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Rutherford County Tourism Development Authority Monthly Newsletter



Volume 1, Issue 8

September 2012

In This Issue

"Gold Fever and the Bechtler Mint" Premiere
Cycle NC Heads to Town
Visitor Center Update: Lake Lure

TDA Alliance Conference Registration & Discounts

A Glimpse of Upcoming Events

September 22

KidSenses

Reality Twist Magic Show
Rutherfordton

September 29

UNC-TV premiere of
"Gold Fever and the Bechtler Mint"

R-S Central High School
7pm, Free Admission
Rutherfordton

September 30

Festival at Lake Lure and overnight stop for
Cycle North Carolina participants and general public; admission is free; live music and food and beverage vendors; noon - 9pm
Lake Lure

October 19

Grand opening of renovated Bechtler Mint Site & revealing of Bechtler Press
Rutherfordton

October 1

Cycle North Carolina
rest stop in Downtown
Rutherfordton

Hello Tourism Stakeholders,

While September is often a shoulder season spent preparing for the influx of tourists in October and November, this year's September has been very active, and there are still several more significant events on the horizon.

Read on for details about the upcoming [Cycle North Carolina](#) event passing through Lake Lure and Rutherfordton next weekend, and don't miss the FREE music festival that is taking place at Morse Park Meadows on Sunday, September 30 to welcome the 1,000+ cyclists.

Also, come out for the much-anticipated premiere of UNC-TV's documentary ["Gold Fever and the Bechtler Mint,"](#) which showcases our county's gold heritage and legacy. Plus, learn about the Bechtler Park project underway.

Finally, read about updates on the visitor center in Lake Lure, and details for our upcoming [TDA Alliance Conference](#) on November 8th.

In the meantime, relish in these cooler temps and dream about fall color. It's right around the corner!

Sincerely,

The Team at Rutherford County TDA

UNC-TV Premiere of "Gold Fever & the Bechtler Mint"

Documentary to feature Christopher Bechtler of Rutherfordton, minter of America's first \$1 gold coin

When reflecting upon America's gold rush, images of miners panning in sparkly California streams may first come to mind, but truth be told, our country's first gold rush actually began in North Carolina.

Carolínians and Americans alike can learn the fascinating truth about the first days of gold in this country at the much-anticipated premiere of the UNC-TV produced documentary ["Gold Fever & The Bechtler Mint"](#) on Saturday, September 29, 7 p.m. at Rutherfordton-Spindale Central High School in Rutherfordton,

November 8
[TDA Alliance Conference](#)

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](#).

N.C. Admission is free.

[Click here to watch video promo.](#)

The Bechtler House & The Bechtler Mint Site

The premiere coincides with the grand opening of the Bechtler Mint site and the scenic rail-trail that connects it to Rutherfordton, N.C., the home of Bechtler's historic 1838 house, now fashioned into a public museum for this calendar year in celebration of the town of [Rutherfordton's 225th anniversary](#).

Quick Links

[Our Website](#)

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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



Rendering of Bechtler Mint Site Entrance

The Bechtler Mint site itself has more than 100 feet of tunnels below and a panoramic view of the mountains around. Rutherford County, owner of the mine site, in conjunction with the Rutherford County Tourism Development Authority, is currently developing the site with trails and interpretive signage, in addition to creating a safe, attractive, and informative space at the entrance to the mint site tunnels.

The grand opening of the renovated Bechtler Mint site is October 19 at 12:30 p.m. followed by the official revealing of the original Bechtler Press at the Bechtler House Museum

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*

on 130 W. 6th Street, on loan to the county by the American Numismatic Society. The event is free and everyone is welcome.

[Click here to read the full story.](#)

Cycle North Carolina's 1,000+ riders head to Rutherford County



The fourteenth annual Cycle North Carolina "Mountains to Coast" Fall Ride is making its first overnight stop in Lake Lure on Sunday, Sept. 30 with a later rest stop in Rutherfordton on Monday, Oct. 1.

With more than 1,000 cyclists pre-registered for the seven-day ride, we are eager to showcase both towns to this group of athletes from 35 states, two provinces and one foreign country! The average age of the cyclists this year is 56-years-old, which is an ideal target audience for our county's tourism industry.

This is the first year Lake Lure is on the overnight stop list for Cycle North Carolina, and a music festival with vendors is planned at Morse Park Meadows from noon - 9 p.m. on Sunday, Sept. 30. Be sure to let your guests know. [Admission is free and open to the general public.](#)

Booth spaces are still available for the Morse Park Meadows music festival. Businesses are encouraged to take advantage of this great opportunity! Contact Michelle Yelton at 828-980-2883 or michelle@mcconnellgroup.biz to request your booth application.

Complimentary shuttle service will enable cyclists the opportunity to explore downtown Lake Lure and the Chimney Rock Village area, with a separate shuttle offering rides up to Chimney Rock at Chimney Rock State Park. Restaurants, shops and attractions are encouraged to stay open on Sunday and offer discounts and

specials to further entice riders and make their stay in the Hickory Nut Gorge area even more memorable.

The following morning, cyclists are riding about 15-20 miles to Downtown Rutherfordton for a rest stop where they can visit the restaurants and shops on historic Main Street. Riders will again be treated to specials and discounts, as well as special activities like tours of the 1925 Firehouse Inn B&B and the [Bechtler House Museum](#).

VIN (Visitor Information Network) Update: Lake Lure

Interviews are underway for the new full-time TDA Assistant Director and a new part-time Visitor Information Assistant who will be housed at the visitor center location in Lake Lure.

In addition, procedures are in process for the renovation and construction work of the visitor center. A timeline is also currently being developed for the renovation work.

Save the Date!

The first round of charrettes for the new VIN (Visitor Information Network) center in Lake Lure will be held during the **TDA Alliance Conference on Thursday, Nov. 8th** at the Foundation Performing Arts Center in Spindale. Look for more info on that soon.



REMINDER TO REGISTER:
TDA Alliance Conference
Thursday, Nov. 8, 2012
8am - 3:30pm

Foundation Performing Arts Center Spindale, NC

If you aren't one of the 100 people already signed up for this much-anticipated event, please visit this link to register today:

<http://allianceconference.eventbrite.com/>

DISCOUNTS AVAILABLE:

Lots of door prizes will be given out at the Alliance Conference! Save \$5 on your registration fee by contributing a prize to be raffled off at the event. Please contact Jackie Wallace at 828-287-6113 for more info.

For more details about the inaugural TDA Alliance Conference, please visit www.TDAAlliance.com.

TDA Staff & Board Members

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

Jackie Wallace - Administrative Assistant
828-287-6113; Jackie.Wallace@rutherfordcountync.gov

Deb McCormick - Tourism Information Assistant
828-287-6130; 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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