





Asset	Asset Management Overview											Natural/Scenic Asset Details							Cultural/Historic Asset Details			Event Asset Details						
	Type:	Brief Description	Potential Market Draw:	Access:	Uses:	Ownership	Supporting NGOs	Critical Management Issues	Asset is marketed through Destination Marketing Organization / TDA	Key Tourism Impact Indicators are Being Monitored on a Regular Basis and Reported to TDA	Opportunities are provided to businesses, visitors, and community members to donate time, money, and/or other resources for asset protection	Land Management Plan	Visitor Use Policy or Plan in Place	Management Plans Included Stakeholder Input	Interpretation at Site	Ranger at Site	Visitor Facilities at Site	Potential Hazards	Land Protection Status	Species Protection Status	Represents the cultural heritage of the region	Type of Cultural Heritage Represented:	Representation has the support of a diverse group of stakeholders	Promotion of event is primarily:	Attendance of event is primarily:	Event Duration:	Event results in increased overnight stays in destination	Event has a specific marketing strategy and economic impact indicators
	Natural, Cultural, Historic, Scenic, Event, Educational, Informational		Day Visit, Overnight, Extended	1 = difficult 5 = easy	Hiking, Biking, Paddling, Interpretation, etc.																Tangible, Intangible, Both		Locally, Regionally, Nationally, Internationally, All	Locally, Regionally, Nationally, Internationally, All	One Day, Multiple Days	Yes	Yes	
Brevard College	Cultural, Event, Educational	A 4-year liberal arts college, the school hosts multiple events, including concerts, athletic contests, art exhibits, theatrical performances, community seminars and much more.	Day Visit, Overnight						Yes												Represents the cultural, historic and educational heritage of the area							
White Squirrel Festival	Event, Cultural	Established in 2004, the White Squirrel Festival is one of the premier outdoor music festivals in the southeast. This 2 1/2 day event features multiple performances by a wide range of musicians and groups. The event also includes craft demonstrations, art and craft sales, regional foods and a host of free activities for children.	Day Visit, Overnight			Heart of Brevard			Yes	Yes												Locally, Regionally	Locally, Regionally	Multiple Days	Yes	Yes		
Songsmith Gathering	Event, Cultural	A three-day musical festival and songwriting workshop featuring regional and national songwriters and performers.	Day Visit, Overnight, Extended			Mountain Song Productions			Yes	Yes												Locally, Regionally	Locally, Regionally	Multiple Days	Yes	Yes		
Mountain Song Festival	Event, Cultural	A three-day family-friendly event featuring local, regional and nationally-acclaimed performers. Past years have seen Steve Martin, Steep Canyon Rangers, Bela Fleck, Tommy Emmanuel, David Grisman, Del McCoury, Doc Watson take the stage at Brevard Music Center's Whittington-Pioli Auditorium.	Day Visit, Overnight, Extended			Mountain Song Productions			Yes	Yes												Locally, Regionally	Locally, Regionally	Multiple Days	Yes	Yes		
Twilight Tour & Christmas Parade	Event, Cultural	Established in 1972, the Christmas Parade and Twilight Tour kick off the holiday season in downtown Brevard. A procession of bands and floats precede the arrival of Old St. Nick, followed by a street party lit by twinkling luminaries and bonfires. Activities include caroling, ornament-making and other festive activities.	Day Visit, Overnight			Heart of Brevard (Twilight Tours), Brevard/Transylvania County Chamber of Commerce (Parade).			Yes	Yes												Locally, Regionally	Locally, Regionally	One Day	Yes	Yes		
Halloweenfest	Event, Cultural	Established in 1983, Halloweenfest harkens the arrival of fall in the mountains with a downtown Brevard street festival that includes costume contests, arts and crafts, regional food booths, the Flight of the Vampire 5k and other activities.	Day Visit			Heart of Brevard			Yes	Yes												Locally, Regionally	Locally, Regionally	One Day	No	No		
4th of July Festival	Event, Cultural	Held annually, the 4th of July Festival takes place in downtown Brevard and the campus of Brevard College. This street festival includes arts and crafts, food vendors, children's activities, live music, 5K and 10K runs, a classic car auto show and a fireworks extravaganza to cap the day.	Day Visit			City of Brevard			Yes	Yes												Locally, Regionally	Locally, Regionally	One Day	No	No		
Banff Mountain Film Festival	Event, Cultural	Brevard and Transylvania County are the only regional hosts of this exceptional film series which tours the world showcasing mountain culture and experiences. An original line-up of films premiere over three nights. This perennially sold-out event takes place on the campus of Brevard College at the Porter Center for the Performing Arts.	Day Visit, Overnight			Sponsored by Brevard College			Yes	Yes												Locally	Locally, Regionally	Multiple Days	No	No		
Assault on the Carolinas	Event	One of the most challenging road cycling events in western North Carolina. Held annually in April, the Assault offers 100K and 50K ride options. The 100K ride offers over 5,000 feet in climbing, including the classic Caesar's Head climb. A total of 1,200 riders participate in this perennially sold-out event.	Day Visit, Overnight			Pisgah Forest Rotary Club			Yes	Yes												Locally, Regionally	Locally, Regionally	One Day	Yes	Yes		
Pisgah Stage Race	Event	Since 2009, the PSR has attracted professional and amateur endurance mountain bike racers from around the globe. This 5-day event encompasses the most challenging terrain in Pisgah National Forest and is fully supported.	Day Visit, Overnight, Extended	5		Blue Ridge Adventures			Yes	Yes												Locally, Regionally, Nationally, Internationally	Locally, Regionally, Nationally, Internationally	Multiple Days	Yes	Yes		
Upper French Broad Riverfest	Event, Natural, Cultural, Educational, Informational	Hosted by the Transylvania French Broad Stewards, this annual event held at Champion Park in Rosman celebrates the French Broad River's history and importance to the county. Activities include tubing rides, live music, nature exhibits, a canoe race, scavenger hunt and multiple food trucks.	Day Visit	5		Conserving Carolina			Yes	Yes												Locally	Locally	One Day	No	No		
Founders Day Festival	Event, Natural, Cultural, Educational, Informational	Sponsored by the Transylvania County Heritage Museum since 2009, this September festival honors Transylvania County's history with vendor booths, craft demonstrations, children's activities, food trucks, bake sale, live music and guided walking tours.	Day Visit	5		Transylvania County Heritage Museum			Yes	Yes												Locally	Locally	One Day	No	No		
Couch Potato Mountain Bike Race	Event	Established in 2013, the Couch Potato is a 24 mile mountain biking race in Pisgah National Forest that is doable from "off the couch."	Day Visit	5		Blue Ridge Adventures			Yes	Yes												Locally, Regionally	Locally, Regionally	One Day	Yes	No		
Forest Festival Days	Event, Cultural, Educational, Informational	Celebrating forests and forest heritage, this two-day event features traditional craftsmen, exhibitors, forest students and entertainers. The highlight is the John G. Palmer Intercollegiate Woodsmen's meet, where male and female forestry students compete for honors in axe throwing, pole felling, speed chopping, pole climbing, log rolling and other forestry disciplines.	Day Visit, Overnight	5		Cradle of Forestry			Yes	Yes												Locally, Regionally	Locally, Regionally	Multiple Days	Yes	No		
French Broad River Cleanup	Event, Natural, Educational	Began in 1992, this annual event held in May has made a profound difference in the health of the upper French Broad River. Over 2,900 garbage bags, 4,500 tires and 13 additional tons of trash have been picked up by over 3,000 volunteers over the course of the event's history.	Day Visit	5		Headwaters Outfitters	Multiple local businesses		Yes	Yes												Locally	Locally	One Day	No	No		
Transylvania Farmer's Market	Event, Cultural, Natural	Open every Saturday, year-round, the TFM offers residents and visitors a cornucopia of fresh farm and craft products. Over 60 vendors provide locally grown produce, meat, poultry, eggs, cheeses, coffee and a wide variety of handcrafted and artisan items. Live music, children's activities, wellness education, cooking demonstrations and exercise classes round out the offerings of this popular weekly event in the heart of Brevard.	Day Visit	5		Community based			Yes	Yes												Locally, Regionally	Locally, Regionally	Multiple Days	No	No		
The Looking Glass Tour	Event	Established in 2014, the Looking Glass Tour is a road cycling event featuring distances of 50, 85 and 105 miles, chip timed results, rider support and more.	Day Visit, Overnight	5	Athletic event	Blue Ridge Adventures			Yes													Locally, Regionally	Locally, Regionally	One Day	Yes	No		
The White Squirrel Challenge	Event	A classic fall spinner for road cyclists, this event features routes of 27, 42 and 65 miles.	Day Visit, Overnight	5	Athletic event	Blue Ridge Adventures			Yes													Locally, Regionally	Locally, Regionally	One Day	Yes	Yes		
Dirt Digger	Event	Established in 2016, this gravel grinder bike event features two routes of 47 and 27 miles and meanders through DuPont State Recreational Forest and other scenic forest roads.	Day Visit, Overnight	5	Athletic event	Blue Ridge Adventures			Yes													Locally, Regionally	Locally, Regionally	One Day	Yes	Yes		
WNC Flyer	Event	Held annually in June, this popular road cycling event offers 100, 63, 54 and 33 mile ride options. Starting and ending at Oskar Blues Brewery, the event attracts 800 riders from throughout the region. The ride takes in parts of Transylvania, Henderson and Bucombe Counties.	Day Visit, Overnight	5	Athletic event	Blue Ridge Bike Club			Yes	Yes												Locally, Regionally	Locally, Regionally	One Day	Yes	Yes		
Old Time Street Dances	Event, Cultural, Historical	Held June through August on Tuesdays in downtown Brevard, this event features live music, free square dance instruction and fun for adults and children. Established in the 1940's, these dances are a popular community touchstone.	Day Visit	5	Cultural event	Heart of Brevard	Transylvania County Tourism		Yes	Yes												Locally	Locally	Multiple Days	No	No		