: Nicole Bradley, Town Clerk
Robbie Tompa, Councilman
Mia Overton, The Franklin Press
Morgan Stewart, Stewart Communications
Kellie Burns, 828 Treasure Quest Organizer
Alisha Ashe, Kids Place Executive Director
Representative for the Plein Air Art Festival

1. Call to Order- Chair Tim Crabtree

The meeting was called to order at 5:31 p.m.

2. Approval of the August 10, 2026 Meeting Minutes

Member Heather Dombroskie made a motion, seconded by Member Daniel Lawton to approve the minutes of the August 10, 2026 meeting, as presented. Motion carried unanimously by a vote of 6 -0.

3. Financial Reports- ending July 31, 2026

Chair Tim Crabtree presented the Financial Report through the end of July 2026. The total collections for July were \$17,922.97 (4th highest July on record and above the 10-year average). Total expenses, thus far, for current FY 2026/2027 are \$20,124.88 leaving a balance of -\$2,201.91 and \$182,855.75 remains in fund balance. The report is incorporated into these minutes as Exhibit A.

Member Steve Crabtree made a motion, seconded by Member Heather Dombroskie to approve the financial reports ending July 31, 2026, as presented. Motion carried unanimously by a vote of 6-0.

4. New Business

A.) Follow Up Report from 80's Flashback Weekend

George Young, Tracy Griffin and Dave Linn were in attendance. George Young gave the follow up report. He noted that they had ramped up their marketing efforts this year through streaming TV and Billboards (4 – Clayton, Sylva, Maggie Valley & Murphy). Tracy Griffin discussed a few of the expense items and the survey on where event visitors were from. A total of \$42,000 was donated to Shriners Children's Hospital in Greenville.

B.) Vote on Application – KIDS Place – 828 Treasure Quest – Saturday, October 10, 2026 – Requested amount \$2,500

Member Heather Dombroskie stated that this was a great event and there was a great turn out last year. Member Rob Reale confirmed that the TDC had also funded \$2,500.

Member Heather Dombroskie made a motion, seconded by Member Steve Crabtree to approve the funding request of \$2,500 for KIDS Place 828 Treasure Quest event, as presented. Motion carried unanimously by a vote of 6 -0.

C.) Vote on Application – Macon County Farmer’s Market – Saturday’s – May through November 8:00 a.m. to 2:00 p.m. – Requested amount \$5,000

Member Heather Dombroskie noted that she was a Macon County Farmer’s Market Board Member and would recuse herself from voting on this event, but could answer any questions. Member Steve Crabtree inquired on total number of visitors. It was noted in the application packet that foot traffic each Saturday was over 400.

Member Heather Childress made a motion, seconded by Member Rob Reale to approve the funding request of \$5,000 for the Macon County Farmer’s Market, as presented. Motion carried unanimously by a vote of 5 -0 (Member Heather Dombroskie recused herself due to being on the Farmer’s Market Board).

D.) Vote on Application – Outdoor 76 – The Naturalist 25/50K – Saturday, October 3, 2026 – Requested amount \$1,600

Member Heather Dombroskie made a motion, seconded by Member Daniel Lawton to approve the funding request of \$1,600 for Outdoor 76’s The Naturalist 20/50K event, as presented. Motion carried unanimously by a vote of 6 -0.

E.) Vote on Application – Plein Air Art Festival - October 22-24, 2026 – Requested amount \$1,600

Chair Tim Crabtree noted that the Plein Air Art Festival is a new event. Member Heather Childress stated that she was in support of the event, but in looking at budget for the event over half of the requested amount was for prize money. It was also asked where the event would take place. The event organizer stated they were going to focus on downtown, but the artist would be in various areas.

Member Heather Dombroskie made a motion, seconded by Member Daniel Lawton to approve the funding request of \$1,600 for the Plein Air Art Festival, as presented. Motion carried unanimously by a vote of 6 -0.

Chair Tim Crabtree stated that in the future the TDA Board would like to see the event utilize more funds toward event marketing.

5. Items from the Board

A.) Monthly Marketing Report- Stewart Communications

- Social Media Post and Ads

- 19 Social Media post and 4 Paid Ads
- Facebook – 58 new followers
- Instagram – 41 new followers
- Website
 - More than 13,000 users
 - Top Pages for views
 - Home Page & Things to do
 - Top Pages for engagement
 - Bucket List Blog & Things to Do
- Google Searches (2.62K Clicks & 216K Impressions)
- Email/Newsletter Performance
 - 24 % Open rate & 6% Click rate
- Media Relations
 - Active Pitches – PumpkinFest, The Naturalist, Fall
- Next Steps
 - Fall Campaign (Videos, My 10 Reason to Visit Franklin, NC, PumpkinFest promotions, Fall Activities)
 - General Promotions – Naturalist, Follower Sweepstakes, Deliver Travel Guide, Build Media Relations b-roll assets, 828 Treasure Quest)
 - Website – Added new downloadable Travel Guide

B.) Report from TDA Subcommittee

Chair Tim Crabtree asked to table this discussion until the October meeting when more TDA Board member were in attendance.

6. Announcements

A.) The next regular scheduled TDA meeting will be held on Monday, October 12, 2026 at 5:30 p.m. in the Town Hall Board Room.

7. Adjourn

Member Heather Dombroskie made a motion, seconded by Member Rob Reale to adjourn the meeting at 6:07 p.m. Motion carried unanimously by a vote of 6-0.

Tim Crabtree, Chair

Nicole Bradley, Town Clerk

Month	FY 2011-2012	FY 2012-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016	FY 2016-2017	FY 2017-2018	FY 2018-2019	FY 2019-2020
July	\$13,523.75	\$12,199.87	\$12,074.19	\$12,933.83	\$14,781.99	\$16,490.96	\$16,483.17	\$15,894.85	\$17,886.04
August	\$9,436.83	\$10,574.60	\$10,142.03	\$11,288.22	\$10,743.41	\$12,801.13	\$15,268.63	\$12,353.78	\$14,413.61
September	\$8,981.30	\$11,900.99	\$9,362.51	\$9,523.55	\$10,624.11	\$11,754.89	\$14,815.74	\$14,636.43	\$12,866.27
October	\$13,580.58	\$13,809.73	\$13,204.00	\$13,826.66	\$15,955.17	\$19,377.43	\$18,874.81	\$18,173.60	\$19,422.94
November	\$5,767.06	\$6,100.84	\$6,611.03	\$6,311.47	\$7,439.21	\$8,790.32	\$9,873.21	\$13,471.11	\$10,692.08
December	\$4,718.42	\$4,746.80	\$5,173.04	\$5,500.33	\$6,574.55	\$6,879.39	\$8,375.77	\$7,878.56	\$7,013.79
January	\$3,884.80	\$3,742.12	\$4,299.16	\$4,398.08	\$5,152.86	\$6,243.12	\$5,137.19	\$3,999.90	\$6,966.05
February	\$4,085.65	\$4,746.80	\$4,471.66	\$4,919.27	\$5,152.04	\$4,546.77	\$5,404.38	\$6,630.27	\$6,479.11
March	\$5,424.68	\$7,111.54	\$7,875.74	\$6,695.48	\$7,336.92	\$7,233.81	\$8,649.55	\$10,302.99	\$4,085.98
April	\$6,997.08	\$7,814.07	\$7,796.15	\$9,098.44	\$10,186.71	\$11,146.26	\$11,234.35	\$10,830.29	\$707.20
May	\$9,306.44	\$10,079.92	\$9,554.36	\$11,368.53	\$11,844.69	\$12,413.42	\$12,024.60	\$14,666.32	\$4,265.21
June	\$9,738.55	\$9,166.06	\$9,084.51	\$11,097.29	\$11,603.51	\$12,131.45	\$12,313.74	\$14,915.56	\$11,137.06
Totals:	\$95,445.14	\$101,993.34	\$99,648.38	\$106,961.15	\$117,395.17	\$129,808.95	\$138,455.14	\$143,753.66	\$115,935.34
Month	FY2020-2021	FY 2021-2022	FY 2022-2023	FY 2023-2024	FY 2024-2025	FY2025-2026	FY 2026-2027	Comments	10 yr avg
July	\$10,041.66	\$19,844.89	\$19,505.33	\$20,240.73	\$16,996.76	\$ 16,844.68	\$ 17,922.97	4th Highest on Record; above 10 yr avg	\$ 17,022.91
August	\$12,113.26	\$14,807.56	\$19,036.53	\$13,498.54	\$14,874.97	\$ 17,023.38			\$ 14,619.14
September	\$11,026.88	\$15,164.14	\$17,939.80	\$15,579.41	\$15,903.02	\$ 16,927.28			\$ 14,661.39
October	\$16,212.69	\$18,302.14	\$25,726.85	\$18,956.17	\$23,391.35	\$ 19,631.27			\$ 19,806.93
November	\$9,202.11	\$14,285.57	\$14,836.36	\$16,668.76	\$15,022.50	\$ 18,458.96			\$ 13,130.10
December	\$6,079.70	\$11,423.43	\$11,503.51	\$12,879.95	\$10,102.09	\$ 12,027.75			\$ 9,416.39
January	\$6,514.55	\$8,193.43	\$10,562.53	\$6,694.79	\$11,129.64	\$ 10,838.80			\$ 7,628.00
February	\$6,328.60	\$8,862.11	\$8,900.44	\$7,764.10	\$8,474.67	\$ 10,042.76			\$ 7,343.32
March	\$9,189.78	\$13,973.25	\$13,903.25	\$10,640.82	\$15,940.74	\$ 11,414.88			\$ 10,533.51
April	\$14,346.44	\$16,311.64	\$14,428.14	\$14,456.82	\$15,576.98	\$ 19,107.03			\$ 12,814.52
May	\$16,649.89	\$14,899.46	\$19,148.76	\$14,634.68	\$14,698.74	\$ 18,514.21			\$ 14,191.53
June	\$16,794.03	\$19,839.83	\$16,077.48	\$19,806.29	\$18,609.36	\$ 18,025.91			\$ 15,965.07
Totals:	\$134,499.59	\$175,907.45	\$191,568.98	\$171,821.06	\$180,720.82	\$188,856.91			

TDA BUDGET ORDINANCE FY 2026 - 2027

	Total Budgeted	Expenditures	Encumbrances	Balance
Advertising & Marketing	\$ 148,500.00	\$ 10,724.88	\$137,775.12	\$ 137,775.12
Allison Outdoor Advertising	\$ 5,356.00	\$ 1,236.00	\$ 4,120.00	
Stewart Communications	\$ 143,144.00	\$9,488.88	\$133,655.12	
Audit & Bond	\$ 3,950.00	\$ 900.00		\$ 3,050.00
Martin Starnes - audit Quarterly payment	\$ 3,600.00	\$ 900.00		
Bond for Finance Officer - annual payment	\$ 350.00			
Festivals & Events	\$ 30,000.00	\$8,500.00		\$21,500.00
80's Flashback Weekend		\$ 7,500.00		
Come Together Festival - Tribal Vibe Promotions		\$ 1,000.00		
Undesignated/Miscellaneous	\$42,550.00	\$0.00		\$42,550.00
Totals:	\$ 225,000.00	\$20,124.88	\$137,775.12	\$204,875.12
Timothy Crabtree, Chair _____				
Nicole Bradley, Town Clerk _____				

Exhibit A



Agenda Item – TDA

Meeting Date: October 12, 2026

Agenda Item #: 3

Department/Agency: Financials

Subject Matter: August 2026 Financial Reports

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

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

Attachments: Yes X No

Action Taken: _____

Month	FY 2011-2012	FY 2012-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016	FY 2016-2017	FY 2017-2018	FY 2018-2019	FY 2019-2020
July	\$13,523.75	\$12,199.87	\$12,074.19	\$12,933.83	\$14,781.99	\$16,490.96	\$16,483.17	\$15,894.85	\$17,886.04
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August	\$12,113.26	\$14,807.56	\$19,036.53	\$13,498.54	\$14,874.97	\$ 17,023.38	\$ 18,723.14	2nd highest on record; above 10 yr avg.	\$ 14,619.14
September	\$11,026.88	\$15,164.14	\$17,939.80	\$15,579.41	\$15,903.02	\$ 16,927.28			\$ 14,661.39
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Totals:	\$134,499.59	\$175,907.45	\$191,568.98	\$171,821.06	\$180,720.82	\$188,856.91	\$36,656.11		

TDA BUDGET ORDINANCE FY 2026 - 2027

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Stewart Communications	\$ 143,144.00	\$19,046.64	\$124,097.36	
Audit & Bond	\$ 3,950.00	\$ 900.00		\$ 3,050.00
Martin Starnes - audit Quarterly payment	\$ 3,600.00	\$ 900.00		
Bond for Finance Officer - annual payment	\$ 350.00			
Festivals & Events	\$ 30,000.00	\$15,100.00		\$14,900.00
80's Flashback Weekend		\$ 7,500.00		
Come Together Festival - Tribal Vibe Promotions		\$ 1,000.00		
Outdoor 76 - Naturalist 25/50K		\$ 1,600.00		
Macon County Farmers Market		\$ 5,000.00		
Undesignated/Miscellaneous	\$42,550.00	\$0.00		\$42,550.00
Totals:	\$ 225,000.00	\$36,694.64	\$127,805.36	\$188,305.36
Timothy Crabtree, Chair _____ Nicole Bradley, Town Clerk _____				

Room Occupancy Tax Report

8/31/2026

FY 2027/2027 Budget**\$225,000.00**

7/31/2026

\$17,932.97

8/31/2026

\$18,723.14

9/30/2026

10/31/2026

11/30/2026

12/31/2026

1/31/2027

2/28/2027

3/31/2027

4/30/2027

5/31/2027

6/30/2027

Net Collections:**\$36,656.11****Budgeted Expenses:**

Tribal Vibes - Come Together Festival

\$ 1,000.00

80's Flashback Weekend

\$ 7,500.00

Martin Starnes & Associates CPA (1/4 audit expense)

\$ 900.00

Allison Outdoor Advertising

\$ 1,236.00

Stewart Communications (July)

\$ 9,488.88

Allison Outdoor Advertising

\$ 412.00

Stewart Communications (August)

\$ 9,557.76

Outdoor 76/Naturalist 25/50K

\$ 1,600.00

Macon County Farmers Market

\$ 5,000.00

TOTAL EXPENSES:**\$ 36,694.64****Collections (minus) - Expenses****(\$38.53)****TDA FUND BALANCE:****\$183,405.65**



Agenda Item – TDA

Meeting Date: October 12, 2026

Agenda Item #: 4-A

Department/Agency: TDA Board

Subject Matter: New Application for Consideration

Macon County Transit (MCT) submitted a new application for consideration for funding on July 22, 2026. The application was held due to revisions being discussed to the application process and the fact that the event is not until March 2027. The request is for \$6,000.00 for driver salary, vehicle maintenance and marketing of the Hiker Route. The funding approved in the last budget year was \$1,000.

Suggested Motion: Received for Information – vote at the November 2026 meeting.

Attachments: Yes X No

Action Taken: _____

07/22/2026

Members of the Franklin Tourism Development Authority Board

Re: Appalachian Trail Hiker Shuttle Service

Dear Members of the Franklin Tourism Development Authority Board:

I understand that the Appalachian Trail Hiker Shuttle is different from the traditional events and activities typically sponsored by the TDA. However, I believe this service is equally important to the Town of Franklin and the local tourism economy.

Macon County Transit has provided this seasonal shuttle service for eight years, transporting hikers between the Appalachian Trail and the Town of Franklin. In 2026 alone, the route provided transportation to or from the Appalachian Trail for 1,729 hikers.

These hikers are visitors to our community. While in Franklin, they stay in hotels and hostels, eat at local restaurants, purchase groceries, clothing, hiking equipment, and other supplies, and utilize local businesses and services. The transportation provided by this route makes it possible for hikers to access these businesses and spend money in our community. This visitor spending contributes directly to the local economy and generates revenue for local businesses and government.

Unlike a traditional festival or special event, the economic impact of this project is spread throughout the hiking season and across multiple businesses in the Town of Franklin. The service brings visitors into town repeatedly throughout the peak Appalachian Trail season and provides them with the opportunity to experience Franklin. Many of these visitors may return in the future for vacations, extended stays, or to introduce others to our community.

The AT Hiker Shuttle is more than simply a transportation service. It is an important tourism tool that helps bring visitors into the Town of Franklin and connects them with our local businesses. Although it may be different from the traditional projects the TDA supports, its purpose and impact are directly aligned with tourism promotion and economic development.

I respectfully ask that the TDA consider the significant tourism and economic impact of this service when reviewing the funding request. The 1,729 hikers served in 2026 represent thousands of opportunities for visitors to stay, eat, shop, and spend money in the Town of Franklin.

Thank you for your consideration and for your continued support of projects that promote tourism and benefit our local economy.

Sincerely,

Darlene Asher

Darlene Asher
Transit Director
Macon County Transit



Town of Franklin

Funds Request

Tourism Development Authority

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

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

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

Conditions of all funds allotments include:

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

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

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

Billboard (s) Request Yes/ No	Number of Billboards	Date of Event
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Name of Organization	Macon County Transit		
Street or PO Box	36 Pannell Lane	City, ST Zip	Franklin, NC 28734
Representative	Darlene Asher	Phone	828-349-2566
E-mail	dasher@maconncc.org	Web Site	macontransit.com

Project Title	2027 Hiker Route	Project Date(s)	Mar-May 2027
Total Budgeted Cash Sources	TDA, TDC, Macon County, Local Business	TDA Request	\$6,000

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 or Purchase – What Are You Proposing to Do?

Macon County Transit proposes to continue its seasonal shuttle service for Appalachian Trail (AT) hikers traveling to and from Rock Gap and Winding Stairs Gap and the Town of Franklin. The service will operate Monday through Friday, three (3) times per day, from March 2027 through May 2027, coinciding with the peak hiking season. Limited service may also be provided during off-peak times upon request and based on scheduling availability. The shuttle provides hikers with convenient transportation between the AT and Franklin, allowing them to access local businesses, lodging, restaurants, grocery stores, outfitters, and other destinations.

Marketing – How Will You Market the Project (Be Specific)?

Macon County Transit will market the shuttle service through brochures, flyers, and advertisements specifically targeted toward Appalachian Trail hikers. Brochures and flyers will be distributed to local businesses, hotels, outfitters, restaurants, grocery stores, Trail Information Centers, and other locations frequented by hikers. Information about the shuttle will also be advertised in the AT Hikers Guide, providing hikers with specific information regarding service days, times, and locations. These marketing efforts will help ensure that hikers are aware of the transportation available to and from the Town of Franklin.

Tourism Enhancement – How Does the Project Enhance Tourism in the Town of Franklin?

The shuttle enhances tourism in the Town of Franklin by providing AT hikers with reliable transportation from the Appalachian Trail into town. This allows visitors to access local hotels, restaurants, grocery stores, outfitters, retail businesses, and other attractions. By making it easier for hikers to visit and spend money in Franklin, the project directly supports local businesses and the local tourism economy. The service also provides visitors with an opportunity to become familiar with Franklin and may encourage them to return for future visits, vacations, or extended stays.

Measurements – What Tools Will You Use to Measure the Effectiveness/Success of the Project?

The primary tool used to measure the effectiveness and success of the project will be ridership data. Macon County Transit has provided this service for eight years and will continue tracking the number of passengers using the seasonal shuttle. Ridership trends will be compared with previous years to evaluate demand and the effectiveness of the service. MCT has also observed increased ridership on its fixed-route services during the peak hiking season, demonstrating the broader impact that AT hikers have on local public transportation usage.

Improvements – If You Have Done It Before, What Are You Going to Do to Make It Better?

Macon County Transit will continue to evaluate ridership patterns, customer demand, and feedback to determine whether changes to scheduling, marketing, or service availability are needed. Marketing efforts will be reviewed and expanded as appropriate to ensure hikers are aware of the shuttle and other available transportation options in Franklin. MCT will also continue coordinating service information with businesses and locations frequented by hikers.

Net Cash Flow – How Will You Put to Use Any Net Cash Flow Generated by the Project?

All cash flow generated through this project will be used to cover the costs associated with providing the AT Hiker Shuttle service. Macon County Transit has requested funding specifically for the seasonal shuttle service and has not requested additional funding for the fixed-route service. Any funds generated through the shuttle service will be used to help offset the costs of operating the shuttle and support the continued availability of this seasonal transportation service.

Project Budget

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

	Current Year Budget	Prior Year Actual (if appropriate)
Sources of Cash:		
Your organization		
Town of Franklin TDA	\$6,000	\$1,000
Sponsorships		
Booth fees		
Entry / other fees	\$6,000	\$5,000
Sales		
Other - specify TDC	\$6,000	\$6,000
Total Sources of Cash	\$18,000	\$12,000
Uses of Cash:		
Salaries, wages, taxes & benefits	\$11,500	\$9,199
Contracted services		
Cost of merchandise sold		
Rental of facilities		
Rental of equipment		
Expendable supplies		
Printing	\$1,000	\$1,000
Print media		
Radio media		
Other advertising – specify vehicle	\$8,000	\$8000
Other expenses - specify Cost		
Total Uses of Cash	\$20,500	\$18,199
Net Cash Flow	-\$2,500	-\$6,199

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:

Darlene Asher

Title:

Transit Director

Date:

07/22/2026

Attention All 2027 AT Hikers!

Macon County Transit is offering a timely and affordable shuttle service to and from select Appalachian Trail locations. The shuttle service will begin March 1st and continue until May 28th. The shuttle will run Monday thru Friday three times per day. The fare for transportation to and from the trail is Sponcered by the TDA, TDC and Local Business. We will pick up or drop you off at any location in Franklin. If transportation is needed before March 1st or after May 28th, you must call our office at (828)349-2222 to schedule a pickup. For a pickup back to the trail, please call with a designated shuttle time and pickup location. MCT also provides a Deviated Fixed Route service (city bus) that accommodates in-town transportation. The cost is \$1.00 per boarding/person. This system has multiple timed stops throughout downtown Franklin. For more information on our service, or any other inquiry, please call our office, visit macontransit.com, or like us on Facebook.



Shuttle Time Are As Follows:

Depart Franklin	Winding Stairs Gap	Rock Gap
9:00 a.m.	9:30 a.m.	9:45 a.m.
12:00 p.m.	12:30 p.m.	12:45 p.m.
3:00 p.m.	3:30 p.m.	3:45 p.m.





Agenda Item – Tourism Development Authority

Meeting Date: October 12, 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: October 12, 2026

Agenda Item #: 5-B

Department/Agency: TDA Subcommittee

Subject Matter: TDA Subcommittee Report

The Town Council received the 1-3-5 year plan presentation 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 and directed the TDA to continue moving forward.

The TDA membership will need to take ownership/accountability of certain projects and processes as noted in the plan. The attached project plan template outlines the various tasks, stakeholders, plans, timelines, scope, etc...

Suggested Motion: Received for information and discussion.

Attachments: Yes X No

Action Taken: _____

TDA Project Plan 1/3/5 Master

Project Name	Purpose	Background	Objective	In Scope	Out of Scope	Dependencies	Costs/Budget	Approvals Required	Timeline	Success Criteria	TDA Sponsor/s	Status	Comments
Murals around the Town	Generate excitement and attraction for locals and visitors	Ability to represent the best of our community and showcase our heritage	Identify 5 - 7 locations highly visible locations around the Town that are Ideal for Murals	Mural locations, designs, identify local artists, gain approval, and execution	Building and/or wall repair	Building owners agreement	TBD	Design and funding approval from Town Council	24 months	Project completion	TBD	Green	Possibility to leverage other grants and private funding
Event Calendar													
Event Funding Request Form and Process													
X													
X													
X													
X													
X													

Murals

Project Name	Purpose	Background	Objective	In Scope	Out of Scope	Dependencies	Costs/Budget	Approvals Required	Timeline	Success Criteria	TDA Sponsor/s	Status	Comments
Mural by Gazebo	Create a mural that we will be heavily viewed, photographed and filmed as a central location in the Town of Franklin	Ability to represent the best of our community and showcase our heritage	Represent the best of Franklin and our surrounding area	Mural locations, designs, identify local artists, gain approval execution	Building and/or wall repair	Building owners agreement	\$7,000.00	Building owner (name) and Town Council	120 days	Completed on time and at or under budget	TBD	9/4 - Initial conversations with business owner completed, two proposals received	Next steps: Finalize design, get final cost, seek approvals
Mural on ABC building													