

City of Asheville – Parks and Recreation Department, Festivals Division

Asheville City Hall, 4th Floor

70 Court Plaza

Asheville, NC

<http://www.belecherefestival.com>

Start date: Mid May

About the agency: Asheville Parks & Recreation Mission: The Asheville Parks & Recreation Department is dedicated to enhancing your quality of life by providing diverse cultural and recreation experiences. Bele Chere is an annual downtown street festival benefiting the local economy while celebrating the unique culture and diversity of Asheville. Asheville's community embraces the importance of celebrating the community's heritage and culture as a way of ensuring the city's vitality and prosperity. One way the city contributes to this sense of place is by serving as Western North Carolina's hub for community events and festivals. In Asheville, cultural and community celebrations are essentially about a way of life. They are a celebration of what a community is, where it has come from and where it is going. From events that attract visitors from across the country like Bele Chere, the largest free outdoor street festival in the region, and the Asheville Film Festival, an acclaimed celebration of film, to regional celebrations like the Mountain Sports Festival and the 4th of July Celebration, Asheville is home to some of the most widely attended and celebrated festivals in the Southeast.

Internship Description: Interns will work with the Festival Coordinator, Events Specialists, and Assistants. Tasks will primarily focus on Bele Chere, but will include the Fourth of July Celebration and the Asheville Film Festival.

Specific tasks performed by a Bele Chere Festival Intern will include, but are not limited to the following:

- Attend ongoing Bele Chere Board and committee meetings (Interns will be compensated with time off for meetings attended after office hours).
- Work approximately 40 hours weekly. Office hours are 9:00 a.m.-5:00 p.m. Monday-Friday. Additional hours are required for the Bele Chere Kick-Off Party and the Fourth of July Celebration. The week of Bele Chere includes greatly extended work hours.
- Attend all Festival staff meetings.
- Work directly with a festival staff liaison to plan the following aspects of the festival:
 - Work with various committees: Hospitality, Volunteers, Vendors, Events, Children's, Merchandise, Decorations, Entertainment, Beverages, Logistics, City Restaurants, Downtown Merchants, Communications, Sponsorship, the Asheville Film Festival and the Fourth of July Celebration.
 - Each intern will gain an understanding of event management through their committee work including involvement in the festival's big picture direction as well as clerical duties such as data entry, filing, and mailings.
 - Develop and facilitate the Bele Chere Kick-Off Party.
 - Perform various tasks for the Fourth of July Celebration and throughout the entire Bele Chere weekend – July 25, 26, 27.

Skills Needed: Excel, Access, Web Design, Writing Skills, Organizational Skills, Time Management Skills, Ability to Multi-task, Communication Skills, Motivated, Detailed Oriented High Energy, etc.

Concentrations of Interest: PR/Marketing, Event Planning, Communications,

Management

Transportation Needed: Yes