

Asheville Music Initiative

Turning up the Volume on the Music Scene



Welcome

STEPHANIE BROWN

Executive Director

TEAM ASHEVILLE: 1,200 STRONG



Expansive New Program to Elevate the Music Scene

Partnership with:

- Local music stakeholder advisory group
- Asheville Commercial Music Enterprise (ACME)
- IAMAVL

Includes:

- New Music Website
- Advertising campaign targeted to music enthusiasts
- Music culture PR & content push
- Music sizzle video



Music Advisory Group

- Josh Blake, IAMAVL, ACME, AMP
- Chris Corl, U.S. Cellular Center
- John Ellis, Diana Wortham Theater
- Steven Heller, Upstream Productions, AMP
- Vaden Landers, Asheville Buskers Collective
- Gar Ragland, NewSong Music, AMP
- Scott Reese, IAMAVL
- Abby Roach, Asheville Buskers Collective

Music Advisory Group

- Michael Selverne, Echo Mountain Recording, ACME, AMP
- David Starkey, Asheville Lyric Opera
- Don Talley, White Horse Black Mountain
- Jessica Tomasin, Echo Mountain Recording, ACME, AMP
- Pat Whalen, The Orange Peel
- David Whitehill, Asheville Symphony
- Scott Woody, Isis Music Hall



iamavl
INDEPENDENT ARTS AND MUSIC ASHEVILLE

Marketing Strategies, Advertising

MARLA TAMBELLINI

VP of Marketing

Goals

A vibrant concert scene with a large crowd of people dancing and celebrating. The stage is illuminated with bright green and yellow lights, creating a dynamic atmosphere. A large screen in the background displays a video or image. The overall mood is energetic and festive.

- **Become a major music destination - a "Top Music Town."**
- **Generate demand for musicians and venues to create sustainability of our musical assets.**
- **Create easily navigable connections and experiences between visitors (and residents) and the music scene.**

Strategies

- Build credibility for the region's rich and innovative music scene.
- Heighten awareness of music culture and experiences.
- Create connection systems for Asheville area visitors to experience and navigate the music scene.



Key Tactics

- Inventory of music assets
- Music microsite
- Asheville online radio station (playlist of local artists)
- Comprehensive venue guide
- Music ad assets
- New content including artist/maker profiles



Target Audience

MUSIC ENTHUSIASTS

**Target Audience: Adults 25-64,
Median HHI: \$75K, slightly skewing
women who travel**

**Demonstrating experiential behaviors
and attitudes including:**

- I frequently choose active vacations with lots to do.
- I like to do things that are new and different
- I like a lot of excitement in my life.
- I like a lot of variety in my life.

Plus index high for the following:

- Travel for events
- Attends musical concerts
- Considers themselves a music influencer



Advertising Program

Animated Display Ad Banner



Other Advertising Channels

Audio / Video - Pandora

- Audience targeting
- Ads link to branded mixtape experience that Pandora would assist in building based on eight songs provided by Asheville



The screenshot shows the Pandora website interface. At the top, there's a search bar and navigation links. The main content area features a music player with a play button and a volume slider. Below the player, there's a sidebar with "New Plays" and "Genre Stations". The central focus is an advertisement for Asheville, titled "Explore Asheville Radio" and "Turn up the volume". The ad includes a "Search Station" button and a "Like" button. The background of the ad shows a woman playing a violin in front of a cityscape at night.

Content - Facebook

- Interest
- Demographic/Geographic Targeting



The screenshot shows a Facebook advertisement for Asheville. The ad features a video of a man and a woman dancing in a crowded outdoor setting. The text of the ad reads: "Visit Asheville Sponsored Like Page Feel the beat in the place Thrillist ranked as one of America's Greatest Music Cities. #turnupthevolume #ashtag Our rhythm is rooted in old-time mountain music, but it's our spectrum of innovative musicians who define our sound. Discover what's propelling our songbook to the forefront of national attention. WWW.EXPLOREASHEVILLE.COM Learn More".

ASHEVILLE
Discovery, inside and out

Other Advertising Channels

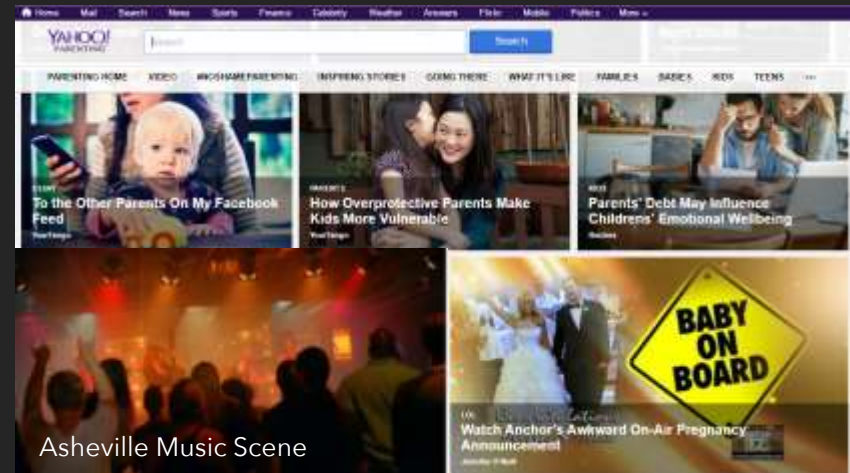
Audio / Video - YouTube

- Content, keyword & data targeted pre-roll ads



Content - Yahoo Native

- Content targeting via sections (Food, Music, Outdoors)
- Data targeting (45+, Behavioral, Keyword, etc.)



Other Advertising Channels

Content - Huffington Post

- Content targeting via sections (Food, Music, Outdoors)
- Layer in demographic/geographic

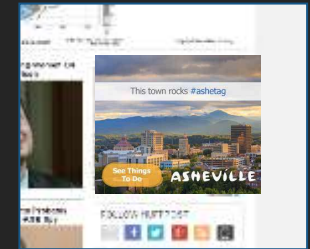
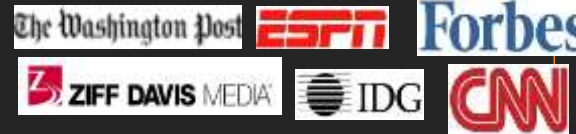


ASHEVILLE Asheville, North Carolina is turning up the volume on its music culture. From its traditional bluegrass roots to the innovative, edgy and artful sounds that inspires homegrown musicians and beckons a cadre of national bands, Asheville is garnering national attention as a top music city. Start planning at ExploreAsheville.com.

Ad Networks - RocketFuel and Xaxis

- Data driven targeting, re-targeting
- 50,000+ targeting options
- Xaxis = 100% viewable impressions
- Bought programmatically and through private exchanges

Programmatic Direct Partners



PR & Music Microsite

- **DODIE STEPHENS**
Director of Communication
- **ELIZABETH WHITE**
Web Manager

PR & Social Media

- **MUSIC ASSET INVENTORY:** Leverage inventory, music news and existing media contacts to pitch Asheville area music scene stories.
- **NICHE MEDIA MATERIALS:** Design and develop a virtual press kit devoted to music—highlights, interesting facts, characters and story ideas.
- **NATIONAL REACH:** Contract connected music industry PR agency/entity to support national outreach in the music vertical.
- **DYNAMIC SOCIAL CONTENT #AVLSOUND:** Hashtag campaign that helps consumers and partners identify and share trending Asheville area music content.
- **BACKSTAGE ASHEVILLE:** Contest in tandem with microsite unveiling.
- **SEND US YOUR MUSIC NEWS TIPS:**
media@exploreasheville.com

ASHEVILLE
Discover, love and

music 2016-2017 events

spring

Asheville Electro-Music Festival
 May 5-7 - Black Mountain
 The electro event, known as one of the world's best electronic and experimental musicians in the mountains of Western North Carolina. They will be joined by local artists for two days of compelling live shows and immersive technology.

Asheville Percussion Festival
 June 13-19 - Clingman Community Center
 Bring a musical instrument where percussionists and players of all abilities. Born around the globe, gather to explore, create and connect. The festival is hosted by three distinguished, award winning multi-performers, composer and educator who live in Asheville.

Asheville Electro-Music Festival
 May 12-13 - Black Mountain
 For over 20 years, EMF Festival has grown into an experience of music, art, meeting and culture for thousands of families.

All In West Music Festival
 West Asheville
 Unique event that brings together community, with a robust lineup of having and local acts will be the Hoops Brewing, Mear Dogs, the Remnants & The MAMight and The Bone Pump.

WYS Annual Mountain Dance & Folk Festival
 August 4-6 - Clingman Community Center
 The nation's longest running folk festival showcases a repertoire of mountain performers who share songs and stories reflecting heritage of Scottish, English, Irish, Cherokee and African heritage.

Blue Sky Concert
 In 2016, the festival celebrates the French Blues by Anything that Flies Parade, local indie live artists.

of Snowwood Festival
 at Black Mountain!
 Bands of NORTH SIDE Mountain with liveing and a gourmet steamed honey, music dancing, art & local food & drink scene.

ASHEVILLE
Discover, love and

MOUNTAIN SOUND ESCAPE
 Reconnect • Rejuvenate • Disrupt • Elevate
 Inspired • Immersive • Playful

Asheville on Broadway: Jazz, Blues & Swing Music!
 Convention and created by Walter "The Big Boy" Scott (small) listed the Asheville Jazz Society, serving artists, "Love the Center for Jazz" and has included the Radio "North-South Street" with "When You Get to Asheville". The musical began to premiere at Snowwood Cafe" (North-South Street) and officially opened March 28. The show, starring Stephen Strickland, Carmen Lundy, A.J. Strony and featured live musicians as directed by Walter "The Big Boy" Scott, who is a member of the Asheville Jazz Society and a member of the Asheville Jazz Society. The show is a tribute to the Asheville Jazz Society and a member of the Asheville Jazz Society.

The Symphony: Soundtrack for the City
 The Asheville Symphony Orchestra and a celebration of the Asheville musicians.

ASHEVILLE
Discover, love and

asheville music soundscape

Waves Hayes
 Named one of the "100 Greatest Outcasts of All Time" by Rolling Stone

Asheville Drum Circle
 Friday night community tradition

Liz Wright
 Soul-influenced jazz singer/songwriter

Bob Moog & Moog Music
 Inventor of the Moog synthesizer with Asheville music history

Mountain Dance & Folk Festival
 The nation's longest-running folk festival

The Spoon Lady
 Asheville's Sultana Collaborative champion

The Orange Peel
 Named one of the top five rock clubs by Rolling Stone

David Holt
 Grammy-winning musician and journalist

Blue Mountain Studios
 1920s church turned recording studio for the stars

Sauco Lopez
 Founder of the Mountain Dance & Folk Festival

Sleep Canyon
 Grammy-winning bluegrass band, collaborators w/ Bob Dylan

Caleb Johnson
 American Idol winner

28 Skates
 Grammy-winning ska band with live acts

Content Development

- ExploreAsheville.com audience: **closing in on 5 million.**
- Work with our content network to develop profiles.
- Create music-oriented itineraries.
- Write story features from classical offerings to pop culture connections.
- Produce web video shorts and images for Instagram and other usage.
- Work with ACME to help guide curated playlists.



LIVE MUSIC CALENDAR

RUSTED ROOT

March 29, 2016
Orange Peel Social Aid and Pleasure Club

[Details](#) | [Add to Trip Planner](#) | [View on Map](#) | [Buy Tickets](#)

TUESDAY BLUEGRASS SESSIONS HOSTED ...

March 29, 2016
Isis Restaurant and Music Hall

[Details](#) | [Add to Trip Planner](#) | [View on Map](#) | [Buy Tickets](#)

ASHEVILLE DRUM AND BASS COLLECTIVE...

March 30, 2016
New Mountain Asheville

[Details](#) | [Add to Trip Planner](#) | [View on Map](#) | [Buy Tickets](#)

DUNCAN TRUSSELL

March 30, 2016
Orange Peel Social Aid and Pleasure Club

[Details](#) | [Add to Trip Planner](#) | [View on Map](#) | [Buy Tickets](#)

[more live music](#)



[Music Scene](#) | [Festivals](#) | [Venues](#) | [Calendar](#) | [Music Stores](#) | [Videos](#) | [Musical Legacy](#) | [Artists](#) | [Listen Now](#)

[Like](#) [Share](#)

Asheville Music Scene

The rhythm of Asheville is steeped in the traditions of bluegrass and old time mountain music, an influence heard through the music halls and streets of downtown. Considered hallmarks of the Asheville music scene, immerse yourself in the Appalachian traditions of old time jam sessions, soulful ballads, and bluegrass jamborees.

One of "America's 12 Greatest Music Cities"

-THRILLIST

EXPLORE ASHEVILLE RADIO

-  Rising Appalachia - Medicine 4:23 
-  River Whyless - Life Crisis 4:07 
-  River Guerguerian - Boulevard 3:43 
-  Secret Agent 23 Skidoo - Gotta Be Me 3:33 

powered by
SOUNDCLOUD

AVL SOUNDS

Featured Music Video

Live Streaming Event

Venue Guide

Local Buskers

Asheville's Grammy Connection

Asheville Gets Broadway Spotlight



Featured Music Video. Click here to learn more about the artist.

venues



Orange Peel Social Aid and Pleasure Club

festivals



Tap Your Toes at Asheville Music Festivals

online reservations

Lodging Packages Activities

Check In: 03/28/2016 Check Out: 03/29/2016

Rooms: 1 Adults: 1 Kids: 0

Search B&Bs or Cabins & Vacation Rentals

Call (800) 365-8917 for Assistance

venue guide

more festivals

Search

"Orange Peel named one of America's best rock music venues"

-Rolling Stone



Rusted Root

more music events



Dancing the Night Away

more music stories



more deals

PROFILE

The sound of a place is a great



way to know and understand
the spirit of a place. Asheville
is a great place to cultivate
peace and presence.



LIZZ WRIGHT *Local Artist*

Meet a Local Musician



[About Asheville](#)

[Press Room](#)

[Contact Us](#)

[Write for Us](#)

[Meeting Planners](#)

[Weddings](#)

[Sports](#)

[Motorcoach](#)

[Asheville Convention and Visitors Bureau](#)

[Buncombe County Tourism Development Authority](#)

Sign Up for the Asheville
Traveler E-Newsletter

[Free Travel Guide](#)

[Partner Login](#)

[Event & Listing Policies](#)

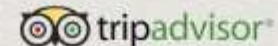
[Submit an Event](#)

[Advertise with Us](#)

[Relocation Information](#)

[Sitemap](#)

[Privacy Policy](#)



Made by [simpleview](#)

Asheville's Musical Legacy

Considered hallmarks of the Asheville music scene, immerse yourself in the Appalachian traditions of old time jam sessions, soulful ballads, and bluegrass jamborees. N.C. has a long history with music, beginning with traditional songs and tunes brought to the area by Scotch-Irish settlers. Over the years, the legends of what was once called "mountain music"--people like Jimmie Rodgers and Bill Monroe, and later Doc Watson and the Steep Canyon Rangers--contributed their own work to Asheville's cultural scene. Traditional music is still alive and well in Western North Carolina.



Making Music in the Blue Ridge

EXPLORE ASHEVILLE RADIO



Rising Appalachia - Med...



River Whyless - Life Cri...



River Guerguerian - Bou...



Secret Agent 23 Skidoo ...



powered by:
SOUNDCLOUD

online reservations

Lodging Packages Activities

Check In:

03/29/2016

Check Out:

03/30/2016

Rooms:

Adults:

Kids:

story

story



Asheville's Busking Scene Keeps Music in the Air



Mountain Sounds, Legacy of Dulcimers

Rooms: 1 Adults: 1 Kids: 0

Search

Search B&Bs or Cabins & Vacation Rentals

Call (800) 365-8917 for Assistance



Sound Trek: A Music Lover's Guide to Asheville

by Allie Marshall

Asheville's known for many things: natural beauty, an historic downtown, craft beer and great food. The local music scene is equally deserving of a top-10 list mention. Though hard to explain, Asheville's multi-genre, boundary-pushing sound is ... [read more](#)



Rising Appalachia Rests Its Roots in Asheville

by Jen Nathan Orris

Sisters Leah Song and Chloe Smith started Rising Appalachia in 2004 as an experiment in combining Southern musical traditions with global influences. Their music has taken them around the world, including Asheville where they've been part of the ... [read more](#)



Who's Next: Asheville's Grammy Watch List

by Allie Marshall



Which local musician will be next to bring home a Grammy? There's no shortage of promising talent. Keep an eye on rising country artist Joe Lasher Jr. who, at 19, is already splitting his time between Asheville and Nashville. And Chase Rice — the ... [read more](#)



The Grammy Goes to... Asheville's Connections to the Most Coveted Music Awards

by Allii Marshall

The red carpet at the Grammys' annual Los Angeles event may be more than 2,000 miles from Asheville, but plenty of local artists have made the star-studded stroll. Just last year kid-hop artist 23 Skidoo — now based in California after launching his ... [read more](#)



Moog Music: Pioneer of Modern Sound

by Asheville Insider

Bob Moog is a well-known legend in the music industry. In fact, in many ways he was a pioneer. Having invented the Moog Synthesizer back in the 1960s, Moog revolutionized the way we enjoy music today. You would be hard pressed to find any major band ... [read more](#)



Tap Your Toes at Asheville Music Festivals

by Asheville Insider

From the local and regional musicians that meet at Shindig for a night of musical fun to the global performers at July's Folkmoot festival in nearby Waynesville, the Asheville area's summer music festivals are as eclectic as the city itself. People ... [read more](#)



Discover The Magic of Asheville

There's the view that takes your breath away, the refreshing mountain air and the fresh flavors of the Blue Ridge. Discover Asheville, and perhaps your new favorite song by local band River Whyless. Take a Look Around ... [read more](#)



Tuesday Bluegrass Sessions hosted by La Terza Classe

[more live music](#)



Tap Your Toes at Asheville Music Festivals

[more music stories](#)



Echo Session #18 - The Motet

[live streaming video](#)

LIVE MUSIC CALENDAR

RUSTED ROOT

March 29, 2016

Orange Peel Social Aid and Pleasure Club

[Details](#) | [Add to Trip Planner](#) | [View on Map](#)

[Buy Tickets](#)

TUESDAY BLUEGRASS SESSIONS HOSTED ...

March 29, 2016

Isis Restaurant and Music Hall

[Details](#) | [Add to Trip Planner](#) | [View on Map](#)

[Buy Tickets](#)

ASHEVILLE DRUM AND BASS COLLECTIVE

March 30, 2016

New Mountain Asheville

[Details](#) | [Add to Trip Planner](#) | [View on Map](#)

[Buy Tickets](#)

DUNCAN TRUSSELL

March 30, 2016

Orange Peel Social Aid and Pleasure Club

[Details](#) | [Add to Trip Planner](#) | [View on Map](#)

[Buy Tickets](#)

[more live music](#)



[Music Scene](#)

[Festivals](#)

[Venues](#)

[Calendar](#)

[Music Stores](#)

[Videos](#)

[Musical Legacy](#)

[Artists](#)

[Listen Now](#)

[Like](#) [Follow](#)

Asheville Music Scene

The rhythm of Asheville is steeped in the traditions of bluegrass and old time mountain music, an influence heard through the music halls and streets of downtown. Considered hallmarks of the Asheville music scene, immerse yourself in the Appalachian traditions of old time jam sessions, soulful ballads, and bluegrass jamborees.

One of "America's 12 Greatest Music Cities"

-THRILLIST

EXPLORE ASHEVILLE RADIO



Rising Appalachia - Medicine

4:23 [▶](#)



River Whyless - Life Crisis

4:07 [▶](#)



River Guerguerian - Boulevard

3:43 [▶](#)



Secret Agent 23 Skidoo - Gotta Be Me

3:33 [▶](#)

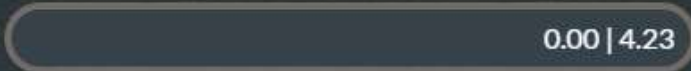
powered by
SOUNDCLOUD













EXPLORE ASHEVILLE RADIO



Rising Appalachia - Medicine

Genre: Roots #Soul #HipHop #Folk #Global



-  Rising Appalachia - Medicine 
-  River Whyless - Life Crisis 
-  River Guerguerian - Boulevard 
-  Secret Agent 23 Skidoo - Gotta Be M... 
-  Jon Stickley Trio - Rice Dream 
-  Kruger Brothers - Carolina in the Fall 

powered by:
 SOUNDCLLOUD



EXPLORE ASHEVILLE RADIO

Rising Appalachia - Medicine



Rising Appalachia

Contact to Book
Asheville, NC 28801

Sisters Leah Song and Chloe Smith tear into sound with sensual prowess as stages ignite revolutions and words light up soul fires. Listen to their beautiful ... [more](#)

[Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#) 📍



Genre: Roots #Soul #HipHop #Folk #Global

0.00 | 4.23

Kruger Brothers - Carolina in the Fall

powered by:
SOUNDCLOUD

SOUNDCLOUD

AVL SOUND

Featured Music Video

Live Streaming Event

Live Music Venue Guide

Asheville's Busking Scene Keeps Music in the Air

Hip Symphony is Rocking the Classical Scene

Asheville Gets Broadway Spotlight



Live streaming music video, courtesy of iamavl.com

venues



Orange Peel Social Aid and Pleasure Club

festivals



Tap Your Toes at Asheville Music Festivals

online reservations

Lodging Packages Activities

Check In:	Check Out:	
03/28/2016	03/29/2016	
Rooms:	Adults:	Kids:
1	1	0

Search B&Bs or Cabins & Vacation Rentals

Call (800) 365-8917 for Assistance

venue guide

more festivals

Search

Asheville Music Videos

The rhythm of Asheville is steeped in the traditions of bluegrass and old time mountain music, an influence heard through the music halls and streets of downtown. Considered hallmarks of the Asheville music scene, immerse yourself in the Appalachian traditions of old time jam sessions, soulful ballads, and bluegrass jamborees.

THA echo Sessions
The Hip Abduction
Tuesday, March 8th
@ 6PM EST
Prestige  iamavl.com

Echo Sessions 18: Tha Hip Abduction

Watch *The Hip Abduction* LIVE from Echo Mountain Recording Studios on iamavl.com Tuesday March 8th at 6pm EST. Enjoy the show!

Echo Sessions by iamavl.com



Echo Session #18 - The Motet

*Saturday, February 20th,
Recording at Echo Mountain,
courtesy of iamavl.com*



Echo Session #16 - The Broadcast

*January 24th, 2016, Recorded at
Echo Mountain Studios, courtesy
of iamavl.com*



Echo Session #16 - The Fritz

*Recorded at Echo Mountain,
courtesy of iamavl.com*



Echo Session #15 - Dopapod

*December 6th, 2015, Recorded
at Echo Mountain Studios,
courtesy of iamavl.com*

Local Artists



stephaniesid - bounce

*Credit: stephaniesid, Published
on Jun 26, 2014*



**Joe Lasher, Jr. - How A
Country Boy Rides**

*Credit: Joe Lasher, Jr., Published
on Feb 19, 2014*



LYRIC - Hard Work

*Credit: Leedo Lyric Jones,
Published on Jul 14, 2014*



**Underhill Rose -
Helpless Wanderer**

*Credit: Underhill Rose, Published
on Mar 25, 2014*

Asheville Connections



AVL SOUNDS

Featured Music Video

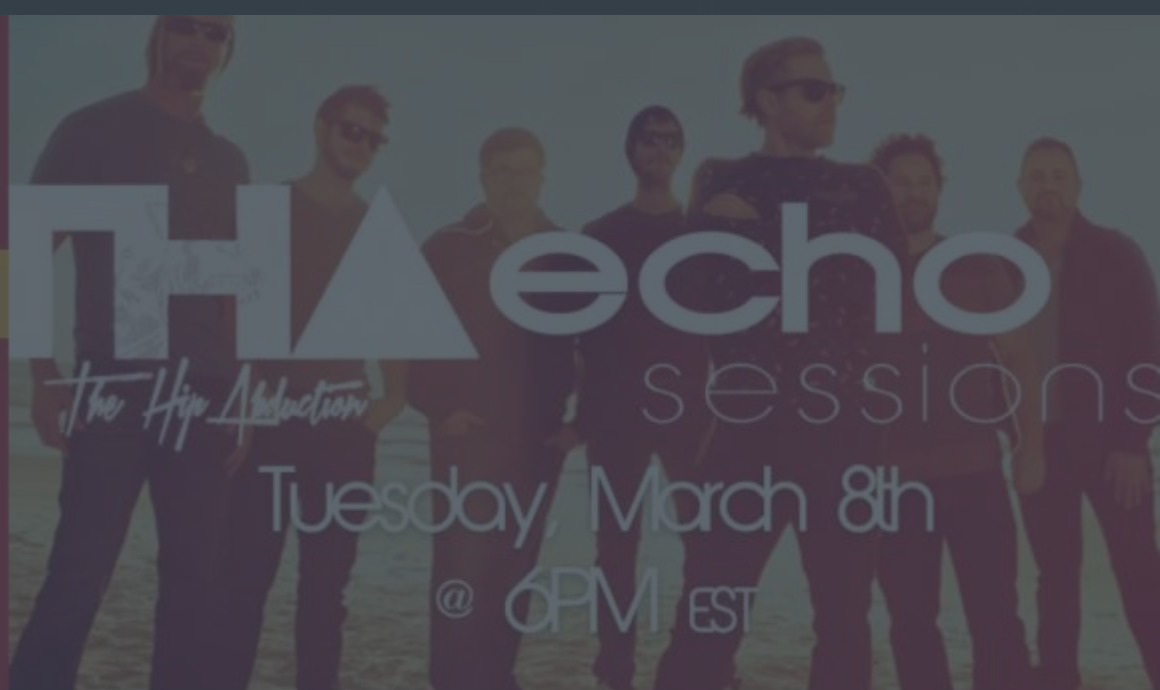
Live Streaming Event

Venue Guide

Local Buskers

Asheville's Grammy Connection

Asheville Gets Broadway Spotlight



Live streaming music video, courtesy of iamavl.com

venues



Orange Peel Social Aid and Pleasure Club

venue guide

festivals



Tap Your Toes at Asheville Music Festivals

more festivals

online reservations

Lodging Packages Activities

Check In:

03/28/2016

Check Out:

03/29/2016

Rooms:

1

Adults:

1

Kids:

0

Search B&Bs or Cabins & Vacation Rentals

Call (800) 365-8917 for Assistance

Search

Asheville Music Venues

Asheville's thriving music scene means that literally hundreds of bands and musicians make their way through the city during the year. The best way to tap into Asheville's live music is to experience it first-hand at one of our local venues.

venue guide



Asheville's Iconic Music Venue

venue guide



Best Places to Eat, Drink & Listen

venue guide



Under the Radar Venues

MUSIC VENUES

[View on Map](#)



Altamont Brewing Company

1042 Haywood Road
Asheville, NC 28806
Phone: (828) 575-2400
Region: West Asheville

EXPLORE ASHEVILLE RADIO



Rising Appalachia - Med...



River Whyless - Life Cr...



River Guerguerian - Bou...





Brewer Gordon Kear, former brewer for Flagstaff Brewing Company for the past six years, and business partner Ben Wiggins wanted to bring more coolness to West ... [more](#)

[Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#) 📍



The Altamont Theatre

18 Church Street
Asheville, NC 28801
Phone: (828) 274-8070
Region: Downtown

The Altamont Theatre presents inspiring professional musical theatre featuring world-class actors, singers, directors and designers in our intimate 150 seat ... [more](#)

[Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#) 📍



online reservations

Lodging Packages Activities

Check In: 03/29/2016 Check Out: 03/30/2016

Rooms: 1 Adults: 1 Kids: 0

Search

Search B&Bs or Cabins & Vacation Rentals

Call (800) 365-8917 for Assistance



Asheville Music Hall

31 Patton Avenue
Asheville, NC 28801
Phone: (828) 255-7777
Region: Downtown

Asheville Music Hall and One Stop Deli & Bar, two great venues, one great building. Serving up the best in music, food, and spirits all week long. Come join us ... [more](#)

[Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#) 📍



Blue Ridge Tap Room

38 N. French Broad Avenue
Suite 200
Asheville, NC 28801
Phone: (828) 278-9004
Region: Downtown

Conveniently located in Downtown Asheville, the Blue Ridge Taproom is a laid back, craft beer Mecca with a neighborhood pub feel. We have large indoor and ... [more](#)

[Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#) 📍






Diana Wortham Theatre

2 South Pack Square
Pack Square
Asheville, NC 28801
Phone: (828) 257-4530
Region: Downtown

At the center of Asheville's vibrant downtown arts scene is the city's finest theatre, offering the best in live performances of music, theatre and dance ... [more](#)


[Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#) 



Grey Eagle Tavern and Music Hall

185 Clingman Avenue
Asheville, NC 28801
Phone: 828-232-5800
Region: River Arts District

The Grey Eagle features live music performances by an eclectic mix of locally, regionally and nationally touring bluegrass, rockabilly, jazz, rock, indie-rock, ... [more](#)


[Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#) 



Highland Brewing Company

12 Old Charlotte Highway
Suite 200
Asheville, NC 28803
Phone: (828) 299-3370
Region: East

Nestled in the Blue Ridge Mountains in Asheville, North Carolina, Highland Brewing Company brews the finest and freshest ales in the Southeast. We produce an ... [more](#)

[Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#) 



Isis Restaurant and Music Hall





743 Haywood Road
Asheville, NC 28806
Phone: (828) 575-2737
Region: West Asheville

Isis opened in the mid 1930's as a movie theater and closed in 1957. This art deco style theater went through many changes over the years. Today, we are proud ... [more](#)

[Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#) 📍



Jack of the Wood

95 Patton Avenue
Asheville, NC 28801
Phone: 828-252-5445
Region: Downtown

A cozy Celtic pub in downtown Asheville featuring the best in live music, handcrafted English-style Green Man Ales and friendly conversation. Menu includes ... [more](#)

[Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#) 📍



The Millroom

66 Asheland Avenue
Asheville, NC 28801
Region: Downtown

Asheville's Millroom, brought to you by your friends at Asheville Brewing Company, is your one stop event location. From private parties, wedding receptions to ... [more](#)

[Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#) 📍



The Mothlight

701 Haywood Road
Asheville, NC 28806
Region: West Asheville

Our goal is to provide a home for local and traveling musicians alike who value creative artistic expression and intellectual freedom. As a music venue first, ... [more](#)

[Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#) 📍





Native Kitchen and Social Pub

204 Whitson Avenue
Swannanoa, NC 28778
Phone: (828) 581-0480
Region: Black Mountain

Off the Beaten Path just 10 miles outside of downtown Asheville, Native Kitchen and Social Pub is the next unexpected destination spot. Enjoy featured local ... [more](#)

[Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#) 📍



New Mountain Asheville

38 North French Broad Avenue
Asheville, NC 28801
Phone: (828) 785-1701
Region: Downtown

NEW MOUNTAIN ASHEVILLE is a music venue and community event space located on one full acre in downtown Asheville, NC. ... [more](#)

[Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#) 📍



The Odditorium

1045 Haywood Road
Asheville, NC 28806
Phone: (828) 575-9299
Region: West Asheville

Ladies and Gentlemen, Welcome to: The Odditorium. A place for wicked good times, freakishly incredible events, and an anomaly of art and artifacts. The ... [more](#)

[Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#) 📍



Orange Peel Social Aid and Pleasure Club

101 Biltmore Avenue
Asheville, NC 28804





101 Biltmore Avenue
 Asheville, NC 28801
 Phone: (828) 398-1837
 Region: Downtown

The Orange Peel has developed an international reputation as one of the best live music clubs in the country. Rolling Stone magazine included it in its list of ... [more](#)

[Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#) 📍



Pisgah Brewing Company

150 Eastside Drive
 Black Mountain, NC 28711
 Phone: (828) 669-0190
 Region: Black Mountain

Pisgah Brewing Company is located in Black Mountain, NC about 10 miles east of Asheville. We specialize in brewing hand-crafted, certified organic beer. Check ... [more](#)

[Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#) 📍



Root Bar

1410 Tunnel Road
 Asheville, NC 28805
 Phone: (828) 298-7597
 Region: East

Root Bar is a friendly place that has three features you won't find anywhere else: 1) We have the Best Beers in the World. 2) We only allow original music ... [more](#)

[Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#) 📍



Thomas Wolfe Auditorium

US Cellular Center
 87 Haywood Street
 Asheville, NC 28801
 Phone: (828) 259-5736
 Region: Downtown

Proscenium theatre located in downtown Asheville. Resident companies include Asheville Symphony and Asheville Bravo. Also hosts opera, ballet, dance, community ... [more](#)



event

29 Mar



Tuesday Bluegrass Sessions hosted by La Terza Classe

more live music

story



Tap Your Toes at Asheville Music Festivals

more music stories

videos



Echo Session #18 - The Motet

live streaming video



Search

- About Asheville
- Press Room
- Contact Us
- Write for Us
- Meeting Planners
- Weddings

Asheville Convention and Visitors Bureau
 Buncombe County Tourism Development Authority

Sign Up for the Asheville
 Traveler E-Newsletter

Free Travel Guide

- Partner Login
- Event & Listing Policies
- Submit an Event
- Advertise with Us
- Relocation Information
- Sitemap
- Privacy Policy



Tuesday Bluegrass Sessions hosted by La Terza Classe

[more live music](#)



Tap Your Toes at Asheville Music Festivals

[more music stories](#)



Echo Session #18 - The Motet

[live streaming video](#)



ASHEVILLE

Discovery, inside and out

- About Asheville
- Press Room
- Contact Us
- Write for Us
- Meeting Planners
- Weddings

Asheville Convention and Visitors Bureau
Buncombe County Tourism Development Authority

Sign Up for the Asheville Traveler E-Newsletter

[Free Travel Guide](#)

-
-
-
-
-
- [Partner Login](#)
- [Event & Listing Policies](#)
- [Submit an Event](#)
- [Advertise with Us](#)
- [Relocation Information](#)
- [Sitemap](#)
- [Privacy Policy](#)

Next Steps

- **ARTIST OUTREACH:** ACME will begin outreach to populate 'Explore Asheville Radio' and artist listings.
- **VENUE ENGAGEMENT:** ACVB will continue music venue outreach re: Live Events Calendar.
- **CONTENT ACTIVATION:** ACVB will move toward PR, social, video streaming and rollout opportunities.

Coming Soon

Week of April 18

ExploreAsheville.com/music



THANK YOU.

ASHEVILLE

Discovery, inside and out