

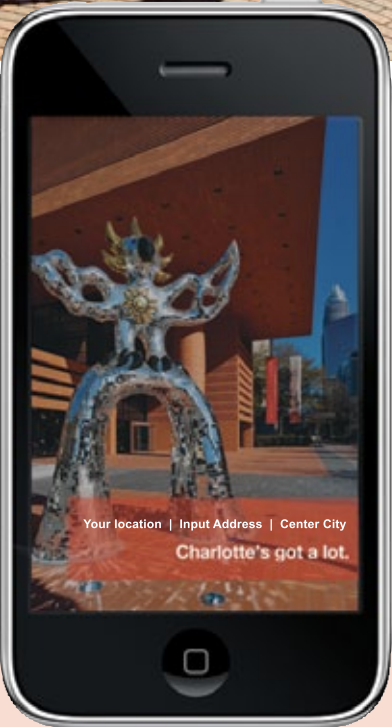
Follow the Leader

It's the age-old travel question: "What should we do?"

With limited time and a plethora of options, meeting attendees have options when it comes to seeking out the guidance of those in the know. Themed tours hit the high notes of Charlotte's food scene, haunted history, racing roots and artistic endeavors. Whether on foot, horse-drawn carriage, riding Segways or bikes, local experts dish out the inside scoop on the Queen City's colorful character.



Convention goers can take a bite out of New South culinary creations on a bicycle food tour, where the snacks come guilt-free thanks to the eco-friendly mode of transportation. Rev your engine for a day of NASCAR fun with the Ultimate Fan Experience, a bus tour starting with private early admittance to the NASCAR Hall of Fame before getting a behind-the-scenes look at the "Mecca of Motorsports," Charlotte Motor Speedway, and high-profile race shops. Get to know Charlotte's past and present with walking tours of Center City, or up the ante with a haunted ghost tour, revealing dark secrets passed down through folklore. Relaxing day trips can be spent sipping wine al fresco at vineyards along the picturesque Yadkin Valley.



Be your own navigator.

Download the free 'Charlotte's got a lot' app, which identifies your location and maps nearby restaurants, attractions and more.

Available for free in the **Apple App Store**

Meet Charlotte

FALL 2011

Meet Charlotte Newsletter

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U.S. National Whitewater Center

Meet Charlotte

FALL 2011



For a personalized tour, attendees can stroll at their leisure with mobile apps revealing hidden treasures in plain sight. The Arts & Science Council's Public Art Walking tour, complete with podcast and map, highlights outdoor sculptures, fountains and Ben Long frescoes, while the 'Racing Through Charlotte' iPhone app covers everything auto, from little known historical landmarks to race shops for some of the biggest names in NASCAR.

Learn more about tour options and things to do at charlottesgotalot.com/attractions

Team Work to Make Dream Work

Creative new takes on team-building are cropping up at destinations across Charlotte and they extend well beyond the traditional trust exercises and icebreakers. Experiential options get groups engaged and stimulate problem solving, teamwork and relationship building. Explore the ways that these activities could impact your next meeting in the Queen City.

For more ways and innovative ideas to incorporate team-building into your next meeting's program, **contact your Visit Charlotte sales representative.**



Sweet Success

A "Reader's Choice Top 5" pick by Conde Nast Traveler, The Ritz-Carlton, Charlotte has added a tempting addition to its superb LEED Gold Certified status. The new Bar Cocoa is the ultimate escape for chocolate lovers, while the kitchen, or Cocoa Lab, lets groups discover their inner pastry chef. Their Urban Chef teambuilding experience lets attendees slip on chef's hats and aprons, where they prepare a range of decadent dishes alongside Ritz chefs including soufflé, mousse, chocolate cake and more, all from scratch. Urban Chef programs are three hours and can accommodate upwards of 12 participants.



Hole in One

Improving your golf game may sound like an unlikely team-building option at first, but golf requires commitment, trust and creativity to accomplish a set goal – all important components. Their Uptown golf learning center is four blocks from the Convention Center and provides groups with an instructor, simulator, video analysis software, putting green and the sights and sounds of world championship golf courses in an indoor setting. Meanwhile, Dana Rader Golf School's primary facility in Ballantyne offers groups customizable team-building events, meeting space and audio/visual in a state-of-the-art setting, rated as one of Golf Magazine's "Top 25 Golf Schools."



Rustic Rewards

The U.S. National Whitewater Center is no stranger to team-building endeavors. Most every activity at this outdoor playground boasts some sort of learning experience for its participants. But its continuous commitment to expand its programming via the Team Development Center and wide-ranging water and land sports make it one of a kind. For corporate outings and meetings, look to incorporate new assets like the massive 25-foot War Canoes that explore the Catawba River, a Canopy Tour that zips participants through treetops, stand up-paddle boarding and much more.

Charlotte's got a lot.

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news

ACN Quarterly Training

Pride for their hometown has helped ACN, the world's largest direct seller of telecommunications and essential services for residential and business, generate a powerful economic punch in the Charlotte region. The company's global roots are based in nearby Concord, NC and mark the fourth time the company has partnered with its hometown. Beyond filling hotels during a need period and patronizing local businesses, ACN gives attendees an opportunity to explore "home" like never before.

"Not only do they [attendees] benefit from the phenomenal training and announcements we planned, but they get the chance to visit our backyard and see the outstanding impact they have in our community," says ACN President and Co-Founder Greg Provenzano.

More than 14,000 attendees utilized the whole of the Charlotte Convention Center's meeting rooms and exhibit space for training events September 9-11, but also got the opportunity to sample a North Carolina culinary specialty. Time Warner Cable BBQ & Blues, the South's largest Memphis Barbecue Network sanctioned event was held during the course of the meeting, allowing attendees to unwind with a variety of Southern eats and soulful blues by headliners like Buddy Guy. Shuttle buses were arranged between Center City and the event destination, the NC Music Factory, which houses more than a dozen dining, nightlife and live music venues.

Charitable initiatives were another critical element during ACN's event since they match dollar for dollar employee contributions. A check for more than \$110,000 was presented to the Ronald McDonald House of Charlotte by weekend's end, setting a record for funds raised during one of their quarterly training events and assisting one of the city's newest charities, which opened in May 2011.



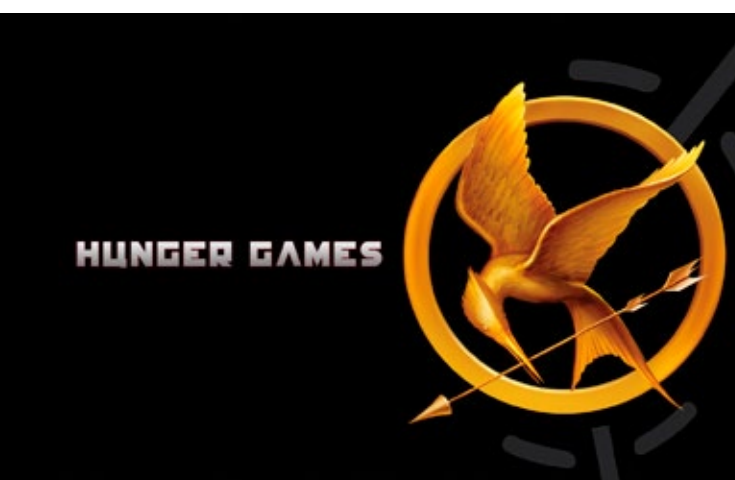
Looking to integrate "giving back" into your next convention?

Visit Charlotte's 'Care a lot' program can help planners integrate community service projects, fundraising and other charitable initiatives into events convening in the Queen City.



Lights, Camera, Action!

Charlotte's been quite the scene stealer as of late thanks to the filming of *Homeland*, Showtime's new series starring Claire Danes, and the first installment of *The Hunger Games* trilogy. Set locations have extended across the city in parks and along city streets, but our very own Charlotte Convention Center has been playing a pivotal role as well. *The Hunger Games* recently tapped the Center's kitchen facilities, while *Homeland* set up shop out front for a scene. The film industry in the Queen City may have a bigger impact than you might think. The North Carolina Film Office reports that since 2006, over 330 projects have filmed in North Carolina, directly spending almost \$700 million and providing over 51,000 job opportunities for crew, talent and extras in the state.



TO MARKET WE GO

Visit a city market when traveling to a destination and you'll get a strong sense of its identity, its people and its culture. Just ask cities like Seattle and San Francisco, who have seen their markets become not-to-be-missed itinerary stops for travelers. Charlotte's new 7th Street Public Market embraces the "crème de la crème" of thriving models and best practices found at markets nationwide and offers meeting attendees an interesting culinary experience in addition to out-of-the-box meeting space for planners.

From potted edibles to smoked BBQ, pour-over coffee to charcuterie, and fresh produce to grab-n-go deli products, the spaces at 7th Street Public Market are filled with enthusiastic food producers and artisans. Attendees in town can spoil their dinners with crepe and Belgian waffle stations, saddle up to the counter for a cooking demonstration or taste French wines paired with locally made cheeses. Upon entering, Queen City 'Que: Shrine of Fine Swine greets customers with pulled pork, beef brisket, hush puppies and more Southern favorites. Artisan stations leased by local small businesses are stocked with goods like jams and jellies, soaps, olive oils and more.



presented by Carolina's Medical Center

For off-site events, its diverse offerings make for creative experiential stations. Organize cooking classes by local chefs using local ingredients followed up by an ice cream taste-testing, sustainability discussion or fitness tips led by Carolina's Medical Center, a regional healthcare leader. An open area with seating and an assortment of food vendors make event possibilities limitless. Easily accessible, the Market lies alongside the LYNX Blue Line light rail, which runs to the Charlotte Convention Center, or is just a five block walk.

For more details on the 7th Street Public Market, visit 7thstreetpublicmarket.com



Unitarian Universalist Association of Congregations



When the Unitarian Universalist Association of Congregations (UUA) demanded rigorous green goals for their convention June 22 - 26, Charlotte Convention Center (CCC) staff rose to the challenge. The UUA's 4,000 attendees had their most sustainable event yet since they embarked on the environmentally-friendly criteria back in 2005 because of creative tactics and a winning partnership.

The initial Convention Center agreement included tactics like minimizing energy use, refraining from using plastic and creating a waste management plan. Through careful planning, the CCC was flexible in supporting goals by substituting products to accommodate, reducing the number of sources used and dedicating needed staff resources to maintain green standards. Among the innovative efforts, a local composting worm farm was used for waste and concessions from the Delish Food Court used compostable serviceware.

The result? The event enhanced food purchasing to achieve 65% local, seasonal sourcing – a whopping 35% increase over the previous year. Waste management practices improved diversion from landfill by 38% as well. "As our partners in this endeavor, we wanted to express our appreciation for your team's cooperation in helping us achieve some progress and learn new things to continue to improve the sustainability of this event," says UUA General Assembly and Conference Services Director Janiece Sneegas.

The event proved to be a successful litmus test for the facility, which will strive to implement similar initiatives during the 2012 Democratic National Convention.

“Once we tie up a few loose ends, [the convention] will go on the shelf and down in history as one of our best meetings ever... As you know, meeting planning by its very nature can be a very stressful occupation. I can honestly (and happily) say our stress level was greatly reduced because we always knew you were there for us.”

Keith Burden
Executive Secretary
National Association of
Free Will Baptists

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A CENTER WORTHY OF ATTENTION

For all things Charlotte, the Visitor Info Center is the go-to destination. Breeze through their doors and the knowledgeable staff can make any meeting attendee a Charlotte insider. These days though, visitors will notice something beyond the smiling faces and Southern hospitality that greets them. A bright facelift embraces the 'Charlotte's got a lot' brand, enticing visitors to spend a little more time getting to know the destination.

Look for souvenirs that range from Carolina stone-ground grits (a best-seller!) to t-shirts, books, stuffed animals and more, all staples that any convention goer's got to bring home to the fam. Visitors can also take time to tour key landmarks with free tours each Friday at 10am. Look for other Visitor Info Centers in town like the satellite location at Levine Museum of the New South and the perpetually busy site at the nation's seventh busiest airport, Charlotte Douglas International.

For more info on the Visitor Info Center or to download a walking map, log on to charlottesgotalot.com



visitor **info** center

