



## Do you Dig Local?

Dig Local is not only an innovative app and website but it's a rallying cry to fight against the ever-growing number of chains, franchises and big box stores that make a city feel like Anywhere, USA.

Dig Local connects you to what makes Asheville, NC the funky, delicious, artsy city that it is.





**Dig Local was created to make life easier or two groups of people.**

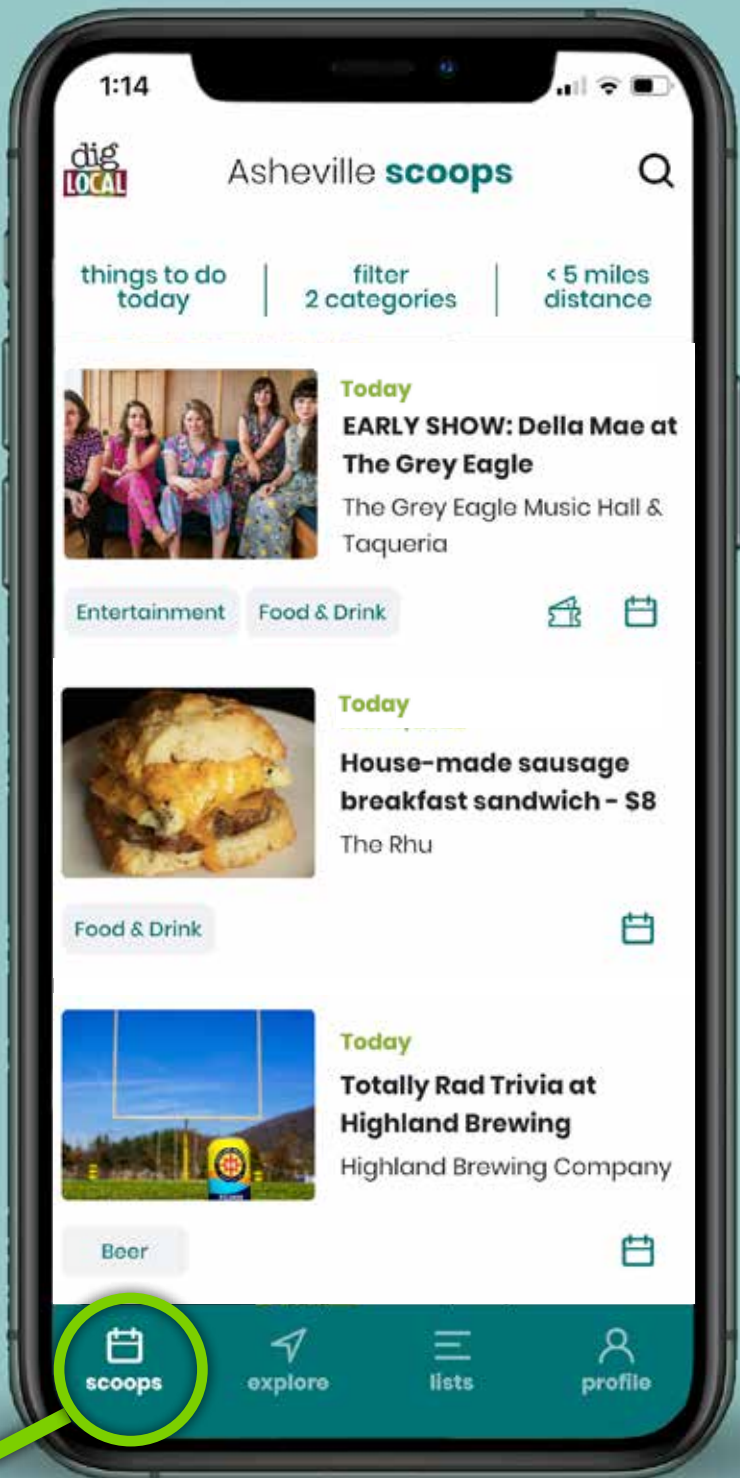
### People seeking authentic Asheville

The Dig Local app and website exclusively showcases the local businesses that make Asheville like no other place on the planet. We connect visitors and locals directly to music, dining, shops, entertainment, craft beer, recreation, art, spas and much more.

### People providing an authentic Asheville experience

If you're a local business in the Asheville area, we have an audience who is looking for you. Dig Local provides an effective, modern and affordable way to connect with customers looking for "where to go & what to do." Dig Local levels the playing field for local businesses in today's crowded digital marketing space.

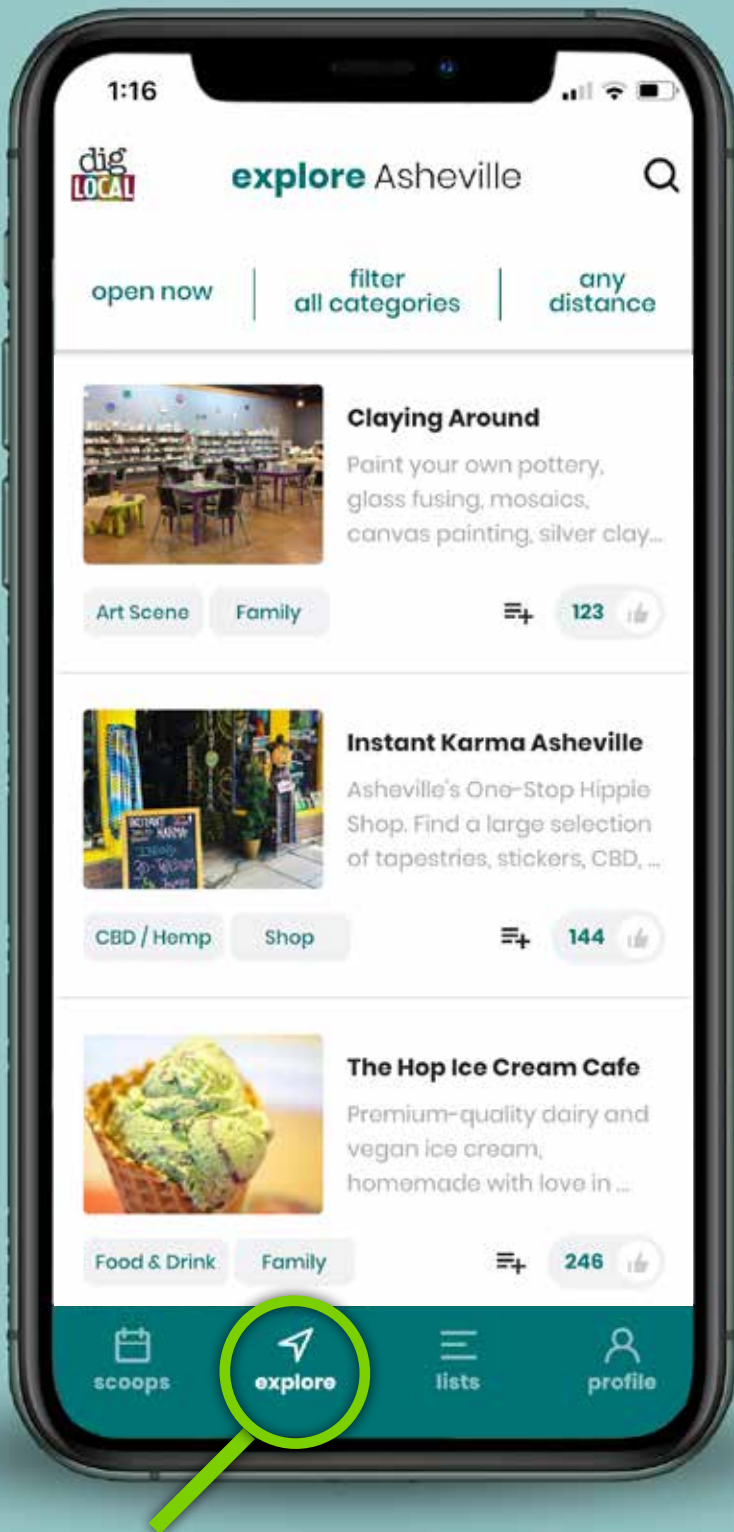




**scoops** - This is the homepage where app users find places and events exclusive to a specific community. It's like a modern, up to date bulletin board but with all the benefits of today's technology. Users find things like who's having "Wine Wednesday", live music, a new business opening, or a community event.

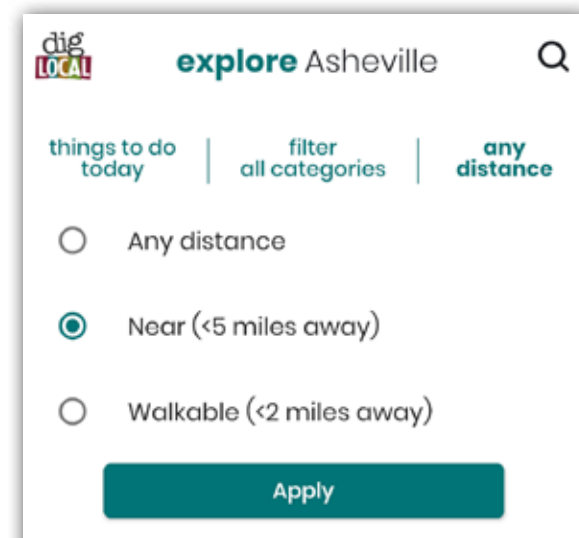
**Customizable filters make it easy!**





**explore** - This is where users find listings of all the businesses and amenities within a community. Custom categories can be created by the community to strategically showcase what is unique to the area.

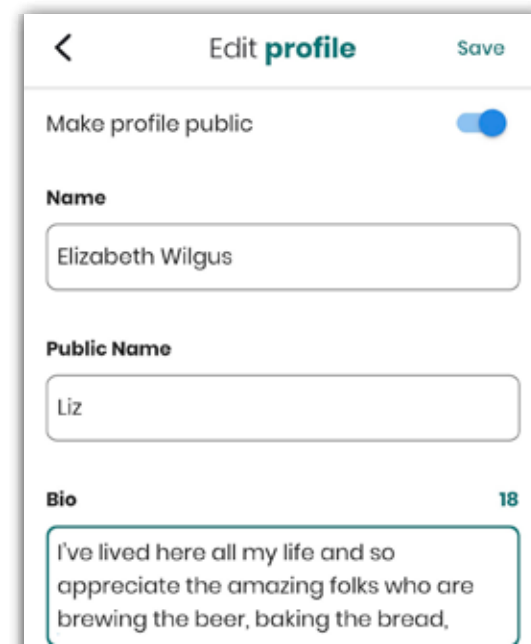
Each listing links to the business's full profile page with photos, insider tips, links, maps and current scoops. All content is easily edited in real time by the community or business.

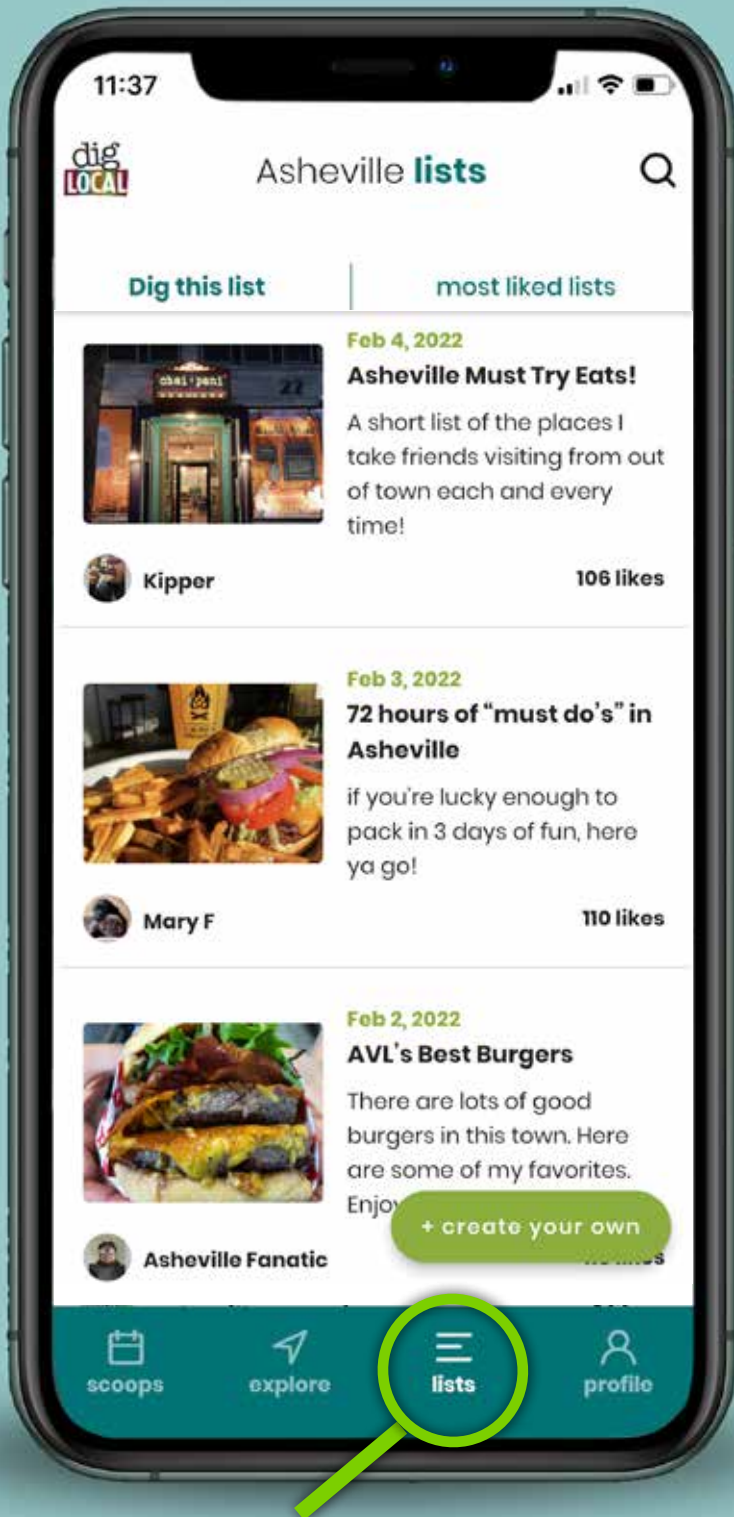




**profile** – Users make their own personal profile page where they can create and store multiple custom lists of some of their favorite things about a community.

Lists can be easily be shared via email, social media or other apps they have on their phone. They can also keep track of all of the happenings they're interested in.

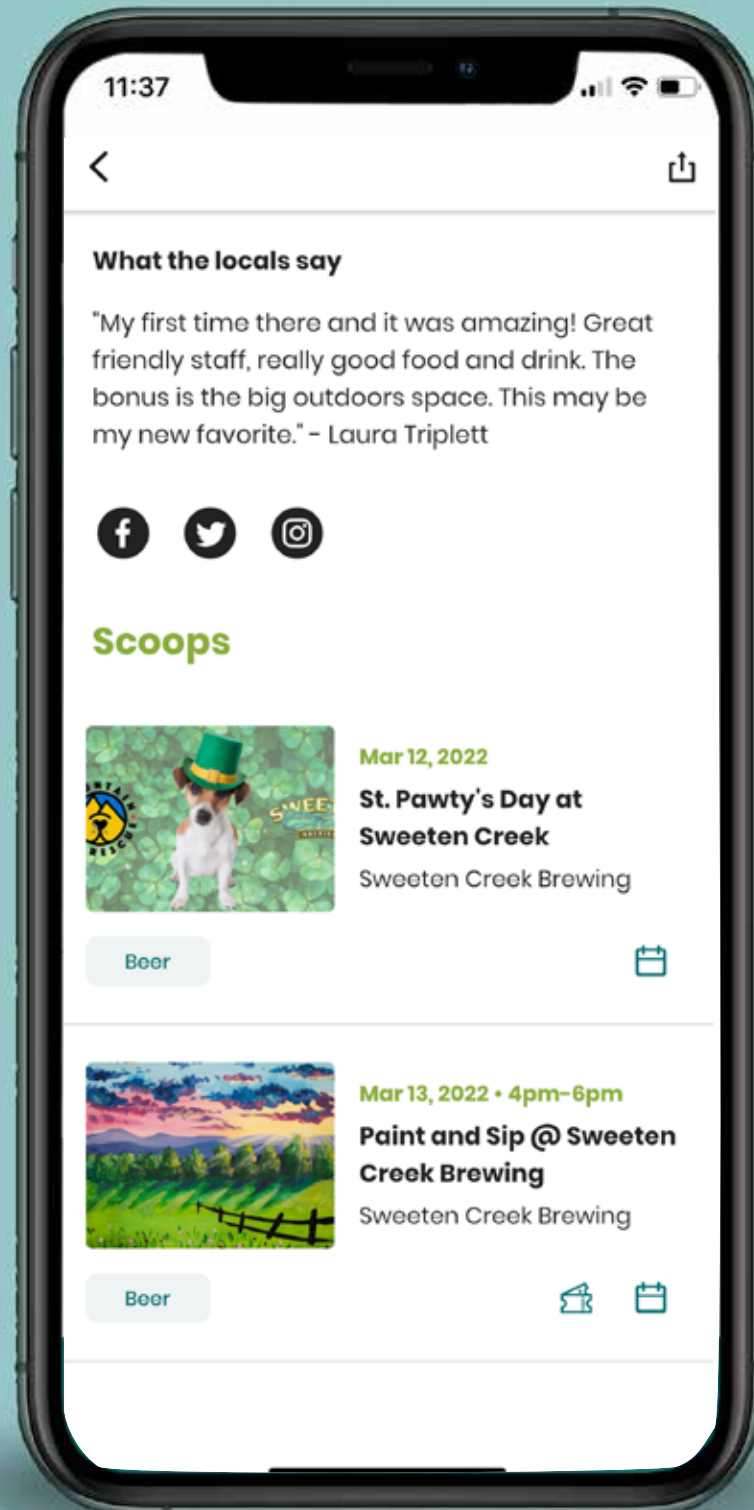
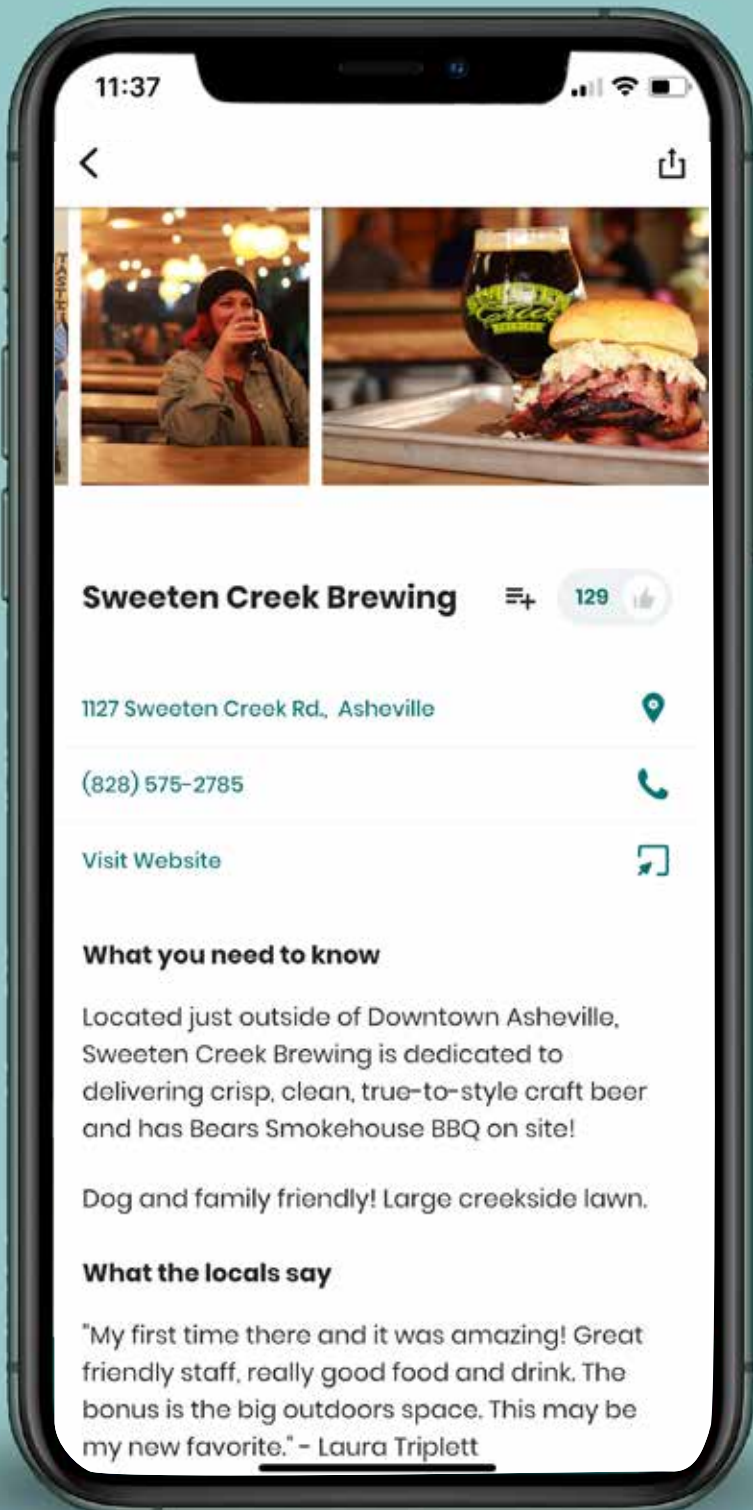




**lists** – This is where app users see recommendations from locals and micro-influencers in the area who have the lowdown on the best way to experience where to go and what to do in their community.

Users can also create a **profile** and share their own custom lists and recommendations via their own personal link and QR code.

A screenshot of the 'Create a new list' form in the app. The form has a title 'Create a new list' and a close icon (X) in the top right corner. It contains two main sections: 'Name' and 'Description'. The 'Name' field has the text 'My top 10 places in Asheville!'. The 'Description' field has the text 'if you've only got a couple of days in AVL I would highly recommend checking out these places!'. To the right of the description field is a character count '66'. At the bottom of the form is a teal 'Create' button.



**DigLocal.com** – Version 3.0 of the website launched in March of 2022 and mirrors the functionality of the Dig Local app (profile creation, list making/sharing, deep filters, "like" businesses and more)

**dig LOCAL** Scoop Calendar Explore Lists Download App Search Newsletter Blog Login

See local's recommendations

# Asheville, NC Local Things to Do And Places to Go

Today Date: Today Category: All Distance: Any Let's Go

Bargello  
**Local Favorite: Cacio E Pepe**  
Today  
Add to Events Share

Isis Music Hall & Kitchen 743  
**Eclectic Menu and Music**  
Today  
Add to Events Share

The Grey Eagle Music Hall & Taqueria  
**Tré Burt w/ Joules Satyr (Sea of Bees) at The Grey...**  
Today 8:00 PM  
Add to Events Share

Salvage Station  
**Badfish: Tribute To Sublime 20 Year Anniversary Tour...**  
Today  
Add to Events Share

Thursday  
Join Allie for Trivia a Cold Me beside smokeles

Hikes and Waterfalls Black Owned Food & Drink Beer Shop Entertainment Recreation  
CBD / Hemp Asheville Made Art Scene Weddings Spa & Wellness Services Family



Explore

Find hidden gems and local places unique to Asheville



Jack of the Wood

Jack of the Wood pub is your Celtic downtown pub serving craft brews, Irish whiskeys, and pu...

Add to List Share 189



New Morning Gallery

This 12,500 sq. ft. gallery showcases decorative and functional craft all handmade by...

Add to List Share 104



Instant Karma Asheville

Asheville's One-Stop Hippie Shop. Find a large selection of topestries, stickers, CBD, buttons &...

Add to List Share 144



Bouchon French Bistro

Bouchon is the quintessential French Bistro, serving French Comfort Food, along with chic...

Add to List Share 134



BREWING  
This Way  
LIVE MUSIC

"We stopped at Twisted Laurel for the dog-friendly patio and were blown away by the trout Caesar and lamb gyro."

See local's recommendations

Local Lists

Asheville locals and fans' recommendations - [create your own list](#)



# Advertising and Public Relations

**People are always telling us,  
"we see Dig Local everywhere!"**

Dig Local maintains a strong, positive media presence in print, digital, outdoor, radio and more. Our popular collaborative advertising opportunities are good for small businesses and good for our community.



Pork Belly, Macarons, Pridetoberfest,  
Above the Clouds and more...

Where to go · What to do  
**dig LOCAL**  
Everyday in Asheville

### A Taste of Paris in Downtown AVL



Macaroons or macarons... 🍪 do you know the difference? Macaroons have a shredded coconut base, while macarons consist of mostly almond flour (#glutenfree)! We recently felt transported to Paris with 🥛 lattes and macarons from [Old Europe](#). There's a reason they've been in business in downtown Asheville for a quarter of a century, y'all. We dig it!

[Click Here to Watch the Reel](#)

### Things To Do



### Mount Pisgah Trail

[Mount Pisgah Trail](#) is a moderate-strenuous 5.3 mile heavily trafficked out and back trail located just off the Blue Ridge Parkway near Canton, North Carolina.

It's got great views! Pro tip: Get lunch at the [Pisgah Inn](#) before or after your hike!

Fuel up with a Blue Ridge Mountain Beet Salad Beets, goat cheese, shaved fennel, apple, candied pecans, and Balsamic reduction on a bed of fresh mixed greens with side of Southern Corn Fritters!

[Click Here to Watch the 360 Video](#)



### Pork Belly skewers for lunch?

Or perhaps unagi skewers, chicken thigh skewers or sea bass skewers... they're

ALL delicious at [Ukiah Japanese Smokehouse](#)! We were psyched to get the

## Dig Local Scoop e-newsletter

This popular blog features our top pics for the Scoop of the Day as well as a featured article on one of our Dig Local business members. The Scoop goes out via email to 10,000+ subscribers. Contact us for details.

**10,000+**  
**newsletter**  
**subscribers**

# Social media: **47,500+** active followers



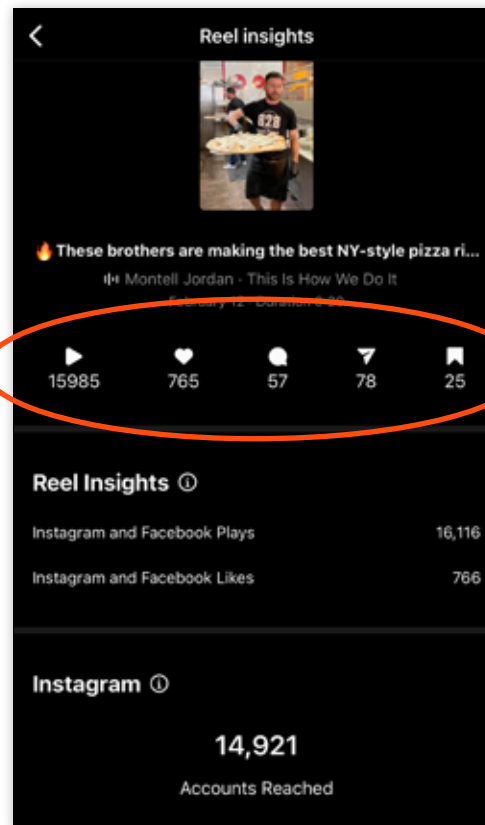
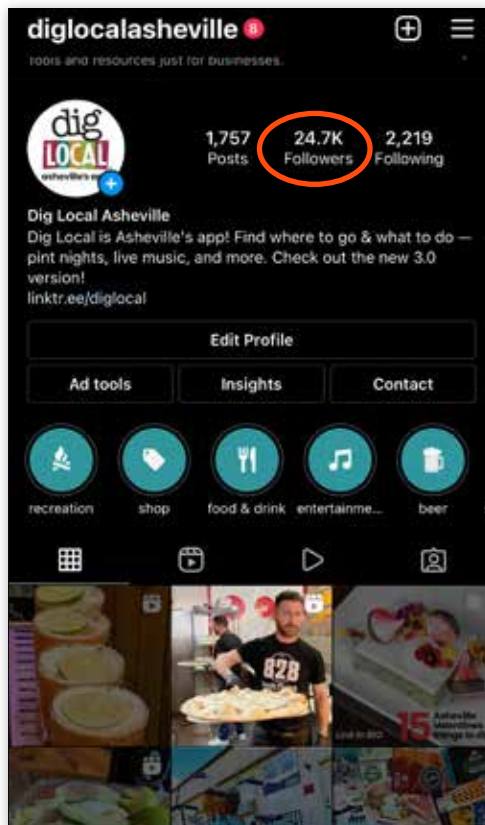
**17,370+**



**24,700+**



**5370+**



# Featured Community Partner: LEAF Global



"In looking over our past Media sponsor partners, DIG LOCAL is my 1st to reach out to for being part of our 2022. Your 2021 support, encouragement, participation and mentoring were the BEST of community and true partnership. Thank you!"

**Jennifer Pickering, LEAF Global**





The very first Dig Local ReCharge station is located in the baggage claim/ground transportation area at Asheville Regional Airport. The ReCharge station features USB ports and outlets to charge your device while waiting for your luggage and/or ride.

The oversized cell phone features an enticing video with "calls to action" to download the free Dig Local app and iconic Asheville images from some of our city's best photographers.



# Supporting local musicians

Dig Local has partnered with 60 of Asheville's best local musicians, creating a Dig Local Asheville Music Compilation on Spotify and a looping soundtrack that plays in the Dig Local ReCharge Station at Asheville Regional Airport 24/7 - over five hours of original songs!



## We dig Asheville music!

Aaron Price  
Akitchitay's Indigenous Music  
Andrew Scotchie & the River Rats  
Angelo Gianni  
Armadilla  
Astoria  
BASK  
Bill Altman  
Bless Your Heart  
BomBassic  
Bray Dickerson  
Brie Capone  
Christian Singleton  
Christy Lynn Band  
Cpt. HyperDrive  
Crooked Ghost  
Daniel Shearin  
David Gwaltney  
Eleanor Underhill  
ElectroChemical  
ExciterBox  
Firecracker Jazz Band  
Free Planet Radio  
Gold Rose  
Hearts Gone South  
Heather Taylor  
Hope Griffin  
Johnny Caucasian  
Josh Blake  
Josh Fox  
Jr. James & The Late Guitar  
Juan Holladay  
Kim Smith  
Kirby Bright  
Lard Wonder and Superstition  
Laura Boswell  
Mellowfield  
Modern Strangers  
Murkury  
Papadosio  
Pimps of Pompe  
Push/Pull  
Queen Bee and the Honeylovers  
Reversels  
Rob DaVerb  
Nuwd Nym  
Myn Dwun  
Ryan RnB Barber  
Sanctum Sully  
The Broadcast  
The Egg Eaters  
The Get Right Band  
The Half That Matters  
The Riftshifters  
The Styrofoam Turtles  
Tin Roof Echo  
Two People Playing Music  
Up Jumped Three  
VIA



Find these bands on  
Dig Local's playlist



# Celebrating Asheville Neighborhoods with our custom designed banner campaign







## Who is currently interacting with Dig Local

Percentage of users from  
out of town on average

**50%**

Average users from  
out of town in peak season

**80%**

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Percentage of users  
who are over 35 years old

**70%**

Percentage of users who  
identify as female

**60%**

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Percentage of users who use  
Dig Local on mobile device

**70%**

Percentage of users on iPhones

**80%**

iPhone owners have higher incomes and spend more than Android users do,  
according to a recent survey by [mobilemarketer.com](http://mobilemarketer.com)

Also, a study from the National Bureau of Economic Research states that owning  
an iPhone is a strong indicator that someone has a high income

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Total meals rescued and redistributed in 7 years:

396,000+ meals! for our neighbors in need!

# When you align with Dig Local you align with Food Connection.



Flori Pate, founder of Dig Local, & founder of Food Connection was named



Person of the Year

Food Connection rescues unserved prepared meals from catered events, restaurants and insitutions and connects them to our neighbors in Buncombe County who don't always have enough to eat.



Coming Summer of 2022

Food Connection is a 501(c)3 nonprofit [Food-Connection.org](http://Food-Connection.org)

Mobile Meals Complimentary Food Truck Experience!



# Testimonials



"**Dig Local** provides an innovative and fun approach to the "support local" movement. The **Scoop Calendar** allows us to post our daily specials and events. In addition, by aligning with **Dig Local** you align with **Food Connection**, an amazing program that enables restaurants and caterers to get safe, surplus food to our neighbors in need. **Dig Local** promotes our business and **Food Connection** lets us make a difference!"

**Mary Evans**, Marketing and Events  
**Pack's Tavern**



"**Dig Local** provides a great promotional platform that gives control to the business owner and connects in a meaningful way with the amazing local scene in Asheville. Working with their team and utilizing their app and website has truly been a dream."

**James Sutherland**, Co-Owner  
**Blue Dream Curry House**



"We've participate with the Dig Local app, and it's beneficial for the airport. The easy access to AVL through the app is great, and the platform helps us remind our area travelers that we are a local business. It's important to "buy local," and it's also important to "fly local!"

**David King**, Guest Services & Sales Supervisor  
**Asheville Regional Airport**



"We've been able to expand with **Dig Local** which is super awesome for us because we get a lot of exposure. We get a lot of people in for tours because they learn about us on the Scoop Calendar" As a local person, I don't use Yelp or TripAdvisor to look up stuff, so I use Dig Local because it's an app and has everything around me that's going on."

**Leah Howard**, Co-owner  
**Cultivated Cocktails**

For more testimonials visit [DigLocal.info](http://DigLocal.info)

For 2022 Rate Sheet contact Ted Pate  
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