



September 16, 2025

Dear Haywood County Tourism Development Authority board members,

Thank you again for awarding the Downtown Waynesville Commission a Legacy Event Sponsorship for the Church Street Art and Craft Show.

While our plans have not changed from those we described in our initial application, our timeline proved to be overly ambitious, and we have not been able to execute our objectives in time to benefit this year's show on October 11.

Our plan is still to enhance the event with a new website dedicated to the show and equipped to process applications and payments online, expand our marketing reach and include lodging packages. However, the Town's aim to have online payment processing capabilities in place in July has run into setbacks and remains a work-in-progress by our Finance Director.

We also discovered that waiting until July when the funds were available was too late for processing applications for this year's show- most of which had already been processed. Furthermore, we found it was too late to begin offering lodging packages because most people have already made those reservations for October plans.

We've determined that the best way to utilize this sponsorship would be to request that you roll the funds over to the next fiscal year and allow us to apply these funds to next year's show on October 10, 2026. If approved, we will continue the work we've started so that the website is built and we are capable of processing payments and applications as early as January.

We will likely make slight changes to the budget and marketing plan that was submitted as part of our application for the 2025 show, but don't foresee any major changes. We are happy to resubmit an updated budget and marketing plan for the 2026 show after they have been reviewed and finalized, no later than January.

Thank you again for awarding the grant and considering our request.

Sincerely,

A handwritten signature in blue ink, reading "Elizabeth P. Gilmore".

Beth Gilmore

Executive Director,

Downtown Waynesville Commission