

Blue Ridge National Heritage Area Surry County Heritage Tourism Plan

Overview

Surry County has been involved in some level of heritage tourism for well over ten years, with traditional string band music, local history and the scenic landscape playing a real role in the tourism marketing efforts of the county's towns. The largest town, Mount Airy, has a vested interest in maintaining a small-town atmosphere with its campaigns to capitalize on native son Andy Griffith and other well-known residents. In fact, Mount Airy has used the "Mountains, Music & Mayberry" positioning statement in marketing since 1995.

Our Assets

Natural Resources

Surry County sits at the northern-most end of the Yadkin Valley, with the Blue Ridge Escarpment defining its northern edge. Pilot Mountain State Park, Horne Creek Living History Farm, Fisher River Park, and the Blue Ridge Parkway are all major presences in the county, along with other natural resources and parks. Mitchell River, Fisher River and the Ararat River drain southward into the Yadkin River, which forms the southern-most boundary of the county.

The county has a wide range of elevations and terrain that runs from perpendicular bluffs to flat river bottom. The lowest point is 736 feet above sea level, while the highest is 3,564 ft. near the top of Fisher Peak. The soils vary greatly, as do mineral deposits, and there is a significant presence of gneiss granite stone, with the world's largest open face granite quarry. The distinctive knob of Pilot Mountain is actually a huge granite outcropping that has provided a visual cue to travelers for centuries. The county has been going through a gradual awakening of interest in recreational activity over the past ten years, with new parks, riding trails, and designation of over 50 miles of scenic bike paths that include several historic sites.

Traditional Music

Surry County was settled by a mixture of European, English, Scots, and Irish people in the 18th and 19th Centuries, and as such had a very rich tradition of string band music and ballads. Luckily, those traditional forms lived into the 20th Century and were studied extensively by various performers and academic experts during the folk music revival of the 60's. The traditions of the communities of Lowgap and Round Peak, as well as Mount Airy, were especially strong and continue to be passed along today.

A major force in maintaining the traditions was radio station WPAQ-AM, which has played local and regional string band music for well over 50 years now. The archives of WPAQ founder and owner Ralph Epperson are now being catalogued, copied and preserved by the Southern Folklife Center in Chapel Hill for potential creation of a traditional music and old time radio study collection.

History & Culture

Surry County was formed in a division of Rowan County in the 18th Century, with a land mass that encompassed present-day Forsyth, Stokes, Surry and Yadkin Counties, including the Wachovia Tract purchased by the Moravians for settlement of Bethabara, Bethania, Salem and other communities.

Patriots from Surry gathered in present-day Elkin to join others from the mountains as troops began to gather for the Battle of Kings Mountain.

The population growth of the eastern area of the county was such that the land was cut in half, leaving Surry with a county seat in Rockford, which was chartered for development in 1796 on the northern bank of the Yadkin River. Surry was home to a few large plantations in sprawling river bottoms, but the topography in large areas was not so handy for farming. The larger portion of the county was settled by smaller subsistence farmers, with a few villages and very small towns built around grain and woolen mills powered by water wheels.

That development pattern continued through most of the 19th Century, with little direct impact from the Civil War beyond the general economic devastation of the whole region. When railroads began to reach out into the mountainous western counties, the economy and culture shifted rapidly in the closing years of the 19th Century. It was during this period that industry began to explode in the county, when agriculture moved from subsistence to earn cash, and when natural resources such as granite stone and timber were exploited on a large scale. Elkin became a center of wool and cotton weaving, Mount Airy was a furniture and textile center along with its granite, and other communities were major producers of food and tobacco for markets in cities to the east.

Even with that dramatic growth at the dawn of the 20th Century, Surry County remained a largely rural area that was not immune from outside influences, but continued to work, worship, learn and celebrate in ways that preserved traditions. Traditional string band music was very strong in the Round Peak community of northwestern Surry County and managed to survive into the 1960's and '70's with support from WPAQ-AM850 until being championed by outside listeners. Luckily, this means that there is more film and audio, as well as written material, to document the older traditions and artists who kept the music alive.

The crafts and foods of the county have also survived in many important ways. Annual festivals celebrate the *sonker* (a deep dish fruit pie), apple butters, and other old fashioned foods, while many of the former tobacco farmers in Surry celebrate the grape harvest and the new wine industry. Surry is central to the Yadkin Valley wine region, with more wineries (seven bonded wineries and more on the way) than any other county in North Carolina.

The craft traditions have lived on in isolated pockets, but there has been a great deal of emphasis on revival of hand craft traditions in the past few years. In 2004 a guild of craft professionals was organized in Surry County, incorporating 14 counties in northwestern NC and three counties in southwestern Virginia, an area that includes the water shed of the Yadkin River. The Yadkin Valley Craft Guild and other regional organizations in the northern Blue Ridge Mountains are helping to elevate the quality of craft work, as well as develop new ways to improve training and business formation opportunities for citizens.

Heritage Tourism Planning

As noted earlier, Surry County has been working in heritage tourism for long while. Historic tourism was the focus of a regional program operated by the Northwest Piedmont Council of Governments in the 1970's, even before the development of North Carolina's Heritage Tourism program in the 90's.

A group of citizens from a broad spectrum of organizations and projects came together in a number of small and large meetings to discuss their ideas and develop written plans for the various initiatives they would like to pursue under the broad umbrella of the National Heritage Area. These citizens

formed the Heritage Council for the County and will likely become the core organization to promote and coordinate the developments ahead. Certainly this group includes the important champions of existing and future projects that will have an impact on tourism for Surry County.

**Blue Ridge National Heritage Area
SURRY COUNTY HERITAGE TOURISM COUNCIL**

| Name | Organization |
|----------------------|--|
| Marian Venable | Rockford Preservation Society & Surry Historical Society |
| Emma Jean Tucker | Surry Historical Society |
| Chris Knopf | Planning Director, Surry County |
| Joanna Radford | Cooperative Extension Agent, Surry County |
| Bryan Cave | Cooperative Extension Director, Surry County |
| Linda Blue Stanfield | Mount Airy Museum of Regional History |
| Walter White | Surry Historical Society |
| Robbie Ernhart | Surry Natural Resources Committee & Mountain Music Alliance |
| Teresa Howell | Main Street Coordinator, Town of Elkin |
| Doris Petersham | Yadkin Valley Craft Guild, Elkin |
| Bill Colvard | Foothills Arts Council, Elkin |
| Kay Martin | Lowgap Community Center, Heritage Jubilee |
| Jessica Icenhour | Tourism Coordinator, Mount Airy Chamber & TDA |
| Laurette Leagon | Yadkin Valley Chamber & Yadkin Valley Tourism Auth. |
| Mitch Williams | Engineer, City of Mount Airy |
| Tanya Jones | Surry Arts Council |
| Robin Rhyne | Surry Economic Development Partnership |

**Blue Ridge National Heritage Area
SURRY COUNTY HERITAGE TOURISM PLAN
SUMMARY CHART**

| Initiative Name | Estimated Costs |
|---|------------------------|
| 1. North Carolina Civil War Trails for Surry County | \$5,500 |
| 2. River Paddle Trails | \$25,000+ |
| 3. Rockford Historic Village | \$34,500 |
| 4. Reeves Historical Park | \$6,700 |
| 5. Mount Airy Museum of Regional History Completion Plan | \$1,130,000 |
| 6,7,8. Lowgap Heritage Jubilee Festival, Pickin' on the Front Porch, Room of Memories & History | \$2,000+ |
| 9. Tobacco Barn Trail | \$18,000+ |
| 10. Interstates District Development Plan | \$3,900,000 |
| 11. Mountain Music Alliance | \$135,000 |
| 12. Surry African-American Cultural Heritage Sites & Trails | \$2,500 |
| 13. Yadkin Valley Craft Guild - Craft Education and Marketing Assistance | \$4,400,000 |
| 14. Yadkin River Heritage Corridor | \$211,000* |
| 15. Visit The Yadkin Valley & Its Wineries – A Regional Campaign | \$300,000 |
| 16. Yadkin Valley Scenic Byway - From Leaf to Vine | \$No Cost |
| 17. Mountain Music Heritage Scenic Byway | \$No Cost |
| 18. Hospitality Training & Destination Management Programs | \$2,000 |
| 19. AgriCultural Tourism Trail - It's Homegrown & Handmade | \$No Cost |
| 20. Reeves Theater Renovation Project** | \$3,000,000 |
| Grand Total | \$13,172,200 |

**Anticipated costs to be shared with other counties within the Heritage Area program.*

***New Heritage initiative in 2008*

+Initial cost to establish projects, with subsequent budgets under consideration

**Blue Ridge National Heritage Area
SURRY COUNTY PRIORITY INITIATIVE**

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| Initiative Title: | 1. North Carolina Civil War Trails for Surry County |
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| Project Narrative : | <p>The North Carolina Civil War Trails program, formally launched in April of 2005, seeks to add a network of sites and markers to commemorate Stoneman’s Raid through Western North Carolina, and to celebrate the story of the Civil War era in our region. Stoneman’s Raid was the largest military action seen in the mountainous northwestern section of the state.</p> <p>This plan envisions five sites in Surry County, with markers that inform travelers and residents alike of the major events that occurred in the county. The final result will depend upon local input and investments by either public or private groups in the county, but ideal sites might include: Historic Village of Rockford, Elkin, Dobson, Siloam and Mount Airy.</p> <p>The sites for Rockford and Siloam, in rural areas of the County, along the banks of the Yadkin River, have already been approved for markers by action of the County Commissioners. The Siloam site is the lone documented military engagement in the County during the Civil War period. Research on historic copy and archival illustrations or photographic material is now in process.</p> <p>In addition to the opportunity to showcase the history of Stoneman’s Raid through Surry County, this initiative also highlights the Raid’s progress on to targets in southwestern Virginia and makes connections with the Virginia Civil War Trail, a popular tourism attraction that served as the model for North Carolina’s trail.</p> <p>The Heritage Tourism Officer for the region will assist local historians in identifying and documenting potential sites, submission of appropriate nomination materials, and securing funding for placement of Civil War Trails markers at the above sites (at \$1,100 each) and the annual insurance and maintenance fund (\$200/yearly).</p> |
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| Goal: | Present a network of Civil War Trails markers to commemorate Stoneman’s Raid through Surry County in the closing days of the Civil War, ensuring that local towns and historic sites are part of both the statewide and multi-state marketing campaign |
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| Person/Organization Responsible: | Cost to Implement: | Estimated Time to Complete: |
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| Marion Venable/Surry County Historical Society | \$5,500 + | 1 year to work with local groups and governments. |

| Action Items: | Resources Required: | Who's Responsible: |
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| - ID potential sites and develop related documentation | None Additional | Marion Venable, et al. |
| - Prepare copy & secure art | Access to archival resources (local/state) | Marion Venable, et al. |
| - Submit copy and materials to NC CWT | Existing resources Plus funds for costs | Marion Venable, et al. |
| - Prepare promotion & educational plan | No new resources | Marion Venable, et al. |

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| Performance Measures: | <p>Securing commitment for additional markers</p> <p>Installation of markers</p> <p>Inclusion of Surry County sites on the Web site and brochures/maps published by the North Carolina Division of Tourism for the North Carolina Civil War Trails.</p> |
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| Status: | <p>Civil War markers are in place and have been dedicated at Rockford and Siloam. There is a State historic marker in Mt. Airy relating to the Civil War and the possibility of securing a Civil War Trail marker for that site is being explored. Possible sites near the Elkin Library and Dobson courthouse square are also being explored.</p> |
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**Blue Ridge National Heritage Area
SURRY COUNTY PRIORITY INITIATIVE**

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| Initiative Title: | 2. River Paddle Trails |
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| Project Narrative : | The Surry County Natural Resources Commission, a county commissioner appointed committee, has given high priority to river access throughout the county. A subcommittee has developed and has been charged in exploring, researching, reporting and implementing river access to three county rivers; Mitchell, Fisher and Ararat Rivers. |
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| Goal: | Paddle Trails goal is to have public access along the Mitchell, Fisher and Ararat rivers, focusing on one river at a time. Providing access to the county’s natural resources will give residents more opportunity for recreation and give tourist another reason to visit the beautiful, pristine, Surry County. |
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| Person/Organization Responsible: | Cost to Implement: | Estimated Time to Complete: |
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| Surry County Natural Resources Commission Subcommittee Chair: Joe Mickey Subcommittee Mentor: Joanna Radford | Approximately \$25,000 per site | One year |

| Action Items: | Resources Required: | Who’s Responsible: |
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| Evaluating rivers, Designing access points, implementing access points | Time, Canoes, materials for access points, maintenance and upkeep | Subcommittee: Joe Mickey, Joanna Radford, Robbie Earnhart, Dick Everhart, Kelly Eanes, and Bern Schumak Contracting firm Parks and Recreation |

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| Performance Measures: | Usage of access points |
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| Status: | Paddle Trails Subcommittee formed by Surry Natural Resources Commission to evaluate rivers, develop access plan. Committee identified potential access sites on all 4 main Surry County Rivers - Yadkin, Mitchell, Fisher and Ararat – in 2005. In 2006 it was decided to focus initial site development efforts on the Mitchell, specifically an access point at the Zephyr-Mt. Park Road bridge crossing. That site is now under construction. Two access sites have also been established by Surry County Parks and Recreation on the Ararat as part of the Mt Airy Greenway. A Paddle Trails Map has been published by the Natural Resources Commission showing all 27 available public access points on the four rivers in Surry County. Nine of the 27 are publicly owned and |
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| | <p>maintained with facilities (paved or graveled access road and parking, graded boat launch ramp, etc.). The remainder are on public road rights-of-way at bridge crossings and are unimproved. Current priorities are to develop an additional access point on the Mitchell and a couple of additional points on the Yadkin.</p> |
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**Blue Ridge National Heritage Area
SURRY COUNTY PRIORITY INITIATIVE**

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| Initiative Title: | 3. Rockford Historic Village |
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| Project Narrative : | <p>The village of Rockford served from 1789 -1850 as the seat of government for Surry County, after the territory covered by present day Surry and Yadkin Counties was carved from the northern area of Rowan County. The village district was placed on the National Register of Historic Places in 1976.</p> <p>The village boasts a built history dating from the early county seat era and from the heyday of the passenger train, which served the Yadkin Valley from 1890 to 1955. The Rockford Preservation Society has managed the village since the group’s inception in 1972 and interest has slowly grown over time. Three of the five properties owned by the Preservation Society have been restored; plans include the use of these properties by skilled craftsmen for working studios and sales galleries, hopefully with the Yadkin Valley Craft Guild. Stabilization and restoration is underway on the 1797 Unanimity Lodge #34 and the 1830 Mark York Tavern. The 1914 Rockford Methodist Church is owned by the Society and has a fresco entitled “Come Unto Me” created in 1986 by Charlotte native Tony Griffin. An old fashioned country store in the village has helped to keep visitors coming in between holiday events and special occasions.</p> <p>The village is visited by regional tourists and is centrally located within the newly emerging Yadkin Valley Appellation. For 30 years, volunteers have conducted tours of the village for groups and individual tourists visiting the area. The Preservation Society hopes to see a mix of heritage-oriented businesses and residential use in the village, and to be a sustainable part of the growing tourism industry in Surry County and the Yadkin Valley. Additionally, we hope to eventually see development of the Richmond Hill site in Yadkin County, across the river.</p> <p>The countryside around the village of Rockford has remained open and largely agricultural, though there is some pressure building throughout the entire region with sprawl from the Piedmont Triad. That may gain momentum with the emergence of the Yadkin Valley wine region, and there are two noted wineries within a short drive, as well as other vineyards in immediate area. No sidewalks are present, and automobile traffic is growing in the immediate village area.</p> <p>The major short term needs for the village are a system of trails and footpaths to safely manage pedestrian traffic and a public restroom facility for group and individual visitors. There is hope of linking trails to the rivers, and bringing in an outfitter or guide. The printed guide brochures are currently out of print and should be updated for use by guests. Marketing Rockford would require a very good Web site, where currently we rely upon local businesses to provide a place on the Web. Other landscape, automotive traffic and infrastructure initiatives are under study and could be important to build the image and appearance of the village of Rockford.</p> |
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| Goal: | The Preservation Society seeks to |
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| | <ul style="list-style-type: none"> - Protect pedestrians with trails and footpaths through the village - Link the village to the Yadkin and Fisher Rivers for recreation and sightseeing - Have a convenient restroom facility for visitors - Continue restoration of historic properties with partners wherever possible - Work with the Yadkin Valley Craft Guild to bring artisans to this historic environment |
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| Person/Organization Responsible: | Cost to Implement: | Estimated Time to Complete: |
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| Rockford Preservation Society | \$34,500.00 | 18-24 Months |

| Action Items: | Resources Required: | Who's Responsible: |
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| Site plan for trails system | \$ 5,000.00 | Rockford Preservation Society Board of Directors, assisted by volunteers, Surry County Planning Department, NC Division of History, and other partners (perhaps the Masonic Lodge, a law school or bar association, etc.) |
| Trail Construction | \$ 12,500.00 | |
| Modular Restroom Unit | \$ 2,500.00 | |
| Restoration of 1830 Tavern and 1797 Masonic Lodge buildings (siding and window repairs, along with exterior painting) | \$ 12,000.00 | |
| Reprint of Historic District Guide Brochure | \$ 2,000.00 | |
| Other marketing materials | \$ 500.00 | |

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| Performance Measures: | Execution of partnership letters or agreements with any other parties or agencies to secure funding or cooperation. Completion of trail system, restroom facilities, and printed brochure. Implementation of a guest book and other tracking systems to measure visitor traffic. |
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| Status: | Two of the five structures owned by the Rockford Preservation Society (Dudley Glass Store, Rockford Post Office) are now restored, leased and occupied by an arts and crafts gallery and antique store, respectively. A third – the Rockford Methodist Church - has been restored and is now used for community functions and festivals. There are plans to develop a Rockford Historical Room on the south side of the Church to include photographs, written information and videos on the history of Rockford. Initial structural stabilization efforts have been completed for the other two structures (Masonic Lodge and Mark York Tavern). Funding sources/partners are still being sought for additional internal and external restoration (siding, window and porch repair and repainting, floor repair, plumbing) to make these structures suitable for occupancy by commercial enterprises, which is the ultimate goal. In this regard, a \$10,000 matching grant was secured from the Marion Stedman Covington Foundation for partial restoration of the York tavern and a local resident has expressed interest in establishing a business within the restored tavern. The local Masonic order has provided both volunteer labor and monetary donations for restoration work in the Masonic |
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| | <p>Lodge. Work is nearing completion on preservation and development of the Grant-Burriss Hotel site and associated park in downtown Rockford. The hotel foundation and chimneys have been stabilized and protected by a surrounding concrete slab with railing, which proves a stable platform for visitors to view the hotel site and also serves as a platform for community events. A glass-encased wooden sign board has been erected containing photographs and information on the old hotel. Wooden picnic tables and benches have been donated and placed in the park. A parking area is planned for the lower end of the park. There are plans to restore and use the old wooden storage building at the north end of the hotel. There are also plans to install a walking trail around the hotel site. Plans for a walking trail providing pedestrian access throughout the village have been put on hold due to property owner concerns. Because the General Store has installed restrooms, public restrooms are not planned at this time by the Preservation Society. The Preservation Society has initiated a Remember Rockford Capital Campaign to raise additional funding for building restoration in the village. The Village brochure has not been updated, but a rack card has been prepared and distributed.</p> |
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**Blue Ridge National Heritage Area
SURRY COUNTY PRIORITY INITIATIVE**

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| Initiative Title: | 4. Reeves Historical Park |
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| Project Narrative : | Development of outdoor exhibits covering the Native American-National Register Archaeological Site surveyed and documented by Wake Forest University in 1986 and '87; 1771 Land Grant of Samuel Freeman Revolutionary War Patriot honored by a DAR monument in 1937; Reeves Plantation, home of Civil War Major Richard Reeves, site of the only regional Civil War Skirmish with Stoneman's troops in April of 1865 and continued preservation of 1835 Reeves Office building on site culminating in a Reeves Historical Park open to the public. |
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| Goal: | Documentation, Recognition and Public Awareness of a site with four distinct historical events of importance. |
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| Person/Organization Responsible: | Cost to Implement: | Estimated Time to Complete: |
| Marion F. Venable/Surry County Historical Society | \$6,700 | Nine Months |

| Action Items: | Resources Required: | Who's Responsible: |
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| - Development of Narrative/Exhibit Boards for: Native American –National Register Site Rev. War Patriot/Committee of Safety Member Reeves Plantation – 1860's Industrial Site Civil War Skirmish – April 1865 | Exhibit Production \$2,500.00 | Marion Venable, et al |
| - Completion of 1835 Reeves Office Building restoration as centerpiece for park | Exterior Paint; Window/Door replication \$2,000.00 | Marion Venable, et al |
| - Purchase and placement of the N.C. Civil War Trail Marker | Purchase Marker \$1,200 | Surry County Commission |
| - Purchase of outdoor tables/benches for use by the public. | Purchase Four Picnic Tables \$1,000.00 | Marion Venable, et al |

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| Performance Measures: | Dedication of park for educational enrichment. |
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| Status: | Reeves Office Building restoration basically complete. National Register of Historic Places bronze plaque in place. DAR marker in place. The NC Civil War Trails marker has been placed at the site. Purchase of picnic tables and benches and preparation of the exhibit boards are underway. Park was dedicated on October 20, 2007. |
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**Blue Ridge National Heritage Area
SURRY COUNTY PRIORITY INITIATIVE**

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| Initiative Title: | 5. Mount Airy Museum of Regional History Completion Plan |
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| Project Narrative : | <p>The Mount Airy Museum of Regional History was begun in 1993 by a group of citizens who were concerned with the loss of people, structures and daily customs of life that had characterized the area of the mountains and foothills long known as “The Hollows.” The group included teachers, farmers, and industrialists, with natives and newcomers alike being drawn to a community-wide effort that would document and preserve a record of the area.</p> <p>Unlike many other efforts, the Mount Airy Museum project was in the hands of people with a passion for their work and skills to excel. This group had no interest in the usual small house museum that is often an attic collection of mementos. Instead, the Mount Airy Museum of Regional History seized the chance to take ownership of an old hardware store building in downtown, convert it to professional grade exhibit and curatorial space, and develop interpretive exhibits that relate the stories of how the area had seen change from prehistory until the present.</p> <p>With many major gifts and hard work, a dedicated group of volunteers and staff has created one of the state’s best small history museums that is characterized by professionalism and authenticity. The first phase opened the museum in the old Merritt Hardware building after it had been professionally cleaned and made safe. The museum operated for about two years in this manner while fundraising prepared the way for a one year project to restore the building, add an elevator, replace the roof, and build up collections.</p> <p>The museum reopened roughly one year later with two main floors and a half-sized lower floor to the rear of the building. There are three large exhibit galleries and office space, along with collections storage and a research library. A clock tower was built to house the elevator and other systems that brought the structure to a 21st century mission. An attractive brick courtyard provides a gathering space outside the entrance. A small gift shop offers books on regional history and regional craft items for sale to visitors.</p> <p>Today, the Mount Airy Museum of Regional History looks to complete the work begun over a decade ago by adding new exhibits about major aspects of economic and daily life, with expansion of the rail and transportation exhibit in the lower level. This update would be an interactive exhibition designed for children and adults alike. Other phases after that upgrade would include the renovation of the top floor of the building, and bringing the Museum Annex structure up to standard for more extensive use for traveling exhibitions and special events.</p> |
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| Goal: | We seek to upgrade the rail and transportation exhibits on the lower level to greatly enhance the Museum’s appeal to children as we also continue to develop the over- |
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arching narrative line of this collection and its exhibits.

Subsequent phases will continue that development in ways that boost the long-term viability of the institution, with expanded exhibits and collections, as well as the ability to bring more special exhibits to the Museum to augment our holdings and keep local citizens involved in the life of the organization.

| Person/Organization Responsible: | Cost to Implement: | Estimated Time to Complete: |
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| Linda Stanfield, Ex. Dir. and Amy Snyder, Curator - Update of Curatorial Plan | \$15,000 | 6 months |
| Ms. Stanfield/Board – Completion of Architectural & Engineering Plans | \$15,000 | 18 months |
| Ms. Stanfield/Board – Facility and technology upgrades | \$750,000 | 3 years Capital Campaign |
| Ms. Stanfield and Heather Coe, Ed. & Progr. Dir. - Development of education programs | \$100,000 | Year 2-3 |
| Ms. Stanfield and Amy Snyder, Curator – Development of Collections & Exhibits | \$250,000 | Year 2-3 |

| Action Items: | Resources Required: | Who's Responsible: |
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| <ul style="list-style-type: none"> Update of Curatorial Plan | \$15,000 | Linda Stanfield, Curator |
| <ul style="list-style-type: none"> Architectural & Engineering Plans | \$15,000 | Ms. Stanfield, Museum Board |
| <ul style="list-style-type: none"> Structural renovation & technology upgrades to the building and Museum Annex on Oak St. | \$750,000 | Ms. Stanfield, Museum Board |
| <ul style="list-style-type: none"> Exhibits, fixtures, inaugural activities and Educational programs for those exhibits | \$350,000 | Linda Stanfield, Museum Curator, Education Director |

| Performance Measures: | |
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| | <ul style="list-style-type: none"> Re-design and installation of Railroad Exhibit on lower floor. Addition of exhibits on Tobacco industry, furniture manufacturing, and textiles to the existing exhibits Build attendance for all types of events Double admissions revenue for daily exhibits Develop revenue from special events and exhibits Establish first steps for an endowment |

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| Status: | <p>All of phase one and two are complete. The transportation exhibits on the lower level have been completed. The third floor has been fully renovated and is now ready for exhibits. Plans for the Museum Annex have not been finalized, but it is not presently adequate for security and environmental requirements for quality traveling exhibits. The Museum prepared a promotional DVD with funding from a 2007 Blue Ridge grant. The Museum plans to update its brochure in the near future. The Museum is considering offering a virtual tour option to patrons involving handheld audio players, as well as adding interactivity features with exhibits and displays. Development of third floor exhibits and finalizing plans for the Annex will receive high priority.</p> |
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**Blue Ridge National Heritage Area
SURRY COUNTY PRIORITY INITIATIVE**

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| Initiative Title: | 6. Lowgap Heritage Jubilee Festival |
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| Project Narrative: | An annual event to celebrate the Spiritual Heritage of the Blue Ridge. |
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| Goal: | To keep the unique Spiritual Heritage of the area alive and to educate the younger generations to their past. |
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| Person/Organization Responsible: | Cost to Implement: | Estimated Time to Complete: |
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| Lowgap Community Center | \$2,000 | Planning for this event goes on all through out the year, with the majority of the work done in the final weeks leading to November. |

| Action Items: | Resources Required: | Who's Responsible: |
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| <p>Contacting vendors and musical guests, setting up revival tents on the grounds for the Mass Mountain Choir and musical entertainment, arranging for the dinner on the grounds (food & drinks).</p> <p>Working on building itself cleaning, repairs and setting up the booths for vendors. There will also be advertising. We will assemble and handout a list of nearby stores, motels and restaurants for our visitors.</p> <p>We will give away door prizes and need to get as many donated as possible.</p> <p>Flyers and posters will advertise the event.</p> | Personal, Organizational resources | The Community Center, its board members and volunteers |

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| Performance Measures: | Number of tickets sold and a note box at the door for comments and suggestions, also personal conversations with the people in attendance. |
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| Status: | This event has been held annually on the first Saturday in November since its inception in 1994. The 2007 Festival, held on November 3, 2007, was deemed a success. Many visitors were in attendance, they were very pleased at all the events and amazed at the number of people who attended. The 2008 Festival is scheduled for November 1, 2008. |
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**Blue Ridge National Heritage Area
SURRY COUNTY PRIORITY INITIATIVE**

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| Initiative Title: | 7. Pickin' on the Front Porch |
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| Project Narrative : | An old-fashioned jam & stage show. Including a tribute to a special area performer and featuring over a dozen of our area's award-winning musicians together for a live video recording. |
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| Goal: | Paying tribute to our local musicians while recording and saving this special history for future generations. |
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| Person/Organization Responsible: | Cost to Implement: | Estimated Time to Complete: |
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| Lowgap Community Center | The cost of the recording, supplies for concession food, Printing tickets, posters and other advertising items. | 6 months of planning a couple of weeks cleaning, working, repairing of building. |

| Action Items: | Resources Required: | Who's Responsible: |
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| Contacting Musicians, working on food contributions, Advertising, Printing tickets & contacting video works, also making arrangements for cleaning and working on stage area. | | Members of the Lowgap Community Center, and volunteers |

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| Performance Measures: | Number of tickets & videos sold and comments from the crowd and performers |
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| Status: | This event has been held annually on the third Saturday in June since its inception in 2005. However, the 2008 event was moved to April 26, 2008. By all accounts it was a success. |
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**Blue Ridge National Heritage Area
SURRY COUNTY PRIORITY INITIATIVE**

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| Initiative Title: | 8. Room of Memories & History |
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| Project Narrative : | A Room inside the Old Lowgap School designated as a room to display and celebrate the history of our community through pictures, stories and items of interest. These items will include our spiritual & musical history along with the old school history and the history of businesses in the area such as the greeneries. |
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| Goal: | To Celebrate our local heritage, to bring the young and old together through stories of the past and work toward keeping the history alive for many generations. |
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| Person/Organization Responsible: | Cost to Implement: | Estimated Time to Complete: |
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| Lowgap Community Center | Cost of reproducing the pictures, buying frames, & displays, general maint. On the room (painting cleaning & repairs to ceiling & walls) Register book for signing in visitors. | 6 months to get a good start while adding items as they become available. It would be great to have a good start by November when we have the Heritage Jubilee. |

| Action Items: | Resources Required: | Who's Responsible: |
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| Forming Committees: <ol style="list-style-type: none"> 1. Spiritual Heritage 2. Musical Heritage 3. School History 4. Greeneries & other Businesses 5. Cost analysis & implementation | Old Bibles, Baptism Pictures, Written Histories, Biographies, Newspaper Clippings, Instruments, Alumni Information, displays and demonstrations | Lowgap Comm. Center board members, alumni & the community |

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| Performance Measures: | Total number of visitors documented in a register book at the door also documentation of donated items and donors. |
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| Status: | Room has been secured. Call for stories and memorabilia has been sent out to the community. Initial contributions have been received, consisting mainly of vintage photos and high school yearbooks. Follow up contacts will be made to seek out additional contributions. |
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**Blue Ridge National Heritage Area
SURRY COUNTY PRIORITY INITIATIVE**

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| Initiative Title: | 9. Tobacco Barn Trail |
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| Project Narrative: | This project will work with tobacco farmers to revitalize old tobacco barns throughout the county. A brochure will be developed that outlines the location and history of each barn. Tourist and residents will gain insight into local heritage. |
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| Goal: | To promote agriculture and its tobacco heritage in Surry County. |
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| Person/Organization Responsible: | Cost to Implement: | Estimated Time to Complete: |
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| NC Cooperative Extension, Agents Byron Cave and Joanna Radford | 6 barns initially @\$3000 per barn | One year, with ongoing additions as appropriate |

| Action Items: | Resources Required: | Who's Responsible: |
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| Form a committee of tobacco farmers interested in refurbishing old tobacco barns and willing to share this heritage with tourists. | | NC Cooperative Extension |
| Select preferred barns. | | Tobacco Barn Committee |
| Refurbish tobacco barns. | | Tobacco Farmers |
| Design a promotional/informational brochure. | | NC Cooperative Extension |

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| Performance Measures: | Number of tobacco sites and the locations of each site. The number of visitors touring the tobacco barns. |
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| Status: | Although a few property owners have painted tobaccos signs on their barn on their own initiative, no formal program has been established. A decision needs to be made as to whether to pursue it and who will do the work. |
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**Blue Ridge National Heritage Area
SURRY COUNTY PRIORITY INITIATIVE**

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| Initiative Title: | 10. Interstates District Development Plan |
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| Project Narrative : | <p>The Interstates District of Surry County lies at the junction of I-77 and I-74, along with US89, just to the south of the state line and a major gateway to the Blue Ridge National Heritage Area. The immediate area around the junction is rolling farmland and hills that lies at the base of the Blue Ridge Escarpment and at the northern end of the Yadkin Valley in a community known locally as Beulah or Round Peak.</p> <p>The district has seen only modest development to date and not all of that activity has been successful. The absence of public water and sewer service has been the primary limiting factor since there is ample land. The planning district was formed to manage the process of having water service extended to the area.</p> <p>With substantial work by both the Surry County government and local landowners, the effort has also included the creation of a master plan to guide economic development by offering architectural and landscaping standards. The master plan also focuses on ensuring that a major part of the overall district would be developed in keeping with the Heritage Tourism Plan for Surry County.</p> <p>A stated aim of this initiative’s report is that we want to be certain that Surry County remains a beautiful welcome spot for visitors entering North Carolina. We hope to see the district have restaurants, shopping, lodging, and entertainment venues that are identified with the traditional music, craft and architecture of our region. One strong interest is the creation of a Mountain Music Heritage Center that would feature exhibits honoring the achievements of local musicians and the work of WPAQ and owner Ralph Epperson. This would be pursued with the Mountain Music Alliance.</p> <p>This initiative seeks to secure federal and state funding to cover a portion of the cost for extending water lines from the City of Mount Airy, which is set to take water service to the North Carolina and Virginia Welcome Centers on the state line. A distinctive part of the plan includes a pledge by a majority of landowners within the district to contribute at least \$500,000 to the project.</p> <p>We have made initial approaches to funding sources such as the North Carolina Rural Center, the Appalachian Regional Commission, as well as to state and federal legislative offices and agencies. Formal proposals are under review and will continue to be a high priority. Potential funders have shown interest in how the project links a traditional infrastructure development with economic development planning and tourism growth.</p> |
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| Goal: | To promote sensitive development at the Intersection of I-77, I-74 and US89 in a fashion that supports the overall Heritage Tourism directions of Surry County, recognizing that the area is the first major intersection visitors encounter upon entering the northern edge |
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| | of North Carolina. The end result should be a welcoming, safe and attractive gateway to the state and to the Blue Ridge National Heritage Area. |
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| Person/Organization Responsible: | Cost to Implement: | Estimated Time to Complete: |
|---|--------------------|--|
| County Manager/Assistant Manager, County Planning Director, landowners in the area w/ county government oversight | \$3.9 million | 1-5 years for extension of water service to the district |

| Action Items: | Resources Required: | Who's Responsible: |
|---|--|--------------------|
| Master Plan & Funding Proposals | County staff & consultants (including gratis services from NCA&T and Wake Forest University) | County Manager |
| Follow-up with legislators | None | County Manager |
| Create Interstates District Planning Review Bd. | Internal | Planning Director |

| Performance Measures: | |
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| | Completion of Master Plan Submission of funding proposals Engineering study completed Receipt of funding for water extension Development of new business ventures |

| Status: | |
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| | A Master Plan was initially completed by a planning team consisting of the Surry County Planning Department, NC Dept of Commerce - Divisions of Community Assistance and Tourism, Film and Sport Medicine, the NC A&T Landscape Architecture Program, and area landowners in January 2005. This document was subsequently updated in October 2005. Engineering studies for extending water and sewer to the area are underway. Area property owners have formed the Round Peak Business Owners Association to start the process of marketing themselves to the outside world. |

**Blue Ridge National Heritage Area
SURRY COUNTY PRIORITY INITIATIVE**

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| Initiative Title: | 11. Mountain Music Alliance |
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| Project Narrative : | <p>The Mountain Music Alliance is a new network of musicians and enthusiasts in Surry County who are interested in preserving and showcasing traditional string band music in the Blue Ridge Mountains and foothills. Surry County is known around the world for a rich tradition of music, with tunes, ballads, playing styles and traditions that have survived intact for generations. The traditional home of much that is known as Old Time music today, Surry County should more aggressively present and market this resource in ways that build upon strengths in neighboring counties and across the state line in Virginia at the Blue Ridge Music Center on the Blue Ridge Parkway.</p> <p>The Alliance has met and has identified the development of a Mountain Music Trail and website linking the area’s music heritage resources and the development of a Mountain Music or Old-Time Music Hall of Fame in Surry County to showcase the old-time string band music and artists of the area. The website would also contain information on artists, schedules and locations of performances in the county, a regular newsletter or journal with biographic and historic items of interest, and links to tourism resources for Surry County.</p> <p>The Alliance is also looking to engage in a local communication and educational program that will help citizens see the importance of this resource and its vital role in tourism development for the county and region alike. An annual Mountain Music Heroes awards concert and recognition program will build appreciation on all levels.</p> <p>The Alliance also hopes to help encourage musicians, businesses and local citizens to explore additional festivals, concert series, and local jam sessions that will attract tourists and keep the traditions strong in our communities. We do not seek to become presenters of concerts and festivals, but to coordinate information and help local groups with planning to ensure success.</p> |
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| Goal: | Build recognition of Surry County’s Old Time music heritage through increased performances, recording, and interpretive materials deployed at various sites in the county where tourists might gather. We also seek to work with other communities in adjacent counties (especially with Wilkes County’s Americana initiative) to raise the public awareness of our region and its music. |
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| Person/Organization Responsible: | Cost to Implement: | Estimated Time to Complete: |
|--|--------------------|-----------------------------|
| Tanya Jones and David Holt with support from Heritage Officer and others | \$135,000 | 18 -24 months |

| Action Items: | Resources Required: | Who's Responsible: |
|---|--|--|
| Review of existing inventories & research | Volunteers | Tanya Jones, David Holt, Heritage Officer & others |
| Develop plan for web portal and Trail Brochure | \$50,000 for website and brochure development | Tanya Jones, David Holt, Heritage Officer & others |
| Create training programs for festival and other music venue operators | Volunteers | Tanya Jones, David Holt, Heritage Officer & others |
| Develop Mt Music or Old-Time Music Hall of Fame and related exhibits | \$35,000 for exhibit design & development | Tanya Jones, David Holt, Heritage Officer & others |
| Celebration of Mountain Music Heroes Music Series | \$50,000 for venue development, marketing, artist compensation | Tanya Jones, David Holt, Heritage Officer & others |

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| Performance Measures: | <ul style="list-style-type: none"> • Increased number of performances through added festivals, jam sessions, and standalone concerts • Increased attendance at heritage music exhibits • Increased coverage of Surry County artists and venues in regional and national media • Growth in the number of traditional musicians who are able to pursue full time careers in performing |
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| Status: | The Mountain Music Alliance has met once to review a survey of regional heritage music assets and events conducted jointly by Carolina Music Ways and the NC Heritage Officer and discuss future directions. It was agreed the group would pursue a Regional Heritage Music Trail highlighting the unique music traditions of various portions of the region. One leg of this Trail would include the Surry County/Round Peak area and would focus on Old-Time music. The Old-Time Music Hall of Fame, Mountain Music Heroes Concert Series and Mountain Music Heritage Scenic Byway (Initiative 17) would anchor this leg. |
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**Blue Ridge National Heritage Area
SURRY COUNTY PRIORITY INITIATIVE**

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| Initiative Title: | 12. Surry African-American Cultural Heritage Sites & Trails |
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| Project Narrative : | <p>Surry County’s African American population is not large by comparison to more urban counties in North Carolina, but it is an area where African American’s have been part of the community for over 250 years. It can be argued that Surry is one of the few counties where we can see how the rural and small town life of Black residents was dramatically different from that of both the urban centers and those eastern counties where African-Americans were present in large numbers.</p> <p>During the past few years a number of Surry County’s African-American families have received the Century Farm designation that is doubly precious given the shrinking numbers of Black farmers today. One family has nearly completed restoration of a small farm house that was begun Black family some years after reconstruction. And the last public school for African Americans before integration remains in use and the Jones School Auditorium is now a community center and gathering spot in Mount Airy.</p> <p>This initiative seeks to inventory all of the potential sites and create a trail brochure that would help independent travelers understand the experience. Such a program could never compete with trails and sites in cities like Atlanta or Durham, but it could be a very nice addition to serving people of color while they visit our area.</p> |
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| Goal: | To showcase and interpret the experience of African-Americans in the Foothills and mountains where farming and small town manufacturing dominated the economy and social life. |
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| Person/Organization Responsible: | Cost to Implement: | Estimated Time to Complete: |
| Jean Tucker & others | Est. \$2,500 | 1 year |

| Action Items: | Resources Required: | Who’s Responsible: |
|--|---------------------------------|---|
| Inventory of sites, activities and events | Research & contacts | Jean Tucker & other volunteers |
| Develop marketing material with input from Sites and property owners | Writing/Planning | Volunteers, support from Heritage Officer |
| Make contacts statewide and nationally | Division of Tourism, and others | Heritage Officer & office in Raleigh |
| Develop events to celebrate launch | Volunteers | Volunteers |

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| Performance Measures: | <ul style="list-style-type: none"> • Agreements from sites • Brochure published • Increased recognition of the importance of African American issues and events |
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| Status: | <p>A pictorial publication chronicling the African-American experience in Surry County, entitled <u>Around Surry County</u>, has been completed. The Surry County Historical Society's online photo collection, <u>Past Perfect</u>, includes a large number of African-American heritage photos. The historic Tucker farm house, built by prominent African-American Surry Countians Charlie and Ollie Tucker in 1914 and restored in 2005, hosts meetings and events relating to Surry County history. Efforts to develop a Surry County African-American heritage trail, brochure and related marketing initiative have not yet begun, although much of the information necessary to do so is available.</p> |
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**Blue Ridge National Heritage Area
SURRY COUNTY PRIORITY INITIATIVE**

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| Initiative Title: | 13. Yadkin Valley Craft Guild - Craft Education and Marketing Assistance |
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| Project Narrative : | <p>Headquartered in downtown Elkin, North Carolina, The Yadkin Valley Craft Guild is a network of crafts professionals in the 15 counties of northwestern North Carolina and 3 counties of southwestern Virginia with land in the watershed of the Yadkin River. The organization strives to improve the climate for traditional and fine craft makers in the region, with programs for training, business set up, apprenticeships, and resources for the use of members. In particular, the Guild would like to become a significant force for economic development in a region hard hit by job losses in traditional manufacturing sectors during the recession of 2001.</p> <p>The Guild is still a relatively young organization, having incorporated in 2003, yet it has grown to over 104 exhibiting members and 13 supporting members since its inception. The Guild has established a website with virtual galleries for its members, a basic brochure and rack card, a pilot Craft Apprenticeship Program for persons interesting in crafting as an occupation, a Clayworks Studio with assistance from the City of Elkin, Surry County Commission and the Golden Leaf Foundation offering clay education classes and apprenticeship training opportunities, participates and represents its crafters at area craft festivals, and exhibits in several local businesses and visitor centers. While much progress has been made and a basic organizational structure has been laid, it is clear that the Guild needs to expand the quality, scope and reach of its <u>craft education</u> and <u>marketing</u> programs if it wants to achieve its goal of becoming a regional force for tourism, economic development and cultural enhancement in the region. A key part of this strategy will be the hiring of additional paid staff, especially a full time executive director, updated office/exhibit space, furniture and equipment, and outfitted studios in five additional media. The Guild’s ultimate vision is a 30,000 square foot Craft Education Center incorporating the aforementioned features. Their Business Plan estimates the cost of this facility at \$4.3 million.</p> |
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| Goal: | Provide a broad base of resources, information and materials of interest to crafts professionals and students that can help improve the quality of their work and their earnings in the marketplace, with emphasis on membership development and services, expanded craft education and marketing assistance. |
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| Person/Organization Responsible: | Cost to Implement: | Estimated Time to Complete: |
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| Doris Petersham, YVCG & others | \$4.4 million | 36 months, ongoing |

| Action Items: | Resources Required: | Who's Responsible: |
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| <p>Undertake a comprehensive marketing outreach program to expand public awareness of Guild products, programs and services within the larger market region:</p> <ul style="list-style-type: none"> • Improve and enhance website to increase membership and sales • Development, placement and distribution of regional newspaper and magazine print advertising • Increased commercial and public radio advertising and sponsorships • Improve content and distribution of guild brochure and print material • Increase number of venues for exhibit and sale of Guild products and services, and improve Guild exhibit equipment | <p>\$100,000</p> | <p>Doris Petersham, Denise Lyon, et al</p> |
| <p>Work with community colleges, professional crafters, workforce development agencies and other institutions to expand craft education and craft-based business opportunities in the region:</p> <ul style="list-style-type: none"> • increase both vocational and nonvocational craft education offerings and enrollment • Obtain certification for the Guild's Craft Apprenticeship Program and increase # of enrollees • Create craft training studios in additional media (i.e., paralleling Clayworks) as need and interest dictate | <p>Utilize existing personnel, funding assistance from ARC, State DOL, DED</p> | <p>Doris Petersham, Guild crafters, community colleges, workforce development, etc.</p> |
| <p>Work toward the larger vision of establishing a Regional Craft Education and Exhibition Center strategically located within the Yadkin Valley (i.e., the Tamarack, WV model).</p> | <p>4.3 million</p> | <p>Doris Petersham, COG, Legislature, etc.</p> |

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| <p>Performance Measures:</p> | <ul style="list-style-type: none"> • Completion of website enhancements • # newspaper/magazine ads/articles placed • # radio ads/sponsorships placed • Completion of brochure and print enhancements • # locations at which Guild marketing literature and displays are placed • Guild exhibit equipment upgraded |
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| | <ul style="list-style-type: none"> • # venues at which Guild is represented • \$ sales volume at venues and by Guild members generally • # craft education classes offered and enrollment • Certification of Apprenticeship Program • # apprenticeship enrollees and completers • # businesses started by Apprenticeship enrollees and \$ sales • # additional media training studios established • Progress toward Regional Craft Education Center |
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| Status: | <p>The Guild, through its Marketing Coordinator, has applied to the Golden Leaf Foundation and the Blue Ridge National Heritage Area for funding assistance to undertake a comprehensive marketing outreach program and to complete the outfitting of the Guild’s first craft instructional studio – the Clayworks Studio in Elkin. The Guild has also begun discussions with various workforce development and community college officials on how to achieve certification of its Apprenticeship Program and achieve better coordination with community college instructional resources. Development of additional media studios will be a continuing priority.</p> |
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**Blue Ridge National Heritage Area
SURRY COUNTY PRIORITY INITIATIVE**

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| Initiative Title: | 14. Yadkin River Heritage Corridor |
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| Project Narrative : | <p>The Yadkin River Heritage Corridor will be developed along the Yadkin River from Happy Valley Ruritan Park in Caldwell County through Wilkes, Surry and terminating at Shallowford in Yadkin County. This 119 mile linear river-based park will tie in existing public lands and local historic sites, the Yadkin River Greenway, The Overmountain Victory National Historic Trail, The Yadkin River Canoe Trail, W. Kerr Scott Reservoir, area State Parks, municipal parks and the Vineyards along the Yadkin Valley. In addition, such annual events such as Merle Fest, Benton Hall and Area fall festivals could be tied into the Heritage Corridor Marketing approach.</p> <p>Initially, the project will tie in the four counties of Caldwell, Wilkes, Surry and Yadkin, and could even be expanded to include Yadkin River counties all the way to the NC/SC state line. A Master Plan and Economic Impact/Market Assessment have been prepared to guide the development effort. A full-time Trail Coordinator will be hired to oversee the development effort. The process will involve many partnerships along the river valley corridor. The route will create an alternate mode of transportation (biking, hiking, canoeing, etc.).</p> <p>The Yadkin River Heritage Corridor concept could be a significant boost to the communities along the Yadkin River Valley. Some of the benefits would include completion of the Yadkin River Greenway/Overmountain Victory National Historic Trail from W. Kerr Scott Dam to Elkin. In addition, connectivity to key area trails such as The Mountains To the Sea Trail, Dark Mountain Trail System (mountain biking) at W. Kerr Scott Reservoir and trail systems at State Parks and municipalities would be an advantage. Connectivity to historic sites will promote regional heritage tourism as motorists, canoeists, vineyard tours and school groups visit such sites as Fort Defiance, Whippoorwill Academy, Old Wilkes and the Wilkes Heritage Museum and Rockford General Store. Sites will have the ability of working together to increase tourist stay and to put <i>Heads In Beds</i> in the Yadkin River corridor. Implementation will take place through a combined and consolidated marketing effort which would utilize a web site, unified publications and a rack card program. Coordination and planning would be sought though bus tour companies to work out “package agreements” with tour buses that pass through the valley.</p> <p>The principle routes of US. 321, US. 421, NC Hwy 268, NC Hwy 67 and Interstate 77 provide routes for bring the public to these areas. It is estimated that economic impact will increase substantially as the Yadkin River Heritage Corridor concept is implemented. The increased traffic into the valley will led to additional incentives for both tourism and related business.</p> <p>The project will encourage the development of additional hotels and restaurants, gift shops, and expanded venues for music and art. Such increases in these sites also could prompt outside corporate business and industry to relocate to the area.</p> |
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Currently, many of the sub-projects within this proposal are already in the works or already exist, so the project would gain momentum as the development process proceeds. The trail will be assembled through a combination of land acquisition, easements, leases and interconnection with existing public trails and recreation areas.

Projected increase in Tourism -- The economic impact and market assessment prepared for the Partnership by DESS Business Research, L.L.C., estimates that the Yadkin River Heritage Corridor will attract as many as 108,000 out of area people per year spending a total of \$6,768,360.

Proposed Timelines

- Completion of Master Plan and Economic Impact/Market Assessment (Years 1-2)
- Hiring of Trail Coordinator, initiation of marketing/public relations/landowner education program, landowner negotiations/land acquisition, railroad negotiations, detailed project planning (years 3-5)
- Completion of continuous walking trail from Happy Valley Ruritan Park in Caldwell County to Shallowford in Yadkin County (years 6-7)
- Establish recreational launching improvements & picnic facilities along river (years 6-7)
- Establish of additional campsites along river (years 6-7)
- Establishment of rail passenger tours along corridor (years 6-7)

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| Goal: | To establish a continuous Yadkin River Heritage Corridor from Caldwell County To Surry County along the Yadkin River which would tie in to existing hiking trails/greenway efforts, historic sites, the recreational canoe trail, recreational resources, federal, state, and municipal parks, vineyards, and the existing railway system. |
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| Person/Organization Responsible: | Cost to Implement: | Estimated Time to Complete: |
|--|---|-----------------------------|
| Eddie Barnes – team champion R.G. Absher, Eric Woolrich, Bill Clifton, Teresa Howell Tom Holder, Helen Ruth Almond, Montie Hamby, Marti Utter Yadkin Valley Railway | \$211,000 – Trail administration Development costs unknown | 7 years |

| Action Items: | Resources Required: | Who’s Responsible: |
|---|---------------------|----------------------------------|
| -- Completion of Master Plan and Economic Impact/Market Assessment | Completed | YRHC Partners |
| -- Hiring of Trail Coordinator, initiation of marketing/public relations/landowner education program, to include: <ul style="list-style-type: none"> • Preparation of brochure, website, logo, & display board • Attendance at community venues to display this info, promote and explain the Corridor. | \$211,000 | YRHC Partners, Trail Coordinator |

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| <ul style="list-style-type: none"> • Organize Yadkin corridor land protection workshop or workshops for landowners, in cooperation with land trusts • Develop public relations campaign promoting use of the greenway for fitness, recreation, events, etc. <p>-- Landowner negotiations/land acquisition, railroad negotiations, detailed project planning</p> <p>-- Completion and dedication of continuous walking trail from Happy Valley Ruritan Park in Caldwell County to Shallowford in Yadkin County</p> <p>-- Establish additional recreational launching improvements & picnic facilities along river</p> <p>-- Establish additional campsites along river</p> <p>-- Initiate rail passenger tours along corridor</p> | <p>Unknown</p> <p>Unknown</p> <p>Unknown</p> <p>Unknown</p> <p>Unknown</p> | <p>Trail Coordinator, Landowners, Railroad, YRHC Partners</p> <p>Trail Coordinator, Landowners, Railroad, YRHC Partners</p> <p>Trail Coordinator, YRHC Partners</p> <p>Trail Coordinator, YRHC Partners</p> <p>Trail Coordinator, YRHC Partners, Railroad</p> |
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| <p>Performance Measures:</p> | <p>-- Master Plan and Economic Impact/Market Assessment complete</p> <p>-- Trail Coordinator, marketing, public relations, landowner education/negotiations programs in place</p> <p>-- Landowner negotiations completed for continuous walking trail</p> <p>-- Railroad negotiations completed for rail passenger tours</p> <p>-- Detailed project planning completed for all proposed corridor improvements</p> <p>-- Installation of corridor improvements</p> <p>-- Official opening/dedication of completed trail</p> <p>-- Official opening/dedication of rail passenger tours along corridor</p> |
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| <p>Status:</p> | <p>The Yadkin River Heritage Corridor Partnership, comprised of the 4 Blue Ridge Counties of Caldwell, Wilkes, Surry and Yadkin and related local, state and federal agencies, applied for and received assistance from the National Park Service <u>Rivers, Trails, and Conservation Assistance Program</u> for corridor planning and also was the recipient of a \$20,000 Blue Ridge National Heritage Area grant for an economic impact/feasibility study, to be performed by Appalachian State University. The Corridor Master Plan and Economic Impact Study have now been completed and the Partnership has applied to the Z Smith Reynolds Foundation for funding to hire a full-time trail coordinator to oversee implementation. The coordinator will likely be housed with the Yadkin River Greenway in North Wilkesboro.</p> |
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**Blue Ridge National Heritage Area
SURRY COUNTY PRIORITY INITIATIVE**

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| Initiative Title: | 15. Visit The Yadkin Valley & Its Wineries – A Regional Campaign |
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| Project Narrative : | Visit The Yadkin Valley and Its Wineries is a regional branding and promotional campaign created by tourism and wine leaders in the seven counties of the Yadkin Valley region. |
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| Goal: | This campaign project seeks to increase visitation throughout the seven counties of the region, improve employment within the tourism and wine industries, encourage greater spending per traveler, and foster development of new entrepreneurial businesses. |
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| Person/Organization Responsible: | Cost to Implement: | Estimated Time to Complete: |
|--|---------------------------|------------------------------------|
| Yadkin Valley Host & the Yadkin Valley Winegrowers Association, w/ Jessica Icenhour of the Mount Airy County Chamber on the Board. | \$300,000 | 18 months |

| Action Items: | Resources Required: | Who's Responsible: |
|---|----------------------------|---|
| Develop branding identity and creative material for advertising | \$175,000 | Woodbine Agency w. A.S. Garland PR |
| Develop PR program and special event strategy | \$125,000 | w/ Carmen Caruth of Yadkin Valley Host |

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| Performance Measures: | <p>Overall program proposal and conceptual development approved for funding by The Golden LEAF Foundation of \$222,500.00 for first phase (12-18 months). Selection of vendor (Woodbine) by board of Host and Winegrowers Association. Baseline economic indicators established with funder Launch (August 2005) with advertising & events Continued activity and measurement (on-going) Second Phase to be developed by the partners in 2006.</p> |
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| Status: | The first phase of the campaign was completed as planned in 2006. There are no plans to continue the effort or pursue a second phase at this time. All marketing materials have been exhausted and the website has been taken down due to lack of funding. |
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**Blue Ridge National Heritage Area
SURRY COUNTY PRIORITY INITIATIVE**

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| Initiative Title: | 16. Yadkin Valley Scenic Byway – From Leaf to Vine |
| Project Narrative: | <p>This initiative takes a loop of rural roadways in Surry, Yadkin, and Davie Counties that showcase the scenic, historic and agricultural heritage of the area.</p> <p>The Surry County portions of the loop include historic communities such as Rockford, Siloam, Pilot Mountain, Westfield, Round Peak, and the Yadkin River. Most sites along the route have a view of Pilot Mountain and the Blue Ridge Escarpment.</p> <p>The scenic byway will encourage visitors to get outside cities and towns by using these routes to explore one of the state’s most rural counties. The scenic byway highlights an area where tobacco was once predominant, with log tobacco curing barns dotting the landscape, and where wineries are now on the increase.</p> <p>We have applied for designation of approximately 107.5 miles of Surry County roadways under the Scenic Byway program by the NC Department of Transportation. The overall plan has been developed jointly with Surry, Yadkin and Davie Counties.</p> |

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| Goal: | Achieve designation of a Scenic Byway in Surry, Yadkin and Davie Counties to promote visitation and help in developing recognition of agricultural/wine heritage in the region. |
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| Person/Organization Responsible: | Cost to Implement: | Estimated Time to Complete: |
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| NW Piedmont Council of Governments (Rural Planning Organization) | No direct costs to counties | Spring of 2006 Determination |

| Action Items: | Resources Required: | Who’s Responsible: |
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| Study & proposal of the byway to NC DOT | Local input | Chris Knopf & others w/ NW Piedmont COG |
| Proposal endorsed: Rural Planning Organization | None | NW Piedmont COG |
| Proposal submitted to NCDOT for study | None | NC DOT |
| Designation & installation of signs | None | NCDOT |

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| Performance Measures: | Designation of the Scenic Byway by DOT Placement of signs to mark the byway Local communication with press & community meetings |
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| Status: | <p>The Northwest Piedmont Council of Governments completed the initial study and recommended 4 byway segments totaling 123 miles in Surry, Yadkin and Davie Counties to NC DOT on 8/31/06. While DOT approved the basic framework, it recommended that several weaker segments be eliminated. NWPCOG subsequently revised its submission to 3 segments totaling 77 miles in Surry and Yadkin (Davie was eliminated, although it may be added at a later date) and the designation was approved. Scenic Byway Road signs are expected to be installed and a formal dedication ceremony held within the next six months. The COG will then apply for a Corridor Management Planning Grant and subsequent Marketing and/or Improvement Grants.</p> |
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Blue Ridge National Heritage Area SURRY COUNTY PRIORITY INITIATIVE

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| Initiative Title: | 17. Mountain Music Heritage Scenic Byway |
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| Project Narrative : | <p>Local musicians and enthusiasts already know about the historic concentration of musical talent that characterized the communities of Pine Ridge, Beulah, Round Peak, Lowgap and Galax, all on Highway 89. Rolling hills of a mostly rural area are dotted with smaller mountains and ringed by the dramatic wall of the Blue Ridge Escarpment that rises along the Virginia line as motorists climb to Galax.</p> <p>This area has legitimate claim to being a birthplace of Old Time and Bluegrass music that is based upon the traditions of the earliest settlers in the region. With national recognition of this community as a musical treasure in the 60's and 70's, documentation of this history is now fairly rich. A concentration of traditional performers has yielded state and national recognition, with many having grown up on or near this one stretch of rural highway.</p> <p>The Mountain Music Heritage Scenic Byway is another gateway element for the Blue Ridge National Heritage Area, linking Surry County with Galax Virginia, the Blue Ridge Parkway, and the Blue Ridge Music Center. The byway also links I-77, just south of the NC Welcome Center, with the Parkway.</p> |
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| Goal: | We seek to increase recognition of the important musical heritage of the Round Peak region and to celebrate the contributions of many performers with markers and brochures. |
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| Person/Organization Responsible: | Cost to Implement: | Estimated Time to Complete: |
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| County Planning Director, NW Piedmont Council of Governments, Surry Arts Council, w/ Mitch Williams, citizen & musician | No local cost | 12-18 months |

| Action Items: | Resources Required: | Who's Responsible: |
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| Study List Application submitted | Time | Planning Director, COG |
| Review & Determination by NC DOT | | Jeff Lackey, NCDOT |

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| Performance Measures: | <ul style="list-style-type: none"> • Designation of the byway by the North Carolina DOT • Marketing of the byway by local and regional tourism organizations |
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| Status: | The preliminary application for the Mountain Music Heritage Scenic Byway was approved by NCDOT in August 2006. The route consisted of North Carolina Highway 89 and Virginia Route 89 between Mount Airy, NC and Galax, VA. The formal application process will begin shortly. |
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**Blue Ridge National Heritage Area
SURRY COUNTY PRIORITY INITIATIVE**

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| Initiative Title: | 18. Hospitality Training & Destination Management Programs |
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| Project Narrative : | <p>The Yadkin Valley Tourism Authority is a partnership of the Tourism Development Authority (TDA) of Jonesville and the Yadkin Valley Chamber of Commerce (formerly the Elkin/Jonesville Chamber), The Town of Elkin, and the Main Street Merchants of Elkin.</p> <p>The Yadkin Valley Tourism Authority has identified a broad need for hospitality training in the local tourism industry. The Authority has begun designing a program that will bring training resources into the community for front-line workers and entrepreneurs who are involved in serving visitors to the area. The program will also provide structured planning and organizational development services for the new Yadkin Valley Tourism Authority organization.</p> <p>Initial plans will utilize low- or no-cost services available through NC State University, and Cooperative Extension, and Appalachian State University. One module will help service workers understand the importance of tourism to the local economy, and to probe what visitors are likely to want as part of their experience. Other modules will address how to tailor food service, lodging, tours, and specialty retail services to suit the expectations of tourists. The overall program is being centered on building a commitment to excellent customer service and a high quality experience.</p> <p><i>Note:</i> At this point most of the tourist accommodations for the Jonesville and Elkin area are located in Jonesville on Route 67 near I-77. This will change in time with the planned addition of lodging properties at the Elkin exit on I-77. Jonesville and Elkin are separated by the river, and are in Yadkin and Surry Counties, respectively. This initiative is shared between the two counties.</p> |
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| Goal: | To assist in the development of a strengthened work force for the tourism industry, with skills training, technical assistance for organizational development, and a methods for fostering a customer-focused culture in local businesses serving visitors. |
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| Person/Organization Responsible: | Cost to Implement: | Estimated Time to Complete: |
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| Yadkin Valley Tourism Authority Ann Ashman & Wanda Walker | \$2,000 | Ongoing, with major portions of training begun or completed during 2006. |

| Action Items: | Resources Required: | Who's Responsible: |
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| Program Design | Consultation w/ ASU and NCSU professors (Extension & grant funding will cover costs) | Ann Ashman, YVTA and Wanda Walker, Jonesville TDA |
| Program Announcement | Local mailings, press | YVTA |
| Course sessions at business sites and at Yadkin Valley Chamber in Elkin | Local support | YVTA |
| Development of measurement program | Local efforts | YVTA |

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| Performance Measures: | <ul style="list-style-type: none"> • Feedback reports from instructors & students • Deployment of a mystery shopper program to measure customer service • Use of comment cards to objectively measure visitor impressions of the area |
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| Status: | <p>North Carolina State University's Cooperative Extension and Parks, Recreation and Tourism premiered a certification program in North Carolina Hospitality and the Yadkin Valley Area agreed to help pilot the program. Thirteen area hospitality professionals received their certification, which focused on professionalism, problem solving, communication, business etiquette, cultural sensitivity, and knowledge about your community. The two day training program was held on November 6 and 13, 2006 in the Yadkin Valley Chamber Board Room. A second round of training is underway.</p> |
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**Blue Ridge National Heritage Area
SURRY COUNTY PRIORITY INITIATIVE**

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| Initiative Title: | 19. AgriCultural Tourism Trail - It's Homegrown & Handmade |
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| Project Narrative : | <p>Homegrown & Handmade is a new program that aims to add another cash crop for farmers, with a network of trails and sites to lead tourists to Surry County and other rural parts of our state. The new AgriCultural Tourism program is already beginning to show results in the eastern counties of North Carolina, and the second phase is laying the foundation for success in the Piedmont.</p> <p>In Surry County, a number of different sites are being assembled to give a visitor a broad overview of what rural farm life and communities are all about. Wineries, rural historic sites, potteries, old time music in country stores, country style cooking, and the extremely authentic living history farm at Horne Creek show that Surry County's rural setting is already suited for multi-day visits.</p> <p>Surry County's network of sites, with photos and descriptions, along with travel directions, will be presented on the www.homegrownhandmade.com Web site that helps travelers find their way to towns and communities with creative themes and fun ideas for the independent traveler.</p> <p>Homegrown & Handmade is a collaboration of the North Carolina Arts Council, the North Carolina Cooperative Extension Service, and HandMade in America, working with local Extension offices, artists, farmers and rural craftsmen. The Homegrown & Handmade project is supported by a grant from the Golden LEAF Foundation.</p> <p>In addition to creating new tourism products in communities which have traditionally been underserved, The Homegrown and Handmade project is also giving new players a chance to learn more about the tourism industry through discussions, seminars, publications and technical assistance services from a variety of sources.</p> |
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| Goal: | Increase tourism driven business in Surry County by promoting rural artists and craft workers along with wineries, farmer's produce stands, rural cafes and local bed and breakfast lodgings. |
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| Person/Organization Responsible: | Cost to Implement: | Estimated Time to Complete: |
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| Bryan Cave, Director, Cooperative Extension Services Support by Heritage Officer & others | No direct costs | Completed June 2006 |

| Action Items: | Resources Required: | Who's Responsible: |
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| Inventory of possible participants | Local familiarity | Bryan Cave/Heritage Officer |

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| Meeting of participants | No new resources | Bryan Cave/Heritage Officer |
| Completion of profiles and collection of photos | Time for meetings & phone calls | Bryan Cave/Heritage Officer |
| Web site completed & promotion begins | NC Arts Council staff & contractors. | NC Arts Council, Wayne Marin |

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| Performance Measures: | <ul style="list-style-type: none"> • Profiles entered into system for review and approval • Creation of a local and regional identity theme. Surry County will be linked with adjoining counties, with Horne Creek Living History Farm at the center. • Visitors find their way to rural points in all areas of Surry County. |
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| Status: | This project was completed, however, the Heritage Officer continues to scan the listing periodically for known omissions and refers rural tourism businesses seeking help with marketing to the website for inclusion. |
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**Blue Ridge National Heritage Area
SURRY COUNTY PRIORITY INITIATIVE**

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| Initiative Title: | 20. Reeves Theater Renovation Project |
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| Project Narrative : | To restore a key historic theater building in heart of Historic Downtown Elkin. |
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| Goal: | <p>Renovation of 1940's Art Deco Theater in center of Historic Downtown Elkin (theater is a contributing building on the National Register of Historic Places – listed November 2000) open to the public to provide:</p> <ol style="list-style-type: none"> 1. Venue for heritage music (Bluegrass, Country, gospel etc.) 2. Venue for performances depicting Elkin as trailhead and mustering site of the Overmountain Men in Elkin (for victory at Kings Mountain (Overmountain Victory National Historic Trail is approximately 500' from theater with actual trailhead in municipal park less than .2 mile away. 3. Multi-use theater for local performances, Hispanic theater, simulcasts from New York Theaters, foreign and vintage films, cultural events, seminars, school plays, and family entertainment. |
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| Person/Organization Responsible: | Cost to Implement: | Estimated Time to Complete: |
| Tri-County Citizen's Foundation | \$3,000,000 | 2011 |

| Action Items: | Resources Required: | Who's Responsible: |
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| Restoration 1940's Historic Reeves Theater for multi-purpose community performance center | Volunteers Money Contractors | Tri-County Citizen's Foundation, Teresa Howell, Robin Turner, Cicely McCulloch and others |

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| Performance Measures: | Securing funding for renovations Performances, films, seminars, events in the theater |
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| Status: | Theater donated to Tri-County Citizen's Foundation by private individuals. Several grants have been submitted with more to be submitted. Support and funding from the Town of Elkin, Surry County, NC Rural Center, and others for pre-development work. Local fund-raising solicitations beginning Fall 2008. Working with Architect, Theater Consultant, engineers, contractors, and others. The asbestos abatement has been completed along with most of the selective interior demolition. |
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