



 **THE VILLAGE GREEN**
Jackson County Board of Commissioners Presentation - 2024



TODAY'S PRESENTATION

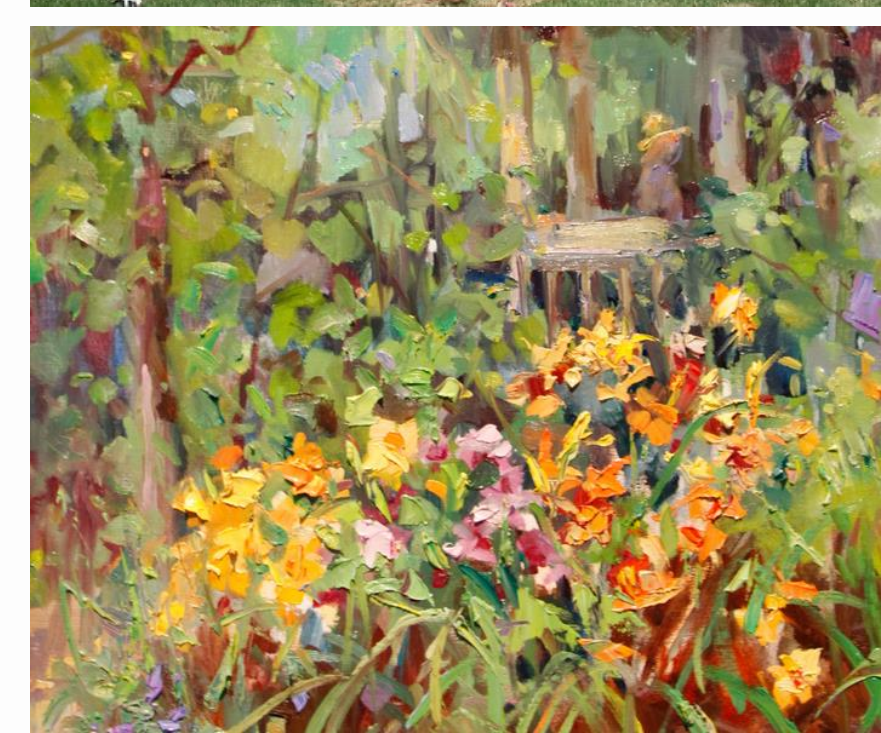
01 About The Village Green

02 History & Mission

03 Community Events

04 Community Engagement

05 Master Plan Funding Request



ABOUT THE VILLAGE GREEN



The Village Green has served The Heart of our Cashier's community for over 30 years!

The Village Green is a non-profit 501c3, public park system that receives no the state of NC, or the Federal Park System; we rely solely on the generosity and careful consideration of grantor organizations such as the Jackson County Board of Commissioners, individual donors, and carefully executed fundraising events.

The 20+ acres of greenspace provide gathering, recreational, and event space open to the public to enhance the quality of life for everyone in the area.

HISTORY

1992

The 2-acre parcel at the Crossroads was purchased by Al Balestiere, Elizabeth Davenport, and John Lupton to prevent a motel chain from developing the property

1994

6 more acres were donated by the Pulley Family in honor of their granddaughter - created Kara Pulley Park where the playground and picnic shelters are.
Additional 3 acres were purchased near the Post Office .

1996

The Gazebo at The Crossroads was erected.

1997

Summit Charter School began its first school year at The Village Green Commons where the lawn was their playground!

2002

The Village Playground, Picnic Shelters, and Picnic Pavilion were erected.

2003

The Boardwalk was erected through the main section of the Wetlands.

2005

Sculptures were donated and installed within The Village Green.

2013

The Village Green split off from The Village Conservancy and became their own 501-c-3

2019

Lewis Hall was Completed as Cashiers' Community Building – to date, Lewis Hall has been the venue for over 400 events!

2023

700 LINEAR FOOT BOARDWALK

REBUILT

PRESENT - 2024

Playground restoration and expansion is underway, and over 250 days of free community events will be held on park grounds.

MISSION



The Village Green's mission has remained unchanged for 32 years "to preserve and enhance land for our community's civic, spiritual, academic, recreational, and cultural activities in order to maintain the quality of life for all citizens and visitors to the greater Cashiers area."

The Village Green strongly values collaborative relationships with other charitable organizations in the area, such as Highlands-Cashiers Land Trust, Cashiers School of The Arts, Cashiers Community Chorus, the Albert-Carlton Library, Boys and Girls Club of The Plateau, and Jackson County Arts Council.

These partnerships have brought our community free programs like the Village Nature Series, The StoryWalk, Kids Art Intro, ballroom dancing, Spanish classes, and the BackPack Program.

The Village Green also serves as the location for more than 140 planned events each year and over 250 days of programming and events!

These include free concerts, tech training days, educational programs, children and family activities, a farmers' market, and community festivals.

The Lewis Hall has provided space for community meetings and civic engagement, such as hosting five community planning sessions with Recodify Cashiers, three unveilings of community plans, and two community listening sessions for the Jackson County Planning Department.

COMMUNITY EVENTS AT THE VILLAGE GREEN

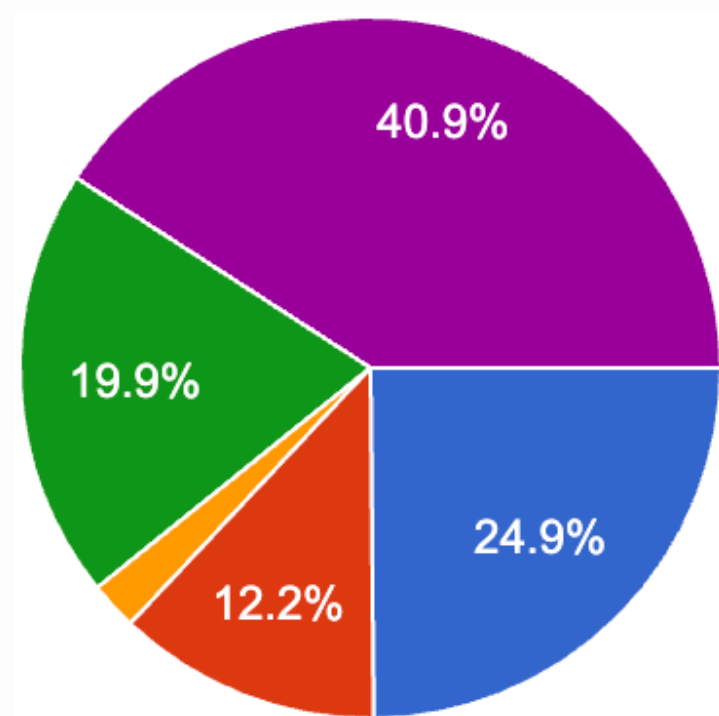
11 Large-Scale Community Events & Programs with Over 30,000 Visitors Annually!

- **EASTER ON THE GREEN: COMMUNITY EASTER EGG HUNT.**
500+ ATTENDEES
- **LOCALLY GROWN ON THE GREEN FARMER'S MARKET**
EVERY WEDNESDAY, MAY - OCTOBER
- **VILLAGE NATURE SERIES.**
LAST THURSDAY OF EACH MONTH
- **KIDS NATURE DAYS**
1 AFTERNOON EVERY MONTH
- **GROOVIN' ON THE GREEN**
FRIDAY'S MEMORIAL DAY - LABOR DAY:
500-800 PPL EACH CONCERT
- **FIREWORKS EXTRAVAGANZA**
3,500 - 4,000 ATTENDEES
- **CASHIERS VALLEY LEAF FESTIVAL**
3 FESTIVAL DAYS - 110 VENDORS -
6,000+ PEOPLE IN ATTENDANCE
- **GOBBLE ON THE GREEN 5K.**
1,800 RUNNERS
- **VILLAGE LIGHTS CHRISTMAS ON THE GREEN**
2,000 VISITORS ON THE DAY AFTER
THANKSGIVING. LIGHTS ARE ON
THROUGH FEBRUARY OF EACH YEAR!
- **VISIT WITH SANTA CLAUS.**
300 RESERVATIONS AVAILABLE
ANNUALLY
- **MISTLETOE MARKET**
20 LOCAL CRAFT VENDORS - 2,000
VISITORS

COMMUNITY ENGAGEMENT RESULTS

- 480 responses over a 3-week period
- Results were used to guide the TVG Board of Directors in their Strategic Planning Board Retreat in June - 3, 5, 7-year strategic planning session
- All questions were asked with our mission in mind
- Survey was built to narrow the respondent's answers from macro-level wants to micro-level deliverables

MACRO-LEVEL WANTS



- Recreational Space
- Our Gardens
- A Nonprofit
- Preservation
- Free Community Events

MICRO-LEVEL WANTS

- Expanding Community Events: 70%
- Building a Fund Reserve: 81%
- Restoring & Enhancing Structures: 89%
- Preserving and Protecting the Park: 91%

DELIVERABLES

- Create a 5-7 Year Master Plan to guide TVG through the phasing of repair needs
- Fundraise to restore and enhance current amenities within the park
- Continue to protect the 20+ acres that TVG owns through collaborative partnerships within the community.



FUTURE OF THE VILLAGE GREEN



- 01 Engage in a Master Plan so we can continue to be The Heart of Cashiers by serving the Cashiers community residents and visitors the way that our community needs us to.

- 02 Continue to adapt and evolve with the changing landscape that is Cashiers.

Focus on collaboration and connectivity with fellow organizations that align with TVG mission.



- 03 **HAVE FUN WHILE DOING IT!!!**

FUTURE OF THE VILLAGE GREEN

The Master Plan provided by Equinox Environmental will include the following:

1) Existing Conditions of current structures and grounds

2) Ordinance and Permit Review and Relevant Plans Summary

- Summary of associated planning efforts

3) Park Master Plan

- Vision, Goals, and Objectives
- Recommendations for adaptive use and/or reuse of existing buildings, facilities & structures

4) Master Plan

- Up to three (3) detailed concept area renderings. These will include planning level cost estimates for park improvements with rough order of magnitude (ROM) infrastructure improvements. One of the detailed concept areas will be for a new restroom facility rendering and cost estimate.
- Permitting Requirements
- Recommendations for Phasing (short and long term)

Total Cost - \$70,000 (\$35,000 Remains to be Raised)

Jackson County TDA Funding \$25,0000

Al Balistiere Fund \$10,000