



# CPFdn News

Weaving Partnerships to Improve the EBCI's Quality of Life and Strengthen Western North Carolina

Oct. 2005

## CPFdn Awards 21 New Grants Totaling \$2 Million

Cherokee Preservation Foundation (CPFdn) has awarded 21 new grants totaling just over \$2 million for environmental preservation, cultural preservation and economic development programs and projects that will benefit the Eastern Band of Cherokees and western North Carolina.

Seven of the environmental grants enable expansion of the Revitalization of Traditional Cherokee Artisan Resources (RTCAR) program that CPFdn is operating with assistance from the Eastern Band of Cherokee Indians (EBCI) and Western Carolina University. Through RTCAR, the EBCI is working to restore the traditional Cherokee balance between maintaining and using natural resources like river cane, white oak and clay. New grants will enable the tribe to have a complete understanding of the natural resources that exist today as it plans for a growing supply of the materials that Cherokee artisans need.

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## CPFdn Serves as Catalyst for Smart Economic Development

A key part of Cherokee Preservation Foundation's (CPFdn) mission is to facilitate economic development on and near tribal lands so that the Eastern Band of Cherokee Indians' economy is diverse and vibrant, and so all members of the community can prosper.

CPFdn pursues opportunities that enable the EBCI to preserve and enhance the natural resources and aesthetic appearance of Cherokee tribal lands in North Carolina, and it also concentrates on creating economic development that supports and nourishes traditional Cherokee values, including tribal members' sense of place, honor for the past and commitment to educating the children.

CPFdn's current economic development initiatives include:

**VISION QUALLA**, a community-based planning initiative and set of action plans that foster cultural tourism, small business development and entrepreneurialism on the Qualla Boundary. Vision Qualla has led to a revitalization plan for the Cherokee business district, as well as the securing of CDFI (Community Development Financial Institution) status for the EBCI's community development corporation. Vision Qualla will enable completion of a strategic plan for a new education complex for post-secondary education and training opportunities for tribal members and others in WNC, and it is also behind a new student internship program with local businesses that helps Cherokee youth see the expanding professional services required on the Qualla Boundary.

Vision Qualla also helped create a Knowledge Industry Advisory Council whose purpose is to help existing knowledge-based businesses grow, and to attract new businesses. Another result of the initiative is that the EBCI will develop a business recruitment package to attract retail and other appropriate businesses to the Qualla Boundary, and then prepare marketing information that details the advantages of doing business on the Boundary.

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## New Grants

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Other environmental grants will enable: the improvement of water quality in the Tuckaseegee basin by conducting clean water workshops for building contractors; the creation of a comprehensive EBCI tribal environmental policy and guidelines; the evaluation of environmental conditions on tribal lands; and the continuation of a relationship with EARTH University that will enable an EARTH University intern to complete a birding program for visitors to the Qualla Boundary and an eco-study tour in Costa Rica for Cherokee youth.

Two of CPFdn's cultural preservation grants will enable continued enrichment of Western Carolina University's Cherokee Studies program and a joint marketing effort between Cherokee Historical Association, the Museum of the Cherokee Indian and Qualla Arts and Crafts.

Economic development grants will provide design support to the new Cherokee Schools campus, and enable the creation of a business recruitment package to attract businesses to the Qualla Boundary.

## More about CPFdn's Impact on Economic Development

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**HEART OF CHEROKEE**, an initiative whose outcomes include a strategy for a Cherokee brand that is based on traditional Cherokee values and culture that will define the visitor experience; the exploration of a vision for a single entity that would develop and manage many of the activities of the Cherokee cultural campus; and an implementation plan for improving business, tourism, workforce and education data specific to the Qualla Boundary to help the community understand issues and make informed decisions.

**QUALLA-T**, a uniquely Cherokee customer service training program for hospitality businesses and their employees developed and delivered through a partnership of three rural community colleges in the region and CPFdn.

Ongoing support for **QUALLA FINANCIAL FREEDOM**, a financial literacy program that prepares the Tribe's next generation for responsibility and success.

Continuing support of the new **CHEROKEE CENTRAL SCHOOLS CAMPUS** with grants that are facilitating planning and design for the campus.

Regionally, CPFdn is providing support to the **BLUE RIDGE NATIONAL HERITAGE AREA**. A new grant will enable the creation of an educational exhibit promoting regional culture and history that will be housed at the Grove Arcade Public Market in Asheville. Part of the exhibit will focus on Cherokee heritage.

Since CPFdn's inception, it has made 264 grants for economic development, job creation, cultural preservation and economic protection totaling nearly \$17.9 million. Every \$1 awarded by CPFdn is being matched by \$1.36 of secured funds and grants or in-kind resources, making CPFdn's total impact to the region \$42 million over the past three years.

For more information about Cherokee Preservation Foundation, visit [www.cpfdn.org](http://www.cpfdn.org) on the Web or call the foundation at 828-497-5550.