



"WHAT'S NEW WITH YOU?"

ACVB Partner Forum | Thursday, March 30, 2017

Agenda

- City of Asheville (Downtown)
Dana Frankel
- City of Asheville (River Arts District)
Steph Monson
- Asheville Downtown Association
Kat McReynolds
- The Collider
Kathi Peterson
- Asheville Museum of Science
Anna Priest
- French Broad Vignerons
Peter Fland
- Dog City, USA
Kim Brophrey
- Center for Craft, Creativity & Design
Marilyn Zapf
- Biltmore Industries
Kathleen Doyle
- Salvage Station
Matthieu Rodriguez

Tourism Partner Updates

Adventure Center of Asheville

New for 2017! Addition to Treetops Park. We've modified several challenge elements on our Orange and Yellow trails plus we are adding a new Purple Trail for young adventurers. The new trail is scheduled to open in May and will be geared towards the 4-8 year olds looking to build their confidence a little closer to the ground. **New Guided Mountain Bike Tours** on Kolo Bike Park @ Adventure Center of Asheville These 2 hour tours will be part skills assessment and development and part explore and practice on Kolo trails. Visit us at www.ashevilletreetopsadventurepark.com.

Appalachian Mural Trail

The **Appalachian Mural Trail** is placing outdoor historical murals on a mural trail that circles the Blue Ridge Parkway, shining a light on our mountain heritage through the arts. The vision for the mural trail is to draw visitors from the Blue Ridge Parkway into the towns and communities around the Blue Ridge Parkway, stimulating the economy while educating visitors about our mountain heritage and immense creativity. Join the movement! Go to www.muraltrail.com for more information.

Asheville Area Arts Council (AAAC)

Creative Sector Summit, April 21, 10:00am-4:00pm | Join the AAAC and the City of Asheville at The Collider where we will explore Innovation in the Arts by turning a microscope on our community. Together we will learn the steps we are taking and goals we can strive for to ensure our creative culture is at the heart of decisions that affect us all.

Tickets can be purchased at www.ashevillearts.com.

Asheville City Market

Asheville City Market, one of the region's vibrant farmers markets, is moving to a new, street-closed location in downtown Asheville. Starting on April 1, Asheville City Market will be open on North Market Street, between Woodfin Street and East Walnut Street, where shoppers can enjoy open-air shopping for goods offered by local farmers, craftspeople, bakers, and other vendors. More information about Asheville City Market can be found at www.ashevillecitymarket.org.

Asheville Museum of Science (AMOS)

Asheville Museum of Science is preparing for their Grand Opening this summer in the heart of downtown Asheville. Recently, AMOS has completed two new exhibits providing visitors with fun hands-on science opportunities. Visitors can become Paleontologists in the new Fossil Dig Exhibit, as they carefully brush away sand unearthing large dinosaur bones and ancient creatures of the deep. Families with small toddlers are invited to explore the brand new Toddler's Nest where young scientists can use their imagination creating ramps, mazes, and engineering contraptions with various materials designed for creative play. Construction on the Southern Appalachian Forestry exhibit has begun and is scheduled for completion in late April.

Find more information at www.ashevillscience.org.

Biltmore Farms Hotels

Hampton Inn & Suites Asheville-Biltmore Village slated for late May opening

The Hampton Inn & Suites Asheville-Biltmore, located in Historic Biltmore Village and adjacent to the DoubleTree Biltmore, will boast 118 total guest rooms, including 35 suites. The property will feature a clean, modern design with vibrant colors reflecting the spirit of the City, as well as Biltmore Farms Hotels' Vanderbilt Legacy.

Hilton Asheville Biltmore Park receives Food & Beverage honor

Hilton Asheville Biltmore Park has been recognized with the highest annual Food and Beverage award for 2016, it was announced by Hilton Hotels and Resorts Worldwide. The property concluded the year with the highest overall guest service scores in the areas of overall breakfast experience, overall restaurant lunch/dinner experience and overall in-room dining/room service experience, out of 281 hotels in the Americas region.

DoubleTree by Hilton Asheville-Biltmore featured in new DoubleTree Cookie Recipe book

Liz McCutcheon, banquet and bar manager for the DoubleTree by Hilton Asheville-Biltmore, will be featured in "We Have Cookies: Taste the World of DoubleTree by Hilton" cookbook, a collection of recipes from the brand's properties around the world. The digital cookbook, which will be hosted at www.wehavecookies.com, is comprised of 33 recipes, spanning 16 countries and five continents. All recipes contain the signature warm DoubleTree Cookie and reflect the distinct flavors of the brand's 500 hotels. Visit us on the web at www.biltmorefarms.com/hotels.

Blue Ridge Hiking Company

Blue Ridge Hiking Company helped over 900 people enjoy the trails in and around Asheville in 2016 and this year we are expanding our permits to offer more family friendly hikes near town. We are also offering more backpacking trips this year - especially for women and families. Jennifer Pharr Davis and her husband Brew Davis just released a new book through Falcon Guides titled, Families on Foot. It helps provide resources, tips, and advice to families of all ages who want to get out on the trail. Starting in August, Jennifer will hike the 1,175 mile Mountains to Sea Trail across the state. She is working the Friends of the Mountains to Sea Trail to host hikes and fundraisers along the route that will raise awareness and support for North Carolina's own long distance trail. Visit us at www.blueridgehikingco.com.

Center for Craft, Creativity & Design (CCCD)

Eleven local makers, designers and artists were selected by **The Center for Craft, Creativity & Design** to represent Asheville in the 6th annual, internationally touring exhibition *Outside the Box*. Seeking to build a map of design in North America, Asheville is featured alongside Vancouver, Toronto, San Francisco Bay, New York, Montreal, Los Angeles, among others.

- Jan 16-22, 2017 Toronto Design Offsight Festival (95,000+ visitors)
- May 17-23, 2017 Wanted Design Brooklyn (17,000+ visitors)

This summer at CCCD's Benchspace Gallery & Workshop: Tie Up, Draw Down (June 2 - September 2, 2017) | This exhibition explores weaving as a source of formal and material experimentation for contemporary artists, bringing together works that translate weaving processes across media, genres, concept and scale. Visit www.craftcreativitydesign.org for more information.

Chimney Rock at Chimney Rock State Park

It's an exciting time at Chimney Rock at Chimney Rock State Park. In case you were wondering, work on our elevator continues. The state expects elevator repairs are projected to be completed later this year. The deck near Gneiss Cave is also being expanded and the Hickory Nut Falls connector stairs are being improved. A new passageway called Crevice Pass is also being constructed as an alternative route to the Chimney.

Those looking for an exciting place to be in April should check out Chimney Rock at Chimney Rock State Park. April 1- April 30 the Park will hold our Spring Break Family Fun programs at 2 p.m. daily. Registration is also taking place for our First Spring Early Bird Walk, on Saturday, April 15, which will allow bird enthusiasts see and learn about the birds that make our area special. The Park is also working on plans for its 62nd Annual Easter Sunrise Service on Sunday, April 16. Over 1000 people attend this nondenominational event each year. Gates open at 5 a.m. and close at 6 p.m., so guests have time to get into the park before the 6:30 a.m. service.

The Collider

ClimateCon 2018, March 19-23, 2018. The Collider is spearheading the development of a conference on the business of climate and invites CVB partners to be an affiliate. We envision this as an Asheville version of Climate Week New York City. The event will include three components:

- Business forum designed to bring in mid-week, high-level executives from across the country who are seeking solutions for climate change.

- Educational event for WNC college and university students interested in climate science.
- Welcome to Climate City "whole-town takeover" in which The Collider invites CVB partners to develop climate-related and climate-themed offerings of all types: serious, scientific as well as fun and whimsical. Examples could include: Restaurant and brewery specials with a climate connection (think: a specially brewed beer with a climate-y name or a dish using ingredients that could be threatened by a changing climate); Special events (think: art show with a climate theme; book-signing with an author of climate-related book; concert, lectures, etc.); Special discounts (think: x% discount for ClimateCon attendees)

The Collider is happy to meet with CVB partners to brainstorm ideas! Reach out at info@thecollider.org and find us on the web at www.thecollider.org.

Cúrate

The **Cúrate expansion** is almost complete, and we will re-open to the public March 30 with limited hours and April 1 with regular hours. We're excited to show everyone our new offerings at 13 Biltmore Ave.

On April 27, two of our staff will present a seminar at Bar Institute Econo in Charlotte. Phoebe Esmon, Heirloom Hospitality Group cocktail program director and Eric Morris, Nightbell chef de cuisine, will educate conference-goers about **Nightbell's** craft cocktail program. Find more information at www.heirloomhg.com/curate/.org.

Diamond Brand Outdoors

The second annual **Campapalooza** brought leaders of the outdoor industry to Asheville on March 18 and saw a 21% increase in attendance to nearly 1,000 members of the public who attended workshops, hikes, and clinics on the latest trends in camping and outdoor recreation. Other events on the horizon include **Paddlefest** at Lake Julian on April 30 and the **Asheville Outdoor Show** on September 17 at a larger venue and expanded to include a dedicated biking village through a partnership with Liberty Bicycles. Find more information at www.diamondbrandoutdoors.com.

Dog City, USA

The Dog Door is excited to announce their initiative to brand Asheville as the **The Most Dog-Friendly City in the United States**. Over the next few months The Dog Door will be working hard to launch the Dog City, USA initiative including a Dog Welcome Center, Dog-Friendly physical map, a website, podcast, social media, and promotional videos. Contact info@dogcityusa.org to ensure your membership in the Dog City, USA initiative!

French Broad Vignerons

The 18 wineries of the French Broad Vignerons and Western North Carolina wines had an outstanding year. Here are some points of note:

- The Travel Channel named Asheville the #1 new wine city in America. There are 70 wineries around Asheville and that makes Asheville the new hub for WNC wine tourism.
- FBV sponsored Benchmark Tests to determine how our regional wines compared with 90 Point international and west coast wines. The results put the tested regional wines on par with the other wines. The second Benchmark will be next month.
- The NC Fine Wine Society had a competition judged by a team of advanced sommeliers. 140 wines were entered. 104 wines medaled. FBV wineries earned 35% of those medals and WNC wineries earned a total 78% of the awards. 7 of the 12 bottles in the award case were FBV wines.
- On or about April 10th we will be launching a Passport Program to further promote tourism to our member wineries by car
- We are now joined with Asheville Helicopters to offer flying tours to wineries on an on demand basis.

Visit us at www.frenchbroadvignerons.com.

Gan Shan Station

Gan Shan Station is opening a new location in West Asheville on Beecham's Curve. **Gan Shan West** will feature many of our popular menu items, such as our house made dumplings and drunken noodles and also carry-out meals.

Gan Shan Station owner, Patrick O'Cain, will be participating in Chefcycle in May. Chefs from across the country will ride 300 miles in 3 days, raising awareness and money to help end childhood hunger. A link can be found on our Instagram profile if you are interested in learning more or making a donation.

We're excited to be hosting an upcoming **pop-up dinner** on Sunday, April 9th, featuring San Francisco-based Chef Khan Khokure. Khan will prepare a menu of his signature Japanese "tapas" style dishes paired with sake. More information on our website at www.ganshanstation.com.

The Market Place Restaurant

The Market Place Restaurant will be hosting the **James Beard Celebrity Chef Tour** on Wednesday, May 17th, for a cocktail and hors d'oeuvres reception followed by an exciting 5 Course Dinner paired with wine. Celebrity chefs include Chef William Dissen - The

Market Place, Chef Vishwesh Bhatt – SnackBar, Chef Nina Compton - Compere Lapin, Chef David Bancroft – Acre, and Chef Eric Gabrynowicz - Tupelo Honey. Call us at [828-252-4162](tel:828-252-4162) to buy your tickets. Visit us on the web at www.marketplace-restaurant.com.

Navitat

Navitat is pleased to announce that we are making some exciting updates to our original tour, the Moody Cove Adventure. Based on guest feedback, we're adding **HANDS-FREE BRAKING** to this tour to make it an even more fun, carefree, and accessible adventure! In place of some of the shorter "training zips" originally on the tour, we're adding a longer, higher, faster zipline than ever before experienced on this tour -- a whopping 1250-foot-long flight across Moody Cove with incredible long-range view of the Blue Ridge Mountains. This tour, with all of these great updates, will open for the 2017 season on May 26. Find out more information at www.navitat.com.

North Carolina Arboretum

Over the next three months, the Arboretum, which is located just south of Asheville inside the Pisgah National Forest, will add several garden enhancements and a new seasonal butterfly exhibit, as well as a variety of facility upgrades.

To continue its efforts to raise awareness for pollinators, this year the Arboretum will place a special focus on butterflies. From April through October, the Arboretum's seasonal landscape garden exhibits will feature many plants and flowers that attract and support butterflies, and its signature Quilt Garden will be designed in a butterfly quilt block pattern. In addition, its Forest Meadow garden will add several new butterfly-focused plantings, as well as new interpretive signage about butterflies and other pollinators. On May 13, the Arboretum will open its new *Winged Wonders* seasonal exhibit in its Baker Exhibit Center Greenhouse. On that same day, a new metal sculpture entitled "Life of the Monarch" will be unveiled in the Forest Meadow. Created by Waynesville, N.C., artist Grace Cathey, the sculpture is a colorful, upright kaleidoscope design featuring different stages of the monarch butterfly life cycle.

To sustain these new upgrades and create opportunities for future enhancements and jobs, the Arboretum will increase its basic per vehicle parking fee by \$2. Starting March 1, 2017, parking rates for personal vehicles will be raised to \$14. Rates for passenger vans, motorhomes and commercial buses will remain the same. Access into the property for pedestrians, bikers and members of The North Carolina Arboretum Society will remain free. For more information on the Arboretum, please visit www.ncarboretum.org.

No Taste Like Home

We're now running **Wild Food Tours at the Grove Park Inn**, right on the property. Participants can opt to stay for dinner at Vue 1913, watch the sunset, and enjoy a free appetizer featuring the edibles they met on their tour.

For more info visit www.notastelikehome.org.

Palaces For the People: Guastavino and America's Great Public Spaces

From 1882 to 1943, in 31 states and 6 countries, **Raphael Guastavino** and his son created more than 600 unique tile domes and vaultings that met his criteria of health, safety, and beauty. **PALACES FOR THE PEOPLE** is an exhibition about his life and works that opened to great acclaim in Boston, moved to Washington, D. C., and New York City, and will open in the celebrated little town of Black Mountain, North Carolina, the location of Guastavino's former estate. The exhibition opens in the Swannanoa Valley Museum April 8, 2017 and will run nine months, closing December 1, 2017. For more info visit www.swannanoavalleymuseum.org.

Revelry Events @ Asheville Masonic Temple

Shay Brown Events Management, Sovereign Remedies and Hunt & Peck Mediastuff present a series of conversations with dinner at the Historic Asheville Masonic Temple. Partnering with ASAP the Asheville City Market supporting Local Food and Local Farmers in the Western North Carolina Area. Each dinner will be thoughtfully curated from the fields of the farmers' hands to the table, where it will be transformed and recreated by Renowned Chef Graham House of Sovereign Remedies and nationally recognized guest chefs who frame their menu and talents from sustainable and locally sourced foods to create a true Farm to Table experience. The dinners will be paired with cocktails and wine by the talented crew of Sovereign Remedies.

Find out more about Shay Brown Events by visiting www.shaybrownevents.com.

River Arts District Artists (RADA)

The River Arts District Artists are pleased to announce our **Spring Studio Stroll**, May 20 & 21 from 10am-5pm. Over 220 artists will open their studios, hold demos and other special events, and free trolleys will transport people around the district.

More information at www.riverartsdistrict.com.

RiverLink

RIVERMUSIC Schedule: June 9, 2017 Black Joe Lewis with Travers Brotherhood & Coconut Cake; July 7, 2017 Susto with Banditos & Tall Tall Trees; August 26, 2017 (Riverfest) The Get Right Band with Ben Phan and the Soul Symphony & The Greenliners; September 8, 2017 Drivin N Cryin with Darrin Bradbury & Ouroboros Boys.

More information at www.riverlink.org/experience/rivermusic/.

Second Gear

Second Gear is partnering with six local nonprofits in 2017 to raise funds and awareness by donating 1% of sales proceeds to the “nonprofit partner of the month”. In addition, consignors can choose to donate some or all of their consignment items for sale on behalf of our nonprofit partners, and the nonprofit will receive the consignor’s selling proceeds. As part of the program, each nonprofit partner is highlighted for two months during the year and may hold an in-store event one day of the month during their two featured months. Second Gear’s six nonprofit partners in 2017 are Asheville on Bikes, Brother Wolf Animal Rescue, FEAST, Mountain True, Southern Appalachian Highlands Conservancy, and YMCA Camp Watia. Visit us on the web at

www.secondgearwnc.com.

Spellbound Children’s Bookshop

Spellbound is honored to welcome **Marcus Segdwick** to town for a special ticketed event benefiting The Literacy Council of Buncombe County. Marcus is joining us on the publication day of *Saint Death*, his newest novel for young adults.

We invite you to join us at Twisted Laurel in downtown Asheville for food, drink, and a fascinating presentation by this critically acclaimed, award-winning author. Find out more information at www.spellboundchildrensbookshop.com.

StoryWindow

Workshops:

- Storytelling Retreat & Adventure- Come to the beautiful mountains of Asheville, NC, and take advantage of Connie’s week-long storytelling workshop for all from curious beginners to experienced tellers. For the first time, there will be two opportunities to take this workshop, Spring Offering: May 7 – 13, 2017 & Summer Offering: July 23 – 29, 2017.
- Taking Your Story to the Stage Weekend Workshop- Three days of storywork culminating in a public performance at the Black Mountain Center for the Arts. (Only 2 spots left!): April 7-9, 2017; Asheville, NC.
- Cooking Up Stories: A Storytelling Workshop for Everyone - May 20, 2017; Saturday afternoon, 1:00 pm – 4:00 pm.

Performances: Made from Scratch: Storytellers Connie Regan-Blake & Dottie Jean Kirk Serve Up Delicious Southern Stories - Saturday, May 20, 2017; 7pm. | A Slice of Life: An Evening of Stories (Storytelling performance by “Taking the Stage” Workshop participants) - Saturday, April 8, 2017; 7:00 pm.

For each of these events, Connie Regan-Blake is the point of contact via email at connie@storywindow.com or phone at (828) 258-1113. Visit StoryWindow online at www.storywindow.com.

Wau Mauni Asheville SUP Tours

Our **2017 season** starts on April 22 and we have added an AWESOME new 17 ft. long inflatable paddleboard that can carry 6 people at a time. This is a great alternative to whitewater rafting and is the perfect activity for families or groups who want to spend a day on the river. You can either rent out the board as a group or hire one of our guides to help steer.

We have also added a second section of river where we operate and we’ll now be offering rentals and guided tours from Bent Creek to Hominy Creek for a 7-mile paddle through the Biltmore Estate.

Finally, as always, we are Asheville’s **ONLY** river outfitter that is open at sunrise and stays open all the way to sunset, and we’ve even added a sunset session this year so you can rent a paddleboard after work and put on the river at 6:15pm.

For more info you can contact Wai Mauna Asheville SUP Tours at (828) 808-9038, or visit www.waimaunaashevillesuptours.com.