

2021
ANNUAL REPORT



Historic
Toxaway
a storied community

Preserving the past, preparing for the future.

HISTORICTOXAWAY.ORG



HISTORIC TOXAWAY FOUNDATION YEAR IN REVIEW

Our Mission Statement: To promote the rich history of the greater Toxaway/Sapphire community, to educate the public about the community's heritage, to foster and facilitate use of public access areas, and to provide vision and actionable guidance that encourages, supports and assists in the revitalization and beautification of the Toxaway community.

COMMUNITY RELATIONS

Inform and understand how various county and state resources might be best used to support the achievement of our objectives.

- Ongoing working relationships with local officials to include Transylvania County Manager, County Commissioners and Chairperson, County Sheriff, Superintendent of Schools, Director of Parks & Recreation, Transylvania County Tourism Development Authority, as well as board representation on the Brevard/Transylvania Chamber of Commerce.
- Continued to lead efforts to broaden the “voice” of the Upper Transylvania region through work with local Chambers of Commerce, Tourism boards, State Park representatives, county commissioners and education stakeholders.
- Spent time during the summer getting to know you, our Historic Toxaway neighbors, better. Through informal visits with residents of Mountain Falls, Lake Toxaway Estates, and Indian Lake Estates, we were able to share information about our organization and exchange ideas about life in our community.



BUSINESS ALLIANCE

A coalition of local small business owners.

- Early and consistent donor to the Transylvania Tomorrow fund to support businesses impacted by the COVID-19 pandemic.
- Registered eighty local businesses this year in our Business Alliance of Upper Transylvania (BAUT), creating a powerful new network that will benefit both individuals and our community. As life normalizes again in 2022, we are happy to report that BAUT networking events will resume.
- Our Red Feather Guide, in both monthly print and weekly digital formats, allows residents and visitors to be “in the know” about events, operating hours and local resources. Over 1,500 email subscribers receive the weekly version, with an average of 700 print issues distributed locally each month. It is read by even more people who access it through our social media channels. Speaking of which, our Facebook page has charted a whopping 278% increase in followers since its initial rollout, with over 100 newcomers added since just the end of 2021.
- We literally helped put Historic Toxaway on the map this year by commissioning a descriptive, colorful region-specific map to market our area to local media and a range of other applications. This map has already proven to be a great resource for our local businesses, destinations, and attractions.

COMMUNICATIONS

Employ various communication resources to showcase the Upper Transylvania County region.

- Facilitated our region’s inclusion in *The Laurel Magazine*, negotiating a favorable advertising rate as well as editorial content opportunities for local businesses that are BAUT members.

- In addition, we have been making headlines all over the region this year with features in *The Transylvania Times*, *The Asheville Citizen-Times*, *The Laurel of Asheville Magazine*, *Carolina Country Magazine*, *Hendersonville's Bold Life Magazine*, *WNC*, *Our State* and *explorebrevard.com*.
- Published four well-received quarterly editions of *The Quill* newsletter.
- Continue to shine a spotlight on what makes our community unique through both contemporary and historical blog posts, including a series of new neighborhood- and local family-specific features that will continue through next year.

REVITALIZATION AND DEVELOPMENT

Utilizing a Small Area Plan we commissioned, identified potential improvements as well as constraints, opportunities, and a strategy for future community development.

- Pursued ongoing work with the Longcliff development team of a 92-acre parcel adjoining Gorges State Park. The proposed land usage will combine commercial and residential opportunities. HTF's involvement is working towards the conversion of a 44-acre conservation easement from private to public usage for the good of the community and local outdoor education non-profits.
- Specifically, HTF is advocating to turn a private conservation easement into public access land where all the Historic Toxaway community (and visitors) can take advantage of new opportunities for outdoor recreation and education.
- To that end, team members have spearheaded countless site visits with all manner of invited guests and potential stakeholders, among them: developers and associated entities, conservation organizations, trail builders, educational non-profits, and NC State Park staff.

FROM THE BOARD CHAIR

When I am asked how Historic Toxaway Foundation (HTF) came to be created almost five years ago, people candidly ask, “Are you about the past, the present, or the future?” I proudly reply, “Yes.”

John Lawrence, former Dean of Tulane School of Architecture, once said that honoring the preservation of the past “is not to arrest time but to mediate sensitivity with the forces of change. It is to understand the present as a product of the past and a modifier of the future.” This beautiful Toxaway-Sapphire region we all call home—if even for part of the year—has a tremendous history of settlement and goodness knows we have all seen tremendous changes in recent years. At HTF we see ourselves as mediators, collaborators, and facilitators of both information and understanding. We draw on the past to “modify” and impact the future of this part of the world and hope you will enjoy this reminder summarizing our efforts and influence in 2021.

We could not have done this work without our generous donors and are most grateful for your trust and endorsement. To learn more about Historic Toxaway Foundation, please visit our website at www.historictoxaway.org. Feel free to reach out with any questions at info@historictoxaway.org.

Your support and involvement are critical to the future of this community. You can send your contribution in the enclosed envelope to Historic Toxaway Foundation, P.O. Box 264, Lake Toxaway, NC 28747 (EIN#82-2485715) or make a secure donation via our website.



Regards,

A handwritten signature in black ink that reads "Jim Ditzel". The signature is fluid and cursive, written over a light background.

Jim Ditzel, Board Chair

Learn more
about HTF:

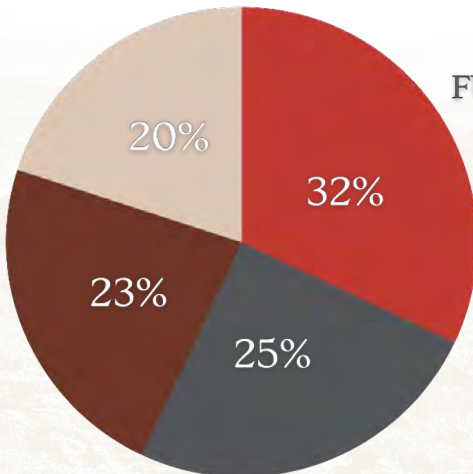


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