

# Morrison Madness

2nd  
annual

## “Street Fair”



### A. Background:

- 2nd annual Morrison area event, headquartered at Ahlara International
- Last year’s inaugural event was held in Ahlara’s parking lot with 35 vendors and about 350 attendees.
- This year’s event will be much larger by closing off a section of Joe V. Knox Avenue in front of Ahlara International (the road blockage will not affect access to the YMCA or businesses at the other end of the street).
- Ahlara’s parking lot will be assigned to food vendors only.
- The “Street Fair” is co-organized by the Business Resource Group (BRG), a leads group affiliated with the Mooresville, S. Iredell Chamber of Commerce and Ahlara International.
- This family oriented event is an effort to bring local merchants in front of the community to showcase their products and to emphasize the “Buy Local” campaign in the Morrison Plantation area.

### B. When/Where:

- The event will be held from 2pm—7pm on Saturday, June 12, 2010.
- 10 x 10 booth spaces will be offered to local merchants for \$50.
- Around 32 spaces are available for food vendors in the Ahlara parking lot.
- Non-food merchants will be allotted spaces on Joe V. Knox Avenue.
- Around 25 spaces have already been reserved...space is on a first come, first serve basis.
- Carolina Beer and Beverage will be onsite to provide beer.
- Daveste’ Vineyards in Troutman will be on hand offering wine by the glass and bottles for sale.

### C. Event/Festivities

Though still in the formative stages, a wide array of events are planned:

1. Live Music (including Mayor Chris Montgomery)
2. Mike Minter - Carolina Panthers
3. Fire Truck
4. Hot Air Balloon presentation
5. Race Car
6. Marching Bands
7. Face Painting
8. “Moon Bounce”
9. Animal Rescue
10. Much more...

### **D. Sponsors:**

- MI Connection/Via Media
- MSI Chamber of Commerce
- Business Resource Group (BRG)  
WSIC Radio (Statesville)
- Carolina Beer and Beverage
- Wheeler and Company, CPAs
- Ahlara International
- Mores sponsors may get involved

### **E. Proceeds:**

Money from the event will go to:  
Barium Springs for Children  
Animal Rescue

### **F. Contacts:**

Don Simmons (Ahlara International) - 704.662.0946/ ahlarainternational@yahoo.com

Kathy Holden (Home Helpers/Direct Link) - 704.909.7958/ kathyholder@homehelpers.cc

### **G. Summary:**

A neighborhood event to benefit the community: both local businesses and community families. A fun time to be had by all!