

Madison County Heritage Development Plan



Produced in partnership with and for the citizens of Madison County in collaboration with the Blue Ridge National Heritage Area

2006/2007 UPDATE

Madison County Heritage Development Plan

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A Brief Overview of Madison County's History

The first settlers probably came to what is now called Madison County in the late 1780's. Most were Scotch-Irish or German immigrants. Some were English and came from established colonies such as Charleston, SC. At first they followed the Cherokee trails and the many streams that lined the hollows. Later they moved along the wagon roads from Virginia and Tennessee over Sams Gap and along the old gravel stagecoach road by the French Broad River. The latter, called the Buncombe Turnpike was built in 1827, and served as the main route for the drovers, men who herded thousands of turkeys, mules, hogs and cattle between Eastern Tennessee and South Carolina markets until the railroad first appeared in 1882. The advent of the railroad ended this trade, but built up Hot Springs as a resort for the wealthy, seeking cool mountain air and restoration in the mineral baths. The railroad also opened up the county, to logging companies, and several communities, now gone, such as Reunion and Stackhouse. They had flourished during the days of the lumber mills.

Madison County, named for President James Madison, was formed in 1851, from parts of the then, huge Buncombe County and Yancey County. The county seat of Marshall, originally called Lapland, was named for U.S. Chief Justice, John Marshall.

When the railroad lost ground to automobile transportation, Madison County settled back into isolation from the forces developing the rest of the United States. The State found it too expensive to build roads in the mountains until the early 1960's, when road building in Appalachia received greater priority. Improvements have been made along several routes including Rt. 235-70, and the upgrading of U.S. Highway 23, to Interstate I-26, from Mars Hill to the North Carolina-Tennessee State Line at Sams Gap. The new scenic section of our nation's interstate highway system connects to the James H. Guillen Parkway in Tennessee.

The county is known for its mountain ballads, hooked rugs, small farms and traditional mountain culture.

An Overview of the Heritage Planning Process in Madison County

The overarching objectives in Madison County's heritage development plan relate to the preservation and celebration of Madison County's natural and cultural resources. A core team of community leaders representing the Chamber of Commerce, Mars Hill College, the Genealogical Society, the Madison County Arts Council, the Cooperative Extension, and long-time residents organized the content presented on the following pages.

In recent years, Madison County has had a number of successes regarding heritage development. They include participation in Handmade in America's small towns program – where Marshall, Mars Hill, and Hot Springs are all participants; the success of the nearly year-round Farmer's & Artisans Market; the Bluff Mountain Festival; new productions from SART focusing on local history; Madison County Heritage Day Festival and Blue Ridge Music Week both at Mars Hill College.

The initiatives outlined on the following pages are the culmination of a review of community survey feedback, alongside important dialogue regarding the impact and feasibility of the many projects discussed. Feedback from the survey, the existing Small Town planning documents, and a recent economic development report provided a valuable framework for the heritage planning team in assessing Madison County's priorities and challenges.

**MADISON COUNTY HERITAGE DEVELOPMENT PLAN
SUMMARY CHART of HERITAGE INITIATIVES**

Initiative Name	Estimated Costs
Promoting Farmers' Tailgate Markets as an Agricultural Heritage Experience: Appalachian Sustainable Agriculture Project (ASAP)	\$ 130,000
Appalachian Trail Conservancy / Hot Springs Gateway Trail Town Partnership	\$ 100,000
Blue Ridge National Heritage Area AgriCultural Tourism Center , Part A. Conference Center	\$ 3,051,419
<i>BRNHA Agricultural Tourism Center, Part B - Capacity Building for Farm/Nature/Adventure/Artisan Attractions</i>	<i>Not included as of 9/1/2005</i>
Conservation Fund Documentary - Hot Springs Gateway Trail Town Partnership	\$ 35,000
Ebbs Chapel School Foundation - Heritage Resource Center	\$ 187,100
Handmade In America Small Towns Initiative	<i>Varying by project and community needs identified</i>
Perpetuating the region's traditional music for youth (modeled after and an expansion of the JAM program)	\$ 85,000
A Plan for Linking Lands & Communities across the Blue Ridge National Heritage Area (aka Designing a Green Infrastructure Network for the BRNHA) – pilot project	
Madison County Arts Council Barn Quilt Project	\$ 67,500
Madison County Fairgrounds	\$ 4,000,000
Creating a Gateway to Madison County Tourism - Mars Hill College Rural Life Museum Upgrades	\$ 368,318
Mars Hill College Sesquicentennial Celebrations	\$ 61,500
Old Mars Hill High School Building Restoration and Re Use	\$ 200,000
Preserving the Mountain Family Farm	\$ 50,000
Dramatization of local Heritage & Historical Events - SART Heritage Play Series – adaptation of Shelton Laurel & new Lunsford production	\$ 40,000
SART Heritage Play Series	<i>Varies by Production</i>
Trails by Rails - Marshall Greenway	\$ 1,200,000
GRAND TOTAL	\$ 9,575,837

Initiative Title:	Promoting Farmers' Tailgate Markets as an Agricultural Heritage Experience: Appalachian Sustainable Agriculture Project (ASAP)
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Project Narrative or Description:	<p>Destination Development Consultant Roger Brooks recently told a WNC audience that visiting farmers' markets is one of the top 8 activities among baby boomer travelers. At the same time, the BRNHA contains a vast economy of family farms struggling to emerge from the tobacco buyout and the globalization of agriculture, with direct sales of farm goods to the public providing one beacon of hope.</p> <p>This ongoing initiative provides media, visitors, and locals with accurate and appealing information to help them find their way to an authentic, fun, and economy-enhancing experience buying direct from farmers at the 36 farmers' tailgate markets within the BRNHA. Appalachian Sustainable Agriculture Project (ASAP) has a proven track record of experience in promoting local farm and food destinations including farmers' markets. ASAP does this through interaction with newspaper and magazine writers, collaboration with tourism development authorities and chambers of commerce, distribution of the ASAP <i>Local Food Guide</i>, and assistance provided to the markets themselves to aid in self-promotion and organization. A website, www.buyappalachian.org, provides searchable links to hundreds of farm-based activities and all local farmers' tailgate markets.</p> <p>Looking forward, these promotions can enhance the BRNHA by:</p> <ol style="list-style-type: none"> 1) ASAP staff working as directed by the BRNHA to make location-specific web information and Local Food Guides available to each County Heritage Planning Team as requested, . 2) ASAP staff providing "best practices" information regarding market organization and promotion to County Heritage Planning Teams as requested. A document, the "Appalachian Grown Farmers' Market Toolkit" was completed in 2006 and gathers needed information for farmers interested in selling direct to customers at market. This can be made available. 3) ASAP cross-promoting heritage-related events to its existing audience of farmers, retail businesses, and consumers.
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Goal:	The primary goal of this project is to build economically viable markets for the BRNHA's 12,000 family farms so that they will still be working farms for many years to come. Secondary goals include providing an authentic, delicious connection to agriculture heritage for visitors and residents of our region; and assisting in the success of the BRNHA by helping bring farms into the heritage experience.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Appalachian Sustainable Agriculture Project Charlie Jackson, Executive Director Peter Marks, Program Coordinator	Basic yearly budget for these activities is \$130,000. Cost of specific initiatives mentioned above will vary depending on level of interest.	Ongoing. The Local Food Guide is printed yearly in the Spring.

Action Items:	Resources Required:	Who's Responsible:
<p>-print Local Food Guide yearly (100,000 copies in 2007)</p> <p>-distribute Local Food Guide to 250 locations and all visitor and welcome centers.</p> <p>-work to coordinate and promote farmers' markets and expand membership in Mountain Tailgate Market Association, which provides organizational and marketing support to farmers' markets.</p> <p>-share best practices for design and promotion of farmers' markets as requested by local market planners. Share "Appalachian Grown Farmers' Market Toolkit" as requested.</p>	<p>About \$30,000 print cost. Large amounts of ASAP staff time for design and coordination. Participation by area tourism officials.</p> <p>-meeting space, promotional budget for market promotions (\$10,000 in 2006 would need to expand to promote markets in other areas).</p> <p>-ASAP staff time, meeting locations, participation by market managers throughout region.</p>	<p>-ASAP staff</p> <p>-ASAP staff, contracted distributor, welcome centers.</p> <p>-ASAP staff</p> <p>-ASAP staff</p>

Performance Measures:	<p>Success of farmers' markets can be measured through customer counts, farmer surveys, counts of number of markets or numbers of farmers. Previous ASAP research has established data about the benefit of farmers' markets to surrounding businesses, and this can be applied to develop a rough guess as to broad economic impact.</p>
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Status:	<p>Appalachian Sustainable Agriculture Project makes it a priority to fund farmers' market support and promotion activities each year. Specific outreach to multiple BRNHA counties is pending funding and expression of interest. A more sophisticated and interactive web-based farm tourism planning tool is in the development stage and seeking funding. The Mountain Tailgate Market Association is currently comprised of 12 member markets and invites expansion.</p>
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Initiative Title:	Appalachian Trail Conservancy / Hot Springs Gateway Trail Town Partnership
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Project Narrative or Description:	<p>The Appalachian Trail Conservancy (ATC) has begun a trail-wide initiative to strengthen relationships with gateway communities, or towns on/near the Appalachian Trail (A.T.) Hot Springs is the first town the AT passes through, and has been identified as a priority area for the ATC to begin this important work. A partnership between the Appalachian Trail Conservancy, Town of Hot Springs, Madison County, Hot Springs Tourism Council, and a number of local businesses in the area will provide a framework for collaboration on activities that will enhance the health and economic well being of the Hot Springs and Madison County, while protecting the Appalachian Trail as one of many important natural and cultural assets of the region. These efforts will include open space conservation, sustainable community development, tourism, outdoor recreation, education programs in local schools and providing opportunities that enhance the health and fitness of residents. The partnership will strengthen the relationships between ATC staff, volunteers, community members, county and town officials, business owners, organizations and agencies, and provide mechanisms for ongoing communication about threats facing the town and the Trail. This will provide opportunities to protect and enhance the area’s assets. An advisory committee has been established to initiate and refine goals of the broader initiative, and identify needs and potential projects.</p> <p>The Partnership group will host a community event in Hot Springs this fall to kick off the initiative with the purpose of gathering feedback and citizen input about the value of the Appalachian Trail and strategies to protect and enhance it, documenting stories of the AT from local residents, archiving cultural and historical heritage, and providing opportunities for dialogue about community-based strategies that celebrate and preserve the area’s unique character. This forum will provide the basis for vision on what the “Trail Town” will look like, what the planning will focus on and what management of the visitor’s center is preferred. The US Forest Service is moving their office from Hot Springs to Mars Hill, and their Older American program that currently staffs the caboose (visitor’s center in Hot Springs) has been cut, leaving the management open. This provides an opportunity for ATC and the community to play a greater role in educating visitors about forest information, trails and other recreational opportunities and the town itself.</p>
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Goal:	<ol style="list-style-type: none"> 1. Identify the benefits of and strategies for protecting natural, cultural, economic, and human resource assets of Hot Springs, NC and the surrounding area, including the AT and the Pisgah National Forest; 2. Discuss how the Appalachian Trail fits into the local area and greater region and its relationship to community assets and character; 3. Identify common objectives and partnership opportunities for the A.T., local agencies, businesses, and organizations that protect the area’s unique natural and cultural resources and promote these qualities for increased visitation and use. 4. Enhance communication amongst the A.T. and local community leaders, decision-makers, local businesses, and other active
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Action Items:	Resources Required:	Who's Responsible:
<p>Plan Community Forum Event</p> <p>Work with county planners on recreation plan, trails plan and 10 year vision plan for the town of Hot Springs</p> <p>Designate Hot Springs as a Gateway Trail Town to elevate, enhance and promote the visibility of the A.T. in Hot Springs and Madison County.</p> <p>Ensure management of visitor's center/red caboose in town.</p> <p>Feasibility analysis of trail loop connecting to the AT for town residents and visitors.</p> <p>Work with Hot Springs Elementary to promote Place-Based Education and Service Learning using the A.T. as a tool.</p> <p>Other Project Ideas that may develop as a result of the citizen need found in the forum event.</p>	<p>(To be completed in fall)</p> <p>Staff time, analyzing data from forum</p> <p>Hire Graphic Designer Signage to be placed in town (interpretive signs, kiosks, trail info) Event to publicize</p> <p>Staffing or volunteer labor/recruitment</p> <p>Technical staff support, work with town, county and state</p> <p>Educational Materials</p>	<p>ATC, Conservation Fund, Advisory Committee (mayor, ATC, CF, Madison County, town residents, etc...)</p> <p>ATC and Conservation Fund</p> <p>ATC</p> <p>ATC, Madison County</p> <p>ATC, Hot Springs, Community stakeholders</p> <p>ATC</p>

Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
ATC will partner with the town of Hot Springs, Madison County Parks and Recreation, Land of Sky, the Conservation Fund and other local public and private organizations.	\$100,000	5 years

Performance Measures:	<p>Event participation will give town participation and voting in recreation plan, 10 year plan, trails plan, story collection and documentation for historical and cultural heritage, education, etc...</p> <ol style="list-style-type: none"> 1. Ensure valuable assets of Hot Springs are included in the Recreational and Trail Plans. 2. Recognition of Hot Springs as a Trail Town by April 2007. 3. Ensure a management plan for the visitor's center is created. 4. Engage one or more teachers at Hot Springs Elementary to incorporate Place-Based Education and Service Learning by fall 2008.
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Status:	pending
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Initiative Title:	Hot Springs Gateway Trail Town Partnership
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Project Narrative or Description:	<p>The Appalachian Trail Conservancy proposes working with partners from Madison County, the Town of Hot Springs, and the Land of Sky Regional Council to create a 30 minute documentary video that illustrates the strong sense of place embraced by residents of Madison County.</p> <p>The town of Hot Springs is a part of a culturally significant landscape, with a rich history in transportation – from the railroads in the early 1900’s to the Appalachian Trail which runs through the center of town, and the French Broad River. The natural landscape is equally as unique, providing a sense of place that deeply connects residents to the land and a spectacular experience for visitors passing through. Like many areas in western North Carolina, the landscape of Madison County is changing, as second homes and other new developments are impacting scenic views, the agricultural community, the integrity of the Appalachian Trail, and have the potential to compromise quality of life valued by new and long time residents. At the same time, there is little participation from local residents and a lack of structure or forum for citizens to be come engaged in decisions that are made about how lands are used and in articulating the values that should not be compromised. There appears to be little opportunity for the sharing of these values amongst residents and leaders.</p> <p>The documentary video would provide opportunities for residents and leaders from Hot Springs and Madison county to voice their observations about the changing landscapes, and share their connections to the land. The video could be used in a variety of venues, including:</p> <ul style="list-style-type: none"> - Public dialogue about the future of Hot Springs and Madison County - Visitors Centers, Welcome centers, and other venues that showcase the area for Visitors. - Public Access Television <p>A similar project was conducted in Macon County, entitled Macon County Voices, which was a huge success. The project provided a recognition of common values shared amongst residents and community leaders, and helped the community identify ways to be involved in the choices about how the area changes without losing the cultural character of the area and the things that people love.</p>
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Goal:	<ol style="list-style-type: none"> 1. To provide opportunities for the residents of Hot Springs and Madison County to voice their opinions about how the area may be changing and what they value about it. 2. To create a product that can be used to bring together the diverse people of Madison County to discuss the area’s future. 3. Enhance communication amongst the A.T. and local community leaders, decision-makers, local businesses, and other active groups in Madison County and the Town of Hot Springs. 4. To create a product that illustrates the area’s unique character and history, and can be used to educated visitors and new residents about the Appalachian Trail, the Town Hot Springs and Madison County.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
The Conservation Fund	\$30,000 - \$35,000	9- 12 months

Action Items:	Resources Required:	Who's Responsible:
Create subcommittee of the AT Advisory Team made up of local partners to provide input to all phases of the project (i.e. local businesses, town of H.S., Madison County, LOSRC,)	\$500	
Hire Videographer	\$4,000	
Hire scriptwriter (?)	\$3,500	
Identify interviewees, draft interview questions, and conduct background research	\$3,000	
Draft treatment / draft outline for video and collect existing footage / pictures for use in the video	\$2,500	
Make initial contacts with interviewees, schedule and conduct interviews	\$4,000 (staff time and travel)	
Review interview footage and identify emerging themes	\$1,500	
Post Production editing	\$4,000	
Hire Narrator	\$1,000	
Copies of DVDs	\$2500	
Hold Community Meeting to unveil Video	\$3000	
Distribute videos	\$250	

Performance Measures:	<ul style="list-style-type: none"> • Evaluation throughout project • Engagement of community members in subsequent events featuring use of the video • Number of videos requested • Evaluation forms for viewers at visitors center
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Status:	Pending
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Initiative Title:	Blue Ridge National Heritage Area AgriCultural Tourism Center , Part A. Conference Center
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Project Narrative:	<p>Mars Hill College proposes to join forces with Blue Ridge National Heritage Area, Cooperative Extension, Handmade in America, the Madison County Arts Council, the Madison County Visitor Center and other organizations and individuals to operate a year-round conference center to attract heritage tourists to local farms, craftsmen, visual and performance artists, and other regional resources (fishing, hiking, whitewater rafting, mountain biking, skiing, etc).</p> <p>About 2000 small family farms in Madison County produce more alternative agricultural crops than any other NC county and the county is home to rich arts, crafts, and music traditions. AgriCultural tourism is in a sense another “alternative crop” that can enhance the small farm economy.</p> <p>The Center will use campus facilities (cafeteria, housing, performance and athletic venues, Rural Life Museum, Ramsey Center for Regional Studies and Archives, etc.) to direct visitors to off-campus points of interest throughout Madison County and the region, particularly to farms and bed and breakfast inns. By collaborating with the partners listed above, the College will develop and market recreational and educational programs targeted at the increasing number of heritage tourists.</p> <p>In 2006, the College’s historic district will be placed on the National Register of Historic Places. Mars Hill College has a long history of providing workshops and conferences to people of all ages and hosts over 4000 residential guests each summer. The College has been an Elderhostel site since 1978; however in recent years, College Elderhostel guests have been housed in Black Mountain at the Blue Ridge Assembly due to inadequate housing on campus.</p> <p>While the College has ample housing in the summer, during the academic year, the college has no lodging available. With funds to restore the college’s oldest residence hall (Spilman) to hotel standards, the college could accommodate up to 90 people in 45 rooms depending on choice of occupancy. The ground floor of Spilman would be renovated for use as dedicated meeting space for conferences. The availability of year-round housing and other campus resources would insure programs could be scheduled to enhance regular tourist season visitors and encourage a higher number of visitors during traditionally off-season times.</p> <p>The College will contract with local craftsmen and artisans to design and construct the furniture and other decorations to showcase and market local talents and products to visitors. With this unusual handcrafted decor, the conference center will become an attraction to Madison County and Western North Carolina in its own right, increasing sales of locally made items.</p>
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Goal:	Increase agricultural and other culturally motivated tourism year-round in the 25 county region of the Heritage Area through unified marketing of the small farms, artisans, crafters, etc. thereby sustaining and providing for their continued economic viability.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Mars Hill College in collaboration with Blue Ridge National Heritage Area, Cooperative Extension, Handmade in America, the Madison County Arts Council, the Madison County Visitor Center	\$3,051,419	30 months

Action Items:	Resources Required:	Who's Responsible:
Renovate Spilman Hall into 45 double rooms with private restrooms including new HVAC, electrical, plumbing, interior wall and floor finishes, sprinkler system, storm windows, carpet, and elevator. (\$135 X 29,433sq. ft.)	\$3,973,455	Mars Hill College
Lease to for-profit corporation and apply for state historic tax credits @ 30% over 5 years	-\$1,192,036	Project manager
Identify craftsmen and artists to produce furnishings and decorations for Spilman @\$6000/room X 45.	\$270,000	Mars Hill College/ACB

Performance Measures:	Number of visitors to AgriCultural sites, increase in sales of local arts of crafts; room nights
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Status:	
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Initiative Title:	Ebbs Chapel School Foundation Heritage Tourism Resource Center, Phase 2, interior restoration and space allocation specifications
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Project Narrative:	<p>The Ebbs Chapel School was built in 1941 by mostly community residents organized as the National Youth Administration and funded by the Works Progress Administration.</p> <p>The Ebbs Chapel School served the community well for 33 years, educating hundreds of students. Many young adults became teachers there and several now serve as leaders of the restoration. During “consolidation” the school was closed but by permission of the School Board, it was used for community functions. It has been pre-certified for listing on the National Registry of Historic Places. The Upper Laurel Community Club meets there and it is a Senior Meal Site. As part of the restoration the Senior Meal Site room was completely remodeled. The upper level will soon house a Madison County Sheriff’s Substation which will make law enforcement on I-26 more effective and efficient along the NC/TN corridor and new developments in the ULSA. In partnership with the Ebbs Chapel Fire Station (including rescue facilities) the building will be available as an emergency shelter. There is space for people using the stored cots, blankets, medical supplies and other required items. Upon completion, the total facility may be renamed—for example, the EBBS CHAPEL CULTURAL HERITAGE and RESOURCE CENTER.</p>
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Goal:	Create Heritage Tourism jobs and businesses in the Upper Laurel Service Area of Madison and adjacent counties such as Yancey and Unicoi, TN
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Ebbs Chapel School Foundation (Heritage Tourism Task Force)	\$700,500	8-14 months

Action Items:	Resources Required:	Who’s Responsible:
Accelerate Master Plan for Restoration, Step 1, Confirm building use with cooperating organizations, such as Upper Laurel Community, Wolf Laurel Historical Society, Yancey Cultural Commission, Handmade in America, Madison Arts Council and others, creating a “TAMARACK” like facility.	Volunteers & \$8,000	ECSF Board /Directors
Step 2-Exterior Restoration continuation		
Step 3-Engage Historic Restoration Architectural firm selected by a joint committee of ECSF and ‘Heritage Tenents’	\$2,800 \$12,000	SAME “
Step 4 Renovation of bldg. services, such as HVAC, phone, Internet, and others	\$ 8,000 plus	
OTHER: Historic Designation is in process ECSF is designated leader for Nomination of I-26 (Madison/Unicoi) as a NATIONAL Interstate Scenic Byway for a \$1,000,000 challenge Grant	not yet projected	ECSF Heritage Tourism Committee

Performance Measures:	Having signed use agreements for 80% of space with artisan/craft/history organizations prior to construction.
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Status:	First 5 yr plan completed, starting next (probably 5 yr) program with focus on excellent quality and services.
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Initiative Title:	Small Town Revitalization – Handmade in America Program
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Project Narrative or Description:	<p>The small towns throughout the region represent the heart and core of activities for our region. These centers provide a base for the economic, cultural, civic and social interaction of our citizens. These centers are the focal point of “place” in the region. It is vital to maintain these strong, unique and special places where people come together for work, worship, recreation and social interaction.</p> <p>Revitalization involves the improvement and development of physical infrastructure, development and marketing of promotional events, development of a strong local organizational structure supported by both the public and private sectors. The revitalization process is based upon identified community assets and preserving and promoting the community’s unique character and sense of place.</p> <p>Communities need to develop a comprehensive, asset-based plan that preserves and promotes its individual character, based on the Main Street process of organization, design, promotion and economic restructuring. Community identified projects that address these goals and objectives will be the building blocks that the BRNHA program should support.</p>
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Goal:	Promote and support plans and projects in our small towns and communities throughout the region that are developed in accordance with a comprehensive, asset-based plan that preserves and promotes its individual character, based on the Main Street process of organization, design, promotion and economic restructuring.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Local governments; local public/private organizations; supporting agencies (HandMade in America, State agencies, AdvantageWest)	Varying by project and community needs identified	Continuing Process

Action Items:	Resources Required:	Who’s Responsible:
Provide support to communities with existing programs and work to develop programs in other communities .	Financial support, technical staff support, training, peer support	HandMade in America operates and manages the Small Towns Revitalization Program in 12 communities, 9 of which are active participants. In Madison County, Mars Hill and Hot Springs and Marshall are in the program. Mars Hill and Hot Springs are active participants. HandMade partners with State and regional organizations and agencies to support and assist these local community programs.

Performance Measures:	Development of projects, programs, events, promotions in the communities. Active participation in events, an ongoing active organizational structure, increased civic involvement, and a strengthened economic base are examples of performance measures. HandMade maintains records of many of these performance measures as part of the Small Towns Revitalization Program
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Status:	The Small Towns Revitalization Program in Madison County is active in Mars Hill and Hot Springs. The program was initiated with the first 4 communities in 1996 with the additional 8 communities added over the next 6 years. Nine of the 12 communities are currently active participants in the region. All the communities have plans and most are aggressively implementing projects identified in the plans.
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Initiative Title:	Perpetuating the region's traditional music for youth (modeled after and an expansion of the JAM program)
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Project Narrative or Description:	<p>The traditional music of North Carolina's Appalachian region has taken its place as one of the nation's renowned art forms. Introduced by immigrants from the British Isles, Africa, and Europe, and influenced by American Indian tradition, the stringed instruments, tunes and songs of our mountains play an enduring and dynamic role in the development of American popular and classical music.</p> <p>Programs that provide a growing number of North Carolina students with the opportunity to learn the music of their region from master players in an after school setting are gaining recognition and popularity (i.e. the JAM program that originated in Alleghany county and is now in 7 western counties and that receives support from the NC Arts Council)</p> <p>The proposed project would allow for the creation/expansion of such a program into three new communities:</p> <ul style="list-style-type: none"> - Yancey - Madison and - East Buncombe Co. <p>In addition, the proposed project will draw on the experience of an established program in Haywood County to broaden the program's scope allowing for cross-county teacher/tradition exchanges and two events designed to bring students from the four-county region together for exposure to national artists and to play together.</p>
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Goal:	<ul style="list-style-type: none"> ◆ Assist children to identify and appreciate their mountain heritage through first hand experiences with the musical traditions of the North Carolina mountains. ◆ Provide instruction in the stringed instrument and song traditions rooted in the cultural heritage of the Appalachian region. ◆ Bring together families and community by providing opportunities for students to connect with the wider community, through student performances at schools, festivals, or community events. ◆ Support local music and culture by employing traditional musicians as teachers and performers for JAM, as well as by training a new generation of musicians and appreciative listeners. ◆ Provide opportunities for positive growth and social interaction.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Black Mountain Center for the Arts; along with - Haywood County Arts Council - Madison County Arts Council, & - Toe River Arts Council	85,000	18 months

Action Items:	Resources Required:	Who's Responsible:
- See timeline		

Performance Measures:	
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Status:	
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Initiative Title:	A Plan for Linking Lands & Communities across the Blue Ridge National Heritage Area (aka Designing a Green Infrastructure Network for the BRNHA) – pilot project
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Project Narrative or Description:	<p>In contrast to the widely accepted use of the term grey infrastructure, proponents of linking lands and communities have adopted the term “green infrastructure” to define our Nation's natural life support system - an interconnected network of protected land and water that supports native species, maintains natural ecological processes, sustains air and water resources and contributes to the health and quality of life for America's communities and people.</p> <p>According to Webster's New World Dictionary, Infrastructure is defined as - "the substructure or underlying foundation, especially the basic installations and facilities on which the continuance and growth of a community or state depends". When we think of infrastructure we think of built infrastructure such as roads, electric power lines and water systems as well as social infrastructure such as schools, hospitals and libraries. However, the concept of Green Infrastructure elevates air, land, and water to an equal footing with built infrastructure and transforms open space from "nice to have" to "must have." At the same time, green infrastructure helps frame the most efficient location for development and growth - and related gray infrastructure - ensuring that developers, citizens, and communities capture the cost advantages of location and create and protect household and community amenities.</p> <p>A Green Infrastructure network encompasses a wide range of landscape elements, including: natural areas - such as wetlands, woodlands, waterways, and wildlife habitat; public and private conservation lands - such as nature preserves, wildlife corridors, greenways, and parks; and public and private working lands of conservation value - such as forests, farms, and ranches. It also incorporates outdoor recreation and trail networks.</p> <p>What gives the term Green Infrastructure its staying power is its ability to invoke images of planned networks of green spaces that benefit wildlife and people, link urban settings to rural ones and, like other infrastructure, forms an integral part of government budgets and programs.</p> <p>Addressing the WNC’s natural resource needs and assets through constructing a green infrastructure network is a holistic approach that provides for connectivity of the many, fragmented plans, reports and initiatives that have previously tried to address the economic and ecological threats and opportunities presented by the geography of our region. To date, despite the admirable efforts of many individuals and agencies, there is no true comprehensive analysis of the region’s green infrastructure that allows for more efficient uses of land or that aides in long-term planning efforts. The creation of a multi-county Green Infrastructure Network tackles the initial steps needed to reconcile this fragmentation.</p>
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Goal:	To build a green infrastructure network in the LOS region - that serves Madison, Buncombe, Henderson and Transylvania Counties and serves as a model/pilot for a BRNHA-region wide network project.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Land of Sky Regional Council – Jim Stokoe & Linda Giltz		12 – 16 mos.

Action Items:	Resources Required:	Who's Responsible:
<p>1. Build a coalition - Identify and involve key stakeholders from each county to serve as the initiative's leadership group who will envision, plan, guide and support the place-based initiative; determine how GI is best integrated with other planning and development efforts in the region</p> <p>2. Develop tools necessary for effective development of the network: a powerpoint presentation on the environmental, economic and social benefits and values of green infrastructure that serves as a tool to engage new audiences; creation of regional maps with a variety of data layers;</p> <p>3. Design and convene community sessions covering the "why" of the green infrastructure / linking lands approach in each county;</p> <p>4. Design and deliver a Network Design Workshop to learn about and identify the potential network opportunities specific to the LOS region (designed as a one and a half day workshop);</p> <p>5. Work with county and regional partners to determine appropriate implementation strategies for the long-term health of the network and create a recommendation report to the Blue Ridge National Heritage Area for phasing in project findings into a landscape level planning for a region-wide green infrastructure initiative.</p>		<p>LOS staff (leadership and GIS staff), primary contacts as determined by each county partner,</p>

Performance Measures:	
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Status:	
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Initiative Title:	Madison County Arts Council Barn Quilt Project
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Project Narrative or Description:	The Madison County Arts Council is working with groups, individuals, and organizations to design, paint, and install an 8' X 8' "Quilt Block" on barns throughout the county that are accessible to travelers. After 20 are up a Quilt Trail map will be published. As quilts continue to be painted and mounted on barns the map will be updated. Documentary Study to be designed around quilts, designs, current and past heritage issues within Madison County.
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Goal:	To promote the heritage of the county by use of quilt blocks painted on 20 area barns.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Anne Rawson, Madison County Arts Council	\$15,000 (\$750 per square) \$22,500 (additional 30) \$10,000 for documentary \$20,000 for publication of study, calendar, trail maps	2 years 3-5 years 1 year 2 to 5 years (on-going update of map)

Action Items:	Resources Required:	Who's Responsible:
Manual created to help groups/individ know how to create and ask for resources to create barn quilt	Manual	MCAC
Quilt designs to use	2 software programs	MCAC
Barns / Artist / groups to paint/help with mounting quilts on barns	community contacts	
Travel Map	design & printing	MCAC
Documentary Study	folklorist & photographer	MCAC & ?
Publication of Barn Quilt Project - calendar	photographers & printer	MCAC, NCAC & MHC
Publication of documentary study	editor & publisher	MCAC & ?
		MCAC, NCAC & NCHC (?)
Performance Measures:	Quilt Blocks on 20 area barns within two- continued growth for next 5 years of 5-10 per year	

Status:	Quilt Blocks have been painted and mounted on two buildings. Manual is close to completion. Barn Quilts already slated for 4 additional barns.
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Initiative Title:	County Fairgrounds
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Project Narrative:	Madison County currently purchased 11 acres of property for the construction of a Madison County Fairgrounds. The purpose of this site is to house any number of events that would bring economic develop to the county, primarily in the areas of tourism. A covered livestock arena, and a 10,000 sq. ft. building, a concession stand, and restrooms are all planned to facilitate this project
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Goal:	To construct all the above-mentioned and host events weekly that would attract thousands of visitors to the county. Horse shows, tractor pulls, festivals, art/craft shows, car shows, livestock shows, auctions, concerts are just a few of the examples of the plan for this site. The ultimate goal is to increase the economic development in the county through tourism dollars.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
NC Cooperative Extension, Madison County, Madison County Fairgrounds Committee, The Arts Council, The Madison County Partnership, Hand Made in America, and others	\$4 million	5 years

Action Items:	Resources Required:	Who's Responsible:
obtain money, construct, market, expand	Money	Madison County and the Fairgrounds Committee

Performance Measures:	The number of events held and dollars generated directly and indirectly
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Status:	
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Initiative Title:	Creating a Gateway to Madison County Tourism
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Project Narrative:	Rural Life Museum was established in 1979 in Montague Hall, native fieldstone structure built in 1918. One of the oldest buildings remaining at Mars Hill College, it is conveniently located on Hwy. 213, the main road from Mars Hill to Marshall. In Sept. 2006, it will be listed on the National Register of Historic Places as part of MHC Historic District. Museum has 5000 sq. ft. of exhibit space devoted to the rural mountain way of life in the early 1900s and has always enjoyed a wide array of visitors. School groups, Elderhostel groups, and tourists from across the country enjoy the museum. Madison County, the college, and the Madison County Visitor Center have agreed to relocate the Visitor Center into one wing of the museum. The Visitor Center and Museum will join forces to encourage travelers to explore Madison County's rich heritage resources. Having suffered water damage before the college replaced the roof in 1999, the structure needs attention and exhibits need updating.
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Goal:	To draw more heritage tourists into Madison County by relocating the Visitor Center into the Rural Life Museum and updating the museum exhibits.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Mars Hill College Ramsey Center for Regional Studies, Cassie Robinson, Coordinator; Phyllis Stiles, Director of Corp & Foundation Relations	\$368,318	12 months

Action Items:	Resources Required:	Who's Responsible:
1. Architectural & Engineering Work (DONE)	1. \$ 15,625	1. Getty Foundation grant (Completed)
2. Repair finishes, install handicapped accessible restroom, install new HVAC system, make parking improvements.	2. \$ 98,795	2. NCDOT Grant (APPROVED)
3. Improve exhibit lighting and develop museum exhibit plans.	3. \$10,000	3. Friends of Mountain History & NEH grants (Awarded)
4. Window restoration, furnishings for Visitor Center, ramp, thermal & moisture protection, masonry repair, stair rail repairs, restore old and install new doors, 2 nd restroom, kitchenette, touchscreen computer monitor, one year visitor phone service, contingency	4. \$219,898	4. Golden LEAF Foundation (Grant requested 8/1/06)
5. Improve exhibits (6 @ \$4000)	5. \$24,000	5. Blue Ridge National Heritage Area (Grant to be requested 10/2/06)

Performance Measures:	The Madison County Visitor Center and Rural Life Museum are attractive, handicapped accessible, comfortable, and appealing attractions that encourage residents and guests to visit other heritage sites in region with at least an average of 400 individuals visiting monthly.
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Status:	As of 9/1/06, we have raised 34% of the funds needed, and have another \$234,898 in requests pending, not including the anticipated proposal to BRNHA.
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Initiative Title:	Mars Hill College Sesquicentennial Celebration (May 2006-May 2007)
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Project Narrative:	Founded just before the Civil War in 1856, the college will celebrate 150 years of service to Madison County, WNC, and beyond, starting with the May 2006 graduation. To mark the occasion, the college's historic district will be listed on the National Register of Historic Places. The year of celebration will include multiple events, a coffee table picture book, an updated history, and a permanent exhibit about the college history including markers on the buildings.
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Goal:	To celebrate, document, and commemorate the contributions of Mars Hill College to WNC culture and history for the last 150 years;
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Sesquicentennial Planning Committee	\$61,500+	Ends May 2007

Action Items:	Resources Required:	Who's Responsible:
1. Develop event series	1. Volunteer labor	8. Fifi Degroot & Buddy Gill, Co-Chairs; Sesquicentennial Committee
2. Research materials for & publish coffee table and history books	2. Volunteer labor	9. Darryl Norton & Ken Sanford
3. Reproduce and install old campus entrance arch	3. \$_____	10. Owen Tilson & Richard Dillingham
4. Complete application for National Register	4. \$6000 (pd)	11. Davyd Foard Hood
5. Design & install interpretive markers on buildings included on National register	5. \$12,000	12. Richard Dillingham & Buddy Gill
6. Develop historic campus walking tour and brochure	6. \$1,500	13. Richard Dillingham & Cassie Robinson
7. Produce and permanently display models of campus in 1900, 1956, and in 2006	7. \$42,000	14. Buddy Gill

Performance Measures:	Community recognizes impact of Mars Hill College on local education, history and culture and permanent exhibit and walking tour attracts visitors.
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Status:	
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Initiative Title:	Mars Hill Community (former Mars Hill High School/Old Rock School)
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Project Narrative:	The Old Rock School now belongs to the Senior Center of Mars Hill and we wish to restore the building, develop programs for community clubs and tourists. We would like to make it a resource for other Madison County organizations.
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Goal:	Restoration, programming and community resource development
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Carol Coble/Mars Hill Community Development	\$200,000	18 months

Action Items:	Resources Required:	Who's Responsible:
Restore building, renovate bathrooms, convert classrooms into community and office space, develop community and tourism programs, craft and senior activities.	Financial support; county and foundation support	Carol Coble

Performance Measures:	
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Status:	Building is in excellent shape, built in the 30's and is owned by the Senior Center; it is currently undergoing National Register application.
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Initiative Title:	Preserving the Mountain Family Farm
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Project Narrative:	Over 1000 family farms are in existence in Madison County, the vast majority of these farms have depended upon income generated from Burley Tobacco. With the elimination of the marketing program beginning in 2005 the fate of these farms is questionable. The most palatable answer is to assist these farms in transitioning to other viable enterprises. Two key components of this project include: Education and Farmer Associations. Education of new and different enterprises; the production and marketing components have to be addressed. Farmers will need a tremendous amount of assistance in this effort. A key component to the marketing issue appears to be the ability of farmers to work together as farmer associations and cooperatives.
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Goal:	To educate 300 farmers on alternative enterprises, To develop 4 farmer marketing groups (associations or cooperatives) to facilitate the marketing of their enterprises.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Cooperative Extension, NC State University, Madison County, The Madison County Partnership	\$50,000	3 years

Action Items:	Resources Required:	Who's Responsible:
Educational seminars, Farm Test Plots, Meetings of farmers, Development of farmer groups	Various	NC Cooperative Extension

Performance Measures:	Maintained or increased agriculture income over the next three years
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Status:	
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Initiative Title:	Dramatization of local Heritage & Historical Events – SART Heritage Play Series
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Project Narrative or Description:	The Southern Appalachian Repertory Theatre(SART) in Mars Hill has initiated a series of new plays based on the history, culture, and heritage of the people of WNC. The first play was “Frankie” in 2001 based on the tragedy of the first woman hung in NC for the murder of her husband in Yancey County in the 1800s. The second play, “Mountain of Hope” in 2003 told the story of the struggle between Eliza Mitchell and Clingman regarding the measuring and naming of Mt. Mitchell, the tallest peak in the eastern US. In 2005 SART presented “Shelton Laurel” based on the infamous Shelton laurel Massacre in January 1863 in which 13 men and boys who were union supporters in Madison County were executed without trial by local confederate troops. The next new play in the Heritage Play Series scheduled for 2007 is based on the music, dance, and life of Bascom Lamar Lunsford, who became known as the “Minstrel of Appalachia” for his work in preserving the musical heritage of the people who settled Appalachia. Future works include a play about the life of Zeb Vance, civil war Governor of NC who grew up in Reems Creek in Buncombe County.
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Goal:	Educate the people of this region on the heritage of the music and dance of Appalachia and the unique culture of the people who brought their native music to WNC in the 1700-1800s which we now recognize as “traditional mountain music. Adapt play for presentations to local schools in the region.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Rob Miller, Managing Director, SART	New plays range from \$30,000 to \$40,000 for musicals	Approximately 18 months to develop story and produce new play for stage presentation

Action Items:	Resources Required:	Who’s Responsible:
Adapt “Shelton Laurel”play for presentation at local schools, beginning in Madison County to expose school age children to North Carolina history and educate the public regarding live in WNC during the civil war	\$30,000	SART
Conduct public forums following Shelton Laurel plays to involve the public in a discussion of heritage of the region.		
“The Minstrel of Appalachia” new play on music, dance, life of Bascom Lamar Lunsford, commission playwright and develop story and play for presentation in August 2007 at Owen Theatre in Mars Hill.		

Performance Measures:	Responses of audiences/communities/schools to productions; number of youth and adults attending plays. Media interest and stories generated by plays. Number of people wanting more information about the heritage and history of WNC.
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Status:	School productions of “Shelton Laurel” to be presented in the fall of 2006 and a touring production of play to travel to local communities. SART seeking playwright to commission new play for Minstrel of Appalachia in summer 2006.
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Initiative Title:	Dramatization of Local Historical Events-SART Play Series
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Project Narrative:	The Southern Appalachian Repertory Theatre (SART) has initiated a series of plays based on historical events that have occurred in WNC. The first play was “Frankie” in 2001 based on the story of the first woman executed in NC for the murder of her husband in Yancey County. The second play “Mountain of Hope” in 2004 was the story of the struggle between Eliza Mitchell and Clingman regarding the measuring and naming of Mt. Mitchell, the tallest peak in the Eastern US. In 2005, SART will present a play based on the Shelton Laurel Massacre in which 13 men and boys who were Union supporters in Madison County were executed without trial in 1863 by the NC 64 th regiment. SART has plans to produce another in its Heritage Play Series in 2006/07 about the life of Zeb Vance, civil war Governor of NC who grew up in Reems Creek in Weaverville.
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Goal:	Education of residents and visitors to WNC about local historical events
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
Andy Reed/SART	Varies by production	Continuing project

Action Items:	Resources Required:	Who’s Responsible:
“Frankie” – presentation in Burnsville/Yancey County with a SART traveling theatre company	Location to present play. Funding to underwrite the production expenses	SART/Yancey Chamber of Commerce
”Mountain of Hope” – presentation in Mitchell or Yancey County by SART	Same as above Self financing by SART Grants	SART in partnership with local chambers of commerce
“Shelton Laurel Massacre” – present play at Owen Theatre in Mars Hill August 2005	Grants	SART
Present play in Shelton Laurel, Marshall and high school and middle schools	Grants	SART and community organizations
Conduct public forums prior to and after Shelton Laurel play in 2005 regarding the massacre event and history of the Civil War in WNC		SART and community organizations
“Life of Zeb Vance” – commission playwright in 2005 and initiate research and writing. Present play in 2007; adapt play for performance at Vance Birthplace in Weaverville		SART; State of NC; historical organizations

Performance Measures:	Response of audiences/communities/schools for additional productions
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Status:	First two play have been produced and presented; SART investigating further performances of both plays in Yancey and Mitchell Counties. The Shelton Laurel play will be produced in the summer of 2005 with selected productions to be presented in local schools and communities during the winter of 2005-06. The story of Vance will be presented in 2007 at SART and in the local area during 2008.
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Initiative Title:	Trails by Rails - Green way, Boardwalk / portage, canoe launch and fishing dock.
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Project Narrative or Description:	This project will create a green way between the community of Rollins and the town of Marshall. It will run .5 miles on the French Broad River side of the Norfolk Southern rail line. At the Capitola Dam, there will be a canoe take out and at this point the green way turns into a boardwalk. The boardwalk travels .3 miles along the tracks until it comes to the the new bridge. On the down stream side of the bridge, the boardwalk ramps down to the water and becomes a launch / fishing dock.
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Goal:	To create a working relationship with the Railroad, acquire the strip of land along the river between Rollins and Marshall, and engineer a freestanding boardwalk that can withstand flooding.
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Person/Organization Responsible:	Cost to Implement:	Estimated Time to Complete:
The town of Marshall Parks and Rec. advisory committee.	\$1.2 million	5 years

Action Items:	Resources Required:	Who's Responsible:
<ul style="list-style-type: none"> - Establish a dialogue with Norfolk Southern. - Use flood relief funding to acquire land between Rollins and Marshall. - Use Business area redevelopment funds as a match with the adopt a Trail program and other funding sources to engineer and construct the Boardwalk. 	A sympathetic executive with Norfolk Southern and an additional \$1 million.	The town of Marshall Parks and Rec. advisory committee.

Performance Measures:	Head counts, boat counts, and size of fish caught.
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Status:	Pending
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ORIGINAL Madison County Heritage Planning Team Participants

First Name	Last Name	Organization	Email
Sue Layten & Veda	Cantrell Davis	Ebbs Chapel School Foundation Spring Creek Community Club	ggcan@madison.main.nc.us davscove@hotmail.com
Roger	Howell	Local Musician & Historian	bearwallowtunes@highstream.net
Betty	Hurst	Handmade in America Madison County Chamber of Commerce	bettyhurst@handmadeinamerica.org
Rick	Morgan	Madison County Government, IT Director	rmorgan@madison.main.nc.us
Michelle	Mrozkowski		
Jerry	Plemmons	French Broad Electric	jerry@hotspringshealth-nc.org
David	Quinn	Handmade in America	dquinn@handmadeinamerica.org
Anne	Rawson	Madison County Arts Council	Mcards@madison.main.nc.us
Cassie	Robinson	Liston B. Ramsey Center, MHC	crobinson@mhc.edu
Vickie	Sealock	Madison County Welcome Center	Travel-I26w@nccommerce.com
Loretta	Shelton	Mars Hill College Madison County Genealogical Society	lshelton@mhc.edu dslagle@bellsouth.net
Dan	Slagle		
Phyllis	Stiles	Mars Hill College Madison County Cooperative Extension	pstiles@mhc.edu rossyoung@ncsu.edu
Ross	Young		
STAFF			
Leesa	Brandon	NC Heritage Development Officer	
Ron	Ruehl	NC Heritage Development Officer	

BLUE RIDGE NATIONAL HERITAGE AREA

August 20, 2004

Name
Address
City, State Zip

Dear (Personalized Letters):

As you may know, on November 10, 2003, President George W. Bush signed into federal law, legislation designating our region the Blue Ridge National Heritage Area (BRNHA). The wealth of cultural, natural and historical resources in Madison County contributed greatly to the passage of this legislation! To fully realize the potential of this designation and the important role of heritage development in Western North Carolina, the board of the Blue Ridge National Heritage Area invites you to participate in an important new dialogue about the future of our region. Please join us for an initial meeting regarding the BRNHA on **Thursday, September 2, 2004 from 6:30 to 8:00 p.m. at the ABTech-Madison Campus in Marshall, NC.**

The Blue Ridge National Heritage Area is pleased to host this meeting with its local partners and chart the course for a strong future for heritage resources in Madison County and the region. The organizations, attractions, leadership and communities interested in heritage development - working together can accomplish great things. This important meeting will engage you and your colleagues in what the National Heritage Area designation can mean for you, your organization and our communities. Please feel free to share this invitation with others you feel would like to be involved.

The following agenda further details the program planned for the evening session. We look forward to working with you in developing a heritage development plan for Madison County. So that we may anticipate the correct number of materials and refreshments, **please respond with your availability no later than August 30, 2004 to Leesa Brandon at 828.454.0422.**

Sincerely,



Janice Brumit
Chairman
Blue Ridge National Heritage Area

Planned Agenda – September 2, 2004

- 6:30 Welcome and Opening Remarks
- 6:40 Presentation – “The Blue Ridge National Heritage Area”
- 7:10 BRNHA Planning Process
- 7:25 Review and Discussion of Madison County Heritage Assets and Initiatives
- 7:50 Next Steps and Adjourn

Notes from Sept 2 Stakeholder Meeting/Information Session

Cultural Programming:

- Lunsford Festival
- Farmers & Artisan Market
- Madison Co Heritage Day
- Bluff Mountain Festival
- More Festivals!
- Agritourism Initiative
- SART (esp. local history productions/find a way to adapt for school use)
- Blue Ridge Music Week

Existing Reports:

- Historic Properties
- EDC Study/Report

Other Heritage Resources:

- Church/Cemetery Map/Directory
- French Broad River
- Buncombe Turnpike
- Southern Appalachian Center @ MHC
-

SAMPLE SURVEY INSTRUMENT USED FOR COMMUNITY INPUT

A Vision for Retaining Madison County's Heritage

In your opinion, what are Madison County's top three heritage assets (examples: a specific historic building, specific cultural tradition, and/or a specific natural resource)

1 –

2 –

3 –

What are some specific needs of these heritage assets/resources?

What projects does Madison County need to undertake to preserve & celebrate these assets?

Are you interested in volunteering with initiatives that support the preservation of Madison County's heritage?

_____ -Yes _____ -No

My contact information is:

Name –

Address –

Phone # -

Email Address –

Thank You

Heritage Planning Survey Community Responses in Madison County

(collected during Madison Heritage Days Festival, Spring Creek Fireman's Day, Lunsford Festival, Community Club event, Artisan/Farmers' Market, ...)

*In your opinion, what are Madison County's top three heritage assets (examples: a historic building, cultural tradition, or natural resource – **be specific**)*

- French Broad River – 5
- Battle @ Warm Springs (Civil War)
- Records at County Offices
- Cultural Traditions – 9
- Families & Generation Connections/The people who have always been here – 3
- Natural Resources – 2
- Cemetery @ AT/TN line
- Old time/bluegrass/mountain music – 6
- County Courthouse – 9
- Buncombe Turnpike
- History/Genealogical Societies
- Ballad Music – Singing – 4
- Downtown Marshall – 2
- Ivy/Laurel/other waterways – 3
- Beauty of the Mtns – 2
- Quality environment – 2
- Strong sense among people here who cherish what they have
- Depot
- Old Mines
-
- Mars Hill College - 4
- Rural Life Museum – 2
- Cemeteries – 3
- Historic Buildings – 3
- Agricultural Heritage - 7
- Town of Hot Springs
- Folk Festivals
- Rural areas throughout county/Mtns – 2
- Appalachian Trail
- Rug making
- Hot Springs Spa
- Max Patch
- Madison Co Farmers Market
- Small, sustainable mountain communities (i.e. Spring Creek)
- Adequate employment in the community that blends traditional and modern life
- Spring Creek School – 2
- Churches
- Older Homes

What are some specific needs of these heritage assets/resources?

- County offices storage methods on island, attics, etc – putting records at risk
- Addressing young people and informing them of the need for pride in their heritage – 2
- We need a special building
- Empowerment/Awareness/Education – 3
- Historical Appreciation
- Preserve Courthouse – 3
- Preserve history of Turnpike
- Promote Societies
- Education/Performance opportunities – 3
- Liquor by the drink and/or other measures to promote Marshall as shopping/dining destination
- Waterway cleanup projects/Riverwalk – 2
- Retaining the history of a fantastic county
- Make sure information is correct
- Listen to the people who really know the history/information
- Don't let heritage assets deteriorate – 2
- Get young people involved
- More protection (from litter and tacky development)
- Financial backing/Money – 4

- Government/Legal support
- Trail maintenance
- Organized approach to passing on the ballads and stories – 2
- Support agriculture
- More county government support of area festivals and activities
- Cemeteries need upkeep and preservation; tombstones need cleaning/repairs
- Wise use of energy and natural resources
- A place for programs and music in Hot Springs area

What projects does Madison County need to undertake to preserve & celebrate these assets?

- Biking/walking trail along French Broad
- A commemorative sign/monument for the battle at Warm Springs
- Move records to Appalachian room @ MHC or Library
- Town meetings
- Flood plain building restrictions
- Local economic sustainability
- Organize historical society
- Marketing Madison as a destination – 2
- Promoting measures to “get off the highway” and enjoy Madison
- Find ways to make sure musical heritage is passed down; summer workshops at college, etc. – 2
- More programs in schools
- Keep all historic buildings
- Get more historic buildings listed on the National Register – i.e. Thomas J. Murray Homestead
- The heritage committee (genealogical society) is doing a good job
- Fundraisers; seek funding from variety of sources – 2
- More involvement of public schools/teaching children about their heritage & region
- More festivals like Madison Heritage Days – 2
- Find balance between preservation & development – set cultural/agricultural heritage as a **priority**
- Renovation of Courthouse; accessibility – 2
- Protection of the river – 2
- Photography, recording, education, purchase items for a museum in Madison Co
- Public Restrooms
- Indoor facility for performances
- Historic status for downtown Marshall
- Identify/inventory and protect
- A permanent site for Madison Co Farmers/Artisans Market
- Manpower/workforce to cut trees; replace/repair tombstones; maintain cemeteries
- Develop unique educational opportunities – lifelong learning
- New crops