



**BLUERIDGE**  
NATIONAL HERITAGE AREA

**Blue Ridge National Heritage Area Partnership**

**Sept. 7, 2017**

**Gather Round the Blue Ridge**

**Annual Meeting**

# Purpose Statement

- BRNHA Partnership unites 25 counties in Western North Carolina in a regional partnership that preserves, interprets and promotes our natural, historical and cultural resources to keep our traditions alive, enhance our quality of life and grow the local economy.



# Why Heritage Matters



Heritage is not a nostalgic pining for a lost time but an appreciation for the living traditions that honor past generations and encourage new generations to explore music, craft, food, natural wonders and native wisdom, all of which have deep roots in the Blue Ridge mountains of Western North Carolina.

The Blue Ridge National Heritage Area serves as a steward of these generational gifts. We are making new investments in rural communities to attract the knowledgeable cultural heritage tourist who seeks not just an escape from the commonplace, but a richer emotional connection to a real place.

# Year of Transition



**Kathy Neall**



**Dale Neal**



**Rob Bell**



**Amy Hollifield**



**Cindy Blankenship**



**Aprill Rhodes**



**Laura Boosinger**



**Dale Bartlett**

# NPS Evaluation



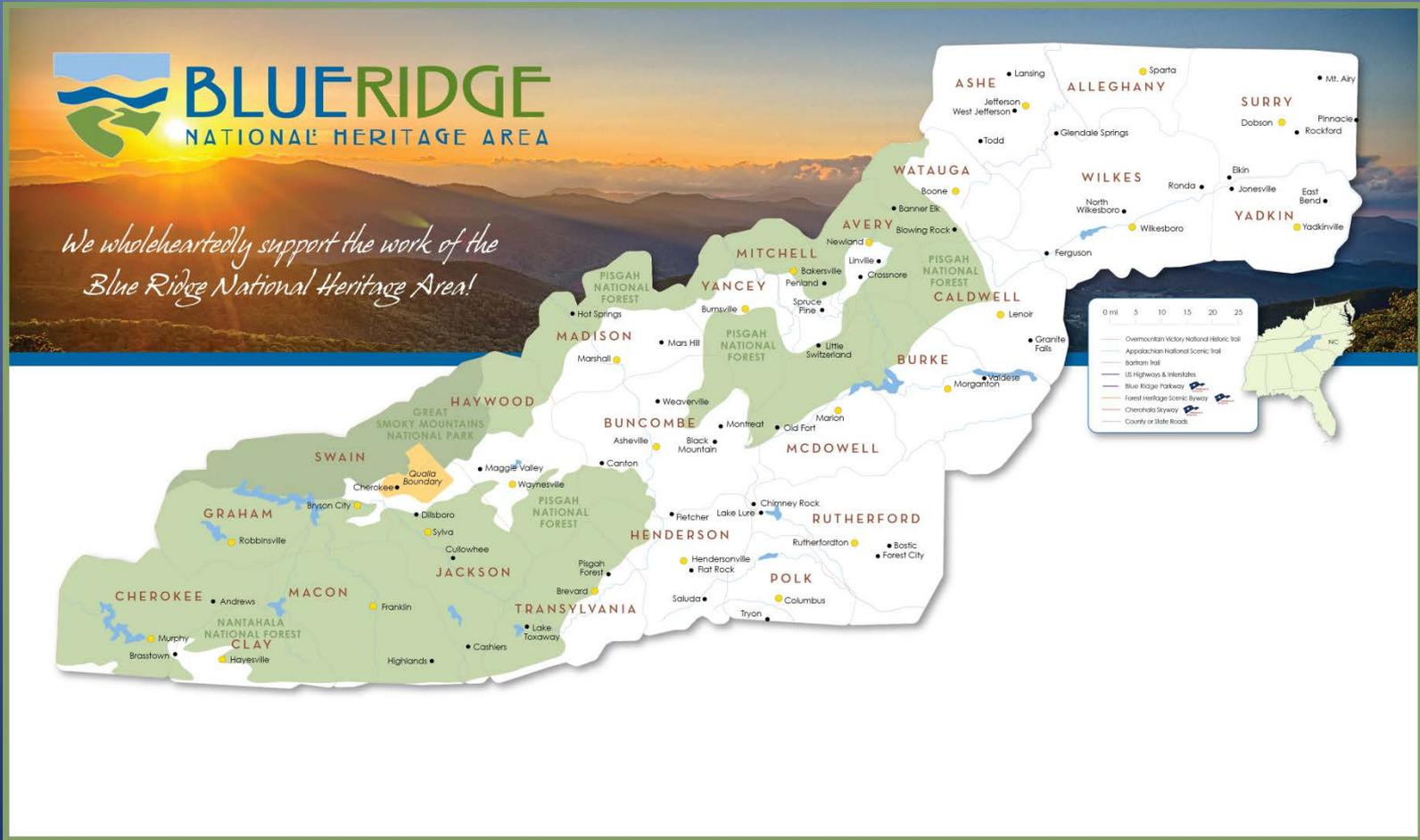
- 450 Documents Provided
- 10 Communities Visited
- 15 Partner Groups Interviewed in Asheville
- 900 Partner Groups Served
- Economic Impact
- Investments=Economic Benefit

# Advocacy/Resources



- **BRNHA Funding Extension Approved!**
- **Authority Extension – 2018**
- **US House Appropriations favors full funding**

# Sign Our Map!





John C. Campbell Folk School Listening Session



North  
Carolina  
Arts  
Council

*Fifty years  
of leadership*



# BLUE RIDGE CRAFT TRAILS OF NORTH CAROLINA

## AN INVITATION TO LISTENING SESSIONS

Artisans and anyone interested in Western North Carolina's rich craft heritage can help in the creation of a new craft trail across the region. The Blue Ridge Craft Trails will link traditional and contemporary crafters with more visitors to their studios and with new online markets in this five-year project.

The Blue Ridge National Heritage Area and partners have scheduled six listening sessions. Artists, gallery owners, arts groups and anyone interested are invited to attend and offer their ideas and suggestions.

Meetings will be held 2-4 p.m. on the following dates and locations:

- August 1 Tryon Arts & Crafts  
Tryon
- August 3 Yadkin Valley Cultural Arts Center  
Yadkinville
- August 8 John C. Campbell Folk School  
Brasstown
- August 24 Penland School of Crafts  
Penland
- August 31 Southern Highland Craft Guild  
Folk Art Center, Asheville



RSVP to [BlueRidgeCraftTrails@gmail.com](mailto:BlueRidgeCraftTrails@gmail.com) or go to the Blue Ridge National Heritage Area website at [www.blueridgeheritage.com](http://www.blueridgeheritage.com) or call Amy Hollifield at 828-298-5330 ext. 303

▶ [BlueRidgeHeritage.com](http://BlueRidgeHeritage.com)

195 Hemphill Knob Road, Asheville, NC 28803



# Blue Ridge Music Trails



The Journal of Roots Music

**NO DEPRESSION**



Musicians jam at Shindig on the Green, Asheville

# BRNHA Grant Support

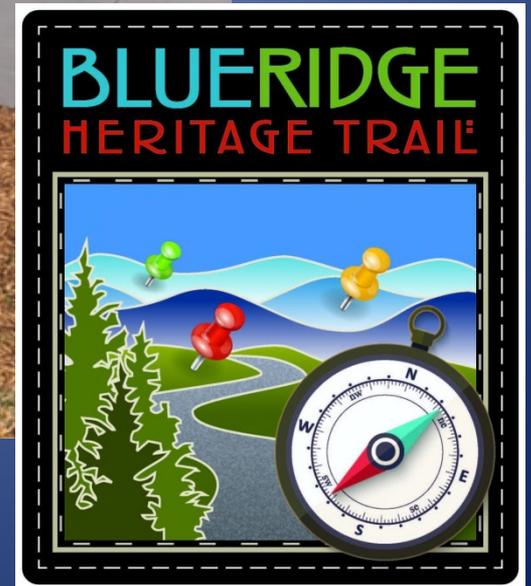


# Blue Ridge Music Trails

Morning Star Church near  
Canton prepares for shaped-  
note singing on Old Folks  
Day,



# Blue Ridge Heritage Trail



# Visitor Services and Marketing



Photos courtesy of Angeli Wright

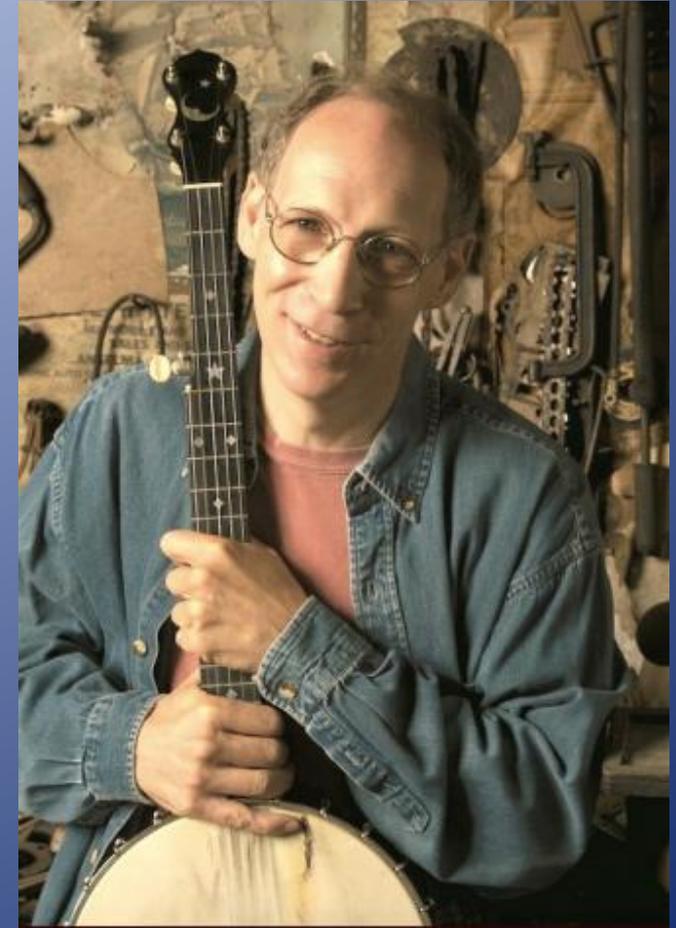
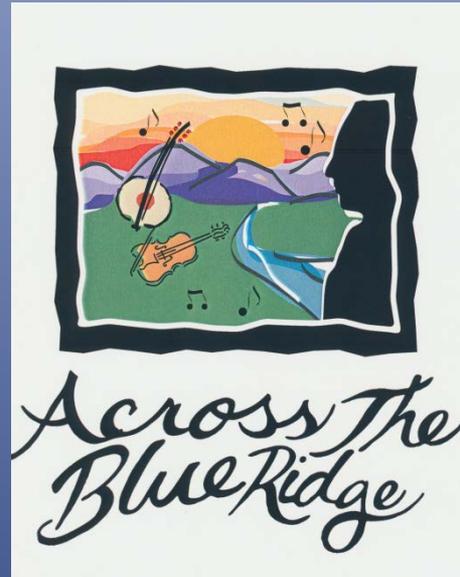
New  
for  
2018



Romantic Asheville.com  
TRAVEL GUIDE

# New Opportunities - 2018

## Blue Ridge Music Trails



Paul Brown



North  
Carolina  
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Council

*Fifty years  
of leadership*

# Blue Ridge Craft Trails



Listening Session at Penland School of Crafts

# Supporting the Visitor Experience with our Partners and Communities



Blue Ridge Parkway Visitor Center

# Our Heritage - Our Future

