

1. director@folk moot.org

Updated at May 15, 2024

Submission Date

May 15, 2024

1. Organization Name

Folk moot USA

2. Name of Event/Project

Folk moot International Festival

3. Dates of Event/Project

Jul 19, 2024

4. Website (if applicable)

<https://www.folk moot.org/festivals>

5. Zip Code for Event/Project

28786 & 28716

6. Event/Project Location

Waynesville & Canton

7. Mailing Address

112 Virginia Ave. Waynesville, NC 28786

8. Contact Person

Alicia Blanton

9a. Office Phone Number

8284522997

9b. Cellphone Number

6263193856

10. Email Address

director@folk moot.org

11a. Total Project Cost

30,300

11b. Total Grant Request

5000

12a. This event has been held in Haywood County for at least 10 consecutive years.

- Yes

12b. If no, explain:

13a. This event has had at least 1,000 attendees per event, with at least 25% of attendees coming from outside.

- Yes

13b. Explain data source:

14. This event will be open to the public.

- Yes

15. This event takes place entirely within Haywood County.

- Yes

16. How does this event promote Haywood County as a visitor destination to a wider audience than our local market?

North Carolina International Folk Festival, Inc. (Folk moot) is a nonprofit organization that fosters the vibrancy of many cultures in one community. Primarily through music and dance, the annual Folk moot International Festival (Festival) that promotes cultural exchange, social inclusion, and foster understanding and appreciation of diverse cultures.

From its inception over 40 years ago, Folk moot's goal has been to celebrate world cultures and champion the arts. Historically, Folk moot has brought internationally recognized artists and performers to Haywood county to share international and indigenous music, dance, arts, and culture. A mainstay of our multicultural outreach remains the annual Festival. Folk moot's 2024 Festival is the culmination of over 40 years of presenting International arts and culture activities for the citizens of and visitors to Western North Carolina. Although this festival was two weeks long prior to the COVID pandemic, the opportunity Folk moot now has to offer the same enrichment to its community through our robust schedule of other performance and educational offerings resulted in reemergence of the Festival as a one-day event preceded by a gala celebrating international food and cultural traditions. The first single daylong Festival was in 2023 and highly successful at a time when many similar organizations around the U.S. were still struggling to return to operations post-pandemic. This year's Festival will be held the evening of July 19, 2024 and during the day on July 20, 2024.

17. Explain the potential impact of this event on lodging occupancy tax generation and direct spending through increased travel and tourism activity within Haywood County.

Folk moot transcends barriers such as age or economic status. The Festival - the premiere event - is free and fully-accessible.

Modeling the 2024 Festival on the 2023 one-day event, the City of Waynesville will close Main St. for roughly four blocks through the downtown corridor, allowing a community-wide venue for our artists, performers, crafts-people, multi-ethnic food vendors, and artisans. All residents of Haywood and neighboring counties, NC, and the surrounding region of the SE U.S. will be encouraged to attend through extensive pre-publicity. The Festival's status as a highly accessible community event sees the primary draw from attendees whose demographic makeup tends to be community-centric: White with the estimated age skewed a little younger than the county average age of 48 YOA. It's estimated that more than 2,000 adults and 500 children attended the 2023 Festival based on verbal response and positive post-event press. A larger crowd is expected in 2024. Folk moot has added an evening event that includes a parade, an international themed farmer's market, and a performance to encourage overnight lodging.

18. How does this event showcase innovation enhancements or new features over previous years?

The first single daylong Festival was in 2023 and highly successful at a time when many similar organizations around the U.S. were still struggling to return to operations post-pandemic. This year's Festival will be held the evening of July 19, 2024 and during the day on July 20, 2024. Folk moot is re-introducing a cherished tradition of a parade by including community dance and cultural groups from around the region to participate in the evening festivities in downtown Canton.

19. Describe the overall benefit that this event provides to the Haywood County community including partnerships with local businesses or organizations.

North Carolina International Folk Festival, Inc. (Folk moot) is a nonprofit organization that fosters the vibrancy of many cultures in one community. Primarily through music and dance, the annual Folk moot International Festival (Festival) promotes cultural exchange, social inclusion, and foster understanding and appreciation of diverse cultures.

Folk moot is lucky to have a long tradition of partnering with community groups in Haywood County including community artist partnerships (Junior Appalachian Musicians, Waynesville Belly Dance, DayDreamz project, Waynesville Parks & Recreation), and close collaboration with the other principal nonprofit organizations promoting art, music, and culture in Haywood County (e.g., Shelton House, Haywood County Arts Council, Downtown Waynesville Association, Tourism Development Authority, Haywood Community College, the Eastern Band of the Cherokee, et cetera).

For International evening on July 19, 2024 we have the great privilege of partnering with Canton Merchant Partnership and Mill Town Market for this event.

20. If your event/project will require a road closure permit, have you received pre-approval from local government?

- Yes

21. All applicants must provide a detailed budget that includes all revenues and expenses, regardless of whether they are covered by grant funding or not. Please download the budget form listed on our website or create your own and submit as an attachment. Note that a minimum of 75% of the budget must be provided through other funding sources. In-kind (i.e. non-cash) donations do not apply.



Applicant Signature

[Handwritten signature]

Date

May 15, 2024

Applicant Printed Name

Alicia Blanton

Submission IP

66.169.66.134

Submission ID

5916300404315437847

Last Update Date