



JEFFERSON COUNTY
DEPARTMENT OF TOURISM
214 West Main Street
Dandridge, TN 37725
(865) 471-1881

May 14, 2026

James Gallup
Jefferson City Administrator
112 City Center Drive
Jefferson City, TN 37760
Via E-mail

RE: Letter of Support for the Proposed Corn & Bacon Festival at Mossy Creek

To the Honorable Mayor and Members of the Jefferson City Council,

On behalf of the Jefferson County Department of Tourism, I would like to express my support for the proposed transition from the current Festival at Mossy Creek Station to the newly proposed Corn & Bacon Festival at Mossy Creek.

Over the past several years, the Mossy Creek District has made meaningful progress toward revitalization through public investment, historic preservation efforts, business development, and community partnerships. As these efforts continue, it is increasingly important that Jefferson City also focus on developing tourism-driven events that strengthen the district's identity, attract new visitors, and generate economic activity for local businesses.

Destination events are one of the most effective tools communities can use to increase visitor spending and stimulate economic growth. Travelers today are seeking authentic experiences that are unique to a community's history, culture, and character. The proposed Corn & Bacon Festival creates a clear opportunity for Jefferson City to establish a signature heritage-themed event that differentiates itself from other regional fall festivals while leveraging the distinct story of Historic Mossy Creek and the Battle of Mossy Creek.

A themed event with a recognizable identity creates stronger long-term tourism value than a traditional general festival format. The Corn & Bacon Festival concept has the potential to become a marketable regional attraction that encourages overnight visitation, increases restaurant and retail activity, supports local vendors and artisans, and drives additional traffic into the Mossy Creek District during an important tourism season for East Tennessee.

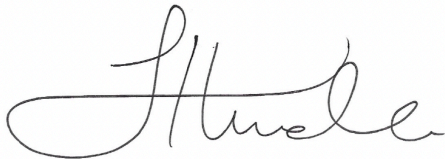
Equally important, the festival aligns with broader tourism and economic development goals that communities across Tennessee are prioritizing, including the creation of place-based experiences that encourage visitation and reinvestment in historic districts and downtown areas. As Jefferson City continues to invest in the revitalization of Mossy Creek, curated destination events such as this are essential to activating the district and fostering sustained economic momentum.

The historical connection to the Battle of Mossy Creek also provides opportunities for expanded heritage tourism programming, educational experiences, storytelling, and partnerships with local organizations that can continue to grow over time. Heritage tourism remains one of the strongest sectors within Tennessee tourism, and Jefferson City is well-positioned to capitalize on its unique local history in a way that is engaging, family-friendly, and economically beneficial.

I believe the Corn & Bacon Festival at Mossy Creek presents an opportunity not only to celebrate Jefferson City's heritage, but to strategically position the Mossy Creek District as a tourism destination that contributes to long-term economic growth and visitor development within Jefferson County.

Thank you for your consideration and for your continued investment in the future of Jefferson City and the Historic Mossy Creek District.

Sincerely,

A handwritten signature in black ink, appearing to read "L. Hurdle". The signature is fluid and cursive, with a large initial "L" and a long, sweeping underline.

Lauren M. Hurdle

Jefferson County, Tennessee

Director of Tourism

lhurdle@jeffersoncountyttn.gov

cc. The Heritage Center @ Mossy Creek