

Greening Up The Mountains

Mark Haskett

Submission Date	Jan 21, 2025 9:49 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	828-506-2042
Email	greeningupthemountains@townofsylva.org
Organization Type	Municipality
Organization Tax ID	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 27th 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. This year the timing is very significant due to the severe damage that much of western North Carolina suffered with Helene in late September. Jackson County was very fortunate to avoid major damage and is ready to help attract visitors back to the mountains. We hope that this festival will be instrumental in showing that many mountain communities are ready for folks to come and spend the day or the weekend once again.
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 recent years to eliminate styrofoam cups and containers, plastic bottles 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 has agreed to provide water stations for downtown Sylva that will be available once again 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	The Event Coordinators are in their third year with GUTM. The festival has become a favorite for vendors and attendees alike. Vendor applications are nearing capacity as we enter day 20 of registration. The last two years we have had waiting lists. Both of us 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	Facebook and Instagram
Amount of Funds Requested?	\$2500.00
Date Funds Needed	Feb 28, 2025
Give a narrative description of how this project will increase tourism and visitation in Jackson County	Our hope is to provide a diverse cultural experience for attendees and provide a festival that is entertaining for the entire family.
If this initiative has occurred before, what is new that differentiates it from prior years?	This year's festival will offer some improvements as a result of completed projects done by the town of Sylva. There will be a new paved parking lot for vendors and a new bathroom facility that is placed in the middle of activities on Main Street and in Bridge Park.
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 35,000

Total funds your organization will provide toward total cost? 0

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

We solicit sponsorships from many of our local businesses. We have done this with 25 of our local businesses and have commitments thus far from 12 of them. Our goal is to raise \$12,000 in sponsorships this year. We also use the vendor fees to offset expenses of the festiva.

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



GUTM 3 Year Summary.docx

17.42 KB

Anticipated Attendees from Jackson County:

Between 7,000 and 10,000

Anticipated Attendees from outside Jackson County:

Between 5,000 and 8,000

Anticipated overnight stays generated:

The local motels are typically full on the festival weekend.

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

We can approximate numbers based on surveys, police drone footage, occupied parking spaces, and vendor feedback.

How will you measure success of your initiative?

The number of vendors and attendees is one method to determine success but positive feedback from vendors and attendees is crucial. We do our very best to entertain the attendees by the quality of arts and craft vendors, food vendors, live music and the demonstrations that are presented each year.

Upload any supporting documentation for your application here:



Blue Ridge Ad.jpg
962.45 KB



GUTM Poster.jpg
952.75 KB



Laurel of Asheville copy.jpg
877 KB

Is there anything else you'd like to add?

It is a joy to work with the town of Sylva and the people of this community to help organize and produce this festival. We are grateful for JCTDA and the support provided to help make these events a reality.

Signature:

A handwritten signature in black ink that reads "Mark Haskett".

GUTM:

	2021-2022	2022-2023	2023-2024
Revenues:			
	April	April	April
Electricity	140	175	105
Non Profit Vendors	810	1,550	1,620
Merchant Vendors	0	0	0
Food Vendors	1,125	1,750	1,470
Beverage Vendors	125	125	250
Arts and Crafts Vendors	7,350	8,860	9,890
GL Difference (Refund)	0		
Total Vendors	\$9,550.00	\$12,460	\$13,335
Sponsorship	6,450	14,000	16,900
Grants		2,500	2,500
Raffle	0		
Merchandise		1,101	950
Total Revenues	\$16,000.00	\$30,061	\$33,685
Expenses + OT	\$17,598.55	\$30,027	\$29,500.50
Profit/Loss	-\$1,598.55	\$34	\$4,184.50
In Kind		\$6,000	\$5,040.30
Non-Profit Vendors			
Demonstrators	10	14	14
Merchant Vendors		3	5

Arts and Crafts Vendors	0	0	
Beverage Vendor	77	92	107
Food Vendors	1	1	2
Total Vendors	5	7	7
Sponsors	93	117	135
Grants	8	11	15
	0	1	1

Visit Sylva April 27 for Greening Up the Mountains



Bridge Park

By ANDREW DALLAS-MARCONI

On Saturday, April 27, from 10 a.m. to 4 p.m., the 26th annual Greening Up the Mountains (GUTM) festival will be held in downtown Sylva. This is the town's largest festival of the year. Entry is free and activities for all ages are planned. "We were asked in 2022 by Paige Dowling, Sylva's town manager, to consider coordinating Greening Up the Mountains," says event coordinator Mark Haskett. "We discussed this offer and decided to take the responsibility as a way to give back to a community that we love and call home."

The festival celebrates spring's greening of the mountainsides as well as being a kick-off to the busy summer season. "We see a positive economic impact in Jackson County, through an increase in overnight occupancy as well as visitors who are here just for the day," says Julie Donaldson, director of the Jackson County Chamber of Commerce. "People love this event and often spend their money with our local businesses and the festival vendors. There are vendors that have been a part of Greening Up the Mountains for years and they count on this event. Some have said it is their 'best sales day' of the year. The festival also serves as a beautiful reminder to keep our mountains clean and green and we see several groups picking up debris and cleaning up the waterways, which is always helpful."

Approximately 150 vendors—including local crafters, breweries, food vendors, artisans and non-profit organizations—will be present to highlight arts and crafts, small businesses and Appalachian food. One of these

vendors is Kimberly Gray of Mudpuppies Pottery. "As a long-time resident of Jackson County, I look forward to GUTM each year as an exhibitor and a patron," says Gray. "It's like a big friends-and-family reunion in the streets of our town. The weather is finally warming up and people are excited to get out, walk their dogs and enjoy a spring day in the mountains."

Live music performances will take place throughout the day at the Bridge Park Stage. Other entertainment options include demonstrations of glassblowing and blacksmithing on Main Street and activities for children, such as bubble blowing, face painting and balloon animals.

A pre-festival 5k race begins at 9 a.m. Registration is free and can be completed on the website or in person at the event at 8 a.m.

While fun and entertainment are the main focuses of the event, environmental awareness also plays a large role in this annual event marking Arbor Day. Organizers of GUTM recently created a plan which removes plastic bags and encourages recycling among attendees.

"We've seen the festival evolve from a small street parade with a handful of vendors to a large-scale event that sells out of vendor spaces most every year," says Donaldson. "At the Chamber & Visitor Center, we have guests from as far away as Texas that make the journey each year to come and enjoy Greening Up the Mountains. They say it is their family tradition, and we love that!"

For more information, visit GreeningUpTheMountains.com. Andrew Dallas-Marconi is a senior majoring in creative writing at UNC-Asheville and a spring intern with The Laurel.

THANKS TO SPONSORS



Sylva Herald
Allison Outdoor
Smoky Mountain News
Stanberry Insurance
Law Office of Nathan Earwood
Duke Energy
Andy Shaw Ford
Sylva Insurance Agency/Howard
Allman Agency

Celebrating and recognizing our friends at the
Arbor Day Foundation

Photos courtesy of Jackson County
Tourism Development Authority
Poster design by Jackson
County Chamber of Commerce

Whole Family
Food & Drink Vendors
Arts & Crafts Vendors
Sylva's Largest Street Festival
5K Run/Walk
FREE Admission and Giveaways
Shop, Dine, Stay in Sylva

The 25th annual
growing up
the Mountains
Saturday
April 22, 2023
10 am to 4 pm
Sylva, N.C.

10-10:45
Ashley
Junct
11-11:45
Seth &
12-12:4
Maggie
Bar
1-1:45
Fuzzy D
2-2:45
Luis
3-4
Bird in





GEORGIA MOUNTAIN STORYTELLING FESTIVAL

Georgia Mountain Storytelling Festival runs from April 12-13.

Dahlonega's Bear on the Square Mountain Festival takes place April 20-21.

Spring at Biltmore, March 25-May 23. Asheville. 800-411-3812. biltmore.com.

Easter Hat Parade, March 30. Dillsboro. 586-1439. visitdillsboro.org.

Spring Sip & Shop at Grovewood Gallery, April 5-6. Asheville. 253-7651. grovewood.com.

44th Annual Trout Derby, April 6. Blowing Rock. 295-5222. exploreboone.com.

Tweetsie Railroad Opening Day, April 6. Blowing Rock. 800-526-5740. tweetsie.com.

Cider, Wine & Dine Weekend, April 19-21. Hendersonville. 693-9708. visithendersonvillenc.org.

MerleFest, April 25-28. Wilkesboro. 800-343-7857. merlefest.org.

Spring Herb Festival, April 26-28. Fletcher. 301-8968. ashevilleherbfestival.org.



BEAR ON THE SQUARE

Greening Up the Mountains Festival, April 27. Sylva. greeningupthemountains.com.

St. Patrick's Day Parade and Festival, March 16. Greenville. gvlstpatricks.com.

St. Patrick's Day Bar Crawl, March 17. Greenville. eventbrite.com/e/greenville-official-st-patricks-day-bar-crawl-tickets-650162562727.

Hub City Hog Fest, March 22-23. Spartanburg. hubcityhogfest.com.

Reedy Reels Film Festival, March 22-24. Greenville. reedyreels.com.

SOUTH CAROLINA AREA CODE 864

Joye in Aiken Festival, March 1-9. Aiken. joyeinaiken.com.

Clemson Literary Festival, March 14. Clemson. 662-402-4467. calendar.clemson.edu.

81st Running of the Aiken Trials, March 16. Aiken. 803-648-4631. aikentrainingtrack.com.



The 26th Annual

Welcome Spring With Us!

Celebrate Appalachian art, crafts, food & beverage, and live music throughout the day.

April 27, 2024 - 10am-4pm
Sylva, NC

greeningupthemountains.com



HIGHLAND COUNTY, VIRGINIA WELCOMES YOU!

FAMOUS MAPLE SYRUP
LOCAL RESTAURANTS & STORES • PEACEFUL LODGING
VIRGINIA'S FIRST BARN QUILT TRAIL
SOUNDING KNOB FIRE TOWER • DARK, STARRY SKIES
HANDS & HARVEST FESTIVAL • WINTERTIDE
HIGHLAND COUNTY MAPLE FESTIVAL

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Doug Puffenbarger