

Greening Up The Mountains

Mark Haskett

Submission Date	Jan 12, 2024 7:34 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	828-586-2719
Email	greeningupthemountains@townofsylva.com
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.)	This will be the 26th year for Greening Up The Mountains festival in downtown Sylva. 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. The GUTM committee has recently 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. The Tuckaseegee Water and Sewer Authority are providing water stations for downtown Sylva that will be available to attendees on the festival date.
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	https://www.mainstreetsylva.org/greening-up-the-mountains/
Social Media Channels - paste URLs below	https://www.facebook.com/GreeningUpTheMountains
Amount of Funds Requested?	\$2500
Date Funds Needed	Apr 1, 2024
Give a narrative description of how this project will increase tourism and visitation in Jackson County	Studies done by TDA 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.
If this initiative has occurred before, what is new that differentiates it from prior years?	Due to construction projects in downtown Sylva we are limited in space therefore no major additions/changes are planned for this year.
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. We implemented this strategy last year and saw good results. 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 21,000

Total funds your organization will provide toward total cost? 16,000

Detail funds requested from other sources and note commitments or anticipated receipt of funds from other sources Grant request from Jackson County TDA of \$2500

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



2024 Est Budget.docx

140.1 KB

Anticipated Attendees from Jackson County: between 7,000 and 9,000

Anticipated Attendees from outside Jackson County: between 5,000 and 7,500

Anticipated overnight stays generated: All motel/hotel rooms were booked for this past year.

How did you determine audience/attendance numbers and where do they come from? These figures are based off of interactions with festival attendees last year. Data collected by TDA last year may offer more specific estimates.

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? We really appreciate the support of the Jackson County TDA in this endeavor. Our goal is to create an atmosphere that welcomes all and provides an environment that all of our community has to offer.

Signature:

Mark Haskett
