

Destination Development Forum

An Initiative of BCTDA and the
Tourism Product Development Fund

December 11, 2013 | US Cellular Center

The background features a series of overlapping, semi-circular or circular shapes in various colors. At the top, there are shades of olive green, orange, and red. Below these, a large pinkish-red shape is visible. At the bottom, there are shades of olive green, red, and blue. The text is centered in the white space between the top and bottom colored sections.

Welcome

**Stephanie Pace Brown, Executive Director
Asheville Convention & Visitors Bureau**

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Asheville's Strategic Vision

Mayor Esther Manheimer

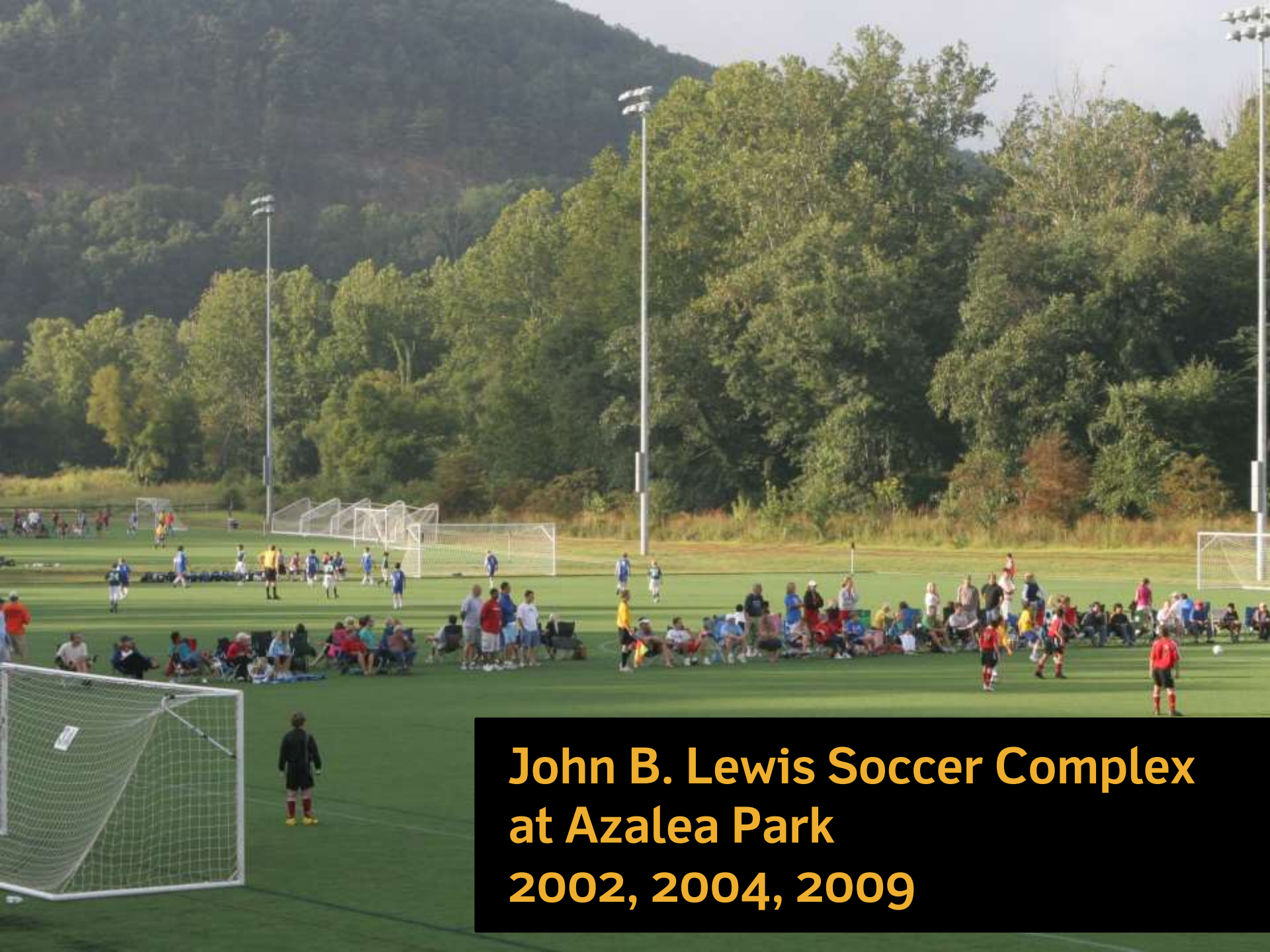
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Tourism Product Development Fund

**Marla Tambellini, Deputy Director/VP of Marketing
Asheville Convention & Visitors Bureau**

Tourism Product Development Fund

- Established in 2001
- Funded with 1% tax on paid accommodations
- 24 grants totaling \$15 million awarded to 16 community projects
 - 10 projects completed
 - 3 under construction
 - 3 in fundraising phase



**John B. Lewis Soccer Complex
at Azalea Park
2002, 2004, 2009**

Grove Arcade 2002



The Bonsai Garden at the North Carolina Arboretum 2003



Asheville Visitor Center 2003



Western North Carolina Veterans' Memorial at Pack Square Park 2007



WARTIME JAIL

Ashbeville's Prisons

During the war, many large buildings such as schools, warehouses, and churches became temporary prisons in Southern cities. After Asheville's jail on Park Square overflowed with Confederate draft evaders, deserters, Union prisoners of war, and runaway slaves, the adjacent school, formerly



Asheville Military Academy became Asheville's first public school in 1866 and was renamed William Barlow Elementary School in 1911. Courtesy Asheville City Schools.

the Asheville Military Academy, became a prison.

Lt. Almanzo Cooper, 12th New York Cavalry, was confined here in 1864 with 56 Confederate deserters and a slave. "The room was so full," he wrote, "that it was impossible for all of us to lie down at once, and we were obliged to take turns

standing up." Cooper planned an escape: "It was all arranged that the large, powerful negro should seize the Sergeant from behind and hold him while [we] secured his pistol and the keys." The escape failed, however, and the Confederates gave the slave 100 lashes. "The shrieks and groans of this poor fellow,"

Cooper wrote, "was enough to send a chill of horror through the most hardened. He begged for mercy in the most piteous terms, and as the cruel strap laid open the quivering flesh, and the blood trickled down his body, I shouted... that the poor fellow was not to blame, half so

much as the white man.

"[B]y holding my hands to my ears [I] tried to shut out the sound of his pitiful cries for mercy. While reason remains to me I can never forget the scenes of that terrible night."



Almanzo Cooper, 12th New York Cavalry, in mid-1864 (U.S. Army Library).

Confederates imprisoned Hendersonville newspaper editor Alexander Jones, a Unionist, in Asheville. He was conscripted into the Virginia infantry but deserted to Cincinnati. After the war, Lt. Col. James A. Keith, who led the infamous Shelton Laurel Massacre of Unionist civilians in Madison County in 1863, was jailed in Asheville for two years awaiting trial. Fearing "Judge Lynch" (hanging by a mob), he escaped on the night of February 21, 1869, and never returned.

NORTH CAROLINA CIVIL WAR TRAILS



Buncombe County Civil War Trails
2007

Pack Square Park & Pavilion 2004, 2007, 2009



Asheville Area Wayfinding 2007, 2010



The Orange Peel 2009



U.S. Cellular Center 2010, 2012, 2013



Projects Under Construction

- Navitat Canopy Adventures
- Pack Square Park Canopy, Asheville Downtown Association Foundation
- Lighting for Sports Fields, UNC Asheville Foundation

Projects in Fundraising Phase

- Asheville Art Museum
- Montford Park Players
- Smoky Mountain Adventure Center

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Black Mountain

Bob McMurray, Executive Director

Black Mountain Swannanoa Chamber of Commerce











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New Belgium

Gabe Quesinberry, Operations Manager
New Belgium Brewery

New Belgium — Asheville!

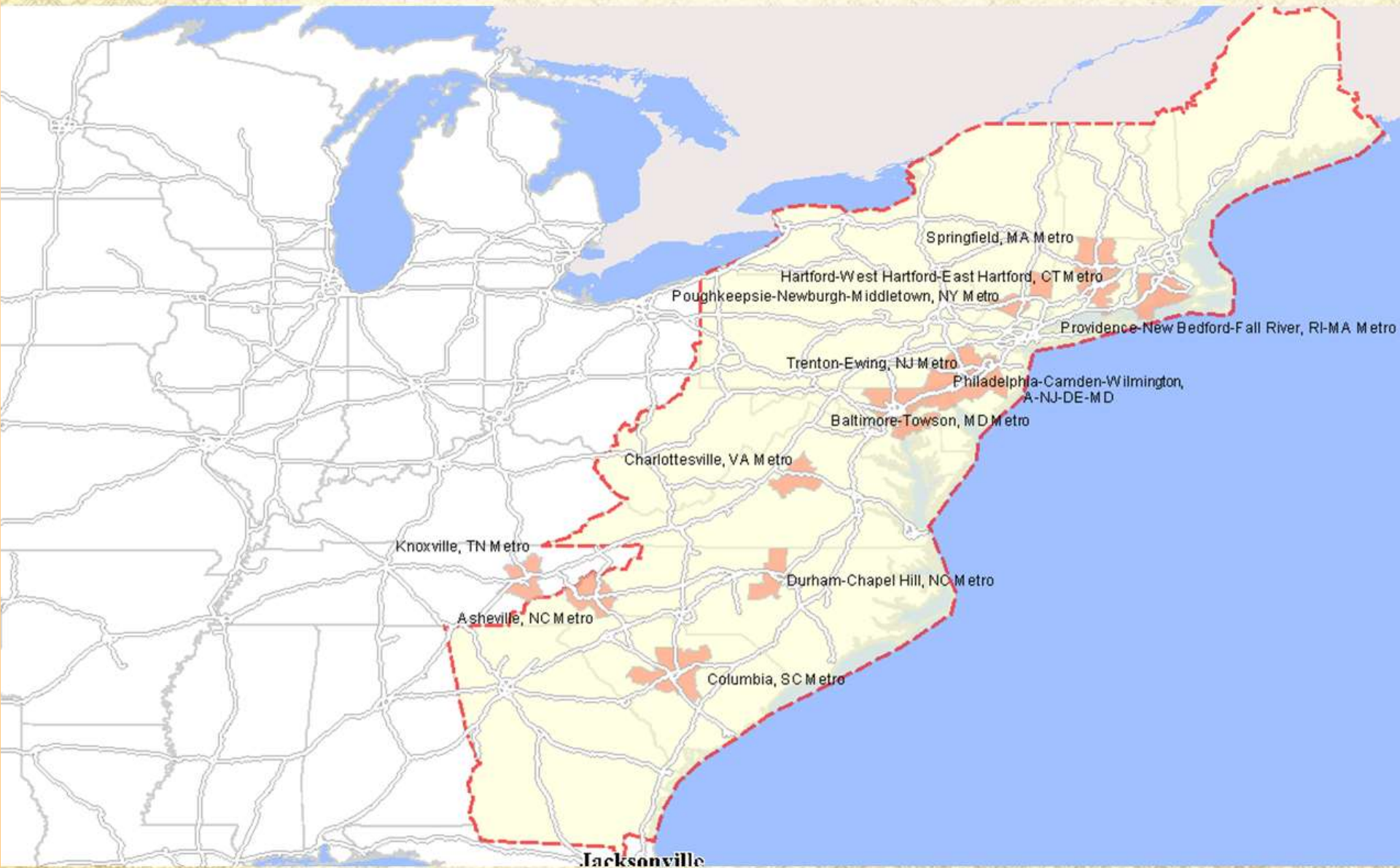


Top Criteria

- **Destination location--within 1 hour of a major urban center or a progressive tourist destination**
- **Progressive community climate - culturally, environmentally, politically, culinary**
- Plentiful, quality water supply
- Proximity to a town so employees can bike to work, have access to services; or proximity to commuter rail
- Utility availability and reliability
- Municipal development favorability (zoning, permitting, fast-tracking)
- Vital lifestyle
- Previously developed site--able to redevelop a beautiful, old building
- Close to a major interstate and off ramp--or at least unfettered access to one
- Temperate climate, suitable to natural ventilation



13 POTENTIAL INITIAL LOCATIONS



✓ Asheville, NC



91 Craven Street



Making beer by Dec 2015!

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Noble Rock

Bruce Hazzard, President & CEO
Noble Rock Properties

Unique Sustainable Resort, Built Green From the Ground Up

NOBLE ROCK RESORT & SPA

290-Acre Luxury Mountain Resort, Spa and Wellness Center
Near Asheville, North Carolina



Exterior character



II. Target Market

Guests: Boomer Lifestyles Make Markets



- 20% (and growing) are committed to healthy, sustainable lifestyle (AARP 2010)
- Lifestyle drives vacation choices (NMI 2009)
- Women make the family vacation plans and decisions (NMI 2009)

- Boomers prefer natural, healthy and fulfilling experiences to golf or packaged tours.
- Many vacation with family members, particularly grand children at least once a year.

Groups: Spending Meeting Dollars Sustainably

- 84% of companies say green procurement is important (GBI 2012)
- Government and Education agencies adopt sustainable procurement policies
- Sustainability advocacy groups searching for appropriate meeting venues



- 350K visitors travel to area for business and group meetings. 2M leisure visitors gather with friends and family.
- But there are few sustainable meeting facilities conveniently located in the Asheville area.

Area Tourism and Lodging Markets Thriving



- Lodging revenue(RevPAR) up 10%, demand up 6% YOY (NCC August 2012)
- New Asheville hotels opening, more planned
- High end hotels (Biltmore, Grove Park) booking record occupancy
- New nature based attractions (e.g. Navitat) expanding due to growing demand.

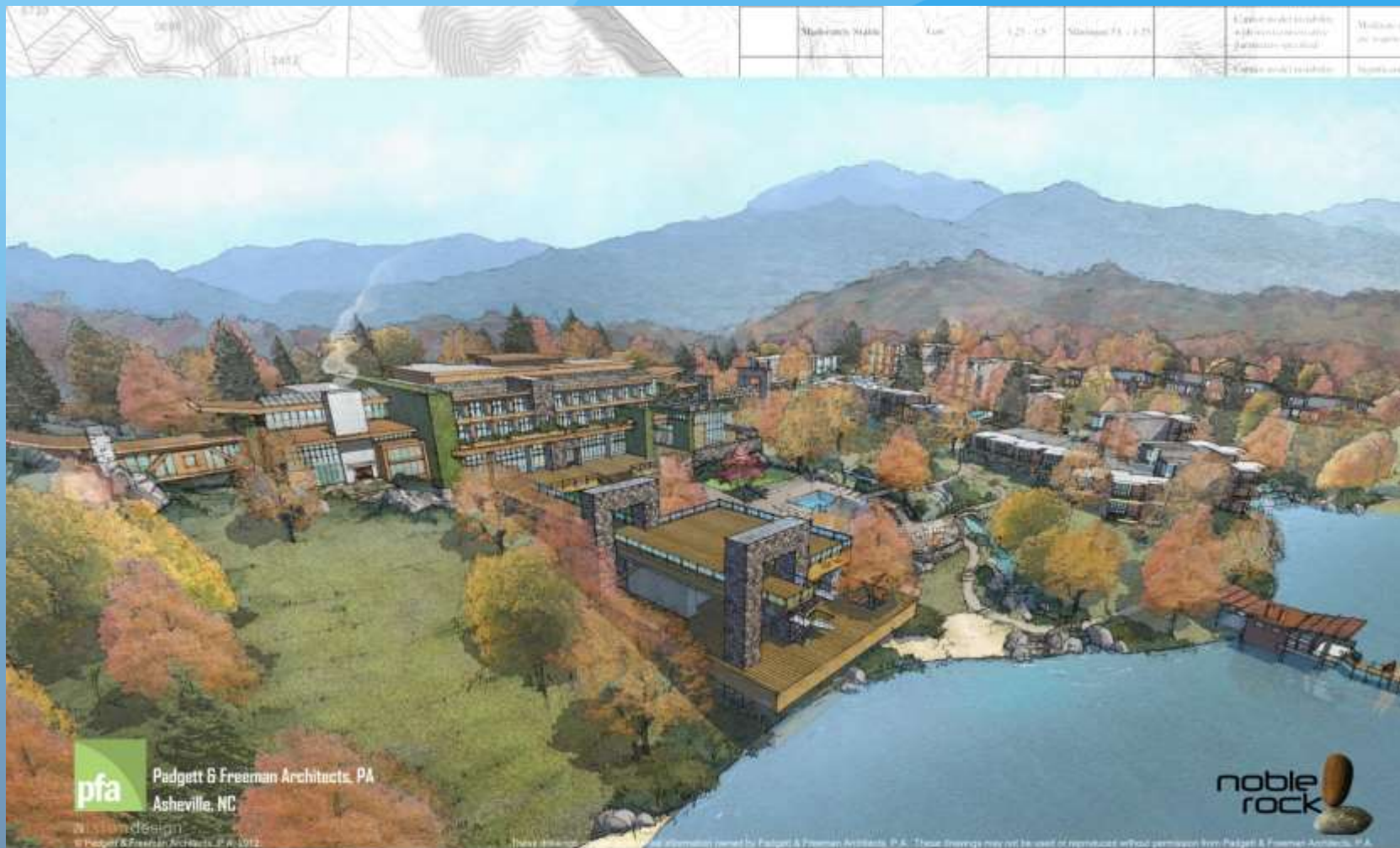
- Asheville area has the most sustainable infrastructure in the Southeast.
- But there are few truly sustainable lodging or resort alternatives in the Asheville hospitality market.

Right Idea, Right Place, Right Time:

At Noble Rock guests find the perfect combination of natural luxury, health and wellness, family activities and convenient location.

Business, government and social organizations can meet their sustainability spending objectives by holding their retreats and incentive events at our state of art facilities.





"Human beings have been picking up rocks for a very long time... Cairns and other rock piles have globally been used to mark a path, a place, or an event, with later visitors adding (or removing) stones as time passes. They are meant to last, as long as they carry useful meaning."

"And then, of course, there is beauty in this craft. Each rock in a balanced sculpture becomes perfect in its placement, its center of mass and gravity either directly above that of the one below it, or intricately interacting with others to share a mutual center, much as the Earth and moon orbit around a point somewhere between them." www.rock-on-rock-on.com



Site Program
Phase 1 Development

<u>Category</u>	<u>Total Square</u>
A. Discovery Center/Sales Center	4,000
B. Main Resort Building	268,586
C. Villas	27,360
D. Forest and Canopy Cabins	15,680
E. Camping Pavilions	15,552
F. Spa & Wellness Center	33,840
G. Lake Pavilion and Boat House	4,600
H. Nature and Outfitters Center	5,500
I. Zipline and canopy tour center	700
J. Artist Complex	19,008
K. Pet Center	1,125
L. Employee Day Care	2,450
M. Facility maintenance and security	5,300
N. Owners Residence	5,400
Total Developed Square Footage:	409,101

Construction Jobs
1200 to 1500

Operations
350 to 500 FTE



The background features a series of overlapping, semi-circular or circular shapes in various colors. The top section includes a brownish-gold shape on the left, an orange shape in the center, and a large pink shape on the right. The bottom section includes a light green shape on the left, a dark red shape below it, a dark teal shape in the center, and a blue shape on the right. The text is positioned in the white space between the top and bottom colored sections.

RADLofts

**Harry Pilos, Managing Member
Delphi Development**





RAD LOFTS

PEDESTRIAN WAY



RAD LOFTS

VIEW UP CLINGMAN AVE.



RAD LOFTS
VIEW UP ROBERTS STREET



RAD LOFTS

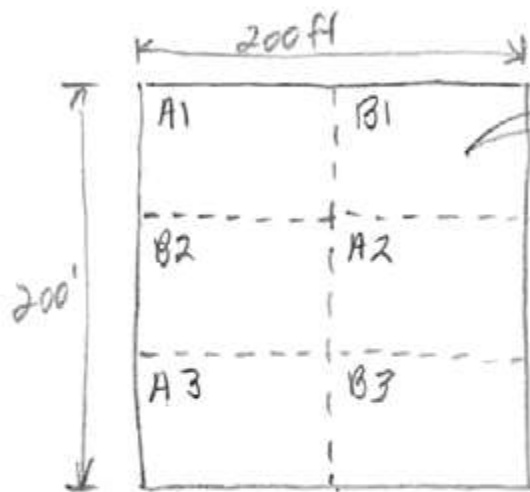
VIEW FROM PARK AVE.

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RiverLink

Karen Cragnolin, Executive Director
RiverLink, Inc.

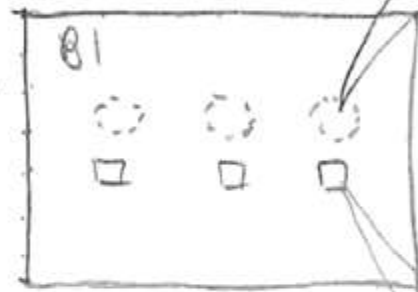




Phytoremediation
Area, 200' X 200'

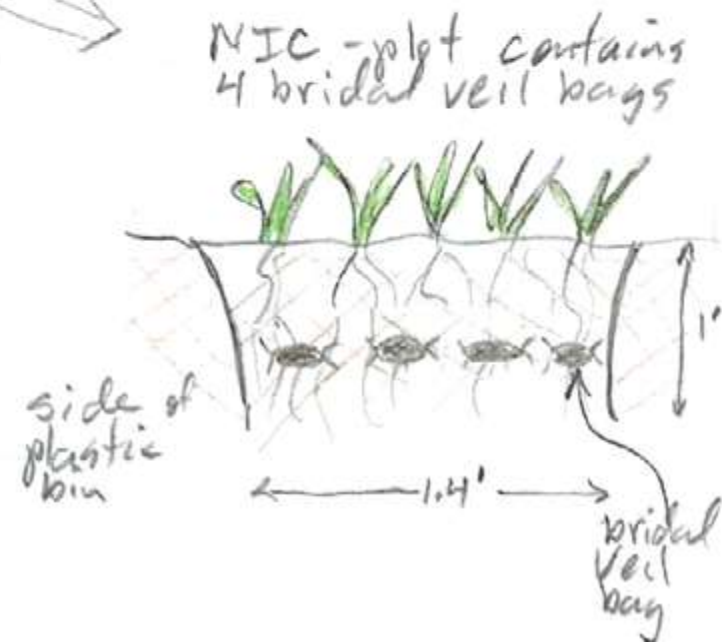
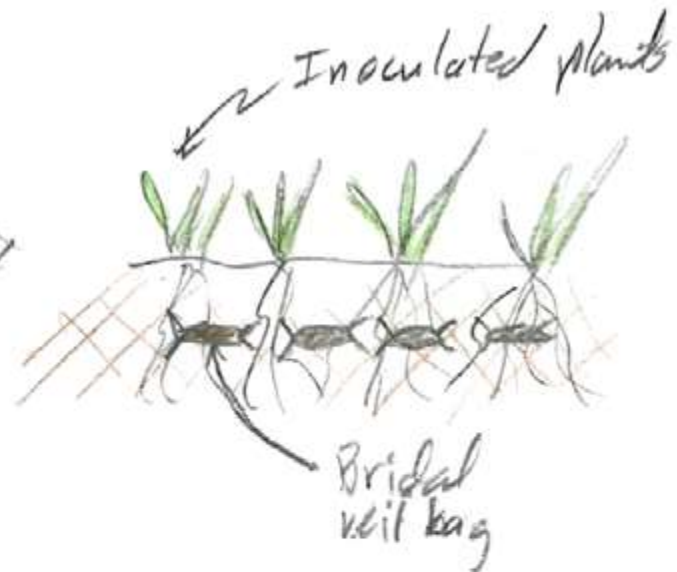
Six sub-plots
100' X 67'

A1 to A3 planted
with species mixture A;
B1 to B3 planted
with species mixture B.



Sub-plot B1
67' X 100'

Sub-plot contains
six areas each
containing four
bridal veil bags



French Broad River Paddle Trail

Westfeldt River Park

Paddle! Hike! Bike! Enjoy!



RiverLink and the French Broad River Paddle Trail

The French Broad River Paddle Trail provides for recreation, stewardship, education, and economic development. Volunteers and interested organizations are working together to make the French Broad River accessible and memorable for everyone. With ongoing community support, the paddle trail will continue to grow.

RiverLink is the lead organization creating the French Broad River Paddle trail. RiverLink was born in 1987 out of a desire to improve the economic and environmental conditions of the French Broad River Watershed—to make it into a destination where everyone is invited to live, work and play. This mission is accomplished by providing permanent public access to the river through conservation and recreation easements, reclaiming contaminated lands for public use, greenway development, creating public no-fee, no-reservation overnight camping sites along the river, adaptive reuse of historic structures, educating the public about the river's importance and empowering over 1,700 volunteers each year.



Link to Interactive Paddle Trail Map

Paddle Trail Rules and Regulations:

- No camping at Municipal River Access Parks.
- Municipal River Access Parks close at dusk.
- All local, state, and federal laws, regulations, and special orders are enforced.
- Observe prohibitions against trespassing on private land.
- Practice Leave-No-Trace principles (from the Center for Outdoor Ethics):
 - Plan Ahead and Prepare for extreme weather, hazards, and emergencies:
 - Travel and Camp on Durable Surfaces—including established trails and campsites.
 - Dispose of Waste Properly—pack it in, pack it out.
 - Leave What You Find—preserve the past, leave plants and natural objects as you find them.
 - Minimize Campfire Impacts—where permitted, keep fires small.
 - Respect Wildlife—observe wildlife from a distance. Do not follow or approach them.
 - Be Considerate of Other Visitors—let natural sounds prevail.
- Overnight campers - for your safety and to have your visit counted, please register your trip on the RiverLink Website. Visit the interactive map and river forum at riverlink.org.



Link to Interactive Paddle Trail Map:



For information on lodging, campsites, shuttles and outfitters

The Westfeldt Story

Gustaf Adolphus "George" Westfeldt, a native of Sweden, emigrated to New Orleans in 1835. He married Irish woman Jane McLuskey, and together they raised 10 children. In 1851 George Westfeldt founded Westfeldt Bros. Green Coffee Importing Company, which today is still a major USA coffee importer.

The Westfeldts were significant landowners in the Fletcher area, arriving as seasonal residents about 1868. Their property stretched from the stone estate named Rugby Grange, located 1.3 miles east of here, to present day I-26. It included what is now the Broadmoor Golf Links and portions of the Asheville Airport.

The Westfeldt farm was a significant contributor to the economy of the Fletcher community in the late 1800s, employing area workers to grow crops, raise livestock and work in their large house. Present day Westfeldts still live in New Orleans, and still travel to summer retreats in the North Carolina Mountains.

The land for this park was donated to Henderson County by the Westfeldt family in 1994.



Jane and George Westfeldt



Their Home "Rugby Grange" as it Looked in 1885, and Today.



Photos and Information Courtesy Bill Adams

Invasive Plants Along the French Broad River

These riverbanks may look very natural, but plant "invaders" from other countries are disrupting the native ecosystem. These plants displace native species and do not provide the same food or shelter for animals or the root structure to stabilize riverbanks and prevent erosion provided by natives. Efforts by regional groups like RiverLink to remove these unwelcome species are ongoing (join RiverLink and you can help combat them!). Problem plants include:



Kudzu - sometimes called "the vine that ate the South," this Asian vine can grow as much as a foot in one day. It can be found in sunny areas along rivers and roadways, smothering native shrubs and trees.



Noddygrass - This dense, shade-tolerant grass grows along streambanks. It has displaced native grasses and has no food value for animals.

Japanese Knotweed - this thick-growing bamboo-like grass displaces native grasses and can limit access for fishing and wildlife. It raises fire danger and can increase flood damage by limiting water flow into river channels.



Royal Paulownia/Princess Tree - this fast-growing Asian import, known for its purple spring blossoms, has displaced native species along rivers and roadways in Western NC.



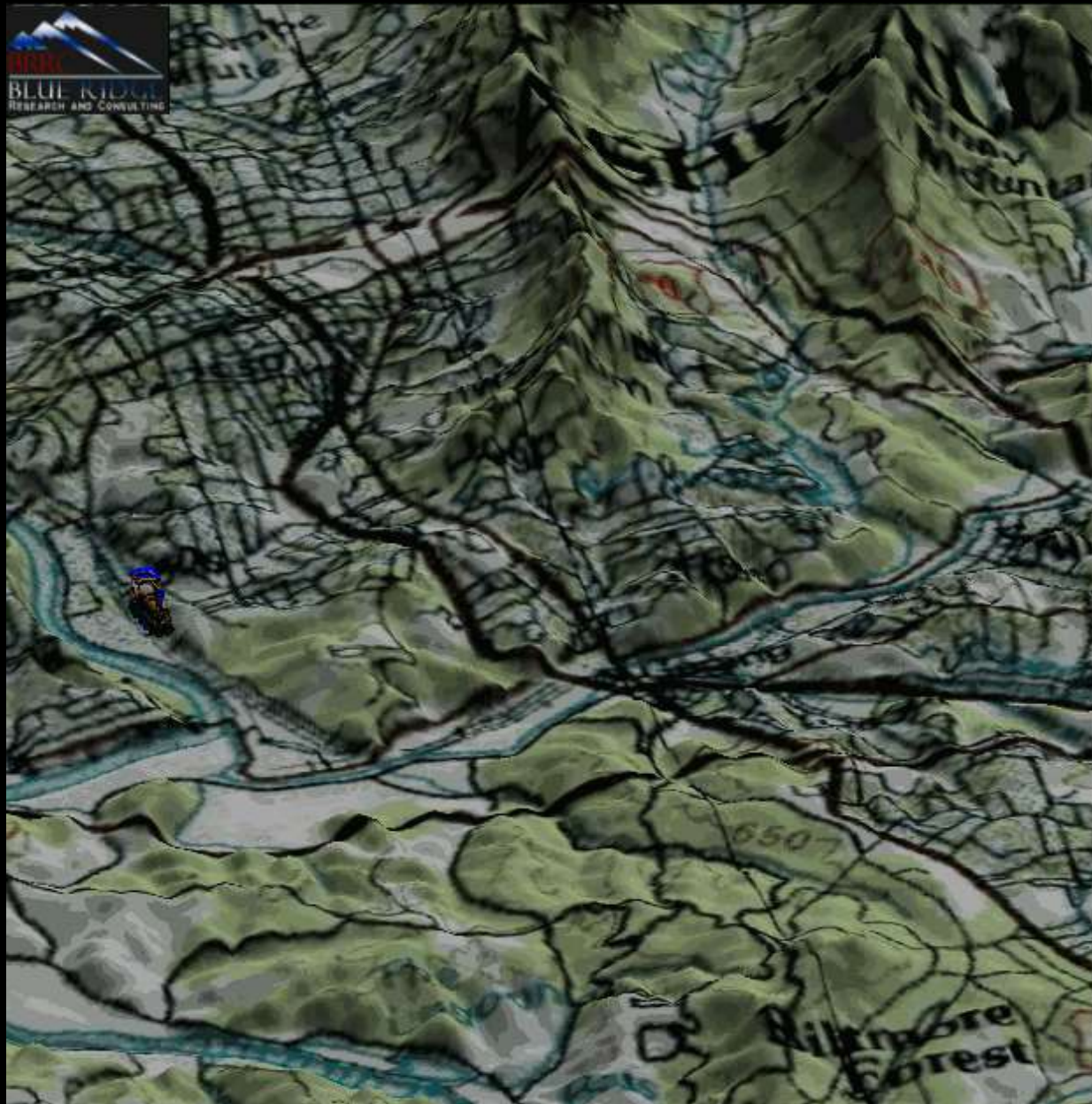
In an emergency call
911
Burcombe County Sheriff
828-250-4501

For Boating and Fishing Regulations
NC Wildlife Resources Commission
819-733-3391



For Maps, Maintenance,
and Trip Information
information@riverlink.org
828-352-4474





100.0 dB

50.0 dB





River Arts District Development

**Stephanie Monson, Riverfront Redevelopment
Coordinator and Urban Planner
City of Asheville**



2014: 14 Riverside Drive

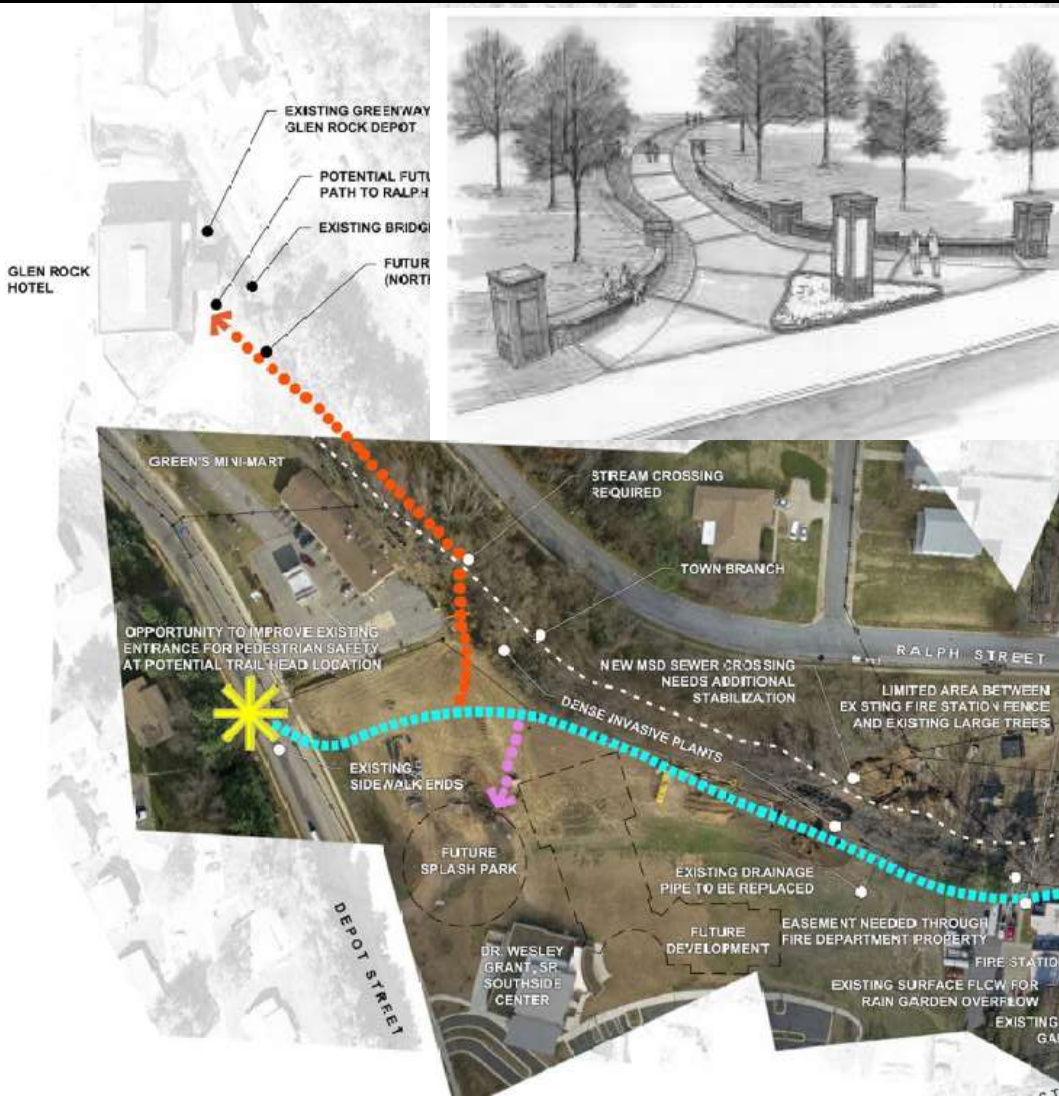
Interactive Arts, Culture, and Innovation Center





2015:Town Branch/ Clingman Forest

Greenways That Connect Riverfront and Downtown



Oates Park



The Baseball Game in Progress at Oates Park on October 10, 1915. (Photo by the Asheville News)



The Asheville Baseball Team standing on the field at Oates Park. (Photo by the Asheville News)





2016: RADTIP

Infrastructure Project to Create an Urban Parkway





2017: River to Ridge

Trail system linking Mountainside Park, Downtown, Riverfront





2018: Riverside Drive

New Development Opportunities For a Unique Destination



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Smoky Mountain Adventure Center

Stuart Cowles, President

ClimbMax Climbing Center

+ Outdoor Recreation in the Greater Asheville Area has been a staple for regional tourism .. for decades



While some of these tourists find adventure right in our region, many have had to travel a fair distance away from our region, taking their dollars with them.

+ For Two decades,
*Climbmax Climbing
Center* has offered
recreation, for all ages,
right in the middle of
Downtown Asheville ...



.. and to the many outdoor
destinations in the forest that
surround Asheville

+ Recreation and Tourism

Outdoor recreation is big business for our community and a valuable product for our tourism partners.

Keeping our visitors close to Asheville and enjoying recreational activities right here, in our backyard, will help keep their investment specifically in our community

In 2006, the outdoor recreation economy contributed \$7.5 Billion to the NC economy and supported 95,000 jobs (OIA).

Participants in gateway activities are more likely to enjoy multiple outdoor activities, rather than just one. In fact, 80 percent of bikers participate in one or more other outdoor activities (Outdoor Industry Assoc.)



+ Our BEST resource is right in the middle of town !

By offering an array of activities, centrally located in the heart of Asheville our hope is to extend a visitor's stay in our region.



The French Broad River Corridor is the most logical place for this type of growth with parks, greenways, arts, and now ...

- + An adventure park
.... *S.M.A.C.*, in the middle of Asheville !



Outdoor adventure combined with a unique urban experience
.... A great partnership for our entire community !

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UNC Asheville

**Greg Carter, Assistant Vice Chancellor for External
Relations**

UNC Asheville

UNC Asheville

A Place for the Community



“...At UNC Asheville, we respond to the conditions and concerns of the contemporary world both as individuals and as a university. We incorporate economic, social and environmental sustainability into our institutional practices and curriculum. With a range of associated centers, partnerships, and initiatives, we fulfill our public responsibility to address the needs of our community through a continuum of learning.”

Lookout Observatory



Greenway



Greenwood Fields



Economic Impact

\$6.4 million-Outside Visitors

Visitors who traveled from outside the Asheville area to attend or participate in a UNC Asheville event spend an estimated \$4.5 million annually in the local economy and increase total economic output by \$6.4 million.

They come to cheer on the Bulldogs or their hometown teams, engage in an educational conference or discover the cultural events on campus, but they stay for the vibrant city, finding friendly accommodations and immersing themselves in the cuisine, music and heritage of the area.



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Asheville Outlets

Developers: Tremont Realty Capital and New England Development

**Presented by: Pat Kappes, Public Affairs Manager
Asheville Convention & Visitors Bureau**

Biltmore Square Mall



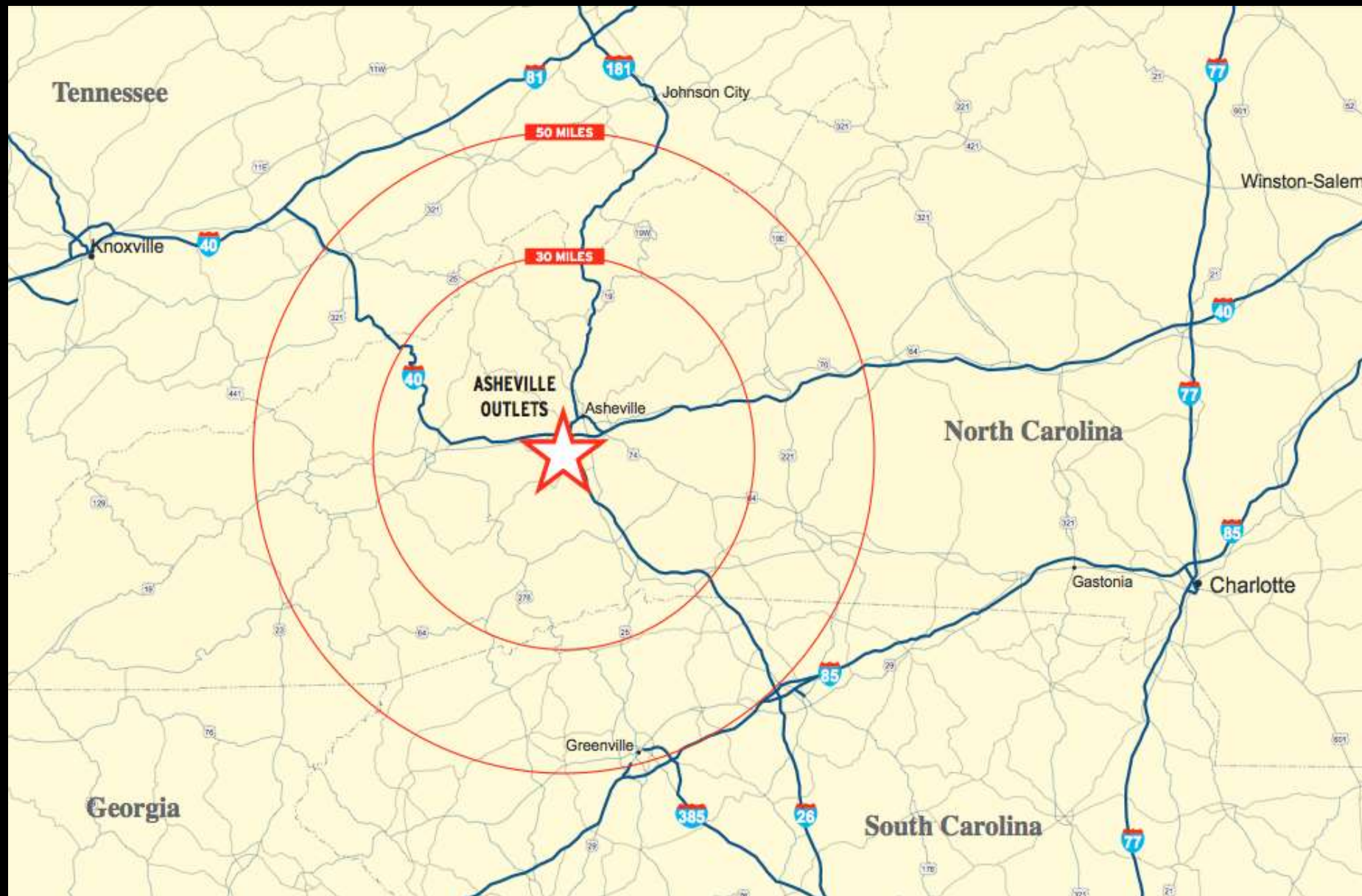
- Located just off I-26 on Brevard Road, 5 miles southwest of downtown Asheville
- Property originally developed in 1989 as a regional mall
- Mall has been struggling for years



- **Biltmore Square Mall** is anchored by Dillard's and Belk in its current footprint
- Dillard's and Belk own their buildings, the outlet mall will be designed around them
- Current tenants have been asked to vacant Jan. 31, 2014

What about our area appealed to the Boston-based developers?

- Asheville considered a gateway to the Blue Ridge Mountains
- More than 9.3 million annual visitors to Asheville region
- 3 million visitors stay overnight, with an average stay of 2.8 nights and an average party size is 2.6 persons
- Average household income of typical visitor is in excess of \$100,000
- *Barron's* has named Asheville as #1 of the 15 Best Places for Second Homes.
- And there is no other outlet center located within 80 miles



Asheville Outlets | Asheville, NC



- The indoor mall will be converted and expanded into an outdoor outlets center
- Projected opening in the spring of 2015

