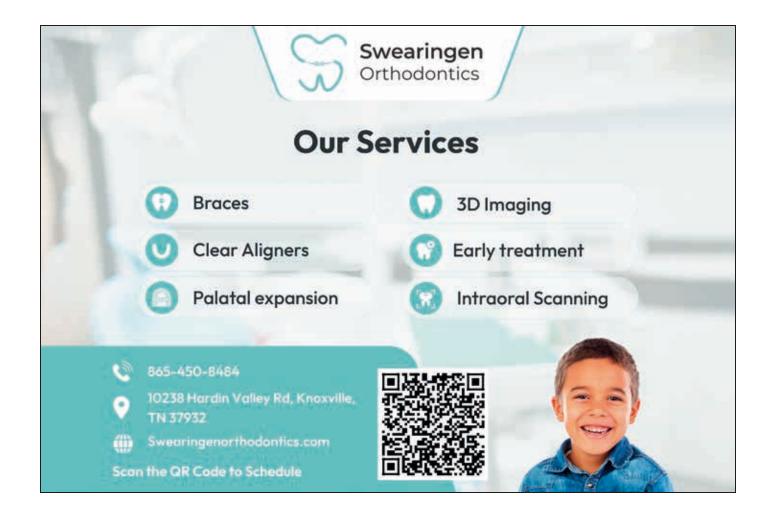


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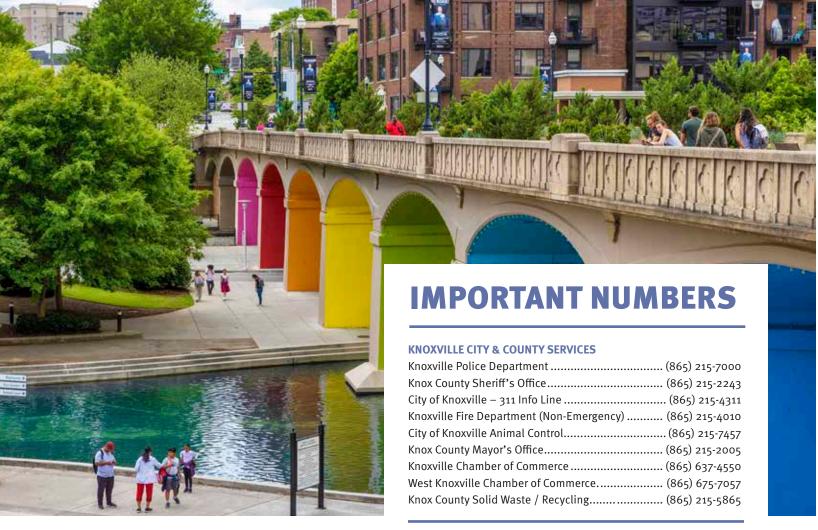


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AT&T (Fiber, Wireless, TV, Internet)	(800) 288-2020
Waste Connections of TN (Garbage)	(865) 522-8161

EMERGENCY & HOTLINES

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Knoxville 311 Non-Emergency Info Line	(865) 215-4311
National Suicide Prevention Lifeline	988
Mobile Crisis Unit (24/7 Mental Health)	(865) 539-2409
Poison Control	(800) 222-1222
Domestic Violence Hotline	(800) 799-7233
Veterans Crisis Line	(800) 273-8255
Contact Care Line (TN Crisis Support)	(865) 584-4424

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Fort Sanders Regional	(865) 331-1111
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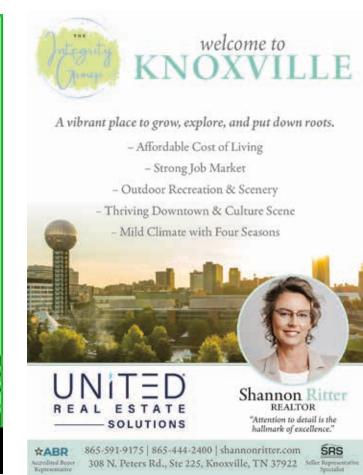
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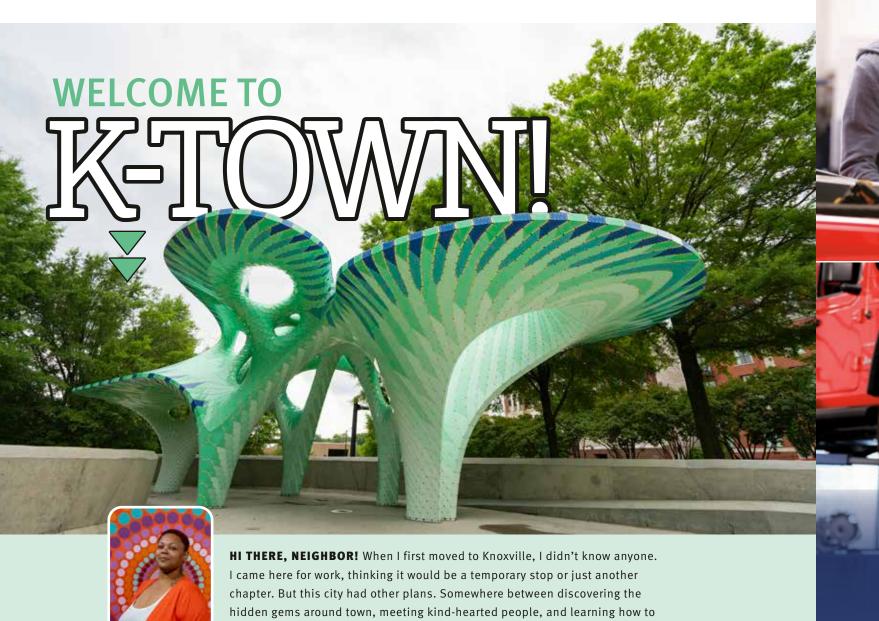
WHAT WE HAUL

- ✓ Furniture
- ✓ Appliances
- ✓ Household Items
- ✓ Electronics
- ✓ Yard Waste
- ✓ Construction Debris





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What I didn't expect was how quickly Knoxville would feel like home. It wasn't just the beautiful mountain views or the cozy neighborhoods tucked between rolling hills. It was the people. It was the genuine kindness of strangers who remembered my name, and

kindness of strangers who became friends, the local business owners who remembered my name, and the way this city wraps you up in its charm and says,

"Hey, you're one of us now."

That's the spirit behind *BeLocal Knoxville*. This isn't just a magazine—it's a welcome mat. It's your inside guide to finding the best coffee, local eats, fun family spots, date nights, and everything in between. Whether you're exploring the parks, supporting small businesses, or just trying to figure out where to grab a great taco on a Tuesday, we've got you covered.

I created this guide with new movers in mind, but even long-time residents tell me they discover something new in every issue. That's the magic of Knoxville—it always has something up its sleeve.

So whether you're here for a new job, a fresh start, or just happened to land in East Tennessee by way of the universe, I'm glad you're here. Truly. And if you ever want to share a favorite spot, collaborate, or just need a recommendation, reach out. My door's open (metaphorically—but seriously, my contact info's up front!).

Welcome home,

TIFFANY DAVIS

properly say "y'all" without overthinking it—I fell in love with this place.

Publisher, BeLocal of Knoxville

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LOCAL TIP

PetSafe Downtown Dog Park: If you heading down town to check out Market

Square or the University

of Tennessee with your

dog check out PetSafe Dog Park. This park offers a

fully fenced-in area with

separate areas for large and small dogs. Address: 200 S Central St

- Dr Dalton Cousin

FROM **SCRUFFY** TO SPECTACULAR

cmdc.knoxlib.org/digital/collection/p16311coll4

IN 1982, KNOXVILLE, TENNESSEE DID SOMETHING FEW **EXPECTED: IT WELCOMED THE WORLD.**

OVER THE COURSE OF SIX MONTHS, MORE THAN 11 MILLION PEOPLE WALKED THROUGH THE GATES OF THE **WORLD'S FAIR, EXPLORING INNOVATIONS IN ENERGY,** CULTURE, AND DESIGN. FOR A CITY NOT KNOWN FOR GLOBAL AFFAIRS, IT WAS A BOLD MOVE—AND A WILDLY SUCCESSFUL ONE.

BUT LONG BEFORE THE FIRST PAVILION OPENED, **KNOXVILLE HAD ALREADY MADE HEADLINES. A NATIONAL COLUMNIST SCOFFED AT THE CITY'S** SELECTION, CALLING IT "A SCRUFFY LITTLE CITY ON THE TENNESSEE RIVER." INSTEAD OF RETREATING, KNOXVILLE EMBRACED THE LABEL. "SCRUFFY CITY" STUCK—AND SO DID THE SPIRIT BEHIND IT.

TODAY, MANY KNOW IT SIMPLY AS K-TOWN: A PLACE SHAPED NOT JUST BY WHAT HAPPENED IN 1982, BUT BY HOW IT RESPONDED.

TIMELINE: A FAIR TO REMEMBER

1975-76

Knoxville submits its bid to host the fair

Approval granted; planning begins

Fair opens May 1, draws over 11 million visitors

Post-Fair

Grounds sit underused; Sunsphere closes

20005

Redevelopment turns area into public park

World's Fair Park is a cultural and civic hub in downtown K-Town and the Sunsphere is open to the public



coffee gems

Knoxville's Best Coffee

By Season Bowers

Whether you're after a strong pour to kickstart your morning or a cozy corner to unwind or get some work done, Knoxville's local coffee scene is full of flavor and charm. These small-batch brewers and creative cafés offer everything from nitro cold brews to decadent pastries — and plenty of personality along the way.

.







- ► Cultivate Coffee & Flowers ► 5221 N Broadway St. ► A stunning space blending coffee and blooms, known for its lattes and fresh, inviting atmosphere.
- ► Primo Passo Coffee Co. ► 2099 Thunderhead Rd ► Beloved for its meticulous espresso and minimalist vibe, this café puts craft and consistency
- ► Capybara Coffee ► 2457 University Commons Way ► A longtime Knoxville favorite with a loyal following, Capybara is known for creative seasonal drinks and community-centered hospitality.
- ► Velocity Coffee and Roastery ► 7107 Clinton Hwy, Powel ► A new space in Powell bringing quality roasting and bold flavors with speed to fuel your day.
- ► The Empty Cup > 9111 Executive Park Dr > A nonprofit café that serves both coffee and community by creating space for connection and purpose.



Intrepid Nitro Named Best Coffee Shop in Tennessee

Knoxville favorite celebrates statewide recognition, a growing coffee community, and a new home in Hardin Valley. Knoxville has a lot to celebrate when it comes to coffee, and at the top of that list is Intrepid Nitro Coffee & Tea Bar, recently named Best Coffee Shop in Tennessee by Guide to Tennessee. The win marks another milestone for the local favorite, which also claimed the title of Best Specialty Coffee Shop in Knoxville two years in a row through Community Votes. Not bad for a shop that's only been open for two and a half years.

"When we found out we were nominated for Best Coffee Shop in Tennessee, we were honestly shocked," says owner Season Bowers. "We didn't even know how we were nominated! We shared the news one time on social media, and our amazing community showed up in a big way. We're so humbled and grateful."

The Guide to Tennessee award came after Intrepid was nominated alongside a dozen other standout coffee shops across the state — including two fellow Knoxville cafés, Capybara Coffee and Mia Piccola Café.

But if you ask Season and her husband, Kris, this honor is a celebration of Knoxville and the coffee community at large. "The word Intrepid means fearless — and that's exactly how we approach everything we do," says Kris. "We took a bold leap to create something different — a craft brewery for coffee and tea — and Knoxville embraced it from day one. This award isn't just a win for us; it's a win for a city that celebrates creativity, courage, and community."

For those who can't get enough of the Intrepid experience, the shop offers a monthly in-store subscription — a one-ofa-kind program that lets guests enjoy one drink every day for a flat monthly rate. With three tiers (\$39, \$79, and \$99), subscribers save up to 70% while enjoying a daily dose of coffee or tea and a welcoming "third space" to call their own. It's the perfect option for regulars who love the craft, community, and comfort of Intrepid.

A Coffee Community Worth Celebrating

While the awards are exciting, the Bowers are quick to emphasize that Knoxville's coffee scene as a whole deserves recognition. "This city is packed with passionate coffee people doing amazing work," says Season. "We're honored to be part of that story."

From cozy neighborhood cafés to innovative roasters, Knoxville's coffee community thrives on collaboration and creativity — and there's no shortage of great shops to be found.

Follow @intrepid_nitro on social media or visit www.intrepidnitro.com for updates and the latest menu.



BRUNCH

- ► **Balter Beerworks** ► *100 Broadway SW* ► Brunch tacos, beer biscuits & gravy, fresh-squeezed mimosas
- ► Farmacy ► 5018 Kingston Pike ► Chicken biscuit stack, peach French toast, bloody mary flights
- ► Cafe 4 ► 4 Market Square ► Shrimp & grits, chicken & waffles, pimento cheese omelet
- ► **The Plaid Apron** ► *1210 Kenesaw Ave* ► Smoked salmon toast, lemon ricotta pancakes, seasonal quiche

LUNCH

- ► Litton's Market, Restaurant & Bakery ► 2803 Essary Dr Bacon cheeseburgers, onion rings, red velvet cake
- ➤ Yassin's Falafel House ➤ 706 Walnut St ➤ Chicken shawarma wrap, falafel platter, hummus & pita
- ► The Burgers Fountain City ► 1420 Emory Rd ► Classic smash burgers, fried pickles, grilled chicken club
- ► **Sticky Rice Cafe** ► *100 Jack Dance St* ► Lao sausage, drunken noodles, papaya salad







DINNER

- Not Watson's Kitchen + Bar ➤ 15 Market
 Square ➤ Chicken and waffles, bison meatloaf, pimento cheeseburger
- ► Harvest Land Sea & Vine ► 5200 Kingston
 Pike ► Grilled lamb chops, seasonal veggie
 plates, deviled eggs
- ► **Southern Grit** ► 126 S Central St ► Low country shrimp & grits, catfish plate, smoked wings
- ► **Dead End BBQ** ► 3621 Sutherland Ave
 Burnt ends platter, pork shoulder sandwich,
 banana pudding
- ► Emma's Southern Kitchen ► 3701 Sutherland

 Ave ► Smothered pork chops, fried green
 tomatoes, baked mac & cheese
- Parkside Grill ► 338 N Peters Rd ► Prime rib, chicken piccata, fire-grilled salmon

- Cruze Farm Ice Cream Multiple Locations
 Swirled soft serve, brownie sundaes,
 buttercup milkshakes
- ► Buttermilk Sky Pie Shop Multiple Locations
 Mini pies: apple, coconut cream, key lime
- Artisan Cakery
 5803 Kingston Pike Signature cupcakes,
 strawberry shortcake, lemon bars
- Schakolad Chocolate Factory
 10944 Parkside Dr Handcrafted truffles,
 chocolate-covered strawberries,
 molded gift pieces









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- ➤ FIVE THIRTY LOUNGE ➤ 530 S Gay St Upscale rooftop bar offering panoramic city views and a refined cocktail menu.
- ➤ ABRIDGED BEER COMPANY

 Multiple Locations ➤ Popular brewpub serving flavorful small-batch
 beers and elevated pub fare in a
 lively atmosphere.



- ► CRAFTY BASTARD BREWERY WEST Multiple Locations ► Known for experimental brews and a cozy, creative taproom setting with frequent events.
- ► ORANGE HAT BREWING COMPANY

 10246 Hardin Valley Rd ► Communityfocused brewery with rotating craft beer
 taps, game nights, and food trucks.
- ▶ BALTER BEERWORKS ► 100 Broadway SW Brewpub in a converted service station offering house-brewed beer and scratchmade meals.
- ► **PRETENTIOUS BEER CO.** ► 131 S Central St A brewery and glassblowing studio with bold beer styles and unique, handblown glassware.





- ► XUL BEER COMPANY ► Multiple Locations ► Modern, industrial taproom pouring hazy IPAs, fruited sours, and rich stouts with flair.
- ► CASUAL PINT NORTHSHORE 2045 Thunderhead Rd ► Relaxed, neighborhood-style beer market offering dozens of rotating taps, packaged craft brews, and a laidback patio for sipping with friends.
- ► EBONY & IVORY BREWING 2300 N Central St, Suite 101 Locally-owned brewery celebrating culture and diversity through approachable craft beer.
- ► HEXAGON BREWING CO. ► 1002 Dutch Valley Dr ► Welcoming neighborhood brewery known for consistent, easy-drinking house beers.
- ► THE VAULT ► 531 S Gay St Stylish cocktail bar located in a historic bank vault with luxurious seating and moody ambiance.
- ► TERN CLUB ► 135 S Gay St Tropical cocktail oasis offering rum-based drinks and creative takes in a bright setting.
- ► **BROTHER WOLF** ► 108 W Jackson Ave ► Italian aperitivo bar featuring classic cocktails, small bites, and a vibrant, intimate vibe.
- ► PETER KERN LIBRARY ► 407 Union Ave ► Hidden speakeasy with literary-themed cocktails and a dark, bookish lounge setting.
- ► THE OAK ROOM ► 109 W Anderson Ave ► North Knox cocktail bar serving oak-aged drinks and a full food menu in a moody space.



- ► WATER INTO WINE ► 607 N Campbell Station Rd ► Stylish wine bar with a full scratch kitchen, extensive wine list, and hand-crafted cocktails.
- ► **ZERO/ZERO** ► 1211 N Central St Natural wine bar in Happy Holler offering organic wines, small bites, and a chill hangout vibe.
- ► **SPARROW WINE BAR** ► 141 W. End Ave. Comfortable, low-key wine bar with a curated selection of wines, beers, and small plates.
- ► VAN EDOM'S WINE BAR & RESTAURANT 12344 S Northshore Dr ► Chic spot blending international wine selections with a rotating menu of seasonal cuisine.

OX GAME DAY LINEUP



YOUR QUICK-GUIDE TO KNOXVILLE'S HOMETOWN TEAMS

MEN'S VOLS BASKETBALL

way	Syracuse
leutral	Illinois
lome	Louisville
lome	Gardner-Webb
lome	South Carolina Sta
way	Arkansas
lome	Texas
way	Florida
lome	Texas A&M
lome	Kentucky
way	Alabama
way	Georgia
lome	Auburn
lome	Ole Miss
way	Kentucky
way	Mississippi State
lome	LSU
lome	Oklahoma
way	Vanderbilt
way	Missouri
lome	Alabama
way	South Carolina
lome	Vanderbilt
	eutral ome way ome way ome way way way ome

LADY VOLS BASKETBALL

Dec 3 (Wed)9:15 PM ETAwayStanford
Dec 14 (Sun)2:00 PM ETHomeWinthrop
Dec 20 (Sat)10:30 AM ETNeutralLouisville
Dec 22 (Mon)6:30 PM ETHomeSouthern Indiana
Jan 1 (Thu)2:00 PM ETHomeFlorida
Jan 4 (Sun)4:00 PM ETAwayAuburn
Jan 8 (Thu)7:30 PM ETAwayMississippi State
Jan 11 (Sun)2:00 PM ETHomeArkansas
Jan 18 (Sun)2:00 PM ETAwayAlabama
Jan 22 (Thu)6:30 PM ETHomeKentucky
Jan 26 (Mon)7:00 PM ETAwayOle Miss
Jan 29 (Thu)6:30 PM ETHomeMississippi State
Feb 1 (Sun)12:00 PM ETAwayUConn
Feb 5 (Thu)6:30 PM ETAwayGeorgia
Feb 8 (Sun)3:00 PM ETAwaySouth Carolina
Feb 12 (Thu)6:30 PM ETHomeMissouri
Feb 15 (Sun)3:00 PM ETHomeTexas
Feb 19 (Thu)6:30 PM ETHomeTexas A&M
Feb 22 (Sun)2:00 PM ETAwayOklahoma
Feb 26 (Thu)6:00 PM ETAwayLSU
Mar 1 (Sun)2:00 PM ETHomeVanderbilt
Mar 4 (Wed)TBD ETNeutralSEC Tournament





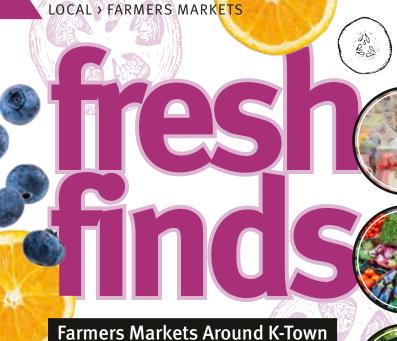












From heirloom tomatoes to handmade soaps, Knoxville and its neighboring communities offer a bounty of fresh, local goods every week. Whether you're in the mood to sip fresh lemonade, pick up locally raised meats, or just stroll and people-watch, there's a market nearby ready to welcome you.



MARKET SQUARE FARMERS' MARKET > Downtown Knoxville -Market St. & Union Ave ► Wednesdays | 10:00 AM - 1:00 PM Saturdays | 9:00 AM − 1:00 PM > Season: May through November A producer-only market with everything from fresh veggies to handmade jewelry, baked goods, and flowers.

EBENEZER ROAD FARMERS' MARKET ► 1001 Ebenezer Rd, Knoxville Tuesdays | 3:00 PM - 6:00 PM ► Season: April through November A mid-week stop in West Knoxville offering produce, canned goods, honey, and seasonal surprises.

NEW HARVEST FARMERS' MARKET ► New Harvest Park | 4775 New Harvest Ln, Knoxville ► Thursdays | 3:00 PM - 6:00 PM

Season: April through October ► Great mix of fruits, veggies, eggs, dairy, and live music or cooking demos on select dates.

EASTSIDE SUNDAY MARKET ➤ Dr. Walter Hardy Park | 2020 MLK Jr Ave, Knoxville ➤ Sundays | 1:00 PM - 4:00 PM ➤ Season: June through September ► A family-friendly afternoon market spotlighting Black-owned farms and food businesses.

DIXIE LEE FARMERS' MARKET ► Renaissance | 12740 Kingston Pike, Farragut ► Saturdays | 9:00 AM - 12:00 PM Season: April through November (Winter Market: January-April, same hours) ➤ Fresh produce, meats, breads, coffee, and local artisans all in one walkable outdoor setting.

LOOKING FOR EVEN MORE MARKETS AND POP-UPS?

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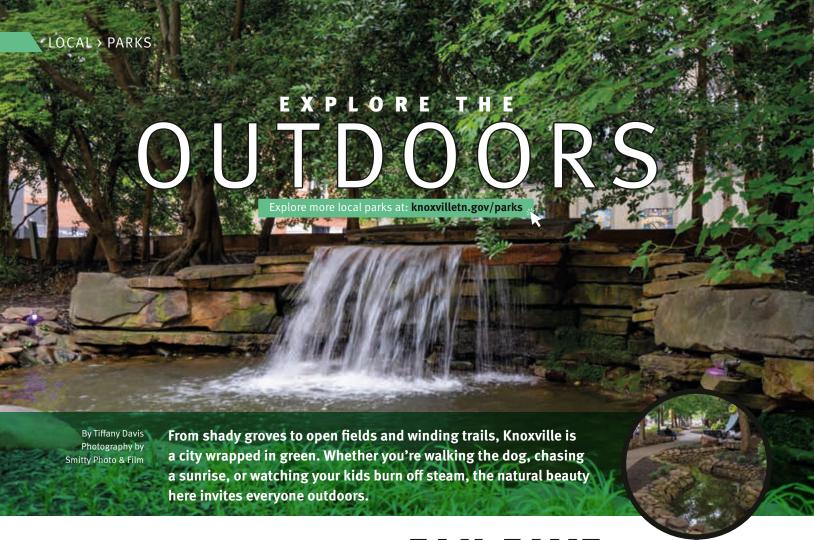
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CARL COWAN PARK

10058 S Northshore Dr // Lakefront access, walking trails, playgrounds, and picnic shelters

CONCORD PARK

10960 Concord Park Dr // Greenways, water activities, skate park, and athletic fields

LAKESHORE PARK

5930 Lyons View Pike // Over 185 acres with scenic river views, playgrounds, trails, and pavilions







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WHERE PETS ARE MORE THAN FAMILY-

THEY'RE LOCALS TOO By Tiffany Davis | Photography by Smitty Photo & Film

IN KNOXVILLE, PETS AREN'T JUST WELCOME-THEY'RE PART OF THE COMMUNITY. FROM HIGH-END GROOMING TO LEASH-FREE PARKS, LOCAL DOGS ARE LIVING THEIR BEST LIVES. WHETHER YOU'RE NEW TO THE AREA OR JUST LOOKING TO UPGRADE YOUR PET'S SOCIAL CALENDAR, HERE ARE SOME STANDOUT SPOTS FOR PLAY, CARE, AND STYLE.





WHERE TO **DROP OFF YOUR DOG** FOR THE DAY

The Dog Stop |4589 Kingston Pike | thedogstop.com

A full-service dog care facility offering daycare, grooming, and overnight boarding. Their clean indoor/outdoor play yards and attentive staff make it easy to leave your dog guilt-free.

Ultimutt Knoxville 11225 Threadstone Ln

Focused on structure, enrichment, training and exercise, Ultimutt is perfect for high-energy dogs who need more than just a nap during the day. They offer small group play, personalized care, and enrichment add-ons.

CitiFid-O | 429 Union Ave citifido.com | Downtown Knoxville's go-to shop for premium pet food, durable toys, collars, leashes, and locally made pet gifts. Friendly staff and a downtown vibe make it a great stop after a walk through Market Square.









LOCAL DOG PARKS WORTH A VISIT **V**

Dogwood Park (in Victor Ashe Park) | 4901 Bradshaw Rd | A fenced, off-leash area with open space for running, shaded seating for owners, and water access for pups who love to splash.

The Bark | 601 Lamar St | thebarkknoxville.com | A membership-based dog park and beer garden in the Old City, The Bark offers both indoor and outdoor spaces for dogs to play while humans relax and enjoy drinks and events.

PetSafe Village Dog Park | 10424 PetSafe Way | Well-maintained with separate areas for small and large dogs, agility features, and shaded areas. Popular with locals who want a quiet, secure place to play.

For a full list of Knoxville dog parks, visit:

knoxvilletn.gov/parks/dog_parks *





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Daycare

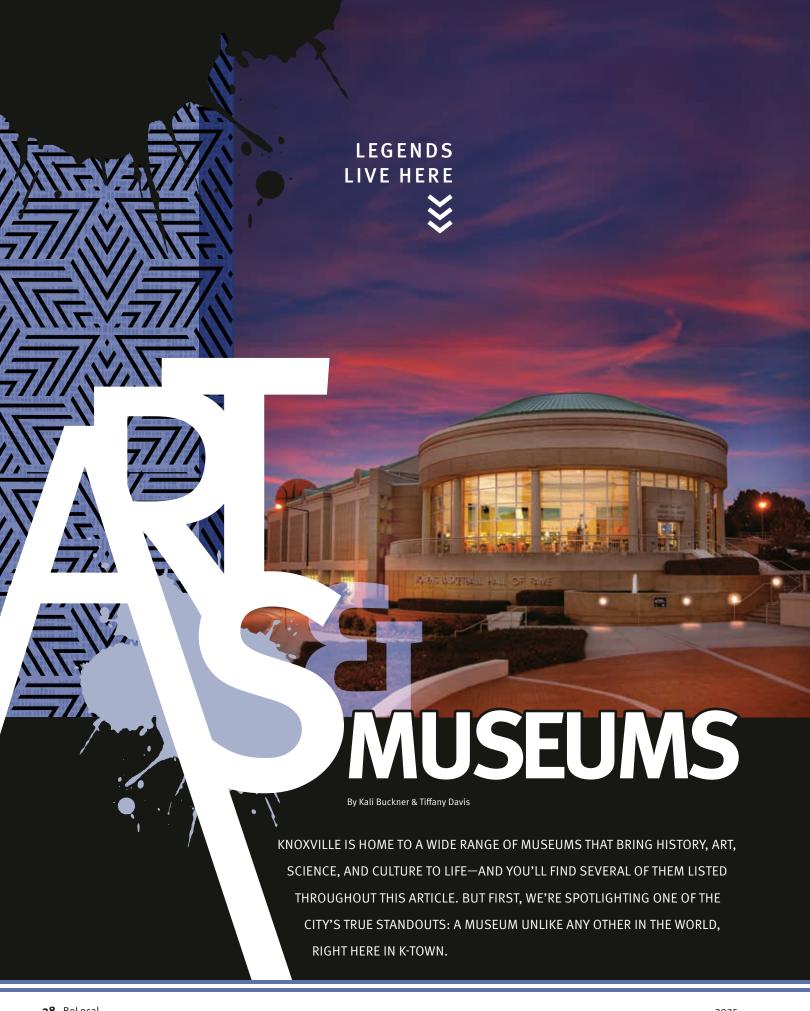
Day Camp, Hybrid Camp, Solo Day Board, Tiny Tots and Puppy Preschool

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Fitness, Conformation

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INSIDE THE WOMEN'S

BASKETBALL HALL OF FAME

The Women's Basketball Hall of Fame is a one-of-a-kind experience located in Knoxville, Tennessee. Since its opening in 1999, it has been the only facility in the world dedicated to supporting all levels of women's basketball. The Hall of Fame breathes life into the game's history every day, featuring incredible artifacts, immersive exhibits, and a state-of-the-art theater. The mission is simple: to honor the past, celebrate the present, and promote the future of women's basketball.

As visitors enter the Hall of Fame, they are greeted with a 17-foot statue of the Berenson trophy, which honors the mother of Women's Basketball, Senda Berenson. Walking through the exhibits, fans can learn more about those who pushed the game forward to what it is today. While the Hall highlights key players whose talent transformed women's basketball, the museum highlights multiple facets of the sport. There are exhibits committed to the





history of the locker room and the uniform, the contributions of coaches, and the evolution of officiating. Taking a comprehensive approach, the Women's Basketball Hall of Fame has something for everyone. Beyond the educational aspects, the museum features ball courts for visitors to put their skills to the test. One of the hoops even resembles an older basketball goal model, allowing people to experience the game's evolution firsthand.

Community outreach is a cornerstone of the Hall of Fame's work. While basketball remains their primary focus, the Hall hosts dedicated events yearly to give back to the Knoxville community and beyond. A favorite place for birthday parties, school field trips, weddings, and proms, the Hall of Fame is a vibrant hub for events in East Tennessee. However, their most significant event of the year is the prestigious Induction Ceremony at the Tennessee Theatre, annually celebrating a specially selected class of game changers. The 2025 class features Alana Beard (player), Sue Bird (player), Mark Campbell (coach), Danielle Donehew (contributor), Sylvia Fowles (player), Lucille Kyvallos (veteran coach), and Cappie Pondexter (player).

The Women's Basketball Hall of Fame is an integral part of the women's basketball community, continuously championing its mission of honoring the past, celebrating the present, and promoting the future. It is a special place, offering a once-in-a-lifetime experience for anyone who walks through the doors. Visit today!

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MCCLUNG MUSEUM OF NATURAL HISTORY & CULTURE

1327 Circle Park Dr

mcclungmuseum.utk.edu Situated on the University of Tennessee campus, this museum offers exhibits on archaeology, geology, and cultural history. Admission is free.

MUSE KNOXVILLE 516 N Beaman St

themuseknoxville.org ► A children's science museum offering hands-on STEM-based learning experiences. Plus unlimited planetarium shows included in general admission. Admission: General \$12, Seniors (65+), Military, and Educators \$6, Children under 1 free.

MABRY-HAZEN HOUSE

1711 Dandridge Ave ► mabryhazen.com A historic home museum preserving over 130 years of Knoxville history with original furnishings and artifacts. Admission: Adults \$10, Students \$8, Children under 13 free.



KNOXVILLE MUSEUM OF ART (KMA)

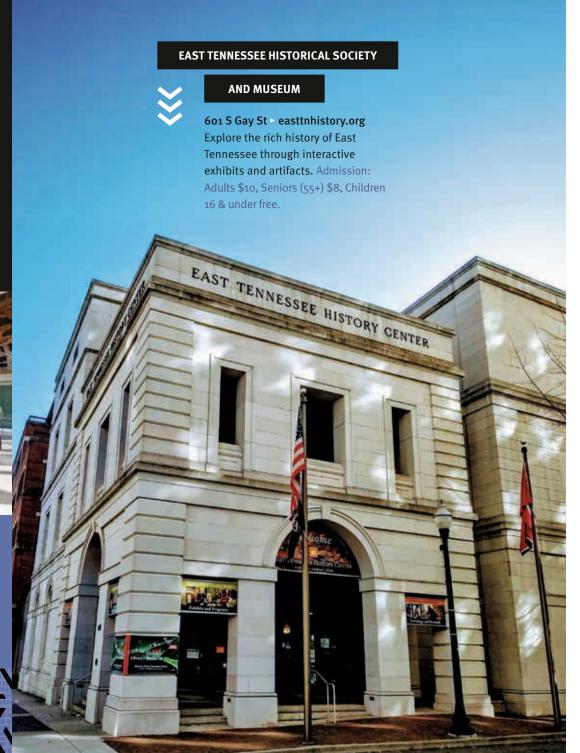
1050 World's Fair Park Dr knoxart.org ► Located in World's Fair Park, KMA showcases the art and artists of East Tennessee.

BLOUNT MANSION

200 W Hill Ave ▶ blountmansion.org Known as the "Birthplace of Tennessee," this historic home offers insights into the state's early history. Admission: Adults \$15, Seniors/AAA/CAA Members \$12, Children \$10.

MUSEUM OF APPALACHIA

2819 Andersonville Hwy, Clinton museumofappalachia.org ► A living history museum featuring pioneer-era structures and artifacts. Admission: Adults (18-64) \$20, Seniors (65+) \$18, Youth (6-17) \$10, Children under 6 free.





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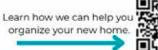


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TAKE A HIKE IN THE SMOKIES

More than 800 miles of trails wind through the Great Smoky Mountains National Park, and many are just minutes from the bustle of Gatlinburg and Pigeon Forge. Whether you're strolling to Laurel Falls, biking Cades Cove, or hiking up to the Clingmans Dome observation tower, the views never disappoint.

Keep it easy with a paved walk or challenge yourself with a backcountry trek—the Smokies welcome all kinds of adventurers. Bring your camera, pack your snacks, and let the mountains do the rest.



REACH NEW HEIGHTS AT OBER MOUNTAIN

Just above downtown Gatlinburg sits Ober Mountain, a mountaintop adventure that's been part of East Tennessee tradition since 1962. Originally a ski resort, Ober added its iconic aerial tramway in 1973—still one of the best ways to take in the Smokies from above.

While it's the only ski and snowboard area in Tennessee during winter, Ober thrives all year. In the summer and fall, visitors can enjoy an alpine slide, mountain coaster, scenic chairlift, wildlife encounter, and indoor ice skating—plus dining and live music at the lodge. Whether you're chasing the snow or the view, Ober Mountain offers a high-altitude getaway full of nostalgia, nature, and good old-fashioned fun.











SIP AND SWAY AT OLE SMOKY DISTILLERY

The Smoky Mountains serve up the perfect staycation or weekend escape—complete with local flavor, mountain air, and memories worth repeating. Whether you're into live music, handcrafted spirits, roller coasters, scenic views, or winding forest trails, East Tennessee offers all the fun of a full vacation with none of the fuss.

Step into The Holler at Ole Smoky Distillery and you'll find the world's most visited moonshine brand, pouring Southern hospitality with every tasting. Johnny Baker, a fourth-generation family member, welcomes guests with stories, laughs, and hundreds of rotating moonshine flavors. Tastings come in signature "communion cups" (Ole Smoky once bought nearly all available supply), and live bands play daily from afternoon through the evening.

Guests can tour the distillery to see the process up close, browse a large retail shop for jars, gifts, and gear, or just relax in a rocking chair near the outdoor stage. Their products—including fruit- and pickle-infused options—can be shipped as gifts. The original location, built from old barn wood, is open every day except Christmas. Since its founding in 2009–2010, Ole Smoky has grown into the largest moonshine distributor in the world, now available in 43 countries. And if you've ever wondered about the three X's on the label—that means it's been distilled three times, just like the old-timers used to do.

DOLLYWOOD: WHERE BIG DREAMS TAKE CENTER STAGE

Since 1986, Dollywood has been one of Tennessee's most beloved attractions, drawing millions each year with its blend of thrilling rides, world-class entertainment, and Southern charm—straight from the heart of Dolly Parton herself.

The park's story began in 1961 as Rebel Railroad and evolved through several names before Dolly joined forces with the Herschend Family in 1986 to create Dollywood. Today, the 160-acre park includes top-ranked roller coasters, award-winning festivals, artisan craft villages, and iconic attractions like Klondike Katie, the 110-ton coal-fired steam train.

Guests can explore Dolly's Home-on-Wheels tour bus, visit a replica of her two-room childhood home, or wander through the immersive Dolly Parton Experience. Dollywood also boasts live music, Southern dining (Aunt Granny's is still the top spot), and a calendar packed with seasonal events. From the spring Flower & Food Festival to Smoky Mountain Christmas, Dollywood blends Appalachian roots with world-class flair—and it's all just a short drive away.



VALLEY FAIR This is one of the largest and longest-running fairs in East Tennessee, featuring rides, games, food, livestock shows, and live entertainment. It's a major community tradition that brings together families, schools, and local organizations.

FESTIVALS

BIG EARS

An internationally acclaimed music and arts festival that brings boundary-pushing performances to historic venues throughout downtown Knoxville. It attracts artists and audiences from around the world for a truly immersive cultural experience.

DOGWOOD ARTS FESTIVAL

A beloved outdoor art festival featuring juried fine art, live music, craft vendors, and food trucks. It showcases regional creativity and celebrates Knoxville's commitment to the arts and natural beauty.

HOLA FESTIVAL

A vibrant celebration of Hispanic culture with live music, folkloric dancing, food vendors, and artisan booths from across Latin America. The event promotes cultural understanding and community unity through art and heritage.

KNOXVILLE ASIAN FESTIVAL

This event showcases traditional and contemporary Asian cultures through performances, a colorful parade, food, and educational booths. It highlights the rich diversity of the region's Asian communities.









RECURRING EVENTS

FIRST FRIDAY ARTWALK

Downtown Knoxville comes alive with gallery openings, street performers, pop-up art shows, and live music. Locals and visitors explore the city's creative scene in a festive, walkable atmosphere.

CONCERTS ON THE SQUARE

Live music fills Market Square with a mix of jazz, classical, and local bands playing in a relaxed, outdoor setting. It's a favorite gathering spot for people to enjoy free performances in the heart of the city.

BELOCAL BINGO

A high-energy free community bingo night that highlights a different local nonprofit at each event. It's free to play, packed with prizes, and designed to bring people together while giving back. Held at Kern's Food Hall and Maple Hall.

BELOCAL

PREFERRED PARTNERS

This section is here to give our readers easier access when searching for a trusted partner to use. Get to know the businesses that make this magazine possible. Please support them in return and thank them if you get the chance!

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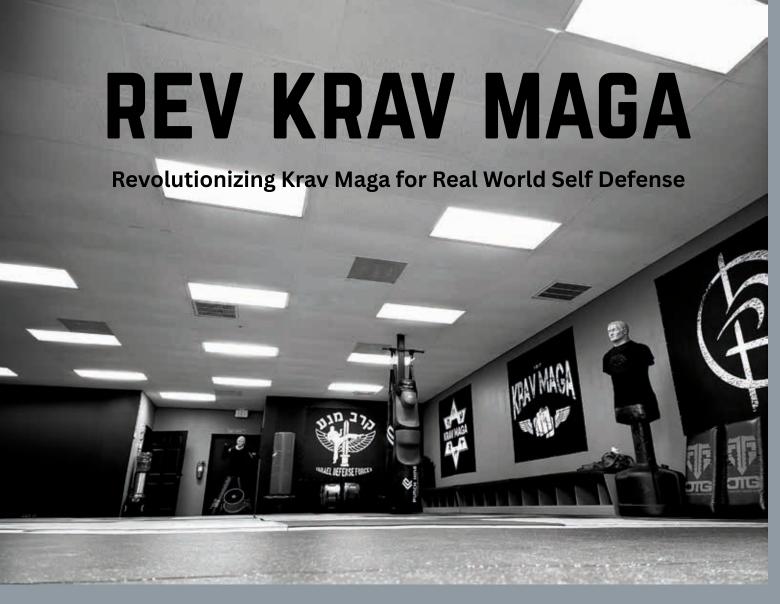
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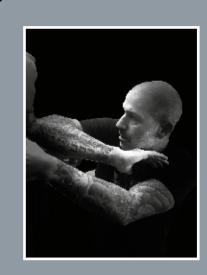
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