

Guest(s) Bios:

Hayden Plemmons, Executive Director, Asheville Downtown Association

Hayden Plemmons is the Executive Director of the Asheville Downtown Association, where she has built strong relationships with downtown businesses and led strategic realignment and rebranding efforts. She has worked to diversify the organization's revenue model, enhance placemaking, and advocate for the creation of a Municipal Service District (MSD) in Downtown Asheville, which the association has been awarded the contract to manage. Her efforts focus on creating an economically vibrant Downtown that supports local businesses, residents, and visitors alike.

Before moving to Asheville in 2023, Hayden was Senior Director of Internal Operations at the Downtown Denver Partnership, where she managed Board relationships, led public events, and supported a network of over 600 members and sponsors. She also played a key role in urban planning and policy development.

Hayden is a member of the International Downtown Association, participated in its 2020 Emerging Leaders Fellowship, and has served as a subject matter expert. She holds a Bachelor of Science in Tourism Management from Georgia Southern University and is passionate about fostering a thriving Downtown community.