



**The IntraCity Visit – “Unsung Asheville”  
September 15-16, 2011**

**Presenting Sponsor - Asheville Regional Airport**

**Thursday, September 15, 2011 – “River District and West Asheville Assets”**

<b>8:30 am</b>	<b>Welcome/Breakfast at Carrier Park</b>	
	<b>Welcome</b>	<b>Kit Cramer, Asheville Area Chamber of Commerce</b>
	<b>Overview</b>	<b>Mike Willett, BB&amp;T and Kim MacQueen, Gold Hill Associates</b>
	<b>Remarks</b>	<b>Lew Bleiweis, Asheville Regional Airport</b>
	<b>Social Media tips</b>	<b>Pam Lewis, Asheville Area Chamber of Commerce</b>
<b>9:00 am</b>	<b>Overview of West Asheville Business Association (WABA)</b>	
<b>9:05 am</b>	<b>“History of Carrier Park”</b>	
<b>9:15 am</b>	<b>“Parks and Greenway as a Stimulus for Business Development”</b>	
<b>9:35 am</b>	<b>Q &amp; A</b>	
<b>10:00 am</b>	<b>FLS Tour</b>	
<b>11:30 am</b>	<b>Trolley Tour of River Arts District</b>	
<b>1:00 pm</b>	<b>Lunch at Pink Dog Creative</b>	
<b>1:20 pm</b>	<b>What “Vision” Can Create for the Community and Entrepreneurs</b>	
<b>2:00 pm</b>	<b>The Results of the Creative Summit and What They Mean for Asheville</b>	
<b>2:10 pm</b>	<b>River Arts District (RAD) Mini-Tours</b>	
<b>2:55 pm</b>	<b>Explore RAD galleries/Studios</b>	

- 3:30 pm**      **Panel Discussion, Pink Dog Creative**
- 4:30 pm**      **West Asheville Trolley Tour**
- 4:45 pm**      **Reception with West Asheville Leaders**
- 5:30 pm**      **Dinner at Pizzeria Ritrovo**
- 6:15 pm**      **Trolleys Depart for Carrier Park Parking**

**Friday, September 16, 2011 – “Downtown Assets”**

- 8:30 am**      **Local Foods Breakfast, YMI Cultural Center Auditorium**
- 9:00 am**      **A Review of Yesterday: What Did You Learn? Take-a-ways?**
- 9:30 am**      **“From Bootstrap Beginnings to Master Plans and BIDs”**
- 10:15 am**     **A Walking Tour of Eagle Market Street**
- 11:45 am**     **A Creative Lunch, NC Stage Company**
- 1:00 pm**      **Panel Discussion: “A Case for Agribusiness and Beyond Foodtopia”**
- 2:30 pm**      **Reception at Battery Park Book Exchange & Champagne Bar**
- 3:30 pm**      **IntraCity Visit Adjourns**