



Blue Ridge National Heritage Area PRIORITY INITIATIVE WORKSHEET

Initiative Title:	Henderson County Heritage Council: Promotion and Implementation of the Heritage Tourism Plan
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Project Narrative:	<p>Henderson County Travel and Tourism’s Heritage Tourism Council, consisting of professionals and community leaders from communities in the county, was established in Fall 2004 to develop and implement a Heritage Tourism Plan.</p> <p>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.</p> <p>A public invitation to submit heritage tourism related projects and products was extended by the Council and a public meeting held to overview the process. Proposals, submitted by local stakeholders or developed during the planning process, were reviewed, evaluated, and prioritized. Initiatives were evaluated and then given higher priority based on whether, at completion, they would:</p> <ul style="list-style-type: none"> - 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 <p>Selected initiatives were prioritized based on whether the product or project was Specific, Measurable, Attainable, Relevant, and Time-Based. Priority initiatives included in the Heritage Tourism Plan included the following types of projects or products:</p> <ul style="list-style-type: none"> - 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 - Infrastructure development to boost tourism and support the Heritage Tourism Plan <p>In February, 2005 Henderson County approved a Strategic Plan with strategies to “Promote appropriate, compatible tourism,” and “Participate in the development of a Heritage Tourism Plan.”</p>
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	<p>The 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.</p> <p>The Heritage Tourism Plan is a “living” document that will be revised by the Council, as required, to meet the needs of our citizens 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.</p>
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Goal:	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.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Henderson County Travel & Tourism	\$5000 initially, plus \$1250 / year	On-going

Action Items:	Resources Required:	Who's Responsible:
- Regularly scheduled council meetings	\$500/year	Melody Heltman, Directory, Henderson County Travel & Tourism Contract Staff
- Annual review and updates of Heritage Plan	\$750/year	
- Establish a web site to disseminate information to the public about the Henderson County Heritage Plan, heritage sites and events, etc.	\$3,500	

Performance Measures:	Heritage web site online; annual status reports
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Status:	Planning
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