

Blue Ridge National Heritage Area Yadkin County Heritage Tourism Plan

Overview of Yadkin County History¹

Yadkin County was created by an act of the North Carolina Legislature on December 28, 1850.² At that time, it had been the part of Surry County lying south of the Yadkin River.

The new county was bordered on two sides by the Yadkin River, on the west by Wilkes County, and on the south by Davie and Iredell counties.

Indians

The name *Yadkin* can be found in a 1674 letter from Abraham Wood in which he refers to a village called “Yattken Towne.” American Indians had long used the area as a hunting ground, and at least two major Indian trails crossed the county: a southwest fork of the Saura-Saponi trail, and an east-west trail near Boonville, known as the Occonee Trail. Excavations by archaeologists from Wake Forest University have uncovered numerous Indian burial sites in the Yadkin River bottoms. The Shallow Ford and other places the river could be crossed were used by the Indians.

Early Settlers

Early settlers to the Yadkin County area found abundant wildlife. Settlers from Pennsylvania, Virginia, Delaware and Maryland traveled down the Great Philadelphia Wagon Road to the land beyond the Yadkin River. They built homes from the tall forest pine, and cleared land for farms along the creeks and streams. Some of the earliest settlers in the area were the Morgan Bryan and Squire Boone families. Daniel Boone lived in this area for 20 years, and his route from this area to Kentucky has been marked by the Daughters of the American Revolution at Huntsville and Yadkinville. The town of Boonville was named for the great hunter, Daniel Boone. Other early settlers were George Forbush and Abraham Creson, one of the Regulators who was arrested and taken in chains to Bethabara. Creson obtained large tracts of land at the junction of Deep Creek and the Yadkin River when the area was still part of Anson County.

Revolutionary War

During the American Revolution, sentiments in the area were divided. A skirmish took place near Huntsville on October 14, 1780 between the Tories, led by Gideon Wright, and the Patriots under Captain Cloyd and troops from Surry County and Virginia. Fourteen Tories were killed and they were buried near the Mulberry Fields Road. Later, British General Lord Cornwallis moved up the west bank of the Yadkin River chasing American General Nathanael Greene. Because of recent spring rains, Cornwallis could not cross at Trading Ford but had to continue to the Shallow Ford.

War Between the States³

Only a few landowners in Yadkin owned large numbers of slaves. Most of the population farmed small tracts of land worked by the farmer and his family. There was also a large Quaker population. Thus, sentiments were divided.

The first company of Confederate soldiers was the “Yadkin Gray Eagles,” which was presented a flag by some of the ladies on June 17, 1861, as they marched off to war. Several Yadkin County men achieved high rank: Brigadier General Thomas L. Clingman was born at Huntsville; Major William H.

¹ Frances H. Casstevens, ed. *Heritage of Yadkin County, North Carolina*. Winston-Salem: Hunter Publishing Co., 1981.

² *Public Laws of North Carolina 1850-51*, XI, p. 100.

³ Frances H. Casstevens, *The Civil War and Yadkin County, North Carolina*. Jefferson, NC: McFarland & Co., 1997.

Asbury Speer; and Major William H. J. Cowles. Captain Simon S. Bohannon was captured and endured great hardships as one of the “Immortal 600,” held as hostages under fire on Morris Island.

Although Yadkin sent approximately 1,200 men to serve the Confederacy, large numbers of men hid out to avoid the conscription law. A skirmish occurred at the Bond School house near the Deep Creek Friends Church when the militia attempted to arrest about 15 men who were hiding out in the school. On February 11, 1863, when the militia tried to arrest the “bushwhackers,” four were killed, including Captain James West who commanded the militia.

Near the end of the war, Union General George Stoneman’s men made several forays into the county. They did damage at Jonesville, Huntsville, West Bend, and Hamptonville.

In the 1850s, Yadkin was known for two fine academies: Jonesville Academy, and the East Bend Academy. Both attracted students from all over the south. The Jonesville Academy was ransacked by Stoneman’s men.

Another who gained fame during this period was State Supreme Court Judge Richmond Mumford Pearson. His *writs of habeas corpus* obtained the release of many who had been conscripted into the Confederate army. His home, “Richmond Hill” has been preserved and is open on a limited basis to the public.

When the war ended, Jesse Dobbins, W. W. Patterson, and Dr. Evan Benbow established the Republican Party in the county. Yadkin has remained Republican since that time, when most of the state is Democratic.

20th Century

A rural county, Yadkin had a difficult time until paved roads were introduced. With the 20th century came growth of towns and communities, and the growth of industry. Between 1865-1900, there were dozens of plug tobacco factories which employed both men and women. At East Bend a buggy-making industry thrived before the advent of the automobile.

Two towns were established solely to continue the manufacture of whiskey: Shore (near Flint Hill), and Williams (Panther Creek, in what is now Forsyth County). With the prohibition act of 1917, legal distilling whiskey ceased.

Iron had been mined and smelted at iron foundries since colonial times. Several gold mines operated in the Courtney area into the early 20th century.

A thriving industry in East Bend operated up until about 1940 which employed women to make small sacks that were sold to tobacco companies who used them to hold smoking tobacco.

21st Century

Today, farming is on the decline. Dairies have gone out of business, and many farmers are no longer growing tobacco. Tobacco farmers have turned their land into vineyards and there are several thriving wineries.

Most residents of Yadkin County work outside the county in Forsyth, Surry, Davie, or Wilkes, Counties. A system of highways (421 and I-77) make the daily commute a minor inconvenience, but that may change with increased gasoline prices, since no other means of transportation is available.

Industry is still a minor part of the county, and its growth is hampered by the absence of a county-wide water system. Yet, because of the absence of large industries, railroads, mining, and other forms of pollution, the county remains a quiet, beautiful place in which to live.

Heritage Tourism Planning

The larger tourism industry, particularly the heritage tourism segment, was highlighted as an area of growth in the Congressionally funded economic development strategy completed for Yadkin County and Northwestern North Carolina in late 2003. A group of concerned citizens and leaders in the county participated in a series of discussions and small meetings to continue discussions, and were actively involved in developing a comprehensive plan to launch a county-wide heritage tourism program.

Yadkin County Heritage Tourism Plan that follows was developed by citizens involved in a wide variety of endeavors and community organizations. The plan does address many of the major areas of concern in the original legislation that formed the Blue Ridge National Heritage Area in late 2004. There are projects that will develop and showcase the natural resources, crafts, music, agriculture and history of Yadkin County in ways that are tied to the Blue Ridge Mountains or highlight Yadkin County as a distinctively different spot in the region.

The group members listed below worked with the Heritage Tourism Officer for the region and had discussions among themselves and other experts in developing this plan. While this document includes a broad range of plans and suggestions for future developments, it is by no means a limiting or final statement. It is hoped that citizen groups and new ventures will continue to form over time and continue the process.

The changes in farming and manufacturing in Yadkin County have proven to be a big challenge, but Heritage Tourism is a positive opportunity that parallels the growth of the Yadkin Valley wine region. Together, these two trends make it possible to look at this plan as a strategy that can create new opportunities for community groups, new businesses and new jobs for Yadkin County.

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

Name	Title	Organization
Frances Casstevens	President	Preservation Yadkin County
Joe Wooten	President	Charles Bruce Davis Museum
Greg Cheek	Member	Yadkin County Historical Society
Amy Helton	Owner	Hanover Park Vineyard
Lenna Hobson	Owner	Rag Apple Lassie Vineyards
Ken Larking	Town Manager	Town of Yadkinville
Nancy Keith	Director	Yadkin County Cooperative Extension
Andrew Mackie	President	Yadkin County Historical Society
Kim Myers	Owner	Laurel Gray Vineyards
David Matthews	Chairperson	Richmond Hill Commission
Michael A. Orsillo	Executive Director	Yadkin Arts Council
Bobby Todd	President	Yadkin County Chamber of Commerce
Marti Utter	Owner	Moonshine Heritage Farm
Stan Kiser	County Manager	Yadkin County

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

Initiative Name	Estimated Costs
1. North Carolina Civil War Trails in Yadkin County	\$5,500
2. Country Stores in Yadkin County—Self Guided Tour	\$2,000
3. Yadkin County Visitor Center	\$30,500 +
4. Yadkin Valley Daniel Boone Historic Trails Association	\$10,000
5. Preservation Yadkin County	\$5,000 +
6. Richmond Hill Historic Park - Phase II	\$50,000 - 75,000
7. Shore-Styers Mill Nature Park & Heritage Farm	\$300,000
8. Yadkin Cultural Arts Center	\$250,000 - 500,000
9. Yadkin River Heritage Corridor	\$211,000*
10. Visit The Yadkin Valley & Its Wineries – A Regional Campaign	\$300,000*
11. Yadkin Valley Scenic Byway – From Leaf to Vine	No local cost
12. Hospitality & Destination Management Training Program	\$2,000 (est.)
13. AgriCultural Tourism Trail – Its Homegrown & Handmade	No local cost
14. Yadkin River Heritage Conference	\$5,000*
GRAND TOTAL	\$1,171,000 - 1,446,000

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

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

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

Initiative Title:	1. North Carolina Civil War Trails in Yadkin County
--------------------------	---

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 in commemorating Stoneman’s Raid through Western North Carolina, and to celebrate the very different 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 Yadkin 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: Richmond Hill, The White House in Huntsville (Home of General Thomas Clingman), Courthouse Square in Yadkinville, the Bond School, and Jonesville (where Stoneman’s Raiders crossed north into Surry County).</p> <p>In addition to the opportunity to showcase the history of Stoneman’s Raid through Yadkin County, the Civil War Trails project will highlight the open opposition to and vocal support for the war by local citizens, the use of writs of habeas corpus documents to avoid military service, and the leading role of North Carolina Supreme Court Chief Justice Richmond Pearson in promoting that practice from his plantation and law school at Richmond Hill in Yadkin County.</p>
----------------------------	--

Goal:	Develop a written plan for partnerships with three or more local organizations to fund the placement of Civil War Trails markers (at \$1,100 each) and the annual insurance and maintenance fund (\$200/yearly). The hope is that the Yadkin Historical Society and perhaps Richmond Hill Commission can coordinate, with financial support from local businesses, associations or individuals helping to cover costs.
--------------	--

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Frances Casstevens, Greg Cheek, and Andrew Mackie w/ support by Heritage Officer	\$5,500 +	2 years to work with local groups, governments and individuals.

Action Items:	Resources Required:	Who's Responsible:
Develop the plan for locations & content of five markers.	None Additional	Frances Casstevens, et al
<ul style="list-style-type: none"> • Prepare copy & secure art 	Access to archival resources (local/state)	Frances Casstevens, et al
<ul style="list-style-type: none"> • Submit copy and materials to CWT manager & Archives/History for approval 	Existing resources	Frances Casstevens, et al
<ul style="list-style-type: none"> • Prepare promotion & educational plan 	No new resources	Frances Casstevens, et al

Performance Measures:	Installation of markers and inclusion of Yadkin County sites on the Web site and brochures/maps published by the North Carolina Division of Tourism for the North Carolina Civil War Trails.
-----------------------	--

Status:	The goal was exceeded. Markers have been placed at 6 sites: Richmond Hill, Yadkinville, Bond School House, Jonesville, Windsor's Crossroads and Huntsville.
Priority Level:	High

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

Initiative Title:	2. Country Stores in Yadkin County—Self Guided Tour
-------------------	---

Project Narrative :	<p>This project will promote current and former country stores in Yadkin County as community centers for business, information, and the residential-rural culture. The small country store was a fixture of rural life in Yadkin County during the late 19th and first half of the 20th Centuries.</p> <p>The Country Store in Yadkin County was in many ways a precursor of the convenience store found along today’s interstates. They were physically handy to a widely dispersed population that did not drive long distances on a regular basis. They carried merchandise people needed on a regular basis. And these stores provided a handy meeting spot for the community, youth and elders alike.</p> <p>There are a number of former country stores along the roads of Yadkin County, and some are even still in operation. This tour package will give a visitor a chance to see one of the common elements in the fabric of rural life, and to see the country side of Yadkin County in the process.</p>
---------------------	--

Goal:	This project will develop self-guided tours featuring Yadkin County’s current and former country stores and help raise an awareness of the community social structures of 19 th and early 20 th Century Yadkin County towns and villages.
-------	---

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Andrew L. Mackie	\$2,000	One year

Action Items:	Resources Required:	Who’s Responsible:
1. To identify current and former country stores in Yadkin County	Yadkin County Historical Society’s country store records	Andrew L. Mackie
2. To secure permission from current and former owners of country stores to be included on a self-guided tour	Property owners approval or participation	Andrew L. Mackie
3. To develop the self-guided tour map of these stores	NC DOT Map	Andrew L. Mackie
4. To publish a self-guided tour map	Publisher, distributors	Andrew L. Mackie

Performance Measures:	Action Item 1: Topographic Maps showing the location of current and former country stores, 2006
-----------------------	---

	<p>Action Item 2: Signed, written permission forms, giving permission to include the property owners' store on tour maps, 2006</p> <p>Action Item 3: A current NC Department of Transportation map showing these locations, 2006</p> <p>Action Item 3: A published, self-guided tour map, 2007</p>
--	--

Status:	A survey and article on country stores was published by the Yadkin Ripple Newspaper in August 2002. Over 125 stores were identified in that survey. To date that list has not been formally updated, but local officials believe the vast majority of those stores have closed. A decision needs to be made whether it is worthwhile to continue the initiative.
Priority Level:	Low

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

Initiative Title:	3. Yadkin County Visitor Center
--------------------------	---------------------------------

Project Narrative :	<p>The dramatic increase of tourism to Yadkin County and the Yadkin Valley, driven primarily by the burgeoning wine industry, creates the need for a full-time Visitors Center. Currently, the Chamber has two full time employees that are responsible for all duties of operation of a 185+ Chamber of Commerce, functions as the lead economic development agency for Yadkin County, and a micro-enterprise loan program in-take center.</p> <p>This initiative would assist with developing a part time but permanent staff position for tourism services and promotion. We propose to employ a Tourism Coordinator who would be responsible for recruiting and training volunteers to provide “full time” staffing levels within the Visitors Center.</p> <p>The Chamber of Commerce will provide a dedicated Visitors Center location that is convenient and welcoming to visitors. Employed and volunteer staff will be trained to answer questions, assist with arrangements and reservations, and provide a great southern style welcome that helps people enjoy their stay in Yadkin County.</p>
----------------------------	--

Goal:	To provide a dedicated Visitors Center inside the current Chamber of Commerce office, employ a part-time permanent Tourism Coordinator, recruit volunteers to assist in staffing of Center, and provide training for staff and volunteers.
--------------	--

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Bobby Todd / Yadkin County Chamber of Commerce	\$12,500 Phase One \$18,000 Phase Two	6 months Annual, on-going

Action Items:	Resources Required:	Who’s Responsible:
Remodel, furnish, and stock visitors center	\$7,500.00	Bobby Todd
Provide training for staff & volunteers	\$2,500.00	Bobby Todd
Create post for permanent part time Tourism Coordinator for Yadkin County	Develop long-term source of funding	Bobby Todd

Performance Measures:	<p>Remodel office within existing Chamber facilities, recruit and train staff/volunteers.</p> <p>Document increased traffic to area attractions.</p> <p>Develop and maintain an email newsletter for visitors.</p>
------------------------------	--

Status:	Applied for several grant sources for facility improvements, which were denied; successfully enacted hotel-motel occupancy tax for Yadkinville and unincorporated portion of Yadkin County, which will have separate TDAs; will provide about \$20,000 per year additional revenue to the Chamber for tourism promotion; chamber is in process of providing hospitality training for
----------------	--

	staff and volunteers (RSVP). Future activities will focus on finding grant sources for facility improvements. Cost: approximately \$30,500 (Phase I-12,500; Phase II-\$18,000)
Priority Level:	High

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

Initiative Title:	4. Yadkin Valley Daniel Boone Historic Trails Association
-------------------	---

Project Narrative :	The project will showcase the scholarship associated with the life of Daniel Boone and his family in the Yadkin River Valley. As a result, the life and times of Daniel Boone and his family will be reinterpreted for today's tourists.
---------------------	--

Goal:	To promote Daniel Boone and his family as the quintessential 18 th Century American adventurers.
-------	---

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Andrew L. Mackie	\$10,000	Five years

Action Items:	Resources Required:	Who's Responsible:
1. To survey the published and unpublished literature on Daniel Boone and his family in the Yadkin River Valley	Libraries, interviews	Andrew L. Mackie
2. To identify historic sites associated with Daniel Boone and his family in the Yadkin River Valley from Salisbury to Boone	Libraries, interviews	Andrew L. Mackie
3. To form an association of site owners and others interested in this initiative to prepare these sites for self-guided tours	Property owners	Andrew L. Mackie
4. To utilize this association to maintain and interpret these sites	Property owners	Andrew L. Mackie
5. To publish a self-guided tour booklet for these sites	Publishers, distributors	Andrew L. Mackie

Performance Measures:	Action Item 1: Survey Report on Literature, 2006 Action Item 2: Identification Report on Sites, 2007 Action Item 3: Association Minutes, Publicity, 2008-2010 Action Item 4: Annual Report on These Sites, 2007-2010 Action Item 5: A Self-Guided Tour Booklet, 2010
-----------------------	--

Status:	Heritage Officer has initiated this process. Contacted NC State Historic Preservation Officer and all County Historic Preservation Societies in the region requesting any info they had on Boone heritage and sites. Began survey of published Boone literature, interviewed local author of one publication (Randell Jones – <u>In the Footsteps of Daniel Boone</u>). Made preliminary contacts with Boone initiative sponsors in neighboring states
---------	---

	about possible interstate trail. Plan to map known Boone heritage sites
Priority level:	Medium

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

Initiative Title:	5. Preservation Yadkin County
--------------------------	-------------------------------

Project Narrative :	<p>This organization will be the catalyst for encouraging more property owners in Yadkin County to protect, preserve, and utilize their natural and historical properties.</p> <p>Preservation Yadkin County is a non-profit organization, seeking tax exempt status, that is dedicated to educating the public to the importance of preserving historic buildings, as well as to creating programs to save those structures through protective covenants, emergency funds to prevent loss, and support of other programs. The organization hopes to create a loan fund that would be able to purchase endangered properties, remarket them, and use the proceeds to sustain the overall effort.</p> <p>Preservation Yadkin County was launched by a group of concerned citizens earlier in 2005 who were alarmed at the potential loss of the historic Harding House on Courthouse Square and other structures that were suffering neglect. The group seeks to be an advocate for preservation and use of historic properties, as well as provide means for saving buildings with a loan and purchase fund, and providing educational programs on the financial, technical, and historic aspects of preservation.</p>
----------------------------	--

Goal:	This initiative is aimed to complete the organizational development phase of the launch of Preservation Yadkin County and position the group to begin fund-raising to establish a working loan and purchase fund dedicated to preservation.
--------------	---

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Frances H. Casstevens, President	\$5,000	1 year

Action Items:	Resources Required:	Who's Responsible:
1. Incorporation fees & registrations	\$ 500	Joseph M. Wooten
2. Office supplies & postage for mailings	\$ 500	Andrew L. Mackie
3. Develop and publish a membership brochure and simple newsletter	\$1,000	Marti S. Utter
4. Educational programs for citizens	\$3,000	G. Clinton Prim

Performance Measures:	Action Item 1: Payment receipts for incorporation fees Action Item 2: Receipts for office supplies Action Item 3: Brochure & any mailings Action Item 4: Reports on each program
------------------------------	---

Status:	Incorporation as 501(c)(3) has been completed; initial community education sessions completed; brochure developed; county and town in process of forming historic preservation committees to advise them on preservation planning issues. Future activities will focus on increasing membership, and
----------------	--

	increasing public education and awareness of preservation needs.
Priority Level:	Medium

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

Initiative Title:	6. Richmond Hill Historic Park – Phase II
-------------------	---

Project Narrative :	<p>Richmond Hill, the home of North Carolina State Supreme Court Chief Justice Richmond Pearson, would be a significant historic site even just as an antebellum gentleman’s home site. But this was also the site of the first law school in North Carolina, and Judge Pearson was regarded as a serious legal scholar and expert in his own right.</p> <p>The Richmond Hill Historic Commission seeks to raise the level of programming at the county-owned site, through a reconstruction of some of the original log buildings that served as the law school, enhancements of the house and grounds to provide more learning experiences for visitors, and to offer programs that will link this site with the Historic Village of Rockford on the opposite side of the Yadkin River. All of these steps will attract tourists in greater numbers for the future.</p> <p>Plans have been in hand for some time for the reconstruction of a brick kitchen structure to the rear of the house (Phase Two). Archaeological digs by Wake Forest University were instrumental in establishing the site of the kitchen which had been destroyed by the time the property came into County ownership. The plans developed by historic preservation specialists call for a brick structure with a large open hearth and brick oven, as well as food storage—all in keeping with established standards from the 1840-1870 time frame in the upper Piedmont of North Carolina.</p> <p>Plans are also being pursued for reconstruction of one or two log structures to represent the law school facilities of Judge Pearson. (This is under Phase Three) There are no surviving photos or drawings, though there are vague written references to the specific buildings and sites. Members of the Richmond Hill Commission are also interested in developing a landscape plan that would include a kitchen garden as might have been used during the Justice’s lifetime.</p>
---------------------	---

Goal:	<p>This initiative seeks to elevate the level of exhibits and interpretation done at the site and the surrounding park area, to increase visitation with improved quality, improve the use of this resource by local citizens, and to achieve the educational mission of the Richmond Hill Commission of Yadkin County. More specifically, we seek to make Richmond Hill well known by citizens of the region, improve local support for programs, and to make the site part of Yadkin County’s tourism infrastructure.</p>
-------	---

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Richmond Hill Commission	\$50,000-75,000	2 years

Action Items:	Resources Required:	Who's Responsible:
Archaeological re-survey of the site	\$1,000	Richmond Hill Comm. w/ archaeologist
Reconstruct the kitchen building for the	\$60,000	Commission
Exhibits and exterior interpretive markers	(\$20-25,000 in hand) \$14,000	Commission

Performance Measures:	
	<ul style="list-style-type: none"> • Reconstruction of the kitchen building, with walkway to the butler's pantry. • Development and use of new exhibits and exterior markers to help interpret the site in light of the legal history, agricultural and domestic history, and civil war era history of the plantation. • Follow-up would include possible reconstruction of one or two log buildings to recreate the site of the first law school in North Carolina. • Landscape changes to include a kitchen garden and other improvements within period guidelines.

Status:	Kitchen/cabin reconstruction and garden landscaping have not been completed. Trails and picnicking shelters, basic interior and exterior renovation have been completed. Additional exhibits have been added to the interior, mainly period furniture, and the NC Civil War Trails marker has been placed in the front yard.
Priority Level:	High

Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	7. Shore-Styers Mill Nature Park & Heritage Farm
-------------------	--

Project Narrative :	<p>Shore-Styers Mill Nature Park was purchased in April 1975 by Yadkin County, at the suggestion of the American Revolution Bicentennial Commission, the Yadkin County Historical Society, and other interested persons. The 4.4-acre park was intended to be a complement to other bicentennial-year projects in the area. These projects included the reconstruction of a ferry at Rockford (the original county seat) and promotion of the Yadkin River corridor as a recreational and historical attraction. Richmond Hill Law School, considered by many to be our county’s premier historic site, would have benefited immeasurably from the completion of the bicentennial plan, as would Shore-Styers Mill Nature Park. These plans were not realized.</p> <p>Shore-Styers Mill Nature Park is currently being cared for by members of Friends of Shore-Styers Mill, a non-profit group. The group is proceeding with the acquisition of additional parkland; the first grant application was submitted on June 1st of this year. The expanded boundaries of the park will protect more of the Deep Creek Bluffs Significant Natural Heritage Area, a 380-acre swath of the watershed that was surveyed in 1993 by the North Carolina Natural Heritage Program. <u>Phase I</u> of the expansion will allow for the careful development of facilities for the park, including picnic pavilions, restrooms, an amphitheatre, a nature center and overnight accommodations. <u>Phase II</u> plans include a heritage farm with a reconstructed two-story loghouse (circa 1832) and space on the grounds for traditional crafts and farm practices such as shearing & spinning, weaving, quilting, blacksmithing, molasses making and working the land with horses. Civil War-era reenactments and encampments are also planned. (The Shore-Styers Mill itself was dismantled for salvage in 1975, and thus is not part of this plan. The rock foundation of the mill will continue to be preserved as an historic site.)</p> <p>Many citizens in our area are making a concerted effort to physically connect the rich historic, cultural, and agritourism assets of the Yadkin Valley. It is expected that an increase in the number of visitors will provide welcome economic benefits to our area: indeed, it is already providing an incentive for many creative ideas.</p> <p>For example, the potential development of the park and heritage farm has rekindled interest in the nearby historic community of Shacktown, which was a bustling center of commerce from the 1850’s through the early 1900’s. There are plans for an educational farm, an organic farmer’s market, the re-opening of the tobacco basket factory, and overnight farm stays. Ease of travel will also play a part in our success: the park and its environs are an easy drive to U.S. 421 & I-77, the wineries, historic sites such as Richmond Hill, Rockford, Huntsville, the site of the Battle of Shallow Ford, and Donnaha Archeological Site.</p> <p>The Shore-Styers Mill Nature Park & Heritage Farm will encourage the preservation and appreciation of our rich agricultural and natural heritage, with venues for music and craft; it will remain a sanctuary for wildlife and for those who wish to observe it</p>
---------------------	---

	in solitude; and it will be a gathering place for the community.
--	--

Goal:	To protect and preserve the <i>flora & fauna</i> of the area and use it to educate visitors; to provide a serene gathering place for the community at-large and for visitors; to protect and preserve our agricultural heritage and provide hands-on education about the subject.
--------------	---

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Marti Spillman Utter & Friends of The Shore-Styers Mill	\$300,000	Three year

Action Items:	Resources Required:	Who's Responsible:
1. Acquisition of additional park land	Grant Funding	Marti-S. Utter/ Piedmont Land Conservancy/CWMTF
2. Development of Business Plan	Use of contacts	Marti Utter & Friends of Shore-Styers Mill
3. Development of Site Design	Faculty & student Interns	Recreation Resources Service, NC State Univ.
4. Implementation of Phases I & II	Grant awards	Marti Utter, Friends of Shore-Styers Mill/Recreation Resources Services

Performance Measures:	Completion of Business Plan Completion of site design Construction of facilities as outlined in narrative
------------------------------	---

Status:	With assistance from Piedmont Land Conservancy, put together tax incentive/land swap deal with adjacent landowner for acquisition of an additional 30+ acres to establish possible heritage farm; completed business plan for park development; completed site master plan emulating Fox Fire Park in Raven Gap, Georgia. Future actions will focus on: <ul style="list-style-type: none"> • Presenting Business Plan to Pilot View RC&D • Finalizing land swap deal • Relocating historic log home to acquired land • Acquiring blueprint of old Mill and possible reconstruction thereof • Acquiring adjacent Deep Creek Bluffs Significant Natural Heritage Area ID'd by NC DENR
Priority Level:	High

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

Initiative Title:	8. Yadkin Cultural Arts Center
--------------------------	--------------------------------

Project Narrative :	<p>The Yadkin Arts Council seeks to acquire and renovate the historic Cornerstone Building for use as a cultural arts center for the citizens of Yadkin County. There is no dedicated arts facility in Yadkin County at this point and the project would greatly expand the capacity of the Yadkin Arts Council to present a wider range of programs for citizens and visitors alike.</p> <p>The initial phase of the project includes the acquisition and renovation of the front portion of this facility to serve as an art gallery, an artful gift shop to help expose the talent of local artists and craftsmen, offices and classroom space. If space permits the plan may include a coffee shop and wireless internet café.</p> <p>The second phase would be to restore and renovate the large back portion of the building to provide a 200 seat performance space, additional classrooms, rehearsal space, office space, scene shop and costume shop. This phase of the project would greatly enhance the children’s theater program and enable the Yadkin Arts Council to present a wider range of musical and theatrical events in downtown Yadkinville.</p> <p>Yadkin Arts Council is the primary arts organization serving Yadkin County, and has a membership of 45 in 2005. Building the Cultural Arts Center in Yadkinville will strengthen our organization and prepare us to grow in memberships and funding. This will also help us in the preservation and presentation of the performing and visual arts in Yadkin County, and support the growing craft community of the county.</p>
----------------------------	--

Goal:	To create a cultural and performing arts center for the citizens of Yadkin County and assist in attracting visitors to the county.
--------------	--

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Michael A. Orsillo, Executive Director, Yadkin Arts Council	\$250,000 – 500,000	18-36 months

Action Items:	Resources Required:	Who’s Responsible:
<ul style="list-style-type: none"> • Create a Master Plan for the Center, update business plan for the Yadkin Arts Council • Develop Fundraising plan and campaign 	<ul style="list-style-type: none"> Internal w/ contacts Internal w/contacts 	<ul style="list-style-type: none"> Michael A. Orsillo Michael A. Orsillo and Board leadership
<ul style="list-style-type: none"> • Acquire building and begin renovations • Develop facilities and new programs 	<ul style="list-style-type: none"> Staff & Board Staff & Board 	<ul style="list-style-type: none"> M.A. Orsillo & Board M.A. Orsillo

Performance Measures:	<p>Fundraising program launched in early 2006</p> <p>Acquisition of the building</p> <p>Plan completed for renovations (Phase I & II)</p> <p>Completion of Phase I and opening</p> <p>Completion of Phase II and opening</p>
-----------------------	--

Status:	<ul style="list-style-type: none"> • Construction plans and specs finished. • Bids received at \$3.2 million, subsequently reduced to \$2.5 million thru adjustments in project scope. • \$1 million raised thus far in private contributions. • Plan to borrow the remainder. • USDA loan guarantee available (90%). • Plan to begin construction in November 2008, initiate public phase of capital campaign.
Priority Level:	High

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

Initiative Title:	9. Yadkin River Heritage Corridor
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 four counties of Caldwell, Wilkes, and Surry and Yadkin County 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>

	<p>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.</p> <p>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.</p> <p>Proposed Timelines</p> <ul style="list-style-type: none"> -- 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)
--	--

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.
-------	--

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:
<ul style="list-style-type: none"> -- Completion of Master Plan and Economic Impact/Market Assessment -- 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. • Organize Yadkin corridor land 	<p>Completed</p> <p>\$211,000</p>	<p>YRHC Partners</p> <p>YRHC Partners, Trail Coordinator</p>

<p>protection workshop or workshops for landowners, in cooperation with land trusts</p> <ul style="list-style-type: none"> • 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>	Unknown	Trail Coordinator, Landowners, Railroad, YRHC Partners
<p>-- Completion and dedication of continuous walking trail from Happy Valley Ruritan Park in Caldwell County to Shallowford in Yadkin County</p>	Unknown	Trail Coordinator, Landowners, Railroad, YRHC Partners
<p>-- Establish additional recreational launching improvements & picnic facilities along river</p>	Unknown	Trail Coordinator, YRHC Partners
<p>-- Establish additional campsites along river</p>	Unknown	Trail Coordinator, YRHC Partners
<p>-- Initiate rail passenger tours along corridor</p>	Unknown	Trail Coordinator, YRHC Partners, Railroad

Performance Measures:	<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>
-----------------------	---

Status:	<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>
Priority Level:	High

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

Initiative Title:	<i>10. Visit The Yadkin Valley & Its Wineries –A Regional Campaign</i>
--------------------------	--

Project Narrative :	<p>Yadkin County Chamber of Commerce is a founding member of the Yadkin Valley Host and was part of the original planning for this program.</p> <p>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. The initiative developed with a partnership between the Yadkin Valley Host, a network of tourism organizations, and the Yadkin Valley Winegrowers Association, the professional organization of winery owners in the valley.</p> <p>With the rapid development of the wine industry in the Yadkin Valley the groups were seeing a change in the types of visitors and in the things which appeal to them. The branding and marketing plan was developed to accelerate the region’s shift to a new market and serve as the platform for guiding development of new tourism and lifestyle businesses in the region that would serve a new clientele.</p> <p>The project is seen as a multi-year effort. The first phase has begun with the development of a branding program that features a graphic identity consistent across all communication efforts. The program is also built around a set of core value statements that aim to always place the Yadkin Valley within the proper context. Those are:</p> <ul style="list-style-type: none"> • Good wines that reflect the local conditions, • An outstanding countryside setting, • Creative people with interesting stories, • Traditional and fine arts, and • An easy-going lifestyle. <p>The first phase of the campaign has produced a Web portal (www.yadkinwines.com), limited advertising in key publications that reach a traveling readership in the southeastern United States, a printed map for fulfillment of inquiries, and related collateral for use by wineries and visitor centers alike. A public relations program has also been launched to develop ties with travel writers, food and wine writers, and general interest media in helping the Yadkin Valley tell its story to the world. The first phase program has received major funding from the Golden LEAF Foundation.</p> <p>A second phase will be launched soon, aiming to involve a good number of private sector interests in creating a marketing entity with sustained financing to coordinate the regional marketing efforts. The Yadkin Valley Host will continue to include representatives of Chambers of Commerce and local government boards involved in promoting tourism. Corporate Members will be solicited to augment the reach of the organization and develop a cooperative advertising and promotion program.</p>
----------------------------	---

Goal:	This 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.
--	---

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Yadkin Valley Host & the Yadkin Valley Winegrowers Association, w/ Bobby Todd of Yadkin 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

Performance Measures:	<ul style="list-style-type: none"> • 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.
-----------------------	--

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.
Priority Level:	Completed

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

Initiative Title:	11. Yadkin Valley Scenic Byway – <i>From Leaf to Vine</i>
Project Narrative:	<p>This initiative takes a loop of rural roadways in Yadkin, Davie and Surry Counties that showcase the scenic, historic and agricultural heritage of the area.</p> <p>The Yadkin County portions of the loop include historic communities such as Huntsville and East Bend, wineries, open countryside, the Amish community of the Windsor Crossroads area, and the Yadkin River. Most sites along the route have a view of Pilot Mountain or the Brushy Mountains.</p> <p>The scenic byway will encourage visitors to get outside major 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 84.5 miles of Yadkin County roadways under the Scenic Byway program by the NC Department of Transportation. The overall plan has been developed jointly with Surry County and Davie County</p>

Goal:	We seek to receive North Carolina DOT designation of a Scenic Byway in Yadkin County that will help promote visitation and assist in developing recognition of the agricultural heritage in the community.
-------	--

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Cecil Wood, Bobby Todd, & others	No direct cost to county	Spring of 2006 Determination

Action Items:	Resources Required:	Who’s Responsible:
Study & proposal of the byway to NC DOT	Local input	Cecil Wood, Bobby Todd and others with 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

Performance Measures:	Designation of the Scenic Byway by DOT Placement of signs to mark the byway Local communication with press & community meetings
-----------------------	---

Status:	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.
Priority Level:	High

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

Initiative Title:	12. Hospitality & Destination Management Training Program
--------------------------	---

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. On 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>Note: 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.</p>
----------------------------	---

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.
--------------	---

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

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
-----------------------	--

Status:	Program is underway. First round of training completed in November 2006; second round of training is underway.
Priority Level:	High

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

Initiative Title:	13. AgriCultural Tourism Trail - <i>It's Homegrown & Handmade</i>
-------------------	---

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 Yadkin 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 Yadkin County, a network of different sites is 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 world's largest popcorn farm show that Yadkin County's rural setting is already suited for multi-day visits.</p> <p>Yadkin's collection 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>
---------------------	--

Goal:	Increase tourism driven business in Yadkin County by promoting rural artists and craft workers along with wineries, farmer's produce stands, rural cafes and local bed and breakfast lodgings.
-------	--

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Nancy Keith, NC Cooperative Extension Services Support by Heritage Officer & others	No direct costs	Completed June 2006

Action Items:	Resources Required:	Who's Responsible:
Inventory of possible participants Meeting of participants	Local familiarity No new resources	Nancy Keith Nancy Keith & Heritage Officer

Completion of profiles and collection of photos	Time for meetings & phone calls	Nancy Keith & Heritage Officer
Web site completed & promotion begins	NC Arts Council staff & contractors.	NC Arts Council, Wayne Martin

Performance Measures:	<ul style="list-style-type: none"> • Profiles entered into system for review and approval • Creation of a local and regional identity theme. Yadkin County is likely to be linked with Surry and Stokes counties, centered around Horne Creek Living History Farm, a state historic Site. • Visitors find their way to rural points in all areas of Yadkin County.
-----------------------	---

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.
Priority Level:	Medium

Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	14. Yadkin River Heritage Conference
-------------------	--------------------------------------

Project Narrative:	<p>The Yadkin River Heritage Conference will bring together a diverse group of participants from Caldwell, Wilkes, Surry and Yadkin counties and beyond, their common bond being an in interest in the conservation and promotion of the river corridor. The forum will serve as an introduction to related BRNHA initiatives such as the Yadkin River Heritage Corridor (in the aforementioned counties), Headwaters Conservation and Sustainable Development (Watauga County), and the Yadkin River Greenway (Wilkes County).</p> <p>The conference will draw participants from throughout the region, with government and community leadership, and grass roots organizations coming together to discuss a wide range of topics affecting the environment, economy and culture of the Yadkin River basin. The organizers envision panel discussions, work shops, demonstrations and lectures as part of the format, as well as site visits and performances.</p> <p>An objective of this initiative is to help citizens of the region regain an appreciation of the Yadkin River’s importance, as well as to help forge strong connections between the environment, economy and culture.</p> <p>The target group envisioned for this event would include: residents of the four counties; recreational hikers, bicyclists, canoeists and kayakers (including clubs and other organizations); equestrians and equestrian outfitters; birding organizations; outdoor recreation outfitters; heritage organizations (colonial-era and Civil War-era re-enactors, county historical societies, etc.); federal, state and municipal parks & recreation personnel; vineyard owners/employees; retailers; representatives of the current railway system; travel/tourism professionals; historic site staff and volunteers; conservation organizations; local land trust personnel; cooperative extension agents/staff; soil and water conservation district agents and staff; county planners, managers and commissioners; municipal managers and commissioners, etc.</p>
--------------------	---

Goal:	To introduce the Yadkin River Heritage Corridor initiative, and related initiatives, to the community; to build a cooperative network of contacts within the Yadkin River basin for water quality, green space preservation, agricultural promotion and heritage tourism.
-------	---

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Montie Hamby & Marti Utter, officers of the Yadkin/PeeDee River Trail Association	\$5,000	5 Months

Action Items:	Resources Required:	Who's Responsible:
Plan overall program	Ideas & discussion	Montie Hamby, et al
Secure venue for event	Unknown	Montie Hamby, et al
Publish program and issue call for participants	Press contacts, e-mail	Montie Hamby, et al
Work to publish articles and information as follow-up to conference	Funds, cooperation	Montie Hamby, et al

Performance Measures:	<ul style="list-style-type: none"> • Measure recognition of issues by invited speakers • Raise funds to underwrite basic costs • Measure attendance and media coverage • Attempt to track discussions taking place during event and monitor how parties follow-through on their ideas
-----------------------	---

Status:	This has not been done yet; it will probably be done as part of the public information/education phase of the Yadkin River Heritage Corridor initiative once the Trail Coordinator is on board.
Priority Level:	Low