

## FOLK MEDICINE FESTIVAL FOLLOW-UP 2023

### THE GOAL:

#### The purpose and goal of the Folk Medicine Festival.

The Folk Medicine Festival (FMF) is a celebration of folk life as well as the folk medicine that is a rich part of Red Boiling Springs history. The festival is held on the first Saturday in June each year in the City parks along the banks of the Salt Lick Creek.

The goals of FMF is to preserve a history of life at the time of Red Boiling Springs' days as a mineral resort spa, to expose each generation to the crafts and artistry of their ancestors and to give folk artists a venue for expression.

### THE DIFFERENT AREAS OF THE FESTIVAL.

#### Speakers Hall

We have moved the speakers from place to place through the years trying to find an ideal location for them, the need to be inside away from the sounds of traffic being the number one issue. The dining room of the Armour best fits our needs and if the owners are willing, that is probably where we will stay. Speakers Hall is sponsored by the Tennessee Arts Commission.

#### The Palace Park

This park is sponsored by Macon County Arts Council. The vendors in this park fall into two categories. The first is Arts and Craft Vendors. These vendors sell their own handcrafted products. The rule is that 80% of what is sold in a booth must be made by the vendor. This area includes homemade food items.

The second category has to do with the healing arts. This includes herbalists, plants, alternative medicine (essential oils, cbd health products, etc.) also massage therapy, reiki, reflexology, etc.

#### The Village

This park is sponsored by the Tennessee Arts Commission. This park is an invitation only park. Demonstrators in this park are actively creating the old time folk arts.

The Village also contains a small stage area that hosts a Grassroots Competition for those younger than 18. This competition is sponsored by Macon Bank, Tri-County Electric and North Central Telephone.

#### The Quilt Show

Located in the fellowship hall of the RBS church of Christ building, the quilt show is sponsored by Citizens Bank. This area showcases both new and old quilts.

#### The Palace Stage/Food Court area

This area is sponsored by the Palace Care and Rehab and the Tennessee Arts Commission. Anywhere from four to five bands will perform during the day. Food vendors line the parking lot.

## **NOW TO ANSWER SOME QUESTIONS.**

**The Date:** After moving the date and looking for a better time, we realized there isn't a day that won't have anything else going on. We learned that moving the date around confuses people and we lose attendees. Also, the work for the 2024 festival started in October of 2022 because we work with the State. So dates have to be planned way in advance. The event is a rain or shine/cold or heat event. There are no rain dates. So mark your calendar for the first Saturday in June.

**Advertising:** A Media Advisory goes out to over 75 newspapers and radio/TV stations in January/February. We also ask them to add the date to their Calendar of events as we get closer to time.

Facebook and Instagram are used. Besides our own 5 sites we post to a number of community pages and pages that are specifically geared to festivals and vendors. We ask people to share the posts.

We purchase display ads in local papers and in trade journals.

We ask the local businesses that have the marquis signs to share the information.

We place large signs at major intersections coming into Macon County and scatter yard signs, wherever we go.

Flyers are put up in various high traffic areas. Cards and advance advertising is left in restaurants and banks.

Vendors can help by sharing this information on their facebook, Instagram and websites AND asking their friends to share.

We did run into an issue this year when facebook locked our digital gal out of her account and didn't tell her. She didn't realize what was going on until late in the game. So it is vitally important for everyone to share the news and share it often.

### **Parking:**

Each area has its own designated parking space. Unless you have an overwhelming need to park close to your booth AND you have gotten special permission to do so, ALL vehicles must be removed from the area before start of the day.

### **The Distance:**

I walk the distance from one end to the other 7 or 8 times during the day of the festival and I am an old lady with a torn meniscus, so I know that it can be done. That said I also know there are those who are in worse shape than me. We provide wagon rides (in keeping with the theme of the day) and hope to add some additional means of transport next year.

We always recommend that you bring someone with you so you can get out and see the rest of the festival. It's a good practice, whether a festival is spread out through a town or is in one area.

Thanks goes to Morris' Delivery Service for helping out with food deliveries!

**Food Court:**

The goal is to line the parking lot with food vendors, one next to another but when some vendors don't show up that will leave a gap and there is nothing we can do about that.

**Vendors:**

The best way to get more vendors is word of mouth. So talk it up. Share the info with other vendors. Invite your friends. We do send out e-mails and use social media to alert possible vendors. We also keep our information up to date on festival.net.

We will not promise that you will be the only person with a specific craft at the festival. We do try to limit the number so that we don't end up with nothing but jams and jellies. It is always wise in a festival of this sort that you as a vendor give your customers a variety of choices.

We also will not promise that you will be in the same spot. This year, we had to deal with the fact that a gazebo in the Palace Park blew down, causing us to rearrange things. There's no telling what next year will bring. Somethings are simply beyond our control.

**STATS:**

60% of you said you did the same or better than last year. Some of you mentioned that you thought it the poor economy was affecting your income.

Best we can tell the number of attendees was about the same as last year. At least five states and 37 different communities were represented that day.

**VOLUNTEERS:**

A couple of you mentioned not seeing as many volunteers this year. Well, we were working at about half capacity. Some of our volunteers had to be out of town, some have moved, some were ill that day, and death also struck.

**FINAL NOTE:**

We appreciate so much your joining us for Folk Medicine Festival. We enjoy seeing you year after year and becoming friends. Next year's application will go up on line after the first of the year.

The 2023 Folk Medicine Committee of Vision 2020 Inc

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