



Welcome to
GATHER 'ROUND THE BLUE RIDGE

*Fifth Annual Meeting of the
Blue Ridge National Heritage Area
Partnership*

August 30, 2011
Lake Junaluska Conference Center
Waynesville, NC



In Review—2011

- Grants that help sustain our heritage and cultural treasures.
- New Initiatives
- Outreach & Education
- Research & Visitor Services
- Marketing
- Traditional Artist Directory



Grants in Action

Examples of New Grants Awarded This Year

- Graham County Cooperative Extension, \$3,455 for marketing of new Graham County Barn Quilt Trail. This will be the 8th Quilt Trail in the BRNHA region.





Grants in Action

Examples of New Grants Awarded This Year

- Mount Airy Museum of Regional History, \$25,000 for development of exhibit of local instrument-making traditions.

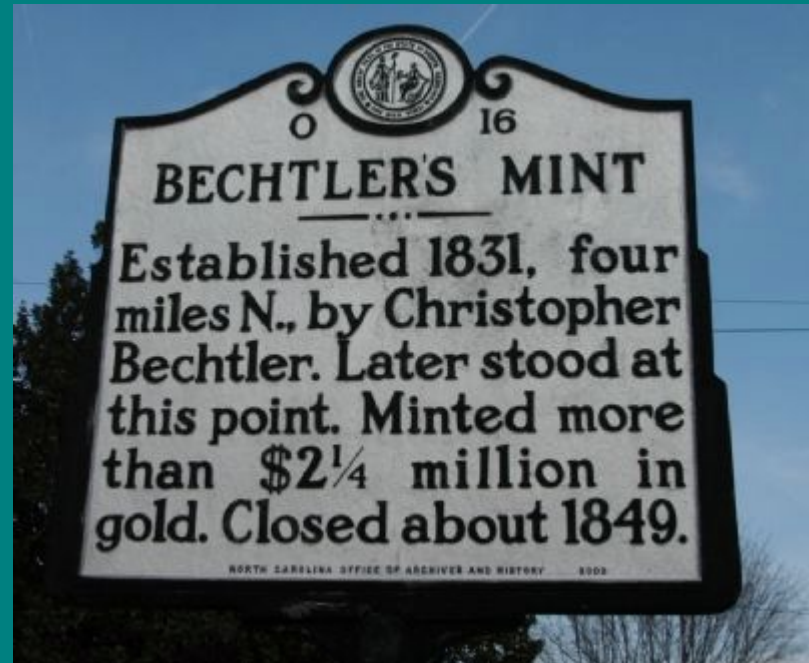




Grants in Action

Examples of New Grants Awarded This Year

- Rutherford County, \$10,000 for development of documentary film on the history of the Bechtler gold mint and gold mining in Western NC.





Grants in Action

Examples of New Grants Awarded This Year

- \$8,000 to the Yadkin Valley Heritage Corridor Partnership for a brochure marketing heritage sites in their four-county region.





Grants in Action

Examples of Projects Completed This Year

- New Environmental Education Center at W. Kerr Scott Reservoir, Wilkesboro, NC.





Grants in Action

Examples of Projects Completed This Year

- Cherokee Homestead Exhibit, Winter House. Hayesville.





Grants in Action

Examples of Projects Completed This Year

- Exhibits in the New Oconaluftee Visitor Center, Great Smoky Mountains National Park, through Friends of the Smokies.





BRNHA Grants— Working for Western North Carolina

- 90 Grants
- \$1.5 million investment in Western NC
- Leveraged another \$2.7 million in matching contributions
- Total \$4.2 million impact in our region



New Initiatives on the Horizon

- All-new Blue Ridge Music Trail



- Sustainability & Vitality Index





Outreach & Education

- Field visits
- Connecting partners
- Educational opportunities





Research & Visitor Services

- Regional Information Desk at Blue Ridge Parkway Visitor Center, Asheville
- Visitor Surveys at BRP Visitor Center





Marketing

Brand and Co-op Advertising



*Find your way to
Blue Ridge Adventure*

Begin your journey to our mountains online! Build your itinerary as you discover the people, places and adventures you'll find in the Blue Ridge.
Free Guidebook
800.807.3391
ncblueridge.com

Chimney Rock
ChimneyRockPark.com
800.277.9611
Enjoy the newly reopened Outcroppings trail, take in stunning 75-mile views from atop the Chimney, stand under a 404' waterfall, visit Grady's Animal Discovery Den, picnic or attend one of our special events. Pet friendly.

Black Mountain, NC
ExploreBlackMountain.com
800.669.2301
Rejuvenation on every corner. The charming town of Black Mountain, NC boasts breathtaking mountain views and is the ideal retreat for inspiration and relaxation.

Hilton Asheville Biltmore Park
AshevilleBiltmorePark.Hilton.com
828.209.2700 reservations
A full service, LEED-certified hotel located in Asheville's newest shopping, dining and entertainment district. Hilton boasts an in-door's dine pool, mountain views and the luxury amenities you expect from a four diamond hotel.

Hot Springs Resort & Spa
NCHotSprings.com
828.622.7676
Let your worries fade and your tensions melt away as you gently glide into a Jacuzzi-style tub filled with Hot Springs World Famous Mineral water. Drink in the lush surroundings as you absorb our invigorating restorative water. When you play here, stay here!

Cool Green Waters!
BlueRidgeTravelers.com
877.337.6764
The Blue Ridge Parkway and Pisgah National Forest frame the quaint towns of Little Switzerland, Marion and Old Fort. Explore Linville and Cataloochee Falls, hiking and biking trails or the 190 sweeping curves of the Diamondback NC.

Need Some Adrenaline?
BlueRidgeFrontPorch.com/summer
800.849.5998
The 7th Annual Hickory Nut Gorge Olympiad offers four days of competition and excitement for serious athletes and weekend warriors. Endless adventures await this summer in Lake Lure and the Blue Ridge Foothills, make your reservations today.

BLUE RIDGE MOUNTAIN **ncblueridge.com**
asheville and beyond

Part of the part of **BLUERIDGE**
NATIONAL HERITAGE AREA
blueridgeheritage.com



Marketing

Interpretive Signage

A place unlike any other on Earth...

The Blue Ridge National Heritage Area encompasses 11,000 square miles of unsurpassed natural beauty in the mountains and foothills of North Carolina, where ancient landscapes enchant the eye and age-old traditions warm the heart.

This region, rich in Heritage Treasures, has been honored with the federal designation of National Heritage Area because of the significant role it has played in the history of the United States and North Carolina.



Tim Burleson

Inside is your treasure map to lead you to some of the intriguing Heritage Treasures in the Blue Ridge National Heritage Area.

Five times the treasure...

The unique character and culture of the Blue Ridge National Heritage Area are built on five treasured themes:

- The natural beauty of these ancient mountains
- The 11,000 year-old culture of the Cherokee
- Deeply-rooted agricultural traditions
- Music distinctive to the Blue Ridge mountains
- Mountain craft traditions



Todd Bush



828.298.5330

www.BlueRidgeHeritage.com

Visit the websites of these Heritage Treasures.



Heritage Treasures of the Blue Ridge National Heritage Area

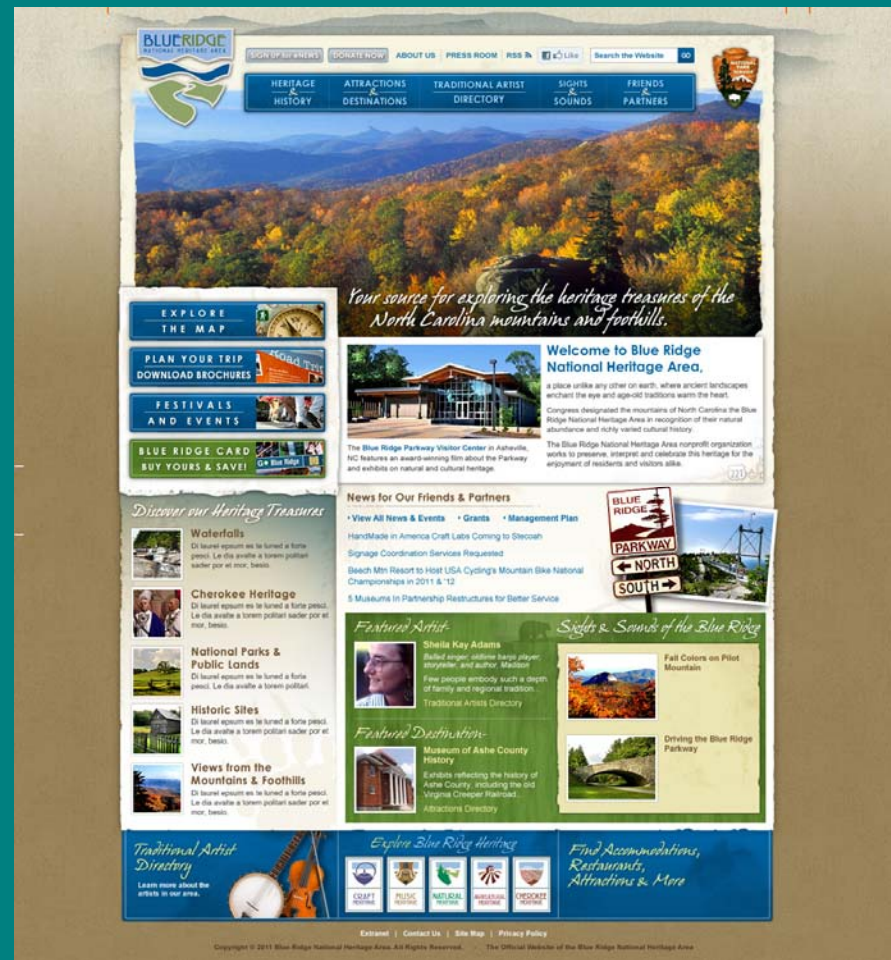


Hugh Morton



Marketing

- Website
 - SEO to strengthen site for both visitors and partners
 - Home page redesign
 - Living Traditions Moments Audio Files
 - Historic Small Towns & Cities
 - Expanded “Festivals & Events” page for partners





Marketing

- Proud to be Part of Campaign
- Speakers' Bureau & DVD





Marketing

Partner & Visitor Communications

- E-Newsletters
- Social Media





Traditional Artist Directory

- Online Directory of Traditional Artists in our region on www.blueridgeheritage.com
 - Over 100 New Artist Pages Added This Year
 - Juried Selection
 - Historic Artists Now on the Site
 - Used by Event Planners, Media, Researchers
 - Supports the Sustainability of Our Musical Heritage





NEXT STEPS 2012-13

Grants - Launching a new grant cycle for 2012

Initiatives - Continuing Work on the Blue Ridge Music Trail and the WNC Sustainability Index/Regional Interpretive Plan for Visitors, Communities and Youth

Outreach – partnering with NC Tourism on TRAC Programs/Supporting County and Subregional Groups/Tool Kits



Next Steps -2012-13

Research - Conversion Studies for Heritage
Economic Impact

Marketing –

- Finish the Signage Project
- SEO/Social Media
- Speakers Bureau and In-region Customer Service Training
- Expand Brand Awareness with Partnership
- Launch a Public Awareness Media Campaign



We Want to Hear From You

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Asheville, NC 28803

Thank you for coming!

