

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, Erlewein 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

Museum, Auburn Cord Duesenburg Museum, Corvette Museum, Squire Boone Caverns, Marengo Cave, Indianapolis Colts, Indiana Pacers, Indianapolis and Cincinnati Zoos, Hampton Inn, Florida Cracker BBQ.

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:

	Budget:	Actual:
Entertainment:	\$2,000.00	\$1,300.00
Logistics:	\$5,360.00	\$1,060.00 (Insurance: \$1,000 and Permits: \$60.00)
Advertising:	\$14,630.00	\$3,360.00 Pendleton Times \$6,000.00 Digital AIM Media \$325.00 Daily Reporter Ad \$150.00 Barnett Pro Graphics Weekender Magazine \$525.00 IN State Festival Association Magazine \$422.65 Team Image t shirts \$4,830.00 IN advertising in 3 regions.
Advertising total:		\$15,612.65

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,

A handwritten signature in black ink, appearing to read 'Kim Hall', with a stylized flourish at the end.

Kim Hall

Executive Director

Mental Health Partners of Hancock County

Daily Reporter

ADVERTISING
INVOICE and STATEMENT

1	BILLING PERIOD		2	ADVERTISER/CLIENT NAME		
201807			Mental Health Partners of Hancock County			
23	TOTAL AMOUNT DUE		*UNAPPLIED AMOUNT		3	TERMS OF PAYMENT
3,360.00					25th of month	
21	CURRENT NET AMOUNT DUE		22	30 DAYS	60 DAYS	OVER 90 DAYS
3,360.00			0.00	0.00	0.00	

4	PAGE #	5	BILLING DATE	8	BILLED ACCOUNT NAME AND ADDRESS	9	REMITTANCE ADDRESS
	1 of 2		07/31/18		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
6	BILLED ACCOUNT NUMBER						
	G10057169						
7	ADVERTISER/CLIENT NUMBER						
	(317) 462-2877						

TERMS: Due by 25th of month following month of publication. 1 1/2% 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

10	DATE	11	NEWSPAPER REFERENCE	12	13	14	DESCRIPTION OTHER COMMENTS/CHARGES	15	SAU SIZE BILLED UNITS	16	17	TIMES RUN	18	GROSS AMOUNT	19	20	NET AMOUNT
	06/30/18						Balance Brought Forward										325.00
	07/12/18		Ord:32050977				The Pennsy Trail Art and Music Fair. 07/12/2018 SEO Boost Times-Post, Retail, Display		120.00			1		1,124.00			1,124.00
	07/14/18		Ord:32050972				The Pennsy Trail Art and Music Fair. 07/14/2018 SEO Boost Daily Reporter, Retail, Display		24.00			1		476.00			476.00
	07/18/18						Payment, Check No.1348										-325.00
	07/18/18		Ord:32050972				The Pennsy Trail Art and Music Fair. 07/18/2018 FM Reporter, Retail, Display		24.00			1		288.00			288.00
	07/18/18		Ord:32050972				The Pennsy Trail Art and Music Fair. 07/18/2018 New Palestine Press, Retail, Display		24.00			1		288.00			288.00
	07/18/18		Ord:32050972				The Pennsy Trail Art and Music Fair. 07/18/2018 Daily Reporter TMC, Retail, Display		24.00			1					
	07/19/18		Ord:32052750				The Pennsy Trail Art and Music Fair. 07/19/2018 SEO Boost Times-Post, Retail, Display		120.00			1		1,124.00			1,124.00
	07/21/18		Ord:32050972				The Pennsy Trail Art and Music Fair. 07/21/2018 Daily Reporter, Retail, Display		24.00			1		464.00			464.00
	07/25/18		Ord:32050972				The Pennsy Trail Art and Music Fair. 07/25/2018 Daily Reporter, Retail, Display		24.00			1		464.00			464.00

STATEMENT OF ACCOUNT

AGING OF PAST DUE AMOUNTS

21	CURRENT NET AMOUNT DUE	22	30 DAYS	60 DAYS	OVER 90 DAYS	*UNAPPLIED DUE	23	TOTAL AMOUNT DUE
	3,360.00		0.00	0.00	0.00			3,360.00

Daily Reporter

PO Box 3213, McAllen TX 78502-3213
(812) 379-5612 Fax (812) 379-5706

*UNAPPLIED AMOUNTS ARE INCLUDED IN TOTAL AMOUNT DUE

25		ADVERTISER INFORMATION				*UNAPPLIED AMOUNTS ARE INCLUDED IN TOTAL AMOUNT DUE	
1	BILLING PERIOD	6	BILLED ACCOUNT NUMBER	7	ADVERTISER/CLIENT NUMBER	2	ADVERTISER/CLIENT NAME
	201807		G10057169		(317) 462-2877		Mental Health Partners of Hancock County

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Daily Reporter

ADVERTISING
INVOICE and STATEMENT

1	BILLING PERIOD	2	ADVERTISER/CLIENT NAME		
	201807		Mental Health Partners of Hancock County		
23	TOTAL AMOUNT DUE	*UNAPPLIED AMOUNT		3	TERMS OF PAYMENT
	3,360.00				25th of month
21	CURRENT NET AMOUNT DUE	22	30 DAYS	60 DAYS	OVER 90 DAYS
	3,360.00		0.00	0.00	0.00

4	PAGE #	5	BILLING DATE	6	BILLED ACCOUNT NAME AND ADDRESS	8	REMITTANCE ADDRESS
	2 of 2		07/31/18		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
9	BILLED ACCOUNT NUMBER						
	G10057169						
7	ADVERTISER/CLIENT NUMBER						
	(317) 462-2877						

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10	DATE	11	NEWSPAPER REFERENCE	12 13 14	DESCRIPTION OTHER COMMENTS/CHARGES	15	SAU SIZE BILLED UNITS	17	TIMES RUN	19	GROSS AMOUNT	20	NET AMOUNT
	07/26/18		Ord:32052750		The Penny's Trail Art and Music Fair. 07/26/2018 Times-Post, Retail, Display				1				1,112.00
	07/30/18				Penny's Art Festival		120.00				1,112.00		-1,980.00

MENTAL HEALTH PARTNERS OF HANCOCK COUNTY INC
PENNY'S TRAIL ARTS WALK
~~812 E MAIN ST STE 5~~ 98 E North St
 GREENFIELD, IN 46140

1355
71-367/749
05

8-3-18 Date

Pay to the Order of Daily Reporter

Three thousand three hundred fifty \$ 3360.00
 Dollars

Christa Kizzo
Kim Hall

GREENFIELD BANKING COMPANY
 WWW.GBCBANK.COM

610057169

01355

STATEMENT OF ACCOUNT

AGING OF PAST DUE AMOUNTS

21	CURRENT NET AMOUNT DUE	22	30 DAYS	60 DAYS	OVER 90 DAYS	*UNAPPLIED DUE	23	TOTAL AMOUNT DUE
	3,360.00		0.00	0.00	0.00			3,360.00

Daily Reporter

PO Box 3213, McAllen TX 78502-3213
 (812) 379-5612 Fax (812) 379-5706

*UNAPPLIED AMOUNTS ARE INCLUDED IN TOTAL AMOUNT DUE

25	ADVERTISER INFORMATION				UNAPPLIED AMOUNTS ARE INCLUDED IN TOTAL AMOUNT DUE		
1	BILLING PERIOD	6	BILLED ACCOUNT NUMBER	7	ADVERTISER/CLIENT NUMBER	2	ADVERTISER/CLIENT NAME
	201807		G10057169		(317) 462-2877		Mental Health Partners of Hancock County

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1	BILLING PERIOD / DIVISION	2	ADVERTISER/CLIENT NAME
201806	01-00-1117	MENTAL HEALTH PARTNERS, HANCOCK CO. - DIGIT	
23	TOTAL AMOUNT DUE	*UNAPPLIED AMOUNT	5
6,000.00			TERMS OF PAYMENT
			25th of month
21	CURRENT NET AMOUNT DUE	22	30 DAYS
6,000.00		60 DAYS	OVER 90 DAYS
		0.00	0.00

ADVERTISING INVOICE

4	PAGE #	5	BILLING DATE	6	BILLED ACCOUNT NAME AND ADDRESS	9	REMITTANCE ADDRESS
1 of 1		06/30/18			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
6	BILLED ACCOUNT NUMBER						
D11206996							
7	INVOICE NUMBER						
D11206996 -201806							

TERMS: Due by 25th of month following month of publication.
1 1/2% 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

10	DATE	11	NEWSPAPER REFERENCE	12 13 14	DESCRIPTION OTHER COMMENTS/CHARGES	15	SAU SIZE BILLED UNITS	17	TIMES RUN RATE	19	GROSS AMOUNT	20	NET AMOUNT
06/30/18		Ord:32047516			FACEBOOK ADVERTISING Daily Reporter Internet, Digital AIM Media, Facebook Adverti	1 x 1.0		1	4,000.00		4,000.00		4,000.00
06/30/18		Ord:32047517			ONTARGET DISPLAY ADVERTISING Daily Reporter Internet, Digital AIM Media, OnTarget Display	1 x 1.0		1	2,000.00		2,000.00		2,000.00

1347
71-367/749
05

7-11-18 Date

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 Digital Aim Media \$ 6000.00
Six thousand — 00/100 — Dollars

GREENFIELD BANKING COMPANY Invoice #
WWW.GBCBANK.COM D1120699 201806

01347 Krista Liggs
Kim Hall

INTOUCH CUSTOM CREATIONS

AGING OF PAST DUE AMOUNTS

21	CURRENT NET AMOUNT DUE	22	30 DAYS	60 DAYS	OVER 90 DAYS	*UNAPPLIED DUE	23	TOTAL AMOUNT DUE
6,000.00		0.00	0.00	0.00				6,000.00

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

*UNAPPLIED AMOUNTS ARE INCLUDED IN TOTAL AMOUNT DUE

25	ADVERTISER INFORMATION				
1	BILLING PERIOD	6	BILLED ACCOUNT NUMBER	7	INVOICE NUMBER
201806		D11206996		D1120699 201806	
					ADVERTISER/CLIENT NAME
					MENTAL HEALTH PARTNERS, HANCOCK CO. - DI

CUSTOMER COPY

Daily Reporter

ADVERTISING
INVOICE and STATEMENT

1	BILLING PERIOD	2	ADVERTISER/CLIENT NAME		
201806		Mental Health Partners of Hancock County			
23	TOTAL AMOUNT DUE	*UNAPPLIED AMOUNT		3	TERMS OF PAYMENT
325.00				25th of month	
21	CURRENT NET AMOUNT DUE	22	30 DAYS	60 DAYS	OVER 90 DAYS
325.00		0.00		0.00	0.00

4	PAGE #	5	BILLING DATE	6	BILLED ACCOUNT NAME AND ADDRESS	7	REMITTANCE ADDRESS
	1 of 1		06/30/18		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
8	BILLED ACCOUNT NUMBER						
	G10057169						
9	ADVERTISER/CLIENT NUMBER						
	(317) 462-2877						

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10	DATE	11	NEWSPAPER REFERENCE	12	13	14	DESCRIPTION OTHER COMMENTS/CHARGES	15	SAU SIZE	17	TIMES RUN	19	GROSS AMOUNT	20	NET AMOUNT
	06/29/18		Ord:32045983				Greenfield Chamber Directory 2018 06/29/2018 Process (3 Color) Daily Reporter, Chamber of Commerce, Quarter Page				1				325.00
								9.76					50.00 275.00		

MENTAL HEALTH PARTNERS OF HANCOCK COUNTY INC PENNSY TRAIL ARTS WALK 312 E MAIN ST STE E GREENFIELD, IN 46140		1348 71-367/749 05
Pay to the Order of <u>Daily Reporter</u> \$ <u>325.00</u> <u>Three hundred twenty five and 00/100</u> Dollars		Date <u>7-11-18</u>
GREENFIELD BANKING COMPANY WWW.GBCBANK.COM Acct # <u>G10057169</u>	Signature: <u>Christy Kizer</u> <u>Kim Hall</u>	
MICR Line: <u>01348</u>		

STATEMENT OF ACCOUNT

AGING OF PAST DUE AMOUNTS

21	CURRENT NET AMOUNT DUE	22	30 DAYS	60 DAYS	OVER 90 DAYS	*UNAPPLIED DUE	23	TOTAL AMOUNT DUE
	325.00		0.00	0.00	0.00			325.00

Daily Reporter

PO Box 3213, McAllen TX 78502-3213
(812) 379-5612 Fax (812) 379-5706

*UNAPPLIED AMOUNTS ARE INCLUDED IN TOTAL AMOUNT DUE

		ADVERTISER INFORMATION					
1	BILLING PERIOD	6	BILLED ACCOUNT NUMBER	7	ADVERTISER/CLIENT NUMBER	2	ADVERTISER/CLIENT NAME
	201806		G10057169		(317) 462-2877		Mental Health Partners of Hancock County

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Sign in

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.](#)

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

1346

71-367/749
05

6-26-18

Date

Pay to the
Order of

Barnett Pro Graphics

\$150.00

One hundred fifty ~~xx~~ 100

Dollars



Security
Features
Details on
Back

GREENFIELD BANKING COMPANY
WWW.GBCBANK.COM

Invoice 1112

Christa L. Riggs

MP

INDIANA STATE Festivals ASSOCIATION

Invoice for 2019 Indiana State Festival Guide

Date: July 31, 2018

Pennsy Trail Art and Music Festival

Publication	Size/Ad Type	Item Price	Quantity	Price
2019 Indiana Festival Guide Circulation 500,000 copies and online IndianaFestivals.org	Festival Listing which includes membership in the Indiana State Festival Association. Option 1 - blue with photo graphic	\$525	1	\$525.00
TOTAL				\$525.00

Make payment payable to Indiana State Festivals Association
Mail Payment to:

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

Plea
India

MENTAL HEALTH PARTNERS OF HANCOCK COUNTY INC PENNSY TRAIL ARTS WALK 312 E MAIN ST STE 98 GREENFIELD, IN 46140		1354 71-367749 05
7-31-18 Date		1354 71-367749 05
Pay to the Order of <u>IN State Festivals Association</u> \$ <u>525.00</u>		1354 71-367749 05
<u>Five hundred twenty five</u> — <u>xx</u> <u>100</u> Dollars		1354 71-367749 05
GREENFIELD BANKING COMPANY WWW.GBK.BANK.COM <u>Pennsy Trail Art Fair</u>		1354 71-367749 05
<u>Christa Kiggo</u> <u>Kim</u>		1354 71-367749 05

g with the



P. O. Box 106
Greensburg, IN 47240
Phone: 812-663-3111
Fax: 812-663-2985

Invoice 10925

Bill To: Greensburg Daily News
MENTAL HEALTH PARTNERS

Date	Your Order #	Account #	Sales Rep.	Current Balance	30 Days	60 Days	90 Days
8/6/18		1243	G4	\$4,830.00	0.00	0.00	0.00

Date	Ref #	Ad #	Description	SAU size Billed Units	Times Run Rate	Gross Amount	Net Amount
7/16/18	2x4		HSPA AD, Region 1,2,3	8	2	\$ 3,700.00	\$3,700.00
7/16/18	2x4		HSPA AD, Region 3	8	2	\$1,130.00	\$1,130.00

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

1356
 71-367/749
 05

Date 9-13-18

Pay to the Order of On Media Group \$ 4830.00
Four thousand eight hundred and no/100 Dollars

GREENFIELD BANKING COMPANY
 WWW.GBCBANK.COM

For Invoice 1243

Kim Noel

01356

Shipping	
Miscellaneous	
Balance Due	\$4,830.00

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

1349


71-367/749
05

7-25-18

Date

Pay to the
Order of

Team Image \$22.65
Two hundred twenty two 65/100 dollars

 GREENFIELD BANKERS COMPANY
GREENFIELD, IN

For

Shirts
Christa Kipp
Kim Nall

01349

20180727 003000263797 07100140002
20180727 003000263797 07100140

PAY TO THE ORDER OF
INC BANK, NA
FOR DEPOSIT ONLY
TEAM IMAGE
4622835116



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



Pictured: Crowds gather and enjoy a beautiful day at the 2019 Pennsylvania Art Fair and Music Festival held on July 29th. (Tom Russ Daily Reporter)

[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 Foxgarden 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.

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

{span}For more information, visit Pennsy Trail Art Fair & Music Festival on Facebook or call 317-462-2877.{/span}



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

2 of 2 < >



Kim Hall, President of Mental Health Partners of Hancock

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.

SPONSORED CONTENT