

*Jackson County  
Heritage Development Plan  
Produced for the  
Blue Ridge National Heritage Area  
and the Citizens of Jackson County*

**Developed in Partnership with:**

**AdvantageWest  
Cashiers Historical Society  
Jackson County  
Jackson County Historical Society  
Smoky Mountain Host  
Town of Sylva, and  
Western Carolina University**

**2008 Update**

## Jackson County PROJECT SUMMARY CHART

<b>Initiative Name</b>	<b>Estimated Costs</b>
Drovers Turnpike	\$75,000
Jackson County Greenway	\$2,000,000
Alexander Zachary Ledger	\$6,000
Zachary-Tolbert House Site Plan	\$500,000
Cashiers Village Corridor Plan	\$10,000,000
Heritage Education Program and Cultural Resources Inventory	\$3,000
Jackson County Entrance Beautification Program	\$18,500
Jackson County Festivals and Events Schedule	\$5,500
Farmers Market Canopy	\$1,500
Homestead Farm Preserve	\$450,000
Historic Property Inventory and Interpretation	\$165,000
Judaculla Rock	\$350,000
Mill Street Renovation	\$1,500,000
Monteith Development	\$5,000,000
Adaptive Reuse of Historic Courthouse as History Museum	\$300,000
USFS Panther Town Trail Project	In process
Pinnacle Park	\$350,000
Exploring the Multicultural Impact of Music and Art in the Blue Ridge Mountains	\$50,000
Craft Revival: Shaping North Carolina Past & Present	
The Digital Heritage Project	\$139,000
<b>GRAND TOTAL</b>	<b>\$20,913,500</b>

**Blue Ridge National Heritage Area  
JACKSON COUNTY HERITAGE COUNCIL  
ACTION TEAM ROSTER 2004**

Executive Director Sue  
Bumgarner  
Cashiers Area Chamber of  
Commerce  
P.O. Box 238  
Cashiers, NC 28717

President Jan Wyatt  
Cashiers Historical Society  
P.O. Box 514  
Cashiers, NC 28717

Professional Genealogist  
Jane Nardy  
P.O. Box 1811  
Cashiers, NC 28717

County Manager Kenneth  
Westmoreland  
Jackson County  
401 Grindstaff Cove Road,  
Suite 205  
Sylva, NC 28779

Planning Coordinator/Zoning  
Administrator Linda Thomas  
Jackson County  
401 Grindstaff Cove, Suite 205  
Sylva, NC 28779

Office of Regional Affairs  
Tom McClure  
Western Carolina University  
109J University Outreach  
Center  
Cullowhee, NC 28723

Mayor Brenda Oliver  
Town of Sylva  
P.O. Box 36  
Sylva, NC 28779

Director Tamera Crisp  
Jackson County Economic  
Development Commission  
401 Grindstaff Cove Road  
Sylva, NC 28723

Irene Hooper  
Jackson County Historical  
Association  
P.O. Box 2317  
Cullowhee, NC 28723

Executive Director Julie  
Spiro  
Jackson County Travel and  
Tourism Authority/SPIR  
Board  
773 West Main Street  
Chair Cashiers Historical  
Ann Austin McKee  
McKee Properties  
P.O. Box 25  
Cashiers, NC 28717

Executive Director Linda  
Gillman  
SPIR Board  
P.O. Box 2066  
Sylva, NC 28779

Mayor Jean Hartbarger  
Town of Dillsboro  
P.O. Box 219  
Dillsboro, NC 28725

Vanna Cameron  
Cashiers Historical Society  
Cashiers, NC 28717

DOT Board Member Conrad  
Burrell  
P.O. Box 201  
Sylva, NC 28779

Commissioner  
Roberta Crawford  
Jackson County  
401 Grindstaff Cove Road  
Sylva, NC 28779

Vicki Green  
Southwestern Planning  
Commission  
P.O. Box 850  
Bryson City, NC 28713

David Bates  
Jackson County Greenway  
Committee  
PO Box 397  
Glenville, NC 28736

Town Manager Herb Nolan  
Town of Dillsboro  
POB 1088  
Dillsboro, NC 28725

Marketing Manager Kim Lyons  
Great Smoky Mtns. Railroad  
PO Box 397  
Dillsboro, NC 28725

Alderman  
Emma Wertenburger  
Town of Dillsboro  
POB 1088  
Dillsboro, NC 28725

## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Drovers Turnpike Trail
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Goal:	Research and Develop and Region-wide Drovers Turnpike Trail
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Narrative:	<p>Established in the early 1800's to move goods from Western North Carolina to larger and more profitable markets in South Carolina the Drovers Turnpike was instrumental in the growth and development of this area. The Drovers Turnpike Trail would follow this traditional route and traverse throughout Jackson County linking us to all of the counties in the Blue Ridge National Heritage Area and even linking us to South Carolina's Heritage Trail.</p> <p>Tourist travel into the area would be stimulated by highlighting historic sites and points of interest both natural and manmade along the trail. Presenting the history of the area from the Drovers unique perspective would direct tourists to the communities along the route bringing much needed revenue to them. The history of the Drovers Turnpike, its impact on the regions development and growth could be used in our schools as an educational tool.</p> <p>A partnership would be established between the areas Historical Societies, Chambers of Commerce, Local Governments, Mountain Heritage Center, Cherokee Preservation Foundation, Community Colleges, Universities, HandMade in America, N.C. Department of Transportation and the State Historic Preservation Office.</p> <p>The focus of which would be the development of a written history of the Drovers Turnpike, development of wayside exhibits, signage, and a guidebook which would be used by visitors to our area to direct them to all the wonderful towns, cities and villages of Jackson County. In the twenty first century the Drovers Turnpike would be bringing the market to Western North Carolina allowing all of our artist crafters, innkeepers, musicians, shopkeepers and restaurateurs to profit.</p> <p>I am sorry that we are not further along the development of this project. Our seasonal work schedules have impeded our progress. But we remain enthusiastic about the Drovers Turnpike Trail and all of the opportunities it provides for working together on a regional initiative.</p>
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Person/Organization Responsible:	Cost to Implement	Estimated Time Necessary to Complete
Emma Wertenberger Alderman, Dillsboro		

## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Jackson County Greenway
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Goal:	<p>Build four sections of Greenway through Jackson linking all the hubs in a long term conservation plan.</p> <ul style="list-style-type: none"> <li>▪ Dillsboro to Sylva (Linking with Monteith Development and Mill Street Renovation) Chairman, Jim Dukes 586-9770 <a href="mailto:jdukes@dominiumcc.com">jdukes@dominiumcc.com</a> and Staff, David Bates 226-5216 or 743-7043</li> <li>▪ Sylva toward the WCU campus (Jack the Dipper to Forest Hills)</li> <li>▪ Forest Hills North Country Club Drive Loop, three options including the Wetland Trail (1 mile), Golf Course Trail (2-3 miles) and Ridgetop Trail (4 miles)</li> <li>▪ Cashiers Village Corridor Greenway Plan. Engineering study and drawings are available</li> </ul>
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Project Narrative:	<p>Develop recreational and educational programs for Greenway use groups (walkers, boaters, bicyclists, birdwatchers, shoppers, etc.). Whenever possible, involve school classes and youth groups in design and construction of recreation facilities, and tie schools to parks and the river with the trail system. Need Funding, technical and design assistance to: Create interpretive features that tie in with local ecology, history and culture (as simple as educational signs and displays, or as complex as traditional mountain homestead), Develop educational and interpretive materials regarding health, educational economic, environmental and quality of life benefits, and place drinking fountains at all proposed new public facilities. Tie bike trails in with greenway development</p> <ul style="list-style-type: none"> <li>▪ Emphasize bio-diversity wildflowers, birding with interpretive materials and maps. Include traditional uses for native plants.</li> <li>▪ Include an intensive county-wide focus on Tuckasegee including riparian restoration, recreational and education opportunities and public access. Build a fishing pier</li> <li>▪ Build a fishing pier. Develop and promote fishing tournaments, festivals and events focused on the river and fishing</li> <li>▪ Develop the whitewater industry on the Tuckasegee</li> <li>▪ Provide water quality protection and annual clean-up of the Tuckasegee River</li> <li>▪ Develop and implement landowner education programs and materials to promote voluntary best management practices for riverfront properties</li> </ul>
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Person/Organization Responsible:	Cost to Implement	Estimated Time Necessary to Complete
Jim Dukes and David Bates	\$2,000,000	5 years

Action Items	Resources Required	Who's Responsible
Dillsboro Sylva Corridor	\$775,000	Jackson County Greenway Commission and Partners
Sylva WCU Corridor	\$558,000	Jackson County Greenway Commission and Partners
Forest Hills Loop	\$35 per foot \$200,000	Jackson County Greenway Commission And Forest Hills Council
Cashiers Corridor	\$35 per foot	Al Balestiere 743-9478 or Debbie Stuart 743-5440

Performance Measures:	Progress will be measured against the criteria outlined in the Greenway Plan. Adjustments will be made based upon availability of required easements and funding. All plans are approved by the Greenway Commission
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Status:	On-going
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**Blue Ridge National Heritage Area  
PRIORITY INITIATIVE WORKSHEET**

Initiative Title:	ALEXANDER ZACHARY LEDGER
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Goal:	<p align="center"><b>REPORT ON THE ALEXANDER ZACHARY LEDGER WESTERN NORTH CAROLINA COMMERCE IN THE 1840s</b></p> <p>Alexander Zachary’s Cashiers Valley store served customers from many different areas of the county. The name of the purchaser, the date of the transaction, what was bought and when and how it paid for it was carefully listed in the store account book. Details of growing and grafting apple trees and descriptions of home remedies can also be found in the pages. Lori Holter, who recently received her Master’s Degree in History at WCU, has transcribed, edited and written a 45 page introduction to the book. The draft is now being critiqued by George Frizzell, head of Special Collections at WCU’s Hunter Library. This rare, early area document is very close to being ready for publication.</p>
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Person/Organization Responsible:	Cost to Implement	Estimated Time to Complete
Jane Gibson Nardy Cashiers Historical Society 828-743-9002	\$6,000 for publication.	6 months

Action Items	Resources Required	Who’s Responsible
Develop publishing proposal and marketing plan.	\$6,000	Jane Gibson Nardy Cashiers Historical Society 828-743-9002

Performance Measures:	Book is published
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Status:	Publication draft has been critiqued by George Frizzell and is ready to go to press pending funding
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Execution of the Zachary-Tolbert House Site Plan
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Goal:	<p>To <b>SAVE</b> and <b>INTERPRET</b> the site of the 1850s Zachary-Tolbert House including the remaining out-buildings and the original spring for the purpose of sharing our early culture and heritage as we secure the future for generations to come.</p> <p>Mission Statement: To preserve and interpret the Zachary-Tolbert House and Cashiers Valley in order to inspire discovery and appreciation of our past as guidance for the future.</p>
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Project Narrative	<p>The Zachary-Tolbert House is unique in that it is a Greek Revival house built in 1850 in a very remote area of Western North Carolina. It has never been plumbed or electrified and has much of its original handmade furniture. Wade Hampton, the Civil War general and governor of South Carolina, spent many summers in the house, and family legend has it that it was he who gave Mordecai Zachary the money to build the house in exchange for free summer board for his family.</p> <p>By 1996, the house had fallen from its foundation stones and was quickly rotting away. Its only inhabitants now were snakes and bats. The Historical Society hired a preservation architect to design a plan to save the house and successfully made application to have it named to the National Historic Register. A generous donor bought the house and gave it to the Historical Society. Fundraising was undertaken and a builder was hired to begin restoration of the house. In 2000, the beautifully restored house was opened to the community.</p> <p>Unfortunately, lack of funds prohibited the construction of a restroom facility, and the house cannot be open on a continual basis until this is accomplished. In addition to the need for restrooms, there is a need to increase the small parking area and restore the dilapidated kitchen located behind the house. But Mordecai Zachary's special house has been saved and the community is utilizing it on a special event basis. A visit to the house is truly a step back into life in the 1850's and is an incredible educational resource for our children.</p>
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Person/Organization Responsible:	Cost to Implement	Estimated Time Necessary to Complete
Cashiers Historical Society	\$500,000+	3-5 years

Action Items	Resources Required	Who's Responsible
The Site Plan, being created by The Jaeger Company, has begun with an archeological evaluation and will continue with digs on the property. The preliminary site plan includes the following:	Community Foundation of WNC	Dale Jaeger/CHS
1. Purchase additional acreage making total of five acres.	\$350,000	CHS/ Ann McKee Austin, Chairman Long-Range Planning



2. Restore Kitchen Dependency – a ca.1900 logging cabin rolled down Whiteside Cove Rd. following the fire that destroyed the original kitchen in the 1920s.	\$100,000	CHS/ Ann McKee Austin
3. Pavilion, Bathrooms, Office and Gift Shop	\$100,000	CHS/ Ann McKee Austin
4. Nature Trail System connecting all points of interest on the property	\$40,000	CHS/ Ann McKee Austin

Performance Measures:	<ul style="list-style-type: none"> <li>▪ Establish a budget which will be monitored by Executive Committee and appoint a project manager who will report on a timely basis on the status of the progress of the projects.</li> <li>▪ We will collect visitor information to assess the impact made on the community by these improvements.</li> </ul>
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Status:	<ul style="list-style-type: none"> <li>▪ The House has been restored and is open on a limited basis to the public.</li> <li>▪ The Kitchen Dependency has been stabilized to prevent further deterioration awaiting restoration.</li> <li>▪ A gift of land has been received and sold with the proceeds being applied to the purchase of land adjacent to the house.</li> <li>▪ An gift to fund additional archeological work on the property has been accepted</li> <li>▪ An agreement has been reached for the gift of land on which the original Zachary spring is located.</li> <li>▪ A committee has been formed to begin the process of building a case for funding the above projects and designing appropriate collateral. Enclosed are excerpts from the material.</li> </ul>
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Cashiers Village Corridor Plan
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Goal:	<p><u>Cultural Center:</u></p> <p>This is a facility that has been sorely needed in Jackson County for some time. It would be able to house culturally enriching performances with modest seating. It would have additional meeting rooms and/or classrooms that SCC could use for programs that they might offer. It would be situated on the land that the county would purchase for the library expansion and be operated by SCC as an extension of their new campus. SCC currently has a facility such as this at the north end of the county and finds its use to be very popular. This facility could host current events (that have outgrown existing facilities) and additional musical, theatrical, cultural, and educational performances. It would also take some of the load off of the current facility for events that may not require as much seating. SCC is contemplating some additional educational programs that they might be able to offer if a facility such as this were available for their use.</p> <table style="margin-left: auto; margin-right: auto;"> <tr> <td style="padding: 0 20px;">Land Cost</td> <td style="text-align: right;">500,000</td> </tr> <tr> <td>Construction</td> <td style="text-align: right;">2,500,000</td> </tr> </table> <p><u>Cashiers Community Center:</u></p> <p>The Community Center has developed a concept that would serve all of the possible community needs. An initial survey was done to determine needs and the extent to which the private donors of the community would be able to support such a venture. The needs were easily identified. A conceptual and artist's rendering were done, but the likelihood of the monetary support was going to be an insurmountable hurdle. For this reason, the Community Center decided to proceed with its construction in stages as funds came available. This was sure to stretch the improvements out over time.</p> <p>The recent acquisition of property as well as the possibility of acquiring additional property behind Consolidated Metco (the plastics plant) has created a window of opportunity. Taking advantage of this window will only happen with the assistance of the county. This land would make possible the needed parking for SCC, the library, the new Cultural Center, and the Community Center. The features of the Community Center plan would include baseball/softball diamonds (already constructed), walking trail, hiking path, youth recreation area, gymnasium, gathering hall, meeting rooms, tennis courts, swimming pool, kitchen, senior center, and thrift shop.</p> <p>The amenities that this facility would offer would provide the community members with innumerable opportunities to enhance their health, provide area youth with structured activities, offer meeting rooms and conference space, and recreational areas that can be enjoyed by all Jackson County residents.</p> <table style="margin-left: auto; margin-right: auto;"> <tr> <td style="padding: 0 20px;">Land Cost</td> <td style="text-align: right;">200,000</td> </tr> <tr> <td>Expansion</td> <td style="text-align: right;">4,500,000</td> </tr> </table>	Land Cost	500,000	Construction	2,500,000	Land Cost	200,000	Expansion	4,500,000
Land Cost	500,000								
Construction	2,500,000								
Land Cost	200,000								
Expansion	4,500,000								

Albert Carlton-Cashiers Community Library:

The expansion of the library is and has been needed for some time. The expansion plan includes additional areas for books, resource materials, technology, and meeting rooms. This expansion requires the purchase of additional property that borders the property on which the library is currently situated. This land provides, not only the land for this expansion, but also makes possible the other exciting features of this project. This land links all of the Village Corridor phases together. It enables the road to connect through to the Community Center. It provides the land needed to build the new cultural center. It makes possible septic capability for the library expansion (if necessary) and the cultural center. The house that sits on this property may be used to provide housing for county employees responsible for the oversight and maintenance of the county owned and run aspects of this project. The land and the improvements made to the library would bolster the library services that Jackson County is currently able to offer.

Land Cost 500,000  
Expansion 1,500,000

Water:

The larger parcel of land being purchased for the Cultural Center and the library expansion has a well on it and has proven to be a reliable water supply. There is also a larger well that is currently being offered for sale that is contiguous to the Consolidated Metco property that will be purchased. This well is supplying roughly 8 or 10 users that are located along the Village Corridor. This well could be purchased as a primary water source that could feed the entire Village Corridor operation. This might enable the smaller well to be used as a backup or emergency source. The current owner of this well is interested in selling it and is friendly to the Village Corridor concept.

Well and Piping Cost 300,000

Village Green:

The Village Green was originally founded by a group of individuals who raised enough money to purchase the property and preserve it from commercial development. The organization is not opposed to responsible development, but felt strongly about preserving this 12.5 acre piece of property that is so central in this village.

The effort was successful from the beginning and received a tremendous amount of support over the years. It has added many new features through donations and grants and is truly a wonderful place to spend time, host events, and enjoy the many amenities that have become a part of this property. There are beautiful grassy areas for picnicking and playing. Two main pavilions and many smaller shelters have been added to host outdoor gatherings and encourage families to picnic. A recent grant helped to fund a boardwalk through the designated wetlands and bird sanctuary. A recent overwhelming community effort managed to erect “The Village Play”, an incredible new playground that the children of Jackson County are already beginning to enjoy. As an included partner in the Village Corridor concept, The Village Green certainly reflects the sentiment of the citizens when it comes to preservation and responsible development of an area that so wonderfully serves its community.

Cost None

Road Improvements, Pavement, and Maintenance:

An additional request will be made to NCDOT once the property behind Consolidated Metco has been purchased. This request will ask that the current post office road be linked to the road into the Community Center and that the entire road be paved and maintained as a state road. NCDOT has visited this site on numerous occasions and have begun to establish a plan for rectifying the drainage issues and a plan for re-paving the sections that would need it.

Cost None

Intersection (64 & 107 Improvements:

Another phase to the Village Corridor concept is to beautify some of the already existing features. The Village Green property abuts the main intersection of 64 and 107. Part of the plan requests that NCDOT make funding available to install mast supported traffic signals and repair the missing or damaged curbing around the intersection. This request has been made to NCDOT by the representatives of the Village Corridor group.

Cost None

Person/Organization Responsible:	Cost to Implement	Estimated Time Necessary to Complete
Beth Graham, Chairman, Cashiers Village Corridor	10,000,000	Five Years

Action Items	Resources Required	Who's Responsible
Culture Center	3,000,000	Beth Graham, SCC
Cashiers Community Center	4,700,000	Scott Turner, Community Center Board Chairman
Albert Carlson-Cashiers Community Library	2,000,000	Dr. Ethan Staats, Friends of the Library
Water Project	300,000	Beth Graham, SCC
Village Green	Volunteer Labor	Beth Grahma, SCC

## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Heritage Education Program and Cultural Resource Inventory
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Goal:	<p><u>Cultural Resource Inventory:</u></p> <p>Complete an inventory of all local cultural tradition bearers including musicians, artists, historians, dancers, and story tellers and publish a resource list for use by the general public</p> <p><u>Cultural Resource Inventory:</u></p> <p>Develop a partnership between the Jackson County Museum, Monteith Development, Catch the Spirit of Appalachia and the Jackson County Schools to create a comprehensive heritage education program for youth, adults and seniors modeled on the Montana Heritage Project.</p> <ul style="list-style-type: none"> <li>▪ Sponsor a “PhotoFest” to gather local photos. Provide a scanner to collect photographic individuals do not want to loan. Include local historic events photos including the flood of 1940 and lumber companies.</li> <li>▪ Partner with local heritage festivals for live demonstration</li> <li>▪ Develop joint exhibition to share</li> </ul> <p>Have youth collect oral histories and jack tales</p>
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Person/Organization Responsible:	Cost to Implement	Estimated Time Necessary to Complete
Jackson County Historic Society, Irene Hooper		1 year

Action Items <i>(continue on additional page if necessary)</i>	Resources Required <i>(\$\$\$ and/or Technical Assistance)</i>	Who’s Responsible <i>(Organization and/or Individual)</i>
1. Contract individual		
2. Conduct inventory		
3. Public resource list		

Performance Measures: <i>(How initiative will be monitored and evaluated)</i>	
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Status:	
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Adopt a Community Gateway: Jackson County Entrance Beautification Project
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Goal:	<p>Jackson County and NCDOT will partner to develop beautiful landscape and signage at entrances and gateways to all towns from all important traffic corridors including entrances into Jackson County, Sylva, Dillsboro, Forest Hills, Webster and Cashiers.</p> <ul style="list-style-type: none"> <li>▪ Partner with Jackson County Community Clubs in Canada, Caney Fork, W. Hut, Barkers Creek, Savannah, Norton, Vita, Glenville, Old Canada School Park, and East LaPort Park to create entrances into those communities</li> <li>▪ Partner with Local civic groups including Rotary and Garden Club and the County to maintain new entryways</li> <li>▪ Work with NCDOT to create a new entryway to Jackson County on US441</li> <li>▪ Work with Blue Ridge Parkway to develop signage before and after and at overlooks to identify what can be seen</li> </ul>
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Person/Organization Responsible:	Cost to Implement	Estimated Time to Complete
Linda Thomas and Tamera Crisp	18,500	One Year

Action Items	Resources Required	Who's Responsible
Jackson County-Courthouse logo	\$3000	Jackson County
Sylva-Dogwood logo	\$3000	Jackson County
Dillsboro-Carolina Lilly	\$3000	Jackson County
Forest Hill entryway will be developed at 107	\$3000	Jackson County
Webster entryway will be developed Cashiers-Rhododendron symbol	\$3000	Jackson County

Status:	Jackson County has given each municipality \$3000 to develop attractive town entrances
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	2005 Jackson County Festival & Event Schedule
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Goal:	To publicize Jackson County's many festivals and events in one marketing piece that can be widely distributed to increase attendance as well as awareness of the cultural and economic impact of these events.
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Person/Organization Responsible:	Cost to Implement	Estimated Time to Complete
Jackson County Chamber of Commerce and Travel & Tourism Authority	\$5500	6 weeks

Action Items	Resources Required	Who's Responsible
Create a large, one page insert that contains all Jackson County festivals and events – inclusive of date, place and contact number for additional info. This insert would be published next February and inserted into The Sylva Herald, Smoky Mountain News and the Cashiers Chronicle. Estimated circulation of all 3 newspapers is 25,000, print 30,000 copies, leaving an additional 5,000 for distribution throughout the year to various accommodations, attractions and businesses. This schedule will also be available on the Jackson County Chamber & TTA website in its entirety.	Estimates: Printing: \$3500 Insertion: \$1600 Design: \$350 Postage: \$-0- TTA/Chamber will incur postage fees when mailed out to visitors, businesses, accommodations, attractions.	Jackson County Chamber, Jackson County Travel & Tourism Authority

Performance Measures:	The Chamber and TTA will collect event information. A notice will be posted in The Sylva Herald about the 'collection' of events/festival info. JCCC/TTA will oversee production of schedule, mail to all county accommodations. Cashiers Chamber and Jackson County Chamber (JCCC) will disperse extra copies throughout the year to visitors and local businesses. The effectiveness of this effort will be evaluated by the general public's awareness of the events, increase in attendance, and effectiveness in distributing the schedule.
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Status:	The JCCC/TTA and Cashiers Chamber currently has an ongoing list of annual county events/festivals. The Sylva Herald will post a notice about the collection of said information so that we can be informed of any event that we are not aware of at this time. A published scheduled of county-wide events currently does not exist in this collective format.
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Farmers market
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Goal:	Develop a self-supporting farmers market at an appropriate downtown location; include crafters, musicians and traditional foods as appropriate. The market can be initiated on a Saturday each month, increasing the frequency if there is adequate support and demand. Funding, design and technical assistance to: Create conceptual design, and site work and business plans, Secure funding to establish and promote the farmer's market, Prepare educational materials for customers about food products
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Person/Organization Responsible:	Cost to Implement	Estimated Time Necessary to Complete
Karen White, P.O. Box 1303 Cullowhee, NC 28779 <a href="mailto:kwhite@email.wcu.edu">kwhite@email.wcu.edu</a>		

Action Items	Resources Required	Who's Responsible
Develop a marketing plan		
Purchase a tent to protect patrons from heat and rain		

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

Initiative Title:	Homestead Farm Preserve
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Goals:	<p>The preservation of the mountain homestead, rapidly disappearing due to out-migration of native peoples in search of economic viability, to development encroachment, and to the influx of affluent retirees able to purchase mountain homes and land at a fraction of their value.</p> <ul style="list-style-type: none"> <li>▪ Promote the care and tending of the fragile natural landscape so necessary to support indigenous people, plant and wildlife.</li> <li>▪ Foster a renewed interest and commitment among mountain youth in translating their homegrown talents, skills and knowledge into small business ventures able to thrive in the new heritage tourism economy.</li> <li>▪ Promote academic and creative achievement among mountain youth through internship experiences and adult and university mentors.</li> <li>▪ Transcend the “them and us” mentality that has long kept mountain people from effective interchange with the university community by modeling authentic community partnerships that renew appreciation, understanding and value of mountain lifeways by folks at home and afar, and that foster the sharing of ideas and resources in mutual self-help initiatives.</li> </ul>
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Project Narrative:	<p>Appalachian Homestead Farm (the Farm) is a 52 acre mountain farm lying along the shoulder of Kirbey Knob on the line between Jackson and Macon Counties in the southwestern mountains of North Carolina, just 4 miles from Western Carolina University. Originally held as hunting grounds by the Cherokee Indians, the land was transferred, according to the original land grant documents now in our custody, through treaty to the State of North Carolina in the early 1800’s and subsequently granted to Martin Adams and Martha Kirbey, direct descendants of the Young family, the earliest known white settlers in the region and the great, great grandmother of Vera Holland Guise, daughter of Britta Teague and Claude Holland of the Tilley Creek Community, a seasoned citizen activist and founder of many successful community organizations and now a professor of political science &amp; public affairs at Western Carolina University and the originator of Appalachian Homestead Farm. Original documents in our possession dating to the early 1800’s cede two tracts: 100 acres in 1835 for \$5 and an additional tract of 125 acres in 1856 for \$125--paid from script for service in the great “War Between the States”. All that remains unspoiled and undeveloped of this Appalachian Homestead Farm is this 52 acre tract.</p> <p>Despite two centuries of population growth and retirement influx with the accompanying business development, this 52 acres stands today relatively unspoiled and in its natural state tucked away in the bosom of the lush mountain range... Its rich</p>
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soil reaches from along the ridge at approximately 4,000 feet in elevation to join the US National Forest Service land where wild turkey, deer and the black bear roam free, down through a wide valley where the homesteader's cabin once stood with long distance views of what is now the Blue Ridge Parkway at Balsam Gap and Waterrock Knob, some 30 miles in the distance. Two cold mountain streams rush past plots where crops and an apple orchard once stood, and on past the pre-blight Chestnut log barn, sagging from years of neglect but waiting, waiting for the hand of the preservationist to intervene. The hand-laid rock fireplace and chimney to the original cabin still standing sentinel over the valley and this sacred ground.

A once-in-a-lifetime opportunity is at hand. The current out-of-state owners want to sell and a reasonable below appraisal price has been accepted and an option agreement signed and registered with the Jackson County Register of Deeds. The purchase price of \$241,000 must be raised by December 31, 2004, and there is strong sentiment that donors are at hand if sufficient local support is evident to save the farm..

Appalachian Homestead Farm, Inc. has applied for tax-exempt 501 (c) 3 status, and until then will operate under the aegis of Catch the Spirit of Appalachia, Inc. (AGU), a non-profit 501 (c) 3 organization founded in 1992 a greater understanding and appreciation of Appalachian culture and history through storytelling, the arts, music, drama and cultural and heritage festivals. CSA has an equally impressive track record of cultural and heritage programming in the region and the state and are widely recognized as effective at fostering a renewed sense of pride in mountain culture and folkways.

**Historical context:** Since the industrial revolution, homestead farming has all but disappeared. As industry moved into and then out of the area, rural people sold their land for cheap to pursue the promise of jobs and a higher standard of living in towns and cities far away from their roots, only to find those jobs disappear as retirement years approached. Meanwhile, the family farms were whittled away into thoroughfares, Wal-Mart Centers and trailer parks, and the mountainsides littered with retirement cottages of every imaginable design. The cost of mountain land is now beyond the reach of most of the local people, and farmsteads are a thing of the past.

Southern culture and in particular, mountain culture has been a national target for shame and indignity for more than a century, unfairly and inappropriately marginalizing the intelligence, history and ways of life of multiple generations of people who have made significant and lasting contributions to the nation, and who proved their mettle in the art of survival. Those who dug in their heels and stayed on the farms and the hillsides have struggled to support their families and to preserve a sense of pride and appreciation of their native history. Despite the prejudices against their way of life, the outside world now finds Appalachian culture intriguing and quaint--perhaps a symptom or reflection of a burning innate hunger for a return to one's roots...or in the absence of knowledge of one's own roots....the beginnings of a people who remain unique and original in a world overgrown with change. Herein lies the basis for the emerging national interest in "heritage tourism", which has ironically created a "new ground" for an industry more compatible with the land and

the people of Appalachia.

### **Objectives & Purposes:**

**1. *Preservation of green space:*** Urban sprawl has now reached the deepest coves of the Blue Ridge. With the growing student population at the university and the influx of retirees to the mountain area, natural areas are falling victim to development every day. The cost of land has been pushed beyond the reach of most native families and as older generations have passed on, family farms have been parceled out and sold off, leaving insufficient intact acreage for agriculture or for what is now being marketed as “niche farms”. The property targeted for Appalachian Homestead Farm joins two additional mountain-top tracts held privately but undeveloped to date, and connects to the US National Forest Service on the ridgeline, thereby providing a substantial range area for wildlife. Wild turkeys are abundant and deer, groundhog, bear, and a wide variety of birds use the habitat area. We want to keep it that way. Prominent and highly respected plant biologists have already identified several species of endangered plants on the property. We have enlisted the Trust for Public Land as a key support partner in planning the acquisition and planning for the land. We will also be working closely with the US Forest Service, university biologists and environmental education leaders and others in developing a strategic plan for, in addition to key environmental conservationists in the area to craft a land conservation and landscape plan for the farm.

**2. *Market & Perm culture Gardening & Preservation of Heirloom Varieties:*** Working closely with scholars in the natural sciences, leaders in economic development and the political arena, and a growing network of niche farms throughout the region (Examples: Oliver Organics, Hendersonville, Whistle pig Farm, Candler, Running Horse Farm, Brevard, Green Toe Ground Organic Gardens in Burnsville, Frog Holler Organics in Waynesville and the historic Hickory Nut Gap Farm owned and operated by former US Congressman James McClure Clarke’s family), with whom we have already begun networking, we plan to establish a traditional working farm using perm culture methods with old variety fruits and vegetables, including blackberries, blueberries, raspberries, apples, honeybees, and offering a full range of demonstrations of and experiences with mountain life: plowing and planting, canning and cooking, sewing and quilting, etc. Our philosophy is one of cooperation with the land; rather than modify the environment to fit our growing and operational needs, we are committed to making a concerted effort to select crops, methods and programs that fit the environment. Based on our preliminary research, we believe that the market for organic farm produce will augment our operational revenues, and farming experience will generate public interest, preserve the early agricultural knowledge, and engage visitors and campers in a rare hands-on experience with the land.

**3. *Appalachian Heritage and Cultural Center:*** Catch the Spirit of Appalachia (CSA) will be the lead partner in cultural and heritage programming. CSA will have a permanent home at Appalachian Homestead Farm in a setting appropriate and conducive to their mission. While the board and staff of Appalachian Homestead Farm will be the chief stewards of the farm, CSA will plan and deliver the programs that foster and develop a renewed spirit of mountain pride and a re-birth and renewed

appreciation of the talents and strengths that made our people strong and resilient. With fifteen years of proven experience in cultural and heritage programming, CSA brings to the partnership a critical element. While we preserve this mountain farm and protect it from the jaws of the developer's bulldozer, the combined AHF and CSA partnership will enable us to :

#### **4. Seasonal Retreat and Summer Heritage Alive! Youth Camp:**

We envision providing primitive lodging for seasonal retreats for selected groups of adults interested in heritage and cultural programming and arts/writing workshops. We also propose utilizing the Farm as an ideal location for summer Heritage Alive! Youth Camps, providing one, two and three week residential outdoor camping experiences, natural science and ecology training, and cultural/heritage programming, including art, writing and traditional music instruction to children ages 10 - 15. Research indicates there is no residential youth camp in the Jackson County region that provides this unique niche of experience, and few summer programs are financially feasible for mountain children and their families. Fees for the summer camp will be set on a sliding scale, with scholarships available for those unable to pay the full fee. As well, Western Carolina University students will be employed as summer interns to help operate the farm and mentor camp participants.

Our immediate objectives are:

##### **A. Save and Restore the Farm:**

We are determined to return the farm to its original turn-of-the-century image by restoring the chestnut log barn, re-building the original cabin based on paintings and drawings in our possession from the period, re-planting the heirloom crops and restoring the dignity this hardscrabble farm held in its day. In addition, the rushing streams on the property and the topography of the land lend themselves to the establishment of a native brook trout farm, planned for the future. Saving and restoring the Farm will be a major undertaking but one that we are all totally committed to seeing to fruition.

##### **B. The Farm as Safe Haven & Retreat:**

We will deploy that post-card image to re-educate the public about Appalachian culture and heritage through hands-on working retreats and workshops. Based on our research, we know that such retreat experiences are now in high demand and that they not only offer an important solace and natural experience for the visitor/student, but generate revenue critical to sustaining the operation. We will work in cooperation with local economic development agencies to establish our niche and effectively market to fill seasonal gaps between our summer youth camps. We will market to retirees and adults seeking outdoor recreation such as hiking and fishing and needing a restful retreat from the demands of urban life during the fall, winter and early spring months, leaving the summer months available for our Heritage Alive! Youth Camps.

##### **C. Catch the Spirit of Appalachia!--Heritage Alive!**

We will foster a sense of pride, purpose and direction among Appalachian youth through Heritage Alive! Summer Youth Camps held at Appalachian Homestead Farm in 1, 3 and 3 week segments. The camps will be primitive residential experiences focused solely on the natural and heritage environment. Few summer youth activities exist in the mountain region for working-class families, and none

place an emphasis on Appalachian arts and culture. Based on the overwhelming responses CSA has received from hundreds of teachers and thousands of students to day workshops in the schools, we know that a Summer Heritage Alive! camp will be a very successful endeavor. CSA's experience this year in the summer writing camps with the Cherokee youth, and the subsequent Cherokee Little Theater productions which translated their written stories into live drama was convincing evidence that mountain children gain confidence and develop social, literary and academic skills through Heritage Alive! camp experiences.

If the keystone to any business is LOCATION, LOCATION, LOCATION, then what better place to bring homefolks, young folks and urban folks together for a cultural exchange through music, art, food, rest and work on an honest-to-goodness Appalachian Homestead Farm?

**Summary:**

Appalachian Homestead Farm simply must be saved! We have recruited key individuals and organizations knowledgeable in the field of land conservation, agriculture and niche farming, plant biology and forest management, heritage programming and economic development to aide us in the planning and management of this project. We will lean heavily on scientists, professionals and experts from the nearby Western Carolina University, in addition to genealogists, local neighbors and specialists from the NC and US Forest Service, the Trust for Public Land, the American Chestnut Foundation, and local planners and providers, such as the Jackson County Department of Recreation to guide us in crafting and implementing a viable plan for Appalachian Homestead Farm that complements existing resources and preserves this farm, one of the few remaining intact parcels of mountain land grants, complete with original documents, in such a manner as to benefit the people of the area both culturally and economically, and brings honor to those who came before us to settle and homestead on such a magnificent but challenging landscape.

Professional planners will guide us, but our research and our instincts tell us that a working homestead would not only be the ultimate location for rest and reflection, and for heritage and cultural training and workshops, but an intoxicating retreat for urban dwellers starved for the chance to dig in the dirt and plow with a mule, pet a pig or a rabbit and watch a groundhog bask in the sun, pick wild berries from the vine and old variety apples straight from the tree. Small rustic cabins tucked gently on the land where the forest meets the pasture would provide workshop and retreat lodging, and a vintage cottage on the property will be transformed as the gardener's cottage. We will engage student interns and builders with experience in historic structures to re-store the pre-blight chestnut log barn still standing but suffering from neglect, and to re-build the original cabin (based on early drawings from original family) to the chimney, which still stands sentinel in the valley.

Person/Organization Responsible:	Cost to Implement
Amy Ammons Garza and Vera Holland Guise: Catch the Spirit of Appalachia Inc., and Appalachian Homestead Farm & Preserve, Inc., two sister nonprofit organizations	<b>Purchase price</b> for the farmstead is <b>\$241,000</b> . Our signed purchase option will expire December 31, 2004. We currently have <b>\$41,000</b> committed.

Estimated Time Necessary to Complete

We know that this project will require *a long-term commitment long beyond our own life-spans*. However, we believe we can have Appalachian Homestead Farm & Preserve abuzz with activity and somewhat operational by the **summer of 2005** with support from the Blue Ridge Heritage Initiative and other funders and that we can be fully operational by the summer of 2006.

Action Items	Resources Required	Who's Responsible
Complete the purchase of the farmstead	\$200,000	Amy Ammons Garza and Vera Holland Guise
Enlist experts to help us develop a strategic long range plan for the Farm, in cooperation with the US Forest Service, the Trust for Public Land, the Jackson County Dept. of Recreation, and Western Carolina University scholars in plant biology, history, natural resource management and economic development, as well as selected area land trusts.	\$7,000	Amy Ammons Garza and Vera Holland Guise
Employ a full-time General Manager for the Farm	\$50,000	Amy Ammons Garza and Vera Holland Guise
Implement <i>Next Generation Internship Program</i> to give service-learning experiences to high school and college youth with career interests in natural resource management, construction management, heritage tourism, the arts, and entrepreneurial business	\$15,000	Amy Ammons Garza and Vera Holland Guise
Construct nature trails, tent sites and primitive lodging cabins for over-night visitors:	: \$75,000	Amy Ammons Garza and Vera Holland Guise
Restore the pre-blight chestnut log barn to save it from total collapse: Estimated cost	\$8,000	Amy Ammons Garza and Vera Holland Guise
Clear the bottom land for Spring '05 vegetable gardening and pasture and create an outdoor amphitheater for performances and workshops	\$10,000	Amy Ammons Garza and Vera Holland Guise
Develop marketing brochures, website and promotional mailings	\$5,000	Amy Ammons Garza and Vera Holland Guise
Hold Heritage Alive! Weekend Programs and a Summer Heritage Alive! Youth Camp onsite.	\$10,000.	Amy Ammons Garza and Vera Holland Guise
Re-build the original cabin to the chimney, based on original paintings and drawings in hand, done by a direct descendent who grew up on the homestead.	\$50,000	Amy Ammons Garza and Vera Holland Guise
Construct native brook trout runs, stock and promote, working in conjunction with Trout Unlimited and the NC Fish and Wildlife Commission.		Amy Ammons Garza and Vera Holland Guise
Expand lodging, dining and workshop		Amy Ammons Garza and Vera

capabilities to meet demand.		Holland Guise
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Performance Measures:	The Board of Directors of Catch the Spirit of Appalachia and the Board of Trustees of Appalachian Homestead Farm & Preserve will work collaboratively to set and evaluate annual performance goals. Partner organizations will be included in strategic planning retreats and evaluation exercises as a means of strengthening the partnership and ensuring high quality development of the project
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Status:	<ul style="list-style-type: none"> <li>▪ Catch the Spirit of Appalachia, Inc. is a nonprofit 501 (c) 3 organization.</li> <li>▪ Appalachian Homestead Farm &amp; Preserve has filed Articles of Amendment of nonprofit status with the NC Secretary of State, assuming the corporate status of American Grassroots Unlimited, Inc., formed in 1992. Telephone approval has been received by the Internal Revenue Service to assume the 501 (c) 3 tax status of AGU and articles of amendment have been filed,</li> <li>▪ A signed, registered purchase option is being held by Vera Holland Guise for the farmstead. Sale must close by December 31, 2004, but seller is willing to close at our request.</li> <li>▪ Foundation grants are being submitted and investors/donors solicited.</li> <li>▪ A strategic plan for the Farm is ready to begin, including Farm neighbors who currently hold other large tracts of the original homestead and who also hold interest in conservation plans.</li> <li>▪ The US Forest Service, which owns 210 surrounding acres, has agreed to develop a forest management plan for the farm at no cost.</li> <li>▪ A skilled, knowledgeable Homestead General Manager, a descendent of the original homestead owners, is excited about taking on the task of transforming the farm to its original splendor.</li> <li>▪ WCU scholars have been onsite and identified several endangered plant species and have attended planning meetings, and are ready to move forward with strategic planning and intern assignments.</li> <li>▪ We have met with the Director of the Jackson County Recreation Department and they have agreed to work collaboratively, to share model plans for heritage farm development, and are excited about the possibility of a summer farm camp and service-learning experience for Jackson County youth.</li> <li>▪ The Z. Smith Reynolds Foundation has expressed keen interest in the project and has asked to meet with us prior to the next funding cycle in February 2005. Grant proposals have already been submitted to other prominent foundations, including the Stanback Family Foundation and the Georgia Pacific Foundation, with whom Guise has long-standing relationships.</li> </ul>
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**Blue Ridge National Heritage Area  
PRIORITY INITIATIVE WORKSHEET**

<b>Initiative Title:</b>	Historic Inventory and Interpretation
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<b>Goal:</b>	<p><b>Historic Inventory:</b></p> <p>Contract with NCDOC to conduct a comprehensive inventory of all historic structures in Jackson County. Bonny Heisman began an historic inventory study list in Cashiers 120 years ago. Joe Rhinehart began a study list for Jackson County 20 years ago.</p> <p><u>Unified Signage for all historic structures in Jackson County:</u></p> <p>Lucius Coleman Hall House (c. 1850) Webster          Webster School (1936) Webster          Webster Baptist Church (1900) Webster          Webster Methodist Church (1881) Webster          Jarrett Springs Hotel (1884) Dillsboro          D.D. Hooper House (1906) Sylva          Balsam Mountain Inn (1908) Balsam          Jackson County Courthouse (1913) Sylva          Backus Lodge (1908) Lake Toxaway          Church of the Good Shepherd (1895) Cashiers          Mordecai Zachary House (1850-1852) Cashiers          High Hampton Inn (1932-1933) Cashiers          Elisha Caldor Hedden House (1910) Webster          Walter E. Moore House (1886) Webster</p> <p align="right">Costs \$10,000</p> <p><u>Historic Site Guidebook</u></p> <p>Publish a Guidebook for National Historic Register Sites in Jackson County. RE: Zachary House – Cashiers, Jarrett House – Dillsboro, Riverwood Shops, Downtown Mercantile Stores in Sylva , Blackwood Lumber Co., Squire Watkins Inn, Mt. Brook Cottages, High Hampton Inn, Cashiers, Old Post Offices – Identify them and map locations, Old Schools, Balsam Mt. Inn, Old Depots, and Historic Churches (Zion Church, Cullowhee Methodist Church, Webster St. Davis, Good Shepard Cashiers)</p> <p align="right">Cost \$5,000</p> <p><u>Historic Persons Inventory</u></p> <p>Develop an inventory of all people with historic impact on Jackson. Collect biographical and oral histories. Partner with the Museum in telling these stories.</p>
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	<p>Create local wayside exhibits and street art using local characters. RE:C.J. Harris, Will Thomas , John Brinkley, Dr. Ralph Morgan &amp; Wife (Ruby?), David Davies, Thomas Cox, Robert Madison, W.A. Dills (tie in w/Riverwood Shops), Lloyd Cowan (Photos of old barns of Jackson County), Dr. Stillwell, Dr. Byrd</p> <p style="text-align: right;">Cost \$500</p> <p><u>Historic Designations</u></p> <p>Establish historic districts in all eligible downtowns including Sylva, Dillsboro, Webster and Cashiers</p> <p style="text-align: right;">Cost \$30,000</p> <p><u>Revolving loan façade restoration program</u></p> <p>Establish a revolving loan façade restoration program for downtown buildings</p> <p style="text-align: right;">Cost \$120,000</p> <p><u>Video Development:</u></p> <ul style="list-style-type: none"> <li>▪ Publish a Promotional Video/CD of Jackson County</li> </ul> <p style="text-align: right;">Cost \$5,000</p> <p><u>Book Development:</u></p> <ul style="list-style-type: none"> <li>▪ Logging and Lumber Industry in Jackson County</li> <li>▪ Mining Industry in Jackson County</li> <li>▪ Building of Glenville Dam built in late 1930's it is an engineering landmark and provided aluminum for WW2 war effort</li> <li>▪ Publish a Pictorial Book about Jackson County</li> <li>▪ Mountain Aphorisms</li> <li>▪ Christmas Tree Industry</li> </ul> <p style="text-align: right;">Cost \$5,000 per publication</p> <p><u>Pictorial Calendar:</u></p> <ul style="list-style-type: none"> <li>▪ Develop a pictorial calendar of Jackson for sale, include local historical sites and dates</li> </ul> <p style="text-align: right;">Cost \$5,000</p>
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Person/Organization Responsible:	Cost to Implement	Estimated Time Necessary to Complete
Jackson County Historical Society, Irene Hooper	\$165,000	2 years

Action Items (continue on additional page if necessary)	Resources Required (\$\$\$ and/or Technical Assistance)	Who's Responsible (Organization and/or Individual)

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<b>Performance Measures:</b> <i>(How initiative will be monitored and evaluated)</i>	
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<b>Status:</b>	
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Judaculla Rock Preservation and Interpretation
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Goal:	Preservation, interpretation, and signage for the Judaculla Rock
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Project Narrative:	<p>Located in the Tuckasegee Valley on Caney Fork Creek in Jackson County sits Judaculla Rock, the most famous of the area's Native American artifacts. Judaculla Rock is a large soapstone boulder densely covered with a spectacular array of Stone Age markings and the largest and best-known example of ancient rock art in the state. It is revered by local Native Americans, who view the rock as a vital link to their ancestors and heritage, as well as scientists interested in learning more about the earliest settlers of the southern Appalachian Mountains. Judaculla Rock has been an object of speculation and study for years. Many anthropologists and other scientists have tried to decipher the carvings, but to date none have been able to agree on their meaning. Deciphering Judaculla would offer not only a glimpse into the ancient past of mankind but also a unique look at the future. To Cherokees Judaculla Rock is a national treasure, part and parcel of their cultural history.</p>
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Brian Burgess, Tribal Planning	To be determined	1 year

Action Items	Resources Required	Who's Responsible
Erect structure to preserve the Judaculla Rock	To be determined	Linda Thomas Jackson County Planning Department and Brian Burgess Tribal Planning
Develop Wayside exhibit interpreting site		same
Provide signage		same
Reduce vandalism at the site		same

## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Mill Street Renovation
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<b>Goal:</b>	<p>Complete Phase Two of the Sylva, North Carolina downtown revitalization plan concentrating on Mill Street and its environs, providing ascetic improvements, traffic flow improvements, and use improvements to this very vital center city streetscape.</p> <p><u>Scope of Project:</u></p> <p>The plan will provide new sidewalks for Mill Street, bump outs to better define traffic and pedestrian areas, landscaping and provide for better use of the public space. The plan also includes grading, repaving, striping, and landscaping the town parking lot, featuring a park-like setting centered on a large pavilion for public use. Also featured in the parking lot area is a pedestrian bridge which will link the lot to Poteet Park and the town swimming pool area. It is believed that this plan, which compliments the plan used for Phase I. Main Street improvements, will unify the central business district and revitalize this area so as to achieve the highest and best use of the public areas.</p> <p><u>Project Broken Into Various Elements:</u></p> <p><u>Scotts Creek Bridge Element:</u></p> <p>This will be a pedestrian bridge which will enable individuals to park their car in the town parking lot and then walk to Poteet Park and the swimming pool on the other side of Scotts Creek. The facility will be handicapped accessible and will permit the Town of Sylva to control access at night for safety purposes. Concept drawing exists however detailed architectural/engineering</p> <p>Cost estimates are as follows:</p> <table style="margin-left: 40px; border: none;"> <tr><td>• Surveying/HEC II modeling</td><td style="text-align: right;">\$17.00</td></tr> <tr><td>• 150' x 8' pedestrian bridge/elevated walkway</td><td style="text-align: right;">\$120,000</td></tr> <tr><td>• Abutments</td><td style="text-align: right;">\$60,000</td></tr> <tr><td>• Connection to pool/park area</td><td style="text-align: right;">\$15,000</td></tr> <tr><td>• Connection to parking lot</td><td style="text-align: right;">\$4,000</td></tr> <tr><td>• Bridge lighting</td><td style="text-align: right;">\$12,000</td></tr> <tr><td>• A/E fees</td><td style="text-align: right;"><u>\$19,000</u></td></tr> <tr><td style="text-align: right;">Sub Total</td><td style="text-align: right;">\$228,000</td></tr> <tr><td style="text-align: right;">15% Contingency</td><td style="text-align: right;">\$ 37,000</td></tr> <tr><td style="text-align: right;">Total Project Element</td><td style="text-align: right;">\$284,500</td></tr> </table> <p><u>Riverwalk Element</u></p> <table style="margin-left: 40px; border: none;"> <tr><td>• Surveying/HEC II. modeling</td><td style="text-align: right;">\$17,000</td></tr> <tr><td>• 500 :G X 8" ave. width (4,000 SF)</td><td style="text-align: right;">\$100,000</td></tr> <tr><td>• Lighting</td><td style="text-align: right;">\$30,000</td></tr> <tr><td>• Gazebos (2)</td><td style="text-align: right;">\$50,000</td></tr> <tr><td>• Landscaping</td><td style="text-align: right;"><u>\$35,000</u></td></tr> </table>	• Surveying/HEC II modeling	\$17.00	• 150' x 8' pedestrian bridge/elevated walkway	\$120,000	• Abutments	\$60,000	• Connection to pool/park area	\$15,000	• Connection to parking lot	\$4,000	• Bridge lighting	\$12,000	• A/E fees	<u>\$19,000</u>	Sub Total	\$228,000	15% Contingency	\$ 37,000	Total Project Element	\$284,500	• Surveying/HEC II. modeling	\$17,000	• 500 :G X 8" ave. width (4,000 SF)	\$100,000	• Lighting	\$30,000	• Gazebos (2)	\$50,000	• Landscaping	<u>\$35,000</u>
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	Sub Total	\$232,000
• A/E fees		\$19,500
• Contingency (15%)		\$37,000
	Element Total	\$284,500

Town of Sylva/Public Parking Lot Element:

This is a 112 space public parking lot located on Railroad Avenue, parallel to Mill Street. It is currently underutilized due to the fact that there is no signage announcing that it is a free public lot. There is no also no appropriate landscaping, lighting or striping of the pavement. This project element will re-grade the entire area, repave it, stripe it, and provide landscaping and lighting as well as appropriate signage.

• Demolition of existing		\$28,000
• New Lot (+/- 112 spaces)		\$56,000
• Lighting		\$60,000
• Storm Water Management		\$24,000
• A/E Fees		<u>\$14,250</u>
	Element Subtotal	\$182,250
	Contingency	\$27,500
	Element Total	\$209,750

Parking Lot Pavilion Element:

This element is 36' prefabs pavilion which can be used for concerts, family picnics, and other public uses. It will enhance the use of the lot and provide a park-like setting leading to the pedestrian bridge element.

• 36' diameter prefab pavilion		\$60,000
• Brick paving (2,000 sq. ft.)		\$18,000
• Lighting		\$30,000
• Landscaping		\$15,000
• A/E Fees		\$10,500
• Contingency		<u>\$20,000</u>
	Element Total	\$153,500

Sidewalk Connection at Railroad Element:

This element will solve the current problem individuals experience when they park on the public parking lot, in that there is a crossing that is not well defined and is not particularly user-friendly. When this new construction is complete the crossing will be much better defined and will enhance the use of this pedestrian corridor.

• New sidewalk (2,000 sq. ft.)		\$8,000
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• Retaining walls	\$40,000
• Handrails	\$9,000
• Curb	\$3,000
• A/E fees	\$5,000
• Contingency	<u>\$10,000</u>

Element Total                      \$75,000

Depot (Public Bathroom) Element:

Currently there is a large platform area fronting on Mill Street that is used for public parking. At one time there was a train depot on this spot and the revitalization plan calls for building a replica of a train depot which will serve to house much-needed public restrooms.

- 1,400 sq. ft. structure, block interior walls and Hardi-plank or similar clad siding, metal or shingle room.
- 500 sq. ft. restrooms include male/female, two units and two sinks each, thermostatically controlled heating and a small maintenance room.
- 500 sq. ft. vending/information area to house water fountain, phones, information kiosk, maps, brochures, etc.
- 400 sq. ft. open seating, under roof containing benches matching those on Main Street.

Costs for this element are \$23,500 for architectural, structural, electrical, mechanical and civil engineering.

Project structures	\$100,000
Total Element Cost	\$123,500

Parking area @ Cope and Mill Street Sidewalk Element:

This element of the project has been funded by a T-21 grant and will provide this area will new paving, new sidewalks and possible “bump outs” and well as some landscaping as follows:

Cope’s demolition	\$4,000
New sidewalk and curb	\$10,000
Revised parking area paving	\$6,000
Lighting	\$9,000
Storm Water	\$5,000
A/E fees	\$3,000
Contingency	<u>\$5,500</u>
Total Sub-element Cost	\$42,500

Mill Street Sidewalk

Demolition	\$9,000
New sidewalk	\$25,500
Lighting	\$30,000
Bump outs	\$8,000
Storm Water	\$10,000
Landscaping	\$4,000
A/E fees	\$7,500
Contingency	<u>\$14,000</u>
Total Sub-element cost	\$107,500

Raised/Other Material Crosswalks Element:

At the present time it is difficult for pedestrians to cross at designated crosswalks because traffic does not stop or slow for them. SPIR has been advised that raised crosswalks or crosswalk materials that differ from road material will alleviate this situation.

- < 300 SF crosswalk \$1,500
- Addition SF over 300 \$6.25 / SF

These costs are per unit in nature based on historical, installed costs incurred by the City of Pigeon Forge, TN by an asphalt paving company. AE will be minimal.

Approximate total cost for the entire project is projected to be \$1,200,000 not including some A/E fees and including the one element that has been funded.

Conclusion Comments:

In addition to these figures and this narrative, SPIR is in possession of a preliminary drawing of the project which graphically illustrates the visual effect of the project.

A final comment is to say that the Mill Street portion of the project which was funded under the T-21 grant under development and actual construction will begin approximately February of 2005 with a completion date of no later than the third week in April 2005. Of course, Sylva Partners in Renewal, Inc. and the Town of Sylva are anxious to proceed with all other elements of Phase II. as quickly as funding becomes available.

<b>Narrative:</b>	<p>Sylva Partners in Renewal, Inc. Sylva Partners in Renewal, Inc. (SPIR) was formed in 1994 as a 501(c) (3) non-profit organization. SPIR is funded by the Town of Sylva, Jackson County, grants, and private donations from individuals and businesses.</p> <p>SPIR's primary Mission is the revitalization of downtown Sylva's commercial</p>
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business district. These objectives are the purpose of the Main Street Program and include community outreach, promotional events, economic restructuring and design improvements.

Having completed design improvement Phase I, which brought numerous improvements to Main Street, SPIR is now in the early stages of implementing Phase II of the revitalization program.

Phase II includes a number of design improvements to the Mill Street environs. Cumulatively, SPIR's efforts have produced over \$4,000,000 in total investments on Main Street. These include public funds which provided for infrastructure improvements and private funds which have been invested in building improvements. Additionally, during last fiscal year, there were 3,702 volunteer hours invested in downtown Sylva events and promotional efforts. The sidewalks along Mill Street will be replaced, new pods and areas featuring brick pavers will be constructed and it is anticipated that a number of business owners and building owners will improve their facades. Street lights matching those installed along Main Street will be featured as well as complete repaving of the street.

Along with these improvements, the Town of Sylva public parking lot will be re-graded, paved and a public-use Pavilion will be installed. SPIR is hopeful that the new pavilion will provide a suitable setting for public events featuring entertainment and of course, other family-oriented events. To enhance this feature, a new crossing will be installed to make it easier to cross from Mill Street to the parking lot area. Along with this new crossing, working in conjunction with the Greenways Commission, there will be a foot bridge installed over Scotts Creek leading to Potteet Park. SPIR plans to raise funds through a variety of initiatives. The end result will be a more vital, more visually pleasing, and enhanced downtown central business district in line with the hopes and dreams that the public shared with the SPIR board during a series of public hearings.

Person/Organization Responsible:	Cost to Implement	Estimated Time to Complete
SPIR/Linda Gillman 586-1577	\$1,500,000	3 years

Action Items	Resources Required	Who's Responsible
Scotts Creek Bridge	\$284,500	SPIR
Riverwalk	\$284,500	SPIR
Town of Sylva/Public Parking	\$209,750	SPIR
Parking Lot Pavilion	\$153,500	SPIR
Sidewalk Connection at Railroad	\$75,000	SPIR
Depot Public Restroom	\$123,500	SPIR
Parking Area at Cope's & Mill Street Sidewalk	\$150,000	SPIR
Cross Walks	\$1,500	SPIR



## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Monteith Development
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Goal:	<p>Monteith Development in Dillsboro 16 acre historic site w/ plans for Community Building, Outdoor Theatre, Heritage Trail, Museum, Playground Equipment, Picnic Area, and Parking.</p> <p>16 acre development including use an Community building which will house Kudzu Players and outdoor theatre for Kudzu Players and other performing arts , a heritage trail connecting with the Greenway, a Heritage Museum, Playground Equipment, Picnic Area, and additional parking for the train.</p> <p>Engineering drawings are available.</p>
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Person/Organization Responsible:	Cost to Implement	Estimated Time Necessary to Complete
Jean Hartbarger, Mayor, Town of Dillsboro 586-0265W, 586-9640H, and Jason Walls, Duke Energy, Small Town Enhancement Project Strategies), 704-382-6707, 704-995-7139		

Action Items <i>(continue on additional page if necessary)</i>	Resources Required <i>(\$\$\$ and/or Technical Assistance)</i>	Who's Responsible <i>(Organization and/or Individual)</i>
	50,000 Duke Energy	Jason Walls, Duke Energy, 704-382-6707, 704-995-7139
Engineering drawings		Jeff Bishop, McGill & McGill, 252-0575

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

<b>Initiative Title:</b>	Jackson County History Museum
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<b>Goal:</b>	Adaptive Reuse of Historic Jackson County Courthouse as a History Museum. The facility will house a county museum to celebrate the people, history and traditions of the town, county and region. The Museum will provide a mechanism to both preserve mountain culture and traditions and share them with the traveling public.
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<b>Person/Organization Responsible:</b>	<b>Cost to Implement</b>	<b>Estimated Time to Complete</b>
Roberta Crawford 586-7580W 586-2607H	\$300,000	One year

Action Items	Resources Required	Who's Responsible
Erect scaffolding. Repair and paint cupola, blind justice statue	\$ 45,000.00	Jackson County BOC
Clean and repair PVC roof	\$ 5,000.00	Jackson County BOC
Clean, repair and re-roof decorative sheet metal cornice molding.	\$ 15,000.00	Jackson County BOC
Repair brick, etc. west elevation	\$ 5,000.00	Jackson County BOC
Repair grade where jail demolished	\$ 10,000.00	Jackson County BOC
Re-point building exterior brick and paint	\$ 65,000.00	Jackson County BOC
Repair columns, capitals, porch, railings	\$ 10,000.00	Jackson County BOC
Provide smoke detection, fire alarm system, and emergency lights to basement, main, second, and third floors.	\$ 25,000.00	Jackson County BOC
Architectural Master Plan, construction documents, bids & specifications, construction observation and administration.	\$ 50,000.00	Jackson County Board of Commissioners
Facility Master Plan	\$ 40,000.00	Jackson County BOC

<b>Performance Measures:</b>	<ol style="list-style-type: none"> <li>1. Render Courthouse exterior stable from deterioration.</li> <li>2. Render Courthouse monitored for fire protection.</li> <li>3. Render Courthouse prepped for further renovations</li> <li>4. Produce Facility Use (Master Plan) Document.</li> </ol>
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	US Forest Service Panther Town Trail Project
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Goal:	<p>The Highlands Ranger District of the Nantahala National Forest is in the early stages of the Panthertown Trail Project and we'd like your comments. The project area is primarily in Jackson County and includes Panthertown Valley (recently designated the Elspeth and James McClure Clarke Forest) and part of the Bonas Defeat tract, which lies between Panthertown and the Tuckasegee River (see attached vicinity map). The purpose of the project is to protect sensitive habitat areas and provide a quality backcountry recreation experience for forest users. Actions currently being considered under the scope of this project include:</p> <ul style="list-style-type: none"> <li>▪ Identification of optimum trail locations and designation of appropriate use(s) and level of acceptable use for trails. Uses being considered are hiking, camping, horseback riding, rock climbing, llama trekking, mountain biking, viewing wildlife, photography, hunting and fishing.</li> <li>▪ Repair, replace or reconstruct bridges, culverts, or fords at stream crossings for safety and improvement of water quality.</li> <li>▪ Designation and improvement of camping sites at selected heavily used areas to reduce streamside erosion and wide-spread soil compaction.</li> <li>▪ Expansion of parking areas at Salt Rock, Cold Mountain, and Rock Bridge School entrances to the project area.</li> <li>▪ Development of a signing/interpretive plan to provide needed information to forest visitors.</li> </ul>
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Person/Organization Responsible:	Cost to Implement	Estimated Time to Complete
Erin Bronk District Ranger 526-3765 Eric Crews is in charge of the project 257-4807.		

Status:	Additional information about the project and maps will soon be available online at <a href="http://www.cs.unca.edu/nfsnc/nepa/nepa.htm">http://www.cs.unca.edu/nfsnc/nepa/nepa.htm</a> . Follow the "Panthertown Project" link. Public comments will be used to refine this proposal, explore new ideas (within Management Area limitations), and develop a range of action alternatives.
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Pinnacle Park
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Goal:	Walking trail from Jackson County Justice Center to Water Rock Knob, Engineering study and drawings available
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Person/Organization Responsible:	Cost to Implement	Estimated Time Necessary to Complete
Jay Coward 586-2147		

Action Items <i>(continue on additional page if necessary)</i>	Resources Required <i>(\$\$\$ and/or Technical Assistance)</i>	Who's Responsible <i>(Organization and/or Individual)</i>

Performance Measures: <i>(How initiative will be monitored and evaluated)</i>	
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Status:	
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**Blue Ridge National Heritage Area  
PRIORITY INITIATIVE WORKSHEET**

Initiative Title:	Exploring the Multicultural Impact of Music and Art in the Blue Ridge Mountains
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Project Narrative:	<p>The North Carolina Center for the Advancement of Teaching (NCCAT) will host two five-day professional development seminars for public school teachers: <i>Cherokee Artistry: Drawing on Nature’s Bounty</i> and <i>From African to Appalachian: Celebrating the History of the Banjo</i>. Each seminar will accommodate 24 teachers from across North Carolina.</p> <p><b><i>Cherokee Artistry: Drawing on Nature’s Bounty</i></b> May 7-11, 2007: Cullowhee</p> <p><u>Seminar Description:</u> In forest, creek, and valley the rich diversity of the Blue Ridge Mountains has supplied resources for both ancient and contemporary Cherokee art. Explore sites where natural materials for making pottery, basketry, ceremonial objects, and natural dyes have been gathered by the Cherokee for generations. Learn about an innovative program to conserve and restore these natural materials under that guidance of the Cherokee artisan and try your hand at creating objects used in traditional Cherokee life. Learn how modern-day artisans are using and adapting traditional methods and designs to promote and preserve Cherokee culture in the twenty-first century.</p> <p><u>Seminar Objectives:</u></p> <ul style="list-style-type: none"> <li>• In what ways has the rich diversity of the Blue Ridge Mountains served as a source of materials and inspiration in both ancient and contemporary Cherokee artistry?</li> <li>• How does art and craft reflect the history and culture of the Cherokee people?</li> <li>• How has the form, design, and media of Cherokee art changed as traditional crafts evolved from utilitarian objects to economic commodities?</li> <li>• What is the difference between art and craft?</li> </ul> <p><u>Seminar Faculty:</u></p> <ul style="list-style-type: none"> <li>• Davy Arch, Artist, Cherokee, NC</li> <li>• David Cozzo, Project Director, Revitalization of Traditional Cherokee Artisan Resources (RTCAR), Cherokee, NC</li> <li>• Glenda Hensley, Program Director, WCU’s Theatre in Education, <i>Creativity in Action</i>, Cullowhee, NC</li> <li>• Katrina Maney, Basketmaker, Cherokee, NC</li> <li>• Bud Smith, Alyne Stamper, and Reba Elders, Art Teachers, Cherokee High School Art Department, Cherokee, NC</li> </ul> <p><b><i>From African to Appalachian: Celebrating the History of the Banjo</i></b> Week of September 17, 2007: Cullowhee</p> <p><u>Seminar Description:</u></p>
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Come and discover why the banjo, originally a gourd instrument brought to the New World by African slaves, became such a centerpiece in Appalachian folk music. There was a time in our history when string band music driven by banjo and fiddle thrived in the Black community. Picture the 1920s and early '30s ...whites and blacks together in the streets listening to such racially integrated groups as Taylor's Kentucky Boys. With the emergence of the blues, as well as urbanization, economic pressures, and other social factors, the black string band tradition begins to fade. Soon the banjo becomes known as just a "hillbilly instrument." Come and get knee deep in the sights and sounds of banjo music played while we unravel and celebrate its rich, complex history. Join us as we end our week listening to some of the best mountain banjo "pickin" known to the mountains of western North Carolina as we attend the 33<sup>th</sup> annual Mountain Heritage Day Festival.

Seminar Objectives:

- Where in African did the first banjos emerge?
- What caused the black string bands to fade out of favor among black musicians?
- Did Native Americans develop a string instrument that might be a precursor to the banjo?
- Why did the banjo become a centerpiece of Appalachian music?
- How can the history of the banjo be used to celebrate diversity?

Seminar Faculty:

The seminar faculty are currently being contacted and will include educators who are noted experts in history and who are from diverse ethnic groups.

<b>Goal:</b>	To provide 48 teachers with appropriate educational information the music and craft of the Blue Ridge Mountains that will be shared with at least 25 students each year, in turn impacting over 1,200 students each year.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Dr. Mary McDuffie Executive Director (828) 293-5202	\$50,000	1 year

Action Items:	Resources Required:	Who's Responsible:

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

Initiative Title:	<i>Craft Revival: Shaping North Carolina Past &amp; Present</i>
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Project Narrative:	<p><i>Craft Revival: Shaping North Carolina Past &amp; Present</i> aims to create a virtual collection of objects, documents, and photographs that contribute to the story of a fifty-year effort to revive mountain crafts, from 1895 to 1945. The project employs digital technology to bring together hundreds of widely scattered materials from numerous regional collections. In this way we hope to broaden access to important NC collections and demonstrate the rich diversity of the state’s resources, while original collections remain intact. Partners in the Craft Revival project include: Hunter Library Special Collections, John C. Campbell Folk School, Penland School of Crafts, WCU Mountain Heritage Center (Years I, II, and III); Southern Highland Craft Guild (Years II, III); Qualla Arts and Crafts Mutual (Year III). We propose to continue work with these partners while adding a new partner, Museum of the Cherokee Indian (Year IV).</p> <p>The collections represented in the Craft Revival database are housed in seven regional Heritage Partner (HP) institutions participating in the project. Through the activities of the project and training provided to them, each HP institution is adding new technical and preservation skills to their organizational capacity. At the conclusion of the project, a total of 3,500 digital files will be created and described by these seven Heritage Partners. The project subscribes to guidelines established by NC ECHO and promotes best practice among its partners.</p> <p>In addition to creating an online collection of digital surrogates, the project includes an extensive website featuring a rich body of interpretive essays and resources that adds value to understanding and using the virtual archive. Given the project’s placement within the university, one project goal is to provide the highest quality online content, including original research and writing. The project’s home page is the starting point for most visitors. Four entry portals—<i>The Story</i>, <i>The People</i>, <i>The Crafts</i>, and <i>The Collection</i>—help visitors navigate through the site. A “Search the Collection” and “Browse the Collection” link is prominent on each page. A K-12 component provides teachers with multiple <i>Resources</i> (lesson plans, links to organizations/archives/ publications, and an extensive and annotated Bibliography). An <i>About the Project</i> section describes the project itself (Heritage Partners, audience, goals, and contact information). Every web page features photographs of digitized items that link directly to the database, adding multiple and reciprocal access points between the database and the web-based story.</p>
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Goal:	
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Anna Fariello Hunter Library Special Collections Cullowhee, NC 28723		

Action Items:	Resources Required:	Who’s Responsible:
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Performance Measures:	
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Status:	
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

<b>Initiative Title:</b>	The Digital Heritage Project: An initiative of the Mountain Heritage Center of Western Carolina University
<b>Project Narrative</b>	<p>Western North Carolina is well positioned to increase visitation by Heritage tourists. Department of Commerce statistics show a steady increase in number and expenditure of out-of-state visitors to NC. Almost half have a college degree with another 30% reporting some college—a common characteristic of heritage tourists. Data collected by the Travel Industry Association of America indicates that a clear majority of tourists like to include cultural activities as part of their travel plans. Research conducted for the NC Department of Commerce suggests that North Carolina’s many cultural resources have the potential to attract more visitors, especially those from other states and nations.</p> <p>The majority of tourists now use the web to learn more about vacation destinations. This is especially true of Heritage tourists, who are more interested in a region’s history, crafts, music, and cultural events. Studies indicate that Heritage tourists spend more on meals, accommodations, and personal purchases than other forms of tourism. In addition to spending more, Heritage Tourists have other desirable traits. They tend to travel throughout the year, rather than during just one season. They also are more likely to purchase locally made and/or locally grown products.</p> <p>In June 2008 the Mountain Heritage Center launched DigitalHeritage.org, a multi-media website that focuses on the rich cultural traditions and history of western North Carolina. While we are still testing the site and adding content, we have attracted visitors from over 30 states and several foreign countries desiring to learn more about the people, crafts, history, and culture of our region.</p> <p>DigitalHeritage.org provides an excellent opportunity for heritage organizations to share information about their sites and communities with potential visitors. This project will leverage Western Carolina University's technological expertise, professional support networks, and expertise of faculty and students to offer assistance to regional cultural and heritage organizations.</p> <p>Funds to be requested from the Blue Ridge National Heritage Area will be used in both the digital preservation of our region’s cultural resources and the distribution of those resources through the web, radio, and other media. Specifically, we will target the following components of the Digital Heritage Project:</p> <p>--Digitization of materials in the Mountain Heritage Center’s collection for inclusion on DigitalHeritage.org. For example, the Center has a number of older video interviews with people such as Robert Bushyhead (telling Cherokee stories in Cherokee and English), Mary Jane Queen (on music and gardening), and Ray Hicks (storytelling). We also have videos of a wide variety of craft demonstrations (Cherokee baskets, cornshuck dolls,</p>

blacksmithing, quilting, and others). In addition, we have a number of films from the 1930s-1950s that focus on topics as varied as concerts, logging, and local history that need to be transferred to digital media for preservation and to make available to the public on DigitalHeritage.org.

--Community Spotlights on [www.DigitalHeritage.org](http://www.DigitalHeritage.org). We are working with a variety of regional organizations such as the Oconaluftee Indian Village, the Haywood County Historical Association, the Cashiers Historical Association, and the Cataloochee Reunion to create community spotlights. These community spotlights will serve both the local community and those interested in visiting our region. The Community spotlights are fundamentally democratic in that they allow community members to participate in the creation of the their own histories.

**Goal:** --To preserve the music, crafts, and stories of western North Carolina through multi-media (digital video, audio, images, and essays)  
 --To share our rich heritage with the public through radio broadcasts, a multi-media web presence, and educational programming

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Scott Philyaw, Director, Mountain Heritage Center	Total Project: Year I, \$139,000  We have received funding from Western Carolina University and have submitted other grant applications to cover different portions of the project. The amount to be requested from Blue Ridge National Heritage Area will be used to support our documentation of crafts, heritage sites, heritage events, and community spotlights.	This is an ongoing project. We anticipate that we will continue to document and broadcast heritage content for many years to come.

Action Items:	Resources Required:	Who's Responsible:
--Create video interviews of regional artists, craftspeople, storytellers, and others; --Create Docent tours or regional museums; --Create other multi-media spotlighting various heritage sites and events.  <i>Overall, the Digital Heritage Project will:</i> --Boost visitor awareness of cultural and heritage resources in western North Carolina. --Increase number of visitors to communities that host small cultural and heritage points of interest and events. --Improve the publicity and outreach efforts of organizations to raise overall awareness and attract visitors.	Digital Preservation requires specialized, high definition equipment. We will also need travel funds for on-sight visits. We will also create a portable Digital Media Studio that will be made available to regional partners.	Christie Fulcher, Digital Project Coordinator

Performance Measures:	--increased visitation to <a href="http://www.digitalheritage.org">www.digitalheritage.org</a> --increase in number of digital media components featuring area craftspeople, artisans, musicians, storytellers, and others.
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Status:	In June 2008 the Mountain Heritage Center launched DigitalHeritage.org, a multi-media website that focuses on the rich cultural traditions and history of western North Carolina. While we are still testing the site and adding content, we have attracted visitors from over 30 states and several foreign countries desiring to learn more about the people, crafts, history, and culture of our region. We also have a contract with Clear Channel of Asheville to air the 100+ Digital Heritage Moments we have created. These moments are now airing on 4 radio stations 2-4 times each day with a broadcast area covering 50 counties.
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