

When in Asheville Get Treated like a Local!

In 2012 the [Asheville Grown Business Alliance](#) created the **Love Asheville - Go Local Card**. This card offers generous discounts at over 400 local-owned businesses. Typically, the cost of the card is \$16. Half of each card purchase supports the success for all Asheville city public schools by funding teacher-led professional development grants, field trips and special workshops, after-school enrichment and much needed resource and technology updates.

In an effort to connect visiting meeting attendees and this established discount card, the convention service department at the CVB teamed up with Asheville Grown Business Alliance to offer the Go Local Card to meeting attendees at a reduced rate of \$8 per card.



Benefits of Participation

The Go Local Card is a great way to connect your meeting attendees to discounts at hundreds of Asheville businesses. More benefits of participating...

- Your organization will contribute to the health of our public schools. \$4 of card purchase will go to the public schools and \$4 will go to the Asheville Grown Business Alliance and support their work in advocating for a thriving and unique local economy.
- Create positive PR opportunities by incorporating a corporate social responsibility effort into your meeting or event.
- A flyer will be created to help attendees locate participating businesses which can be included in registration material. They will also receive a 40+ page directory listing all participating businesses.
- Attendees can also use smart phones to view the participating businesses with a fully responsive online directory, maps and directions at <http://www.ashevillegrown.com>
- The card is valid for an entire calendar year. Attendees will be able to reuse the Go Local card and receive the standard discounts during return visits within the year.

How to Participate

To request cards for your attendees, please read the requirements and fill in the details below. Please return the completed form to cadams@exploreasheville.com. If your organization does not want to cover the cost of the cards, you could build the \$8 charge into meeting registration, or make it an optional addition to registration. Please note the minimum number required.

Give your attendees discounts to Asheville businesses and give back to your host community.

Requirements

- The Love Asheville-Go Local Card is available at a discounted rate (\$8 per card) for meeting or event planners who will purchase at least 50 cards for out-of-town meeting attendees.
- Please email the following information to [Carli Adams](#) and send a check made payable to Go Local Card, 72 N. Lexington Avenue, Asheville, NC 28801 one month before the cards need to be in hand.

Meeting name

Meeting Location

Dates of meeting

Number of attendees

Total number of cards requested

Date you need cards

What kind of activities or shops would your members be most interested in?

Your name, title & the date

Mailing address for cards