



Tourism Tidbits

June 2016
A bi-weekly newsletter from HCTDA

Meeting Cancellation

The Henderson County TDA Board of Directors has cancelled the meeting scheduled for Thursday, July 7, 2016 to discuss the proposed use of a new logo due to scheduling conflicts for the creative agency and attendees.

Music On Main Street Special Fireworks Celebration Concert

The Music On Main Street concert series presents a Special Fireworks Celebration Concert on Monday, July 4th, featuring *West Sound*. Henderson County will launch an Independence Day fireworks display at sundown. The launch site will ensure premier viewing of the display from downtown Hendersonville and the Music On Main Street concert area. Enjoy the concert and fireworks from the comfort of your chair at Music On Main Street from 7:00-9:30pm.

As part of the July 4th Celebration all military veterans will be recognized and those currently serving in our armed forces. All men and women having served in the military are requested to attend wearing a cap, t-shirt, or some other source of military identification and those actively serving are asked to wear their uniform to be honored and recognized.



WestSound plays Motown, Blues, Country, R&B, and the best of the '60's. The band is made up of three brothers: Randy, Oscar and Cecil Weston, plus female singer, Regina Duke. They play such favorites as: *My Girl*, *Sir Duke*, *Super Freak*, *Billie Jean*, *September 1999*, *Blurred Lines*, and *I Feel Good*.

The Special Fireworks Celebration Concert will be held on Monday, July 4th at the Visitor Center, 201 South Main Street in Downtown Hendersonville, NC. Bring a chair and sit back, relax and enjoy the music & fireworks from 7:00-9:30pm. The seating area opens after 5:30pm, early admission is strictly prohibited. Hendersonville city ordinance prohibits animals in the event area. Alcoholic beverages, pets, backpacks and coolers are prohibited. Admission is free.

In case of inclement weather the concert will be postponed until 8:00pm; if the weather does not improve by 8:00pm the performance will be cancelled. (828) 693-9708, 800-828-4244 or go online www.visithendersonvillenc.org.

The Music On Main Street concert series is an event of Henderson County Tourism Development Authority.
Entertainment Sponsored by - Morris Broadband
Concert Series Sponsors - Burger King, Firehouse Subs, Asheville Savings Bank, & Henderson County TDA

Thank You for Your Service

The HCTDA Board would like to thank outgoing board members Connie Backlund, Lew Holloway, & David Nicolson for their years of service. In appreciation of their service they each received a Cardinal figurine.

Member of the Board are appointed by Henderson County, City of Hendersonville, Chamber of Commerce, Village of Flat Rock and Fletcher. The Board is appointed as stewards of Henderson County's occupancy tax to boost the local economy through tourism.



Sierra Nevada Brewing Company Wins LEED Platinum Status

Sierra Nevada Brewing Co. was awarded Leadership in Energy and Environmental Design (LEED) Platinum status—the highest level awarded—for its Mills River, North Carolina, brewing facility. This is a prestigious award for Sierra Nevada, long known for its commitment to environmental sustainability and forward-thinking practices.

From the start of construction in 2012, Sierra Nevada's Mills River brewery was designed to meet minimum Silver LEED status. LEED is a globally recognized rating system for the design and construction of environmentally responsible buildings. The ratings consider a large subset of construction factors including efficiency, water performance, site management, and indoor environmental quality (e.g. low-emitting paints, lighting control and thermal settings.) Throughout construction, Sierra Nevada closely adhered to LEED guidelines, and the North Carolina site is among the best-in-class for breweries.

"We're very honored and humbled by this certification," said Sierra Nevada founder Ken Grossman. "We've tried to be good stewards of the environment since our earliest days as brewers, and building a second brewery gave us the chance to start with sustainability in mind. Every day, we look at all that we do and we try to find something to improve—no matter how small. Little-by-little they add up to something that we can be very proud of."

"As we established roots on the East Coast, it was important for us to live up to our commitment to responsible growth, so early on we decided that we would pursue LEED certification for our new brewery" said Sierra Nevada Sustainability Manager Cheri Chastain. "Our design and construction innovations helped with LEED certification, but most of them were things we would have done anyway simply because they were the right things to do. Earning this LEED Platinum certification reinforces those decisions and validates the time our team put into this project, but the real reward is a more sustainable brewery for generations to come."

The main construction on the Mills River brewery is complete, but the site is not yet done. In the coming months and years, the brewery plans to create outdoor hiking and biking trails, open French Broad River access and unveil an indoor music and events space for visitors to enjoy.

HCTDA Upcoming Events

July 1, 8, 15, 22, & 29 / 7-9pm

Music on Main Street

Visitor Center Stage, 201 S. Main St

July 11, 18 & 25 / 7-9pm

Street Dance

Visitor Center Stage, 201 S. Main St

July 23 / 12Noon-1pm

Lunch & Learn – WNC Ag Center

Visitor Center Stage, 201 S. Main St

July 4th, 7-9pm

July 4th Celebration Concert

Patriotic Tribute & View Fireworks

July 14, 5-7pm

Tourism After Five

Highland Lake Inn & Resort

July 26, 1pm

TDA Board Meeting

Visitor Center Stage, 201 S. Main St

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