

Transylvania County Heritage Development Plan

*Produced for the Citizens of Transylvania County
and in conjunction with the*
Blue Ridge National Heritage Area Master Planning Process
In Partnership with

Brevard/Transylvania Chamber of Commerce
Brevard Music Center
Brevard College
Transylvania Tourism Development Authority
Transylvania Arts Council
Cradle of Forestry
U.S. Forest Service
U.S. Parks Service
Transylvania County Government
City of Brevard
Town of Rosman
Jim Bob Tinsley Museum
RiverLink
N.C. Division of Parks & Recreation
N.C. Division of Forest Resources
Land Conservancy

2008 UPDATE

Transylvania County Heritage Council Roster

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**TRANSYLVANIA COUNTY HERITAGE PLAN
INITIATIVE SUMMARY CHART**

Initiative Name	Estimated Costs
Main Street Initiative to link significant established natural and cultural sites	\$2,500,000
Showcasing Regional Arts & Crafts in Transylvania County – Transylvania County, western North Carolina	\$604,000
City of Brevard Downtown Master Plan-- Courthouse Plaza Project	\$2,165,000
TDA/Chamber Visitor’s Center	\$1,265,000
Bike paths	\$419,000
Festivals	\$80,000
Participation in upcoming regional initiatives	Varies
Transylvania Heritage Museum	\$335,000
GRAND TOTAL	\$7,368,000

Blue Ridge National Heritage Area Transylvania County

NARRATIVE SUMMARY

Transylvania County is located in the Appalachian Mountain range in Western North Carolina, 30 miles southwest of Asheville, NC and 60 miles north of the Greenville-Spartanburg, SC area. The county is a short drive to I-26 and I-40 intersections near Asheville and a 20-minute drive from the Asheville Regional Airport via a 4 lane highway--NC 280.

Almost one half of the county is part of Pisgah National Forest, Dupont State Forest and Gorges State Park, which is home to the largest black bear sanctuary. The county is a popular tourist destination, with a mix of natural and cultural attractions. There are almost 500 miles of mountain trails in the county for hiking and biking, and numerous waterfalls and rivers to beckon water sports enthusiasts. Summer and year-round camps for boys and girls bring visitors as well. The county's rich cultural heritage, which includes the famous Brevard Music Center, offers opera, musicals, plays, classical symphony and contemporary music. The communities of Brevard and Rosman provide visitors with an authentic small town experience, reminiscent of times long past, and offer a number of festivals and special events each year.

The word "transylvania" is a combination of two Latin words: "trans" meaning "across" and "sylva" means woods. The land that is now Transylvania County was once an active trading territory between the Indians and European immigrants. This trade brought early colonists into Western North Carolina, where they learned of the rich soil, abundance of game, and great natural beauty. After the Revolutionary War, in the 1780s, the newly formed state of North Carolina began issuing grants for land west of the Blue Ridge, and many immigrants moved west from the coastal and piedmont areas into the mountains.

Transylvania County was organized in 1861, from lands that had been part of Henderson and Jackson Counties. Prior to that, the new county's land had also been part of Rutherford, Macon and Buncombe Counties as well. The town of Brevard was named for the Brevard family, seven brothers, all heroes of the Revolutionary War. Trade continued to be an important source of survival for the early settlers in Transylvania County, although it was difficult, because there were very few roads, and transportation was by horse and ox-drawn vehicles. However, the new settlers traded actively with South Carolina, going as far as Charleston in their endeavors.

>From the earliest settlements, the value of the forests in the area was recognized. However, at the time, there was little market for it elsewhere, and timber was difficult to move along the primitive roads. As a result, much fine timber was cut and burned in order to clear the land for farming. The first timber from Transylvania County was moved by water on the French Broad River to Asheville, where it was sold. Attempts to make the French Broad navigable were unsuccessful, however.

The coming of the railroad in 1895 opened the area to the lumber industry, and logging created the county's first source of employment outside of farming. Shipment by rail also opened markets for the area's rich supply of timber. The railroad created an early tourist industry as well. Lake Toxaway and the Lake Toxaway Hotel in Transylvania County and the Sapphire and Fairfield Hotels in Jackson County became popular tourist destinations, and

many excursion trains came to the area, bringing both new permanent residents and the "summer people."

Forestry conservation efforts began in Transylvania County when George W. Vanderbilt instituted the reforestation of abused and farmed over land on his famous Biltmore Estate. In 1895, Vanderbilt hired German forester Dr. Carl A. Schenck as manager of his vast forest properties. For the next 14 years, Dr. Schenck focused all of his forestry skills on transforming the woodlands known today as Pisgah National Forest. His work, and the tradition of the education of young people about the care of the forests which he founded, resulted in the creation of the Cradle of Forestry in America, a 6,500 acre Historic Site within the Pisgah National Forest set aside by Congress to commemorate the beginning of forestry conservation in the United States.

Transylvania County has an active and engaged Tourist Development Association and Chamber of Commerce in Brevard, the work of which has translated into a healthy, dynamic tourism industry. Domestic tourism in Transylvania County generated an economic impact in the county of nearly \$63 million in 2003. More than 820 jobs in Transylvania County were directly attributable to travel and tourism, generating a \$14.13 million in payroll in 2003. Popular attractions include the Brevard Music Center, Pisgah National Forest, Cradle of Forestry, Whitewater and Looking Glass Falls, Sliding Rock and the French Broad River.

THE OVERARCHING OBJECTIVE of the Transylvania County Heritage Council, Blue Ridge National Heritage Area, is to enhance the already strong heritage tourism assets in the county, i.e.:

- The historic small town charm of Brevard and Rosman
 - The cultural events at the Brevard Music Center and other venues
 - The natural beauty and outdoor recreational opportunities throughout the county.
- The Council's recommendations for Transylvania County's participation in the Blue Ridge National Heritage Area ten-year Management Plan is based on existing initiatives and assets, including:
- Main Street project
 - Downtown Master Plan
 - Tree City USA
 - New Visitors Center/Chamber office
 - Historic walking tour
 - 400 acres in land trust owned by City of Brevard
 - Brevard bikeway
 - Broadband
 - New library
 - Gorges's State Park Development Plan for new Visitors Center
 - Dupont State Forest's need for Visitors Center
 - Cradle of Forestry Development Plan
 - New county museum development plan (offspring of Jim Bob Tinsley museum)
 - 51 historic properties on the National Trust study list, and another 250 worthy of register.

CHALLENGES

Accessibility of certain natural resources
Sustainability of overvisited natural resources
Financial resources
Intercounty communication among various agencies

PRIORITIES

The main priority of the Transylvania County Heritage Council is to build on the many heritage tourism assets already in existence.

1. The tourism-savvy and active Chamber of Commerce and TDA must relocate: a priority is to find or build a better space for a Visitors Center in which these two entities will promote economic development.
2. Two main highlights for visitors to the area are Downtown Brevard and the Brevard Music Center. A priority is to enhance the accessibility between them by extending Main Street to the Music Center.
3. Historic Downtown Brevard already holds a strong attraction for visitors with its small town charm. A priority is to upgrade the downtown in both aesthetic and practical ways, including adding more parking.
4. Transylvania County is rich in arts and crafts. A priority is to establish a comprehensive marketing campaign for the arts to visitors and residents alike.
5. There are numerous festivals throughout the year in the county. A priority is to better coordinate their scheduling and marketing.
6. The Jim Bob Tinsley Museum features a collection of personal memorabilia of this Appalachian musician. A priority is to expand the museum into a county museum with a broader scope.

Initiative Title:	Showcasing Regional Arts & Crafts in Transylvania County – Transylvania County, western North Carolina
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Project Narrative:	<p>Expanding the scope of regional and national recognition is critical to further promote and market the arts and crafts of Transylvania County to a wider audience and appropriately emphasize their role in the heritage of the western region of North Carolina.</p> <p>As a vital component to the economy of Transylvania County, there are a number of immediate and near-future steps to take in order to better promote the heritage arts and artisans, expand our visibility, and reach a segment of visitors that would come here specifically to experience the arts and crafts of this region.</p> <p>Transylvania County has immediate needs for signage and markers to inform visitors and help direct them to the many arts and crafts opportunities already in place throughout the county. Directional signs and markers that are readily recognizable as representing an “arts venue” opportunity could be placed along primary roads, scenic by-ways of the county, as well as in and around downtown Brevard. Informing and directing visitors (and potential visitors) to the various arts and crafts venues is critical to the success of showcasing the arts and crafts inherent to Transylvania County.</p> <p>Informational materials that feature and map out the public sculptures, working studios, artisans, and galleries throughout the county are critical to illuminating our arts and culture resources. Colorful, easy-read brochures providing directions and maps on how to find each venue will help promote the potters, weavers, and other heritage artists in the area.</p> <p>It is important to establish an “Artists of the Region” section at the Chamber of Commerce in the county seat and at the visitors centers of western North Carolina, featuring rack cards, brochures, information materials and maps that relate to the artists, craftsmen, galleries and studios throughout Transylvania County, highlighting the many arts and crafts opportunities and how to find them.</p>
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Goal:	Showcase and expand the appreciation and visibility of artisans, heritage arts, crafts, and arts-related cultural opportunities for visitors to our area by securing signage, increasing informational materials and improving the promotion and marketing of arts and crafts venues in Transylvania County.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Sharon R. Nunnelee Transylvania Arts Council	\$604,000	4 Years

Action Items:	Resources Required:	Who’s Responsible:
-Signage and markers for arts & crafts	\$ 15,000/4 years	The Project Staff would be responsible for securing all aspects and activities to achieve the goals of the 4-year plan to showcase and expanding the visibility/recognition of arts and crafts opportunities in Transylvania County.
-Brochures & Maps	\$ 15,000/4 years	
-Information/Rack Cards	\$ 10,000/4 years	
-“Artists of the Region” Showcase	\$ 24,000/4 years	
-General Promotion & Marketing	\$ 60,000/4 years	
-Visitor Arts Classes & Workshops	\$ 10,000/4 years	
Sub-Total	\$134,000	
-Operations		
Project Director (4 Years)	\$160,000/4 years	
Associate (4 years)	\$120,000/4 years	
Associate (4 years)	\$120,000/4 years	
Letterhead/Envelopes	\$ 10,000/4 years	
Office and Operating Supplies	\$ 60,000/4 years	
Sub-Total	\$470,000	

<p><u>GRAND TOTAL FOR 4 YEARS</u></p> <p>Partners Involved: Transylvania Arts Council Chamber of Commerce Tourism Development Authority Cradle of Forestry Brevard City Government North Carolina DOT Transylvania County Government NC Tourism & Visitors Bureau</p>	<p><u>\$604,000/4 years</u></p>	
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<p>Performance Measures:</p>	<ol style="list-style-type: none"> 1. Increases in numbers of visitors to Transylvania County (tracked by TDA and Chamber of Commerce); 2. Increase in dollars spent in arts and crafts venues (tracked by, and in cooperation with, businesses, studios, and artists throughout the county).
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<p>Status:</p>	<p>Proposed for Acceptance and Funding.</p>
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Initiative Title:	Brevard-Pisgah Forest Bike/Hike Trail
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Project Narrative:	<p>Brevard has completed a significant portion of a municipal bike/hike path within its city limits. This is to propose that the bike path be extended in conjunction with the West Main Street project to include a hard-topped trail head with parking and restroom facilities. The trailhead would include public access to a multi-use soft trail system connecting the town to the Pisgah National Forest and eventually to the Blue Ridge Parkway.</p> <p>At present time, Brevard often cites proximity of the forest as an asset to the town. The reality is that the town is increasingly isolated from the actual entrance by poorly planned commercial development of the Route 64 corridor between Brevard and Pisgah Forest.</p> <p>By gaining direct access to the forest, Brevard can integrate its cultural and historical elements into existing facilities in Pisgah Forest, i.e. the Fish Hatcheries and Wildlife Education Center. The unique park-and-go recreational opportunities present by the trail will promote the economic extension of West Main Street toward the Music Center and positively impact visitor activity in central Brevard.</p>
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Goal:	To utilize the 400 acres set aside by the City of Brevard to create a permanent trailhead facility and a network of soft trails linking the West Main Street area of Brevard to Pisgah National Forest.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
City of Brevard Transylvania Co. EDC Clean Water Management Trust Fund Brevard City Council Brevard Music Center National Forest Service	\$419,000	24 months
Action Items:	Resources Required:	Who's Responsible:
<ol style="list-style-type: none"> 1. Completion of Municipal Bike Hike Path. 2. Negotiation of right-of-way issues. 3. Allocation of Clean Water Management funds. 4. Discussion of direct access specifics with Forest Service representative. 5. Construction of trailhead access road and trailhead. 6. Construction of soft trail network: <ul style="list-style-type: none"> Main connector Secondary loops 7. Soliciting volunteer organizations for trail construction. 8. Project catalyst. 	\$220,000 \$ 84,000 \$115,000 Minimal Minimal	City of Brevard City of Brevard Brevard City Council Diane Bolt/NFS Rep. City of Brevard/Brevard Music Center Professional trail consult. Trail user/advocacy orgs. Mac Morrow/City Councilman/Citizen advocate

Performance Measures:	
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Status:	Research on project and discussion with involved parties on-going.
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Initiative Title:	City of Brevard Downtown Master Plan-- Courthouse Plaza Project
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Project Narrative:	<p>A downtown that is physically appealing, comfortable and inviting, easily accessible and safe with a vibrant and healthy economic center with a respect for its heritage is our vision for Brevard. Brevard is the cultural and economic heart of Transylvania County---it's the gathering place where people come for entertainment, festival celebrations, and cultural opportunities and to build community; the government center for both the city and county; and the diversified economic core.</p> <p>Our downtown inspires a sense of community and creates a unique "sense of place". To continue developing our economy and enhancing our quality of life, Brevard must promote the vitality of existing businesses/residences and the establishment of new businesses and residences. By securing this niche and enabling its expansion will ensure that a strong and steady economic base is maintained. This will require the upgrading of the infrastructure, the creation of development incentives and the expansion of the features that define the small town charm of Brevard. By increasing the walkable/shoppable boundaries, both pedestrian and small business opportunities will become more abundant, leading to an even greater diversification of goods and services and more user-hours spent downtown. Through a revitalization effort for the downtown, we plan to create a vital and positive identity for our community; ensure a strong economic center and attract visitors.</p> <p>Our vision includes crosswalks enhanced for pedestrian safety; signage that guides all who live in, work in or visit the area from place to place; a public "park" on the Clemson property to serve as an inviting linkage to public parking, preserve green space and a pleasant public gathering place; streetlights similar to the historic lamp posts of yesteryear; attractive streetscape of trees and sidewalk amenities; a Courthouse Pedestrian Plaza that provides a "public square"; alleyway and secondary street enhancements through streetscapes and landscape improvements to encourage pedestrian traffic.</p> <p>This project has been accepted, approved and adopted by the Brevard City Council, and is an on-going project. The city hopes to complete the first demonstration block by the end of this year.</p> <p>The improvements and redevelopment of the Courthouse Plaza would be a wonderful jump-start to the overall revitalization project for downtown.</p> <p>Revitalizing downtown will not only make it more appealing and functional but also will also enhance its community character and honor its heritage.</p> <p>In addition, this revitalization project for Brevard's downtown links to future plans the city has for the expansion and development of economic development incentives, heritage tourism development, and preservation of natural resources for our community.</p> <p>The City's vision includes a 450-acre tract of land that the city of Brevard owns that sits at the end of West Main Street. The undeveloped acreage will be held in Trust in a land conservation plan that will keep the property in its pristine and undeveloped condition. Our plan would include hiking and biking trails, picnic area(s) and small public park and linkage to the Pisgah National Forest and Blue Ridge Parkway.</p>
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	Image that visitors could hike, bike to downtown Brevard from the Pisgah National Forest, enjoy the historic revitalized downtown Brevard, and enjoy traditional entertainment at the redeveloped Courthouse Plaza.
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Goal:	Secure funding and begin the revitalization/redevelopment of the Brevard/Transylvania County Courthouse Plaza Project
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
City of Brevard Council/Committee Downtown Master Plan Advisory Committee	\$15,000 to draft construction documents and plans \$2,150,000 Construction	On-Going Projects 1-month 6 months-1 yr. Construction of County Courthouse Plaza project 2- 5-year, 10-20 yr goals for overall downtown master plan project

Action Items:	Resources Required:	Who's Responsible:
Outline Priority list of projects for the downtown area		DTMPAC
Develop comprehensive Construction Documents	\$15,000	DTMPAC with Architect
Develop professional Fundraising campaign	\$40,000	DTMPAC and professional advisors

Performance Measures:	
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Status:	
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Initiative Title:	Initiative to link significant established natural and cultural sites
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Project Narrative:	<p>The attraction to Transylvania County is its natural beauty, its renown cultural heritage, and the vibrant small-town charm of Brevard. The opportunity exists to physically link several primary attractions by the extension of Brevard's Main Street by approximately 2,000 feet. By doing so, downtown Brevard, a main street USA city, including Brevard College, an active arts community, and shopping district, would be connected to the Brevard Music Center, the premier performing arts center in the southeast, and to a new trailhead to the Pisgah National Forest, the first national forest in America.</p> <p>The trailhead would be within the City of Brevard's former watershed property of approximately 400 acres owned by the City and recently preserved through a conservation easement. The extension of Main street would incorporate a sidewalk from the downtown to the Brevard Music Center that would tie into the existing bike trail system and would extend on to the forest trailhead. The establishment of this linkage would open for community development the west end of Main street both within the central business district and beyond.</p>
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Goal:	To put the Brevard Music Center and the Pisgah National Forest at the end of Main Street Brevard providing a sustainable impact on tourism in the county.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Chamber of Commerce Transylvania County Economic Development Brevard City Council Transylvania County Tourism Development U.S. Forest Service Heart of Brevard Transylvania Arts Council	\$2,500,000	24 months

Action Items:	Resources Required:	Who's Responsible:
Build awareness of opportunity Identify affected properties and lay out right-of-way	\$ Minimal \$ 30,000	David Watkins NCDOT
Purchase of right-of way	\$1,000,000	City of Brevard
Construction of road extension.	\$1,250,000	NCDOT
Construction of Trailhead and trailhead access road	\$ 220,000	City of Brevard

Performance Measures:	Dedication of street extension. Dedication of trailhead.
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Status:	Discussion stage.
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Initiative Title:	TDA/Chamber Visitor's Center
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Project Narrative:	<p>The Chamber of Commerce and Transylvania Tourism Development Boards of Directors have partnered for almost twenty years in providing visitor and business opportunities to enjoy and promote our bountiful natural resources and quality of life. Their decision, many years ago, to work together to achieve the goal of economic growth was visionary. We are now at a cross roads where we must take the next big growth step as we expand our services and facilities to meet the increasing needs of both of these entities.</p> <p>The tourism industry has become one of the strongest driving forces for economic development in Transylvania County. At the same time, our county has seen significant growth in entrepreneurship. New businesses are opening while existing ones are expanding. Many of these are service type businesses which support tourism. Our current facility is making the most of its existing space but we recognize the opportunities that could be realized with additional parking, significant increases in Visitor Center and business promotional space, and relocation to better reach our constituents.</p> <p>This new location will enable the Chamber and TDA to offer more efficient services to its membership and tourists respectively in an increasingly competitive world. Some of the enhanced services could include booking guide trips, purchasing tickets to local events, video screenings to promote various businesses and attractions, and many others. This facility will be designed to allow for future expansion.</p>
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Goal:	Provide a facility that can meet the growing needs of our business community and tourist industry while promoting the quality of life in Transylvania County.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Chamber & TDA Boards of Directors	\$1,265,000	January 2007

Action Items:	Resources Required:	Who's Responsible:
Surveys, land/facility search, purchase/lease, building design, furnish/equip facility	\$1,265,000	Chamber & TDA Bds

Performance Measures:	Recommendation. Purchase/lease of land or facility. Build or remodel. Move into new facility on schedule.
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Status:	Committee and Core Group organized. Facility Consultant hired for 6 months to drive process. Committee recommendation to Boards by the end of June 2005.
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Initiative Title:	Festivals
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Project Narrative:	<p>Transylvania County is host to several festivals throughout the year. These include: the White Squirrel Festival, the Old-Time 4th of July Festival, Halloweenfest and Twilight Tour. We also have a series of festivals that highlight our community's natural resources and heritage that we'd like to expand upon. We are assessing these other festivals and events and looking to clarify which events we'd like to expand or consolidate. These include the Trout and Waterfalls Festival, Pioneer Day, Forest Festival Day, the Monarch Migration Festival, our Old-Time Music Competition and our celebration of fine arts.</p> <p>There is a need to improve the coordination of existing activities and improve county-wide planning in order to optimize visitor choices and opportunities during festivals. Several of these festivals are currently produced by the Heart of Brevard. Other events are currently produced by a variety of other organizations.</p> <p>We would like to expand the current Heart of Brevard Festivals Committee and create a Community Festivals Committee to help organize events as one way to facilitate cooperation and improve planning.</p> <p>The Transylvania County Festivals Committee would be able to provide direction for the expansion of existing festivals and for effective collaboration and consolidation of smaller events that share the same themes and target audiences. In 2005, the Community-wide Festival Committee will survey current visitors to determine visitor profiles and obtain ideas for potential activities that would encourage visitors to lengthen their visit to the area. This committee will also survey all county festival producers to clarify their goals and target audiences. Committee members will use this information as the basis for expanding attractions offered to visitors during existing festivals and for clarifying all the major events and festivals that best brand our community and best celebrate our heritage. Expanding the duration and number of offerings at existing festivals has great potential for increasing income from tourism in the near future.</p>
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Goal:	Improve and expand existing festivals as well as add new events as appropriate to increase heritage tourism.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Leigh Trapp, Chair Festivals Comm..	\$80,000	Ongoing

Action Items:	Resources Required:	Who's Responsible:
-Improve planning of events and coordinate	\$15,000	Leigh Trapp, Chair

activities throughout the county	\$25,000	Festivals Committee And Transylvania County Tourism Dev. Authority
-Expand and consolidate existing festivals	\$40,000	
-Introduce new festivals		

Performance Measures:	Increases in number of visitors and dollars earned
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Status:	Working committee in place. Plans for expansion of existing White Squirrel Festival, the 4 th of July Festival, and Halloweenfest are in progress.
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Initiative Title:	Participation in upcoming regional initiatives
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Project Narrative or Description:	<p>The initiatives, while not initiated by Transylvania Co based organizations, below represent important upcoming and ongoing regional efforts that will involve stakeholders from Transylvania County. The TCHC endorses the following projects:</p> <p>Promoting Farmers’ Tailgate Markets as an Agricultural Heritage Experience: Appalachian Sustainable Agriculture Project (ASAP) Looking forward, these promotions can enhance the BRNHA by:</p> <ol style="list-style-type: none"> 1) 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, . 2) 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. 3) ASAP cross-promoting heritage-related events to its existing audience of farmers, retail businesses, and consumers. <p>Natural/Recreational Three-County Greenway System (partners: Henderson County Greenway Commission; Transylvania County Greenway Commission; Riverlink; local governments; NCDOT, Land of Sky Regional Council; Blue Ridge National Heritage Area, etc) 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,</p> <p>A Plan for Linking Lands & Communities across the Blue Ridge National Heritage Area (aka Designing a Green Infrastructure Network for the BRNHA) – pilot project (Land of Sky Regional Council – Jim Stokoe & Linda Giltz) To build a green infrastructure network in the LOS region</p> <ul style="list-style-type: none"> - that serves Madison, Buncombe, Henderson and Transylvania Counties and - serves as a model/pilot for a BRNHA-region wide network project.
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Goal:	
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Varies	Varies	Varies

Action Items:	Resources Required:	Who’s Responsible:

Performance Measures:	
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Status:	
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Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Transylvania Heritage Museum
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Project Narrative:	<p>A Transylvania Heritage Museum has been established in Brevard, North Carolina. The location is on Jordan Street, in a building that was originally built and used as the Brevard Post Office in the 1920's. Having opened in May of 2008, the Museum is providing residents with a place to donate artifacts to insure that the heritage and culture of the county is preserved. The Museum provides a venue for artifacts, photographs and Interpretive Panels relating to the History and Heritage of Transylvania County to be viewed by visitors. The Museum will continue to enhance the visitor's experience by developing interactive, multimedia exhibits, expanding existing displays, and creating programs that Engage and educate visitors about the history and heritage of the county.</p> <p>The Transylvania Heritage Museum currently partners with the Transylvania County Library, the Transylvania Historical Society, and the Friends of Mountain History in programs, events and themed exhibits. The Transylvania Heritage Museum is marketed outside of Transylvania County through these organizations as well as in newspaper listings and articles.</p> <p>As the Transylvania Heritage Museum continues to develop programs and exhibits, it will continue to be a destination for both local residents and tourists alike.</p>
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Goal:	Preserve the heritage and culture of Transylvania County, support existing historical destinations within Transylvania County and increase heritage tourism within the County and the Region.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Pat Childress, President Rebecca Suddeth, Executive Director	\$350,000	5 years

Action Items:	Resources Required:	Who's Responsible:
1) The Transylvania Heritage Museum will provide a venue for showcasing the History and Heritage of Transylvania County through exhibits, collections, displays and artifacts. The museum will engage visitors with programming and activities. The Transylvania Heritage Museum will develop interactive, multimedia exhibits to enhance the visitor's experience.	\$100,000	R. Suddeth, Executive Director, Museum Committee Education Committee
2) The Transylvania Heritage Museum will		R. Suddeth, Executive

expand the existing Cherokee Display in corporation with the Museum of the Cherokee Indian located in Cherokee, NC.	\$25,000	Director, Museum Committee Education Committee
3) The Transylvania Heritage Museum will create a series of programs entitled “Reviving Traditions” that use local artisans to demonstrate and teach traditional crafts to participants.	\$25,000	R. Suddeth, Executive Director, Education Committee
4) The Transylvania Heritage Coalition will engage in aggressive marketing throughout the Southeastern United States, through high-quality brochures, advertising in travel magazines, and video promotion.	\$25,000	R. Suddeth, Executive Director, Public Relations Committee
5) The Transylvania Heritage Coalition will develop a professional fundraising campaign.	\$25,000	R. Suddeth, Executive Director, Finance Committee Public Relations Committee
6) The Transylvania Heritage Museum will ensure the preservation of historical items and artifacts through archival storage and storage systems.	\$25,000	R. Suddeth, Executive Director, Museum Committee
7) Operating Costs for three years	\$110,000	Finance Committee
	\$335,000	

Performance Measures:	Increases in attendance and revenues in Transylvania County by museum visitors. Participation in activities, classes and programs sponsored by the Museum.
Status:	The Transylvania Heritage Coalition was formed in 2005 with a Board of Directors made up of up to 15 different organizations within Transylvania County with an interest in establishing a Museum to showcase the County’s rich history. A 501 c 3 non-profit status was granted in the fall of 2007. In December of 2007, a space was procured to house the new Transylvania Heritage Museum. In January, an Executive Director was hired to oversee the preparation of the space, the development of exhibits, the procurement of artifacts to open the Museum. The Transylvania Heritage Coalition hired Anna Fariello of Cutorial InSights as a consultant at the cost of \$10,000. Under her guidance, and hundreds of volunteer hours, the Transylvania Heritage Museum opened to the public at Brevard’s White Squirrel Festival on May 24, 2008. The opening was a huge success, and the Museum continues to be vibrant and exciting place for both tourists and local people to visit and experience the culture of Transylvania County.

Transylvania County Assets

Projects	Music	Craft	Cherokee	Natural	Agriculture	Scot-Irish	History	Arts	Education
Pisgah Forest/Ranger Sta.				X					X
Dupont State Forest				X					X
Gorges State Park				X					X
Nanthala National Forest				X					X
3 Scenic Byways				X			X		
waterfalls				X					
Cradle of Forest/Forest hert.				X			X		X
Brevard Music Center	X						X		X
downtown historic Brevard							X		
Brevard College	X						X		
276 corridor/scenic/arts		X							
City of Brevard watershed area				X					
rivers/Davidson & French Bd.				X			X		
Jim Bob Tinsley Museum	X						X		X
Alison Dever House							X		X
Pisgah Ctr Wildlife Educ.				X					X
Fish hatchery				X	X				
summer camps				X					X
family cemeteries							X		
Brevard Little Theater								X	
Transylvania new library								X	X
Transylvania archives							X		X
Porter Center	X								X
Appalach. mtn Music performers	X					X	X		

