



**BECHTLER HERITAGE FEASIBILITY STUDY**

**for**

**RUTHERFORD COUNTY TOURISM DEVELOPMENT AUTHORITY**

**by**

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*“When we build, let us think that we build forever. Let it not be for present delight, nor for present use alone; let it be such work as our descendants will thank us for, and let us think, as we lay stone on stone, that a time is to come when those stones will be held sacred because our hands have touched them, and that men will say as they look upon the labor and wrought substance of them,  
‘See! This our fathers did for us.’”*

*John Ruskin, The Seven Lamps of Architecture (1907)*

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## THE CHRISTOPHER BECHTLER STORY<sup>1</sup>

When reflecting upon America's gold rush, images of miners panning in sparkly California streams may initially come to mind. But, truth be told, our country's first gold rush actually began in North Carolina. With more than 50 mining operations in North Carolina in the 1830s, gold production was a highly coveted, yet incredibly risky business.<sup>2</sup> At that time, Philadelphia housed the only mint in the country, and miners had to transport their treasurers a great distance to have it minted into useable coinage. This perilous and costly trek up north was often accompanied by theft leaving wary miners no other option for minting gold.

Enter Christopher Bechtler, a German-born goldsmith and watchmaker who immigrated to Rutherfordton, N.C. in 1830 after briefly settling in Philadelphia in 1829. Bechtler, along with his son, Augustus and nephew, Christopher, Jr., settled in Rutherfordton and immediately opened up shop as a jeweler and watchmaker. After seeing the massive need for a regional minting operation, Bechtler opened the country's second mint on a three-acre tract just a few miles away from his Rutherfordton home giving miners a more convenient and safer way to convert their raw gold.

Bechtler's reputation flourished, and his vision of constructing the Southeast's first mint resulted in the production of the country's first one dollar gold coin (17 years before the U.S. mint). Bechtler minted more than \$2.24 million in gold coins including \$2.50 and \$5 pieces, and fluted an additional \$1.3 million in raw gold from 1831 – 1840.

### **Fast Forward**

Fast forward to 2012. The production of UNC-TV's documentary *Gold Fever & the Bechtler Mint*, along with the Town of Rutherfordton's 225th anniversary, sparked a renewed interest in Rutherford County's Bechtler heritage and a realization of the monumental importance of his gift to Rutherford County in the form of the [Bechtler House](#), the [mint site](#) and Bechtler's [original press](#).

### **The Bechtler House**

Built in 1838, Christopher Bechtler's historic home is now fashioned into a public museum. History and architecture enthusiasts alike can revel in the home's exterior that features late Victorian-era additions and styling, while the interiors tell of its earlier construction date. Architectural details found in the oldest portion of the house include Federal and Greek Revival mantles and fluted door moldings with corner blocks.

Like the homes of Jefferson and Washington, with added resources, Bechtler's home in Rutherfordton can also be a permanent destination where visitors can walk in the footsteps of history and discover the Bechtler vision in person.

### **The Bechtler Mint Site**

From an abandoned hole in the middle of a former timber company tract, to a beautiful landing with interpretative signage, collaborative efforts from Rutherford County organizations, leaders, town officials and landscape architects have ignited the transformation of the original Bechtler mint site.

Future plans include connecting the scenic rail-trail along the mint site to the Bechtler House to further present additional ways visitors can enjoy these historical assets.

The potential held in this plot of land – which is listed on the National Registry of Historic Places – is bountiful and can put Rutherford County on the map of historical destinations alongside the caliber of sites like Tryon Palace and Yorktown.

### **The Bechtler Press**

After ten years on display at the Federal Reserve in New York, Bechtler's original press from the 1830s is back in Rutherfordton and on display at the Bechtler House Museum & Welcome Center. As of September 2012, the Bechtler coin press is currently on a renewable five-year loan from the American Numismatic Society.

### **National History At Risk**

While North Carolina has a strong gold story to tell, the Bechtler legacy, and his monumental contribution to the development of the American economy, is a national story that only Rutherford County can tell. From the mint site to the Bechtler house and his original press on display, no one else can tell this story like Rutherford County can, and if Rutherford County doesn't tell this story, then who will?

Rutherford County has a unique, individual claim to fame that can directly benefit its economy through tourism. As stated in a study by Preservation North Carolina on the economic impact of historical preservation, tourists can go anywhere to see amusement parks, golf courses, water slides, stadiums and casinos.

***“But a community’s historic resources cannot be duplicated anywhere. It is this uniqueness of experience that is both the strongest growing component of the travel market and constitutes the most sustainable investment in a tourism-based economic development strategy.”<sup>8</sup>***

Several attempts, plans and studies to develop these Bechtler assets have happened over many years only to be left waiting for implementation. However, partnerships have proven to be the key in making some goals a reality as made evident by the 2012 Bechtler success stories including the premier of the UNC-TV documentary “Gold Fever & the Bechtler Mint;” the development of the Bechtler Mint Site, the transformation of the Bechtler House into a museum and welcome center, and the acquisition of the original Bechtler press. Every one of these projects succeeded because of detailed planning by a team of dedicated and enthusiastic individuals and organizations.

With all of this momentum currently behind the Bechtler story, now is the time to capitalize on this growth or risk the story being forgotten. A 2013 meeting with Angie Chandler, executive director of the Blue Ridge National Heritage Area, further emphasized the need to keep the Bechtler projects moving forward when she said that, **“now is the right time for everyone to align together and develop these Bechtler assets.”**

Likewise, the plan presented in this feasibility study demonstrates a model for continued success that is driven by organizational structure, funding and dedicated staff. This three-part system is part of a larger vision for Rutherford County that focuses on tourism's three main areas of growth: history and heritage, outdoors, and agriculture. Naturally, this study showcases Bechtler as it relates to history and heritage tourism.

Overall, this feasibility study serves to prove to Rutherford County, the community and Town of Rutherfordton, Rutherford County Tourism Development Authority (TDA), and others how important it is to not only preserve these vital assets, but to also showcase and publicize them as a valuable tourist destination.

## **TOURISM AS AN ECONOMIC DRIVER**

Tourism, as a whole, is getting recognition as a major economic stimulator and driver for increased job growth. Tourism is the largest industry in the world according to The World Bank and the World Travel and Tourism Council.<sup>15</sup> And, after ten years without one, the U.S. government has developed and implemented a National Travel and Tourism Strategy with "[Brand USA](#)" in 2012.

According to U.S. Secretary of the Interior Ken Salazar, tourism is the number one services export for the United States and has "incredible potential to create American jobs."<sup>4</sup>

In 2010, \$759 billion was directly contributed to the U.S. economy because of the travel and tourism industry and employed more than 7.4 million people.<sup>3</sup>

In the same way, the State of North Carolina continues to experience positive economic growth from its tourism industry. As stated by former N.C. Assistant Secretary of Commerce Lynn Davis Minges at the 2012 N.C. Governor's Conference on Tourism, "Leisure and Hospitality" led job growth in 2011 at 3% with "Trade, Transportation & Utility" at only 1.5%<sup>5</sup>. Minges continued to report the following statistics:

- State taxes of \$950 million from tourism dollars led to the creation of 16,667 N.C. teacher positions.
- N.C.'s tourism budget is \$10 million and is at risk of being cut while already significantly lower than other states in the region (South Carolina = \$13 million; Virginia = \$18 million; Florida = \$50 million)
- An addition \$1 million more invested in the N.C. tourism budget would generate 2,077 new jobs, add 280 new teaching positions with a salary of \$38,000 and benefits, and would support 40,000 businesses.

## **CULTURAL HERITAGE TOURISM**

### **What is Cultural Heritage Tourism?**

According to Preservation North Carolina, cultural heritage tourism means:

*Traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes irreplaceable historic, cultural and natural resources.*<sup>3</sup>

Cultural heritage tourism is a form of leisure tourism and includes the following leisure activities and sites:<sup>10</sup>

- Art galleries, theaters and museums
- Historic sites, communities or landmarks
- Cultural events, festivals and fairs
- Ethnic communities and neighborhoods
- Architectural and archaeological treasures

### **Why Preserve Historic Properties (i.e. Bechtler House & Mint Site)?**

Research supports the benefits of preserving historic properties for a variety of reasons including for cultural, historical and heritage tourism. The Texas Historical Commission states that in addition to saving a piece of the past, historic preservation “**creates new jobs, provides affordable residential and commercial spaces, improves property values and tax base, increases economic development, revitalizes downtown business districts, and is inherently environmentally sustainable.**”<sup>9</sup>

### **Who is a Cultural Heritage Tourist?**

According to the 2009 national research study on U.S. Cultural and Heritage Traveler by Mandela Research, cultural heritage tourists are leisure travelers who generally “represent all generations, and education and income levels, however, both cultural/heritage and leisure travelers all typically begin planning a trip with a specific destination in mind.”<sup>6</sup>

While some travelers may or may not characterize themselves in any type of leisure travel category, general characteristics of a cultural heritage tourist include people who:<sup>6</sup>

- Are more interested in destinations where the buildings, surroundings and even local lodging have retained their historical character
- Desire education experiences in their travel
- Want to explore a different culture, learn more about history and local culture, and be intellectually challenged by leisure travel
- Participate in a wide range of leisure travel activities, such as shopping for gourmet foods and enjoying unique dining experiences, in addition to cultural and historical activities

Additional characteristics of cultural and historical site visitors to North Carolina as indicated by a 1997 Preservation North Carolina study states that these visitors<sup>8</sup>:

- Spend more than other travelers
- 90 percent come with their families

- 55 percent spend nights away from home
- 58 percent are employed full time
- 64 percent are visiting the site for the first time
- 84 percent plan to revisit the site again and bring others, or will stay longer next time

### **Economic Benefits of Cultural Heritage Tourism**

The following data comparisons for the years 1997, 2002 and 2009 show the consistency of cultural and heritage tourism in both the United States and North Carolina, while also indicating compelling benefits to this sector of the tourism industry.

- **1997**
  - According to a 1997 study on “The Impact of Historic Preservation on the North Carolina Economy:”<sup>8</sup>
    - Four times as many tourists in North Carolina visited historic sites as attended an amusement park, went to a car race and went canoeing **combined**.
    - Visitors to North Carolina’s 23 state-owned historic sites spent \$102.23 per day on food and beverages, auto expenses, entertainment, hotels and motels, and other purchases.
- **2002**<sup>7</sup>
  - 81 percent of the 146.4 million U.S. adults who took a trip of 50 miles or more away from home in 2002 can be considered cultural and heritage tourists who:
    - Spend more: \$623 vs. \$457 per traveler
    - Use a hotel, motel or B&B: 62 percent vs. 55 percent
    - Are more likely to spend \$1,000+/-, (19 percent vs. 12 percent)
    - Travel longer: 5.2 days vs. 3.4 days
  - Historic and cultural travel volume is up 13 percent from 1996, increasing from 192.4 million person-trips to 216.8 million person-trips in 2002.
  - 35.3 million adults say that a specific arts, cultural or heritage event or activity influenced their choice of destination.
- **2009**<sup>6</sup>
  - 78 percent of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling, which translates to 118.3 million adult travelers who:
    - Spend more: \$994 vs. \$611 (48 percent of the \$994 is spent on activities, dining and shopping)
    - Travel more frequently: 5.01 trips in the past year vs. 3.98
    - Travel longer: 6.3 days vs. 5.17 days
    - Travel farther: 842 miles vs. 653 miles
    - U.S. economic impact: \$192.3 billion vs. \$20.6 billion
    - 61 percent of cultural/heritage travelers stay in a lodging facility while 35 percent staying with family/friend

- **Of the top 25 most visited states for both leisure travelers and cultural/heritage tourists, North Carolina ranked 9<sup>th</sup>**
- Projected stats:
  - An estimated 36.3 million leisure travelers will take leisure trips in the next 12 months and participate in cultural/heritage activities
  - The economic recession was the main reason leisure travelers would not take a leisure trip in the next 12 months

Based on the data comparison detailed above, cultural and heritage tourism is a vibrant and consistently growing sector of the tourism industry. Attracting cultural and heritage tourists to an area results in visitors who spend more, stay more and play more, making it wise to invest in the preservation of all of Rutherford County's viable heritage and historical assets, such as the Bechtler house and mint site.

## MARKETING & BRANDING: KEYS FOR CULTURAL HERITAGE TOURISM SUCCESS

Cultural heritage travelers today are well educated and well traveled individuals who expect more from their travel experiences. While websites and brochures are great supplemental materials to enhance cultural heritage tourism assets, a well-developed and implemented plan is critical to make any asset prosper.

That said, success in cultural heritage tourism involves patience and a long-term commitment to its development. These assets do not become sensations overnight, but are the result of hard work and dedication to the proper planning, development and marketing of these assets.

Likewise, when it comes to attracting travelers to your town, The National Trust for Historic Preservation states that the four steps to cultural heritage tourism success are:<sup>11</sup>

1. **Assess the project's potential** – what this feasibility study aims to achieve for Bechtler.
2. **Plan and organize** – per the plan presented in this feasibility study.
3. **Prepare for visitors** – this process was started with the development of the Bechtler Mint Site and the transition of the Bechtler House into a museum and welcome center; there is still much more to be developed for both assets.
4. **Market for success** – The TDA is already exploring ways to capitalize on the digital marketing revolution of inbound marketing, which includes social media. Digital marketing provides measurable and free, if not extremely affordable, ways for nonprofits and low-budget organizations to exponentially promote their resources. Quality and targeted marketing is critical to ensuring the livelihood of the Bechtler story and its assets.

The National Trust for Historic Preservation offers five key ways to execute these four steps:<sup>11</sup>

1. **Collaborate and form partnerships.** Especially when it comes to grant funding or attracting larger audiences, partnerships and collaborative efforts between groups, organizations and towns allow marketing efforts to go beyond local visitors to reach a regional, or even national, audience.

Regarding the Bechtler heritage assets, partnerships with other museums and communities that are also part of North Carolina's gold heritage allow for a much larger impact upon tourists interested in gold history. These regional partnerships allow museums and groups to cross-promote and pool resources, making budgeted dollars go further.

Examples of possible partnerships for Rutherford County's Bechtler heritage assets include:

- Membership exchanges with similar museums
- Creation of a "Summer of Gold" gold/gem/mining event throughout Polk, Rutherford and McDowell counties
- A co-op rack card or marketing piece to showcase gold events, museums and activities in Western North Carolina
- Combined marketing efforts with a collection of other historical assets, like the Overmountain Victory Trail and the Bostic Lincoln Center, among others

- Creation of educational experiences for school field trips that could also tie in with other local museums like the KidSenses Children’s InterACTIVE Museum in Downtown Rutherfordton. (i.e.: let children press and dry their own coins using clay.)

Locally, a very attractive partnership includes making the Bechtler House home to the Rutherford County Tourism Development Authority’s offices. **By housing the county’s tourism arm in one of its most-prized historic sites, the county and Town of Rutherfordton gain the added bonus of being promoted on the TDA’s marketing materials.** Being able to print, “proudly located at the Historic 1831 Bechtler House on 130 West 6<sup>th</sup> Street in Rutherfordton, N.C.” on all of the TDA’s communication materials has definite value and is *worth its weight in gold*.

2. **Find the fit.** Ensuring that the local community is both educated and enthusiastic about the Bechtler story is critical. Behind every successful cultural heritage tourism project is an active community who is invested in that project’s success.

The TDA is already invested in not only the Bechtler story and development of its assets, but in cultural heritage tourism as a whole throughout Rutherford County. One of the TDA’s three goals of its 2012-2013 Strategic Plans & Goals is to “determine how to and then deliver on Bechtler asset developments.”<sup>12</sup>

The plan goes on to describe that the emphasis for 2012-2013 is to focus on supporting a few key projects including the Bechtler House and mint site, and trail development with additional focus on securing grant funding for the development of these assets and more.<sup>12</sup>

Moreover, it is important to think beyond the local community to the tourists who will visit the historical site. Making sure it is equipped to support group tours, buses and has proper amenities for larger tour groups is key to being able to funnel a large number of visitors through the sites (i.e.: bathrooms).

The Blue Ridge National Heritage Area (BRNHA) is in the process of developing a group bus tours program to showcase areas outside of the regular Asheville hub. Daytrips for this program need to include three to four stops of a cultural heritage or historical theme. For Rutherford County, having both the Bechtler House and the Bechtler Mint Site visitor-ready and open for operation makes Downtown Rutherfordton a key destination for a BRNHA bus tour. Couple these two stops with a walking tour of Rutherfordton’s historic Main Street and the package is complete. Other cultural or historical destinations in the county could also be packaged into the tour.

3. **Make sites and programs come alive.** Cultural heritage tourism destinations need to be more than just names and dates on a series of signs. Visitors want to discover and experience the story Rutherford County has to tell. Having interactive opportunities are going to leave a strong impression on tourists and are important to the overall experience. Examples of ways the Bechtler assets can capitalize on this step include:

- Allowing visitors to pay a fee to help reopen the mint site tunnel
- Gold panning demonstrations with a local gold expert
- A screening room in the Bechtler House dedicated to showing “Gold Fever and the

- Bechtler Mint” and other Bechtler-related media
- Allowing visitors to press and dry their own Bechtler coins out of clay

4. **Focus on quality and authenticity.** Visitors want to know the true story about Bechtler. They want to walk down the same hallways he traveled and through the same mine tunnels he dug out. This level of authenticity is what distinguishes Rutherford County from every other historical and tourist destination across the country.

*The Bechtler House has a unique opportunity to capture travelers looking for an authentic experience. A visitor can find a building with artifacts, memorabilia and other historic features in “Anywhere, USA.” **What’s rare are the original places to encounter that authentic feel of the life and impact of Christopher Bechtler and Rutherford County.** Telling the story at the Bechtler House creates experiences for visitors attracted to history, preservation and the cultural arts, which can then also be enjoyed by residents. Not to mention the education, research and work-placement opportunities for students.”*

**-Andre’ Nabors, N.C. Division of Tourism, Film & Sports Development**

In the same vein, another survey conducted in 2010 by the Knight Foundation stated that “the most important factors – beyond economics to include social and environmental impact – are creating emotional bonds between people, physical beauty, opportunities for socializing and an openness to diversity.”<sup>14</sup>

5. **Preserve and protect resources.** Considering the economic data supporting the value of cultural heritage tourism, it is imperative we preserve and protect these assets. From buildings to landmarks and even traditions, the preservation and protection of these historical resources should be a standing piece of any tourism and town development strategy.

## CASE STUDIES

The following case studies show examples of communities, towns, counties and/or organizations that invested in cultural and heritage tourism projects and garnered favorable results.

### **Traveling with the Ghosts of Conflict Virginia Civil War Trails<sup>13</sup>**

#### Background

Virginia is rich with Civil War sites, but visitors were left to their own methods of trying to locate these sites and interpret what was left of them. To improve this experience for visitors and capitalize on this untapped tourism asset, Virginia launched its “Virginia Civil War Trails (VCWT)” initiative in 1997.

#### Development Strategy

As of 2011, the VCWT efforts included:

- Developing and installing trailblazer signs
- Producing engaging, user-friendly brochures
- Developing and installing interpretive signs
- Hosting a toll-free number for visitor inquiries
- Sending out visitor information
- Placing print and media advertisements
- Producing a VCWT website
- Maintaining trails

#### Results

As a result of these simple efforts to make these trails more visitor-friendly:

- Visitors can now easily experience Virginia’s Civil War story.
- The trails attract visitors to a previously unvisited part of the state.
- In 1997, visits to the state’s Civil War sites rose from 500,000 the previous year to 580,000.
- 50 new vantage points for Civil War sites have been created.
- Other states, including Maryland, North Carolina, South Carolina, West Virginia, Tennessee and Pennsylvania are now part of the VCWT.
- As of November 2009, the VCWT program featured 1009 trail sites, of which 908 have been interpreted for the first time, and 100 have public access for the first time.

### **Andy Griffith Museum, Mount Airy, N.C.**

#### Background

Mount Airy, N.C., the home of beloved actor Andy Griffith from the popular ‘60s television series *The Andy Griffith Show*, is also home to *Mayberry Days* and the Andy Griffith Museum, which all pay tribute to the treasured actor. The fictional backdrop of *Mayberry* was inspired by the Griffith’s hometown of Mount Airy, N.C. that was, and still is, the epitome of small towns and the simple life.

In 2009, the Surry Arts Council opened the Andy Griffith Museum, one of five venues that it operates. Visitors to the museum can view the largest collection of Andy Griffith and *The Andy*

*Griffith Show* memorabilia in the country. The museum is open seven days a week (except on Thanksgiving and Christmas) and admission is \$3 per person, or \$5 for an audio guide.

#### Development Strategy

Through funding received from a N.C. Rural Center for Economic Development grant, a private foundation and the Surry County Government, the Surry Arts Council built the facility to be owned by the City of Mount Airy. Other donations of building materials and display memorabilia were also collected from friends of Andy Griffith including the private collection of Andy's childhood friend Emmett Forrest, and Andy Griffith himself.

#### Results

As a result of capitalizing on the Mayberry image that was based on Mount Airy, coupled with the unfortunate passing of Andy Griffith in 2012, the town experienced the following economic impact:

- Over 55,000 visitors to the Andy Griffith Museum from 50 states and 45 foreign countries since 2009
- 10,400 visitors in July 2012, which is double July 2011
- Town of Mount Airy hosts a 4-day Mayberry Days festival, now in its 22<sup>nd</sup> year, that typically attracts 25,000 – 30,000 people annually<sup>20</sup>
- County tourism, as a result of capitalizing on the Andy Griffith legacy, has had an economic impact of more than \$100 million<sup>20</sup>

### **Black Mountain Center for the Arts, Black Mountain, N.C.**<sup>18</sup>

#### Background

The Black Mountain Center for the Arts is the realized dream of a small community of people with a big vision. Together, they saved the town's Old City Hall from destruction and turned it into a thriving arts center that stimulates small business development by invigorating the local arts culture and attracting tourists and investors to the Black Mountain community. The center's purpose is to bring arts to the people and people to the arts.

#### Development Strategy

In 2000, The Black Mountain Center for the Arts was made possible by a collaborative effort of government funding, private donations and the old town hall building that was previously sold in the early 1970s to a group of local artists and business people. In 2002, the Town of Black Mountain retired the remaining \$200,000 debt on the building allowing the center to operate debt free and offer world-class musical, artistic and theater productions. Having a dedicated space and a forgiveness of debt were two major factors in the center's successful development.

With the building in place, the Black Mountain Center for the Arts was established as a nonprofit organization in 1995. The organization spent the next four years campaigning and fundraising so the building could be renovated to accommodate artists' needs. Including a low-interest loan from the town and an \$88,000 donation, the group raised \$1.2 million for renovations. The Black Mountain Center for the Arts officially opened in the fall of 2000.

#### Results

These artistic outlets have rejuvenated Black Mountain's artist community and attracted tourists from throughout the Southeastern United States. A recent economic impact study estimated that over \$200 million annually is generated as a result of Black Mountain and Asheville's 3,000 artists, which averages out to \$66,000 for each artist, making this arts center a viable piece of Black Mountain's tourism strategy.

### **Bostic Lincoln Center, Bostic, N.C.**<sup>17</sup>

#### Background

According to Rutherford County legend and substantial evidence for the claim, America's 16<sup>th</sup> president was actually born in Bostic, N.C. before heading to Kentucky as a toddler. The Bostic Lincoln Center in Bostic, N.C. is the product of this claim. This museum houses information about this bold declaration and exhibits evidence that supports its truth. Visitors can watch a documentary, purchase resources and books, and view other artifacts all based on this story. The museum is run entirely by volunteers and is free to enter, but a donation is suggested.

#### Development Strategy

In 2005 members of the community organized a fundraiser that garnered \$12,000. Those funds were used to renovate the town's historic train depot that houses the museum in downtown Bostic. The building space was leased freely to the organization, and along with other donated goods and services, the museum opened in April 2008.

Many individuals and businesses donated time and furnishings. The development of this museum was a collaborative effort of volunteers, businesses, the Town of Bostic and Rutherford County. The museum continues to host annual fundraisers to offset expenses.

#### Results

In April 2013, the Bostic Lincoln Center celebrates its fifth anniversary. The museum has welcomed more than 3,000 visitors since opening, and while the number may seem small, the volunteer-run facility is only open on a very limited basis. Tourists have come from most of the United States and several foreign countries, and the story regularly brings attention to Bostic from stories in both local and regional media (for example, Our State magazine.)

Because of the museum's continued growth and ability to attract visitors to what was once an undiscovered area for tourists, the Town of Bostic continues to support the endeavor by providing the location and paying for the museum's utilities.

## PHASES, GOALS & OBJECTIVES

The following four-phase plan outlines the recommended steps necessary to reap the most benefits from Rutherford County's Bechtler heritage assets. These steps require consistent and dedicated implementation to succeed and harvest positive results for all involved parties.

In short, the four phases include: 1 – Organization of Tourism Asset Foundation (TAF); 2 – Purchasing the Bechtler House; 3 – Developing the Bechtler Mint Site; 4 – Ongoing Marketing, Development & Maintenance.

### PHASE I: Implement Organizational Structure

Before any fundraising or grant seeking can properly begin, an organized entity must be developed to oversee, plan and implement the goals and objectives detailed in this document.

#### Goal 1: Create a Tourism Asset Foundation (TAF)

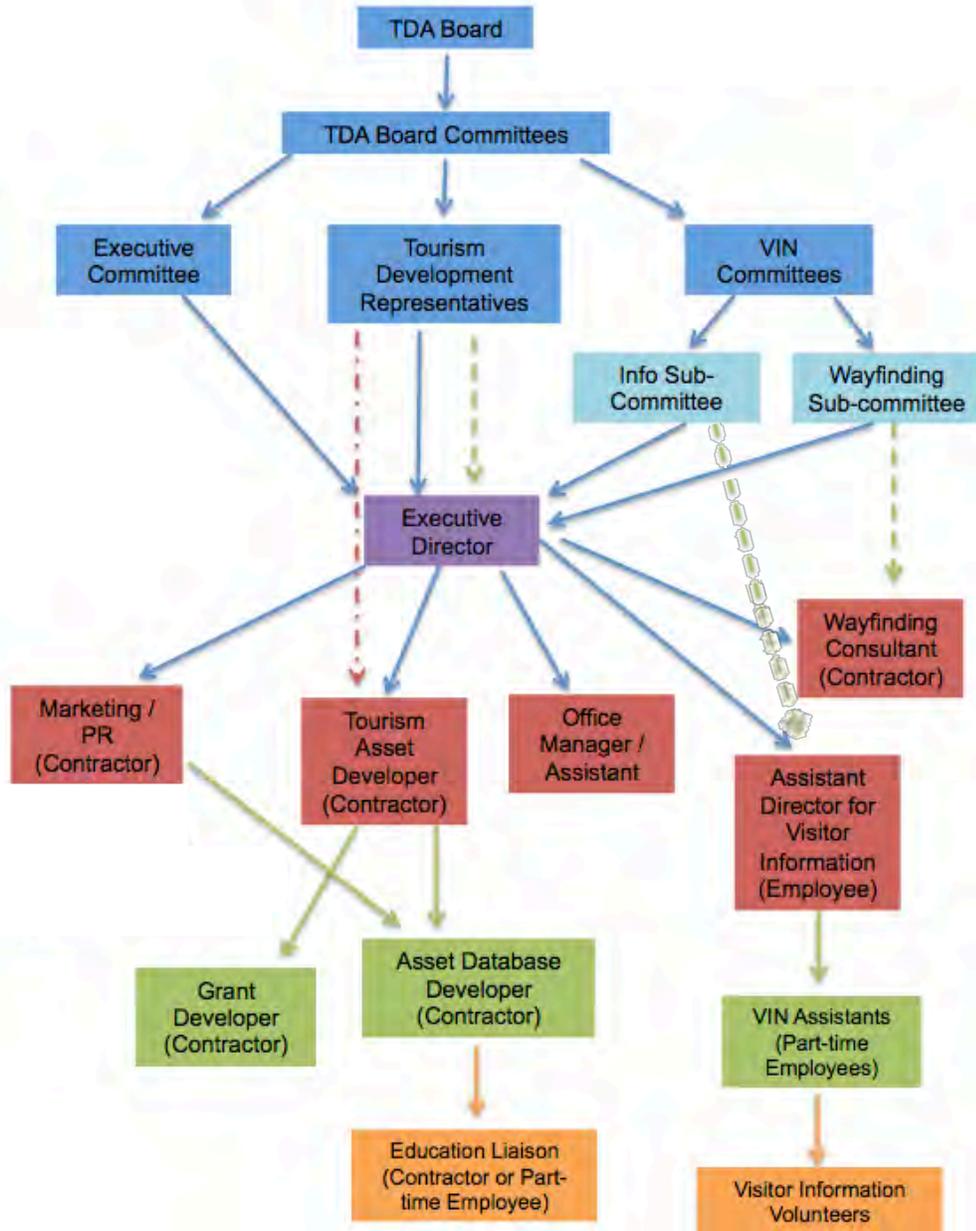
Objective 1: Designate individual(s) to implement, execute and further develop the strategies outlined in this feasibility study. By doing so, plans to purchase the Bechtler House, develop the mint site and perform ongoing marketing, maintenance and development can realistically take place.

- As mentioned earlier, one of the TDA's three goals of its 2012-2013 Strategic Plans & Goals is to “**determine how to and then deliver on Bechtler asset developments.**”<sup>12</sup> To achieve this goal and help develop other tourism assets in the county, it is recommended that the TDA create a **Tourism Asset Foundation (TAF)**. The TAF could, then, focus on the three major areas of tourism growth – **history and heritage, outdoors, and agriculture** – to ensure that these assets are adequately developed throughout Rutherford County, thus enhancing the county's tourism economy as a whole.
- The TAF's board could include two TDA board members/representatives, of which, one TDA representative could serve as chair. Non-board stakeholders from other tourism areas across the county could round out the group, particularly persons with an interest in the three major areas of growth (as stated above).
- The TAF could be responsible for the following tasks:
  - Managing funds held in the Tourism Asset Foundation
  - Granting funds for the development of county tourism assets
  - Developing the process by which grants are awarded and implemented
  - Overseeing and working with TDA staff or contractor appointed to implement the funds and execute project goals and objectives
  - Maintaining a smaller balance of funds for projects in need of minimal funding (i.e.: Funding for the purchase of a \$2,500 Blue Ridge National Heritage Area sign for The Bostic Lincoln Center)
- The TAF board could choose the project(s) to grant funding and help develop each fiscal year. Once a project is chosen for that particular fiscal year, the project for the following year could be simultaneously selected and placed on standby. The TAF

would then serve Rutherford County's tourism industry by providing financial and staff support for valuable projects that cannot be implemented simply for lack of those resources.

- Immediate tasks for the TAF could include:
  - Developing the mission statement and marketing/fundraising materials for the Bechtler campaign and the TAF
  - Fundraising
  - Forming local and regional partnerships, such as creation of a viable "Friends of Bechtler" organization, one that could eventually take on the Bechtler vision and bring it to full completion.
- **To that end, it is recommended that the TAF begin with attention to the Bechtler heritage project, which has a proposed plan of action and also meets goals stated in the TDA's 2012-2013 Strategic Goal & Plans.<sup>12</sup>**
- Additionally, it is recommended that the TDA assign at least one part-time employee or contractor to implement the plans for the annual TAF project including:
  - Seeking grants applicable for project development
  - Working with TAF to develop plans and strategies based on project needs
  - Organizing fundraising events and soliciting donors
- Finally, an Education Liaison position for the TDA could be created to help educate stakeholders and the general community about TAF projects while also working directly with the school system to encourage field trips, course study, etc. This liaison could also hold a position on the TAF board and help with project implementation and development.
- See the flow chart to follow for a visual representation of the Tourism Asset Foundation's place within the TDA structure.

### TDA Organizational Flow Chart



## **PHASE II: The Bechtler House**

To start, the historic 1831 Bechtler House needs to be purchased to ensure its preservation and allow it to be used without interference as a museum and visitor welcome center.

### **Goal 1: Purchase the Bechtler House**

Objective 1: Raise capital to purchase the Bechtler House for the Town of Rutherfordton. Statistics about the house based on its purchase in 2007 include:

- Land value: \$79,000
- House value: \$94,000
- Total value: \$102,100
- Sale price: \$149,000
- Appraised value as of February 2013: \$122,500 (See Appendix II for complete appraisal document)

#### **Explanation of Depreciation:**

According to appraiser Michael Ogburn, from the Raleigh-based Birch-Ogburn, Inc. and the only appraiser recommended by Preservation North Carolina to appraise historic properties, here are reasons why the value of the Bechtler House has significantly depreciated since its purchase in 2007 (See Appendix II for complete commentary):

- Due to the economic conditions of the past six years and the very limited availability of mortgage loan financing, the market for historic properties has seen a loss of value.
- Many lenders are not willing to go outside of Federal National Mortgage Association's (FNMA) suggested guidelines for single-family residential properties (i.e.: Three closed residential property sales within the past six months to one year that are no more than one mile away, with net adjustments not exceeding 15 percent and gross adjustments not exceeding 25 percent).
- Because of the strict FNMA guidelines, there is a severe lack of sales data for comparable historic properties because they are not selling as easily, resulting in a lack of available financing for historic properties.
- This lack of available financing has adversely affected the marketability of these historic houses and, thus, the value, too.

**Below is a proposed plan of action for purchasing the Bechtler House that could also be proposed to the Town of Rutherfordton for approval:**

- Current homeowners to rent the house to the TDA while TAF and other applicable individuals/groups work to secure grant funding to purchase the house
- TDA lease the house as office space and welcome center; proposed date of relocation could be as early as April 2013

- Town of Rutherfordton, as the suggested owner of the home, could continue exterior maintenance and upkeep per the current arrangement with the TDA
- Secured applicable funding\* would go toward payment on the house
- Once house is paid in full and in exchange for the acquisition of the house and the indirect marketing value associated with the TDA as the home tenant, request that the Town of Rutherfordton significantly decrease the TDA's rent (i.e.: \$1/year) as in the Lake Lure Welcome Center lease agreement with the Town of Lake Lure

*\*Some grants are specifically designated and cannot be used toward payment on real estate. In this case, funds raised for general purposes could be designed for the purchase of the Bechtler House.*

## **Goal 2: Build Partnerships**

Objective 1: Build partnerships with similar museums and/or organizations in the region that also have connections to North Carolina's gold history to create a stronger network of support for the Bechtler story. Partners can also co-op resources and marketing endeavors allowing budget funds to go further. Examples of partnership ideas include:

- The TAF could co-host fundraisers to split proceeds – opens both groups to a wider audience (i.e.: Partner on fundraisers/events with the Reed Gold Mine in the Charlotte region and split profits, or per the suggestion of the Blue Ridge National Heritage Area, partner on fundraising events with their organization)
- Co-sponsoring regional marketing pieces (i.e.: WNC's Gold Trail rack card) that helps reduce the cost of marketing materials and markets the Bechtler assets to a more regional audience
- Blue Ridge National Heritage Area Bus Tour Initiative – a bus tour program set to launch in 2014; getting Bechtler and Rutherford County on this program would funnel a large number of tourists to both the Bechtler assets and the county
- Partner with Rutherford County Schools and other school systems to attract field trips and develop programs center around Rutherford County's history and heritage (i.e.: 4<sup>th</sup> and 8<sup>th</sup> grade students in Rutherford County study local history); TDA Educator Liaison position could oversee and manage the development of these relationships and programs.

### PHASE III: The Bechtler Mint Site

Once the Bechtler House is secured, the next phase is to further develop the Bechtler Mint Site and turning it into the branded “Bechtler Heritage Park.” Tentative plans for this site include:



### Feasibility for Visitor Access

Jerry Stensland, Rutherford County Tourism Asset Developer who was instrumental in the development of the Bechtler Mint Site, has provided the following update on the feasibility of visitors accessing the mine shaft for tourism:<sup>16</sup>

*With the Bechtler Mint Site Historic Park now open, including public access to the mouth of the mine shaft, the possibility of allowing access inside the mine should be explored.*

*Professional geologists and mining experts have looked at the shaft, mapped it and assessed its safety and potential for reopening on two occasions. Both analyses showed that the mine could be safely reopened pending a series of shaft improvements.*

*Representatives of the North Carolina Mine & Quarry Division did a comprehensive study of the mine shaft including mapping the existing tunnels and offering a specific plan for removing accumulated sediment in the tunnels and making them safe for entry. The recommendations include installing support timbers in the tunnels and creating a second egress.*

*An additional, more limited, study was conducted by a geologist prior to the recent development of the site into a park in 2012. The geologist's report stated the shaft was stable, noting that pick axe marks and slots for former support timbers were still visible indicating little change over the course of 150 years. The primary change to the tunnel has been sedimentation from surface land changes. The sedimentation has narrowed the tunnels significantly.*

*A updated plan for removing the sedimentation, adding support timbers and creating a second egress is needed prior any reopening of the shaft for visitors. It is recommended that the shaft only be open for limited hours, guided tours and other special events to control the impact to the mine and provide for the safety of the visitors.*

*Anecdotal evidence indicates great interest by the public in gaining access to the mine. The possibility of charging a small fee for entry should be seriously explored. The fee will help manage the numbers of people entering and create funding for management and upkeep.<sup>16</sup>*

### **Goal 1: Further develop the Bechtler Mint Site to make it visitor ready for both individuals and groups**

Objective 1: Seek grants and donations for continued development of the Bechtler Mint Site according to the proposed “Conceptual Site Plan” and make adjustments to the plan as necessary.

Objective 2: Implement other methods to generate revenue for the mint site including:

- Experiential tourism activities – invite visitors out for “Help Re-Open the Mine” digs where tourists can help dig out the tunnels of the original mine shaft
- Host guided tunnel tours from the mint site once the tunnel is reopened
- Sell Bechtler documentary DVDs and other merchandise

### **PHASE IV: Ongoing Marketing, Development & Maintenance**

Once the Bechtler House and the mint site are secured and made more visitor-ready, it is recommended that attention then be focused on continued or enhanced marketing outreach, ongoing fundraising and development of the assets, and maintenance and upkeep of these properties.

### **Goal 1: Market the “Bechtler Heritage Experience” through various marketing methods and via partnerships**

Objective 1: Develop a complete tour schedule that encompasses all of the Bechtler assets and includes other historical and heritage sites in the county.

Objective 2: Host events at both locations to promote and attract visitors

Objective 3: Create new experiences for visitors at each site (i.e.: walk through the mine tunnel, watch the Bechtler documentary at the house, listen to oral renditions of letters to and from Christopher Bechtler, etc.)

## **Goal 2: Continue to develop Bechtler assets**

Objective 1: Continue fundraising efforts to add new experiences and pieces to the Bechtler Heritage Park such as the replication of a Bechtler-era Main Street that visitors can walk to from the mint site

Objective 2: Develop the historic rail-trail that leads from the Bechtler Mint Site to the Bechtler House so that visitors can walk the experience if they like

## **Goal 3: Maintenance**

Objective 1: Continue fundraising to manage ongoing maintenance needs including upkeep and staffing, so that the Bechtler assets can be self-sustaining, viable, and managed by a group or entity (perhaps a Friends group) that has grown out of the TAF efforts.

## GRANTS

According to Jerry Stensland, who has won over \$1 million in grant funding for a wide range of projects, the Bechtler history has all the elements of a grant worthy endeavor. See Appendix I for a complete list of possible grants.

*The Bechtler story is one of the most compelling pieces of history anywhere. It is the unique aspects of that story make the Bechtler project appealing to grantors. The vast majority of grantors want to invest in something that helps communities celebrate themselves in a way that makes sense for economic, cultural and educational reasons.*

*Multiple local, state and federal grants sources are possible for the project. UNC-TV produced the documentary film "Gold Fever and the Bechtler Mint," which received significant grant support from local foundations, the Blue Ridge National Heritage Area and others.*

*The most likely grant opportunities for the Bechtler projects will be in the areas of historic interpretation, museum upgrades, digital media productions, education, planning and training.<sup>16</sup>*

## SWOT ANALYSIS

While the majority of these points are made throughout this feasibility study, here is a recap of the strengths, weaknesses, opportunities and threats surrounding the Bechtler heritage project:

### Strengths

- Decades of statistical data supporting the viability of cultural heritage tourism
- Possession of a piece of American history that no other place on earth can claim but Rutherford County, N.C.
- Strong local and regional interest for the Bechtler story as reflected by:
  - Rutherford County Heritage Development Plan
  - Nearly 1,000 attendees at the 2012 premiere of UNC-TV documentary “Gold Fever & the Bechtler Mint”
  - 2012 publication of “Ten Days to Madness” by James R. Clifford, a historical fiction book that prominently features Bechtler history
  - Beginning development of Bechtler Mint Site and Bechtler House, plus acquisition of the original press, which is on display at the Bechtler House for the public to see
  - 2009 “Sitting on Gold: A Cultural Assessment of Rutherford County, North Carolina”
  - 2006 Rutherford County Bechtler Heritage Plan
  - 2005/2006 Rutherford County Comprehensive Arts, Parks and Recreation Plan
  - 1991 “Operation Goldstrike” business plan proposed by a private Rutherfordton native
- Strong county TDA with resources to help develop the Bechtler vision and other history and heritage, outdoors, and agriculture tourism assets throughout the county through the development of a foundation
- Indirect marketing value to both the Bechtler story and the Town of Rutherfordton by having the TDA offices located at the Bechtler House
- Grant worthy project
- Products available to use as fundraising tools (i.e.: Bechtler documentary)
- TDA’s strong marketing programs that can promote the Bechtler tourism asset

### Weaknesses

- There is no group currently established or able to execute this plan
- Disconnect with the Rutherford County Historical Society

### Opportunities

- To capitalize on the growing cultural heritage tourism industry through Rutherford County’s Bechtler assets
- To enhance the tourism opportunities throughout Rutherford County

- To create a foundation to develop additional assets with potential for strong tourism draw throughout the county
- To work with the school systems to educate schoolchildren about the state's Bechtler history
- To be a featured destination on the Blue Ridge National Heritage Area's bus tour initiative set to launch in 2014
- To partner with other destinations and make the Bechtler assets part of a larger set of opportunities for tourists
- To take advantage of the international ties this story has since Bechtler was a German immigrant, and the fact that his birth town has already shown interest in its connection to Rutherfordton
- To capitalize on the rerouted 221 bypass and use the Bechtler assets to drive visitors back through Rutherfordton/Rutherford County

*Typically a By-Pass can be both good and bad for downtown businesses. Usually, it is initially perceived as a bad thing from business owners and there may be an initial decline to downtown visitors. However, with good marketing and signing, a bypass can actually be an asset. Drivers can be attracted to exit the main road and "explore" a destination very close by. An advantage in this case is that Rutherfordton is the first community in N.C. when traveling north.*

**J. Mark Teague, P.E., CPM, J.M. Teague Engineering, PLLC & TDA Wayfinding Consultant**

### **Threats**

- Losing all momentum for the Bechtler vision, a national story, because all efforts end
- Loss of potential tourism revenue and interest because the Bechtler vision is dismissed
- Losing the possibility of purchasing the Bechtler House

## **BUDGET**

The Bechtler project would be primarily funded through donations and fundraising, but additional funding has been set aside for initiatives like Bechtler in the TDA's draft version of the "2013-2014 Strategies and Plans." The TDA would need to determine its level of financial contribution and if they are interested in distributing funds through the development of a foundation such as the TAF.

## **CONCLUSION**

Based on the combined data featured in this feasibility study, it is without question that Rutherford County's Bechtler assets are a viable investment and possess significant potential as a driver for both tourism and economic development for Rutherford County. It is the recommendation of The McConnell Group Public Relations that the TDA board vote on the following initiatives as proposed in this document:

- The creation of a Tourism Asset Foundation (TAF)
- Staff or contracted support to assist the TAF in the implementation of this Bechtler plan and future initiatives
- Relocating the TDA offices to the Bechtler House

Furthermore, Bechtler is one piece of Rutherford County's rich story of history and heritage. As each element is developed, the county becomes more attractive to visitors and residents alike, especially when economic development is an end result.

And as the 18<sup>th</sup> century literary author John Ruskin depicted so eloquently in the opening quote, our ancestors built the Bechtler story, time has made it sacred, and it is now time to tell it.

## RESOURCES

### Sources Consulted in the Preparation of this Report:

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3. **Cultural Heritage Tourism 2012 Fact Sheet**, Preservation North Carolina, March 2012.
4. **National Travel and Tourism Strategy Sets Goal to Draw 100 Million International Visitors to U.S.**, <http://www.whitehouse.gov/blog/2012/05/10/national-travel-and-tourism-strategy-sets-goal-draw-100-million-international-visitors>, March 2012.
5. **N.C. Governor's Conference on Tourism**, Speaker Lynn Davis Mingers, former N.C. Assistant Secretary of Commerce, March 2012.
6. **Cultural & Heritage Traveler Study**, Mandala Research, LLC, 2009.
7. **Travel Industry Association of America and Smithsonian Magazine**, The Historic/Cultural Traveler, 2003.
8. **Profiting from the Past: The Impact of Historic Preservation on the North Carolina Economy**, by Donovan D. Rypkema, Preservation North Carolina, December 1997.
9. **Texas Historical Commission: Community Development**, <http://www.thc.state.tx.us/preserve/community-development>, January 2013.
10. **National Assembly of State Agencies: Cultural Visitor Profile**, <http://www.nasaa-arts.org/Research/Key-Topics/Creative-Economic-Development/Cultural-Visitor-Profile.php>, 2004.
11. **Getting Started: How to Succeed in Cultural Heritage Tourism**, The National Trust for Historic Preservation, <http://www.culturalheritagetourism.org/howToGetStarted.htm>, 1993.
12. **2012-2013 Strategic Plans & Goals**, Rutherford County Development Authority, 2012.
13. **Traveling with the Ghosts of Conflict Virginia Civil War Trails**, Partners in Tourism: Culture and Commerce, <http://www.culturalheritagetourism.org/successStories/virginiaSummary.htm>, 2011.
14. **Recap Report: Cultural Heritage Tourism Exchange 2012**; Compiled by Partners in Tourism and Cheryl Hargrove, HTC Partners, May 2012.
15. **Distinctive Cities**, Urban Land Institute, Ed McMahon, April 2012.
16. Jerry Stensland, Rutherford County Tourism Asset Developer & Grant Writer, February 2013.
17. Interview with Lydia Clontz, Bostic Lincoln Center, February 2013.
18. **Small Towns, Big Ideas: Black Mountain, North Carolina**, [http://www.sog.unc.edu/sites/www.sog.unc.edu/sog\\_legacy/sites/programs/cednc/stbi/cases/black\\_mountain.php](http://www.sog.unc.edu/sites/www.sog.unc.edu/sog_legacy/sites/programs/cednc/stbi/cases/black_mountain.php), and <http://blackmountainarts.org/wp/about-us/>, 2006.
19. **Andy Griffith Museum: Surry Arts Council**, <http://surryart.ipower.com/main/displaypage.php?page=aboutus/whoweare.html>, 2013.
20. **Mount Airy Offers a Glimpse of Mayberry**, FOX News, <http://www.foxnews.com/travel/2012/08/17/mount-airy-offers-visitors-glimpse-mayberry/>, August 2012.

**APPENDIX I:  
Grant Opportunities: Bechtler  
as of February 2013**

Grantor: NC STEP (Through NC Rural Center)

Website:

What They Fund: Local priority projects identified through community planning process

Amount: \$100,000 total, usually for 3-4 projects

Frequency/Deadline:

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Grantor: National Endowment for the Humanities - Cultural Organization Implementation Grants

Website: <http://www.neh.gov/grants/public/americas-historical-and-cultural-organizations-implementation-grants>

What They Fund: Museum Exhibits, Interpretation at Historic Sites, Living Histories, Websites

Amount: Up to \$350,000

Frequency/Deadline: Recently, January and August deadlines

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Grantor: National Endowment for the Humanities - Cultural Organization Planning Grants

Website: <http://www.neh.gov/grants/public/americas-historical-and-cultural-organizations-planning-grants>

What They Fund: Planning for Museum Exhibits, Interpretation at Historic Sites, Living Histories, Websites

Amount: Up to \$40,000

Frequency/Deadline: Recently, January and August deadlines

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Grantor: National Endowment for the Humanities - America's Media Makers: Development Grants

Website: <http://www.neh.gov/grants/public/americas-media-makers-development-grants>

What They Fund: Planning/Coordination to eventually produce interactive digital media, film and radio projects for museums, humanities fields. Hire scholars etc. to produce script.

Amount: Up to \$40,000

Frequency/Deadline: Recently, January and August deadlines

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Grantor: National Endowment for the Humanities - America's Media Makers: Production Grants

Website: <http://www.neh.gov/grants/public/americas-media-makers-development-grants>

What They Fund: Planning/Coordination to eventually produce interactive digital media, film and radio projects for museums, humanities fields. Hire scholars etc. to produce script.

Amount: Up to \$40,000

Frequency/Deadline: Recently, January and August deadlines

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Grantor: National Endowment for the Humanities - Digital Humanities Start-up Grants

Website: <http://www.neh.gov/grants/odh/digital-humanities-start-grants>

What They Fund: Innovative uses of technology for public programs, education, museum collections

Amount: Level I (project needing planning) : \$5,000-30,000; Level II (project ready to launch): \$30,000 - \$60,000. No match required, but encouraged.

Frequency/Deadline: Annually, September

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Grantor: National Arts and Humanities Youth Program Awards

Website: <http://www.nahyp.org/how-to-apply/>

What They Fund: After school programs for youth including history/heritage

Amount: \$10,000

Frequency/Deadline: Annually, February

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Grantor: National Endowment for the Humanities - Preservation Assistance Grants for Smaller Institutions

Website: <http://www.neh.gov/grants/preservation/preservation-assistance-grants-smaller-institutions>

What They Fund: Preservation of collections, museum items, artifacts, historic records

Amount: Up to \$6,000

Frequency/Deadline: Annually, May

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Grantor: National Endowment for the Humanities - Sustaining Cultural Heritage Collections

Website: <http://www.neh.gov/grants/preservation/sustaining-cultural-heritage-collections>

What They Fund: Preservation of collections, museum items, artifacts, historic records including dealing with air conditioning, light, safety measures

Amount: Up to \$40,000 for planning; Up to \$350,000 for implementation

Frequency/Deadline: Annually, December

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Grantor: National Trust for Historic Preservation - Planning Grants

Website: <http://www.preservationnation.org/resources/find-funding/documents/preservation-funds-guidelines-eligibility.html>

What They Fund: historic preservation as form of economic development, promoting diversity and place, reimagining a historic site

Amount: up to \$5,000

Frequency/Deadline: February, June, October

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Grantor: Tourism Cares

Website: <http://www.tourismcares.org/grants>

What They Fund: capital improvements to historic sites including A/C, heating and educational programs.

Amount: up to \$5,000

Frequency/Deadline: July

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Grantor: 21st Century Museum Professionals Grants

Website: [http://www.ims.gov/applicants/21st\\_century\\_museum\\_professionals\\_guidelines.aspx](http://www.ims.gov/applicants/21st_century_museum_professionals_guidelines.aspx)

What They Fund: Staffing, Classes, seminars, training, equipment, overhead for museums and museum professionals

Amount: \$15,000 to \$250,000

Frequency/Deadline: March

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Grantor: Institute of Museum and Library Sciences - Sparks! Ignition Grants For Libraries And Museums

Website: <http://www.ims.gov/applicants/detail.aspx?GrantId=19>

What They Fund: Innovative projects for museums

Amount: \$10,000 to \$25,000. No Match required.

Frequency/Deadline: February

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Grantor: Institute of Museum and Library Sciences

Website: <http://www.ims.gov/applicants/name.aspx>

What They Fund: "Community Anchors" , exhibitions, education programs, collection stewardship. IMLS staff recommend Conservation Assistance Program grant through Heritage Preservation prior to IMLS grant. Grants only available to museums with full-time staff.

Amount: \$5,000 to \$150,000 for up to three years. 50/50 Match required.

Frequency/Deadline:

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Grantor: Heritage Preservation - National Institute for Conservation

Website: <http://www.heritagepreservation.org/CAP/index.html>

What They Fund: Assessment of museum collections and building if building older than 50 years.

Amount:

Frequency/Deadline:

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Grantor: National Trust for Historic Preservation - Cynthia Woods Mitchell Fund for Historic Interiors

Website: <http://www.preservationnation.org/resources/find-funding/documents/cynthia-woods-mitchell.html#.UQGoPL-aUSQ>

What They Fund: Planning for historic interiors such as restoration or furnishings

Amount: \$2,500 to \$10,000.

Frequency/Deadline: May

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Grantor: National Trust for Historic Preservation - Hart Family Fund for Small Towns

Website: <http://www.preservationnation.org/resources/find-funding/deadlines-and-special-programs.html>

What They Fund: Similar to preservation planning grant but geared towards towns of less than 5,000

Amount: \$5,00 to \$10,000.

Frequency/Deadline:

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Grantor: The Questers

Website: <http://www.questers1944.org/grants.html>  
North Carolina Chapter - <http://ncquesters.org/index.html>

What They Fund: For Questers Members ONLY. Chapter in Charlotte (would they grant here??) Acquire artifacts, historically accurate repairs including painting

Amount: \$500 to \$6,000.

Frequency/Deadline: November 15

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Grantor: Lowe's Charitable & Education Foundation

Website: [http://www.lowes.com/cd\\_The+Lowe's+Charitable+and+Educational+Foundation\\_474741445](http://www.lowes.com/cd_The+Lowe's+Charitable+and+Educational+Foundation_474741445)

What They Fund: Community improvement projects, public education

Amount: \$5,000 - \$25,000

Frequency/Deadline:

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Grantor: Blue Ridge National Heritage Area

Website: <http://www.blueridgeheritage.com/partners/grants>

What They Fund: Natural heritage (including gold/minerals), gave \$10,000 to UNC-TV documentary and also putting one their regional signs at mine site. Interpretive displays, audio/visual materials, like regional projects (Gold Trail?)

Amount: Up to \$18,000 for local projects; Up to \$24,000 for regional projects.

Frequency/Deadline: Annually, December

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Grantor: Tanner Foundation

Website: <https://www.doncaster.com/doncasterecommerce/TannerFoundation.aspx>

What They Fund: Education, local projects (Bechtler documentary film)

Amount:

Frequency/Deadline:

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Grantor: Stonecutter Foundation

Website: No website - Phone 828-286-2341.

What They Fund: Local projects

Amount:

Frequency/Deadline:

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Grantor: Rutherford Community Foundation

Website: <http://www.cfwno.org/OurAffiliates/RutherfordCountyFoundation/tabid/273/Default.aspx>

What They Fund: Non profit groups, schools, governments

Amount:

Frequency/Deadline:

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Grantor: Bank of America Charitable Foundation

Website: <http://about.bankofamerica.com/en-us/global-impact/charitable-foundation-funding.html#bid=4vjGyCDDRA9>

What They Fund: Revitalizing communities. Non-profits, cultural institutions. No branch in Rutherford County no so may not be eligible.

Amount:

Frequency/Deadline: Accepting applications between April 15 and May 10

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Grantor: National Endowment for the Arts - Museums

Website: <http://nea.gov/grants/apply/Museums.html>

What They Fund: Creative placemaking (Our Town). Art projects. Exhibits and other museum projects.

Amount:

Frequency/Deadline:

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Grantor: NC Humanities Council

Website: <http://nchumanities.org/content/planning-grants>

What They Fund: Planning grants

Amount: \$750 to hire consultant

Frequency/Deadline: No deadline

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Grantor: NC Humanities Council

Website: <http://nchumanities.org/content/planning-grants>

What They Fund: Planning grants

Amount: \$750 to hire consultant

Frequency/Deadline: No deadline

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Grantor: Golden Leaf Foundation

Website: <http://www.goldenleaf.org/opengrants.html>

What They Fund: Job creation through community projects

Amount:

Frequency/Deadline:

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Grantor: NC Recreational Trails Program

Website: [http://www.ncparks.gov/About/trails\\_grants.php](http://www.ncparks.gov/About/trails_grants.php)

What They Fund: Trail planning and development

Amount: Up to \$75,000 with 25% local match

Frequency/Deadline: Annually, January

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Grantor: Facebook - Forest City Data Center

Website:

What They Fund: Community projects with a focus on education, technology and bringing people together.

Amount: Up to \$15,000

Frequency/Deadline: Annually, August

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Grantor: Appalachian Regional Commission

Website: <http://www.arc.gov/funding/GeneralInformationAboutGrantsandFunding.asp>

What They Fund: Rutherford is one of two distressed counties in NC, which means a higher priority for grant. Start-up grants, challenge grants (matching dollar challenge), special projects. Generally ties to job creation.

Amount:

Frequency/Deadline:

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Grantor: Wells Fargo Charitable Foundation

Website: [https://www.wellsfargo.com/about/charitable/nc\\_guidelines](https://www.wellsfargo.com/about/charitable/nc_guidelines)

What They Fund: Community development, arts, culture, education

Amount:

Frequency/Deadline:

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Grantor: Preservation North Carolina

Website: <http://www.presnc.org/>

What They Fund: Will buy and hold at risk historic properties until a conservation buyer can be found.

Amount:

Frequency/Deadline:

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**Supplemental Addendum**

File No. 13-34

Borrower/Client				
Property Address 130 W 6th St				
City	Rutherfordton	County	Rutherford	State NC Zip Code 28139
Lender				

THE SUBJECT IS A UNIQUE PROPERTY, AN HISTORIC HOUSE AND FOUND IN THE RUTHERFORDTON HISTORIC DISTRICT. IT IS MY UNDERSTANDING THAT THE ORIGINAL DWELLING DATES TO 1838. THERE IS A VIABLE MARKET FOR HISTORIC PROPERTIES IN NORTH CAROLINA. THIS IS DUE TO THE GROWING AWARENESS OF PRESERVATION, THE DESIRE OF MANY TO OWN SOMETHING UNIQUE AND THE TAX CREDITS AVAILABLE FOR RESTORATION OF "CERTIFIED" HISTORIC PROPERTIES, GENERALLY ALL PROPERTIES IN THE NATIONAL REGISTER OF HISTORIC PLACES ARE "CERTIFIED". THE STATE OF NORTH CAROLINA OFFERS A 30% TAX CREDIT ON RESTORATION DOLLARS, PROVIDED AT LEAST \$25,000 ARE SPENT IN THE PROJECT AND THE RESTORATION WORK HAS BEEN APPROVED BY THE STATE DEPARTMENT OF CULTURAL RESOURCES. THESE TAX CREDITS CAN BE SPREAD OUT OVER A FIVE YEAR PERIOD WITH AN ADDITIONAL FIVE YEAR EXTENSION IF CREDITS ARE STILL DUE AFTER THE INITIAL FIVE YEARS.

AS WITH ANY UNIQUE PROPERTY, FINDING MEANINGFUL DATA MAY BE DIFFICULT. SALES OF LIKE PROPERTIES ARE INFREQUENT AND OFTEN SPREAD OVER A RATHER WIDE GEOGRAPHIC AREA. ALSO THE CONDITION OF THE PROPERTIES MAY VARY WIDELY AT THE TIME OF SALE.

DUE TO THE ECONOMIC CONDITIONS OF THE PAST 6+- YEARS, IN PARTICULAR THE AVAILABILITY OF MORTGAGE LOAN FINANCING, THE MARKET FOR HISTORIC PROPERTIES HAS SEEN A LOSS OF VALUE. MANY LENDERS, SELLING TO THE SECONDARY MARKET, FANNIE MAE AND/OR FREDDIE MAC, HAVE NOT BEEN WILLING TO GO OUTSIDE OF FNMA'S SUGGESTED GUIDELINES FOR SINGLE FAMILY RESIDENTIAL PROPERTIES. FOR A SUBURBAN LOCATION, THIS WOULD MEAN 3 CLOSED SALES WITHIN THE PAST 6 MONTHS, CAN BE UP TO 1 YEAR WITH EXPLANATION, NO MORE THAN 1 MILE AWAY, WITH NET ADJUSTMENTS NOT EXCEEDING 15% AND GROSS ADJUSTMENTS NOT EXCEEDING 25%. THERE IS ALMOST NEVER THAT MUCH SALES DATA OF TRULY COMPARABLE PROPERTIES, OTHER THAN IN LARGER, URBAN LOCATIONS, FOR HISTORIC PROPERTIES. AS SUCH, THE LACK OF READILY AVAILABLE FINANCING HAS ADVERSELY AFFECTED THE MARKETABILITY OF THESE HOUSES AND THUS THE VALUE AS WELL.

I HOPE THIS IS HELPFUL IN YOUR UNDERSTANDING OF THE APPRAISAL AND APPRAISAL PROCESS.

# RESIDENTIAL APPRAISAL SUMMARY REPORT

File No.: 13-34

<b>SUBJECT</b>	Property Address: 130 W 6th St	City: Rutherfordton	State: NC	Zip Code: 28139
	County: Rutherford	Legal Description: Per Deed Book 947 pg 339 RCR		
	Assessor's Parcel #: 1208929			
	Tax Year:	R.E. Taxes: \$	Special Assessments: \$	Borrower (if applicable):

<b>ASSIGNMENT</b>	Current Owner of Record: Padgett, Tom & Lynn	Occupant: <input type="checkbox"/> Owner <input checked="" type="checkbox"/> Tenant <input type="checkbox"/> Vacant <input type="checkbox"/> Manufactured Housing
	Project Type: <input type="checkbox"/> PUD <input type="checkbox"/> Condominium <input type="checkbox"/> Cooperative <input type="checkbox"/> Other (describe)	HOA: \$ <input type="checkbox"/> per year <input type="checkbox"/> per month
	Market Area Name:	Map Reference: Census Tract: 9605.00
	The purpose of this appraisal is to develop an opinion of: <input checked="" type="checkbox"/> Market Value (as defined), or <input type="checkbox"/> other type of value (describe)	

<b>MARKET AREA DESCRIPTION</b>	This report reflects the following value (if not Current, see comments): <input checked="" type="checkbox"/> Current (the Inspection Date is the Effective Date) <input type="checkbox"/> Retrospective <input type="checkbox"/> Prospective	
	Approaches developed for this appraisal: <input checked="" type="checkbox"/> Sales Comparison Approach <input type="checkbox"/> Cost Approach <input type="checkbox"/> Income Approach (See Reconciliation Comments and Scope of Work)	
	Property Rights Appraised: <input checked="" type="checkbox"/> Fee Simple <input type="checkbox"/> Leasehold <input type="checkbox"/> Leased Fee <input type="checkbox"/> Other (describe)	
	Intended Use: For possible purchase as an arms length transaction.	

<b>MARKET AREA DESCRIPTION</b>	Client: Michele Yelton	Address: PO Box 156, Lake Lure, NC 28746	
	Appraiser: Michael R Ogburn	Address: 3236 Trenton Rd, Raleigh, NC 27607	
	Location: <input type="checkbox"/> Urban <input checked="" type="checkbox"/> Suburban <input type="checkbox"/> Rural	<b>Predominant Occupancy</b>	<b>One-Unit Housing</b>
	Built up: <input checked="" type="checkbox"/> Over 75% <input type="checkbox"/> 25-75% <input type="checkbox"/> Under 25%	<input type="checkbox"/> Owner	PRICE AGE

<b>SITE DESCRIPTION</b>	Market Area Boundaries, Description, and Market Conditions (including support for the above characteristics and trends):	The subject is located within the Historic District Of Rutherfordton, the county seat of Rutherford Co. Rutherford County has a population of just under 69,000 and is showing very moderate growth. The Christopher Bechtler house is the site of a small private mint, which minted the first \$1 gold coin in America. The subject is currently being used as a museum to attract tourism into the area.
	Dimensions: Subject to survey	Site Area:
	Zoning Classification:	Description:
	Are CC&Rs applicable? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown	Have the documents been reviewed? <input type="checkbox"/> Yes <input type="checkbox"/> No

<b>SITE DESCRIPTION</b>	Actual Use as of Effective Date: museum	Use as appraised in this report: Single family
	Summary of Highest & Best Use: Present use	
	<b>Utilities</b>	<b>Off-site Improvements</b>
	Electricity <input checked="" type="checkbox"/> Public <input type="checkbox"/> Other <input type="checkbox"/>	Street Asphalt <input checked="" type="checkbox"/> Public <input type="checkbox"/> Private <input type="checkbox"/>

<b>DESCRIPTION OF THE IMPROVEMENTS</b>	<b>General Description</b>	<b>Exterior Description</b>	<b>Foundation</b>	<b>Basement</b>	<b>Heating</b>
	# of Units 1 <input type="checkbox"/> Acc. Unit	Foundation Masonry	Slab	Area Sq. Ft. 0	Type FWA
	# of Stories 2	Exterior Walls Wood siding	Crawl Space PARTIAL	% Finished	Fuel Gas
	Type <input checked="" type="checkbox"/> Det. <input type="checkbox"/> Att. <input type="checkbox"/>	Roof Surface Metal	Basement Cellar	Ceiling	<b>Cooling</b>

<b>DESCRIPTION OF THE IMPROVEMENTS</b>	<b>Interior Description</b>	<b>Appliances</b>	<b>Attic</b> <input type="checkbox"/> None	<b>Amenities</b>	<b>Car Storage</b> <input type="checkbox"/> None
	Floors Pine	Refrigerator <input type="checkbox"/>	Stairs <input type="checkbox"/>	Fireplace(s) # 4	Garage # of cars ( 2 Tot.)
	Walls Plaster/drywall	Range/Oven <input checked="" type="checkbox"/>	Drop Stair <input checked="" type="checkbox"/>	Patio <input checked="" type="checkbox"/>	Attach. _____
	Trim/Finish Wood	Disposal <input checked="" type="checkbox"/>	Scuttle <input type="checkbox"/>	Deck _____	Detach. 2

<b>DESCRIPTION OF THE IMPROVEMENTS</b>	Finished area above grade contains: 8 Rooms 3 Bedrooms 2.5 Bath(s) 2,710 Square Feet of Gross Living Area Above Grade
	Additional features: Covered front porch. Detached garage, has 2 bays, although may be too tight for cars, used for storage.
	Describe the condition of the property (including physical, functional and external obsolescence): The subject is generally in average condition, the exterior siding and some trim appear to need paint.





**Subject Photo Page**

Borrower/Client				
Property Address 130 W 6th St				
City	Rutherfordton	County	Rutherford	State NC Zip Code 28139
Lender				

**Subject Front**

130 W 6th St  
 Sales Price  
 Gross Living Area 2,710  
 Total Rooms 8  
 Total Bedrooms 3  
 Total Bathrooms 2.5  
 Location Rutherfordton  
 View Average  
 Site .19 acre  
 Quality Good  
 Age 1838

**Subject Rear****Subject Street**

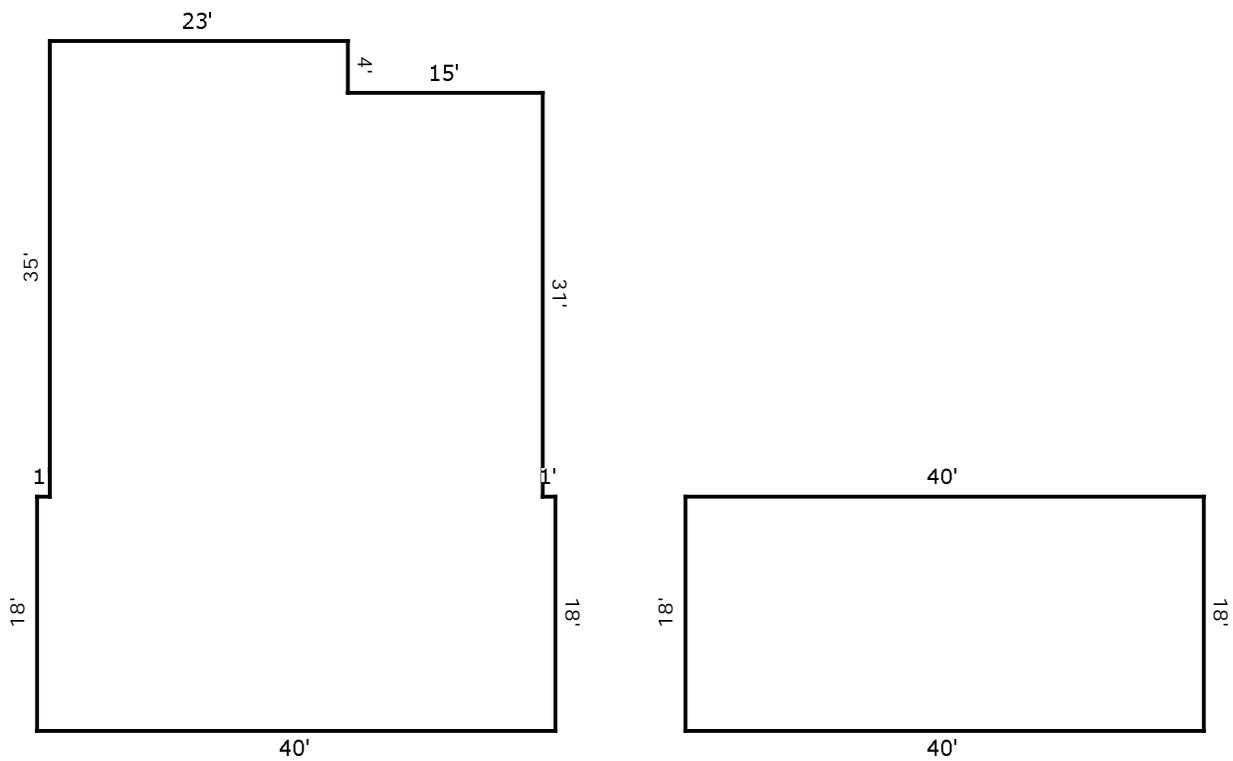
### Photograph Addendum

Borrower/Client				
Property Address 130 W 6th St				
City	Rutherfordton	County	Rutherford	State NC Zip Code 28139
Lender				



### Building Sketch

Borrower/Client				
Property Address 130 W 6th St				
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Lender				



TOTAL Sketch by a la mode, inc.

#### Area Calculations Summary

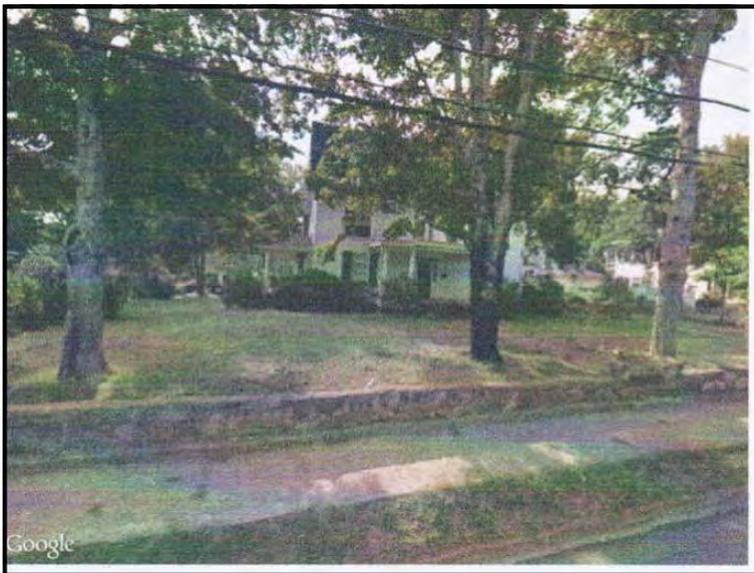
Living Area	Calculation Details	
First Floor	1990 Sq ft	$40 \times 18 = 720$ $38 \times 31 = 1178$ $4 \times 23 = 92$
Second Floor	720 Sq ft	$18 \times 40 = 720$
<b>Total Living Area (Rounded):</b>	<b>2710 Sq ft</b>	

**Comparable Photo Page**

Borrower/Client				
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**Comparable 1**

730 N Washington St	
Prox. to Subject	0.88 miles NW
Sales Price	200,000
Gross Living Area	3,642
Total Rooms	9
Total Bedrooms	5
Total Bathrooms	2
Location	Rutherfordton
View	Average
Site	4.46 Acres
Quality	Good
Age	1920

**Comparable 2**

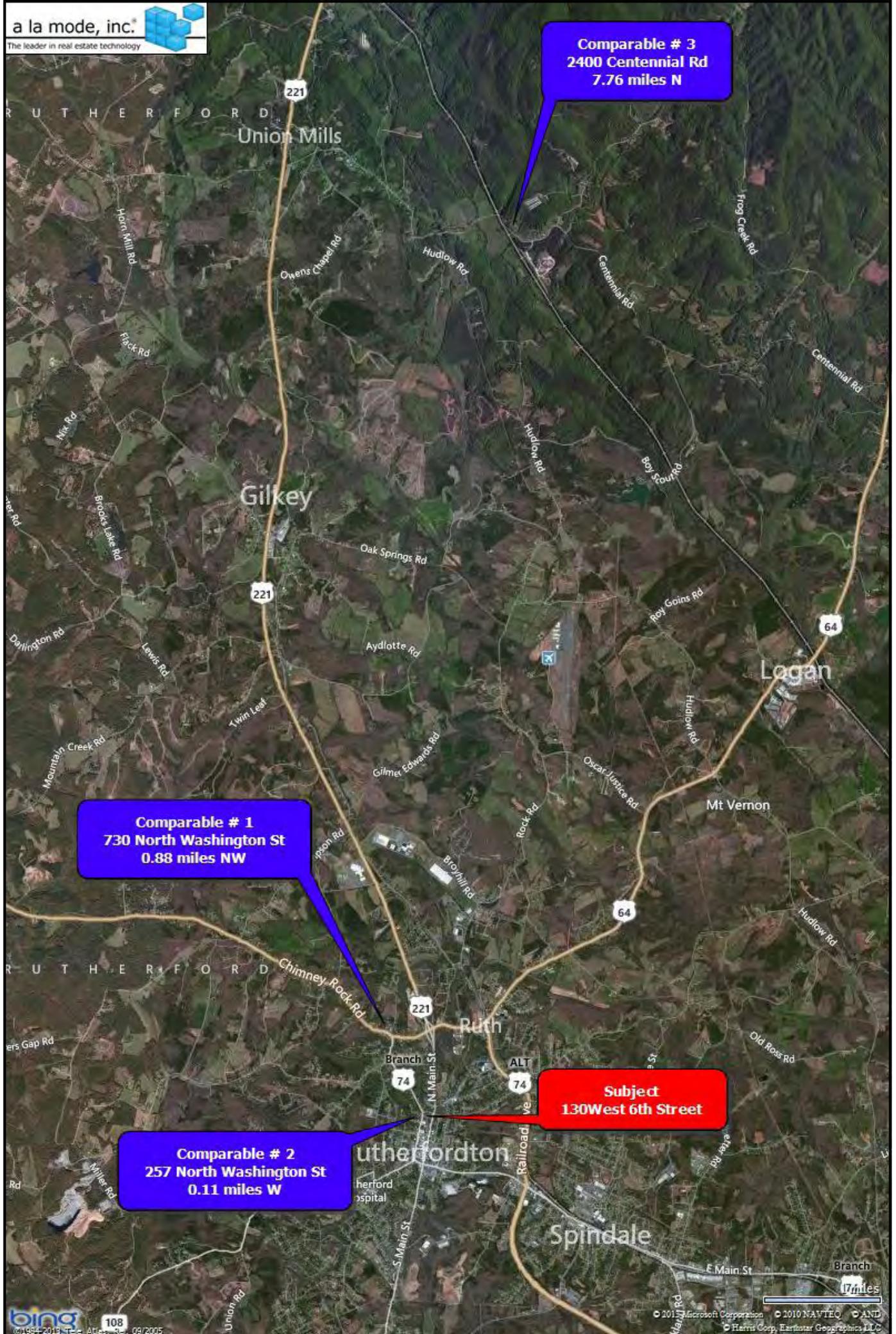
257 N Washington St	
Prox. to Subject	0.11 miles W
Sales Price	135,000
Gross Living Area	4,108
Total Rooms	9
Total Bedrooms	5
Total Bathrooms	2
Location	Rutherfordton
View	Average
Site	1.94 Acres
Quality	Good
Age	1870

**Comparable 3**

2400 Centennial Rd	
Prox. to Subject	7.76 miles N
Sales Price	233,000
Gross Living Area	2,500
Total Rooms	10
Total Bedrooms	6
Total Bathrooms	3
Location	Union Mills
View	Average
Site	12.7 Acres
Quality	Good
Age	1857

### Location Map

Borrower/Client				
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Lender				



**Assumptions, Limiting Conditions & Scope of Work**

File No.: 13-34

Property Address: 130 W 6th St

City: Rutherfordton

State: NC

Zip Code: 28139

Client: Michele Yelton

Address: PO Box 156, Lake Lure, NC 28746

Appraiser: Michael R Ogburn

Address: 3236 Trenton Rd, Raleigh, NC 27607

**STATEMENT OF ASSUMPTIONS & LIMITING CONDITIONS**

- The appraiser will not be responsible for matters of a legal nature that affect either the property being appraised or the title to it. The appraiser assumes that the title is good and marketable and, therefore, will not render any opinions about the title. The property is appraised on the basis of it being under responsible ownership.
- The appraiser may have provided a sketch in the appraisal report to show approximate dimensions of the improvements, and any such sketch is included only to assist the reader of the report in visualizing the property and understanding the appraiser's determination of its size. Unless otherwise indicated, a Land Survey was not performed.
- If so indicated, the appraiser has examined the available flood maps that are provided by the Federal Emergency Management Agency (or other data sources) and has noted in the appraisal report whether the subject site is located in an identified Special Flood Hazard Area. Because the appraiser is not a surveyor, he or she makes no guarantees, express or implied, regarding this determination.
- The appraiser will not give testimony or appear in court because he or she made an appraisal of the property in question, unless specific arrangements to do so have been made beforehand.
- If the cost approach is included in this appraisal, the appraiser has estimated the value of the land in the cost approach at its highest and best use, and the improvements at their contributory value. These separate valuations of the land and improvements must not be used in conjunction with any other appraisal and are invalid if they are so used. Unless otherwise specifically indicated, the cost approach value is not an insurance value, and should not be used as such.
- The appraiser has noted in the appraisal report any adverse conditions (including, but not limited to, needed repairs, depreciation, the presence of hazardous wastes, toxic substances, etc.) observed during the inspection of the subject property, or that he or she became aware of during the normal research involved in performing the appraisal. Unless otherwise stated in the appraisal report, the appraiser has no knowledge of any hidden or unapparent conditions of the property, or adverse environmental conditions (including, but not limited to, the presence of hazardous wastes, toxic substances, etc.) that would make the property more or less valuable, and has assumed that there are no such conditions and makes no guarantees or warranties, express or implied, regarding the condition of the property. The appraiser will not be responsible for any such conditions that do exist or for any engineering or testing that might be required to discover whether such conditions exist. Because the appraiser is not an expert in the field of environmental hazards, the appraisal report must not be considered as an environmental assessment of the property.
- The appraiser obtained the information, estimates, and opinions that were expressed in the appraisal report from sources that he or she considers to be reliable and believes them to be true and correct. The appraiser does not assume responsibility for the accuracy of such items that were furnished by other parties.
- The appraiser will not disclose the contents of the appraisal report except as provided for in the Uniform Standards of Professional Appraisal Practice, and any applicable federal, state or local laws.
- If this appraisal is indicated as subject to satisfactory completion, repairs, or alterations, the appraiser has based his or her appraisal report and valuation conclusion on the assumption that completion of the improvements will be performed in a workmanlike manner.
- An appraiser's client is the party (or parties) who engage an appraiser in a specific assignment. Any other party acquiring this report from the client does not become a party to the appraiser-client relationship. Any persons receiving this appraisal report because of disclosure requirements applicable to the appraiser's client do not become intended users of this report unless specifically identified by the client at the time of the assignment.
- The appraiser's written consent and approval must be obtained before this appraisal report can be conveyed by anyone to the public, through advertising, public relations, news, sales, or by means of any other media, or by its inclusion in a private or public database.
- An appraisal of real property is not a 'home inspection' and should not be construed as such. As part of the valuation process, the appraiser performs a non-invasive visual inventory that is not intended to reveal defects or detrimental conditions that are not readily apparent. The presence of such conditions or defects could adversely affect the appraiser's opinion of value. Clients with concerns about such potential negative factors are encouraged to engage the appropriate type of expert to investigate.

**The Scope of Work is the type and extent of research and analyses performed in an appraisal assignment that is required to produce credible assignment results, given the nature of the appraisal problem, the specific requirements of the intended user(s) and the intended use of the appraisal report. Reliance upon this report, regardless of how acquired, by any party or for any use, other than those specified in this report by the Appraiser, is prohibited. The Opinion of Value that is the conclusion of this report is credible only within the context of the Scope of Work, Effective Date, the Date of Report, the Intended User(s), the Intended Use, the stated Assumptions and Limiting Conditions, any Hypothetical Conditions and/or Extraordinary Assumptions, and the Type of Value, as defined herein. The appraiser, appraisal firm, and related parties assume no obligation, liability, or accountability, and will not be responsible for any unauthorized use of this report or its conclusions.**

**Additional Comments (Scope of Work, Extraordinary Assumptions, Hypothetical Conditions, etc.):**

# Certifications

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Client: Michele Yelton	Address: PO Box 156, Lake Lure, NC 28746		
Appraiser: Michael R Ogburn	Address: 3236 Trenton Rd, Raleigh, NC 27607		

## APPRAISER'S CERTIFICATION

### I certify that, to the best of my knowledge and belief:

- The statements of fact contained in this report are true and correct.
- The credibility of this report, for the stated use by the stated user(s), of the reported analyses, opinions, and conclusions are limited only by the reported assumptions and limiting conditions, and are my personal, impartial, and unbiased professional analyses, opinions, and conclusions.
- I have no present or prospective interest in the property that is the subject of this report and no personal interest with respect to the parties involved.
- Unless otherwise indicated, I have performed no services, as an appraiser or in any other capacity, regarding the property that is the subject of this report within the three-year period immediately preceding acceptance of this assignment.
- I have no bias with respect to the property that is the subject of this report or to the parties involved with this assignment.
- My engagement in this assignment was not contingent upon developing or reporting predetermined results.
- My compensation for completing this assignment is not contingent upon the development or reporting of a predetermined value or direction in value that favors the cause of the client, the amount of the value opinion, the attainment of a stipulated result, or the occurrence of a subsequent event directly related to the intended use of this appraisal.
- My analyses, opinions, and conclusions were developed, and this report has been prepared, in conformity with the Uniform Standards of Professional Appraisal Practice that were in effect at the time this report was prepared.
- I did not base, either partially or completely, my analysis and/or the opinion of value in the appraisal report on the race, color, religion, sex, handicap, familial status, or national origin of either the prospective owners or occupants of the subject property, or of the present owners or occupants of the properties in the vicinity of the subject property.
- Unless otherwise indicated, I have made a personal inspection of the property that is the subject of this report.
- Unless otherwise indicated, no one provided significant real property appraisal assistance to the person(s) signing this certification.

### Additional Certifications:

### DEFINITION OF MARKET VALUE \*:

Market value means the most probable price which a property should bring in a competitive and open market under all conditions requisite to a fair sale, the buyer and seller each acting prudently and knowledgeably, and assuming the price is not affected by undue stimulus. Implicit in this definition is the consummation of a sale as of a specified date and the passing of title from seller to buyer under conditions whereby:

1. Buyer and seller are typically motivated;
2. Both parties are well informed or well advised and acting in what they consider their own best interests;
3. A reasonable time is allowed for exposure in the open market;
4. Payment is made in terms of cash in U.S. dollars or in terms of financial arrangements comparable thereto; and
5. The price represents the normal consideration for the property sold unaffected by special or creative financing or sales concessions granted by anyone associated with the sale.

\* This definition is from regulations published by federal regulatory agencies pursuant to Title XI of the Financial Institutions Reform, Recovery, and Enforcement Act (FIRREA) of 1989 between July 5, 1990, and August 24, 1990, by the Federal Reserve System (FRS), National Credit Union Administration (NCUA), Federal Deposit Insurance Corporation (FDIC), the Office of Thrift Supervision (OTS), and the Office of Comptroller of the Currency (OCC). This definition is also referenced in regulations jointly published by the OCC, OTS, FRS, and FDIC on June 7, 1994, and in the Interagency Appraisal and Evaluation Guidelines, dated October 27, 1994.

Client Contact: _____	Client Name: Michele Yelton
E-Mail: _____	Address: PO Box 156, Lake Lure, NC 28746

### APPRAISER

Appraiser Name: Michael R Ogburn  
 Company: \_\_\_\_\_  
 Phone: (919) 676-7888 Fax: \_\_\_\_\_  
 E-Mail: boandco@bellsouth.net  
 Date Report Signed: February 25, 2013  
 License or Certification #: a2590 State: NC  
 Designation: \_\_\_\_\_  
 Expiration Date of License or Certification: 06/30/2013  
 Inspection of Subject:  Interior & Exterior  Exterior Only  None  
 Date of Inspection: 02/03/13

### SUPERVISORY APPRAISER (if required) or CO-APPRAISER (if applicable)

Supervisory or Co-Appraiser Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_  
 Date Report Signed: \_\_\_\_\_  
 License or Certification #: \_\_\_\_\_ State: \_\_\_\_\_  
 Designation: \_\_\_\_\_  
 Expiration Date of License or Certification: \_\_\_\_\_  
 Inspection of Subject:  Interior & Exterior  Exterior Only  None  
 Date of Inspection: \_\_\_\_\_

SIGNATURES

