

Caldwell County Heritage Development Plan



Red Corona by Steve
Bickley

Prepared by
The Caldwell Heritage Council

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

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Blue Ridge National Heritage Area Strategic Planning Tools

NARRATIVE SUMMARY - CALDWELL COUNTY

Overview of Caldwell County History and Heritage

Caldwell County was formed from the counties of Burke and Wilkes in January of 1841. The county was named for Dr. Joseph Caldwell, former President of the University of North Carolina. The first settlement in Caldwell County was known as Tucker's Barn, named for the family who settled in the area around the 1760s. Tucker's Barn became a large meeting place for many gatherings and became so popular, a fiddle tune was composed and written titled, "Tucker's Barn." Doc Watson eventually recorded this tune in 1964 on an album titled, *The Watson Family Tradition*.

Another popular spot in Caldwell County was Hog Waller. Hog Waller predates Lenoir as the place where local traders and residents gathered to trade goods and, you guessed it—hogs! The legendary Doc Watson began his career singing on the streets of this trading area. Downtown Lenoir is also home to the second oldest family-owned hardware store in the United States, Bernhardt-Seagle.

The Yadkin River originates in Blowing Rock on the northern edge of Caldwell County. This major Piedmont North Carolina River served as a pathway to western expansion during the colonial period. Its fertile valley attracted influential settlers, including General William Lenoir, a Revolutionary War hero for whom the county seat of Lenoir is named. General Lenoir built his home, in 1792, on the site of Fort Defiance on the banks of the Yadkin River. The home of William Lenoir has since been fully restored and features more than 300 original furnishings.

Modern Caldwell County has its roots in the fusion of the cultures of German settlers moving westward from the Piedmont. The abundant hardwood resources of the Appalachian forest were the catalysts that combined the business and organizational skills of the Germans with the craftsmanship and strong work ethic of the mountaineers. A thriving furniture manufacturing industry emerged, and has been the backbone of the Caldwell County economy ever since.

A second major thread in the county's economy has been supplied by the textile industry. In the late 1800s, "king cotton" still ruled southern agriculture. Caldwell County entrepreneurs were quick to recognize the potential and a number of mills sprang up along the railroad corridor. The railroad arrived in Caldwell County in 1884; it would compliment the lumber industry for many years in the Edgemont and Grandin communities.

Caldwell County is blessed with a rich musical heritage. There are two main musical traditions: folk music and classical music. Folk music of ballads and string band music have been passed down orally through the generations, and the classical music, which includes pianos, vocals and wind bands, was learned in academic settings. The Lenoir High School Band was known throughout the nation for their legendary accomplishments, which included playing each year for the NC gubernatorial inaugurations from 1933 to 1977. A local legend, Carl Story, known as the Father of Bluegrass Gospel, was a native of Lenoir and is a member of the Bluegrass Hall of Fame.

The economy of Caldwell County has been strongly linked to the furniture industry; however, with the rapid movement of manufacturing to overseas outlets, the county has looked at other opportunities to diversify the local economy. Tourism has become a strong focal point in recent years, as the community begins to realize its potential benefits. In 2003, the Hospitality and Tourism program at Appalachian State University completed a detailed S.W.O.T. Analysis of the assets in Caldwell County. This study concluded that Caldwell County has the potential to develop a diversified tourism product. From the recommendations of this study, the Caldwell County Chamber of Commerce hired the first Tourism Development Director in September of 2004. Also in 2004, the Caldwell County Chamber of Commerce began a year-long internal public relations campaign geared toward establishing a positive attitude and pride in the residents of Caldwell County.

Natural recreation, including scenic preservation and pathways development, is becoming increasingly prominent in Caldwell County. Around 49,000 acres of the Pisgah National Forest is contained within the county borders. One of the true jewels of this area is the Wilson Creek Gorge, formed by Wilson Creek. This area was added to the National Wild and Scenic River system in 2000. The Wilson Creek area enjoys year-round kayaking, swimming, hiking, camping, and horseback riding. A visitor's center officially opened at Wilson Creek on October 14, 2002. In addition to the Wilson Creek Visitor Center, the Caldwell County Chamber of Commerce operates a visitor center adjacent to the J.E. Broyhill Civic Center on Highway 321 in Lenoir.

Furniture is still important to the Caldwell County economy as thousands of visitors enjoy searching for discounted furniture along the Highway 321 corridor, in what is nationally known as the "20 Miles of Furniture." In addition, Caldwell County continues to become a biking destination with the Bridge to Bridge Incredible Challenge and the development of new bike rides.

Caldwell County is also home to a rich art community. Every September, the Caldwell Arts Council hosts a five-state sculpture competition, the largest gathering of professional sculptures in the South. Through this competition, the council has placed more than 73 pieces of public sculpture on display throughout Caldwell County. In 2006, Jane Robertson, Department of Mathematics, Appalachian State University, completed the statistical research to confirm two exciting facts about Caldwell County's permanent sculpture collection. First, the size of the Caldwell Arts Council's sculpture collection puts it in the top 2% of collections in the United States. Secondly, the Caldwell Arts Council has the largest collection of public outdoor sculpture of any city of its population in the United States.

Overarching Objectives of the Caldwell County Heritage Development Plan

The overarching objectives of the Caldwell County Heritage Development Plan are:

- To promote Caldwell County's historical and cultural assets.
- To identify all of the components in Caldwell County that relate to heritage tourism
- To instill an internal pride of the heritage and culture of Caldwell County among its residents
- To continue the efforts to preserve and develop our natural resources
- To diversify the local economy by using heritage and cultural tourism as another avenue for economic stability

Challenges to be Addressed

The challenges to be addressed by the Caldwell County Heritage Development Plan are:

- To locate adequate funding in order to put the plan into action.
- To overcome negative self-esteem among residents in Caldwell County.
- To become a destination and not a gateway.
- To educate the local government and residents on the benefits tourism brings to the local economy

Overall Priorities

The overall priorities of the Caldwell County Heritage Development Plan are:

- To obtain and keep a current list of all historical and cultural events in the county
- To continue to identify and develop the historical resources and assets in Caldwell County.
- To develop regional partnerships and further the development of strong county-wide partnerships

Partners in Planning and Achieving Success

Caldwell Arts Council

Caldwell Community College and Technical Institute

Caldwell County Commissioners

Caldwell County Chamber of Commerce

Caldwell County Economic Development Commission

Caldwell County Pathways Committee

Caldwell County Planning Department

Caldwell Heritage Museum

Caldwell Historical Society

Chapel of Rest Preservation Society

City of Lenoir

Fort Defiance

Gamewell Historical Society

Greater Hickory Metro

Hog Waller Development

J.E. Broyhill Civic Center

National Park Service

NC Cooperative Extension Service

NC Forest Service

NC Wildlife Commission

Town of Hudson

Town of Granite Falls

Town of Gamewell

US Forest Service

Western Piedmont Council of Governments

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

SUMMARY CHART

List each priority initiative by name and cost

Initiative Name	Estimated Costs
Implementation of the Wilson Creek Recreation Master Plan	\$ 1,500,000
Implementation of the Caldwell County Pathways Master Plan	\$ 2,500,000
Boone Fork Trail System	\$ 265,000
Develop a Guide for Fly Fishing	\$ 2,000
Lake Rhodhiss Recreation Park	\$ 30,000
Caldwell County Traditional Musicians Showcase	\$ 34,000
LHS Band Building / Auditorium Restoration	\$ 1,500,000
Blue Ridge Mountain Music Camp	\$26,000
Sculpture Tour	\$ 6,000
Gallery Tour	\$ 500
African-American Cultural Center	\$ 192,000
Happy Valley Rural Tourism Development	\$ 23,550
Furniture Capital Museum	\$ 650,000
Expand Opportunities for Museums, including a Class Car Museum	\$ 490,000
Fort Defiance as a Living History Site and Museum	\$1,535,000
Total Cost	\$8,754,050

Blue Ridge National Heritage Area
PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Implementation of the Wilson Creek Recreation Master Plan
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Project Narrative:	Wilson Creek, designated in 2000 as a National Wild and Scenic River, serves as a tremendous asset to Caldwell County and the Blue Ridge National Heritage Area. Located in western Caldwell County, in the Grandfather District of Pisgah National Forest, Wilson Creek is the destination of choice for many who fish, mountain bike, hike, canoe, kayak, bird watch, ride horses, camp, etc. Although the Wilson Creek area boasts of extensive trail systems and a place of contentment for those who use the waterways, there are still many ways to improve access and the wilderness experience for users. Numerous assets, such as trails, campgrounds, and the Wilson Creek Visitor Center, are in need of trail connectivity. Designated canoe and kayak launches would promote safety and discourage trespassing on private property. Information kiosks and signage would promote safety and ensure that visitors are able to fully experience the Wilson Creek Area. Also, a greenway would be appropriate for linking Wilson Creek, Johns River, and Collettsville, a small community near Pisgah National Forest. The Wilson Creek Recreation Master Plan, completed in September of 2004, places each of these pieces together in a succinct vision, preparing for increased patronage and ensuring a quality outdoor experience for generations to come (See map on next page).
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Goal:	Implement the Wilson Creek Recreation Plan over the next 15-20 years
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Caldwell County Planning Dept.	1.5 Million	20 Years

Action Items:	Resources Required:	Who's Responsible:
<ul style="list-style-type: none"> • Land acquisitions • Construct Canoe/Kayak Launches • Construct new trails • Erect new signage 	Grant writer (WPCOG)	Eric Woolridge, County Planning Randy Feierabend, County Planning

Performance Measures:	Increase patronage of Wilson Creek Area Visitors quality experience
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Status:	The US Forest Service has improved 4 parking areas and installed bathroom facilities in the Wilson Creek Gorge. Parking has been increased for the Harper's Creek trail head. As part of the Duke Energy Federal Energy Regulatory Commission (FERC) relicensing agreement, Crescent Resources has agreed to dedicate 100+/- acres near the confluence of Wilson Creek and the Johns River to Caldwell County for recreation use. Several access points into the gorge have been improved.
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Blue Ridge National Heritage Area
PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Implementation of the Caldwell County Pathways Master Plan
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Project Narrative:	<p>Caldwell County Pathways, established in the summer of 2001, is a 501c3 nonprofit organization made up of local citizens and representatives of local governments dedicated to developing an extensive network of greenways, blueways and multi-use pathways in Caldwell County. From the onset, Pathways worked diligently to form a Pathways Master Plan. This initial plan yielded considerable success, allowing Pathways to secure the funding necessary to begin construction of the Lenoir Greenway. During the fall of 2004, the Pathways Master Plan was revised and the second edition was published (See map on next page). The newly revised plan proposes five extensive greenways, each connecting numerous community assets, such as, historic and cultural resources, prominent waterways and public lands, and existing community parks. Also, the Master Plan was drafted in a manner conducive for greenway connectivity with adjacent counties, creating promising regional opportunities. The implementation of the Caldwell County Pathways Master Plan is a priority initiative certain to promote the assets of the Blue Ridge National Heritage Area.</p>
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Goal:	Implement the Caldwell County Pathways Master Plan over the next 15-20 years
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Caldwell County Planning Department	2.5 Million	20 Years

Action Items:	Resources Required:	Who's Responsible:
<ul style="list-style-type: none"> • Land acquisitions • Grant writing 	Grant writer (WPCOG)	Caldwell County Pathways

Performance Measures:	Greenways expansion in County
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Status:	<p>Phase I of the Johns River Greenway is complete, which comprises ¾-mile of trail from funded through the Recreation and Trails Program of the N.C. Division of Parks and Recreation. Two miles of paved trail is currently being placed along the Yadkin River with funds from the Clean Water Trust Fund, Recreation and Trails Program, Conservation Fund, Rural Center, and NC Department of Transportation.</p>
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Blue Ridge National Heritage Area
PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Boone Fork Trail System
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Project Narrative:	The Boone Fork area (5,000 acres) has been identified by the Caldwell County Planning Department as an area suitable for the creation of an extensive multi-use trail system for equestrian and mountain bike user groups (See map on next page). Boone Fork is located within the Pisgah National Forest and has an existing campground and fishing pond. The US Forest Service manages this property, but patronage has been relatively low. Thus, the Forest Service has been receptive to our initial idea of developing a plan for a new trail system. The Caldwell County Planning Department, Caldwell County Chamber of Commerce and Caldwell County Pathways believes this project could be a major economic development tool, attracting tourist from around the region and nation.
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Goal:	Work with US Forest Service to develop an extensive multi-use trail system in Boone Fork Area of Pisgah National Forest
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Caldwell County Planning Department	\$ 265,000	10-15 years

Action Items:	Resources Required:	Who's Responsible:
Continue to meet with Forest Service	\$ 15,000	Eric Woolridge, Senior Planner, Caldwell County
Develop Master Plan	\$ 250,000	
Construct Trails		

Performance Measures:	Project completed
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Status:	After meeting with the U.S. Forest Service, Caldwell County and the U.S. Forest recognize that the first step in making this project a reality is developing a recreation master plan. This plan will evaluate the cost/benefit of serving different recreation users, provide a conceptual site design, and establish ways that Caldwell County and the US Forest Service can establish a unique partnership to develop, operate, and maintain facilities.
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Blue Ridge National Heritage Area
PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Develop a Guide for Fly Fishing
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Project Narrative:	Caldwell County has many streams that are available for fly-fishing. This guide would enhance the information regarding outfitters, guides, motels, visitor centers, and restaurants.
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Goal:	Implement the guide for “Fly-Fishing in Caldwell County” in the next 12 months.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Caldwell County Chamber of Commerce and the Caldwell County Planning Department	\$ 2,000	2-3 years

Action Items:	Resources Required:	Who’s Responsible:
1) Map all likely streams for trout and bass habitat.	County planning and mapping dept.	(Step 1 &2) Merlin Perry, Sam Erwin and Eric Woolridge.
2) Locate and contact outfitters and fishing guides to include in the printed guide.	Local outfitters and fishermen. Coordination with NC Fish & Wildlife agency.	
3) Contact potential advertisers to help in printing.	\$ 2,000	(Step 3,4 & 5) Caldwell County Chamber of Commerce
4) Contract for printing of guides.		
5) Distribution of printed guides along with follow up survey by users of the printed guides		

Performance Measures:	Completion of guide
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Status:	Concept
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Blue Ridge National Heritage Area

PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Lakeside Park
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Project Narrative:	<p>This seventy-two acre natural park is located on Lake Rhodhiss adjacent to the Town of Granite Falls' Water Treatment Plant. The property has several thousand feet of shoreline and beautiful rolling timbered hills. The park remains in its natural vegetative state of mostly pines, hardwoods and grasses. When the park is completed, it will consist of a one-mile nature trail, three fishing/observation decks, and a picnic shelter. The picnic shelter will contain eight tables, four trash receptacles, and an outdoor grill area. Our goal is to provide a beautiful natural recreation park for recreational activities including fishing, walking, canoeing, bicycling, picnicking, boating, and mountain biking. If the recreation department intends to attract families and provide an attractive recreation park for families to experience our heritage and enjoy our natural resources, then basic public restrooms are imperative. Also needed in the immediate area are water fountains constructed for public use. Presently, there is a graveled parking area for public use, however; designated paved handicap parking spaces are needed to accommodate the handicap. Our future enhancement plans include a mountain biking trail for the park and a boat access ramp to the lake for boating and fishing.</p>
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Goal:	Provide adequate facilities for people to enjoy recreational activities while at the park.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Town of Granite Falls	\$ 30,000	1-2 years

Action Items:	Resources Required:	Who's Responsible:
Construct Public Restrooms	\$ 20,000	Town of Granite Falls
Boat Access Ramp	\$ 10,000	

Performance Measures:	Completion of project
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Status:	<p>Since 2005, the town has put into place three miles of hiking trails, three fishing observation decks, and a picnic shelter. Plans are underway to provide permanent restroom room facilities, paved parking, mountain biking trails, and boat launching sites.</p>
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Blue Ridge National Heritage Area
PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Caldwell County Traditional Musicians Showcase
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Project Narrative:	For seven years, traditional musicians born in (or currently residing in) the area have been featured on annual Caldwell County Traditional Musicians Showcases, sponsored by the Performing Artist Series of Caldwell Community College and Technical Institute. For the last five years, Grassroots Arts grants have been used to record the featured performers, many of whom are unschooled musicians, and most of whom have never before recorded. The initial goal was to record one hundred musicians over a ten year period.
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Goal:	To assure the continuation of the showcase and recorded documentation
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Patrick Crouch; Kay Crouch	\$ 34,000	ongoing

Action Items:	Resources Required:	Who's Responsible:
1. Annual showcase of traditional musicians	\$ 5,000 annually; use of Broyhill Civ. Cen.	Kay Crouch, David Briggs, CCCTI
2. Annual recording of traditional musicians (same as on showcase)	\$ 3,500 annually	Patrick Crouch
3. Secure funding for 2006 recording	“	Kay Crouch
4. Secure funding for future recordings	“	Kay Crouch
5. Find replacement producer	No financial resources required	Patrick Crouch, Kay Crouch

Performance Measures:	Completion of action items
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Status:	The 10th annual Caldwell County Traditional Musicians Showcase was held in March 2008 at the JE Broyhill Civic Center. Nearly 600 people attended the concert which was sponsored by the Performing Artist Series of Caldwell Community College and Technical Institute. A CD was produced with the help of a Grassroots Arts Program grant from the NC Council for the Arts and the Caldwell Arts Council.
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Blue Ridge National Heritage Area

PRIORITY INITIATIVE WORKSHEET

Initiative Title:	LHS Band Building / Auditorium Restoration
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Project Narrative:	The Lenoir High School band program was recognized nationally as outstanding in both music education and performance. The restoration of the LHS band building and auditorium, along with the development of a Community Performing Arts Center, would increase opportunities for both education and performance in Caldwell County.
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Goal:	The goal of the building restoration is to create rehearsal space for community ensembles; studio space for private music, dance, and art educators; performance space for the above as well as band and choral festivals; an event space for receptions; a retail space for musicians and artists; and a LHS Band museum.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
LHS Foundation, Inc.	\$1.5 million (2001 estimate)	ongoing

Action Items:	Resources Required:	Who's Responsible:
1. Commission Feasibility Study	completed	LHS Foundation
2. Develop Business Plan	completed	"
3. Develop a non-profit community music school	current	"
4. Restore band building		"
5. Complete restoration of auditorium		"

Performance Measures:	Completion of initiatives
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Status:	The feasibility study and business plan have been completed. The James C. Harper School of Performing Arts opened in January of 2006; a full-time director, a nationally-certified music therapist, and seventeen part-time instructors have been hired. In the first nine months of operation, HSPA has involved over three hundred students, age birth through senior citizens, in ten programs. The auditorium restoration continues and requires only improved lighting and window covering for completion. The auditorium is used for concerts which are held immediately following the Caldwell Arts Council opening on the first Friday of each month. The feasibility study called for the school to be established before beginning a capital campaign to raise funds for the band building restoration.
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Blue Ridge National Heritage Area

PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Blue Ridge Mountain Music Camp
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Project Narrative:	<p>The Blue Ridge Mountain Music Camp will provide a five-day mountain music and dance camp showcasing the old-time and bluegrass traditions that still thrive in northwest North Carolina, taught by respected artists from this region and geared toward families and budding musicians with special rates available for young musicians from the BRNHA counties and Junior Appalachian Musician participants. By utilizing some of the best musicians in the BRNHA region as instructors, such as those to be included in the BRNHA Traditional Artist Directory, the camp will help keep alive regional music traditions and give the local younger generation and enthusiasts a chance to learn face-to-face with these artists. In addition, four days of the camp will have a featured guest master musician or dancer, an older traditional artist who will visit individual classes and present a short afternoon performance, giving students a chance to see some living legends such as Clarence Greene, Robert Dotson, or Benton Flippen. Evening performances and dances will give an opportunity for the entire community and tourist populations to be a part of the festivities. Since the camp falls between weekends, participants will have the opportunity to explore other places and events in the region, providing a valuable resource for the local economy. A special rate will be offered to young musicians 18 and under who live in the BRNHA counties, which will be particularly appealing for JAM (Junior Appalachian Musicians) students in Alleghany, Ashe, and Surry counties who need an opportunity for some summer instruction at an affordable rate.</p>
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Goal:	Provide a traditional music camp to help keep local and regional music traditions alive in western North Carolina by giving the experts in the area a chance to teach and budding musicians an opportunity to learn, at an affordable rate in a family-friendly environment.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Mark Freed, Folklorist	\$26,000	8 months

Action Items:	Resources Required:	Who's Responsible:
Plan camp logistics, hire instructors and staff, advertise camp, implement and run camp, evaluate camp for future years.	\$26,000	Mark Freed, Folklorist

Performance Measures:	Implementation and evaluation of camp.
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Status:	concept
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Blue Ridge National Heritage Area

PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Sculpture Tour
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Project Narrative:	This project would map “tours” of the 73-piece sculpture collection that is installed throughout Caldwell County. The collection would be broken down into groups of sculptures that are geographically close to each other, and these routes would then be mapped on a county map that would include other information, such as restaurants, hotels and other cultural sites.
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Goal:	To create a driving tour
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Caldwell Arts Council	Printing costs only. Will vary based on number of printed material and number of colors used. \$ 6,000	Maps printed by summer 2008

Action Items:	Resources Required:	Who’s Responsible:
-Inventory all sculptures	Volunteers	Caldwell Arts Council
-send all registries to the Smithsonian	Volunteers	Caldwell Arts Council
-design the best routes between sculptures	Volunteer	NC State University
-solicit other information to be included on map	Chamber knowledge	Caldwell County Chamber
-design and layout printed piece	Marketing firm and	Caldwell Arts Council
-Print map	Funding	Arts Council and Chamber
-Distribution	Volunteers	Chamber of Commerce

Performance Measures:	The completion and distribution of the printed piece
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Status:	All sculptures are inventoried with the Smithsonian and have been GPS marked. All pieces have been inventoried based on condition, location, and have been evaluated on quality. Jane Robertson, Department of Mathematics, Appalachian State University, completed the statistical research to confirm two exciting facts about Caldwell County’s permanent sculpture collection. First, the size of the Caldwell Arts Council’s sculpture collection puts it in the top 2% of collections in the United States. Secondly, the Caldwell Arts Council has the largest collection of public outdoor sculpture of any city of its population in the United States. The Caldwell Arts County received a grant from the NC Arts Council to hire a consultant to create an art master plan focusing on sculpture.
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Blue Ridge National Heritage Area
PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Gallery Tour
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Project Narrative:	Caldwell County has several art galleries with regular business hours; however, the majority of artists work from home studios that are seldom seen by the public. Sculptors, potters and various other artists will be invited to open their home studios for this annual event. The event will kick-off with a Friday evening opening of music and exhibits. Participants can pick up a map of studios and galleries and spend the entire weekend up close and personal with Caldwell County's artists.
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Goal:	Bring cultural tourists to the county and show local residents the rich abundance of the arts in our county
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Caldwell Arts Council and Chamber of Commerce	\$ 500	Fall 2008

Action Items:	Resources Required:	Who's Responsible:
-list all galleries and artists in county	Volunteers	Caldwell Arts Council
-design invitation to artists	Staff time	Chamber of Commerce and Arts Council
-mail invitations to artists by late summer	Staff time	Caldwell Arts Council
-design PR for public	PR person and \$	Chamber and Arts Council
-Print	\$ 400	Caldwell Arts Council
-Mail	\$ 100	Chamber of Commerce
-Set up Exhibit	Volunteers	Hog Waller Galleries
-Event Weekend	Volunteers	Chamber, Arts Council and Hogwaller Galleries

Performance Measures:	Artist participation and visitors to galleries
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Status:	concept
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Blue Ridge National Heritage Area

PRIORITY INITIATIVE WORKSHEET

Initiative Title:	African-American Cultural Center
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Project Narrative:	<p>The Caldwell County Community Heritage Alliance, the local black churches and the county African American Historical Society are collaborating to establish an African American Cultural Center that will interpret and celebrate the African American experience in Caldwell County. The organizations are in the process of seeking a nonprofit (501c3) tax exempt status for this endeavor. The center will feature a museum that will house a collection of genuine African artifacts donated to Smith Memorial Methodist Church in 1999. In addition, the museum will house relics and pictures of the life and times of the African American community in Caldwell County, which will include a historical and pictorial perspective from the slavery era and beyond. It will facilitate a cultural dialog through the promotion of on-going programs and special events to include arts, entertainment and festivals. The center will provide a venue for open forums and activities inclusive of the community. The center will serve as an information center and maintain educational linkages with the school system. The center will serve as a depository for the preservation of African American archives and artifacts and will showcase gallery exhibitions that emphasize diversity in cultural heritage. The African American Cultural Center's mission is to promote the understanding and appreciation for the African American experience and its contributions to the quality of life for all Caldwell County citizens.</p>
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Goal:	To establish an African American Cultural Center focusing on the culture and diversity of Caldwell County's African American citizens.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Caldwell Community Heritage Alliance	\$ 192,000	10 years

Action Items:	Resources Required:	Who's Responsible:
-Acquire tax exempt status for the Caldwell County African American Cultural Center (AACC)	\$ 1,500	Community Heritage Alliance Board of Directors; Terry Patterson/Mattie Patterson
-Hold community "town meeting" and forum	\$ 500	
-Develop a Strategic Plan	\$ 2,500	
-Locate, acquire, restore, and renovate a building to house the museum/cultural center	\$ 125,000	
-Implement program of work as designated by the AACC Strategic Plan, to include staffing and program operations;	\$60,000	
-Promote and market center activities	\$ 2,500	

Performance Measures:	Completion of facility
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Status:	Organization is currently seeking tax exempt status; fundraising event currently underway; currently in process of identifying a potential facility in Lenoir.
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Blue Ridge National Heritage Area

PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Happy Valley Rural Tourism Development
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Project Narrative:	<p>Happy Valley is a scenic, twenty-eight mile valley created by the Yadkin River. The NC Scenic Highway, Highway 268, follows the flow of the Yadkin River. In 1780, the Over Mountain Men came through the Happy Valley region on their way to battle at Kings Mountain. Ever since, local residents have passed down stories associated with the significant historical events that have occurred in the valley. In fact, several farmers in the valley today are descendants of early settlers and some carry on occupational traditions such as training and working with draft animals. Some older farms have been converted to tree and shrubbery nurseries. However, much of the land bordering the river is still used for grazing cattle and cultivating corn and hay, although these products are increasingly becoming less profitable.</p> <p>A planned water reservoir, and the changes this project may bring, has spurred communities to think about the future of the valley. Recently, a section of the Happy Valley area has been designated as the Patterson School Historic District by the National Register of Historic Places. This district includes five of Happy Valley's ten historic sites on the National Register. Among other noteworthy sites, the Happy Valley region includes Fort Defiance, the eighteenth century home of Revolutionary War hero General William Lenoir. Patterson School, a private coed boarding school, provides educational opportunities to fifty students, fifteen of which are international. The Chapel of Rest, built between 1886 and 1887, served as an Episcopalian Church belonging to Patterson School. The chapel's cemetery contains burials from as early as 1856 and is the final resting place of General Collette Leventhorpe, a well-known general of eastern North Carolina during the Civil War. The Happy Valley stretch is also the home to the gravesite of Laura Foster, the murdered girlfriend of Tom Dula.</p> <p>The Happy Valley area presents many opportunities for tourism development. Creating a Happy Valley driving tour will preserve and promote the rich heritage in the valley. The driving tour will feature the voices of local farmers, storytellers, and musicians, and will convey the history of the valley. In conjunction with the Happy Valley Old-Time Fiddlers' Convention, the valley would benefit from the development of a day celebrating the heritage of the region, entitled the Happy Valley Heritage Day. Special events would be held throughout the day at the Chapel of Rest, Patterson School, Fort Defiance, and the Jones Farm. The Happy Valley projects provide regional opportunities to work with bordering counties on promoting the significance of Highway 268 to North Carolina.</p>
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Goal:	To promote the heritage of the Happy Valley Area
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
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Caldwell Arts Council, Caldwell County Pathways, and the Chamber of Commerce	\$ 23,550	6-7 years
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Action Items:	Resources Required:	Who's Responsible:
Happy Valley Driving Tour -Development of driving Tour -Production of promotional materials	\$ 17,500 \$ 5,000	Arts Council and the Caldwell County Chamber of Commerce
Happy Valley Heritage Day -Establish a committee and organize events in Happy Valley -Development of marketing materials	Staff time \$ 1,000	Fort Defiance, Patterson School, Chapel of Rest Preservation Society, Jones Farm, and the Caldwell County Chamber of Commerce

Performance Measures:	Completion of CD Driving Tour, Heritage Day, and Interpretive Trail
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Status:	A Happy Valley brochure has been completed. Several folklorist worked for one year to continue documentation of the area. The community executed the fourth Old-time Fiddlers' Convention with over 1,00 attendees. Greenway developments are proceeding along the Yadkin River greenway. Other improvements include the installation of 22 mile markers along NC 268. The Caldwell Arts Council in cooperation with the NC Arts Council is developing podcasts and a Web site to promote Happy Valley.
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Blue Ridge National Heritage Area

PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Furniture Capital Museum
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Project Narrative:	<p>Develop a museum based on the history of furniture manufacturing in Caldwell County and the Foothills area of the Blue Ridge Mountains. The museum would not only be a visual history with manufactured furniture pieces, it would also be a living history with craftsmen displaying their trade in wood carving, turning, upholstery, and weaving. This museum would draw upon the rich heritage of furniture design, manufacture, and marketing throughout North America and the impact that it also had on the world furniture markets.</p> <p>By using an existing non-productive furniture plant as the location, the venue would provide the public with the actual feel of everything from the purchase of the lumber for the process, milling, design and shipping of furniture, all of which effect us all.</p>
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Goal:	To develop a hands-on history museum to celebrate the furniture heritage that is abundant in Caldwell County and the NC Mountains.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Caldwell County Historical Society, Friends of Furniture, and the Caldwell County Chamber of Commerce.	\$ 650,000	15-20 years

Action Items:	Resources Required:	Who's Responsible:
-Set-up a Friends of Furniture Committee	Staff time	Caldwell County
-Purchase or Lease old furniture plant	\$350,000	
-Acquire displays and renovate plant	\$200,000	
-Provide funding for operation	\$100,000 annually	

Performance Measures:	Completion of project
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Status:	Concept
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Blue Ridge National Heritage Area

PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Expand Opportunities for Museums, including a Class Car Museum
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Project Narrative:	<p>The Granite Falls History Committee is currently in the process of renovating the Baird House, the second oldest home in Caldwell County, to house the Granite Falls History and Transportation Museum. In conjunction with the transportation museum, our project is to develop and promote a trail of museums collections. Following are featured local citizen's collections:</p> <ol style="list-style-type: none"> 1. The world's largest antique and classic HV-12s Lincoln car collection and the largest collection of antique Hudson/Railton cars currently in the USA. Included in the collections are over 100 antique/restored cars, 15 antique fire trucks, 2 ampicars, 3 T-Models and a 1969 Presidential car (Richard Nixon). Also included for display and rotation will be other locally owned and restored antique vehicles. 2. A unique collection of restored horse drawn carriages and horse drawn hearses with a collection of mourning attire. 3. A collection of over 1,000 antique and one-of-a-kind vintage soda machines. 4. A collection of antique toys from the 50's, 60's, and 70's. 5. A history museum of textile mills in our area.
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Goal:	Promote tourism through the development of museums
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Town of Granite Falls	\$ 490,000	4-5 years

Action Items:	Resources Required:	Who's Responsible:
Purchase the Shuford Textile Mill	\$ 330,000	Town of Granite Falls
Renovate Mill for Museum	\$ 110,000	
Purchase Museum Fixtures	\$ 30,000	
Paving and landscaping property	\$ 20,000	

Performance Measures:	Completion of museums
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Status:	Renovations on the Baird House are complete. Town officials are working with representatives from the N.C. Department of Archives and History to obtain pictures and artifacts for the museum. The town hired an archivist from Appalachian State University to assist in acquiring and asses transportation-related artifacts. Antiques Vending Company has completed over half of their renovations to house their 1,000-piece soda machine collection. Around half of the collection is on display to the public.
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Blue Ridge National Heritage Area

PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Fort Defiance as a Living History Site and Museum
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Project Narrative:	<p>Fort Defiance, the restored 1792 home of General William Lenoir, is a 501(c)(3) organization dedicated to the continued preservation, restoration and promotion of the restored 18th century house and grounds through education and programs pertaining to everyday life on the North Carolina frontier. Boasting of more than 300 pieces of original furnishings and artifacts and having been lived in continuously by the Lenoir family until 1961, makes us one of the most unique restorations in the country. Since opening our doors to the public in 1978, two of the most often asked questions have been, “Where’s the fort?” and “What is this place?”. We intend to resolve this dilemma by building a replica of the original stockade (for which the home was named) and reconstructing the numerous outbuildings that once graced the grounds of Fort Defiance. Plans are to make Fort Defiance a true living history museum, much like Colonial Williamsburg and Old Salem, a place where one can come to learn about life in the 18th and 19th centuries through “experiential archeology”. With such interpretive programs as blacksmithing, primitive cooking, weaving, spinning, animal husbandry and other rituals of everyday life, visitors will be able to experience how their ancestors lived. Visitors and students alike will have the opportunity to get involved through hands-on activities with demonstrators and re-enactors (living historians). Reconstruction of the fort and outbuildings, with period techniques, will open the doors for increased national and international visitations. This will create a unique playground for both young and old and will set the stage for development as a true “living history laboratory”. With such an extensive collection of the families’ writings and documented history, we can offer accurate interpretations. Once completed, the site would be maintained as a center for the study of frontier life of the Lenoir family and Caldwell County during the early settlement days. In turn, we will produce an atmosphere conducive for teaching local students and visitors about the community and about life in the Yadkin Valley through interpretive learning. Local, regional and national artisans and craftsmen will be utilized and will give them a chance to teach their skills and knowledge to others.</p>
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Goal:	<p>Our goal is to educate and promote the history and heritage of Caldwell County through the use of hands on interpretive programs and provide a vehicle for teaching local history and heritage to visitors. Through the adventure of recreating Fort Defiance with period techniques, we will attract national attention to the unique history and heritage of our county. With North Carolina being one of the top 10 destinations for cultural and heritage tourism, we will be especially attractive for families seeking to experience something very unique and authentic. We intend to give them just that: a truly unique and authentic experience. Creating this kind of attraction will in effect cause us to be a distinct destination rather than a happen stance. More visitors will purposely seek us out rather than happening upon us through the signs on Hwy. 321 and will in effect have an economic impact on the county with job creation and tourism development.</p>
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Fort Defiance, Inc. / Becky Phillips	\$ 1,535,000	10-15 years

Action Items:	Resources Required:	Who's Responsible:
Replicate original stockade	\$ 180,000	Fort Defiance, Inc.
Archeological studies	\$ 200,000	
Reconstruction of various outbuildings	\$ 550,000	
Construction of barn/shelter as interpretive center	\$ 100,000	
	\$ 35,000	
Garden's and grounds restoration	\$ 350,000	
State of the art Museum and Visitor's Center	\$ 350,000	
Orientation video	\$ 30,000	
Start-up staffing	\$ 90,000	

Performance Measures:	Increased visitation and enhanced interpretive programs. Project completion.
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Status:	A proposal for the construction of the original stockade and preliminary archeological digs have been performed.
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Caldwell County Heritage Development Inventory

Natural Asset Inventory

Attractions/Activities:

- Wilson Creek Wild and Scenic River: biking, hiking, camping, cabin rentals, funyaks, duckies, inflatable kayaks, kayaking, and picnicking.

Parks and Trails:

- Tuttle Educational State Forest
- Wilson Creek Wild and Scenic River, Pisgah National Forest, 13 hiking trails
- TH Broyhill Walking Park
- Lenoir Greenway, Yadkin River Greenway, & John's River Greenway
- Other walking parks include: Buffalo Community Park, Collettsville Park, Dudley Shoals Elementary School, Gamewell Park, Granite Falls Recreation Center, Green Walking Park, Happy Valley School, Hibriten High School, Hudson Elementary School, Mart Luther King Center, Oak Hill Park, Redwood Park, Sawmills Park, Valmead Elementary School, Aquatic & Fitness Center, and West Lenoir Elementary School.

Other Trails

- Brown Mountain Off-Highway Vehicle Area

Fishing & Boating

- Wilson Creek
- Johns River
- Lake Hickory
- Yadkin River
- Lake Rhodhiss
- The NC Wildlife Commission has acquired some 5,000 acres of land in the Buffalo Cove area that can be used for hunting and fishing.

Horseback Riding & Stables

- Patterson School Equestrian Center

Guide Services

- Wahoo's Adventures (canoeing, tubing, mountain biking, & lake tours)
- Windsong Canoes on the Yadkin River, Whippoorwill Academy
- Excursions in the Southern Appalachian Provinces

Campgrounds

- Boones Fork Campground
- Brown Mountain Beach Resort
- Green Mountain Park Resort
- Mortimer Campground

Cabins

- Kathy's Cabin
- Brown Mountain Lodge
- Brown Mountain Beach Resort
- John's River Valley Camp
- Rozewood Cabin
- Camp Carolwood
- Camp Ginger Cascades
- Green Mountain Park Resort
- Zap Fitness

Scenic Drives

- Highway 268, NC Scenic Byway

Agritourism

- Cerminaro Vineyard, Joe Cerminaro, Boomer
- Caldwell County Farmer's Market & Lenoir's Bluegrass Farmer's Market

Agritourism Events

- Yadkin Valley Plow Day & Mow Day
- Molasses Festival
- Blackberry Festival

Cultural Asset Inventory

Galleries

- Caldwell Arts Council Main Gallery
- Art-in-Healing Gallery, Caldwell Memorial Gallery
- Art-in-Community Gallery, Caldwell County Chamber of Commerce
- Java Joe's
- Jo Seila Gallery, Caldwell Community College and Technical Institute
- Brush & Palette Club Gallery, Caldwell County Government offices
- 73-piece sculpture collection
- Tucker's Sculpture Gallery, downtown Lenoir
- Kala Gallery
- Charlie Frye Art Studio

Murals

- Downtown Lenoir (former WE Shaw building)
- BB&T, Lenoir

- Downtown Hudson
- Family Resource Center
- Downtown Lenoir
- JE Broyhill Park

Arts & Crafts Events

- Sculpture Celebration
- Annual Heritage Day, Bolick and Traditions Pottery
- Blackberry Festival
- Butterfly Festival
- Kaleidoscope—Showcase of Student Talent
- Harambee Festival, MLK Center
- Harper School of Performing Arts

Other Arts & Crafts:

- Bolick and Traditions Pottery
- Public sculpture collection
- Pottery classes sponsored by the Lenoir Parks and Recreation Department

Music Venues

- Echo Hollow Bluegrass Music Park
- Jam Session at Hardees in Lenoir, Wednesday mornings
- Jam Session at Lenoir Mall, Thursday nights
- Sim's Country BBQ
- Bolick and Traditions Pottery
- J.E. Broyhill Civic Center
- Smokey Creek Barbecue and Music Barn
- Lenoir High School Auditorium
- Downtown Lenoir Square

Theatre

- Hudson Uptown Building dinner theatre
- Foothills Performing Arts
- J.E. Bryohill Civic Center
- Lenoir High School Auditorium

Music Events

- Picking in the Park, Windmill Park, Hudson
- Mountain Music Jammin, Bolick and Traditions Pottery
- Chapel of Rest, Spring, Fall, Christmas Eve, Thanksgiving Eve, and Easter Eve services
- Blackberry Festival
- Butterfly Festival
- Yadkin Valley Plow Day & Mow Day, Tony Jones
- Gospel Festival, Caldwell Fairgrounds
- Caldwell Traditional Musicians Showcase
- Hudson Uptown Building dinner theatre
- Annual Heritage Day, Bolick and Traditions Pottery
- Molasses Festival
- Kaleidoscope—Showcase of Student Talent

- Harper School of Performing Arts
- Happy Valley Old-time Fiddlers' Convention
- Lenoir's Bluegrass Farmer's Market
- Friday After Five, downtown Lenoir
- Sundowner's Music Variety Showcase, downtown Lenoir

Heritage Asset Inventory

Historic Sites

- Over Mountain Victory Trail Motor Route & trail
- Chapel of Rest & cemetery
- Coffey's General Store
- Todd's Store
- Tuttle Educational State Forest
- Fort Defiance
- Caldwell Heritage Museum
- Laura Foster gravesite
- Granite Falls History & Transportation Museum
- Antique Vending Company

Heritage Events

- Living History Days at Fort Defiance
- Annual Heritage Day, Bolick and Traditons Pottery
- Molasses Festival, Sims Country BBQ
- Colonial Christmas, Fort Defiance
- Happy Valley Old-time Fiddlers' Convention