

JOHNSON COUNTY
JOINT ECONOMIC & COMMUNITY DEVELOPMENT
222 West Main Street
Mountain City, Tennessee 37683
423.727.9696



PUBLIC NOTICE

JOHNSON COUNTY
JOINT ECONOMIC & COMMUNITY DEVELOPMENT
WILL MEET

TUESDAY, MARCH 04, 2025
AT 12:00 P.M.

THE MEETING WILL BE HELD IN THE
MAYOR'S OFFICE
AT THE
JOHNSON COUNTY COURTHOUSE
222 WEST MAIN STREET
MOUNTAIN CITY, TENNESSEE

JOHNSON COUNTY
JOINT ECONOMIC & COMMUNITY DEVELOPMENT
222 West Main Street
Mountain City, TN 37683



AGENDA

Tuesday, March 04, 2025

12:00pm

TO: Johnson County Joint Economic & Community Development: Angela Stout, Dick Grayson, Gina Meade, Jeff Fritts, Mayor Jerry Jordan, Kody Norris, and Megan McEwen

FROM: Mayor Larry Potter

LOCATION: County Mayor Office | Johnson County Courthouse

AGENDA:

1. Public Comments
2. Roll Call
3. Minutes
4. ThreeStar Update
 - a. Sink Mountain and Bayview Dock Projects
 - b. National Guard Armory Update
 - c. Meat Processing Facility Project, Over Budget
 - d. Transfer Station Remodel
 - e. Tourism Projects
5. Sales Tax Referendum from 8.5 to 9.0 increase effective January 2035
6. Hotel/Motel Recruitment
7. Industrial Development Update
8. Hurricane Halene update, Mayor Jordan, Mayor Potter
9. Any other matters which may duly come before the committee for official action.

JOHNSON COUNTY JOINT ECONOMIC & COMMUNITY DEVELOPMENT

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Monday, December 23, 2024

Attendees: Mayor Larry Potter, Mayor Jerry Jordan, Gina Meade, Angie Stout, Kody Norris, Dick Grayson and Jeff Fritts

Minutes:

This was not a typical meeting in discussion of moving our county forward but more of an update as December 26 will be three months since the devastation of Hurricane Helene.

Since our emergency declaration to date, our county has had major damage throughout our county. Hardest hit was in Trade, Butler, Neva, Dry Run and Laurel area. Damage throughout Mountain City and flooding. Excessive flooding and high winds brought down trees and power lines all over our county. Our city water, sewer plant had damage as well as Brownlow Water Utility District.

This affected, to date, 183 parcels, 53 homes destroyed, 130 major and significant damage with \$7, 605,000 reappraisal loss.

This doesn't count the major impact on our county roads and state routes. At this time, all county roads are passable. Highway State Route 134 and 91 was open approximately 3 weeks after the storm. State Route 421 was open on December 18, 2024.

As for our county wasn't bad enough, now the closure of Parkdale Mills, one of our largest employees, approximately 380 jobs loss from hurricane flooding.

Our tourism efforts in 2025 will also suffer I feel the damage to our mountains and Watauga Lake, visitors will travel elsewhere. This will take years for our national landscape to improve.

As of now, all our efforts are focused on recovery. When our legislators are back in session, I hope plans are being made to help especially our county road infrastructure. At the time of session, you are look soon four months.



21 February 2025

TO: Joint ECD Committee

FR: Sheila Caldwell, Tourism/ThreeStar Coordinator

RE: 1Q2025 Tourism Update

As of January 2025, I assumed a part-time role as the Tourism and ThreeStar Coordinator through the Johnson County Mayor's Office. As the former executive assistant to Mayor Potter, I have already performed these functions in addition to the day-to-day administrative duties, so the transition has been seamless. Funding for this position is covered through ARPA funds.

One of our primary goals within tourism is to support our Signature Events and Tourism Partners by providing marketing, promotional, and program support. This includes paid advertising through the Tourism Marketing Grant from the Tennessee Department of Tourist Development (TDTD) and funding support through the Tennessee Arts Commission, East Tennessee Foundation, and Johnson County Community Foundation. We also provide in-kind marketing services through our office.

SHADY VALLEY FESTIVAL OF QUILTS

To wrap up the FY24-25 Tourism Marketing Grant, we are working with the Shady Valley Festival of Quilts which will be held on April 11 and 12 at the Shady Rock School. Last year was the first year for this event, however, with the success and the plans they have for this year, we decided to commit marketing and advertising support to this new Signature Event.

In addition to paid digital and traditional advertising, we are featuring the event on the home page of VisitMountainCityTN.com, providing public relations and media coordination, the in-house printing of event posters, and will be producing a promotional video which will be added to our YouTube Channel in March and shared across social media platforms. Proceeds from events, like this one, help provide financial support for the Shady Rock School. By partnering with our Signature Events and Tourism Partners, we not only provide robust marketing support but use these opportunities to teach them new ways of promoting themselves at little to no cost.

Learn more here: [VisitMountainCityTN.com](https://www.VisitMountainCityTN.com)

MOUNTAIN CITY FIDDLERS' CONVENTION

This year marks the 100th Anniversary of the Mountain City Fiddlers' Convention which will be hosted on Friday, October 3 and Saturday, October 4, at Heritage Hall Theatre. In honor of the 100th anniversary, The Kody Norris Show announced that admission to the convention and concert performances will be free of charge this year. The competition fees will remain at \$15 per performer per category. Within the next few weeks, we will announce the incredible prize for the Grand Champion Fiddle Off winner as well as the featured Old Time and Bluegrass performers for the concert segments of the weekend. Rebel Records and The Kody Norris Show will also release a new vinyl album of the 1925 convention!

In addition to marketing and promotional services, our Tourism efforts include working closely with Mary Rachel Norris on all aspects of producing an event of this scale. We are currently pursuing sponsorship and grant opportunities to underwrite the cost of the event. We have a grant application under review with the Tennessee Arts Commission to underwrite the cost of our Headliner band and will be submitting several more grants over the next few months through TDTD, East Tennessee Foundation, and Johnson County Community Foundation who have all supported the convention these past two years.

To date, we have confirmed \$13,100 in corporate sponsorships and will continue following up with local and regional prospects. The sponsorship package, 2024 recap, and press release are attached.

LEARN MORE: MountainCityFC.com

2025 JOHNSON COUNTY TOURISM EVENTS

The following are the events we currently have on our calendar for which we will provide marketing and promotional support. Depending upon the renewal of the Tourism Marketing Grant for FY25-26, we will continue to provide paid advertising support to Signature Events that draw visitors from at least 50 miles from Johnson County. We also provide free promotions for local community events on [the event calendar](#) on the county website and via social media.

Please note: Copperhead Road Music Fest will be deferred for this year.

County website: JohnsonCountyTN.gov Facebook: Facebook.com/jocotngovernment

Local event promotion – Facebook: Facebook.com/VisitJoCoTN

Tourism website: VisitMountainCityTN.com Facebook: Facebook.com/VisitMountainCity.JoCoTN

Shady Valley Festival of Quilts – April	Trade Mill & Native Heritage Days - September
25 th Anniversary of Museum of Butler - May	100th Anniversary Celebration of the Mountain
Kettlefoot 50K, 25K, 13K - May	City Fiddlers Convention - October
Mountain City Sunflower Festival – July	Shady Valley Cranberry Festival - October
The 9th Annual "Moonshiners" PPG/C Fly In – July	Veterans Trail Challenge - November
Old Butler Days - August	Christmas on Main – December
Long Journey Home - August	<ul style="list-style-type: none">• More to be added . . .



February 11, 2025
FOR IMMEDIATE RELEASE

***100TH ANNIVERSARY CELEBRATION OF THE
MOUNTAIN CITY FIDDLERS' CONVENTION***

MOUNTAIN CITY, TENNESSEE - A lot has certainly changed since the first Mountain City Fiddlers' Convention was held at the old high school auditorium in May of 1925. Still, one thing that hasn't changed is that this little corner of Northeast Tennessee continues to be the home of the Old Time Music that became the incubator for early country music. This is self-evident as The Kody Norris Show, an award-winning Bluegrass band headquartered in Johnson County, assumed the mantle for sustaining this cornerstone of musical heritage in 2022 after the COVID pandemic caused a three-year hiatus and threatened the future of this signature event. The 2025 Mountain City Fiddlers' Convention will have a special kick-off celebration on Friday, October 3rd. The convention, scheduled for Saturday, October 4th, will feature the competition as well as live performances by leading Old-Time and Bluegrass performers including professional musicians, singers, storytellers and cloggers at the Heritage Hall Theatre in Mountain City.

While The Kody Norris Show considers the preservation of the historical aspects of this treasured convention, their expertise as professional Bluegrass performers has enhanced the event to include entertainment experiences that draw competitors and spectators from across the region and from around the world. The 2024 convention included amateur performers from three states with two

competitors from foreign countries. One of those international competitors, Timon Veelenturf from Holland, impressed the audience and judges who awarded him the 2024 Mountain City Fiddlers' Convention Grand Champion.

A special feature for the 100th Anniversary Celebration will be a vinyl re-release of the original 1925 "A Fiddlers' Convention in Mountain City" album through Rebel Records. This limited-edition album will be available for purchase at the convention as well as through The Kody Norris Show and will be a collector's item for music fans for years to come!

In celebration of this momentous occasion, admission to the Mountain City Fiddlers' Convention will be free this year. Workshops for emerging musicians by leading music performers will be available at no charge and competitors' fees will be kept at \$15 per performer, per category.

To learn more or to download sponsorship information, visit MountainCityFC.com and follow the event on Facebook.com/MountainCityFiddlersConvention.

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FOR MORE INFORMATION:



Mary Rachel Norris
The Kody Norris Show
maryrachelnalley@gmail.com
423-430-0792

Sheila Caldwell
Johnson County Tourism Office
tourism@johnsoncountyttn.gov
423-501-1157

Please feel free to contact us for MCFC logo, event photographs and/or B-Roll.



2025 SPONSORSHIP OPPORTUNITIES

Custom activations are available. Please contact us for details.

BRONZE \$100	SILVER \$250	GOLD \$500	PLATINUM \$1,000	DIAMOND \$2,500	PREMIERE \$5,000
Name on MCFC 2025 Banner	Name on MCFC 2025 Banner	Name on MCFC 2025 Banner	Logo on MCFC 2025 Banner	Logo on MCFC 2025 Banner	Logo on MCFC 2025 Banner
2 Coupons toward MCFC Merch!	2 Coupons toward MCFC Merch!	4 Coupons toward MCFC Merch!	6 Coupons toward MCFC Merch!	8 Coupons toward MCFC Merch!	10 Coupons toward MCFC Merch!
Company or your name on website with hyperlink	1/8 Page Ad in Event Program & Venue Video	1/4 Page Ad in Event Program & Venue Video	1/2 Page Ad in Event Program & Venue Video	Full Page Ad in Event Program & Venue Video	Full Page Ad in Event Program & Venue Video
Name on posters, event program, & venue video	Company or your name on website with hyperlink	Company or your name on website with hyperlink	Corporate logo or Name listed on MCFC website with hyperlink & posters	Corporate logo or Name listed on MCFC website with hyperlink & posters	Corporate logo on MCFC website with hyperlink & posters
Social Media Recognition	Name on posters, event program, & venue video	Name on posters, event program, & venue video	Promo items in competitor bags	Promo items in competitor bags	Promo items in competitor bags
	Social Media Recognition	Social Media Recognition	Social Media Recognition	Social Media Recognition	Social Media Recognition
				Live Recognition throughout event	Live Recognition throughout event
				VIP Hospitality Sponsor Area	VIP Hospitality Sponsor Area
				Saturday Vendor Space	Display Banner
					Saturday Vendor Space



**2025 Mountain City Fiddlers' Convention
hosted & produced by The Kody Norris Show!**

Friday, October 4 | Saturday, October 5
Heritage Hall Theatre in Mountain City, TN

MountainCityFC.com | @MountainCityFiddlersConvention

Autographed Vinyl

Album of the Original 1925 Mountain City Fiddlers Convention

As a sponsor of the 100th Anniversary of the Mountain City Fiddlers Convention, you will receive recognition throughout the year in addition to activations included during the event!

CONTACT: Mary Rachel Norris | 423-430-0792 | mountaincityfiddlersconvention@gmail.com

MOUNTAIN CITY
TENNESSEE




FIDDLERS' CONVENTION

TITLE SPONSORSHIP OPPORTUNITY: \$7,500

Our Title Sponsorship Opportunity includes market exclusivity at this level for the 100th Anniversary Celebration of the Mountain City Fiddlers Convention!

Title Sponsorship activations and benefits include:



Autographed Vinyl Album of the Original 1925 Mountain City Fiddlers Convention performance

10 Coupons toward MCFC Merch

First Position - Logo prominently displayed as Title Sponsor on MCFC website with hyperlink

First Position - Logo Event Program Cover, Event Posters and Facebook Timeline & Event Image

Corporate Logo on back of Official MCFC T-shirts

Exclusive Title Sponsor Recognition in Digital & Traditional Promotional Ads

Full Page Ad on Back Cover of Event Program

:30 Video Ad on Home Page of MCFC website and Facebook page!

:30 Video Ad on Venue Event Video

Your branded promo items in competitor swag bags

Opportunity to Present Award to Grand Prize Winner

Live Recognition throughout event and on social media

VIP Hospitality Suite Access

Your Company Banner Displayed on both stages

Exclusive Vendor Space for Saturday

Backstage Passes



MOUNTAIN CITY, TENNESSEE

FIDDLERS' CONVENTION

The 2024 Mountain City Fiddlers Convention brought in competitors from three states plus two countries this year! With youth and adult categories, judges remarked about the level of talent and competition for last year's convention produced by The Kody Norris Show.



One of those international competitors, Timon Veelenturf from Holland, impressed the audience and judges who awarded him the Grand Champion of the Fiddle Off. The two-day event also included a Friday Opening Night concert featuring The Tennessee Bluegrass Band, Ralph Stanley II and the Clinch Mountain Boys, and the Appalachian Road Show at Heritage Hall Theatre. Visit MountainCityFC.com to view more photos and winner!



SPECTATORS

400+

ADULTS AND YOUTH

COMPETITORS

50

ADULT AND YOUTH

REACH

3&2

STATES & FOREIGN COUNTRIES

WINNERS

\$12,000

IN CASH & PRIZES

Just a few ways we promote our event and say a big "Thank You" to our Sponsors!



MountainCityFC.com



Posters, Flyers & Newspaper Ads



Virtual Event Program and Event Slideshow Presentation

- Custom event website & Online listings including TNVacation.com
- Paid Digital Facebook & Instagram Ads
- Regional & national radio campaigns + regional TV Promos
- Social Media shout-outs shared on through these channels: The Kody Norris Show, Mountain City Fiddlers Convention & Visit Mountain City -Johnson County TN



Shady Valley
**Festival
of Quilts**

APRIL 11 & 12, 2025

10 a.m - 4 p. m.

Shady Rock School - 423 TN - 133, Shady Valley, Tennessee

presenting:

“Fancy & Frugal :

Quilts of the Great Depression” Exhibit

Featuring: Vickie Coleman of Bluegrass Quilt Appraisals

A full day of fun:

Judged Quilt Show
Quilts of Valor Awards
VENDORS - Shopping
QUILT APPRAISALS
Scissor Sharpening Service

DOOR PRIZES
BED TURNING WITH
APPRAISER VICKIE COLEMAN
SHOW MERCHANDISE
FOOD AT THE SRS CAFE'
OPPORTUNITY QUILT

QUILT CLASSES - must register in advance

Admission is \$10 - Veterans & Children under 12 FREE

For more information about the show and entry forms, please
visit Shady Valley Festival of Quilts Facebook page
or call Tammy Love (407) 575-7703



Visit
MOUNTAIN CITY
- T E N N E S S E E -

VisitMountainCityTN.com





Call for Quilts!

\$3000

in prize money
& Ribbons

**We are excited to
see your creations!
To enter simply
download the Entry
Form, follow rules
and directions**

**Deadline
March 1, 2025**

PM for more information