

GROW WNC

TOGETHER WE CREATE OUR FUTURE



A **cultural landscape** is “a geographic area, including both cultural and natural resources and the wildlife or domestic animals therein, associated with a historic event, activity, or person or exhibiting other cultural or aesthetic values” (Birnbaum, 1994).

Nearly all cultural landscapes evolve from, or are dependent on, natural resources.

Interconnected systems of land, air, water, vegetation, and wildlife that have dynamic qualities differentiate cultural landscapes from other cultural resources, such as historic structures. (NC Cooperative Extension)



The craftspeople of Southern Appalachia are always aware of tradition and forever renewing themselves from the old sources of nature, family, spiritual life and the desire to share one's gifts with others.
Jan Davidson Southern Craft Guild

Economic impact of **craft industry** in WNC

Overall: \$206.5 million

- From craft artisans: \$86.2 million
 - From retailers: \$57.7 million
 - From craft consumers: \$31.5 million
 - From craft suppliers and publishers: \$15 million
 - From craft educators: \$11.8 million
 - From craft non-profits: \$4.4 million
 - Overall increase since 1995: \$84.5 million
- Source: DESS Business Research LLC, 2008



There are more than 130 craft galleries in WNC

A survey of more than 2,200 full- and part-time professional craft artists in WNC revealed:

- 56 percent of respondents operate a full-time business
- 33 percent have full- or part-time employees
- \$48,000 is the median household income for artists
- 70 percent of their inventory is produced in WNC

Source: DESS Business Research LLC, 2008



Times are changing, and fewer people are growing up around family members who make crafted items such as furniture or baskets.
Southern Craft Guild



Arts, Entertainment, and Recreation Industry in the Asheville MSA

Jobs: 6,500 in 2011

Job growth 2005-2011: 17%

Top Occupations include: Musicians and Singers, Writers and Authors, Multi-media Artists and Animators

Source: EMSI Complete Employment



“What makes Madison County an ideal spot for filmmakers is the level of preservation of our historical towns, our beautiful and pristine geography, our cultural and farm heritage and the inviting nature of our citizens.”



More than 50 movies have been shot in Western North Carolina

All the Real Girls
Being There
Bull Durham
The Clearing
Dirty Dancing
Forrest Gump
The Fugitive

The Green Mile
Hannibal
The Hunger Games
The Hunt for Red October
The Journey of August King
The Last of the Mohicans
My Fellow Americans

Nell
Patch Adams
Richie Rich
Thunder Road
The Winter People

EconomicDevelopmentAsheville.org

said County Manager Steve Garrison. “Economically we would benefit from the residual influx of the film industry coming to Madison County, which includes the purchase of goods and foods from local vendors and retailers, the rental of properties for parking and storage of crews, vehicles and equipment, improvements made to properties for film production and more.”