

# Mountain Heritage Day

Christy Ashe

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Submission Date	Jul 13, 2021 12:09 PM
Name of Initiative	Mountain Heritage Day
Contact Person	Christy Ashe
Title	WCU Special Events Manager
Address	1 University Drive, H F Robinson 530
City	Cullowhee
State	NC
Zip Code	28723
Primary Phone Number	828.227.3006
Email	cashe@wcu.edu
Organization Type	Government
Organization Tax ID	
Time of Year of Initiative	Peak (April - November)
Describe the timing of the initiative in as much detail as possible (please list key project dates, milestones, timeframes, etc.)	The timing of the festival is held in late September, which is held between the busy summer activities and fall color visitors in the late fall season  Attachment in the budget section.
Describe your initiative	Mountain Heritage Day is one of the longest running festivals in WNC, as we celebrate our 47th year in 2021. MHD is more than just a festival. It is a celebration of the rich culture and historical traditions that we have enjoyed in our mountain communities for centuries. WCU opens the door to the campus and invites neighbors from local communities and afar to enjoy southern Appalachian music such as bluegrass, gospel, and folk. There are also 100 juried arts and crafts booths along with 20 food vendors. Other activities include heritage craft demos, Cherokee stickball competition, a chainsaw contest, 5K race, and a car show. There will also be activities for children in the children's area, including a hayride. Students, parents, faculty, and staff join with community members to make this one of the most attended events of the year at WCU.
Describe what previous experience applicant has in successful execution of similar endeavors	As Chair of this years event I have been involved with the festival for 5 years. My assistant, Mark Haskett has attended 38 of the 46 festivals, and served on the MHD committee for 20 plus years. The festival has been recognized as a Top 20 event in the Southeast by the Southeast Tourism Society.
Website	<a href="http://www.mountainheritageday.com">www.mountainheritageday.com</a>
Social Media Channels - paste URLs below	: Facebook: /WESTERNCAROLINAUNIVERSITY Twitter: @WCU Instagram: @WESTERN_CAROLINA YouTube: /WESTERNCAROLINAU

Amount of Funds Requested? 2,000

Date Funds Needed Sep 20, 2021

Give a narrative description of how this project will increase tourism and visitation in Jackson County

The MHD festival provides an entire day of music, dance, food, crafts and other means of entertainment. This event was created in 1976 originally known as Founder's Day was an open invitation from then Chancellor H F Robinson to the local community to come and join faculty, staff and students at the University. the event has remained free throughout and is a favorite time of the school year for families who wish to spend the day or weekend with their children who are pursuing their education at WCU.

If this initiative has occurred before, what is new that differentiates it from prior years?

This year will be our first attempt to bring back this large, outdoor festival since the pandemic halted all similar festivals in 2020. The festival committee has changed the layout of vendor space to allow the appropriate social distancing space between vendors. Hand sanitizer stations and other protocols will be observed to help make this a safe environment.

What is your advertising and marketing plan for your initiative?

Supporting documentation attached.

Do you agree to acknowledge the 'Jackson County TDA' in materials as required? Any releases or ad placements should have a statement that "the event was made possible, in part, by the Jackson County TDA." Print ad placements, where/when possible should include the JCTDA logo.

Yes





Total anticipated cost of initiative 49,000.00

Total funds your organization will provide toward total cost? n/a

Detail funds requested from other sources and note commitments or anticipated receipt of funds from other sources

Sponsors: Harrah's - \$5K; Pepsi - \$3K; Andy Shaw Ford - \$1,500; McNeely's - \$1,500; Republic Services - \$1,500. Funds from booth sales pay performers/demonstrators. Anticipated booth sales are: \$24,480. Anticipated revenue from merchandise (t-shirts, caps, etc.) is \$7,500.

Please upload your detailed budget, including event or initiative expenses and revenue. You can attach a spreadsheet (Excel), PDF, or Word Document.

	<a href="#">MHD 2018 &amp; 2019 E</a>		<a href="#">MHD Public Relations Adv</a>
	<a href="#">MHD Timeline.pdf</a>		<a href="#">Paid Media Spreadsheet.x</a>

Anticipated Attendees from Jackson County: 7,500

Anticipated Attendees from outside Jackson County: 5,000

Anticipated overnight stays generated: 1,500

How did you determine audience/attendance numbers and where do they come from?

Different methods have been used in the last several years estimating numbers from filled parking spaces and the use of hand counters have both been used. Another method has been to use aerial photos to judge numbers during the peek of the day.

How will you measure success of your initiative?

To help perpetuate the traditions and history of Southern Appalachian lifestyles and culture and to share the changing demographics of this diverse and storied region. It is the goal of the MHD committee to provide the southern hospitality that our region is noted for. We want everyone that comes to the festival to have a wonderful time and hopefully leave with several handcrafted purchases from local vendors, taking the memory of traditional songs that they have heard throughout the day, and the satisfaction of tasting a variety of regionally prepared foods and treats. Hopefully, that will translate to many returns to WCU and this beautiful place we are fortunate enough to call home.

Is there anything else you'd like to add?

Hopefully, the MHD festival will provide a wonderful experience for everyone, from volunteers to vendors to attendees, so much that they will make it a part of their annual plans. This is our 47th year and we look forward to our golden anniversary!

Signature:

A handwritten signature in black ink, consisting of a large, stylized initial 'C' followed by a series of connected loops and a final flourish.



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## RE: Mountain Heritage Day/JCTDA Grant Application

1 message

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**Christy Ashe** <cashe@email.wcu.edu>

Wed, Aug 11, 2021 at 9:28 AM

To: Nick Breedlove <director@discoverjacksonnc.com>

Nick,

My apologies that it has taken me some time to reply. Last year, the University purchased a ton of PPE items – hand sanitizers with stands, tabletop hand sanitizer pumps, 5-gallon buckets of wipes, tabletop canisters of wipes, disinfectant sprays, masks, etc. We probably have enough to supply all of Jackson County 3-times over. We will have sanitizer, wipes, and masks available for patrons. Also, our housekeeping staff will be on site to sanitize the port-o-johns on a routine basis.

I would have to say that our largest expense is paying for quality entertainment. The festival is not a money-maker. All funds collected (i.e. vendor booth fees, sponsorships, t-shirt sales) go to pay performers and demonstrators. We try to have two headliners. One of our headliners this year is Merle Monroe. The fee for this one group is \$5K, which is a good deal. It takes several sponsorships to cover this one group. In years that we have a group like Balsam Range, the fee is \$10K for the one group. We want to do our very best to provide the patrons with quality entertainment. We also want to keep the festival “free” to guests. In addition, we pay to rent bales of hay for patron seating. We also pay for demonstrators and activities such as a tractor/hay ride, and horse/mule rides. Also, we pay for decorations such as pumpkins to give a heritage feel to the event. To put on the festival, we only pay out approximately \$49K. This is due to the University staff donating a lot of time. If the staff that volunteers their efforts charged, it would cost an additional \$50K. Also, the performers/demonstrators charge a more-than-fair price for their efforts.

People love this festival and want to see it continue. We are struggling to retain the number of vendors as in past years. As of today, we only have 82 Arts and Crafts/Non-Profit vendors and 19 food vendors. Normally, we have at least 120 A&C/Non-Profit and up to 24 food vendors. Since, we pay our performers/demonstrators with vendor booth fees/sponsorships/shirt sales, we simply do not have enough funds to pay the performers. Some vendors are apprehensive due to COVID and a lot of vendors are not aware that the festival is even happening, despite our efforts of getting the word out there.

I hope this information is helpful and we do hope that we can be considered for a sponsorship to allow patrons to come back and enjoy this beloved festival.

Sincerely,

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Christy Ashe

<b>Mountain Heritage Day 2019 Paid Media</b>	<b>Amount</b>
<b>DIGITAL</b>	
Facebook/Instagram (P 18+ Charlotte DMA--Western NC)	\$1,141.17
Facebook/Instagram (P 18+ Knoxville-Johnson City)	\$570.59
Google Display (Contextual-Keywords: Charlotte DMA--Western NC)	\$1,597.64
Google Display (Contextual-Keywords: Knoxville-Johnson City)	\$798.82
Google Display (Retargeting)	\$228.23
Twitter (Followers of Music Acts/Interests in Music/Festivals: Charlotte DMA-Western NC)	\$570.59
Twitter (Followers of Music Acts/Interests in Music/Festivals: Knoxville-Johnson City)	\$342.35
<b>RADIO</b>	
I-Heart Radio (30-second)	\$1,711.76
WCQS-FM (15-second)	\$821.64
WNCW-FM (15-second)	\$399.41
WFSC/WNCC (30-second)	\$593.41
<b>OUTDOOR</b>	
Allison Outdoor (#3421/#3321 + Production)	\$1,175.41
107 Billboard	\$125.53
Asheville Tunnel Road Digital Billboard	\$0.00
Yard Sign at Ford/Wal-Mart	\$40.00
6' x 3' Banners (2) for Mountain State Fair	\$200.00
Mountain State Fair Banners Placement	\$200.00
<b>PRINT</b>	
Smoky Mountain News	\$448.48
Sylva Herald Insert	\$0.00
Cherokee Onefeather	\$228.23
Mountain Xpress Print	\$686.98
Laurel of Asheville Print	\$0.00
<b>Total:</b>	<b>\$11,880.23</b>

**Notes**

Trade Sponsorship: \$1,000 buy + \$1,500 added (for logo placement and stage announcements)

Two weeks, Mon-Fri 6am-10am/Mon-Fri 3pm-7pm: 8 per week

Two weeks, Live Music Calendar

Two weeks, total 20x per station

Production cost only (\$4,950 monthly cost already under contract)

MHD artworked worked into existing contract (roughly \$2,000 value)

Print Shop

One month placement

1/2 page ad

Full sheet with content as part of an agreement

1/2 page ad

1/2 page ad

1/2 page ad, Existing university trade



# MOUNTAIN HERITAGE DAY

## TIMELINE 2015-16

### March

- Start Vendor Books (processing of applications begins)
- Meet with Programming Committee to finalize all artists and establish a tentative schedule
- Write and update vendor applications for Non-Profits; generate labels and mail out
- Finalize programming:
  - Balsam and Blue Ridge Stage Performers
  - Kids Tent
  - Circle Tent
  - Demonstrators
  - Shapenote Singers
  - Other
- Begin sending contract requests to Anne for contract issuance
- Meet with Cheryl to discuss Foods Competition and determine any changes or new additions and what the year's feature will be – Peter and Trina
- Design contest deadline for submissions; select winners and notify
- Meet with Marketing/Publicity Committee to establish timeline and needs
- Touch base with Chainsaw Competition Chair and Shape-note Chair to check progress with planning and assist where needed; determine any changes
- Write/update Non Profit applications
- 27<sup>th</sup> – A&C and Food applications postmarked and due

### April

- Loads of application processing
- Fill out paperwork for Creative Services to initiate publicity and marketing
- Start Vendor Applicant database – Student assistance
- Start writing/compiling Foods Competition brochure
- Issue contracts for all programming
- 2<sup>nd</sup> week – review and select Food Vendors
- Review A&C Jury Criteria and selection materials
- Arrange for merchandise and poster printing
- A&C Jury Committee meets 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> week to make selections
- 20<sup>th</sup> – Food Vendor letter with money due mailed
- Meet with Marketing and Publicity Committee to plan strategy and timeline, responsibilities
- All contract request for performers due to Anne by end of the month



## May

- 7<sup>th</sup> – Mail A&C acceptance letters with \$ due and rejection letters
- Check all our signage to see what needs ordering; remember Sponsors needs
- Contact Shape-note Chairperson, Chainsaw Competition and Car Show Chairpersons and review planning, any mailing lists, documents to be mailed, etc
- Collect promo materials on all performers with color photos if available
- Contact Car Show Chair to start organizing and publicizing
- 22<sup>nd</sup> – Food Vendor money due

## June

- Finalize any changes in the Festival Map
- 1<sup>st</sup> – Begin Food Vendor placement
- Begin compiling materials for Insert Content
- 12<sup>th</sup> – A&C Vendor money due
- 15<sup>th</sup> – send out Food Assignments package
- Collect photos for A&C
- 19<sup>th</sup> – Begin A&C Vendor placement
- Confirm performance schedules
- Write copy for Insert
- Work up story ideas for PSA/Press Releases – send out multiple
- Update website and social media
- Media deadline for monthlies, e.g. *Southern Living*, *WNC Magazine*, *The Laurel of Asheville*, *Our State*, *Bluegrass Unlimited*, *The Old Time Herald*, etc

## July

- 1<sup>st</sup> week – review Insert Copy; select final pictures, etc
- 2<sup>nd</sup> – send out A&C Booth Assignments package
- Hire Hayride
- Contact Horse and Mule guy
- 2<sup>nd</sup> week – Insert Finalized
- Begin reviewing logistical needs with Peter
- Review and update Drink Booth applications and rules
- Contact Tent Guy (WNC Tents)
- Review Signs and place order for any needs
- Write PSA/Press Releases for event
- Contact Health Department for Food Vendors update permit materials
- Schedule visit with Dick Kowal (WCQS) on-air interview
- Contact UNC Public Television re when airing footage from last years filming
- Begin PO process

## August

- Need posters and merchandise
- Schedule two (2) Volunteer Orientation Meetings
- Select/invite three (3) judges for A&C Awards



- Review Tables, Tents and Chairs Request and send to Bonnie – Peter and Trina
- Write Stage announcements
- Schedule Volunteer Training meetings (two?)
- Meet with Volunteer Chair and revisit Volunteer jobs and update and needs and job description
- Mail out Chainsaw Competition materials
- Send out performer packages (Anne)
- Send out Shape-note Singers invitation
- Schedule on-air interview and performance with Wayne Erbsen (Country Roots)
- Contact WNCW for media support
- Contact Don Pedi to arrange on-air playlist inclusion (WCQS)
- Begin publicizing Drinks Booth opportunities to campus organizations
- Plan and implement student on-campus publicity for Booth Drinks, Volunteers and event in general
- 28<sup>th</sup> – Deadline for Vendor cancellation and receive partial refund







## September

- Draw up list of potential next year sponsors and schedule appointments
- Billboard(s) goes up
- Send out Drinks Booth Applications
- Compile Vendor Check-in Packets
  - Mail Merge Label with Booth #
  - Welcome letter
  - Booth # for display
  - Map, rules, schedule, brochure, vendor list, etc
- Volunteers
  - Recruit
  - Train
  - Schedule
- Organize Volunteer Check-in and packets
- 11<sup>th</sup> Drinks Booth lottery deadline
- Update website and social media
- 12<sup>th</sup> – Select Drinks Booth organizations; notify winners and not-accepted
- Organize Info/Merchandise Booth
  - Price list, signage
  - Inventory
  - Start cash and cash pick-ups
  - Information reference books with Vendors by 3 types of sorts
- Name Tags
- Phone and Radio List
- Finalize Volunteers
- Conduct Volunteer Training meetings (two)
- 20<sup>th</sup> – Drinks Booth selected organizations meet for training
- Follow up on
  - Tents
  - Haybales
  - Stages
  - Port-o-lets
- Organize Vendor “secret shoppers” with checklist of things to look for
- Begin Festival Boxes with supplies for each station
- Order Drinks for sale and schedule truck drop off
- Meals ordered for Green Room:
  - Shapenote singers
  - Whoever
- Golf Carts ordered
- Trouble shoot and field phone calls
- 21<sup>st</sup> – move to “Headquarters” out of MHC/Library to festival location
- 22<sup>nd</sup> – Stage building begins
- 23<sup>rd</sup> – Field marking begins
- 25<sup>th</sup> – Vendor set-up begins
- 26<sup>th</sup> ***Mountain Heritage Day!***

## October

- Clean up and put away



- Count money and make deposits
- Pay all bills
- Thank you notes generated and sent
- Hold debriefing Committee meeting(s)
- Evaluations and reports; agree on recommendations for next year
- Create Sponsor Thank you packages and mail/deliver
- Design next years Sponsorship Package
- Update all files and move to filing cabinet
- Inventory merchandise
- Thank you event for committee and volunteers
- Update website and social media with highlights of event and photos – ongoing
- Sleep

## **November**

- Make recommendations for any changes and/or additions for next years festival and present to appropriate leaders
- Final reports on festival profit/losses for year
- Set up filing system for next year
- Secure sponsors and issue contracts
- Review timeline for next year and update where necessary
- Start budget for next year
- Produce Holiday cards and develop mailing list for such
- Start collecting and updating mailing list e.g. A&C, Chainsaw, Shape-note
- Research other festivals
- Develop and initiate ideas to drive Holiday Sales;
- Update social media and organize populating status updates - ongoing
- Start publicizing T-Shirt/Poster design contest
- Based on evaluations and feedback set goals for next year e.g., new initiatives, changes, etc
- Place ads in trade journals for A&C recruitment

## **December**

- 1<sup>st</sup> and 2<sup>nd</sup> week – send Holiday cards to all donors, sponsors and key people to thank again
- Discuss goals, selection criteria and timelines plus any new approaches for A&C and Programming Committees
- Submit generic brochure request to Creative Services for A&C mailing – due last week of January
- Review and select any new members for standing committees e.g., Board, Awards, A&C Jury Committee, Programming Committee, etc
- Plan/request generic festival brochure to be produced to be ready by early February
- Establish MHDAY Board for next year, discuss goals, job responsibilities and timelines
- Set Vendor application process and timeline
- Secure Intern/Grad Assistant/Work Study Student(s) for spring semester
- Research merchandise for potential sales at festival



- Work up class proposal ideas for student participation for Fall e.g., Carroll Brown and Steve Morse's classes, etc

## January 2016

- Write PSA for 'call for artists' for A&C and Food vendors
- Write PSA/Press Release for Mountain Heritage Award Nominations
- Send PSA/Press Releases to Randall for approval; he will send to his list; then we may send to any we have
- Start entering list of event in regional calendar opportunities e.g., newspapers, magazines, chambers, tourism organizations, etc – Student
- Schedule first Board Meeting
- First orientation meeting with Programming Committees
- Share working budget with committees and board
- 3<sup>rd</sup> week – write and update vendor applications for A&C, Food, Non-Profit, etc
- Research more ways to reach potential Food Vendors and Artists
- Update all mailing lists again (ongoing)
- Post Vendor Applications on website

## February

- Generate documents for A&C and Food Vendor packages
- Finalize Food and A&C mailing lists and generate labels
- 4<sup>th</sup> – Mail A&C applications
- 11<sup>th</sup> – Mail Food Vendor Applications
- Update website and social media with A&C and Food Vendor opportunities
- Continue to meet with Programming Committee discuss stage artists and workshops
- Late in month – first orientation meeting of Jury Committee and discuss issues
- Continue to update calendar listings on websites for newspapers and other festival listing sites
- Research more ways to 'get the word out' about A&C and Food Vendor opportunities

## Christy Ashe

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**From:** Geoff Cantrell  
**Sent:** Monday, March 15, 2021 2:41 PM  
**To:** Christy Ashe; Amber McKendrick  
**Subject:** MHD checklist

Here's a checklist from 2019:

### **Mountain Heritage Day Saturday, Sept. 28**

At-a-glance: Western Carolina University presents the 45th annual Mountain Heritage Day on Saturday, Sept. 28.

Named as one of the top 20 festivals in the Southeast, this community event celebrates Southern Appalachian culture through homespun music, food, dance, arts and crafts, and more than 150 vendors and crafts demonstrators, from 10 a.m. to 5 p.m. on campus.

Free admission, free parking, free shuttle service. Rain or shine.

For information, visit the website [mountainheritageday.com](http://mountainheritageday.com)

Social Media

Website updates

Rack cards, flyers – place at area attractions where allowed. Requests from Blue Ridge Heritage Area, Cherokee Indian Museum.

Billboards

Story pitches to media outlets

- The single largest community festival held on a university campus in North Carolina
- 45 years and going strong, record crowds expected
- Fall in the mountains starts *now*

News releases, briefs and calendar items

- ✓ Mountain Heritage Award nominees sought - late May
- Vendors registration opens - mid-June
- ✓ Musical acts announced - mid-July
- Recipe contest - late August
- Behind the scenes
- Cherokee connections
- Mountain Heritage Day “coming up” - month prior
- Mountain Heritage Day “is here” - week prior

TV - provide B roll and pre-event script to WLOS, WYFF, WSPA

Radio - WNCW, WRGC, 99.9, WNCC, WFSC, WCQS

Performers' at-a-glance festival sheet (info for use on their websites and social media)

Assist with Sylva Herald tabloid

### **\*Steps for performing appearances, contractual agreement and payment:**

**Handshake agreement:** Discuss and agreement for scheduling probable appearance at Mountain Heritage Day.

**Contract offered:** Signed and returned within 15 days.

**Performances:**

**Payment:**

## MHD 2019 Expenditures

285010	8/30/2019	36544 Mountain Heritage Day MHD	91.02	+
285010	8/30/2019	36649 19-424 MHD_rackcard 2019	660	+
285010	8/30/2019	37068 19-437 2019 MHD Check Fold	121	+
285010	9/26/2019	37621 MHD state fair banner fina	136.08	+
285010	9/26/2019	37633 19-425 MHD posters	28.25	+
285010	9/26/2019	37714 Andy Shaw Ford sign	45.36	+
285010	9/26/2019	37740 MHD Food Competition bookl	64.81	+
285010	9/26/2019	38034 MHD shape note letter 19	143.35	+
285010	9/26/2019	38062 19-427-2 MHD HFR Banner Pa	40	+
285010	9/26/2019	38079 Cullowhee Town bantex pane	68.04	+
285010	10/30/2019	38090 38090 stage sign schedules	498.96	+
285010	9/26/2019	38112 MHD maps 19-432	1290	+
285010	10/30/2019	38114 MHD Car Show Awards 2019	265	+
285010	10/30/2019	38115 MHD Chainsaw & Crosscut Sa	414	+
285010	9/26/2019	38116 MHD Main Awards 2019	150	+
285010	10/30/2019	38130 5 cat-Tran Magnet Signs	112.5	+
285010	10/30/2019	38131 19-824 MHD food contest si	46.2	+
285010	10/30/2019	38132 19-823 MHD large sponsor s	170.1	+
285010	10/30/2019	38133 19-444 MHD demo signs	63	+
285010	2/26/2020	39892 MHD Envelopes 2/3/2020	87.33	+
219915	10/25/2019	A+ Portable Toilets, Inc	200	+
219910	9/24/2019	Becky Buller Music LLC	3750	+
219910	9/24/2019	Blackwell, Curtis	1000	+
584035	10/24/2019	Blue Water Color Studio LLC	250	+
219910	9/24/2019	Burkey, Sarah Elizabeth.	230	+
219910	9/24/2019	Burnett, Kathleen	1000	+
219910	9/24/2019	Carolina Blue	3000	+
219910	9/24/2019	Clinton, Barton Duane.	240	+
219910	9/24/2019	Cole Mountain Cloggers	400	+
273242	11/8/2019	Comfort Inn	98.79	+
219910	9/24/2019	Darnell, Nathaniel Houston.	400	+
219910	9/24/2019	Deitz, Joseph A.	560	+
219910	9/24/2019	Dickson, Cassandra L..	300	+
218105	10/8/2019	Dunkin Donuts	90.92	+
584035	10/23/2019	Franich, Janette	175	+
219910	9/24/2019	Franks, Myron Dewayne.	300	+
219910	12/13/2019	GOINGS FAMILY	-366	-
219910	9/24/2019	Goings, Lydia Louise.	900	+
259010	7/24/2019	Griffin Waste Services, LLC	130	+
259010	7/24/2019	Griffin Waste Services, LLC	195	+
259010	7/24/2019	Griffin Waste Services, LLC	650	+
259010	7/24/2019	Griffin Waste Services, LLC	630	+
259010	7/24/2019	Griffin Waste Services, LLC	840	+
219910	9/27/2019	Hill, Patrick	500	+
219910	9/24/2019	Hollerin Home	200	+
219910	12/13/2019	HUMMINGBIRD STICK	-367	-
319010	9/26/2019	Ingles Markets, Inc.	225.04	+

341010	9/28/2019	Ingles Markets, Inc.	125.31	+
239010	11/21/2019	Int Inv Fac Mgmt WO Oct 2019	422.25	+
253210	1/22/2020	Int Inv Univ Cent 01032020- 25	200	+
259010	1/22/2020	Int Inv Univ Cent 01032020- 25	125	+
219910	9/24/2019	Jamison, Philip Alden.	300	+
219910	9/24/2019	Johnson, Gaye	850	+
219910	9/27/2019	Laws, Loretta H.	400	+
319010	10/11/2019	Lowe's	73.36	+
219910	9/24/2019	Mars Hill University	400	+
219910	9/27/2019	Martin, Brock Clayton.	400	+
219910	9/27/2019	McMillon, Robert	500	+
219910	9/24/2019	Monfore, Jenny	300	+
219910	9/24/2019	Mosrie, Nora	300	+
219910	10/7/2019	Mountain Faith, Inc.	2500	+
219915	11/22/2019	Mountain Lumber 830140	400	+
259010	11/22/2019	Mountain Lumber 830140	-400	-
259010	10/4/2019	Mountain Lumber Company	400	+
219910	12/13/2019	MUSEUM CHEROKEE	-367	-
219910	9/24/2019	Museum of the Cherokee Indian	500	+
219910	9/24/2019	Pace, Simone Nichols.	400	+
219915	10/2/2019	Parker Excavating, Inc	894	+
219915	10/2/2019	Parker Excavating, Inc	1785	+
285015	11/21/2019	Pawprint_10_1_2019_to_10_31_2019	1.6	+
285015	4/20/2020	Pawprint_3_1_2020_to_3_31_2020	3.04	+
285015	8/9/2019	Pawprint_6_18_2019_to_7_31_2019	39.85	+
285015	9/13/2019	Pawprint_8_1_2019_to_8_31_2019	71.28	+
285015	10/24/2019	Pawprint_9_1_2019_to_9_30_2019	68.91	+
341010	10/25/2019	Pepsi Cola Bottling Company	17.57	+
341010	10/25/2019	Pepsi Cola Bottling Company	35.14	+
341010	10/25/2019	Pepsi Cola Bottling Company	35.14	+
341010	10/25/2019	Pepsi Cola Bottling Company	52.71	+
341010	10/25/2019	Pepsi Cola Bottling Company	342.93	+
341010	10/25/2019	Pepsi Cola Bottling Company	52.71	+
284010	9/13/2019	POSTAGE BILLING AUGUST 2019	279.8	+
284010	4/15/2020	POSTAGE BILLING FEBRUARY 2020	10.4	+
284010	9/13/2019	POSTAGE BILLING JULY 2019	95.99	+
284010	7/10/2019	POSTAGE BILLING JUNE 2019	2.15	+
284010	4/15/2020	POSTAGE BILLING MARCH 2020	5.2	+
284010	11/21/2019	POSTAGE BILLING OCTOBER 2019	22	+
284010	10/24/2019	POSTAGE BILLING SEPTEMBER 2026	244.6	+
219915	9/24/2019	Reinhardt, Stuart	1250	+
219910	9/24/2019	Riddle, William B.	1250	+
219910	9/24/2019	Ritter, William Ernest.	300	+
219910	9/24/2019	Rogers, William Stephen.	325	+
219910	9/27/2019	Schrock, Jeanette Queen.	550	+
311010	8/3/2019	Staples Advantage	6.63	+
311010	8/3/2019	Staples Advantage	9.39	+



MHD 2019 Revenue

R07710	2/5/2020	ALL THINGS CANVAS-APP FEE	15
R07710	2/20/2020	APP & BOOTH FEE	165
R07710	3/4/2020	APP FEE	45
R07710	3/3/2020	APP FEE	45
R07710	3/3/2020	APP FEE	-45
R07710	3/3/2020	APP FEE	45
R07710	2/7/2020	APP FEE	215
R07710	2/27/2020	APP FEE & FINAL PMT.	60
R07710	2/19/2020	APP FEE & PARTIAL PMT.	170
R07710	8/12/2019	BOOTH FEE	450
R07710	7/26/2019	Booth Fee	830
R07710	7/18/2019	BOOTH FEE	945
R07710	7/24/2019	Booth Pmts.	370
R07710	7/18/2019	BOOTH RENT	2360
R07710	8/14/2019	BOOTH/APP FEE	510
R07710	2/5/2020	CARLA M. BEAM-APP FEE	15
R07710	7/19/2019	CITIZEN'S CLIMATE LOBBY	40
R07710	9/20/2019	CK#1078 COWEE POTTERY SCHOOL	40
R07710	9/25/2019	Coe, Susan	-15
R07710	3/13/2020	DEBBIE BENNETT-APP FEE	15
R07710	9/5/2019	Decarlo, Phil	-75
R07710	9/5/2019	Eakes, Shari	-75
R07710	9/18/2019	FLY FISH CLUB WCU (CASH)	40
R07710	7/8/2019	fynky art design	150
R07710	3/10/2020	GINNY'S CONCESSIONS	20
R04100	11/20/2019	Int Inv Wireless Rental Machine MHD	-22.96
R07710	3/13/2020	JAMES BOXEMAN-APP FEE	15
R07710	2/5/2020	JAMES W. PARHAM-APP FEE	15
R07710	2/5/2020	KAREN ALLEN-APP FEE	15
R07710	10/3/2019	Mantles, Frye	290
R07710	7/18/2019	Mantles, Frye	-290
R07710	2/5/2020	MCLEODS CONCESSIONS-APP FEE	20
R07710	10/11/2019	MHD - TAMARA GALLOWAY CHECK	-80
R07710	10/3/2019	MHD - WIRELESS RENTAL BANDS	687
R07710	10/3/2019	MHD - WIRELESS RENTAL CASHIERS	574
R07710	10/3/2019	MHD - WIRELESS RENTAL RAMSEY	401.5
R07710	10/1/2019	MOUNTAIN HERITAGE DAY	5766.25
R07710	9/6/2019	MTN HERITAGE DAY CK#297	180
R07710	9/4/2019	MTN. HERITAGE	940
R07710	1/29/2020	MTN. HERITAGE DAY	555
R07710	9/25/2019	MTN. HERITAGE DAY	3180
R07710	9/11/2019	PARKER ENTERPRISE CK#1738	150
R07710	3/13/2020	REGINA FORD-APP FEE	15
R07710	3/3/2020	REVERSE MONTH	-45
R07710	7/2/2019	RIZZO,ANGEL WINGS,BENBOW	480
R07710	3/2/2020	RUDD WOODCRAFT	15
R07710	7/18/2019	SEW UNIQUE	290



R07710	8/7/2019	SPECIAL EVENTS,CHIEF OF STAFF	1530
R08400	3/16/2020	TRANSFER FROM 221009	25000
R02790	2/27/2020	TSFR FROM 933923	5000.14
R02790	2/27/2020	TSFR FROM 973102	945
R07710	10/1/2019	Walsh, Mike	-75
R07710	9/5/2019	Whitney, Joy	-75

MHD 2018 Expenditures

285010	3/27/2019	32105 MHD Car Show Awards 9/26	YTD	214 +
285010	3/27/2019	32107 MHD Main Awards 9/26/201	YTD	240 +
219915	10/2/2018	A+ Portable Toilets, Inc	YTD	160 +
219910	9/25/2018	Adams, Joshua Lincoln.	YTD	300 +
219915	9/25/2018	Banks, George	YTD	200 +
219915	9/25/2018	Baumeister, Mary	YTD	65 +
219910	9/25/2018	Black, Boyd	YTD	200 +
219915	9/25/2018	Burkey, Sarah Elizabeth.	YTD	175 +
584035	10/11/2018	Burton, J D.	YTD	125 +
219915	10/16/2018	C & D Towing and Wrecker Service	YTD	100 +
219915	9/25/2018	Cleveland, Charles Michael.	YTD	4300 +
219915	9/25/2018	Clinton, Barry Duane.	YTD	640 +
219915	8/23/2018	Crossover Touring, LLC	YTD	10000 +
584035	10/11/2018	Crowder, Dick	YTD	200 +
219910	9/25/2018	Darnell, Nathaniel Houston.	YTD	385 +
219915	9/27/2018	Davis, Jerad Rex.	YTD	525 +
219910	9/25/2018	Deitz, Joseph A.	YTD	500 +
219910	9/25/2018	Dickson, Cassandra L..	YTD	300 +
219910	11/6/2018	Dillingham, Lawrence	YTD	200 +
219910	11/5/2018	Dillingham, Lawrence	YTD	-200 -
219910	9/25/2018	Dillingham, Lawrence	YTD	200 +
219915	9/25/2018	Franks, Dwayne	YTD	300 +
219915	5/28/2019	FREEMAN OWLE RECODE	YTD	-300 -
219915	10/16/2018	Godleski, Tom	YTD	585 +
219915	9/25/2018	Goings, Lydia Louise.	YTD	900 +
259010	10/5/2018	Griffin Waste Services, LLC	YTD	130 +
259010	10/5/2018	Griffin Waste Services, LLC	YTD	195 +
259010	10/5/2018	Griffin Waste Services, LLC	YTD	630 +
259010	10/5/2018	Griffin Waste Services, LLC	YTD	650 +
259010	10/5/2018	Griffin Waste Services, LLC	YTD	840 +
219915	9/21/2018	Haynes, Robert	YTD	100 +
219915	9/25/2018	Hollerin Home	YTD	200 +
341010	10/12/2018	Ingles Markets, Inc.	YTD	141.86 +
253210	10/26/2018	Int Inv 10112018- 13	YTD	240 +
272114	10/26/2018	INT INV 36086 GUEST HOUSE	YTD	75 +
239010	12/18/2018	Int Inv Fac Mgmt WO Nov	YTD	60.84 +
239010	5/8/2019	Int Inv Fac Mgmt WO Oct	YTD	224.4 +
251310	12/18/2018	Int Inv Ramsey Center 10252018	YTD	50 +
219915	9/24/2018	Jamison, Philip Alden.	YTD	285 +
219910	9/25/2018	Johnson, Gaye	YTD	800 +
219910	5/28/2019	JOSHUA ADAMS RECODE	YTD	-300 -
311010	10/17/2018	Koch, Peter G..	YTD	77.89 +
219915	9/25/2018	Laws, Loretta H.	YTD	300 +
219915	9/25/2018	Mars Hill University	YTD	400 +
219910	9/25/2018	McMahan, Sam	YTD	3000 +
219915	9/25/2018	Mincey, Judy	YTD	150 +
584035	10/11/2018	Montague, Preston	YTD	175 +

219910	9/25/2018	Mosrie, Nora	YTD	300 +
324010	1/17/2019	Mountain Lumber Company	YTD	400 +
219915	9/25/2018	Owle, Freeman L.	YTD	300 +
219915	9/25/2018	Pace, Simone Nichols.	YTD	400 +
584035	10/11/2018	Painter, Terance K.	YTD	250 +
219915	11/2/2018	Parker Excavating, Inc	YTD	1575 +
219915	9/25/2018	Pepper, Susan G..	YTD	175 +
341010	10/29/2018	Pepsi Cola Bottling Company	YTD	799.64 +
219915	9/24/2018	Phillips, Dana Alan.	YTD	800 +
284010	10/10/2018	POSTAGE AUG 2018	YTD	0.47 +
284010	5/29/2019	POSTAGE BILLING APR 2019	YTD	36.65 +
284010	4/25/2019	POSTAGE BILLING MAR 2019	YTD	33.8 +
284010	6/12/2019	POSTAGE BILLING MAY 2052	YTD	18.5 +
284010	10/10/2018	POSTAGE JUL 2018	YTD	333.87 +
284010	10/10/2018	POSTAGE JUN 2018	YTD	107.64 +
284010	10/10/2018	POSTAGE SEP 2018	YTD	65.8 +
285010	8/30/2018	PrintShopBilling- 31290	YTD	136.94 +
285010	9/28/2018	PrintShopBilling 31339	YTD	-340 -
285010	9/25/2018	PrintShopBilling 31339	YTD	340 +
285010	8/30/2018	PrintShopBilling- 31339	YTD	340 +
285010	8/30/2018	PrintShopBilling- 31340	YTD	37.38 +
285010	8/30/2018	PrintShopBilling- 31468	YTD	105 +
285010	8/30/2018	PrintShopBilling- 31477	YTD	129.62 +
285015	9/28/2018	PrintShopBilling 31942	YTD	474.6 +
285010	8/27/2018	PrintShopBilling-30858	YTD	793.57 +
285010	10/30/2018	PrintShopBilling-32011	YTD	2402.5 +
285010	10/30/2018	PrintShopBilling-32029	YTD	91.68 +
285010	10/30/2018	PrintShopBilling-32030	YTD	126 +
285010	10/30/2018	PrintShopBilling-32032	YTD	201.6 +
285010	10/30/2018	PrintShopBilling-32033	YTD	226.8 +
285010	10/30/2018	PrintShopBilling-32034	YTD	68.76 +
285010	10/30/2018	PrintShopBilling-32036	YTD	756 +
285010	10/30/2018	PrintShopBilling-32089	YTD	120.96 +
285010	10/30/2018	PrintShopBilling-32090	YTD	181.44 +
285010	10/30/2018	PrintShopBilling-32094	YTD	46.2 +
285010	10/30/2018	PrintShopBilling-32106	YTD	360 +
285010	10/30/2018	PrintShopBilling-32162	YTD	69.42 +
319010	9/27/2018	R V Farms Inc	YTD	44 +
319010	9/27/2018	R V Farms Inc	YTD	44 +
319010	9/27/2018	R V Farms Inc	YTD	100 +
319010	9/27/2018	R V Farms Inc	YTD	125 +
319010	9/27/2018	R V Farms Inc	YTD	250 +
219915	9/25/2018	Ramsey, Rhiannon	YTD	200 +
319010	9/12/2018	Ray's Florist and Greenhouse	YTD	95 +
219910	7/12/2018	RECODE I.C. TO 522734	YTD	-1200 -
219915	9/25/2018	Reinhardt, Stuart	YTD	1250 +
219915	10/16/2018	Reynolds, George	YTD	150 +

219915	9/27/2018	Ritter, William Ernest.	YTD	200 +
219915	9/25/2018	Rogers, William Stephen.	YTD	325 +
219915	10/16/2018	Schrock, Jeanette Queen.	YTD	530 +
219910	6/13/2019	Southern Appalachian Cloggers	YTD	350 +
219910	6/12/2019	Southern Appalachian Cloggers	YTD	-350 -
351010	9/6/2018	Specialties Plus Of NC, LLC	YTD	172.42 +
351010	9/6/2018	Specialties Plus Of NC, LLC	YTD	654.3 +
351010	9/6/2018	Specialties Plus Of NC, LLC	YTD	678 +
351010	9/6/2018	Specialties Plus Of NC, LLC	YTD	3295.5 +
319010	9/23/2018	Staples Advantage	YTD	4.54 +
319010	9/23/2018	Staples Advantage	YTD	5.95 +
319010	9/23/2018	Staples Advantage	YTD	9.03 +
319010	9/23/2018	Staples Advantage	YTD	9.39 +
319010	9/23/2018	Staples Advantage	YTD	15.13 +
319010	9/23/2018	Staples Advantage	YTD	3.49 +
219910	8/16/2018	Stewart Sound	YTD	5857.5 +
219910	9/25/2018	Styles, Dorothy S.	YTD	300 +
596010	10/18/2018	SunTrust Merchant Services, LLC	YTD	26.08 +
219915	10/10/2018	Tallent, Steve	YTD	-350 -
219915	9/25/2018	Tallent, Steve	YTD	350 +
219910	5/28/2019	TRIED STONE CHURCH	YTD	-800 -
219910	9/27/2018	Tried Stone Missionary Baptist Chur	YTD	800 +
219915	9/27/2018	Walker, Rebecca H.	YTD	65 +
319010	10/11/2018	Wal-Mart	YTD	59.64 +
219910	9/25/2018	Whitewater Bluegrass Company	YTD	1200 +
219910	9/25/2018	Wolftown Indian Ball	YTD	850 +

# MHD 2018 Revenue

R07710	6/5/2019	App Fee	YTD	220 +
R07710	5/17/2019	App Fee	YTD	1510 +
R07710	5/9/2019	APP FEE	YTD	210 +
R07710	4/23/2019	App Fee	YTD	65 +
R07710	4/11/2019	APP FEE	YTD	15 +
R07710	4/10/2019	app fee	YTD	210 +
R07710	4/9/2019	APP FEE	YTD	45 +
R07710	4/3/2019	app fee	YTD	30 +
R07710	3/29/2019	app fee	YTD	75 +
R07710	3/21/2019	APP FEE	YTD	45 +
R07710	3/21/2019	APP FEE	YTD	195 +
R07710	3/8/2019	APP FEE	YTD	15 +
R07710	3/4/2019	APP FEE	YTD	55 +
R07710	2/15/2019	APP FEE 2-11-19	YTD	440 +
R07710	6/14/2019	APP FEES	YTD	600 +
R07710	6/12/2019	APP FEES	YTD	360 +
R07710	5/9/2019	APP FEES	YTD	210 +
R07710	2/28/2019	APP FEES	YTD	55 +
R07710	4/16/2019	BACKWOODS & M.H FORGE	YTD	35 +
R07710	5/24/2019	BOOTH FEE	YTD	510 +
R07710	5/21/2019	BOOTH FEE	YTD	330 +
R07710	4/25/2019	Booth Fee	YTD	465 +
R07710	8/23/2018	BOOTH FEE	YTD	230 +
R07710	5/30/2019	BOOTH FEES	YTD	510 +
R07710	5/27/2019	BOOTH FEES	YTD	340 +
R07710	5/6/2019	Booth Fees	YTD	1330 +
R07710	6/7/2019	Booth Space	YTD	210 +
R07710	4/17/2019	bow wow pet wear/cable	YTD	15 +
R07710	10/25/2018	Caballero, Kelby P.	YTD	15 +
R07710	10/25/2018	Caballero, Kelby Paul.	YTD	-15 -
R07710	10/2/2018	Caballero, Kelby Paul.	YTD	-15 -
R07710	10/2/2018	CHAIN SAW REG FEE MHD	YTD	209 +
R07710	10/2/2018	E/C	YTD	-833.5 -
R07710	10/2/2018	E/C	YTD	-459 -
R07710	10/2/2018	E/C	YTD	-441 -
R07710	8/30/2018	ENTERPRISE, WILSON	YTD	300 +
R07710	10/2/2018	error correction	YTD	-441 -
R07710	5/2/2019	fees	YTD	260 +
R07710	4/18/2019	fisher/craft	YTD	330 +
R07710	7/1/2019	HARTWORKS, MAKARAS	YTD	365 +
R07710	6/12/2019	MIMIS MTN. MIXES	YTD	180 +
R07710	10/8/2018	Mountain Heritage Day	YTD	441 +
R07710	10/8/2018	Mountain Heritage Day	YTD	459 +
R07710	10/8/2018	Mountain Heritage Day	YTD	833.5 +
R07710	5/1/2019	MTN. HERITAGE DAY	YTD	1160 +
R07710	9/13/2018	Mtn. Heritage Day	YTD	3080 +
R07710	5/24/2019	RAGAN/POTTERY	YTD	440 +

R07710	6/28/2019	ROBBINDS, SYLVAN, D.DEITZ	YTD	330 +
R07710	2/19/2019	SPECIAL EVENTS	YTD	895 +
R07710	7/16/2018	SPECIAL EVENTS 07-13-18	YTD	1635 +
R07710	8/15/2018	Special Events 08/14/18	YTD	2675 +
R07710	9/11/2018	Special Events 09/10/18	YTD	550 +
R07710	6/25/2019	SPECIAL EVENTS DEPOSIT 6-24-19	YTD	670 +
R07710	2/20/2019	Special Events, Chief of Staff	YTD	30 +
R07710	9/28/2018	SPECIAL EVENTS, CHIEF OF STAFF	YTD	660 +
R07710	7/3/2018	SPECIAL EVENTS, CHIEF OF STAFF	YTD	1625 +
R07710	2/21/2019	SPECIAL EVENTS,CHIEF OF STAFF	YTD	35 +
R02790	3/13/2019	tsfr from 933923	YTD	5112.24 +
R02790	3/13/2019	tsfr from 973102	YTD	920 +
R07710	10/2/2018	TSHIRT & SODA SALES MHD	YTD	441 +
R07710	10/2/2018	TSHIRT & SODA SALES MHD	YTD	441 +
R07710	10/2/2018	TSHIRT & SODA SALES MHD	YTD	459 +
R07710	10/2/2018	TSHIRT & SODA SALES MHD	YTD	833.5 +
R07710	10/2/2018	TSHIRT & SODA SALES MHD	YTD	1616 +
R07710	10/2/2018	TSHIRT & SODA SALES MHD	YTD	2428 +
R07710	10/2/2018	TSHIRT & SODA SALES MHD	YTD	2884 +