

**Avery County**  
**Heritage Development Plan**  
*Produced for the Citizens of Avery County*  
*in partnership with the*  
*Blue Ridge National Heritage Area*  
*Master Planning Process*

Completed in Partnership with:  
AdvantageWest  
NC Department of Commerce  
WCU Center for Regional Development  
Avery/Banner Elk Chamber of Commerce  
Avery County Arts Council  
Avery County Government  
Avery County History Museum  
Beech Mountain Chamber of Commerce  
Banner Elk Heritage Foundation  
Cranberrian Corporation  
Crossnore Weavers  
Grandfather Mountain  
Lees-McRae College  
Newland Business Association

## Avery County Heritage Council Roster

Dave Calvert	Carolina BBQ	P.O. Box 654	Newland	NC	28657		
Tricia Wilson	Avery/Banner Elk CC	136 N. Water St.	Boone	NC	28607	828-264-5900	twilson@booneattorneys.com
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Barry Schorr	Beech Mountain CC	403-A Beech Mtn. Parkway	Beech Mountain	NC	28604	828-3887-9283	bschorr@beechmtn.com
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Gaylard Andrews	Cranberrian Crop.	P.O. Box 505	Elk Park	NC	28622	828-733-8228	gandrews@fortnerinsurance.com
Sharon Stewart	Avery Co. Museum	P.O. Box 64	Pineola	NC	28662	828-733-4239	stewartsharon10@hotmail.com
Cindy Peters	Parkveiw Lodge/Avery Co. Museum	P.O. Box 265	Linville Falls	NC	28647	828-765-4787	parkviewlodg@earthlink.net
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Steve Underwood	Beech Mtn Sports					828 387-2222	
Robert Wiseman	Avery County Manager	P.O. Box 640	Newland	NC	28657	(828)733-8202	robert.wiseman@ncmail.net
Tommy Burleson	Avery County Planning	P.O. Box 596	Newland	NC	28657	(828) 733-8204	
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Michael C. & Elizabeth Hardy	Avery County Museum	P.O. Box 393	Crossnore	NC	28616	828-737-0305	mchardy@michaelchardy.com
Bud Hahn	Banner Elk Heritage Foundation	P.O. Box 8	Banner Elk	NC	28604	828-898-4256	irmolot@skybest.com
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Faye Williams	Carson Library/Lees-McRae College	P.O. Box 67	Banner Elk	NC	28604		williamsf@lmc.edu
Frank Vance	Grandfather Mountain Highland Games	P.O. box 1095	Linville	NC	28657		
Dot Griffith	B.E.A.R.E.	505 White Owl Lane	Banner Elk	NC	28604		dgphoto@goboone.net
Marc McClure	Lees-McRae College	P.O. Box 1146	Banner Elk	NC	28604	828-898-8806	mcclurem@lmc.edu
Robyn Jones	Student-LMC	1000 Kite Rd.	Greenville	TN	37745	423-329-6644	
Bill Close	Close Construction, L.L.C.	683 Appletree Ridge	Newland	NC	28657	828-737-0692	bjm-c52@msn.com
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Ron Watts		P.O. Box 249	Montezuma	NC	28653		ron@apsrealestate.com
Thomas Taylor	Grandfather Mountain Highland Games						

James Pitts	Agricultural Extension Agent	1263 Isaacs Branch Rd.	Newland	NC	28657		
Robert Thomas	Student-LMC	2101 Dickinson Pl.	Charlotte	NC	28207	704-661-3369	thomasrm@lmc.edu
Ann Baker	Sloop Dam Project, CCE	P.O. Box 130	Crossnore	NC	28616	828 733 9054	abaker@interlink-cafe.com
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John Davis	Banner Elk Realty	P.O. Box 336	Banner Elk	NC	28604		davisjd@skybest.com
Roy & Marion Krege	Wooly Worm Festival/Crossnore School	P.O.Box 22	Banner Elk	NC	28604		rmkreges@skybest.com
Dewayne Krege	Fairway Lawns	P.O. Box 1643	Banner Elk	NC	28604		fairwaylawns@skybest.com
Suzanne & Jake Owens	c/o Mayland Community College	MCC-P.O. BOX 547	Spruce Pine	NC	28774		sowens@mayland.edu
Edwina & Junior Sluder		500 High School Rd.	Newland	NC	28657		
Cindy Goedhart	1902 Turnpike House	317 Old Turnpike Rd.	Banner Elk	NC	28604		info@1902turnpikehouse.com
Robin Dunn	Perry House B&B, Dunn's Deli	P.O. Box 2512	Banner Elk	NC	28604		perryhouse@skybest.com
Pam McKay	Art Cellar Gallery	920 Shawneehaw Ave.	Banner Elk	NC	28604	828-898-5175	artcellar@infoave.net
Jean Taylor-Todd	Yellow Moon Farm	PO Box 511	Crossnore	NC	28616	828-733-0752	yellowmoon@hci.net
Christina Howe		10675-4 Hwy. 105 South, Box 205	Banner Elk	NC	28604		chowe41@yahoo.com
Mike Myers	Lost Cove Trekking	P.O. Box 333	Banner Elk	NC	28604		mikemyers@skybest.com
Rachel Deal		PO Box 8	Crossnore	NC	28616		
Tommy Tennant		PO Box 548	Crossnore	NC	28616		grannytennant@aol.com
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## **Blue Ridge National Heritage Area Avery County Narrative Summary**

Avery County is the 100th and last county formed in North Carolina in 1911, from portions of Mitchell, Watauga and Caldwell Counties. Avery County is located in the northwest mountain in the region known as the "High County." Our rural county is composed of several small communities of less than 1,000 year-round residents. The population in 2002 was 17,526. Approximately half of the county lies within the Pisgah National Forest. It is home to famous mountain peaks like Grandfather Mountain, Beech and Sugar. Avery County has the highest county seat east of the Mississippi River, Newland at 3,621 feet, and Beech Mountain is the highest incorporated town in Eastern America with an elevation of 5,506 feet.

Tourism is the leading industry in Avery County, bringing in about \$51 million each year, due to the natural landmarks, scenic wonders and year round outdoor activities. It is one of the most desirable tourist destinations in the Southeastern United States. Natural landmarks such as Wiseman's View which provides an awesome view of Linville Gorge, water falls, wild trout streams, major golf resorts, and the Blue Ridge Parkway make Avery County an extremely desirable destination. The winter season brings visitors to ski on two slopes located in Avery County, and a major summer activity is the Grandfather Highland Games held at Linville Meadows.

Avery County is known as the "Christmas Tree Capital of the World". Growing Christmas trees and ornamental shrubbery is the second leading industry in Avery County, generating \$30 million in sales each year and increasing year by year. Over 900 families are active in the business.

Avery County has a strong tradition in arts and crafts ranging from pottery, quilts and other woven works, furniture, art toys, jewelry, photography, and the fine arts. Mountain handicrafts are prized possessions because of fine workmanship and creative design. Area artists and craftsmen show their work in open studios, shops and local craft festivals.

During the spring of 2005 representatives from Avery County began the process of identifying projects that conserve and celebrate the natural, cultural, historic, recreational and agricultural resources of the county. The process to identify the county's assets and the proposed initiatives for future heritage tourism development was culminated at a public meeting in April. From the meetings came the formation of the Avery County Heritage Alliance whose mission is to strengthen relationships between government, private, educational and non-profit organizations across the county and unite the communities in the preservation of the county's culture, history and natural assets to leave a legacy of our past to the future generations of Avery County. The Avery County Museum will be the hub of this networking alliance.

The Avery County Heritage Alliance will be made up of community leaders/historians, the Greater Banner Elk Heritage Foundation, Lees-McRae Historical Society, and the Avery County Museum. Leaders from each group will serve on the board that will design a project that will link every community to the museum hub. The priorities include historical markers for communities, a county cultural quest project, and development of historical and connecting trails. The Alliance will help launch a capital campaign to restore, enhance and preserve the Avery County Museum.

The Avery County Blue Ridge Heritage Development Plan is an integrated approach to developing historic, natural/recreational, infrastructure, music, craft/arts, and agriculture. The Plan identifies specific projects that improve natural greenways and trails, the restoration and preservation of historical buildings and homes, support of infrastructure projects, coordination of agri-tourism events, and arts/craft and music initiatives.

### **OVERARCHING OBJECTIVE**

The overarching objective of the Avery County Heritage Plan is to improve the quality of life for residents of the several communities in the county by preserving the history, culture and natural resources that make this county a special place to live, while enhancing the economic development of the area through the thoughtful development of heritage tourism.

**Blue Ridge National Heritage Area  
SUMMARY CHART**

<b>Name</b>	<b>Estimated Costs</b>
<b>Agri-Tourism Promotion and Coordination</b>	<b>\$50,000</b>
<b>Avery County Heritage Alliance</b>	<b>\$25,000</b>
<b>Avery County Historical Museum repairs and support</b>	<b>\$67,000</b>
<b>Bicycle Lanes on Avery County Roadsides</b>	<b>Unknown</b>
<b>Center Theater Restoration</b>	<b>\$600,000</b>
<b>County Archive Initiative</b>	<b>\$400,000</b>
<b>County Thoroughfare Cleanup</b>	<b>\$50,000</b>
<b>Cranberry School Restoration</b>	<b>\$55,000</b>
<b>Elk River Restoration</b>	<b>\$220,000</b>
<b>Heritage Park Conference Center</b>	<b>\$12 million</b>
<b>Scottish Highland Games &amp; Scotch Irish Museum</b>	<b>\$500,000</b>
<b>Pinnacle Inn/Lees-McRae Restoration</b>	<b>\$200,000</b>
<b>Sam Banner House Restoration</b>	<b>\$417,500</b>
<b>Sloop Dam Recreational Park Development</b>	<b>\$Unknown</b>
<b>Crossnore Weavers and Gallery: A Working Museum</b>	<b>\$150,000</b>
<b>GRAND TOTAL</b>	<b>\$14,734,500</b>

**Blue Ridge National Heritage Area**  
**PRIORITY INITIATIVE WORKSHEET**

<b>Initiative Title:</b>	Agri-Tourism Promotion and Coordination
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<b>Project Narrative:</b>	With the many Christmas tree farms, ornamental nurseries, berry farms and other agribusinesses in Avery County, the opportunity exists to develop an Agri-Tourism industry that would enhance the economy of the county as well as benefit the farmers.
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<b>Goal:</b>	To engender cooperation among Avery County's agricultural and related businesses to promote and coordinate an active Agri-Tourism program as an element of economic development in all parts of the county.
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<b>Person/Organization Responsible:</b>	<b>Cost to Implement:</b>	<b>Estimated Time to Complete:</b>
Individual growers' organization	\$50,000	1 year

Action Items:	Resources Required:	Who's Responsible:
<ul style="list-style-type: none"> <li>• Convene growers and form a marketing cooperative.</li> </ul>	Human	Ag Extension Service
<ul style="list-style-type: none"> <li>• Create a marketing plan and collateral materials.</li> </ul>	10,000	Cooperative.
<ul style="list-style-type: none"> <li>• Investigate insurance for the group.</li> </ul>	Human	Gaylard Andrews
<ul style="list-style-type: none"> <li>• Advertise in Asheville (hub) media for one season.</li> </ul>	\$40,000	Cooperative

<b>Performance Measures:</b>	Increased visitors to farms and related businesses (farm B&Bs, for example) Increased income for agri-businesses in Avery Co.
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<b>Status:</b>	In planning stages.
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Avery County Heritage Alliance
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Project Narrative:	The Avery County Heritage Alliance will ask community leaders/historians to serve on the board that will design a project that will link every community to the museum hub. The priorities include historical markers for communities, a county cultural quest project, and development of historical and connecting trails. The Alliance will help launch a capital campaign to restore, enhance and preserve the Avery County Museum. The Avery County Museum will serve as the hub of this networking alliance.
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Goal:	The mission of the Avery County Heritage Alliance is to unite our communities in the preservation of the culture, history and natural assets of our communities and to leave a legacy of our past to the future generations of Avery County
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Person/Organization Responsible:	Cost to Implement:	Estimated Time:
Avery County Heritage Alliance Committee	\$25,000	

Action Items:	Resources Required:	Who's Responsible :
1. Historical Markers for Communities	\$15,000	
2. County Cultural Quest Project	\$ 3,000	
3. Development of Historic and Connecting Trails	Unknown	

Performance Measures:	Improved communication and cooperation within the community regarding heritage preservation.
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Status:	In formation.
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

<b>Initiative Title:</b>	Avery County Historical Museum
<b>Project Narrative:</b>	<p>The Avery County Historical Museum is housed in the old Avery County Jail, built in 1912 and set aside as a museum by the County Commissioners in 1976. The Museum was founded by the Avery County Bicentennial Committee and opened in October 1976. The Museum is listed on the Register of Historical Places. The purpose of the Museum is to collect, preserve, educate and display all vital information, photographs and artifact about people, events, and places that make up the history of Avery County and the surrounding areas. An important part of the Museum is the genealogy section which contains an extensive selection of books, papers and family histories to aid in researching family genealogies. The following initiatives will aid the Museum to become the hub of the Avery County Heritage Alliance.</p> <p><b><u>PAID STAFF:</u></b> A person to seek and write grants, fund-raising, membership campaigns, media relations, management, work with teachers, and produce a newsletter. The staff person will also assist with the Avery County Heritage Alliance initiatives.</p> <p><b><u>BUILDING:</u></b> The Museum has only had minor upkeep since opened in 1976. The building needs extensive repairs due to termite and water damage. A new roof is a must if the building is to be preserved. Also a fire alarm/security system and additional storage is needed so we can continue to accept artifacts and materials for further displays and store items used in rotating displays.</p>

<b>Goal:</b>	Strengthen the Avery County Museum as the hub of the Avery County Heritage Alliance. To launch a capital campaign to restore, enhance and preserve the Avery County Museum.
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<b>Person/Organization Responsible:</b>	<b>Cost to Implement:</b>	<b>Estimated Time to Complete:</b>
Museum Executive Board	\$67,000	Three years
<b>Action Items:</b>	<b>Resources Required:</b>	<b>Who's Responsible:</b>
1. Paid staff ( 20 hrs. per week) a. Past Perfect software 2. Building A. Roof B. Fire alarm/security system C. Termite/ water damage repair D. Storage addition Total 3. Revolving operational cost per year	\$15,000 \$ 1,200 \$30,000 \$ 1,200 \$ 5,000 <u>\$15,000</u> \$67,000 \$20,000	Museum Board Museum Board Museum Board Museum Board Museum Board Museum Board Museum Board
<b>Performance Measures:</b>	Increased visitation to museum by both locals and visitors.	
<b>Status:</b>	Planning stages.	

**Blue Ridge National Heritage Area**  
PRIORITY INITIATIVE WORKSHEET

<b>Initiative Title:</b>	Bicycle lanes on Roadways in Avery County
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<b>Project Narrative:</b>	As D.O.T. upgrades roads, additional pavement could be added to roadsides to accommodate bikers and hikers, making a safer outdoor environment in the county.
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<b>Goal:</b>	To get bike lanes or additional pavement for road bikers added to the D.O.T. road improvement plans for Avery County
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<b>Person/Organization Responsible:</b>	<b>Cost to Implement:</b>	<b>Estimated Time to Complete:</b>
Dot Griffith	Unknown	Unknown

<b>Action Items:</b>	<b>Resources Required:</b>	<b>Who's Responsible:</b>
Contacting people who have done this in other parts of the state for direction	State funding	D.O.T.

<b>Performance Measures:</b>	Greater safety for bikers on mountain roads measured by both increased use and fewer accidents.
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<b>Status:</b>	Planning.
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**Blue Ridge National Heritage Area**  
PRIORITY INITIATIVE WORKSHEET

<b>Initiative Title:</b>	Restoration of the Banner Elk Center Theater
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<b>Project Narrative:</b>	The Lees-McRae College seeks funds to restore Banner Elk's historic theater. The theater would offer summer classic film series and would be Avery County's only theater.
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<b>Goal:</b>	
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<b>Person/Organization Responsible:</b>	<b>Cost to Implement:</b>	<b>Estimated Time to Complete:</b>
Faye Williams / Marc McClure Lees-McRae College	\$600,000	1 year

<b>Action Items:</b>	<b>Resources Required:</b>	<b>Who's Responsible:</b>
Renovate theater (building repairs, new ceiling, seating, lighting, concessions area, restrooms, heating/cooling, projection and sound systems) \$550,000 Provide LMC with a new scene shop \$50,000		

<b>Performance Measures:</b>	Use of building by the community.
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<b>Status:</b>	Planning stages.
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**Blue Ridge National Heritage Area**  
PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Avery County and Lees-McRae College Archive
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Project Narrative:	There is a great need for the history of Avery County to be preserved by creating a central archival depository for the county. The Lees-McRae College archive currently houses a number of important collections for the county and is natural selection to serve as the county archive. The LMC archive will have to be expanded and upgraded to serve in this capacity.
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Goal:	
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Faye Williams and Marc McClure Lees-McRae College	\$400,000	1 year

Action Items:	Resources Required:	Who's Responsible:
Build and staff a county heritage archive on the LMC campus \$500,000		

Performance Measures:	
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Status:	
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**Blue Ridge National Heritage Area**  
PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Thoroughfare Clean-up
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Project Narrative:	Joining together with other adjacent counties to perform thoroughfare cleanup.
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Goal:	Removal of unsightly trash, abandoned mobile homes and cars, etc. from ingress and egress routes to historical sites.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Avery County E.D.C.	\$50,000.00	One year

Action Items:	Resources Required:	Who's Responsible:
Define removal items and remove.	Cash	Private Contractors

Performance Measures:	A visibly cleaner Avery County
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Status:	In planning.
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**Blue Ridge National Heritage Area**  
PRIORITY INITIATIVE WORKSHEET

<b>Initiative Title:</b>	Restoration of Old Cranberry High School (circa 1929)
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<b>Project Narrative:</b>	Ongoing project that was undertaken several years ago (1987) by the graduates of this school, funded by private donations and other fund raising projects by the aforementioned graduates.
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<b>Goal:</b>	Partner with Avery Arts Council providing office and studio space for artists; use CHS as a venue for public arts performances and community arts programs.
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<b>Person/Organization Responsible:</b>	<b>Cost to Implement:</b>	<b>Estimated Time to Complete:</b>
Cranberrian Corporation Board of Directors with Gaylard Andrews	\$55,000	One year or less

Action Items:	Resources Required:	Who's Responsible:
<ul style="list-style-type: none"> <li>• Check plumbing, get water source back online</li> <li>• Renovate 4 existing classrooms               <ul style="list-style-type: none"> <li>○ new sheetrock</li> <li>○ repaint</li> </ul> </li> <li>• Accessibility for disabled persons</li> </ul>	Money Material	Clay Houston, chairman Mary B Daniels, president

<b>Performance Measures:</b>	<ol style="list-style-type: none"> <li>1. Rent 4 classrooms for artists space in the summer 2006</li> <li>2. Create museum/gallery in 1<sup>st</sup> floor hallway to note the timeline of CHS</li> <li>3. Hold at least 4 public arts performances in 2005-06</li> <li>4. Hold at least 2 community arts programs/workshops at CHS in 2006</li> </ol>
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<b>Status:</b>	Cranberrian Corp has approximately \$15,000 in cash to be used as matching funds
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One community event on calendar for August 11, 2005 square dance and dinner on grounds in honor of Mrs. Kay Wilkins retired teacher, phys ed., and dance instructor at Cranberry High School.

**Blue Ridge National Heritage Area**  
PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Restore Elk River between the Mill Pond and the Elk River Residential Community and create walking trails around the gorge
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Project Narrative:	Lees-McRae College would like to restore the Elk River as a noted fishing attraction, in keeping with its century-old heritage. Fallen trees and extensive debris need to be removed and a bridge and stairs to the cascades need to be established. A trail system throughout the river gorge would also be added.
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Goal:	Restore Elk River for expanded use.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Marc McClure	\$220,000	1 year

Action Items:	Resources Required:	Who's Responsible:
Remove fallen trees and debris \$60,000 Restore lower bridge \$50,000 Install stairs \$5,000 Improve aesthetics of the LMC motor pool and garbage collection area -- \$50,000 Marketing \$5000 Establish a trail system around the river gorge \$50,000		

Performance Measures:	
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Status:	
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

<b>Initiative Title:</b>	Heritage Park Conference Center
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<b>Project Narrative:</b>	The Heritage Park Conference Center located on Heritage Park recreational grounds, within the town of Newland, will provide facilities for the celebration of Avery County's natural and social resources. The Center will consist of two levels, a large exhibition area, a large performance stage and seating area, break-out rooms with soundproof slide dividers, large windows with panoramic views, a deck, a commercial kitchen, a lobby and restrooms. The Center will provide space for blue grass and mountain music festivals, story telling festivals, country dances, Christmas tree and ornamental shrub exhibitions, arts and crafts shows, cooking and canning classes, lecture series, historical exhibits, dramatic productions and numerous other events that will attract local residents, as well as travelers and tourists. The Center will serve as a countywide facility for celebrating and sharing the historical benefits of life in the Blue Ridge Mountains. It will be a source of pride, an instrument of economic development, but more importantly, it will serve as a primary vehicle to unify and solidify the bonds within a fragmented county. The recognition of a common heritage, and the love of that heritage, will move the county into a new era of appreciation and pride.
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<b>Goal:</b>	To plan together, secure the funding and build a Heritage Park Conference Center within the next seven years.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Jake Owens, Ron Watts and the Committee developed through the Avery County Blue Ridge National Heritage Committee.	\$10-12 million	Seven years for planning, designing, funding and construction

Action Items:	Resources Required:	Who's Responsible:
<ol style="list-style-type: none"> <li>1) Commissioners obtain clear title for the property</li> <li>2) Committee continue to plan for specific county use</li> <li>3) Seek grants, donors and local support</li> <li>4) Design the Center for the terrain</li> </ol>	Time, County survey, local support, money	Jake Owens, Ron Watts  Robert Wiseman, Elected officials

<b>Performance Measures:</b>	1) Solid support from the elected officials and interested committees of the Heritage Park, stated in writing. 2) The development of a timeline for the completion of all action items. Performance will be measured through accomplishments reached within the specified times. 3) Annual reports to the citizens and tourists of Avery County.
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<b>Status:</b>	The Heritage Park grounds are owned by the county. Parking areas are provided. The facility site has been identified. Committees are in place to start the planning phase.
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**Blue Ridge National Heritage Area**  
PRIORITY INITIATIVE WORKSHEET

<b>Initiative Title:</b>	Scottish Highland Games & Scotch Irish Museum
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<b>Project Narrative:</b>	To construct a suitable space Highland Games and Scotch Irish displays, interpretive materials, genealogy, and educational programs. To tell the history of the Scottish Highland Games in America and the history of the Scotch Irish in North Carolina.

<b>Goal:</b>	To add on a museum to the current Grandfather Mountain Highland Games Offices in Linville, N.C.
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<b>Person/Organization Responsible:</b>	<b>Cost to Implement:</b>	<b>Estimated Time to Complete:</b>
Grandfather Mountain Highland Games Inc.	\$500,000	Two Years

<b>Action Items:</b>	<b>Resources Required:</b>	<b>Who's Responsible:</b>
1. Develop plans and cost for construction	\$75,000	GMHG & Avery Heritage Alliance
2. Develop interpretive educational plans	\$50,000	
3. Construction	\$300,000	
4. Educational Programs and staffing	\$75,000	

<b>Performance Measures:</b>	To be determined
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<b>Status:</b>	Entry into Avery County Heritage Plan
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**Blue Ridge National Heritage Area**  
PRIORITY INITIATIVE WORKSHEET

<b>Initiative Title:</b>	Restoration of the Lees-McRae Pinnacle Inn Restaurant
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<b>Project Narrative:</b>	In 1930s Lees-McRae College created a stone and timber banquet hall that served summer guests. Lees-McRae College is seeking funds to restore the restaurant and operate it as an attraction for summer tourists.
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<b>Goal:</b>	Create a new tourism attraction.
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<b>Person/Organization Responsible:</b>	<b>Cost to Implement:</b>	<b>Estimated Time to Complete:</b>
Marc McClure - Lees-McRae College	\$200,000	6 months

<b>Action Items:</b>	<b>Resources Required:</b>	<b>Who's Responsible:</b>
Install a commercial grade kitchen \$70,000 Purchase furnishings and service \$25,000 Restore the 1930s outdoor eating area \$45,000 Outdoor furnishings \$10,000 Two year marketing campaign \$10,000 Supplement first year salaries and startup costs \$40,000		

<b>Performance Measures:</b>	
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<b>Status:</b>	
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**Blue Ridge National Heritage Area**  
PRIORITY INITIATIVE WORKSHEET

<b>Initiative Title:</b>	Sam Banner Museum House
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<b>Project Narrative:</b>	The Greater Banner Elk Heritage Foundation is moving to save the Sam Banner House from demolition and to preserve it as a museum house. The house will be restored to it circa 1870 original conditions and furnished with appropriate late 19th century furniture and household items. The house museum will also become a venue for folk music and story telling.
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<b>Goal:</b>	To preserve an historic property as a museum.
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<b>Person/Organization Responsible:</b>	<b>Cost to Implement:</b>	<b>Estimated Time to Complete:</b>
Bud Hahn; Marc McClure	\$417,500	1 year

<b>Action Items:</b>	<b>Resources Required:</b>	<b>Who's Responsible:</b>
Purchase home \$350,000 Renovate and furnish home \$60,000 First year Folk Music and Story Telling programming \$7500		

<b>Performance Measures:</b>	
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<b>Status:</b>	
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**Blue Ridge National Heritage Area**  
PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Sloop Dam on the Linville River, A Conservation and Recreational Park, with an educational component in the powerhouse explaining early hydro-electricity and telling the story of Dr. E.H. Sloop, honoring his resourcefulness and ingenuity as part of our area's heritage.
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Project Narrative:	<p>The Historic Sloop Dam is a massive wall of river rock arching across the Linville River. Once 25' high and 225 wide, it was breeched in the middle by the hurricanes of 2004, leaving an awe-inspiring waterfall 15' high, creating a more environmentally healthy water flow.</p> <p>Beside the dam is a powerhouse, also constructed in the unique rock style found in the historic buildings in the town of Crossnore. Both facts and myths abound about Dr. Sloop's generator and how he provided electricity to his hospital and the town. The story of the dam is told in the book, <i>Miracle in the Hills</i> that documents the work of Drs. Eustace H. Sloop and Mary Martin Sloop published in 1953 by McGraw-Hill. The Sloops have left a legacy of healthcare, education and childcare- a proud heritage for the town of Crossnore.</p> <p>The Sloop family owns over 300 acres along one side of the Linville River. The Forestry Service has more acreage than that on the other side. And 600+ acres upstream, the owner is considering putting his land into a conservation trust. All this land on the river creates a valuable wildlife area.</p> <p>Brothers Chuck and Bill Sloop, grandsons of the Drs. Sloop, are the sole heirs to the dam and property. They are thinking of giving their inheritance to an agency that can</p> <ul style="list-style-type: none"> <li>○ Conserve the natural environment of the area - allowing trails for walking and fishing.</li> <li>○ Historically preserve the powerhouse complete with an educational component for teaching about early hydro-electricity and telling the story of Dr. E.H. Sloop's endeavors as well as listing the community members who built the dam. There is an elementary school and children's home in Crossnore where our heritage and a respect for the culture at that time could be valuable lessons.</li> <li>○ The dam may need to be worked on to insure safety to visitors and to keep the Linville a healthy river. The Sloop family and the community would like the character of the dam to remain intact and leave the fall of water at it greatest. Gathering inspiration from the power of falling water should be part of the experience.</li> </ul> <p>Crossnore Community Enhancement Inc., a recently acknowledged 501 (c) (3) corporation has been trying to find an agency willing to take this</p>
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	<p>worthwhile but conditional gift from Chuck and Bill Sloop.</p> <p>The High Country Conservancy serving Watauga, Ashe and Avery counties has presented CCE and the Sloops with information about grants from <b>The NC Parks and Recreation Trust Fund. PARTF</b> gives matching grants up to \$500,000. The Sloop's land would provide the match and \$500,000 could be put into 1) the powerhouse, 2) dam renovations, and 3) the trail system. The primary issue is to find a governmental agency or partnerships able to assume recreational liability and continued upkeep.</p> <p>We would like Avery County to recognize the benefit of providing a park like this to the people of our county as well as our visiting tourists. The Linville River is an asset that citizens have difficulty accessing. The dam, on the other hand, has easy access and could have a flat trail for a pleasurable walk , for exercise or for fishing. The inspiration and/or education derived from going to the dam seems to be a perfect project for the <b>Blue Ridge National Heritage Area.</b></p>
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Goal:	To become a part of the Avery County Heritage Council and to find a governing agency and partnerships for the Sloops to pass on their gift.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Crossnore Community Enhancement Inc. Ann Baker or Rachel Deal      733 9054	Unknown	Unknown

Action Items:	Resources Required:	Who's Responsible:
Determine possible partners Feasibility study Grant acquisition Design of park Contracting and construction work Grand opening celebration	Personnel Funding	CCE, Inc.

Performance Measures:	Increased use of Linville recreational areas by both locals and visitors.
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Status:	Discussion stage.

## **Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET**

Initiative Title:	Crossnore Weavers and Gallery: A Working Museum
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Project Narrative:	The Crossnore Weavers and Gallery: A Working Museum, shares its history from 1929 with that of The Crossnore School, a children’s home with a 93-year history. The Crossnore School’s founder, Mary Martin Sloop, began the weaving program at The Crossnore School for three reasons: first, to revive and preserve the art of traditional Appalachian weaving; second, to provide an economic opportunity to women of the area; and third, to promote and market The Crossnore School and its mission to children through the sale of woven goods to DAR and other contacts. As a working museum, the Weaving Room now features an open studio where visitors can see woven articles being produced and talk with the weavers as they work. Currently, the studio/museum space houses 12 looms with goods in production. The “expanded” museum will utilize the existing artifacts and photographs (in addition to others to be provided by the community at large) to present a coherent picture of the Weaving Room’s history as well as a loving tribute to the women who wove it.
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Goal:	To renovate and revamp the current museum/studio space and restore the exterior of the existing historic building.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Laura Laughridge Buchanan, The Crossnore School	\$150,000	6 months; new exhibits will be open to the public May 1, 2006

Action Items:	Resources Required:	Who’s Responsible:
Repairs and upgrades to existing facilities and exhibits to include: 1. grading to correct old drainage problems, 2. replacement of ceiling in the studio/museum area, 3. the addition of appropriate lighting for the weavers and for the museum, 4. replacement of carpet in studio/museum area with wood flooring to flow into adjacent retail space, 5. construction of display shelving and 6. development of new exhibits for expansion of museum	Funding and labor	Funding will come from grants, individuals, The Crossnore School and its many supporters (hopefully to include the DAR); some labor will be contracted (construction and electrical), but much will be completed by in-house staff (shelving and exhibit

		design)
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Performance Measures:	Renovated building and studio space, as well as local PR from newspapers.
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Status:	Renovations to the facility and installation of new exhibits will begin in January, 2006. Research and exhibit development are currently in progress.
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## Avery County Assets by BRNHA Thematic Areas

Natural	Historic	Music	Craft (and Art)	Agriculture	Scots-Irish	Festivals
Natural Beauty	Avery Co. History Museum	Highland Games	Crossnore Weavers	Christmas tree farms	Highland Games	Wooly Worm
Linville Falls	Cranberry High School Bldg.	Free concerts	Avery Arts Council	Native plants	Music & Dance	Highland Games
Grandfather Mountain	Banner Elk Heritage Foundation	Lees-McRae Forum	Local artists	Gardens of Blue Ridge	McRae Meadows	Mile High Kite Festival
Skiing	Banner House	Singing on the Mountains	Lees-McRae	Beech Mtn. Bog		Autumn at Oz
Mountain biking	Linville	Jim & Jennie	Storytelling	Cranberry Bog		On the Square
Fishing derbies	Eesceola Lodge	North American Academy of Piping, Drumming, and Fiddling		Medicinal Plants		Book Festival
Blue Ridge Parkway	Old Hampton Store	Friday Night Jam at Crossnore				Heritage Festival
Linville Cove Viaduct	Civil War History					Fourth of July Festivals
Overmountain Victory Trail	Yonahlossee Trail					
Elk River Falls	Grace Hospital					
Appalachian Trail	Cranberry Iron Mines					
Wildlife and biodiversity	Crossnore School / Weaving Room					
Minerals & mines	Lees-McRae Grandfather					
Waterfall Park in Newland	Avery Co. Court House					
	Tweetsie Railroad					
	Marmon Estate					
	Elk Park					
	Religious Conference Centers					
	Sloop Dam					