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# Greening Up The Mountains

Mark Haskett

Submission Date	Feb 2, 2023 2:52 PM
Name of Initiative	Greening Up The Mountains
Contact Person	Mark Haskett
Title	Event Coordinator
Address	83 Allen Street
City	Sylva
State	NC
Zip Code	28779
Primary Phone Number	828-586-3412
Email	greeningupthemountains@townofsylva.org
Organization Type	Municipality
Organization Tax ID	56-6001348
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.)	Greening Up the Mountains festival will celebrate it's 25th anniversary this year. It is really the first big outdoor festival of each year in our area. While it is not in Off Peak time of year according to TDA it is really close with the date in April of each year. With the arrival of warmer spring weather it provides a great opportunity to showcase the town of Sylva and Jackson County.
Describe your initiative	Greening Up the Mountains Festival was first created in conjunction with Earth Day celebrations. The festival still thrives to be good stewards of our beautiful town and area. This year we have completed a sustainability plan to adopt and implement sustainable practices which minimize the environmental impact caused by our activities. The GUTM committee has implemented steps over the past three years to eliminate styrofoam cups and containers and plastic style grocery bags. The committee encourages nonprofit vendors to reduce the number of plastic materials distributed at the festival and provide more sustainable products such as reusable bags and cups. This year the plan is to eliminate plastic individual bottled water containers. The Tuckaseegee Water and Sewer Authority has agreed to provide water stations for downtown Sylva that will be debuted this year. The water stations will provide water to performers on the stage, to all staff and volunteers of the festival as well as allowing attendees to fill their reusable water containers.
Describe what previous experience applicant has in successful execution of similar endeavors	Both event coordinators have worked previously with the GUTM festival, have worked with the Mountain Heritage Festival at Western Carolina University, and have years of experience with conferences and event planning at WCU.
Website	<a href="http://www.greeningupthemountains.com">www.greeningupthemountains.com</a>
Social Media Channels - paste URLs below	<a href="https://www.facebook.com/GreeningUpTheMountains">https://www.facebook.com/GreeningUpTheMountains</a>
Amount of Funds Requested?	\$2,500.00
Date Funds Needed	Mar 15, 2023
Give a narrative description of how this project will increase tourism and visitation in Jackson County	Studies done by TDA in 2022 indicated that more attendees were from outside our county. We hope to provide businesses like Harrah's, Bear Lake Reserve, Great Smoky Mountains National Park, and others the opportunity to entice attendees to plan many return trips to Sylva and our surrounding area as people return to traveling as they did pre pandemic.

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

As our first year as coordinators, our hope is to provide a diverse cultural experience for attendees and provide child friendly activities. The desire is to truly make the festival entertaining for the entire family. We also hope to increase the involvement of all downtown merchants. This year we are asking each business to provide a giveaway to help commemorate the 25-year anniversary.

What is your advertising and marketing plan for your initiative?

The plan will be like past years with many of our local media outlets promoting this event. We do plan to expand our advertising to some additional outlets located in Buncombe County that will have a broader reach with hopes of attracting attendees from areas north, east, and south of Asheville which include the upstate of South Carolina and north Georgia. This is where we see potential funding from this grant to assist us in growing the number of attendees.

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

20,300

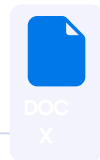
Total funds your organization will provide toward total cost?

The event is a revenue supported event.

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

The budget is based on receipts from vendors and sponsors and due to pandemic, participation has not reached former pre-pandemic levels. Our desire is to increase participation on all fronts.

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



2023 Est Budget.docx  
139.96 KB

Anticipated Attendees from Jackson County:

4,000

Anticipated Attendees from outside Jackson County:

6,000

Anticipated overnight stays generated:

2,000

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

These numbers are based on information from Town of Sylva employees, and information TDA gathered from cell phone data analysis from 2022.

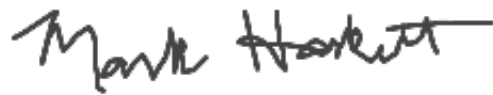
How will you measure success of your initiative?

A well organized and well-run event will be a huge factor in the success of this festival. This will help ensure that attendees have a good time and enjoy all that Sylva and our surrounding communities have to offer and be a positive factor in their decisions to return to this area for vacations and extended stays.

Is there anything else you'd like to add?

The knowledge, expertise and overall support that TDA provides is crucial to the success of this event, or any event in Jackson County. As residents of Jackson County for the past 40 years, it is a pleasure to coordinate this event to showcase this special place we call home.

Signature:

A handwritten signature in black ink that reads "Mark Harkett". The signature is written in a cursive, slightly stylized font. The first name "Mark" is written with a large, looped 'M', and the last name "Harkett" is written with a prominent 'H' and a long, horizontal stroke at the end.

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<b>2023</b>	<b>Amount</b>
Contracted Services	5,000.00
Allison Outdoors	700.00
T-shirts	1,250.00
Printing/signage	1,000.00
Porta Potties/hand-wash stations	1,400.00
Smoky Mountain Times	350.00
The Sylva Herald	350.00
Music and Sound Technician	4,000.00
MC	300.00
Social Media	300.00
WLOS	1,500.00
The Laurel/Asheville	950.00
Vehicle Towing Expense	500.00
Children's Activities	1,500.00
Tents/Canopies	1,000.00
Misc. Supplies	<u>200.00</u>
Estimated Expenses	20,300.00
<b>Estimated Revenue</b>	
Arts/Crafts and Nonprofits	7470.00
Food Vendors	1575.00
Sponsors	<u>8900.00</u>
	17,945.00