FESTIVAL OVERVIEW

The Shakori Hills GrassRoots Festival of Music & Dance is held in Pittsboro, NC, during the first weekends of May and October to benefit the nonprofit Shakori Hills Community Arts Center, a registered 501(c)(3). The bi-annual festival, founded in 2003, takes place on 72 rolling acres, owned by the Arts Center, and is described as a “music lovers’ paradise.”

Shakori Hills GrassRoots is one of the longest running nonprofit festivals in the state and is located less than an hour from both Raleigh-Durham and Piedmont Triad international airports.

PERFORMERS

Over 40 performers are booked each season, ranging in stature from national touring acts to local family bands. Festival organizers take pride in developing talent over time on the site’s four stages and Shakori Hills GrassRoots is known as an event that welcomes a diverse lineup of genres including: bluegrass, blues, Americana, country, Native American, rock ‘n’ roll, World music, and Zydeco.

Indigo Girls, Steve Earle and the Dukes, Béla Fleck and the Flecktones, The Del McCoury Band, Trombone Shorty & Orleans Avenue, and Lukas Nelson & Promise of the Real are among over a thousand performers who have played at Shakori Hills.

MUSIC & DANCE

Attendees revel as much in the dance and music workshops as they do the main music performances. Dance lessons are taught in swing, clogging, and Zydeco and visitors can enjoy intimate workshops by main stage performers in the fields of songwriting, instrument lessons, and music history.

FAMILY

Shakori Hills GrassRoots Festival is a family-friendly event that offers programming for all ages. Children 12 and under receive free admission and teenagers have a special youth rate. Over 100 volunteers help run the Kids Area and several dozen more help with The Outpost, a space programmed specifically for teenagers.

SUSTAINABILITY

Shakori Hills GrassRoots has a long-standing commitment to sustainability. The festival’s waste, recycling, and compost program has been studied, duplicated, and scaled up by municipalities, universities, and other large events. A sampling of recent sustainability programs include beekeeping, solar power, food preservation, and green building.

5-Year Average Spring Attendance: 4,008
5-Year Average Fall Attendance: 2,317
SHAKORI HILLS COMMUNITY ARTS CENTER

The Shakori Hills Arts Community Center provides arts, music, and dance education programs for free, or at a greatly reduced rate, to rural communities in Chatham, Orange, and Durham counties in North Carolina.

Through the Roots in the Schools program, the Arts Center coordinates with festival performers and local K-12 systems to present cultural enrichment programs to students of varying ethnic and socioeconomic backgrounds. In 2017, Roots in the Schools worked with 17 artists and educators having direct interaction with around 500 local children.

Meanwhile, the Junior Appalachian Musicians chapter offers free music and dance lessons to children in 4th through 7th grades. The students are taught on guitar, mandolin, and fiddle or could learn to sing and dance in the traditional Appalachian styles.

Additional programs offered include instruction in the Community Garden, acrylic painting, community singing, and building your own instrument.

The Arts Center receives support from the Chatham Arts Council and the North Carolina Arts Council.

WWW.SHAKORIHILLS.ORG

DIGITAL AUDIENCE

Our online audience is located mainly in North Carolina and is overwhelmingly female. Our fans enjoy premium brands, natural living, and fresh, healthy options. They are educated, have disposable income, and reside predominantly in Charlotte, Raleigh, Durham, and Chapel Hill.

- 69% Twitter
- 60% Facebook
- 76% own their own home
- 28% purchased a new car in the last 48 months
- 34% are college grads
- 16% have completed graduate work

Chatham County Girl Scouts toured the Community Garden during their camp held at Shakori Hills.

Shakori Hills Community Arts Center, through Roots in the Schools, presented Kinobe & Dance of Hope to Siler City Elementary School.
**WEBSITE**

www.ShakoriHillsGrassRoots.org

Between July 1, 2018, and June 20, 2019, our site delivered 267,504 page views. Our users visited an average of 2.08 pages per session and spent an average of 2:09 minutes per session. The Triangle accounts for 26.7% of Web traffic.

**TOP 3 STATES**

- **North Carolina**: 65.4%
- **Georgia**: 6.9%
- **New York**: 4.4%

**TOP 3 CITIES**

- **Charlotte**: 11.74%
- **Durham**: 6.29%
- **Raleigh**: 11.09%

**FACEBOOK**

www.facebook.com/ShakoriHillsGrassRoots

Raleigh, Durham, and Greensboro are our Top 3 Facebook markets.

We saw a 15% organic increase in followers between February 1, 2018, and May 31, 2019.

- **59% Increase** in total organic reach
- **76% Increase** in shares

*Spring 2018 vs Spring 2019*

**60% Female** (25 - 54 yr olds)  **40% Male**
We distribute 15,000 high-quality printed programs across North Carolina in the months leading up to each festival. Our established street team stretches from Wilmington at the coast, through the Triangle and Triad, to Asheville and Boone in the mountains. Our nonprofit mission opens up unique placements for our literature. The programs are 52 coated pages, including the covers.