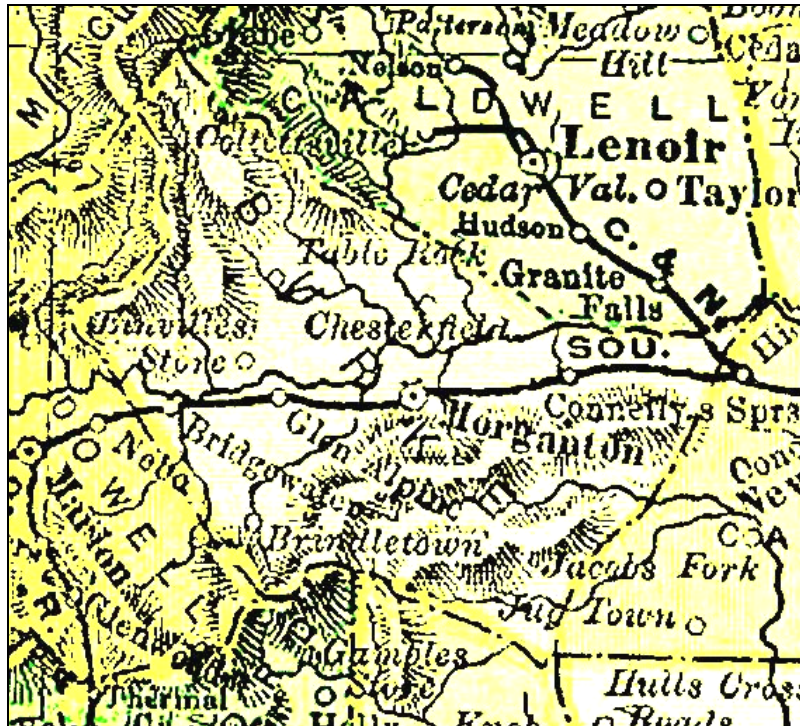


Burke County Heritage Development Plan



Produced for the Citizens of Burke County

in conjunction with the
Blue Ridge National Heritage Area
Master Planning Process

REVISED OCTOBER 2008

Completed in partnership with:

Advantage West
NC Department of Commerce
WCU Center for Regional Development
Blue Ridge Parkway
Burke Arts Council
Burke County
Burke County Travel and Tourism
Chamber of Commerce
City of Morganton
Civic clubs
Downtown Development Association
Duke Power
Federal Energy Regulator Commission
Frankie Foundation, Inc.
Historic Burke Foundation
Historic Preservation Commission
Lake James Multi-Use Trail Committee
National Park Service
NC Dept. Of Parks & Recreation
NC State Parks
NC Wildlife Resources Commission
Piedmont & Western Railroad Club, Inc.
Rock School Arts Foundation
Town of Valdese
Valdese Historic Foundation
Valdese Tourism Department.
Western Piedmont Community College
The History Museum of Burke County, Inc.

**BURKE COUNTY
HERITAGE COUNCIL TEAM ROSTER (Revised 2008)**

<u>Name</u>	<u>Affiliation</u>	<u>Contact Information</u>
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21. Betty Fowler	Lake James Cellars Winery	204 E. Main Street Hwy 70 Glen Alpine, NC 28628 828.584.4551 wineworx@bellsouth.net
23. Wayne Hitt	Burke Co. Historical Society Historical Society	PO Box 151 Morganton, NC 29680 438.52808s8

BURKE COUNTY NARRATIVE SUMMARY

The first “mountain county” in North Carolina was created in 1777 and named for Dr. Thomas Burke, a member of the Continental Congress and third governor of North Carolina. At that time, Burke County encompassed a vast amount of land that contained all or part of sixteen future counties that would eventually be carved out of Burke.

Scot-Irish immigrants were among the region’s early settlers, and were followed in the late 1800s by the Waldenses settlers, the largest colony of French-speaking Protestants beyond the border of their native Italy. The Waldenses settled the town of Valdese and surrounding areas and made a distinct architectural imprint with their unique houses made of local rock mortared with red clay mud. The county today celebrates and preserves its many historical legacies.

Natural beauty is strength of Burke County. Linville Gorge, one of the most stunning and rugged gorges in the eastern U.S., is formed by Jonas Ridge on the east and Linville Mountain on the west. The gorge’s rough terrain, unique rock formations and awe-inspiring foliage that includes endangered species such as Heller’s Blazing Star and Mountain Golden Heather, make this natural area both aesthetically spectacular and an outdoor adventurer’s paradise.

With elevations averaging 3,400 feet at the rim, the steep walls of the gorge frame the Linville River, known to the Cherokee as “Eeseeh,” meaning “river of many cliffs.” The rushing waters of the river coming off its source at Grandfather Mountain enter the Gorge at Linville Falls. Boasting the largest volume of water than any other waterfall found in the northern Blue Ridge Mountains, the 90-foot Linville Falls has both an upper and lower cascade.

In addition to drawing visitors by its history and natural wonders, the supernatural and mysterious “Brown Mountain Lights” have long intrigued native and visitor alike. For years these ghostly lights have appeared at dusk, rising from the summit of the low-lying ridge of Brown Mountain. Early reports of these mysterious lights date as early as 1771, and frontiersmen believed the lights were the spirits of Cherokee and Catawba Indians who were killed in battle. Though investigated by the U.S. government, no explanation has been found for the source of the lights.

Burke County’s many attractions have made it an increasingly popular retirement destination. They also draw many tourists. According to the North Carolina Dept. Of Commerce, domestic tourism in Burke County generated an economic impact of \$59,460,000 in 2003. More than 660 jobs were directly attributable to travel and tourism, which generated \$5,310,000 in tax revenues.

OVERARCHING OBJECTIVES

Burke County's Heritage Council has three overarching objectives for the development of heritage tourism: 1) the preservation and restoration of existing cultural and heritage assets, 2) the careful and thoughtful development of new assets that will enhance both the lives of county residents and visitors, and 3) educational programs and curricula that will help to promote and sustain both of the above.

CHALLENGES

One of the biggest challenges facing the development of heritage and cultural tourism in Burke County is the abundance of assets already in place, and the number of organizations involved in their operations. The county is already rich in attractions, and there are many dedicated and serious proponents for each cause. The opportunity offered by this challenge is for groups to form partnerships to work together to meet mutually beneficial goals.

Funding for projects and programs remains a challenge as well.

PRIORITIES

The initiatives defined by the Burke County Heritage Council fall into three areas of interest:

Existing Product Enhancement. The goal of these projects is to either preserve or improve existing assets so they can be more fully used and enjoyed by county residents and visitors. These initiatives include (not in any order of priority):

- Repair work on the Meytre Grist Mill Valdese.
- Expansion and enhancement of public water-based recreation by providing access areas and facilities along or near Lake James and Lake Rhodhiss.
- Expansion of Lake James State Park and the extension of the Lake James Loop Trail.
- Completion of Catawba Meadows Park recreational facilities.
- Completion of the Catawba River Greenway Resource Area that will result in interconnected urban park/pedestrian systems that ties local neighborhoods with schools, parks, recreation facilities, historic sites and commercial areas.
- Enhancement of displays, creation of better access, and completion of the Old Rock School Railway Museum in Valdese.
- Expansion of the annual Red, White & Bluegrass Festival, held July 4th, into a premier event in North Carolina.
- Promotion of City of Morganton Municipal Auditorium (CoMMA) to communities beyond Burke County and to establish it as a brand name in quality service in the leisure activities area.
- Updating of Burke County's Architectural Survey, Architectural Sites Inventory, National Register Districts and Properties, and GIS/GPS information concerning Burke County's historic resources.
- Expand services at The History Museum of Burke County with research and collection of materials from past textile and furniture manufacturing companies, construction of exhibits and development of public education programs of regional interest.

New Product Development: These initiatives will enhance existing assets and create new growth in the tourism industry:

- Creation of a new Interpretive Center for citizens and visitors to the Overmountain Victory Trail, Lake James State Park and the Pisgah National Forest.
- Investigation of developing an educational program to encourage entrepreneurial options such as viticulture, outfitting and tour guide work in the county.
- Preservation of Henry River Mill Village and development of a mixed use of the property including housing, art studios and recreational opportunities.
- Creation of a “Sculpture Walk,” a walking/driving public art pathway that will connect high visibility tourist attractions in Morganton, including the Ben Long fresco, historic downtown, Historic Burke Museum, and the Cultural Arts District.
- Development of a Community Theater and dramas focused on the history and heritage of Burke Co.
- Development of a documentary film on the archeological excavation of the Berry Site, to be used to promote regional tourism and interest in this landmark discovery.

Education: The following initiatives address the need for education at a number of levels that will enhance and promote historic and cultural preservation and heritage tourism:

- Expansion of economic opportunities for area crafts people through an educational program to teach basic and advanced business and marketing skills, which in turn would increase their sales, stimulates economic growth in the county, and enhances Burke Co. as an attractive tourist destination.
- Creation of an Experiential Art Gallery at Western Piedmont Community College to provide a forum for students, community members, and others to meet, view and discuss art, artistic development and associated topics.
- Continuing involvement of educators and students from WPCC in the study and preservation of the cultural heritage within its service region, and the development of a Service Learning educational program wherein students would have the opportunity to receive some academic credit by doing volunteer service with heritage and cultural organizations.
- Creation of a program at Rock School to provide art education to rural and mountain communities in Burke Co.
- Production of history plays, beginning with “The Legend of Frankie Silver,” that will educate and entertain students, community members and tourists.
- Promote the recently renovated 1912 Morganton Railways Station, along with its exhibits of Western North Carolina Railroad, as a key tourism attraction.
- Develop the West Meeting/South King Street “Cultural Block” and “The Commons” as an economic development district to enhance community services of the Public Library, Burke Arts Council and History Museum.
- Production of “Thunder Over Table Rock,” an historical drama that depicts the arrival of 16th century Spaniards among Indians of the upper Catawba River Valley, the first inland European settlement within the United States some 40 years earlier than James Town, Virginia, and 20 years before the “Lost Colony.”

CONCLUSION

Burke County has a large inventory of cultural and natural assets to support heritage tourism in the county, many creative and viable plans for future assets, and a committed, active community of partners in support of these initiatives.

BURKE COUNTY SUMMARY CHART

Initiative Name	Estimated Costs
Access Initiative	Not yet determined
Bluegrass Festival (Red, White & Bluegrass 4th of July Festival)	\$50,000
Burke Arts Council Annual NC Symphony Concert & Art Festival at Lake James (New 2006)	\$60,000
Enhanced Services at The History Museum of Burke County, Inc. (Revised 2006)	\$1,000,000
Catawba Meadows Park	\$4,500,000
Catawba River Greenway Resource Area	\$7,850,000
City of Morganton CoMMA Marketing	\$1,000,000
Frankie Foundation/Community Theater (Revised 2006)	\$1,088,000
Frankie Foundation/Historic Dramas/Initial Production (Revised 2006)	\$65,000
Henry River Mill Village	\$5,000,000
Historic Burke Publication & Information Updates	\$80,000
Jonesboro Community Initiative	\$150,000
Lake James Loop Trail	\$15,000,000
Lake James State Park Expansion	COMPLETE
Meytre Grist Mill Project	\$8,000
North Carolina School for the Deaf Initiative	\$10,000

Overmountain Victory Trail	\$1,000,000
Overmountain Victory Trail Interpretive Center	Not yet determined
Production of “Thunder Over Table Rock”, an historical drama (New 2006)	\$50,000
Rock School Art Teachers' Wage Initiative	\$1,260
Rock School Railway Museum	\$15,250
Sculpture Walk	\$300,000
WPCC Cultural Heritage Project (Revised 2006)	\$50,000
WPCC Expanding Economic Opportunities for Area Crafts People *(Revised 2008)	\$100,000
WPCC Experiential Art Gallery	\$12,000
WPCC Hospitality Program Planning	\$300,000
WPCC Documentary on Berry Site (New 2006)	\$20,000
WPCC Outfitter/Tour guide Entrepreneurial Training Program (New 2006)	\$150,000
WPCC Making History Come Alive (New 2006)	\$10,000
Expanding Economic Opportunities for Area Crafts People	\$100,000
GRAND TOTAL	\$6,339,510

INITIATIVE WORKSHEET

Initiative Title:	Access Area Initiative
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Project Narrative:	The Access Area Initiative will be facilitated through the FERC relicensing process of the hydropower facilities owned by Duke Power Company in Burke County on Lake James and Lake Rhodhiss. Recreation use and needs will be assessed and provision of new facilities (and maintenance for those facilities) will be negotiated through a partnership agreement.
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Goal:	Expand and enhance water-based recreation opportunities for the general public by providing access areas and facilities at strategic locations along or near project waters. This will be included as terms for the new license Duke Power will receive from the federal government to conduct their hydropower operations utilizing public water resources.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Duke Power Company, Federal Energy Regulatory Commission, NC Wildlife Resources Commission, local governments, private entities	Not yet determined	5-12 years

Action Items:	Resources Required:	Who's Responsible:
Generate list of needed facilities and improvements at appropriate locations, agreement regarding responsibilities and financial commitments of each partner, and establish timeline for implementation.	Recreation Use & Needs Study, license terms agreement	Duke Power Company and willing partners

Performance Measures:	Complete negotiations for resource commitments and license terms in 2005 and submit license application for federal review.
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Status:	2008 Recreation Use & Needs Study complete. Properties have been acquired. Project has support and is beneficial to tourism and economic development...
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INITIATIVE WORKSHEET

Initiative Title:	RED WHITE & BLUEGRASS FESTIVAL (4 TH OF JULY)
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Project Narrative:	<p>This festival takes you back in time to enjoy festivities such as greased pole climbing, frog jumping, and watermelon-eating. Top it off with live bluegrass/country music and a spectacular fireworks show on the Fourth of July. The event is held at the Collett Street Recreation Grounds in Downtown Morganton. On the Saturday prior to the Fourth of July on the Catawba River Greenway “Riverstage” bluegrass artists will perform and kids can attend a bluegrass camp and perform live on “Riverstage”.</p> <p>Currently the Red White and Bluegrass Festival is entering its second year in the current format which includes the Bluegrass Camp for Kids and their showcase concert on the RiverStage. “Pickin’ on the Greenway” is a full day of music, food, and fun on the Saturday leading into the July 4. This is usually followed by another headline bluegrass act on the RiverStage. The festival culminates on the Fourth of July with the traditional games beginning mid-afternoon followed by up to three major bluegrass artist groups performing on the Collett Street stage leading up to the fireworks.</p> <p>There is no charge to audience or participants.</p>
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Goal:	To establish the Red White and Bluegrass Festival as a prima event in North Carolina, and to seek sponsorship to create quality expansion of the project.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Gary Leonhardt, City of Morganton Recreation Director	\$ 35,000 - \$ 50,000	In progress

Action Items:	Resources Required:	Who’s Responsible:
Identify and secure sponsors and partners	Formal Organization and Funding	City of Morganton Recreation Department

Performance Measures:	<ul style="list-style-type: none"> • Maintain high level of program and artist performance; • Evaluate audience participation and response; • Consider levels of funding necessary for growth.
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Status:	2008 - The successful project is going into its 6 th year and in on-going. Cost is \$100, 00. Data is needed on number attending, economic impact. Methods to track are in development.
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INITIATIVE WORKSHEET

Initiative Title:	Enhanced Services at The History Museum of Burke County, Inc.
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Project Narrative:	<p>The History Museum of Burke County, Inc. was established in 2003 to promote the collection, preservation, educational interpretation and display of our heritage. With a current paid membership of over 400 individuals and sponsors, the History Museum's 2004 Action Plan focused on obtaining a short-term lease from County Commissioners for a portion of the old Morganton City Hall. Other parts of the plan, not yet completed, include a computerized Past Perfect inventory system for collections, construction of exhibits, hiring an executive director and creating an endowment fund. Completed objectives include a QuickBooks accounting system, fundraising feasibility study, Business Plan and economic impact report. In 2005, the Phifer/Johnson Foundation of Spartanburg awarded a \$500,000 challenge grant and the History Museum joined with the Burke Arts Council, Burke County Library and Morganton Main Street to promote a joint venture with the city and county to develop a cultural block on West Meeting and King streets. The History Museum receives advise and support from Gateway Mountain Heritage Museum in Old Fort, N.C. Museums Council, Friends of Mountain History and Museums In Partnership (15 counties of western N.C.) The museum recently obtained a lease at the newly renovated 1912 Morganton Railway Station where exhibits and artifacts on display depict the 19th century N.C. Western Rail Road.</p>
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Goal:	To conduct research, collect and preserve local textile and furniture history; renovate and construct exhibits; develop public education programs. Achieving this goal is directly related to a funds match for the Phifer/Johnson challenge grant.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
The History Museum of Burke County, Inc. Board of Directors	\$1 million	3 years

Action Items:	Resources Required:	Who's Responsible:
<ul style="list-style-type: none"> • Match challenge grant funds and establish endowment • Research, collect, preserve local textile and furniture history • Renovate facility and construct exhibits • Develop educational programs 	<p>\$500,000</p> <p>\$100,000</p> <p>\$300,000</p> <p>\$100,000</p> <p><u>Additional Resources:</u> 1. Dedicated students and community volunteers; Partnership of local historical and cultural</p>	<p>History Museum Board of Directors and its Committees</p>

	groups with city and county officials participating; 2. Appropriate exhibit and storage facilities; 3. Exhibit and educational consultants	
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Performance Measures:	Funds obtained and satisfactory completion of action items listed above.
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Status:	2008 -The Museum has a permanent facility as a result of an exchange of property between Morganton and Burke County. Museum is raising funds on on-going sustainability, exhibits, and other needs.
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INITIATIVE WORKSHEET

Initiative Title:	Catawba Meadows Park
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Project Narrative:	<p>Catawba Meadows is a beautifully arranged 230-acre recreation park located within the Catawba River Greenway Resource Area. It is situated along the southern bank of the Catawba River. Catawba Meadows, currently under construction, offers Morganton and Western North Carolina a unique blend of active and passive recreational opportunities including a premier baseball & softball complex, biking, hiking, boating, fishing, nature observance. The park will eventually include RV, cabin & primitive camping facilities, corporate size picnic areas, mountain biking, lawn bowling, tennis, and many other activities. The Catawba River Greenway traverses the park and provides pedestrian access to many other sports and recreation facilities including the Catawba River Soccer Complex and soon Freedom Park. Catawba Meadows also has direct pedestrian trail access to shopping areas, restaurants, schools, industry and residential areas via the Greenway. It is also just across the street from a state of the art indoor pool facility and an indoor Recreation Center.</p>
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Goal:	<p>Catawba Meadows is an integral piece of Morganton’s Economic Recovery Plan to utilize recreation and eco-tourism as integral component to revive its local economy. Catawba Meadows will draw hundreds of thousands of visitors each year by offering a unique blend of recreation facilities and activities. We believe our interconnected recreation attractions will be a huge success for Morganton, and not compete with private non-profit and commercial recreation in the area.</p>
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
City of Morganton	\$4.5 million	7 years

Action Items:	Resources Required:	Who’s Responsible:
1) Phase 1 (2.5 mile Greenway Trail)	\$1,000,000	City
2) Phase 2 (5 Youth Baseball fields)	\$ 750,000	
3) Phase 3 (4 Adult Softball fields)	\$ 750,000	
4) Phase 4 (4 H.S. baseball fields)	\$ 750,000	
5) Phase 5 (camping & RV Areas)	\$ 325,000	
6) Phase 6 (Lrg. Picnic Areas)	\$ 175,000	
7) Phase 7 (Disc Golf/Tennis/L. Bowl)	\$ 250,000	
8) Phase 8 (Archaeology Lab/Museum)	\$ 500,000	

Performance Measures:	Tourism increases, Increase hotel occupancies, Increase sales tax revenues, Increased private business opportunities
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Status:	<p>2008 – The largest city park in WNC, the complex includes a wide variety of facilities and focuses on amateur baseball and softball facilities. Completed amenities include greenway access, river overlook, and greenway trail of 2.5 miles, parking lots, a youth baseball complex and softball/baseball complex. The City was approached by a local sports promoter with the idea of using the</p>
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230 acre planned park as a regional and national amateur baseball and softball event facility. The promoter presented a business plan to explain how amateur athletics could bring people and dollars to the area.

In April 2004, Phase 1, five little league fields were opened and the first regional tournament event brought 93 baseball teams to the area. In spring 2007, Phase 2 was opened with four softball/baseball fields. Traveling Amateur Athletics is now big business. The Catawba meadow project is modeled after similar facilities that have brought large number of tourists and significant economic impact to the area.

<http://www.ci.morganton.nc.us/html/pr-cmp.html>

INITIATIVE WORKSHEET

Initiative Title:	Catawba River Greenway Resource Area
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Project Narrative:	The Catawba River Greenway Resource Area is a combination of permanently dedicated linear trail system and adjoining recreational parks. It presently encompasses nearly 5 miles of riverfront along the beautiful Catawba River in Morganton, NC. The area attracts over 200,000 visitors a year. It provides a safe and natural family outdoor recreation experience for walkers, runners, bicyclist, canoeist, fishermen and nature observers. The area also offers unique shopping and dining experiences along its length. Interesting educational elements are scattered throughout the area that provide ecological and historical information. The Catawba River Greenway Trail is an official segment of the Overmountain Victory National Historic Trail. In the near future, the trail system will link with other existing City recreation facilities, schools, commercial areas and residential areas.
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Goal :	To provide an interconnected urban park/pedestrian system that ties local neighborhoods with schools, parks, recreation facilities, historic sites and commercial areas.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
City of Morganton	\$7.85 million (total cost)	15 years

Action Items:	Resources Required:	Who's Responsible:
1. Ctwba. R. Greenway Section 1 (1.5miles)	\$ 500,000	City of Morganton
2. Ctwba R. Greenway Section 2 (2.6miles)	\$1,000,000	
3. Freedom Trail (0.6 miles)	\$ 850,000	
4. Warrior Fork Greenway (1.75 miles)	\$2,000,000	
5. Ctwba R. Greenway Section 3 (2 miles)	\$1,500,000	
6. Silver Creek Greenway (2 miles)	\$2,000,000	

Performance Measures:	Increased Tourism, Increased Hotel Stays, Increased Sales Tax Revenues, Increased development activities
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Status:	2008 - The Morganton Greenway System offers year-round biking, jogging, strolling, and picnicking. It includes both the Catawba River Greenway and the Freedom Trail Greenway and currently has five pedestrian access points with parking. The Catawba River Greenway offers a total of 3.8 miles of paved, fully accessible walking trail. It runs along the River from Rocky Ford Access off Lenoir Rd/NC 18N to the Greenlee Ford Access located off Greenlee Ford Road. Along the trail are picnic shelters, open tables, ADA compliant rest rooms, and a playground, fishing piers, canoe launches, a gazebo, observation decks and pedestrian bridge. Freedom Trail connects Freedom Park and Freedom High to the Catawba River Greenway and extends .6 mile. Approximately 17,000 people use the Catawba River Greenway each month. Morganton 20/30 Task Force has suggested that development of accommodations and renewed marketing efforts can greatly enhance the already significant sustainable economic development provided by the Morganton Greenway System.
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(http://www.ci.morganton.nc.us/html/pr-greenway_trails.html.)

INITIATIVE WORKSHEET

Initiative Title:	City of Morganton Municipal Auditorium (CoMMA) Marketing
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Project Narrative:	<p>In the early 1980's, the City of Morganton Municipal Auditorium was the vision of the Morganton City Council and Citizens of Morganton. A bond referendum was passed, and in November of 1986, CoMMA opened its doors with a grand opening month of performances highlighted by the hit Broadway musical "The Tap Dance Kid."</p> <p>Since that time CoMMA has established itself not only as the primary public assembly facility in Burke County but also as a signature of quality performance in North Carolina and beyond. In addition to Broadway tours, CoMMA, along with its season series, MainStage Morganton, hosts top name performing artists' concerts, public meetings, gospel singings, talent shows, dance recitals, graduations, local non-profit fundraisers, receptions, and dinners. The main gallery features six to eight visual art displays annually. To date more than 2,700 public and private events have been held or staged at CoMMA.</p> <p>In addition to presenting tour events, CoMMA was the site of the world premiere of "Senator Sam – A One Man Play," in 2001. Most recently public funding was raised to pay the cost of commissioning international artist Benjamin F. Long to create an original fresco on CoMMA's main gallery ceiling. The project was completed in April of 2004 and will serve as a landmark in the city and state as well as a potential tool for economic development.</p> <p>As CoMMA approaches twenty years of performance service to the Morganton and Burke community, it is evident that citizens expect and appreciate the quality of life enhancement that the theatre offers and provides. The City Council and the City itself deems CoMMA to be an important and influential factor as we enter this new millennium. Council's support and encouragement are evident via the successes CoMMA has attained. CoMMA will most assuredly be a centerpiece and landmark for the City as the arts and culture are incorporated into the planned growth and development of the area.</p>
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Goal:	COMMA is striving to seek new ways to market to communities beyond the Burke County border, and to establish itself as a brand of quality service in the leisure activities area. Creating and/or finding the niche that will attract patrons and customers is a delicate and lofty aspiration but achievable through realistic as well as creative planning and execution.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Bill Wilson, Director	\$1 million	Ongoing

Action Items:	Resources Required:	Who's Responsible:
Establish and maintain new critical points of contact.	Council and Community Support	City of Morganton

Performance Measures:	A specific record of attendance, denoting demographics per event. Maintain growth and excellence in MainStage Morganton Develop Fresco Trail to create visitors to the art as well as to the community
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Status:	2008 Current and Ongoing.
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INITIATIVE WORKSHEET

Initiative Title:	The Frankie Foundation/Community Theater
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Project Narrative:	<p>Morganton NC, with a population of about 15,000, has had no community theatre until now. The Board of Directors of the Frankie Foundation is in process of developing an historical drama program and planning for an appropriate performance venue.</p> <p>Morganton is in a beautiful setting in the shadow of Table Rock Mountain. The new theatre will draw in additional tourists to the area and will provide needed indoor recreation to add to the good fishing and majestic scenery found outside.</p> <p>The new theatre will specialize in the production of history plays. The plays will enhance the social studies classes of area schools, hopefully creating a fascination with local history among students. Plans call for the theater to take scenes from the plays into schools and offer discounts to students and their families to come to see the complete plays in the theatre. Adults will gain a greater appreciation for their heritage and history with enjoyable dramatic experiences.</p>
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Goal:	Create a new community theater in which to perform educational, entertaining dramas about area history and heritage.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Howard Williams, President	\$1,088,000	On going

Action Items:	Resources Required:	Who's Responsible:
-Build collaborative relationships	\$ Minimal	Board of Directors
-Fundraising.	\$ 8,000	Fundraising Committee
-Stage Equipment	\$ 40,000	Taylor Hutchins
-Office Equipment	\$ 10,000	Carmen Patton
-Identify site, develop plans & cost estimates	\$ 30,000	Wayne Williams
-Theatre Building	\$1,000,000	The Frankie Foundation Board of Directors

Performance Measures:	Completion of action items
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Status:	Working committees in place. First production even before theater completion. 2008 Non-profit actively seeks funding. 2 nd production of Frankie Silvers Drama held 10/08 CoMMA.
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INITIATIVE WORKSHEET

Initiative Title:	The Frankie Foundation/Drama
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Project Narrative:	<p>The new Morganton Community Theater began its production of historical plays with THE LEGEND OF FRANKIE SILVER. It was performed in a rented venue. Later, land will be acquired and a theater built to stage this and other historical plays.</p> <p>The new theatre performances will draw in additional tourists to our area and will provide needed indoor recreation to add to the good fishing and majestic scenery found outside. The mission of the Frankie Foundation includes the development of top quality dramatic performances that will both educate and entertain visitors and residents alike about the heritage of Burke County and surrounding areas.</p>
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Goal:	The goal is to educate and entertain about our history and heritage through staged plays and to attract additional tourists to Burke Co.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Howard Williams, President The Frankie Foundation	\$65,000	12 months

Action Items:	Resources Required:	Who's Responsible:
-Build collaborative relationships	\$ Minimal	Board of Directors
-Identify funding sources and obtain funding	\$ 5,000	Fundraising committee
-Hire hall for first production of play	\$ 10,000	Howard Williams
- The Frankie Foundation: Web Site	\$ 2,000	Howard Williams
-Staging Equipment and supplies	\$ 5,000	Taylor Hutchins
-Costumes and makeup	\$ 2,000	Production Committee
-Office Equipment and supplies	\$ 6,000	Carmen Patton
-Staff Salaries	\$ 15,000	Bobbie Ragan
-Actors Salaries	\$ 8,000	Production Committee
-Drama Workshop	\$ 1,000	Rik Covalinski
-Insurance	\$ 1,000	Bobbie Ragan
-Royalties	\$ 1,000	Production Committee
-Scripts	\$ 1,000	Production Committee
-Marketing	\$ 5,000	Libby Childress
-Travel	\$ 1,000	Bobbie Ragan
-Miscellaneous	\$ 2,000	Bobbie Ragan

Performance Measures:	Completion of action items
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Status:	Working committees in place. 2008 – 2 nd production of play successful. Presented at CoMMA October '08.
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INITIATIVE WORKSHEET

Initiative Title:	Henry River Mill Village
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Project Narrative:	The Henry River Mill Village is a turn-of-the-century collection of homes and commercial buildings that comprise a rare example of an intact mill village. It is on the National Historic Register Study List and is located on the banks of the Henry River in eastern Burke County. The original hydropower dam, erected to generate power for the mill is also intact and is still in working order. This collection of historic buildings, all currently vacant has remained unsubdivided (approx. 65 acres) and is still owned by a single property owner with historic ties to the mill. The possibilities for the village are extensive and could include a mixed use traditional style settlement or an arts community complete with individual artist studios and a retail facility to market them in. River access for recreation could also be incorporated into a creative concept plan.
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Goal:	To preserve an authentic, intact, and historic mill village for a variety of uses including a mix of housing types, art studios, and recreational opportunities.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Burke County, Historic Burke Foundation, private property owner	\$3-\$5 million	3-5 years

Action Items:	Resources Required:	Who's Responsible:
Assist property owner in finding a "preservation buyer," Assist future developer in developing a plan that maintains the historic integrity of the site	Tax credit information and assistance, technical planning guidance	Property owner, Historic Burke Foundation, Burke County, NC State Historic Preservation Office

Performance Measures:	Finalize listing on the National Historic Register, Locate preservation buyer, tax credit assistance
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Status:	Unprotected critical resource in need of immediate intervention to prevent deterioration and possible demolition. 2008 Private owner is seeking a buyer.
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INITIATIVE WORKSHEET

Initiative Title:	Historic Burke Publication and Information Update of Burke County Architectural Survey, Burke County Architectural Sites Inventory, National Register Districts and Properties, and GIS/GPS information of Burke County Historic Resources
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Project Narrative:	<p>One of the outstanding features of Burke County is its wealth of historic buildings. Countless visitors have commented on the history embodied in the architecture of Morganton and the county's surrounding towns. Preservation of this built environment is a continuing tourism resource bringing visitors to Burke County.</p> <p>This initiative proposes an update of the Burke County architectural sites survey, sites inventory, National Register Districts and Properties, and GIS/GPS information culminating in re-publication and updating of the 18 year-old architectural book. The purposes of a new survey and publication are to aid in future historic and heritage planning, preservation, and public education. Historic sites not previously listed will be documented, historic resources that have been demolished will be noted, and eligible properties identified. Potential expansion or inclusion of sites in new historic districts will be studied. A long-range benefit will be the increased use of restoration tax-credit incentives in Burke County ultimately supplementing the county's tax base. Updating this information will allow identification of historic resources allowing for sensitive commercial and private development in Burke County, retaining those assets that make Burke County a tourism and retirement draw.</p> <p>In 1987 Historic Burke Foundation published <i>Historic Burke: An Architectural Sites Inventory of Burke County</i>. The publication, based on J. Randall Cotton's 1983-84 survey, resulted in the designation of nine National Register Historic Districts in Morganton, 28 National Register designated properties, and the formation of the Historic Preservation Commission. Managed by Historic Burke Foundation and now out of print, this publication is one of the most requested from Historic Burke Foundation and Burke County Travel and Tourism Visitor's Center.</p> <p>Since 1987, much has happened to Burke County's architectural past and new eras of architectural style have become part of the historic landscape. The original survey included buildings through the 1920s. However, at this writing the fifty-year benchmark is encompassing buildings ca. 1955. These 1930-1955 buildings are fast disappearing from the Burke County landscape. Addition of GIS/GPS information to the update will allow city and county planning departments to identify potential development in areas of historical and architectural importance and aid in sensitive development around these resources.</p>
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Goal:	Update the current Burke County architectural survey, identifying National Register eligible buildings, including GIS/GPS mapping for county planning purposes and publish an updated edition of <i>Historic Burke: An Architectural Sites Inventory of Burke County</i> . Additionally work toward developing a full-time staff position devoted solely to historic preservation needs within the county, protecting historic properties as economic development tools and promoting education and preservation of the county's heritage.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Historic Burke Foundation, working with Burke County Planning Department, Burke County Travel and Tourism Visitor's Center, City of Morganton, and Historic Preservation Commission	At Least \$80,000; position as the budget allows	1-2 years: 1 year, survey; 1 year publication preparation; on-going historic preservation position

Action Items:	Resources Required:	Who's Responsible:
Establish Viable Partnerships including the State Historic Preservation Offices in Asheville and Raleigh; Morganton Historic Preservation Commission, City of Morganton and Burke County	Executive Director, Historic Burke Foundation and Partner Groups	Historic Burke Foundation, Executive Director

Performance Measures:	Architectural survey completed one year following funding with appropriate documentation for the State Historic Preservation Office; Draft publication ready for printing within one year of survey completion
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Status:	2008 Funding is needed.
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INITIATIVE WORKSHEET

Initiative Title:	Jonesboro Community

Project Narrative:	Jonesboro is the last remaining black residential community that remains intact in Burke County. The neighborhood dates to the mid-1800s and encompasses approximately 6 blocks and also contains a historic cemetery. The community is attempting a revitalization effort and would like to establish a community center where visitors and residents could learn about the history of the community.
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Goal:	Greater public awareness and appreciation for the black community in Western North Carolina. Facility for public gatherings and education efforts.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Olive Hill Community Development Corp.	\$150,000 estimate	3 years

Action Items:	Resources Required:	Who's Responsible:
Identify appropriate lot for building site, organize community group, review architectural drawings for historical accuracy	Assistance with historical architecture, funding for facility development	Olive Hill Community Development Corp.

Performance Measures:	Selection of building site, obtain funding, establish partnerships with other local groups involved in community development and historic preservation.
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Status:	Currently in concept and networking phase.
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INITIATIVE WORKSHEET

Initiative Title:	Lake James Loop Trail
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Project Narrative:	The Lake James Loop Trail will provide residents and visitors with non-motorized linkages to major recreational and scenic areas in the vicinity of Lake James. The 16.5 mile long multi-use trail will be designed for walking and bicycling, and has been endorsed by local government, private development interests, state recreation agencies, and citizens as a way to promote environmental protection and awareness, healthy lifestyles, travel and tourism, and the scenic beauty of Lake James. It will enhance the expansion of the Lake James State Park and provide connections with other recreational amenities in the area, as well as year-round residences.
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Goal:	Continue obtaining necessary easements for trail alignment and complete planning process so construction can commence.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
County of Burke and the Lake James Multi-Use Trail Committee	Estimated \$15 million	10-15 years

Action Items:	Resources Required:	Who's Responsible:
Identify potential linkages and partnerships, continue mapping preferred corridor	Citizen volunteers and government staff	County of Burke, Private property owners, and Trail Committee

Performance Measures:	Continual additional of trail easements and progress as outlined in the committee strategic plan
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Status:	In-Progress. 2008 trail development underway. Park of trails has been certified by National Park Service as part of the Overmountain Victory Trail.
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INITIATIVE WORKSHEET

Initiative Title:	Lake James State Park Expansion
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Project Narrative:	Addition of approximately 3000 acres to the existing 605-acre Lake James State Park and the provision of a wide range of water and land based recreation opportunities for the general public. Activities will include picnicking, camping, trails (including Overmountain Victory National Historic Trail), beach areas, fishing sites, motorized and non-motorized boat access, and a full-service visitors center. Also involved in the expansion will be a 125-acre parcel including a privately operated lodge and meeting facility site. This lodge will have restaurant facilities, meeting rooms, and out-cabins.
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Goal:	To provide a regional recreation resource for citizens and visitors that will provide an economic stimulus for Burke County and the City of Morganton.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
NC Dept. of Parks & Recreation, private entities	\$25,000,000+	5-6 years

Action Items:	Resources Required:	Who's Responsible:
Facilities Plan and construction of initial phases	Plan contract	NC Dept. of Parks & Recreation

Performance Measures:	Development and implementation of a phased development plan for park facilities and lodge site
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Status:	<p>Lake James State park expanded six times its size of 650 acres in August 2004. In an agreement with Crescent Resources and the state 2, 915 acres were added. The state purchased using NC Clean Water Management Trust Fund, the Parks and Recreation Trust Fund, and tax credits for the seller. The park expansion, was part of the vision agreed upon among Crescent Resources, Citizens to Save Lake James, the Burke County Commissioners, the Foothills Conservancy, the Lake James Environmental Associations and numerous other groups included in the Lake James Task Force for the future for Lake James.</p> <p>The property was purchased by the state using money available in the NC Clean Water Management Trust Fund, the Parks and Recreation Trust Fund, and tax credits for seller. A master plan for expansion of the park was completed in 2005 and information about the plan is found at http://www.ncparks.gov/About/plans/master/main.php</p> <p>2008 – The total cost of the first development phase was estimated at \$7.6 million. Construction was to begin mid-2007. A two mile, paved entrance road will lead to a facilities complex that will ultimately include a visitor center, community building, swim beach area, maintenance compound, picnic grounds, boating and fishing access and separate campgrounds for RVs and</p>
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	<p>trailers, for tent camping and for group camping. The master plan also calls for primitive, "hike-in" campsites as well as boat-in campsites on the Long Arm peninsula. In addition, the plan calls for 14 vacation cabins near the center of the facilities complex.</p>
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INITIATIVE WORKSHEET

Initiative Title:	Meytre Grist Mill Project
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Project Narrative:	The original Meytre Grist Mill, located on McGalliard Creek in Valdese, was destroyed in the 1916 flood. The mill, located beside the scenic water falls on the creek, was an integral part of the lives of the Waldensian settlers who came to Valdese in the late 1800s from northern Italy. The mill was rebuilt on its old foundation in the early 1980s. Work is needed now to get the grist mill in good working condition so it can be used for demonstrations at special events during the year. Some landscaping work is also needed to make the mill more accessible to visitors. Recent articles in Our State Magazine and other publications about McGalliard Falls and Meytre Grist Mill have brought a lot of attention to the area and have raised the priority for making these improvements.
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Goal:	The Town of Valdese recently created a Department of Tourism that is promoting the town's Waldensian heritage and attractions for day trips. The Meytre Grist Mill and McGalliard Falls Park are a vital part of that effort.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Valdese Historic Foundation and the Town of Valdese	\$8,000	90 days

Action Items:	Resources Required:	Who's Responsible:
Repair the mill works at the grist mill. Improve walkway to the grist mill. Make minor building improvements. Promote visits to the mill by tourists and students. Develop a volunteer group that can maintain and operate the mill.	Funding and volunteers	Town of Valdese, Tourism Dept. and Grist Mill Club (volunteer group), Historic Valdese Foundation.

Performance Measures:	Increased visitorship at Meytre Grist Mill.
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Status:	2008 - Completion was anticipated for 2004 but funding is needed. Planning and discussion continue.
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INITIATIVE WORKSHEET

Initiative Title:	North Carolina School for the Deaf, Morganton, NC

Project Narrative:	Establish a driving and walking tour of a 160-acre campus that was established in 1891 in Morganton. The campus is listed on the National Register of Historic Sites and includes a school, children’s dormitories, cemetery, and museum in a historic structure that will be open to the public. The museum needs technical assistance with design of museum spatial arrangement, preservation techniques and technical equipment upgrades, and aesthetic improvements for the cemetery (landscaping, gate, benches).
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Goal:	To raise public awareness and appreciation of the deaf community and the NC School for the Deaf and create opportunities for the general public to visit the historic campus and participate in campus activities.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Linda Lindsey / NCSD, Bill Simpson / Historian	\$8-10,000	12 -18 months

Action Items:	Resources Required:	Who’s Responsible:
Development and review of landscape plans, brochure development, arrangement of museum, preservation of paper and fabric archive materials	Primary need is for technical assistance for archival preservation	Linda Lindsey / NCSD, Bill Simpson / Historian

Performance Measures:	Complete redesign of existing museum interior, establish visiting hours for the public, establish walking tour and have it be incorporated into future Hunting Creek Greenway project.
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Status:	Landscape design is underway. Campus executive management team has endorsed the concept of tour, volunteers actively working on museum project; narrative of school history has been prepared and printed. 2008 Project has not been completed.
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INITIATIVE WORKSHEET

Initiative Title:	Establish and Maintain Overmountain Victory National Historic Trail
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Project Narrative:	<p>The Overmountain Victory National Historic Trail 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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Goal:	Mark all 204 miles of the Commemorative Motor Route in North Carolina, as well as establish and mark all 201 miles of the non-motorized route within the state. 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 & Partners	At Least \$1,000,000	10 to 15 Years

Action Items:	Resources Required:	Who's Responsible:
Establish Viable Partnerships in Nine Counties	NPS Superintendent and Partner Groups	NPS Superintendent

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.
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Status:	Ongoing 2008 – Part of trail around Lake James has been added to the National Park Service Certified Overmountain Victory National Historic Trail.
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INITIATIVE WORKSHEET

Initiative Title:	Overmountain Victory Trail Interpretive Center
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Project Narrative:	A five-acre parcel is being conveyed by Crescent Resources to Lake James State Park, which will partner with the National Park Service to provide an Interpretive Center and possible Overmountain Victory Trail Headquarters. The parcel is uniquely positioned along the original route taken by the Overmountain men on Paddy Creek between their homesteads in the Blue Ridge Mountains and the ultimate battlefields at Cowpens and Kings Mountain. The parcel is also adjacent to the recently expanded Lake James State Park and will serve as a gateway to this park and the Pisgah National Forest.
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Goal:	To provide experiential education space for citizens and visitors using the Overmountain Victory Trail, Lake James State Park, and Pisgah National Forest.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
National Park Service, NC State Parks, Crescent Resources	Not yet determined	5 years

Action Items:	Resources Required:	Who's Responsible:
Determination of appropriateness through National Park Service site suitability analysis.	Unknown	National Park Service

Performance Measures:	Completion of suitability analysis and site plan.
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Status:	2008 This and other sites along the OVT trail will be evaluated and interpretation developed.
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INITIATIVE WORKSHEET

Initiative Title:	Rock School Art Teacher's Wage Initiative and Free Tuition for 4 Students
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Project Narrative:	The Rock School Arts Foundation offers Art Classes at the Old Rock School for children in Burke County. A high priority for the Foundation is to offer Art Education, foster opportunity for children of families whose income is lower than the national average, and for children of the region's ethnic minority families. The town's minority population consists of 9.3% Asian (mostly Hmong), 5.2% Hispanic, 3.9% multi-racial and an unknown number of Italian Waldensians. The Hmong population continues its tradition of making handmade embroidered textiles and will be targeted to participate in the art classes. The Teacher's Wage Initiative would pay an art teacher 6 hrs per week @\$20 per hr for 7 months and pay for free tuition for 4 students at \$15 per month.
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Goal:	The goal of the Rock School Arts Foundation in the Historic Rock School is to provide Art Education to the rural and mountain communities that include low income and ethnic populations within the National Heritage Area, especially Burke County.
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Action Items:	Resources Required:	Who's Responsible:
Provide art class for 7 months, 6 hrs per month for 20 children. Provide teacher's wage @\$20 per hr to a qualified teacher. Promote and foster art education to improve the quality of life of the National Heritage Area.	Rock School Arts Foundation (501) (c) non-profit with less than \$25,000 annual operating budget.	Rock School Arts Foundation Board of Directors and part time Executive Director, Elizabeth Furr work (828)879-2129 cell (828)302-3275

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Rock School Arts Foundation, Ex. Director Elizabeth Furr	7 x 6hrs x \$20 = \$840 7 x \$15 x 4 students=\$420 Total \$1260	7 months

Performance Measures:	Year end exhibit of students work and reception for parents. Year end parent/student evaluation questionnaire (see attachment)
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Status:	Classes are currently being taught with one part time paid teacher and one volunteer teacher from the RSAF Board. The RSAF needs the capacity to pay a teacher for all class time and the ability to offer free tuition to children of low income and ethnic families. 2008 Project is ON HOLD per E. Furr
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INITIATIVE WORKSHEET

Initiative Title:	Rock School Railway Museum, Valdese, NC
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Project Narrative:	Since the Burke County arrival of the first Waldenses in 1893 aboard a train, the railroad has played a pivotal role in the history of Valdese, NC. The Old Rock School Railway Museum's mission is to preserve and present the history of railroad operations in western North Carolina through the use of art, photographs, static exhibits, and interactive displays. Owned by the Town of Valdese, the Old Rock School Railway Museum is being developed and operated as a volunteer project by a 17-year old club of area railroad enthusiasts.
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Goal:	Grant funding would greatly expand the range and quality of museum displays, provide for greater access by visitors with special needs, and expedite the completion of the museum which has to date been solely funded by private donations.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Piedmont & Western Railroad Club	\$15,250 for all 6 items	As indicated above for each action item.

Action Items:	Resources Required:	Who's Responsible:
Item 1: Waldensian Arrival Diorama (90 days to complete)	\$1,500	Piedmont & Western Railroad Club, Inc., c/o Dr. Kenneth K. Humphreys, 1168 Hidden Lake Drive, Granite Falls, NC 28630 Hickory, North Carolina artist Thomas Sine.
Item 2: Interactive telegraph exhibit (30 days to complete)	\$250	
Item 3: Railroad artifact acquisition (2 years to complete)	\$4,000	
Item 4: Locomotive simulator (9 months to complete.)	\$5,000	
Item 5: Caboose interior display (18 months)	\$1,000	
Item 6: Commission of an original painting of the arrival of the Waldenses for museum display. Limited edition prints would serve as honoraria for museum donations. (1 year to complete)	\$3,500	

Performance Measures:	Working with the Town of Valdese Office of Community Affairs, the Old Rock school staff, and the Valdese Tourism Commission, the members of the Piedmont & Western Railroad Club will establish a schedule with milestone dates for the completion of each action item for which funding is granted.
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Status:	At the present time, all action items are in the planning stages but are unable to be implemented in the near future because of lack of current resources. 2008 – Project is COMPLETE and museum is operational.
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INITIATIVE WORKSHEET

Initiative Title:	Sculpture Walk – Morganton, NC

Project Narrative:	The Sculpture Walk will create a walking/driving public art pathway that unites high visibility tourist attractions in Morganton (the Ben Long fresco , charming downtown, Historic Burke Museum, and Cultural Arts District).
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Goal:	Increased tourism for City of Morganton, Ben Long fresco , and Cultural Arts District .
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Ann DiSanto, Burke Arts Council 115 E. Meeting Street Morganton, NC 28655 828.433.7282	\$250,000 - \$300,000	2-3 years

Action Items:	Resources Required:	Who's Responsible:
Notify sculptors in multi-state area of commission opportunity; set up committee for review of submissions; installation preparation at sites; installation of sculpture.	City of Morganton approval on specific locations (probable); City of Morganton maintenance & landscaping as necessary (probable).	Burke Arts Council, City of Morganton, DDA (Downtown Development Association of Morganton)

Performance Measures:	Increased attraction for tourists; increased attendance at CoMMA fresco and events, Cultural District, and downtown Morganton.
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Status:	The Sculpture Walk has been in discussion for more than 2 years. The City of Morganton and the Burke Arts Council are interested in pursuing the idea and have begun rough planning for city “gates” at entry points as well as potential sculpture for placement at other strategic locations. Funding has been the primary restriction to the advancement of these plans. 2008 – Project remains in discussion.
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INITIATIVE WORKSHEET

Initiative Title:	Western Piedmont Cultural Heritage Project
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Project Narrative:	<p>Western Piedmont Community College in Morganton, NC, has for years been actively involved with the study and preservation of the cultural heritage within its service region. These activities have been extremely successful and WPCC plans to continue the cultural projects. In addition, WPCC proposes to create a network of groups with similar interests within the Blue Ridge National Heritage Area. This network will facilitate the sharing of cultural and heritage information and advertise events to a larger audience including local, regional, and tourism publications.</p> <p>History, interior design, and drama instructors in the Division of Humanities and Social Sciences have participated both personally and professionally in a number of projects. Included in these projects is the ongoing archeological dig at the Berry Site which is believed to be the remains of the 15th century Spanish fort built by Juan Pardo and pre-dates the Lost Colony by 20 years. Another project is the preservation efforts at the McDowell House, the oldest home in the county and place of encampment of the Overmountain Men. In addition, WPCC participates in dramatic historical reenactments at the Old Burke County Courthouse, the McDowell House, and Quaker Meadows Cemetery, all of which are on the National Register of Historic Places.</p> <p>WPCC students in these curricula areas have participated in these historical, cultural activities. All of these sites are key elements of Burke County's Cultural Heritage. Many sites are open to the public or offer times when the public can visit them or participate in events. Linking with other cultural and heritage sites in the region will allow the public to become more aware of these unique opportunities in Burke County and beyond.</p>
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Goal:	The goal of this project is to expand current cultural projects and network with other groups sharing similar interests within the Blue Ridge National Heritage Area. College students and faculty will serve as on-site docents for specific events or tours and also expand the reach of regional research through lectures, publications, and/or theatrical performances.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Melissa Garrett, WPCC Director of Grant Administration and Development 1001 Burkemont Avenue Morganton, NC 28655 u	\$50,000	5 years (\$10,000/year)

Action Items:	Resources Required:	Who's Responsible:
Establish network for on-site tours, guest lectures, publications of relevant research, and theatrical performances.	WPCC Foundation and Partner Groups within the Blue Ridge National Heritage Area.	WPCC Vice President for Institutional Advancement & Dean of the Division of Humanities/Social

		Sciences
Performance Measures:	Continued and expanded cultural projects at local historical sites.	
Status:	2008 - Ongoing	

INITIATIVE WORKSHEET

Initiative Title:	REVISED 2008 Expanding Economic Opportunities for Area Crafts People	
Project Narrative:	<p>Western Piedmont Community College (WPCC) recently implemented an Associate in Applied Science Degree Professional Crafts program. Included in the program are two discipline areas: Clay and Wood. In the future, WPCC would like to expand the Professional Crafts program to encompass metal-smithing and textiles. All four of these areas are traditional crafts for this region of the country. The North Carolina furniture industry relied on woodworkers to create the basic furniture pieces, and textile and metal workers to add the details. Other traditional income sources such as sheep farming and wool dyeing were also traditionally connected to early furniture industries. Therefore, the craft areas are an historical and ingrained part of this region.</p> <p>The Professional Crafts curriculum is designed to prepare individuals for employment as professional potters or woodworkers or in pottery or woodworking-related fields. Study includes basic and advanced skills in creating pottery and wood objects as well as marketing procedures. While many area potters and woodworkers already practice their craft at a professional level, they may lack a strong small business background. The WPCC Economic Opportunities for Crafts People program will assist both beginning and established crafts people in becoming adept entrepreneurs as well as expanding their knowledge of traditional crafts. With the skills obtained in this program of study, area crafts people will be able to successfully market their creations to the community and tourists. In addition to the curriculum program, some courses will be run through the Continuing Education Division of WPCC and will therefore be both inexpensive and in manageable sections of time.</p> <p>An instructor in a full time position currently coordinates both Professional Crafts program. The person in this position is responsible not only for providing instruction for the majority of the Clay courses, but also for all administrative oversight of the Professional Crafts program, supervising adjunct instructors, and expanding the program to include metal-smithing and textiles. Additional adjunct instructors are necessary to assist with the Clay program. Increased funding to expand the Professional Crafts program is also necessary. Planning for implementation of such a program is time consuming and requires qualified and dedicated personnel. Unfortunately, one of the most difficult areas to secure funding for is the development of new educational programs. Community colleges receive the majority of their funding from the state. However, the state only provides funds to programs after students are enrolled. Program start up is always funded through existing funds, placing a strain on other programs. Expanding the entrepreneurial abilities of crafts people will grow the Burke County economy through the development of a travel and tourism destination of interest.</p>	
Goal:	<p>The goal of this project is to enable both established and emerging crafts people to become knowledgeable about regional cultural crafts traditions and heritage as well as become effective entrepreneurs. Though the knowledge of basic and advanced business and marketing techniques, area crafts people will increase their sales, stimulate economic growth in the county, and enhance Burke County as an attractive tourist destination.</p>	
Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:

Melissa Garrett, Director of Grant Development and Administration, WPCC	\$100,000	24 months
Action Items:	Resources Required:	Who's Responsible:
Hire additional instructors	\$40,000	WPCC Executive Staff
Continue planning and development process	\$60,000	Crafts Program Coordinator
Performance Measures:	Number of crafts people enrolled in courses; satisfaction survey of attendees; number of established craft small businesses after completing program.	
Status:	2008 Project has been revised. Director of the craft program has been employed. Ongoing	

INITIATIVE WORKSHEET

Initiative Title:	WPCC Experiential Art Gallery
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Project Narrative:	As a part of its educational and cultural activities, the Western Piedmont Community College (WPCC) Library will exhibit artworks by students, faculty, local, and regional artists. Activities planned for the gallery include viewing of art works by individuals, instructional presentations, and other didactic sessions. Currently, the gallery planning committee is estimating eight art shows each year. Exhibits will be displayed for the benefit of the campus community and the public. A calendar of exhibits will be advertised to the community and in state tourism publications. The gallery planning committee has already procured structural plans for the gallery and is currently collecting estimates for the necessary work.
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Goal:	The Experiential Art Gallery will provide a forum for students, community members, and others to meet, view, and discuss art, artistic development, and associated topics. Displays will be viewed as a means of communication that can stimulate thinking, creativity, and aesthetic learning. In addition, the gallery will be an advocacy tool for the value of arts in education.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Melissa Garrett, WPCC Director of Grant Administration and Development 1001 Burkemont Avenue Morganton, NC 28655	\$12,000	10 months

Action Items:	Resources Required:	Who's Responsible:
Complete collection of estimates for construction	Time of responsible parties	Dean of Humanities and faculty for Building Construction Technology
Secure funding for construction phase and complete construction	\$10,000 (rough estimate)	Vice President for Institutional Advancement
Select first year of exhibits, plan exhibit calendar and contract exhibitors	Time of responsible parties	Review Panel
Publicize exhibit calendar	\$1,000	Office of Institutional Advancement and Review Panel
Hold openings, gallery talks, and other associated activities for each exhibit	\$1,000+	Review Panel

Performance Measures:	All exhibitors will be given a satisfaction survey. Satisfaction surveys for attendees of the gallery will be collected at each event and available for daily visitors. Performance will be gauged on the results of the satisfaction surveys as well as attendee numbers and exhibitor wait list numbers.
Status:	2008 Project is COMPLETE. Funded by \$12,000 in funding from various sources.

INITIATIVE WORKSHEET

Initiative Title:	WPCC Hospitality Program Planning
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Project Narrative:	Western Piedmont Community College (WPCC) proposes to develop and implement a series of courses through the Continuing Education Division to train hospitality workers in Burke County. Continuing Education courses could cover a variety of topics associated with the hospitality industry including front office management, food preparation, guest services, sanitation, menu writing, quality management, purchasing, and other practical skills necessary for the successful day-to-day operations of a service business. Currently, WPCC has no faculty with an expertise in the hospitality industry; therefore, a consultant will facilitate the development of the program. With the growth of the travel and tourism industry in Burke County, hospitality professionals will become a necessity. Students participating in the courses will work in hotels, motels, resorts, inns, restaurants, clubs, recreational facilities, and other tourist and travel related venues.
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Goal:	The goal of this project is to create and implement a Continuing Education program of study to train a wide variety of hospitality workers for Burke County.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Melissa Garrett, WPCC Director of Grant Administration and Development 1001 Burkemont Avenue Morganton, NC 28655	\$300,000	20 months

Action Items:	Resources Required:	Who's Responsible:
Form a planning team	Time	Vice President for Academic Affairs
Investigate similar programs	\$2,000	Planning Team
Hire a Consultant	\$50,000	Executive Officers
Create a basic program outline	Time	Consultant and Planning Team
Hire a Program Coordinator	\$50,000	Executive Officers
Complete planning process with input of Program Coordinator	Time	Planning Team and Coordinator
Purchase equipment necessary for program	\$100,000	Dean of Continuing Education
Provide further staff for program	\$78,000	Dean of Continuing Education
Advertise Program	\$20,000	Vice President for Institutional Advancement

Performance Measures:	Formation of planning team; hiring a consultant; completion of planning process; program enrollment numbers; satisfaction surveys of participants.
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Status:	Future Project 2008 Inactive project for future consideration.
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INITIATIVE WORKSHEET

Initiative Title:	WPCC Outfitter Entrepreneurial Program
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Project Narrative:	Western Piedmont Community College (WPCC) proposes to develop and implement a series of courses through the Continuing Education Division to train people as activity leaders. Some examples include courses in becoming a guide for fly fishing, rock climbing, biking, hiking, canoeing, kayaking, horseback tours, as well as training umpires for various sports activities. Interested people would take two types of courses: one to learn about the activity they wish to lead, and the other to learn business and marketing practices. With the plethora of outdoor opportunities in Burke County, there is a niche for people willing to operate as tour guides. The development of the Lake James State Park will create demand for people who can provide outfitter services. Encouraging travel and tourism of people interested in outdoor sports has the advantage of keeping Burke County's environment pristine while growing the economy.
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Goal:	The goal of the training tourist activity entrepreneurs project is to create and implement a Continuing Education program to train people to provide a wide variety of outdoor tourist activities in Burke County.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Melissa Garrett, WPCC Director of Grant Administration and Development 1001 Burkemont Avenue Morganton, NC 28655	\$150,000	18 months

Action Items:	Resources Required:	Who's Responsible:
Form a planning team	Time	Vice President for Academic Affairs
Investigate similar programs	\$2,000	Planning Team
Create a basic program outline	Time	Planning Team
Hire a Program Coordinator	\$40,000	Executive Officers
Complete planning process with input of Program Coordinator	Time	Planning Team
Purchase equipment necessary for programs	\$98,000	Dean of Continuing Education
Advertise Programs	\$10,000	Vice President for Institutional Advancement

Performance Measures:	Completion of planning process; program enrollment numbers; satisfaction surveys of participants.
Status:	2008 Ongoing

INITIATIVE WORKSHEET

Initiative Title:	WPCC Berry Site Documentary
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Project Narrative:	The goal of this project is to produce a heritage film to both document the extraordinary discoveries at the Berry archaeological site over the last twenty years. This large Mississippian site is believed to represent an ancestral Catawba Indian town dating to the sixteenth century. For the past four summers, Dr. David Moore and the Warren Wilson/WPCC Archaeology Field School have excavated at the Berry site and investigated four burned buildings believed to be the remains of a Spanish compound, Fort San Juan, built by Spanish explorer Juan Pardo in 1567. For years scholars have debated Pardo's exploratory route and the location of a fort he constructed. Dr. Moore believes the Berry site holds the answers to this historical and archaeological puzzle. This documentary film will be used to promote regional tourism and interest in this landmark discovery.
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Goal:	To provide a heritage film for educational purposes and to promote tourism to Burke County.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Jonathon Crumpler, Coordinator, Digital Effects and Animation Technology Program, WPCC & Melissa Garrett, WPCC Director of Grant Administration and Development 1001 Burkemont Avenue Morganton, NC 28655	\$20,000	25 months

Action Items:	Resources Required:	Who's Responsible:
Travel to film shoot locations both in-state and out of state	\$5,000	Jonathon Crumpler
Purchase and rental of film/video equipment, including sound, lighting, grip, and software	\$14,000	Jonathon Crumpler
Attend tourism documentary conferences	\$1,000	Jonathon Crumpler

Performance Measures:	Completion of film; number of people viewing film; visitors to Burke County with interest in the Berry site.
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Status:	2008 On-going. Potential is great for sustainable tourism development
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INITIATIVE WORKSHEET

Initiative Title:	WPCC Making History Come Alive
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Project Narrative:	<p>Housed in the Phifer Learning Resources Center Library on the Western Piedmont Community College campus, the Senator Sam J. Ervin, Jr. Library and Museum includes books, correspondence, photos, documents, professional and family memorabilia, and original political cartoons from the Watergate era, awards, and other materials collected by Senator Ervin during his many years of public service. The goal of the Library/Museum is to provide scholars and students with a wide range of resource information concerning the life of Senator Ervin, the United States Constitution, Constitutional and political history with emphasis on the Watergate era, and U.S. and North Carolina legal and general history.</p> <p>WPCC proposes to produce a DVD featuring photos, slides, and archived film footage of some of Senator Ervin’s speeches. The DVD would play on command at a specialized viewing station for visitors to the Library/Museum. This project will enhance the experience of visitors to the Sam Ervin Library and allow them to view materials otherwise unavailable to the general public.</p>
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Goal:	To create a DVD of archived photographs, slides, and film footage of Senator Sam Ervin for the public to view while visiting the Library/Museum.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Dan Smith, Dean of Learning Resources, WPCC	\$10,000	6 months

Action Items:	Resources Required:	Who’s Responsible:
Select items to include in DVD	Time	Learning Resource staff
Purchase necessary equipment	\$8,000	Tim Pittman, Jonathon Crumpler
Create and edit footage for DVD	\$2,000	Tim Pittman, Jonathon Crumpler

Performance Measures:	Completion of film; number of people viewing film
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Status:	Ongoing
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BURKE COUNTY ASSESTS BY THEMATIC AREA

Natural	Historic	Music	Craft (and Art)	Agriculture
Natural Beauty	Courthouse & Square	COMMA Music community/ Valdese	Burke Arts Council & Gallery	Winery
Linville Gorge	Downtown historic areas		Ben Long Fresco	Apple Hill Orchard Horse Farms/ Equestrian
Lake James	Quaker Meadows & Cemetery		Rock School & Art Foundation	
Catawba River	Belvedere Cemetery		Tour d'Art	
Wiseman's View	Waldensian Museum		TGIF Festival	
Brown Mountain Lights	Heritage Museum		Waldensian Festival	
South Mountain State Park	Burke Co. Museum			
Overmountain Victory Trail	Sen. Sam Ervin Museum			
Blue Ridge Parkway	North Carolina Room/Library			
National Forest	Trail of Faith "From This Day Forward"			
Canoeing	Overmountain			
Fly fishing	Victory Trail Henry River Mill			
Golf course	Village			
Greenway	Berry Site			
October Oyster Outing	Rock School			
Upper Catawba River Trail	Historic Morganton Festival Founders Day Railroad Depot			