Pennsy Trail Art Fair & Music Festival Grant Report

July 28, 2018 was a perfect repeat of the 2017 festival: beautiful sunny day with a comfortable temperature. Festival hours were 11:00am-7:00pm. Vendors began arriving at 6:00am to set up. People began arriving at the festival before 10:00am. Attendance was heavy all day. At the end of the day, vendors stated they wanted to come back next year and continued to comment on what a great event this was. Since then, MHP has received emails and letters from vendors thanking MHP for the wonderful volunteers that helped and stated how happy they were with their wonderful sales results at the end of the day. MHP has also been contacted by other festivals wanting specific vendors' information.

MHP manned a booth that contained information about our organization, and t-shirts were handed out for free. At another table, ducks were sold for the Ducky Derby Raffle. Attendance was tracked from those that purchased ducks in the raffle, we found people in attendance from Alabama, Kentucky and all over Indiana: South Bend, Evansville, Ft Wayne, as well as surrounding counties.

GBC sponsored the entertainment. Tony Seiler from Greenfield Music provided sound for the bands. The day began with Scofflaws playing 11:00-1:00. They have a nice following of fans from Indianapolis. Wilkerson Dance Studio performed noon-12:30. Several parents were in attendance for the performances. Occassional Blues Band performed 1:00-3:00. This band has a huge following from New Palestine, Indianapolis and Noblesville. Tom Sterrett from Shelbyville played 3:00-4:00. Final act of the day was Pauls Court from Greenfield. They had the largest crowd of followers. Lawn chairs set up on the courthouse yard. It was amazing!

MHP Grand Prix: Four people per team – with a total of seven teams participated. (one team paid but they were not able to participate due to a family emergency). Mayor Fewell kicked off the event with a small speech and a challenge to others to compete next year. The final heat of competition of the day was between Cumberland Police Dept and Greenfield Police Dept. The winner: Greenfield Police Dept. Each participant received a t-shirt. Winners received Legacy Cinema movie tickets, beer mug filled with goodies. Event had several on-lookers. Several in attendance immediately began to contact friends to participate next year.

Festival: 37 art vendors were in attendance. Vendors were from Whitestown, Noblesville, Zionsville, Carmel, Argos, Lafayette, Bloomington, several from Henry, Shelby and Hancock Counties. Lots of talented artists were in attendance this year with a wide variety to offer – something for everyone. Out of town vendors did spend at least one night in local hotels that weekend. Hampton Inn provided one complimentary room. The vendors from Argos were very happy to have been chosen to receive that room!

Food vendors: Foxgardin from Fortville, DalForno Pizza from Anderson, J & M Sweet Shack from Greenfield, Greenfield Blue Fusion Dance Team Cotton Candy, Campfield’s Kettle Corn from Anderson. Foxgarding and DalForno each ran out of food! Each vendor was happy with their profits of the day.

Sponsorships: NineStar Connect, Erlwein Mortuary, Greenfield Banking Company, Mt Comfort Animal Hospital, McClarnon Law Office, Tri Kappa, Hancock Regional Health, Kiwanis, Hancock Health, ServiceMaster, Wilkinson Insurance, Dr. Georgia Knotek, DDS, Garst Pharmacy, Charlottesville Lions Club, Legacy Cinemas, Moore’s Repair, Fisk Sanitation, Hancock County Sheriff’s Department, Eiteljorg
Logistics: Fisk Sanitation provided complimentary port o lets for the day. City of Greenfield Electric Dept, Street Dept, Water Dept and Mayor’s Office all helped set up. Each department employee was friendly and willing to offer a helping hand. Hancock County Corrections provided ten volunteers. Each of these volunteers was happy to help and stepped up to help without being asked. Very nice and polite men. Vendors were happy to receive their help.

Advertising: This year we tried something different with help from Andy Wilkins from the Daily Reporter- Digital Advertising. This was promoted out to the surrounding counties and on Facebook. This advertising brought in several new art vendors from other counties. Attendance was tracked by board members talking to those in attendance. Several were from surrounding counties and had never attended the festival before. They learned of the festival on Facebook. Facebook page showed that beginning June 12, 826 likes. On July 30, we had 1,033 likes. Likes spiked June 26-30, July 10-14 and July 16-30. We received 6,292 comments from people in surrounding counties on Facebook. We feel that the digital advertising helped promote the festival and that brought out the high attendance. We estimate over 5,000 people attended this year. This is based on duck raffle sales, art vendor feedback and information from the food vendors as well as information attained from board members. Daily Reporter was gracious and provided two stories in the local paper. One story before the event, to help promote. After the event, they printed a follow up story – stating how successful the festival was. (I have included copies of the 2 stories with this report)

Final Budget:

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MHP considers t shirts advertising. This was not part of the grant. From the total spent amount of $15,612.65 subtract $422.65 balance remains of $15,190.00. We spent over our original budget by $560.00.
Thank you for continuing to help MHP advertise the Pennsy Trail Art Fair & Music Festival. With the 2018 success, we predict 2019 to be bigger and better!

Sincerely,

Kim Hall
Executive Director
Mental Health Partners of Hancock County
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**Daily Reporter**

PO Box 3213, McAllen TX 78502-3213
(812) 378-5612 Fax (812) 378-5706

*Unapplied amounts are included in total amount due*
Mental Health Partners of Hancock County
Attn: Accounts Payable - Kim Hall
98 E. North St., Ste. 204
Greenfield, IN 46140

Daily Reporter
AIM Media Indiana
PO Box 3213
McAllen TX 78502-3213

TERMS: Due by 25th of month following month of publication. 1 10% per
month (15% per annum) added if payment not received by 30th of month.
$20 Fee charged on returned checks.

PLEASE DETACH AND RETURN UPPER PORTION WITH YOUR REMITTANCE

07/26/18 Ord:32052750
The Pennsy Trail Art and Music Fair.
07/26/2018
Times-Post, Retail, Display
Penny's Art Festival
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1.112.00
-1.580.00

PAY TO THE ORDER OF

MENTAL HEALTH PARTNERS OF
HANCOCK COUNTY INC
PENNISy TRAIL ARTS WALK
GREENFIELD, IN 46140

Date
8-3-18

$3360.00

Dollars

STATEMENT OF ACCOUNT

AGING OF PAST DUE AMOUNTS

CURRENT NET AMOUNT DUE 30 DAYS 60 DAYS OVER 90 DAYS *UNAPPLIED DUE TOTAL AMOUNT DUE
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Daily Reporter

ADVERTISER INFORMATION

BILLING PERIOD BILLING ACCOUNT NUMBER ADVERTISER/CURRENT NUMBER ADVERTISER/CURRENT NAME
201807 G10057169 (317) 462-2877 Mental Health Partners of Hancock County

CUSTOMER COPY
MENTAL HEALTH PARTNERS, HANCOCK CO. - DIGITAL
Attn: Kim Hall
98 E. North St., Ste. 204
Greenfield IN 46140

Digital AIM Media
AIM Media Indiana
PO Box 3213
McAllen TX 78502-3213

TERMS: Due by 25th of month following month of publication. 1.125% per month (18% per annum) added if payment not received by 30th of month. $20 Fee charged on returned checks.

PLEASE DETACH AND RETURN UPPER PORTION WITH YOUR REMITTANCE

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MENTAL HEALTH PARTNERS OF HANCOCK COUNTY INC
PENNSY TRAIL ARTS WALK
312 E MAIN ST STE E
GREENFIELD, IN 46140

Pay to the order of

$6,000.00

July 11, 2018

Digital AIM Media
PO Box 3213, McAllen TX 78502-3213
(812) 372-7811 Toll free: (800) 876-7811

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Digital AIM Media

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Mental Health Partners of Hancock County
Attn: Accounts Payable - Kim Hall
98 E. North St., Ste. 204
Greenfield IN 46140

AIM Media Indiana
P.O. Box 3213
McAllen TX 78502-3213

Terms: Due by 25th of month following month of publication. 1.5% per month (18% per annum) added if payment not received by 30th of month. $20 Fee charged on returned checks.

Mental Health Partners of Hancock County
Pennsy Trail Arts Walk
312 E Main St, Ste E
Greenfield, IN 46140

Pay to the order of Daily Reporter

Date: 7-11-18

$325.00

The Mental Health Partners of Hancock County

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Daily Reporter

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Billed Account Number: G10057169
Adviser/Client Number: (317) 462-2877
Mental Health Partners of Hancock County
BarnettPro Graphics and Publishing - DBA: Weekender Extended

Invoice

Invoice 1112
Due date June 21, 2018
Invoice total $150.00
View details (PDF)

Balance due

$150.00

Contact BarnettPro Graphics and Publishing - DBA: Weekender Extended if you're not sure how to pay this invoice.

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Privacy. Terms of service.
Invoice for 2019 Indiana State Festival Guide

Date: July 31, 2018

Pennsy Trail Art and Music Festival

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TOTAL $525.00

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Mail Payment to:

Indiana State Festivals Association
106 South Market Street, Suite 306
Rockville, IN 47872

[Image of a check written to Indiana State Festivals Association for $525.00]
# Invoice 10925

**Bill To:** Greensburg Daily News  
MENTAL HEALTH PARTNERS

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MENTAL HEALTH PARTNERS OF  
HANCOCK COUNTY INC  
PENNSY TRAIL ARTS WALK  
312 E MAIN ST STE E  
GREENFIELD, IN 46140

Pay to the Order of  
IN MEDIA GROUP  
$4,830.00  
Dollars

Shipping  
Miscellaneous  
Balance Due $4,830.00
GREENFIELD — The sights and sounds of the 16th annual Pennsy Trail Art Fair and Music Festival return to the lawn of the Hancock County Courthouse, 9 E. Main St., on Saturday.

The one-day arts-focused fundraiser for Mental Health Partners of Hancock County this year will be held from 11 a.m. to 7 p.m. with vendors, live music and dance, and a returning big wheel race for adults, said Mental Health Partners executive director Kim Hall.

The MHP Grand Prix, in which teams of five riding adult-sized big wheels compete against each other in a bracketed tournament until a winner is declared, is scheduled to begin at 2 p.m. this year, Hall said. Winners will get a cash prize, she said; registration is still open for the MHP Grand Prix.

Story continues below gallery
Click here to purchase photos from this gallery

A 5K run/walk has been phased out and won’t be held this year, Hall said.

She said organizers thought more people would be able to participate in the MHP Grand Prix than the 5K run.

The Ducky Derby, the MHP’s traditional raffle drawing for prizes, begins at 6 p.m. Rubber duckies can be purchased for $5 each or three for $10 throughout the day to win a variety of raffle prizes. Participants need not be present to win.

The grand prize this year is $250, but other prizes include day trips and hotel stays at Indianapolis hotels, she said.

Some 35 artists, including eight returning artists, will be set up at the festival selling jewelry, ceramics photographs and artwork. Local businesses and organizations will also be on the grounds.
About eight food vendors will be present during the fair, including a food truck from Foxgardin restaurant and vendors selling pizza, corn on the cob, cotton candy, kettle corn and more, Hall said.

On the music side of the event, local dancers from the Wilkerson Dance Studio, along with four area musical groups, will perform.

The Scofflaws, an easy rock trio based in Indianapolis, will kick off the musical side of things, playing from 11 a.m. to 1 p.m.

Wilkerson Dance Studio will show off their chops from 12 to 12:30 p.m.; the Occasional Blues Band will play from 1 p.m. to 3 p.m.; Tom Sterett of Bum Doubt will play from 3 to 4 p.m. and Paul's Court will close out the evening with a set from 4 to 7 p.m.

Youngsters will have an area dedicated to them, with face painting, books, bean-bag toss and more, Hall said.

Mental Health Partners of Hancock County is a nonprofit agency dedicated to improving the quality of life for people affected by mental illness through advocacy, education and support services.

Programs supported by Mental Health Partners include the Hancock County Behavioral Care Assistance Program, which places heroin users in a recovery house; low- or no-cost mental health counseling, suicide prevention education and suicide survivor support groups and more.

Admission is free, and visitors can enjoy wandering through the vendor area of artists, local businesses and food service.

For more information, visit Pennsy Trail Art Fair & Music Festival on Facebook or call 317-462-2877.
GREENFIELD — A new social media marketing campaign helped boost attendance at this weekend’s Pennsy Trail Art Fair and Music Festival, leaders said.

The event, which was held Saturday to support Mental Health Partners of Hancock County, featured more than a dozen vendors of fine art, crafts, jewelry and more, as well as an adult big-wheel competition, live music and food vendors throughout the day.

The organization received funding through the Hancock County Tourism Commission, which uses funds from the local innkeeper’s tax to support events that promote tourism in Hancock County. Mental Health Partners used that money to create a social media campaign, drawing the attention of people on Facebook and other social media networks, said Christa Riggs, president of the Mental Health Partners board of directors.

The Ducky Derby, the MHP’s traditional raffle drawing for prizes, saw hundreds of rubber duckies floating in the fountain on the courthouse square on Saturday. Some
128 people bought ducks, purchasing more than 1,000 ducks, said Mental Health Partners of Hancock County president Kim Hall.

**Story continues below gallery**

The 16th-annual event has raised as much as $10,000 for Mental Health Partners in the past, Hall said. She hasn’t completed counts for the fundraising aspects of the event yet, but said the turnout was good enough on the sunny Saturday that some food vendors ran out of their offerings.

Six teams from various businesses and organizations faced off in the MHP Grand Prix, a race on grown-up-sized big wheel bikes, Riggs said.

The Greenfield Police Department team won this year’s top prize, she said.
Mental Health Partners of Hancock County is a nonprofit agency dedicated to improving the quality of life for people affected by mental illness through advocacy, education and support services.

Programs supported by Mental Health Partners include the Hancock County Behavioral Care Assistance Program, which places heroin users in a recovery house; low- or no-cost mental health counseling, suicide prevention education and suicide survivor support groups and more. One of the organization’s newest educational efforts is QPR Training, a suicide-prevention education program aimed at helping regular citizens respond appropriately to someone who may be considering suicide and keeping them safe until they can receive professional help.

Hall said the art fair and music festival, which is free of admission, is a thank-you from Mental Health Partners to the community for its assistance throughout the year.

She was pleased with the turnout.

"I was amazed at how many people were there that day," she said. "Everybody seemed to be having a really good time."

Rorye Hatcher

Rorye Hatcher is a reporter at the Greenfield Daily Reporter. She can be reached at 317-477-3211 or rhatcher@greenfieldreporter.com.