

# meetings **focus**®

THE DESTINATION EXPERTS

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# THE GREEN TEAM

**AFFORDABLE MEETINGS**  
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**CASE STUDY: THE ANATOMY OF A CONVENTION**  
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## Site Spotlight: Tennessee

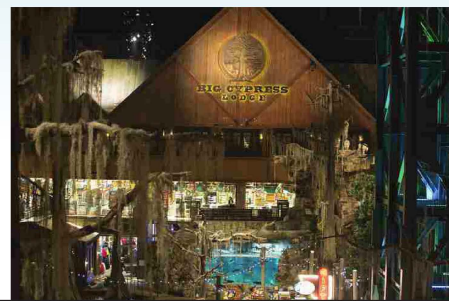
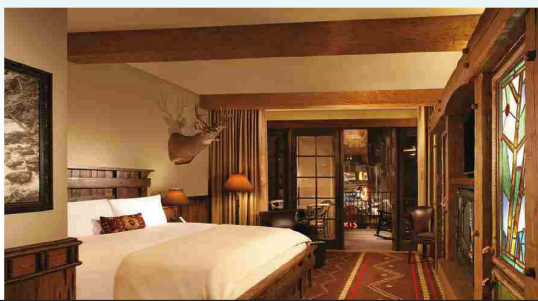
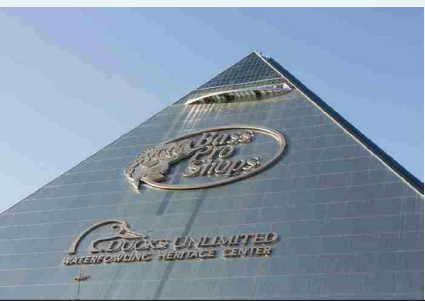
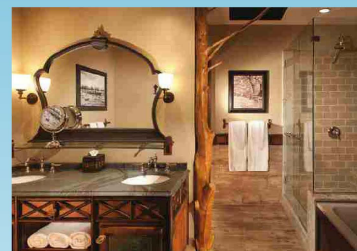
Reopened after being vacant for over 10 years, the iconic Memphis Pyramid, at 32 stories high on the banks of the Mississippi River, debuted with a wilderness-inspired hotel, **Big Cypress Lodge**, and a 535,000-square-foot lifestyle, entertainment, dining and outdoors retail experience, **Bass Pro Shops at the Pyramid**. This one-of-a-kind venue offers groups both meeting spaces for large events and intimate gatherings. The re-imagined Memphis Pyramid is the project of John Morris, the founder of Bass Pro Shops. The Pyramid is the first Bass Pro Shops location to include a world-class hotel within its nature-themed environment.

The 103-room Big Cypress Lodge offers a variety of accommodations, including rustic-elegant cabins, duck cabins, treehouses and suites inspired by vintage duck hunting camps with either interior Cypress Swamp or exterior Memphis views. Most rooms offer French doors that open to private screened-in porches with rocking chairs that overlook the ground level. The almost 2,000-square-foot Governor's Suite sleeps six to eight

and offers a fully equipped kitchen, a boardroom with a dining/meeting table for 10-12, and a comfortable living area.

The new Bass Pro Shops at the Pyramid offers a wide variety of activities for groups, from Uncle Buck's Fishbowl & Grill, an ocean-themed bowling alley and nautical-themed restaurant, to archery and pistol ranges, to the Ducks Unlimited Waterfowling Heritage Center, an interactive wetlands education museum that showcases the history of waterfowling and wetlands conservation and is part of a partnership with Memphis-based Ducks Unlimited. Groups can take the U.S.'s tallest free-standing elevator to The Lookout, a Southern-inspired restaurant and bar at the top of the Pyramid that features a glass-floored observation deck with 360-degree views of the Mississippi River and Memphis skyline. Back on the ground level, the Cypress Swamp is home to 100-foot cypress trees, an alligator habitat and underwater ecosystems that include aquariums with more than 1,800 fish.

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## News Brief

The 50-room boutique Grand Bohemian Hotel Charleston opened in Charleston, S.C.'s Historic District. This is the Kessler Collection's first property in South Carolina and is located amidst historic landmarks, restaurants and retail.

A highlight is the on-site Grand Bohemian Hotel Gallery, a 1,100-square-foot space showcasing art, exhibitions and artist receptions by local, regional and internationally known artists. Paintings, sculptures, jewelry, glass and wood art are just a few examples of the Gallery's collection. The property features 3,000 square feet of meeting space with six meeting rooms, and a garden-inspired rooftop restaurant and terrace that offers views of the area.

Grand Bohemian Hotel Charleston is debuting

a wine blending program and tasting room with curated wine selection. Under the guidance of the hotel's head sommelier, Barbie Jean H. Messa, Certified Specialists of Wine guide guests through an interactive wine blending class allowing them to be winemakers for the day. The class is part educational, instructing about the science behind wine making and blending, part hands-on, creating a bottle of wine with a custom label to take home, and most importantly, part tasting, to discuss flavors, structures and what each adds to the blend.

Raymond Vineyards, founded in 1970 and considered to be one of Napa Valley's pioneers, has partnered with Grand Bohemian Hotel Charleston for the class.

[www.grandbohemiancharleston.com](http://www.grandbohemiancharleston.com)

