



# The Village Current

An e-Newsletter of the  
Blowing Rock Chamber of Commerce

The mission of the Blowing Rock Chamber of Commerce, through the efforts of our membership, shall be to contribute to the cultural, social and economic development, growth and sustainability of Blowing Rock while preserving the charm and character of the village.



## Winterfest Added to the Chamber's Events

On August 4, the Chamber Board of Directors voted to officially accept Blowing Rock Winterfest into the Chamber portfolio of Chamber Produced events. For the past twelve years, Winterfest has been organized and executed by a volunteer Board of Directors. The event has become much larger than the volunteer board feels that they can successfully manage, regularly attracting around 3000 people to Blowing Rock for this family friendly event. The Chamber and Visitor Center have traditionally sold tickets for Winterfest events and provided other office support for the event.

Now, Chamber Events Director Billie Rogers will contribute staff time to the production of the event, while continuing to work with a volunteer committee, similar to the Chamber's production of the Blue Ridge Wine and Food Festival and the Symphony by the Lake at Chetola. Winterfest will continue to donate funds to those organizations which have provided the labor for the festival's events. These organizations have included

the Blowing Rock Boy Scout Troop 101, which manages the bonfire and marshmallow roast and the Blowing Rock Historical Society which provides labor for the many other Winterfest events. The original concept of Winterfest, spearheaded by restaurateur and inn keeper Jimmy Crippen, brought a small task force of volunteers together who were committed to stimulating business and bringing visitors to Blowing Rock in the slower winter months. From there, Winterfest has seen twelve successful years of fundraising and fun for Blowing Rock. The 13<sup>th</sup> annual

Winterfest will take place Jan. 27 – 30<sup>th</sup>, 2011. Events will include the popular

Winterfeast, the Winterpaws Dog Show, the Polar

Pluge in Chetola Lake, the Wine Tasting and Auction, the Bonfire and Marshmallow Roast and the Chili Challenge. Please check with [Blowing Rock Winterfest Website](#) as the event draws near for the latest updates on Winterfest.



## Special Business After Hours Thursday

Grandfather Mountain will host our annual combined Business After Hours with the Boone Area Chamber of Commerce and the Avery Chamber of Commerce on Thursday, August 19 at Grandfather Mountain's new Top Shop. Mark your calendars now. For our members, the Blowing Rock Chamber will be taking the Trolley to the top of the mountain and back for \$10 per person. The trolley ride will leave from Tanger Outlet Center at 5:15pm and leave the Mountain at 7:00pm. The trolley ride will include a glass of wine or other beverage along the way. **You must call to reserve your seat on the trolley by Monday, August 16 at 5pm.** Many businesses are members of all the area Chambers, particularly our business which serve the entire area, such as Grandfather Mountain, Appalachian Regional Health or Carolina Mountain Living. More details are on the way, keep an eye on your e-mail. *This event is a private event for Chamber Members.*

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Friday,  
August 13, 2010

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### Calendar of Events

- Friday, August 13, Shred Day at First Citizens Bank, 9am-1pm
- Saturday, August 14, Art in the Park, American Legion Grounds, 10am-5pm
- Sunday, August 15, Concert in the Park with the Silvio Martinat Swing Band, 4pm
- Tuesday, August 17, Ribbon Cutting for Climbing the Walls, located on Valley Blvd 5:30pm
- Thursday, August 19, Business After Hours, Co-Hosted with the Boone and Avery Chambers, Grandfather Mountain, 6pm-7:30pm



## Ribbon Cutting & Grand Opening

### Climbing the Walls

7955 Valley Blvd, Blowing Rock

Tuesday, August 17, 5:30pm

Join us for the Ribbon Cutting for one of Blowing Rock's newest businesses, Climbing the Walls. Climbing the Walls is a full service florist.



Member of the Month  
**OASIS**

**Opposing Abuse with Service, Information & Shelter**



OASIS has been working to prevent domestic violence in the High Country for more than 32 years.

Things are busy at OASIS. Since 2007 the agency has seen a steady increase (20%) in the need for services for victims of domestic violence and sexual assault. "We want to be busy," says Associate Director Rebecca Gummere. "We know abuse and assault are occurring. When we're busy, it means people are reaching out and getting help." The agency, a strong presence in the High Country for 32 years, provides the following free confidential services: shelter, case management, transitional housing, crisis support and intervention, referrals, legal and medical advocacy, support groups, and for the community, outreach and prevention education. OASIS also facilitates a SART/DART group

(Sexual Assault Response Team & Domestic Abuse Response Team) that convenes monthly. The group is made up of personnel from local law enforcement agencies, ER staff from area hospitals, counseling and health center staff from ASU, representatives from the DA's office, and OASIS staff to work to improve systems to support victims and survivors. OASIS was recently honored by the NCCADV (North Carolina Coalition Against Domestic Violence) by being awarded the prestigious Ellen Pence Award for Excellence, designated for an organization that goes above and beyond to provide excellent services. And in June Executive Director Jennifer Herman was named the

2010 "Woman of Vision" by the Appalachian Women's Fund. On the horizon for OASIS, Inc. is a major renovation to their seventy-year old shelter that will double the size of the kitchen, children's area, and common living space; update original wiring and plumbing; remove asbestos-laden paint; and upgrade security features. The agency, which received a grant from the NC Housing Finance Agency, will be raising \$150,000 in matching funds, with the expectation for the renovation to be completed by early spring of 2011. For more information about the renovation of the shelter, how to volunteer, or if you need help, please call (828)264-1532, Mon-Fri., 8am-5pm. The 24-hour crisis line number is (828)262-5035.



**Blue Ridge Heritage Days is Gearing Up!**

We are getting ready for Blue Ridge Heritage Days in Blowing Rock, are you? Restaurants are encouraged to take advantage of the crowds that are sure to arrive by having a food service booth on Main Street, right along side the heritage demonstrations and vendors. For more information on this restaurant opportunity, call the Chamber or check your e-mail. Businesses can get involved in many ways, think creatively about how your business can showcase the history and heritage of our community and the

Blue Ridge Parkway. The festival will feature all kinds of fun activities, from music to Heritage Tours on Friday and a Mountain Home Music & Heritage Brunch on Sunday. Got a car that we need for our parade — even those 1980s and 1990s cars are important — give us a call! We also have rack cards available to promote the event. Stop by the Visitor Center to pick some up! Call 828-295-7851 for more info, or [click here](#).



**Christmas Parade Remains at 2pm**

Last week, the Blowing Rock Chamber of Commerce conducted a survey of Blowing Rock businesses regarding their feelings on the time of the Christmas Parade. Many businesses responded, with 52% of respondents declaring that the parade should remain at 2pm, rather than a change to morning or evening. Town Council took the results of the survey very seriously as they considered the move and the final decision to leave the parade as is.

Thanks for your input!



## Parking Restrictions Lifted for New Businesses

On Tuesday, August 10, Blowing Rock Town Council approved an amendment to the parking standards for new businesses in Blowing Rock's Central Business and Town Center District. The Chamber applauds this move by the Town Council. The new regulations will allow changes in use in existing buildings without adding parking (on-site or satellite) or paying fees in lieu of parking. Previously, new businesses had been required to provide on-site or

satellite spaces at a rate of 1 per 200 square feet, when the change in use required net additional parking. The new regulations now require one space for every 400 square feet for office or retail uses or one per 250 square feet for restaurants. A change in use to a restaurant such as small cafes, tea rooms or bakeries with twelve seats or less (indoor and/or outdoor) will not be required to provide parking. Also, building owners will be allowed one opportunity to

add up to 250 square feet of building area for restrooms, equipment, and storage areas without providing additional parking. The new regulations are much friendlier toward new businesses hoping to locate in the Central Business and Town Center District. For more details on the Town Council meeting, please see the front page of the print edition this week's [Blowing Rocket](#), this story in the [High Country Press](#), or at [The Blowing Rock Community Press](#).



*These spaces are a valuable commodity for many communities, including Blowing Rock.*

## Hayes Center Presents USO Liberty Bells

*Your Support is Important*

Saturday and Sunday, August 28 and 29, the Hayes Center in Blowing Rock will offer an important performance of the USO Liberty Bells. In a unique fundraising event for Hayes Center, the USO Liberty Bells will perform music by legends such as the Andrews Sisters, Ella Fitzgerald and Frank Sinatra, great music from Broadway, as well as contemporary artists like the Black-Eyed Peas and Beyoncé. The fundraiser has a range of prices and opportunities for patrons. See the [Hayes Center's Web Site](#) for more information on ticket prices and how to get involved with events surrounding the concert. Keeping the Hayes Center viable and healthy is a significant benefit to the Blowing Rock com-

munity, both business and residential. The Hayes Center and the arts have a significant impact on Blowing Rock's economy. The following points were made in a recent statement from the Hayes Center: The Hayes Center and the performing arts are mentioned frequently in the Blowing Rock Downtown Retail Strategy of 2009 by HyettPalma. In fact, those who participated in the study included "A thriving arts scene" as the envisioned *image* of Downtown Blowing Rock. It is further indicated that retail business development should include "Live Theater." In terms of the visitor market it is recommended that there is great potential to attract, and therefore target, Cultural Heritage Tourists according

to the HyettPalma report. Performing arts centers like the Hayes Center attract Cultural Heritage Tourists. According the President's Committee on the Arts and Humanities position paper titled *Cultural and Heritage Tourism in the United States*, "81% of the 146.4 million U.S. adults who took a trip of 50 miles or more away from home are considered cultural and heritage tourists, "35.3 million adults surveyed say that access to arts, cultural or heritage events or activities influenced their choice of destination." Clearly the Hayes Center can and will have an economic impact on the vibrancy of the Village of Blowing Rock, and it is important to support its efforts at renewal.



*Help get the Hayes Center Performing again.*



**The Blowing Rock  
Chamber of Commerce**

*The Blowing Rock Chamber of Commerce*  
**2010 Board of Directors**

Contact the Chamber:

PO Box 406 Phone: 828-295-7851  
7738 Valley Blvd Fax: 828-295-4636  
Blowing Rock, NC 28605 membership@blowingrock.com

**Keep Up with the Latest on Issues that Effect  
Your Business.**

**Links to help you Stay in The Know**

[US Chamber of Commerce](#)

[NC Chamber of Commerce](#)

[United States Senate](#)

[United States House of Representatives](#)

*North Carolina General Assembly :*

[Senate](#)

[House of Representatives](#)

**E-Mail Your Elected Officials:**

U.S. Rep. Virginia Foxx – 202-225-2071 - [Web Email](#)

State Sen. Steve Goss – 919-733-5742 – [steveg@ncleg.net](#)

State Rep. Cullie Tarleton – 919-733-7727 –  
[culliet@ncleg.net](#)

**Officers**

**Nancy Santay, President**

*Cabin Fever*

**Margaret Holder, Vice President**

*Chetola Resort*

**Rita Davis, Past President**

*Wachovia Bank*

**Linda Gilleland, Secretary**

*Greystone Insurance*

**Deborah McDowell, Treasurer**

*Mountaineer Inn*

**Members of the Board**

**John Aldridge**

*Individual Representative*

**Tim Miller**

*Blowing Rock Frameworks & Gallery*

**Betsy Collins**

*Individual Representative*

**Joellyn Gibbons**

*Individual Representative*

**Don Hubble**

*Individual Representative*

**J. B. Lawrence**

*United Community Bank*

**Cathy Robbins**

*Tweetsie Railroad*

**Doug Pegram**

*Village Real Estate*

**Cindy Milner**

*Bistro Roca*

**Dick Goosman**

*Meadowbrook Inn*

**Christopher Brantley**

*Christopher's Wine & Cheese*

**Julie Robertson**

*The Last Straw*

**Genie Starnes**

*Individual Representative*

**Cathy Williamson**

*Kilwin's Chocolates & Ice Cream*

**Steven Price**

*Westglow*

**&**

**Jerry Burns, In Memory**

*Individual Representative*



*Say Cheese. If you have photos  
you'd like to share, please send  
them to  
[Stephanie@blowingrock.com](mailto:Stephanie@blowingrock.com).  
We're especially looking for  
photos from our Business Mem-  
bers in their Businesses!*

**This Week in Photos**



Chamber Board of Directors Celebrates Fifteen Years Helping to Keep Hwy 221 Clean  
President Nancy Santay proudly attached the Chamber's 15 Years sticker to the Chamber of Commerce's Adopt a Highway Program signs last Friday. The Board of Directors first adopted the stretch of highway from around Green Street to near Sandy Flats Baptist Church on Highway 221 in 1995. The Board of Directors participates in clean ups during the spring and fall. According to the North Carolina Department of Transportation, last year, more than 3.2 million pounds of trash were picked up as part of the Adopt a Highway Program.



*Charles Hardin and Amber Lynn are shredding documents at the Shred It! — Sponsored by the Blowing Rock Chamber and First Citizens Bank.*