



Tourism Tidbits

March 2016

A bi-weekly newsletter from HCTDA

Welcome *Dirty Dancing* Cast and Crew!

In exciting economic development and cultural news for Henderson County, the production of the *Dirty Dancing* remake will be centered in Henderson County. Locations throughout the county will serve as the iconic backdrop for the film, and the production offices are now housed in Hendersonville. This will have a huge impact on the economy for years to come, with over 1,000 technicians and extras being hired for the project. We still benefit from tourism due to the first *Dirty Dancing* film, released in 1987 and filmed in WNC. We would like to extend a warm welcome to the production team, and encourage our tourism partners to jump on board this fabulous opportunity.

Be a part of Movie Magic in Hendersonville

To help the *Dirty Dancing* crewmembers have the time of their lives (and encourage them to patronize your business) HCTDA is compiling a rewards card that will offer added values and discounts to restaurants, shopping, and other county businesses. Your offer can be anything you would like, from a free drink with meal purchase to a percentage off of laundry and grocery services. The businesses offering rewards will be listed in the card's accompanying brochure and on HCTDA's website. This is a great way to welcome the film industry, boost local business, and make your business a star! **If you would like to participate, email Michelle with your offer at info@visithendersonvillenc.org by Tuesday, March 29th.**



Visitor Center Easter Hours

The Visitor Center will be open throughout the Easter weekend. We will observe holiday hours on Good Friday, March 26th and open from 10am-5pm. We will be open our regular weekend hours (10am-5pm) on Saturday and Sunday. Happy Easter!

Are your guests looking for Easter egg hunts and activities? Remind them to check our online calendar at <http://www.visithendersonvillenc.org/calendar>.

Help! Hendersonville is Losing!

Hendersonville has dropped to 6th place in our category in the national Best Main Street Shopping in a contest run by the Shop on Main website. There is still time for a come-from-behind victory, but it depends on support from our tourism industry partners. Please encourage customers, guests, and colleagues to vote for Hendersonville at <http://www.bestshoppingonmain.com> before **March 31**. (Less than two weeks away!)

The winning town in each size category will be featured on a national television show Small Town, Big Deal and be prominently featured on the ShopOnMain.com ecommerce site. If you haven't helped boost us to victory—what are you waiting for! For details on the contest, please contact Michelle at 693-9708 or info@visithendersonvillenc.org.



Downtown Merchants Come Together for Success—April 7

Businesses from Main Street, Church Street, King Street, 7th Avenue and our wonderful side streets are invited to join us on April 7 at Moe's BBQ from 3-4pm for an open discussion of downtown merchants' goals and challenges. We would love to see a representative from each business in attendance so that we can plan together for a wonderful year. RSVP to Julie at 693-9708 or email outreach@visithendersonvillenc.org to save your seat.

What's On the Menu for 2017? A Small Plate Crawl

Hendersonville restaurants are coming together for something big! Are you in the know? The first restaurant meeting was a huge success; join us for the next meeting on Tues. April 5 from 3-4pm at Mike's On Main. The open forum will discuss ways the restaurant industry can pull together for the success of all. RSVP to Julie at 693-9708 or outreach@visithendersonvillenc.org.

We're looking forward to a Small Plate Crawl in early 2017. Planning is happening now! This popular event was a huge success in the past. Check out the latest coverage on a similar event in Greenville [HERE](#), and plan now to be a part of this economic driver.

HCTDA attends VisitNC 365 Conference in Cherokee

HCTDA staff attended the annual statewide tourism conference March 14-15. Formerly known as the Governor's Conference, this year the name was changed to VisitNC 365 to reflect the year-round nature of North Carolina tourism. Throughout the sessions, HCTDA staff had the opportunity to hear cutting-edge tourism marketing information, updates on the state of NC tourism-related legislature, and network with tourism industry leaders from across the state. The valuable information will be immediately applicable to our local industry. For more details, contact any HCTDA staffer at 693-9708 or go to vistnc.com/state-resources.



Spring Driving Tours in Henderson County.

Spring has sprung in Hendersonville! Encourage your guests to get out and about with self-guided driving tours. A guide to the Dogwood Trail is available [HERE](#) and the Apple Blossom Trail is available [HERE](#). Guides are also available in the Visitor Center.

If We're Missing Your Brochure, You're Missing Out

As we start the peak tourism season, the Visitor Center is desperate for your brochures. We're running low or are completely out of many of our most popular rack cards and brochures. The Visitor Center is your frontline sales center, with thousands of visitors every week. If we don't have your information, we can't share it with these visitors, meaning you could be losing customers. Eligible tourism-related businesses can give HCTDA staff a call at 693-9708 and make sure we have a steady supply of your cards or brochures.

New HCTDA Brochures in Stock

HCTDA has recently printed our own rack cards for 2016 spring and summer season events. The brochures are available for pickup for you to display in your business or accessible online 24/7. Stop by the Visitor Center or call 693-9708 to arrange a pickup. Click the links below to download a sample brochure.

[Garden Jubilee](#)

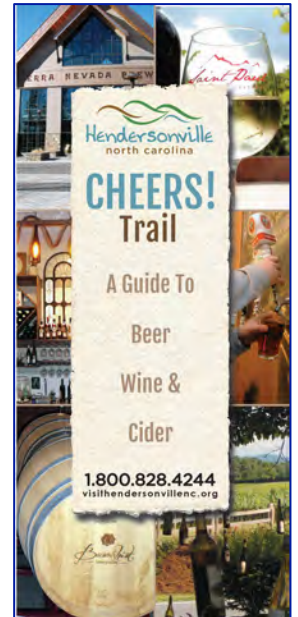
May 28th & 29th in Downtown Hendersonville

[Summer Concert Series](#)

Includes Monday Night Live, Music on Main, Street Dances, and Rhythm & Brews

NEW: [Cheers! Trail](#)

The Cheers! Trail brochure lists the Henderson County wineries, cideries, and breweries. There are currently 9 in our county, making us a destination in our own right. Share this information with your guests, encourage them to explore, and extend their stay and spending.



Garden Jubilee Volunteers Needed

HCTDA is seeking volunteers to assist with the Garden Jubilee Festival, to be held on Memorial Day weekend, May 28 & 29. Set up will be May 27.

Garden Jubilee covers 8 blocks of Main Street with over 260 vendor spaces selling arts and crafts, plants, and items to enhance your outdoor living area. Local and regional nurseries will be selling 1000's of annuals, perennials, vegetables, herbs and hard to find plants. The fun, exciting event draws 175,000 people to Downtown Hendersonville.

We need help to make it happen. Positions needed include:

Block Captains, Children's Tent, Hospitality Tent host, and Set-Up Crew, each with a huge variety of duties and skill levels.

Approximately 50 volunteers of all ages and abilities are needed to pitch in and make Garden Jubilee a success. Encourage your friends, neighbors, and colleagues that you think might enjoy being a part of this unique and exciting annual event to volunteer.

A Garden Jubilee volunteer training and sign-up dinner will be held on Tuesday, May 3. RSVP by Friday, April 29 for the training dinner. Anyone interested in volunteering can call Michael at 693-9708 or stop by the Visitor Center to fill out an application. To learn more about Garden Jubilee please go to

http://www.visithendersonvillenc.org/garden_jubilee.htm.



Garden Jubilee was selected as a Top Twenty event by the Southeast Tourism Society for 2016.

Group Sales Resources Available

The first Group Sales Forum of 2016 will be held on March 24 from 11am-12pm. This monthly meeting is a must for any businesses that are active in Group Sales or have an interest in this lucrative branch of the tourism industry. Hear updates and get leads from others in the industry, and discuss how to utilize HCTDA's resources. The Group Sales Forum is held at Blue Ridge Community College in the Continuing Education Building in Room 122. For more information or to RSVP, contact Michael at events@visithendersonvillenc.org or 693-9708.



Group Sales have gone to the dogs...or make that llamas! Mountain Lodge went above and beyond for a recent fiber conference and pack trial. Some of the llamas even got a photo in the lobby.

2016-2017 Marketing Grants—Workshop April 5

HCTDA invites non-profit organizations to apply for advertising funding through the July 1, 2016–June 30, 2017 Grant Program. These grants are awarded annually to Henderson County non-profit organizations for the purpose of promoting events, attractions, and festivals that draw visitors from more than 40 miles outside Henderson County.

In order to be eligible, all applicants must attend the Grant Workshop prior to the grant applications deadline. Organizations that do not attend the workshop will not be eligible for a grant. The workshop will be held Tues. April 5 at the Henderson County Public Library's Kaplan Auditorium at 10am.

Grants are limited to \$5000 per non-profit organization. Grant applications and guidelines are available on the HCTDA website at visithendersonvillenc.org/grants.htm. Deadline for grant applications to be delivered to the Visitor Center at 201 S. Main St, Hendersonville is on or before Thurs. April 21.

For more information on the grant process, contact Karen at 693-9708 or kbaker@visithendersonvillenc.org.

Upcoming Events

March 24, 11am-12pm

Group Sales Forum

BRCC Con Ed Bldg, Rm 122. 180 W. Campus Dr, Flat Rock

March 25-27, 10am-5pm

Holiday Hours

Hendersonville Visitor Center. Open 10am-5pm Fri, Sat, Sun.

April 5, 10am

Marketing Grant Workshop

HC Public Library: Kaplan Auditor. 301 N. Washington St, HVL

April 5, 3-4

Restaurant Meeting

Mike's on Main. 303 N. Main St, Hendersonville

April 7, 3-4pm

Downtown Merchants Meeting

Moe's Original BBQ. 114 N. Main St, HVL

April 14, 5-7pm

Tourism After 5: The Green Room Café

536 N. Main St, Hendersonville

April 20, 12-1pm

Lunch & Learn: Green Travel

HC Activity Center, 708 S. Grove St, HVL

April 21, 5pm

Marketing Grant Deadline

Grant applications due to HCTDA, end of day

Contact Us

201 S. Main St. Hendersonville, NC 28792

828-693-9708

info@visithendersonvillenc.org

Fax 828-697-4996

www.VisitHendersonvilleNC.org

facebook.com/TourismSpeaks