

REQUEST FOR BOARD ACTION

HENDERSON COUNTY BOARD OF COMMISSIONERS

MEETING DATE: November 7, 2005

SUBJECT: Blue Ridge Heritage Area and Henderson County Heritage
Tourism Plan Presentation

ATTACHMENTS: Henderson County Heritage Tourism Plan

SUMMARY OF REQUEST:

Previously, the Board requested additional information concerning the Blue Ridge Heritage Area and the Henderson County Heritage Tourism Plan. Ms. Melody Heltman, Henderson County Travel and Tourism Director, will make a presentation to the Board concerning these initiatives and answer any questions the Board may have. A copy of the Henderson County Heritage Tourism Plan is attached for review.

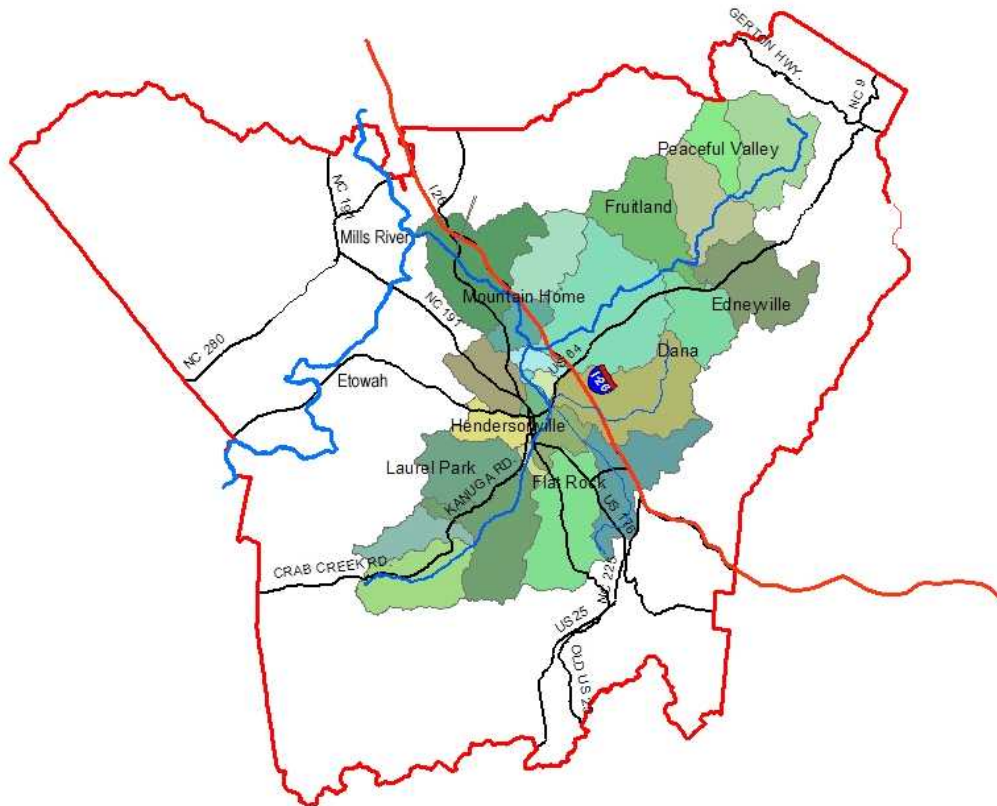
COUNTY MANAGER'S RECOMMENDATION/ACTION REQUIRED:

No action is recommended at this time.



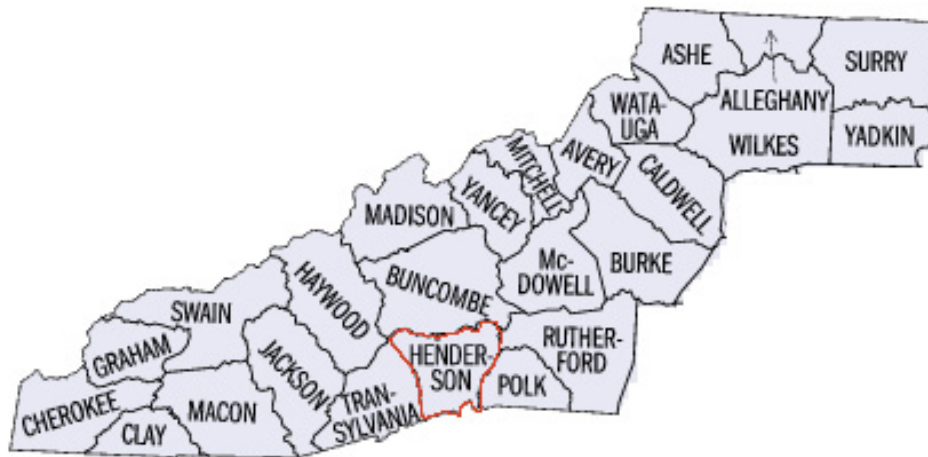
HERITAGE TOURISM PLAN
Henderson County, North Carolina

Henderson County, North Carolina



Blue Ridge National Heritage Area

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



HERITAGE TOURISM PLAN

Henderson County, North Carolina

Mission:

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

HERITAGE TOURISM COUNCIL

Henderson County, North Carolina

Mission:

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

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Henderson County 2020 Comprehensive Plan

Henderson County 2005 Strategic Plan



HERITAGE TOURISM PLAN Henderson County, North Carolina

Southern hospitality and charm, a beautiful natural environment, and a strong diverse economy are characteristics that make Henderson County, North Carolina home to its citizens and an attraction to visitors.

Henderson County is situated on an intermountain plateau almost entirely encircled by the Blue Ridge Mountains of western North Carolina and bounded by the state of South Carolina and Buncombe, Transylvania, Haywood, McDowell, Rutherford, and Polk Counties.



Our History

Prior to the Revolutionary War and the subsequent arrival of immigrant settlers, the land now comprising Henderson County was Cherokee Indian hunting ground. Henderson County's history can be traced back to its settlement in the eighteenth century by William Mills and his family who made their home in the Fruitland area. Mills, who served in the Revolutionary War, received one of the first land grants west of the Blue Ridge Mountains, dated 1787, and settled in what is now Henderson County. Mills and others who settled in the area established an agricultural tradition that remains strong today. Each year, Mr. Mills planted hundreds of fruit trees, and seeing them thrive, his neighbors began imitating him. Thus William Mills became the father of the county's apple industry, the forerunner of the multi-million dollar production of today!

Henderson County, formed from Buncombe County, was founded in 1838 and named in honor of Chief Justice of the State Supreme Court Judge Leonard Henderson. Early on, eight townships provided leadership within Henderson County: Hendersonville, Blue Ridge, Green River, Edneyville, Mills River, Crab Creek, Hoopers Creek and Clear Creek. These townships were active and became the foundation for the county as it is known today."

Prior to 1879, dusty dirt roads maintained by township residents provided the only means of transportation. Many of the roads were first built in the period between 1800 and 1840. At that time the county was rural and sparsely populated by people living primarily off the land. However, this soon changed with the introduction of the railroad. The railroad brought a degree of urbanization and industrialization to Henderson County by making it easier to travel and to ship products. Railroads became



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

the basis for additional settlement, the provision of jobs, and the creation of stores, businesses, and industries. The railroad also brought seasonal visitors, which was the beginning of a long-lasting travel and tourism industry.ⁱⁱⁱ



On July 15, 1905, general contractor, W.F. Edwards, general presented the keys of what is now known as the *Historic Henderson County Courthouse*. The courthouse was occupied by county government until April 1995, when a new courthouse was opened on Grove Street in Hendersonville. The historic classic revival building is the oldest significant architectural structure in Downtown Hendersonville and remains a well recognized landmark representing the character of Henderson County.

Judge Mitchell King donated fifty acres of land from his summer estate for the county seat, Hendersonville, in 1841. Hendersonville was incorporated 6 years later on January 7, 1847. As is the case today, the City of Hendersonville was the hub of activity for the county in these early days. Today, Henderson County is home to eleven towns or communities: Bat Cave, Balfour, Edneyville, Etowah, Flat Rock, Fletcher, Hendersonville, Horse Shoe, Laurel Park, Mills River, Tuxedo, and Zirconia.^{iv}

Our Heritage

Tourism

Henderson County, with its resorts, local attractions, and abundance of natural resources, has a long history of being known as a popular tourist destination. In the early 1800s, the Hendersonville/Flat Rock area was already a popular summer resort for wealthy South Carolina planters and dwellers who wished to escape the intense heat, insects, and diseases of the Low Country.



Today, Henderson County continues to be recognized as a significant tourism community. Visitors are naturally drawn to the area's clean air, cooler temperatures, and abundant outdoor activities: hiking, cycling, horseback riding, golf, tennis, kayaking and other water sports, fishing, and skiing. Visitors often stay several days in the area to experience the numerous cultural, historic, and natural sites, including: the Blue Ridge Mountains: the Blue Ridge



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Mountains; the Blue Ridge Parkway; Pisgah National Forest; Biltmore Estate; Carl Sandburg Home National Historic Site; Flat Rock Playhouse, the State Theater of North Carolina; Chimney Rock Park; and the Great Smoky Mountains National Park, just to name a few.



Historic Hendersonville and its neighboring community of Flat Rock have been welcoming visitors for more than a century.

Historic Downtown Hendersonville was entered into the *National Register of Historic Places* in March of 1988. The serpentine street features planter boxes brimming with seasonal flowers and trees. Thriving businesses, such as specialty shops, antique stores, art galleries, craft shops, and restaurants, offer visitors traditional southern hometown charm. Downtown hosts many activities including the NC Apple Festival held during Labor Day weekend, as well as art shows, street dances and parades throughout the year. It is a vital part of the community's economic and cultural growth.

The Village of Flat Rock began welcoming visitors in the mid-nineteenth century when affluent Europeans and prominent plantation owners from the Low Country of South Carolina built large summer estates in the area. Their Southern influence remains part of the heritage of Flat Rock, with many of these old estates still standing, surrounded by wide lawns, gardens, towering trees and white pillar porches shielding their visibility from the highway. A few remain in the families of original owners; others are now lovely communities. The whole district of Flat Rock is *Historic* striving heritage Rock



highway. The whole district of Flat Rock included in the *National Register of Places*, and Historic Flat Rock Inc. is to preserve their unique story in the of the Old South. It is also home to Flat Playhouse, the State Theater of North Carolina.

Agriculture

As in many other areas of Western North Carolina, the Henderson County's history has close ties to agriculture. In fact, agriculture was the primary livelihood of most of Henderson County's residents during the eighteenth century. They grew corn, wheat, rye, potatoes and cabbage, and perhaps most significantly, planted hundreds of fruit trees. The county's roots in agriculture have continued to support its prosperity. ^v Agricultural tourism or agri-tourism^{vi} is an important aspect of the county's tourism



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business. Henderson County is North Carolina's number one apple producer and home to the NC Apple Festival, one of the largest festivals in the Southeast. Spring apple blossom and fall harvest tours are also a popular pastime of locals and tourists. Visiting fresh markets with locally grown produce is also a local tradition.

Heritage Tourism and Its Advantages

Travel and tourism, the third largest retail industry in the U.S., is big business. In 2000, travel and tourism contributed \$584.3 billion to the U.S. economy. Travel and tourism supported more than 7.8 million jobs and indirectly supports another 11.5 million jobs, creating a total of 19 million jobs- including more than 650,000 executive level positions. According to a 2001 Report on Cultural and Historic Tourism, visitors to historic sites stay longer and spend more money than other kinds of tourists. Visitors to historic and cultural attractions spend, on average, \$631 per trip compared to \$457 for all U.S. travelers, and they spend an average of 4.7 nights away from home as compared to 3.4 nights for all other travelers.^{vii}

Heritage tourism is among the fastest growing segments in the tourism industry. Travelers today seek authentic experiences that broaden and deepen understanding of diverse historical backgrounds. Surveys have shown that travelers are seeking destinations that have a combination of national, historic, aesthetic, recreational, and cultural sites. Cultural attractions, such as a visit to a museum, a festival, cultural event, a heritage area, an art performance, or an historic building, rank near the top as key reasons to travel.

Success Story: Henderson County Sites Highlighted on Geo-Tourism¹ Map

In response to a statewide request, the Henderson County Travel and Tourism office identified and recommended potential sites to be considered for inclusion on a major tourism map. The map, produced collaboratively by the National Geographic Society and the Appalachian Regional Commission, is part of a campaign to recognize and promote Appalachia as a national treasure. The maps were inserted in the April 2005 issue of National Geographic Traveler magazine and delivered to more than 900,000 subscribers nationwide. Maps are also being offered to area schools and libraries. (See *Appendices – National Geographic Geo Tourism Map*)

Based on extensive research, National Geographic selected 356 sites to represent the Appalachian Region and be featured on the tourism map. Of the forty-five sites located in Western North Carolina, Henderson County had a total of five (more than any other county in the region) including:

¹ Geo-tourism is defined as *tourism that supports the geographical character of a place—its environment, culture, heritage, aesthetics, and the well-being of its citizens.*



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

- Historic Downtown Hendersonville
- Henderson County Curb Market in Hendersonville
- Carl Sandburg Home, National Historic Site in Flat Rock
- Flat Rock Playhouse in Flat Rock
- Woodfield Inn in Flat Rock

Blue Ridge National Heritage Area Designation

Henderson County is part of a 10,000 square mile, 25-county area of Western North Carolina known as the Blue Ridge National Heritage area. This Federal designation highlights Henderson County and the region and is a catalyst to promote sustainable development of cultural, historic, and natural resources to revitalize the local economy and enhance quality of life.

Heritage Tourism Plan Overview

The Henderson County Strategic Plan, approved February, 2005, includes a strategy to “Promote appropriate, compatible tourism” and identifies participation in the development of a Heritage Tourism Plan as an action step towards implementation of the strategy.

The Henderson County Heritage Tourism Council, consisting of professionals and leaders from communities in the county, was established in late 2004 to develop and implement a Heritage Tourism Plan for the county. The council’s mission is to create a plan that will recognize, document and promote the unique heritage of Henderson County and provide for the preservation of its heritage while developing opportunities for public education, appreciation, and participation in the county’s heritage. Increasing awareness of our cultural, historic, and natural resources will help ensure future generations have the opportunity to enjoy them. The overarching objectives of the Henderson County Heritage Tourism Plan are to preserve the quality of life, heritage and culture of its citizens while advancing heritage tourism as a powerful economic development tool to nourish the economy of the area.

Development Initiative Selection Process

Tourism development initiatives, submitted by local stakeholders or developed during the planning process, were reviewed, evaluated and then selected based on whether, at completion, they would:

- Develop, enhance, and preserve natural, historic, and cultural sites
- Increase access to opportunities by capitalizing on the growing heritage tourism industry and the popularity of our area
- Improve sustainability by supporting economic growth and tourism

The tourism development initiatives included in this plan encourage tourists and local residents to discover, experience, and celebrate Henderson County’s cultural, historic,



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

and natural heritage sites. The projects or products included in the plan are diverse and include:

- Infrastructure development to boost tourism and support the Heritage Tourism Plan
- Renovations, enhancements, and new product development to preserve and protect high profile heritage and historic sites
- Natural & recreation site development to create non-motorized access and provide public service
- Agri-tourism promotion and support for the sale/distribution of locally produced products

Several key heritage sites have been factored into this plan to capitalize on the growing heritage tourism industry and the popularity of our area. Among them:



Historic Henderson County Courthouse



Flat Rock Playhouse – Flat Rock Historic District



Carl Sandburg Home – National Historic Site



Seventh Avenue Railway Depot



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN



Historic Grey Hosiery Mill (Proposed Location for Mill Center)

For details regarding all the selected heritage tourism development initiatives – See Section Two.

The Henderson County Heritage Tourism Plan establishes a county-wide vision and strategy that will encourage collaboration to provide for the preservation of our heritage. The plan presents an opportunity for residents, government agencies, non-profit groups, and private partners to plan and implement projects that recognize, develop, promote, and preserve the unique heritage of Henderson County.

The county is rich in natural beauty, historical significance, and cultural resources. The plan presents an opportunity to identify, enjoy, maintain, and preserve Henderson County's heritage resources. Well managed heritage tourism will improve quality of life and build community pride. It will also create new jobs, new business, and increase property values.

Overall Development Priorities:

- Encourage and develop creative collaborations and productive partnerships between arts, cultural, heritage, and tourism organizations
- Enhance existing and develop new arts, cultural, and heritage tourism products to increase economic impact in Henderson County
- Build local participation in arts, cultural, and heritage tourism products
- Inventory and map existing and potential heritage tourism attractions, including museums, historic buildings, plaques, archaeological sites, historic trails, and other types of resources
- Make information available to community and public at large (web site)
- Advance heritage tourism as a powerful economic tool to nourish the economy of the area



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Challenges To Be Addressed:

- Successful collaboration between local government, citizens, organizations, committees, and private partners to work toward preserving cultural, historic, and natural resources
- Data collection of existing and potential heritage and cultural tourism attractions (museums, historic buildings, plaques, archaeological sites, historic trails, etc.) and other types of resources
- Acquisition of funding and other resources required
- Provision of public access to the resource data collected via a web site hosted on the county server

Most Critical Needs:

- Promotion and Implementation of Heritage Tourism Plan
- Development of a Heritage Resource Inventory and Map of historic and cultural sites, geologic and natural, recreational (trails, greenways), agro - farmland preservation (parks, forest)
- Identification of potential sites to be preserved or future projects that are candidates for preservation, including establishing a plan of action that lays the groundwork for the appropriate time
- Preservation of the Historic County Courthouse
- Renovation of Grey Hosiery Mill - Mill Center Cultural & Performing Arts Center
- Realization of a Multi-purpose Meeting Facility - Blue Ridge Community College

Implementation of the Heritage Tourism Plan

The Henderson County Heritage Tourism Council will facilitate, support, and sustain the on-going implementation of the Henderson County Heritage Tourism Plan, including providing technical support, collecting and disseminating pertinent information or data, and educating the public. The council plans to develop and maintain a web site to provide data and information to the public to help implement and sustain the Heritage Tourism Plan. A key initiative in the plan also calls for developing an inventory of heritage resources that can be tied to a geographic map.

Additional heritage tourism opportunities will present themselves in the future. Therefore, this plan is a "living" document that will grow and adapt to the needs of the community and visitors. Assigned members of the council will track the progress of the different initiatives and report to the council on a regular basis. Select initiatives in the Heritage Tourism Plan will be updated, replaced, or new initiatives added, based on the determination of the council. Any information gathered by the council will be shared with AdvantageWest, County and City officials, other organizations, and the general public.



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

Heritage Tourism Development Initiatives by Category

Below is a list of heritage tourism initiatives for Henderson County:

Historic Sites

Henderson County Heritage Resource Inventory and
Map of Cultural, Historic, and Natural Amenities

Historic Henderson County Courthouse Renovation

Historic Grey Hosiery Mill Renovation:
Mill Center - Cultural, Visual,
and Performing Arts Center

Carl Sandburg National Historic Site
Poet/Writer In Residence Program

Natural & Recreation

Greenway System Connecting DuPont State Forest to
Henderson, Buncombe, and Transylvania Counties

Scenic Byway Connecting the Historic Flat Rock Byway in
Henderson County, the Pacolet River Byway in Polk
County, and the Forest Heritage Scenic Highway in
Transylvania and Haywood Counties

Rail Corridor Preservation Policy and Reuse Strategy

Agriculture

Blue Ridge Grown: Marketing, Promotion,
Processing, and Distribution of Agricultural Products
Grown in Henderson County

Henderson County Agricultural Products
Distribution Center

Farm Land Preservation and
Young Farmer Support Initiative



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

Heritage Tourism Development Initiatives (continued)

Ethnic Heritage

Foothills Highland Games

International Festival Day -
A Henderson County Heritage Day

Infrastructure

Henderson County Heritage Council:
Promotion and Implementation of
the Heritage Tourism Plan

Infrastructure

Multi-purpose Meeting Facility
Blue Ridge Community College

Develop a Plan and Strategy to Establish
Passenger / Excursion Rail Service

Education

Community-Based Educational Programs
Relating to the Creation, Maintenance and
Preservation of Henderson County
Heritage Resources

1) Flat Rock Playhouse - YouTheatre Campus

2) The Bullington Center
Horticulture Learning Center

3) DuPont State Forest
Demonstration Program for Public Education

4) Hands On! A Child's Gallery



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

References

- i "A Brief History of Henderson County," Henderson County 2020 Comprehensive Plan (Adopted July 6, 2004)
- ii "A Brief History of Henderson County," Henderson County 2020 Comprehensive Plan (Adopted July 6, 2004)
- iii "A Brief History of Henderson County," Henderson County 2020 Comprehensive Plan (Adopted July 6, 2004)
- iv "A Brief History of Henderson County," Henderson County 2020 Comprehensive Plan (Adopted July 6, 2004)
- v "A Brief History of Henderson County," Henderson County 2020 Comprehensive Plan (Adopted July 6, 2004)
- vi Agri-tourism is tourism related to agriculture; examples of agri-tourism attractions: hay rides, barnyard animals, corn mazes, pick-your-own fruits and vegetables, bird watching, farm roadside stands, fishing, hunting, camping, pumpkin patches, value-added products, flowers , etc.
- vii Travel Industry Association of America



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

SECTION THREE

Appendices

Partners in Planning and Achieving Success

Henderson County Tourism Assets

National Geographic Geo-Tourism Map

Henderson County Historic Buildings

National Register of Historic
Places in Henderson County

Historic Markers Designated Since 1990

Henderson 2020 Comprehensive Plan
(Adopted July 6, 2004)

Henderson County 2005 Strategic Plan



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

Partners in Planning and Achieving Success



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

Partners in Planning and Achieving Success

Advantage West
Antique Truck Club of America
Apple Country Antique Engine & Tractor Association
Apple Valley Model Railroad Club
Apple Wedge Packers
Art Center of Hendersonville
Arts League of Henderson County
Artworks and Crafts School
Belfry Players
Blue Ridge Artists & Crafters Association
Blue Ridge Community College
Blue Ridge Community College – Louise Bailey Archives
Blue Ridge Community College – Small Business Center
Blue Ridge Horticultural Association
Blue Ridge Mountain Host
Boys and Girls Clubs of Henderson County
Bullington Center
Carl Sandburg Home/National Park Service
Carolina Concert Choir
Carolina Mountain Land Conservancy
Carolina Mountains Arabian Horse Festival
City of Hendersonville
Cradle of Forestry
Center for Craft, Creativity and Design
City of Hendersonville
Data and Technology Resources
Downtown Hendersonville, Inc.
Dupont State Forest
Entrepreneurship New Ventures Institute
Environmental and Conservation Organization
Flat Rock Music Festival
Flat Rock Nature Center
Flat Rock Playhouse
Foothills Scottish Highland Games
Four Seasons Arts Center
Greater Hendersonville Chamber of Commerce
Harambee Festival
Henderson County
Henderson County Arts Council
Henderson County Crafters Association
Henderson County Curb Market
Henderson County Education Foundation



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

Partners in Planning and Achieving Success (Continued)

Henderson County Family YMCA
Henderson County Genealogical & Historical Association
Henderson County Parks & Recreation
Henderson County Public Library – Special Collections
Henderson County Partnership for Economic Development
Henderson County Public Schools
Henderson County Travel & Tourism
Hendersonville Airport
Hendersonville Community Band
Hendersonville Community Co-op Natural Foods Market
Hendersonville Film Society
Hendersonville Historic Preservation Commission
Hendersonville Little Theater
Hendersonville Merchants and Business Association
Hendersonville Symphony Orchestra
Historic Courthouse Renovation Corporation
Historic Flat Rock, Inc.
Historic Johnson Farm
Historical Society (Fletcher)
Holmes Educational State Forest/NC Forest Service
Mineral & Lapidary Museum of Henderson Co.
Mountain Farm & Home Museum, Inc.
NC Apple Festival
NC Cooperative Extension Service of Henderson Co.
NC Dept. of Agriculture
NC ECHO
NC Office of Archives & History
NC Literary & Historical Society
NC Office of State Archaeology
NC Palomino Horse Association
NC Preservation Office
NC State Archives
NC Travel and Tourism
NC Regional Heritage Tourism Officers (Asheville)
Old Home Place
Old Mill Cultural Center, Inc. d/b/a Mill Center
Olde Tyme Music Festival
Opportunity House
Pisgah Center for Wildlife Education
S.C.O.R.E.
Southeaster Animal Fiber Fair
St. John in the Wilderness
State Historic Records Advisory Board of North Carolina
Tarheel Piecemakers



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

Partners in Planning and Achieving Success (Continued)

Town of Fletcher
Town of Fletcher Recreation Department
Town of Laurel Park
Town of Mills River
U.S. Forest Service
Village of Flat Rock
Village of Flat Rock Merchants
WNC Air Museum



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

Henderson County Tourism Assets



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

Spreadsheets Here

Henderson County Heritage Tourism Assets

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

Henderson County Heritage Tourism Assets

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

Henderson County Heritage Tourism Assets

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

Henderson County Heritage Tourism Assets

Agriculture	Crafts	Cultural	Events / Festivals	Music	Natural / Environmental	Scots - Irish
		Fourth of July Celebration	Festival of Carols & Tree Lighting			
		Genealogical & Historical Society	Flat Rock Music Festival			
		Grey Hosiery Mill - Mill Center for the Arts	Fletcher Arts & Heritage Lecture Series			
		Harambee Festival	Fletcher Christmas Parade			
		Harvest of Quilts	Folk moot USA-The NC International Folk Festival			
		Henderson County Arts Council /Arts Center Sponsored Events	Foothills Scottish Highland Games & Festival			
		Henderson County Curb Market	Four Seasons Arts Center			
		Henderson County Public Library Special Collections	Friends of the Henderson County Library Book Sale			
		Historic Flat Rock Inc./ Preservation Society	Gem & Mineral Spectacular			
		Historic Henderson County Courthouse History Museum	Gem & Mineral Spectacular / event of NC Apple Festival			
		Historic Hendersonville Depot	Gingerbread House Competition			
		Historic Johnson Farm	Greater Hendersonville Chamber of Commerce Business Showcase			

Henderson County Heritage Tourism Assets

Agriculture	Crafts	Cultural	Events / Festivals	Music	Natural / Environmental	Scots - Irish
		Historic Johnson Farm Bluegrass & BBQ	Growin' in the Mountains Lawn and Garden Show & Sale			
		Historic Johnson Farm Christmas Celebration	Halloween Carnival			
		Historic Johnson Farm Festival	Harambee Festival			
		International Festival	Harvest of Quilts			
			Healthy Lifestyles Expo			
			Hendersonville Symphony Orchestra Concerts			
			Henderson County Arts Council /Arts Center Sponsored Events			
			Henderson County Crafters Assn. Craft Fall Show			
		Louise Bailey Archives - Blue Ridge Community College	Henderson County Crafters Assn. Craft Spring Show			
		Mask Museum	Henderson County Crafters Assn. Craft Summer Show			
		Music On Main St Classic Car Show	Henderson County Home Garden Tour			
		NC Mountain State Fair	Hendersonville Chorale			
		Old Timey Christmas at the Curb Market	Hendersonville Community Band Concerts			

Henderson County Heritage Tourism Assets

Agriculture	Crafts	Cultural	Events / Festivals	Music	Natural / Environmental	Scots - Irish
		Old Timey Christmas at the Curb Market	Hendersonville Film Society			
		Old Tyme Music Fest	Hendersonville Merchants & Business Assn. Sponsored Events			
		Opportunity House Cultural Events	Historic Downtown Hendersonville			
		Preservation Commission	Historic Flat Rock Inc./ Preservation Society			
		Preservation Society Home Tours	Historic Flat Rock Inc./ Preservation Society			
		St. John in the Wilderness Episcopal Church	Historic Hendersonville Depot Open House			
		Stars Under the Stars Silent Film Series	Historic Johnson Farm Bluegrass & BBQ			
		UNCA Kellogg Conference Ctr	Historic Johnson Farm Children's Programs			
		Wal-mart Classic Car Shows	Historic Johnson Farm Christmas Celebration			
		WNC Air Museum	Historic Johnson Farm Festival			
			Home for the Holidays			
			Horse Shows			
			Horse Shows			
			Indoor Motocross			
			King Apple Parade			
			Kiwanis Country Apple Breakfast			

Henderson County Heritage Tourism Assets

Agriculture	Crafts	Cultural	Events / Festivals	Music	Natural / Environmental	Scots - Irish
			Lion's Club Big Apple Country Breakfast			
			Mighty Kite Flight sponsored by Narnia Studios			
			Mill Cultural Center			
			Motorama			
			Music by the Lake Concert Series			
			Music On Main St Classic Car Show			
			Music On Main Street			
			NC Apple Festival Street Fair			
			NC Mountain State Fair			
			Old Timey Christmas at the Curb Market			
			Old Timey Christmas at the Curb Market			
			Old Tyme Music Fest			
			Olde Fashioned Hendersonville Christmas			
			Opportunity House Arts & Crafts Fair			
			Opportunity House Cultural Events			
			Pardee Hospital 8-K & 1-Mile Family Fun Run/NC Apple Events			
			Preservation Commission			

Henderson County Heritage Tourism Assets

Agriculture	Crafts	Cultural	Events / Festivals	Music	Natural / Environmental	Scots - Irish
			Preservation Society Home Tours			
			Rodeos			
			Sandburg's Lincoln Festival			
			Southeastern Animal Fiber Fair			
			Summer Splash-Craft Fair/Bike Ride			
			Tour de Falls by Friends of DuPont Forest			
			Trick of Treat Street			
			USA Marathon Trail Championships sponsored by Henderson County YMCA			
			Village of Flat Rock Merchants Sponsored Events			
			Visitors Information Center			
			Wal-Mart Classic Car Shows			
			WNC Air Museum Air Fair			
			WNC Air Museum Open Festival / event of NC Apple Festival			
			WNC Air Museum Air Fair			
			WNC Fall Harvest Days Engine and Tractor Show			



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

National Geographic Geo-Tourism Map



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

Henderson County Historic Buildings



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

Henderson County Historic Buildings

Etowah

Bryn Avon

Flat Rock

Brookland

Carl Sandburg Home National Historic Site

Flat Rock Historic District

Fletcher

Meadows, The

Rugby Grange

Hendersonville

Aloah Hotel

Cedars, The

Chewing House

Clarke--Hobbs--Davidson House

Coxe, Mary Mills, House

Druid Hills Historic District

Grey Hosiery Mill

Henderson County Courthouse

Hyman Heights--Mount Royal Historic District

Kanuga Lake Historic District

King--Waldrop House

Lenox Park Historic District

Main Street Historic District

Moss--Johnson Farm

Reese House

Seventh Avenue Depot District

Smith--Williams--Durham Boarding House

Stillwell, Erle, House

Stillwell, Erle, House II

Waverly, The

West Side Historic District



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

Henderson County Historic Buildings

(Continued)

Horse Shoe

Moore, Arthur W., House

Mills River

Mills River Chapel



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

National Register of Historic Places in Henderson County



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

National Register of Historic Places in Henderson County

Bryn Avon

Jct. of River Rd. and Mallett Rd., Etowah
(1279 acres, 6 buildings, 2 structures)

Carl Sandburg Home National Historic Site

W of Flat Rock, Flat Rock
(2460 acres, 25 buildings, 7 structures)

Druid Hills Historic District

Roughly bounded by Meadowbrook Terrace, US 25N, Ashwood Rd., and
Ridgewood Ave., Hendersonville
(270 acres, 76 buildings)

Flat Rock Historic District

W of East Flat Rock, Flat Rock
(40000 acres, 55 buildings)

Hyman Heights--Mount Royal Historic District

Roughly bounded by Ridgecrest Pl., Highland Ave., Hyman Ave., Patton St.,
N. Main St., and Oakland St., Hendersonville
(400 acres, 123 buildings)

Kanuga Lake Historic District

Roughly, area surrounding Kanuga Lake, Hendersonville
(1000 acres, 40 buildings)

Lenox Park Historic District

Roughly bounded by Allen, Spring, and S. Whitted Sts., and Southern RR.,
Hendersonville
(150 acres, 42 buildings, 1 structure)

Main Street Historic District

Main St. between Sixth Ave. East and First Ave. East, Hendersonville
(300 acres, 54 buildings)

Seventh Avenue Depot District

Seventh Ave. between Grove and Ash, Hendersonville
(100 acres, 27 buildings, 1 structure)

West Side Historic District

Roughly bounded by Fifth Ave. W., Washington St., Third Ave. W., and Blythe
St., Hendersonville (1110 acres, 245 buildings)



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

Historic Markers Designated Since 1990



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

Historic Markers Designated Since 1990

P-75 **CARL SANDBURG 1878-1967:** "Poet of the People," Lincoln biographer, & Pulitzer Prize-winning author. Lived, 1945-67, at "Connemara," 1/3 mi. W. *US 25 and Little River Road at Flat Rock*. HENDERSON 1992 (Source: NC Division of Archives and History, Department of Cultural Resources)



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

Henderson 2020 Comprehensive Plan



HENDERSON COUNTY, NC - HERITAGE TOURISM PLAN

Henderson County 2005 Strategic Plan