

PUBLIC NOTICE

CALL FOR A SPECIAL MEETING OF THE BLOUNT COUNTY BOARD OF COMMISSIONERS TO BE HELD AT THE BLOUNT COUNTY COURTHOUSE IN MARYVILLE, TENNESSEE, ON THURSDAY, APRIL 3, 2014, AT 12:00 NOON.

Pursuant to and in accordance with the authority vested in me by Tennessee Code Annotated § 5-5-105, I hereby call the Board of County Commissioners of Blount County, Tennessee, to meet in special session on the 3rd day of April, 2014, at 12:00 noon at Room 430 of the Blount County Courthouse in Maryville, Tennessee, to consider and act upon the following:

1. Resolution authorizing the creation of an Adventure Tourism District within Blount County, Tennessee.

March 24, 2014

APPROVED:

ATTEST:

JEROME MOON
Commission Chairman

ROY CRAWFORD, JR.
County Clerk

EDWARD M. MITCHELL
County Mayor



RESOLUTION NO. 14-04a-001

SPONSORED BY COMMISSIONERS ROY GAMBLE, JEROME MOON AND SCOTT HELTON

RESOLUTION AUTHORIZING THE CREATION OF AN ADVENTURE TOURISM DISTRICT WITHIN BLOUNT COUNTY, TENNESSEE

WHEREAS, the Tennessee Adventure Tourism and Rural Development Act of 2011 found at T.C.A. §11-11-201 et. seq. creates a mechanism by which local communities can apply to be certified as an Adventure Tourism District (hereinafter “District”); and

WHEREAS, upon being certified as such a District, certain qualified business enterprises within the District may receive special tax credits from the Tennessee Department of Revenue against the State’s franchise & excise tax; and

WHEREAS, the tax credits are provided to certain qualified business enterprises based on their ability to create qualified jobs as defined by T.C.A. §67-4-2109(a)(6); and

WHEREAS, a qualified business enterprise may include, but is not limited to, tourism related businesses such as restaurants, lodging establishments or other tourism attractions; and

WHEREAS, T.C.A. §11-11-204 requires a two-thirds (2/3) vote of the local governing body authorizing the creation of a District; and

WHEREAS, upon a local governing body authorizing the creation of a District, the local government must submit an application for a Adventure Tourism District to the State of Tennessee Department of Economic and Community Development and the Department of Revenue for joint approval; and

WHEREAS, the application must include a parcel map showing the boundaries of the proposed District and a business plan and the parcel map defining the boundaries of a proposed District in Blount County is attached hereto as Exhibit A and the business plan for a proposed District in Blount County is attached hereto as Exhibit B; and

WHEREAS, a local government must submit their completed application for a District to the State of Tennessee by April 15, 2014, to receive a three (3) year certification; and

WHEREAS, it is in the best interest of Blount County to support local tourism and tourism related businesses and to encourage the creation of jobs in the community.

NOW THEREFORE, BE IT RESOLVED that on this 3rd day of April, 2014, assembled in a special called meeting that the Blount County Legislative Body hereby authorizes by a two-

thirds (2/3) vote pursuant to T.C.A. 11-11-201 et. seq., the creation of an Adventure Tourism District in Blount County, Tennessee, with the boundaries of said District being as set forth in the parcel map attached hereto as Exhibit A and further authorizes the submission of the business plan attached hereto as Exhibit B with the application to the Tennessee Department of Economic and Community Development and the Tennessee Department of Revenue for approval of said Adventure Tourism District in Blount County, Tennessee.

BE IT FURTHER RESOLVED THAT THIS RESOLUTION SHALL BE IN FORCE AND BECOME EFFECTIVE UPON ITS ADOPTION, THE PUBLIC WELFARE REQUIRING IT.

Duly authorized and approved this 3rd day of April, 2014.

CERTIFICATION OF ACTION

ATTEST

Commission Chairman

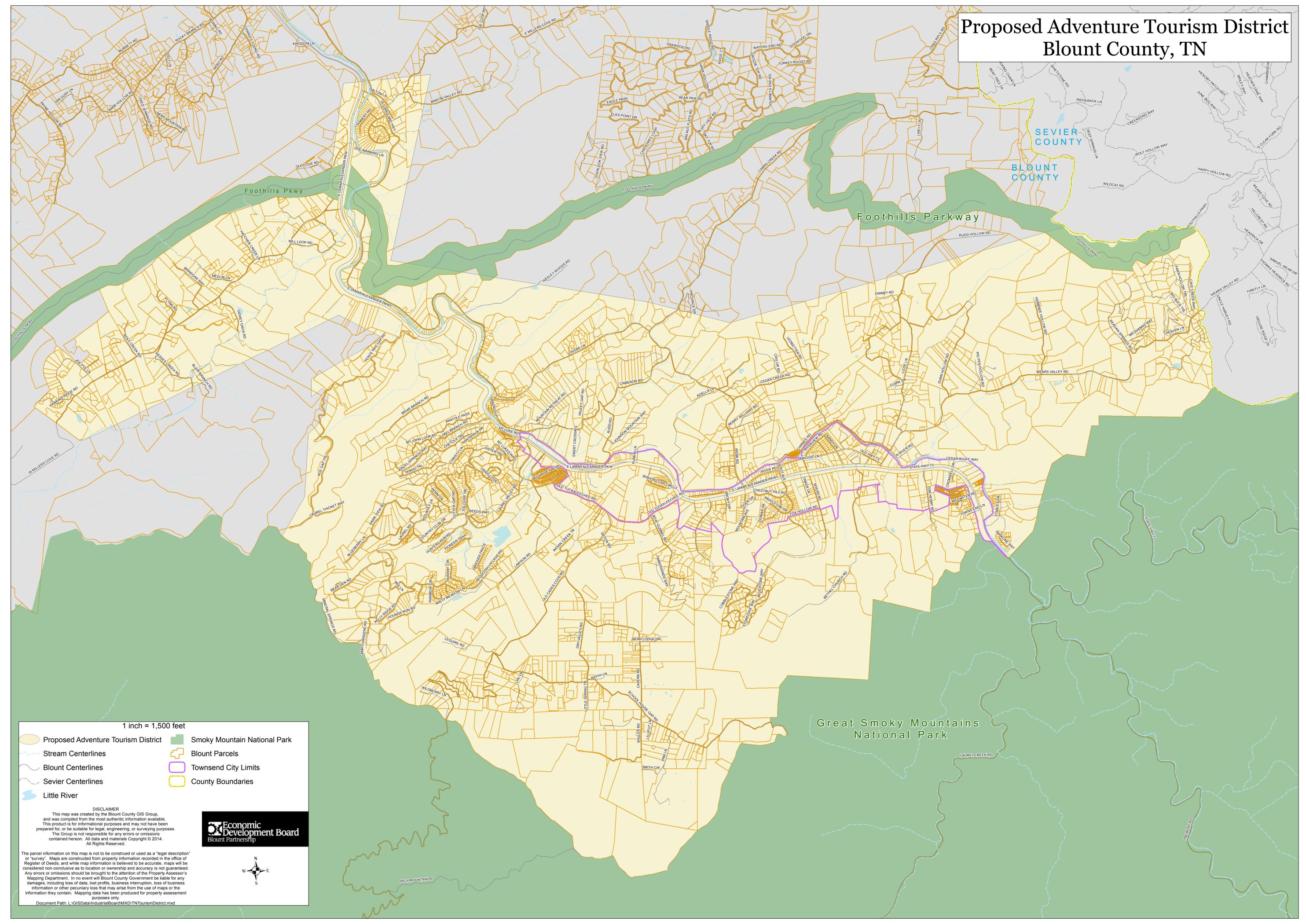
County Clerk

Approved: _____
Vetoed: _____

County Mayor

Date

Proposed Adventure Tourism District Blount County, TN



1 inch = 1,500 feet

- Proposed Adventure Tourism District
- Smoky Mountain National Park
- Stream Centerlines
- Blount Parcels
- Blount Centerlines
- Townsend City Limits
- Sevier Centerlines
- County Boundaries
- Little River

DISCLAIMER
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Economic Development Board
 Blount Partnership

The parcel information on this map is not to be construed or used as a "legal description" or "survey". Maps are constructed from property information recorded in the office of Register of Deeds, and while map information is believed to be accurate, maps will be considered non-conclusive as to location or ownership and accuracy is not guaranteed. Any errors or omissions should be brought to the attention of the Property Assessor's Mapping Department. In no event will Blount County Government be liable for any damages, including loss of data, lost profits, business interruption, loss of business information or other pecuniary loss that may arise from the use of maps or the information they contain. Mapping data has been produced for property assessment purposes only.

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Great Smoky Mountains
National Park

Business Plan

Townsend, Tennessee Tourism

Tennessee Adventure Tourism and Rural Development

March 24, 2014

Executive Summary

Blount County has identified an area that is located in the southeastern part of the county that includes areas surrounding Townsend, Walland, and the Great Smoky Mountains National Park as an “Adventure Tourism District” (proposed district). This proposed district will focus on business recruitment and expansion of businesses making a capital investment of at least \$500,000 and employing at least 25 full time workers, as well as provide guidance to these businesses once located in the proposed district. The monetary benefits available for successfully claiming the proposed area as an Adventure Tourism District will serve as an incentive for companies of this size for opening a tourism business in this area. It is also a demonstration of value-added activity for businesses currently in the area who are contemplating expansion.

Each year over 1 million people travel through the proposed district on their way into the national park. With a tourist base already established as enthusiasts of outdoor activities, the proposed area is in a prime location to capitalize on adventure tourism activities to reach those passing through. It is with this mindset that the Smoky Mountain Tourism Development Authority (SMTDA) plans to expand enterprise in this area of the county. The Market Analysis section of this business plan highlights those types of tourism businesses that the SMTDA invests in recruiting.

The Smoky Mountain Tourism Development Authority’s goal for the proposed district is to grow business and industry that supports the cultural style of the mountains. In the past three years, the proposed district has seen increased growth. This proposed district has seen the development and construction of a 7,800 square foot winery that makes 12 different types of wine as well as several restaurants. Several additional endeavors are underway or will soon be underway. One example is a Smoky Mountain National Park Service Joint Curatorial Collection Facility that will house over 400,000 artifacts for four state parks. The total cost of this investment is expected to be around \$4.3 Million. Another endeavor is a wellness center and spa to be added to Blackberry Farm. This is slated to open in June of 2014. The amount of the investment is undisclosed, but it will include both wellness and spa services for guests. Please see Appendix A for articles supporting the developments mentioned above. A snap shot of the future would show an increase in tourism businesses and an economy that would draw tourists even in the slow winter months, when the park is least used.

Description

Blount County has identified an area that is located in the southeastern part of the county that includes areas surrounding Townsend, Walland and a piece of the Great Smoky Mountains National Park as an “Adventure Tourism District”. This district will focus on business recruitment and expansion of tourism related businesses including lodging, attractions, restaurants and other tourism related commerce. Guidance and encouragement will be available to these potential businesses to expand and grow their business and to create quality, sustainable jobs in the community. The plan of action to support and accomplish this task is defined within this document.

The Blount Partnership (Partnership) is the sole economic development agency for the Blount County area. The Partnership’s main goal is to ensure that the community continues to enjoy a robust economy and its members continue to have opportunities to live a life with unrivaled quality. Blount County has a long, successful tradition as a business-friendly community, and the Blount Partnership, which encompasses the Chamber of Commerce, Economic Development Board and Smoky Mountain Tourism Development Authority, is dedicated to maintaining that tradition. Each separate entity is tasked with a different part of business service to the area. The chamber aims to serve existing community members by enriching current business and business relationships, this in hopes will create more jobs in seasoned businesses. The Economic Development Board serves to bring new key business to Blount County to help growth and expansion in job creation as well as new services to community and region members. The Smoky Mountain Tourism Development Authority is tasked with increasing tourism in the county, providing growth in a different area of business, all while showcasing the culture of East Tennessee.

The Smoky Mountain Tourism Development Authority is the most recently developed agency within the Blount Partnership. In the foothills of the Great Smoky Mountains, Blount County is a large draw for tourists to pass through. The goal of the Development Authority is to no longer leave the county as a pass-through, but to brand it as a destination worthy of a longer stay. This is mainly accomplished through the recruitment and promotion of festivals, the recruitment of tourism businesses, and the branding of the area as *The Peaceful Side of the Smokies*. Townsend truly is a gateway into the Great Smoky Mountain National Park, worthy of a large focus of the Development Authority. During the year 2013, 1,351,771 traveled through Townsend on their way to the national park (Services, 2013). It is the optimal time for Townsend to expand and captivate each visitor that passes through. There is an unparalleled heritage in

this county full of outdoor activities and craft artisans to capitalize on. Unique from any other area, Townsend is a peaceful place worth visiting year after year.

Market Analysis

Tennessee encompasses a broad diversity of people, culture, and environment. East Tennessee is adjacent to and includes a part of the Smoky Mountains, part of the nearly 2,200 mile long Appalachian Mountains. The East Tennessee region and the proposed district is abounding in cultural activities, natural beauty, outdoor recreation, and athletics. In Blount County, specifically Townsend, fishing, hiking, cycling, and horseback riding are local favorites. Just two miles inside our closest entrance to the national park is a nationally recognized top residential environmental education facility called Great Smoky Mountain Institute at Tremont, where people come from all over the globe to experience The Smokies in a classroom environment. The people who live here have a high quality of life with access to exceptional education and work opportunities, combined with an easy pace of life in the foothills of the national park. Townsend is a great place to live, work and play in the Southeast.

One additional effort that could enhance this area is the growth and recruitment of more tourism type businesses. Townsend is the ideal place for the adventure tourism lifestyle that, when coupled with the peacefulness of the Smoky Mountains, creates the optimal atmosphere for economic growth. As you can see in Appendix B, the proposed district already has numerous adventure tourism type attractions. Along with those, the area also houses a full service resort, complete with a spa, a restaurant, guided tours, fishing excursions, horseback riding, tennis instruction, and hiking to name a few. There is a winery, an interactive heritage center, and multiple tourism companies that offer tubing, open air jeep rentals, and camping. Another full service resort, currently rebuilding, offers hiking, fly fishing, cycling, shooting, and paintball.

To further growth of the area, the Partnership plans to pursue adventure tourism businesses such as zip lining, horseback riding, mountain climbing, guided overnight excursions, rafting, and fly fishing. In looking to the future, there is also a need for a convention space to provide adequate facilities for the growing demand for conferences and events.

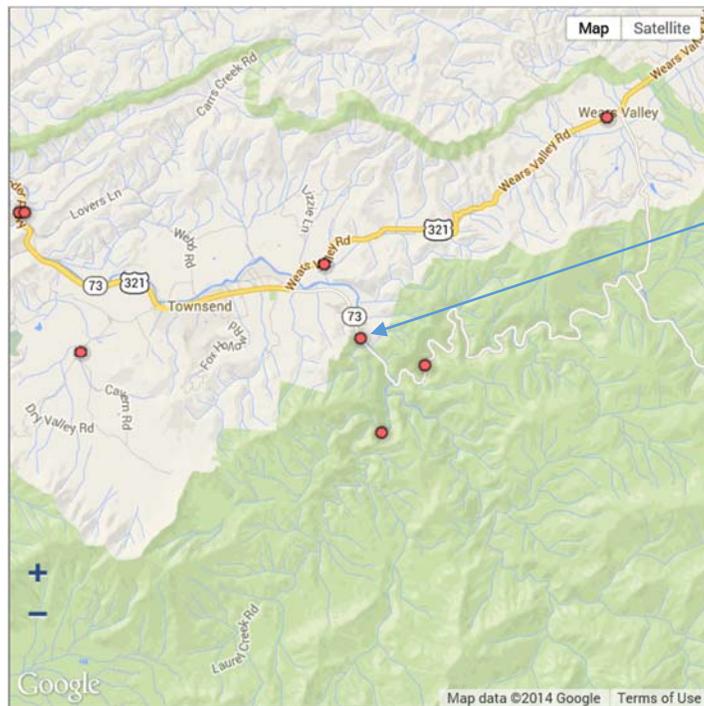
In terms of recruiting these businesses, it is also important to point out the effort to recruit festivals and events to the area. Rich with artisan tradition and culture, the area lends itself well to all kinds of festivals. Currently, there are two large festivals that happen every spring and fall. These festivals showcase local artists, musicians, and food; they draw an average of 4,000 people. The idea of recruiting festivals is a round-about way of recruiting tourists. With more tourists, comes a large population to sustain tourism activities.

The overall goal of this recruitment and growth is to offer visitors a connection to nature, a taste of the local culture and heritage, and give visitors the opportunity of adventure activities. This objective can be achieved through growth of an adventure tourism industry at the foot of the Great Smoky Mountains National Park.

Table 1 reflects average daily traffic data from 2008 to 2012 provided by Tennessee Department of Transportation. Since 2009, daily traffic through the Townsend entrance has steadily increased, showing positive growth in traffic in an area where the primary industry is tourism. The Adventure Tourism District designation will only better enable Blount County to recruit tourism related businesses thus growing the tourism industry as a whole.

Table 1 – Tennessee Department of Transportation Annual Average Daily Traffic counts

Station Information	
Station	990
Route	SR337
Location	SE OF TOWNSEND (ATR 58)
County	Blount
2012	4408
2011	4280
2010	4055
2009	3983
2008	4226



Station 990

Organization and Management

As the sole economic and tourism organization in Blount County, the Blount Partnership is committed to supporting the efforts of the Tennessee Adventure Tourism District

Leadership and Support

The Blount Partnership will offer its support and advisory to Blount County through the Partnership's Smoky Mountain Tourism Development Authority (SMTDA) Board. This board is made up of various community and business leaders in Blount County and Townsend. The development and management of this proposed district needs leadership that is enthusiastic, has momentum, and demonstrates professionalism and organization. The members of the SMTDA Board all have these characteristics and include individuals representative of local tourism leadership, such as: representatives from local and county government (Townsend and Blount County); a member of the Blount County Chamber of Commerce, Economic Development and Tourism boards; a current business representative within the city of Townsend; and a current business representative that is located within the boundaries of the district, outside of the city limits of Townsend, to name a few.

The SMTDA Board will serve as a management entity for recruiting efforts that benefit the identified district and are critical to its economic success and vitality. The board will characterize the type of business opportunities that are viable and able to distinguish the proposed district from surrounding tourism areas. They will also: assist in the development of a defined work plan; gather data and statistics; inventory properties; survey local businesses within the district to see what's working/not working including previous attempts and relocation efforts; identify incentives available and market them; and develop a potential prospect list of new businesses to locate within the district.

Business Environment

To assure the defined district presents itself as an inviting place to locate and expand, the SMTDA Board will define a quality business environment that encourages this type of growth by completing a "SWAT" (Strengths, Weaknesses, Assets, and Threats) analysis of the area. They will determine if the environment is appealing and if so, seek advice on potential opportunities; identify potential barriers or impediments; and develop a plan to address any issues that may deter potential businesses from locating or expanding into the area.

Recruitment and Marketing Materials

The SMTDA Board will develop a marketing and branding message to convey the potential of the district that parallels current branding and marketing. It will demonstrate the uniqueness of the area and why it offers a competitive edge over other locations. This would include: general marketing materials, maps, potential site locations, local contacts, incentives, resources, etc. This recruitment package will not only be presented as a portfolio but electronically on-line. This recruiting package will provide informative, relevant and current information, describing why the district is a thriving place to do business.

Identify Potential Businesses

Members of the SMTDA Board will identify businesses that may be expanding, relocating or considering locating within the defined district. These businesses should complement and strengthen the existing businesses and parallel the market position desired. An emphasis will be placed on supporting businesses that would invest a minimum capital investment of \$500,000 and employ 25 full time employees minimum. This may include emerging entrepreneurs, current businesses looking to expand and recruitment of new business that would fit the district's profile.

In the defined proposed district, more than 150 tourism related businesses have been identified including lodging, cabins/cottages, campgrounds, attractions and restaurants. Currently, three have been identified to qualify for the incentives defined for this district. The advisory support team will establish a relationship with these businesses to determine their eligibility providing technical support as needed.

Monitor Success and Reporting

The SMTDA Board will continue to gauge and monitor the activities of the district's efforts to expand and recruit new businesses encouraging job growth. On an annual basis it will report to the county current businesses located within the district; jobs created by these businesses; and capital investments made. This process will be completed annually on or before June 30th each year. Monitoring and reporting will continue as long as the district remains a qualified and recognized Adventure Tourism District as defined by the county and the state of Tennessee.

Marketing and Recruitment

The Smoky Mountain Tourism Development Authority (SMTDA) Board carefully selected professional PR and Marketing consultants to provide marketing, branding, and communication services, including comprehensive, strategic, and long term planning for the tourism efforts on the Blount County side of the Great Smoky Mountains National Park.

These firms have worked with the Blount Partnership Director of Tourism and Director of Communications to:

- develop a weekly strategy for media relations,
- research and update and on-line media room including photo collections, media releases and other key information,
- develop a marketing strategy for media tour planning and execution,
- develop a marketing strategy for select group travelers to include the identification of potential markets; design and creation of promotional materials including advertisements, booklets, pamphlets, brochures, etc.,
- develop an on-going social media campaign; e-newsletter; and blog,
- coordinate and develop an annual Tourism Day celebration event, held in conjunction with National Tourism Week in May,
- create new outreach marketing strategies that will raise awareness of the importance of tourism, local tourism assets, and brand awareness,
- develop new and up-to-date content and graphics for a fresh, informative, and interactive website
- and, create and adhere to a strategic marketing plan.

Please see Appendix C for a sample of some of the print material developed during recent marketing/pr efforts.

The SMTDA will work parallel to the recent marketing/pr efforts to develop a marketing and branding message with the specific purpose of conveying the potential of the tourism district. It will piggy-back off the existing tourism materials and will align with the recently developed message to demonstrate the uniqueness of the area but, will focus on further economic development and why this district offers a competitive edge over other locations in the southeast. As previously stated, this will include: general marketing materials, maps, potential site locations, local contacts, incentives, resources, etc. The

recruitment package will be presented in print form and on the tourism website, www.SmokyMountains.org. It will provide informative, relevant and current information, communicating why the district is a thriving place to do business.

Adventure Tourism District Benefits

In the recent and current economy, expansion, growth, and new business development have been more challenging for many businesses and individuals. Currently, state incentives that are similar to the Adventure Tourism District incentives are available to help recruit industries and manufacturers. Achieving this designation will better enable the Partnership and the City of Townsend and parts of Blount County to recruit new businesses related to and supporting the tourism industry. The intent of the Adventure Tourism District aligns with the tourism growth goals of the Smoky Mountain Tourism Development Authority.

As previously stated, more than 150 tourism related businesses have been identified in the defined proposed district, including lodging, cabins/cottages, campgrounds, attractions and restaurants. Currently, three of these businesses are planning to expand their services and/or locate to the proposed district and have been identified to qualify for the incentives as defined in the Adventure Tourism District code (a minimum capital investment of \$500,000 and provide 25 new full time employment positions). The SMTDA Board will cultivate current relationships and develop new relationships with these businesses to confirm their eligibility and provide technical support as needed.

Lastly, achieving Adventure Tourism District designation will further enable the SMTDA to recruit quality tourism businesses and expand existing tourism businesses in the proposed district area.

Appendices

Cades Cove Cellars to open in mid-March - The Daily Times: News

Cades Cove Cellars to open in mid-March

By Iva Butler | ivab@thedailytimes.com | Posted: Monday, March 3, 2014 12:00 am

Cades Cove Cellars is looking to open the week of March 14 at 7126 East Lamar Alexander Parkway in Townsend.

“The 7,800-square-foot building is virtually complete except for the landscaping,” said one of the owners, Bill Birkholz.

There will be a sales area in front and crushing, bottling and fermentation areas in back.

Owners are Birkholz and his two sons and daughter-in-law, Matt and Cameron Birkholz and John Birkholz, and Cameron’s father, Jerry Reed. They have been working to get all the approvals necessary to open the winery since 2012.

In preparation for the winery opening they have been storing juices to make the wines, which will be under the care of vintner Cameron Birkholz.

“We’re going to make all the wine we sell. We’ll be involved in all aspects, from the grape vines to bottling,” Bill Birkholz said.

There will be 12 different kinds of wine, including concord, four kinds of muscadine, blackberry, chardonnay and cabernet, Bill Burkholz said.

Owners are currently waiting to get labels from the printer. The Cades Cove Cellars label includes a black bear.

The winery will at first employ about eight people, some of whom will be part time. The number will depend on the foot traffic, Burkholz said.

Preserving history: \$4.3M OK'd for artifacts storage facility in Townsend

By Joel Davis | joeld@thedailytimes.com | Posted: Saturday, February 8, 2014 12:00 am

The National Park Service Joint Curatorial Collection Facility planned to be built next to the Great Smoky Mountain Heritage Center in Townsend is a go.

Jim Hart, president of Friends of the Smokies, said Friday that the Department of the Interior has approved the use of existing NPS funds in conjunction with private donations from his organization and the Great Smoky Mountains National Park Association.

“The portion of the funds that the National Park Service already had in-house has been approved by the Department of the Interior to go with private sector funds so the center can be built in Townsend and that the plan should be drawn by May of the end of June.”

U.S. Sen. Lamar Alexander, R-Tenn., was involved in the effort to get the funds approved. “This is great news for everyone who loves the Great Smoky Mountains, especially because the new center will honor families who once lived in the park,” Alexander said. “This was made possible only because of years of effort by dedicated park service employees and by the generosity of Friends of the Smokies.”

“The money was already there,” Hart said. “It was only a matter of having it authorized, and Lamar Alexander worked with the Department of the Interior to make that happen for which we are grateful.”

The Joint Curatorial Collections Facility will preserve 422,000 historical artifacts and 450,000 archival records, including land record, oral histories, historic photos and park operating records, and items such as clothing, vintage weapons, logging-era equipment, farm tools and other possessions from the individuals and families living on the farmsteads of the Southern Appalachians in pre-park days.

The archival collections will also include President Andrew Johnson’s presidential papers.

“We’re still saying that we’re optimistic that we’ll have the funding sources available,” GSMNP spokeswoman Caitlin Worth said. “We can see them coming together, but we’re continuing to work with our partners to draft a time line for the facility.”

The total cost for funding the facility is \$4.3 million, with about \$2.3 million coming from private donations. Friends of the Smokies will be donating \$700,000. “The private funds put it will probably be around 40-50 percent of the total,” Hart said.

The Joint Curatorial Collection Facility will be located on a 1.6-acre parcel adjacent to the Heritage Center in Townsend. The land is currently owned by the Heritage Center, but would be donated to

the NPS before any construction would take place. The facility will be owned and operated by the NPS.

In addition to the Great Smoky Mountains National Park, other federal park and recreation areas will be able to make use of the new joint facility, including the Andrew Johnson National Historic Site, Big South Fork National River and Recreation Area, Cumberland Gap National Historic Park and Obed Wild and Scenic River.

These sites currently house artifacts and records in facilities that do not meet NPS standards for physical security or environmental controls to protect them from mold, insects and fire.

The Wellhouse: Blackberry Farm to open wellness, spa center - The Daily Times: News

The Wellhouse: Blackberry Farm to open wellness, spa center

From Staff Reports | Posted: Wednesday, February 26, 2014 12:00 am

Blackberry Farm in Walland will open a new wellness and spa center, The Wellhouse, on June 1, the resort announced Tuesday.

Eleven months ago Blackberry Farm broke ground to begin creating The Wellhouse, but the idea and concept has been in the making for years. The Wellhouse at Blackberry Farm aims to project a wellness philosophy that emphasizes a balanced, sustainable lifestyle with room to embrace and enjoy the pleasures of fine living, the exhilaration of physical activity and the necessity for restoration of both the mind and body.

“At Blackberry Farm, we define wellness as making choices toward a healthy and fulfilling life; toward a state of physical, mental and social wellbeing,” said proprietor Sam Beall in a news release.

“Here, we don’t advocate harsh regimens like detoxing or fasting where change falls apart when you return to regular life. That’s not wellness. Instead, our philosophy emphasizes a balanced, sustainable lifestyle that lasts beyond the borders of Blackberry Farm.”

To help achieve the experience and education of wellness, the farm has hired Amanda Anderson as The Wellhouse director. A graduate from the University of Georgia, Anderson’s past includes working with Red Door Spas, The Ritz-Carlton in Miami and Golden Door at the Boulders Resort.

Anderson will oversee and is responsible for The Wellhouse operations, programming, products and retail, as well as all fitness programs, wellness events and conceptual development.

Appendix B

Condensed List of Current Attractions in proposed Adventure Tourism District

Bear Hollow Stables & Cabins
184 Lail Ln

Cades Cove Riding Stables
Hwy 73 & Wears valley Rd

Davy Crockett Riding Stables
505 Old Cades Cove Rd

Gilbertson's Lazy Horse Retreat
938 Schoolhouse Gap Rd

Laurel Valley Golf Resort
702 Country Club Dr

Little River Outfitters & Fly Fishing
106 Town Square Dr

Next to Heaven Ziplines and Riding Stables
1239 Wears Valley Rd

Orchard Cove Stables
1263 Schoolhouse Gap Rd

Pack's Stables
7728 Cedar Creek Rd

Riding Stables at Cades Cove
Cades Cove National Park

River Rage Tubing
8303 Tennessee 73

Shadows of the Past Hiking/Biking Trail
7906 E Lamar Alexander Pkwy

Smoky Mountain River Rat Tubing & Kayaking
8435 State Highway 73

Just Get Hiking (Hiking Guide Service)
2198 Oakwood Rd

Apple Valley Riding Stables
5614 Old Walland Hwy

Twin Valley B & B Horse Ranch
2848 Old Chilhowee Rd

2014 Calendar of Events in the proposed Adventure Tourism District

March 7 & 8	Winter Heritage Festival
April 11 & 12	Smoky Mountain Fiber Arts Festival
April-13	Concert: Music of the Mountains/Good Thymes Ceidligh Band
April-14	Girl Scout Day
4/24-26/14	Bronco SuperCelebration
5/2-3/14	Spring Festival & Old Timers Day
May-14	Little River Railroad Days
5/3-5/4	Nawger Nob Arts and Crafts Festival
May-14	Concert: Sons of Bluegrass
May-14	Quilters Road Show
5/1-5/3/14	Two Wheel'n the Smokies
May-14	Concert: Acoustic Eidolon
5/9-5/10/14	British Car Show
May-14	GALA Heritage Happening
5/16-5/17/14	Studebaker Car Show
6/5-6/8/14	Renaissance of the North American Flute Foundation Gathering
6/19-6/21/14	Ford Truck F-150 Gathering
July-14	Townsend 4th of July Celebration and Fireworks
9/18-9/20/14	True Blue Truck Show
September-14	Blue Ribbon County Fair
September-14	Little River Railroad Days
9/26-9/27/14	Old Timers Day in Townsend
9/27-9/28/14	Nawger Nob Craft Fair
10/4-10/5/14	Smoky Mountains Woodcarvers Festival
October-14	Townsend 10K
December-14	Holiday Open House and Craft Bazaar
December-14	Townsend Christmas Parade

Appendix C

THE PEACEFUL SIDE OF THE SMOKIES

WHAT TO
See
WHAT TO
Do
WHERE TO
Eat
WHERE TO
Stay

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- KNOXVILLE
- LOUISVILLE
- MARYVILLE
- PIGEON FORGE
- TOWNSEND
- WALLAND

WHAT TO
See
WHAT TO
Do
WHERE TO
Shop
WHERE TO
Eat
WHERE TO
Stay

So Glad You Came

On behalf of the Blount Countians employed in the local hospitality and tourism industry, collectively we say: "Welcome to the Peaceful Side of the Smokies."

You've chosen to explore America's most popular national park located right in our back yard; the Great Smoky Mountains. It is the most visited national park in the United States and boasts a lot of activities in the surrounding communities.

To get the richest Smokies experience, make plenty of time to savor the area's cuisine which ranges from succulent BBQ to fancy five-star dining at local resorts. There are great mom-and-pop eateries and world-renowned chefs who can make your palate dance with exquisite flavors.

The Smokies experience also means enjoying our Appalachian culture. There are many festivals held throughout the year as well as a variety of museums dedicated to the fine arts of all styles and eras that tell of Blount County's history from the first settlers to the Civil War to the modern 21st century.

Blount County has something for every outdoor enthusiast and those looking for a quiet getaway where the sounds of nature drown out the busy world. Numerous hiking and biking trails are easily accessible from many locations, while fishing, golfing, tubing, horseback riding, canoeing and kayaking can leave you breathless at the end of the day.

But to truly experience the Smokies, park the car and get out in the fresh mountain air. See and feel what makes this place unlike any other mountain region.

Thank you for visiting the Smokies in Blount County. Enjoy our special place in the world and be sure to tell your friends and family about us. We look forward to welcoming you back soon.

Sincerely,
Bryan Cable, Chairman
Smoky Mountain Tourism Development Authority

P.S. - Before you get started on a memorable journey, be sure to download our FREE apps: The Peaceful Side of the Smokies and Circle the Smokies. The apps are available for use on iPhone, iPad and Android phones in their respective app stores or by scanning the QR codes.

Acknowledgments
 This project is made possible through the cooperative efforts of the Blount Partnership and the advertisers displayed herein. We encourage you to visit these advertisers while in our area.
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THE PEACEFUL SIDE OF THE
SMOKIES

WHAT'S
Online

What's Online
SmokyMountains.org
Discover a whole new way to visit the Smoky Mountains!

Plan the **DAY HIKE ON GREGORY'S BALD**
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Find traveler reviews, photo and more from across the web - all in one place!
Discover upcoming events and special deals and deals to help you plan your ideal getaway.

THE PEACEFUL SIDE OF THE
SMOKIES

WHAT TO *See* WHAT TO *Do* WHERE TO *Shop* WHERE TO *Eat* WHERE TO *Stay*

LEARN Historic Village
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Hands-on Exhibits
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Enjoy good music throughout the year in Townsend and Maryville

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Saturday Nights, May-October 7:00 p.m.
"Pickin' on the Porch" at Wood N' Strings Dulcimer Shop. Various local musicians and storytellers will be entertaining from the porch. (865) 448-6647

Rocky Branch Community Center
Every Friday night enjoy local musicians for a time of jamming, singing at the Rocky Branch Community Center. (865) 738-3732 www.rockybranchbluegrass.com

Historic Palace Theater

THE PEACEFUL SIDE OF THE
SMOKIES

WHAT TO
See

WHAT TO
Do

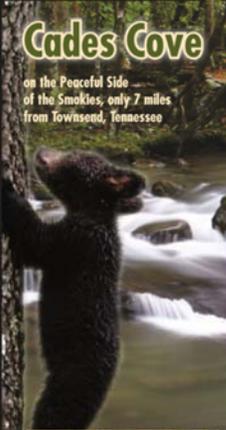
WHERE TO
Shop

WHERE TO
Eat

WHERE TO
Stay

Cades Cove

on the Peaceful Side
of the Smokies, only 7 miles
from Townsend, Tennessee



2500 acres of open space located in the Great Smoky Mountains National Park. It is a beautiful, sheltered valley with a mixture of forests, meadows and an outdoor museum of pioneer life in the 1800's. Even today in our "advanced" society you still find remnants of a more primitive way of life in Cades Cove. The beauty and fun of Cades Cove is only a seven-mile drive from Townsend.

Everyone can enjoy Cades Cove whether by car or by exploring the many trails, either on foot or horseback. No matter what the season, spring, summer, winter or fall, you don't want to miss Cades Cove when traveling through the Smokies. The National Park and the Cove are open year-round.

history

In 1810 the Cove was acquired by the State of Tennessee as frontier country. By 1850, the population of the Cove peaked at 685 with 137 families. Most of the members of the Cove came from established communities in upper East Tennessee, southwestern Virginia and western North Carolina. As new states opened in the west and the soil of the Cove grew tired, many families moved to find more prosperous frontiers. By 1869, only 260 people remained. The population slowly grew throughout the years but only reached 500 in the late 1930's when the park was established.

The members of the Cove did not shut themselves off from the rest of the world. From the time of settlement, the Cove kept up through newspapers, a regular mail service, circuit riding preachers and buying and selling trips to Tuckalee, Maryville and Knoxville, telephones were even introduced in the Cove in 1896.



While you are visiting Cades Cove, please do not feed the animals, and remember to pick up your trash!

Although the Cove kept up with the rest of the nineteenth-century America, their lives were led a life differently. The men produced shelter, food, fuel and raw materials for clothing. Women cooked, kept house and processed things the husbands produced. Children and the elderly took care of miscellaneous tasks. The families of the Cove were self-contained economic units. The community was very important to the families as it was an extension to the household by marriage, custom and economic necessity.

THE PEACEFUL SIDE OF THE
SMOKIES

WHAT TO
See

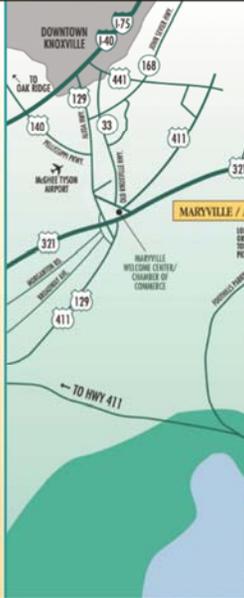
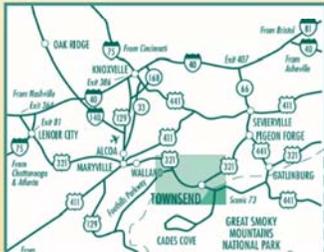
WHAT TO
Do

WHERE TO
Shop

WHERE TO
Eat

WHERE TO
Stay

MAPS
Maryville
Alcoa
Townsend
Walland



**COME MEET
THE LOCALS!**



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Cades Cove • Townsend • Maryville • Alcoa

AREA MAPS INCLUDED



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Smoky Mountains Visitor's Center

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AREA MAPS INCLUDED



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