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BELOCAL

KNOXVILLE

FRONT COVER:

Photography: Smitty Photo & Film Graphic Designer: Rona Qualls

- **06** Important Numbers
- 08 Publisher's Note
- **10** History
- 12 Coffee Shops
- 14 Dining
- 18 Libations
- 21 Sport Schedules
- 22 Farmers Markets
- 24 Parks
- 26 Pet Resources
- **28** Culture
- 32 Staycations
- 34 Community Events
- **38** Preferred Partners

PUBLISHER / **ADVERTISING SALES** Tiffany Davis Tiffany.Davis@n2co.com **DESIGN**

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CONTENTS

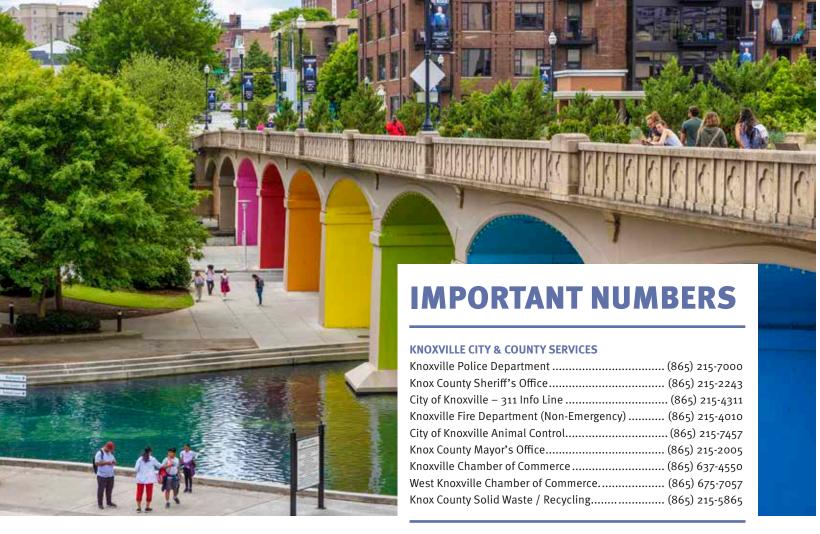


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04 BeLocal





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KUB (Electric, Water, Gas)	(865) 524-2911
Knox Chapman Utility District	(865) 577-4497
LCUB (Lenoir City Utilities Board – Farragut)	(844) 687-5282
TDS Telecom (Hardin Valley / Karns)	(866) 571-6662
Xfinity / Comcast (TV, Internet, Phone)	(800) 934-6489
AT&T (Fiber, Wireless, TV, Internet)	(800) 288-2020
Waste Connections of TN (Garbage)	(865) 522-8161

EMERGENCY & HOTLINES

Emergency.	911
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

LOCAL HOSPITALS & CLINICS

UT Medical Center	(865) 305-9000
Parkwest Medical Center	(865) 373-1000
Fort Sanders Regional	(865) 331-1111
Tennova North Knoxville Medical Center	(865) 859-8000
Children's Hospital	(865) 541-8000
Summit Medical Group (Multiple Locations)	(865) 584-4747



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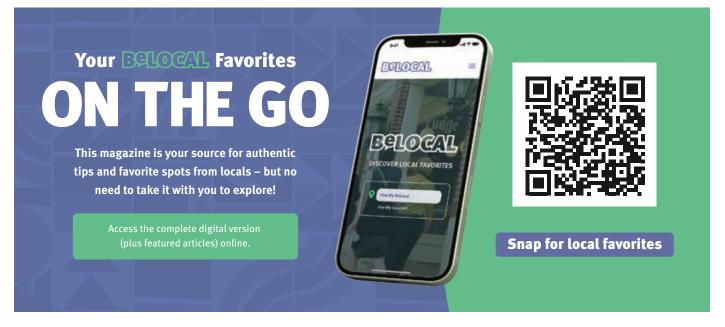
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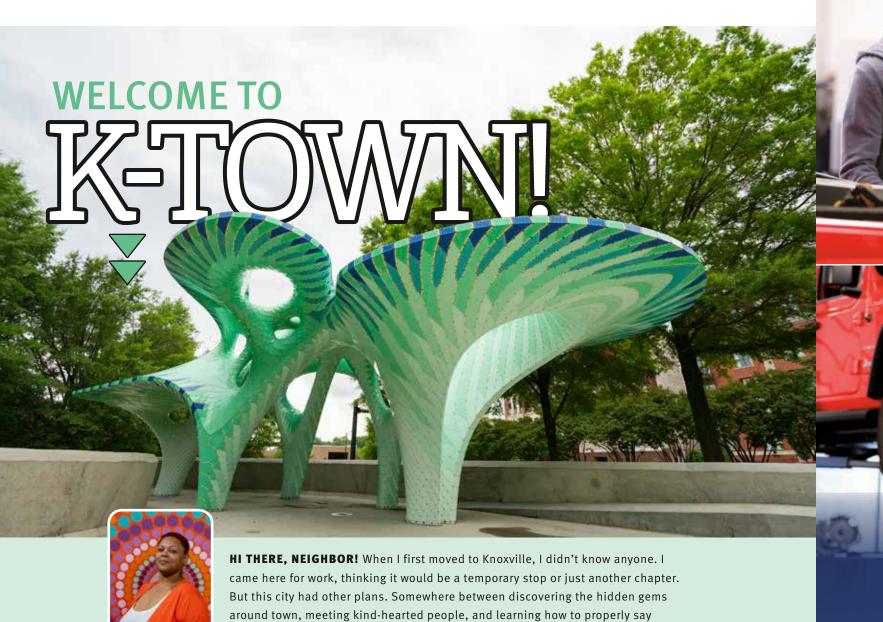


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06 BeLocal 2025 Knoxville **07**



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 became friends, the local

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

Publisher, BeLocal of Knoxville

Join the AAMCO family at Knoxville, where we've been proudly revolutionizing transmission repair since 1963! Our reputation for exceptional customer care and mastery of even the most advanced vehicle systems speaks volumes. Rest easy with our nationwide warranty, knowing your beloved vehicle is in the hands of passionate experts who prioritize getting it right the first time.

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or visit us online at www.aamcoknoxville-stekoialane.com

08 BeLocal

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

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

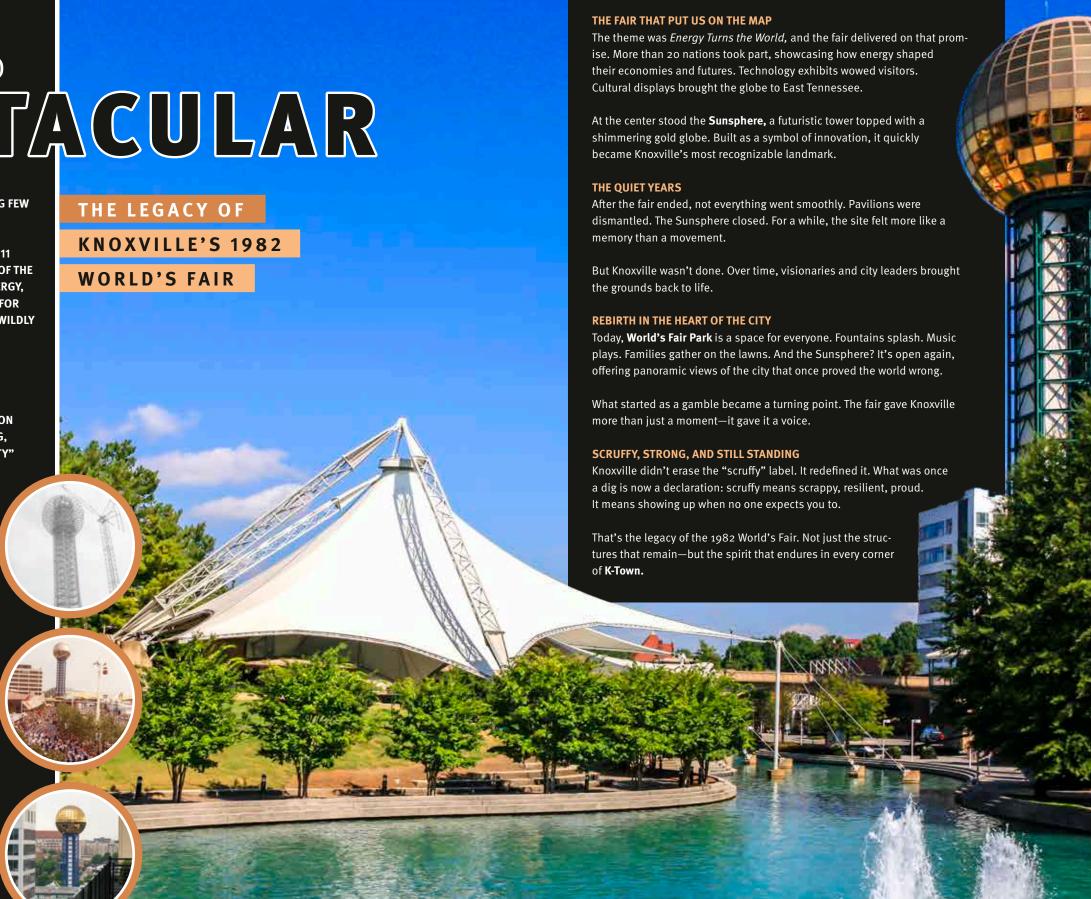
Post-Fair

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

Knoxville's Coffee Gems

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.

)------



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- Strong Job Market
- Outdoor Recreation & Scenery
- Thriving Downtown & Culture Scene



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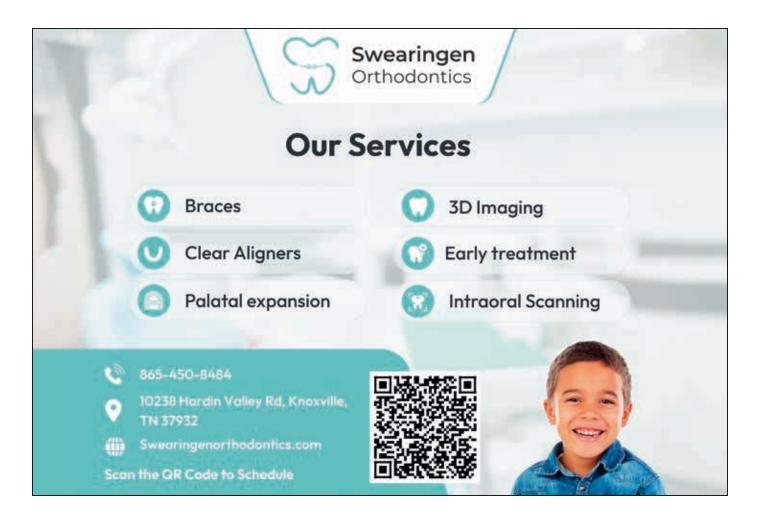
SRS Ser Representative Specialist



Here are a few favorites that new (and not-so-new) locals should know about:

- Seed Coffee Co. ► 2558 Sutherland Ave ► seedcoffeeco.com Bright, plant-filled space with stellar espresso and seasonal lattes
- ► Intrepid Nitro Coffee & Tea Bar ► 5201 Kingston Pike #6 intrepidnitro.com ► Known for craft nitro teas and coffees with a bold industrial vibe.
- ► Treetop Coffee Shop ► 1206 Kenesaw Ave ► treetopknox.com A cozy hangout with local art, warm pastries, and friendly vibes.
- ► The Empty Cup ► 9111 Executive Park Dr ► theemptycup.org
 A nonprofit coffeehouse that supports adoption and serves
 purpose with every cup.
- Sunago Coffee ► 10736 Hardin Valley Rd ► sunagocoffee.com Inviting, modern space that blends great coffee with a mission of connection.
- ► K Brew ► (Various locations) ► kbrewcoffee.com Hammocks, handcrafted bagels, and top-tier cold brew make it a local go-to.
- Summer Moon Coffee ► 104 N Campbell Station Rd summermooncoffee.com ► Home of the signature "moon milk" and smooth Texas-style oak-roasted coffee.
- Coffee & Chocolate ➤ (Various Locations)
 coffeeandchocolate.com ➤ Pair your cappuccino with artisan truffles and downtown charm.
- Velocity Coffee ➤ 7107 Clinton Hwy, Powell velocitycoffeeco.com ➤ Fuel your day with high-energy coffee, a bagel and do it all through the drive-thru.







Children's Dentistry

10238 Hardin Valley Rd. Knoxville, TN 37932 (865) 229-4969

Congratulations on your new home!

Call or click the QR Code to schedule your child's appointment today!



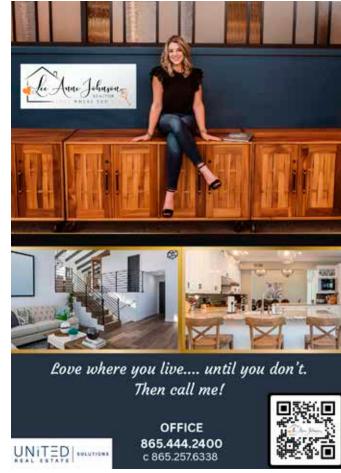


BRUNCH

- ► 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 scratch-made meals.
- ► PRETENTIOUS BEER CO. ► 131 S Central St A brewery and glassblowing studio with bold beer styles and unique, handblown glassware.













(865) 281-1984



- ► 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.

GAME DAY LINEUP

YOUR QUICK-GUIDE TO KNOXVILLE'S HOMETOWN TEAMS



TENNESSEE VOLUNTEERS FOOTBALL - 2025 SEASON

Home games at Neyland Stadium Sept 6 vs ETSU Sept 13 vs Georgia Sept 20 vs UAB Oct 11 vs Arkansas Nov 1 vs Oklahoma Nov 15 vs New Mexico State Nov 29 vs Vanderbilt

KNOXVILLE SMOKIES BASEBALL - 2025 HOME SERIES

Covenant Health Park, downtown Knoxville July 1-6 vs Rocket City Trash Pandas July 8–13 vs Montgomery Biscuits July 22–27 vs Pensacola Blue Wahoos Aug 5–10 vs Biloxi Shuckers Aug 19-24 vs Montgomery Biscuits Sept 2-7 vs Rocket City Trash Pandas

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- Dripping faucets or running
- . Slow or gurgling drains.
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Farmers Markets Around K-Town

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?

Visit nourishknoxville.org for updates and vendor lists across the region.









From routine maintenance to specialized landscaping projects, we offer a comprehensive range of services, including:



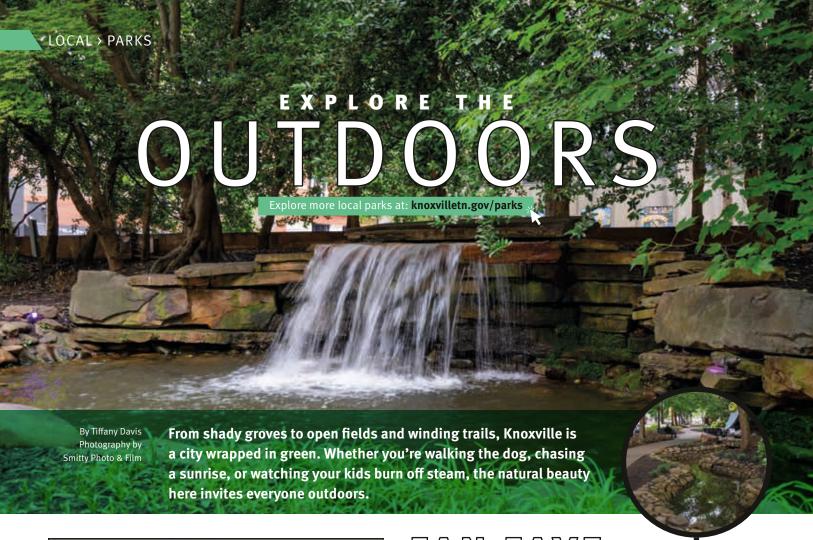
- **Hedge Trimming**: Shaping and maintaining hedges to enhance your property
- Mulching & Rock Installation: Boost soil health and elevate your landscaping with decorative accents.
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FAN FAVE PARKS IN KNOXVILLE

From riverside trails to shady playgrounds,

these local parks offer space to roam, relax,

and reconnect with nature.

VICTOR ASHE PARK

4901 Bradshaw Rd # 120 acres of trails, disc golf, dog park, and sports fields

TOMMY SCHUMPERT PARK

6400 Fountain City Rd // Multi-use trails, dog parks, disc golf, ballfields, and more

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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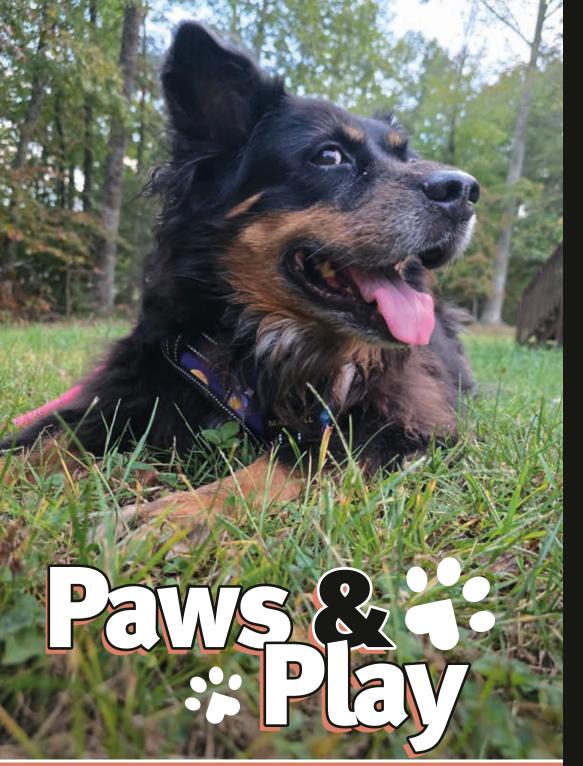
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2025 2025 Knoxville **25**



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

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 *





Training

Daycare Bootcamp - 1:1 with trainer & half day Day Camp or Solo Day Board Private lessons and Saturday Obedience & Rally classes

Pool Open April thru Oct Swimming lessons, Exercise, Dock Diving

Daycare

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

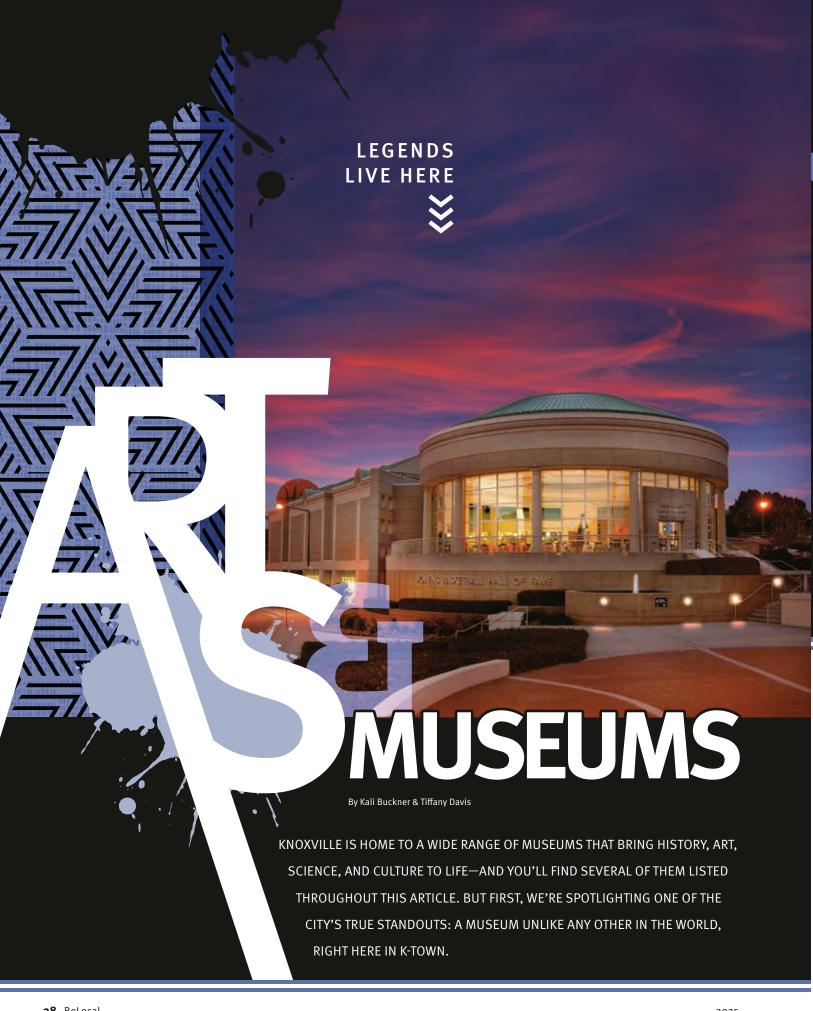
Other

Retivities Barn Hunt, Rally, Fly Ball, Fitness, Conformation



SCAN TO

865-640-2865 | 11225 Threadstone Lane, Knoxville TN 37932 www.ultimuttknoxville.com | info@ultimuttknoxville.com



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!

For more information: Call (865) 633-9000 or visit our website at wbhof.com.



MCCLUNG MUSEUM OF NATURAL HISTORY & CULTURE

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

MUSE KNOXVILLE 516 N Beaman St

history. Admission is free.

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)

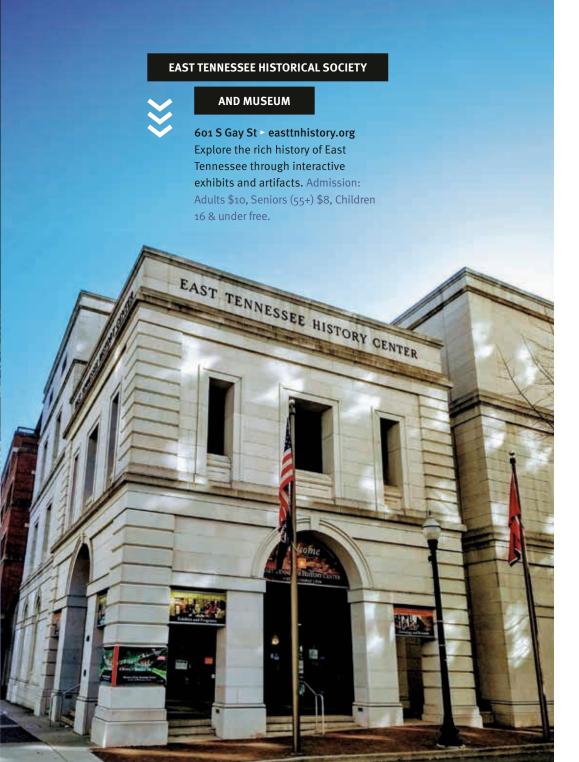
1050 World's Fair Park Dr knoxart.org ► Located in World's Fair Park, KMA showcases the art and artists of East Tennessee. Admission is always free.

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.

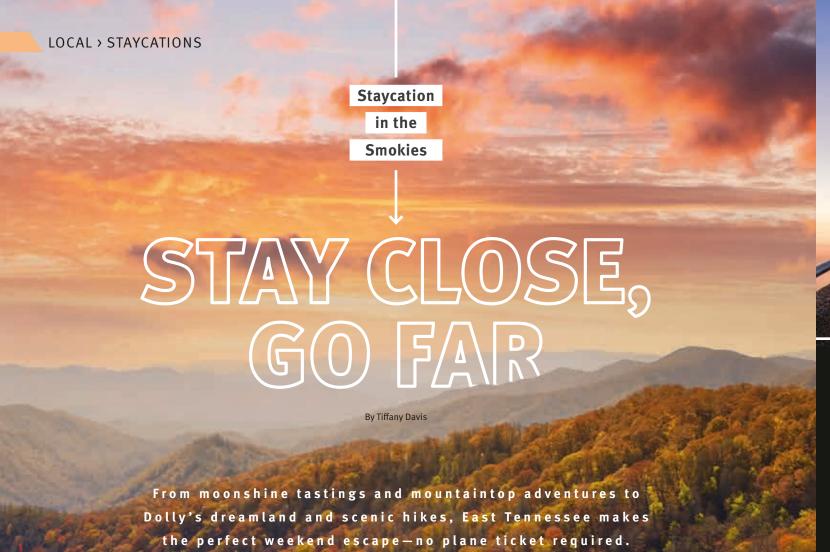








D25 Knoxville **31**



The Smoky Mountains are calling—and they're just up the road
Looking for an easy getaway that doesn't involve a plane ticket or complicated planning?
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.

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

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 fourthgeneration 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

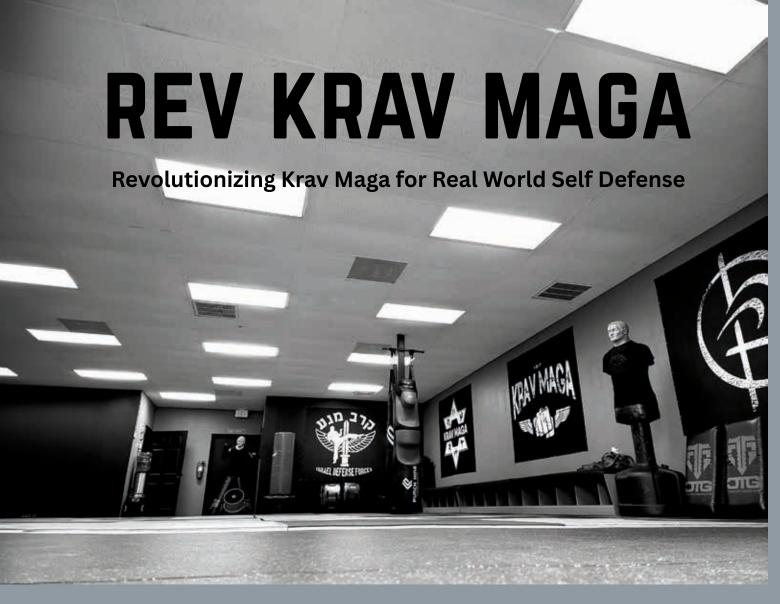
Downtown Knoxville comes alive with gallery openings, street performers, pop-up art shows, and live music. Locals and visitors explore the city's creative scene in a festive, walkable atmosphere.

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.



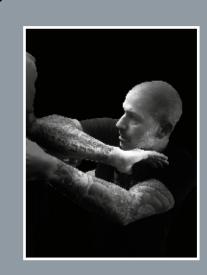
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