



Tourism Tidbits

July 17, 2018

A biweekly newsletter from HCTDA

100th Anniversary of the Street Dances

The 100th Anniversary celebration of the Street Dances was held on Monday, July 9th at the Visitors Center. The celebration was well attended by hundreds of locals and visitors alike. It was a festive evening filled with great music and of course dancing.

Henderson County Tourism Development Authority would like to thank the following speakers for making the 100th Anniversary such a momentous occasion: Mark Warwick, chairman of the HCTDA; Michael Thompson, chairman of the Chamber of Commerce; Melody Heltman, former executive director of the HCTDA; Barbara Volk, mayor of Hendersonville; Dale Bartlett, coordinator of Blue Ridge Music Trails; and Beth Carden, executive director of the HCTDA. There was also a surprise appearance by clogging legend, Jim Kesterson.

The music was provided by Applalchian Fire playing good old-fashion bluegrass, and Walt Pucket, acted as the square dance caller. The Bailey Mountain Cloggers from Mars Hill University were the featured entertainment. They performed three times during the evening, much to the delight of the audience. The crowd joined in several lively square dances.

The Street Dance started in 1918 when the citizens of Hendersonville took to the street to welcome home the soldiers from WWI. Local history buffs claim the Hendersonville Street Dances are the oldest street dances in America, but they own up to the fact that while some communities may have started dances earlier.

The HCTDA has printed a commemorative 100th Anniversary Street Dance t-shirt, which is available for sale at the Visitor Center. People may also pick up a free bandana at Visitor Center, featuring the 100th Anniversary logo.

The 100th Anniversary Season continues every Monday evening through August 13th at the Visitor Center at 201 South Main Street in Downtown Hendersonville from 7pm-9pm. Bring a chair.

For a complete Street Dance schedule go to:
<https://www.visithendersonvillenc.org/street-dances>



Bailey Mountain Cloggers



100th
Anniversary
Street Dance
T-Shirt

**100th anniversary season of
Hendersonville Street Dances**

**Every Monday from 7:00 to 9:00 p.m.
through August 13**

Admission is free

Henderson County TDA Launches Annual Reward Card!

Henderson County Tourism Development Authority has enhanced its Rewards Card Program to one card that is annually updated and can be used for multiple segments of our industry including Camps and others. This program will launch September 1st and run through August 31st of 2019. This single card will eliminate HCTDA from contacting you multiple times a year for the same program. This program will combine/replace the Winter Getaway and the Camp Counselor Rewards Cards. TDA's website will host a dedicated page to promote this program throughout the year. This program will promote businesses in Henderson County as a great place to play, dine, and shop during all seasons of the year. This program is designed primarily to encourage longer stays by visitors. We urge your business to participate and rewards can change seasonally (strong summer season and slower winter season), if so desired. Just let us know.

Participation is free to all Henderson County tourism related businesses. All you have to do is download and fill out the form at <https://www.visithendersonvillenc.org/wp-content/uploads/Rewards-Card-Participation-Form-18.pdf>, or by emailing Julie Hayes at outreach@visithendersonvillenc.org, and she will send to the form for you to fill out. The form will serve as a contract that guarantees that you will honor your business special through the entire program time frame.

(The card will be valid from September 1, 2018 to August 31, 2019).

Please fax completed form to (828) 697.4996, or bring it by the Visitor Center by Friday, August 10, 2018. The cards will be printed and ready for distribution by the end of August 2018 and in time for the Apple Festival. Please submit one form per business.

Christmas in July

Yes – it is already that time for year, to start planning Christmas events. The TDA is gearing up for a bustling holiday season. The timeline for the brochure is to have it printed and ready for the influx of people attending the NC Apple Festival and the busy fall travel season.

The TDA is soliciting dates and information for holiday events to be included in the Home for the Holidays brochure.

The events must fall from **November 1, 2018 - New Year's Day of 2019**. Dates, times, and location must be exact to be considered for a free listing in the brochure. The deadline to receive event information for the HFTH brochure is Tuesday, July 31st.

To submit an event, go online to: <https://www.visithendersonvillenc.org/events/community/add>.



Media Spotlight

- **Opelika Observer** – featured Bed & Breakfast on Tiffany Hill
- **Blue Ridge National Heritage Area Newsletter** - featured the 100th Season of the Street Dances
- **WJHI-TV** in Johnson City, TN - 100th Season of the Street Dances / https://www.youtube.com/watch?v=-Rt_EF8H-NA&app=desktop#fauxfullscreen
- **WLOS-TV** - 100th Season of the Street Dances
- **WSPA-TV** in Spartanburg, SC - 100th Season of the Street Dances / <https://www.wspa.com/entertainment/your-carolina/hendersonville-street-dances-100th-anniversary/1281492512>
- **WYFF-TV** in Greenville, SC - 100th Season of the Street Dances / <http://www.wyff4.com/article/hendersonville-street-dance-going-strong-after-100-years/22097670>
- **Johnson City Press** – Point Lookout Vineyards / <http://www.johnsoncitypress.com/Business/2018/06/26/Drink-wine-at-3-000-feet-at-Point-Lookout-Vineyards.html>

HCTDA Upcoming Events

July 20 – August 17 Music on Main	July 23 – August 13 Street Dances	July 24 HCTDA Board Meeting	August 9 Tourism After Five
Friday Nights / 7-9:00 pm	Monday Nights / 7-9:00 pm	Cancelled	5-7:00 pm
Visitor Center Stage 201 S. Main Street	Visitor Center Stage 201 S. Main Street	Visitor Center 201 S. Main Street	Appalachian Ridge Artisan Cidery

Contact Us

201 S. Main St. Hendersonville, NC 28792

(828) 693-9708 tourism@visithendersonvillenc.org Fax (828) 697-4996

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