

Alleghany County Heritage Development Plan



Blue Ridge Parkway in Alleghany County

Prepared by
The Alleghany Heritage Council

Blue Ridge National Heritage Area

NARRATIVE SUMMARY

Alleghany County is North Carolina's eastern most county in the Blue Ridge. Bordered by Virginia on the north, and Ashe, Wilkes and Surry counties on the west, south and east respectively, it is 235 square miles with an average elevation of approximately 2,700 feet. It is the state's fifth smallest county in land area and sixth smallest in population with around 10,000 residents. Sparta, its county seat and only municipality, sits at the crossroads of US 21 and NC 18.

Alleghany is shaped by the land. The Crest of the Blue Ridge — the Eastern Continental Divide — forms the eastern and southern border and is home to the Blue Ridge Parkway. Alleghany is fortunate to have Cumberland Knob, where construction of the Blue Ridge Parkway began in 1935, and Doughton Park, the largest and most diverse of the Parkway's recreational areas. Portions of Stone Mountain State Park and New River State Park are also within Alleghany's boundaries. The county is principally drained by the New River, which flows along the western and northern border, and its main tributary, the Little River, which runs through the central portion of the county. The North Carolina portion of the New River is designated a National Scenic River and offers camping and other recreational opportunities along its shores.

For years, the Blue Ridge Mountains were not a vantage point, but rather a barrier separating Alleghany from the rest of the state. Commerce and society were inclined into Ashe County and northward into Virginia such that Alleghany was dismissed as one of the state's "Lost Provinces." The development of the Blue Ridge Parkway in the 1930's and modern paved roads now make Alleghany easily accessible to everyone. However, that earlier isolation allowed the county to escape some of the mixed blessings of modern life – strip malls and freeways—such that it now claims the title of "Unspoiled Province." Today, it is a modern bustling rural community where its rich mountain heritage is revealed in the people and the peaks and valleys of the countryside.

The word "Alleghany" is said to be derived from the Indian name meaning "fine stream," a suitable name for these scenic hills drained by the New River, the second oldest river in the world. Legend has it that the New River was discovered by Peter Jefferson, relative of Thomas Jefferson. Leading a party of surveyors, he was surprised to come upon a "new" river behind the mountains. Tools and artifacts have been found in the New River Valley dating back to the Paleo-Indian culture. Native American tribes that have occupied the area include the Cherokee and Shawnee.

The county was settled in the late 1700's by hardworking pioneers mostly of English, German, Scottish, and Irish descent, who migrated down the "Wagon Road" from Pennsylvania. Many of their descendants still live on land that was granted to their families nearly 200 years ago.

Alleghany County was formed by an act of the 1858-59 session of the North Carolina legislature out of the northeastern portion of Ashe County. A surveyor was hired to locate the most central location for the county seat, but squabbling over the location and the Civil War delayed the establishment of a permanent home for county government until 1868. In 1870, James H. Parks, David Landreth and David Evans donated 50 acres of land for the county seat where Sparta is now located. Tradition has it that the proposed name of the county seat be named after Parks, but he declined and suggested it be named after the Greek city-state.

In March of 2005, the Alleghany Heritage Council was created to begin the process of putting together a Heritage Development Plan as part of the newly designated Blue Ridge National Heritage Area (BRNHA). The Heritage Council is made up of a diverse group of individuals representing county government, town

government, chamber of commerce, arts and crafts, music, agriculture, historical society, state parks, library, and rural land conservation. These committed individuals completed a detailed inventory of heritage assets in the county based on the thematic areas of the BRNHA. Fourteen (14) community initiatives were identified and presented at a well-attended public meeting held in April. The Alleghany Heritage Development Plan is an integrated program of planning for the development of infrastructure, programs, accessibility to public lands, preservation of our mountain culture and music, and further enhancement of the arts and crafts in our area.

The objectives in approaching heritage tourism development in Alleghany County are to preserve the mountain culture and natural beauty, to support and encourage the local artists in carrying on the handmade traditions inherent to the area, and to further develop the tourism infrastructure necessary to support sustainable economic revitalization and entrepreneurial opportunities. The partners in planning for and achieving success around heritage tourism development include not only town and county government, but also the various groups represented on the heritage council and area community colleges and universities. Partnerships within and between counties will enable limited resources to be leveraged for the benefit of all in the region particularly on infrastructure issues such as signage and maps, and on recreational opportunities such as blueways, greenways, hiking and driving trails.

One of the major challenges will be to raise the capital required for some of the construction projects. The first priority will be to complete the Sparta Streetscape and Development Plan since that work needs to be done well in advance of the opening of the Sparta Teapot Museum. While the teapot museum will be a boon to area tourism, this project will forever alter this small town and will shape traffic and development patterns for the future. Without proper planning, however, the historic character of the community could be damaged forever. Alleghany is at a unique juncture in its history, and it will be a major challenge to move forward and at the same time maintain the small rural atmosphere that is cherished. Therefore, the Alleghany Heritage Council will work hard to gain cooperation and consensus from the town and county governments, community groups, the general public, and other outside organizations as necessary for the success of these projects.

**Blue Ridge National Heritage Area
HERITAGE COUNCIL ACTION TEAM ROSTER**

	<u>Name</u>	<u>Affiliation</u>	<u>Contact Information</u>
1.	Bob Bamberg, Executive Director	Alleghany Chamber PO Box 1237 Sparta, NC 28675	336-372-5473 director@sparta-nc.com
2.	Debbie Brewer, Librarian	Alleghany County Public Library P.O. Box 656 Sparta, NC 28675	336-372-5573 dbrewer@nwrl.org
3.	James Coman, Executive Director	Blue Ridge Rural Land Trust 9124 NC 93 Piney Creek, NC 28663	336-359-2909 hillshepherd@skybest.com
4.	Margaret Crouse	Alleghany Historical Society 87 Pine River Lane Sparta, NC 28675	336-372-8260 margaretec@skybest.com
5.	Bryan Edwards, Town Manager	Town of Sparta PO Box 99 Sparta, NC 28675	336-372-4257 spartamgr@skybest.com
6.	Genia George, Executive Director	Alleghany Arts Council PO Box 962 Sparta, NC 28675	336-363-9190 ggeorgecre@skybest.com
7.	David Isner, Extension Agent	Alleghany Cooperative Extension PO Box 7 Sparta, NC 28675	336-372-5597 david_Isner@ncsu.edu
8.	Amy Pardue, County Planner	Alleghany County PO Box 366 Sparta, NC 28675	336-372-2942 acplanning@skybest.com
9.	Delta Peterson, Owner	Quilts by Delta PO Box 1564 Sparta, NC 28675	336-372-5838 petedw@skybest.com
10.	Marvie Shelor, President Elect	Alleghany Historical Society 83 James St Sparta, NC 28675	336-372-8591 shelor@skybest.com
11.	George Stancil, Director	Alleghany Cooperative Extension PO Box 7 Sparta, NC 28675	336-372-5597 george_w_stancil@ncsu.edu
12.	Patrick Woodie, Executive Director	New River Community Partners 115 Atwood St. Sparta, NC 28675	336-372-8118 pwoodie@skybest.com
13.	TJ Worthington, Owner	Backwoods Beat Music 32 NC 18 South Sparta, NC 28675	336-372-5777 hurryslowly@skybest.com

Blue Ridge National Heritage Area

SUMMARY CHART

Initiative Name	Estimated Costs
Community Auditorium Project	\$25,500.00
Blueway Canoe Trail	\$50,000.00
Agricultural and Historical Heritage Museum	\$300,000.00
Access to Existing Parkland in Alleghany County, N. C.	\$12,500.00
Alleghany Arts, Crafts and Cultural Center	\$85,000.00
Alleghany County Library Cultural Programs Center	\$240,000.00
Sparta Teapot Museum	\$10,000,000.00
Unified Signage	\$14,000.00
Music of Alleghany County	\$30,000.00
Junior Appalachian Musicians (JAM)	\$49,637.00
Sparta Streetscape and Development Plan	\$45,000.00
Guide to Birding Trails in Alleghany County, N. C.	\$7,500.00
Alleghany County Outdoor Recreational Map and Signage	\$10,200.00
WCC Alleghany Center Professional Arts Program	\$330,000.00
GRAND TOTAL	\$11,199,337.00

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

Initiative Title:	Community Auditorium Project
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Project Narrative:	<p>The Sparta Elementary School Auditorium is the only large indoor gathering facility in the county. Built in 1950, it seats just under a thousand, far more than any local church. It has good acoustics, something that is lacking in the newer school gyms that now double as indoor gathering places. Besides being an invaluable school asset, it has increasingly become a venue for community events. Until his recent retirement, it was the home of the annual homecoming show by native son and Grand Ole Opry star Del Reeves. It is the stage for productions by the Alleghany Community Theatre. It is the venue for annual the NC symphony's performance. The annual Hillbilly Comedy Show is just one of several community fund raisers that depend upon the auditorium for performances.</p> <p>The auditorium is in serious need of renovation. The exterior brick is deteriorating, its stage curtains are in serious need of replacement and during large storms it has a water problem that will eventually cause serious damage. Backstage dressing rooms are at best Spartan. The building is woefully energy inefficient. In the summer, large crowds highlight the need for air conditioning. Parking for large events is inadequate. Cars sprawl onto lawn areas and into business parking lots across Main Street (the county's major thoroughfare). But more that just repairs, the building needs renovations to suit its current uses.</p> <p>It was constructed as part of the school. The main entrance is off an elementary school hallway across from the entrances to various classrooms. The auditorium uses the school's electricity and heating. Auditorium patrons use student restrooms. The hallway functions as the box-office and concessions area.</p> <p>A feasibility study is needed to evaluate the school and community uses for the building and propose designs for evaluation by the Board of Education, County Government and community groups for a multi-use facility that would serve school needs and could act as a stand-alone community auditorium. These would include but are not limited to: separate HVAC and electrical service for the auditorium and school; parking options and separate entrances for school use and community use. The community entrance would include concession and box-office areas and rest rooms. Planning should include input by school officials, community groups using the auditorium and the general public. Included would be a management and fee structure for use that would contribute to the building's upkeep.</p>
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Goal:	Create an auditorium renovation plan that meets school and community needs.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Duane Davis, Superintendent of Schools, retired	\$25,500	2 years

Action Items:	Resources Required:	Who's Responsible:
1. Development of a consensus for auditorium study between County Government and Board of Education	\$500.00	D. Davis
2. Contract for professional architectural and engineering services to implement study	\$25,000.00	D. Davis/Project Coordinator

Performance Measures:	<ul style="list-style-type: none"> • Consensus by County Board of Commissioners and Board of Education • Consensus on plan as established by community
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Status:	Proposal stage
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Blue Ridge National Heritage Area
PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Development of Blueway Canoe Trail
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Project Narrative:	This is a 3 state project involving the state parks of NC, VA and WVA, NPS New River Gorge, and the Army Corps of Engineers as land owning/managing entities. New River Community Partners received a National Trails grant through the NC Division of State Parks for construction of a restroom facility on the river and also logo development, map and signage. National Geographic/Trails Illustrated has been contacted to develop the map. They will print and sell the map at their outlets and we will have maps to sell at other outlets. They will also reprint the map after several years and make whatever corrections are necessary. In Alleghany County, increased public access to the New River will be sought in the general vicinity of the Farmers Fish Camp Bridge and the area along the Nile Road.
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Goal:	The goal is to have a map of the river with consistent symbols river wide.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Hollis Wild, New River Community Partners	\$30,000 restroom \$20,000 maps and signs	1 year

Action Items:	Resources Required:	Who's Responsible:
- Have logo designed	\$600	Hollis Wild
- Write MOU to be signed by the agencies involved		Agency representatives
- Design and print signs	\$6900	
- Number river miles		
- Contact and work with National Geographic/Trails Illustrated	\$12,500	Dwayne Stutzman
- Distribute maps		

Performance Measures:	Numbered miles on river Completed map
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Status:	Logo is in the design stage National Geographic/Trails Illustrated has been contacted MOU is being distributed to appropriate agency representatives
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Blue Ridge National Heritage Area
PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Agricultural and Historical Heritage Museum
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Project Narrative:	<p>The Alleghany County Historical Society has been a functional and active group for many years. They have been able to accumulate and preserve many historical artifacts through the generous contributions of citizens of Alleghany County wanting to see items preserved and displayed. Desires for a living history farm to house and display collections have not come to fruition. A “home” is needed for the collections, in conjunction with the need to share exhibits of the Mountain Heritage lifestyle to the visiting public.</p> <p>Alleghany County is fortunate to have an Agricultural Fairgrounds facility located just one mile north of the County seat of Sparta. The property and facility is owned by the County and managed by a nonprofit Board. These partners are willing to make land available for the site of a Heritage Museum structure. Locating a Heritage Museum at the Fairgrounds facility has many advantages. The varied events held throughout the year make the fairgrounds a destination point for local residents and out of county visitors alike. Access and exposure to a Heritage Museum would be immediately enhanced with the Fairgrounds location. Utility services including water, sewer, and electricity are in place and accessible. Access and parking infrastructure is completely or partially in place.</p> <p>The marriage of an Agricultural and Historical Heritage Museum and the Alleghany County Fairgrounds is a tremendous opportunity to preserve and exhibit a wonderful collection of Southern Appalachian Heritage artifacts and provide access to visitors wanting to observe and learn about the heritage of the region.</p>
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Goal:	To construct an attractive and functional building on the Fairgrounds site for the Alleghany Agricultural & Historical Museum.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Project Coordinator, David Isner, North Carolina Cooperative Extension, Alleghany Center. Fairgrounds Board, County Planner on behalf of County Manager and Commissioners, and Alleghany County Historical Society.	\$300,000	2 years

Action Items:	Resources Required:	Who's Responsible:
Phase One Building Design & Development	\$7,500	Architect/P.C.
Phase Two Architectural Plans	\$7,500	Architect/P.C.
Site Preparation	\$10,000	Vendor/ P.C.
Construction Costs	2200 sq. ft. @ \$125 \$275,000	Contractor/PC
Total Estimated Project	\$300,000	

Performance Measures:	Completed building for museum
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Status:	Planning stage
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Blue Ridge National Heritage Area

PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Access to Existing Parkland in Alleghany County, N. C.
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Project Narrative:	<p>Alleghany County contains many tracts of land currently owned by the N. C. Division of Parks and Recreation (Stone Mountain State Park, New River State Park, Bullhead Mountain State Natural Area), N. C. Department of Transportation (Sparta Bog Mitigation Site), and National Park Service (several Blue Ridge Parkway sites). Many of these sites currently have little or no use, limited access, or no access. Further, these unused sites are not linked in any manner. In order to provide additional recreational opportunities for local people, as well as to provide the economic benefits that will accrue to the county by making these tracts available for appropriate recreational use, Blue Ridge Rural Land Trust proposes to work with the various stakeholder groups and with NPS, NC Division of Parks and Recreation, and NC DOT to get the changes made to the various management plans to allow such access and use.</p> <p>These sites include:</p> <ul style="list-style-type: none"> • Bullhead Mountain State Natural Area, 220 acres: Acquire temporary access for resumption of the hawk watch on Allison Lane and its Extension. Have management plan adopted to allow view enhancement for hawk migration observation. Acquire permanent public access via other routes. • New River State Park, Oliver Tract, about 350 acres: Have management plan adopted to allow access for camping, horseback riding, fishing, river access, and birding. • New River State Park, Stokes Tract, about 150 acres: Same as above. • Stone Mountain State Park: Explore the possibilities of increased access to Stone Mountain State Park from the top of the escarpment, with most likely candidate sites being along the Mountains to Sea Trail at Scotts Ridge near MP 235 on Parkway or the former cable car site at MP 234 on Parkway. • Blue Ridge Parkway: Work with National Park Service to develop management plan to make use of the former cable car site at MP 234, for camping, birding, bicycle camping. If access can be obtained to Stone Mountain State Park from this point, the cable car site would be an excellent trailhead for horseback trails into Stone Mountain State Park, Bullhead Mountain, and along the Parkway to Doughton Park. • Sparta Bog: the former 320-acre Thompson farm was acquired by NC DOT as a wetland mitigation site. It contains a 50-acre wetland in its center that cannot and should not be used, but the balance of the tract is upland, mostly deciduous woodland. A management plan should be adopted that allows recreational use of the upland portion of the tract when DOT transfers it to another entity in 2008 or 2009.
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Further, Alleghany County has the western terminus of NC Bike Trail #4 beginning on the Virginia Line on NC 93 in Piney Creek, thence by 93, 221, and 21 through Sparta to Pine Swamp, then Cable Car Road to the BRP at MP 234, thence the BRP to Rash Road, thence on to Oklahoma Road and down to the Piedmont. This initiative should explore with DOT the possibility of building a bike lane in the current DOT right of way along this route in order to make the bike trail usable and safe. Such an established trail would serve to link NRSP's Stokes and Oliver tracts with Bullhead, the Parkway and Stone Mountain State Park, as it passes within a few yards of the Stokes tract, Bullhead Mountain, and the cable car site. Further, it passes within a mile or two of the Oliver tract, Sparta Bog, and the Mountains to Sea trail. Linkage of these tracts by a safe, usable bike trail would make Alleghany County a regional destination for bicyclists.

Goal: To bring together a broad spectrum of support in Alleghany County focused towards working with these public agencies to increase access to and use of these sites in a manner that does not endanger the resource.

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
James Coman/ Blue Ridge Rural Land Trust	\$12,500	Two Years to get plans in Place

Action Items:	Resources Required:	Who's Responsible:
Have such plans included in current Alleghany County Planning.	Staff & Overhead	Amy Pardue
Get support letters from many stakeholder groups in Alleghany and statewide	Ditto	James Coman
Continue negotiations on Bullhead Access Issues.	Ditto	James Coman
Restart Bullhead Hawk watch	Ditto	Jim Keighton
Initiate contact with NPS , NC DOT and Div. Of Parks and Rec. concerning changes in Management Plans	Ditto	Coman/Keighton/Blevins/Harrold

Performance Measures: Changes in State Parks Management Plans to allow such access, and NPS plans to allow access and improve the cable car site

Status: Work is underway, begun January 2005

Blue Ridge National Heritage Area
PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Alleghany Arts & Crafts Center
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Project Narrative:	The Alleghany Arts & Crafts Center is currently housed in an existing retail shop where area artisans and craftsmen display and sell their products. However, the Center is quickly outgrowing the present space and a larger facility is needed. In addition, the Alleghany Arts Council has partnered with New River Community Partners to be the physical “storefront” for the existing “New River Arts & Crafts,” an on-line shopping program for artisans, crafters and agri-business people in the regional area of Alleghany, Ashe and Wilkes counties. A larger building would include areas for exhibits, sales, and storage; classroom & demo areas; working studios; and offices for the Alleghany Arts Council and the Alleghany Arts & Crafts Center. These features would increase exposure to the arts, be a gathering place for artists and craftsmen and a presence for tourism, as well as the local community.
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Goal:	To locate existing space to renovate/convert to a center for the Alleghany Arts & Crafts Center and the Alleghany Arts Council. To become the physical “storefront” for and management of the New River Arts & Crafts on-line shopping web site.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Alleghany Arts & Crafts Center Board of Directors and the Alleghany Arts Council Board of Directors	TBD: If space is rented: approx. \$85,000 to update. If property is located to purchase, cost approx \$285,000	TBD
Alleghany Arts & Crafts Center Board of Directors and Alleghany Arts Council Board of Directors, New River Community Partners	Initial Implementation: \$85,000 Yearly thereafter, approximately \$55,000	Approx. 18 months

Action Items:	Resources Required:	Who’s Responsible:
1. Larger Space Initiative: To contact owner of an existing building and begin negotiations	\$85,000 +/- renovations to existing building – Rental amount not yet determined	Joint effort of Alleghany Arts Council & Alleghany Arts & Crafts Center Boards of Directors
2. New River Arts & Crafts Storefront: Purchase equipment, Install additional phone lines, Hire 1 full time employee to coordinate web-site management; handle on-line credit card purchases; etc.	\$85,000 start-up	Cooperative effort by Alleghany Arts & Crafts Board of Directors, Alleghany Arts Council Board and New River Community Partners Personnel

Status:	Concept Idea for both projects, with discussions between various groups on-going.
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Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Alleghany County Library Cultural Programs Center
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Project Narrative & Goal:	<p>The Alleghany County Library has for many years been the Cultural Center of Alleghany County. Monthly displays are planned, including art, crafts, quilting, photography or collectibles. Cultural programs are planned periodically which include author visits, an annual Black History Celebration, children’s programming, an annual ‘Hometown and Heritage’ Series, travelogues, and other programs of interest to the public. These various programs are made possible with the support of the Alleghany Arts Council, Friends of the Library group, local businesses, schools, and library supporters. At the current time, the library is hosting a weekly Native American Cultures Class through the collaboration of the Alleghany Arts Council and Wilkes Community College. The library also has a Genealogy Area, which is used by local patrons and also by visitors from many other states. Although the library is active in providing events to the public and in community involvement, the library has for some time experienced space problems.</p> <p>The library is currently involved in a building project, headed by the Alleghany County Library Board and members of the Friends of the Library. Plans are to incorporate space in the planned construction of a new library. This area would be for the many presentations, exhibits, cultural displays, heritage programs, lectures, etc. There is also a need for a larger Genealogy Area with a study and display area. One special need is for a Microfilm Reader/Printer for public use of census records and newspapers on microfilm, which the library currently owns. Use of these records is not readily useable because there is not way to print information.</p>
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Alleghany County Library	\$240,000 + / -	Would coincide with construction of new Library

Action Items:	Resources Required:	Who’s Responsible:
Present to Alleghany County Library Board and Building Sub-Committee for inclusion in architectural planning		Alleghany County Library Building Fund Committee

Performance Measures:	<ul style="list-style-type: none"> • Space Needs Analysis completed • Building Program completed • Community Survey completed • Community financial support has been provided
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Status:	Planning stages
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Blue Ridge National Heritage Area
PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Sparta Teapot Museum
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Project Narrative:	<p>The Sparta Teapot Museum is \$10 million project to be constructed on a 5.2-acre campus in downtown Sparta. The proposed 30,000 square foot facility will house gallery space, a museum store, a tearoom, a recital/lecture hall, classrooms, and studio space. This cultural experience will offer educational programs and expose the country to an exceptional artistic product.</p> <p>The core exhibit of the museum will be the <i>Kamm Teapot Collection</i>, owned by Sonny & Gloria Kamm of Los Angeles. This internationally renowned collection consists of more than 8,000 artist-made, antique, and novelty/production teapots. <i>The Artful Teapot</i>, a touring exhibition featuring 250 pieces, has been setting attendance records at museums across the continent since 2002.</p> <p>The Sparta Teapot Museum is vital to sustaining the economy not only of Alleghany County but also of the entire northwest region. Southwestern North Carolina has been capitalizing on cultural tourism for years, and this museum initiative is a way to strengthen cultural tourism in the Northwest. The regional timing could not be any better for this project given the budding Yadkin Valley Viticulture; the new, highly acclaimed Blue Ridge Music Center (which is slated to become the Blue Ridge Parkway’s most visited attraction); and the recent rejuvenation of Main Street West Jefferson with the emergence of dozens of galleries and design shops. This does not include the plethora of woodworkers, potters, and weavers whose private studios are attractions in themselves and the world-renowned Ben Long frescoes that are also here in this corner of the state. The State’s traditional and contemporary artisans and musicians make North Carolina a destination for arts enthusiasts and casual travelers alike. The Sparta Teapot Museum is a way for Alleghany County and the Town of Sparta to tap into the northwest region’s up-and-coming cultural tourism market and to contribute a significant attraction to this ever-advancing industry. Since cultural tourists are likely to experience four or five activities on each trip and spend up to 25% more than regular travelers, the Sparta Teapot Museum’s effect on the local economy will be substantial.</p> <p>Ceramics have always played a significant part in the development of western North Carolina as one of the foremost craft regions in the world, and it is only fitting that the world’s largest teapot collection be housed in the Blue Ridge. North Carolina is well represented in the <i>Kamm Teapot Collection</i> with pieces by Michael Sherrill, Cynthia Bringle, Ben Owen I, and other regional potters. In addition, the collection includes historic Pisquah Forest Pottery and quite a number of teapots by various faculty members and students from the Penland School of Crafts, not to mention the hundreds of artists that have been inspired and influenced by North Carolina’s craft tradition. Sonny and Gloria Kamm remain active collectors, and after committing their collection to North Carolina’s mountains, they have a heightened awareness of the region’s rich craft heritage and are now actively seeking out North Carolina teapots and artists.</p> <p>The Kamms and New River Community Partners recognize that craft and design are important parts of Blue Ridge Mountain Heritage; therefore, in addition to teapots, the museum will also feature the work of regional artisans and will frequently host artists-in-residence. Effective</p>
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educational outreach is a primary goal for the Sparta Museum Project, and its Board of Directors is committed to forming partnerships with the local school system, the local community college, and regional universities to promote the cultural link between art and heritage in order to enrich the lives of local citizens.

The Sparta Teapot Museum is innovative economic development at its best. As the catalyst for downtown revitalization, the Sparta Teapot Museum will greatly enhance the local tourism and hospitality industry and enable Sparta to attract more than 60,000 new visitors each year; to establish itself as a regional cultural destination; and to generate numerous entrepreneurial opportunities, such as new shops, restaurants, galleries, and overnight accommodations. The project is expected to create 123 new direct and indirect jobs, as well as pump \$7.5 million new tourist dollars into the local economy. Such an investment is expected to result in \$537,000 in increased sales and occupancy tax revenue for the local governments. In addition to a community facility and an educational resource, the museum will be the only specialty teapot museum in the U.S. and is the perfect complement to northwestern North Carolina's strong craft tradition.

Goal:	The mission of the Sparta Teapot Museum is to share a unique cultural and educational experience and to enhance the economic development of the region.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Patrick Woodie; Sparta Teapot Museum Board of Directors	\$10,000,000	Early 2008

Action Items:	Resources Required:	Who's Responsible:
<ol style="list-style-type: none"> 1. Create organization 2. Develop capital campaign 3. Coordinate design and construction of museum 4. Content development (exhibitions, education, etc.) 5. Public relations campaign 6. Assist town with Main Street revitalization efforts 	<ul style="list-style-type: none"> • Museum consultants • Administration • Marketing plan • Business plan for museum store • Facility 	<ul style="list-style-type: none"> • New River Community Partners • Sparta Teapot Museum Board of Directors • Town of Sparta

Performance Measures:	Successful capital campaign to raise necessary funds for completion of museum. Marketing and feasibility study to evaluate actual attendance and economic impact
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Status:	Currently in architectural pre-design; capital campaign is underway
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**Blue Ridge National Heritage Area
PRIORITY INITIATIVE WORKSHEET**

Initiative Title:	Unified Signage
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Project Narrative and goal:	This project envisions standard signage designs to identify and provide directions to various attractions and amenities. While DOT provides signage for a number of resources, their guidelines are at times constricted, particularly in rural areas where resources may be isolated. These guidelines would supplement and expand on available signage for attractions, historic places, driving loops, etc. While this project would benefit Alleghany County, its maximum benefit would be if it were region-wide such that as visitors traveled between counties, signage would be similar, and signage could direct visitors to and from locations across county lines. Locally it would also include signs marking path of Lakes to Florida Highway and improved welcome signs at county entrances, particularly at US 21-221 entrance from Virginia and US 21 at Roaring Gap and NC 18 at eastern Alleghany border with Surry, gateways to Blue Ridge.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Town of Sparta/ Chamber of Commerce	\$14,000	2 years

Blue Ridge National Heritage Area
PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Music of Alleghany County
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Project Narrative	<p>Old-time music is the musical heritage of these mountains. An interest in old-time is growing all over the country. This region of the mountains is looked to by traditional musicians of the rest of the country as the source. Old-time festivals are increasing in number every year. Already there are several places around town and the county where events could be staged. The proposed teapot museum has both an indoor stage and outdoor stage in its plans which could possibly be used for festival events. A broad spectrum of people attends festivals of traditional American music. Many vacationers to the mountains, as well as locals, attend fiddler’s conventions in the summer. The rich music heritage of this region helps to bring people together and provides a greater understanding and appreciation of the mountains and the people.</p> <p>Sparta hosts a Fiddler’s Convention every summer that is very well attended. Organizing an additional music festival that focused on old-time music would strengthen the music community and build on the area’s rich music heritage. In addition, it would attract more tourists to the area and create entrepreneurial opportunities throughout the county.</p>
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Goal: To organize an old-time festival in Sparta

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
T.J. Worthington	\$30,000.00	TBD

Action Items:	Resources Required:	Who’s Responsible:
<ol style="list-style-type: none"> 1. Organize a task force to explore concept and feasibility of another festival 2. Develop festival plan which would include organizational details of hosting festival, possible musicians, marketing, budget, and fundraising 		T.J. Worthington

Status:	Concept
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Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Junior Appalachian Musicians (JAM)
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Project Narrative:	Junior Appalachian Musicians (JAM) introduces the children of Alleghany County, NC to traditional music, which is their heritage. Offered since Spring 2000 as an after school program at Sparta Elementary School, JAM offers structured instruction on string band instruments to small groups (fewer than 10 students per instructor) of middle school youth. Taught by noted traditional artists, an average 60 students per year learn to play fiddles, banjos, mandolins, guitars, dulcimers and acoustic basses. An economically depressed region, Alleghany County offers few cultural or recreational resources to families. Through JAM we are revitalizing a cultural heritage that has waned in recent generations by providing activities that can involve whole kinship groups.
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Goal:	Introduce Appalachian children to their traditional mountain music heritage and assist traditional artists in developing teaching techniques to help preserve this vital heritage.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Lujean Keeper, Program Director	\$49,637 annually	Existing, ongoing project

Action Items:	Resources Required:	Who's Responsible:
<ol style="list-style-type: none"> 1. Provide instruction in traditional Appalachian music to 50 to 60 students per semester. 2. Provide a cache of instruments on which students may learn and practice. 3. Expose students and families to local master musicians and recreational music opportunities through at least 5 field trips and 3 visits by performing artists. 4. Provide outreach to expose all elementary school children in Alleghany County schools to traditional music. 	<ul style="list-style-type: none"> • Instructors • Administration • Transportation • Instrument maintenance & repair • Facility 	<ul style="list-style-type: none"> • Program Director • Advisory Board

Performance Measures:	<ul style="list-style-type: none"> • Monitoring and review of instructional and practice classes • Student and parent surveys at the beginning and end of instructional cycles • Maintenance of records of media coverage, photographs and experiences verifying participation
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Status:	ongoing
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Blue Ridge National Heritage Area
PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Sparta Streetscape and Development Plan
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Project Narrative:	<p>Sometime between the fall of 2007 and the spring of 2008, the Sparta Teapot Museum is expected to be completed. This is a \$10 million cultural center that is planned for 5.2 acres of a town square one block from Main Street that will be the permanent home of the 10,000+ piece Kamm teapot collection. While this project will be a boon to area tourism, the project will forever alter this small town and will shape traffic and development patterns for the future and could <i>inadvertently degrade the historic character of the community</i>. The Sparta Streetscape and Development Plan will work with citizens and community leaders to develop a streetscape plan that protects historic buildings and resources of the town while integrating them with the teapot project plans. This will include recommended changes to town zoning; needed changes/upgrades to town water, sewer and electrical utilities; analysis of projected traffic flow with recommendations for development; and other measures and ordinances to ensure orderly integration of the Sparta Teapot Museum and the changes that it is expected to bring.</p> <p>This planning process will work closely with Sparta Teapot Museum architects and board and with the pedestrian planning project (both in process) to ensure an integrated final proposal. <i>To be effective, this plan needs to be implemented ASAP</i> so that it can be developed in conjunction with these ongoing projects and be completed in the same timeframe as museum construction.</p>
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Goal:	Create a streetscape plan to include development guidelines for expected growth and beautification efforts, standards for signage, outdoor lighting and furnishings, and for the design and construction of commons areas.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Bryan Edwards, Town Manager	\$45,000	2 years

Action Items:	Resources Required:	Who's Responsible:
Streetscape Plan through NC State College of Design	\$5000.00	Prof. James Tomlinson
Contract for professional architectural and engineering services to implement streetscape recommendations, upgrade zoning, improve/upgrade infrastructure and utilities.	\$40,000	Bryan Edwards

Performance Measures:	Streetscape consensus by citizens and adoption by Sparta Town Council Adoption by Sparta Town Council of recommended architectural and engineering changes.
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Status:	Planning
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Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Publish a Guide to Birding Trails in Alleghany County, N. C.
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Project Narrative:	Alleghany County contains many sites in public ownership that currently attract birders both locally and from across the state, but these are not formally listed in any guidebook, nor are they linked together with written driving/hiking/canoeing instructions. Publication of a guidebook would allow a much greater local emphasis on birding, and attract birders to the area from the N. C. and S. C. piedmont, as well as from across the southeastern U.S. Bird watching has become a great opportunity to develop into sustainable tourism in communities as people tend to stay longer and spend more money in the local community. Alleghany County also has a very active birding community, led by Blue Ridge Birders, a non-affiliated 3-county bird club. Assembling the lists of sites, and birds to be seen at each, will be quite easy.
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Goal:	To bring together the already existing knowledge of bird populations and locations into a printed guidebook.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
James Coman/ Blue Ridge Rural Land Trust John MacConnell/Blue Ridge Birders Jim Keighton/ Mahogany Rock Hawkwatch Eric Harrold/Blue Ridge Birders	\$7,500 in total	One Year

Action Items:	Resources Required:	Who's Responsible:
Assemble List of Sites	Staff time and overhead	Keighton/Harrold/others
Write Narrative for Each Site, basically What is there when.		Keighton/Harrold/Blevins/others
Write driving/walking/canoeing directions	Ditto	Ditto
Get Printed	Estimate \$3000	Ditto

Performance Measures:	Production of published booklet indicates success
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Status:	Work can start immediately
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Blue Ridge National Heritage Area
PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Alleghany County Outdoor Recreational Map and Signage
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Project Narrative:	<p>Alleghany County offers numerous recreational opportunities for visitors to enjoy. While tourists may be knowledgeable of the larger attractions such as the Blue Ridge Parkway, other attractions may be overlooked. A quality detailed map that encompasses all public and private sites that offer outdoor recreation would help inform and direct visitors while promoting tourism for the county. While the map would place an emphasis on county attractions, it would also include major attractions in the region as well. County sites included but are not limited to: Blue Ridge Parkway, Stone Mountain State Park, New River State Park, Doughton Park, New River, Little River, Mountains to Sea Trail, private campgrounds, private canoe rental, sporting goods stores, private fishing lakes, numerous streams and vistas. Regional sites include: Mount Rogers, Cumberland Knob Park, W. Kerr Scott Lake, ski slopes, Julian Price Park, Mosses Cone Park, additional campgrounds, rental businesses, and other associated businesses. Recreational opportunities included but are not limited to: camping, biking, canoeing, tubing, fishing, hunting, hiking, bird watching, climbing, backpacking, photography, and wildlife viewing. Site-specific maps are available when arriving at certain attractions, but no comprehensive map is available. The map would serve as a planning guide for multiple night trips or just a day outing for visitors and residents. The major cost of the map would be research, layout, artwork, and the initial printing. Thereafter, the map could be sold at a minimal cost to offset the printing charges.</p> <p>Roadside signage for the locations listed on the map would also be needed. Simple attractive signs could be erected to help visitors find their destination to ensure that the time in the county is spent on enjoying recreation and not trying to find the location. An example of the need is currently no sign in Alleghany County directs visitors to Stone Mountain State Park (NC's second largest State Park) because the Department of Transportation has chosen to bring all visitors in to the park via Wilkes County roads. Since the park is located in both Wilkes and Alleghany counties, it is important to provide direction from both counties. This initiative only includes the signs for Stone Mountain State Park since it was established as a priority by the committee and another county initiative already requests signage elsewhere.</p>
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Goal:	To promote tourism by providing information in the form of a comprehensive county/regional recreational opportunities map and to erect signs directing visitors to Stone Mountain State Park.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Committee of interested private/government individuals, residents and groups. Lead by the Chamber of Commerce.	\$10,200	One year

Action Items:	Resources Required:	Who's Responsible:
Research and compile information about all recreation in the county and region. Input would be solicited from residents, businesses, volunteer groups, local outdoorsman and government officials	\$0.00	Committee of interested private/government individuals, residents and groups. Lead by the Chamber of Commerce.
Design and printing of initial map	\$10,000	
Sign for Stone Mountain State Park	\$200.00	

Performance Measures:	Research completed on sites and sign priorities. Printing and distribution of map throughout region.
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Status:	concept
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Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	WCC Alleghany Center Professional Arts Program Initiative
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Project Narrative:	<p>The Alleghany Center of Wilkes Community College is located in the heart of the Blue Ridge in an area that is known for its rich craft and music heritage. Its close proximity to the Blue Ridge Music Center, North Wilkesboro, home of the internationally known MerleFest, and the many local musicians and artisans in the region, position Alleghany County as a prime target area for developing entrepreneurial opportunities and attracting additional artisans to this area.</p> <p>The initial focus of the Professional Arts Program (WCCPAP) will be based upon the identified needs of Alleghany County and will include programs in Wood and Metals. The Program will also focus on providing artisans with a good foundation of business skills necessary to run and operate a successful entrepreneurial enterprise.</p> <p>The Metals program will be directly related to heavy metals to address the needs of local industry in the metal furniture and sculpting markets (i.e. Charleston Forge). The Wood program will focus upon instrument building and construction to support the strong music heritage in this region. This program will enhance the WCC market identification with MerleFest, and the goal of attracting more musicians to the area.</p> <p>Finally, the WCCPAP will enhance regional opportunities through continuing education programs already in existence at the center. This will include basket weaving, various painting forms, photography, clay, woodworking, fibers and materials.</p>
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Goal:	To establish support for Heritage Tourism in Alleghany County and the region by providing educational opportunities to enhance the skills of local artisans in designing, creating, marketing and selling local craft products.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Jayne Phipps-Boger	\$330,000	24 months

Action Items:	Resources Required:	Who's Responsible:
1. Complete Business Plan A. Feasibility Study B. Advisory Committee C. Incorporate collaborative opportunities D. Identify space, equipment, supply and personnel resource requirements	\$20,000	Jayne Phipps-Boger
2. Secure Funding A. Identify Funding Resources B. Complete Funding Requests	Matching Resources	Advisory Committee
3. Seek Approvals		

A. WCC Board B. Alleghany County Commissioners C. NCCCS		Jayne Phipps-Boger
4. Implement project plans for Professional Arts Program A. Equipment B. Staff C. Supplies	\$180,000 \$100,000 \$ 30,000	Jayne Phipps-Boger

Performance Measures:	<ul style="list-style-type: none"> • Number of Enrollees in Professional Arts Programs • Number of Enrollees in Continuing Education Programs • Number of Enrollees in Artisans Business Programs • Number of graduates • Number of graduates who produce marketable products for sale within Alleghany County and region
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Status:	Planning stage with Advisory Committee in place.
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ALLEGHANY COUNTY BLUE RIDGE HERITAGE DEVELOPMENT INVENTORY

Natural Assets

1. New River State Park: Several large tracts along river, few afford access by public
2. Stone Mountain State Park: Poor signage from Alleghany County
3. Bullhead Mountain State Natural Area (**currently no access**)
4. Blue Ridge Parkway: Various developed sites, activities and services (food, gas, lodging)
5. NC-DOT Bike Trail #4 (Piney Creek to Roaring Gap, thence to coast)
6. Mountains-to-Sea Trail
7. The old cable car site on Mahogany Rock Mountain – Has development possibilities, but currently used by the BRP as a dump.
8. Conservation organizations: Blue Ridge Rural Land Trust, Conservation Trust for North Carolina, National Committee for the New River (New River riparian corridor)
9. New River: canoeing, tubing, kayaking, fishing, camping, party venue
10. Birding: active bird club, good viewing sites, organized county.
11. Horseback Riding: local club, one new business providing boarding/services
12. Canoe Livery businesses: 5 on New River, 2 in the county
13. Private Campgrounds
14. Hunting on private land - by lease, permission, trespass or road-hunting
15. Bob Thompson farm – aka Sparta Bog, mitigation project, 320 acres, **no access**, spectacular Woodcock site
16. Little River Natural Dam site (private at present)
17. Trout Fishing on many streams
18. Ice Climbing: limited draw, potential danger
19. Rock Climbing
20. Rappelling: limited, but could be expanded
21. Natural Events through the Year
 - a. Fall Hawk Migration – September-October
 - b. Spring Passerine Migration – late April, May
 - c. Monarch Butterfly Migration – September
 - d. Green Darner Migration – September\
 - e. Fall Leaf Color season – October
 - f. Spring Wildflower Season –April, May
 - g. Woodcock courtship display – February, March
 - h. Turkey strutting – March, April

Music Assets

RADIO STATIONS PLAYING SOME LOCAL MUSIC

1. WCOK AM Sparta: Backwoods Beat Music Hour; Cindy Baucom, Elkin, weekly two-hour show of current chart bluegrass.
2. WPAQ AM Mt. Airy: All old-time and bluegrass of the Central Blue Ridge.
3. WKSK AM W Jefferson: Weekly bluegrass and old-time show
4. WBRF FM Galax: Plays bluegrass and old-time of the region periodically. J.D. Higgins, Sparta, hosts *Country Gold*, popular locally

LOCAL LIVE MUSIC VENUES

1. CROUSE HOUSE: Monday night bluegrass jam
2. ALLEGHANY JUBILEE: Live bluegrass, old time and other music three times a week, modest admission.
3. THE HILLBILLY SHOW: Annual fundraiser featuring local talent.
4. BURGISS BARN: Saturday night supper and dance barn, traditional music
5. BACKWOODS BEAT MUSIC: A weekly old-time jam
6. FIDDLER'S CONVENTION: In the middle of July every year at the fairground.
7. ALLEGHANY COUNTY FAIR: old-time, bluegrass and gospel groups perform
8. SPARTA SCHOOL AUDITORIUM: Available for musical events.
9. OLD-TIME MUSIC JAM: Saturday at Stone Mountain Country Store near Stone Mountain State Park.
10. THE HIGHLAND CAMERATA: Choral music by VA and NC residents
11. INSTRUMENT MAKERS: A number in the area

IN COUNTIES AROUND US

1. WAYNE C HENDERSON MUSIC FESTIVAL AND GUITAR COMPETITION
2. BLUE RIDGE MUSIC CENTER: BRP music venue
3. ASHE CIVIC CENTER: Features regular traditional music offerings
4. FAIRVIEW RURITAN: Features regular traditional music offerings
5. JAM SESSIONS AT GRAYSON HIGHLANDS STATE PARK: Sundays in summer and fall
6. REX THEATER: In Galax. Friday night is a free old-time, bluegrass concert.
7. ANDY GRIFFITH THEATER: Periodically features bluegrass and old-time bands.
8. BLUE RIDGE BACKROADS MAGAZINE: Free tabloid.
9. THE ROCK BANDS: Various local bands, few local venues to play

LOCAL ANNUAL FIDDLERS CONVENTIONS

1. Alleghany Co. NC, 3rd weekend in July
2. Ashe Co, NC, 1st Saturday in August
3. Elk Creek, Grayson Co, VA last weekend in June
4. Fairview, VA, Last weekend of March
5. Fries, VA, 3rd weekend of August
6. Galax, VA, A weeklong event from Monday to the Saturday of the 2nd weekend of August.

OTHER EVENTS

1. MOUNTAIN HERITAGE FESTIVAL, Sparta: Live entertainment on Main Street as part of crafts fair, 4th Saturday in September
2. BRINEGAR DAYS: Blue Ridge Parkway celebration of area mountain heritage, including music, first weekend in August.
3. OLD FASHIONED DAYS: Heritage festival at Stone Mountain State Park. Normally in October, but not scheduled for this year because of construction.

Arts Assets

1. Alleghany Arts & Crafts Center
2. Alleghany Community Theatre
3. Photography Exhibit/Contest
4. Quilt Show
5. English Tea
6. Hometown & Heritage Cultural Series

7. New River Arts & Crafts
8. “Summer Pops Concert” – North Carolina Symphony
9. Black History Celebration
10. Summer Reading Program
11. Monthly Cultural Displays – Alleghany County Library
12. Alleghany County/NC Senior Games – Arts & Crafts Events
13. Hillbilly Comedy Music & Variety Show
14. FESTIVALS and ARTS & CRAFTS EVENTS: Mountain Heritage Festival, Studio Hop (Artisans/Crafts/Potters), “ART IN THE PARKing Lot”, Story Telling Festival, Our Lady of Guadeloupe, Stone Mountain “Old Fashioned Day:”, Brinegar Days – Blue Ridge Parkway, “Be Healthy, Be Happy” Celebration, “Choose & Cut” Christmas Craft Fair
15. Artisans: Artists – Multimedia, potters, quilters, weavers, basket makers, woodworkers, soap makers, calligraphers, illustrators, writers, bakers/candy makers, others

Agricultural Assets

- 1 Alleghany County Fairgrounds
- 2 Woodruff Home Place, Laurel Springs
- 3 Farmers Hardware, Sparta, since 1936
- 4 C.J. Hardware, Sparta
- 5 Kennedy Store, Piney Creek
- 6 Old Nile Scale House
- 7 Old Nile Post Office
- 8 Hugh Hash tractor and machinery collection
- 9 Maxwell Museum machinery and tool collection
- 10 All existing operational beef, dairy, Christmas tree farms (growing Fraser fir, a species endemic only to the Southern Appalachian)

Historical Assets

1. The Alleghany Historical-Genealogical Society was formed at a meeting held August 13, 1978. The purpose is to preserve the local history and promote genealogical research. Membership totals 130, approximately 100 are non-residents.
2. The first project was to do a census of all the cemeteries in the county. The information was compiled and published in a book, *Alleghany County Cemeteries Through 1986*.
3. A total of six books have been published or re-published and are currently for sale, with the proceeds to go toward a museum fund.
4. A current project is to compile information and publish another volume of the *Alleghany County Cemeteries* to bring it up-to-date. That includes trips to cemeteries to verify their location and those buried.
5. Once a year the group makes a trip to some place of historical interest, such as Appalachian Cultural Museum in Boone, N.C.
6. One main purpose of the society from the beginning has been to have a museum to display items that represent the way of life in the past in the county. Our longest living member, Mary Harless, who died at age 102, left a sizable sum for the purpose of helping to establish a museum.
7. Historical buildings: Several on National Register (e.g. Courthouse, Brinegar cabin, Weaver home), others not but over 50 years old (e.g. most of downtown central business district, numerous old homes in the county).
8. Historic highways: US 21-Lakes to Florida Highway; Blue Ridge Parkway

Tourism Infrastructure

Private businesses that provide services that are important to the tourism effort.

Media: Alleghany News, WCOK

Motels

Conference facilities

Moravian Camp
Restaurants
Sporting Goods Stores
Guide Services
Web Design Services

Businesses that attract visitors and/or provide activities for visitors.

1. Gift/specialty merchants: e.g. Country Homestead, Roadhouse Antiques
2. Tourist oriented merchants: e.g. Farmers Hardware, Winds of Time
3. Crafts-people: e.g. Mangum Pottery, Blue Ridge Woodcrafters
4. Wineries
5. Golf Clubs
6. Choose and Cut Tree Farms
7. Canoe Rentals
8. Music Venues: e.g. Burgiss Barn, Alleghany Jubilee
9. Sparta Industries (offers tours)
10. Fish Ponds

Businesses that both provide services and can serve as an attraction to the area.

1. Private Campgrounds
2. Billingsway Farm (horseback riding, boarding)
3. Backwoods Beat Music
4. B&B Inns
5. Vacation Rentals

Government/non-profits that provide services that support tourism.

1. Alleghany Co. Public Schools (venue provider)
2. Alleghany In Motion (shuttle service/transportation provider)
3. Co. Recreation Department/Fairgrounds Committee (Manage the County Fairgrounds, an important activity venue.)
4. County Fairgrounds (venue)
5. Chamber of Commerce/Visitor's Center
6. Sparta Revitalization Committee
7. Cooperative Extension (Organizational help for County Fair, Demolition Derby, etc.)
8. Community Organizations: e.g. Arts Council, Garden Clubs
9. REAL (help for entrepreneurs)
10. Blue Ridge Rural Land Trust (protect land for public use)

Government/non-profits that provide attractions

1. Craft co-ops: e.g. Arts & Crafts Store, Alleghany Quilters Guild
2. Churches (entertainment offering, usually music)
3. Community Theatre
4. Civic Clubs: e.g. Lions Club Horse Show, Shiners Car Show
5. Sparta Teapot Museum
6. Crouse House Pickers

Government/non-profits that provide both attractions/services that support tourism

1. National and State Parks (e.g. campgrounds, restaurant, motel): e.g. Blue Ridge Parkway, Stone Mountain State Park, New River State Park
2. Wellness Center
3. Crouse Park (Town owned) /Farmers' Market
4. Library cultural and genealogy programs