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Gatlinburg Captures 11 Awards at IFEA Gathering

The International Festivals and Events Association (IFEA) honored Gatlinburg with 11 International Awards for Excellence in Events Production including two Gold Designations at its 54th Annual Convention and Expo in Indianapolis on September 23.

Gatlinburg Special Events Manager George Hawkins was in attendance at the IFEA Convention and accepted the awards Wednesday night on behalf of the City. The Gatlinburg Special Events Office received 11 Category Awards (2 Gold, 6 Silver, and 3 Bronze) at the competition, which drew more than one thousand entries from among the world's top festivals and events.

Highlighted events included the Presidential Motorcade Reenactment at the Fourth of July Midnight Parade and The Park Was My Home event

The Gatlinburg Special Events Office, under the management of Hawkins, includes the talents of Special Events Coordinators Sandra Donohoo, Jon Elder and Darrell Manis.

"All of the events are a team effort," Hawkins said. "It takes our staff and the help of every City Department along with our volunteers to produce some of our events. We're very excited to receive this international recognition for all of our hard work."

Over the past seven years, Gatlinburg has received 68 Awards from IFEA.

Sevier County members of IFEA include Sevierville, Pigeon Forge, and Gatlinburg, each of which is very active within the organization. The three cities produce a number of special events annually that draw hundreds of thousands of people to Sevier County, resulting in a tremendous economic impact on the local economy.

Gatlinburg's awards this year are:

Most Creative Effective New Stunt (Gold) – Fourth of July Midnight Parade
Presidential Motorcade Reenactment.

Best Event Video for Sale (Gold) – Fantasy of Lights Christmas Parade

Best Community Outreach Program Benefiting a Community (Silver) – The Park Was My Home.

Best Event Within An Existing Event (Silver) – Presidential Motorcade Reenactment.

Best New Event Promotion (Silver) – The Park Was My Home.

Most Creative Effective New Stunt (Silver) – The Park Was My Home.

Best Event Website (Silver) – www.eventsgatlinburg.com

Best Event Video For Sale (Silver) – Gatlinburg Fourth of July Midnight Parade

Best New Promotion (Bronze) – Gatlinburg Fourth of July Parade Presidential Motorcade Reenactment.

Best Environmental Program (Bronze) – Gatlinburg Goes Green Symposium.

Best Educational Program (Bronze) – The Park Was My Home.