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Rutherford County Tourism Development Authority Monthly Newsletter



Volume 2, Issue 1

January 2013

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Happy New Year Tourism Stakeholders!

We hope everyone had a nice holiday and that you are as excited as we are about the new year ahead. We have much to look forward to from the renovation of the Lake Lure Welcome Center, to all of the signature events offered around the county all year and more.

For starters, we would like to welcome Jerry Stensland to the TDA team. While Jerry is only on board for a short duration, he is working on some really valuable projects that will enhance tourism for the entire county. Read more about these projects below.

We appreciate you keeping up with the latest TDA updates, and remember to keep us posted on your updates, too. In the

May 2013

[Dairy Goat Festival & Parade
of Spindale](#)

May 11:

[Music on the Mountain series
at Chimney Rock](#)

May 25-27:

[Lake Lure Arts & Crafts
Festival](#)

May 28:

[Forest City Owls Baseball
season begins - 1st home
game](#)

June 8:

[Lure of the Dragons Boat
Races & Parade](#)

August 16-18:

[Dirty Dancing Festival at Lake
Lure](#)

August 17:

[Hot Nights, Cool Rides
Forest City](#)

August 23-25:

[9th annual Lake Lure
Olympiad Sports Festival](#)

Visit our [Events Calendar](#) for a complete list of county activities. To add your events to our complete calendar, please contact Jackie Wallace at 828-287-6113 or [click here to email her](#).

meantime, enjoy the unseasonably warm weekend ahead!

Sincerely,

Your Team at Rutherford County TDA

Lake Lure Welcome Center & VIN Update



Lake Lure Welcome Center:

We're counting down the days leading up to our planned renovation of the Lake Lure Welcome Center. We are looking forward to seeing this **VIN (Visitor Information Network)** asset develop and enhance our visitors' experience. While renovations are underway, TDA will continue to host visitors in a way that will not be impacted by the project.

More volunteers are still wanted at the Lake Lure Welcome Center and orientation sessions are being planned. We are looking for folks that can give any amount of time from 1 hour during lunch to spending the day welcoming our visitors. Volunteer partners are a valuable element of our VIN and we encourage anyone interested to attend an orientation session to see if you would like to join us as a Hospitality Specialist or Lead Fulfillment Assistant.

The Bechtler House Museum & Welcome Center:

Two volunteer orientation sessions were held for the Bechtler House Museum and Welcome Center in December. We had a very good turn out and the Bechtler House is seeing

In the News!

Enjoy this new section of our newsletter where each month we will showcase some of the media who have featured our lovely area.

Click on each link below to view the article:

WNC Magazine

[Remaking a Mint: Rutherfordton brightens spotlight on its role in the state's gold rush](#)

Getaway for Grownups

[Chimney Rock at Chimney Rock State Park](#)

Asheville Citizen-Times

[Lake Lure New Year's Day Polar Plunge](#)

Carolina Epicurean

[Quinoa, Goat Cheese & Lavender](#)

For questions about TDA media relations, please contact Michelle Yelton at michelle@mcconnellgroup.biz or 828-980-2883.

Quick Links

[Our Website](#)

Like us on Facebook 

Follow us on 

expanded hours of operation so that we may continue to tell the story of this engaging entrepreneur, first hand.

Tourism Ambassador Class:

The Tourism Ambassador Class will be held several times this year. There will be introductory sessions for those who have not been through the class. For our existing Tourism Ambassadors, we will be planning something new for you! If you would like to host a class at your business, let us know and we will connect you with our network.

The Lake Lure Welcome Center can be reached by phone at 287-1220.

TDA Mapping Project Underway

Whether it's a trail head, historic site or cultural attraction, a new TDA project will make it easier for visitors to find what the county has to offer and how to get there. A major mapping project is underway through a special arrangement between Rutherford County and the TDA. Jerry Stensland is on full-time assignment for the TDA for the next six months to develop a comprehensive database of recreation, heritage and cultural assets that will feed interactive maps on computers and mobile devices.

The project will not only bring trail maps, heritage sites and more into one home but include photos, video, audio and other interactive pieces to broaden the experience and information available. Once fully operational, the mapping project will allow, for example, a visitor to use their smartphone to take a guided driving history tour of the county with audio stories automatically prompted by their device's GPS capabilities. Users will also be able to download these resources.

In addition to the mapping project, Stensland will create a report on the economic impact of current and planned recreational and heritage opportunities.

For questions or more info, please contact Jerry Stensland at 828-287-6074 or Jerry.Stensland@rutherfordcountync.gov.

Important Open House with

Town of Lake Lure & Chimney Rock Village

[Join Our Mailing List!](#)

**Tuesday, Jan. 15th
5 pm - 7:30 pm - Lake Lure Town Hall**

Pass It On

Please help us spread the word and pass this newsletter along to other Rutherford County businesses you know in the tourism industry whose email we may not have. Our list is growing, but we are still missing many.

Otherwise, please contact us with any questions, comments or concerns at:

**Rutherford County TDA
T: 828-287-6113**

As always, thank you for being a part of Lake Lure & the Blue Ridge Foothills and its wonderful network of accommodations, events, restaurants and attractions.

Sincerely,

Michelle McConnell Yelton
*The McConnell Group /
Media Relations for
Rutherford County TDA*

Informational displays will include:

**The Lake Lure Flowering Bridge
The Rutherford County TDA Welcome Center
at Lake Lure**

**Medical Services
Chimney Rock State Park
The Morse Park Wetlands Enhancement Project
Town Center Master Plan (Phase I)
Market Assessment/Branding Initiative
Buffalo Creek Park
Washburn Marina
Lake Lure Classical Academy
Mountains Branch Library
CRV- ToLL Pedestrian Connector
The Gathering Place
The RiverWalk**

As part of this meeting, NCDOT will present a draft of the Comprehensive Transportation Plan (CTP) for your review and input.

Please make plans to join your neighbors and friends for this exciting event. For questions or more info, please contact Shannon Baldwin, Lake Lure Community Development Director, at 828-625-9983 x107.

**N.C. Division of Tourism Visits
Bechtler Museum & Mint Site**



N.C. Division of Tourism's Andre' Nabors pictured at The Bechtler House with (from L-R) Michelle Yelton (The McConnell Group PR), Michelle Whitaker (Rutherford Co. TDA), and Cindy Adair (Rutherford Town Revitalization)

The TDA has contracted with The McConnell Group PR to do a feasibility study on the potential economic and tourism impact of developing the county's Bechtler assets. As a result, Andre' Nabors, **Tourism Development Manager from the N.C. Division of Tourism, Film and Sports Development**, made a special trip to Rutherfordton last week to explore the Bechtler history of Rutherford County.

Nabors, who specializes in heritage and historical tourism, shared his expertise on the topic with a group of locals passionate about Bechtler preservation and development.

The feasibility report is expected to be completed by March.

TDA Staff & Board Members

Michelle Whitaker - Executive Director
828-287-6113, Michelle.Whitaker@rutherfordcountync.gov

Adrienne Wallace - Assistant Director of Visitor Information
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Jackie Wallace - Administrative Assistant
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Deb McCormick - Tourism Information Assistant

828-287-2120; Deborah.McCormick@rutherfordcountync.gov

TDA Board Members:

A directory of the current TDA Board members can be found by [clicking here](#).

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