

Lake Junaluska Conference & Retreat Center Agreement

Date: January 23, 2026

Parties Involved

This is a Letter of Agreement between Haywood County Tourism Development Authority (“Group”) and Lake Junaluska Conference & Retreat Center (“Conference Center”).

Purpose of Agreement

Conference Center will provide guest rooms, meeting space, food and beverage, audio visual needs, and/or other services as may be set forth in this agreement.

GROUP INFORMATION

ACCOUNT: Haywood County Tourism Development Authority
EVENT NAME: SATW Annual Convention
EVENT DATES: Sunday October 4, 2026 - Thursday October 8, 2026
CONTACT: Corrina Ruffieux
ADDRESS: 91 N Lakeshore Drive, Suite2, Lake Junaluska, NC 28745
TELEPHONE: 8602870199
EMAIL: corrina@visithaywood.com
SALES MANAGER: Polina Adornes
DUE DATE: Friday January 30, 2026

LODGING ROOMS

Room Block

This Agreement applies to the following block of rooms [the “Room Block”]; once this Agreement is accepted, the Conference Center will remove from inventory and consider sold to Group for its use room nights pursuant to the below arrival and departure pattern. Conference Center will assign a mix of room and bed types (“Run of House”) within each property when possible. Upgraded accommodations and/or guaranteed room types are subject to availability and applicable rates. Unless otherwise specified and guaranteed within the contract, the room block may consist of an assortment of rooms with or without following attributes: Lakeview, No Lakeview, Twin/Twin, Double/Double, Queen/Queen and/or King. Please note that due to the historical nature of the Lambuth Inn, not all rooms will accommodate triple and quad occupancy.

Hotel Lodging	Sunday Oct 4, 2026	Monday Oct 5, 2026	Tuesday Oct 6, 2026	Wednesday Oct 7, 2026	Thursday Oct 8, 2026
Terrace Hotel	105	105	105	105	Check out
Lambuth Inn	100	100	100	100	Check out
Campground	2	2	2	2	Check out

Room Rates per Night

Hotel Lodging	Fixed Rate
Terrace Hotel Run of House	\$169
Lambuth Inn Deluxe Rooms	\$159
Campground	\$55

Room Rates are per night and are exclusive of taxes and meals. Children 11 years old and under who stay in the room with their parents are not included in the final room charge.

Sales Tax and Service Fees

The Room Rate covers all guests sleeping room costs per night, including service fees but is exclusive of applicable sales/room tax, currently eleven percent (11%). Housekeeping gratuities will be at guest’s discretion.

Room Night Commitment

\$135,020.00 (Calculated by the Contracted Room Block and double occupancy)

Conference Center is reserving this event in good faith and is relying on revenue generated from the block of rooms and guest room nights specified in this document as Anticipated Guest Room Revenue, exclusive of food and beverage charges, meeting room charges, and other non-room charges. Group's use of the block of rooms and guest room nights is in part the basis of this agreement.

Adjustments to the Room Block (subject to availability) will be allowed as follows:

1. 365 days to 180 days prior to Event arrival date, Room Block may not be reduced by more than 20% below the original contracted Room Block.
2. At 180 days prior to event arrival, Room Block becomes Projected Room Block.
3. 180 days to 90 days prior to the Event arrival date, the Room Block may not be reduced by more than 5% below the projected Room Block.
4. 90 days prior to Event arrival date, the Room Block becomes FINAL and may not be reduced again after this point.

Attrition

Conference Center is relying upon Group's use of the Room Night Commitment. Group agrees that a loss will be incurred by Conference Center if Group's actual usage is less than the Room Night Commitment.

If Group's actual usage is less than 100% of the Room Night Commitment, Group agrees to pay, as liquidated damages and not as a penalty, the difference between 100% of the Room Night Commitment and Group's actual usage, multiplied by the average group room rate. Any applicable attrition fees will be added to the final invoice.

Initials _____**Reservations**

Conference Center will set up Group's Room Block to receive reservations by **rooming list**.

Rooming List

Group will submit a Rooming List in writing to the Group's conference coordinator no later than 21 days prior to the Event.

- a. The Rooming List is to include the name of all guests occupying the rooms.
- b. The Conference Center's rooming list template will be sent to the Group. The template is available in PDF or Excel format.
- c. All reservations made by rooming list will be guaranteed for arrival to the Master Account.
- d. Any requests for special room arrangements should be indicated on the rooming list with the understanding that Conference Center will endeavor, **but cannot guarantee**, all efforts will be made to meet accessibility needs. Please note VIP's.
- e. Rooms cancelled within seven (7) days of arrival date will be charged to the Master Account for full payment.
- f. Any cancellations of guaranteed meal counts within seven (7) days of arrival will not be refunded.

Changes to Rooming List

Any rooming list change requests made after the original rooming list has been submitted by Group and inputted by Conference Center must be made directly to the group roster. The group roster may be requested from the Group's conference coordinator. Requests made by any other method or in any other format cannot be accepted. All changes must be communicated in advance of arrival. Changes received within seven (7) days prior to arrival are subject to service charges. Changes received at arrival will result in a delay in getting guests to their rooms. Changes occurring to roommate assignments after Group's arrival must be communicated to the front desk.

Conference Center requests that the Group review any printed publications (i.e. brochures, flyers) or electronic correspondence referencing the conference center.

Added Value Incentives

Based on the guestrooms, meeting space, and meals and catering requested, Conference Center is pleased to provide Group the following special concessions in the event Group fulfills the room night commitment terms of this agreement.

- Discounted guest rooms with group booking
- Waived meeting room rental
- Complimentary wireless internet in sleeping and meeting rooms
- Complimentary self-parking
- 1:50 complimentary room nights on a cumulative basis
- Rates valid 3 days pre- and 3 days post- conference

HOTEL INFORMATION

Check-in/Check-out

Check-in will be available at 4:00 P.M. on the arrival day and check out will be at 11:00 A.M. on departure day. Please provide arrival times for large groups if available. **Each adult will check-in at the front desk to receive sleeping room key. They will be required to present identification and a credit card to be kept on file as a guarantee during their stay for incidentals and/or any damages to the room.**

Quiet Hours

Quiet hours are from 10 P.M. to 7 A.M. each day. Courtesy to your fellow guests is greatly appreciated.

Large Buses

Large Buses should plan on entering the Conference Center at the Main Gate (off of US 19). Bus drivers will be instructed where to park after passengers and their baggage have cleared the bus. Large buses should not cross the dam at the East Entrance gate due to weight restrictions of the bridge.

Overnight Accommodations

Tobacco use is prohibited in all indoor spaces. If anyone within your group violates this policy a cleaning fee of \$300 will be charged to the Master Account and/or to the individual's credit card if the individual is responsible to pay for his/her own room. Damage to any furnishings, walls, carpets, etc. will also be charged to the Master Account and or to the individual's credit card if the individual is responsible to pay for his/her own room.

No alterations or changes to the property shall be made without the prior approval of the Chief Operating Officer or authorized designate. Alterations include, but are not limited to, movement or relocation of interior plants, equipment, or furniture and other décor and furnishings. The group credit card will be charged after check-out if damage is found or excessive cleaning and/or labor is required after groups check out.

MEAL INFORMATION

Dining Room Meal Rates

Chef's choice buffet meals will be served in a shared dining room. Fixed times for each meal can be found in the Group's Event Information below.

Individual adult meal rates: Breakfast \$14.50 Lunch \$18 Dinner \$21 (service fee not included)

Individual child (ages 5 – 11) meal rates: Breakfast \$7.25 Lunch \$9 Dinner \$10.50 (service fee not included)

A service charge of 18% will automatically be added to all dining room meals

Meal package for your group includes:

DAY	MEALS
Monday	Breakfast, Catered Lunch
Tuesday	Breakfast, Catered Lunch
Wednesday	Breakfast
Thursday	Breakfast

Expected Guest Count: 200

Sales Tax and Service Fees

Applicable sales tax at time of travel will be added to the bill.

Meal Requirements

All persons/participants are expected to have the **meals listed on the contract**. Everyone in your group will be charged for the contracted meals. There will be no refunds for meals not used. Group agrees to pay, as liquidated damages and not as a penalty, the difference between the Expected Guest Count and Group's actual usage, multiplied by the meal rate, plus applicable taxes. **Please note that meals not contracted may not be available for Group during their stay.** A guarantee guest count for meals is due no later than seven (7) business days prior to Group's arrival. The Dining Room must have 20 people to open for a "go through the line" chef's choice buffet meal.

Please note: A server fee of \$50/server will be charged when a meeting room is booked for a private meal where food is taken from the Terrace or Lambuth Inn Dining Room's Go-Through-the-Line Buffet. One server required for every 25 guests.

Catering Information

- a. All catering, including breaks, are priced "a la carte." Refer to catering menu for prices.
- b. All catering orders are subject to NC sales tax if applicable.
- c. All catering orders are subject to twenty percent (20%) service charge.
- d. All catering orders must be placed 30 days prior to arrival. Any cancellations for catering orders included in the contract should be made in writing to your conference coordinator at least 30 days prior to event. No refunds will be made after that time. All catering orders and/or changes made within 21 days of event start date will incur an additional ten percent (10%) service fee.

Outside Food

Conference Center is licensed to serve food and beverages. Food from outside sources is not allowed in the function space. All catering and food service within Conference Center's facilities is to be provided by Conference Center, with the exception of any pre-approved arrangements. Group agrees to release Conference Center from any and all responsibility and/or liability for illness resulting from consumption of food and/or beverage which Conference Center did not prepare, distribute or provide.

Vending and Retail Sales

Conference Center has exclusive rights on all food, vending and retail sales on Conference Center property. Any outside food or vendors must be approved in writing by the management of Conference Center.

EVENT INFORMATION

Date	Start	End	Function Type	Set Up	Persons	Function Space	Standard Rental
Oct 4, 2026	12:00pm	11:59pm	Reception	per beo	60	Warren Center - Entire	\$2,500.00
Oct 4, 2026	02:00pm	11:59pm	Registration	Per BEO		Terrace Lobby Main	
Oct 5, 2026	07:30am	09:00am	Breakfast	As Is	100	Terrace Dining Room	
Oct 5, 2026	07:30am	09:00am	Breakfast	As Is	100	Lambuth Dining Room	
Oct 5, 2026	08:00am	11:59pm	General Session	Classroom	150	Harrell Center Auditorium	\$800.00
Oct 5, 2026	08:00am	11:59pm	Breakout	Per BEO	50	Harrell Center 202	\$200.00
Oct 5, 2026	08:00am	11:59pm	Snack Lounge	Banquet Rounds	50	Harrell Center 201	\$500.00
Oct 5, 2026	08:00am	11:59pm	GS Overflow	Classroom	50	Harrell Center 105	\$225.00
Oct 5, 2026	08:00am	11:59pm	Breakout	Classroom	50	Harrell Center 102	\$200.00
Oct 5, 2026	08:00am	11:59pm	Breakout	per beo	50	Harrell Center 101	\$300.00
Oct 5, 2026	11:30am	01:00pm	Catered Lunch	Existing	250	York Main Dining Room	\$1,500.00
Oct 5, 2026	09:30pm	11:59pm	Bar	Per BEO		Terrace Lobby Main	
Oct 6, 2026	07:30am	09:00am	Breakfast	As Is	100	Terrace Dining Room	
Oct 6, 2026	07:30am	09:00am	Breakfast	As Is	100	Lambuth Dining Room	
Oct 6, 2026	08:00am	11:59pm	General Session	Classroom	150	Harrell Center Auditorium	\$800.00
Oct 6, 2026	08:00am	11:59pm	Breakout	Per BEO	50	Harrell Center 202	\$200.00
Oct 6, 2026	08:00am	11:59pm	Snack Lounge	Banquet Rounds	50	Harrell Center 201	\$500.00
Oct 6, 2026	08:00am	11:59pm	GS Overflow	Classroom	50	Harrell Center 105	\$225.00
Oct 6, 2026	08:00am	11:59pm	Breakout	Classroom	50	Harrell Center 102	\$200.00
Oct 6, 2026	08:00am	11:59pm	Breakout	per beo	50	Harrell Center 101	\$300.00
Oct 6, 2026	11:30am	01:00pm	Catered Lunch	Existing	250	York Main Dining Room	\$1,500.00
Oct 6, 2026	01:00pm	05:00pm	Meet the Editors	Classroom		Terrace Auditorium	\$300.00
Oct 6, 2026	09:30pm	11:59pm	Bar	Per BEO		Terrace Lobby Main	
Oct 7, 2026	07:30am	09:00am	Breakfast	As Is	100	Terrace Dining Room	

Oct 7, 2026	07:30am	09:00am	Breakfast	As Is	100	Lambuth Dining Room	
Oct 7, 2026	09:30pm	11:59pm	Bar	Per BEO		Terrace Lobby Main	
Oct 8, 2026	07:30am	09:00am	Breakfast	As Is	100	Terrace Dining Room	
Oct 8, 2026	07:30am	09:00am	Breakfast	As Is	100	Lambuth Dining Room	
						Standard Costs:	\$10,250.00
						Discount:	\$10,250.00
						TOTAL RENTAL	Waived

Meeting Room Fees

Meeting space will incur rental and/or setup fees. If the meeting room rental is waived for the entire stay, a one-time setup fee will be charged. Meeting room setup is charged once for the entire stay with the exception of resets. Meeting room rental is charged daily unless stated otherwise. Blocking, holding, or utilizing a meeting space for four or more hours constitutes a full day rental rate.

*The room rental rates include standard in-house tables and chairs. Tables required for exhibits/exhibition of any kind will incur a one-time fee of \$30 per table with drape.

Setup and Reset Fees

A one-time setup fee is associated with each meeting room in which the meeting room rental fee has been waived for the entire stay. Additionally, if you would like for your room to be reset during your visit there will be a reset fee each time.

Banquet Event Order's (BEO's)

- Set-up requirements must be confirmed at least 30 days prior to arrival.
- Signed Banquet Event Orders (BEO's) must be received within 14 days of event start date.
- Signed Banquet Event Orders (BEO's) are considered an extension of this signed agreement.

Assigned Meeting Space

- The meeting space assigned and associated meeting room fees are based upon the number of sleeping rooms in the Room Block. Conference Center reserves the right to increase meeting room rental charge and/or move functions to meeting rooms other than those appearing on the Agreement based on fluctuation in guaranteed guest numbers or a decrease in sleeping rooms.
- An increase in the number of guests does NOT guarantee additional sleeping rooms or a larger meeting room for your group. Adding additional meeting rooms and/or a larger meeting space will be based on availability.

Shipping and Storage

- Special arrangements must be made with the Conference Coordinator in advance for receiving any equipment, goods, displays, or other materials which will be sent, delivered or brought to Conference Center. Failure to do this may result in deliveries being refused or materials being unavailable when requested.
- Conference Center will not accept deliveries more than three days prior to Group's arrival date. Storage fees may apply.
- Conference Center does not accept any liability for equipment, goods, displays or other materials that arrive or fail to arrive at Conference Center. Group is responsible for insuring all items for loss or damage.

MEDIA

Audio Visual Fees

Fees for audiovisual equipment are waived for this event.

Media Tech Fees

Media Techs, Sound Techs and Stage Hands fees are charged by the hour and by number of staff required.

Sales Tax and Service Fees

Applicable sales tax at time of travel will be added to the bill.

DEPOSIT AND BILLING INFORMATION

Deposit

NON-REFUNDABLE DEPOSIT OF **\$10,000.00** IS DUE WITH SIGNED AGREEMENT. This advance payment will be credited toward the Master Account at the conclusion of the event dates. In order for this document to constitute a binding agreement, the meeting planner must sign and send the stated deposit. Once it has been received, it will be countersigned by a representative of Lake Junaluska and confirmed of receipt. (If processing the initial deposit on a credit card, the 3% credit card fee will be waived).

***A Deposit of **\$25,000.00** due by **Saturday, April 4, 2026**.

***A Deposit of **\$40,000.00** due by **Tuesday, August 4, 2026**.

Billing - AR

- a. A final invoice, including Accounts Receivable documentation/billing receipts, will be mailed and/or emailed to Group after Group's departure. The date mailed or e-mailed is considered the billing date.
- b. Account may be paid by certified checks only.
- c. All Accounts Receivable charges are due up to 30 days from receipt. Those not paid within 30 days of billing date will be subject to a one and a half percent (1 1/2%) service charge and will continue to accrue monthly until bill is paid. If disputing a portion of the bill, only the disputed amount may be withheld pending resolution, the remainder must be paid upon receipt.
- d. Should Conference Center, in its sole discretion, deem collection action necessary in regard to outstanding balances hereunder, all costs associated with that collection action, including attorney's fees, shall be posted to the Accounts Receivable account.
- e. Checks should be made payable to: **Lake Junaluska Assembly, Inc.**

The following billing arrangements apply:

	Room & Tax	Incidentals	Meals & Service charge	Functions*
Master Account	X		X	X
Individual		X		

*Includes: Meeting room rental, setup fee, audio visual charges, catered food and beverages

CANCELLATION

Cancellation Policy for Event Cancellation

Group acknowledges that if it cancels or otherwise essentially abandons its planned use of the Room Night Commitment (a "Cancellation"), this action would constitute a breach of this Agreement. Cancellation notice must be received in writing. Upon written notification ("Cancellation Date"), a Cancellation Amendment will be issued by the Conference Center's Sales Manager and must be signed by both the Conference Center and Group by the date outlined on the amendment. If a Cancellation occurs, Group agrees to pay to Conference Center, within thirty (30) days after the Cancellation Date, as liquidated damages and not as a penalty, as follows:

1 year to 6 months prior to arrival date

Sixty percent (60%) of cumulative room nights blocked multiplied by the group rate.

6 months to arrival date

Seventy-five percent (75%) of cumulative room nights blocked multiplied by the group rate.

Cancellation within 60 days to arrival date will incur ninety percent (90%) of the Total Per Person Meal Package Rate and Catered Meals multiplied by the Expected Guest Count plus ninety percent (90%) of cumulative room nights blocked multiplied by the group rate.

Unless otherwise stated in Cancellation Amendment, failure to pay liquidated damages within 30 days of Cancellation Date or as outlined in Cancellation Amendment will cause the Cancellation Date to be moved to the date in which full and final payment has been paid to and received by Conference Center. Therefore, delay in payment may result in higher damages owed.

Force Majeure

The performance of this Agreement is subject to acts of God, government authority, disasters, war, acts of terrorism, or other causes beyond the party's control, which make it commercially impracticable, illegal or impossible to perform as originally contracted under this Agreement. It is provided that this Agreement may be terminated for any one or more of such reasons by written notice from one party to the other without liability.

INDEMNIFICATION

Conference Center Hold Harmless

Conference Center shall indemnify, defend and hold harmless Group and its officers, directors, partners, agents, members and employees from and against any and all demands, claims, damages to persons, losses and liabilities, including reasonable attorney's fees (collectively "Claims") arising out of or caused by the Conference Center's negligence in connection with the provision of services or the use of Conference Center's facilities. Conference Center shall not have waived or be deemed to have waived, by reason of this paragraph, any defense which it may have with respect to such claims.

Group Hold Harmless

Group shall indemnify, defend and hold harmless Conference Center and its officers, directors, partners, agents, members and employees from and against any and all demands, claims, damages to persons or property, losses and liabilities, including reasonable attorney's fees (collectively "Claims") arising out of or caused by Group's negligence and/or its members', agents', employees', independent contractors' or Exhibitors' negligence in connection with the use of Conference Center's facilities. Group shall not have waived or be deemed to have waived, by reason of this paragraph, any defense which it may have with respect to such claims.

ACCEPTANCE

Arrangements

The arrangements for Group have been reserved on a first-option basis. Any changes made to this agreement will not be binding to Conference Center until the changes have been approved in writing by Conference Center. Until such time all changes will be considered a counter offer, which may or may not be accepted by Conference Center. Only when both Group and Conference Center's authorized representatives have initialed changes and signed the agreement, will it be binding.

Completion

One copy of all pages of contract must be initialed and returned along with the deposit by Friday January 30, 2026.

Governance

This Agreement is the entire agreement between Group and Conference Center, superseding all prior proposals both oral and written, negotiations, representations, commitments and other communications, and may only be supplemented or changed in writing, signed by a representative of the Group and Conference Center's authorized agent.

Acceptance

Only upon signature of this document by all parties and the stated deposit has been received will this document constitute a binding agreement. Unless Conference Center otherwise notifies Group at any time prior to Group's completion of this document, the outlined format and dates will be held by Conference Center for Group on a first-option basis until Friday January 30, 2026. If Group cannot make a commitment prior to that date, this invitation to offer will revert to a second-option basis or, at Conference Center's option, the arrangements will be released, in which case neither party will have any further obligations.

Acceptance may be made by facsimile transmission, e-mail, mail, or electronic signature (as originated from and/or approved by Conference Centers Sales Manager). This contract may be executed in one or more counter parts, each of which when fully executed shall be deemed to be an original, and all of which shall be deemed to be the same agreement.

SIGNATURES:

Approved and authorized by Group.

NAME (Print): _____ TITLE (Print): _____

SIGNATURE: _____ DATE: _____

Approved and authorized by Conference Center.

NAME (Print): Polina Adornes

TITLE (Print): SALES MANAGER

SIGNATURE: _____ DATE: _____



RETURN TO: Lake Junaluska Assembly

**Attn: Polina Adornes
759 N Lakeshore Dr
Lake Junaluska, NC 28745**

**Email: padornes@lakejunaluska.com
Phone: 828-454-6743
Fax: 828-452-2225**

*“Lake Junaluska is a place of Christian Hospitality where lives are
transformed through renewal of soul, mind and body.”*