



## Ville to Ville Foundation

Henderson County Board of Commissioners  
100 N. King St.  
Hendersonville, NC 28792

RE: Greenway Master Plan: 30 Year Vision

To the Board of Commissioners,

I'm the owner and director of the Ville to Ville Craft Brew Relay, which is a one-day running relay that starts in Asheville, NC and ends in Greenville, SC. Our relay comes through Henderson County and 27 of the 75 miles of the course are in Henderson County. While we do have a craft beer theme, this is a running event that celebrates the local craft beer industry after the running is complete.

Our inaugural event was last April, and we had 250 teams and just under 1500 participants. We had participants from 35 states and Canada attend. For 2019, we have already sold out our event (in less than 48 hours) and have 350 teams and approximately 2000 participants. We expect more than 90% of our participants to be tourists.

I wanted to express my extreme gratitude for being able to use the Cane Creek and Oklawaha Greenway for a portion of our event. Our race is different than most road races as we do not close roads to vehicular traffic. Being able to utilize a greenway allows us to offer a safer route for our participants as well as introduce many individuals to those greenways. We also used the Mountains to Sea Trail in Asheville and the Swamp Rabbit Trail in Greenville County as part of our course.

Having the greenway accessibility here was an important part of the race being planned initially and the course coming through the county. I want to offer my support for the Henderson County Greenway Master Plan recently developed to keep cyclist, runners, and walkers safer as well as helping boost local economy through events. Last year, our one-day event estimated to add over \$600,000 to the local economy and with our growth for 2019, we expect that impact to grow as well.

In addition to a positive impact to the local economy, we also supported two local non-profit agencies last year with over \$17,000 donated. Next year, we are supporting five non-profits and anticipate donating over \$30,000 to support their missions in the community.

Thank you for your time and support for greenways in the past and in the future.

In Good Health,

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