



The Asheville Downtown Association and Foundation produce nearly **100** events each year in **Downtown Asheville**. These events draw more than **100,000** people to downtown to **shop, dine and play**.

Events are **free** and **open to the public**.

Special events **build community** and **support local business**.

www.AshevilleDowntown.org

Events aren't just fun:

- They support **local** business. We hire local vendors for sound/stage, port-a-johns, design services, cleanup & breakdown, rentals, more
- We also have only **local** food vendors at our events
- They bring **exposure to businesses** within and adjacent to events
- They **support other nonprofits** both financially and with marketing exposure to large audiences
- We've given more than **\$100,000** to our fellow nonprofits
- They build **community pride**
- They provide opportunities for **civic engagement**

Easter *on the* Green

- Now in its 7th year
- 2,500 attendees (families with children)
- Held in Pack Square Park
- Easter egg hunts, bouncy houses, games and activities, free photos with the Easter Bunny





- Now in its 28th season
- 5,000 - 6,000 average attendance per event
- 5 event series May – September
- Held on N. Lexington Avenue
- Supports local businesses: food vendors, trash/recycling/compost, stage/sound
- Gives \$10,000 yearly to local nonprofits





- Celebrating more than 8 seasons
- Tuesday Hoop Jam – 100-250 attendance
- Wednesday LEAF Community Arts – 75-150 attendance
- Thursday Homegrown Singer/Songwriter Series – 100-250 attendance
- Friday Drum Circle – 100-2500 attendance (depending on day and weather) – The ADA provides permitting and insurance for the Drum Circle



INDEPENDENCE DAY

CELEBRATION

- 3rd year produced by the ADA
- 12,000 – 15,000 in attendance
- Music, bouncy houses, games and activities, fireworks extravaganza
- Largest 4th of July celebration in the region
- Held in Pack Square Park





ASHEVILLE HOLIDAY PARADE

- 70th annual in 2016 (ADA produced for 8 years)
- 20,000 – 25,000 attendees
- Largest parade in the region
- 100 entries featuring businesses, nonprofits, community and youth groups, marching bands
- Televised on WLOS on Thanksgiving and Christmas days

