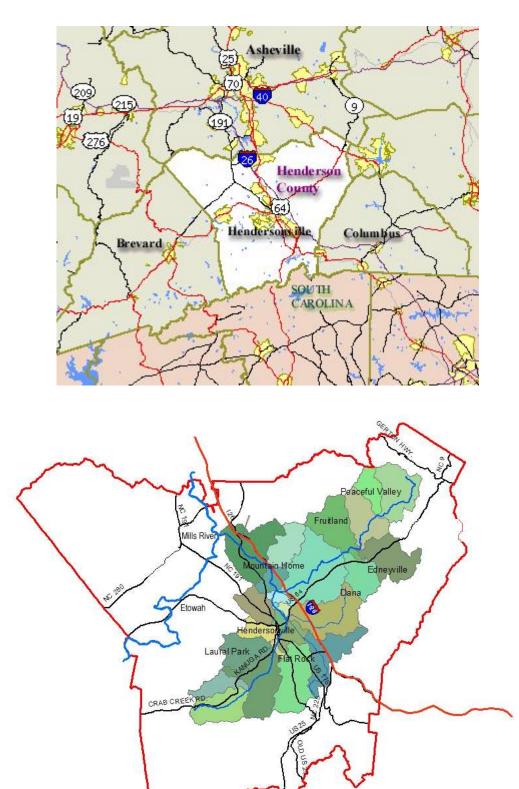


# HERITAGE TOURISM PLAN

Henderson County, North Carolina

Revised 2007



## Henderson County, North Carolina

## Blue Ridge National Heritage Area

Alleghany, Ashe, Avery, Buncombe, Burke, Caldwell, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, McDowell, Macon, Madison, Mitchell, Polk, Rutherford, Surry, Swain, Transylvania, Watauga, Wilkes, Yadkin, and Yancey in the State.



# HERITAGE TOURISM COUNCIL

Henderson County, North Carolina

## Mission:

To create and implement a plan that will recognize, document, and promote the unique heritage of Henderson County and provide for the preservation of its heritage while developing opportunities for public education, appreciation, and participation in the county's heritage.

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## Henderson County Heritage Tourism Plan INITIATIVE SUMMARY CHART – 2006/2007 UPDATE

Initiative Name	Estimated Costs
Promoting Farmers' Tailgate Markets as an Agricultural Heritage Experience: Appalachian Sustainable Agriculture Project (ASAP)	\$130,000
Blue Ridge Grown-Marketing, Promotion, Processing and Distribution of Agricultural Products Grown in Henderson County	\$165,000
Carl Sandburg: For the People; a documentary film.	\$500,000
Carl Sandburg Home Poet/Writer-in-Residence Program	\$15,000
DuPont State Forest Welcome Center	\$600,000
Community-Based Educational Programs Relating to the Creation, Maintenance, and Preservation of Henderson County Heritage Resources	Varies by organization
Farmland Preservation	\$ 60,000
Marketing & Promotion of Youth Educational Exhibits - HANDS ON! Children's Gallery	\$1,100,000
Marketing and Promotion of The Foothills Highland Games	\$5,000
A Plan for Linking Lands & Communities across the Blue Ridge National Heritage Area (aka Designing a Green Infrastructure Network for the BRNHA) – pilot project	TBD
Greenway System to Connect Henderson, Buncombe, and Transylvania Counties	\$20,219,760
Henderson County Heritage Council: Promotion and Implementation of the Heritage Tourism Plan	\$5,000
Historic Henderson County Courthouse	\$8,000,000
Henderson County Historic Courthouse Heritage and History Center	\$175,000
Henderson County Heritage Resource Inventory and Interactive Map of Cultural, Historic, and Natural Amenities	\$8,000
International Festival Day – A Henderson County Heritage Day	\$5,000
THE MILL CENTER FOR THE ARTS	\$25,000,000
Multipurpose Meeting Facility – Blue Ridge Community College	TBD
Rail Corridor Preservation Policy and Reuse Strategy	\$10,000
Develop a Plan and Strategy to Establish Passenger / Excursion Rail Service	\$15,000
Scenic Byway Connecting the Historic Flat Rock Byway in Henderson County, the Pacolet River Byway in Polk County, and the Forest Heritage Scenic Highway in Transylvania and Haywood Counties	None
GRAND TOTAL	\$56,012,760
Initiative Title: Promoting Farmers' Tailgate Markets as an Agr Experience:	icultural Heritage

#### Appalachian Sustainable Agriculture Project (ASAP)

Project Narrative or Description:	Destination Development Consultant Roger Brooks recently told a WNC audience that visiting farmers' markets is one of the top 8 activities among baby boomer travelers. At the same time, the BRNHA contains a vast economy of family farms struggling to emerge from the tobacco buyout and the globalization of agriculture, with direct sales of farm goods to the public providing one beacon of hope.
	This ongoing initiative provides media, visitors, and locals with accurate and appealing information to help them find their way to an authentic, fun, and economy-enhancing experience buying direct from farmers at the 36 farmers' tailgate markets within the BRNHA. Appalachian Sustainable Agriculture Project (ASAP) has a proven track record of experience in promoting local farm and food destinations including farmers' markets. ASAP does this through interaction with newspaper and magazine writers, collaboration with tourism development authorities and chambers of commerce, distribution of the ASAP <i>Local Food Guide</i> , and assistance provided to the markets themselves to aid in self-promotion and organization. A website, <u>www.buyappalachian.org</u> , provides searchable links to hundreds of farm-based activities and all local farmers' tailgate markets.
	<ol> <li>Looking forward, these promotions can enhance the BRNHA by:         <ol> <li>ASAP staff working as directed by the BRNHA to make location-specific web information and Local Food Guides available to each County Heritage Planning Team as requested, .</li> <li>ASAP staff providing "best practices" information regarding market organization and promotion to County Heritage Planning Teams as requested. A document, the "Appalachian Grown Farmers' Market Toolkit" was completed in 2006 and gathers needed information for farmers interested in selling direct to customers at market. This can be made available.</li> <li>ASAP cross-promoting heritage-related events to its existing audience of farmers, retail businesses, and consumers.</li> </ol> </li> </ol>

Goal: The primary goal of this project is to build economically viable markets for the BRNHA's 12,000 family farms so that they will still be working farms for many years to come. Secondary goals include providing an authentic, delicious connection to agriculture heritage for visitors and residents of our region; and assisting in the success of the BRNHA by helping bring farms into the heritage experience.

Person/Organization	Cost to Implement:	Estimated Time to
Responsible:		Complete:

		1
Appalachian Sustainable	Basic yearly budget for	Ongoing. The Local Food
Agriculture Project	these activities is	Guide is printed yearly in
Charlie Jackson, Executive	\$130,000. Cost of	the Spring.
Director	specific initiatives	
Peter Marks, Program	mentioned above will	
Coordinator	vary depending on level	
	of interest.	
L		
Action Items:	Resources Required:	Who's Responsible:
-print Local Food Guide yearly	About \$30,000 print	-ASAP staff
(100,000 copies in 2007)	cost. Large amounts	
	of ASAP staff time for	
-distribute Local Food Guide to	design and	-ASAP staff, contracted
250 locations and all visitor and	coordination.	distributor, welcome
welcome centers.	Participation by area	centers.
	tourism officials.	
-work to coordinate and promote		-ASAP staff
farmers' markets and expand	-meeting space,	
membership in Mountain	promotional budget for	
Tailgate Market Association,	market promotions	
which provides organizational	(\$10,000 in 2006	
and marketing support to	would need to expand	
farmers' markets.	to promote markets in	
	other areas).	
		-ASAP staff
-share best practices for design	-ASAP staff time,	
and promotion of farmers'	meeting locations,	
markets as requested by local	participation by market	
market planners. Share	managers throughout	
"Appalachian Grown Farmers'	region.	
Market Toolkit" as requested.	Tegion.	
warker rookir as requested.		
Performance Measures:	Success of farmers' mark	kata aan ba maaaurad
Fenomance weasures:		
	•	, farmer surveys, counts of
		mbers of farmers. Previous
	ASAP research has estal	
	benefit of farmers' marke	ts to surrounding

ASAP research has established data about the
benefit of farmers' markets to surrounding
businesses, and this can be applied to develop a
rough guess as to broad economic impact.

Status:	Appalachian Sustainable Agriculture Project makes it a priority to			
	fund farmers' market support and promotion activities each year.			

Specific outreach to multiple BRNHA counties is pending funding and expression of interest. A more sophisticated and interactive web- based farm tourism planning tool is in the development stage and
seeking funding. The Mountain Tailgate Market Association is
currently comprised of 12 member markets and invites expansion.

Initiative Ti	tle: Blue Ridge Grown - Marketing, Promotion, Processing, and Distribution of Agricultural Products Grown in Henderson County
Project	Henderson County is one of the leading agricultural producing counties in the
Narrative:	state. Ornamental Horticulture production ranks 2nd in the state, with farm
	income estimates of \$75 million (2002). The county produces 75% of the apples in the state, with a farm income of approximately \$20 million. Vegetable
	production also ranks very high. The county produces most of the vegetables in
	the western part of North Carolina, with farm income estimates of \$20 million.
	This initiative is aimed at assisting existing and new agri-businesses in the
	county by developing mechanisms to market and promote "Blue Ridge Grown" products, including 1) maintaining the Internet-based web directory of agri-
	businesses in the county and the Western North Carolina region; 2) establishing
	a marketing and promotional fund to assist agri-tourism businesses; 3)
	establishing a full-time economic developer to promote agri-business and pursue
	connections with potential purchasers of home grown products; and 4) construct and maintain a facility to process and distribute locally grown agricultural
	products.
	The Henderson County Strategic Plan, approved February, 2005, contained a
	strategic goal to "Expand access for agricultural enterprises to economic
	development and tourism promotion programs and support services." Several specific action steps identified in the Strategic Plan relate directly to this initiative,
	including:
	1. Expand access for agricultural enterprises to economic development and
	tourism promotion programs and support services which included
	promoting agricultural products produced in Henderson County
	<ol> <li>Promote agricultural products that are produced in Henderson County</li> <li>Provide ongoing training and technical assistance to farmers</li> </ol>
	4. Promote and expand voluntary agricultural districts to minimize land use
	conflicts and to protect farmers' rights to farm
	5. Explore ways to make economic development incentives more readily
	available to agriculture-related businesses 6. Explore ways to support and expand programs and policies that promote
	local businesses and "locally produced products."
	The project is outlined in four specific phases, all of which should be initiated
	simultaneously:
	Phase I – Marketing and Promotion of Products Grown in Henderson County (www.BlueRidgeGrown.com)
	A web site and directory was established in 2004 to provide a public guide to
	fresh, locally grown produce and plants available from the local growers, farms,
	and nurseries of western NC. The directory helps users quickly locate fruits and
	vegetables, herbs, organic produce, garden ornamentals, tomatoes with that home-grown flavor in summer, the perfect Christmas tree in winter, and
	everything in between that our local farms have to offer. All listings in the
	directory are also mapped.
	The site covers the area of Henderson and Transylvania Counties in western
	North Carolina, including Hendersonville, Fletcher, Flat Rock, Etowah, Saluda,

Brevard, Mills River, Tuxedo, Edneyville, Pisgah Forest and many other locales. Many farms are also located conveniently close to Asheville.

**Phase II – Marketing & Promotion Funds for Agri-Tourism Businesses** There are several organizations and/or local farms that have agri-tourism events and or sell agricultural products locally. This initiative is to assist these groups with their marketing needs and to continue producing directories to list these group's activities and/or products.

#### Examples:

The Curb Market, a landmark in Historic Downtown Hendersonville, is one example of the types of organizations that would benefit from this initiative. The market opened in May 1924 with vendors selling fresh produce, fruit, milk, butter, eggs, baked goods and many other items. Today, the Curb Market is a cooperative venture continuing the tradition of selling quality items homegrown or handmade in Henderson County, including plants and flowers, canned goods, baked goods, handmade crafts, fiber art, and fresh fruits and vegetables. The Curb Market sponsors two annual events, Ol' Timey Days at the Curb Market and Ol' Timey Christmas at the Curb Market that would greatly benefit from increased promotion or marketing assistance.

Ol' Timey Days begins each year the first Saturday in June and continues to the last Saturday in September. The festivities start with a breakfast of ham, sausage and gravy biscuits cooked on a wood stove. Live music, farm equipment, old cars, and crafts displays continue throughout the event. The last Saturday in November Ol' Timey Christmas at the Curb Market kicks off the holiday season with music, food, traditional decorations, crafts and gifts. Both of these events are a local tradition attracting local residents and tourists to Hendersonville.

Promotional or marketing assistance for these types of organizations and events would increase traffic and support the tradition of selling Henderson County grown products.

Phase III – Economic Development Coordinator for Agri-Business This phase includes the selection of an Economic Developer dedicated to promoting agri-business in Henderson County. This individual would interface with Henderson County Board of Commissioners, Henderson County Travel & Tourism, the Greater Hendersonville Chamber of Commerce, and the North Carolina Cooperative Extension Service – Henderson County Office. His or her primary role would be to promote existing agri-businesses and to connect them to resources that will help their businesses grow and prosper. This would also include identifying potential customers for Henderson County agricultural products. Additional responsibilities might include coordinating the updates and enhancements for the online directory (<u>www.BlueRidgeGrown.com</u>) which is in effect a database of the businesses this individual will be working with on an everyday basis.

Coordinated educational and marketing efforts between the local stakeholders can make a positive difference in Henderson County. Below is a case study showing direct impact:

#### Case Study

The NC Cooperative Extension Service has been working to bring research based information to local growers as part of its On Farm Research (OFR) project. Recent efforts included providing information to local growers about new popular apple varieties and how to grow them for increased consumer demand. During its third year, the OFR project which compared organic versus

Conventional apple production paid big dividends. During the 2003 growing season a Henderson County grower became the first North Carolina apple grower to become Organic Certified! This cooperative effort proved that North Carolina apples could be grown at a profit even under adverse conditions. Phase IV - Henderson County Agricultural Products Distribution and Processing Center The goal of this phase of the Blue Ridge Grown initiative is to provide a structure and supplemental parking areas for the distribution and marketing of locally grown agricultural products. This may require renovate an existing building or building a new facility in Henderson County to be the used by local farmers, nurserymen, and wild crafters to sell their products. The facility would eventually contain cold storage as well as processing capabilities to produce value added products. Source: NC Extension Service – Henderson County Office, Dynamic Plan of Work (2004)Goal:The goal of this initiative is to 1) provide marketing assistance to various local organizations that produce or sell agricultural products and/or have agri-tourism events; and 2) provide a distribution and processing facility to distribute locally grown					
	agricultural products. /Organization	Cost to I	mplement:	Estim	nated Time to Complete:
Responsible:NCCES/Greater Hendersonville\$165Chamber ofCommerce/Henderson CountyTravel and Tourism		\$165,0	000 Initially	On-go	ping project
Action	Items:		Resources Required:		Who's Responsible:
<ul> <li>Hire Project Coordinator</li> <li>Evaluate options and develop Strategic Plan</li> <li>Present plans to county</li> <li>Fund raising for marketing grant</li> </ul>		-	\$55,000		Partners – NCCES, Henderson County, Greater Hendersonville Chamber of Commerce, et al
<ul> <li>funds</li> <li>Pursuit of customers for agribusinesses</li> <li>Site/Facility Selection</li> <li>Construct or renovate building</li> <li>Promote Local Grown Agricultural Products:</li> </ul>		TBD			
Annual funding costs for BlueRidgeGrown.org		\$1,500 \$5000			
Supplemental brochure development and distribution		\$75,000			
Distribution of marketing and promotion funds to agri-tourism organizations		\$15,000			
Marketing training to farmers and/or					

agricultu	ral groups	
		Maintain current web site directory; establishment of a full-time economic developer to promote agri-business in the county; open and operating processing and distribution facility
Status: Web Site Online; planning and discussions relating to full-time Agri- Business Economic Developer		

#### **Overview of Agriculture Businesses in Henderson County**

#### Apple Growing Industry

Henderson County growers, like most fruit growing areas of the county, are having a tough time making ends meet. Many growers feel the inputs equal the outputs. Foreign competition, especially from China, has hurt juice and process prices. Also, supermarket chains selling fresh fruit are merging more and more, making prices paid to the grower lower because of the reduced competition.

If low prices were not enough, 2003 was the wettest growing season (spring and summer) on record, causing tremendous disease pressure coupled with eight different hail storms effecting over 80% of the county orchards. Obviously, apple growing is a difficult, long term commitment.

In 1985 the county had only 6-8 direct apple markets. Today the Blue Ridge Farm Direct Market Association has 31 members and growing. They sell fruit and vegetables directly to the consumer. Because of this organization they have increased profits by cutting out the "middle man". "Entertainment farming" is one of the fastest growing direct market segments of our industry

#### Ornamental Horticulture

The production and marketing of ornamental plants has long been a major source of agricultural income in Henderson County, NC. This income is contributed to the many greenhouses, nurseries, sod producers, garden centers, landscapers and lawn care businesses in the county. There are approximately 25 greenhouse firms (producing bedding plants, foliage, perennials, seasonal floral crops and nursery stock) in over 2,500,000 square feet of environmentally controlled structures. The combined gross income from these businesses is in an excess of \$45 million dollars. The operations consist of one very large operation, nine medium size businesses and fifteen small growers. The later are primarily part time/ limited resource businesses.

#### Nurseries and Sod Production

There are four large, multi-county field nurseries (>50 acres), four medium size field nurseries (20 - 50 acres) and approximately thirty five small to medium sized nurseries (<1 acre - 20 acres) growing trees and shrubs. These include six shade tree liner producers and two small fruit tree liner growers. Gross income from these nurseries is estimated at between 45 and \$50 million dollars each year. In addition there are two sod producers growing over 900 acres of sod in the county.

#### Retail Businesses Using Agricultural Products

There are approximately 30 ornamental retailers including garden centers, retail nurseries, and chain store outlets. These have a combined gross income of over 12 million dollars per year. Over half of these grow some or all of their plants. Currently the landscaping, turf, and lawn maintenance industry is very large. There are around 300 landscape and/or lawn maintenance companies, 17 golf courses, two large sod producers, and several commercial businesses, conference centers, camps, and estates that have grounds maintenance staff. All of these businesses account for another 45 million dollars in annual revenues. It is estimated that the above firms directly employ over 2300 individuals.

#### Christmas Trees

Christmas tree production in Henderson County is very limited and will remain so due to competitive pressures and climatic conditions. There are 4 small Christmas tree producers in the county. The production of this commodity is limited due to less than ideal growing conditions in most of the county for Fraser Fir.

#### Industry Growth Projections

The greenhouse and field nursery production components are, and should continue to be, growing industries in this region. Greenhouse production is growing at a rate of 15% per year and field nursery production is growing at a rate of 25 to 30% per year. This growth is due in part to two factors; geography and human resources. The climate is ideal for the production of a wide variety of both greenhouse and nursery crops. Due to this ideal climate there is a great potential for producing a large number of new plants. The area is ideally situated in relations to excellent transportation links to major market areas within reasonable shipping distances. There are very many enterprising individuals extremely knowledgeable and proficient in the production and marketing of ornamental plants. Horticulture classes are offered at three of the local high schools and also at the local community college, potentially supplying businesses with trained personnel.

Retail sales and the landscape/lawn maintenance, golf course, and turf industries will continue to grow. The number of landscape installation and maintenance firms has doubled in the last two years. One reason is that Henderson County is one of the fastest growing counties in North Carolina. It has long been considered one of the largest retirement "meccas" in the southeast. The population growth is typically made up of well-to-do retirees with both discretionary income and gardening interest that should continue to support the growth of these enterprises for years to come.

#### Challenges and Obstacles

The greenhouse, nursery, retail, and Christmas tree industry leaders have identified three priorities necessary for both their survival and continued growth.

The primary concern is that of a <u>shortage of qualified labor</u>. While unemployment in this area has reached an all time high due to several plant closings, most of these folk want to start

new businesses. Many of them have returned to school to become trained but are not interested in becoming employees of existing companies. Unskilled labor is also difficult to find due in part to the fact that many of the local manufacturing firms are hiring the Hispanic population, a sector that was typically used in the past for full-time positions. Many of the area firms have <u>employee turn over rates that exceed the industry averages</u>. This fact suggests that the local producers need to be educated in developing hiring practices that include employee selection, development, and retention. It would also suggest that educational programs aimed at the area youth and underemployed individuals are needed to encourage them to pursue horticulture careers. It also indicates a <u>need for program</u> development aimed at providing employees the skills and knowledge to acquire professional certifications.

#### Vegetable Industry

Vegetable production has been one of the backbones of the agricultural economy in Henderson County. The county ranks 2<sup>nd</sup> in total acreage and gross receipts of all 100 NC counties and 1<sup>st</sup> in the western third of the state. Currently, over 125 farmers produce tomatoes, snap beans, pepper, cucumbers, squash, cabbage, sweet corn, and specialty vegetables on over 4000 acres on Henderson County's farm land.

The county boasts of the regions top three vegetable brokerage firms and largest packing/shipping facilities. Many of the vegetable farmers grow part of their crops in adjoining counties both in NC and the upstate of SC.

Historically, Henderson County's truck crops have been known to be of high quality and flavor all over the Southeast. Truckers and produce brokers have come from miles away, to the county, for years to procure the crops our farmers have had to offer and take them to tables in other parts of the country.

#### Industry Changes Projected

The vegetable industry in Henderson County has shown some decline over the past few years. Most of this decline is due to aging out of the local farmer and few if any of the younger generation picking up the reigns and continuing to farm. One sector of the population that has began to show an inclination toward continuing to operate our local farms, has been our growing Latino population. Today over 25% of our vegetable farms are being operated by Latino farmers. Most of these farmers are younger that the traditional farmer and are often being mentored by some of the older retiring farmers.

#### **Challenges and Obstacles**

Several challenges face the vegetable industry and the Cooperative Extension's efforts to meet their needs.

The biggest challenge is to that of extending the market windows of many of our vegetable crops. One of these must be met by encouraging the development of value added products and bringing in processors or packaging companies to extend the shelf life of our vegetables. Currently, virtually all of the vegetables are sold in a raw, unprocessed state and must be processed by the end consumer in a short time frame to avoid spoilage.

The second challenge for Cooperative Extension and other service providers is to provide the Latino population with educational programs, and/or other information that addresses their concerns, in Spanish. This population will continue to expand and play key roles in the future of Henderson County agriculture.

#### Small Fruits

While not a large part of Henderson County's agricultural economy, small fruits such as strawberries, brambles, blueberries, and grapes are slowly becoming a major player in the total agricultural picture. The areas climate is ideal for the production of many of these fruit crops and the local demand seems to support these new ventures. Currently, there are over 20 producers of berry and grape crops. These producers typically grow these small fruit crops as supplemental commodities to their primary crops, either vegetables, apples, or both. There are fewer that 5 small fruit producers that grow berries, exclusively.

Industry Growth Potential and Challenges

The small fruit industry has potential for growth in Henderson County. Our location should lend itself to an increase in opportunities for consumer demand for fresh, locally grown, berries. The greatest challenge for these producers is like that of the vegetable producers, that of being able to convert some of the crops to value added products such as jams, jellies, ice cream, and pastries. The lack of processing facilities for these products will continue to restrict the potential growth of this marketing opportunity.

Source: NC Extension Service – Henderson County Office, Dynamic Plan of Work (2004)

# Initiative<br/>Title:Carl Sandburg Home National Historic Site - Poet/Writer-In-Residence<br/>ProgramProjectCarl Sandburg, nationally renowned poet, biographer, lecturer, newspaper columnist, folksinger, author

Narrative:

Carl Sandburg, nationally renowned poet, biographer, lecturer, newspaper columnist, folksinger, author of American fairytales, and winner of two Pulitzer Prizes, provided broad and enduring 20th century insight into the circumstances, worth and spirit of the American people.



A Midwesterner most of his life, Sandburg and his family moved to a farm located in the historic village of Flat Rock, North Carolina in 1945. The farm, known as Connemara, offered the peace and solitude required for Mr. Sandburg's writing. Sandburg, having already achieved literary fame before relocating to North Carolina, continued to write and lecture and published more than one-third of his works during his 22 years at Connemara. Today the Carl Sandburg Home is a National Historic Site and park, managed by the National Park Service, preserves the Sandburg legacy for future generations.

The park was recently designated <u>one of the nation's literary</u> <u>landmarks by the National Endowment for the Arts</u> and is part of the Endowment's *Reading in America* initiative to revitalize the role of literature in American popular culture and bring the transformative power of literature into the lives of its citizens.

The Carl Sandburg Home National Historic Site proposes the establishment of a poet/writer in residence program at the park. This initiative will support and perpetuate the craft of writing in contemporary society and provide educational opportunities for community schools and colleges. It also promotes the sharing of the written and spoken word and creates a connection between a contemporary poet/writer, the park, and the greater community.

A poet/writer in residence would serve as a mentor to writers in the communities of Western North Carolina, reviewing manuscripts and providing criticism and advice about publishing. The aim of this program is to provide an important access point for both budding new writers into the world of writing and publishing. The poet/writer in residence would also provide encouragement, support, and a critical eye to beginning writers

	<ul> <li>who are looking to express their literary voice. More established writers who desire a professional appraisal of their work would also benefit. In addition, on-site poetry and book readings already held at the park continue to be a draw for locals and tourists.</li> <li>The program, cited in the park's General Management Plan (4-year public planning process completed in 2003), requires the establishment of local and regional partnerships between the park and the arts, culture, and educational community, including public and private schools, community colleges, and four-year universities. Other plans include the park providing on-site housing for the Poet/Writer in Residence for certain months of the year. In addition, park officials are working with Western Carolina University English Department staff to establish a partnership to direct this initiative.</li> <li>This effort is also fully supported by the park's primary partner, the <u>Friends of Carl Sandburg at Connemara</u>, a volunteer support group for The Carl Sandburg Home National Historic Site. The Friends is an independent, non-profit organization that supports projects and events not fully funded by the National Park Service. One of these events, the annual <i>Sandburg Celebration of Books and Authors</i> event held each year brings together more than local, regional and national authors.</li> <li>A strategic plan is required to identify key elements required to ensure success of the program, identify key partners, establish an operating budget, and outline a funding strategy. Some of the known costs to sustain this project include:</li> <li>1. Poet/Writer in Residence Salary</li> <li>2. On-site accommodation</li> <li>3. Computer</li> <li>4. Internet and telephone</li> <li>5. Resource Materials</li> <li>6. Expenses related to public readings or workshops</li> </ul>
Goals:	<ul> <li>Create a connection between a contemporary poet/writer, the park, and the greater community</li> <li>Foster an appreciation for the legacy of Carl Sandburg.</li> <li>Support and perpetuate the craft of writing in contemporary society.</li> <li>Provide educational opportunities for community schools and colleges.</li> <li>Provide an opportunity for the community to host, enjoy and learn from first class writers.</li> </ul>

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Carl Sandburg Home NHS	\$15,000	2- Years

Action Items:	Resources Required:	Who's Responsible:
Develop a strategy to gather partner planning, identify key elements req to ensure success of the program, establish an operating budget, and outline a funding strategy	uired	Connie Backlund Park Superintendent
Fundraising Effort	\$5,000	

Performance Measures:	Still under development.

Status:	Developmental; conversations with potential partners are taking place		
	and a primary partner to develop the program is being sought.		

Initiative	Carl Sandburg: For the People; a documentary film.	
Title:		

The purpose of this project is the creation of a 90-minute educational documentary film that will air on PBS stations around the country. The research, writing, on-camera interviews, and archival footage of this 90-minute document on the life and modern relevance of Carl Sandburg will also serve as an on-site display and educational tool at Carl Sandburg Home National Historical Site, a National Park, located in Henderson
Home National Historical Site, a National Park, located in Henderson County.

Goal: It is our goal to be able to communicate the importance and relevance of Carl Sandburg to present and future guests using the documentary film format. This film will help bring both new and repeat visitors to Carl Sandburg Home National Historical Site and will demonstrate the historic importance of residents of the Blue Ridge National Heritage Area.

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Friends of Carl Sandburg at Connemara President: Janice Spicka	\$500,000.00	1 Year.

Action Items:	Resources Required:	Who's Responsible:
Research and Writing Phase	\$100,000.00	Writers, Researchers, Film Production Co., & Board of Friends
Film Production Phase	\$250,000.00	Film Production Co. & Board of Friends
Post Production and DVD creation Phase	\$150,000.00	Film Production Co. & Board of Friends

the NPS site, Television ratings, unty Hotel Room revenue, and video

Status:	Funding & Research Phase.

#### Initiative Title: DuPont State Forest Welcome Center

Project<br/>Narrative:The DuPont State Forest is located in the Blue Ridge Mountains between Hendersonville<br/>and Brevard, North Carolina. The forest's beautiful natural setting, with four major<br/>waterfalls, crystal clear woodland streams, abundant flora, and natural wonders, attracts<br/>visitors from around the country, the region, and the local area.<br/>The forest, established only within the last ten years, already is the most visited forest in<br/>the state, with a total of 106,000 visitors in 2004. Visitors are attracted by the forest's<br/>beautiful natural setting, with four major waterfalls, crystal clear woodland streams,<br/>abundant flora, and natural wonders. DuPont State Forest is fast becoming one of the<br/>leading mountain bike destinations in Western North Carolina. The forest offers over 80<br/>miles of trail, nearly all of which is open to both equestrians and mountain bikers.<br/>DuPont offers everything from gentle forest roads to exciting single track, with an<br/>impressive variety of scenic attractions located only minutes apart.

The original 7,600 acre forest, established in 1996 through a generous bargain sale from the DuPont Corporation, is presently open to hunting, fishing, hiking, horseback riding and mountain biking. In 2000, the Forest was expanded by two property additions, including the spectacular 2,200 acre tract in the center of the Forest containing High Falls, Triple Falls, and Bridal Veil Falls. History of the DuPont State Forest

The goal of this initiative is to complete a facility to welcome the estimated 110,000+ visitors to the forest each year. The center will be staffed to provide information to visitors on the forests' amenities, facilities and trails and provide information on resource management. The preliminary site plan includes a public restroom facility which will be completed as part of the Welcome Center project. A water well has been drilled for the site but a new septic system will have to be installed to accommodate the Welcome Center and public restrooms facilities.

The Welcome Center will be located in an existing, partially built 1200 (approx.) square foot structure which was on the property when it was acquired by the State of North Carolina. A new roof for the building was recently built to prevent damage to the structure through exposure to the elements.



On-site staffing requirements include two individuals to ensure the facility will be available to the public seven days each week. In addition, fixtures and equipment will be required to operate the facility.

Local State Senators Snow (D) and Apodaca (R) have submitted a Bill (Senate Bill 629, see attached) to provide \$300,000 in capital funds for the completion of a Visitor's Center at DuPont State Forest. The introduction of this legislation (Senate Bill 629) is a big step in the campaign to provide facilities to welcome the estimated 110,000+ visitors who will visit the forest each year.

**Goal**: A front-door facility available to the public for information about DuPont State Forest, including recreation opportunities and resource management.

Person/Organization Responsible:	Cost to In	nplement:	Estim Comp	ated Time to lete:
NC Division of Forest Resources	\$600,000		3 Yeai	ſS
Action Items:		Resources Required:		Who's Responsible:
Identify uses of building		DFR and partne	ers	DFR
Design and plan for completion of construction including interior layout and exterior site plan.		\$500,000		DFR
Complete construction of Welcome center		Contractor		DFR
Design public restroom facility, keeping in mind disposal of waste and wastewater		Designer		DFR
Complete construction of restroom facility		Contractor		DFR
Determine staffing needs of new facility based on hours of operation and level of use by the general public.		DFR and partners, funding for new positions		DFR and partners
Equipment & Furniture		\$30,000		Partners
On-Site Staff (2)		\$70,000		Partners

Performance Measures:         Completion of facility; facility fully equipped and level of satisfaction of users.		Completion of facility; facility fully equipped and staffed; level of satisfaction of users.
Status:	Planning Phase; Building currently consists of basic structure and roof. A well has been drilled for the site.	

Initiative Title:	Community-Based Educational Programs Relating to the Creation, Maintenance, and Preservation of Henderson County Heritage Resources	
Project Narrative:	This initiative is to foster and support community-based training and educational programs that relate to our heritage, agriculture, eco- tourism, and the arts to ensure sustainability of our Heritage Tourism Plan. New training programs need resources to get established and existing programs require on-going promotion and support.	
	Programs that involve Henderson County youth should be given special consideration and on-going support, provided these programs:	
	<ul> <li>provide hands-on skill training in any one of our heritage industries</li> <li>include youth-driven service learning projects</li> <li>involve youth in community tourism</li> <li>involve youth in the preservation of cultural and natural heritage</li> </ul>	
	<ul><li>sites</li><li>improve opportunities for at-risk or unemployed youth</li></ul>	
	Several programs and resources in the county need on-going assistance to develop new or maintain existing educational programs. Among these are:	
	<u>Flat Rock YouTheatre</u> * Flat Rock Playhouse, The State Theatre of North Carolina, plans to adapt current facilities and construct an additional building to create a campus for the YouTheatre activities of classes and performance for students K – Adult. (See attached)	
	The Bullington Horticultural Learning Center* The Bullington Center is Henderson County's public garden and horticultural educational center. It is owned by the Henderson County Education Foundation. The center has a greenhouse, several gardens and trails, an amphitheater, and a multi-purpose meeting/classroom. Proposed additions include a children's garden and a therapy garden.	
	This unique, natural setting is used to provide hands-on horticultural education and vocational training to students, youth clubs, and adults. Each year, approximately 3,000 school age children and 350+ adults participate in Bullington programs. All types of classes, workshops, meetings, and other community events are held at The Bullington Center each year.	
	Historic Johnson Farm This historic property was a late 19 <sup>th</sup> -century tobacco farm that became	

a popular summer tourist retreat. In its heyday, visitors paid \$5 a week for a room and three mouth-watering, home-cooked meals per day. In addition they enjoyed the pleasures of farm life, social events such as square dancing, and the clean fresh air of the mountains. With the death of Sallie Johnson, her two bachelor sons Vernon and Leander closed the boarding house. But they formed a close friendship with area schoolchildren, eventually bequeathing their farm to the Henderson County Public Schools.

Today the farm is operated as a Heritage Education Center by the nonprofit Henderson County Education Foundation in conjunction with Henderson County Public Schools. The farm and the foundation depend on public support. The property features an 1870's boarding house, a barn-loft museum and shed, 10 historic buildings, 15 acres of fields, forests, streams, and two nature trails. Picnicking is permitted and there is a gift shop.

There are educational and fund-raising events held at the farm each year. The Johnson Farm Festival is an annual event that includes educational demon-strations, farm tours, and traditional music and dance. September 2006 marked the first annual Storytelling Festival at the farm. The farm's on-site Heritage Education Center is used by the school system and the community for various meetings and events. This historic site and education center requires special resources and funding to add new or expand existing educational programs and to preserve and maintain the property.

DuPont State Forest Demonstration for Public Education\*

A demonstration for public education that will:

- Protect soil & water quality
   Preserve unique plant communities
- Develop recreational opportunities
- Produce timber products & wildlife

#### Hands On! A Child's Gallery\*

Non-profit gallery with educational exhibits that stimulate the imagination and motivate learning in a fun, safe, "Hands On!" environment. Plans include a mountain/waterfall that children are able to manipulate the flow of water to race their canoes and kayaks down. Other exhibits with a regional flavor will include a log cabin filled with old wooden mountain toys and building toys for kids to create their own cabins and an apple growing exhibit.

\*Supplemental information with details on some of the above programs is attached.

The overall goal of this initiative is to promote and support communitybased programs that provide training in 1) any one of the heritage tourism sectors; especially agricultural skills and the arts; 2) promote tourism; 3) the maintenance and preservation of heritage sites; and 4) promote entrepreneurship.

Henderson County has many resources that provide education and training opportunities that need support and funding assistance to create new or expand existing projects from time to time, including:
<ul> <li>Flat Rock YouTheater</li> <li>Bullington Center</li> <li>Henderson County Travel &amp; Tourism</li> <li>The Opportunity House</li> <li>Greater Hendersonville Chamber of Commerce</li> <li>Blue Ridge Community College - Louise Bailey Archives</li> <li>Blue Ridge Community College - Louise Bailey Archives</li> <li>Blue Ridge Community College - Small Business Center</li> <li>Henderson County Parks &amp; Recreation</li> <li>Henderson County Parks &amp; Recreation</li> <li>Fletcher Parks &amp; Recreation</li> <li>Henderson County Public Library</li> <li>Holmes Educational State Forest</li> <li>Henderson County Genealogical &amp; Historical Society</li> <li>Henderson County Genealogical &amp; Historical Society</li> <li>Henderson County Genealogical &amp; Historic Site</li> <li>Historic Flat Rock, Inc.</li> <li>Historic Johnson Farm</li> <li>Mineral &amp; Lapidary Museum of Henderson County, Inc.</li> <li>Mountain Farm &amp; Home Museum Inc.</li> <li>Apple Wedge Packers</li> <li>Apple Valley Model Railroad Club at Historic Hendersonville Depot Flat Rock Nature Center</li> <li>Southeastern Animal Fiber Fair - SAFF</li> <li>YMCA</li> <li>4-H</li> <li>Boys &amp; Girls Club</li> <li>Civitan Club</li> <li>Environmental &amp; Conservation Organization</li> <li>Mud Creek Watershed Restoration Project</li> <li>NCCES (North Carolina Cooperative Extension Service) Henderson County</li> <li>Waste Reduction Partners</li> <li>WNC Air Museum</li> </ul>
de community-based training and education programs to prepare our ens (especially youth) to utilize innovative skills for sustainable oyment in the area of community Heritage Tourism and preservation of age sites.

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Henderson County Citizens,		On-going
Non-Profits, Corporations, and		
Small Businesses		

		Marketing & Promotion of Youth Educational Programs that Focus on the Arts, Heritage, Agriculture, and Eco-Tourism <sup>1</sup>
		FLAT ROCK PLAYHOUSE YOUTHEATRE CAMPUS
Project		t Pock Playhouse. The State Theatre of North Carolina, will adapt

Project Narrative:	Flat Rock Playhouse, The State Theatre of North Carolina, will adapt current facilities and construct an additional building to create the YouTheatre Education Center - a campus for theatre based classes and activities for students K - Adult.
	In founding Flat Rock Playhouse, Robroy Farquhar had two purposes: 1) to produce quality professional theatre, and 2) to instill an appreciation of theatre among young persons, some of whom he hoped would make it their career choice. So strongly was he committed to the latter that he took as a corporate name The Vagabond School of the Drama, Inc.
	The Apprentice Program, dating to the Playhouse beginnings in 1952, and the more recent Intern Program accepts young persons seriously committed to theatre for a summer of practical experience in all aspects from building sets to acting.
	The Children's Theatre (now YouTheatre), begun a scant eight years later, and grown from summer classes for children to today's year-round program attracting 600 students annually who may choose from 48 class offerings taught by seven teachers (and visiting artists), and performing annually for 20,000 patrons, has become an important part of Flat Rock Playhouse, its reputation for innovation and imagination becoming national.
	That success, coupled with equal success of the professional season, extending now nine months with understandable need for rehearsal space, has created opportunity for a Playhouse venture, constructing a YouTheatre Education Center on land adjacent to the Playhouse.
	Five years in planning following the purchase of the property, the building will be 8,250 square feet and will contain classrooms, offices, rehearsal space, sound booth, workshops, video/DVD/computer room, ample storage space, and parents' waiting rooms.
	Projected cost, including purchase of the property, is \$2,300,000. After a positive feasibility study, the Playhouse Board of Trustees began a silent campaign to secure up to one-half that amount before making a public announcement. The total is just over one-half and on July 25, the campaign was announced.

<sup>&</sup>lt;sup>1</sup> Eco-tourism is responsible travel to natural areas which conserves the environment and improves the welfare of the local people

The campaign has two phases: the first \$1,500,000-plus will go for constructing, furnishing, and equipping the Education Center; the balance will be used to complete payment for the land and to renovate Chestnut Logs, the historic house on the property.

**Goal:** The YouTheatre Education Center will enable the growth of both the education department and the mainstage professional series. A center dedicated solely to education, the YouTheatre will expand class offerings to its current students and create opportunity for a larger and more diverse student base.

The center will also create more involvement for adults and parents with infants and young children for whom classes and activities can be scheduled during school-day hours. Opportunity for YouTheatre grow becomes unlimited. Mainstage professionals will benefit through the absence of frequent conflict over rehearsal space and the resulting disappointment.

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Robin R Farquhar, Executive Director	\$2,300,000.00	2.5 years, Fall 2007 pledge period through 2010

Action Items:	Resources Required:	Who's Responsible:
Fundraising Campaign	Community and regional support, plus grant writing	Staff and Board of Trustees
Architectural Design and Construction	Contracted Labor	Staff and Board of Trustees
Planning and Development of additional staff and support resources	Grant writing and additional revenue source	Staff and Board of Trustees

Performance Measures:	The expansion of classes and programming will be directly tied to the availably of space which the
	Education Center will provide. YouTheatre
	currently tracks program offerings, participation, audience served, and income/expenses with past
	records providing basis for planning future growth. The most requested classes and offerings
	that generate the most audience participation are easily identified.

Because of the high demand coupled with the lack of space, YouTheatre classes are advertised only through the database of current students. An advertising and promotional component is planned for future classes and offerings. Tests with audiences in nearby Greenville, SC and Asheville, NC have demonstrated positive response to added programming.
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Status:	Pre Planning is complete
	Fundraising began February 28, 2006
	Pledges to date amount to \$1,215,000.00 (September 11, 2006)
	Site Prep begins in one week
	Construction to follow with an estimated 8 months until
	completion.

Initiative Title:		Marketing & Promotion of Youth Educational Programs that Focus on the Arts, Heritage, Agriculture, and Eco-Tourism <sup>2</sup>
		BULLINGTON CENTER HORTICULTURAL LEARNING CENTER
Project Narrative:	liv pla Ca pro stu	The Bullington Center is a 12-acre garden where native trees and shrubs a along side unusual and exotic transplants from the Orient and other aces to create a very special place in Henderson County, North arolina for everyone to enjoy. This unique, natural setting is used to ovide hands-on horticultural education and vocational training to udents, youth clubs, and adults. Last year, over 3000 school age ildren and over 500 adults participated in Bullington programs.
	gro ce fra	nenities at the Bullington Center include an amphitheater, eenhouse, a 3,000 foot native woodland nature trail, and a discovery nter. The Discovery Center includes a classroom, greenhouse, cold ames, and composting facility, plus other amenities for green building monstrations.
	an lea sa Th cla cla pa ins	The Bullington Center offers a curriculum of horticultural workshops d classes for youth, schools, and adults, expanding the base of arning opportunities for the community. There are also annual plant les and special events for the public and the "Friends of Bullington." The center is a growing classroom providing garden-based science and ath instruction. It is a working laboratory that supplements assroom instruction for all grades. Students participate in making ass gardens at several elementary schools and many more students ricipate at Bullington - learning about plants, plant math, and sects. All school programs are free to Henderson County Public hools. Other schools are welcome to participate, as space is available, th a small per student fee.
	foi pla	variety of educational programs are hosted by the Bullington Center r school groups. Topics for school field trips include seed exploration, ant math, plant/wildlife interaction, and plant growth requirements. d seed education and plant-growth requirements.
	sc ho BC the	DOST (Bullington Onsite Occupational Student Training), another hool program, teaches special needs high school students orticultural skills and a good work ethic. The Bullington goal of DOST, to develop responsible employees of the future by building eir confidence and imparting an understanding of the basic job skills at are essential in any work environment
	<u>Yo</u>	outh Programs

 $<sup>^{\</sup>rm 2}$  Eco-tourism is responsible travel to natural areas which conserves the environment and improves the welfare of the local people

In a program done jointly with 4-H each year, 5-8 year old youth raise giant pumpkins. When 750 kindergarten and first graders come to the Bullington Center to see giant pumpkins, it is not that we are preparing them to be pumpkin farmers, but arousing their interest, curiosity and appreciation at an early age for plants and natural science. The Boys and Girls Club come during the summer months to learn how to grow a vegetable garden or about the role of plants in the environment.
The Bullington Center operates through a partnership with the Henderson County Education Foundation (HCEF), the Henderson County Public Schools, and the Cooperative Extension Service of Henderson County. These organizations have joined to support programs that emphasize the Bullington Mission
Multi-Purpose Room / Class Room
A previously unused space in the former Bullington home was converted into a modern, fully-equipped teaching classroom and multi-purpose space to accommodate a variety of functions. This space allowed for the expansion of existing programs at the Bullington Center. Audio-visual and computer equipment is needed to completed this facility.
Proposed Therapy Garden
In March 2006, The Bullington Center broke ground for its planned 4,500 sq. ft. therapy garden. The first of its kind in the region. The garden will be constructed to accommodate the disabled, including the elderly, whose participation in outdoor activities has been curtailed by physical or mental limitations and by facilities not adapted to their needs. The garden plan contains elements recommended by the American Horticultural Therapy Association. The Bullington Center's coordinator is currently attending classes to become certified as a registered Horticultural Therapist Registered by the American Horticultural Therapy Association.
The goal is to create a setting conducive to touching/smelling plants, and active cultivation and maintenance of plants in a beautiful, safe place. Funding is being sought to complete the garden.
The estimated cost to build the therapy garden is \$115,000. About 25% of the required funding has been raised, including a \$25,000 Perry N. Rudnick Foundation grant. Another \$87,000 is required to complete the project.

Goal:	To continue to add new and expand existing educational programs and	
	events with an emphasis on agriculture-based heritage.	

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Henderson County Education Foundation	Varies	12 Months

Action Items:	Resources Required:	Who's Responsible:
Computer / Audio Visual Equipment		Henderson County Education Foundation
Greenhouse for New Therapy Garden		
Fundraising Campaign and Brochure		

Performance Mo	easures:	Sustainability of educational programs and special projects.		
Status:	Existing and pr support.	oposed p	rojects need funding	and fundraising

Initiative Title:		Marketing & Promotion of Youth Educational Programs that Focus on the Arts, Heritage, Agriculture, and Eco-Tourism <sup>3</sup>		
		Historic Johnson Farm		
Project Narrative:	a p for add squ dea clo are	is historic property was a late 19 <sup>th</sup> -century tobacco farm that became opular summer tourist retreat. In its heyday, visitors paid \$5 a week a room and three mouth-watering, home-cooked meals per day. In dition they enjoyed the pleasures of farm life, social events such as uare dancing, and the clean fresh air of the mountains. With the ath of Sallie Johnson, her two bachelor sons Vernon and Leander sed the boarding house. But they formed a close friendship with has schoolchildren, eventually bequeathing their farm to the nderson County Public Schools.		
	pro Hei dei hoi fiel	day the farm is operated as a Heritage Education Center by the non- ofit Henderson County Education Foundation in conjunction with nderson County Public Schools. The farm and the foundation bend on public support. The property features an 1870's boarding use, a barn-loft museum and shed, 10 historic buildings, 15 acres of ds, forests, streams, and two nature trails. Picnicking is permitted d there is a gift shop.		
	mo fes The in I tha fan live	ch the farm hosts the Johnson Farm Festival which features over 20 buntain heritage exhibits and demonstrations of heritage skills. The tival takes place on the National Register of Historic Places property. e brick farmhouse, dating from the 1880s, is the oldest brick home Henderson County, and guided tours of the house will be offered at day. This event is a wholesome, fun event for individuals and nily members of all ages. Other attractions at the festival include e performances of bluegrass music, tractor and wagon rides, ldren's activities, animals, pound cake sale, and food booths.		
Re		cent Improvements:		
	Ori ele wir we Ox bal The	inson Farm has the oldest brick farmhouse in Henderson County. ginally completed in 1880 after four years of construction, the gant home is Italianate in style. It retains its large porches, original ndows and shutters. Many of the home's furnishings are original as II. The home was built before the days of electricity and power tools. carts brought clay from the French Broad River and bricks were ked on the premises. All features of the home were made by hand. house was newly restored in 2005-06 with a Janirve grant and mmunity support.		
	Sto	orytelling Festival:		

 $<sup>^{\</sup>scriptscriptstyle 3}$  Eco-tourism is responsible travel to natural areas which conserves the environment and improves the welfare of the local people

Carl	Sum requ	uired to promote	nd-raising and sust	campaign and ain this event.	l prom	otional materials are
Goal:		Fo continue to add new and expand existing educational programs and events with an emphasis on agriculture-based heritage.				
Person/Organization Responsible:		<u> </u>	ost to Implement: Estimated Time to Complete:		nated Time to	
	Henderson County Education Foundation		Varies 4 Mo		nths	
Action Items:				Resources Required:		Who's Responsible:
Promotional Campaign / Brochur Website			re			Henderson County Education Foundation
Performance Measures:			Sustaina projects.	•	ional	programs and special
Status: Existing and proposision support.		roposed p	rojects need fu	unding	and fundraising	

Initiative	Initiative Marketing & Promotion of Youth Educational Programs that				Programs that	
Title:		Focus on the Arts, Heritage, Agriculture, and Eco-Tourism <sup>4</sup>				
		DuPont Stat	te Forest	Demonstratio	n for	Public Education
Project Narrative:	de: of bik sin	DuPont State Forest is fast becoming one of the leading mountain bike destinations in Western North Carolina. The forest offers over 80 miles of trail, nearly all of which is open to both equestrians and mountain bikers. DuPont offers everything from gentle forest roads to exciting single track, with an impressive variety of scenic attractions located only minutes apart.				
	The forest, established only within the last ten years, already is the most visited forest in the state, with a total of 106,000 visitors in 2004. Visitors are attracted by the forest's beautiful natural setting, with four major waterfalls, crystal clear woodland streams, abundant flora, and natural wonders.			6,000 visitors in ful natural setting,		
	<ul> <li>The goal of this initiative is to offer a demonstration for public education that will:</li> <li>Protect soil &amp; water quality Preserve unique plant communities</li> <li>Develop recreational opportunities</li> <li>Produce timber products &amp; wildlife</li> </ul>					
		emonstration for ment.	public ed	ucation with e	empha	sis on nature and the
Person/Org			Cost to	mplement:	Estin	nated Time to
Responsibl				inprementa		plete:
DuPont Stat		prest and				
partners						
Action Items:				Resources Required:		Who's Responsible:
	-		_			
Performan	ce N			- <b>f</b>	1.	to manufactura di si
Status:		progress	riy stages	of ownership.	Long	term planning in

 $<sup>^{\</sup>scriptscriptstyle 4}$  Eco-tourism is responsible travel to natural areas which conserves the environment and improves the welfare of the local people

Title: Focus on		Marketing & Pro Focus on the Au	rts, Herita		re, and	
Project Narrative	rrative: Children's museums			nized, non-pro ects, maintain a	fit ins	in Henderson County. titutions, educational essional staff and are
Hands On! received our fundraising can 2005 at The Arts Ce day during that time donations, grants a permanent basis.		npaign wit enter. Afte e (3100 pe	h a winter exhi er serving an a eople in just 44	ibit he verage 1 days	e of 70 people per ), we are seeking	
art, nature important all of thes exhibits fo		r, nature, health e portant imaginati of these areas, ai	ducation, on of a ch nd we will n a "local s	science and m nild. Our perm expand in ord slant." We feel	ath, a anent ler to o that v	vhile teaching our
	Some of the exhibits we are working to create are a mountain/water that children are able to manipulate the flow of water to race their canoes and kayaks down. This will be adorned with regional items such as stationary mountain bikes, a small climbing wall and local greenery. Other exhibits with a regional flavor will include a log cat filled with old wooden mountain toys and building toys for kids to create their own cabins and an apple growing exhibit. There are numerous other ideas we are investigating. All of this "local area" w be surrounded with history, facts and pictures of Henderson County and WNC.			ater to race their th regional items ng wall and local Il include a log cabin g toys for kids to ibit. There are this "local area" will Henderson County		
<b>Goal:</b> Our mission is to serve the needs of children and families in our cor by providing educational exhibits that stimulate the imaginat motivate learning in a fun, safe, "Hands On!" environment.		the imagination and				
Person/Organization Responsible:		Cost to	Implement:	Com	nated Time to plete:	
Heather Boeke, Executive Director		\$105,00	0		goal is to open in the er of 2006.	
Action Ite	ms:			Resources Required:		Who's Responsible:
Performa	nco N	Measures:				
Status:	ncen		l			
Status.						

 $<sup>^{\</sup>scriptscriptstyle 5}$  Eco-tourism is responsible travel to natural areas which conserves the environment and improves the welfare of the local people

Initiative Title:	Farm Land Preservation and Young Farmer Support Initiative
Project Narrative:	In Henderson County there are over 44,500 acres of land presently in farm use. The majority of the 44,500 acres is in the production of livestock and field crops. Close to 25,000 acres devoted to livestock and 20,000 acres is used as cropland.
	Unfortunately, farm Land in Henderson County is being turned into development or industrial sites at an alarming rate of almost 1,000 acres per year. Due to the value of this land at development prices, young farmers are not able to purchase this land and keep it in agricultural production. This initiative would allow for development rights to be purchased from existing farmers and the land place into a farmland conservation trust. The land could then be sold to younger farmers at a farmland value, allowing them to continue to farm it.
	In 1976 there were 328 commercial orchards in Henderson County, a total of 9,078 acres in orchard. In 2002 the numbers have dropped to 117 orchards totaling 5,538 acres. This is a combined loss of 3,540 orchard acres over a 26 year period. North Carolina is number five in loss of farm land in the country. From 1992-1997 the state lost 168 thousand acres of prime farm land in North Carolina.
	The Henderson County Strategic Plan, approved February, 2005, contained two strategic goals related to this initiative: 1) "Expand access for agricultural enterprises to economic development and tourism promotion programs and support services;" and 2) Reduce Farmland Loss." Specific action steps included that relate specifically to this initiative are:
	<ol> <li>7. Explore ways to make economic development incentives more readily available to agriculture-related businesses</li> <li>8. Ensure that County-funded economic development programs and projects support farmland protection</li> <li>9. Provide maximum benefits under Present Use Valuation Taxation program</li> <li>10. Promote and expand voluntary agricultural districts to minimize land use conflicts and to protect farmers' rights to farm</li> </ol>

Goal:	The goal of this initiative is to preserve Henderson County's farmland and		
	increase the opportunities for young local farmers to continue farming.		
Person/Organization		Cost to Implement:	Estimated Time to
Responsible:		-	Complete:

Henderson County- (new	\$60,000	On-going	
employee- Farmland			
Preservation Coordinator)			
Working with FSA, NCCES and			
others			

Action Items:	Resources Required:	Who's Responsible:
Hire coordinator Establish land purchase protocols Acquire funding Make land purchase Coordinate with landowners wishing to sell land to insure that young farmers have the opportunity to make these purchases	\$52,000.00 salary and fringes	Coordinator
Office and supplies expense	\$8,000	

Performance Measures:An increase in the number of young farmers able to access farmland at a reasonable price. A considerable decrease in the number of acres of farmland being loss each year
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Status: Under discussion
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#### Initiative Title: Marketing and Promotion of The Foothills Highland Games

Project<br/>Narrative:The Foothills Highland Games is an annual event sponsored by Scottish Clans of<br/>the South, Inc. (S.C.O.T.S.) held in Henderson County in the fall of the year.<br/>These Games are the culmination of all of the Scottish, Scots-Irish, and Gaelic<br/>activities held throughout the United States. In 2005 the "SCOTS" will be hosting<br/>its fifth year of these Scottish Games currently held at Blue Ridge Community<br/>College. Each year has shown an encouraging increase in interest from both the<br/>public and from those who participate in the Games' many activities.



It is the purpose of the "SCOTS" organization to educate people about the culture, heritage and contributions of the Scots and Scots-Irish, to promote the perpetuation of Scottish culture, traditions, customs, history, literature and music, and to provide venues for the recognition and celebration of their rich legacy through educational, performance, and/or athletic events that encourage local, national and international interest and participation. The organization also wishes to stimulate travel and tourism activities in Henderson County.

To accomplish their goals the organization's Board of Directors will be expanded to include members of the community with expertise in Corporate Finance, Marketing, Event and Festival Planning, Corporate Sponsorship, and Fund Raising. Membership will also include representatives from the Chamber of Commerce, Local Merchant Associations, the Scottish Clans community, Parks and Recreation, and others organizations as deemed necessary.

Scott Action	ish Clans of the South, Inc. (S.C.C	Resources       Required:       ude     Marketing Funders to       ders to     Sevents       ass     Sevents	On-Going Who's Responsible: Ids
Scott Action	ish Clans of the South, Inc. (S.C.C Items: Expand Board of Directors to inclu community professionals and lead direct the activities of the Foothills Highland Games. Establish various entertainment, e and venues throughout the year to promote and sustain the Foothills Highland Games. Establish a Bagpipe instruction cla	Resources       Required:       ude     Marketing Funders to       ders to     Sevents       ass     Sevents	Who's Responsible:
Scott Action	ish Clans of the South, Inc. (S.C.C Items: Expand Board of Directors to inclu community professionals and lead direct the activities of the Foothills Highland Games. Establish various entertainment, e and venues throughout the year to promote and sustain the Foothills Highland Games. Establish a Bagpipe instruction cla	Resources       Required:       ude     Marketing Funders to       ders to     Sevents       ass     Sevents	Who's Responsible:
Scott Action	Expand Board of Directors to inclu community professionals and lead direct the activities of the Foothills Highland Games. Establish various entertainment, e and venues throughout the year to promote and sustain the Foothills Highland Games.	Resources       Required:       ude     Marketing Funders to       ders to     Sevents	Who's Responsible:
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Scott	ish Clans of the South, Inc. (S.C.C	Resources Required:	Who's Responsible:
Scott	ish Clans of the South, Inc. (S.C.C	Resources	
		<b>J.1.3.</b> ) <b>3000</b>	On-Going
F		D.T.S.) \$5000	
	Person/Organization Responsibl	e: Cost to Imple	ement: Complete:
			Estimated Time to
	County.		
	history, literature and music in ar		
Courr	Scots-Irish, to promote the perpe	-	
Goal:	To educate people about the cul	•	•
	host band for the Foothills H		
	several concerts each year a (Thanksgiving, Rose, Cottor		
	members of the local high so	•	
			y. The band, developed from
			ppipe, Brass and Drum Show
	Genealogy and other related		<b>e e</b>
	Instruction, Pipe and Brass I	Band Formation, Scottish	and Scots-Irish Heritage,
	Andrews Society, Scottish C		
	Apple Festival Parade, Tarta		
	entertained throughout the y		ited to: Burns Festivals,
	the Fall the following activitie		All and a second second
	To accomplish these activitie	es in	
	Games.		
	Games.	1 × 34	
	activities will culminate in November with the Foothills		
	and instruction. All of these		
	music events, bag pipe com	petition	and a second second
	Dancing), Highland Dancing		
	from the Scots Irish Country		
	instruction (square dancing		A STATEMENT
	to include country dancing		
	of Scots Irish activities and e	events	
	subcommittees will direct a r		
			A State and a set
	the games and his/her staff		the state of the s
	The Board, through the Pres the games and his/her staff	ident of	

Status: In progress.

## Multi- County Heritage Plan Initiative

Initiative Title	<ul> <li>A Plan for Linking Lands &amp; Communities across the Blue Ridge National Heritage Area (aka Designing a Green Infrastructure Network for the BRNHA) – pilot project</li> </ul>
Project Narrative or Description:	In contrast to the widely accepted use of the term grey infrastructure, proponents of linking lands and communities have adopted the term "green infrastructure" to define our Nation's natural life support system - an interconnected network of protected land and water that supports native species, maintains natural ecological processes, sustains air and water resources and contributes to the health and quality of life for America's communities and people.
	According to Webster's New World Dictionary, Infrastructure is defined as - "the substructure or underlying foundation, especially the basic installations and facilities on which the continuance and growth of a community or state depends". When we think of infrastructure we think of built infrastructure such as roads, electric power lines and water systems as well as social infrastructure such as schools, hospitals and libraries. However, the concept of Green Infrastructure elevates air, land, and water to an equal footing with built infrastructure and transforms open space from "nice to have" to "must have." At the same time, green infrastructure helps frame the most efficient location for development and growth - and related gray infrastructure - ensuring that developers, citizens, and communities capture the cost advantages of location and create and protect household and community amenities.
	A Green Infrastructure network encompasses a wide range of landscape elements, including: natural areas - such as wetlands, woodlands, waterways, and wildlife habitat; public and private conservation lands - such as nature preserves, wildlife corridors, greenways, and parks; and public and private working lands of conservation value - such as forests, farms, and ranches. It also incorporates outdoor recreation and trail networks.
	What gives the term Green Infrastructure its staying power is its ability to invoke images of planned networks of green spaces that benefit wildlife and people, link urban settings to rural ones and, like other infrastructure, forms an integral part of government budgets and programs.
	Addressing the WNC's natural resource needs and assets through constructing a green infrastructure network is a holistic approach that provides for connectivity of the many, fragmented plans, reports and initiatives that have previously tried to address the economic and ecological threats and opportunities presented by the geography of our region. To date, despite the admirable efforts of many individuals and agencies, there is no true comprehensive analysis of the region's green infrastructure that allows for

more efficient uses of land or that aides in long-term planning efforts. The
creation of a multi-county Green Infrastructure Network tackles the initial
steps needed to reconcile this fragmentation.

Goal:

To build a green infrastructure network in the LOS region - that serves Madison, Buncombe, Henderson and Transylvania Counties and

serves as a model/pilot for a BRNHA-region wide network project.

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Land of Sky Regional Council – Jim Stokoe & Linda Giltz		12 – 16 mos.

Action Items:	Resources Required:	Who's Responsible:
<ol> <li>Build a coalition - Identify and involve key stakeholders from each county to serve as the initiative's leadership group who will envision, plan, guide and support the place-based initiative; determine how GI is best integrated with other planning and development efforts in the region</li> <li>Develop tools necessary for effective development of the network: a powerpoint presentation on the environmental, economic and social benefits and values of green infrastructure that serves as a tool to engage new audiences; creation of regional maps with a variety of data layers;</li> <li>Design and convene community sessions covering the "why" of the green infrastructure / linking lands approach in each county;</li> <li>Design and deliver a Network Design Workshop to learn about and identify the potential network opportunities specific to the LOS region (designed as a one and a half day workshop);</li> <li>Work with county and regional partners to determine appropriate implementation strategies for the long- term health of the network and create a recommendation report to the Blue Ridge National Heritage Area for phasing in project findings into a landscape level planning for a region-wide green infrastructure initiative.</li> </ol>		LOS staff (leadership and GIS staff), primary contacts as determined by each county partner,

## Performance Measures:

Status:

## Initiative Title: Natural/Recreational Three-County Greenway System

Project Narrative: The heritage of our region is strongly tied to the outdoors and the natural landscape of the mountains. Farming, hunting, fishing, logging, hiking, wildcrafting, gardening, boating, and many more elements of the local lifestyle are dependent on the natural environment. Because of this area's	
natural amenities, which draws tourists, businesses, and residents to the area, a greenway connecting DuPont State Forest with downtown Hendersonville, Brevard/Transylvania, Fletcher, and downtown Asheville i needed. The centerpiece for this initiative DuPont State Forest, a 10,000-acre forest on the Henderson/Transylvania County line has mile of trails for equestrian, mountain biking, and hiking enthusiasts. It is the most visited forest in the state, with 106,000 visitors in 2004. Its waterfalls lakes, woodlands, clear streams, abundant flora and fauna, wetlands, and natural wonders attract visitors from around the country, the region, and the local area. Near to DuPont are Pisgah National Forest, Bent Creek Experimental Forest, Holmes State Educational Forest, the NC Arboretum Biltmore Estate, and the river park in downtown Asheville. A greenway connecting these and the tourist destinations of Hendersonville, Brevard, and Asheville will prove a boon to the economies of all communities and enhance the quality of life for residents. The greenway will provide opportunities for bicycling, hiking/walking, jogging, and a chance to visit	landscape of the mountains. Farming, hunting, fishing, logging, hiking, wildcrafting, gardening, boating, and many more elements of the local lifestyle are dependent on the natural environment. Because of this area's natural amenities, which draws tourists, businesses, and residents to the area, a greenway connecting DuPont State Forest with downtown Hendersonville, Brevard/Transylvania, Fletcher, and downtown Asheville is needed. The centerpiece for this initiative DuPont State Forest, a 10,000-acre forest on the Henderson/Transylvania County line has miles of trails for equestrian, mountain biking, and hiking enthusiasts. It is the most visited forest in the state, with 106,000 visitors in 2004. Its waterfalls, lakes, woodlands, clear streams, abundant flora and fauna, wetlands, and natural wonders attract visitors from around the country, the region, and the local area. Near to DuPont are Pisgah National Forest, the NC Arboretum, Biltmore Estate, and the river park in downtown Asheville. A greenway connecting these and the tourist destinations of Hendersonville, Brevard, and Asheville will prove a boon to the economies of all communities and enhance the quality of life for residents. The greenway will provide opportunities for bicycling, hiking/walking, jogging, and a chance to visit cultural amenities, educational sites, and scenes of beauty along the way. It highlights the variety of natural amenities, farms, and villages in the area, and encourages healthful activity in the region. It will connect communities, cities, towns, and countryside. Future possibilities for new attractions, businesses, and scenes of beauty along the way. It highlights the variety of natural amenities, farms, and villages in the area, and encourages healthful activity in the region. It will connect communities, cities, towns, and countryside. Future possibilities for new attractions, businesses, and events (such as bicycle tours, marathons, triathalons, and other sport and outdoor opportunities) abound. Greenways and parks a

Goal:	To construct a greenway system through three counties Henderson,
	Transylvania, and Buncombe Counties to highlight the region's natural
	amenities, increase tourism, enhance quality of life for residents, and improve
	the economy,

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Henderson County Greenway	Est. \$20,219,760 to	2015
Commission; Transylvania	construct a 45 mile-	
County Greenway Commission;	long asphalt greenway	

Riverlink; local governments; NCDOT, Land of Sky Regional Council; Blue Ridge National Heritage Area, etc.	that is 12' wide. This includes est. cost for drainage, signage, bridges, and possible	
Tientage Area, etc.	land acquisition	

Action Items:	Resources Required:	Who's Responsible:
<ul> <li>Identify route(s) of greenways</li> <li>Fundraising</li> <li>Prepare preliminary master plan</li> <li>Plan annual events to build support</li> </ul>		Greenway Commissions, Riverlink, and local governments

finances made available; greenways built in each	Performance Measures:	Master plan approved by each government entity;
county/community		finances made available; greenways built in each
county/community		county/community

Status:

In planning stage

Initiative Title: Greenway System to Connect Henderson, Buncombe, and Trans	
	Counties
Project Narrative:	The heritage of our region is strongly tied to the outdoors and the natural landscape of the mountains. Farming, hunting, fishing, logging, hiking, wildcrafting, gardening, boating, and many more elements of the local lifestyle are dependent on the natural environment. Because of this area's natural amenities, which draw tourists, businesses, and residents to the area, a greenway connecting our parks, schools and natural amenities is needed.
	Apple Country Greenway Commission About five years ago the Apple Country Greenway Commission held public meetings and created a conceptual plan for more than 100 miles of possible trails in the county. The first phase of the Oklawaha Greenway officially opened in 2004, offering cyclists and runners a paved trail between Jackson Park and Seventh Avenue.
	The master plan, which included the recently completed Oklawaha Trail, located in Jackson Park. This 12-foot-wide, three-fourths of a mile long trail cost about \$250,000, with about \$174,000 coming from state and federal grants, the rest from the City of Hendersonville.
	The commission hopes to add another two phases to the Greenway. Phase two would extend the Greenway from Seventh Avenue to Patton Park, and the third phase would complete the Greenway with a section from Main Street to Jackson Park. The Apple Country Greenway Commission is currently seeking funding for the remaining two phases of the Oklawaha Greenway
	The Henderson County Strategic Plan, approved February, 2005, contained a strategic goal to "Form a community and regional greenway network." This initiative is the logical next step in fulfilling this strategy.
	Greenway to Connect DuPont State Forest to Henderson, Buncombe, and Transylvania Counties
	The centerpiece for this initiative DuPont State Forest, a 10,000-acre forest on the Henderson/Transylvania County line has miles of trails for equestrian, mountain biking, and hiking enthusiasts. It is the most visited forest in the state, with 106,000 visitors in 2004. Its waterfalls, lakes, woodlands, clear streams, abundant flora and fauna, wetlands, and natural wonders attract visitors from around the country, the region, and the local area. Near to DuPont are Pisgah National Forest, Bent Creek Experimental Forest, Holmes State Educational Forest, the NC Arboretum, Biltmore Estate, and the river park in downtown Asheville.
	A greenway connecting these and the tourist destinations of Hendersonville, Brevard, and Asheville will prove a boon to the economies of all communities and enhance the quality of life for residents. The greenway will connect communities, cities, towns, and countryside and provide opportunities for

bicycling, hiking/walking, jogging, and a chance to visit cultural amenities, educational sites, and scenes of beauty along the way. It highlights the variety of natural amenities, farms, and villages in the area, and encourages healthful activity in the region. Future possibilities for new attractions, businesses, and events (such as bicycle tours, marathons, triathlons, and other sport and outdoor opportunities) abound. Greenways and parks already exist along the
proposed route and can be used as connectors.

Goal:	To construct a greenway system through three counties Henderson, Transylvania,		
	and Buncombe Counties to highlight the region's natural amenities, increase		
	tourism, enhance quality of life for residents, and improve the economy,		

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Henderson County Greenway Commission; Transylvania County Greenway Commission; Riverlink	Est. \$20,219,760 to construct a 45 mile-long asphalt greenway that is 12' wide. This includes est. cost for drainage, signage, bridges, and possible land acquisition Cost Breakdown by County Henderson County - \$4,942,608 Transylvania County - \$6,919,651 Buncombe County - \$8,357,500	2015

Action Items:	Resources Required:	Who's Responsible:
<ul> <li>Identify route(s) of greenways</li> </ul>		Greenway
- Fundraising		Commissions,
- Prepare preliminary master plan		Riverlink, and local
- Plan annual events to build support		governments

Performance Measures:	Master plan approved by each government entity; finances made available; greenways built in each county/community
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Status:

In planning stage

Initiative Title: Marketing & Promotion of Youth Educational Exhibit Hands On! – A Child's Gallery

Project Narrative or Description:	Hands On!-A Child's Gallery is a nonprofit children's museum opening in Henderson County. Children's museums are organized, non-profit institutions, educational in purpose, which utilize objects, maintain a professional staff and are open to the public on a regular basis. Hands On! received 501(c)3 status in 2004, and kicked off our fundraising campaign with a nine week pilot exhibit in 2005. After serving 3100 people in just 44 days, Hands On! is seeking donations, grants and corporate sponsors in order to open on a permanent basis.
	Hands On! will offer a wide variety of educational activities for children, while promoting the importance of family togetherness. Many of our exhibits will focus on the region of WNC. Our "Apple Seed to Apple Pie" exhibit will invite children to use their imagination as they plant their apple seeds and experience the thrill of growing apples. The "Hands On! mountain" will teach children about cause and effect relationships, while capturing the beauty of our area. Children will manipulate the flow of our waterfall as they float their small canoes and kayaks, they will be in for a surprise when they pedal their stationary mountain bikes, and they will learn of the use of ropes & pulleys on the rock side of the mountain. Other areas of focus will include our log cabin, creative art, reading teepee, and music room.
	Not only will Hands On! serve the 11,000 children ages one to ten and their families in Henderson County, but members of neighboring counties will enjoy visiting us for the day. Tourists traveling to our area to drop off and pick up children from summer camp will extend their stay in order to make time to visit Hands On!, located on Main Street in Downtown Hendersonville. And, all the grandparents living in Hendersonville will now have a place to bring their visiting grandchildren.

Goal: Our mission is to serve the needs of children and families by providing educational exhibits that stimulate the imagination and motivate learning in a fun, safe, "Hands On!" environment.

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Heather Boeke, Executive	\$1.1 million	Estimated time to open is
Director		December, 2006.
		Estimated time to raise

		ssary funds is two , Dec. 2007.
Action Items:	Resources Required:	Who's Responsible:
Grand Opening Board	Advertising & Mktg. Exe	ecutive Director &
Capital Campaign committee, Board	Grant writing,	Capital
	Marketing & consultant	& Ex. Director
Performance Measures:		
Status: Facility on Mair	Street is secured. Architectura	al design and

Status:	Facility on Main Street is secured. Architectural design and
	planning is complete. Estimated time to begin renovations is Fall of
	2006.

Initiative Title:	Henderson County Heritage Council: Promotion and Implementation of the Heritage Tourism Plan
Project Narrative:	Henderson County Travel and Tourism's Heritage Tourism Council, consisting of professionals and community leaders from communities in the county, was established in Fall 2004 to develop and implement a Heritage Tourism Plan.
	The council's mission is to create a plan that will recognize, document and promote the unique heritage of Henderson County and provide for the preservation of its heritage while developing opportunities for public education, appreciation, and participation in the county's heritage.
	A public invitation to submit heritage tourism related projects and products was extended by the Council and a public meeting held to overview the process. Proposals, submitted by local stakeholders or developed during the planning process, were reviewed, evaluated, and prioritized. Initiatives were evaluated and then given higher priority based on whether, at completion, they would:
	<ul> <li>Develop, enhance, and preserve natural, historic, and cultural sites</li> <li>Increase access to opportunities by capitalizing on the growing heritage tourism industry and the popularity of our area</li> <li>Improve sustainability by supporting economic growth and tourism</li> </ul>
	Selected initiatives were prioritized based on whether the product or project was <b>S</b> pecific, <b>M</b> easurable, <b>A</b> ttainable, <b>R</b> elevant, and <b>T</b> ime-Based. Priority initiatives included in the Heritage Tourism Plan included the following types of projects or products:
	<ul> <li>Renovations, enhancements, and new product development to preserve and protect high profile heritage and historic sites</li> <li>Natural &amp; recreation site development to create non-motorized access and provide public service</li> <li>Agri-tourism promotion and support for the sale/distribution of locally produced products</li> <li>Infrastructure development to boost tourism and support the Heritage Tourism Plan</li> </ul>
	In February, 2005 Henderson County approved a Strategic Plan with strategies to "Promote appropriate, compatible tourism," and "Participate in the development of a Heritage Tourism Plan."
	The council will facilitate, support, and sustain the on-going implementation of the Henderson County Heritage Tourism Plan, including providing technical support, collecting and disseminating pertinent information or data, and educating the public. The council plans to develop and maintain a web site to provide data and information to the public to help implement and sustain the Heritage Tourism Plan.
	The Heritage Tourism Plan is a "living" document that will be revised by the

Council, as required, to meet the needs of our citizens and visitors. Assigned members of the council will track the progress of the different initiatives and report to the council on a regular basis. Select initiatives in the Heritage Tourism Plan will be updated, replaced, or new initiatives added, based on the determination of the council. Any information gathered by the council will be shared with AdvantageWest, County and City officials, other organizations, and the general public.

**Goal:** Facilitate, support, and sustain the on-going implementation of the Henderson County Heritage Tourism Plan, including providing technical support, collecting and disseminating pertinent information or data, and educating the public.

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Henderson County Travel & Tourism	\$5000 initially, plus \$1250 / year	On-going

Action Items:	Resources Required:	Who's Responsible:
<ul> <li>Regularly scheduled council meetings</li> </ul>	\$500/year	Melody Heltman, Directory, Henderson
meetinge	\$750/year	County Travel &
<ul> <li>Annual review and updates of Heritage Plan</li> </ul>		Tourism
		Contract Staff
<ul> <li>Establish a web site to disseminate information to the public about the Henderson County Heritage Plan, heritage sites and events, etc.</li> </ul>	\$3,500	

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Status:

Planning

Initiative Title:	Historic Henderson County Courthouse	
Project Narrative:	The Historic Henderson County Courthouse, located in the heart of Historic Downtown Hendersonville on Main Street, is the oldest significant architectural structure in Downtown Hendersonville. The Courthouse was listed on the National Register of Historic Places as a place of statewide significance on May 10, 1979. It was closed when the new Courthouse located on Grove Street was dedicated on April 29, 1995, and has remained unoccupied since that time.	
	The Classical Revival architectural style building, with its copper dome displaying a figure of "Lady Justice," remains a well recognized landmark representing the character of Henderson County. The courthouse was built in 1904 by the Asheville firm of English architect Richard Sharp Smith, who supervised	

construction of the Biltmore Estate.

This year is the Centennial for the historic building. Plans are under way to celebrate the 100th anniversary of the Henderson County Historic with a series of events beginning July 15 and running through to Thanksgiving or early December. Plans call fro a courthouse anniversary celebration in downtown Hendersonville in late August or early September to allow participation by people attending the N.C. Apple Festival. Another significant event is planned for Oct. 2 that would mirror the date in 1905 that the courthouse was officially dedicated.

Downtown Hendersonville, Inc. is planning to set up a tent in front of the historic courthouse displaying renovation plans for the courthouse along with docents in period costume as a "living history" exhibit during the NC Apple Festival.

**Renovation Plans** 

At the direction of the Henderson County Board of Commissioners, a committee composed of private citizens representing the public, as well as business and civic organizations, was appointed in 2004 to study possible uses, occupants and means of financing the rehabilitation of this building. The Historic Henderson County Courthouse Committee developed the requested information and

	recommended restoring the structure. In early 2005 the county Board of Commissioners agreed to preserve the historic structure and renovate the facility for use by government and private entities, such as the Henderson County Genealogical & Historical Society. The Henderson County Strategic Plan, approved February, 2005, contained a strategic goal to "Complete the renovation of the Historic Courthouse. This initiative is a direct fulfillment of this strategy.
	At its April 2005 meeting, the Henderson County Board of Commissioners agreed to pay for interior and exterior renovations on the historic courthouse building with an estimated cost of \$8 million. The renovation plan includes:
	<ul> <li>Immediate demolition of the jail.</li> <li>Demolition of all annexes except one on the southwest corner on First Street that houses the county's finance department.</li> <li>The construction of a new annex on the west, or Church Street side, that complies with handicapped access rules and provides a historically appropriate rear entrance.</li> </ul>
	<ul> <li>The creation of a green space and parking on the west side.</li> <li>Cooperation with Hendersonville to expand the front lawn.</li> </ul>
Goal: To	preserve a well recognized and loved historic site vital to the

Goal:	To preserve a well recognized and loved historic site vital to the
	appearance and appeal of the Historic Downtown District while
	establishing a sound operations plan to fund the continued use of the
	facility.

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Henderson County	\$8 mil	3 Years

Action Items:	Resources Required:	Who's Responsible:
<ul> <li>Complete planning phase</li> <li>Obtain construction bids for renovations</li> <li>Obtain financing</li> <li>Renovation construction</li> <li>Complete Construction</li> <li>County administration moves to Historic Courthouse</li> </ul>		Henderson County and Historic Henderson County Courthouse Renovation Corp.

Performance Measures:	Strategic plan completed; construction bids and
	financing obtained; construction completed;

Administration
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Status:	Final Planning Stages

Initiative	Henderson County Historic Courthouse Heritage and History
Title:	Center
Narrative or Description:	The Heritage and History Center will be located in six rooms in the Henderson County Historic Courthouse that have been dedicated for this purpose by the Henderson County Board of Commissioners. The Commissioners have tasked the Historic Courthouse Corporation with the responsibility to fund, equip and supervise the operation of the Heritage and History Center. The Center will exhibit materials and items that are representative of the history of our community and that will give the visitor a sense of the role of the past in the development of our present-day community. The Corporation intends to develop an educational program that focuses on the exhibits in the Center for presentation to school children and visitors. It is also intended that the Corporation will sponsor community events such as dramas and other programs designed to compliment the overall vision of the Center. The Center will partner with other community organizations to develop a volunteer base and to ensure that adequate funding is available for future operations.

Goal: To create a place where residents, students and visitors will experience the growth of our community through time and how those who came before us still influence us today.

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Henderson County Historic Courthouse Corporation	Approximately \$175,000 in 2006/7 to prepare the exhibit spaces and fund Corporation operations during that period	December 2007 for the initial opening of the Center followed by several years of work to complete the entire project

Action Items:	Resources	Who's Responsible:
	Required:	

Raise \$175,000 in 2006/7, more for out- years	Funds; volunteers Historic materials	Corporation Board
Acquire items/materials for exhibit	Funds; items	"
Hire Exhibit Design Consultant	Consultant; funds	"
Define vision/theme/individual room exhibits	None	
Write strategic plan for years 2-5		

Performance Measures:	Fundraising results; number of volunteers; collection of items; meet goal of being ready in December 2007; number of visitors in 2008; strength of support by community

Status:	We have raised \$90,000 and expect to meet our 2006/7 goal this year. We will start the public campaign for funds and items for display this year. We are writing the strategic plan to guide major follow-on fundraising to be able to endow the operation of the Center
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Initiative Title:	Henderson County Heritage Resource Inventory and Interactive Map of Cultural, Historic, and Natural Amenities
Project Narrative:	Cultural, historic, and natural resources provide an important connection to the past and a key to understanding the present and future. Over time, historic buildings, sites, cemeteries, records, films, photos, and other artifacts have been lost, including personal collections. Development and growth in Henderson County, which is the fastest-growing county in WNC, have also endangered or destroyed historic buildings of architectural merit (homes, churches, barns, etc.), family graveyards, Indian mounds, and such. Without a sense of place, a community loses its roots and the link to its past. Identifying and listing items of heritage significance are the first steps in protecting and managing those places and objects that we as a community want to preserve.
	An inventory and map of historic sites and cultural amenities will enable preservation of our history. Resource surveys and documentation efforts would include archiving and making available oral histories, historic and current photographs and architectural drawings, blue prints, maps, appropriate artifacts, activities, and places that authentically represent the stories and people of the past and present.
	The Heritage Resource Inventory would include a wide range of existing and potential heritage tourism attractions, including museums, historic buildings, plaques, archaeological sites, historic trails, and other types of resources. These resources would be plotted on a county map in a Geographic Information System (GIS). The information in the GIS database would be made available on the Internet in an interactive context based resource discovery and access system that would link archival and heritage resources and published materials within the one system.
	In February, 2005 Henderson County approved a Strategic Plan with a strategy to "protect sensitive natural areas and key historic/cultural resources from extensive development." The Heritage Resource Inventory will identify and map all historic and cultural resources in the County which can be added to the county's GIS (Geographic Information System) so these resources can be considered in the Growth Management Strategy and Future Land Use Map.

This project will create an important link to the past which will help enrich the lives of Henderson County citizens and help preserve the natural, cultural, and historic resources in the county. It will also increase awareness of these "treasures" and serve as a stimulus for heritage tourism development and marketing.	elp e s" and
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Goal:	To provide an inventory of cultural, historic, and natural resources in
	Henderson County to enable local governments, citizens,
	organizations, committees, and task forces to work toward
	preserving these landmarks and historic elements.
	preserving these landmarks and historic elements.

Person/Organization	Cost to	Estimated Time to
Responsible:	Implement:	Complete:
Henderson County Travel	\$8,000	On-going
& Tourism (T&T)		

Action Items:	Resources Required:	Who's Responsible:
Establish a GIS at the Travel and Tourism offices to inventory Henderson County Heritage Resources that are linked to county property records; build and maintain (update) GIS data and information	ArcView desktop GIS software - \$1500 GIS Computer (PC Compatible with Henderson County GIS System) \$1500 GIS Coordinator \$5000/Year	Henderson Co. Travel and Tourism

## Performance Measures:

GIS online, web site online

Status: In planning stages

Initiative	International Festival Day – A Henderson County Heritage Day
Title:	

Project Narrative:	For over two centuries, Western North Carolina has steadily added diverse international elements to its population. Henderson County, with its burgeoning Hispanic/Latino community and newly arriving Asian families adding to its traditional western European and African-American base, is seeking ways to adjust to its ethnic diversity.
	Establishing an international Festival Day for Historic Downtown Hendersonville would provide the opportunity to celebrate that diversity and nurture the melding of cultures that make Henderson County an exhilarating and exciting micropolitan home for all. Scheduled for a late September weekend, The International Festival

invites all Henderson County ethnic groups to offer their foods, crafts, and music on Historic Downtown Hendersonville's nationally acclaimed Main Street.

Goal:	To establish an event to celebrate and nurture the diverse ethnic cultures in	l
	the county.	

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Downtown Hendersonville, Inc.	\$5,000	Annual (2006 forward)

Action Items:	Resources Required:	Who's Responsible:
Contact local ethnic groups (churches, associations, etc.)		Downtown Hendersonville, Inc.
Coordinate event		

Performance Measures:	

Status:	In planning stages

### Initiative Title: THE MILL CENTER FOR THE ARTS

Project	The community of Henderson County with a population of 100,000+ is
Narrative or	rich in cultural resources but has lacked a venue in which to permit
Description:	these cultural activities to take place. The new facility will become a collecting point for the community to express the various aspects of its culture from music to theater to craft and the visual and literary arts.

Goal: To provide the community with its first fine arts center and gathering place serving the entire community in developing its future.

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Old Mill Cultural Center, Inc., a/k/a The Mill Center for the Arts	\$25,000,000	Projected time frame is to break ground 4 <sup>th</sup> quarter 2007 and open 4 <sup>th</sup> quarter 2009

Action Items:	Resources Required:	Who's Responsible:
Conducting a capital campaign to raise funds to construct a 76,000 square foot cultural center.	\$25,000,000	The Mill Center for the Arts
As a part of that campaign will be the raising of an endowment of \$2,000,000 plus to insure funding	\$2,000,000+	The Mill Center for the Arts

Performance Measures:	Successful completed construction of the complex with a 3 year out schedule of planned cultural events for the community

Status:	The Mill is negotiating a contract with the architectural firm of Brian Healy Architects to be confirmed by the end of 2006. The capital campaign is presently anticipated to begin the end of 2006. Our Fundraising consultant anticipates 12-18 months to raise funds. After 50% of the funds are raised, ground-breaking can occur
	After 50% of the funds are raised, ground-breaking can occur.

## Narrative Description of Grey Hosiery Mill as taken from Application with the United States Department of the Interior National Park Service, Register of Historic Places

#### Brief history:

The City of Hendersonville gained recognition through the distribution of Grey Hosiery Products and James Grey, Jr. held several exclusive patents. The company distributed its products through sales agents and into department stores under their well-known brand names. Grey Hosiery also distributed stockings under its own brand names (e.g. "Betty Grey", "Dolly Grey", "Grey Moore", "Flamingo", and "Sarita").

The Grey Hosiery Mill, built in 1915 with additions in 1919 and 1947, is the only historic industrial building remaining in the City of Hendersonville. Located three blocks east of Hendersonville's historic Main Street area, the mill occupies approximately one-half of the western side of the block bound by Fourth Avenue East to the South, Grove Street to the west, Fifth Avenue East to the north and Pine Street to the east. The mill is located in the downtown area of Hendersonville, but is removed from the Main Street Historic District (NR, 1989) by one block of modern, non-contributing structures.

The horizontally-massed, one story mill building is typical of early 20th century industrial architecture with its large multi-pane steel sash windows, plain brick exterior, and stepped gable roof with clerestory. Overall, the building is shaped like a backward J with the 1915 and 1947 portions positioned in a north-south orientation along Grove Street connected to the 1919 section which is also positioned in a north-south orientation by a hyphen located at the southside of the parcel. To the east of the mill is a small parking lot and yard. The entire building rests on a coursed stone foundation. The interior consists of a large open area with exposed heavy timbers. Partition walls, which do not extend from the ceiling to floor, divide all of the open areas into temporary offices but do not detract from the overall scale of the original spaces.

#### **Original Portion of Mill 1915:**

Built in 1915, the original portion of the mill served as the knitting room. The façade of this long rectangular building faces south towards Fourth avenue East with its long side along Grove Street. A low hip roof portico supported by plain square columns marks the entrance to the building on Fourth Avenue. Concrete steps lead to a pair of glazed over single panel doors which are each topped by a 6 light transom. Large multi-pane steel sash windows with concrete sills flank the entrance and the façade rises to a stepped parapet that is peaked slightly in the center. The side elevation on Grove Street consists of the same large steel sash windows running the length of the building. A double leaf, nine over two panel door located in the center of the elevation is accessed by a low wooden-deck ramp. A second entrance, which is fitted with a metal roll up door, replaced the next to the northern most window bay on the Grove Street elevation. The northern most window bay has been practically enclosed around a seven by seven glass block window.

The interior of the original section has wood floors, beaded-board ceilings, and clerestory windows on both the east and west elevations that can be opened and closed with the original pulley system. The heavy timber posts supporting the roof beams and truss system are chamfered. The exposed ends of the timber beams project through the exterior walls and are carved to a rounded end. the interior plan is open except for the new partitions added by the City of Hendersonville upon occupying the mill.

#### 1919 addition:

In 1919 the building was enlarged with a roughly rectangular shaped brick addition extending to the east along Fourth Avenue and then north within the block. This addition created an overall backward J configuration with a courtyard separating the two north-south oriented sections of the building. The one story on basement brick wing along Fourth avenue that connects the two parallel sections of the mill was used for shipping and storage and is similar in detail to the original portion of the building although it lacks a clerestory. A portico that mimics the detail of the main entrance shelters a pair of separate entrance doors that face Fourth Avenue. A simple loading dock stands on the east side of the portico. The windows on the Fourth Street side of the addition have been replaced with pairs of six over six double hung wooden sash windows and enclosed above. On the courtyard elevation facing west similar modern six over six windows have replaced the lower half of the original sash. A stepped parapet with a slight peak in the center dominates the unadorned brick east end of the addition. The portion of the wing extending north into the block contained rooms for finishing, boarding, and drying. At the rear of the wing and projecting from the mill to the east stands a four bay shed-roof shop, which is constructed of corrugated metal siding on all elevations and a brick foundation. The shop is accessed through four metal roll up doors.

#### 1947 addition to the Mill

Another brick addition, constructed in 1947, extends from the north side of the original mill building and completes the block face along Grove Street. This portion of the mill is utilitarian design with only small square louvered vents, punctuating the west elevation. Four pairs of double hung windows and a recessed doorway mark the north end or Fifth Avenue elevation of the addition. This section of the mill has concrete floors, steel roof beams, and no clerestory and is open in plan.

#### Sale in 1965 by Grey

In 1965 Grey Hosiery Mill was sold to Holt Hosiery Mills, Inc. of Burlington, North Carolina. Holt Hosiery operated on this site for only two years and halted production in 1967.

During the 53 period that the mill operated Grey Hosiery was a key employer in Hendersonville and Henderson County. Although the company did not provide housing for its workers, the mill provided insurance for its employees, a nurse on duty and childcare. The mill also sponsored a number of sports teams. Upon the sale of the mill to Holt Hosiery and after 50 years in the business, James Grey, Jr. expressed his appreciation for all the past and present employees of the mill: "If there is any pleasure to be had in operating a hosiery mill the greatest pleasure to me has been my association with a very fine group of Henderson and Polk County people who have worked with me for so many years."

#### History since 1967

Since 1967 the building has served for a number of uses including a craft store, temporary home for the Henderson County Library, a Buck Stove fabrication business, and several civic groups have held fund drives and flea markets in the building. The City of Hendersonville acquired the property in 1994 to house its City Operations until 2003 at which time the City abandoned the property to move into its new City Operations one block to the East.

#### Initiative Title: Multipurpose Meeting Facility – Blue Ridge Community College

Project Narrative:	Henderson County requires a multi-purpose meeting facility centrally located in the county with easy access and adequate parking. The facility should have a large meeting room accommodate 500 or more people that can also be divided into several smaller multi-purpose breakout areas or rooms and contain adequate facilities, including a catering kitchen.
	The need for such a facility can be evidenced by the numerous calls received by both the Henderson County Travel and Tourism and the Greater Hendersonville Chamber of Commerce. Due to the lack of adequate facilities in our area, many times, these entities have to suggest contacting a larger city that can accommodate their needs.
	Blue Ridge Community College plans to build a technology complex on their East Flat Rock Campus with a multipurpose center to support large conferences, trade shows, and seminars with seating for 1,000 people. Upon completion in the next two or three years, the facility will provide the much needed meeting space for use by the community.
	Henderson County Travel and Tourism will support the project by promoting the facility for business conferences, festivals, and other special community events.

**Goal:** Grow tourism industry in Henderson County by providing conference facilities to meet the needs of small and medium size conferences. Increase capacity for local group functions, trade shows, etc.

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Blue Ridge Community College	Not yet determined	2-3 Yrs

Action Items:	Resources Required:	Who's Responsible:
<ul> <li>Planning and Design</li> <li>Construction Bids</li> </ul>		Buildings Coordinator
- Construction Blus		

Performance Measures:	Have a multipurpose meeting facility in place that
	has the ability to host 1,000 people at one time
	Construction completed within time frame and cost
	budget

Status:	Planning Stage

#### Initiative Title: Rail Corridor Preservation Policy and Reuse Strategy Project Railways played a prominent role in the history of America, shaping our Narrative: lives, communities, and culture. A major means of transportation, railways brought commerce and were catalysts to development of communities. Today, nearly half of the railway corridors in the country have either disappeared or fallen into disuse. According to the Rails to Trails Conservancy, rail corridors are now being abandoned at the rate of 2,000 miles per year nationwide. Inadequate planning to preserve these corridors is a lost opportunity to reuse a part of our history by creating a trail system to serve Henderson County communities and the region. The Henderson County Strategic Plan, approved in February 2005, includes a strategy to 1) "form a community and regional greenway network" and 2) "Develop a strategy for the reuse of rail lines in Henderson County" was specified as a next step. The goal of this initiative is to fully explore all practical options to establish a strategy to ensure any rail property is unused or may become abandoned in the future would be used for public transportation and recreation purposes. An effective rail corridor preservation policy will improve future efforts to preserve the continuity of rail corridors threatened by abandonment in Henderson County. The objective is to develop an overall strategy for preserving and acquiring these corridors and to examine alternative transportation uses for them.

By reusing abandoned railway corridors, Henderson County can build a network of trails with minimal environmental impact, while promoting our heritage, natural scenery and tourism destinations. Establishing one or more rail corridors or trails, linking communities within Henderson, Polk, Transylvania, and Buncombe counties, would provide recreation and transportation corridor(s) for use by present and future generations.

<b>Rail Corridor</b>	Preservation
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Research is required to identify inactive (or possibly soon to be abandoned) rail corridors, which generally are still in railroad company ownership, still have tracks and ties in place, but no longer have any trains operating on a regular basis. In addition, inactive rail corridors are also good candidates for abandonment, if the railroad hasn't already begun the process.

Rail corridor preservation efforts require quick and decisive action to be effective. Such efforts also need multi-agency coordination, intergovernmental cooperation, a designated (or multiple) funding sources for right-of-way acquisition, and a process for management and oversight, both for determining which endangered corridors to preserve and for protecting specific corridors.

#### Rail Trails to Enhance Quality of Life and Boost Tourism

Railroad rights-of-way (abandoned corridors) make great trails because they typically have gentle or level grades and wide rights-of- way which make them suitable for walking, bicycling, in-line skating, horseback riding, and people with disabilities. Rail-trails make wonderful linear parks by creating green spaces and offer easy access through geographic obstacles, such as bridges over streams.

These rail-trails enhance communities by creating a connection with an area's history and culture and providing access to natural and cultural resources. In many communities, rail-trail conversion projects have been catalysts for increased efforts in historical and cultural preservation, with the end result being increased awareness of and pride in community history.

Revitalizing these rail corridors, turning them into recreational trails, will create new economic opportunities. They have a positive impact by providing recreation and transportation opportunities and encouraging economic development. People are drawn to natural areas for recreation and exercise and sites with cultural or historic value entice more visitors to stay longer. Trail users also spend money on products and services related to recreational activities.

# **Goal:** To fully explore all practical options to establish a strategy to ensure any rail property is unused or may become abandoned in the future would be used for public transportation and recreation purposes.

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Henderson Country Travel & Tourism	\$10,000	3-6 months

Action Items:	Resources Required:	Who's Responsible:
Phase I - Comprehensive Rail Corridor Inventory - Inventory of existing conditions, both physical and operational; examine planning policies of the various jurisdictions; identify issues and obstacles to developing a county-wide strategy; and identify financial resources that might be available, etc. All rail corridors will be mapped and inventoried, including those that have been abandoned and those that are still active.	Coordinator	Contract Staff
Phase II - Railway Assessment – Identify, assess, and prioritize the best candidates for rail-trails conversion based on availability (acquisition potential) and potential for future use; Current ownership information will be assembled for high priority corridors to determine what legal interest the railroad has in the property in the event it ceases operation; A physical inspection of high priority corridors will also be required to determine each corridor's condition; whether it has historical assets, such as depots, passes through or near parks, schools, or other public facilities; and whether it is used for power lines or other utilities; A review of existing or future projects will also be required to determine if they will have an impact on the rail-trail.		
Phase II - Rail-trail Feasibility (Reuse) and Acquisition Study - Plan for acquiring high priority under-used or unused rail corridors in Henderson County		

Performance Measures:	Completion of 1) Comprehensive Rail Inventory	
	Study; 2) Rail Assessment; and 3) Rail-Trail	
	Feasibility and Acquisition Study	

Initiative Title:	Develop a Plan and Strategy to Establish Passenger / Excursion Rail		
Project	Service Railway Role in Henderson County History		
Narrative:	Beginning in 1882, people traveled by passenger train from Charleston, SC to Hendersonville and Asheville, North Carolina. Railway passenger service connecting Hendersonville to Asheville and points south and east was popular with the railways publicizing area attractions, resorts and the beauty of the Blue Ridge Mountains. Clean air, cooler temperatures, and the plentiful outdoor activities were an attraction for tourists. Historic Hendersonville and its neighboring community of Flat Rock were a popular tourist destination that benefited greatly from passenger rail service in this area.		
	Seventh Ave. Train Depot – Early 1900s		
	Regular passenger train service to Western North Carolina ended decades ago, but this area still attracts millions of visitors each year. Increased support for passenger rail service has sparked renewed interest in re-establishing service this area to enhance economic development and improve the state's transportation infrastructure.		
	At the end of 2001, Norfolk Southern (NS) ceased operations on 33-miles of track running between Hendersonville, North Carolina and Mascot, South Carolina, near Spartanburg. Construction of the line began in 1877 which the first train running over the route in 1878. A 3-mile stretch of track over Saluda Mountain on this route is North America's steepest mainline grade with a grade averaging 4.7 percent and reaching to 5.1 percent for more than 100-feet. Early on the steepness of the grade caused runaways and claimed lives but NS had been running four trains each day on the line for years without any mishaps.		
	The railway has no plans to abandon the track and has "rail banked" the 33- miles of railroad, reserving the right to resume operations at a later date. The good news is that NS has preserved local service between Asheville and Hendersonville. Rail banking gives interested parties the opportunity to negotiate <i>voluntary</i> agreements to use a railroad right-of-way that otherwise would be abandoned for recreational and other public use, such as commuter rail service.		
	The North Carolina Department of Transportation is the only state agency authorized to rail bank. State law also authorizes local governments to obtain rail corridors through donation or purchase. However, local rail banking is an option limited to a few corridors that railroads hold in fee simple absolute. Otherwise, a local government must purchase or condemn corridor property		

that has reverted to adjoining property owners.

Securing abandoned rail property in public ownership must occur within 45 days of its abandonment. Railroads are required to keep the state informed of the status of their systems. They are also required to notify the local community when they intend to abandon a corridor, there at least some time to begin preparations to acquire the property. The best time to acquire the rail line is before an abandonment application is filed. This allows the new line owners to take over the operation of a line before downgrading occurs.

#### Passenger Rail / Excursion Train Service in the Region

Currently, there is no regional, inter-regional, or commuter passenger rail service in Western North Carolina. There are two existing excursion trains in Western North Carolina, the Smoky Mountain Railroad, running between the Nantahala Gorge and Bryson City, with 53 miles of track, two tunnels and 25 bridges and the Tweetsie Railroad which provides a 3-mile excursion. However, these two excursion railways are too far from Henderson County to have any economic impact.

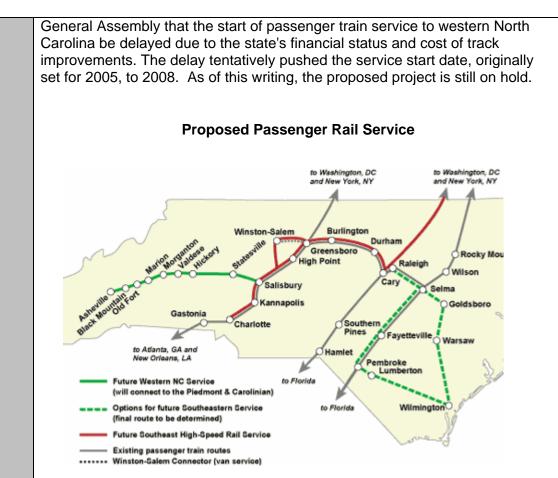
Our natural heritage, which has attracted visitors to this area for nearly 125 years, is in jeopardy due to air and noise pollution, road traffic congestion and accidents, inadequate transportation systems, especially for those who do not have personal transportation. The environment, economy, safety, and access would be greatly improved by providing high-density public transportation to the region.

The region's economic future depends on its ability to link rural communities with high-quality transportation network to boost regional tourism and help small towns become more self-sufficient. To facilitate this, the Western North Carolina Rail Corridor Committee was formed in March 2000 to promote restoration of passenger rail service to the foothills and mountains of North Carolina and to provide assistance and support to the NC Department of Transportation.

In 2001, the North Carolina Department of Transportation (NCDOT), after completing a yearlong feasibility study, unveiled a five-phase plan to bring passenger rail service back to Western North Carolina. Plans now in place include passenger train service to operate between Asheville and Salisbury, providing connections to long distance service (see attached map of proposed passenger rail routes).

Plans include building a multi-modal transportation facility in Asheville to be located in the Biltmore Station shopping center located adjacent to Biltmore Village. The new passenger service, the first in Western North Carolina since 1975, is a step towards restoring passenger rail access to what it once was (see attached historic map of former passenger rail routes) and meeting the growing public transport needs in the region.

Subsequently, in April 2002 the NCDOT recommended to the North Carolina

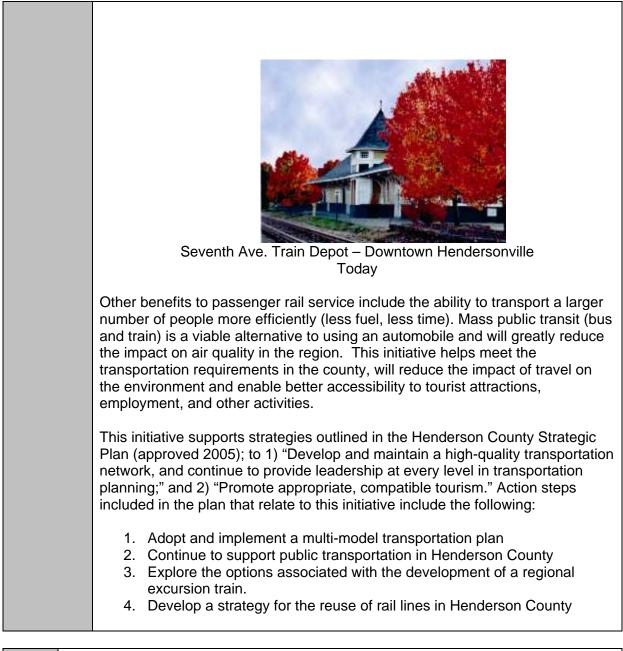


High-quality, integrated multi-mode transportation systems in Henderson County, the region, and beyond will provide access jobs, facilities, and area attractions which will generate and support economic growth. The existing rail corridors are an integral component of the transportation infrastructure and enhancing passenger rail service is essential to accommodate the population and employment growth expected in Western North Carolina over the next 20 years.

The existing rail network and under-used railway corridors can play a fundamental role in building a high-quality transportation network in Henderson County, its neighboring counties, and the region. It is more efficient to move passengers on existing rail corridors. It is also cost effective due to rising acquisition and construction costs and scarcity of public finances.

#### Using Passenger Service to Boost Tourism

Passenger rail service is vital to create accessibility throughout and beyond the County, especially to those without private transportation, which includes our citizens and the tourists visiting the area. With direct passenger service between Downtown Hendersonville and Biltmore Village, there is potential for reciprocal "shopping excursions" for tourists. It also presents the opportunity to attract visitors who travel by rail from anywhere, including New York, Atlanta, Charleston (SC) and all points in between.



**Goal:** To fully explore all practical options to establish a regional passenger/excursion train and develop a strategy to ensure existing underused or abandoned railways would be used for public transportation and recreation purposes.

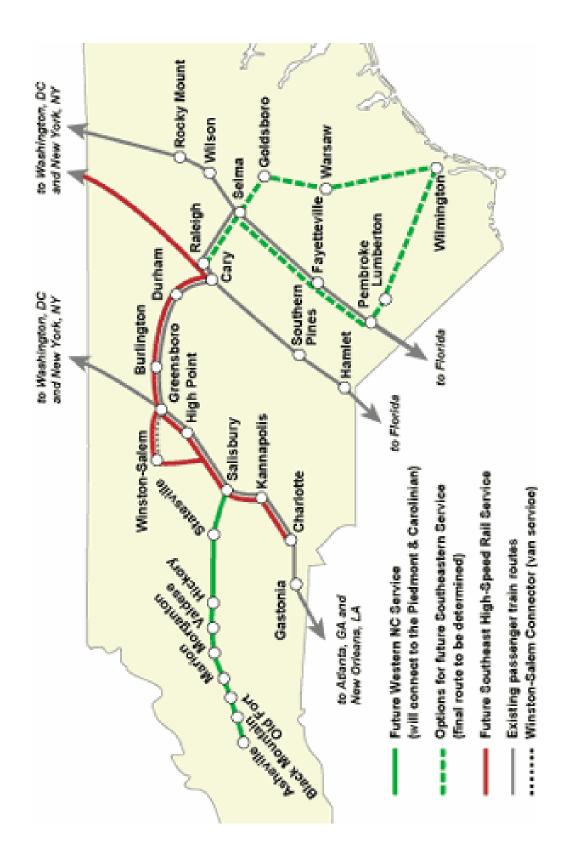
Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Henderson Country Travel & Tourism	\$15,000	2 Years

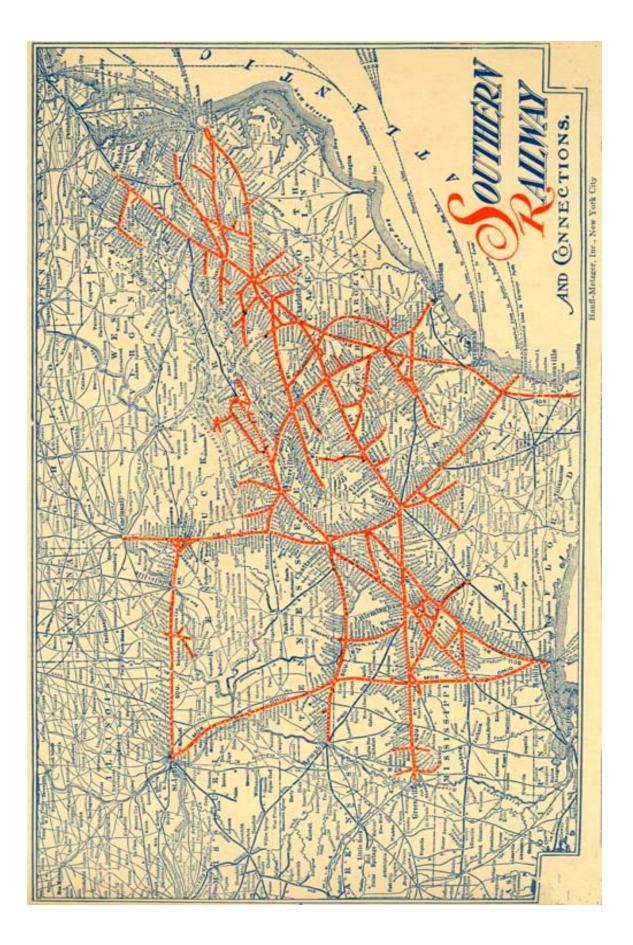
Action Items:	Resources Required:	Who's Responsible:
Coordinate Rail Corridor Preservation Policy	Coordinator	Contract Staff -

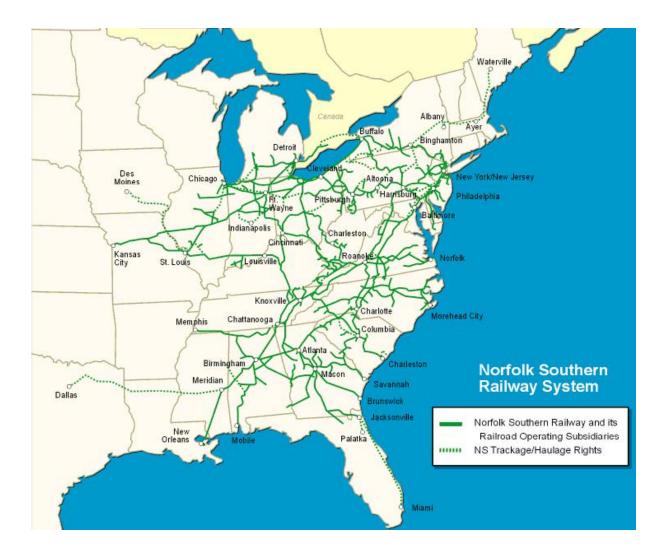
and Rail Corridor Reuse Strategic P		Plan	\$15.000	Henderson Country Travel & Tourism
			ed Rail Corridor Preserv trategic Plan	vation Policy / Rail
Status:	Proposed			

#### **Rail Corridors - Western North Carolina** (Hendersonville & Asheville in Highlighted Area)









Initiative T	tle: Scenic Byway Connecting the Historic Flat Rock Byway in Henderson County, the Pacolet River Byway in Polk County, and the Forest Heritage Scenic Highway in Transylvania and Haywood Counties
Project Narrative:	In the state of North Carolina, the Department of Transportation designates Scenic Byways to provide visitors and residents a chance to experience a bit of North Carolina history, geography, and culture while raising awareness for the protection of these treasures. The Byways are selected based on natural, cultural and historic features along the route.
	This initiative includes designation of two new scenic byways that would create a connection between the <i>Historic Flat Rock Scenic Byway</i> in Henderson County with existing byway routes through the <i>Pacolet River Byway</i> in neighboring Polk County and a portion of the <i>Forest Heritage<u>Scenic Byway</u></i> located in Transylvania, and Haywood Counties.
	Background on Existing Byways:
	The <i>Historic Flat Rock Scenic Byway</i> , the most recent designated Byway in Henderson County, consists of two roads intersecting as a "T." The main road, U. S. 25, runs north and south along the byway and through the Village of Flat Rock. This portion of the byway route begins at the intersection of Highland Lake Road (S.R. 1783) and continues south to State Route 1812. Just past the Flat Rock Playhouse, also known as the "North Carolina State Theater," the byways reaches the Little River Road (State Route 1123) or "T" intersection of the byway. Travelers may continue west on Little River road past "Connemara," the Carl Sandburg National Memorial Site, for four miles from U.S. 25 to Pinnacle Mountain Road (State Route 1114).
	In Polk County to the east of Henderson County, the <i>Pacolet River Byway</i> begins where U.S. 176 crosses High Bridge at the Henderson County border. This byway parallels the Saluda Grade, the steepest mainline railroad grade in the United States, passing the historic towns of Tryon and Saluda, and terminates at the South Carolina border.
	West of Henderson County, the <i>Forest Heritage Scenic Byway</i> through the Pisgah National Forest begins at the intersection of U.S. 64 and U.S. 276 near the town of Brevard in Transylvania County. The U.S. 276 Section of this scenic byway has access to numerous attractions, including Looking Glass Falls, the Cradle of Forestry, Pisgah Fish Hatchery, Pisgah Center for Wildlife Education, Pisgah Forest, and the Blue Ridge Parkway.
	Description of Proposed Byways:
	Two scenic byways, one to join the <i>Historic Flat Rock Byway</i> with the <i>Pacolet River Byway</i> in Polk County and another connecting with the U.S. 276 portion of <b>the</b> <i>Forest Heritage Scenic Byway</i> in Transylvania and Haywood Counties would create a unique scenic route, linking these four (4) Counties. (Please see

attached maps, Bicycling Henderson County, Western North Carolina Road Map, and narratives with maps on each individual scenic byway, for reference.)

### Proposed Byway #1

This new byway would connect the existing *Historic Flat Rock Scenic Byway* (Henderson County) to the *Pacolet River Byway* (Polk County). The byway route would begin on U.S. 276 at the Henderson County border and continue following the Southern Highlands Cross-State bike route (#8) via Oak Grove Road (State Route 1807) and Blue Ridge Road (State Route1812) and connect with the Historic Flat Rock Scenic Byway at U.S. 25 near its intersection with Little River Road.

This byway would preserve access and increase awareness of several historic and natural sites. One of these sites is an architecturally significant and historic bridge. Historic High Bridge, with its concrete Roman arch design towering 200 feet above Green River near the town of Saluda, was the highest bridge of its kind east of the Mississippi when it opened in 1927. This bridge and U.S. 176 carried most traffic between Hendersonville (Henderson County) and Saluda (Polk County) and points south before Interstate 26 opened in the early 1970s. Today, plans include preserving the historic bridge and establishing a destination park with bike and walking trails.

## Proposed Byway #2

An additional byway to connect the *Historic Flat Rock Scenic Byway* to the *Forest Heritage Scenic Byway* in Transylvania County would begin at the intersection of Kanuga/Crab Creek Road (State Route 1127) and Little River Road (State Route 1123). The route would continue on Crab Creek Road (State Route 1127), providing access to the Holmes State Educational Forest, a 231-acre preserve and environmental education facility, featuring self-guided trails that include exhibits, tree identification signs, a forest education center and a talking tree trail.

This byway route would provide direct access to the newly designated DuPont State Forest. DuPont State Forest, located along the Henderson/Transylvania County line, has three significant waterfalls and miles of trails for equestrian, mountain biking, and hiking enthusiasts and is the most visited forest in the state, with 106,000 visitors in 2004. Access to the forest would follow a loop route veering off Crab Creek Road to Old CCC Road (State Route 1128) which connects with DuPont State Forest just past its intersection with Sky Valley Road.

From the DuPont State Forest, the byway route would loop back to Crab Creek Road via Old CCC and Sky Valley Roads and continue to U.S. 64 near the community of Pisgah Forest. The new byway would continue west, paralleling U.S. 64, to the intersection of U.S. 276 and the starting point of the Forest Heritage Scenic Byway in Transylvania County.

The byway route would continue northwest along U.S. 276, past its intersection

with the Blue Ridge Parkway, to the intersection of Highway 110 and 215 in Haywood County. The route of the byway would then loop back around to U.S. 276 by following Highway 215 to the Blue Ridge Parkway and heading to U.S. 276 and then south to U.S. 64.

The two new scenic byways, connecting to existing byways in Henderson, Polk, Transylvania, and Haywood counties, would create a unique scenic route past historic sites, rivers, waterfalls, and forests. These connected byways would create an attraction and would preserve and protect the natural, cultural, and historic features in the four-county area.

Goal:	Scenic byways designated with inclusion in an updated NC Scenic Byway Map to
	achieve:
	<ul> <li>Increased tourism through a new "attraction"</li> </ul>
	Establish a push-pull opportunity for visitors botwoon four counties

- Establish a push-pull opportunity for visitors between four counties
- Create access to newly designated DuPont State Forest in Henderson County
- Preserve and protect the natural, cultural and historic features in four counties

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Henderson County Travel & Tourism	None	Start 2005, Complete by March 2006

Action Items:	Resources Required:	Who's Responsible:
Initiate and coordinate project:	Staff Coordinator	Henderson County Travel & Tourism
<ul> <li>Fill out the Designation Readiness Worksheet</li> <li>Contact State Byway Coordinators to begin understand and confirm the nomination process, including representatives from NC Department of Transportation, NC Division of Tourism, Film, and Sports Development, and the Environmental Programs Director for Federal Highway Administration – North Carolina Division</li> <li>Complete application for byway nomination</li> <li>Send in Nomination to FHWA – North Carolina Division office no later than March 31, 2006</li> </ul>	40 Hours Estimated Time to Coordinate Project	

Performance Measures:	NC Scenic Byway designations for two new routes in
	Henderson County and inclusion in the NC Byway Map

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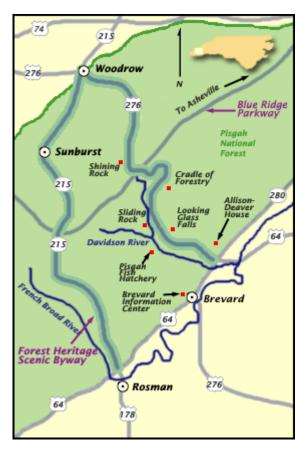
## PACOLET RIVER SCENIC BYWAY Henderson and Polk Counties





#### FOREST HERITAGE SCENIC BYWAY Transylvania County





# Henderson County Assets

Agriculture	Crafts	Cultural	Events / Festivals	Music	Natural / Environmental	Scots - Irish
Antique Truck and Tractor Museum	Art Gallery at Opportunity House	Antique & Classic Car Shows	4th of July Celebration	Bluegrass Music & Dancing	Apple Country Bicycle Tour	Ceilidh Concert
Apple Blossom & Harvest Tour	Art on Main - Sidewalk Art Show	Antique Show	Antique & Classic Car Shows	Carl Sandburg Home-Folk Music Festival	Bullington Center Public Gardens & Nature Trails	Foothills Scottish Highland Games & Festival
Apple Blossom & Production Tour	Art Works and Crafts School	Antique Truck and Tractor Museum	Antique Show	Ceilidh Concert	Center for Craft, Creativity & Design	Town of Fletcher Parks
Apple Growers Ext Agent	Bearfootin' in Hendersonville	Apple Blossom & Harvest Tour	Apple Blossom & Production Tour	Chamber Music Concert Series	City of Hendersonville Parks	
Apple Orchard Tour event of NC Apple Festival	Bearfootin' in Hendersonville Public Auction	Art Gallery at Opportunity House	Apple Country Bicycle Tour	Christmas Chorale & Band Concert	Connemara: Carl Sandburg Home, National Historic Site	
Apple Recipe Contest/NC Apple Event	Chalk It Up Sidewalk Art Contest	Art Works and Crafts School	Apple Orchard Tour event of NC Apple Festival	Christmas Parade	Environmental & Conservation Organization Guided Trail Walks	
Bullington Center Annual Plant Sale	Folk Art	Autorama	Apple Recipe Contest/NC Apple Event	Downtown Hendersonville Holiday Lighting Celebration	DuPont State Forest	
Bullington Center Workshops	Four Seasons Arts Center	Baker-Barber Photo Collection	Art on Main - Sidewalk Art Show	Downtown Hendersonville Street Dances	Dupont State Forest Trail Marathon	
Bullington Center Public Gardens & Nature Trails	Gingerbread House Competition	Bearfootin' in Hendersonville	Autorama	Home for the Holidays	Earth Day Festival	
Christmas Tree Growers Extension Agent	Hands On! A Child's Gallery	Bluegrass Music & Dancing	Bearfootin' in Hendersonville	Historic Downtown Hendersonville	Flat Rock Nature Center	
Dog Shows	Harvest of Quilts	Blue-Gray Heritage Weekend	Blue Ridge Area Hand bell Festival	Farm City Day	Gem & Mineral Spectacular / event of NC Apple Festival	

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Earth Day Festival	Henderson County Arts Council /Arts Center Sponsored Events	Ceilidh Concert	Blue-Gray Heritage Weekend	Festival of Carols & Tree Lighting	Green River Gamelands Trails	
Farm City Day	Henderson County Crafters Assn. Craft Fall Show	Center for Craft, Creativity & Design	Breakfast with the Elks/NC Apple Event	Flat Rock Music Festival	Guided Hikes	
Flat Rock Nature Center	Henderson County Crafters Assn. Craft Spring Show	Chamber Music Concert Series	Bullington Center	Fletcher Community Park & Kate's Park	Henderson County Nature Trails	
Garden Jubilee	Henderson County Crafters Assn. Craft Summer Show	Christmas Chorale & Band Concert	Cantabile Chorale Group	Fletcher Christmas Parade	Henderson County Parks & Recreation	
Growin''' in the Mountains Lawn and Garden Show & Sale	Henderson County Curb Market	Home for the Holidays	Carolina Concert Choir	Foothills Scottish Highland Games & Festival	Holmes Educational State Forest	
Henderson County Curb Market	Historic Johnson Farm Children's Programs	Community Theatre Productions	Ceilidh Concert	Fourth of July Celebration	Jump Off Rock	
Henderson County Home Garden Tour	Historic Johnson Farm Festival	Connemara: Carl Sandburg Home, National Historic Site	Center for Craft, Creativity & Design	Harambee Festival	Mineral & Lapidary Museum of Henderson County	
Horse Shows	International Festival	Connemara: Carl Sandburg Home- Celebration of Books & Authors	Chalk It Up Sidewalk Art Contest	Hendersonville Symphony Orchestra Concerts	Oklawaha Greenway - Jackson Park	
King Apple Parade	NC Apple Festival Street Fair	Connemara: Carl Sandburg Home- Christmas at Connemara	Chamber Music Concert Series	Hendersonville Community Band Concerts	Pisgah National Forest-N. Mills River Recreational Area	
Mountain Farm & Home Museum	NC Mountain State Fair	Connemara: Carl Sandburg Home-Folk Music Festival	Christmas Chorale & Band Concert	Historic Johnson Farm Bluegrass & BBQ	Self Guided Driving Tours	
NC Apple Festival Street Fair	Old Timey Christmas at the Curb Market	Connemara: Carl Sandburg Home-Poetry Celebration	Christmas Parade	Historic Johnson Farm Festival	Tour de Falls by Friends of DuPont Forest	
Old Timey Christmas at the Curb Market	Old Tyme Music Fest	Historic Downtown Hendersonville	Community Theatre Productions	Music by the Lake Concert Series	USA Marathon Trail Championships sponsored by Henderson County YMCA	

Old Timey Christmas at the Curb Market	Opportunity House Arts & Crafts Fair	Downtown Hendersonville Street Dances	Concert in the Park	Music On Main Street	Waterfalls	
Rodeos-WNC Agricultural Center	Southeastern Animal Fiber Fair	Downtown Lighting Celebration	Connemara: Carl Sandburg Home, National Historic Site	NC Apple Festival Street Fair		
Self Guided Driving Tours	Summer Splash-Craft Fair/Bike Ride	Farm City Day	Connemara: Carl Sandburg Home- Celebration of Books & Authors	NC Mountain State Fair		
Southeastern Animal Fiber Fair	UNCA Kellogg Conference Ctr	Flat Rock Music Festival	Connemara: Carl Sandburg Home- Christmas at Connemara	Old Timey Christmas at the Curb Market		
Van Wingerden International Open House		Flat Rock Playhouse	Connemara: Carl Sandburg Home-Folk Music Festival	Old Tyme Music Fest		
WNC Fall Harvest Days Engine and Tractor Show		Fletcher Arts & Heritage Lecture Series	Connemara: Carl Sandburg Home-Poetry Celebration	Olde Fashioned Hendersonville Christmas		
		Folk Art	Connemara: Carl Sandburg Home- Rootagbaga Stories & World of C. Sandburg	Opportunity House Cultural Events		
		Folkmoot USA-The NC International Folk Festival	Dog Shows			
		Foothills Scottish Highland Games & Festival	Downtown Hendersonville Street Dances			
		Fourth of July Celebration	Downtown Lighting Celebration			
		Genealogical & Historical Society	Dupont State Forest Trail Marathon			
		Grey Hosiery Mill - Mill Center for the Arts	Festival of Carols & Tree Lighting			
		Harambee Festival	Flat Rock Music Festival			

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	Harvest of Quilts	Fletcher Arts & Heritage Lecture Series		
	Henderson County Arts Council /Arts Center Sponsored Events	Fletcher Christmas Parade		
	Henderson County Curb Market	Folkmoot USA-The NC International Folk Festival		
	Henderson County Public Library Special Collections	Foothills Scottish Highland Games & Festival		
	Historic Flat Rock Inc./ Preservation Society	Four Seasons Arts Center		
	Historic Henderson County Courthouse History Museum	Friends of the Henderson County Library Book Sale		
	Historic Hendersonville Depot	Gem & Mineral Spectacular		
	Historic Johnson Farm	Gem & Mineral Spectacular / event of NC Apple Festival		
	Historic Johnson Farm Bluegrass & BBQ	Gingerbread House Competition		
	Historic Johnson Farm Christmas Celebration	Greater Hendersonville Chamber of Commerce Business Showcase		
	Historic Johnson Farm Festival	Growin''' in the Mountains Lawn and Garden Show & Sale		
	International Festival	Halloween Carnival		
	Louise Bailey Archives - Blue Ridge Community College	Harambee Festival		
	Mask Museum	Harvest of Quilts		
	Music On Main St Classic Car Show	Healthy Lifestyles Expo		

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NC Mountain State Fair	Hendersonville Symphony Orchestra Concerts		
Old Timey Christmas at the Curb Market	Henderson County Arts Council /Arts Center Sponsored Events		
Old Timey Christmas at the Curb Market	Henderson County Crafters Assn. Craft Fall Show		
Old Tyme Music Fest	Henderson County Crafters Assn. Craft Spring Show		
Opportunity House Cultural Events	Henderson County Crafters Assn. Craft Summer Show		
Preservation Commission	Henderson County Home Garden Tour		
Preservation Society Home Tours	Hendersonville Chorale		
St. John in the Wilderness Episcopal Church	Hendersonville Community Band Concerts		
Stars Under the Stars Silent Film Series	Hendersonville Film Society		
UNCA Kellogg Conference Ctr	Hendersonville Merchants & Business Assn. Sponsored Events		
Wal-mart Classic Car Shows	Historic Downtown Hendersonville		
WNC Air Museum	Historic Flat Rock Inc./ Preservation Society		
	Historic Flat Rock Inc./ Preservation Society		
	Historic Hendersonville Depot Open House		
	Historic Johnson Farm Bluegrass & BBQ		

Historic Johnson Farm Children's ProgramsImage: Children's Children's ProgramsImage: Children's ProgramsImage: Children's Program	· · · · · · · · · · · · · · · · · · ·			
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sponsored by Narnia Studiossponsored by Narnia Studiossecond second seco		Lion's Club Big Apple Country Breakfast		
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Concert Series       Concert Series         Image: Concert Series       Music On Main St Classic Car Show         Image: Concert Series       Music On Main Street         Image: Concert Series       NC Apple Festival Street         Image: Concert Series       NC Mountain State Fair         Image: Concert Series       Image: Concert Series		Motorama		
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Old Timey Christmas at the Curb Market     Old Timey Christmas at       Old Timey Christmas at     Old Timey Christmas at		NC Apple Festival Street Fair		
the Curb Market       Old Timey Christmas at		NC Mountain State Fair		
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the Curb Market		Old Timey Christmas at the Curb Market		
Old Tyme Music Fest		Old Tyme Music Fest		

Olde Fashioned Hendersonville Christmas	
Opportunity House Arts & Crafts Fair	
Opportunity House Cultural Events	
Pardee Hospital 8-K & I- Mile Family Fun Run/NC Apple Events	
Preservation Commission	
Preservation Society Home Tours	
Rodeos	
Sandburg's Lincoln Festival	
Southeastern Animal Fiber Fair	
Summer Splash-Craft Fair/Bike Ride	
Tour de Falls by Friends of DuPont Forest	
Trick of Treat Street	
USA Marathon Trail Championships sponsored by Henderson County YMCA	
Village of Flat Rock Merchants Sponsored Events	
Visitors Information Center	
Wal-Mart Classic Car Shows	
WNC Air Museum Air Fair	

	WNC Air Museum Open Festival / event of NC Apple Festival		
	WNC Air Museum Air Fair		
	WNC Fall Harvest Days Engine and Tractor Show		