

Rutherford County Tourism October 6th, 2025

- Financial Summary
- Committee Summary
- Rutherford Bound Update 'Back to Beautiful' campaign

TDA Board Members

Executive Committee

Board Chair: Willard Whitson

1st Vice: Dave Long

2nd Vice: Margaret Annunziata Treasurer: Spence Romine

Other Members

Dana Bradley (Secretary)

Amy Bridges Richard Lundy Debbie Stanfield

Scott Martin Emily Walker

Ex-Officio Paula Roach

24-25 Year-End Financials

		Rutherford County 1 Rolling Financial Fo			
		2024-2025 Year			
	23-24 Actuals	24-25 Budget	24-25 RFF	Variance	25-26 Budget
Total Revenue:	\$ 3,169,768.21	\$ 3,387,050.00	\$ 2,826,505.71	\$ (560,544.29)	\$ 1,983,000.00
Total Wages and Benefits:	\$ 413,193.32	\$ 445,293.00	\$ 365,780.56	\$ (79,512.44)	\$ 333,142.00
Total Marketing and Advertising:	\$ 765,370.72	\$ 852,903.00	\$ 734,944.80	\$ (117,958.20)	\$ 800,000.00
Total Rent and Utilities:	\$ 15,834.34	\$ 35,842.00	\$ 13,238.71	\$ (22,603.29)	\$ 12,624.00
Total Office Expense:	\$ 30,094.28	\$ 43,900.00	\$ 25,586.84	\$ (18,313.16)	\$ 33,800.00
Total Repairs and Maint. :	\$ 16,171.19	\$ 15,000.00	\$ 3,003.80	\$ (11,996.20)	\$ -
Total Travel	\$ 21,731.51	\$ 26,700.00	\$ 14,195.36	\$ (12,504.64)	\$ 24,550.00
Total Prof/Ins Fees:	\$ 78,276.00	\$ 121,250.00	\$ 104,932.25	(16,317.75)	\$ 105,321.00
Total Project / Programs:	\$ 1,328,881.48	\$ 5,863,443.00	\$ 3,013,810.21	\$ (2,849,632.79)	\$ 1,029,000.00
Total Expenses	\$ 2,669,552.84	\$ 7,404,331.00	\$ 4,275,492.53	\$ (3,128,838.47)	\$ 2,338,437.00
Total Cash Flow (Revenue over Expenses)	\$ 500,215.37	\$ (4,017,281.00)	\$ (1,448,986.82)	\$ 2,568,294.18	\$ (355,437.00)
Cash Fund Balance	\$ 5,164,365.37	\$ 1,147,084.37	\$ 3,715,378.55	\$ 2,568,294.18	\$ 3,359,941.55
	24-25 Year End	25-26 Budget			

	24-	25 Year End	25	-26 Budget
Cash Fund Balance 24-25	\$	3,715,378.55	\$	3,359,941.55
One-time special projects	\$	(639,431.78)	\$	(639,431.78)
Strategic Plan Implementation	\$	(1,681,802.50)	\$	(1,681,802.50)
Projected Fund Balance at June				
30th, 2025	\$	1,394,144.27	\$	1,038,707.27



Marketing and Advertising Breakdown

	2	4-25 Actuals	25-26 Budget
Marketing and Advertising: 370-00			Ŭ
Advertising/Marketing	\$	402,691.98	\$ 432,850.00
Fam. Tours/Media Tours	\$	-	\$ 5,000.00
Website	\$	63,536.50	\$ 62,856.00
Graphic Designer	\$	18,018.75	\$ 20,000.00
Marketing & PR Communications	\$	123,500.00	\$ 119,000.00
Year of the Trail/Requests	\$	-	\$ -
Photography	\$	38,325.00	\$ 30,000.00
Digital/Social Media/Ad Words	\$	48,688.00	\$ 50,000.00
Printing Cost / Vacation Guide	\$	34,895.65	\$ 50,000.00
Other Marketing Costs	\$	5,288.92	\$ 30,294.00
Total Marketing and Advertising:	\$	734,944.80	\$ 800,000.00



Project and Program Breakdown

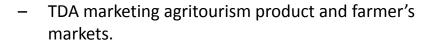
Project / Programs	24-25 Actuals	25-26 Budget		
Wayfinding Sign Maint. 510-03	\$ (1,853.00)	\$ -		
CIVITAS/Projects 299-01	\$ -	\$ -		
Strategic Plan 191-00	\$ 474,732.96	\$ 350,000.00		
Strategic Plan Imp. / Funding 191-01	\$ 1,925,206.26	\$ 240,000.00		
Strategic Plan-Paddle Trails 510-04	\$ 319,198.27	\$ -		
Strategic Plan-Legacy Park	\$ -	\$ 300,000.00		
Future Projects	\$ 174,252.14	\$ -		
Community Programs 299-11	\$ 46,090.00	\$ 45,000.00		
Promotional Events/Group Sales 299-11	\$ -	\$ -		
Retire NC/Relocate Rutherford 299-11	\$ -	\$ -		
Agritourism 299-11	\$ 54,410.00	\$ 52,000.00		
Keep Ru. Co. Beautiful 299-02	\$ 21,773.58	\$ 42,000.00		
Total Project / Programs:	\$ 3,013,810.21	\$ 1,029,000.00		



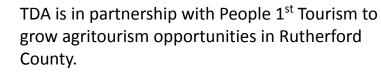
Agritourism







- TDA to support county farmer's markets.
- Rutherford County portion of VisitNC Farm App.



- P1T works with farmers to create events to promote agritourism.
- 3-5 events each month.
- Many events are selling out.



Keep Rutherford County Beautiful

- Spring 2025 Litter Sweep
 - 22 groups
 - 173 Volunteers
 - 3,915 lbs collected
 - Paid litter sweep to take place late June.
- Green Scholarship
 - Awarded to Aiden Wheeler, \$1,200
- Recycle Bot Challenge
 - 125 third graders
 - 4 Cherry Mountain Farm passes
 - Kidsenses passes
 - Scoop Ice Cream pass
 - Participation prize for all
- Fall Litter Bowl: September 13th-27th









Rutherford Trails Collaborative

- Rutherford County
- Carolina Climbers Coalition
- Chimney Rock State Park
- Rutherford County TDA
- Town of Lake Lure

- RHI Legacy
- Foothills Conservancy
- Conserving Carolina
- Rutherford Outdoor Coalition



Community Programs

- TDA continues to support marketing all community festivals and event
- Events sponsored in 2024-2025 Fiscal Year:
 - The Rumble
 - Bill's Creek Community Center Music Day
 - Lake Lure Olympiad
 - HNG Vintage Vibes Weekend
 - Earl Scruggs Music Festival
 - Jet Ski Tournament
 - Cherry Bounce Festival
 - Hot Nights Cool Rides
 - Forest City Owls Coastal Plain All-Star Weekend



OVERVIEW OF CURRENT MARKETING EFFORTS

TRADITIONAL MEDIA

Our State Magazine (print & digital)

Blue Ridge Outdoor Magazine

Blue Ridge Country Magazine

Visit NC Travel Guide

Visit NC Guides

- Cycling Guide
- Birding Guide

DIGITAL MARKETING

Pay Per Click

Digital TV- Hulu, Roku, Etc.

· Atlanta, GA

YouTube PreRoll

Programmatic Advertising

Native Advertising

SOCIAL MEDIA ADVERTISING

Boosted Posts

A/B Creative Testing

Static Ads

GIF Ads

Video Ads

ROMANTIC ASHVILLE PARTNERSHIP

Featured Listings

Social Media Posts

Organic Content

Email Mentions



America 250



Current Events

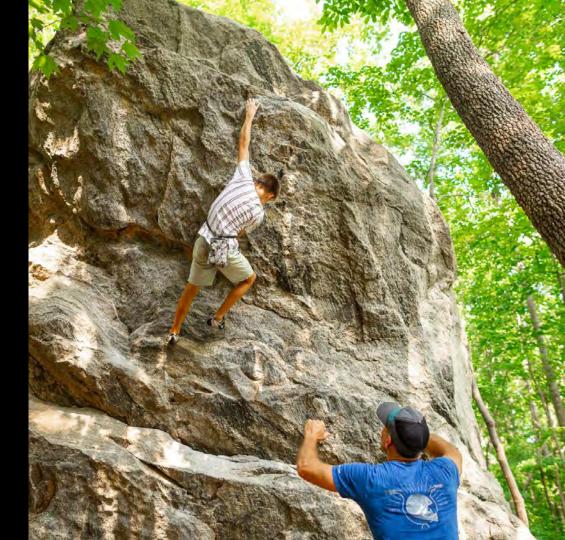
- Town of Rutherfordton Over Mountain Victory Man Statue (America 250 grant). Unveiling 4th of July.
- 4th of July weekend fireworks
- 4th of July weekend American Jet Ski Association
- Rutherford County Schools essay contest
- More to come..



Rutherford County Commissioners

October 6, 2025

Don CasonExecutive Director, RCTDA







Engaging Organizations in Strategic Philanthropy













14 PLANNED

Community projects

12 COMPLETED

Funded & Built

\$24.5 MILLION

Raised for projects

Funding Summary: August 2025

PROJECT FUNDING TOTAL		\$ 24,595,323
G	GRANTS	\$ 11,053,810
L	LOCAL GOVERNMENT	\$ 5,648,941
T	RUTHERFORD COUNTY TDA	\$ 6,795,000
0	OTHER PRIVATE AND MISC. DONATIONS	\$ 1,097,572



RUTHERFORD BOUND \$24,595,323

RHI Legacy Soccer Park \$17,400,000

\$41,995,323

RUTHERFORD BOUND -- CURRENT PROJECTS UNDER CONSTRUCTION

- I. Chimney Rock Village: Phase II Streetscape
- **2**. Lake Lure: Morse Park Improvements
- 3. Rutherfordton: Norris Park Disc Golf
- **4.** Rutherfordton: 2nd and Main Streetscape
- **5**. The Factory!
- **6.** Spindale: North Slope Skate and Ride
- 7. Forest City: Park Square Depot (Farmers Market)
- 8. Ellenboro: Colfax Cotton Gin Park

- **9**. Ellenboro: Railroad Depot Museum
- O. Symphony of Rutherford County: Future Home & Event Space
- II. Thermal Belt Rail Trail Enhancements
- 12. Purple Martin Greenway Enhancements
- I3. Tourist Recreational Construction Projects: Legacy Soccer Park
- I4. Rutherford County Trails Collaborative: Various Projects





RUTHERFORD BOUND -- COMPLETED PROJECTS

- I. Chimney Rock Village: Phase I Streetscape
- **2**. Lake Lure: Boat Slips and Boardwalk
- 3. Rutherfordton: Kiwanis Park
- **4.** Forest City: Highway 74 Bridge Enhancements
- **5**. Spindale: Phase I Streetscape
- 6. Thermal Belt Rail Trail Enhancements: Public Art
- 7. Broad River Paddle Trail Access: US Hwy 221
- 8. Broad River Paddle Trail Access: US Hwy 221A





- **9**. Lake Lure: Town Center Walkway
- **IO.** Lake Lure: Buffalo Creek Park Trailhead
- II. Lake Lure: Morse Park Gazebo & Overlook
- **12**. Chimney Rock Village: Boulders Trailhead





BROAD RIVER PADDLE TRAIL

BOATING ACCESS AREAS

Total Funding: (100% grant-funded)

\$718,750

Current Status: Complete

Next Steps: Operation & Maintenance



DESTINATION

BY DESIGN



HWY. 221-A RIVER ACCESS



NORTH SLOPE SKATE & RIDE



Cost Estimate:\$2,710,000Current Status:Construction

Next Steps: Ribbon Cutting





NORRIS PARK



Cost Estimate: *\$1,850,000* **Construction Current Status:**

Ribbon Cutting Next Steps:



THE FACTORY!



<u>Cost Estimate:</u> \$4,500,000

<u>Current Funding:</u> \$4,000,000

Funding Gap (Δ): \$500,000

<u>Current Status:</u> Construction

Next Steps: Continue Fundraising







LEGACY SOCCER PARK

PARTNERS

RHI Legacy Foundation
Town of Forest City
Rutherford County
Rutherford Co. Soccer Association
Rutherford County TDA

PROJECT FUNDING

RHI Legacy Foundation: \$13.5 Million NC State Appropriation: \$2.5 Million

Rutherford County Tourism Development Authority: \$1,400,000

Total: \$17,400,000

CURRENT STATUS

Finalizing Construction Grand Opening - Early 2026





FOREST CITY: PARK SQUARE DEPOT



ELLENBORO: COLFAX COTTON GIN PARK



Cost Estimate:

Current Funding:

Current Status:

Next Steps:

\$2,400,000

\$2,400,000

Engineering & Design

Permitting

<u>Cost Estimate:</u>

Current Funding:

Current Status:

Next Steps:

\$1,400,000

\$1,400,000

Procurement / Bidding

Contract / Groundbreaking

CHIMNEY ROCK: STREETSCAPE



LAKE LURE: MORSE PARK

Cost Estimate:

\$5,500,000 \$5,500,000 **Current Funding:**

Current Funding: Current Status:

Next Steps:

Cost Estimate:

Storm Recovery Install Playground

TBD

\$1,210,000

Storm Recovery **Current Status:**

Implementation Next Steps:

THE SYMPHONY OF RUTHERFORD COUNTY



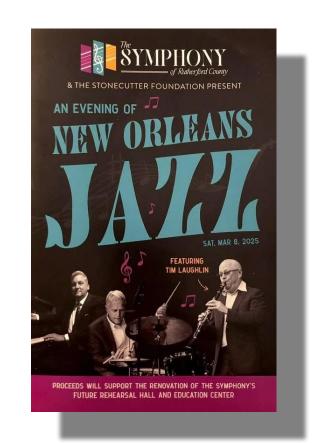
Cost Estimate: \$97,500

<u>Current Funding:</u> \$80,00

Funding Gap (Δ) : \$17,500

<u>Current Status:</u> Building Renovations

<u>Next Steps:</u> Continue Fundraising



THERMAL BELT RAIL TRAIL & PURPLE MARTIN GREENWAY

CURRENT STATUS: DESIGN & IMPLEMENT TRAIL ENHANCEMENTS

NEXT STEPS:

- Implement TBRT
 Enhancement Projects
 (Public Art, Signage,
 Crossbuck Fencing,
 Commercial Connectivity)
- PMG Land Acquisition & Extensions / Connectors









- Rutherford County
- Carolina Climbers Coalition
- Chimney Rock State Park
- Rutherford County TDA
- Town of Lake Lure

- RHI Legacy
- Foothills Conservancy
- Conserving Carolina
- Rutherford Outdoor Coalition

YEAR OF THE



Current Rutherford Trails Collaborative Projects

- Thermal Belt Rail Trail to Peavine Trail Extension: Public Engagement and Implementation (Great Trails State grant awarded: \$100,000)
- Trails Collaborative has agreed to fund Buffalo Creek Park trail repair for \$50,000. Contractor will start in August. Many volunteer hours have been spent on initial clearing and clean up.
- Hickory Nut Gorge State Trail: Construction of Joel Ridge trails (2 miles near Buffalo Creek Park/Weed Patch Mt. property.) - Conserving Carolina contractor is on-site and project is in progress.
- Wilderness Gateway State Trail: Pinnacle Mountains East Construction (approx. 4 miles in Rutherford County) -- Foothills Conservancy - work is complete on Rutherford County portion, Tim has inspected it and is happy with the finished product.
- Carolina Climbers Coalition Ghost Town Parcel Acquisition and Trail Extension in Chimney Rock is in progress.

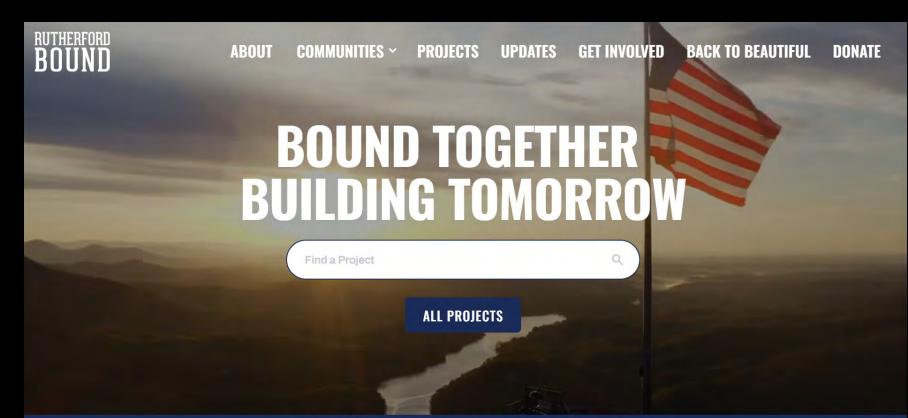
RUTHERFORD COUNTY GREAT TRAILS MONTH

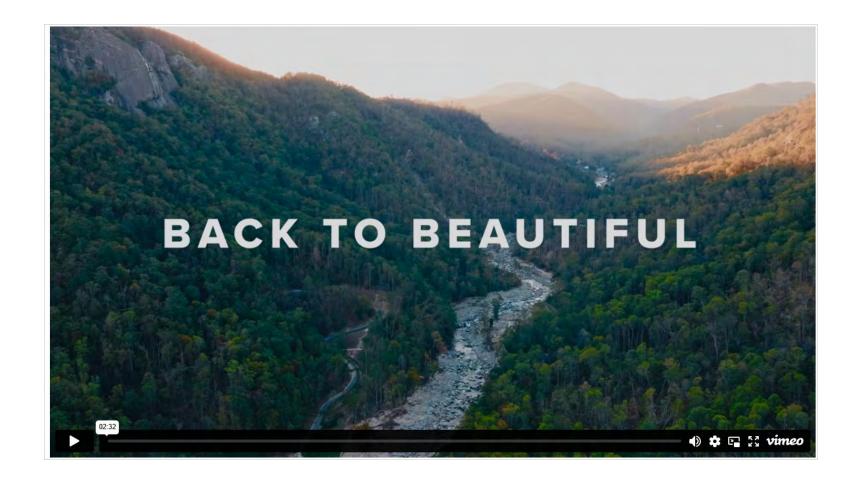






OCTOBER 18, 2025







Village Council

August 19, 2025





EXHIBIT 04: PRIMARY STUDY AREA PLANNING SECTIONS



CHIMNEY ROCK VILLAGE CORE







5.2 IMPLEMENTATION MATRIX

The Implementation Matrix offers a clear and concise summary of all recovery projects described in the previous chapter. It is intended to serve as a practical tool to guide action and track progress throughout the recovery process. Organized around the Plan's three Types of Recovery Projects, the matrix includes a total of 17 projects essential to Chimney Rock's revitalization. For each project, the matrix includes suggested prioritization and a proposed implementation timeline to help local leaders, partners, and stakeholders align resources, coordinate efforts, and maintain momentum throughout the recovery process. This framework is designed to support informed decision-making and ensure strategic, phased advancement of the Village's long-term recovery and development goals.

IMPLEMENTATION TIMEFRAMES

To help guide decision-makers and partners, the Implementation Matrix includes recommended timeframes for each action item. These timeframes provide realistic expectations for when projects, programs, and initiatives should be initiated or completed based on funding, capacity, and complexity. The following categories define short-term, medium-term, long-term, and ongoing actions.

Short-Term Actions

Short-term actions are priority steps that can be initiated and completed within the next 1–2

years. These projects often build momentum, address immediate needs, and lay the groundwork for larger initiatives to follow.

Medium-Term Actions

Medium-term actions are initiatives that typically require more planning, coordination, and funding. These actions are expected to be implemented within a 3–5 year window and often build on the success of short-term efforts.

Long-Term Actions

Long-term actions are more complex projects that may rely on phased funding, multi-

year partnerships, or larger infrastructure development. These are generally envisioned for implementation over a 6–10 year timeframe and represent transformative, lasting investments.

Ongoing Actions

Ongoing actions include the continuous programs, policies, and operations that must be maintained throughout the lifespan of the plan. These efforts are essential to ensuring that initial investments continue to produce benefits and that community goals remain supported over time.

RAISE THE ROCK RECOVERY ACTION PL	AN	109
Type 1: Capital Improvement Projects	Plan Section	Priority / Timeframe
1.1: Rocky Broad River Restoration (Regional)	All	Short-Term 1 - 2 Years
I.I.1 Slope Stabilization and Re-vegetation. Support efforts to identify and manage priority areas for riverbration plan.	ank and slope stabilization as part of a coll	aborative river resto-
1.1.2 River Channel Realignment for Resilience and Recreation. Support efforts to reestablish and realign recreation and flood resilience.	the river channel as part of the recovery pl	an, with a focus on
1.1.3 Regional Collaboration. Establish a consistent river restoration plan throughout the region involving t groups, USACE, NCDOT, NCDEQ, and other stakeholders.	he Village, adjacent jurisdictions. affected	landowners, advocacy
1.2: Rocky Broad Riverwalk (Regional)	All	Medium-Term 3 - 5 Years
.2.1 Riverwalk. Implement a multi-use greenway and connected trail system throughout the river corrido le mobility.	r to enhance access to the river and expan	d pedestrian and bicy-
1.2.2 River Access. Develop access areas to encourage more use of the river and promote the area for our	tdoor recreation purposes.	
1.2.3 HGST Connectivity. Support local plans and efforts to develop and manage the new riverwalk and ha (HGST).	ave it designated as part of the Hickory Nut	Gorge State Trail
1.2.4 Regional Collaboration. Develop a consistent trail system throughout the river corridor involving the groups. USACE, NCDOT, NCDEO, NCDPR, and other stakeholders.	Village, adjacent jurisdictions, affected lan	downers, advocacy

Medium-Term

3 - 5 Years

.3.1 Develop a Riverwalk Plaza and Recreation Area. Establish gathering areas and locally operated cond	cessions along the Rocky Broad Riverwalk to activate the water-
front as a regional tourism destination, enrich the visitor experience, and support local businesses.	

1.3: Riverwalk Plaza and Recreation Area

1.3.2 River Access. Develop access areas to encourage more use of the river and promote the area for outdoor recreation purposes.

1.4: Village Streetscape

1-2 Years 1.4.1 Sidewalks & Street Furnishings. Design and implement streetscape improvements to include ADA compliant sidewalks, lighting, furnishings, street trees, landscap-

ing, curb extensions, and crosswalks, all in accordance with previous streetscape projects.

1.4.2 Curb & Gutter / Stormwater Management. Partner with stakeholders to plan and implement stormwater infrastructure improvements that align with recovery plans.

1.4.3 On-Street Parking Realignment, Identify and implement on-street parking realignment opportunities as part of the broader recovery and infrastructure improvement efforts.

5.3 THE "BIG 3" PRIORITY PROJECTS

At the time of this plan's writing, vital infrastructure upgrades — including water and sewer improvements — are already underway, setting a foundation for economic recovery and strategic public and private investment. Building on this momentum, the Recovery Taskforce has identified three flagship priority projects to drive early recovery and deliver the greatest long-term community impact. Selected for their potential to restore connectivity, enhance public spaces, and spark economic revitalization, these initiatives will serve as the backbone for rebuilding efforts and position Chimney Rock Village for a resilient future.

1. Village Streetscape Improvements

The Village Streetscape Improvements will create safe, functional, and visually appealing corridors that support walkability, encourage local spending, and strengthen the small business environment.

2. River Restoration and Riverwalk

The River Restoration and Riverwalk will restore and protect the waterfront, expand public access, add much-needed recreational amenities, and strengthen the community's identity as a vibrant destination for outdoor adventure.

3. East Village Infill Development

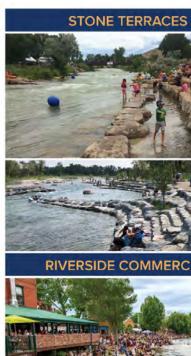
The East Village Infill initiative will focus on redeveloping this key Village-owned tract to create new commercial opportunities that support the relocation of displaced local businesses and provide essential community services.

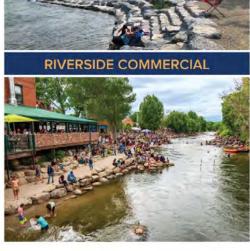
Together, these "BIG 3" priority projects build on the Village's critical infrastructure progress and form the cornerstone of the initial recovery phase — laying a strong foundation for Chimney Rock Village's next chapter as a connected, vibrant, and resilient community.

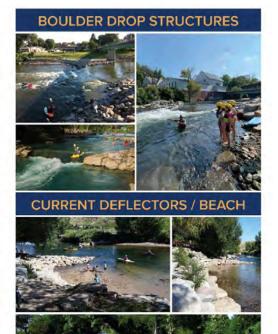




RIVERSIDE TRAIL





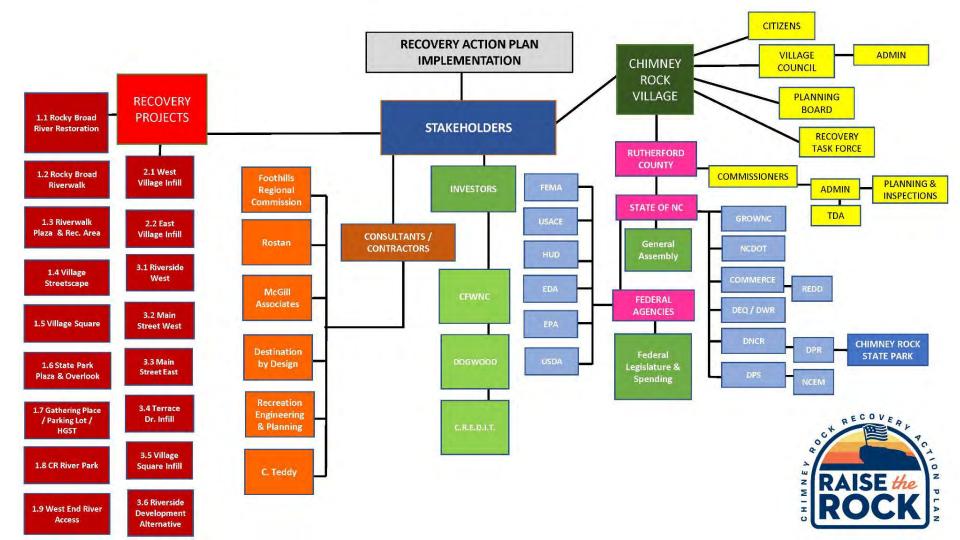














Thank You Again!

