

Letter regarding the proposed *Corn & Bacon Festival at Mossy Creek* for City of Jefferson City Council:

06/01/2026

Mayor and Members of City Council
City of Jefferson City
Jefferson City, Tennessee

RE: Corn & Bacon Festival at Mossy Creek – Festival Designation and Partnership Framework

Dear Mayor and Members of Council:

On behalf of the Heritage Center, Jefferson City Parks & Recreation, and community stakeholders who have participated in discussions regarding Jefferson City's fall festival programming, we respectfully submit this letter for consideration regarding the proposed **Corn & Bacon Festival at Mossy Creek**, to be held on the **first Saturday in October**.

The desire to host this festival on the first Saturday in October stems from a longstanding community interest in preserving this timeframe as the City's major fall festival tradition. Residents, families, downtown businesses, and community partners have consistently expressed a desire to maintain an anchor event during this season that celebrates Jefferson City's heritage, culture, and sense of place while continuing to support downtown activity and tourism.

The proposed rebranding to **Corn & Bacon Festival at Mossy Creek** is intended to create a more clear and engaging identity for the event. This approach is designed to reduce confusion regarding event expectations and organization while encouraging broader community participation and renewed excitement around a signature fall gathering. The rebranding reflects an opportunity to build upon the strengths of prior festivals while introducing a fresh framework that emphasizes food, heritage, local history, family-friendly activities, and community engagement.

Importantly, this proposal is not intended to limit future festival opportunities throughout the calendar year. Jefferson City remains well-positioned to host additional festivals, cultural programming, and seasonal events that support tourism, economic development, and community engagement. Rather, the proposal before Council seeks to preserve the first Saturday in October as the community's principal fall festival date while allowing flexibility for new events and programming opportunities to emerge throughout the year.

To support a successful and well-organized event structure, the City of Jefferson City and the Heritage Center have collaboratively developed a proposed Operational Concept Plan and Memorandum of Understanding (MOU) to clearly define roles,

responsibilities, and expectations between both parties. It is our hope that this proposed partnership framework provides Council with confidence that the festival can be executed in an organized, accountable, and cooperative manner.

The MOU establishes clear operational responsibilities, including municipal coordination, public safety, permitting, vendor management, insurance coverage, entertainment logistics, volunteer coordination, historical programming, sponsorship efforts, and joint event planning. By clearly delineating these responsibilities, the City and Heritage Center seek to establish a transparent partnership structure that supports effective event delivery and minimizes uncertainty regarding operational oversight.

As Council considers this matter, we respectfully emphasize the importance of timely direction. Regardless of the ultimate decision, adequate planning time is essential for festival logistics, entertainment scheduling, sponsorship development, vendor recruitment, public safety coordination, marketing, and volunteer organization. A clear determination at the earliest practicable opportunity will help ensure that all parties can proceed responsibly and effectively in preparing for October 2026.

We appreciate Council's consideration of this proposal and remain committed to working collaboratively to support a successful event that reflects the values, traditions, and aspirations of the Jefferson City community.

Respectfully submitted,

Teresa Collins & Jeanne Musick
Heritage Center

Kevin Bolden & Truth Hafey
City of Jefferson City Parks & Recreation

**OPERATIONAL CONCEPT PLAN
AND MEMORANDUM OF UNDERSTANDING**

CORN & BACON FESTIVAL AT MOSSY CREEK

The MEMORANDUM OF UNDERSTANDING (“MOU”) is made on this _____ day of _____, 2026 at _____ (the “Effective Date”).

BETWEEN

City of Jefferson City

AND

Heritage Center

Effective Date: Upon execution by both parties

Event Date: Saturday, October 3, 2026

Festival Hours: 11:00 a.m. – 4:00 p.m.

I. PURPOSE

This Memorandum of Understanding (“MOU”) establishes the operational framework, roles, responsibilities, and cooperative expectations between the City of Jefferson City (“City”) and the Heritage Center (“Heritage Center”) for the planning, organization, management, and execution of the **Corn & Bacon Festival at Mossy Creek** (“Festival”).

The intent of this agreement is to clearly delineate operational responsibilities, establish accountability, coordinate festival programming and logistics, and provide a cooperative structure to ensure a safe, successful, and community-oriented public event.

This MOU serves as an Operational Concept Plan and is intended to guide collaborative planning, event execution, public safety coordination, and post-event evaluation.

II. FESTIVAL OVERVIEW

Event Name: Corn & Bacon Festival at Mossy Creek

Date of Event: Saturday, October 3, 2026

Operating Hours: 11:00 a.m. – 4:00 p.m.

Proposed Festival Program Area:

Festival programming and activities shall be conducted in and around the following areas:

- Mossy Creek Station
- Downtown Jefferson City / Main Street corridor
- Old City Hall property and grounds

The Festival footprint may include public streets, sidewalks, municipal spaces, and Heritage Center-operated areas, as approved through the planning process.

III. EVENT PURPOSE AND PROGRAMMING

The Festival is intended to celebrate local heritage, history, traditions, and community engagement while promoting tourism and economic activity within downtown Jefferson City.

Programming and event content shall be developed collaboratively between the City and the Heritage Center.

Anticipated festival activities may include, but are not limited to:

- Live music and entertainment
- Yard games and recreational play
- Food vendors
- Craft and artisan vendors
- Living history demonstrations
- Period actors and historical interpreters
- Family-oriented programming and heritage-based educational experiences

Additional programming may be added upon mutual agreement of both parties.

IV. GOVERNANCE AND COOPERATIVE STRUCTURE

The City and Heritage Center agree to work collaboratively in good faith to coordinate all Festival-related planning, logistics, programming, and implementation.

Planning meetings may be conducted jointly as needed to coordinate operational requirements, scheduling, vendor placement, public safety considerations, marketing, and entertainment logistics.

Final operational decisions affecting public infrastructure, municipal safety requirements, and public right-of-way access shall remain subject to approval by the City.

Programming and historical content associated with Old City Hall and Heritage Center-led activities shall be coordinated by the Heritage Center.

V. RESPONSIBILITIES OF THE CITY OF JEFFERSON CITY

The City shall have primary responsibility for municipal operations and downtown festival management, including but not limited to the following:

A. Permits and Governmental Coordination

The City shall obtain, approve, or coordinate all necessary municipal permits, permissions, street closures, and governmental authorizations associated with the Festival.

B. Public Safety and Emergency Coordination

The City shall coordinate public safety planning including:

- Police services
- Fire and emergency response coordination
- Traffic management
- Crowd control measures
- Emergency access planning

C. Public Works and Site Operations

The City shall oversee municipal operational needs including:

- Barricades and street closures
- Public works support
- Waste collection and sanitation services
- Traffic routing and detour placement
- General municipal operational support

D. Insurance and Liability Coverage

The City shall maintain event liability insurance for all City-owned property and municipal spaces utilized during the Festival, consistent with prior City event practices.

E. Vendor Management

The City shall be responsible for:

- Collection of all street vendor and booth fees
- Vendor registration and administrative processing
- Coordination of municipal vendor compliance requirements

Booth assignments shall be determined jointly by the City and Heritage Center through mutual understanding and collaborative planning.

F. Downtown Entertainment

The City shall be responsible for all entertainment located within the Downtown/Main Street festival area, including:

- Selection and coordination of entertainers
- Entertainer contracts and payment
- Stage, sound, and technical requirements
- Power and logistical support necessary for performances

VI. RESPONSIBILITIES OF THE HERITAGE CENTER

The Heritage Center shall have primary responsibility for historical programming, volunteer engagement, and activities associated with Old City Hall and Heritage Center-managed areas.

A. Volunteers

The Heritage Center shall coordinate volunteer recruitment, scheduling, and management for Festival activities under its supervision.

B. Historical Programming

The Heritage Center shall organize and coordinate:

- Living history demonstrations
- Period actors and historical interpretation
- Heritage-focused educational programming

C. Sponsorships

The Heritage Center may solicit and coordinate sponsorships to support Festival activities and programming. Sponsorships may be taken for all entertainment locations, living history demonstrations, and general operational costs.

Sponsorships received for delegated City spaces are not mandatory but may be used to aid in financial obligations of the City with excess funds kept by the Heritage Center.

D. Old City Hall Entertainment

The Heritage Center shall be responsible for entertainment and performances located at Old City Hall, including:

- Entertainer coordination
- Contracts and payment of entertainers
- Sound and technical needs

E. Insurance and Liability Coverage

The Heritage Center shall maintain a million-dollar liability insurance coverage for Heritage Center-owned or controlled property utilized during Festival operations.

VII. JOINT RESPONSIBILITIES

The City and Heritage Center shall jointly undertake the following responsibilities:

A. Festival Programming

Festival programming shall be collaboratively developed to ensure balanced entertainment, heritage engagement, recreation, and community participation.

B. Booth Assignments

Vendor booth placement and assignments shall be determined jointly to promote operational efficiency, pedestrian flow, and program balance.

C. Marketing and Promotion

Festival marketing shall be coordinated through a partnership involving:

- Jefferson County Tourism
- The City of Jefferson City
- The Heritage Center

Collaborative marketing efforts may include:

- Digital promotion
- Social media campaigns
- Printed advertising
- Event calendars
- Community outreach and tourism initiatives

D. Decorations and Atmosphere

The Heritage Center and City shall coordinate decorative elements and thematic enhancements consistent with the historical and community character of the Festival. Decorative donations will be accepted by both entities. The cost of festival decorations shall be allocated proportionally between the City and the Heritage Center based upon the placement and concentration of decorative elements within City-controlled areas and Old City Hall/Heritage Center-designated areas.

E. Event Planning Coordination

Both parties agree to participate in planning meetings and coordinate operational needs to ensure effective event implementation.

VIII. FINANCIAL UNDERSTANDINGS

Except as otherwise agreed in writing:

1. Vendor fees collected by the City shall remain under City administration for event-related purposes.
2. Each party shall be responsible for costs associated with its designated operational responsibilities.
3. The City shall bear costs related to municipal operations, downtown entertainment, downtown decorations, barricades, sanitation, and public safety.
4. The Heritage Center shall bear costs related to historical programming, volunteers, sponsorship-supported activities, Old City Hall decorations and Old City Hall entertainment.

IX. INDEMNIFICATION AND LIABILITY

Each party shall remain responsible for the acts and omissions of its officers, employees, volunteers, agents, contractors, and representatives within the scope of their assigned responsibilities.

Nothing contained herein shall be construed as a waiver of any governmental immunity, statutory protection, or limitation of liability available under Tennessee law.

Each party agrees to maintain appropriate insurance coverage for the facilities, property, and activities under its respective operational control.

X. TERM, MODIFICATION, AND TERMINATION

This MOU shall remain in effect through the completion of the 2026 Corn & Bacon Festival at Mossy Creek and any associated post-event activities unless modified or terminated by mutual written agreement.

This agreement may be amended at any time through written mutual consent of both parties.

Either party may withdraw from participation upon reasonable written notice if operational, financial, or safety concerns substantially affect Festival execution.

XI. GOOD FAITH COOPERATION

The City and Heritage Center agree to act in good faith and cooperate fully to ensure the success of the Festival and promote a safe, welcoming, family-friendly, and historically engaging community event.

XII. AUTHORIZATION AND SIGNATURES

IN WITNESS WHEREOF, the parties hereto have executed this Memorandum of Understanding and Operational Concept Plan.

CITY OF JEFFERSON CITY

By: _____

Name:

Title:

Date:

HERITAGE CENTER

By: _____

Name:

Title:

Date:
