



# Tourism Tidbits

**April 21, 2020**

A bi-weekly newsletter from HCTDA

## Will You Be Ready to Open?

The Henderson County Tourism Development Authority (HCTDA) is so proud of our industry and the community for coming up with creative ways to do business. It looks like by all indicators that we are nearing the end of the tunnel. We will have a new normal in this country by keeping in place things like social distancing, hand washing and wearing masks & gloves in public. We have proven it can be done, so let's keep up the good work!

(HCTDA) is preparing for when the economy opens up again to travel, is your business ready? HCTDA will share guidelines set on a state and local level with our database as soon as they become available. This is the time to get the word out through marketing, social media and communications with loyal customers that you will be open for business as soon as the stay at home orders have been lifted. If you are not sure how to proceed, give us a call at 828-693-9708.

## Good Time to Spruce Up

It is a good time to look around your business and do some spring cleaning inside and out, while we are under a stay in place order. As soon as the crisis passes, your business will be ready to once again greet customers with a fresh and shiny appearance.

### Inside Tips:

- Wash baseboards, trim work, window sills, doors, and walls.
- Wash window treatments (drapes, etc.).
- Dust and shine overhead lights - replace burnt out lights.
- Dust blinds and inventory displays.
- Touch up walls & trim with fresh paint.
- Wash Windows - inside and out.

### Landscaping Tips:

- Freshen up entry ways for a good first impression.
- Clearing away leaves, branches, and clutter.
- Add flower beds and container gardens.
- Pest and weed control.
- Pruning and trimming trees and shrubs.
- Touch up outdoor furniture.

## Free Webinars

- **April 21, 2020 / 3:30 pm-4:40 pm** / Do You Need a Quick Infusion of a Smaller Amount of Cash to Cover You Right Now? <https://www.ncsbc.net/workshop.aspx?ekey=50400061>
- **April 22 / 10 am** / NC Tourism Legislative Update / <https://register.gotowebinar.com/register/4903695822355904782>
- **April 23 / 11 am – 12 pm** - How to Market Your Business with Social Media During COVID-19 <https://www.ncsbc.net/workshop.aspx?ekey=50400068>
- **April 23 / 12 pm – 1 pm** / Operate and Market Your Business with a Stay at Home Order and Grow in the New Coronavirus Economy / <https://www.ncsbc.net/workshop.aspx?ekey=50400069>
- **April 28 / 4:30 pm – 5:30 pm** / Learn How to Keep-up with Payments on Your Current or Potential SBA Loan <https://www.ncsbc.net/workshop.aspx?ekey=50400062>

Links to small business financial assistance and guidelines are available on the HCTDA web site at:  
<https://www.visithendersonvillenc.org/covid-19-information>

## VisitNC.com Includes Hendersonville on Virtual Tours

VisitNC has pivoted their focus to direct people to information on summer travel on a new section the web site, called Visit North Carolina From Home, <https://www.visitnc.com/story/ZDpZ/explore-north-carolina-from-home>. The page focuses on how visitors can still explore all our state has to offer without ever leaving home. The page includes a way to customize Zoom meeting experience with stunning backdrops while catching up with family and friends. It also highlights virtual visits to tour our museums and cities, <https://www.visitnc.com/story/Yv4F/explore-these-north-carolina-attractions-virtually-from-home>, and information on how to support local businesses by ordering food, beer and more to-go from a number of restaurants and breweries offering curbside pickup, <https://www.visitnc.com/advisory/uJfw/take-out-and-delivery-options>.

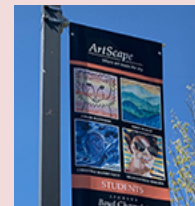
Hendersonville has been included on the Virtual Tours and the Take-Out & Delivery section of the site. Check it out!

## WNC Open for Business Facebook Page

WLOS has established a WNC Open for Business Facebook page for local communities and businesses to share the latest happenings, including what's open, who's hiring and more. Post your latest news at: <https://www.facebook.com/groups/WNCOpenForBusiness>

## ArtScape

The new ArtScape banners have been installed in the downtown Hendersonville area. The artwork selected was a result of a jury process, which was then reproduced on 41 banners that hang from lamp posts on Main Street, 7<sup>th</sup> Avenue, and side streets. The project's objective is to create an outdoor gallery experience making Hendersonville an exciting and unique art destination. A self-guided brochure featuring all of the ArtScape banners is available in the outside rack in front of the Visitor Center at 201 South Main Street or online at <https://www.visithendersonvillenc.org/wp-content/uploads/Artscape-brochure-2020-small.pdf>



## Media Spotlight

- Times-News HCTDA April Column - <https://www.blueridgenow.com/news/20200418/tda-column-tourism-officials-market-henderson-county-to-future-travelers>
- Times-News HCTDA March Column - <https://www.blueridgenow.com/news/20200324/tda-column-impacts-on-henderson-county-tourism-industry>

## Carl Sandburg Home Cancellations

Carl Sandburg Home National Historic Site has canceled the 2020 Folk Music Festival, scheduled for May 25. The 2020 summer season of Sandburg Home plays presented in the park by the Flat Rock Playhouse Apprentices has also been cancelled.

The public is reminded that Carl Sandburg Home NHS is completely closed to all park visitors, until further notice. The closure includes the house, barn and barnyard, all grounds, trails, parking lots, restrooms, and other structures. For information visit <https://www.nps.gov/carl/index.htm>

## HCTDA Sponsored Events

- HCTDA Board Meeting / April 28 / Virtual Meeting
- FAM Tour / May 5 / Canceled
- Tourism After Five / May 14 / Canceled

**NOTE:** A decision about continuing with plans to hold Garden Jubilee during the Memorial Day Weekend, May 23 & 24, 2020, will be made in late-April.

## COVID-19 Updated Resources

HCTDA has created a COVID-19 informational web page for easy access to restrictions and orders established by Henderson County government, state of North Carolina and the CDC. It also includes links for businesses that need financial assistance during this global pandemic. <https://www.visithendersonvillenc.org/covid-19-information>

Click for a list of restaurants offering take-out food service: <https://www.visithendersonvillenc.org/carry-out-food>

## Contact Us

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