

From: [Doug Hewett](#)
To: [Jennifer Ayre](#); [Jodi Phelps](#); [Deanna Wiuff](#); [Lachelle H. Pulliam](#)
Subject: Fw: [EXTERNAL]Proposal for the Dogwood Festival: Production Support Request
Date: Wednesday, February 11, 2026 3:35:37 PM
Attachments: [Proposal for Legacy Founding Sponsorship.pdf](#)
[Financial Aide for Production of 2026 Core Infrastructure.pdf](#)
[Support & Financial Aide for New Micro Series Event.pdf](#)
[Proposal for Fayetteville Dogwood Festival 2026- Production.pdf](#)

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From: Kaylynn Suarez <director@thedogwoodfestival.com>
Sent: Tuesday, February 3, 2026 3:10:50 PM
To: Doug Hewett <DougHewett@FayettevilleNC.gov>
Subject: [EXTERNAL]Proposal for the Dogwood Festival: Production Support Request

Good Afternoon, Dr. Hewett,

I hope this message finds you well. I am writing on behalf of the Fayetteville Dogwood Festival to respectfully request consideration for financial support from the City of Fayetteville.

First and foremost, we are deeply grateful for the in-kind services the City continues to provide year after year. That support plays an important role in the success of the festival. However, as economic pressures continue to affect organizations across our community, the Dogwood Festival is not immune to those challenges. At this time, additional financial assistance is essential to ensure the continued success and longevity of this longstanding tradition.

Each year, the Fayetteville Dogwood Festival welcomes an estimated 80,000 to more than 200,000 attendees to downtown Fayetteville during the Spring Festival alone. This level of attendance reflects not only the festival's cultural significance but also its measurable impact on downtown commerce, tourism, and community engagement.

Since stepping into the role of Executive Director, my primary focus has been on sustainability, ensuring that the Dogwood Festival continues to thrive for generations to come. With that mission in mind, I come to the City of Fayetteville with a humble heart and purpose to ask for financial partnership and support.

I am also pleased to share that the Fayetteville Dogwood Festival has formally obtained all required documentation and is now recognized as an official 501(c)(3) nonprofit organization, replacing our previous 501(c)(4) status. This transition reflects our continued commitment to transparency, accountability, and long-term stewardship of the festival, and further positions Dogwood to operate as a community-centered nonprofit with lasting impact.

I have outlined multiple proposal options to allow flexibility, fully understanding that the City may have varying objectives and priorities. I am more than willing to collaborate closely to ensure that any support aligns with both the City's goals and the long-term vision of the festival our organization has.

On a personal note, Fayetteville holds a special place in my heart. I have lived across the United States and overseas, yet Fayetteville has always felt like home. That sense of belonging is a driving force behind my commitment to this role and to the mission of bringing our community together. My hope is that through Dogwood, others can experience and see this city with the same pride and appreciation that I do.

I truly believe that together, we can protect a cherished tradition while continuing to support downtown growth, economic vitality, and community pride.

Thank you for your time and consideration. I look forward to the opportunity to discuss this further and to continue working together in the service of our community.

Warm regards,
Kaylynn Suarez
Executive Director
Fayetteville Dogwood Festival

PS: I have also included a proposal for a possible new event to focus on "home" and local as a partnership.

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