



“Bee” Part of The Swarm!

Help Bring a Landmark Hand-Painted Work of Art to Downtown Hendersonville!

“Attractive murals contribute to the character and ethos of a community, adding depth to the sense of place that the public experiences when visiting.”

- LEW HOLLOWAY, CITY OF HENDERSONVILLE DOWNTOWN
ECONOMIC DEVELOPMENT DIRECTOR



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The Project Partners

Our local Bee City USA affiliate (a program of The City of Hendersonville Tree Board and Environmental Sustainability Board) is partnering with The Good of the Hive, Hands On! Children's Museum, nonprofit organizations, local businesses, and community members to have the bee mural painted in our community and inspire everyone to help care for our pollinator partners.



THE GOOD OF THE HIVE

Help bring a larger-than-life bee mural to Hendersonville!



© The Good of the Hive.

The Bottom Line

The goal of this community-based initiative is to **raise \$25,000** for painting a bee mural on the exterior walls of the Hands On! Children's Museum in the center of downtown Hendersonville.

The bee mural will **raise awareness** of the importance of honey bees, native bees, and other pollinators; bring beauty and character to downtown Hendersonville; and inspire actions to help sustain healthy ecosystems.

By becoming a bee mural sponsor, your business or organization will **gain long lasting exposure** through demonstrating your support for the arts, environment, education, and community engagement. Mural sponsorship levels start at \$250.



“The mural not only represents the bees which are crucial to our farmers, but the way our community works together to thrive and grow and support one another.”

- **MERIT WOLFF**, HENDERSONVILLE DOWNTOWN MAIN STREET ADVISORY COMMITTEE MEMBER AND OWNER, WINE SAGE & GOURMET



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The Artist

Artist **Matthew Willey** has a 25-year career of painting murals. He founded The Good of the Hive as a personal commitment to hand-paint 50,000 honey bees in murals around the world.

Through art and imagination, The Good of the Hive inspires curiosity and awareness about the importance of bees and other pollinators while celebrating the power in human connection.

While painting, Matt purposefully involves the community, thus becoming a pollinator educator and advocate as well as an artist.

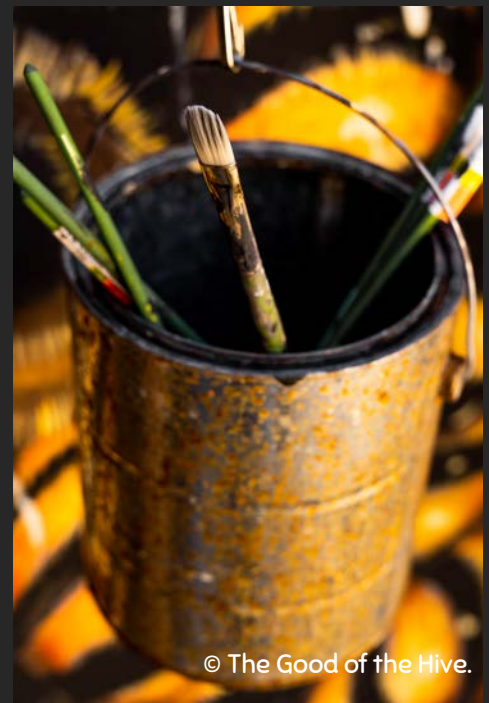
Be inspired by this work and his message at www.thegoodofthehive.com.



© The Good of the Hive.



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The "canvas" for the future mural... the swarm is coming!



The Location

Hands On! Children's Museum has highly visible outside walls located within the Azalea parking lot (one block off Main St. along King St. between Third and Fourth Avenues). This project helps extend the Museum's mission of inspiring creativity and wonder through STEAM (Science, Technology, Engineering, Arts, and Math) to the entire community.

In addition to the Mural, a small demonstration pollinator garden bordering the building will also be developed for the general public to enjoy.



© The Good of the Hive.



The Importance...

© The Good of the Hive.

We are a farming community. **Agriculture** is a major part of our economy and way of life. By pollinating more than 1,200 crops, honey bees, native bees, and other pollinators are an essential partner responsible for bringing us one out of every three bites of food.

We are blessed with a naturally beautiful biodiverse environment and actively promote a love of the outdoors and **conservation**. About 90% of all flowering plants and trees rely on pollinators for their survival. Because of this, pollinators help sustain healthy ecosystems that clean air, filter water, stabilize soil, and support other wildlife species.

We have a long heritage of **art appreciation**. The landmark bee mural will add to the appeal of downtown's ArtScape banners, colorful Bearfootin' Public Art Walk, handsome mosaic nature scene, and other striking outdoor murals, all of which make downtown Hendersonville an arts destination for tourists and residents, alike.

We honor the same **ideals** that guide honey bees: working together for the good of the hive.



© The Good of the Hive.

Pollinators are in decline.

U.S. beekeepers lost over 40% of their honey bee colonies from April 2018 -2019 including the highest level of winter losses reported since the survey began.

More than one quarter of all North American bumble bees are facing some degree of extinction risk.



© The Good of the Hive.



The Buzz

Bee Mural Artist, Matt Willey, has already painted over 5,000 honey bees in more than 20 murals across the country. **Here is some of what others are saying...**

“People of all ages and backgrounds became a living part of the project. The mural that is left behind is a visual masterpiece and also a testament to the power of the bees... of people... of nature... to come together.”

- **DAN SCHNITZER, SUSTAINABILITY DIRECTOR, CHAPEL HILL-CARRBORO CITY SCHOOLS, CHAPEL HILL, NC**

“The Good of the Hive mural has become a downtown icon. It is not only beloved, but brings a sense of pride and ownership that extends beyond our center city. It has sparked meaningful conversation and awareness around not only bees, but what it means to live in community.”

- **MERRYMAN CASSELS, OWNER AND CHIEF DESIGNER, HIVE DESIGN, GASTONIA, NC**

“The Good of the Hive initiative turned a boring corner of our small town into an important and beautiful piece of our landscape”

- **JAMISON KERR, EXECUTIVE DIRECTOR, LAKE CITY ARTFIELDS COLLECTIVE, LAKE CITY, SC**

“Hosting The Good of the Hive for seven weeks in 2018 presented fabulous opportunities for community engagement with reverberations that continue to this day. The mural has become a destination for tourists, but most importantly, inspires environmental conversations and acts as a reminder that, in Matt’s own words, ‘We are all one hive.’”

- **KIN SCHILLING AND MELISSA STEPHENSON, THE NEW HAMPSHIRE BEE INITIATIVE, PETERBOROUGH, NH**

Show your support of the arts, environment, education, and the local community by becoming a mural sponsor, today!

Bring the Hive Alive! mural sponsors will be recognized on a permanent plaque at the following levels:

- Honey Makers (\$5,000+)
- Comb Builders (\$2,500)
- Pollen Foragers (\$1000)
- Nectar Gatherers (\$500)
- Buzz Makers (\$250)

The sponsor recognition plaque will be located alongside the bee mural in Hendersonville's high visibility Azalea public parking lot. This most heavily used downtown lot includes 63 public parking spaces and an additional 21 private spaces. Approximately 15,000 vehicles utilize the public spaces over the course of a year.

Additional Sponsor Benefits:

Mural sponsors will also be recognized online, in the media, and at events such as:

- Bee City USA – Hendersonville and Hands On! Children's Museum website
- Social media posts and local media articles
- Radio interviews and press releases
- Educational and fundraising events prior to the mural painting phase
- Community events during the mural painting phase
- Dedication ceremony and celebration following mural completion

To make a tax-deductible donation:

- Donate securely online at www.handsonwnc.org/hive
- Make checks payable to Hands On! (write "Bee Mural" in the info line) and mail to 318 North Main St., Hendersonville, NC 28792. Please also include the Bee Mural Sponsorship Form for donations of \$250 and up.
- In-kind donations of products or services are also encouraged!

For questions, please email beecityhendersonville@gmail.com
or call 828-697-8333 ext. 223.

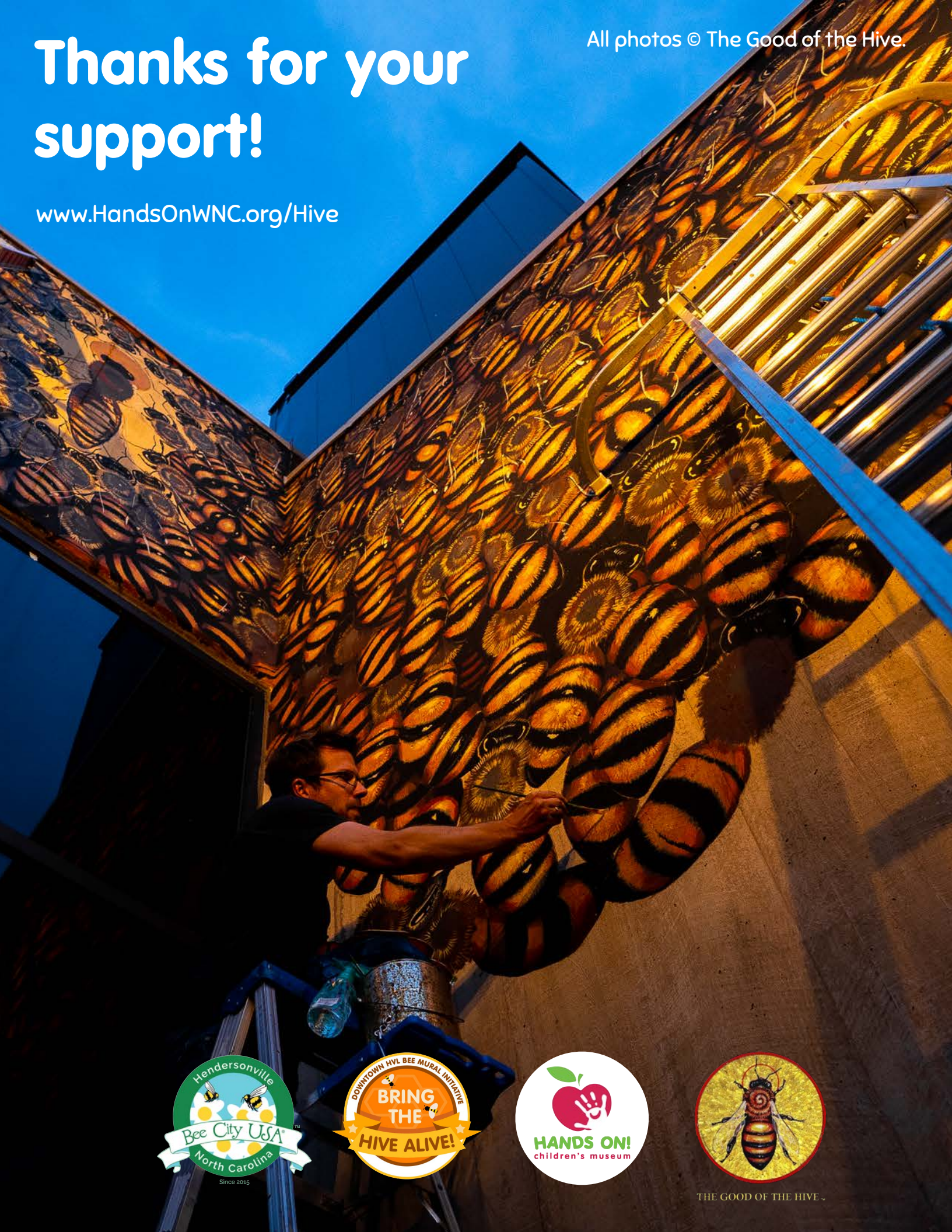
Bee Informed... keep up with the initiative's progress at
www.facebook.com/BringtheHiveAlive

Hands On! Children's Museum is a 501(c)3 nonprofit organization.

Thanks for your support!

All photos © The Good of the Hive.

www.HandsOnWNC.org/Hive



THE GOOD OF THE HIVE.



Bring the Hive Alive! Bee Mural Sponsorship Form

Business/Organization/Individual Name: _____
(How you wish to be listed on the sponsorship plaque and in other sponsor recognition)

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website: _____

Please indicate your desired sponsorship level:

- Honey Maker (\$5,000+)
- Comb Builder (\$2,500)
- Pollen Forager (\$1000)
- Nectar Gatherer (\$500)
- Buzz Maker (\$250)

Make checks payable to: Hands On! or donate online @ www.handsonwnc.org/hive

Please return this form to beecityhendersonville@gmail.com or mail to:

Hands On! Children's Museum
318 North Main Street
Hendersonville, NC 28792

Thank you!
Bee City USA – Hendersonville