



**August 12, 2024
AGENDA**

THIS MEETING WILL BE HELD IN PERSON
Please visit www.laurelpark.org for more information

- 1. Approval of the Agenda**
- 2. Approval of July 8, 2024 Regular Meeting Minutes**
- 3. Old Business**
 - a. Sponsorships update (page 2)
 - i. Sponsorship flyer/banner
 - b. Survey Results (page 8)
- 4. New Business**
- 5. Adjournment**

***Next Meeting September 9, 2024**

Second DRAFT

Dear Neighbors of Laurel Park,

In March 2025, the Town of Laurel Park will celebrate its 100th anniversary. Throughout 2025 there will be almost monthly festivities to celebrate the history, beauty, and the people of our unique “town on the mountain.”

So, why this letter? We want to engage as many people as possible with a broad scope of events. The estimated cost of these events is \$50,000. Two events, a gala that will kick off our anniversary at the Hendersonville Country Club, and a midsummer picnic in Laurel Green Park, will comprise over half the budget. Our goal is an affordable ticket price level that permits the greatest resident engagement possible. To accomplish this, we are fundraising to attract sponsors of all giving levels.

You will find attached to this letter sponsorship levels and benefits. Ascending through the levels, there are increasing marketing and acknowledgement opportunities. Every sponsor can express its pride of place by supporting a *once-in-a-century* event!

When you receive this letter, it will mean that either you have been or will shortly be contacted by a centennial organizer to share more about how you can be a part of Laurel Park’s 100th. We hope you will respond to our campaign with your support!

(next paragraph would be an explanation of the payment options to the Town)

Sincerely,

CENTENNIAL SPONSORSHIPS

JUMP OFF ROCK ~ \$15,000

Presenting sponsor of Gala and Picnic
Speaking opportunity at both events
10 Gala Tickets and 10 Picnic tickets
Large color Logo on all Centennial marketing materials.
Banner at each event
Two full size ads in the Hendersonville Lightning
Social Media acknowledgements throughout the year

ECHO MOUNTAIN ~ \$5,000

Large color Logo ads on all Centennial marketing materials
8 Gala Tickets and 8 Picnic tickets
Acknowledged at both events
Logo featured on Banner for events
Half page ads in the Hendersonville Lightning.
Social media acknowledgements throughout the year

RHODODENDRON LAKE ~ \$2,500

Color Logo ads on all Centennial marketing materials
6 Gala tickets and 6 Picnic tickets
Quarter ad in the Hendersonville Lightning
Logo on event banner
Social Media acknowledgement

CASINO ~ \$1,000

Color Logo ads on all Centennial marketing materials
4 Gala tickets and 4 Picnic tickets
One-eighth page ad in the Hendersonville Lightning
Social Media acknowledgement

CRYSTAL SPRINGS ~ \$500

Name and logo listed on Centennial marketing
2 tickets to Gala and Picnic
Social Media acknowledgement

CANAL ~ \$250

Name listed on Centennial marketing
2 Gala tickets

RAINBOW LAKE ~ \$100

Name listed on Centennial marketing

Potential Centennial Sponsors

AUTOMOTIVE

Autostar CDJR
Boyd Chevrolet - J
Bryan Easler Toyota - J
Fields BMW - P
Hendersonville Nissan - K
Hunter Subaru - L
Laurel Park Auto - L
Parks Ford

BREWERIES/Wineries

Bold Rock Cidery
Boodas
Dry Falls
Flat Rock Cider Company
Guidon
Marked Tree
Oklawaha
Saint Paul Winery
Sierra Nevada
Southern Appalachian
Trailside

FINANCIAL SERVICES

Bank of America - K
First Bank - J
First Citizens Bank - P
Home Trust Bank - J
Park National Bank - L
PNC Bank
SECU
TD Bank - L
Truist Bank - K
United Community Bank - K
United FCU - J
Wells Fargo - P

HEALTH CARE

Advent Health Care - L
Carolina Ophthalmology
Hendersonville Family Dental – K
Hendersonville Veterinary - L
Laurel Park Animal Hospital - L
Looking Glass Eye Center - P
Pardee UNC Healthcare - L
P.T. Solutions (co-located w/Advent Health Care)
Sage Animal Hospital
Western Carolina Reg Animal Hosp - J

MEDIA

The Lightning - L
Times News

REAL ESTATE

Berkshire Hathaway
Beverly Hanks/Allen Tate - J
Century 21 Mountain Lifestyles - L
Coldwell Banker – L
Fairmont/Shipman
Keller Williams - J
Looking Glass Realty - L
ReMax
Weichert Realtors - J
We Sell WNC

RELIGIOUS

Agudas Israel Congregation - J
First Congregational Church - J

RETAIL, RESTAURANTS, PROFESSIONAL & SERVICE

Always Best Care
BGW CPA, PLLC - K
Carolina Village - K
Cascades Mountain Resort - K
Champion Comfort Experts - J
Clearwater Environmental

The Crate - K
Custom Fine Dry Cleaning
Dixie Diner
Echo Mountain Inn - L
Energy Mart (Henderson Oil Co.) - J
Fleetwood Plaza HOA - L
Gold Rush Jewelers
Henderson Oil/Raven Oil (Norm's Mini Mart) - L
Hendersonville Country Club - L
Hendersonville Racquet Club - J
Hendersonville Toy Company
Honey Crisps
Horizon Heating & Air
iDaph Events
Ingles - L
Joseph Laughter Clothier - P
Joyce Windows
Laurel Park Exxon
Laurel Park Shell (5th Ave)
Laurel Park Shopping Center - J
Mail Box and Pack
Mast General Store
Maybin's - L
Mini Batch Bakery
Printville
Rock Creek Containers
Selee Corporation
Sherman Sports - P
Sol Y Luna Grill & Bar
Southern Streams
Sutherland Insurance Agency - J
Talbot's - P
Tarheel Paving - L
The Salty Landing
Tooley's Café - L
Trane
Uncle Scott's Pizza
Valley Hill Fire & Rescue – J

Van Winkle Law Firm - K
Walgreen's
Watermark Landscape Architecture
WGLA Engineering -
Wild Birds Unlimited - L
WithersRavenel – K
WTZQ - L
Yam Yoga - J

Centennial Celebrations

Roaring 20s Gala! March 1, 2025, Hendersonville County Club. Dinner and Dancing to the sounds of the Big Band era. Come dressed in your best formal attire! Estimated cost is \$50 per person.

People interested- 35

Centennial Celebration Picnic! July 5, 2025, at Laurel Green Park from 4 - 7. BBQ, music, adult beverages, games, and lots of fun for the entire family. No charge to Laurel Park residents.

People interested- 76

Scavenger Hunt Contest! A fun game with all the Laurel Park Historical Markers! This event will go on throughout the year of celebration. Prizes will be awarded.

People interested- 40

5K on May 10th. Run/Walk throughout the Town with Friends and Family!

People interested- 25

Historical Presentation. Learn the history of early Laurel Park including an aerial movie of Laurel Park and the surrounding area in the 1920's.

People interested- 75

Trunk and Treat for Halloween. On October 25, 2025, this family fun event is sponsored by the Laurel Park Police Department and will be held in Laurel Green Park.

People interested- 23

Historical Tours. Learn the history of our lovely Town by riding around and passing by 100-year-old homes.

People interested- 62

Centennial Concert Series. This will be held at Jump Off Rock. A musical tour of the last 100 years.

People interested- 64

None of the above

People not interested-5

Other Centennial celebration ideas:

- Bike/walk tour map of historic locations in the town.
- I see there is a book on Amazon about the history of Laurel Park. Perhaps this book or a similar one could be available at some of the events.
- Please make sure all easements are mowed and debris clear of Laurel Park HWY. The area has not been kept very well lately.
- Suggest having home tours (not just a drive-by). It would be interesting to have tours of homes that are historic, have had thoughtful remodels, or are interesting/beautiful. These were popular years ago; i wonder if there are homeowners willing to host these in 2025.
- Town's Next 100 years Vision Plan.
- Would go to the concerts at JOR IF there was a shuttle.

Would like to sponsor:

- No name 108aqua@gmail.com
- Billy Robinson srqrobinson@yahoo.com
- No name FLP plans to contribute
- I would like to be considered for providing music at an event in 2025. My name is Rick Reles, (Just Rick), and I play solo, and in 3 separate duos, all over the area. One of the groups, (Two Step Too), has played on Jump off Rock for the Friends of Laurel Park. I, live in Laurel Park 920 400 2240 Richard.Reles@gmail.com.
- Deane Gauthier (828) 489-9131.
- No name or email address said they would sponsor.