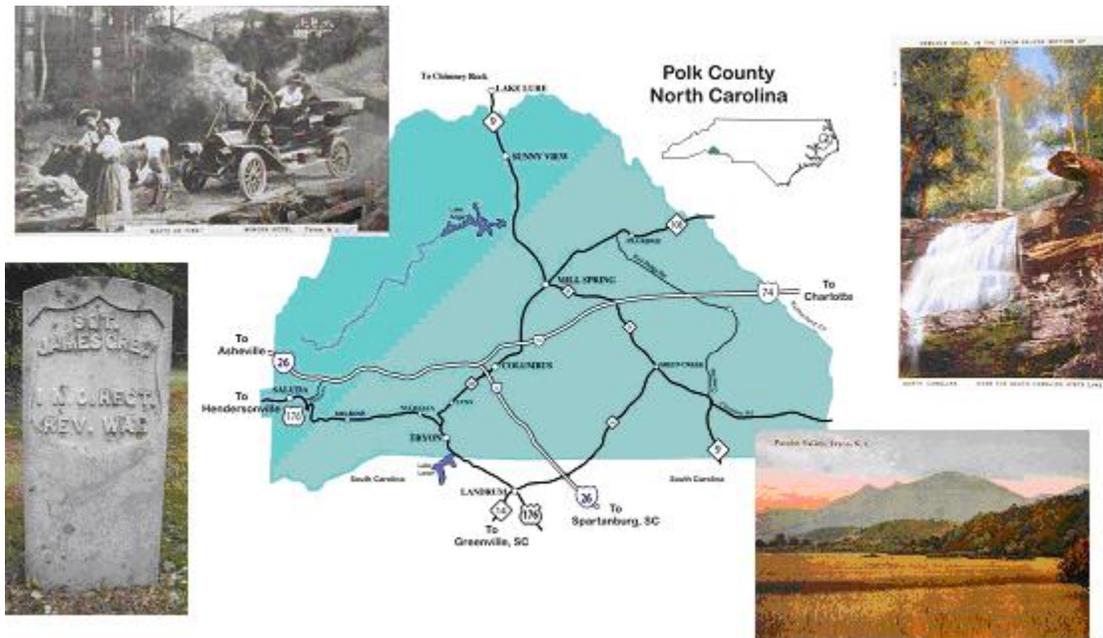


Polk County Heritage Development Initiative Produced for the Citizens of Polk County and the Blue Ridge National Heritage Area



Completed in Partnership with:
Polk County Government
Polk County Historical Association
Polk County Community Organizations
NC Department of Commerce
Western Carolina University
Blue Ridge Mountain Host

Revised September 2010

Polk County Heritage Development Plan

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 - c. Music
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 - e. Agriculture
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POLK COUNTY BLUE RIDGE HERITAGE COMMITTEE - REVISED 2010

First	Last	Organization	Address
Crys	Armbrust	Town of Tryon/Nina Simone Project	425 N Trade Street Tryon, NC 28782 828-859-6484
Lynn	Cass	Historic Saluda Committee	PO Box 248 Saluda, NC 28773 828-749-2581
Beth	Child	Tryon Fine Arts Center	34 Melrose Ave. Tryon, NC 28782 828-859-8322
Marilyn	Doheny	Marilyn's Melrose Inn & Artist Retreat	55 Melrose Ave Tryon, NC 28782 828-859-0234
Nathan	Galloway	Tryon Toymakers House	43 E Howard St. Tryon, NC 28782 828-290-6600
Cathy	Jackson	Saluda Business Association	PO Box 742 144 East Main Street Saluda, NC 28773 828-749-3504
Phil	Johnson	King Pup Radio Show/Radio YUR	108 Aster Lane Tryon, NC 28782 828-859-8323
Melissa	LeRoy	FENCE – Foothills Equestrian Nature Center	Hunting Country Rd. Tryon, NC 28782-9675 828-859-9021
Laura	Linz	Tryon Arts and Crafts	373 Harmon Field Rd. Tryon, NC 28782 828-859-8323
Carol	Meeske	Pearson's Falls/Tryon Garden Club	2720 Pearson Falls Road Saluda, NC 28773 (828) 749-3031
Ambrose	Mills	Polk County Economic Development Commission	280 Brookwood Dr. Tryon, NC 28782 828-894-2895
Wyndy	Morehead	Upstairs Artspace/Art Trek Studio Tours Events	49 S Trade St Tryon, NC 28722 828-859-2828
Anna	Conner	Polk County Historical Association	60 Walker St. Columbus, NC 28722 828-894-3351
Meg	Rogers	Town of Tryon, Secretary to the Town Manager	303 N. Trade Street Tryon, NC 28782-3015 828-859-6655

Catherine	Ross	Saluda Business Association	PO Box 742 144 East Main Street Saluda, NC 28773 828-749-3504
Jerry	Soderquist	Pearson's Falls/Tryon Garden Club	2720 Pearson Falls Road Saluda, NC 28773 828-749-3031
Lynn	Sprague	Polk County Agricultural Economic Development	P.O. Box 236 Columbus, NC 28722 828-828-894-2281
Jane	Templeton	Pearson's Falls/Tryon Garden Club	2720 Pearson Falls Road Saluda, NC 28773 828-749-3031
Cindy	Tuttle	Historic Saluda Committee	PO Box 248 Saluda, NC 28773 828-749-2581
John	Vining	Polk County Cooperative Extension	PO Box 187 Columbus, NC 28722-0187 828-894-8218
Sally	Walker	Pacolet Area Conservancy	850 N Trade St Tryon, NC 28782-5598 828-859-5060
Melinda	Young	Polk County Tourism/Chair of Polk County Blue Ridge Heritage Committee	20 E. Mills St. PO Box 308 Columbus, NC 28722 828-894-2324

A Brief Overview of Polk County's Heritage and Assets

Polk County Narrative Summary

The area, now known as Polk County, was first settled by Native Americans thousands of years ago. White settlers arrived around the middle of the 1700's. There were two main routes running through the area, which most likely followed earlier Indian trails.

One route came through the Hickory Nut Gorge and ran through the present-day Mill Spring. The other was a widely-used drovers' trail that became known as Howard Gap Road and came through the present community of Lynn. Many communities sprang up along those two routes—Cooper's Gap, Sunny View, Mill Spring, Pea Ridge, Green Creek, Stony Knoll, and Lynn. The towns of Tryon and Saluda were settled near the railroad which arrived in the late 1870's.

Because the lack of transportation made it difficult to travel far from home, each community had its own church, school, post office, and gristmill. Polk County was mainly a farming area until after World War II.

The county seat, Columbus, was named after Dr. Columbus Mills, a prominent citizen and a member of the General Assembly when Polk County was formed in 1855. Columbus was a planned town and laid out in a grid pattern—unlike other towns that grew up along railroads, rivers, and crossroads. The Town of Columbus is distinguished by an imposing courthouse, built of handmade brick in 1855. The ancient slave block still remains on the courthouse lawn.

In 1780 the Overmountain Men came through Polk County and camped at Alexander's Ford before turning southeast and on to the Battle of Kings Mountain—a turning point in the American Revolutionary War.

Polk County has a traditional heritage of arts, music, and crafts, such as pottery, rug making, and weaving. Some of its most valuable assets, other than its people, are the natural resources—the mountain ranges, the Pacolet and Green Rivers, numerous waterfalls, and many beautiful and, in some cases, rare native plants. There is a long standing equestrian community and a re-emerging grape industry.

In order to retain and protect the qualities that make Polk County unique, we must accomplish four goals: (1) make an inventory what makes us unique, (2) share this inventory with our fellow citizens, (3) explain the need to maintain and protect these qualities, and (4) encourage the people of Polk County to become partners in achieving the initiatives of the Polk County Blue Ridge National Heritage plan.

Succeeding in these goals will help foster community pride and insure that we carefully plan for economic growth in such a way that we can preserve our natural resources and our rich heritage.

Tryon is the largest city in the area with many residents who migrated from other parts of the country to enjoy the mild climate and beauty of the surrounding countryside. The Hunting Country abounds in large estates and stables to make an equestrian paradise. There are hundreds of miles of marked riding trails. The fox hunts, horse shows, and steeplechase are well known throughout the country. Saluda, on the county's western border, has long enjoyed fame as a vacation area and

place of retirement. It is noted for its fine apple orchards which constitute the main source of farm income.

Other communities such as Mill Spring, Sunny View and Green Creek have retained the charm of the Old South. The local roads are all good and *provide easy* access. An interstate highway, extending from Charleston to Asheville, provides convenient egress from the outside world.

The mountain slopes of the region experience a climatic phenomenon known as the Thermal Belt. This is due to a temperature inversion which results in a belt, rather indefinite in width, wherein the frosts of the valley - or the freezes of the higher altitudes- do not occur. Botanically, the area is rich in native flora. Lakes Adger and Lanier provide aquatic sports and fishing. Some of the clear, cold mountain streams offer good trout fishing in season. Golf, riding and hiking attract devotees who need not await appropriate seasons for such outdoor activities.

An Overview of the Heritage Planning Process in Polk County

The heritage planning working group from Polk County embraced the heritage planning process and this document is a testament to a number of committed individuals with a strong sense of the importance of retaining Polk County's unique characteristics. From the beginning, the heritage team was enthusiastic about the opportunity to compile, organize and create a plan regarding the future of Polk County's heritage resources.

The overarching objectives in Polk County's heritage development plan are the conservation and celebration of the County's rich heritage resources – which include significant cultural, natural and historic resources. During the planning process, the planning team recognized the great potential for a number of conservation, education and historic preservation projects.

A core team of community leaders representing the Historical Society, the Tourism Development Authority, County Government, and others organized the content presented on the following pages. Community input was gathered at a county kick-off event held in October 2004 with representatives from various community agencies and interested community volunteers. Feedback from the community provided a valuable framework in assessing Polk County's priorities and challenges when considering the important steps required for retaining Polk County's heritage and unique characteristics.

POLK COUNTY INITIATIVE SUMMARY CHART

Initiative Name	Estimated Project Costs
1878 Saluda Grade Educational Project	\$251,800
Celebrate re-emergence of Polk Co Viticulture Industry – Winery Tours	\$28,000
Courthouse Tours/Educational Project	\$15,000
Tryon Equestrian Heritage Project	\$87,000
Polk County Historic Resources Commission	In Progress 6,000
Establish Tryon Arts & Crafts Center at Harmon Field Community Complex	COMPLETE \$40,000
Foothills Natural Resource Interactive Mobile Classroom	\$425,000
Polk County Historical Association Outreach Program	0
Green River Cove Management Project	\$12,000
Historic Sheppard Development	\$1,450,000
I-26 North Carolina Gateway Initiative	\$30,000
King Pup Radio Development - Expansion of King Pup Radio Show - Expansion of YUR website	\$120,000 \$24,000
Overmountain Victory National Historic Trail - Development & Interpretation in Polk Co	\$175,000
Polk County Courthouse	\$225,000
Rutherford Polk Highway 74 Broad Green Corridor Partnership Initiative	\$50,000
Saluda Mountain Jamboree	COMPLETE Private funding in 2005
Tryon Area Equestrian Heritage Conservation Initiative	\$5,500
*New 2008 Eunice Waymon-Nina Simone Memorial Project (NSP)	\$750,000
*New 2010 Mill Spring School Project: Agricultural Development Center	\$650,000
*New 2010 The Tryon Toy-Makers and Wood-Carvers Museum	\$239,076
*New 2010 Tryon Garden Club, Inc. Heritage Projects	\$657,000
Grand Total	\$ 5,240,376

Initiative Worksheet

Initiative Title:	Historic Resources Commission
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Project Narrative:	<p>Work through the Polk County Office of Economic Development to establish a Historical Resources Commission in Polk County, North Carolina to preserve, protect, and share with other communities the unique historical heritage of Polk County. Through developing inter-local agreements between Polk County Government, the Towns of Columbus, Tryon, and Saluda, and by surveying, identifying, and documenting historical buildings and sites within the County and conduct and promote related activities at all educational levels to increase community awareness and involvement in historical resource preservation.</p> <p>For example, the plan of work for the HRC early on could include relocating the monument to the Battle at Round Mountain.</p>
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Goal:	
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Kipp McIntyre, Polk County Director of Economic Development	\$6,000.00	1 year

Action Items:	Resources Required:	Who's Responsible:
<ul style="list-style-type: none"> - In early 2005, meet with Rebecca Johnson from Western office of Archives & History - Present opportunity to Polk County Commissioners - Begin application process 	Administrative fees	Polk County Office of Economic Development

Performance Measures:	Provide county leadership and oversight for planned projects
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Status:	Underway. Commissioners voted October 08 to proceed with development of a Historic Preservation Commission. Some projects are already complete and the Warrior Mountain monument has been moved to a Columbus location.
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Initiative Worksheet

Initiative Title:	Complete the building project and open Saluda Mountain Jamboree
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Project Narrative:	<p>The primary objective of Saluda Mtn. Jamboree is to promote and preserve the country music, square dancing, clogging and gospel singings that are part of the heritage of the Blue Ridge Mountain people. The goal is to present the very best musicians and entertainers and protect the family unit by providing a facility for families to have fun together.</p> <p>The Jamboree will attract bus tours on show nights, as well as, book groups such as business conferences, retirement parties, reunions, etc. for matinee shows and perhaps a catered lunch.</p> <p>The convenient location and easy access to the Jamboree should bring patrons from adjoining counties to the area and increase the number of people using other businesses in the town and community.</p>
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Goal:	To have the building and the grounds ready to open in the spring of 2005
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Bob & Linda Whitaker	\$435,000.00	4 to 6 Months

Action Items:	Resources Required:	Who's Responsible:
<ol style="list-style-type: none"> 1. Finish building, grounds and roads 2. Purchase sound equipment and seating 3. Finish development of a marketing program 4. Seek funding or grants for marketing and purchase of sound equipment and seating 5. Start scheduling shows and entertainment 	\$75,000.00	

Performance Measures:	Careful scheduling of performances and use of building Very active marketing and advertising campaigns
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Status:	PROJECT COMPLETED – Private funding
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Initiative Worksheet

Initiative Title:	Establish Tryon Arts & Crafts Center at Harmon Field Community Complex
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Project Narrative:	<p>After acquiring the property at the Harmon Field Community Complex, Tryon Arts and Crafts (TAC) is in the process of renovating the building and setting up the facility for an arts and crafts school, retail space and gallery. Preliminary plans for the gallery area include showcases to house exceptional examples of our native mountain arts and crafts heritage, along with educational information about the items displayed. One of the showcases will be designated for the featured or visiting artist of the month. This exhibit will be used to promote artists of the Blue Ridge National Heritage Area in conjunction with guest speakers, demonstrations and/or workshops. The display cases should be functional yet artistic and inviting. The vision for the gallery is to make it a work of art that will draw visitors from across the region. “Traumfest” is the name of our gallery and gift shop. It is a German word, meaning “Holiday of Dreams”. TAC, with the help of community partners, will create a gallery experience that will bring people into the arts and crafts center to view the exhibits and visit the retail shop. In addition, visitors will have the opportunity to observe or participate in traditional arts and crafts as they are made on site.</p>
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Goal:	<p>The goal of TAC is to create an arts and crafts center in Polk County that preserves and celebrates the unique craft heritage of the area by focusing on the education, instruction and preservation of the methods and materials used in making arts and crafts. The center will serve local members, students and visitors, as well as people from across the region. TAC will provide a facility where students have the opportunity to express, develop and showcase their creative talent and visitors can learn more about the region’s arts and crafts heritage. Once completed, TAC will become a valued resource in the Western North Carolina community; a destination where its members, students and visitors can spend the day, with a variety of things to do and see.</p>
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Tryon Arts & Crafts	\$40,000	8 months

Action Items:	Resources Required:	Who’s Responsible:
1. Gallery floor plan development	1. Architect, Designer and Planning Committee	1. TAC
2. Construct and/or purchase display units per plan	2. Contract labor and Materials (wood, glass, hardware, etc.)	2. TAC, community partners and grant funding
3. Acquire handmade items for display/exhibit	3. Folklorist/historian to consult on display/exhibit items	3. TAC, community sponsors and grant funding
4. Develop educational material for the display/exhibit information	4. Folklorist/historian to consult on display/exhibit information	4. TAC and grant funding
5. Complete set up of gallery to include furniture and character lighting.	5. Electrician, Designer and volunteers	5. TAC, community partners and grant funding

<p>Performance Measures:</p>	<p>Tryon Arts and Crafts will measure performance by the number of students attending classes and workshops, by the number of visitors to the center, by tracking its membership growth and by the amount of community support through giving. Measures of performance will also include the number of public groups using the facilities, i.e., Polk, Henderson and Rutherford Schools, Senior Centers, churches and civic organizations.</p> <p>TAC held its first artist demonstration on September 12th with potter, Yosuke Koizumi from Shimpo Japan. The center had received occupancy notice for the building just 10 days prior to the event. With limited publicity, TAC welcomed over 30 enthusiastic guests for the afternoon event that was free and open to the public. Plans are to hold four events of this nature in the first two years and expand to six the following year.</p>
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<p>Status:</p>	<p>RELOCATION COMPLETE. The Harmon Field Community Complex property was purchased by TAC on May 17, 2006 and relocation to this facility at 373 Harmon Field Road completed September 2006. Renovation of the facility was overseen by VP Jerry Pospisil and a task force committee. The middle school building offers 10,000 square feet providing TAC opportunity for growth. In this new location TAC has been able to expand class offerings and bring all its students together in one building. This enables TAC to serve a much broader segment of the community, county and region. A blacksmith studio and a heritage gallery funded by a grant from the BRNHA have been added to the facility. In addition a showcase area and gallery provides a display and sales area for hand crafted products.</p>
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Initiative Worksheet

Initiative Title:	Establish and Maintain Overmountain Victory National Historic Trail in Polk County
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Project Narrative:	<p>The Overmountain Victory National Historic Trail (OVT) was authorized by the U.S. Congress in September 1980 and commemorates the campaign that led to American victory at the Revolutionary War battle of Kings Mountain in the fall of 1780.</p> <p>Administered by the National Park Service the Trail is established and maintained through a variety of different partnerships. It consists of a Commemorative Motor Route, which uses existing state highways, as well as a non-motorized route. The latter is still being developed, but will eventually stretch some 330 miles through four different states.</p> <p>Within North Carolina there are 204 miles of the Commemorative Motor Route, as well as potentially 201 miles of the non-motorized trail. The trail passes through nine counties in North Carolina, all of which are included in the BRNHA. As of December 2004, 34 miles of the non-motorized route within the state had been established and were publicly accessible.</p>
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Polk Co. Goal:	Mark all 20 miles of the Commemorative Motor Route in Polk County, as well as establish and mark all 18 miles of the non-motorized route within the county. Proper interpretive waysides and exhibits, as well as special events connected to the Trail story, will also be developed and maintained.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
National Park Service & Local Partners	At Least \$175,000	2 to 5 Years

Action Items:	Resources Required:	Who's Responsible:
1. Establish viable partnerships with property owners along trail route	NPS Superintendent and Partner Groups	NPS Superintendent
2. Pass resolution outlining County's commitment to project		
3. Submit grant request to Rural Center for impact study around Green Creek	\$50,000	OED/Kipp McIntyre
4. Work with DOT regarding signage		

Performance Measures:	Continual addition of trail sections on the ground annually, as well as gradual development of interpretive media and special events within communities along the route.
Status:	A 1.8 mile section of the Overmountain Victory National Historic Trail opened to the public in 2007 through White Oak Golf and Equestrian Community and Overmountain Vineyard owned by Frank and Lita Lily. In addition, Alexander's Ford is under contract by Polk County to be become the Bradley Nature Preserve. The historic property includes a mile of the historic trail. The project is on-going.

Initiative Worksheet

Initiative Title:	Eunice Waymon-Nina Simone Memorial Project (NSP)
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Project Narrative:	<p>The Eunice Waymon—Nina Simone Memorial Project (NSP) exists to honor the remarkable life and career of a native, African-American, Tryon, North Carolina, and Blue Ridge daughter, who achieved recognition in a global theatre for her unique talent and her formidable contributions both to the musical arts and to equal rights activism. Simone personally styled herself a FOLK SINGER, and she styled her unique fusion of pop, gospel, classical, jazz, folk, and ballads “Black Classical Music,” a phrase originated by Duke Ellington. That music had its regional roots in her early development and training in rural North Carolina, which she carried with her throughout her meteoric rise to international fame.</p> <p>The Nina Simone Project undertakes to accomplish four related goals.</p> <ul style="list-style-type: none"> • <u>Support</u> a broad-based education program, to include such educational and preservation outreach initiatives as the: <ol style="list-style-type: none"> 1) Creation of scholarships, 2) Development of in-school programs suitable for local, regional, and national dissemination, 3) Preservation of Simone’s material historical record (i.e., physical-form bibliography to include, among others, such ephemera as photographic items, concert memorabilia recording and appearance contracts, oral histories, audio and video archives and other holographic materials). 4) Promotion of Simone as an important Tryon and Polk County and Western North Carolina cultural and heritage resource, (recognizing in her educational path a broad community initiative and a cooperative partnership <u>and</u> in her music an explicit and continued immersion in the traditional music of her youth), • <u>Commission</u> a life-sized, memorial, bronze sculpture for a public art installation • <u>Develop</u> the Nina Simone (Trans-World) Music Festival as a signature Tryon, Polk County, and North Carolina event • <u>Provide</u> partnering opportunities for outreach support & benefit programming to Nina Simone’s designated charities: <ol style="list-style-type: none"> 1) Cancer research in underserved communities, 2) Restoration of arts programs in public education, 3) Prevention of abuse against women, and 4) AIDS education, care, & research.
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Goal:	❖ Create, support, and sustain an endowed Nina Simone scholarship,
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	<ul style="list-style-type: none"> ❖ Develop course curriculums which highlight the contributions and regional roots of such prominent North Carolinians as Nina Simone, John Coltrane, Theolonius Monk, and Dr. Billy Taylor to the development of the American songbook, ❖ Provide teacher training opportunities, ❖ Collect, archive, and exhibit (in rotation) available materials which detail the life, career, and legacy of Nina Simone. And further, to make those item available on loan to other regional, national and international exhibiting organizations, ❖ Promote the multi-cultural, traditional music heritages of North Carolina, ❖ Facilitate completion of a permanent public art installation in Tryon, NC featuring a life size bronze memorial sculpture of Nina Simone by the renown sculptor Zenos Frudakis [<i>Location: South Trade Street, otherwise designated as US 176 and a NCDOT Scenic Byway</i>], ❖ Initiate a music series of five (5) concerts in 2009 as a pilot program to build audience awareness, knowledge-base, and support for the 2010 Nina Simone Music Festival, ❖ Enhance local economy via tourism opportunities
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Dr. Crys Armbrust	NSP Endowed Scholarship \$150,000	3 years
Eunice Waymon-Nina Simone Memorial Project & Tryon Downtown Development Association	NSP Education and Outreach \$10,000	1 year to implementation
P.O. Box 182 Tryon, NC 28782 (828) 859-6484	NSP Archive \$10,000	Ongoing acquisitions
The TDDA is a registered 501(c) 3 non-profit.	NSP Sculpture of Simone by Frudakis \$126,000	1 year
	NSP 2009 Concert series (five concerts) \$20,000	1 year
	Annual Nina Simone Trans-world Music Festival \$750,000	2 years

Action Items:	Resources Required:	Who's Responsible:
	Any and all funding covers: <ul style="list-style-type: none"> ➤ Curriculum development ➤ Conservation/ 	Dr. Crys Armbrust Executive Director NSP

	<ul style="list-style-type: none"> ➤ Exhibition creation costs ➤ Sculptor fees ➤ Foundry fees ➤ Hiring musicians ➤ Venue costs ➤ Radio & print advertising ➤ Archival acquisitions ➤ Promotional materials ➤ Postage 	
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<p>Performance Measures:</p>	<p>Documentation of Simone’s contribution to American popular and traditional music; civic awareness, understanding, and participation in Simone-related sponsored events; establishment of a formal archive; implementation of an education outreach program; completion of a public art installation; successful mounting of a music series (to act as a springboard for a major, international trans-world music festival), broadening the knowledge base about the phenomenal contributions of North Carolina musicians to American traditional and popular music, and enhancement of local and regional economy via tourism opportunities.</p>
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<p>Status:</p>	<p>NSP Scholarship—fundraising in progress</p> <p>NSP Education & Outreach—fundraising in progress</p> <p>NSP Archive—acquisitions actively being acquired</p> <p>NSP Sculpture—fundraising in progress</p> <p>NSP Music series (& Festival)—in planning</p>
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Initiative Worksheet

Initiative Title:	1859 Polk County Courthouse Educational Project
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Project Narrative:	One of Polk County's significant historic assets is the 1859 county courthouse. In this project a docent program is developed to share the history of Polk County. The courthouse would be open each Saturday morning and selected Fridays during the year.
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Goal:	Create a script and volunteer training program. Hire a volunteer coordinator(\$5,000/year) to schedule volunteers and perform training.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Travel & Tourism & Historical Association	\$10,000 one time cost for period clothing. \$5000 annually to hire coordinator.	June 2006

Action Items:	Resources Required:	Who's Responsible:
<ul style="list-style-type: none"> - Create advisory task force featuring: (1)travel & tourism rep, (1) NC Welcome Center rep, (1) Clerk of Court rep, (1) PC Historical rep and (1)Courthouse Restoration Committee rep. - Create a script and action plan for tours for courthouse. - Purchase period clothing. - Hire a volunteer coordinator. 		Board of County Commissioners Advisory Task Force Lead agency/dept , volunteer coordinator & advisory group.

Performance Measures:	Tours offered first 12 months in September, October, & November and March, April & May.
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Status:	Renovation of the courthouse was completed in July 2008 and it continues to function as the county courthouse.
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Initiative Worksheet

Initiative Title:	Historic Sheppard
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Project Narrative or Description:	<p>To focus on the rich history of Indian hunting ground and hometown of Nina Simone for tourism. A building for a Museum to exhibit art, pictures, facts and etc. for Historic Sheppard. Walking trails with points of interests, festivals, cultural events and outdoor activities.</p> <p>A Family life center, so we can meet the needs of people, through Education, Race relations, Sports, Swimming pool, Spiritual edification, 45 Passenger bus, 15 passenger van</p>
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Goal:	To uncover this project and put it into action which will bring awareness of this great Blessing, in this area.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Timothy B. Brown Sr., Sharon K. Brown, Muriel Ziglar and a host of others who share this vision with them.	\$1,450,000 for the museum and its artifacts.	July 2008

Action Items:	Resources Required:	Who's Responsible:
<p>Compile written documentation on the history of the Sheppard Area.</p> <p>Develop a drawing of what it will look like.</p> <p>Submit grant request.</p> <p>Seek bids for design of buildings.</p>	\$1,450,000	<p>Timothy B. Brown Sr., Sharon K. Brown, Muriel Ziglar and those who share this vision with them.</p> <p>Good News Broadcast and Non-Jealousy Association.</p>

Performance Measures:	<p>Increase a constant volume of tourism to Polk County and bring a wealth of contact with people of the same interests.</p> <p>Bring shopping to our merchants of Polk County.</p>
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Status:	With the funds, we will be ready to develop.
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Initiative Worksheet

Initiative Title:	<ol style="list-style-type: none"> 1. Expanding the Radio YUR Website - www.radioYUR.com to Include 24/7 Delivery of Traditional Music and Programming from The Blue Ridge Heritage Area 2. Establish a website capable of on demand video streaming to supplement the audio content.
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Project Narrative:	<p>The website www.radioyur.com is the internet home of <i>The KingPup Radio Show</i>.</p> <p><i>The KingPup Radio Show</i> is a weekly radio program featuring the music of The Blue Ridge Heritage Area. The weekly program is syndicated to over 50 radio outlets world-wide. During each broadcast, listeners in the affiliate radio markets are prompted to visit the Radio YUR website.</p> <p>Currently the website delivers an “on demand” mp3 audio stream of selected <i>KingPup Radio Show</i> programs. At present the website, www.radioyur.com, enjoys 600 unique visits per day with an average of 60 audio downloads per day.</p> <p>This project will partner with e-Polk Inc., a nonprofit organization formed in 2002 to leverage high-speed Internet service for the improvement of the quality of life in the local area. The project will utilize the advanced fiber optic connectivity offered by e-Polk’s PANGEA network of broadband technology in Polk County.</p> <p>Increased fiber optic connectivity will allow the radio YUR website to deliver 24/7 audio and video streams to a greater number of concurrent Internet visitors. The multimedia content will consist of additional <i>KingPup</i> material along with a variety of unique programming to include recorded music, storytelling and specially produced audio and video projects.</p> <p>The content will showcase the heritage and artistry of the Blue Ridge National Heritage Area. Cherokee traditions, folk, bluegrass and Appalachian stringband musicians, storytellers, writers, multimedia artists and students from throughout the region will be encouraged to submit content. The project will present the works of emerging talent as well as established artists.</p> <p>Travel and tourism interests and area business will be given the opportunity to become partners in showcasing their activities in a focused multi-media rich environment.</p> <p>The 24/7 audio stream at Radio YUR will be marketed as “America’s hometown radio station from the Blue Ridge Mountains of North Carolina” and will reflect the lifestyle and values of the region’s many small towns and rural communities. The video content will supplement any existing web activities of the partners and will offer a visual element to their current marketing strategies.</p>
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Goal:	<p>1.The content will engage a world wide audience to further explore the region’s vast treasure trove of creativity and position the Blue Ridge National Heritage Area and Polk county as travel destinations.</p> <p>2.To become self sustaining through an active partnership with tourism interests within the Blue Ridge Heritage Area.</p> <p>3. To become self sustaining by securing national and regional sponsors .</p>
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Aster Productions Philip Johnson (owner)	\$24,000 / year	1 year

Action Items:	Resources Required:	Who’s Responsible:
1. Secure necessary computer equipment and server software to store and serve the content	IT consultants	Aster Productions
2. Secure a physical location to access the PANGEA fiber optic network.	partner with e-polk or existing entity to house the computer equipment	Aster Productions
3. Design multimedia website	Web designers	Aster Productions
4. Identify existing content and content providers and promote the project to interested participants: Music, Art, Multimedia Departments: High School College Community College Regional musicians, writers, storytellers, audio / video artists	PR resources, press release,	Aster Productions
5. Secure all necessary intellectual property rights from participants.	personal contacts, promote through existing KingPup radio affiliates entertainment attorney	Aster Productions

Performance Measures:	Web server logs to measure all activity and visitor information to the website Feedback from listeners Feedback from advertisers Special online promotional activities
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Status:	The website www.radioyur.com is currently online through a web provider in Kansas. Much of the intellectual property rights have been secured. A variety of content providers have been contacted. And some content has been collected.
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Initiative Worksheet

Initiative Title:	The KingPup Radio Show; a region wide marketing initiative
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Project Narrative:	<p><i>The KingPup Radio Show</i> is a 15 and 30 minute traditional and contemporary American “roots music” radio program that is delivered free of charge to domestic and international commercial and non-commercial radio stations on compact discs. The program is produced by Aster Productions of Tryon, NC. The program is marketed as <i>Americana</i> music featuring live performances of several American music genre including: Bluegrass, Folk, Southern Appalachian Stringband, Gospel, Blues, Acoustic Country among others. The program is hosted by veteran performers and radio hosts Phil & Gaye Johnson of Tryon, North Carolina and is currently syndicated to over 52 radio outlets worldwide.</p> <p>Presenting the vibrant history and artistry of the Blue Ridge National Heritage Area through artistically engaging radio programming is a cost effective way to brand the region as a “living heritage” resource. <i>The KingPup Radio Show</i> is the first nationally syndicated program of its type to emerge from western North Carolina to offer a consistent radio presence.</p> <p><i>The KingPup Radio Show</i> is targeted to a mature (25 - 55) consumer market. The core of this market are current “baby boomers” who continue to support the “<i>Americana</i>” music genre by purchasing music audio and video products, music related books and manuals, as well as related souvenir type products. They also regularly travel to attend concert and festival events where this genre of music is offered and to participate as students in annual week-long music camps.</p> <p><i>The KingPup Radio Show</i> embraces the tradition of local country music radio programs that flourished throughout rural America during the 1930’s and 40’s. These regional versions of the national “barn dance” programs were the life-blood of Country music during this time and always presented the best of regional entertainment drawing upon the artistic resources of the rural community.</p> <p>Aster Productions will continue this tradition by traveling to and partnering with host presenters within the Blue Ridge National Heritage Area establishing <i>KingPup Radio Show</i> concert events to be recorded for world-wide radio distribution. These concerts will be promoted as special events or be included in the activities at ongoing events such as Folk, Bluegrass or Old Time music festivals, downtown city street festivals or annual rural events and county fairs.</p> <p>The recorded concerts will include the host band (Phil & Gaye Johnson), plus three or four regional performing artists, groups and storytellers as “Guest Artists”.</p> <p>Besides the distribution to world-wide terrestrial radio affiliates, <i>The KingPup Radio Show</i> will be cross-promoted on specialty music sites on the internet including its current home www.radioYUR.com as well as traditional print media: folk, bluegrass, and acoustic <i>Americana</i> music periodicals as well as newspaper entertainment features and travel periodicals.</p>
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	<p>In addition to offering a high quality concert event, the host partner will receive extremely cost effective radio advertisement. Each concert event will yield at least three complete <i>KingPup</i> radio programs. Each thirty minute program will contain at least five advertising opportunities.</p> <p>Traditional artists from the Blue Ridge National Heritage Area will receive much needed national and international radio exposure, any effort at gaining radio airplay is essential to the growth of an artist's career.</p>
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Goal:	<p>Achieve greater radio carriage by continuing to add new radio affiliates especially in those regions that have been identified as heritage tourism targets, the mid-Atlantic states and the Atlanta metro area.</p> <p>Establish a consistent listenership tuning in each week to experience authentic artists from the mountains of North Carolina.</p> <p>Encourage listeners on each broadcast to visit the companion www.radioYUR.com website at their convenience to enhance their Blue Ridge Heritage experience by accessing the mp3 streaming audio files and learning more about the area. The website will engage a world wide audience to further explore the region's vast treasure trove of creativity and position the Blue Ridge National Heritage Area as a travel destination.</p> <p>To become self sustaining through an active partnership with other counties in the Blue Ridge Heritage Area as host presenters.</p> <p>Secure national and regional sponsors.</p> <p>Secure additional grants.</p>
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Aster Productions in partnership with regional host presenters	\$120,000 39 half hour syndicated programs per year	18 months

Action Items:	Resources Required:	Who's Responsible:
Establish a promotion and marketing team to promote the <i>KingPup Radio Show</i> concept to potential presenter/partners within the Blue Ridge Heritage Area	Tourism marketing consultants	Aster Productions
Establish a promotion and marketing team to promote the <i>KingPup Radio Show</i> to additional radio affiliates.	Radio syndication consultants	Aster Productions
Establish a marketing team to identify and	Sales consultants	Aster Productions

secure national and regional sponsors		
Identify and implement advertising and PR strategies.	Public Relation specialists.	Aster Productions

Performance Measures:	<p>Performance will be measured by the increase in the number of radio affiliates.</p> <p>Performance will be measured by the increase in the number of annual <i>KingPup</i> concert events.</p> <p>Performance will be measured by the increase in audience size at <i>KingPup</i> concert events.</p> <p>Increased listenership will be measured by e-mail and traditional mail response and website activity logs.</p>
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Status:	<p>As of April 2005, Aster Productions has produced 52 half hour <i>KingPup Radio Show</i> programs.</p> <p>As of April 2005, <i>The KingPup Radio Show</i> is syndicated to over 52 radio outlets worldwide.</p> <p>Several <i>KingPup Radio Show</i> concert events have been scheduled in various communities throughout western North Carolina.</p> <p>The website www.radioYUR.com receives 600 unique visits per day with an average of 60 audio downloads per day.</p>
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Initiative Worksheet

Initiative Title:	The Foothills Natural Resource Interactive Mobile Classroom
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Project Narrative or Description:	<p>This project, created by The Pacolet Area Conservancy, is designed to establish a Natural Resource Mobile Classroom which is educational, fun, interactive, and motivational. This informational setting will present a historical perspective and evolution of the importance of our mountains, watersheds, and foothills.</p> <p>Visitors will travel through a virtual ecosystem of natural resources native to the Polk County area. Endangered species, plant families, water systems and animals, found only in this area where the mountains meet the Piedmont, set the stage for understanding the special natural characteristics of the land and waterways here.</p> <p>The impact of human development and interaction will be explored through interactive exhibits demonstrating cause and effect. One example of such an exhibit is a large scale expansion of PAC’s watershed model, which allows participants to “spill” erosion into a watershed area and witness the results. The current tabletop model has provided a testing ground for extremely successful, energizing small scale interactive educational forums for sixth graders. The mobile classroom will take the same principle to a much more professional level designed to attract large groups of school children, individuals, and families.</p> <p>Housed at the Foothills Equestrian and Nature Center (FENCE) in Tryon, the Foothills Natural Resource Mobile Classroom will take advantage of the large numbers of school children already visiting FENCE. Here, in a setting already designated for nature and education, the natural heritage of the Polk County area will be explored and honored for posterity. As time and humans continue to alter the landscape of this area, future generations will be able to “live” in the virtual ecological jewel of 2006-07 created by the mobile classroom.</p> <p>Visitors to the mobile classroom will understand the vision and goal of the Pacolet Area Conservancy: PAC Vision: <i>A community living and growing in harmony with our natural heritage.</i> PAC Goal: To provide a legacy that will endure and be valued by future generations.</p>
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Goal:	To create a place to educate all ages and socio-economic levels of the local and regional population about the unique natural resource inventory of the Polk County area: ultimately, to motivate the protection and preservation of these natural resources.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
The Pacolet Area Conservancy- Sally Walker, Ex. Director	\$425,000.00	2 years

Action Items:	Resources Required:	Who's Responsible:
1.Contract with FENCE	Legal rights-\$35,000	PAC/FENCE
2.Building design and set-up	Designer- \$25,000	PAC
3. Design and Creation of interactive models	Contractor-\$150,000	PAC
4. Consulting Botanists, Foresters, Water Quality Experts	\$150,000 \$65,000	PAC PAC

Performance Measures:	Performance will be measured in two ways: (1) number of visitors to the museum (2) demonstrable incremental increases in conservation easements and protected properties in the area
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Status:	Project awaiting funding.
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Initiative Worksheet

Initiative Title:	1878 Saluda Grade Educational Project
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Project Narrative or Description:	The railroad tracks that transverse Polk County were completed in 1878. The existing rails climb a grade of 5.1 and it is the steepest grade east of the Mississippi River. The Saluda Grade has been identified as the second most significant railroad feature in the eastern half of the United States.
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Goal:	Create a celebration of the railroad and its impact on Polk County. Study and review the feasibility of a railroad museum in the City of Saluda.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Mayor Lee Clippard & City of Saluda; plus the Carolina Heritage Line Committee	\$250,000 for the museum and \$1800 for the Railroad Days Events (annually)	January 2010 (museum) and event planning by December 2006.

Action Items:	Resources Required:	Who's Responsible:
<ul style="list-style-type: none"> - Compile written documentation on the history of the Saluda Grade - Survey interest in creating an annual railroad festival - Study the feasibility of interest to create a railroad museum in the City of Saluda – and determine its sustainability 	<ul style="list-style-type: none"> - Volunteer Time - \$1800 to begin festival - an Advisory Committee from Saluda to determine and plan for museum 	Unknown Carolina Heritage Line City of Saluda

Performance Measures:	Review of the action items and recommendations for action.
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Status:	
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Initiative Worksheet

Initiative Title:	Green River Cove Management Project
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Project Narrative or Description:	The Green River Cove area has been one of Polk County's pristine locations. The area could be a tourist draw but it is in potential danger of overuse. This project creates a master plan that maximizes the cove's visitor preparedness while setting limits on the number of users in a given time interval.
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Goal:	Create a master plan that identifies areas for general public use and sets limits on daily visitation.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Toby Jenkins & NC Wildlife Resources Commission; plus Kipp McIntyre of the Polk Co EDS	\$12,000	December 2007

Action Items:	Resources Required:	Who's Responsible:
<ul style="list-style-type: none"> - Create a Green River Cove task force to examine the potential pit falls or advantages of such a planning document - Review any restrictions already in existence on the NCWC Game Lands - Recommend any potential recreational opportunities that would be suitable for such natural areas - Determine what tourism opportunities exist and whether they can be included with marginal impact 	<ul style="list-style-type: none"> - Volunteers - Professional Study 	Toby Jenkins and Kipp McIntyre

Performance Measures:	
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Status:	?
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Initiative Worksheet

Initiative Title:	The Rutherford Polk Highway 74 Broad Green Corridor Partnership Initiative
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Project Narrative:	Working through existing county offices and departments in both Rutherford and Polk Counties the initiative is designed to raise awareness of the unique natural capital of the Highway 74 Broad River / Green River corridor traveling through Rutherford and Polk Counties. Partnering with various organizations in both counties, the initiative strives to preserve, protect, and share with other communities this unique western North Carolina gateway corridor. Through developing inter-local agreements between Rutherford and Polk Counties and by surveying, identifying, and documenting historical buildings, sites, viewsheds, and natural resources within the corridor and conducting and promoting related activities at all educational levels, the Rutherford Polk Highway 74 Broad Green Corridor Partnership Initiative increases community awareness and involvement in natural resource preservation.
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Goal:	For Rutherford and Polk County governments to take the lead in developing a comprehensive program of natural resource preservation in Polk County, North Carolina and to work towards sustaining the program in partnership with local organizations, associations, and private citizens in Rutherford and Polk Counties and the surrounding area.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Various Rutherford and Polk County Government Departments, Offices, and partner organizations	Phase One \$10,000	Phase One 1 year
	Phase Two \$15,000	Phase Two 2 year
	Phase Three \$25,000	Phase Three 3 year

Action Items:	Resources Required:	Who's Responsible:
<ul style="list-style-type: none"> - By the Fall of 2005 organize principle partners in the initiative and define roles - Present opportunity to Rutherford and Polk County Commissioners - Pass joint resolutions in both Counties in support of opportunities by early 2006 	Administrative fees	Rutherford and Polk County EDCs and other partner organizations

Performance Measures:	Quarterly report on progress to County Managers and annual reports to County Commissioners
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Status:	Ongoing
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Initiative Worksheet

Initiative Title:	The I-26 North Carolina Gateway Initiative
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Project Narrative:	This initiative is designed to revitalize the I-26 / Hwy 74 / Hwy 108 interchange in Columbus, North Carolina with a focus on North Carolina Gateway issues. Working closely with NC Department of Transportation, representatives of Polk County, the Town of Columbus, and various private individuals, merchants, and volunteer organizations, this initiative will draw attention to the importance of th interchange in terms of appearance for North Carolina and take steps to educate the local community to the long term benefits of gateway resource management.
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Goal:	For Polk County local governments to work together with regional subject matter experts and the North Carolina Department of Transportation to revitalize the Columbus Interchange along I-26 at the North Carolina Welcome Center and to develop and implement a comprehensive gateway resource management plan in partnership with local merchants and other organizations.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Various local Polk County Government Departments, Offices, and partner organizations	Phase One \$ 5,000 Phase Two \$10,000 Phase Three \$15,000	Phase One 1 year Phase Two 2 year Phase Three 3 year

Action Items:	Resources Required:	Who's Responsible:
<ul style="list-style-type: none"> - By the Summer of 2005 organize principle partners in the initiative and define roles - Present opportunity to Columbus Town Council and Polk County Commissioners - Pass resolutions in support of opportunities by early 2006 	Administrative fees	Polk County EDC and other partner organizations

Performance Measures:	Quarterly report on progress to local government managers
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Status:	Ongoing
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INITIATIVE WORKSHEET

Initiative Title:	“Tryon Area Equestrian Heritage Conservation Initiative”
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Project Narrative:	<p>The purpose of the Equestrian Triangle Conservation Initiative is to leverage existing organizations and infrastructure to preserve our equestrian and walking trails before they are lost to development, by encouraging local landowners to place their trails and, where possible, surrounding land under permanent easement.</p> <p>Polk County has a strong equestrian heritage (see attachments. The equestrian community, its landscape--and specifically our equestrian trails-- is an integral, defining and economically valuable part of who we are, and our trail system is an integral part of that cultural history. Many of our trails date to the old Cherokee hunting grounds, or to settlements from the 1800’s. Several abandoned grist and sawmills can still be seen along the trails. Equestrian activity dates at least to Wade Hampton, and has been central to the identity of the area ever since. We believe it is also central to the conservation and preservation effort in the area.</p> <p>Trail organizations such as FETA, CETA, NPA and others currently provide well over a hundred miles of equestrian and hiking trails, primarily on privately owned land made available through the cooperation of landowners. In the past 2 ½ years, one of the trail organizations, CETA, has launched a successful initiative to encourage landowners to voluntarily place privately owned trails under permanent easement. Thus far, just under half of their 100 pus landowners have done so, representing approximately 20 miles of trails.</p> <p>Another trail organization, FETA, has recently coordinated with a local developer to incorporate deeded easements into a new equestrian community, currently under development.</p> <p>The primary method to be used by the initiative is to help coordinate the efforts of our existing infrastructure to put conservation and equestrian easements in place much faster than could be done by having these organizations act alone.</p> <p>For example:</p> <p>Each trail organization, equestrian club & Hunt has a vested interest in trail preservation. Each holds an annual meeting, yet no one from Pacolet Area Conservancy (PAC), or any other conservation group attends to educate members about conservation & trail easements. Opportunity lost.</p> <p>No one from Polk County Community Foundation (PCCF) or PAC attends to ask for donations to a preservation fund. Opportunity lost.</p> <p>If a committee representing PAC, PCCF and trail organizations could make presentations at these annual meetings to educate members about the desirability and advantages of conservation and trail easements, they would likely find a sympathetic</p>
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audience of people willing to either establish easements, make tax deductible contributions to a preservation fund, or both. The interests of the host organizations would also be served.

Currently, if PCCF receives land as a donation, either outright or for a charitable remainder trust, the land is donated & sold without anyone from PAC or the local equestrian clubs being aware so that they could approach the donor, or PCCF, about either granting easements or selling them. Opportunity lost.

Currently, if PAC receives a conservation easement from a horse owner with horse trails, no one discusses trail easements, so none are recorded. Opportunity lost.

Despite the proximate existence and shared interests of PCCF, PAC & all the equestrian trail systems in Tryon, no fund has existed at PCCF to serve PAC & the equestrian communities shared goal of preserving trails. Opportunity lost.

There is no mechanism to have a tax deductible fund which could buy property, establish trails & resell it; or simply buy easements on property about to be sold. Opportunity lost.

With the establishment of a “Special Projects Fund”, and with ongoing communication & coordination, grantors of land could be approached about the tax advantages of establishing easements prior to the gift. If that is not enough incentives, the fund might either buy easements, or buy the land after the gift, establish easements & resell it, in a self-perpetuating manner.

There are real estate agents who specialize in equestrian property, often advertising that it has access to one or more of the trail systems. These properties are worth more because of trail access, yet agents do not coordinate in any way with those trail systems, & there’s no other organization to represent the systems’ interest. Many agents don’t educate buyers or sellers about easements, nor do they arrange for buyers & sellers to meet with someone who can. Opportunity lost.

Ditto for developers.

We know that being on a trail system adds many thousands of dollars to the value of land. The more well-recognized the trail system, the greater the increase in value. We need to use that value boost to create more trails and preserve the ones we already have. By branding the area & creating value around that brand, we could leverage it by bestowing a “certified trail-friendly” designation to agents & developers who meet standards of education & practice defined by the Equestrian Triangle Board, we can provide incentives:

for realtors to:

- * seek to obtain certification for its business value;
- * communicate the value of trails to both sellers & buyers (brochure);
- * accurately represent whether the property adjoins existing trail systems;
- * work with area coordinators to establish new trails and link them, for

- the benefit of all involved;
- * continue to build the brand by advertising with our logo;

For developers to:

- * seek to obtain and maintain certification for its business value;
- * increase the value & marketability of developments by incorporating trail systems;
- * avoid misrepresentations about access to other trail systems;
- * through reciprocal agreements (now in place), qualify new trail systems for incorporation into existing larger systems;
- * refrain from closing existing sections of trails since doing so would disqualify buyers from membership, thus reducing the value of their property;
- * design and build low-density developments compatible with equestrian trails and the preservation of greenspace;
- * continue to build the brand by advertising with our logo.

In addition, Polk County is becoming a center for viticulture. By combining the attractions of viticulture and equestrian activities, we may produce a synergy to make Polk a destination spot for regional tourism activity, reinforcing our brand while we build its commercial value.

Larry Byers of the Equestrian Land Conservation resource wrote that this initiative may serve as “a model for many parts of the country” (see attachments, “support letters”. We agree that the techniques identified can be replicated in many communities.

Resources

Polk County and surrounding areas have an unusually sophisticated infrastructure already in existence. The Polk county Community Foundation, Pacolet Area Conservancy and FENCE demonstrate this. In addition, the equestrian community has evolved a series of organizations, including FETA, CETA, NPA, BRHJ Carolina Carriage Club Tryon Hounds and Green Creek Hounds. Furthermore, there exists small core of local real estate agents who deal primarily in equestrian properties. Finally, we have a very sophisticated local talent pool, consisting largely of retired professionals who have come here specifically for the lifestyle created by our trails & equestrian organizations. There is a strong element of cross-memberships, both across the equestrian organizations, and also extending to the Community Foundation, PAC and FENCE and the real estate agents mentioned above.

By coordinating the efforts of these organizations around their common interest, we could create a tremendous synergy which could allow us to make our trail systems permanent, before they are lost.

Goal:	To dramatically increase the number and total mileage of trails under permanent easement.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
<p>Peter Shanahan, Project Coordinator w-828-696-4499 h-828-863-0483 peter_shanahan@ml.com</p> <p>Kipp McIntyre, Polk County Director of Economic Development c-828-817- 2895 kmcintyre@polknc.org</p> <p>Sally Walker, Executive Director, Pacolet Area Conservancy w-828-859-5060 execdir@pacolet.org</p>	<p>Initial minimum deposit to establish the dedicated Special Projects Fund, to be administered by the Polk County Community Foundation under the auspices of the Pacolet Area Conservancy \$2,500 to match initial seed money from PAC.</p> <p>Printed brochures as handouts at meetings & for real estate agents and attorneys, \$1,500</p> <p>Fund to sponsor meetings of area equestrian organizations' memberships, \$1,500</p> <p>Total Cost to Implement \$5,500</p>	<p>Phase 1, Initial Meeting, August 1st . COMPLETED</p> <p>Phase 2, *Defining goals for the Special Projects Fund *Establishing the Fund *Creating a presentation *Having brochures & decals printed *Defining criteria for "trail friendly" designation for real estate professionals IN PROGRESS, ESTIMATED COMPLETION DATE: October 30.</p> <p>Phase 3, Building the brand, securing signage, distributing decals for auto's & trailers, Presentations to equestrian organizations & general public.</p> <p>End of first quarter, 2007, and ongoing.</p> <p>Phase four- recruit help from local real estate agents and estate planning attorneys. October 31st . (significant progress has already been made)</p>

Action Items:	Resources Required:	Who's Responsible:
<ol style="list-style-type: none"> 1. Coordinate a meeting of representatives from each of the organizations above; <ol style="list-style-type: none"> a. Brainstorm additional ways to coordinate activity b. Establish specific goals for the fund. c. Establish rules for "trail friendly" certification of local real estate agents. d. Begin setting a timeline for 	None	Peter Shanahan

<p style="text-align: center;">presentations to equestrian groups.</p> <p>The first meeting was held August 1, 2006. Response was favorable, and we received front page coverage in the Tryon Daily Bulletin.</p> <p>See “Status”, as well as attached pre-meeting notes, post-meeting notes & newspaper coverage</p> <p>The second meeting was held on September 6. Progress was made in creating a name, draft mission statement, logo.</p> <p>See “Status”, as well as attached pre-meeting notes, post-meeting notes & newspaper coverage</p> <p style="padding-left: 40px;">2. Establish the fund. Polk County Community Foundation would require \$2,500.</p> <p>Pacolet Area Conservancy and the Polk County Community Foundation have agreed in principle. We formed a subcommittee (Elizabeth Nager @ PCCF, Sally Walker @ PAC & Peter Shanahan @ CETA) to establish the permitted uses of the fund & arrange for decision-making .</p> <p style="padding-left: 40px;">3. Have Committee of presenters planned for group meetings design the presentation and brochures</p> <p>Subcommittee has been created, work in progress.</p> <p style="padding-left: 40px;">4. Build the Brand:</p> <p>By building the brand we increase the perceived value of the “Equestrian Triangle”. This will allow local properties to command a premium in the market. This, in turn, will encourage realtors & developers to work within our guidelines, in order to use the “Equestrian Triangle Certified Trail Friendly” designation</p> <p style="padding-left: 40px;">a. Publicize the “Equestrian Triangle” name and logo-Tryon Daily Bulletin</p>	<p style="text-align: center;">None</p> <p>\$2,500 (Note- PAC may provide the seed money, however the requirement that that money remain in the pool argues in favor of finding alternative sources of seed money)</p> <p style="text-align: center;">None (note-the services of Larry Wassong, a retired advertising executive, as well as attorney Lee Mulligan were provided free of charge)</p>	<p style="text-align: center;">Peter Shanahan</p> <p>Item 2- Sally Walker (Pacolet Area Conservancy) and Elizabeth Nager (Polk County Community Foundation</p> <p style="text-align: center;">Presentation Committee: Lee Mulligan, Renee McDermott, Sally Walker</p> <p style="text-align: center;">Brochure Design: Larry Wassong, Ruth Gold</p>
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<p>b. Print & distribute brochures</p> <ol style="list-style-type: none"> 1. Brochures should feature the logo, discuss who we are & what we're doing, discuss the importance of our trails, outline what the reader can do with his/her own property & list who to contact. 2. Brochure can also have an insert recognizing the importance of the help we get from "certified trail friendly" realtors & developers. 3. Brochures should be distributed to real estate offices, NC & SC welcome centers, developers' offices & county economic development office. <p>c. Print & distribute "Equestrian Triangle" logo decals. To "certified" realtors & developers, for horse trailers, for car windows of area residents, at area hotels for visitors.</p> <p>c. Road signage (DOT ?) with Equestrian Triangle logo, if possible.</p> <p>Brochure & logo decals are being designed now</p> <p>5. Hold educational seminars for membership of equestrian groups & general public.</p> <ol style="list-style-type: none"> a. Encourage members of the horse community to consider conservation and equestrian easements; b. Raise money for the endowment; c. Publicize the "trail friendly" certification d. Solicit ideas and volunteers <p>6. Establish a continuous dialogue between organizations to look for opportunities to synergize</p> <p>Conduct ongoing outreach to local estate planning attorneys and real estate agents, as</p>	<p>\$1,500</p> <p>Estimate \$1,500 for location/refreshments</p>	<p>Lee Mulligan, others TBD</p>
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<p>well as to trails & equestrian organizations. ongoing</p>	<p>None</p> <p>With the infusion of a relatively small amount of start-up capital, the existing organizations listed above constitute a tremendous resource for leverage.</p>	<p>“Equestrian Triangle Conservation Board”</p>
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<p>Performance Measures:</p>	<p>Results will be quite measurable, taking the form of acres under easement, and trail miles under easement.</p>
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<p>Status:</p>	<p>Peter Shanahan held preliminary meetings and/or telephone discussions : CETA (Collinsville Equestrian Trail Association), FETA (Foothills Equestrian Trail Association) Tryon Hounds, Pacolet Area Conservancy, Upstate Forever, Polk County Economic Development, Jack Lingafelter (Board member, Polk County Board of Commissioners), Polk County Community Foundation, Lee Mulligan (estate planning attorney, Board member, Mountain Area Land Conservancy) and Madelon Wallace, Bonnie Lingerfelt, Laura May & Sheelah Clarkson (local real estate agents with strong ties to the equestrian community, Bill Ennis (Developer) prior to initial meeting .</p> <p>Initial Meeting 09/01/2006: We reached a consensus on a mission; We agreed on 5 initial action steps: I. We agreed that creating brand recognition for the area based on its unique identity and equestrian heritage would be an important component to our initiative. Between 1st and 2nd meetings, Larry Wassong developing ideas for a name, mission statement, logo and slogan, based on suggestions from the group.</p> <p>II. Created a committee to design a flowchart and informational presentation regarding the process & benefits of establishing trail and conservation easements: Sally Walker (PAC), and Lee Mulligan (Strauss & Associates, Attorneys).</p> <p>III. Established a liaison to the Polk County Panning Board- Bill Ennis (Developer, Hughes Creek Preserve).</p>
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IV. Created a committee to develop the criteria for "Certified Trail-Friendly" designations for local developers and real estate professionals- Laura May (ReMax), Bonnie Lingerfelt (ReMax) & Bill Ennis (Developer, Hughes Creek Preserve).

V. Discussed the fact that PAC and the PCCF have been working together to establish a Special Projects Fund to support the trail and conservation easement initiative. Details are still being finalized, by Sally Walker (PAC), Elizabeth Nager (PCCF) and Peter Shanahan.

(See attachments for directory of attendees)

We also received excellent press coverage (see attachments)

Second Meeting 09/06/2006:

I. Discussed and approved a working mission statement to help define our purpose going forward.

II. Agreed on a "Brand", including name (Equestrian Triangle), slogan (Follow The Trails), draft logo and layout for a brochure.

Larry Wassong has offered to refine the draft logo and brochure, and is already hard at work.

III. Agreed on a name for the committee. We are the "Equestrian Triangle Conservation Board"

IV. Regarding the Special Projects Fund, we identified the spending criteria that will need to be clearly spelled out, including

- a. What types of expenses can it fund?
- b. What is the process to approve disbursement of the funds?
- c. Who would be eligible to receive the funds?

Sally Walker (PAC), Elizabeth Nager (PCCF), Peter Shanahan & perhaps several others will meet prior to our next Committee meeting to work through some

specifics

V. Created a subcommittee to finalize our grant application to the Blue Ridge National Heritage Area (Peter Shanahan, Judy Davis) and to gather letters of support (Dot Moyer)

Once again, we received very positive press coverage.

INITIATIVE WORKSHEET

Initiative Title:	Mill Spring School Project: Agricultural Development Center
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Project Narrative:	In December 2009 the abandoned Mill Spring School was donated to the Polk Soil and Water Conservation District (SWCD). The school established in 1928 will be renovated as an agriculture development center and community center for Polk County and the surrounding region. The vision for the project is: “To enhance community spirit and quality of life by working with farmers, local businesses and individual citizens to promote the sustainable economic growth and rural character of Polk County. Collaborative projects and innovation include agriculture, natural resources, education, tourism, health and wellness, folk and heritage art and music.” The School adjoins the Overmountain Victory National Historic Trail Motor Route. The project includes renovations of the school by grants, fund raising, donations and volunteers.
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Goal:	To have the Mill Spring School renovated as a multi-purpose center and green building by 2015.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Lynn Sprague/Polk County Office of Agricultural Economic Development	\$650,000	5 years (To make the building fully operational)

Action Items:	Resources Required:	Who’s Responsible:
1. Establish basic operations: electric, plumbing, painting, heat and basic repairs.(Level #1 restoration)	Funds for renovations, equipment and building materials	Polk SWCD, Lynn Sprague and Sandra Reid
2. Establish an entrepreneur center and business center for all Polk County citizens	Collaborative organization for operation	Lynn Sprague, EDC and Polk ADFP Committee, Mt Biz Works, ICC Small Business Center
3. Establish agricultural enterprise areas (this include heritage arts and crafts)	Renovation Funds, contracting assistance and oversight committee	Lynn Sprague and Polk ADFP Committee, ICC Small Business Center
4. Establish a commercial kitchen as part of the Agricultural enterprise operation as well as the community center.	Renovation Funds and separate oversight committee for auditorium, meeting and conference facility	Lynn Sprague, Sandra Reid and Polk SWCD Board Blue Ridge Food Ventures
5. Establish an education program for agriculture and rural community development, including Health and Wellness	Collaborative	Lynn Sprague ICC

<p>6. Level #2 Renovations will proceed to improve on the donated building and equipment, work towards a green building with stormwater and energy projects, to establish greenhouses and additional ag operations, develop cultural and historical programming and expand tourism opportunities.</p> <p>7. The overall purpose of all the activities is to keep Polk County rural and agricultural. Farmland Preservation is accomplished by good landuse management and keeping farming profitable.</p>	<p>organization for operation</p> <p>By this time an established advisory committee should be giving oversight to the entire operation</p> <p>Continued County and grant support for a comprehensive farmland preservation program including ag economic development and easements.</p>	<p>Polk County HS NC State University Polk County Wellness Coalition</p> <p>Lynn Sprague, Sandra Reid, Polk SWCD</p> <p>Farmland Preservation and Agricultural Economic Development Board with staff Lynn Sprague and Sandra Reid</p>
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<p>Performance Measures:</p>	<p>The first performance measure will be the operational status of the building. As of this time 50% of the building will be operational by September 2010. The next measures will be completed to level #1 by December 2011, an operational commercial kitchen, meeting and conference facility, entrepreneur center, and business center and enterprise operation started. The specific success measures will be businesses started, students participating in training, public activities and numbers served. The ultimate measure is to have the building financially and operationally sound by 2015.</p>
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<p>Status:</p>	<p>Acquisition is complete, electric has been turned on, 4 businesses are negotiating contracts, several grants have been written, a water line is being installed and fiber optic cable has been funded. Over 300 volunteers have assisted with outdoor cleanup, construction and painting to make the first floor almost operational. Over \$200,000 of private donations have included equipment, building material, office supplies and landscape materials. This has been accomplished with less than \$18,000 in designated funding.</p>
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INITIATIVE WORKSHEET

Initiative Title: The Tryon Toy-Makers and Wood-Carvers Museum

Project Narrative: A toy and wood carving enterprise was established by Charlotte Yale and Eleanor Vance after creating a successful model for the All Souls Church in Biltmore Village as part of an outreach program. Their success soon caught the attention of Edith Vanderbilt. Mrs. Vanderbilt's financial subsidies helped to sustain the school until it was eventually brought under her ownership and then called the Biltmore Estate Industries. Misses Yale and Vance moved to Tryon in 1915 and founded another craft enterprise, The Tryon Toy-Makers and Wood-Carvers.

What is regionally referred to as "The Tryon Toy House" was built in 1925 as both a retail showroom and the office of The Tryon Toy-Makers and Wood-Carvers. The Arts and Craft movement was important to the economy during the early 1900's. Toy making and wood carving were a sustainable source of income to the people of the Appalachian mountains. Vance and Yale sought to utilize native talents to build a sustainable source of income for the economically deprived youth in the Appalachian region. The wood carving classes offered by these two women were as much social services as a dedication to their and the areas art and craft.

In addition to "The Toy House", the museum also hopes to eventually add additional properties that played a key role in The Tryon Toy-Makers' and Wood-Carvers creation, growth, and history. This would also create the ability for the museum to expand its exhibits, classes, outreach and education to Tryon, NC and to all of its visitors.

The Museum will display for its visitors a unique collection of core exhibits that are "hands-on", interactive, engaging and fun. The Museum will also establish key publications, and will engage in learning programs with schools and other institutions. The museum will house a shop featuring original handmade arts that will include hand carved wooden vessels, pottery, glass and of course handmade wooden toys from contemporary artists.

The Tryon Toy-Makers and Wood-Carvers Museum's focus is to increase the public's awareness and knowledge of the craft and history of The Tryon Toy-Makers and Wood-Carvers. By enhancing the public's knowledge of the history of toys and furniture that were created by them the museum will create more of an interest in the history and art of Tryon and the surrounding the areas of the Blue Ridge Mountains. The Tryon Toy-Makers and Wood-Carvers Museum will also educate the public on the traditions of wood working and its aspects in traditional toys. This will include the history created in Tryon, NC by Eleanor Vance and Charlotte Yale.

The Tryon Toy-Makers and Wood-Carvers' close tie with nature can be seen in all of all of their wooden toys and furniture. The museum therefore hopes to also include a natural garden area for picnicking and education of the trees and nature that surround the museum.

The museum's art exhibitions will highlight the original toys, furniture and wood works created at by The Tryon Toy-Makers and Wood-Carvers. These in addition to historical exhibitions educating their impact on the region and the connections they shared with other organizations such as Biltmore Estate Industries and The Grovewood Gallery. These exhibitions will include not only their national reputation but their contribution to N.C. and the entire region. Additional future partnerships include The Grovewood Gallery, Spartanburg Art Museum, Tryon Arts and Craft, Polk County Travel and Tourism, Biltmore House History and Research Dept, Tryon Fine Arts Center, Tryon Downtown Development Association, The Biltmore Estate, and many others.

Goal: The goal is to preserve the history of The Tryon Toy-Makers and Wood-Carvers. This in addition to the education and information to continue the creativity of wood crafting that was part of The Toy Maker's of Tryon. The Tryon Toy-Makers and Wood-Carvers Museum will hold classes in toy craft and wood working. These classes will not only include both children and adult classes but wood working classes for retirees. We will procure original works that were made by The Tryon Toy-Makers and Wood-Carvers for exhibition.

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Nathan Galloway / The Tryon Toy-Makers & Wood-Carvers Museum	\$239,076.00	1 year

Action Items:	Resources Required:	Who's Responsible:
Operating Expenses of Museum's 1 st year	\$239,076.00	Museum Board
Marketing as a tourist destination and historical		
Procurement of original works of The Tryon Toy-Makers and Wood-Carvers for exhibition.		
Development of craft classes & workshops for school children, adults & retirees.		

Performance Measures: Success will be ascertained by the amount of tourists visiting the museum, by the number of attendees to classes and events, the number of memberships and donations to the museum.

The Toy Makers' House Museum 2010/2011 Budget	Monthly (+/-)	Yearly (+/-)
<u>Rent</u>		
Toy House	\$1,350.00	\$16,200.00
Hillcote (original workshop & home)	\$900.00	\$10,800.00
Chalet (original workshop & home)	\$1,900.00	\$22,800.00
<u>Utilities</u>		
Power	\$250.00	\$3,000.00

Water/Trash	\$100.00	\$1,200.00
Communications (phone, internet, cell)	\$100.00	\$2,400.00
Marketing (website, printing, e-newsletter)	\$200.00	\$2,400.00
Office supplies	\$150.00	\$1,800.00
<u>Insurance</u>		
Workmen's Comp	\$100.00	\$1,200.00
Liability	\$200.00	\$2,400.00
Coverage on lended pieces	\$200.00	\$2,400.00
Permanent Collection Acquisition	\$2,500.00	\$30,000.00
Exhibition	\$1,000.00	\$12,000.00
Conservation	\$150.00	\$1,800.00
Restoration	\$150.00	\$1,800.00
<u>Salaries</u>		
1)Executive Director 2)Director of Development 3)Gift Shop Manager	\$8,133.00	\$89,596.00
Payroll Taxes	\$770.00	\$9,240.00
Professional Fees – Grant Writer, CPA	\$700.00	\$8,400.00
Health Insurance	\$400.00	\$4,800.00
Retirement Match (3%)	\$220.00	\$2,640.00
Mileage Reimbursement	\$350.00	\$4,200.00
Total	\$19,923.00	\$239,076.00

INITIATIVE WORKSHEET

Initiative Title:	Tryon Garden Club, Inc. Heritage Projects
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Project Narrative:	<p>The Tryon Garden Club (TGC) is a 501 (c) 3 nonprofit organization incorporated in 1928 as a horticultural club. In 1931 the TGC purchased Pearson's Falls and Glen to preserve this botanical property. The property, now a Blue Ridge National Heritage Area Site, included 268 acres of forest, a 90-foot water fall and unique native North Carolina flora and fauna. The property is open the public at a nominal fee and has been used as an outdoor laboratory used by area schools and botany departments of surrounding colleges universities.</p> <p>TGC has a multipurpose mission incorporating four major areas: Pearson's Falls, Education, Civic Beautification and Collaborating with Others</p> <p>TGC plans to expand its educational programs and workshops that focus on the natural wonder of the fall's property in its natural state and the management of forest lands to demonstrate possible economic returns for local area forest land owners.</p> <p>While improving and maintaining the Falls property the TGC business plan is considering a future project, the exploration into Agroforestry (Forest Farming).</p> <p>A scientific research project may be undertaken to demonstrate non-timber "special forest products" of naturally occurring patches of floral greenery, nuts, berries, herbs or medicinals that have a commercial value for farmers in the area.</p> <p>The TGC plans to increase partnerships with local, state and national organizations for all our projects and programs. The partnerships will include North Carolina State University, University of North Carolina Asheville, Clemson University, U. S. Department of Forestry, Polk County Agricultural Economic Development Center, Polk County Cooperative Extension, Foothills Equestrian Nature Center and other garden clubs.</p>
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Goal:	<p>The TGC plans to improve each visit to the Pearson's Falls property and the Town of Tryon with the Following.</p> <ul style="list-style-type: none"> • Building a New Visitors/Education Center • Building an Outdoor Class Room Amphitheater • Improving Parking Facilities • Improving the Falls Entry Road • Add additional Educations Programs • Enhance Youth Education Programs • Expanding Civic Beautification Projects <p>The Pearson's Falls property is designated as a Smithsonian Institute's Archives of American Gardens, a North Carolina Birding Trail Site, a Blue Ridge National Heritage Area Site and contains over 200 species of native plants. The TGC has shown its ability to continue as a thriving organization and taking on new challenges within the guide</p>
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lines of its charter, by-laws and non-profit status. These proposals are a natural progression of the clubs history.

The expansion of the TGC civic beautification program will include participation in a project located on Route 176 in Tryon at the North Carolina - South Carolina state line. This proposed project in cooperation with the Town of Tryon is the "Gateway" to the Town, the County, the State and the Blue Ridge Mountains.

The TGC is also investigating the creation of a visitors/education center at Pearson's Falls that includes the demonstration of an ancient food source that has been lost because of oversight, urbanization and the industrial revolution. The term Gathering in the "Hunting and Gathering" has been lost in favor of chemically aided grain farming producing narrow food selections and causing soil deterioration. Under canopy products can be grown with reduced labor costs, reduced carbon energy usage and all the while protecting the soil and trees of the forest.

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Carol Meeske, President TGC All TGC members serve on various committees and will participate in the planning and implantation of club projects.	\$657,000	2 to 5 years

Action Items:	Resources Required:	Who's Responsible:
<p>Pearson's Falls</p> <p><i>A Blue Ridge National Heritage Area Site</i></p> <p>Property Improvements</p> <p>Entry Road Improvements (\$7,000)</p> <p>Outdoor Class Room Amphitheater (\$30,000)</p> <p>New Visitors/Education Center and Research Library (\$450,000)</p> <p>Visitor Parking Lot Improvements (\$50,000)</p> <p>Education</p> <p>Docent Training (\$1,000)</p> <p>Speakers (\$3,000)</p> <p>Community Youth Programs (\$5,000)</p> <p>Publication of Pamphlets (\$5,000)</p> <p>Civic Beautification</p> <p>Tryon Central Business District Plantings (\$4,000)</p> <p>South Carolina to North Carolina "Gateway" Tree Planting (\$30,000)</p> <p>St. Luke Hospital Entrance Landscape Planting (\$4,000)</p>	<p>Contractor</p> <p>TGC/Contractor</p> <p>Architect/Contractor</p> <p>Engineer/ Contractor</p> <p>TGC</p> <p>TGC</p> <p>TGC/ Local Schools</p> <p>TGC/Contractor</p> <p>TGC/Town of Tryon</p> <p>TGC/ Tryon/State</p>	<p>The TGC is responsible for the direction, supervision and implantation of all projects listed along with grant applications and fund raising.</p>

Agroforestry Project Property Survey and Land Plan (\$8,000) Property Preparation (\$25,000) Plant Materials First Year (\$10,000) Establish Forest Farming Seed Bank (\$5,000) Special Purpose Green House (\$20,000)	TGC/Hospital Surveyor Planner Landscape Contract Contractor TGC Plant Nursery Contractor	
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Performance Measures:	The TGC is a very hands on organization and will provide the leadership and oversight to ensure excellence in all projects proposed.
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Status:	Conceptual
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**Attachment:
Polk County Assets – by Category**

BRNHA CATEGORIES	Name
Agricultural Heritage	Polk County Tailgate Market
	Viticulture
	Rockhouse Vineyards & Winery
	Green Creek Vineyard & Winery
	Green River Vineyard & B&B
	Tryon Vineyards
Cherokee Heritage	Round (Warrior) Mountain Monument -
	Rivercane at Alexander's Ford
Scots- Irish/Mountaineer	Polk County Historical Museum -
	Overmountain Victory National Historic Trail
Music Heritage	Tryon Fine Arts Center
	Nina Simone Birthplace
	Green Creek Heritage Festival
	King Pup Radio Show
	Saluda Mountain Jamboree
	Mountain Music Trail
	Annual Blue Ridge Barbecue Festival
Craft Heritage	Tryon Arts & Crafts/Tryon Fine Arts Center
	Green Creek Heritage Festival
	Ron Mosseller Mills/Studio
	Tryon Toy Makers & Woodcarvers
	Tryon Toy Makers/Morris the Horse
	Foothills Craft Fair at the Blue Ridge Barbecue Festival
Natural Resources	North Carolina Pacolet River Scenic Byway
	Green River Cove
	Pearson's Falls
	Shunkawauken Falls
	Bradley Falls
	Warrior Mountain Road/Howard Gap Road
Other Heritage Resources/Assets	Columbus Historic Sites Driving Tour
	Doughboy Statue -
	Historic Churches & Cemeteries Tour
	Episcopal Church of the Transfiguration -
	Foothills Equestrian Nature Center
	Good Shepherd Episcopal Church -
	Historical Marker -
	Historical Marker -

	Historical Marker - Stoneman's Raid
	Lanier Library, Tryon
	Log Cabin Slave quarters -
	Mimosa Inn -
	Pine Crest Inn -
	Polk County Courthouse -
	Polk County Historical Museum -
	Saluda Depot -
	Saluda Historic District
	Saluda Walking Tour
	Scriven's Plantation -
	Sears House -
	Seven Hearths -
	The Mountain Home -
	The Oaks -
	The Upstairs Gallery
	Tryon Cemetery -
	Green River Plantation
	Historical Marker - "Old Bill Williams"
	Tryon Country Club
	Tryon Daily Bulletin
	Tryon Theatre
	Sidney Lanier House