

Welcome to

Franklin
1855 *North Carolina*

Discover Us

Town of Franklin, North Carolina
P.O. Box 1479
95E. West Main Street
Franklin, NC 28744
(828) 524-2516
www.franklinnc.com

ABOUT FRANKLIN

Franklin, North Carolina is located in the southwestern mountains of Western North Carolina in the foothills of the Great Smoky Mountains. As the County Seat of Macon County, Franklin is home to approximately 3,600 citizens, but the population nearly doubles during the spring, summer and fall seasons due to our climate and the natural beauty of the area.

Franklin's geographical position puts us in the center of it all as we're centrally located from Atlanta, Georgia, Knoxville, Tennessee and Greenville/Spartanburg, South Carolina. This location enables us to enjoy a healthy tourism industry and as well as a place for second homes and vacation homes.

There is much to discover in Franklin including our heritage which is richly preserved at downtown museums and in the many festivals held here each year.

WHY FRANKLIN?

QUALITY OF LIFE

The Franklin area's "green factor" is unparalleled in the region. Almost one-half of the County is comprised of the Nantahala National Forest, the largest in North Carolina. We have a variety of outdoor activities such as whitewater rafting, fishing, rafting, hiking on the Appalachian and Bartram Trails, boating, skiing and more. The diversity of plants and animals in the county are among the highest in the United States. Macon County also has one of the lowest crime rates in the Southeastern U.S.

OUR PEOPLE

Franklin's defining attribute is our people. Our citizens are deeply involved in community activities including a variety of civic organizations, governmental boards & commissions and faith-based activities.

EDUCATION

We have an educated workforce with 61% of our citizens over 25 years old having completed high school, some college or an associate degree. 10% have bachelor degrees and almost 6% have a graduate or professional degree. Franklin has an exceptional public education system and is augmented by private education resources as well as a community college and nearby university.

CLIMATE

Our climate features four distinct seasons. Typically December and January are the coldest months with July and August the hottest. Our mean annual

temperature is 55F and varies from a mean low of 38F in January to a mean high of 71F in July.

HEALTHCARE

One hospital and two clinics serve Franklin as well as a locally based Air Ambulance service that supports regional medical facilities. Specialists covering all medical disciplines are available. A full range of supporting medical and dental practices are located throughout the Franklin area.

- Angel Medical Center
- VA Clinic
- Angel Urgent Care

DOING BUSINESS IN FRANKLIN

If you're looking to open or relocate a business you've found the perfect place. Franklin offers a refreshing change of pace you'll only find in the mountains of Western North Carolina. Our Main Street Program District is just that, encompassing the entire heart of Franklin, not just one street.

Location is everything with Franklin. As the hub of the far west of North Carolina we're located just over two hours from Atlanta, GA, Knoxville, TN and Greenville/Spartanburg, SC. Asheville, North Carolina is an hour to our east. This makes Franklin, North Carolina one of the most visited areas for tourism in the mountains.

The following are the steps you should undertake to locate a new business, or relocate an existing business in the area of the Town of Franklin, NC.

1. First, contact the Town Hall at 828-524-2516 and speak to the front office about the Privilege (Business) License provisions and requirements, including fees.
2. Then ask to speak to the Planning Department. They will ask about where you propose to locate and your type of business. They will check for any zoning issues that may be involved in what you propose to do.
3. If you are proposing to build a new building, the Planning Department can advise you of specific zoning requirements that are involved with the new construction.
4. The Planning Department can also advise you of other potential county requirements that you need to get information about before you make your decision. They can provide the contact information for the county officials that may be involved. Certain types of businesses have special requirements and some existing structures may need remodeling that may involve the County Health Department, the Building Department, and The Fire Marshal.
5. The Planning Department can also advise you of the sign regulations that are involved and any restrictions on size for your proposed signs.
6. Taking the time to research your plans first will save you in the long run and help you avoid problems that may affect your proposed use of property, and ultimately your business.

Taxes

The tax structure in North Carolina includes income tax on personal and business income. Sales tax is collected at the rate of 6.75% on all goods purchased with the exception of prescription drugs, gasoline, coin operated laundry, false teeth, eyeglasses, motor vehicles and goods purchased for resale. The sales tax on motor vehicles is 3%. In addition to sales tax on lodging, there is a 3% lodging tax. Property taxes are administered and levied by the town and county. Literally, a mill means one thousandth. For tax purposes: each mill generates \$1 of taxes for every \$1,000 of assessed value. Macon County has historically had the lowest or near lowest tax rate in North Carolina. For 2006, the tax rate was .37 per \$100 or 3.7 mills.

Infrastructure

Wastewater treatment capacity: 2.500m/g/d

Electric service: Duke Power

Phone service: Verizon

Natural gas service: Toccoa Natural Gas

Highways: US - 23, 441, and 64 NC -28

Broadband / Fiber Optics

BalsamWest FiberNET provides open and direct access to the most advanced telecom-communications infrastructure in Western North Carolina, Northern Georgia and Eastern Tennessee at prices and quality levels enjoyed in major metropolitan areas of the U.S.

Founding members, Drake Enterprises and the Eastern Band of Cherokee Indians, invested the necessary resources to provide open access to Next Generation Carrier Grade infrastructure to allow for light speed access to and from our region.

- Dark Fiber
- SONET Services
- Ethernet Services
- FlexBuild
- Collocation

Industrial Park - Macon County Industrial Park: 102 acres

Major Area Industrial Employers

- Shaw Industries – 220 employees
- Caterpillar Industries: 240 employees

- Whitley Products: 180 employees
- Tektone Mfg: 90 employees
- Duotech Services: 25 employees

New National Businesses Opened Within Past Two Years

McDonald's (second location) Cody's Roadhouse Fatz Café Sonic
Kerr Drugs

Communications / Media

Local newspapers: 4 Local radio stations: 3
Television networks: 4 Cable service: Franklin only
Internet service providers: 5

Business Services

Certified Entrepreneurial Community

As part of the economic development effort in Macon County, the Economic Development Commission (EDC) partnered with Advantage West's Certified Entrepreneur Community (CEC) initiative. Fundamental to the CEC program is establishing a broad based knowledge of the business environment in the county followed by development of a community strategy for continued business support. A key step is assessing and/or establishing community support for entrepreneurs thru community participation and governmental support. Macon County Commissioners and the EDC enthusiastically embraced the program and a group of citizens volunteered to lead the effort. At present Macon County is nearing completion of the rigorous five-step process to receive certification as a Certified Entrepreneurial Community.

STEP Program – Small Town Economic Prosperity

The Small Towns Initiative of the North Rural Center grew out of the recognition that North Carolina's smallest places serve a major role in the economic, social and cultural well being of the state as a whole. Some 920,000 people have chosen to live, work, raise their families and retire in the state's small towns, and thousands more live in nearby rural communities. Small towns account for more than 1,300 square miles of land area and have an assessed private property value of more than \$83 billion. Many serve as hubs of commerce, springboards of entrepreneurship, distribution centers and seats of government. They provide outlets for recreation and give focus to civic and cultural life. Small towns pull together and help define what it is to be a community.

Franklin is one of 45 communities are currently participating in the program. The first phase of Franklin's participation in the program is supported by a \$30,000 grant and entails identifying assets and how they can be improved or augmented.

The second phase, implementation of projects the group chooses, will be supported by a \$100,000 grant. A Leadership Team meets monthly in the cafeteria of Angel Medical Center.

Main Street Program

Franklin re-entered the State's Main Street Program in 2006 to rekindle and reinforce the economic vitality of the downtown district of Franklin, North Carolina. Instead of focusing on one street, the entire business district of downtown Franklin, NC is part of this program. This unique and ambitious approach serves as a model to other towns and cities across the United States that wish to make their program focus on a district versus a single street or neighborhood.

The Main Street Program is currently working to put the finishing touches on a Master Plan which address not only the look of the district (sidewalks, streetscape, etc.) but also wayfinding signage, traffic flow, and a new brand for the program district (see attachments).

AdvantageWest

This Asheville, NC based group serves the 23 counties of Western North Carolina through a diverse array of programs. AdvantageWest programs include: Blue Ridge Advanced Manufacturing Initiative, Blue Ridge Food Ventures, Blue Ridge Entrepreneurial Council, Certified Entrepreneurial Community Program, WNC Film Commission and MountainSouth USA.

Their strategic partners include North Carolina Department of Commerce, Blue Ridge National Heritage Area, and Blue Ridge Angel Investors Network.

Important Phone Numbers

- Town Office - (828) 524-2516
- Franklin Police Department - (828) 524-2864 or (828) 524-2255
- Franklin Fire and Rescue - (828) 524-2332
- Water Treatment Plant - (828) 369-8998
- Wastewater Plant - (828) 524-4492
- Franklin ABC Board - (828) 369-9247
- Chamber of Commerce - (828) 524-3161
- NC DMV (License Bureau) - (828) 524-3592
- NC DMV (Tag Office) - (828) 369-8165 Within 30 days of establishing residency, you must obtain a North Carolina automobile tag. This may be done at 118 East Depot Street.
- J & B Disposal- (828) 369-2199
- Duke Energy 369-4500
- U.S. Post Office 828-524-3219 Depot Street Franklin, NC 28734

- New residents may obtain phone service from Verizon by calling (800)483-4000. In addition, there are a number of cell phone providers and local Internet service providers.
- Toccoa Natural Gas - (828)349-1222

Current Franklin Area Initiatives & Projects



Smoky Mountain Center for the Performing Arts

Opening in the Summer of 2009 this 40,000 square feet facility will play host to concerts, passion plays, musical productions, professional drama troupes, choral festivals, recitals, and more. The facility features 1,500 seats and state-of-the-art digital sound.

Little Tennessee River Greenway

This six mile walkway winds its way through the heart of downtown Franklin and along the Little Tennessee River. Reflecting the extraordinarily rich diversity of the Macon County landscape, visitors can experience wetlands, stroll through two rail road cuts left behind by the Tallulah Falls Railroad, wander alongside an old pasture, catch sight of the desert agave, and experience the upland woods.

Shops at Riverwalk

One of Franklin's oldest shopping centers will soon get a face lift to become the Shops at Riverwalk. The proximity of the property next to the Little Tennessee River and the Greenway inspired plans for this new shopping village. This multi-million dollar endeavor is tentatively scheduled to begin in 2012.

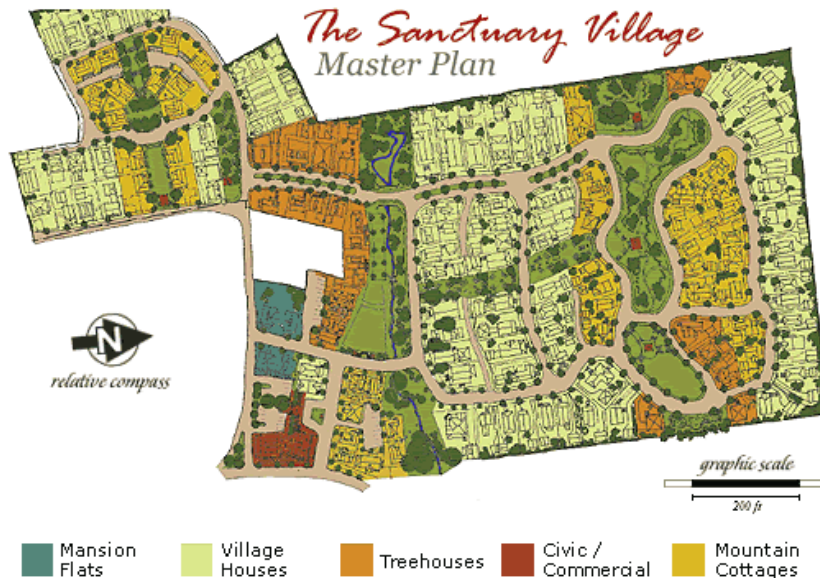


Quilt Trails of Western North Carolina

Inspired by similar projects in neighboring states this project has blossomed since its debut in North Carolina in 2007. Franklin has joined this heritage project and is in the early stages of development. Funding for this project has been provided by local Tourism Development groups.

The Sanctuary Village

Sanctuary Village is a new Traditional Neighborhood Development in the mountains of North Carolina. First-phase construction has begun on what will be a walkable, mixed-use community five blocks from Franklin's historic Main Street. This will be a neighborhood of porches, parks, and walking paths -- all within easy strolls to shopping, restaurants, and entertainment in downtown Franklin. There's an architect-designed housing option for everyone, whether it's a moderately sized single-family home with a garage apartment or a cozy cottage or a mansion flat in a building served by an elevator, all this with low maintenance costs and high energy efficiency.





Appalachian Gateway Community / Trail Town Program

The Gateway/Trail Town Program is designed to act as a catalyst for enhancing economic development, engaging community citizens as Trail users and stewards, aiding local municipalities and regional areas with green infrastructure planning and helping to elevate the visibility of the Trail as a resource and asset. The program also serves to highlight and recognize those communities who are taking steps to ensure

the ongoing protection of their natural and recreational resources while investing in their future as a charming, memorable destination through long-term economic viability.

Benefits for Communities & Towns

Short Term:

- National designation
- Recognition and visibility through signage, press releases, ATC's Web site and *A.T. Journeys* magazine, plaques in town halls and window decals for businesses
- Local library donations
- Enhanced partnerships with public land agencies and volunteers
- Increased public awareness about the Appalachian Trail
- Teacher eligibility for a place-based education and service-learning program

Long Term:

- Increased community viability and economic health
- Increased community environmental stewardship
- Increased sense of place and cultural sustainability
- Trail-friendly promotion through ATC assisted marketing techniques

Farmer's Market

There are currently two Farmer's Markets that operate within the city limits of Franklin. Public parking plays host to on market on Palmer Street on Saturdays during the growing season. A second market is located at the Shops at Riverwalk on Wednesdays.

2009 EVENTS In the Franklin Main Street Program District

- January 17 - Burns Night in Tartan Hall at First Presbyterian Church. 5:30 p.m. For information call 828-524-7472.
- March 28 - Vietnam Veteran's Parade - Downtown Franklin - 10:00 a.m. For information call 828-488-5870.
- April 4 - Franklin's Trail Days - The inaugural event to celebrate the Appalachian Trail and its many contributions to our community.
- June 19-21 Taste of Scotland Weekend
 - June 19 - Ceilidh - Scottish Musical Party and BBQ dinner. Downtown Gazebo, Franklin, NC. 6 p.m. For details call (828)524-7472 or e-mail: claire@dometrics.com
 - June 20 - 13th Annual Taste of Scotland - Street festival with all things Scottish including entertainment, clans, authentic Scottish foods, music & dancing, Pipe & Drum Bands, parade, Border Collie demonstrations, crafts, shortbread contest, children's Highland games and many other contests. Free Admission. 9am to 5pm. For information call (828)524-7472 or e-mail claire@dometrics.com
 - June 21 - Kirkin of the Tartans - First Presbyterian Church
- July 4 - 4th of July Parade in Historic Downtown Franklin 10am until 1 pm. Parade line up begins at 9:30am and parade is 10:00 am. Contact Linda Schlott at 828-524-2516 for more information
- July 18 & 19 - 5th Annual Franklin Folk Festival - A celebration of Appalachian heritage in Downtown Franklin. Over 40 living exhibits of authentic mountain living, food, entertainment and more. Call 828-369-7411 for details. Sponsored by Macon County Folk Heritage Association.
- August 8 - 13th Annual Smoky Mountain Shrimp Boil to benefit Macon County Habitat for Humanity. Tartan Hall - First Presbyterian Church. All you can eat boiled shrimp and lots of other goodies. 4pm - 8pm. Call 828-369-3716 for information.
- October 23 & 24 - 13th Annual Pumpkin Fest
 - October 23 - Hayrides from East Franklin Shopping Center from 3pm - 6pm, After School Treats for the kids in East Franklin Shopping Center from 3pm - 5pm.
 - October 24 - Street festival along Main Street with crafters, Famous Pumpkin Roll, Live Music all day, Pie Eating Contest, Games, Costume Contest and Parade along with Food. 9:00 a.m. to 5:00 p.m. Call 828-524-2516.
- November 11 - Veteran's Parade - Downtown Franklin. Contact Linda Schlott at 828-524-2516
- November 27 - Annual Holiday Tree Lighting Ceremony on the Square in Downtown Franklin - 7pm - Free cider, cookies & music. Contact 828-524-2516.
- November 29 - Annual Franklin Christmas Parade - 3pm - Through the streets of downtown Franklin. Call the Franklin Chamber of Commerce for information at 828-524-3161.

- December 4 & 11 - Window Wonderland - The first two Fridays after Thanksgiving from 5pm - 8pm - This Holiday Celebration on Townhill in Franklin features "living" window displays of the season, carolers and other sounds of the season, carriage rides, refreshments and more! Contact 828-524-0476.