

The Little Shop That Could... Did & Will Again

Toe River Crafts
A 501(c)(3) Co-Op
Art Gallery & Craft Shop
Located in
Burnsville, NC



A BIT OF HISTORY...



The Mission Of Toe River Crafts

- Encourage the development of crafts in Western NC.
- Demonstrate a high level of craftsmanship and design and to encourage the maintenance of the best of traditional mountain crafts.
- Give craftspeople the opportunity to display and market their work.
- Stimulate economic opportunity in rural NC by attracting visitors to the area.
- Promote the development of individual artist-craftspeople by providing the opportunity to share ideas and planning with fellow artists and craftspeople at regular yearly meetings and to be able to share their work with the wider community



THE LITTLE SHOP THAT COULD

In February of 1974 a group of artists from the Celo Community in Burnsville, North Carolina had a dream; to build an art gallery that would help support the growing artist community in the area.



The group worked up sketches of the proposed building along with a business plan based on the crafts people providing the labor and the Celo Community providing a loan for materials. The plan was approved and construction began.



On August 4, 1974 the shop opened for business and the Little Shop That Could was on its way...



Toe River Crafts opening day, 1974.





A CO-OPERATIVE SPIRIT

This sweet shop nestled in the Blue Ridge Mountains of Western NC was fashioned on the co-operative spirit of the community.



Toe River Crafts Co-Op Structure

- Board of Directors (Working Member Artists): President, Vice President, Treasurer & Secretary
- Working Member Artists: Comprised of board members & 4 - 8 additional artists
- Consignment Artists: 42 - 45 local artists
- One Paid Employee (Artist) - 3 days/wk



Working Members

The working members contribute 25% of their sales to the shop and volunteer 3-4 days a month to manage the shop. They also sit on various committees: jury, grounds, events and displays.



Consignment Members

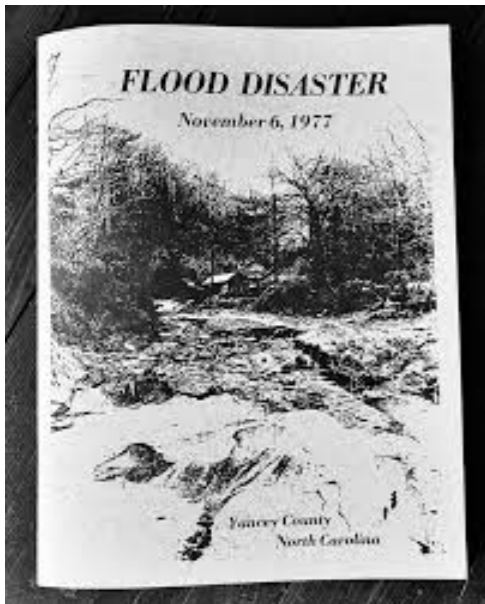
The consignment members contribute 40% of their sales to the shop. This % is in line with shop/gallery commissions in the area. They are not required to work in the shop. After a year as a consignment member, the artist has the opportunity to jury in as a working member based on space availability.





THE LITTLE SHOP THAT DID

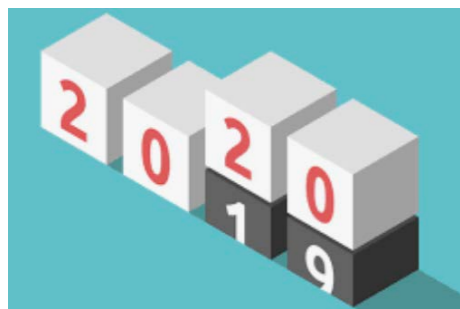
Over the decades the shop thrived and supported many artists, events and the community. It overcame many adversities and celebrated many milestones...



The 70's & 80's saw two floods.



The 2000's included our 35th & 40th anniversaries, many upgrades to the shop & a growing, thriving community.



The 90's brought Y2K & our 25th Anniversary.



Not even a global pandemic could stop our little shop. As Covid raged through WNC, Toe River Crafts stayed safely open to support our artists & community.



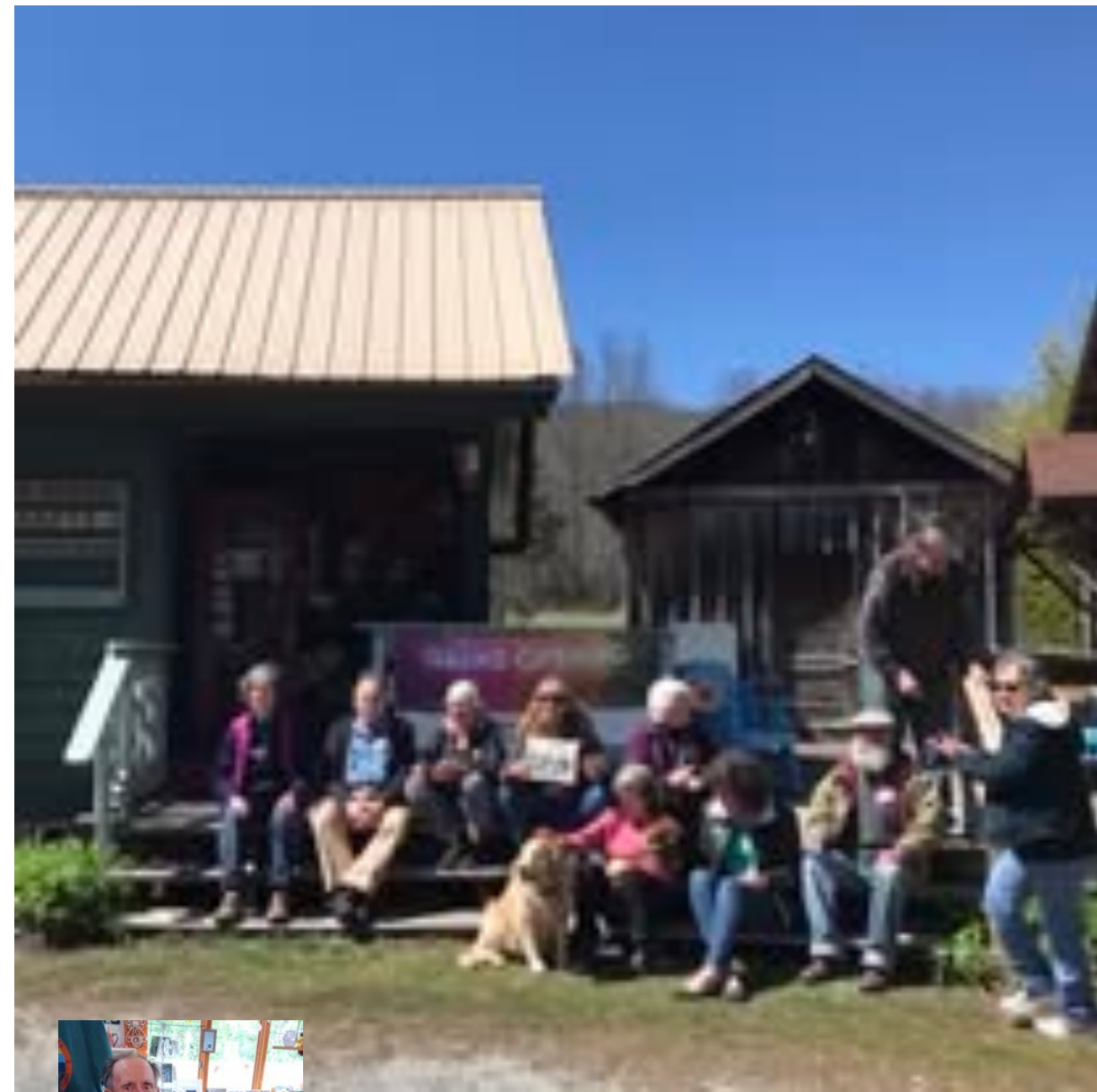
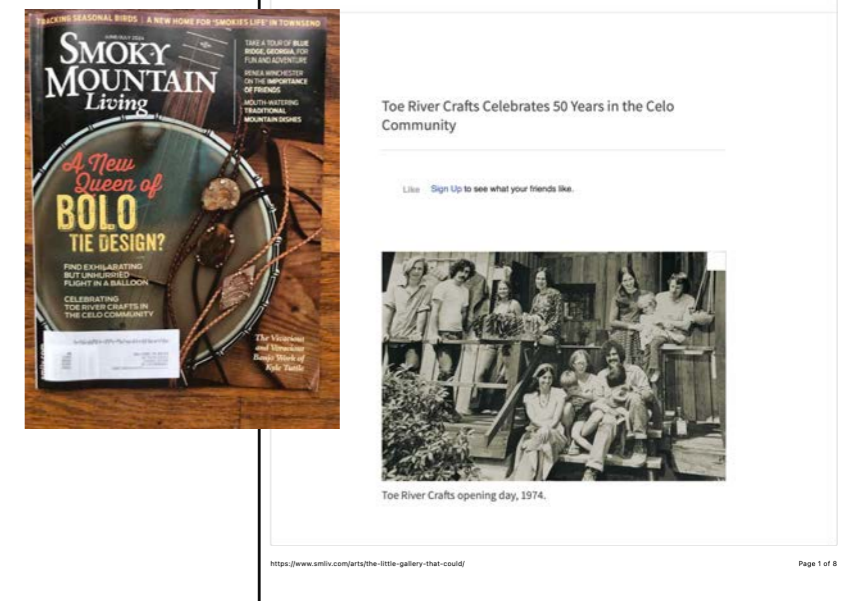
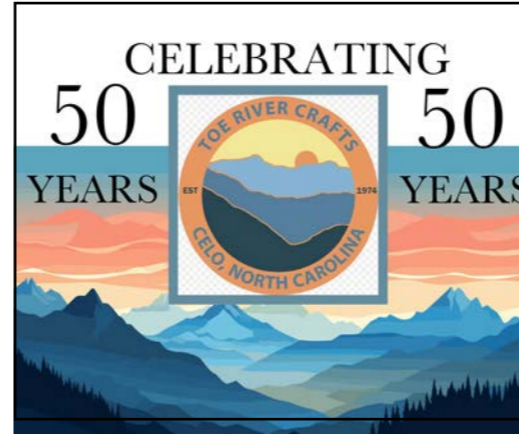
2024 was set to be a banner year...



2024: 50 YEARS OF SERVICE

Planning started early for our 50th year series of celebrations.

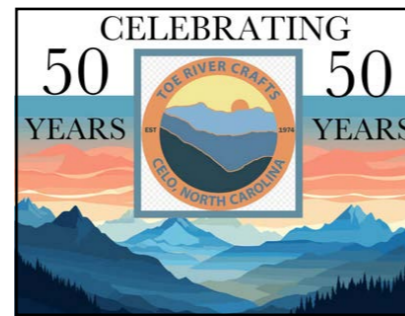
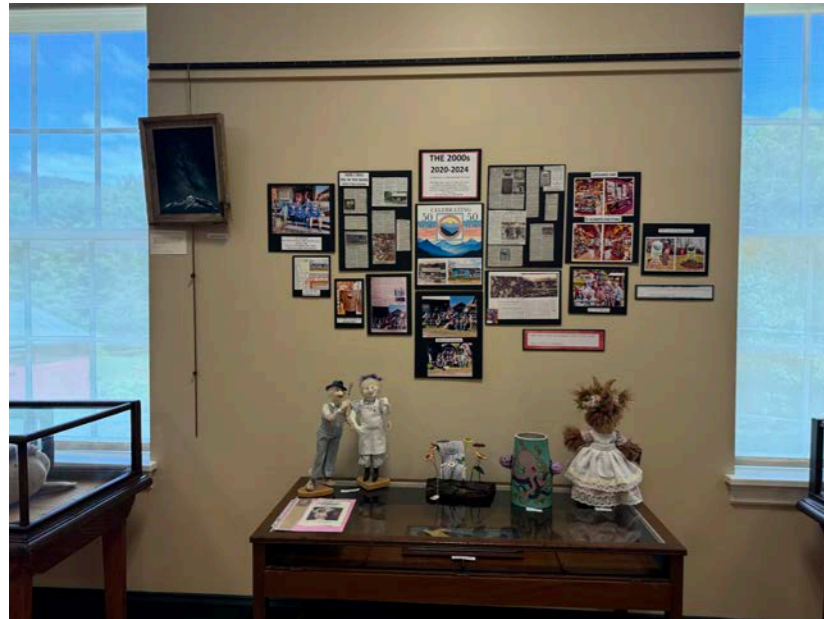
We received lots of local & regional press



We kicked off our season with a Founders Day Celebration. Many of the original founding members were on hand to share stories & memories.



2024: 50 YEARS OF SERVICE



A highlight of our opening season was a month long exhibit at the Yancey County Public Library.

The exhibit included a pictorial history of the shop and artwork by founding and former members.

The turnout and reactions to the exhibit were overwhelmingly positive.

2024 was shaping up to be our best year yet ...



September 27, 2024
Hurricane Helene Barrels Into WNC



IT'S ALL GONE





9.27.24 HURRICANE HELENE TOOK OUR SHOP

The building was lifted off its foundation by the flood, carried across and down Route 80 and smashed to pieces.



“Being challenged in life
is inevitable,
being defeated is optional.”



HELENE'S IMPACT

Hurricane Helene devastated the tourist and artistic communities in Western North Carolina. September is the start of the busiest tourist season in the region. Artists are busy filling their studios, galleries are stocking their shelves and arts events like craft shows, studio tours and holiday sales are in full swing. Below are a few statistics that will show the potential loss we are facing.

TOURISM IN WNC

Source: NC Newsline, October 4, 2024 By Brandon Kingdollar *

Source: ArtsVille USA, November 21, 2024 **

- WNC tourism industry brings in nearly 7.7 billion in visitor dollars each year according to 2023 estimates - about a fifth of the states total.*
- Each fall, western North Carolina receives millions of travelers eager to see the leaves change colors in the mountains.*
- Visitors to WNC spent 2.1 billion during fourth quarter 2023 (Marlise Taylor, Director of Tourism Research at Visit NC).**

ARTS & CRAFTS IN WNC

Source: Arts AVL, December 3, 2024*

Source: ArtsVille USA, November 21, 2024 **

- Creative industries in this region were responsible for nearly over 17,500 jobs (2022).*
- Additionally the area is one of 62 federally designated heritage areas because of it's rich craft and music traditions.*
- Artists, Arts Organizations and Galleries make an estimated 50 percent of their annual income during the last quarter of the year.**

TOE RIVER CRAFTS

Source: Toe River Crafts Board of Directors & Working Member Committee

- Toe River Crafts (TRC) has been a cornerstone of the WNC Arts & Crafts community for 50 years.
- We provide substantial income opportunities for local artists and a community environment that encourages collaboration, sharing and mentorship.
- In our 50 years we have built a loyal (and international) customer base that significantly contributes to tourism in the region. We actively participate and/or sponsor many favorite seasonal events - craft shows, studio tours, holiday and community events.

This is why we have set a aggressive timeline for our re-build. It's more than our dream. We see it as our obligation.



Rebuilding Toe River Crafts



THE LITTLE SHOP THAT WILL AGAIN



Following the storm our members met and unanimously voted to rebuild.

PHASE 1: Purchase Land - Winter 2025

PHASE 2: Grading & Site Preparation - Summer/Fall 2025

PHASE 3: Building Construction - Fall 2025/Winter 2026

PHASE 4: Interior Finishing & Fixture Installation - Winter/Spring 2026

OPENING DAY: JUNE 5, 2026

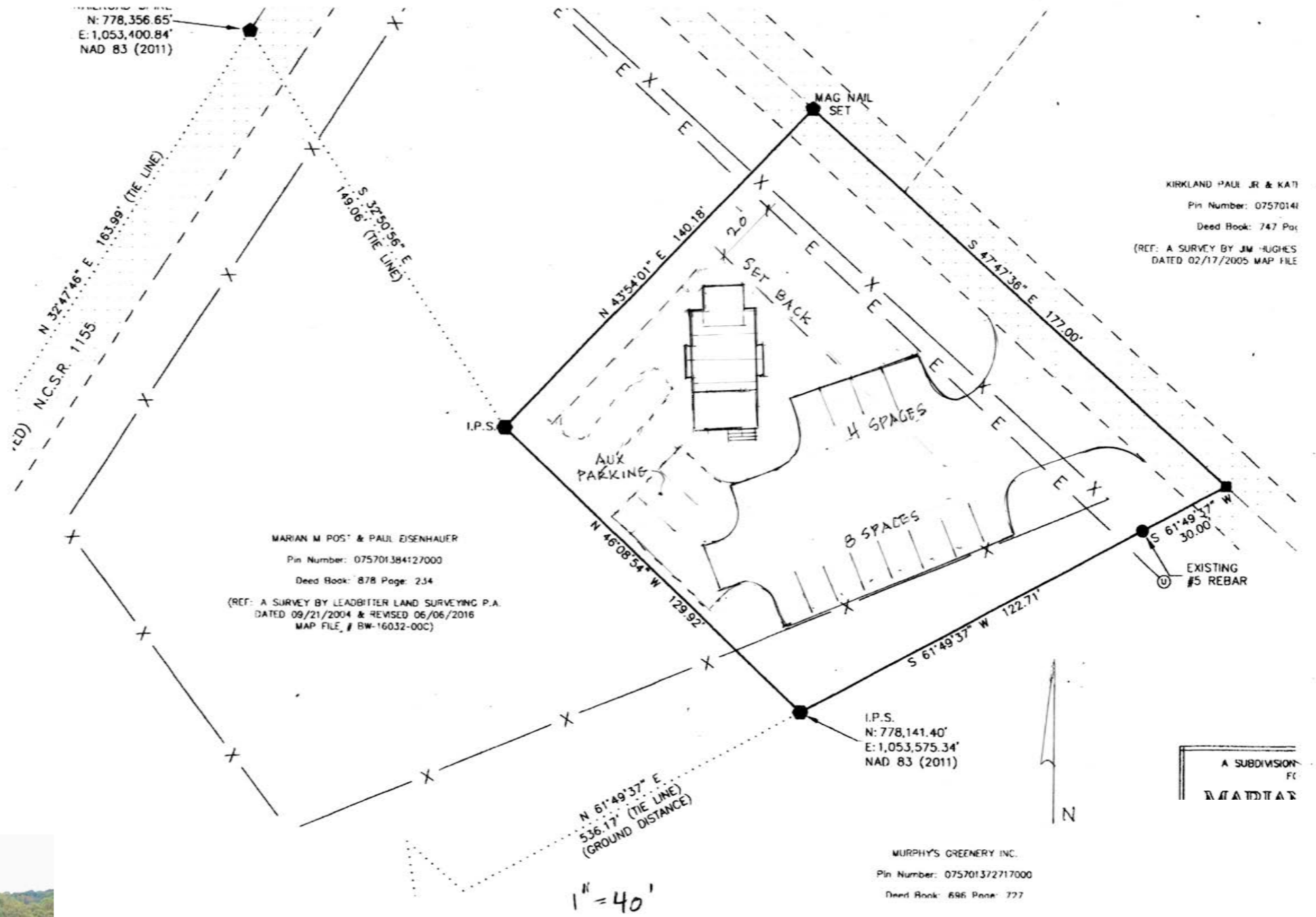
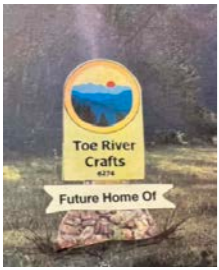


PHASE I: PURCHASE LAND



Winter 2025
Property has been purchased

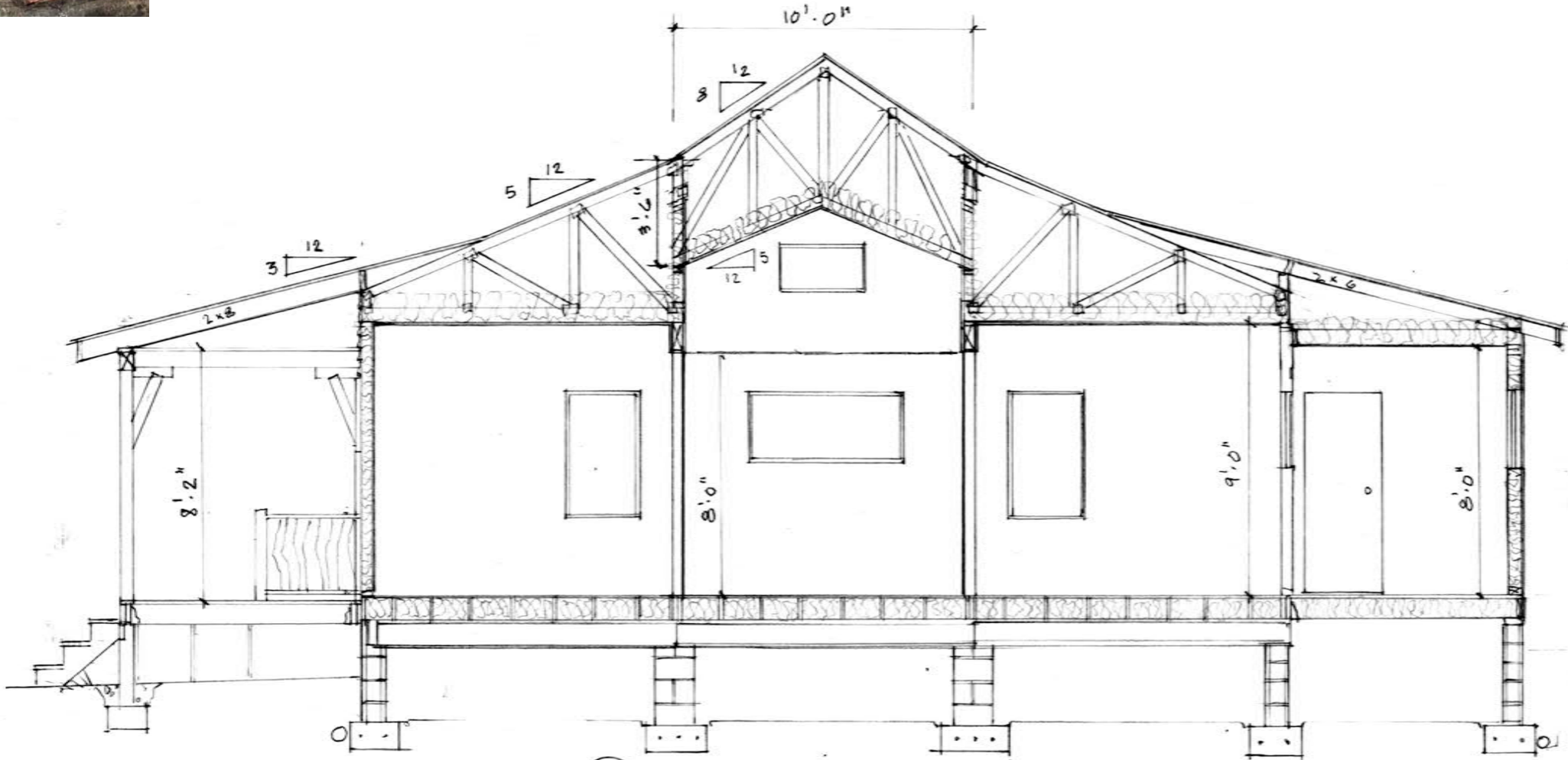
PHASE 2: GRADING & SITE PREPARATION



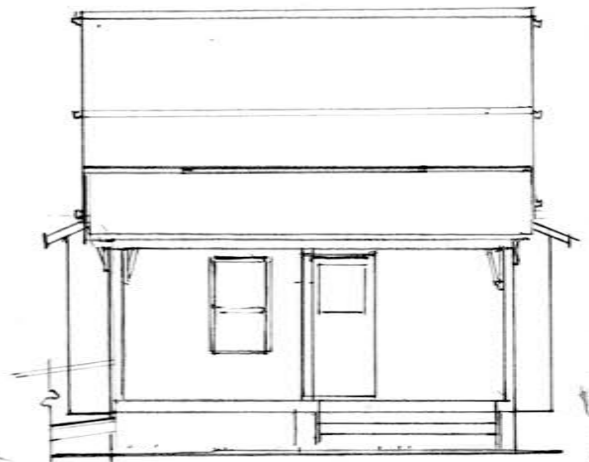
Summer / Fall 2025



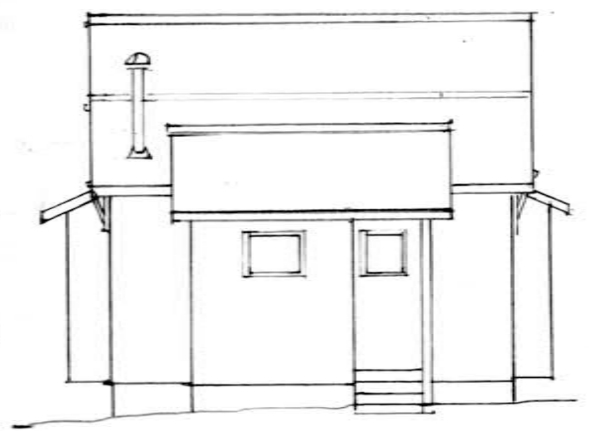
PHASE 3: BUILDING CONSTRUCTION



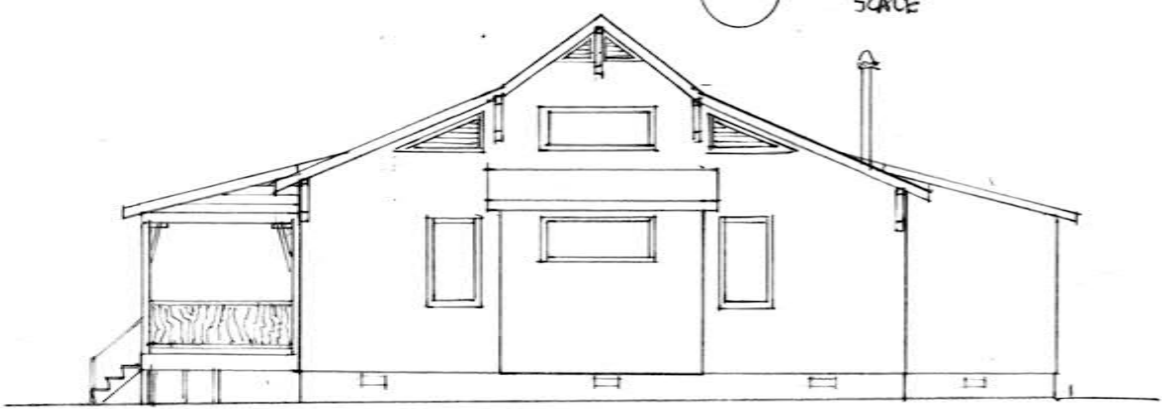
LONG SECTION THRU CENTER
SCALE: $\frac{1}{4}'' = 1'-0''$



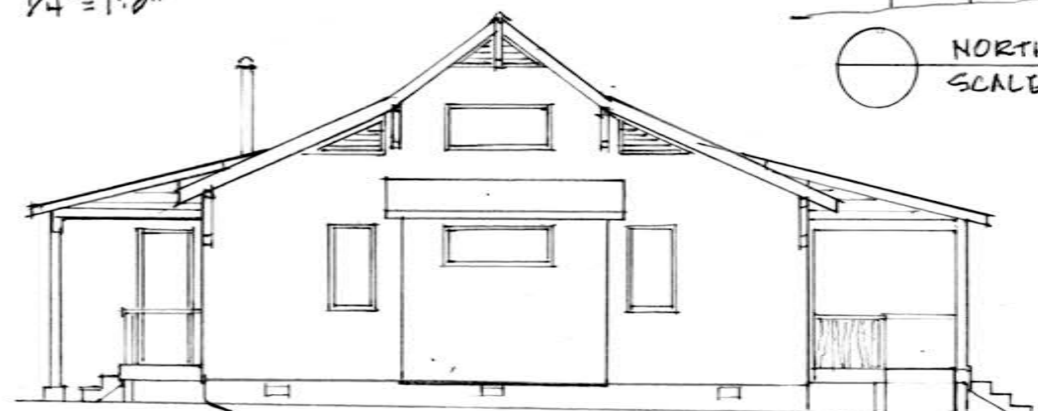
SOUTH ELEVATION
SCALE: $\frac{1}{8}'' = 1'-0''$



NORTH ELEVATION
SCALE: $\frac{1}{8}'' = 1'-0''$



EAST ELEVATION
SCALE: $\frac{1}{8}'' = 1'-0''$



WEST ELEVATION
SCALE: $\frac{1}{8}'' = 1'-0''$

Fall 2025 / Winter 2026



PHASE 3: BUILDING CONSTRUCTION



Fall 2025 / Winter 2026



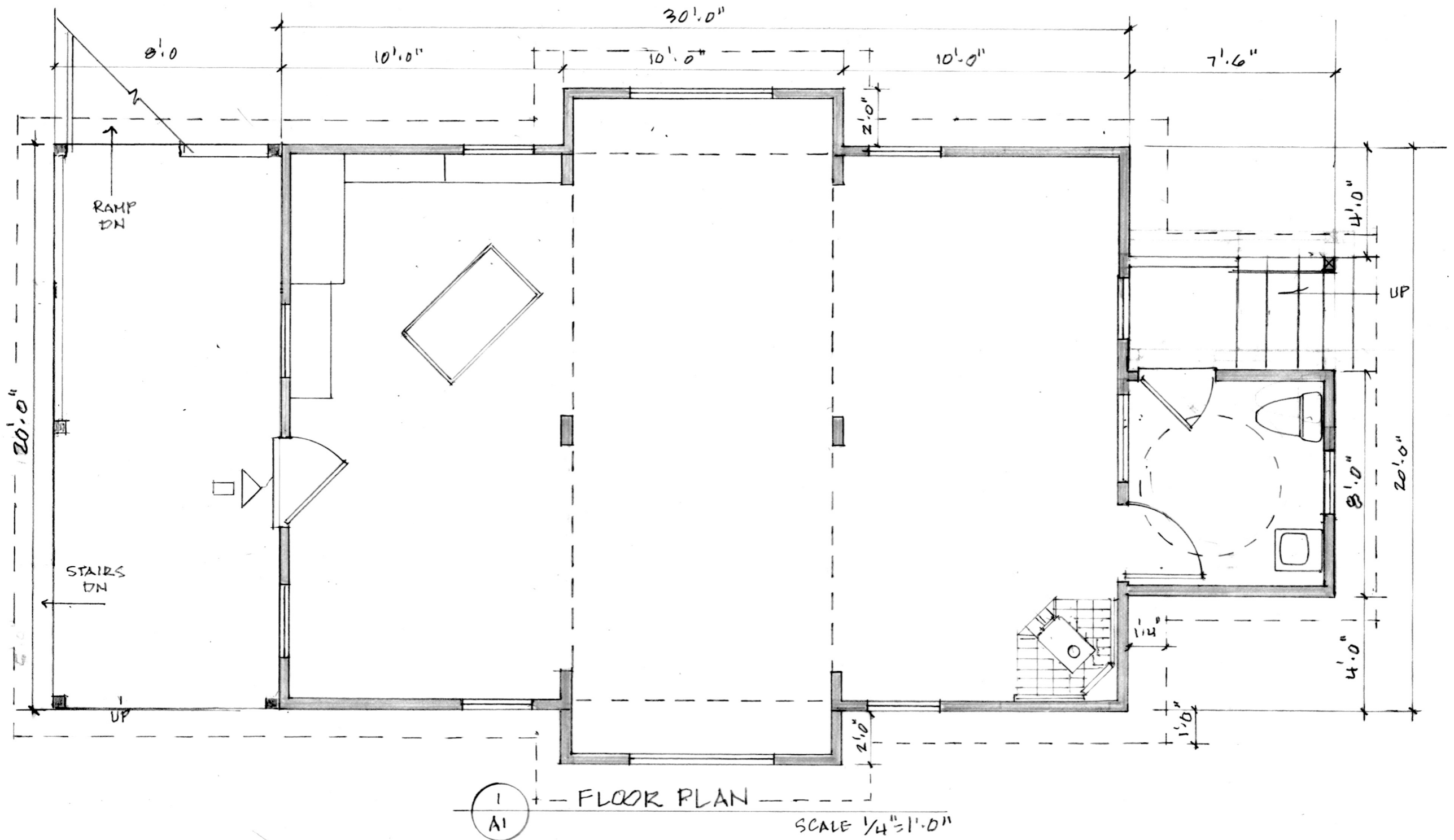
PHASE 3: BUILDING CONSTRUCTION



Fall 2025 / Winter 2026



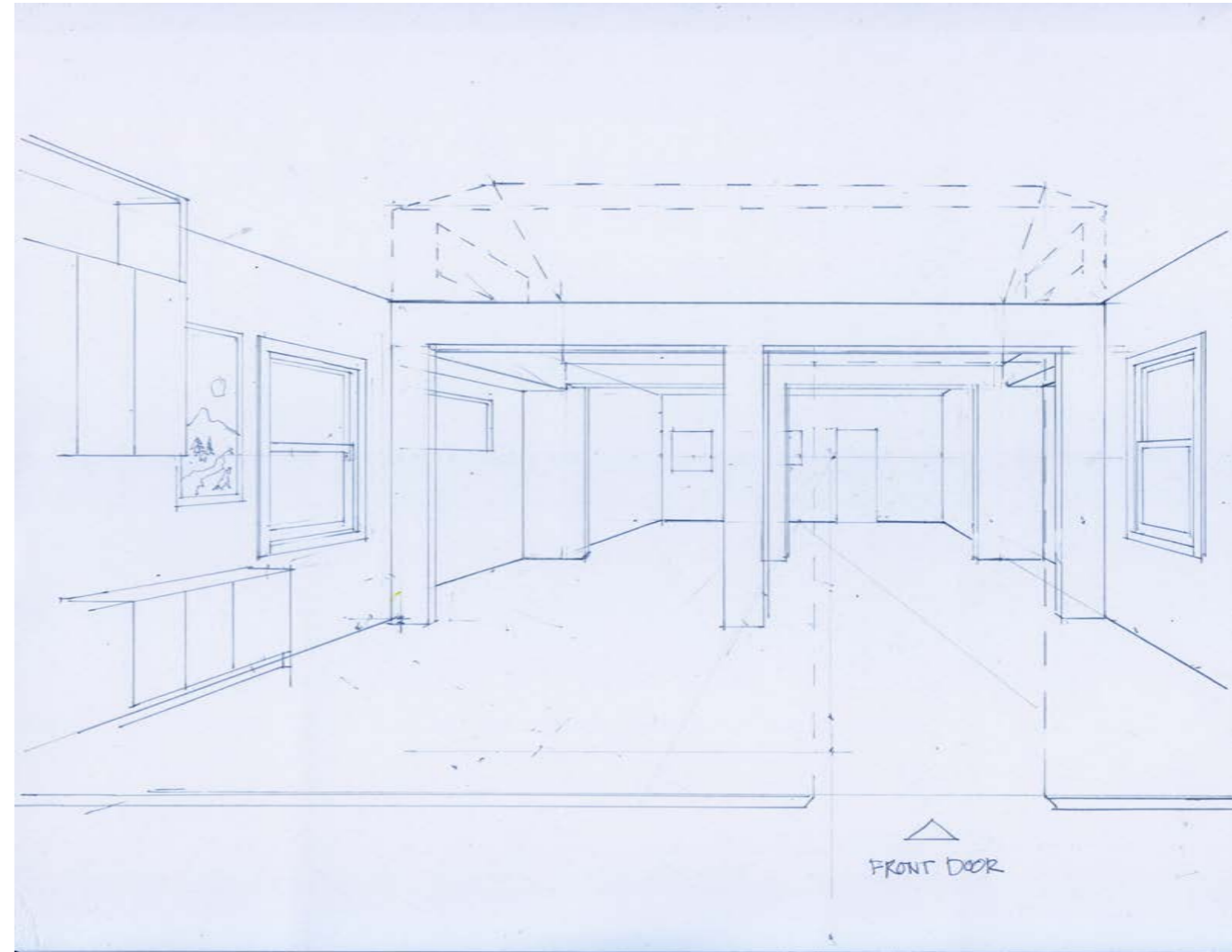
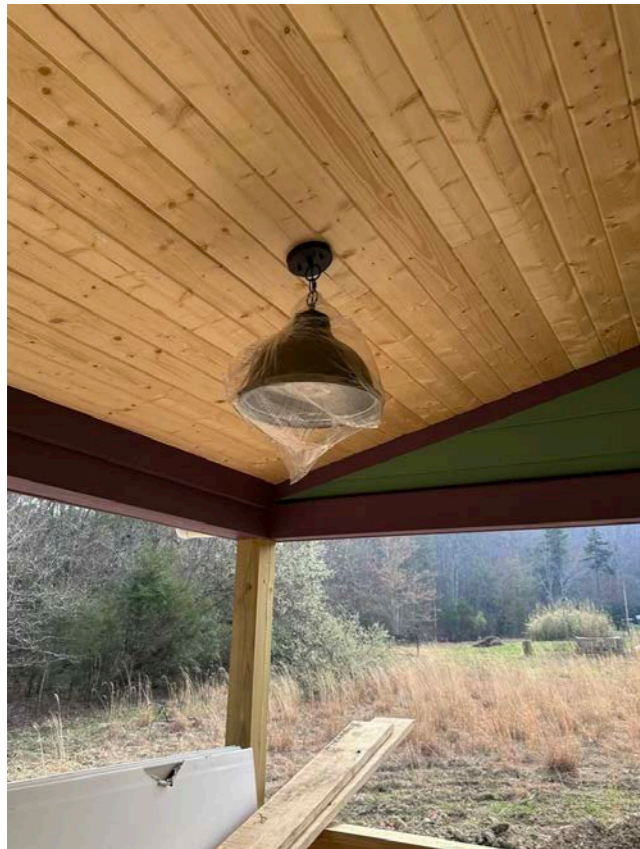
PHASE 4: INTERIOR FINISHING & FIXTURE INSTALLATION



Winter / Spring 2026



PHASE 4: INTERIOR FINISHING & FIXTURE INSTALLATION



Winter / Spring 2026



OPENING DAY JUNE 5, 2026



Toe River Crafts
Grand Opening Weekend
Friday - Sunday, June 5 - 7, 2026
10:00 am - 5:00 pm
Music * Food * Free Giveaways
Over 40 Artists Represented
Come Help Us Celebrate
4990 State Hwy 80 S, Burnsville, NC



9.27.24 Hurricane Helene



6.5.26 New TRC Opens