



### **The Orange Peel Story Ideas**

What is in the future for The Orange Peel - will it be business as usual or are improvements on the horizon? The Orange Peel has hinted at a number of exciting, new projects, from club memberships to video screen in the club. When can we expect to see these goodies arrive and what will they mean to fans of the club?

Are non-smoking establishments able to compete against their smoking counterparts? The Orange Peel prohibits smoking in its public spaces, along with Jack of the Wood and The Grey Eagle. How do audiences feel about these rules? Does non-smoking affect the bottom line?

The Orange Peel is a very visible indicator of a burgeoning industry in WNC. But the club is just the tip of the iceberg. Recording studios, major recording artists, songwriters, instrument manufacturers, instrument craftspeople, artist managers, publicists and more make up this fast growing economic sector. What can be done by city and county officials to maximize the impact and attract more of these businesses?