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ACVB Partner Connect

May 31, 2016

Greetings Partners!

It was great to see so many of you at the Asheville CVB's Summer Kick-Off last week and to celebrate Highland Brewing Company's milestone accomplishments with the ribbon-cutting ceremony. It was my pleasure to present the TPDF grant on behalf of the BCTDA. The new rooftop venue space offers fantastic views and a really good time! Check out pictures from the event on the [Asheville CVB's Facebook page](#).

We're excited to roll-out the first of a two-phase effort to showcase the destination Brand Promise featuring people who represent the visitor experience in our community. It highlights a key core value and the heart of the destination – the warm and friendly nature of the people who visitors connect with every day. Read more below and let us know what you think!

We're also happy to share the details of the new BCTDA grant program, the 2017 Festival and Cultural Event Support Fund, at our next Partner Forum on June 23. The fund offers a great opportunity for local groups hosting events in 2017.



See you soon!

A handwritten signature in black ink that reads "Stephanie".

Stephanie Pace Brown
Executive Director



SAVE-THE-DATE
Information Session:
2017 Festival and Cultural



Event Support Fund

Thursday, June 23, 2016 | 8:30 - 9:30 a.m.

Chamber Boardroom | 36 Montford Avenue, Asheville

The BCTDA announces the all-new Festival and Cultural Event Support Fund! Come learn about this great source of funding made available by the advertising sales revenue on ExploreAsheville.com.

Bureau Buzz

Industry Partners Featured in New Asheville Promise Campaign

Asheville's welcoming spirit is celebrated in the [latest destination video](#) launching this week. Using a simple black background, the video uses a creative, more personal approach to share the Asheville brand promise for life-enriching experiences through the voices of our inspiring and multi-faceted hospitality community. It highlights a key core value and the heart of the destination – the warm and friendly nature of the people who visitors connect with every day.

The Asheville Convention & Visitors Bureau joined forces with local filmmaker and documentary producer Erin Derham to create the first of what will be a two-part video series. Previous videos from the CVB have highlighted our epic scenic landscapes, vibrant culture and rich visitor assets. With this collaboration, we speak directly to our visitors and set the stage for phase two of the project, a new Spirit of Asheville video that will share some of the light-hearted stories that capture the unique essence of our destination.



Be on the lookout for a follow-up email from the CVB with more details on how to further share [The Asheville Promise video](#) and incorporate it into your own efforts. As the second phase of the project rolls out, stay tuned on further ways to get involved and participate.

BCTDA Announces New Grant Program

The 2017 Festival and Cultural Event Support Fund

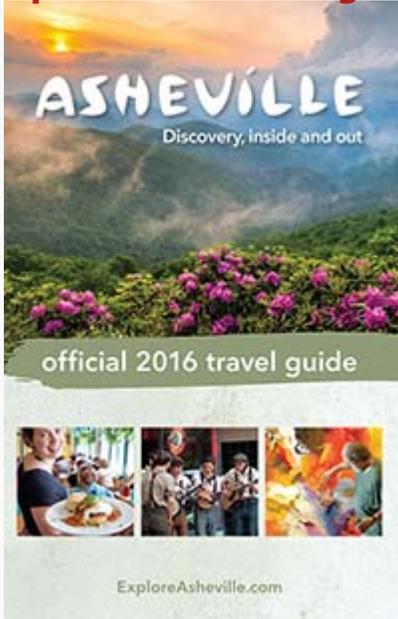
Events have enjoyed significant marketing support from the BCTDA, including website exposure, social media promotion, and media relations outreach. However, occupancy tax funds are not available to provide direct funding for events. In September of 2015, an advertising module was incorporated into the

redesigned ExploreAsheville.com website. For the first time, the BCTDA was able to generate significant discretionary earned revenue, not tied to the legislative parameters of the occupancy tax.

With the availability of these discretionary funds, ACVB staff proposed the development of a competitive Festival and Cultural Event Support Fund. On May 25, the BCTDA approved this program. Applications for grants will be evaluated by a five-member committee and ultimately approved by the BCTDA. Awards will be announced annually in September for events occurring in the following calendar year.

Join us for the program roll-out at the June 23 Partner Forum. The application and program guide will soon be available on www.AshevilleCVB.com. In the interim, contact Glenn Cox at gcox@ExploreAsheville.com with any questions.

Update Your Listing for 2017 Asheville Travel Guide



Sales for the 2017 Asheville Travel Guide have begun and end on July 8, 2016. If you are interested in advertising in the travel guide, please contact Mary Ann Stafford of Journal Communications at mstafford@jnlcom.com or 615-218-8271.

Please help us make sure visitors have accurate and up-to-date information about your business. **The deadline to approve your information for the 2017 Official Asheville Travel Guide is Friday, July 07, 2016.** If you have not already reviewed and updated your travel guide and ExploreAsheville.com listings, please take a moment to do so.

Sales Department Highlights

Shawn Boone traveled to New York City for the NYCxD Design Expo featuring the Center for Craft, Creativity & Design's "Made in WNC" exhibit. Several thousand attendees visited the show featuring work from local WNC artisans showcasing Asheville & WNC's vibrant and thriving arts community. While in NYC, Shawn also attended SmartMeetings, an appointment-based trade show with NY-based clients. Shawn also traveled to Chicago for sales appointments and an MPI industry event.

Brenda Taylor conducted sales calls in Tampa/St. Petersburg, Florida, where she met with third party planners from Conference Direct, HelmsBriscoe, and

American Express Meetings & Events, as well as direct buy planners. She also attended the Meeting Planners International Carolinas Chapter Annual Meeting in Hilton Head. The Annual Meeting was the MPI-CC largest meeting of the year and included the installation of new officers at the Annual Banquet. Brenda also attended Interact SC in Columbia, SC, which offered three days of network events and one-on-one meetings with 20 meeting planners.



Tina Porter traveled to Dallas where she hosted a client event at the Dallas Arboretum and conducted sales calls.

Who's In Town?

The CVB sales team worked with 20 groups and 10 weddings in May. The total number of group business contracted rooms was 6,121!

- 2016 Southern Conference Basketball & Wrestling Championships
- ABYSA - 2016 Kepner President's Cup
- ABYSA - Southern Region III Premier League Games
- Asheville Rifle and Pistol Club - 2016 NC Small Bore Silhouette State Championship
- Blend Retreat 2016
- 2016 Blue Ridge Classic of the Carolinas Dog Show
- Brotherhood of Locomotive Engineers and Trainmen- BLET-NC Southern Division General Comm Meeting
- 2016 Clayton Homes Show
- Cornell College Southeast Alumni
- Financial Therapy Association Annual Conference 2016
- IAPE Evidence Management Seminar
- JCPenney Dixie Club - Annual Dixie Club
- National Charrette Institute Training
- North Carolina Association of Acupuncture and Oriental Medicine - NCAAOM Educational Seminar
- North Carolina Guardianship Association - 2016 Annual Member Association Conference
- Revelers Dance Club of Shelby, NC
- Society of North American Goldsmiths - SNAG Community Conference 2016
- TED Tech Team Meeting
- Southwestern Region US Forest Service Southwestern Region
- 2016 USA Cycling Collegiate Road National Championships
- Washington State University - Pesticide Regulatory Education Program - PREP

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