



## **2012-2013 ACCOMPLISHMENTS OF BEE CITY USA® (Since initial designation on June 26, 2012)**

Bee City USA's greatest accomplishment in Asheville during its first year was collaborating with a wide variety of organizations to raise awareness and create more pollinator-friendly habitat. This is the strategic model the program recommends for all city designees in order to keep costs low and to promote the message through existing networks using volunteers as much as possible.

### **Branding:**

Website, logo, registered trademark, street sign

### **Planting Choices to Create Healthy Habitat for Pollinators:**

Spring 2013--Created *Recommended Pollinator-Friendly Native Plant List* based on surveys of local nurseries

### **Inquiries from New Cities Regarding Applying for Designation:**

- Ligonier, PA
- Athens, OH
- Seattle, WA
- Goldsboro, Old Fort, Marion and Faison, NC

### **Tree Commission and Bee City USA Subcommittee:**

- January 22, 2013--Diane Almond gave *Introduction to Pollinators* presentation and Bee City USA was given an ex-officio seat on the Tree Commission.
- February 18, 2013--Made pollinator issues a Tree Commission priority for 2013.
- Tree List Subcommittee incorporated bee-friendly notations to tree list and consolidated four species lists into one.

### **Outreach 2012-2013:**

- August 18, 2012—Public Launch of Bee City USA with ASAP/Asheville City Market
- Pollination Celebration June 8-22, 2013 comprising 9 events. Ingles ran ads for Bee City USA in all 203 markets in 4 states and hosted in-store scavenger hunt for food pollinated by bees on June 14.
- June 16, 2013--Asheville GreenWorks Father's Day Garden Tour with emphasis on pollinator friendly gardening practices

### **Outreach 2013-2014:**

- August 10-11, 2013--Sourwood Festival (in Black Mountain) booth with Ingles

- August 14-17, 2013—Bee City USA director (Phyllis Stiles) and Steering member (Diane Almond) attend Xerces Society Short Course on Pollinators + International Conference on Pollinator Biology, Health and Policy at Penn State
- August 20, 2013--Booth at W. Asheville Tailgate Market with Center for Honeybee Research in honor of National Honeybee Day
- April 27, 2013—Buzz On Bees table at Chimney Rock Park
- September 14, 2013--Tabling at W. Asheville Garden Stroll
- September 17, 2013--Presentation to AshevilleLocal Food Immersion

#### **Influencing Policy:**

- Asheville Buncombe Food Policy Council Pollinator Cluster
- Seat on Asheville Tree Commission

#### **Demonstration Plots and Landscapes:**

- Established Elisha Mitchell Audubon Sanctuary pollinator meadow at Beaver Lake (dedicated September 8, 2013)
- Deerfield Episcopal Retirement Community's landscape is being transformed to pollinator-friendliness under Master Gardener Jan Garver's leadership.
- Buncombe County Sports Complex is adding a plot to their Asheville-Buncombe Fruit & Nut Club/Asheville GreenWorks Orchard under Diane Almond's (BeeHab's) & Lisa Wagner's (of SC Botanical Garden) leadership.

#### **Future Activities:**

- Organic Growers School to incorporate a pollinator track into their 2014 annual conference under Meredith McKissick and Ruth Gonzales' leadership. (2000 people attended last year)
- Asheville-Buncombe Fruit & Nut Club/Asheville GreenWorks invite Bee City USA to incorporate pollinator plots into their 18 orchards (Next site will be Francine Delaney Charter School)
- Vance Elementary is adding a pollinator education component to their school garden under Diane Almond's (BeeHab's) leadership and in collaboration with FEAST.

#### **Media Highlights:**

- September 16, 2013—Dedication of 1st Bee City USA street sign covered in Asheville Citizen Times, Mountain XPress, WLOS, and Asheville Daily Planet
- September 2013—Sophie Magazine features Bee City USA
- August 25, 2013-- EcoBeneficial Blog About Bee City USA
- March 20, 2013—Announcement of Pollinator-Friendly Plant List in Asheville Citizen Times endorsed by Greenway Commission and SACEE
- June 2013 issue of The Laurel Of Asheville featured Bee City USA
- June 8, 2013: News Radio 570 WWNC aired Ingles Dietitian Leah McGrath interview with Phyllis Stiles of Bee City USA about upcoming Pollination Celebration! events at at 8:05 am ET
- April 25 & 26, 2013--Interview with WNCW's Pam Bunch about *Buzz On Bees* at Chimney Rock Park
- November 21, 2012—Guest Editorial in Asheville Citizen Times: Thank a Pollinator This Thanksgiving
- Note: Numerous editorials, cartoons, guest editorials, radio interviews, magazine stories, TV coverage, blogs are not detailed here