USING THE POWER OF PLACE TO REDEFINE A REGION

YADKIN VALLEY
HERITAGE CORRIDOR

Presentation Overview

1. Yadkin Valley Heritage Corridor
2. Master Plan
3. Unique Regional Assets
4. Wayfinding Program

YVHC is a case study for regional connectivity and working to build tourism-related economic opportunities and a sense of place in the communities along the upper Yadkin River in NWNC.

Yadkin Valley Heritage Corridor

- Blue Ridge National Heritage Area
- Regional Initiative – Surry, Yadkin, Wilkes, Caldwell Counties
- Economic Development – Yadkin River
- Recreation & Cultural Heritage Destination
- Build on the "Yadkin Valley"
- Partners

BRNHA initiative 5 years ago – Wilkes County Heritage Plan
"

REGIONAL VISION: The YVHC is fundamentally about connecting the natural, historic, cultural, and recreational assets of the region together using a PBED strategy focused on tourism and using the major natural asset - The Yadkin River

Building the tourism and recreation infrastructure by PHYSICALLY and VISUALLY defining the region to create a destinatio

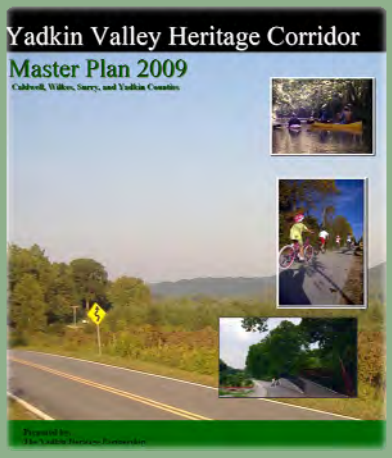
Economic Impact

- Economic Impact Study - 2007
- $4.165 - $6.480 million
- 75 new jobs
- Increased tax base
- Increased opportunities for tourism-related business development

First investment from BRNHA. Grant from one of our major partners, BRNHA, to do EIS

Master Plan

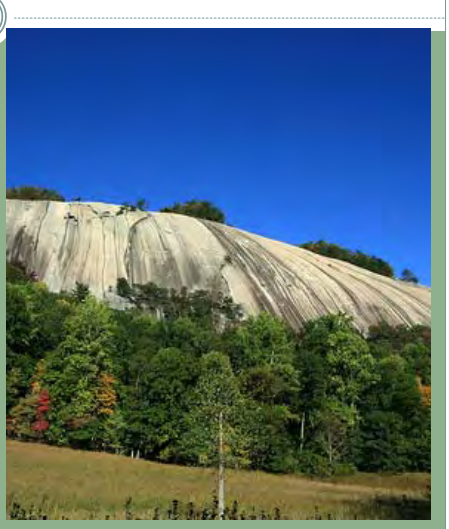
NPS Rivers, Trails, and Conservation Assistance Award

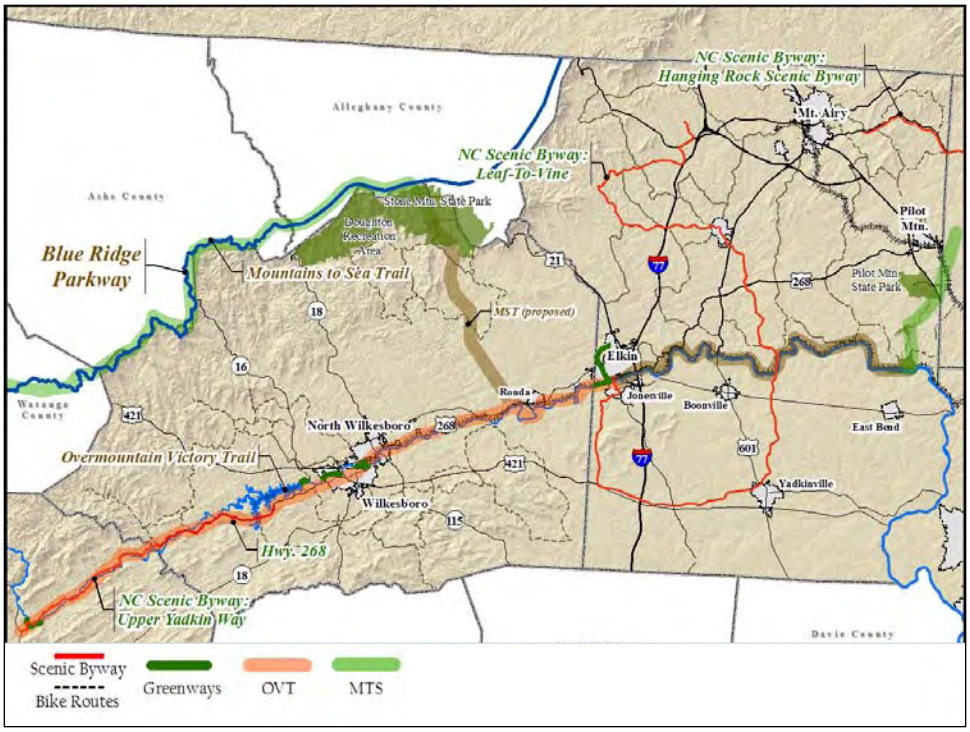


Partnership with BRNHA, funded through the NPS, made us eligible for RTCA program

Regional Assets

- Identifying & Prioritizing Assets
- Regional Asset Inventory





Three (3) Tier 1 counties, and one (1) Tier 2 county

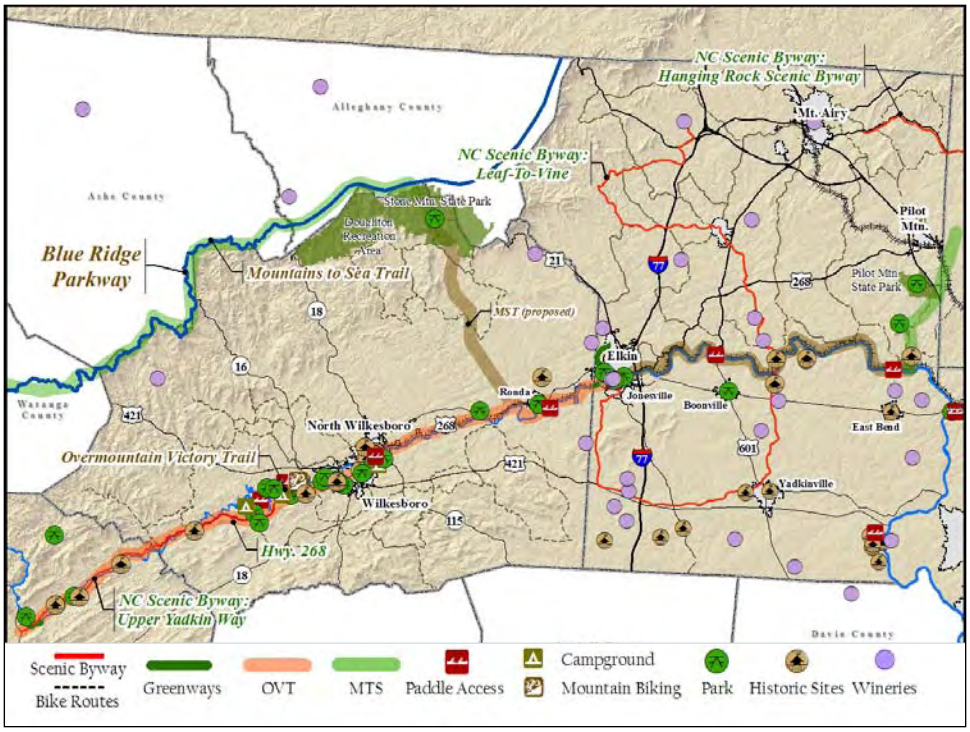
Strategy is to leverage other regional, state, and federal assets.

•Approximately 128 miles of existing NC Scenic Byways including:

•Nearly 75 miles of existing greenways/trails in YVHC

•Approximately 67 miles of OVT in YVHC and about 20+ miles on the ground

• 25 miles of MST trail including the upcoming dedication of 12 miles at PMSP



NC continues to see significant development in the viticulture industry as well

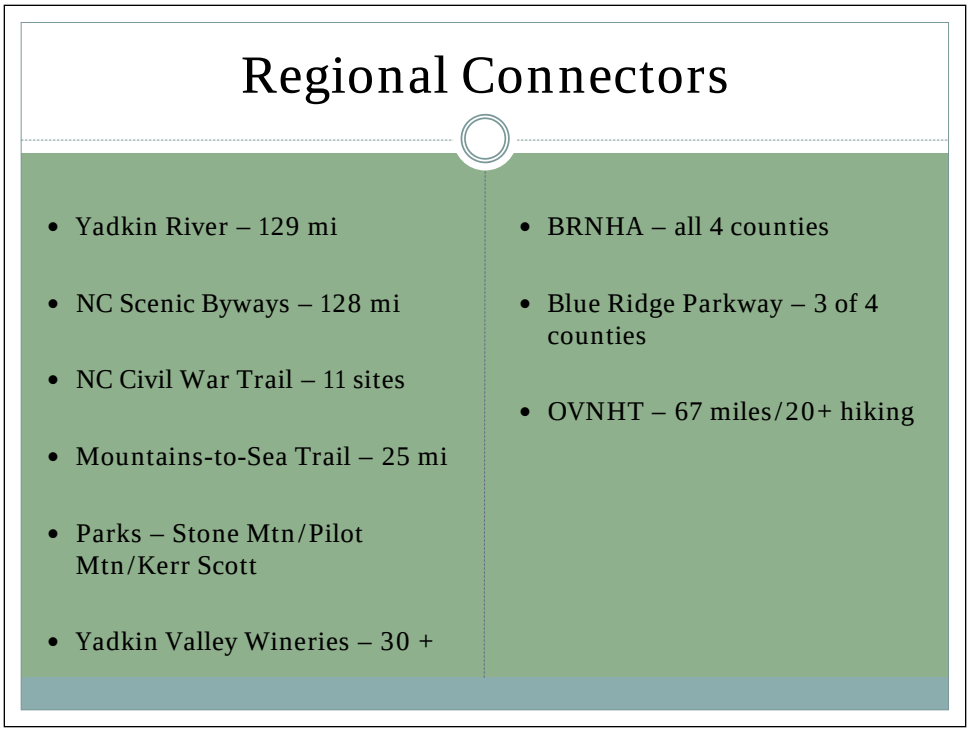
•30 Wineries in the Yadkin Valley AVA out of total 106 wineries

•9th in wine production in US

• Top 5 for wine and culinary travel in the US (CA, NY, WA, OR) – 2007 study

A 2009 EIS of the NC Wine and Grape industry found that:

- **$1.28 Billion economic impact in NC – a 58% increase since 2005**
- **7575 jobs – a 32% increase over 2005**
- **1.26 million winery visits in 2005 – up 58% since 2005**
- **$156 million in wine tourism - up 27% expenditures**
- **$65 M in Federal taxes**
- **$51 M in State/Local taxes**



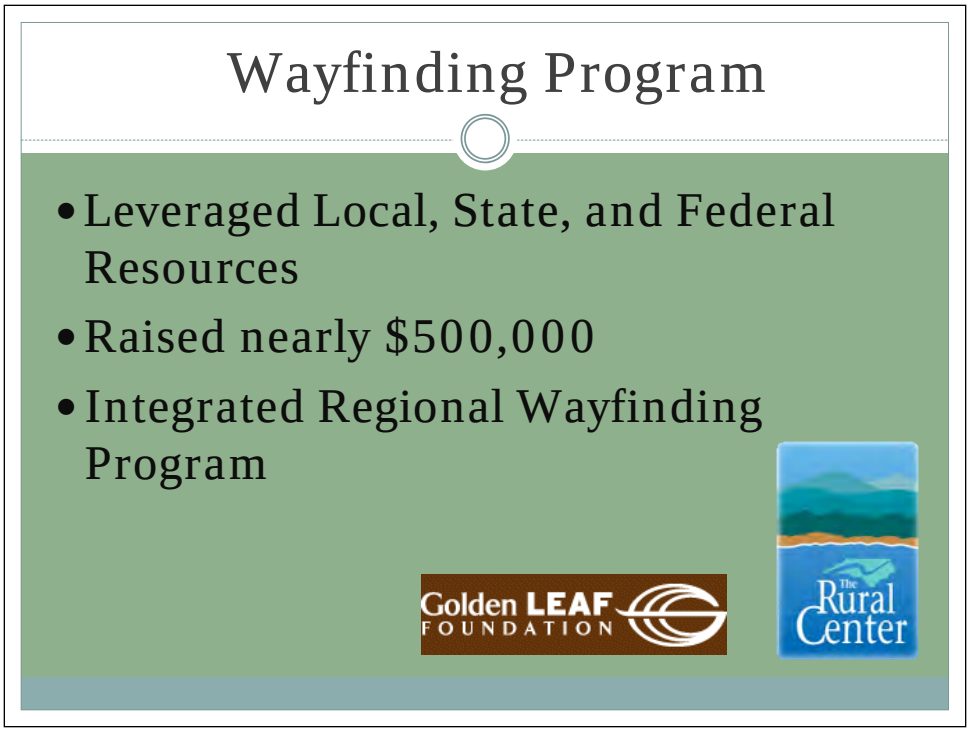
Strategy to leverage overlapping local, regional, state, and federal resources – NPS

Three (3) Tier 1 counties, and one (1) Tier 2 county

•Nearly 75 miles of existing greenways/trails in YVHC

• 25 miles of MST trail including the upcoming dedication of 12 miles at PMSP

•MST 45 miles total primary designated route

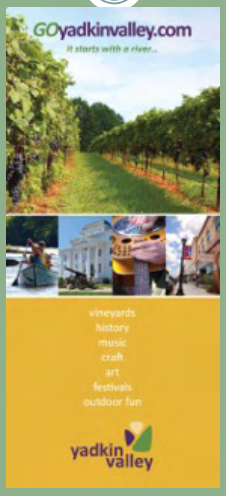


Includes recent NC Scenic Byways Grants and partner matching funds

Wayfinding system is part of Master Plan

Regional Identity

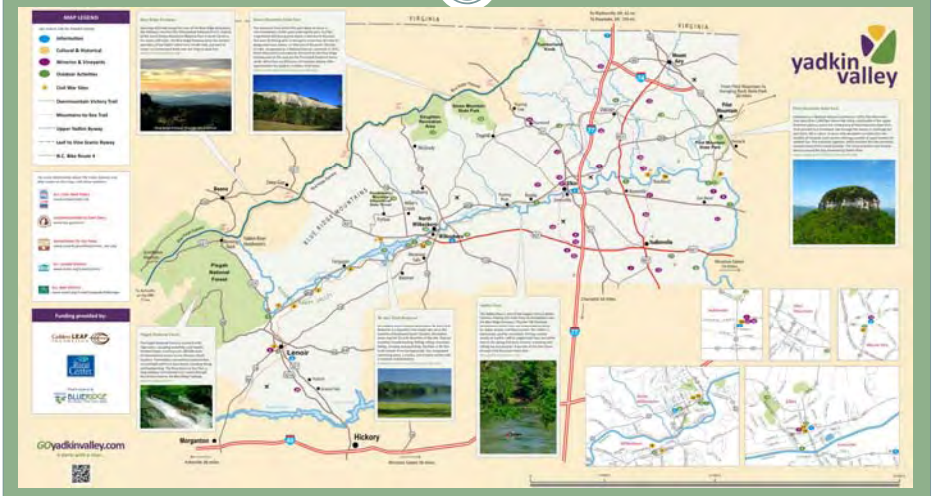
Regional Brochure



Funded in part by BRNHA

In all State Welcome Centers

Regional Map



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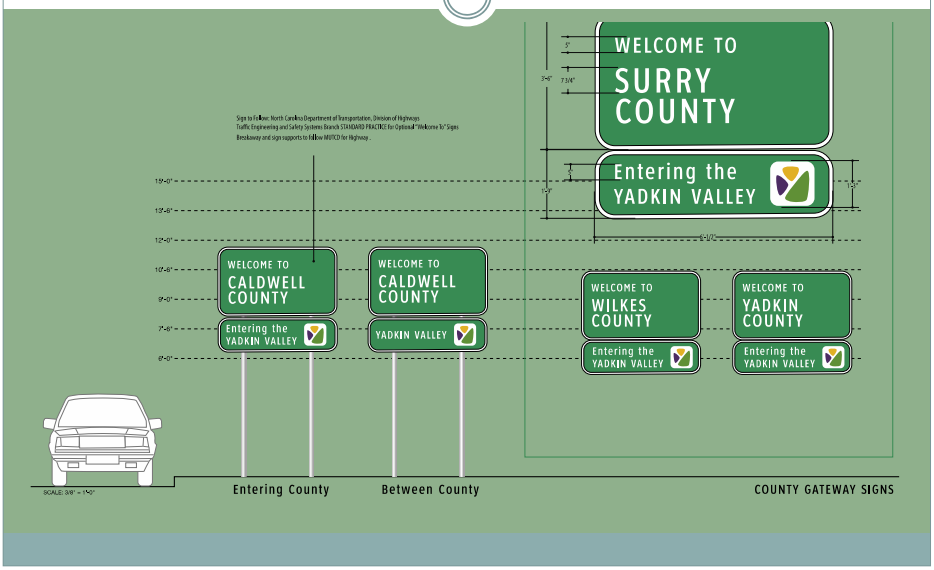
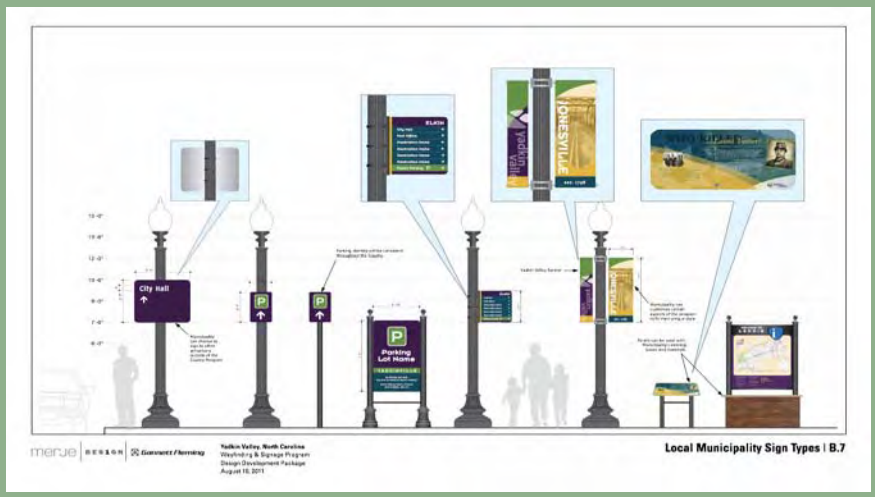
County Gateways



Vehicular Directional Signage

Visitor Kiosks

Municipality Signage



explore. engage. experience.

With abundant outdoor activities, local arts & crafts charming bed and breakfasts and the exquisite food and wine offered at local restaurants, in the Yadkin Valley you have the makings of a great wine country getaway or family vacation.

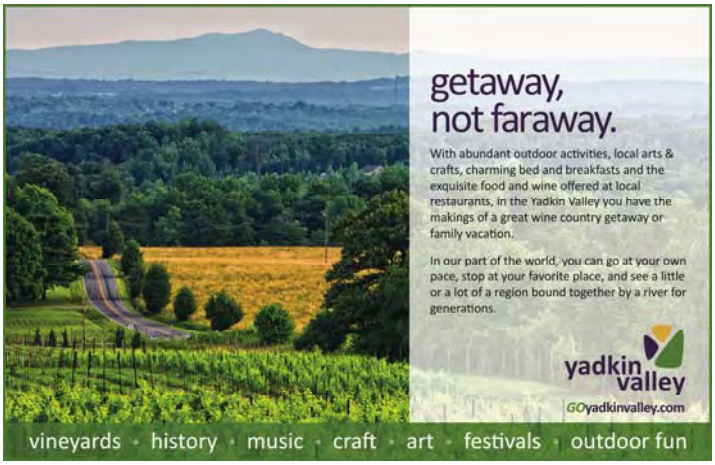
In our part of the world, you can go at your own pace, stop at your favorite place, and see a little or a lot of a region bound together by a river for generations.

GOyadkinvalley.com

it starts with a river...

yadkin valley

vineyards • history • music • craft • art • festivals • outdoor fun


getaway,
not faraway.
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Final Thoughts

- Regional connectors
- Collaboration & Partnerships
- “Skin in the Game” from partners
- Leverage local, state, and federal resources

For More Information

Helen Ruth Almond
Project Manager
Yadkin Valley Heritage Corridor

info@Goyadkinvalley.com
336-468-0729