



The Great Smoky Mountain Heritage Center seeks a unique tenant on the Peaceful Side of the Smokies

Great Smoky Mountains
HERITAGE CENTER
TOWNSEND, TENNESSEE



EVENTS & TICKETS
CHECK NOW!



AVAILABLE | Unique Business Opportunity in Townsend, Tennessee



Keith Widmer
865-777-0000 Office
keithwidmer@sigreusa.com

Nick Widmer
865-777-0000 Office
865-567-4237 Mobile
nickwidmer@sigreusa.com

*As part of 2022 Master Plan development, the **Great Smoky Mountains Heritage Center** is seeking a tenant and strategic relationship for a restaurant or other appropriate commercial venue on a 1.45 outparcel on the Heritage Center Campus.*

2023 GSMHC Master Plan

DEVELOPMENT PROPOSAL

As part of 2022 Master Plan development, the Great Smoky Mountains Heritage Center is seeking a tenant and strategic partner for restaurant or other appropriate commercial venue on 1.45 acre outparcel on the Heritage Center campus.

In January 2023, the GSMHC Board of Directors approved the Conceptual Site Master Plan for responsible growth.

Heritage Center Campus Master Plan



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The **proposed site plan** provides for growth including parking, the new historical 1830s Farmstead, future village expansion, an events courtyard, a music & food plaza, new restrooms and much more.

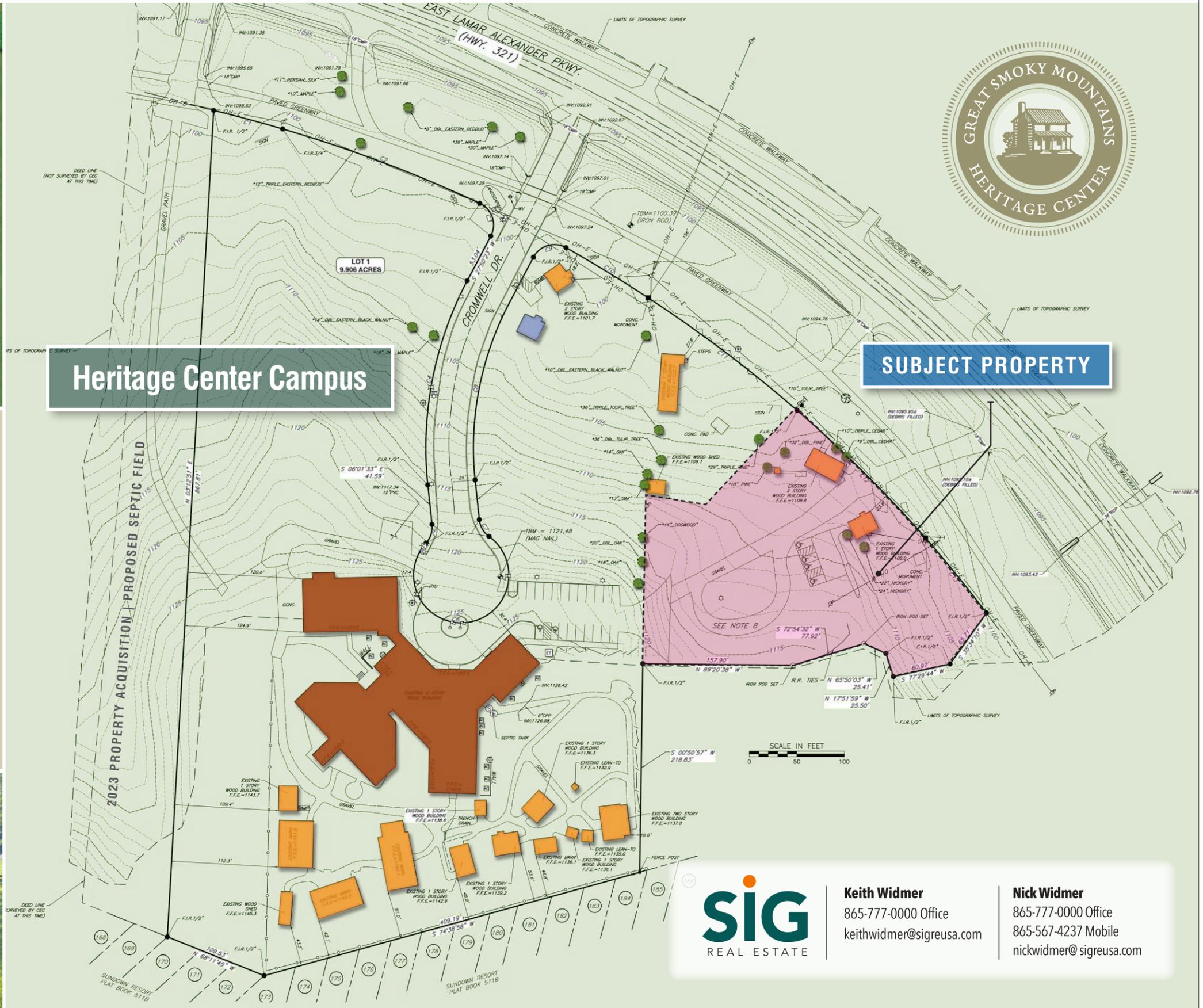


SUBJECT PROPERTY

1.45 acre Outparcel available for tourism-based commercial venture.

Proposed and Existing Amenities:

- A. NEW GATEWAY ICON
- B. ANDERSON CABIN
- C. DAVIS CABIN
- D. HEIRLOOM GARDEN
- E. LIVING HERITAGE FARMSTEAD
- F. FUTURE CABIN LOCATIONS
- G. ORCHARD
- H. MAPLES CABIN
- J. NEW MAINTENANCE FACILITY
- L. GREENROOM / BATHROOM
- M. EAST LAMAR ALEXANDER PARKWAY
- N. NATIONAL PARK SERVICE
- O. FUTURE VILLAGE EXPANSION
- P. EVENTS COURTYARD
- Q. EXISTING HISTORIC STRUCTURES
- R. FUTURE EXHIBIT SPACE
- S. GIFT SHOP AND TICKETS (4,000 SF)
- T. VISITOR PARKING (211 SPACES)
- U. GATE
- V. MUSIC & FOOD PLAZA
- W. AMPHITHEATER
- X. CONVERTED RESTROOM BUILDING
- Y. BUS PARKING
- Z. RELOCATED SEPTIC FIELD



2022 Master Planning Site Survey

Survey does not include:

1830s FARMSTEAD

- New Historical Cabins
- New Sidewalks
- New Canteliever Barn
- New Heirloom Garden



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GSM Heritage Center & Historic Village

SUBJECT PROPERTY

1830s Farmstead and Historic Structures

6,350 ADT

Townsend Bike Trail



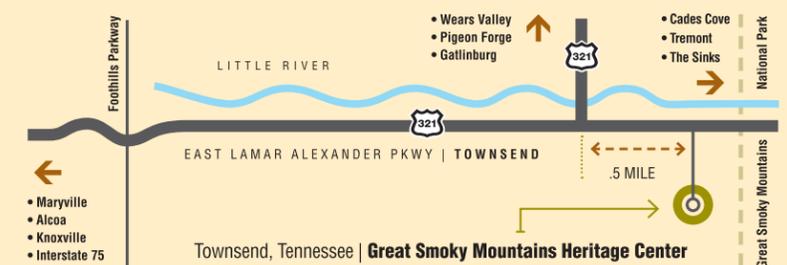
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Great Smoky Mountains
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- Strategically located Destination Attraction
- 75,000 annual visitors to Heritage Center
- 6,350 Average Daily Traffic @ Park Entrance

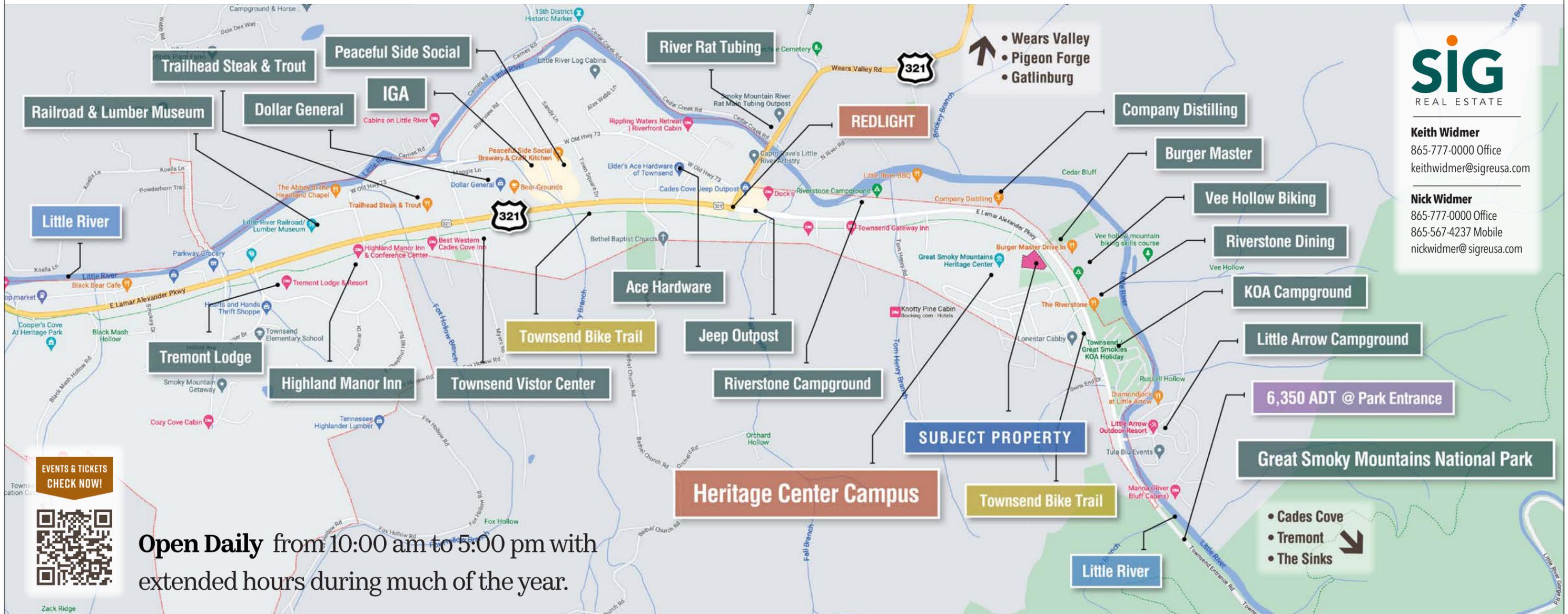
- Yards from entrance to GSM National Park
- Align with Heritage Center Programming
- Adjacent to Townsend Bike Trail





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Strategic Relationship with GSMHC

Adjacent to Several Large Campgrounds

Gateway to GSM National Park

Link to GSMHC Septic System

- Partnership with Destination Attraction
- 70,000 annual visitors to Heritage Center
- 6,350 Average Daily Traffic
- Yards from entrance to GSM National Park
- Align with Heritage Center Programming

- Adjacent to 1830s Farmstead
- Adjacent to Historic Cabins & Barn
- Adjacent to Townsend Bike Trail
- Pedestrian Pathways to Historic Farmstead
- Special Event Support for Heritage Center



This recent acquisition, Ole' Death, a world famous gun, is the sort of artifact that might be placed on temporary display in a restaurant environment.

Relevant Themes & Inspiration for Development

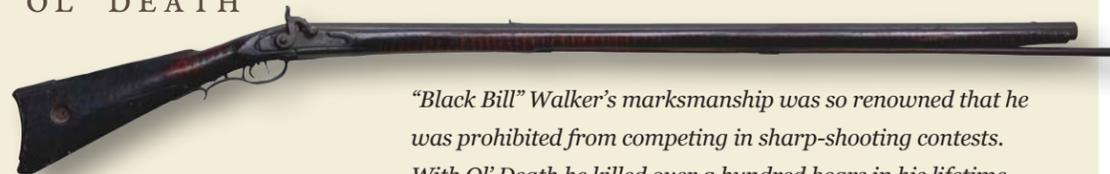
The commercial concept will leverage the progress outlined in the Heritage Center Master Plan and will share the benefits of the growth of the Heritage Center Brand as the Cultural Center of the region and premier destination attraction for Townsend.



Potential benefits of strategic alignment and physical location:

- Museum-Branded Gift Inventory
- Align with Heritage Center Programming
- Pedestrian Pathways to Historic Exhibits
- Special Event Support for Heritage Center
- Breakfast under-served in Townsend
- Livestock - 1830s Farmstead
- Align with Concert Calendar
- Temporary Artifact Displays - Attractions
- Heirloom Appalachian Menu Items
- Campground Takeout - Picnic Center
- Food Prep for National Park Visits - Picnics
- Bicycle Ride Themes - Food Prep - Picnics

OL' DEATH



"Black Bill" Walker's marksmanship was so renowned that he was prohibited from competing in sharp-shooting contests. With Ol' Death he killed over a hundred bears in his lifetime.

Each year, the Heritage Center is the site of numerous festivals, special events and concerts.



Great Smoky Mountains HERITAGE CENTER

VISIT
TOWNSEND
TENNESSEE



Plan your visit today...

Visit gsmheritagecenter.org to see our full calendar of events.

No trip to Townsend is complete without a visit to the **GSM Heritage Center**. Connect with the spirit and history of Townsend, Cades Cove, and the Great Smoky Mountains. Our museums, educational programs and events offer something for everyone!



- APPALACHIAN VILLAGE
- NATIVE AMERICAN GALLERY
- HEIRLOOM GARDENS
- CONCERTS & EVENTS
- LIVING HISTORY DEMOS



Join us for our Friday Night Concert Series from May through October...



Heritage Center Annual Events:

- Spring: Smoky Mountain Fiber Fair
- Spring: Tennessee Pottery Festival
- Summer: Tastes of the Smokies
- Summer: Friday Night Concerts
- Fall: Blue Ribbon Country Fair
- Winter: Christmas in the Village
- Winter: Winter Heritage Festival

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- CONVERTED RESTROOM BUILDING
- BUS PARKING
- RELOCATED SEPTIC FIELD
- **RETAIL | RESTAURANT**

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CONCEPTUAL SITE MASTER PLAN

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