Spiraling Up Through Partnerships

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The Inspiration: Changing Economy in Rural NC

• Traditional economic base
  – Agriculture
  – Extraction Industries

• Resources for new economic base:
  – Tourism
  – Arts
HandMade in America

• Mission: to “grow handmade economies through craft, cultural heritage and community assets”

• Dreams realized:
  – *Craft Heritage Trails of Western North Carolina*
  – *Economic Impact of Craft* report
  – Small Town Program (STP)
Small Town Projects

1. Heritage Village Project
2. Jackrabbit Trail
3. Bakersville Creek Walk
Methods

- Interviews with key HandMade staff
- Analysis of HandMade news archives
- Interviews and focus groups with residents
- Discussion of capitals with residents
- “Mapping” of impacts
- Verification with towns
Community Capitals Framework

- Built
- Financial
- Human
- Social
- Political

- Cultural
- Natural
Hayesville Courthouse Renovation
Engaged many members of the community

Encouraged individual pride in those who participated

Attracts people to the downtown area as a good place to start a business

Children who worked on it felt a sense of community ownership

Educates about the county’s Cherokee heritage

Created workshops involving Cherokee educators & artisans

Developed curriculum for elementary & middle schools

Gained buy-in from the Eastern Band of Cherokee Indians

Developed Partnership with Western Carolina University

Sponsor archaeological dig - annual classroom experience

Partnership with Cherokee Plant Center to eradicate invasive and non-native plants at Heritage Park

Traditional Cherokee gardening workshop

Contributes structures/public art/kiosks

Something for kids to do

Community pride increases

Benefits “Jail Museum” by bringing visitors close by

Provides FUN way to be involved in community

Add to the tourism product in the county
At the onset, Handmade donated funds for US Forest Service studies

Development of Jack Rabbit Trail

- Trail provides a facility to use
  - Something for kids to do
  - Trail helps promote healthy living

- Trail helps bring in tourism dollars
  - Children's bike skills training park
  - Trail helps create a need for future businesses, bike shops, lodging, and eateries

- Trail is attractive feature for general economic development
  - Provides national exposure through tourists

- CCCRA assisted in identifying plants/interpretation
  - Trail preserves community's natural heritage

- Catalyst for local and regional partnerships (SABA/USFS)

Tremendous planning efforts were involved with the trail

The trail is heavily supported now

The community has donated time & $ to the trail efforts
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Development of Jack Rabbit Trail

Human/Social

Social/Political

Financial/Human/Social/Political

Political/Social
Thank you

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