

# Ashe County Heritage Development Plan



View from Mt. Jefferson courtesy of Ashley Tugman

Prepared by  
The Ashe County Heritage  
Council

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## **Ashe County Narrative Summary<sup>1</sup>**

Prior to the 18th century, Ashe County History is somewhat obscured. Encompassing approximately 427 square miles, Ashe's boundaries have been a topic of continuing dispute throughout the years. The area was part of Anson County during the early English colonization period, became part of Rowan County in 1753, Surry County in 1771, Wilkes County in 1777 and was briefly part of the State of Franklin from 1784-89. Incorporated as a separate entity by the North Carolina General Assembly in 1799, Ashe County came into its own.

The Cherokee, Creek and Shawnee Indians hunted, fished and battled within the region. Peter Jefferson led a surveying party in 1749 to establish a line between North Carolina and Virginia. In 1752, Bishop Augustus Spangenberg, head of the Moravian Church of America, made the first recorded visit in search of 100,000 acres of land for settlement purposes. Ashe County's first recorded deed is dated 1773.

Seeking a "proper and convenient" place to be the County's seat, the North Carolina General Assembly appointed a special commission in 1799. The Town of Jefferson was selected and was the first town in the nation to bear the name of Thomas Jefferson, Vice President of the United States at that time.

Transportation in the County exhibited meager beginnings, showing reliance on trails used by horse and pack animals. Eventually, a few all-weather roads were constructed; several of these were private and required the payment of toll fees. In 1915, the Norfolk and Western Railway Company came to Ashe; in 1977, the Ashe County Airport was established, sporting a 4,300 foot runway capable of facilitating small to medium sized jets.

Hunting, trapping and farming were of significance to Ashe County citizens. Traditional crops included wheat, rye, oats, barley, buckwheat, fruits and vegetables. Cattle operations have been historically important to the local economy. The early 1900s saw much activity in the dairy industry, with cheese making factories in the communities of Grassy Creek, Beaver Creek, Sturgills, Crumpler and Ashland. In the 1930s, the Kraft-Phoenix Creamery established a plant in West Jefferson, now the Ashe County Cheese Plant. Mining operations flourished beginning with copper mining in the late 1800s. Ore Knob Mine, at one time, was the leading copper producer in the United States.

The Phoenix Chair Manufacturing Company, established in the early 1930s, was one of the first industries in Ashe, followed by others such as Knox Knitting Company of Creston, the Oak Flooring Company established by W. E. Vannoy in 1935, and the Peerless Hosiery Company in 1953. Eventually, larger industrial operations located in Ashe County including Sprague Electric Company, P.H. Hanes Knitting Company, Gates Rubber Company, Southern Devices, Leviton Manufacturing, and Jefferson Apparel, producer of textile goods.

Ashe County's early education system consisted of private schools, being held either in the summer or winter. A County Examiner was responsible for certifying teachers, who were primarily women or young girls during summer, and men or young boys during winter. Classes

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<sup>1</sup> The history narrative was adapted from the history of Ashe available at [www.ashecountygov.com](http://www.ashecountygov.com)

were often held in churches, homes or vacant stores, and teachers would stay alternately with different families within the community. Ashe's public schools began in 1870, and school consolidation began in 1930. Currently, the County operates one high school, one middle school and four elementary schools.

The Ashe County Heritage Tourism Development Plan is intended to build upon history and the heritage of this mountain community. The native culture, the transportation development, the creative talents of a dedicated workforce, the values in our early schools and the development of our physical infrastructure will be seen in our Heritage Tourism Initiatives. The early history and culture of Ashe County will be preserved through initiatives in agriculture, festivals, arts/crafts/music, historic preservation, Native American, natural resource and recreation development and tourism infrastructure.

The Ashe County Heritage Council, comprised of dedicated community members, met over a six month period to develop the Ashe County Heritage Development Plan. Further meetings have discussed additional initiatives and in September 2006, the Ashe County Heritage Development Plan was updated to include 22 initiatives. The 22 initiatives build on our history and our heritage to encourage the protection of our heritage resources and the sharing of those resources in a responsible and environmentally favorable tourism development plan.

**Blue Ridge National Heritage Area  
Strategic Planning Tools**

**SUMMARY CHART**

*List each priority initiative by name and cost*

<b>Initiative Name</b>	<b>Estimated Costs</b>
Agri-Cultural Tourism Trails Project	\$100,000
Ashe Mountain Farm Life Museum	\$69,000
Ashe County Farmers Market	\$100,000
Creative Food Ventures: <i>specialty food of the mountains</i>	\$1,000,000
Riverfest	\$22,500
Marketing: County-wide Marketing & Branding	\$225,000
Elkland International Puppetry Festival	\$40,000
JAM	\$43,000
New River Arts School	\$195,000
1904 Courthouse	\$1,300,000
Ashe County Library Preservation and Access Enhancement of Local History Materials	\$39,000
Native American Festival	\$53,000
Native American Cultural Center	\$120,320
Blueway Canoe Trail	Funding Secured
Todd Southfork Greenway	\$1,880,000
Welcome Center & Visitor Center	\$50,000
Downtown West Jefferson Streetscape Enhancements	TBD
Cooper Dairy Farm and Farmhouse	\$127,000
Historic Walking & Driving Tours in Ashe County	\$9,500
Barn Quilt Trail	\$21,000
Christmas in July Festival	\$45,000
Ola Belle Reed Homecoming Festival	\$36,000
<b>TOTAL ESTIMATED COST</b>	<b>\$5,475,320</b>

## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Agri-Cultural Tourism Trails
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Project Narrative:	With the growing interest in families traveling “locally,” coupled with the reduced production in agriculture products, there is a need to develop opportunities for both farmers and tourist to join forces. The creation of agri-tourism trails provides alternative income for farmers and for families vacationing closer to home. In addition, with the booming arts community in the county, a natural partnership has evolved between Agriculture and Culture to help develop these trails. Much is needed, however, to complete and to make trails operational.
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Goal:	To establish and link Agri-Cultural Trails within the county, as well as in surrounding counties. To help build capacity of farm and cultural site owners to become part of a Trails Program To provide “participant” grants for improvements and startup
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Julie Landry, NCCE Jane Lonon, ACAC Sarah Tugman, AC Chamber	\$100,000.00	1 <sup>st</sup> trail Fall 2005 On going

Action Items:	Resources Required:	Who’s Responsible:
<ul style="list-style-type: none"> <li>• Recruit interested sites</li> <li>• Identify gaps in trail(s)</li> <li>• Tie into Blueway Canoe Trail project</li> <li>• Fold in the Trout fishing opportunities</li> <li>• Design seasonal Trail and fold in the Choose &amp; Cut operations and downtown Winter festivities</li> </ul>	GPS system Marketing efforts  Work with National Committee for the New on Trout Stream inclusion for the Trails Project  Work with Choose & Cuts operators for inclusion in Trails Project	Julie Landry, NCCE Jane Lonon, ACAC Sarah Tugman, AC Chamber Richard Boylan, NCCE Committee NC Wildlife Commission Jeffrey Scott, NCNR Ashe County Christmas Tree growers
<ul style="list-style-type: none"> <li>• Provide information to build capacity</li> <li>• Laws/regulations</li> <li>• Liability issues</li> <li>• Insurance</li> <li>• Sanitation issues</li> <li>• ADA</li> <li>• Tax implications</li> <li>• Guideline for operating a tourism site</li> </ul>	Information in all areas provided and available through County Departments and NCCE, Ashe Center	Julie Landry, NCCE Jane Lonon, ACAC Sarah Tugman, AC Chamber County of Ashe Depts NCDA,CS NCAC
Identify site improvements <ul style="list-style-type: none"> <li>• Roads</li> <li>• Structures</li> <li>• Public facilities</li> </ul>	Information provided by NCDA-CS, NCDOT, available upon request at NCCE, Ashe Center	Julie Landry, NCCE Jane Lonon, ACAC Sarah Tugman, AC Chamber Public Health DOT

		Building Inspections
Conduct <ul style="list-style-type: none"> <li>Internal Familiarization Tour- June 05</li> <li>External Familiarization Tour- 05-06</li> </ul>	\$5000.00 (grant applied for NCSU, Cooperative Extension Community Development)	Carol Cline, NCCE Julie Landry, NCCE Richard Boylan, NCCE
Identify funding opportunities for sites to enhance and improve sites, signage		Julie Landry, NCCE Jane Lonon, ACAC Sarah Tugman, AC Chamber NCAC NCDA,CS NCCE, Tourism Dept. NC Dept. of Commerce
Public Relations/marketing		Julie Landry, NCCE Jane Lonon, ACAC Sarah Tugman, AC Chamber NCAC NCDA,CS Site owners
Connect to identified websites		Julie Landry, NCCE Jane Lonon, ACAC Sarah Tugman, AC Chamber NCAC NCDA,CS
Grant process and awards	\$100,000.00	Committee
Site Improvements	Site dependent	Property Owners

Performance Measures:	Sites up and running by 2006 and continuing “to add on”
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Status:	Agri-Cultural Trails Committee meets third Thursday of each month at the Agriculture Service Center, 6:30 PM  One site to open May 6, 2005
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Agricultural Heritage - Ashe Mountain Farm Life Museum
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Project Narrative:	A wealth of heritage information is found in the agriculture of a community. Farm living and the implements, farm equipment and home items used to tell a story of Ashe County life through the generations. Collecting, preserving and showcasing this heritage is a priority of the Family Farm Life Museum Committee. Incorporating demonstration crops and fields, construction of a typical log house etc. to be planned
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Goal:	To preserve the agriculture history of Ashe County through the collection of agriculture heritage objects and by displaying agriculture practices in a County Family Farm Life Museum
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Farm Life Museum Committee Members Julie Landry, NCCE	\$69,000.00	2007-08

Action Items:	Resources Required:	Who's Responsible:
Museum Structure/construction- on target	\$50,000.00*	Committee, Ashe County Commissioners
Landscape of structure	\$ 1,000.00	Committee, NCCE
Log Cabin construction	\$ 12,000.00	Committee
Collection of equipment, artifacts, etc	\$ 1,000.00	Committee
Display cases construction	\$ 10,000.00	Committee
Marketing/ PR	\$ 1,500.00	Committee
Curriculum/Educational Programming Design and development	\$ 3,000.00	Committee, NCCE
Mural for Museum Wall	\$ 5,000.00	
Museum staffing	\$ 24,000.00	Committee
Demonstration plots	\$ 3,000.00	Committee, NCCE
Paving – parking lot	\$ 8,000.00	
Insurance (liability, content)	\$ 500.00	
Join Agri-Cultural trails program as site		NCCE, Agri-Cultural trails committee

Performance Measures:	Completed and operational by 2007 Manned and programmed by 2007-08 Site on Agri-Cultural Trails Project Web "Home Grown/Hand Made"
Status:	<p>*County of Ashe has provided funds to relocate a structure to the Ashe Park location for the purpose of the museum</p> <ul style="list-style-type: none"> <li>- volunteers have already contributed time, materials and labor toward this project</li> <li>- Family Farm Life Museum Committee meets 4<sup>th</sup> Thursday of each month at 7:00 PM at Agriculture Services Center April 28, 2005</li> </ul> <p>* To date (<b>August 2006</b>) The Family Farm Life Museum is still struggling to move forward with plans. Funds are needed to proceed and to open by the target date</p>



## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Ashe County Farmers Market
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Project Narrative:	Ashe County Farmers Market has grown to 280 vendors over the last 3 years. It has increased availability to crafts and nursery products and expanded the processed foods area. Specialty Days have been added and the customer and vendors request longer season, better sanitation and more protection from inclement weather. As a result, there is a need to expand the number of spaces at the current shelter as well as provide for an opportunity for a longer “season” for vendors to sale. Expansion to additional sites has been requested
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Goal:	To expand the current farmers market to include more spaces, bathroom facilities, electricity and protection from the elements. To research potential expansion to other sites, ie. Todd, Riverview, Jefferson
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Julie Landry, NCCE/Farmers Market Committee/Town of West Jefferson	\$60-100,000.00	12-24 months, April 2006-07

Action Items:	Resources Required:	Who’s Responsible:
Identify and Secure funding	\$60 – 100,000.00	Julie Landry/ Ken McFadyen, Market Committee
Work with town of West Jefferson		Julie Landry/Ken McFadyen
Secure drawings	\$3000.00	Julie Landry
Construction	tbd	tbd
Research on Expanded sites		Todd Community Representation, Riverview Community Representation
Link to Agri-Cultural Trails		Julie Landry and Trails Committee

Performance Measures:	Operational April 2006
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Status:	<p>*Farmers Market Committee meets 2<sup>nd</sup> Tuesday of each month at 3:30 PM at the Agriculture /Service Center Current Market opens May 14, 2005 8:00 AM – 1:00 PM Specialty Markets conducted Spring and Winter <b>April 28, 2005</b></p> <p>*\$100,136.00 Awarded by the Tobacco Trust Foundation to the Town of West Jefferson for Expansion of the existing Farmers Market Shelter</p> <p>* Bids on the expanded shelter have gone out were accepted <b>September 4, 2006</b>. Construction will begin shortly there after.</p> <p>* Market continues to grow, double participation of ventures over 2005 season</p>
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Creative Food Ventures: <i>specialty foods of the mountains</i> . Commercial kitchen incubator at Family Central (formerly Kitchen Cabinet)
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Project Narrative:	The commercial-incubator kitchen will provide entrepreneurs time-share access to production facilities and the opportunity to start and expand specialty food and catering businesses without the prohibitive cost of building their own commercial kitchen. The incubator will provide support services including business planning, marketing help and other business services to help make the kitchen users successful.
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Goal:	To provide a USDA certified kitchen for food entrepreneurs in connection with business support services.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Carol Coulter – Family Central Pat Mitchell – Ashe County Economic Director Hollis Wild – New River Community Partners Stan Steury – New River RC&D	\$1,245,000	2 years

Action Items:	Resources Required:	Who's Responsible:
• Feasibility Study	\$ 30,000	Stan Steury, Hollis Wild
• Design Phase	\$ 35,000	Carol Coulter
• Renovation Phase	\$ 680,000	
• Equipment purchase (new)	\$ 500,000	
• Fund Raising		Carol Coulter, Pat Mitchell, Kelly Coffey, Hollis Wild

Performance Measures:	Opening of kitchen by summer 2006
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Status:	Feasibility Study - completed
	Design Phase – completed
	Renovation – summer 2006 – nearing completion
	Fund Raising - ongoing
	Kitchen will have Grand Opening spring 2007; limited use of facility to occur prior to that date.

## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	RIVERFEST
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Project Narrative:	Ashe County is rich with traditional musicians. It's also the home of the New River, the oldest rivers in North America and a designated Scenic River. Creating a new festival that spotlights the natural beauty of our region, and celebrates the cultural heritage and music of the mountains would serve as a means for attracting visitors to the area. The daylong event would feature local musicians providing them with the opportunity to perform, earn money, and display their talents. Riverfest would help preserve mountain traditions.
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Goal:	To create a new festival celebrating the New River combining natural beauty and musical traditions.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Arvil Scott	\$22,500	2 years

Action Items:	Resources Required:	Who's Responsible:
<ul style="list-style-type: none"> <li>• Identify Festival site &amp; timeline</li> </ul>	\$0	Arvil Scott and Committee
<ul style="list-style-type: none"> <li>• Contract with music groups</li> </ul>	\$15,000	Riverfest Committee
<ul style="list-style-type: none"> <li>• Coordinate logistics of Festival</li> </ul>	\$ 5,000	Riverfest Committee
<ul style="list-style-type: none"> <li>• Create a marketing plan for the Festival</li> </ul>	\$ 2,500	Riverfest Committee

Performance Measures:	Establishment of a successful Festival that attracts visitors from "off the mountain."
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Status:	Planning phase is ready to occur.
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Marketing: Plan for County-wide marketing & branding
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Project Narrative:	Significant support exists for creating a unified marketing/branding program for the County. The Blue Ridge National Heritage designation will serve as a catalyst in bridging all county organizations. This effort will combine county-wide forces to create marketing strategies that support all organizations and the overall branding of the county. County branding would incorporate an element of the Blue Ridge National Heritage Area Logo/Marketing Campaign which would then be included in all future logo/marketing strategies of local business, arts and music, tourism, and agricultural tourism-based efforts.
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Goal:	To create a coordinated marketing strategy that brings together all county-wide efforts and organizations to develop a collaborative and unified marketing strategy for the entire County.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
McMillan-Mitchell/County Dixon/Chamber Landry/Agriculture /Business Lonon/Arts-Music /Non-profit organizations	\$225,000	2-3 years

Action Items:	Resources Required:	Who's Responsible:
<ul style="list-style-type: none"> <li>• Set up marketing committee.</li> <li>• Hire PR/marketing agency with tourism experience.</li> <li>• Begin developing strategy to include website development in coordination with BRHNA website, and plans for media, (Print, Radio, TV), Signage, Development of promotional materials and products, Promotion and marketing</li> <li>• Create Staff Position to oversee implementation of the effort.</li> <li>• Coordinate effort with neighboring counties through cross promotion of events and sites.</li> </ul>	\$25,000  \$125,000  \$50,000  \$25,000	Dixon/Mitchell Branding Committee

Performance Measures:	Development and implementation of marketing plan and destination packages. Increase of tourism revenues.
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Status:	Discussion stage regarding appropriate role of "housing" this in the Chamber.
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

<b>Initiative Title:</b>	Elkland International Puppetry Festival
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<b>Project Narrative:</b>	<p>Festivals are a viable way of providing activities and attractions for visitors to our mountain region. The Todd community has scenic beauty and several arts events scheduled throughout the year. It is a focal point for tourists visiting the area. By creating a new festival event in the “off season,” visitors will have additional reasons to come to the mountains.</p> <p>Puppetry is an ancient form of art with universal appeal. It combines theatre, music, and the visual arts. It will be available to groups of all ages. The Elkland International Puppetry Festival will be held during a one week period in September attracting puppeteers from the U.S. and foreign countries. Workshops, classes, and performances will be offered. Various styles of puppetry and different cultures will be highlighted. Several locales will be utilized throughout the county with performances offered in the schools.</p> <p>New works will be created during the Puppetry Festival with the aesthetics of the art form remaining pure and true. The “process” as well as the “product” of the festival will be important. The festival will be a destination for puppeteers to learn new skills, to perform and to share. In addition, the festival will offer ongoing performances for the community at large and tourists to the area.</p>
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<b>Goal:</b>	To create a new festival in Ashe County that highlights the art of Puppetry.
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<b>Person/Organization Responsible:</b>	<b>Cost to Implement:</b>	<b>Estimated Time to Complete:</b>
Martha Enzmann	\$40,000	2 years

<b>Action Items:</b>	<b>Resources Required:</b>	<b>Who’s Responsible:</b>
<ul style="list-style-type: none"> <li>• Plan the festival</li> <li>• Implement the festival</li> </ul>	<ul style="list-style-type: none"> <li>\$ 5,000</li> <li>\$35,000</li> </ul>	<ul style="list-style-type: none"> <li>Martha Enzmann</li> <li>Festival Committee</li> </ul>

<b>Performance Measures:</b>	Establishment of a festival with 5-core Puppetry performance and teaching groups. Increased number of visitors to the area.
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<b>Status:</b>	Committee is in place; planning is ready to begin. A “mini” festival/parade took place summer 2006 in Todd.
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

<b>Initiative Title:</b>	Junior Appalachian Musician’s Program (JAM)
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<b>Project Narrative:</b>	<p>The Junior Appalachian Musician’s Program (JAM) is a partnership between the Ashe County Arts Council, Ashe County Schools, and the 4-H After School Program. JAM offers instruction in fiddle, guitar and banjo to fourth – sixth grade students in the county’s three elementary schools. The JAM Program helps to preserve our mountain musical heritage by demonstrating and teaching students to play traditional string instruments.</p> <p>Several other counties in western North Carolina participate in the JAM Program. The impact that we can make regionally with our young people is strong. Ashe County would like to partner with other participating sites in establishing a retreat and workshop for the instructors, a regional “jamming” for all the students involved, and performance opportunities for the participants.</p> <p>Expansion of the JAM Program to the Middle School grades has been requested. Currently when a student leaves elementary school, there is no structure in place for the continuation of instruction. Adding a program at the Middle School level would provide continuity in instruction and would expose a greater number of students to the joys of a hands-on experience with music!</p>
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<b>Goal:</b>	To expand and stabilize the JAM Program in rural Ashe County.
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<b>Person/Organization Responsible:</b>	<b>Cost to Implement:</b>	<b>Estimated Time to Complete:</b>
Jane Lonon, Rebecca Herman, Ashe County Arts Council	\$	On-going; but as a 2-year implementation phased in project

Action Items:	Resources Required:	Who’s Responsible:
<ul style="list-style-type: none"> <li>• Sustain JAM Program for 4<sup>th</sup>-6<sup>th</sup> graders at Ashe County elementary schools</li> </ul>	\$25,000	Arts Council staff
<ul style="list-style-type: none"> <li>• Provide supplemental performance opportunities for participants in JAM</li> </ul>	\$5,000	Arts Council staff
<ul style="list-style-type: none"> <li>• Implement JAM Program at Ashe County Middle School for 7<sup>th</sup> and 8<sup>th</sup> graders</li> </ul>	\$15,000	Arts Council staff
<ul style="list-style-type: none"> <li>• Purchase instruments</li> </ul>	\$5,000	Arts Council staff
<ul style="list-style-type: none"> <li>• Plan, organize, implement teacher retreat and workshops</li> </ul>	\$2,500	Arts Council staff
<ul style="list-style-type: none"> <li>• Plan, organize, implement region wide student “jamming” and performance</li> </ul>	\$7,500	Arts Council staff

<b>Performance Measures:</b>	Increase the number of students involved, increase student retention rate for JAM, and develop regional connections for staff
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	and participants in traditional mountain music
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Status:	JAM is offered at three elementary schools, but not at the middle school level. There is only 20 weeks of instruction available at this time. There are no cross-county opportunities for staff or student learning and interaction.
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	New River Arts School
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Project Narrative:	The New River Arts School will involve young people, adults, families, and elders to experience the music, art, storytelling, and crafts of our region through private and group lessons, hands-on classes, local performances and discussions, and intensive workshops. These initiatives will affirm the creativity, imagination, and talent of every student and honor the artists who bring their gifts to the classroom; create a non-competitive, intergenerational learning community where the process of self-expression is primary; promote equal access to our programs and reflect the diversity of our communities; contribute to the vitality of the region by welcoming visitors from around the world to join us; provide employment opportunities for those left behind by the economy; and preserve the indigenous art forms of the northwest mountain region.
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Goal:	To develop a community arts school dedicated to the presentation and preservation of the cultural heritage of the New River region.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Jane Lonon, Director Ashe County Arts Council	\$195,000	3 years

Action Items:	Resources Required:	Who's Responsible:
<ul style="list-style-type: none"> <li>Develop an action plan and timetable for school's opening.</li> </ul>	\$ 5,000	Arts Council Staff & CAS Committee
<ul style="list-style-type: none"> <li>Develop programming curriculum.</li> </ul>	\$ 5,000	Consultant
<ul style="list-style-type: none"> <li>Create business plan for operation of school.</li> </ul>	\$ 5,000	Consultant
<ul style="list-style-type: none"> <li>Establish strategies for funding.</li> </ul>	\$ 5,000	Consultant
<ul style="list-style-type: none"> <li>Building renovation and equipment purchases.</li> </ul>	\$75,000	Arts Council
<ul style="list-style-type: none"> <li>Instructor and staff identification and hiring.</li> </ul>	\$75,000	NRAS Director NRAS Director
<ul style="list-style-type: none"> <li>Create Marketing Plan</li> </ul>	\$25,000	

Performance Measures:	NRAS is open and operational with a strong curriculum and staff. Class and lesson enrollment numbers grow at a slow, steady,
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	sustainable rate. Local community members are employed as instructors. Traditional mountain crafts are revered, respected and preserved. The School attracts participants from outside the area thus contributing to the economy of the region.
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<b>Status:</b>	A feasibility study on a Community Arts School for Ashe County and the region has been conducted by Georganne Eubanks, consultant from Carrboro, and retained by the Ashe County Arts Council.
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	1904 Courthouse building and grounds restoration and establishment of on-site local history museum, Virginia Creeper Railroad museum, welcome center, and gift shop.
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Project Narrative:	Restoration of the 1904 Courthouse needs to be completed on both the upstairs and downstairs floors in order to accommodate two museums, a welcome center, and a gift shop featuring local arts and crafts. An elevator will be added to provide access to both floors, and a park will also be created in the green space next to the building featuring plants native to Ashe County. In addition to housing the museums and welcome center, part of the lower level will be made available as rental space to outside agencies. The upstairs area will be available for community meeting space, as well as for performances and educational programs.
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Goal:	To preserve the 1904 Courthouse, use the renovated facility to promote Ashe County's history, and to use the refurbished facility and grounds to promote tourism in Ashe County.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Lonnie Jones, Courthouse Preservation Organization	\$1.3 million	Downstairs – June 2006 Upstairs – mid-2008

Action Items:	Resources Required:	Who's Responsible:
<ul style="list-style-type: none"> <li>• Complete renovation of downstairs</li> <li>• Hire part-time project director</li> <li>• Collect and organize items for local history museum and railroad museum</li> <li>• Landscape nearby green space</li> <li>• Renovation of upstairs and addition of elevator</li> </ul>	\$350,000 \$ 25,000  \$ 20,000 \$905,000	CPO CPO  CPO CPO CPO

Performance Measures:	Number of visitors to renovated facility, usage of public meeting space and usage of rental space by outside agencies.
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Status:	Renovation and fundraising are ongoing. Business plan is being revised. Museum of Ashe County has been established and is located temporarily across the street from the 1904 Courthouse.
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

<b>Initiative Title:</b>	Ashe County Library preservation and access enhancement of local history materials
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<b>Project Narrative:</b>	The Ashe County Public Library has an extensive collection of local history resources and in many cases, the library has the only copy in existence. Age and heavy usage are beginning to take their toll on this collection. The library proposes to digitize selected materials in the local history collection, converting the resources to an electronic medium to preserve these valuable resources for future researchers and for making them available remotely through the library's web site. These actions would significantly enhance accessibility to these unique materials and ensure their availability for years to come.
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<b>Goal:</b>	To preserve selected unique local history materials at the Ashe County Public Library through digitization, and to increase access to these materials by making them available electronically through the library's web site.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Jim McQueen, Ashe County Librarian Ashe County Historical Society	\$39,000	3 years

Action Items:	Resources Required:	Who's Responsible:
<ul style="list-style-type: none"> <li>• Hire consultant to plan/oversee project</li> <li>• Select items to digitize</li> </ul>	\$15,000	County Librarian County Librarian & Historical Society County Librarian
<ul style="list-style-type: none"> <li>• Purchase necessary equipment (scanner, PCs, etc.)</li> </ul>	\$ 4,000	
<ul style="list-style-type: none"> <li>• Digitize and make available selected items (personnel costs)</li> </ul>	\$20,000	County Librarian & Library staff

<b>Performance Measures:</b>	Number of items digitized; number of in-house users of digitized items; and number of remote users of digitized items
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<b>Status:</b>	Application for LSTA digitization planning grant will be completed in 2006
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

<b>Initiative Title:</b>	Native American Festival
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<b>Project Narrative:</b>	The Native American Studies Organization will host an annual two-day Native American Indian Festival in Ashe County. The festival will provide opportunities to learn and participate in traditional Native American ceremonies and activities and celebrate the powerful Native American influence in the Northwestern NC mountains. In addition, local craftsmen making traditional Native American crafts will be showcased during the festival. The festival will stimulate tourism in the area while increasing awareness and restoring pride in local traditions.
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<b>Goal:</b>	To celebrate and foster the handmade crafts, culture and history of Native American tribes of Ashe, Watauga and Allegheny counties and to help promote tourism in this region.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Ken Rogers, Native American Studies	\$53,000 (cost for first year)	1 year planning to establish annual festival

Action Items:	Resources Required:	Who's Responsible:
Budget and plan American Indian Festival: <ul style="list-style-type: none"> <li>• Publicity</li> <li>• Special presenters and performers</li> <li>• Part time organizer</li> <li>• Locate and contract with special performers for the festival</li> <li>• Sound/stage/technician support</li> <li>• Space rental with parking area</li> </ul>	\$10,000 \$12,000 \$10,000 \$6,000 \$5,000 \$10,000	

<b>Performance Measures:</b>	Implementation of a successful festival.
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<b>Status:</b>	The Native American Studies group has met for over ten years and has established a committed and dedicated group of participants and volunteers. It is currently ready to develop the festival when financial support is secured.
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

<b>Initiative Title:</b>	Native American Studies Office and Cultural Center of Ashe, Alleghany and Watauga
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<b>Project Narrative:</b>	<p>The Native American Studies Office and Cultural Center plan to establish a local office which would:</p> <ul style="list-style-type: none"> <li>• Provide information to local residents and visitors</li> <li>• Host an annual Native American Festival</li> <li>• Offer a small library of materials related to American Indians</li> <li>• Showcase Native American crafts</li> <li>• Provide genealogical research and support</li> <li>• Host speakers, special presentations and workshops open to the public</li> </ul> <p>Initially, the office will be open three days a week and have one full time staff person, and volunteer staff to assist. Staff duties will be to support visitors in our region to locate materials and resources which explain and demonstrate the powerful Native American influence in the Northwestern NC mountains, including settlement locations and history, culture and traditions, tracing Native American genealogy, etc. In addition, local craftsmen making traditional Native American crafts will be showcased at the Center. A Native American Festival will be organized and will stimulate tourism in the area while at the same time restoring pride in local traditions.</p>
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<b>Goal:</b>	To provide education and information, to foster and preserve the handmade crafts, culture and history of Native American tribes of Ashe, Watauga and Allegheny counties and to help promote tourism in this region.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Ken Rogers, Native American Studies	<p><b>Phase I:</b> initial setup of office &amp; First year's expenses = \$35,464</p> <p><b>Phase II:</b> Develop services plus yearly expenses = \$24,964 2<sup>nd</sup> year. \$19,964 per year for years 3-5.</p> <p><b>TOTAL:</b> \$120,320</p>	<p>Could be available to start with basic services within 3 months of approval</p> <p>Years 2-5</p>

Action Items:	Resources Required:	Who's Responsible:
<p><b>Phase I:</b> <b><u>Office/Center</u></b></p> <ul style="list-style-type: none"> <li>• Rent office space (minimum 500 sq ft-\$500 per month)</li> <li>• Part time staff person (24 hours per wk-May-Oct; 8hrs per wk-Nov-April; x \$9 per hour)</li> <li>• Basic utilities ( 2 lines-telephone &amp; DSL, electric, heat, water, etc—\$250 per month)</li> </ul>	<p>\$6,000 (cost per year)</p> <p>\$6,264 (for one year)</p> <p>\$3,000 (for one year)</p>	Ken Rogers

<ul style="list-style-type: none"> <li>Insurance</li> </ul>	\$700 (per year)	
<b><u>Initial Set Up Costs</u></b>		
<ul style="list-style-type: none"> <li>Bookshelves and display cases for library and crafts, and lighting</li> </ul>	\$2,000	
<ul style="list-style-type: none"> <li>Basic furniture (desk, chairs, meeting table, storage shelves, etc)</li> </ul>	\$3,000	
<ul style="list-style-type: none"> <li>Basic equipment (2 computers, software (including genealogy software), printer, fax, scanner, copier, telephone, answering machine</li> </ul>	\$4,000	
<b><u>PR/Marketing</u></b>		
<ul style="list-style-type: none"> <li>Design Website</li> </ul>	\$2,000	
<ul style="list-style-type: none"> <li>Logo design, signs, brochure, cards, rack cards, newsletter design</li> </ul>	\$2,000	
<ul style="list-style-type: none"> <li>Printing (marketing materials) and mailing (annual costs)</li> </ul>	\$5,000	
<ul style="list-style-type: none"> <li>Establish and maintain database, IT, and website maintenance</li> </ul>	\$1,500	
<b><u>Phase II: Expand services</u></b>		
<ul style="list-style-type: none"> <li>Speakers fees and special workshops (May-Oct, once a month)</li> </ul>	\$4,000	
<ul style="list-style-type: none"> <li>Locate and contract with local artisans to display and sell their works in the Center</li> </ul>	consigned pieces	
<ul style="list-style-type: none"> <li>Train volunteers to support genealogy searches</li> </ul>		
<ul style="list-style-type: none"> <li>Build Library of books about regional Native American settlements, history, traditions, and arts and crafts</li> </ul>	\$5,000	

Performance Measures:	Opening of facility, establishment of website, brochures, etc., 1 <sup>st</sup> workshop, begin building library
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Status:	The Native American Studies group has met for over ten years and has established a committed and dedicated group of participants and volunteers. It is currently ready to expand into the plan described above, and a committed group of members have expressed an interest in volunteering time to help support the development of the office/center.
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Blueway Canoe Trail
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Project Narrative:	This is a three state project involving the state parks of NC, VA and WVA, NPS New River Gorge, and the Army Corps of Engineers as land owning/managing entities. New River Community Partners received a National Trails grant through the NC Division of State Parks for construction of a restroom facility on the river, as well as funding for logo development, map and signage. National Geographic/Trails Illustrated has been contacted to develop the map. They will print and sell the map at their outlets and we will have maps to sell at other outlets. They will also reprint the map after several years and make whatever corrections are necessary.
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Goal:	To have a map of the New River with consistent symbols river wide.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Hollis Wild, New River Community Partners	Funds have been secured.	1 year

Action Items:	Resources Required:	Who's Responsible:
<ul style="list-style-type: none"> <li>• Have logo designed</li> <li>• Write MOU to be signed by the agencies involved</li> </ul>	\$600	Hollis Wild Agency representatives
<ul style="list-style-type: none"> <li>• Design and print signs</li> <li>• Number river miles</li> </ul>	\$6900	Dwayne Stutzman
<ul style="list-style-type: none"> <li>• Contact and work with National Geographic/Trails Illustrated</li> <li>• Distribute maps</li> </ul>	\$12,500	

Performance Measures:	Numbered miles on river, and completion of map
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Status:	Logo is in the design stage. National Geographic/Trails Illustrated has been contacted. MOU is being distributed to appropriate agency representatives.
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Todd South Fork Greenway Project
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Project Narrative:	<p>The Todd South Fork Greenway Project is a proposed greenway system that will follow the banks of the South Fork of the New River for five miles starting at the Todd Island Community Park, which is located at the Watauga and Ashe County Line, 11 miles north of Boone on Scenic Byway 194 and 17 miles south of West Jefferson. The National Committee for the New River (NCNR) has been working in partnership with representatives from the Todd Community Preservation Organization, Todd Ruritan Club, Green Valley Community Park, and Appalachian State University to develop a strategic work and management plan for this community greenway project.</p> <p>The proposed New River Blueway Trail begins in Watauga County and will parallel the Todd South Fork Greenway Trail. Together these trails will significantly increase recreational opportunities in our area.</p>
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Goal:	To increase recreational opportunities in Ashe and Watauga counties for hiking, biking, canoeing, and fishing. Provide public access to the New River. Increase awareness about one of the most beautiful and significant natural resources of the BRNHA, the New River, an American Heritage River.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
NCNR	\$1,880,000	2 years

Action Items:	Resources Required:	Who's Responsible:
The primary phases are as follows:		
<ul style="list-style-type: none"> <li>• Trail design and construction; interpretative signs; initial maintenance</li> </ul>	\$50,000	NCNR
<ul style="list-style-type: none"> <li>• Construct bridge connecting Todd Island Community Park with greenway trail</li> </ul>	\$80,000	NCNR
<ul style="list-style-type: none"> <li>• Complete landowner negotiations along trail</li> </ul>	\$1,750,000	NCNR

Performance Measures:	Implementation of greenway trail system; number of users of trail system.
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Status:	Currently negotiating with landowners and raising money for project costs. Completed four land acquisitions and one conservation easement. The 8-acre Todd Island Community Park has been developed as a park.
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Welcome & Visitor's Center
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Project Narrative:	Due to the recent expansion of tourism in Ashe County, the Chamber is committed to a larger facility to meet the growing demand of visitors in the county. The centrally located facility will serve as a gateway to the county and as a cornerstone to the County's tourism industry. The center will meet a variety of needs, and most importantly provide adequate space to showcase the proud heritage and traditions of our people. The center will promote the scenic byways, attractions, restaurants, accommodations and supporting businesses to first-time and returning visitors.
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Goal:	A renovated visitor and welcome center to provide better information and communication for visitors.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Ashe County Chamber of Commerce	\$50,000	1-2 years

Action Items:	Resources Required:	Who's Responsible:
<ul style="list-style-type: none"> <li>• Identify Site, develop plans &amp; cost estimates</li> <li>• Identify Funding sources &amp; obtain funding</li> <li>• Complete project construction</li> </ul>	<ul style="list-style-type: none"> <li>\$ 15,000</li> <li>\$ 1,000</li> <li>\$136,000</li> </ul>	<ul style="list-style-type: none"> <li>Chamber</li> <li>County</li> <li>Towns</li> </ul>

Performance Measures:	Construction completed within time and budget
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Status:	Planning Stage. As the restoration of the 1904 Courthouse continues, and the establishment of the Museums of Ashe County (MACH) continues, further planning will occur regarding the Visitor's Center.
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

<b>Initiative Title:</b>	Downtown West Jefferson Streetscape Enhancements
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<b>Project Narrative:</b>	Downtown West Jefferson is experiencing increasing numbers of visitors and local residents who are identifying the recreational and cultural resources present in the downtown area and the surrounding community. Private investors have renovated buildings and retail establishments such as restaurants, art galleries, and local crafts stores. The public facilities, such as streets, sidewalks, pedestrian crossings and landscaping should match the amount and quality of private investment in the downtown area. Enhancements to the downtown streetscape will encourage additional private investment and job retention/creation.
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<b>Goal:</b>	To enhance downtown West Jefferson's public facilities for the safety of motorists and pedestrians, for aesthetic quality and for the benefit of private investment and job creation/retention.
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<b>Person/Organization Responsible:</b>	<b>Cost to Implement:</b>	<b>Estimated Time to Complete:</b>
Ken McFadyen/ Town of West Jefferson	TBD	4 + years

Action Items:	Resources Required:	Who's Responsible:
Preliminary: Streetscape Charrette Master Storm Water Plan Business Re-Development Plan	\$4,000 \$15,000 \$5,000	Completed early 2004 NC Rural Center Town of WJ (2005)
Bowie Seagraves Park Enhancements- I (Playground replacement and Railroad Avenue expansion)	\$115,340 (PARTF pending)	Project PLAY Partnership for Children Handmade in America/ Revitalization Town of West Jefferson (2005)
Historic Preservation Commission (Certify for State funding)	Nominal	NC Dept of Cultural Resources Board of Aldermen Planning Board (2005-2006)
Bowie Seagraves Park Enhancements- II (Lights & walking path)	TBD	NC Div of Parks & Recreation BREMCO Town of WJ (2006)
Farmers Market Enhancements (Restrooms, electricity and enclosing)	\$100,000	Ashe Coop Ext Service Town of WJ (2006)
North Carolina Main Street Program (prepare application)	\$1,000 PT pos. TBD	NC Dept of Commerce West Jefferson TDA Town of WJ (2006)
West Main Street sidewalk (from Railroad Avenue to Park entrance)	\$50,000	Town of West Jefferson (2007)
Enhancements: North Railroad Avenue/ Main Street	TBD	NC DOT TEA-21 NC Rural Center BREMCO

(Implementation of Master Storm Water Plan)		Town of WJ (2006-2008)
Enhancements: I- N. Jefferson Avenue/ Second Street II- S. Jefferson Avenue/ Hamilton Street/ Hice Avenue	TBD	NC DOT TEA-21 NC Rural Center BREMCO Town of WJ (2007-2009)
(Implementation of Master Storm Water Plan)		
Enhancements to additional streets (Storm water drainage, re-surfacing, parking, sidewalks, landscaping and lighting)	TBD	BREMCO Town of WJ (various years)

Performance Measures:	Job creation; number of businesses; sales tax revenues; property tax value
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Status:	The West Jefferson community completed the streetscape charrette process with Handmade in America and North Carolina State University in early 2004. Currently, the Town has been awarded a \$15,000 storm water management planning grant and a \$5,000 business re-development planning grant from the North Carolina Rural Economic Development Center. Rural Center implementation funding may occur for these two projects. Engineering and constructing storm water collection enhancements must occur concurrently, or before, overall streetscape enhancements are constructed. Because the North Carolina Department of Transportation and Blue Ridge Electric Membership Corporation also own major public facilities within the downtown area, it is imperative that downtown enhancements occur with these organizations' input and participation.
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Cooper Dairy Farm and Farmhouse
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Project Narrative:	Cooper Dairy Farm is going organic and is working with Appalachian State University and North Carolina State University. The 100-year-old farmhouse will be listed on the historical register and become a bed and breakfast with historical tours. Additionally there will be agri-tourism tours to include the farm and the feed store – also to be listed on the historical register.
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Goal:	Add bathrooms and a licensed kitchen; create parking areas; and create walking paths and gardens. The historical tour of the farmhouse will include 150 years of family history and farm progress, including the making of ice cream and dairy products using Cooper milk and cream.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Ronnie Cooper I.S. Cooper Donnie Cooper Marline Vert	\$127,000	Spring/Summer 2007

Action Items:	Resources Required:	Who's Responsible:
Add two bathrooms on second floor of farmhouse	40,000	Walter Frantzen Contractors
Kitchen equipment, plumbing, electric	4,000	
Pasturizer, ice cream maker	35,000	
Furnace and insulation	20,000	
Well (for house and dairy)	3,500	
Parking, Gardens, Paths	4,500	
Office equipment, computer, printer, advertising and marketing materials	20,000	

Performance Measures:	<b>Action items implemented by summer 2007</b>
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Status:	Planning is currently underway with ASU, NCSU and discussions with contractor for enhancements at the farm.
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Barn Quilt Trail
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Project Narrative:	<p>The Barn Quilt Trail Project of the Ashe County Arts Council began in the Fall of 2006 with the implementation of twelve Barn Quilts. The project is an outgrowth of the successful downtown murals project in West Jefferson, the “Arts District” of rural Ashe County. In an effort to expand the public art component of our downtown to outlying areas, we have participated in a three county project that places 8x8 foot square, painted, traditional quilt patterns on the sides of barns throughout the county.</p> <p>Phase Two of the Barn Quilt Trail will commission Barn Quilts for additional corridors in the county. We focused on the major highways for the first phase to give the maximum visibility to the project, but there are many great barns on other roads that would be a good addition to the Trail.</p> <p>The expanded project will fund materials for the Barn Quilts, pay an honorarium to the artists for the creation of their pattern, cover the installation costs, and add signage to the Barn Quilt sites. A brochure will be created as a driving tour of the county to highlight the Barn Quilts Trail.</p>
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Goal:	To create a Barn Quilt Trail of original works of art that celebrates mountain history and culture through quilts and barns, promotes agri-cultural tourism, contributes to the economic development of rural Ashe County, contributes to community sustainability, and enhances the landscape of our county.
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<b>Person/Organization Responsible:</b>	<b>Cost to Implement:</b>	<b>Estimated Time to Complete:</b>
Jane Lonon, Ashe County Arts Council	\$21,000	2 years

Action Items:	Resources Required:	Who’s Responsible:
<ul style="list-style-type: none"> <li>• Identify additional barn locations</li> <li>• Contract artists, create 15 works, install</li> <li>• Create signage for barns in Phase 1 &amp; 2</li> <li>• Create brochure as a driving tour of all Barn Quilt sites</li> </ul>	<ul style="list-style-type: none"> <li>\$0</li> <li>\$7,500</li> <li>\$6,000</li> <li>\$7,500</li> </ul>	<ul style="list-style-type: none"> <li>Jane Lonon</li> <li>Jane Lonon</li> <li>Jane Lonon</li> <li>Jane Lonon</li> </ul>

<b>Performance Measures:</b>	Creation and installation of 15 additional Barn Quilts in rural Ashe County with appropriate signage and the publication of a full color brochure as a driving map for the Barn Quilt Trail
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<b>Status:</b>	Project began in 2006 with the creation of 12 Barn Quilts. The Barn Quilt Committee of the Ashe County Arts Council meets twice a month with on-going coordination of the Project, fundraising, and evaluations.
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

<b>Initiative Title:</b>	Christmas in July Festival
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<b>Project Narrative:</b>	<p>The Christmas in July Festival was created in 1986. The Festival offers the best in original, handcrafted arts and crafts, traditional mountain music, festival food, street entertainers, and children’s art activities. There is a strong community focus with participation by many Ashe County non-profit organizations with the Farmer’s Market being incorporated into the Festival’s framework in 2006.</p> <p>The Christmas in July Festival seeks resources to expand the infrastructure of our current location. Additional electrical connections are needed for vendors and performers, marketing and advertising for the Festival needs a boost to promote the Festival and Ashe County as a destination. We also look forward to being able to expand the timeframe of the Festival to two days with expanded evening hours. We plan to create a demonstration area for artists and crafts persons that will highlight the wealth of talent in the region and that focuses on the preservation of our mountain heritage.</p> <p>In a desire to continue the tradition of “celebrating our mountain heritage,” Christmas in July is positioned to serve as a major street festival that attracts visitors to the county and contributes to our local economy.</p>
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<b>Goal:</b>	To create a positive economic impact for Ashe County and to celebrate our mountain heritage and culture.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Christmas in July Festival Board of Directors: Ken Brashear, President Carol Dodson Don Norwood Arvill Scott Jane Lonon, Ashe Co. Arts Council	\$45,000	1 year

Action Items:	Resources Required:	Who’s Responsible:
<ul style="list-style-type: none"> <li>• Continue to expand the working committee and organization for the Festival</li> </ul>	\$0	Ken Brashear
<ul style="list-style-type: none"> <li>• Work with the Town of West Jefferson to identify expanded street locale and infrastructure needs for the Festival</li> </ul>	\$0	Ken Brashear, Town
<ul style="list-style-type: none"> <li>• Complete needed electrical work</li> </ul>	\$7,500	Don Norwood
<ul style="list-style-type: none"> <li>• Develop a marketing plan</li> </ul>	\$7,500	Carol Dodson
<ul style="list-style-type: none"> <li>• Contract performers</li> </ul>	\$15,000	Arvill Scott
<ul style="list-style-type: none"> <li>• Purchase/rent staging, sound</li> </ul>	\$5,000	Ken Brashear

equipment, signage for expanded Festival <ul style="list-style-type: none"> <li>• Develop the Heritage Demonstration area, secure site and contract artisans</li> </ul>	\$10,000	Jane Lonon
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Performance Measures:	Implementation of a successful two-day Festival with expanded performance and arts demonstration components
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Status:	The Christmas in July Festival Board meets monthly to evaluate, plan, and to identify resources to complete the planned additions to the Festival.
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## Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Ola Belle Reed Homecoming Festival
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Project Narrative:	<p>Ola Belle Campbell Reed (1915-2002), legendary country singer, was a strong force for good who touched countless lives. The Ola Belle Campbell Reed Homecoming Festival is an opportunity to celebrate the life and music of this remarkable woman in the locale where her life's journey began, the small community of Lansing, along the New River in the mountains of North Carolina.</p> <p>The Festival will feature the music of Ola Belle's husband and sons, musicians who played with her over the years, newer groups that are carrying on her tradition, and local talent. It will also celebrate the life and philosophy of a woman who spent a lifetime "tearing down the fences that fence us all in."</p>
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Goal:	The <b>Ola Belle Reed Homecoming Festival</b> is both a fundraiser for the Greater Lansing Area Development Committee (GLAD), an initiative to revitalize Lansing, and an effort committed to the preservation and promotion of Ola Belle Reed's Appalachian traditional music from its roots to its branches with a balance of local and visiting artists.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
GLAD	\$36,000	One year

Action Items:	Resources Required:	Who's Responsible:
Parking	Negotiations	Dick Workman
Volunteer Coordination	Networking	Nita Jordan
Stage and Sound	Telephone	Dan Strickland
Vendors	Telephone	Carole Ford
Grant Applications	Information	Dawn Goodman
Sponsors and Booking	Telephone	Beth Rembert

Performance Measures:	Attendance, Sponsorship, Community Support, Artist Satisfaction
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Status:	The first annual festival has successfully taken place and plans are currently being made for the 2007 festival.
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## **Ashe County Heritage Development Inventory:**

### **Agriculture Assets:**

- Ashe County Farmers Market
- Agri-Cultural Trails Program
- Mountain Farm Life Museum
- Upper Mountain Research Station
- Farm Land Preservation Program
- Choose & Cut Christmas Tree Operations
- Kitchen Cabinet
- Master Gardner Program
- Ashe County Cattlemen's Association
- Ashe County Christmas Tree Growers Association
- Community Supported Agriculture Program (CSA)
- Meat Goat Producers Cooperative
- Pesticide Container Recycling Program

### **Arts and Crafts Cultural Assets:**

- Ashe County Arts Council
- Ashe Civic Center
- Ashe County Little Theatre
- Blue Ridge Art Clan
- Ashe County Public Library
- Blue Ridge Writer's Group

### **Artists:**

- NUMEROUS, high quality visual artists
- Informal artist support network

### **Arts and Crafts Venues:**

- Elkland Art Center
- Ashe Arts Center and Gallery
- Jefferson Station
- Schools
- Todd General Store
- Todd Mercantile
- Downtown West Jefferson's *Arts District*
- Farmer's Market
- Buffalo Creek Weavers
- New River Arts and Crafts Website

### **Art Forms:**

- Painting
- Photography
- Print making
- Puppetry arts
- Furniture making
- Stained glass

- Pottery
- Weaving
- Sculpture
- Basket weaving
- Wood Working
- Toy making
- Candle making
- Jewelry making
- Blacksmithing
- Gravestones, as an historic artistic preservation of our heritage
- Downtown murals

#### **Arts, Music and Cultural Organizations:**

- Ashe County Arts Council
- Ashe County Little Theatre
- Ashe County Choral Society
- Ashe Civic Center
- Church Choirs
- Lost Province Shape Note Singers

#### **Educational and Instructional Programs:**

- JAM (Junior Appalachian Musicians) Project
- CMC (Curriculum, Music & Community) Program
- Salsa and Latin Dance Classes
- Local Dance and Vocal Instructors with annual recitals

#### **Festivals and Events:**

- Studio Hop
- Art on the Side
- Gallery Crawls
- Christmas in July
- Todd New River Festival
- Fiddler's Convention
- Festival of the Frescoes
- Spring Fest
- Very Special Arts Festival
- Todd New River Festival
- Fiddler's Convention
- Albert Hash Festival
- Greater LA Festival
- Barbeque Festival
- Gallery Crawl with street musicians
- Heritage Iron Antique Tractor Show and Music
- ACHS Regional Band Festival

#### **Historical Resources:**

- Ashe County Public Library
- 1904 Courthouse Preservation Organization
- Ashe County Historical Society
- Architectural Survey
- Todd Historic District

**Musicians:**

- NUMEROUS, high quality, professional musicians

**Musician Venues and Locations:**

- County Jam Sessions: Todd (Friday nights), Helton (Thursday nights), Nella (Friday nights), Greenfield (Friday nights), Riverview (Friday nights)
- Mountain Music Jamboree, Glendale Springs
- Blue Ridge Concert Series, Ashe Civic Center, 2<sup>nd</sup> Friday of the month
- Todd Summer Music Series
- WKSK's Gary Poe Live Radio Show
- Shatley Spring Inn Front Porch Music
- Greenhouse Crafts Shop, Glendale Springs
- Coffee House Talent Night
- Local Music Stores (Blue Moon Guitar) and restaurants featuring live music
- Multiple sites for performances and music programs: Civic Center, Arts Center, High School, Blue Ridge Elementary, Westwood Elementary, Family Central, churches, Riverview Community Center, Mountain Music Jamboree, Fleetwood School

**Natural Resources and Sites:**

- Mt. Jefferson State Natural Area
- New River State Park
- The New River and tributaries
- New River Blueway
- Elk Knob State Natural Area
- Three Top Game Lands
- Bluff Mountain Preserve – Managed by the Nature Conservancy
- Cherokee Game Lands
- Ashe County Wildlife Club pond
- Paddy Mountain – NCDA plant conservation program
- Todd Parks
  - Todd Island Park
  - Annie Cook Park
- Blue Ridge Parkway
- Ashe County Park
- Lansing Park – walking park
- Foster-Tyson Park – walking trail
- West Jefferson Park
- Other National Committee for the New River projects
- Other Nature Conservancy projects
- Mountain Scenery/local scenery including farmlands
- Trout Streams – such as Big Horse Creek, Helton Creek, Three Top Creek