

Mountain Heritage Day Festival

Christy Ashe

Submission Date	Jul 21, 2022 1:07 PM
Name of Initiative	Mountain Heritage Day Festival
Contact Person	Christy Ashe
Title	Director, WCU Special Events & MHD Chair
Address	1 University Drive
City	Cullowhee
State	NC
Zip Code	28723
Primary Phone Number	828.227.3006
Email	cashe@wcu.edu
Organization Type	Government
Organization Tax ID	56-6001440
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.)

Mountain Heritage Day is one of the longest running festivals in western North Carolina as we celebrate 48 years in 2022. It is the only festival in NC that is hosted and staffed by a University. Mountain Heritage Day is more than just a festival. Mountain Heritage Day is a celebration of the rich culture and the historical traditions that we have enjoyed in our mountain communities for centuries. Western Carolina University opens the doors to the campus and invites neighbors from local communities to enjoy southern Appalachian music such as bluegrass, gospel and folk. There are also over 100 juried arts and crafts booths along with 20 food vendors. Other activities include heritage craft demonstrations, Cherokee stickball competition, chainsaw contest, 5K race and a car show. There will also be activities for the children under the children's tent and a hayride. Students, parents, faculty, and staff join together with community members to make this event one of the most attended events of the year at WCU.

Describe your initiative	<p>The Mountain Heritage Day festival provides an entire day of music, dance, food, crafts, and other means of traditional Appalachian entertainment. This event which was created in 1976 was an invitation from then Chancellor Robinson to the local community to come to campus. This initiative continues with Chancellor Brown at the helm to provide a free festival which is a favorite time of the school year for families who wish to spend time with their children who are attending WCU.</p> <p>This grant would assist us in providing bio-stations/hygiene stations for the comfort of all visitors. Rental costs of such items have increased.</p>
Website	www.mountainheritageday.com
Social Media Channels - paste URLs below	https://www.facebook.com/MountainHeritageDay
Amount of Funds Requested?	5,000
Date Funds Needed	Aug 20, 2021
Give a narrative description of how this project will increase tourism and visitation in Jackson County	The MHD festival draws approximately 12K patrons. This is a great opportunity for locals and visitors to take a stroll on Main Street Sylva and utilize the local shops and eateries. In addition, for visitors to utilize local hotel accommodations.
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 post-COVID as the full and vibrant festival it was prior to COVID. It will be a "normalized atmosphere." 2021 was a come-back year with some COVID protocols still in place. The 2022 festival committee has further changed the booth design/lay-out to allow more vendors on the field.
What is your advertising and marketing plan for your initiative?	<p>Social and Planned Paid Media</p> <ol style="list-style-type: none"> 1. Digital ads (Google Display, Facebook, Instagram, YouTube, Twitter) 2. Radio ads on iHeart, WCQS – FM, WFSC/WNCC, WNCW - FM 3. Billboards (Static and Digital) 4. Smoky Mountain News half page ad 5. Sylva Herald 4 page special section 6. Mountain Xpress half page ad 7. Cherokee Onefeather half page ad 8. Cherokee Onefeather website ad 9. Laurel of Asheville half page ad 10. Our State Travel & Events e-newsletter ad

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 **202,268.07**

Total funds your organization will provide toward total cost? **Suppliment all costs not covered**

Detail funds requested from other sources and note commitments or anticipated receipt of funds from other sources **Sponsorships Include Harrah's \$10K, Pepsi \$3K, McNeely's \$1,500, Andy Shaw \$1,500, Running Cedar Springs \$2,500, Republic Services \$1,500, Castle Ladyhawke \$1,500, Tractor Supply \$500, Allman Insurance \$150**

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



[MHD REV-EXP 2021.xlsx](#)

Anticipated Attendees from Jackson County: **6,000**

Anticipated Attendees from outside Jackson County: **6,000**

Anticipated overnight stays generated: **300**

How did you determine audience/attendance numbers and where do they come from? **Different methods have been used in past several years that the festival was held. Estimating from filled parking spaces to the use of hand counters have both been used.**

How will you measure success of your initiative? **JCTDA has offered to use a new software that tracks patrons via cell phone location, etc.**

Upload any supporting documentation for your application here:



[Checklist 2022.docx](#)

Is there anything else you'd like to add?

The Mountain Heritage Day Committee is striving to make the festival self-sustaining by seeking sponsorships and grants. As inflation continues, it is getting harder and harder for the University, as a State-funded institution, to continue its financial support of this robust festival and give it as a gift to Jackson County, the State of North Carolina and the region. Grant funding is imperative to the sustainability of the Mountain Heritage Day festival.

Signature:

A handwritten signature in black ink, appearing to read 'Thomas Ar...' with a stylized flourish at the end.

EXPENDITURES		22	221002		
8/13/21	11:59:59 PM	JFP	FP003203	45262 MHD ENVELOPES 9X12	(65.48) Credit
11/18/21	11:59:59 PM	J63	PT000222	Pawprint_10_1_2021_to_10_31_2021	2.10 Debit
11/12/21	11:59:59 PM	JFP	MA000209	POSTAGE OCTOBER 2021 BILLING	3.18 Debit
10/26/21	3:00:49 PM	INEI	C0157141	Simply T's Inc.	264.00 Debit
10/26/21	3:00:49 PM	INEI	C0157141	Simply T's Inc.	520.00 Debit
10/26/21	3:00:49 PM	INEI	C0157141	Simply T's Inc.	40.00 Debit
10/26/21	11:28:52 AM	J63	PS000165	47130 MHD Signs (from excel shee	2,269.40 Debit
10/26/21	11:28:52 AM	J63	PS000165	46895 Mark Haskett MHD Engraved	34.00 Debit
10/26/21	11:28:52 AM	J63	PS000165	46771 MHD Acrylic Awards	1,282.00 Debit
10/26/21	11:28:52 AM	J63	PS000165	45473 MHD Signs	291.90 Debit
10/20/21	11:59:59 PM	J63	PT000220	Pawprint_9_1_2021_to_9_30_2021	81.46 Debit
10/18/21	4:12:56 PM	INEI	C0156679	Parker Excavating, Inc	2,250.00 Debit
10/11/21	11:59:59 PM	JFP	MA000208	POSTAGE SEPTEMBER 2021 BILLING	185.44 Debit
10/5/21	3:01:33 PM	INEI	C0155878	Pepsi Cola Bottling Company	575.60 Debit
9/29/21	5:04:01 PM	INEI	C0155581	Ingles Markets, Inc.	31.92 Debit
9/29/21	5:03:33 PM	INEI	C0155573	Print Shak	155.00 Debit
9/29/21	5:03:34 PM	INEI	C0155576	Mountain Lumber Company	433.36 Debit
9/29/21	5:03:33 PM	INEI	C0155573	Print Shak	287.68 Debit
9/29/21	5:03:33 PM	INEI	C0155573	Print Shak	359.60 Debit
9/29/21	5:03:33 PM	INEI	C0155573	Print Shak	399.50 Debit
9/29/21	5:03:33 PM	INEI	C0155573	Print Shak	224.25 Debit
9/29/21	5:03:33 PM	INEI	C0155573	Print Shak	629.30 Debit
9/29/21	5:03:33 PM	INEI	C0155573	Print Shak	629.30 Debit
9/29/21	5:03:33 PM	INEI	C0155573	Print Shak	815.32 Debit
9/29/21	5:03:31 PM	INEI	C0155575	Ingles Markets, Inc.	129.48 Debit
9/29/21	5:03:31 PM	INEI	C0155575	Ingles Markets, Inc.	259.60 Debit
9/27/21	11:59:59 PM	J63	PS000164	46740 MHD maps 19-432 9/23/2021	388.25 Debit
9/27/21	11:59:59 PM	J63	PS000164	46684 Mountain Heritage Day MHD	458.35 Debit
9/27/21	11:59:59 PM	J63	PS000164	46664 MHD Car Show Ballots	26.75 Debit
9/27/21	11:59:59 PM	J63	PS000164	46676 MHD Proud sponsor signs	68.59 Debit
9/27/21	11:59:59 PM	J63	PS000164	46569 MHD Parking Passes 2021	251.08 Debit
9/27/21	11:59:59 PM	J63	PS000164	46504 MHD Barnwood Plaque 2021	236.25 Debit
9/27/21	11:59:59 PM	J63	PS000164	45473 MHD Signs	291.90 Debit
9/28/21	4:33:40 PM	INEI	C0155492	Griffin Waste Services LLC	990.00 Debit
9/28/21	4:33:40 PM	INEI	C0155492	Griffin Waste Services LLC	2,000.00 Debit
9/28/21	4:33:40 PM	INEI	C0155492	Griffin Waste Services LLC	825.00 Debit
9/28/21	4:24:56 PM	INEI	C0155308	Forms & Supply, Inc	45.10 Debit
9/28/21	4:24:52 PM	INEI	C0155471	Simply T's Inc.	242.00 Debit
9/28/21	4:24:50 PM	INEI	C0155466	Simply T's Inc.	1,120.00 Debit
9/28/21	4:24:50 PM	INEI	C0155466	Simply T's Inc.	341.00 Debit
9/28/21	4:24:50 PM	INEI	C0155466	Simply T's Inc.	20.00 Debit
9/28/21	4:24:51 PM	INEI	C0155467	Simply T's Inc.	337.50 Debit
9/28/21	4:24:51 PM	INEI	C0155467	Simply T's Inc.	20.00 Debit
9/24/21	12:05:28 PM	INNI	I0430075	Mars Hill University	400.00 Debit
9/23/21	4:13:12 PM	INNI	I0430068	Gottlieb, Jeffrey A.	325.00 Debit
9/23/21	4:11:07 PM	INNI	I0430064	Woods, Nathan Scott.	400.00 Debit
9/22/21	4:32:50 PM	INEI	C0155004	Dick Blick Company	3.52 Debit
9/22/21	4:32:50 PM	INEI	C0155004	Dick Blick Company	25.75 Debit
9/22/21	4:32:50 PM	INEI	C0155004	Dick Blick Company	39.72 Debit
9/22/21	3:56:30 PM	INNI	I0430025	Brown, Kelly Grady.	525.00 Debit
9/22/21	1:58:46 PM	INNI	I0430012	Grasco, LLC.	5,000.00 Debit
9/22/21	1:12:12 PM	INNI	I0430003	Rogers, William Stephen.	350.00 Debit
9/22/21	11:38:16 AM	INNI	I0429990	Martin, Brock Clayton.	400.00 Debit
9/21/21	10:12:58 AM	INNI	I0429925	Clinton, Barton Duane.	300.00 Debit
9/21/21	10:11:39 AM	INNI	I0429924	Queen, Jeanette	700.00 Debit
9/21/21	10:10:29 AM	INNI	I0429923	Darnel, Nathaniel Houston.	425.00 Debit
9/21/21	10:08:44 AM	INNI	I0429922	Merle Monroe	4,000.00 Debit
9/21/21	10:06:16 AM	INNI	I0429920	Pace, Simone Nichols.	400.00 Debit
9/21/21	10:07:46 AM	INNI	I0429921	Hill, Patrick	1,000.00 Debit
9/21/21	10:01:22 AM	INNI	I0429919	Lossie, Ramona	325.00 Debit
9/21/21	9:59:29 AM	INNI	I0429917	Mosrie, Nora	325.00 Debit
9/21/21	10:00:19 AM	INNI	I0429918	Jamison, Philip Alden.	325.00 Debit
9/21/21	9:58:04 AM	INNI	I0429916	Reinhardt Music Services	1,500.00 Debit
9/21/21	9:57:02 AM	INNI	I0429915	Pressley, Corie Leah.	650.00 Debit
9/21/21	9:53:35 AM	INNI	I0429913	Styles, Dorothy B.	325.00 Debit
9/21/21	9:54:28 AM	INNI	I0429914	Ritter, William Ernest.	300.00 Debit
9/21/21	9:52:33 AM	INNI	I0429912	Rucker, Jr., James D.	800.00 Debit
9/21/21	9:48:35 AM	INNI	I0429911	Johnson, Gaye	850.00 Debit
9/21/21	9:44:07 AM	INNI	I0429910	Goings, Lydia Louise.	1,000.00 Debit
9/21/21	9:42:49 AM	INNI	I0429909	McMahan, Sam	2,500.00 Debit
9/21/21	8:43:29 AM	INNI	I0429900	Laws, Loretta H.	400.00 Debit
9/21/21	8:37:22 AM	INNI	I0429897	Woodford, Ann Miller.	300.00 Debit
9/21/21	8:33:19 AM	INNI	I0429896	Deitz, Joseph A.	625.00 Debit
9/21/21	8:30:30 AM	INNI	I0429895	Whitewater Bluegrass Company	1,200.00 Debit
9/20/21	4:48:52 PM	INEI	C0155002	Lowe's	37.40 Debit
9/17/21	5:01:32 PM	INEI	C0154903	Lowe's	24.18 Debit
9/15/21	11:59:59 PM	J63	PT000218	Pawprint_8_1_2021_to_8_31_2021	76.74 Debit
9/15/21	11:59:59 PM	JFP	MA000206	POSTAGE AUGUST 2021 BILLING	60.29 Debit
9/16/21	8:45:30 AM	INNI	I0429833	Haskett, Mark Edward.	2,500.00 Debit
9/8/21	11:59:59 PM	J63	PS000163	45741 21-2823 MHD_rackcard 2021	360.40 Debit
8/26/21	11:50:03 AM	J63	PT000217	Pawprint_6_18_2021_to_7_31_2021	47.44 Debit
8/19/21	10:40:07 AM	PCF	PC000199	TXN00084221 WWWGABPCOM	561.99 Debit
7/27/21	11:59:59 PM	J63	PS000162	45262 MHD Envelopes 9x12	130.96 Debit
					49,268.07
NOT INCLUDED				WCU Facilities Management Donated Labor/Materials	23,000.00
NOT INCLUDED				WCU IT, POLICE, DISPATCH, EOC, CAT TRAN, PARKING, LANDSCAPE SERVICES, HOUSEKEEPING, MOUNTAIN HERITAGE CENTER, SERVICE LEARNING, SPECIAL EVENTS, HOSPITALITY & TOURISM DEPARTMENT, MUSIC DEPT. - Donated Labor	130,000.00



CHECKLIST 2022

January

- Special Events to update vendor applications and supporting documents for A&C, Food, Non-Profit, and Community Organizations
- Special Events - By January 31 - post all vendor applications and supporting documents on website
- Special Events to send previous year's vendors an email that applications are now available online with link to web-site – DO NOT send them an attachment of the applications/supporting documents.
- Special Events to meet with UCM to initiate publicity, marketing, social media, and paid media plan strategy and timeline, responsibilities for the year
- UCM Public Communication Specialist to write PSA for 'call for artists' for A&C and Food vendors
- UCM Student to post "call for artists" on social
- UCM Public Communication Specialist sends PSA/Press Releases out
- UCM Public Communication Specialist starts list of events in regional calendar opportunities e.g., newspapers, magazines, chambers, tourism organizations, etc. – Student
- Special Events to research more ways to reach potential Food Vendors and Artists
- UCM to update website and social media with Vendor opportunities
- Special Events to ask Programming Sub-committee (Peter Koch, Ashley Evans, Will Putman) to begin retaining stage artists and demonstrators
- Special Events/MHD Festival Director to send meeting requests to committee for the year
- Special Events to submit generic rack card request to UCM – due last week of January
- Special Events to review and select any new members for standing committees e.g. Awards, A&C Jury Committee, Programming Committee, etc.
- Special Events to establish MHD Committee and A&C Jury Committee for the year, discuss goals, job responsibilities and timelines
- Special Events to set Vendor application process and timeline
- Special Events to secure Intern/Grad Assistant/Work Study Student(s) for spring semester
- Special Events to reach out to Faculty regarding classes participation for the festival

February

- MHC to choose A&C vendor jury committee
- Special Events to check Lennd account for new vendors (daily)

- Special Events reviews applications as they come in by jurying committee (spreadsheets generated through Lennd)
- Special Events/MHD Festival Director to follow up with Programming Sub-Committee discuss stage artists and demonstrators
- UCM to continue to update web page and social
- UCM Public Communication Specialist Continue to update calendar listings on websites for newspapers and other festival listing sites
- Special Events to research more ways to 'get the word out' about A&C and Food Vendor opportunities
- Special Events/MHD Festival Director hires an External Sponsorship Partner to begin soliciting for sponsorships and prizes (example: Andy Shaw donate a free oil change to be awarded with top Classic Car Show winner)
- External Sponsorship Partner to secure sponsors and issue contracts
- Special Events/MHD Festival Director to reach out to sub-committees to see what they may need from the Festival Director
- Special Events to gather email addresses for Chainsaw competitors
- MHC - A&C Jury Committee meets biweekly, as vendors are accepted on a rolling basis. Billing is emailed to vendors after acceptance.
- Special Events to work with UCM to update the rack card – place request in system

March

- Special Events to check Lennd account for new vendors (daily)
- Special Events/MHD Festival Director to conduct first full committee meeting
- Special Events/MHD Festival Director to update full committee on working budget
- Programming Sub-Committee to continue developing programming:
 - Blue Ridge Stage
 - Balsam/Circle Tent Performers
 - Demonstrators
 - Children's Tent
 - Stickball
 - Other programming ideas such as Food Contest (in conjunction with local Cooperative Extension)
- MHC to begin sending contracts to performers/demonstrators regarding all programming
- Special Events/MHD Festival Director to meet with UCM Sub-committee to establish timeline and needs
- Special Events/ MHD Festival Director to touch base with Chainsaw Competition Sub-Committee Chair and Shape-note Sub-Committee Chair to check progress with planning and assist where needed; determine any changes
- Car Show Sub-Committee Chair holds meeting to discuss logistics, swag bags, door prizes, and flyers promoting the car show
- MHC - A&C Jury Committee meets biweekly, as vendors are accepted on a rolling basis. Billing is emailed to vendors after acceptance.
- Special Events - Printed rack cards ready for distribution
- Special Events to reserve Camp 134, 141, 143, and 145
- Special Events to ask for use of Ed Outreach coolers for stage bottled waters

April

- Special Events to check Lennd account for new vendors (daily)
- Special Events to start Vendor Applicant database – Student assistance
- MHC to start writing/compiling Foods Competition brochure
- Bookstore to begin choosing merchandise
- MHC - A&C Jury Committee meets biweekly, as vendors are accepted on a rolling basis. Billing is emailed to vendors after acceptance.
- UCM Public Communication Specialist - Media packets, news release schedule and social media blasts planning, including special tabloid by Sylva Herald
- UCM Public Communication Specialist to work up story ideas for PSA/Press Releases – send out multiple Programming Sub-Committee to finalize all artists and establish a tentative schedule
- Programming Sub-Committee to continue developing programming:
 - Blue Ridge Stage
 - Balsam/Circle Tent Performers
 - Demonstrators
 - Children’s Tent
 - Stickball
 - Other programming ideas such as Food Contest (in conjunction with local Cooperative Extension)

May

- Special Events/MHD Festival Director to contact Shape-note Sub-Committee Chair, Chainsaw Competition Sub-Committee Chair, and Car Show Sub-Committee Chair and review planning, any email lists, documents, etc.
- MHC to collect promo materials on all performers with color photos if available
- Special Events/MHD Festival Director to contact Car Show Sub-Committee Chair to start organizing and publicizing
- UCM Public Communication Specialist to write PSA/Press Release for Mountain Heritage Award Nominations
- Programming Sub-Committee to finalize all artists and establish a tentative schedule. Continue contract process with demonstrators and performers.
- Programming Sub-Committee to hire Hayride
- MHC - A&C Jury Committee meets biweekly, as vendors are accepted on a rolling basis. Billing is emailed to vendors after acceptance.
- FM – Work Control Supervisor to initiate arrangements for:
 - Haybales
 - Porta Johns

June

- Special Events/MHD Festival Director to finalize any changes on the Festival Map
- UCM Public Communication Specialist to begin compiling materials for Insert Content
- Programming Sub-Committee to confirm performance schedules. Finalize contracts with demonstrators and performers.
- MHC - PSA/ Press Release for MH Award sent out and nominations coming in until early July.
- UCM Public Communication Specialist to write copy for Insert
- UCM to update website and social media

- UCM - Media deadline for monthly's, e.g. *Southern Living, WNC Magazine, The Laurel of Asheville, Our State, Bluegrass Unlimited, The Old Time Herald*, etc.
- UCM Public Communication Specialist to write early PSA/Press Releases for event
- Car Show Sub-Committee Chair – Follow up conversations to confirm door prizes and swag bags
- Car Show Sub-Committee Chair– Begin distributing flyers
- Car Show - Create Facebook Event for Car Show with details
- MHC - A&C Jury Committee meets biweekly, as vendors are accepted on a rolling basis. Billing is emailed to vendors after acceptance.

July

- 1st week – UCM to review Insert copy; select final pictures, etc.
- 1st week – Special Events to reach out to FM- Engineering Technician to update field map
- Bookstore - 1st week – inventory old merchandise
- MHC to contact Horse and Mule demonstrator
- 2nd week – UCM to finalize Insert
- Special Events to begin reviewing logistical needs with MHC - Museum Education Associate
 - FM – Work Control to inventory signs and place order for any needs (with sub-committee chairs) remember to add Sponsor logos to specific areas (example: McNeely's Chainsaw Competition, etc.) and Thank You to our Sponsors signs
 - Special Events/MHD Festival Chair to contact Health Department with vendor contact info/booth assignments of Food Vendors regarding permits
 - UCM to schedule an interview with Paul Foster at WNCW in September
 - UCM to contact UNC Public Television re when airing footage from last year's filming
 - MHC to begin PO process
 - MHC Director to review and select MH Award winners
 - Car Show Sub-Committee to continue sharing information to FB Event Page including door prizes, awards, etc.
 - MHC - A&C Jury Committee meets biweekly, as vendors are accepted on a rolling basis. Billing is emailed to vendors after acceptance.
 - Special Events - Last week-receive final field map from FM-Engineering Technician
 - Special Events to give field map to EOC to create grid
 - Special Events to order Pepsi products for merch booths and schedule truck drop off (Travis Ashe tashe@pepsihdy.com or 828.736.0894)
 - Special Events to request use of Ed Outreach coolers to be used at stage areas
 - FM – Work Control Supervisor/Grounds Superintendent to follow up on

Haybales

Porta Johns

Gravel for vendor entrance/exit areas

August

- Special Events - 1st - Deadline for Vendor cancellation and receive partial refund
- Special Events to begin vendor placement
- Volunteers Sub-Committee Chair/Service Learning - review volunteer task list; update numbers, shifts, & job descriptions as needed
- Volunteers Sub-Committee Chair/Service Learning - create volunteer registration form

- Volunteers Sub-Committee Chair/Service Learning - schedule & reserve space for 2 volunteer orientation meetings during the week of the festival
- Special Events, FM Work Control Supervisor, and MHC - Review Tables, Tents and Chairs Request and send to FM
- Emcee, in conjunction with UCM, to write Stage announcements – Chair to provide updated sponsor information, etc.
- MHC to arrange with Education class for Volunteers for Children’s Tent activity area
- Volunteers Sub-Committee Chair (Service Learning) to revisit Volunteers jobs list and update needs and job descriptions
- Special Events to email Chainsaw Competition materials (equip the Chainsaw Competition Sub-Committee Chair to do this in the future)
- MHC to send out performer/demonstrator packages with map and parking pass
- Shape-note Singers Sub-Committee Chair (Music Department) to send out invitation to Shape-note Singers
- UCM to schedule on-air interview and performance with Wayne Erbsen (Country Roots)
- UCM to contact WNCW for media support
- MHC Director to coordinate with MH Award winners for press release, story, and presence at festival to receive award. (Pam)
- UCM coordinates numerous radio sponsored content
- Volunteers Sub-Committee Chair/Service Learning/Volunteers Sub-Committee Chair - begin recruiting volunteers- once the semester starts
- Car Show Sub-Committee Chair to request 2-4 volunteers from Volunteers Sub-Committee Chair/Service Learning
- 5K Sub-Committee Chair - Entrepreneurship, Hospitality, Tourism, Marketing, Sport Management School Director
- 22nd – 5K: SM 435 students begin planning and coordinating all logistics for MHD 5K event (setup/tear down, risk mgt., volunteers, marketing, website/registration, timing vendor, etc.).
- Special Events Manager to send a Google Doc to Chancellor’s Ambassadors to sign up to work 2 Merch Booths
- UCM - 31st – 5K marketing begins and registration website live
- MHC - A&C Jury Committee meets biweekly, as vendors are accepted on a rolling basis. Billing is emailed to vendors after acceptance.

September

- Special Events to email vendor welcome letter, booth assignment, parking pass, map, rules, schedule, brochure, vendor list, etc.
- Bookstore – Receive promo items/merchandise for sales
- Special Events needs Committee/Volunteers T-shirts
- UCM Billboard(s) goes up
- Volunteers Sub-Committee Chair/Service Learning - market volunteer opportunities through social media, class presentations, targeted contacts, etc
- Volunteers Sub-Committee Chair/Service Learning - as volunteers sign up, confirm each person’s slot/role/basic expectations via email
- UCM to update website and social media with vendors and sponsors
- Special Events - Merchandise Booth – Pepsi products only
 - Price list, signage
 - Inventory

- Start cash and cash pick-ups
- Special Events -Name Tags for Committee and Volunteers – inventory and order additional if necessary
- Special Events - Vendor information – 3 Excel spreadsheets organized by booth number, last name, company name
- Special Events - Committee Members – List of names, cell phone numbers
- Special Events - Week of festival - get radios from EOC for Committee for event day
- Volunteers Sub-Committee Chair/Service Learning - hold volunteer orientation meetings- festival week
- Volunteers Sub-Committee Chair/Service Learning - final reminder emails to volunteers- 1-2 days before their volunteer shift
- Volunteers Sub-Committee Chair/Service Learning - organize Volunteer check-in and packets- day prior to festival
- MHC to meet with and give introduction to MHD and Children’s Tent area to Education class(es)
- MHC to organize Vendor “secret shoppers” with checklist of things to look for
- Car Show Sub-Committee – Print Registration materials
- Car Show Sub-Committee – Get Print Shop to print voting ballots
- Special Events to begin Festival Boxes with supplies for each station
- Special Events to order bulk ice water for Green Room
- Special Events to give Meal Vouchers to Committee members to distribute to:
 - Performers
 - Demonstrators
 - Shapenote singers
 - Staff?
- Special Events to order iced-down bottled waters for Blue Ridge stage, Balsam/Circle Tent stage, Children’s Tent, Shapenote Tent
- Special Events to request Golf Carts (from Athletics and IT)
- Special Events to trouble shoot and field phone calls
- Special Events/FM Engineer/Work Control Supervisor/MHC to design field schematics
- FM - 19th – Field marking begins
- MHC - 21st – move to “Headquarters” out of MHC/Library to festival location
- Special Events - 23rd – Vendor set-up begins
- Special Events/FM - 23rd – Professional Stage Delivery
- PD- Get lock and chain from PD for ATM and determine fireproof secure location for Merch sales
- Last Saturday of September: **Mountain Heritage Day!**
- Special Events/FM - Clean up and put away
- Chief Purchasing Officer - count money and make deposits
- Special Events to pay all bills
- Special Events to send Qualtrics survey to vendors

October

- Programming Sub-Committee to send thank you emails to Performers and Demonstrators
- Volunteers Sub-Committee Chair/Service Learning - thank you/follow up email to all volunteers

- Volunteers Sub-Committee Chair/Service Learning - share volunteer rosters with faculty who request them
- Special Events to hold a Thank You event and debriefing for the Committee meeting (request recommendations for next year)
- Special Events to create Sponsor Thank you packages and email/deliver
- Special Events to design next year's Sponsorship Package
- Special Events to update all files and ensure they are on the Share drive
- UCM to update website and social media with highlights of event and photos – ongoing
- 5K Sub-Committee Chair – reconcile event and debrief meetings

November

- Special Events to make recommendations for any changes and/or additions for next year's festival and present to appropriate leaders
- Special Events to develop final reports on festival profit/losses for year
- Special Events to review timeline for next year and update where necessary
- Special Events to start budget for next year
- Special Events to start collecting and updating mailing list e.g. A&C, Chainsaw, Shape-note
- Special Events to research other festivals
- UCM to update social media
- Special Events to initiate new t-shirt design through inMotion request
- Special Events - Based on evaluations and feedback set goals for next year e.g., new initiatives, changes, etc
- UCM to place ads in trade journals for A&C recruitment
- Programming Sub-Committee to begin research and asks to headline Performers

December

- External Sponsorship Partner to draw up list of potential next year sponsors in collaboration with Special Events
- Special Events to discuss goals, selection criteria and timelines plus any new approaches for A&C and Programming Committees