

Pinnacle Park Master Plan

David Nestler

Submission Date Mar 6, 2023 4:09 PM

Name of Initiative Pinnacle Park Master Plan

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City Sylva

State NC

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Organization Type Community Group

Time of Year of Initiative Off Peak (Dec - March) preferred

Describe the timing of the initiative in as much detail as possible (please list key project dates, milestones, timeframes, etc.)

We would like to sign a contract for the Pinnacle Park Master Plan in March and have it completed by December. The survey portion (required for PARTF grant) would be completed by May. All site analysis would be completed by July. Preliminary designs would follow and be accompanied with public forums that would wrap up by the end of September. The final plan would be complete in November. December would be for working on the PARTF grant application as well as other grant applications.

Describe your initiative	<p>Pinnacle Park is at a crossroads. The area of the park itself is nearly doubling to approximately 1800 acres with the addition of several adjacent land parcels. In addition, the Plott Balsams corridor from Water Rock Knob to the Qualla Boundary is undergoing a major makeover as EBCI and several NGO's seek to consolidate this land area for the public good. The park is already a destination for a diverse group of users, including hikers, rock climbers, trail runners, naturalists, and even paragliders. Recreational pressures on the park will only grow as evidenced by a recent proposal to develop mountain biking trail on the property. The Pinnacle Park Foundation, in tandem with the Town of Sylva, believe we need a Master Plan to guide future development that best addresses the needs of the public while protecting the Park's sensitive natural resources. There are already major trail erosion issues that need to be addressed, and these problems will only become more severe. We need a comprehensive survey of the community's wants and we need to balance that with the fragility of the resource we are charged with protecting in perpetuity. We believe a Master Plan will identify the best way to rehabilitate our trail system, increase accessibility to all users, provide adequate infrastructure, and perhaps even identify new trail destinations that are both ecologically sound and follow professional design guidelines.</p>
Describe what previous experience applicant has in successful execution of similar endeavors	<p>This effort would be led by the Pinnacle Park Foundation which has extensive experience in the successful execution of such contracted studies. The Pinnacle Park Foundation board is made up of WCU Professors, a local attorney, community and municipal leaders, as well as numerous experienced community organization leaders. The Pinnacle Park Foundation has just completed a contracted comprehensive botanical survey of Pinnacle Park. This board of volunteers wrote the request for proposals, evaluated and selected a contractor, and oversaw the entire botanical survey contract.</p>
Amount of Funds Requested?	50,000
Date Funds Needed	Apr 13, 2023
Give a narrative description of how this project will increase tourism and visitation in Jackson County	<p>The Pinnacle Park receives visitors from all across the country. A trip to the parking lot on any given weekend will show license plates from nearly a dozen different states. Ecotourism is one of the main drivers of our local economy and the economic impact of one of the largest municipally-owned parks in our state should not be underestimated. It's easy accessibility from The Town of Sylva makes it perfect for a day hike and a quick and easy drive afterwards to one of our many restaurants or breweries to refuel after the grueling hike to Pinnacle Peak. Pinnacle Park's usage rates are climbing and with investments in better infrastructure the park will be suited to support this growth and even accelerate it. But that infrastructure investment needs to be professionally planned and designed to suite the needs of the users who visit the park. This is the information this plan will provide.</p>

If this initiative has occurred before, what is new that differentiates it from prior years?	There has never been a comprehensive assessment, maintenance plan, infrastructure study, or analysis of the current users of Pinnacle Park.
What is your advertising and marketing plan for your initiative?	There will be numerous stakeholder meetings as well as public forums for people to provide input. One contractor is also proposing that park branding and website development be included in the plan.
Do you agree to acknowledge the 'Jackson County TDA' in materials as required? Any releases or ad placements should have a statement that "the event was made possible, in part, by the Jackson County TDA." Print ad placements, where/when possible should include the JCTDA logo.	Yes
Total anticipated cost of initiative	130,000-150,000
Total funds your organization will provide toward total cost?	80,000-100,000
Detail funds requested from other sources and note commitments or anticipated receipt of funds from other sources	The Town of Sylva will provide the remaining funding for the Master Plan. However, this remaining amount has NOT been approved yet. The total cost is too high for the town to fund on its own. However, with the help of the TDA then this plan will become a reality. The TDA would be the entity that makes or breaks the project and would be recognized as such!
Anticipated Attendees from Jackson County:	Unknown
Anticipated Attendees from outside Jackson County:	Unknown
Anticipated overnight stays generated:	Unknown
How will you measure success of your initiative?	Success will largely be measured by how well the study incorporates the recreational survey into the Master Plan to guide rehabilitation of the park and expansion of park infrastructure. Also, the ability to use the plan to leverage grant money to implement the plan's recommendations will be its largest measure of success.

Is there anything else you'd like to add?

The Pinnacle Park Foundation board would like to thank the TDA for providing this grant opportunity. This project would not be a reality without these funds. It is incredible what the Pinnacle Park Foundation has been able to achieve as a group of volunteers but the one shortcoming we have is financial support. We want to see this park thrive, get the maintenance it needs, and have it serve the needs of the community as our reliance on the outdoors grows and changes. We strongly believe that this plan will be a turning point in how we fund the maintenance and infrastructure needs of this incredible community asset.

Signature:

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