

**Haywood County
Heritage Development Plan
Produced for the
Citizens of Haywood County**

WITH 2006/2007 UPDATES & REVISIONS

Haywood County Heritage Development Plan

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An Overview of Haywood County's Heritage and Assets

Haywood County was formed in 1809 from a section of Buncombe County which had previously occupied all of this corner of North Carolina. It was named for John Haywood - North Carolina State Treasurer from 1787 to 1827. It is surrounded by the Great Smoky Mountains on the north, the Newfound Mountains on the east, the Pisgah Ridge on the south and the Balsam Mountains on the west. Elevations range from 1400 feet at Waterville on the Pigeon River in the north part of the county, to 6621 feet on top of Mt. Guyot.

American settlers of European descent began arriving in the area during the mid-1700's and their descendants have stayed to build traditions of mountain life including a richness of crafts and mountain music, farming and a gentle southern style. For thousands of years, the Cherokee, and other tribes before them, enjoyed the beauty and richness of Haywood County. Their presence is still felt through legends and place names in the area, such as "Cataloochie". One of the lesser known areas of the Great Smoky Mountains National Park is the area known as Cataloochee in the eastern part of the park and in Haywood County. Originally a thriving, self-sustaining, pioneer community set in a beautiful mountain valley, Cataloochee is occupied today by tourists and wildlife. Many of the old homes and structures remain giving a glimpse of life when the area was isolated from much of the world. There are many trails in the area and also a very fine stand of old growth forest.

These days Haywood County is well connected to the rest of the world through an excellent highway system and a well-developed communications network, including plenty of options for Internet access. It wasn't always the case. For many years, the mountains made transport difficult and the early settlers, many of Scotch and Irish descent, were dependent on themselves and the richness of the area for their livelihoods. A strong sense of independence developed that fostered great traditions that today are manifested by bluegrass music, clogging, and a wealth of arts and crafts. Opportunities abound for immersion in the mountain culture with many Galleries, Attractions and Festivals celebrating our mountain heritage and of course, great outdoor recreational opportunities.

- adapted from Waynesville Chamber of Commerce

The Heritage Planning process in Haywood County

The overarching objectives in Haywood County's heritage development plan relate to historic preservation and celebration of Haywood County's cultural resources. A core team of community leaders representing the Tourism Development Authority, the Economic Development Commission, the Historical Society, the Downtown Waynesville Association, accommodation owners, corporate interests and others organized the content presented on the following pages.

In recent years, Haywood County has had a number of successes regarding heritage development. They include the revitalization of downtown Waynesville (a model for the region and state), the restoration of the Colonial Theatre in downtown Canton, the reintroduction of elk into the Cataloochee Valley, and in 2004 Maggie Valley celebrated its sesquicentennial with a variety of heritage celebrations and events.

The initiatives outlined on the following pages are the culmination of a review of community feedback, alongside important dialogue regarding the impact and feasibility of the many projects discussed. The TDA developed a thorough inventory of heritage resources organized according to the BRNHA legislation, and this information was used as a jumping off point for dialogue regarding needs and potential initiatives Haywood County should consider in order to retain its heritage and unique characteristics. Feedback from the community provided a valuable framework for the heritage planning team in assessing Haywood County's priorities and challenges. In addition, the planning team coordinated placement on the agendas of several important community organizations, including the county-wide community development council, the EDC board, Rotary club, etc. Using the community education tool, the planning team had an opportunity to seek feedback and solicit involvement in the process.

**HAYWOOD COUNTY HERITAGE DEVELOPMENT PLAN
SUMMARY CHART of Initiatives for Haywood County**

Initiative Name	Estimated Costs
Promoting Farmers' Tailgate Markets as an Agricultural Heritage Experience: Appalachian Sustainable Agriculture Project (ASAP) - annual	\$130,000
Living Heritage Weekends (aka Cold Mountain Expeditions)	\$20,000
Folkmoot of the Americas	\$211,910
Establish Cultural Heritage Museum at Ghost Town in the Sky	\$100,000
Haywood Co – Bicentennial?	
Historic & Cultural Resources Commission	\$5,000
Perpetuating the region's traditional music for youth (modeled after and an expansion of the JAM program)	\$85,000
Public Art Trail	\$500,000
Rutherford Trace	Regional Initiative
Heritage Signage System	Regional Initiative
Revitalization and Rehab of Historic Frog Level	\$1,175,000
Wheels Through The Blue Ridge	\$61,360
GRAND TOTAL	\$2,288,270

Initiative Title:	Promoting Farmers' Tailgate Markets as an Agricultural Heritage Experience: Appalachian Sustainable Agriculture Project (ASAP)
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Project Narrative or Description :	<p>Destination Development Consultant Roger Brooks recently told a WNC audience that visiting farmers' markets is one of the top 8 activities among baby boomer travelers. At the same time, the BRNHA contains a vast economy of family farms struggling to emerge from the tobacco buyout and the globalization of agriculture, with direct sales of farm goods to the public providing one beacon of hope.</p> <p>This ongoing initiative provides media, visitors, and locals with accurate and appealing information to help them find their way to an authentic, fun, and economy-enhancing experience buying direct from farmers at the 36 farmers' tailgate markets within the BRNHA. Appalachian Sustainable Agriculture Project (ASAP) has a proven track record of experience in promoting local farm and food destinations including farmers' markets. ASAP does this through interaction with newspaper and magazine writers, collaboration with tourism development authorities and chambers of commerce, distribution of the <i>ASAP Local Food Guide</i>, and assistance provided to the markets themselves to aid in self-promotion and organization. A website, www.buyappalachian.org, provides searchable links to hundreds of farm-based activities and all local farmers' tailgate markets.</p> <p>Looking forward, these promotions can enhance the BRNHA by:</p> <ol style="list-style-type: none"> 1) ASAP staff working as directed by the BRNHA to make location-specific web information and Local Food Guides available to each County Heritage Planning Team as requested, . 2) ASAP staff providing "best practices" information regarding market organization and promotion to County Heritage Planning Teams as requested. A document, the "Appalachian Grown Farmers' Market Toolkit" was completed in 2006 and gathers needed information for farmers interested in selling direct to customers at market. This can be made available. 3) ASAP cross-promoting heritage-related events to its existing audience of farmers, retail businesses, and consumers.
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Goal:	The primary goal of this project is to build economically viable markets for the BRNHA's 12,000 family farms so that they will still be working farms for many years to come. Secondary goals include providing an authentic, delicious connection to agriculture heritage for visitors and residents of our region; and assisting in the success of the BRNHA by helping bring farms into the heritage experience.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Appalachian Sustainable Agriculture Project Charlie Jackson, Executive Director Peter Marks, Program Coordinator	Basic yearly budget for these activities is \$130,000. Cost of specific initiatives mentioned above will vary depending on level of interest.	Ongoing. The Local Food Guide is printed yearly in the Spring.

Action Items:	Resources Required:	Who's Responsible:
<p>-print Local Food Guide yearly (100,000 copies in 2007)</p> <p>-distribute Local Food Guide to 250 locations and all visitor and welcome centers.</p> <p>-work to coordinate and promote farmers' markets and expand membership in Mountain Tailgate Market Association, which provides organizational and marketing support to farmers' markets.</p> <p>-share best practices for design and promotion of farmers' markets as requested by local market planners. Share "Appalachian Grown Farmers' Market Toolkit" as requested.</p>	<p>About \$30,000 print cost. Large amounts of ASAP staff time for design and coordination. Participation by area tourism officials.</p> <p>-meeting space, promotional budget for market promotions (\$10,000 in 2006 would need to expand to promote markets in other areas).</p> <p>-ASAP staff time, meeting locations, participation by market managers throughout region.</p>	<p>-ASAP staff</p> <p>-ASAP staff, contracted distributor, welcome centers.</p> <p>-ASAP staff</p> <p>-ASAP staff</p>

Performance Measures:	Success of farmers' markets can be measured through customer counts, farmer surveys, counts of number of markets or numbers of farmers. Previous ASAP research has established data about the benefit of farmers' markets to surrounding businesses, and this can be applied to develop a rough guess as to broad economic impact.
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Status:	Appalachian Sustainable Agriculture Project makes it a priority to fund farmers' market support and promotion activities each year. Specific outreach to multiple BRNHA counties is pending funding and expression of interest. A more sophisticated and interactive web-based farm tourism planning tool is in the development stage and seeking funding. The Mountain Tailgate Market Association is currently comprised of 12 member markets and invites expansion.
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Initiative Title:	Folkmoot of the Americas
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Project Narrative:	<p>Over the past 21 years, Folkmoot USA has promoted friendship and cultural exchange with countries around the world. Folkmoot of the Americas will be based on the Folkmoot USA template and promote a similar exchange of indigenous American culture.</p> <p>Folkmoot of the Americas will provide a unique platform for partnerships across the region and unique opportunity to showcase the BRNHA's indigenous population, the Cherokee.</p> <p>A working committee of Folkmoot and EBCI Marketing & Promotions leadership has begun work on the concept and recently received a planning grant from the Cherokee Preservation Foundation to insure production of Folkmoot of the Americas is high-quality and well-planned.</p>
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Goal:	To produce a 10-day festival celebrating indigenous American cultures, based on the well-oiled Folkmoot USA template and in partnership with the Eastern Band of the Cherokee Indian.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Folkmoot USA in partnership with EBCI Marketing & Promotions Office	\$ 211,910	Inaugural Festival produced in September 2005, and annually thereafter

Action Items:	Resources Required:	Who's Responsible:
Planning Phase – will determine roles of partners, participating populations, and determine funding and marketing strategies	\$11,910 – funding approved by CPFdn	
Production and Presentation of Inaugural Festival	\$200,000 - estimated	
Performance Measures:		
Status:		

Initiative Title:	Establish Cultural Heritage Museum at Ghost Town in the Sky
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Project Narrative or Description:	<p>A “live” working cultural heritage museum focusing on regional core themes of agriculture, the Cherokee, indigenous craft and traditional mountain music will be established as a part of the new ownership and operation of the Ghost Town in the Sky attraction in Maggie Valley. The museum will be operated as a non-profit organization at the Ghost Town site and made available to the public, school children and Ghost Town attraction visitors. In addition to the core themes identified above, the museum will provide an educational and interpretive exhibit of the development of the Ghost Town attraction and its influence on the regional economy and the tourism industry starting in 1960 when construction began, continuing through the present. Historical research will be conducted to locate original employees and entertainers that are still living and gather salient information on deceased but significant former employees and entertainers as well as historical artifacts, photos, etc. of the “early” Ghost Town years. Educational exhibits of the impact of Ghost Town on development in and around Maggie Valley and its economic impact on Haywood County and the region over its 45-year existence will be available. The museum will be of an educational and historical quality to warrant engagement with the public schools in the region as a classroom resource.</p>
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Goal:	To create at the Ghost Town in the Sky attraction site a cultural heritage museum focusing on core regional themes including agriculture, the Cherokee, craft, music as well as providing an educational interpretation of the impact of the Ghost Town attraction on the regional economy and the development of the tourism industry in Southwestern North Carolina.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
David Huskins/Smoky Mountain Host; Hank Woodburn/Ghost Town Partners, LLC	\$75,000 - \$100,00	8 months

Action Items:	Resources Required:	Who’s Responsible:
Develop planning document & final budget	n/a	Smoky Mt. Host
Renovation of facility (existing at Ghost Town)	\$25,000 - \$35,000	Ghost Town Partners
Interpretive consultants	\$20,000 - \$30,000	SMH/GT Partners
Exhibit design & construction	\$30,000 - \$35,000	SMH/GT Partners

Performance Measures:	Benchmarking of action items; budget; progress reports.
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Status:	Conceptual.
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Initiative Title:	Historic Frog Level – National Historic District
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Project Narrative:	<p>The Historic Frog Level Merchants Association sought and received designation of Haywood County’s original business district as a National Historic District. The district is located adjacent to the vibrant, revitalized Main Street in downtown Waynesville. The Historic Frog Level Merchants Association is a thriving organization, with new property owners in the district enthusiastically undertaking façade and interior restoration projects. Other district-wide initiatives are outlined below.</p> <p>The Frog Level area of Waynesville was once the bustling center for commerce. Proximity to both rail and water traffic (i.e. Richland Creek) made Frog Level the center of Waynesville’s mercantile trade and transportation enterprises. The post-war/depression era had a serious impact on rail travel and Frog Level. The demise of passenger service signaled the decline in Frog Level’s status as a prosperous commercial center. Today, the charming district is a reminder of the town’s history and symbols of what it can become in the future.</p>
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Goal:	To revitalize Haywood County’s original business district.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Historic Frog Level Merchants Association (Carol James)	\$1,425,000	Underway to 10 years

Action Items:	Resources Required:	Who’s Responsible:
Phase 1: - Floodway Study to develop parking and bridge - Restore Richland Creek bank - Streetscaping – with lights, sidewalks, etc. - Institute activities and festivals in district; i.e. Farmer’s Market, “Whole Bloomin’ Thing Festival, late Fall Festival and others	\$350,000	
Phase 2: - Purchase white cottage in district for public purpose - exhibitions		
Phase 3: - Rebuild depot - Negotiate rail use through district	\$75,000	
	\$1,000,000	

Performance Measures:	
Status:	

Initiative Title:	Perpetuating the region’s traditional music for youth (modeled after and an expansion of the JAM program)
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Project Narrative or Description:	<p>The traditional music of North Carolina’s Appalachian region has taken its place as one of the nation’s renowned art forms. Introduced by immigrants from the British Isles, Africa, and Europe, and influenced by American Indian tradition, the stringed instruments, tunes and songs of our mountains play an enduring and dynamic role in the development of American popular and classical music.</p> <p>Programs that provide a growing number of North Carolina students with the opportunity to learn the music of their region from master players in an after school setting are gaining recognition and popularity (i.e. the JAM program that originated in Alleghany county and is now in 7 western counties and that receives support from the NC Arts Council)</p> <p>The proposed project would allow for the creation/expansion of such a program into three new communities:</p> <ul style="list-style-type: none"> - Yancey - Madison and - East Buncombe Co. <p>In addition, the proposed project will draw on the experience of an established program in Haywood County to broaden the program’s scope allowing for cross-county teacher/tradition exchanges and two events designed to bring students from the four-county region together for exposure to national artists and to play together.</p>
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Goal:	<ul style="list-style-type: none"> ◆ Assist children to identify and appreciate their mountain heritage through first hand experiences with the musical traditions of the North Carolina mountains. ◆ Provide instruction in the stringed instrument and song traditions rooted in the cultural heritage of the Appalachian region. ◆ Bring together families and community by providing opportunities for students to connect with the wider community, through student performances at schools, festivals, or community events. ◆ Support local music and culture by employing traditional musicians as teachers and performers for JAM, as well as by training a new generation of musicians and appreciative listeners. ◆ Provide opportunities for positive growth and social interaction.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Black Mountain Center for the Arts; along with <ul style="list-style-type: none"> - Haywood County Arts Council - Madison County Arts Council, & - Toe River Arts Council 	85000	18 months

Action Items:	Resources Required:	Who's Responsible:
- See timeline		

Performance Measures:	
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Status:	
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Initiative Title:	Haywood County Heritage Resources Commission
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Project Narrative:	
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Goal:	To establish... <ol style="list-style-type: none"> 1. a county department that oversees historic preservation efforts regarding Haywood County’s heritage, including its landscape, structures and culture, and 2. a county-wide history museum
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Haywood County Historical Society	-	By January 2006

Action Items:	Resources Required:	Who’s Responsible:
<ol style="list-style-type: none"> 1. Identify and re-establish 79 existing structures in Haywood County listed on the National Register of Historic Places 2. Compile Historic Resources Commissions Statutes 3. Review potential site locations for Haywood County Heritage Museum 	Working partnership with State Historic Preservation Office (including Western Office of Archives & History)	<ol style="list-style-type: none"> 1. HC Historical Society – Site Subcommittee 2. HC Historical Society – Board 3. HC Historical Society – Museum Committee

Performance Measures:	Timeline for the establishment of the HRC for Haywood County includes... <ul style="list-style-type: none"> - inventory and survey of historic sites by June 2005 - statutes for HRC submitted by January 2005 - establish Haywood County History Museum by January 2006
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Status:	
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Initiative Title:	Living History & Heritage Weekend
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Project Narrative:	<p>Planned for mid-June of 2005, the WNC Living History and Heritage Weekend is the successor to the well-received Cold Mountain Expedition Weekends hosted in Haywood County during the spring of 2004.</p> <p>Organizers are currently working with the 37th NCT Blue Ridge Living History Society, Civil War re-enactors, heritage handcrafters, and storytelling, music and dance performers, to present a schedule of events highly attractive to the heritage tourist.</p>
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Goal:	To present an annual 3-day event that provides educational and entertainment opportunities, that will encourage overnight tourism and local participation, highlighting the region's role in the Civil War and other heritage interests.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Waynesville/Maggie Valley B&B Association In partnership with: - MV Area Lodging Association - MV Fairgrounds - MV CVB - Haywood County TDA - Smoky Mountain Folk Festival	20,000	Inaugural Festival produced in June 2005, and annually thereafter

Action Items:	Resources Required:	Who's Responsible:
1. Ongoing work to coordinate reenactors, crafters and performers	\$10,000 – for performer fees, etc.	
2. Develop marketing plan and implement	\$10,000 – applied to NC Div of Tourism for Matching Marketing Funds	
3. Present 3-day event, June 17-19, 2005		

Performance Measures:	
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Status:	
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Initiative Title:	Wheels Through The Blue Ridge
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Project Narrative or Description:	<p>This proposed interactive exhibit at the Wheels Through Time Museum will present the unique heritage of Transportation Across the Blue Ridge Mountain Region. The new exhibit will be open to the public free of charge and will highlight all aspects of our transportation heritage. Wheels Through Time will use a combination of primary and secondary resources to focus on both past and present cultures of transportation in order to educate the public on the means and processes of Blue Ridge Transportation history.</p> <p>This interactive exhibit will include storytelling and oral history, giving life to the objects and ideas that help shape our means of travel throughout the Blue Ridge. The exhibit will provide an educational and entertaining experience highly attractive to the heritage tourist and cover subjects including methods of transportation to development of local and regional infrastructure based upon those transportation methods.</p> <p>Planning and research for the new exhibit, opening in early 2007, will commence upon approval of the grant.</p>
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Goal:	To create an 18 month exhibit providing both educational and entertainment opportunities to the public, thereby promoting heritage tourism throughout the Blue Ridge National Heritage Area
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Wheels Through Time Museum	\$61,360	Exhibit to be complete in 4 months

Action Items:	Resources Required:	Who's Responsible:
Planning phase: -Research and Development of historical resources -Set-up and printing of rack cards/brochures: -Advertising, Billboards and other general media	\$20,400	Wheels Through Time in collaboration with Golf Associates, and Allison Outdoor Advertising
Production Phase: -Construction of exhibit -Production of video and educational materials	\$13,200	Wheels Through Time in collaboration with Time Machine Productions
Presentation Phase: -Salary for storyteller/Oral historian -Celebrity fees/Special appearances -Exhibit Grand Opening	\$27,960	Wheels Through Time

Performance Measures:	Visitor attendance, guest register comments, leveraged media coverage, website traffic
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Status:	Pending grant approval
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HAYWOOD COUNTY HERITAGE COUNCIL ROSTER – ORIGINAL TEAM 2004-2005

<u>Name</u>	<u>Affiliation</u>	<u>Contact Information</u>
1. Scotty Ellis	Haywood County TDA	
2. Mark Clasby	Haywood County EDC	
3. Ron Huelster	Downtown Waynesville Association	
4. Joe Sam Queen	NC State Senator Smoky Mountain Folk Festival	
5. Alice Aumen	Cataloochee Ranch	
6. Jane Routh	Haywood County Historical Society and Haywood Community Development Clubs	
7. Jackie Bolden	Folkmoot USA	
8. Roger Winge	October Hill B&B	
9. Bill Miller	Maggie Valley CVB	
10. Ray Rapp	NC State Representative	
11. David Phillips	EagleNest Entertainment	
12. Kent Stewart	Waynesville Book Co.	

**Preliminary List of Initiatives for Inclusion in
Haywood County Heritage Tourism Strategic Plan**
(as of 18-Feb-04)

1. Museums
 - a. Folkmoot USA Ethnology Museum & Related Programs
 - b. Frog Level Heritage Museum
 - c. Lake Junaluska Heritage Center
 - d. Shelton House/Museum of NC Handicraft

2. Rural Community Life
 - a. Fines Creek Heritage Series, Restoration of Community Building, Library
 - b. Development of marketing plan for Comm. Dev. Club Events
 - c. Pumpkin Tours
 - d. Farm Tours

3. County-wide Signage Initiative & Thematic Day Trips of Haywood Co
 - a. Thematic tours could include cultural history, ethnic history, historic homes, farms, industry, or military (Rutherford Trace & Overmtn Victory Trail) – using map publications, etc.

4. Public Art Trail
 - a. Downtown Waynesville
 - b. County-Wide

5. Natural Resource Initiative – needs more research/development
 - a. Further development of trails?
 - b. Further development of greenways?
 - c. Purchase Knob/NPS
 - d. Mtn to Sea Trail?
 - e. Frog Level Farmer's Market
 - f. Comprehensive Trail Map – especially for use by hiking clubs

6. Music & Dance Initiative – needs more research/development
 - a. Storytelling Festival??? (with Appalachian dance workshops, craft components – maybe something like Swannanoa Gathering???)
 - b. Bring music/dance producers together for coordination
 - c. NATIVE AMERICAN FESTIVAL (using Folkmoot USA template)

7. Crafts
 - a. HCC Craft Center
 - b. NATIVE AMERICAN FESTIVAL

8. Maggie Valley Centennial Celebration
 - a. Several new events in 2004 – some may be permanent/ongoing
 - b. Locate Heritage Museum at Town Hall
 - c. Further development of Trout Festival

- d. Revive Black Powder Shoot
9. Canton
 - a. National Register listing as Historic District (current status?)
 - b. Utilize Colonial Theatre as anchor for events (King Pup Radio Show, etc.)
 - c. Cold Mountain – walking tours with storytelling
 10. Also discussed at length was more collaboration and/or coordination of training opportunities for public relations how-tos and taking advantage of local media opportunities.
 11. Another idea was to redevelop or construct a website with calendar of events and relate to branding of Haywood Co and region – don't want to duplicate calendar of events on TDA website – but may want to reevaluate some areas???



Haywood County Heritage Forum

April 27, 2004

AGENDA

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|------|--|--|
| 7:00 | Welcome and Opening Remarks | Senator Joe Sam Queen |
| 7:10 | <i>"Heritage Tourism Development in Western North Carolina - Realizing Our Region's Economic & Community Potential"</i> Presentation | David Huskins
Smoky Mountain Host |
| 7:25 | Haywood County's Potential and Planning | Scotty Ellis
Haywood County TDA |
| 7:30 | Review Discussion Procedure | Bill Skelton
Haywood Cooperative
Extension |
| 7:35 | Thematic Small Group Discussions | |
| 8:20 | Concluding Remarks & Next Steps | |
| 8:30 | Adjourn | |

Notes from Community Meeting Discussion Groups

What are Haywood County's primary assets/resources in the discussion area?		
Culture	Historic Preservation	Natural Resources
Exhaustive survey of visual and performing artists and crafters	Francis Mill	Sulphur Springs
Economic impact study - existing?	Structures @ Lake Logan	Cold Mountain
Galleries, studios, and venues	Cemeteries - Green Hill, Locust	Active farmland
Traditional music	Shook House in Clyde	Mountains to Sea Trail
Traditional dance	Historic Courthouse	Blue Ridge Parkway
HCC Crafts Program, Mill Pond, Dahlia Gardens	Historic B&Bs - collectively	Appalachian Trail
Regional writers	Blue Ridge Paper facilities	Vistas
Performing artists, musicians, artisans	Colonial Theatre!	Rutherford Trace
Unrecognized handcraft tradition	Shelton House	Greenway
Basketmakers	Old Churches - including AMEs, Presbyterian, Locust Hill	Bartram Trail
Traditional Foods	Old Sunburst/Roberson Cabin	HCC Trails & Scenery
Traditional games and pastimes	Pigeon Area	Lake Junaluska
Dance - clogging to ballet	WPA Schools	Pigeon River Trail
Other heritage than Scots-Irish	Historic Markers	Trout Fishing
Religious diversity	Frog Level National Historic District	Shining Rock Wilderness
	Way House	Swimming holes
	Old Library/Rock Bldg on Main St	Purchase Knob - biodiversity
	RR	Watershed - 2
	100+ historic homes in Fines Creek	Water!
	Lewis Cunningham House	Wildflowers
	Imperial Hotel - Canton	Farm Trail (handmade)
	Barber Orchard	Farmer's Markets
	Unique Bridges	Birds/Birding
	Old Community Schools - Cruso, Morningstar, Fines Creek	Waterfalls in Haywood - where?
		Cataloochee Valley
		Nantahala
		Pisgah
		Harmen's Den
		Tobacco

What are some specific needs for these assets?		
Culture	Historic Preservation	Natural Resources
More effective promotion	\$\$\$ for restoration	Good Air Quality
Acknowledge other backgrounds than Scots-Irish	Manpower	Clean communities - litter controls
Publicity and promotion	Professional expertise to help document - historians, archaeologists, anthropologists, etc.	Education on conservation (I.e. Quality Forward in Buncombe Co)
Informational (internal and external) initiatives	Preserve/restore structures	Involve boy scouts, girl scouts, youth groups, etc in conservation
Complete and up-to-date calendar of events	More publicly accessible information on historic buildings - user friendly	Celebrate natural resources
	Historic plaques on local homes	Utilize Smart Growth principles
	Establish local historic districts	Promotion
	Establish historic resources commission - currently underway by Historical Society	Education
	Thorough inventory	Marketing
	Interpretation	Maps & Tours
		gateway roads
		Need to make good first impresssion
		Better maps/direction for trails in county
		Litter-free county
What initiatives could Haywood County undertake to conserve & celebrate these assets?		
Culture	Historic Preservation	Natural Resources
More maps and tours	Interpretation	Establish activites/festivals that celebrate natural resource conservation
Square dance hall	Museum for the Hist. Society of Haywood Co - use historic courthouse	Tomato Festival in Canton
Museum of regional arts & crafts	Celebrations about historic preservation and start young (education programs)	Farm Festival
Programs into schools at all levels (life long learning	Signage @ Historic Sites	Medicinals/weed walk

More festivals like SMFF	Develop walking and driving tours around historic properties and railroad (with a "passport" system)	Promote food ventures
Encourage local inns to host traditional musica and dance	Cemetery tours/costumes characters - back to Rev. War	Postcards
Interactive heritage/culture museum	Seek grants for preservation	Birding guide
Enactments of historic events	Bring new partners together for preservation	Food products to take home
Bringing Smoky Mtn RR to Haywood Co	More & Easier incentives for historic preservation (esp local businesses)	Free guide brochure
Strategic plan to promote resources	Plaques	Collect phone #s of experts and begin organizing
Marketing forum at HCC	Mobilize/organize county-wide leadership for historic preservation	Interpretation at Indian areas - Garden Creek Mound
	Work with Local Elected Officials - get resolutions from each town board and county commissioners regarding importance of historic preservation, importance of recruiting excursion RR, and establish a historic resources commission	Contine Cold Mountain weekend
	Rutherford Trace initiative - brochure is first step in process	Rutherford Trace project