

III. PROJECT NARRATIVE

Goals and Objectives of the project:

The proposed Cattle Load-Out and Education Facility at the developing Smoky Mountain Agriculture Development Station in Whittier, NC will:

1. Enhance the regional participation of western NC cattlemen with the successful WNC Livestock Center in Canton.
2. Increase the profitability of cattle and other livestock in the Smoky Mountain Region.
3. Provide a regional livestock education facility for cattle health, operations and marketing in cooperation with NC CES, universities and the NC DA&CS.
4. Initiate the first agriculture project for the Smoky Mountain Agriculture Development Station.

(NC CES – NC Cooperative Extension Service, NC DA&CS – NC Department of Agriculture and Consumer Services)

Method:

The project will be coordinated by the Southwestern NC RC&D Council in cooperation with Jackson County, Jackson County Cooperative Extension Service – Rob Hawk, the Jackson County Farmland Protection Board – Brad Stillwell, Chairman, the local Cattleman’s Association and the SMADS steering committee.

To coordinate with the WNC Livestock Center in Canton, operational plans will be coordinated with John Queen, WLC manager. Mr. Queen has already visited the site and given his preliminary guidance.

The build out plans will utilize the experience and facility designs of the Rutherford County facility. Already Rutherford CES Director, Jeff Bradley has visited the SMADS facility and given guidance and several resource people have visited the Rutherford operation. The plan is to build a comparable facility, slightly smaller with a few minor modifications on gates, size and operations. The equipment will be on Jackson County property and will be owned by Jackson County.

The Rutherford facility showed over a million dollar impact to the area farmers and county. For example in one week, staff loaded 151 calves that sold for \$160,000. It is expected that this project will have a similar return. Load-out days will be managed by Jackson County CES – Rob Hawk and cattleman/chair Jackson County Farmland Protection Board, Brad Stillwell.

Education and training will be coordinated by Jackson County CES – Rob Hawk, as well as other agencies and organizations when appropriate. For example a health clinic by the NC DA&S research station.

The Southwestern NC RC&D Council will work with the SMADS steering committee and Jackson County to implement the master plan for the site. In addition the RC&D Council is actively working on agriculture economic opportunities in the Smoky Mountains with resource agencies, organizations and local governments.

It is expected that equipment will be secured by July 1, 2015, and the site will be operational in the fall, 2015. Installation of the equipment and preliminary building cleanup will be completed as appropriate by volunteer cattlemen, Jackson County, CES and the local Soil and Water Conservation District as well as the RC&D Council and the SMADS Steering Committee.

Deliverables:

The project will establish a cattle load-out and education facility, including a hydraulic squeeze chute, coral panels and gates and a weighing scale at the Smoky Mountain Agriculture Development Station. The build out of a permanent facility will utilize other funds and will be accomplished over a one year period.

An adjacent room in the Drexel Plant will be temporarily used for equipment and a classroom. The facility with the proposed equipment will be operational September of 2015.

Measurable Impact:

To begin with there will be a sale of cattle once a month starting in September 2015. It is expected that this load-out facility will take a few months to develop steady users, but by the spring will have comparable sales to the Rutherford facility. Evidence will be actual sales documentation. Cattlemen will be asked if the facility gives the ability to expand their herds and/or expand their profitability.

As a regional education facility, at least three training sessions will be held. Attendance will be documented and then follow up will be done to see if the participants use the cattle load-out facility.

Timeline:

May 11, 2015 to July 1, 2015 – Coordinated all parties with agreements, operational policies and the actual installation of the equipment.

May 11, 2015 to July 1, 2015 – Order equipment, including a search for possible used panels, squeeze chute and scales.

June 1, 2015-September 1, 2015 – Clean the room in the Drexel Plant for use during sales, equipment storage and classes. Install the equipment.

September 2015 have the first cattle load-out and repeat monthly as the market dictates.

September 2015 – Schedule three workshops including one on the facility use, cattle health and marketing.

April 30, 2015 – Report on the project including plans and funding status to complete the build out of the cattle load-out facility, show documented sales and economic impact, as well as document the participation in the workshops. In addition document the general status of the Smoky Mountain Agriculture Development Station.

Project Team:

Rob Hawk is the Director of both the Jackson and Swain Counties Cooperative Extension Service. As a livestock agent he serves as the advisor to the Jackson, Swain and Madison County Cattleman's Associations. Rob was instrumental in the original vision of the Smoky Mountain Agriculture Development Station in the old abandoned Drexel Plant in Whittier.

Brad Stillwell is the chairman of the Jackson County Farmland Preservation Board and is a cattleman, who utilizes the WNC Cattle Livestock Center. He will be able to coordinate this project with the Livestock Center.

SMADS Steering Committee as a core team including Gerald Green, Jackson County Planner, Rob Hawk, CES Director, Lynn Sprague, SW NC RC&D, Brad Stillwell, Jackson County Farmland Protection, Sarah Thompson, SW Planning Commission, Debora Sloan, NC DA&CS, Rich Price, Jackson County Economic Development, Rusty Elis, Jackson County Parks and Recreation, Barry Stevens, Jackson County SWCD and Charley Meyers, Cherokee Preservation Foundation. This group developed the master plan and has been working for over 1 ½ years.

Lynn Sprague, Executive Director, Southwestern NC RC&D Council has over 40 years experience in conservation projects and programs. He has administrated millions of dollars in contacts for projects and programs. Lynn administrated the North Carolina Soil and Water Conservation Districts for 15 years and was the Agriculture Economic Development Director for Polk County for five years before his current position.

TVA Ag & Forestry Funds:

The requested funds will be used to purchase a hydraulic squeeze chute, coral panels and gates and an installed weighing scale. We will research to see if we can find good condition used equipment.

All other costs will be covered by in-kind services, other grant funds or donations

TVA Ag & Forestry Fund

Sponsored by:



2015 Detailed Proposal Cover Sheet

Project Title:	Cattle Load-Out & Education Facility		
Applicant:	Southwestern NC Resource Conservation & Development Council		
Mailing Address:	PO Box 1230, Waynesville, NC 28786		
Physical Address:	589 Raccoon Rd., Waynesville, NC 28786		
Physical Address of Project:	Former Drexel Plant, 294 Clearwood Drive, Whittier, NC		
Website:	www.southwesternrcd.org		
Contact Person:	Lynn Sprague, Executive Director		
Office Number:	828-452-2519	Cell:	919-414-7840
Email:	lsprague@haywoodnc.net		
County:	Haywood	Tax ID or EIN:	58-1767801
Check One:	<input checked="" type="checkbox"/> Non-Profit	<input type="checkbox"/> Government	<input type="checkbox"/> Public Agency

Amount Requested: \$22,500 Total Project Cost: \$80,000

Project Length in Months: 12 Organization's Fiscal Year: Jan 1st to Dec 31st

By signing below, I affirm that I am an authorized representative and have the authority to act on behalf of the organization, applying for funding from the TVA Ag & Forestry Fund. I certify the information contained in this proposal is complete and accurate. I further understand that if any of the information contained in this proposal is found to be false, the organization will immediately be removed from consideration for funding. I also acknowledge that by submitting this proposal, the organization is not entitled to receive any funding and that WNC Communities distributes the TVA Ag & Forestry Fund dollars at its sole discretion in accordance with applicable law.

Print Name: _____ Title: _____
Signature: _____ Date: _____

TVA Ag & Forestry Fund

Sponsored by:



2015 Proposed Project Budget

Project Title:

Cattle Load-Out & Education Facility - SMADS

Description	Amount Requested from TVA Ag & Forestry	In-Kind Contributions	Matching Cash Funds	PROJECT TOTAL
Personnel	<i>see below</i>	\$9,600	\$0	\$9,600.00
Equipment	\$22,500	\$2,000	\$0	\$24,500.00
Travel	\$0	\$0	\$0	\$0.00
Postage & Freight	\$0	\$0	\$0	\$0.00
Materials & Supplies	\$0	\$5,000	\$0	\$5,000.00
Meeting Expenses	\$0	\$0	\$0	\$0.00
Communications	\$0	\$0	\$0	\$0.00
Printing	\$0	\$0	\$0	\$0.00
Contracted Services	\$0	\$0	\$0	\$0.00
Other (<i>specify</i>)	\$0	\$0	\$0	\$0.00
construction	\$0	\$5,000	\$0	\$5,000.00
TOTALS	\$22,500	\$21,600	\$0	\$44,100.00

Matching Fund Details

Source	Amount	Status
Operating budgets and volunteer hours	\$9,600	In budgets of agencies/organization
In-kind donations	\$2,000	donated classroom equipment
In-kind donations	\$5,000	donated construction materials
In-kind donations	\$5,000	construction volunteers/equipment

Financial Sustainability: Provide a statement describing how financial sustainability will be maintained, if the project exists beyond the funding period.

This project initiates the Smoky Mountain Agriculture Development Station. The master plan for SMADS is based on a long term facility for agriculture, parks&recreation, public events, business development and tourism. With this diversity of uses the facility should be financially independent. Immediate operation expenses will be secured through user fees (Rutherford County charges \$3/head of caattle.

READ BEFORE COMPLETING DOCUMENT:

1. TVA Ag & Forestry will not fund salaries for permanent staff, but understands the need for consultants or contractors to successfully complete a project.
2. Proposals demonstrating in-kind contributions or leveraged funds are more likely to gain favorable review.
3. Proposals representing shovel ready projects are more likely to gain favorable review.
4. Equipment is defined as any single item costing \$1,000 or more.