

The Clay County Communities Revitalization Association is the proud recipient of a \$5,000 grant from The Conservation Fund's Resourceful Communities 2022 Creating New Economies Fund, with support from Dogwood Health Trust.

Resourceful Communities is a specialized program of the Conservation Fund that supports environmental stewardship, social justice and sustainable economic development. The CNEF is a small grants program that provides seed money to community based efforts such as eco-and heritage tourism, youth conservation programs, farmer's markets and more.

CCCRA applied for this grant to impact economic and heritage tourism. Producing a series of videos to highlight our assets along with our 'small town' charm, including information on lodging will be used in a marketing campaign for the economic benefit of Clay County and the town of Hayesville. Highlighting our natural resources, Jackrabbit Mountain Biking and Hiking Trails, Lake Chatuge, Fires Creek Recreation Area and Hiwassee River; our music, arts and crafts such as Peacock Performing Arts Playhouse/Songwriters Showcase, outdoor concerts and Festival on the Square and our historical buildings and heritage through Cherokee Homestead Exhibit, the Quanassee Path, the Historic Clay County Courthouse/Beal Center, quaint shops, renowned restaurants and breweries.

CCCRA has worked diligently over the past 25 years to bolster the natural and cultural assets that create pride for local citizens and attract visitors. This current project is an attempt to put our small town on the map for visitors to help promote economic tourism. For more information about CCCRA, visit: www.cccra-nc.org.

For information about The Conservation Funds Resourceful communities, visit: www.conservationfund.org.