



2010

## Come-See-Me Festival Records - Accession 815

Come-See-Me Festival

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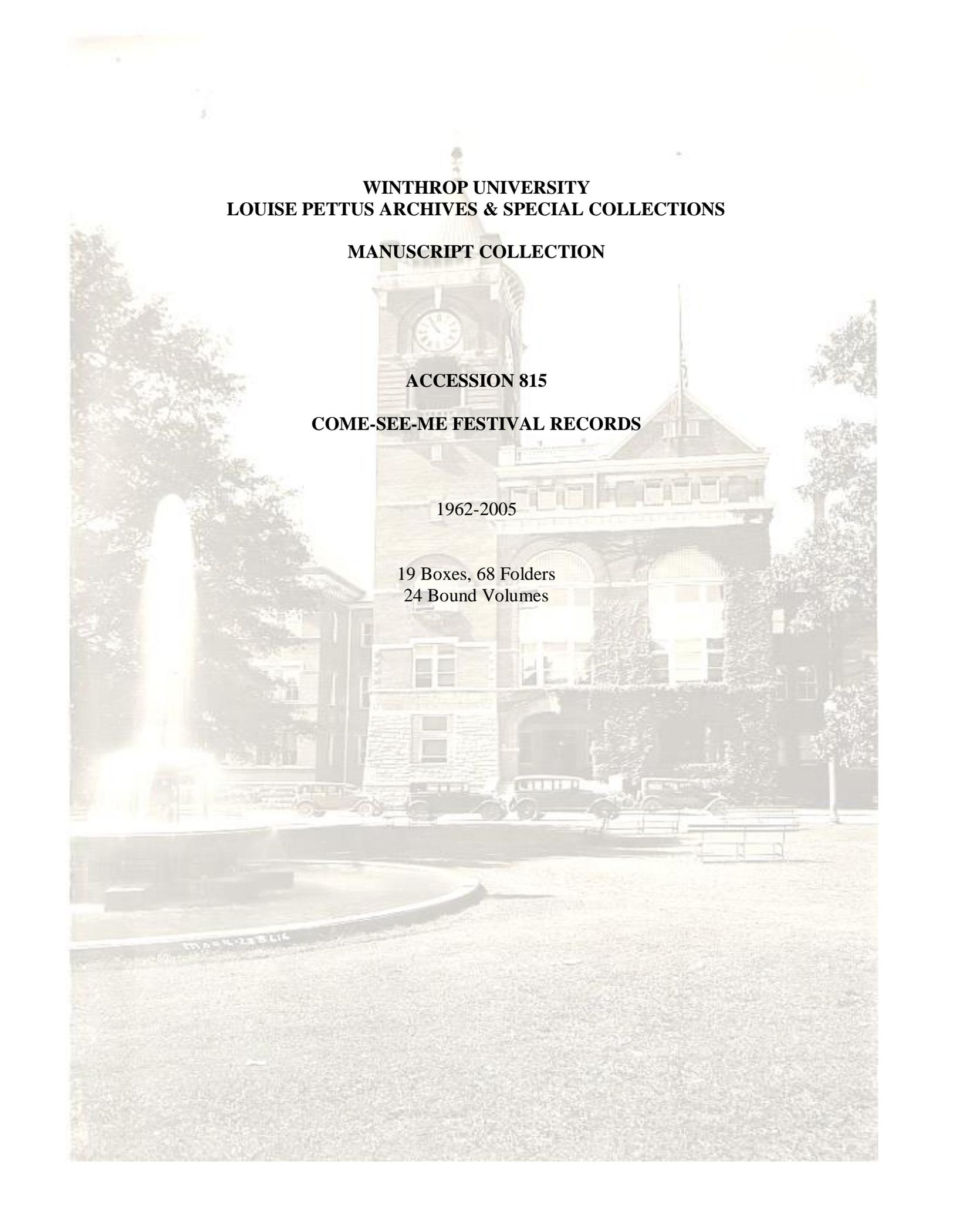
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**WINTHROP UNIVERSITY  
LOUISE PETTUS ARCHIVES & SPECIAL COLLECTIONS**

**MANUSCRIPT COLLECTION**

**ACCESSION 815**

**COME-SEE-ME FESTIVAL RECORDS**

1962-2005

19 Boxes, 68 Folders  
24 Bound Volumes

**WINTHROP UNIVERSITY  
LOUISE PETTUS ARCHIVES AND SPECIAL COLLECTIONS**

**MANUSCRIPT COLLECTION**

ACC. NO.: **815**  
ADDITIONS: \_\_\_\_, \_\_\_\_,

PROCESSED BY: Melissa Velez  
DATE: February 26, 2010  
NO. OF SECTIONS: 3

**COME-SEE-ME FESTIVAL RECORDS**

**I**

The Come-See-Me Festival Records were deposited with Winthrop University Archives and Special Collections on January 18, 1993, November 11, 2005, November 21, 2005, and July 29, 2009 by the Come-See-Me Committee.

Linear feet of shelf space occupied: 8.75  
Approximate number of pieces included: 7000  
Number of Bound Volumes: 24

Restrictions: Open to researchers under the rules and regulations of the Louise Pettus Archives & Special Collections at Winthrop University.

Literary Rights: For information concerning literary rights please contact the Louise Pettus Archives & Special Collections at Winthrop University.

Scope and Content Note: **The Come-See-Me Festival Records consist of papers and memorabilia from the Come-See-Me Festivals since its founding in 1962. The collection contains correspondence, newspaper clippings, photographs, financial reports and papers, promotional materials, and other records and material chronicling the development of the Come-See-Me Festival in Rock Hill, SC.**

Related Collections: Acc. 88, Rock Hill Chamber of Commerce Records.

Note: The Come-See-Me festival will be abbreviated as CSM and the Board of Governors will be abbreviated as BoG

## II

### BIOGRAPHICAL DATA

#### COME-SEE-ME FESTIVAL

- 1962 Come-See-Me Festival, founded by C.H. "Icky" Albright and Vernon Grant, begins.
- 1964 Glen the Frog adopted as the festival mascot.
- 1967 Board of Governors takes over festival from Rock Hill Chamber of Commerce.
- 1968 Festival temporarily lengthened to nine days.
- 1973, 1974 Come-See-Me cancelled due to renovations to downtown Rock Hill (Town Center Mall).
- 1979 Team Leader concept introduced.
- 1983 Festival officially expanded to 9 days.
- 1984 International Gourmet Gardens introduced.
- 1985 By laws adopted.
- 1986 International Gourmet Gardens begins to be held in Cherry Park. First female chairwoman. Silver anniversary of CSM.
- 1990 Vernon Simeon Plemion Grant, Glen the Frog's artist and co-founder of CSM, dies.

### III

#### DESCRIPTION OF SERIES

| <u>Box(es)</u> | <u>Folder(s)</u> | <u>Series</u>  | <u>Year(s)</u> |
|----------------|------------------|--|----------------|
| 1              | 1-2              | <b>GENERAL HISTORY</b><br>Consists of notes on Come-See-Me (CSM) over the years, including information on events, the mascot of the year, notes on the festival itself, minutes, and correspondence in chronological order.  | 1962-1989      |
| 1-2            | 3-5              | <b>CSM MANUAL</b><br>Consists of the responsibilities of the CSM Historian, images, an outline of CSM, guidelines and procedures, by-laws, sponsors, financial reports, schedules, correspondence, tax award forms, bill notices, etc.   | 1985-1988      |
| 2              | 6                | <b>INDEX</b><br>Consists of notes on the sectors and what they did or did not have for CSM over the years, with sections such as publicity and promotions, and an outline for festival information.  | 1962-1988      |
| 2              | 7                | <b>1962</b><br>Consists of programs, newspaper clippings, advertisements, and correspondence.  | 1962           |
| 2              | 8                | <b>1962-1963</b><br>Consists of deposit tickets, statement, bills, a bank book, and a notebook.  | 1962-1963      |
| 2              | 9                | <b>1963</b><br>Consists of stickers, programs, a letterhead, the CSM issue of the <i>Evening Herald</i> , correspondence, and a schedule.  | 1963           |
| 2              | 10               | <b>1964</b><br>Consists of newspaper clippings, a tour of homes guide, decals, two postcards of Glencairn Gardens, postcards, correspondence, lists of people involved, meeting information, programs, expenses, list of possible attractions, a history of CSM, and tickets.                              | 1963-1964      |
| 3              | 11               | <b>1965</b><br>Consists of a letter from the office of United States President Lyndon B. Johnson, the list of leaders, expenses, a tentative program, a list of articles, correspondence, news releases, newspaper clippings, an official program, the tour of homes sheet, and an Easter pageant program. | 1964-1965      |

III

DESCRIPTION OF SERIES (cont.)

| <u>Box(es)</u> | <u>Folder(s)</u> | <u>Series</u>   | <u>Year(s)</u> |
|----------------|------------------|---|----------------|
| 3              | 12               | <b>1966</b><br>Consists of memoranda, a letterhead, notes, descriptions of events, expenses, a traffic count of the weekend, description of Frank Fontaine, copy of Bowaters Bulletin, a <i>Bowater World</i> magazine, publicity report, correspondence, and church information.                       | 1965-1966      |
| 3              | 13               | <b>1967</b><br>Consists of correspondence, bills, printing expenses, minutes, and the proposition for the Board of Governors (BoG).   | 1966-1967      |
| 3              | 14               | <b>1969</b><br>Consists of programs, the treasurer's address, newspaper clippings, paper patches, a bumper sticker, investors, events, correspondence, postcards, postage costs, list of phone calls, notes, press release, and a magazine article.   | 1968-1969      |
| 3              | 15               | <b>1970</b><br>Consists of programs, the BoG, Newspaper clippings, and the Committee Chairman report.   | 1969-1970      |
| 3              | 16               | <b>1971</b><br>Consists of programs, the BoG, the Chairman's report, donations, expenses and income, memoranda, correspondence, and newspaper clippings.  | 1970-1971      |
| 3              | 17               | <b>1972</b><br>Consists of the BoG, a list of activities, correspondence, a Woodstock patch, invitations, an official program, information concerning the antique car show and flea market, expenses, newspaper clippings, budget, organization chart, minutes, insurance letters, and a questionnaire. | 1971-1972      |
| 4              | 18               | <b>1973</b><br>Consists of meeting notes, minutes, and correspondence.  | 1972-1973      |

**III**

**DESCRIPTION OF SERIES (cont.)**

| <b><u>Box(es)</u></b> | <b><u>Folder(s)</u></b> | <b><u>Series</u></b>  | <b><u>Year(s)</u></b> |
|-----------------------|-------------------------|---|-----------------------|
| 4                     | 19                      | <b>1978</b><br>Consists of newspaper clippings, a letter from United States President Jimmy Carter, meeting notices, awards, list of volunteers, activities schedule, call sheet, detailed schedule draft, correspondence, news release, road race application, expenses, chairman's report, and minutes.                     | 1977-1978             |
| 4                     | 20                      | <b>1979</b><br>Consists of a written letter about flea market possibility, evaluation form, status report, media release form, list of contacts, meeting notice, expenses, questionnaires, status report, BoG minutes, and chairman's report.   | 1978-1979             |
| 4                     | 21                      | <b>1980</b><br>Consists of newspaper clippings, newsletter, meeting notice, letter from South Carolina senator Strom Thurmond, invitation, event schedule, expenses.  | 1980                  |
| 4                     | 22                      | <b>1981</b><br>Consists of correspondence, newspaper clippings, official program, expenses, and the BoG.  | 1980-1981             |
| 4                     | 23                      | <b>1982</b><br>Consists of bumper stickers, art show program, <i>C-notes</i> , a newsletter, official program, poster, newspaper clippings, correspondence, Road Race registration forms, reservation notice, March issue of <i>Palmetto Leaf</i> , coloring contest paper from the newspaper, tour information, and minutes. | 1981-1982             |
| 4                     | 24                      | <b>1983</b><br>Consists of newspaper clippings, BoG minutes, school tour advertisement, Glen the Frog drawings, invitations, welcome notice, thank you letter, official program, church program, correspondence, calendar, income and expenses, chairman's report, minutes, and meeting information.                          | 1982-1983             |

**III**

**DESCRIPTION OF SERIES (cont.)**

| <b><u>Box(es)</u></b> | <b><u>Folder(s)</u></b> | <b><u>Series</u></b>   | <b><u>Year(s)</u></b> |
|-----------------------|-------------------------|--|-----------------------|
| 5                     | 25                      | <b>1984</b><br>Consists of correspondence, potential attraction note, minutes, leader reports, event schedule, newspaper clippings, invitations, play program, bumper stickers, school news for CSM, news update, picnic notice, Glen the Frog sketches, expenses, BoG, Poster, By-laws, letterhead, and contact list.   | 1983-1985             |
| 5                     | 26-28                   | <b>1985</b><br>Consists of slides, by-laws, fact sheet of events, projected expenses, train advertisement, invitation, CSM envelope, schedule of events, correspondence, minutes, and petition for incorporation.  | 1984-1985             |
| 5                     | 29                      | <b>1986</b><br>Consists of leaders and captains, events, expenses, summary of balances, general costs, application for tax funding, list of correspondence/invitees, event detail list, correspondence, invitations, newspaper clippings, newsletter, small story on the history of CSM, school newsletter, schedule with McDonalds regarding CSM, and minutes.  | 1985-1986             |
| 6                     | 30-33                   | <b>1987</b><br>Consists of by-laws, schedule of events, correspondence, list of meetings, list of workers, letter from Fire Marshal, invitation to Mayor, minutes, payment letters, Glen the Frog suit sketch, frog head design, publicity committee notes, event info, expenses, leader contact information, blank event information sheet, blank volunteer contact sheet, captain contact sheet, blank calendars for the year, notes, team leader report, 1984 projected income and budget, application for funding, by laws, project evaluation, calendar, letter to community, Davidson college brochure, entertainment information, Glencairn Gardens events, list of private gardens since 1962, Gourmet Gardens information and entertainment, events for children, parade information and entry form, band entry form, 1986 parade entry form, list of appearances for Glen the Frog, list of paid advertising, minutes, contract with Winthrop, and schedule of events at Winthrop. | 1984; 1986-1987       |

III

DESCRIPTION OF SERIES (cont.)

| <u>Box(es)</u> | <u>Folder(s)</u> | <u>Series</u>   | <u>Year(s)</u> |
|----------------|------------------|---|----------------|
| 6              | 34               | <b>1988</b><br>Consists of bumper stickers, schedule of events, minutes, meeting notes, guidelines and procedures, desired criteria, financial reports, revised guidelines and procedures, protection policy, letter outline, advertisement placement and prices, marketing research proposal.  | 1987-1988      |
| 7-8            | 35-39            | <b>1989</b><br>Consists of schedule of events, invitations, fund sharing program guidelines and applications, check request form, <i>City Scenes</i> newsletter, dates and deadlines, chairmen since 1962, leadership contact information, BoG contact information, notes, list of people interested in CSM work, team leader responsibilities, festival sponsorship map, general information, correspondence, financial report, budget list of sponsors and events and programs sponsored, kickoff party agenda, kick off committee, different committee responsibilities, purchase policy, Beautiful Bouquets company quote, map, invoices, expenses, financial report and proof of expenditures, volunteer gifts, banner location list for 1989 and 1990, Glen the Frog appearance requests, presentations and outlines, economic impact study, insurance information and policies, grant information, application for funding, newspaper clippings, economic impact study merits, appropriations, minutes, notes, evaluations, list of leaders and contact information, meeting notices, memoranda, team leaders, notes, list of responsibilities, committee assignments, blank form for volunteers and sponsors, budget, advertisements, community event leaders, entertainment captains, small map, bills, contract, entertainment suggestions, applications, schedules, entry forms, expenses and proposed sponsorships, band entry form, parade entry form, parks and recreation event leaders and events, button request form, list of promotional items, AT&T summary, publicity budget and expenditures, invoice for the repair of Glen the Frog, quotes, sporting event captains, Tech Fest handout, Tech Fest event leaders, list of groups conducting events, Winthrop University events and leaders. | 1988-1990      |

**III**

**DESCRIPTION OF SERIES (cont.)**

| <b><u>Box(es)</u></b> | <b><u>Folder(s)</u></b> | <b><u>Series</u></b>   | <b><u>Year(s)</u></b> |
|-----------------------|-------------------------|--|-----------------------|
| 8                     | 40-42                   | <b>1990-1991</b><br>Consists of Tourism Fund Sharing program guidelines and application, Corporate sponsorship agreements, a very angry letter from a mother concerning the Doo Dah parade, list of chairmen since 1962, BoG contact sheet, balance in contingency account, financial information, minutes, list of sponsors, correspondence, list of corporate sponsors, list of possible sponsors, request from YMCA, sponsor contracts, event information sheet, general information, Beyond the Call of Glen the Frog award, Forecast 2010, Chairman's responsibilities, festival and banner location list, grant applications, by-laws, notes, event listing, evaluation survey, and check request form.  | 1989-1991             |
| 9                     | 43-44                   | <b>1994</b><br>Consists of a scrapbook containing newspaper clippings, schedule of events, CSM <i>Herald</i> , tags, a button, highlights, invitations, pin, photographs, California weather report, Tech Fest information, notes, brochures, schedule, and correspondence.  | 1993-1994             |
| 9                     | 45-46                   | <b>1998</b><br>Consists of a schedule of events, postcard, vendor list, handwritten notes, Gourmet Gardens committee, questionnaire, meeting notes, frog jump information, correspondence, vendor evaluations, leadership teams and duties, Gourmet Gardens financial report, minutes, volunteer list, frog jump volunteer list, list of contacts, Gourmet Gardens guidelines and application forms, vendor information, stage schedule, press release, entertainer worksheet, daily schedules, token coupon, parking pass, volunteer confirmation, advertisements, building permit, list of decorations, invoice, calendar of events, trademark events, event forms, check in list, vendor list, faxes, vendor survey, financial report, storage notice, bill notices, team leaders, event application, financial report. | 1997-1998             |

III

DESCRIPTION OF SERIES (cont.)

| <u>Box(es)</u> | <u>Folder(s)</u> | <u>Series</u>   | <u>Year(s)</u> |
|----------------|------------------|---|----------------|
| 10             | 47-48            | <b>1999</b><br>Consists of a pamphlet of events, Gourmet Gardens (GG) Application forms and guidelines, 2000 GG Application form, letters to vendors, committee list, meeting agenda, thank you notices, blank volunteer address list, token booth workers, agreement with police, nominations for advising committee, volunteer sheet, thank you list, budget and expenses, list of vendors and products, sign in sheet, permit applications, notes, building permit, promotions, 6 <sup>th</sup> regiment volunteer infantry information, press release form, questionnaire, list of radio advertisements, token coupon, parking pass, volunteer confirmation, newspaper clippings, program checklist, timeline, vendor correspondence, team leaders, minutes, memoranda, policies, vendor forms and information, and mailing list. | 1998-2000      |
| 10             | 49-50            | <b>2000</b><br>Consists of DHEC food service manuals, schedule, map, advisory committee, minutes, volunteers, meeting agenda, questionnaires, list of teams, recommendations, correspondence, event form, financial information, vendor information, parking permit, memoranda, permit, building permit, list of entertainment, letters of intent, application forms, contract agreements, list of team leaders, and newspaper clippings (mostly regarding the Gourmet Gardens).  | 1999-2000      |
| 11             | 51               | <b>2001</b><br>Consists of Morningstar Mini-star storage information and key, 2001 CSM issue of <i>The Herald</i> , questionnaires, BoG Directory, volunteer confirmation sheets, permits, coupons, Gourmet Gardens map, event list, financial information, vendor prices, requisition for maintenance, minutes, newspaper clippings.   | 2000-2001      |
| 11             | 52               | <b>2002</b><br>Consists of business cards, pamphlet, a list of vendors, Marketplace on Main 2002 timeline, meeting notices, hand-drawn map, Marketplace applications, correspondence, and vendor agreements.<br>and craft vendor information.   | 2001-2002      |

**III**

**DESCRIPTION OF SERIES (cont.)**

| <b><u>Box(es)</u></b> | <b><u>Folder(s)</u></b> | <b><u>Series</u></b>   | <b><u>Year(s)</u></b> |
|-----------------------|-------------------------|--|-----------------------|
| 11                    | 53-54                   | <b>2003</b><br>Consists of craft vendors, application forms, vendor agreements, address list, maps, letter to coordinators, agenda, minutes, event applications, letter to downtown merchants and residents, vendor setup information, rental contract, vendor list, photographs, vendor sample photographs, certificate of liability insurance, correspondence, vendor information, and vendor advertisements.  | 2002-2003             |
| 12                    | 55-56                   | <b>2004</b><br>Consists of a "Memorandum of Understanding" containing details of the festival and responsibilities of the CSM committee, general map, tent permit, permit application, map, food vendors, email letters to vendors, marketplace application forms, vendor agreements, brochure information, event request form, notes, list of food vendors, applications, list of Glen the Frog appearances, craft vendors, photographs, letter to craft vendors, Market on Main invoice, maps,   | 2003-2004             |
| 12                    | 57-58                   | <b>2005</b><br>Consists of food vendor letters, food vendor applications, correspondence, a general map, a schedule, list of sponsors, agenda, Pinnacle Amusement information, correspondence, art vendor applications, map, list of vendors, dining guide, team leaders, short history of CSM, festival team, list of trademark events, guidelines, job description for team leaders, media policy, event applications, event evaluations, check request forms, CSM information, daily schedule of events, business cards, cooligraphy.com order from, advertisements, and transmission verification reports. | 2002-2005             |

**III**

**DESCRIPTION OF SERIES (cont.)**

| <b><u>Box(es)</u></b> | <b><u>Folder(s)</u></b> | <b><u>Series</u></b>   | <b><u>Year(s)</u></b> |
|-----------------------|-------------------------|--|-----------------------|
| 13-14                 | 59-63                   | <b>GOURMET GARDENS</b><br>Consists of a table of contents, committee lists (1986; 1991-1997), minutes (1991-1997), token committee lists (1988-1994), event captains, volunteer confirmation forms, general information for token counters, token counter sheet, back of thank you postcard, list of 1997 volunteers, volunteer/sponsor list (1989; 1994-1996), decoration committee, correspondence, list of areas to decorate (1993), bills/statements, check copies, notes, frog jump emcee, judges and contestants (1994-1997), frog jump guidelines (1978; 1991), entertainment committee, Gourmet Garden acts (1997), 1997 entertainer address list, entertainment (1985-1997), vendor committee (1991-1996), vendor selection guidelines, vendor selections (1993-1997), application forms, Gourmet Gardens guidelines (1956; 1989-1997) acceptance letters, rejection letters, vendor meeting minutes, applications for exemption, general guidelines to South Carolina sales and use tax, tax applications, DHEC requirements, vendor surveys, vendor lists (1988-1997), accommodation information, set-up requirements, park operations committee, electrical needs, list of thank you letter recipients, Rock Hill Police Department agreement, maps, financial reports, financial summaries, event evaluations, selected applications in 1997, declined 1997 vendor forms, vendor signs, mailing list, publicity information, 1991 economic impact survey. | 1978; 1985-1997       |
| 14-19                 | 64-68                   | <b>MEMORABILIA</b><br>Consists of license plates, a commercial beta tape from 1987 (needs to be verified), t-shirts, a visor, audio commercial reel-to-reel tape with recordings for the radio, buttons, envelopes and note cards, VHS from 1990, a cup, a wooden yoyo, a punching balloon, a broken mug, a pencil, a kazoo, an empty box, and photographs of Glen the Frog.   | 1976-2002             |
| --                    | --                      | <b>SCRAPBOOKS</b><br>Consists of scrapbooks made for CSM as well as a CD containing pdf files of the 1968 and 1994 scrapbooks.   | 1968-2005             |
| Bd. Vols. 1-24        |                         | <b>SCRAPBOOKS</b><br>Mainly newspaper clippings of CSM as well as photographs, scheduled events, newsletters, memorabilia, and 1975 Guest Signing book. No scrapbooks for 1972, 1973, 1974, 1977, 1979, 1980, 1981, 1982, 1985, 1988, 1989, 1995, 1996, 1998, 1999.  | 1967-2003             |