



Frequently Asked Questions April 2015

JOBS:

How many permanent jobs are anticipated on-site?

- Based on the facility in Wellington, FL we expect to employ an estimated 500-600 part-time, seasonal positions and will hire more full-time employees as the hotels and other facilities are completed in the coming years.

What types of employment will be available and will training be required?

- Hospitality and equine positions are available. Onsite training will be offered and TIEC is partnering with Isothermal Community College to utilize its hospitality and equine curriculum and courses.

What is the job application process?

- People can apply for jobs online at www.tryon.com. Only online applications are being accepted at this time.

Will TIEC collaborate with area colleges for job placements within the hospitality and equine business programs?

- Yes, TIEC is working with Isothermal Community College to recruit talent from their hospitality and equine programs, but credentials from those programs are not required for employment at TIEC.

Will internships be available for high school and college students?

- We hope to start offering internships next year.

FACILITY:

What are the construction timelines?

- We are currently completed with Phase 1, which was to install the first five rings. Phase 2 is also up and running and consists of the international rings 6 & 7. Phase 3 is to add grass rings with a cross-country course and all phases should be completed by the end of this year.

Are there future plans for hotel, fitness center, additional barns, on-site housing, and excess land across US Hwy 74)?

- We have plans for two hotels on site, one of which Salamander Resorts will operate. We are considering making the second hotel a more economical brand per the high volume of requests for this type of lodging facility.
- We are currently building a temporary fitness center, which currently will be small with the intent of offering chiropractic, massage and esthetician services.



Is there an initial plan to alleviate lack of housing/hotels in the immediate area?

- We are building an online system that will connect people to lodging options in the area.
- We are encouraging people to use online tools like TripAdvisor and explore housing options in a six county radius of Polk, Rutherford, Cleveland, Henderson, Spartanburg and Buncombe.
- We will also direct people to area tourism and chamber organizations for assistance with lodging needs.

Will you be encouraging visitors to rent or buy houses for the season?

- Yes, we are encouraging home rentals, but we are not currently doing any homes sales. We are aware that people have already started purchasing property in this region and welcome it.

What disciplines and levels of equine competition will TIEC be capable of hosting?

- We plan to offer cross-country, breed shows, dressage and more. There are no eventing shows planned for this year.

Will the facility host non-equine and/or events?

- Some of the facilities will be available to rent for private functions, but at this point not for other equestrian events. We also hope to do other events like festivals and concerts.

How can someone find out the hours of operation for the facility?

- Visit www.tryon.com or call the main office at 828-863-1000.

Will TIEC remain free to spectators?

- It is our goal to keep the equestrian event admission free. There may be fees for other events we host onsite in conjunction or in addition to the equestrian events.

How will traffic be controlled for large events?

- We are working with DOT to have another exit installed to alleviate traffic congestion. The additional exit is expected to be ready by June 2015. There will be two points of ingress and egress. We are also adding more parking and will be able to accommodate around 1,000 – 1,500 vehicles.

Will the Legends Club be private? How does one apply for membership and what is the criteria?

- Yes, the Legends Club will be private and memberships will be sold by the week. We are selling seats and not tables to start. People can purchase multiple weeks of seats. For more info, contact Kimberly Hough at khough@tryon.com.



VENDORS:

Will vendor spaces be available for daily/weekly rentals?

- Vendor spaces are available for weekly rentals only. For pricing and details, contact Annette Compson at acompson@tryon.com.

MEDIA:

Who is the media contact for TIEC? How can I get press credentials?

- McConnell Group Public Relations is managing media relations for TIEC. All media inquiries can be directed to Michelle McConnell Yelton at 828-407-0244 or info@mcconnellgroup.biz.

What are TIEC's plans for marketing the facility and events? Will you use local/national media coverage? Will events be televised?

- A multi-platform media plan will be utilized to publicize TIEC season, facilities and onsite events.

Are informational/media tours available? If so, contact?

- Yes. People interested in media tours can contact McConnell Group Public Relations at 828-407-0244 or info@mcconnellgroup.biz. Information on group tours will be ready soon.

What are the on-site advertising options for businesses (media print, website, and on-site signage)? Contact information?

- Advertising opportunities are available in the TIEC Prize Lists and Visitor Guide. Web/online ads are not yet available, but will be in the future. For pricing and details, contact Annette Compson at acompson@tryon.com.

AREA BUSINESSES

What can area businesses do to attract horse show participants to their off site locations?

- Keep your prices reasonable and do not overprice or overpromise. For lodging properties, ensure that the accommodations are clean and fairly priced.

What types of services need to be provided locally to facilitate the spectators/participants?

- Some participants will be here for weeks at a time, so it's likely someone would need a variety of services depending on their length of stay. Businesses like dry cleaning, restaurants, medical facilities are just a few examples of services that might be useful.

PROGRAMS

What types of programs will you offer on site?

TRYON

INTERNATIONAL EQUESTRIAN CENTER

- We plan to offer a variety of programs like we do in Wellington, FL including the Great Charity Challenge and Equestrian Lunch & Tours. More info on these opportunities will be released later this season. We plan to implement youth programs in the future.

OTHER FACILITIES

What are some of the other facilities you own?

- The Lodge on Lake Lure with its Tree Tops Dining Room
- We are developing a Clay Pigeon Shooting Club where the former West Point Farms was located
- Future plans for former White Oak development include individual lot sales (800 lots available), a golf course and an assisted living facility.

AREA GOVERNMENT

Who can area government officials contact for property/show information (ie: EDCs, municipalities, county and tourism entities)?

- Who can these people contact about partnership opportunities or for specific questions?
- These questions can be directed to Michelle McConnell Yelton with McConnell Group Public Relations at 828-407-0244 or info@mcconnellgroup.biz who will forward the requests to the appropriate TIEC representative.