

## Profile of Madison County and Marshall, North Carolina

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Madison County is located in western North Carolina among a northwestern band of states adjoining Tennessee. It is bordered on the west by Haywood County, east by Yancey County and shares a long border to the south with Buncombe County, where Asheville is located, the largest metropolitan area in western North Carolina. Marshall is the county seat. There are three municipalities located in Madison County: Marshall, Hot Springs, and Mars Hill, by far the largest of the three. There are 11 townships in the County, with Marshall (3,712 in 1990 population) and Mars Hill (3,719 in 1990 population) being the largest. Madison County's population in 1999 was approximately 18,773, a rank of 80<sup>th</sup> in North Carolina (with 1 being the most populated). (Townships are larger in geographic area than town boundaries.) Marshall's population within the incorporated area in 1990 was 809 and in 1997, 857.

Madison County has a total land area of approximately 451 square miles. National Forest lands account for 23.9% of the County's acreage. The elevation of Madison County is 1,650 feet above sea level. The population of Madison County in 1998, according to the North Carolina Department of Commerce, was 18,592, ranking 80<sup>th</sup> in North Carolina (with 1 being the most populated). From 1990-1998 the population grew 9.7%.

Within the Marshall, North Carolina zip code (28753) in 1999, there are estimated to be 4,011 households with an average size of 2.5 people, according to the 14<sup>th</sup> edition of the *Zip Code Sourcebook*. There are estimated to be 2,942 families within that same boundary. According to the same source, 99.2% of the population is Caucasian with the remaining .8% being evenly distributed across other ethnic groups. The median age is projected to be 40 in 1999.

Data from the Marshall zip code area shows a per capita income of \$13,261 for 1999. In 1996 the per capita income countywide was \$16,601, according to the *LINC County Profile*. With 80% of households having an income of \$50,000 or less, median household income in 1999 is projected to be \$28,432 in Marshall. The County's Median Family Income in 1998 was \$31,967, a rank of 80<sup>th</sup> out of 100 North Carolina counties (with 1 being the highest).

Several of the County's largest manufacturers are located in Marshall. Kenpak Converters (150 employees) and Deringer Manufacturing Co. (130 employees) are Marshall employers. However, the County's largest employer, Micro Switch, which employs 500 people, is located in Mars Hill.

The Town of Marshall, North Carolina

The unemployment rate in Madison County in 1998 was 3.1%. In May 1999 the rate was 2.3 %. In 1997 slightly over 900 workers, or 25% of employees, earned \$8.00 or less/hour; wages of \$8.00/hour are equivalent to an annual income of \$16,640 per year.

The Median Effective Buying Income (EBI) in Madison County was \$23,665 in 1998. North Carolina's EBI for the same period was \$31,845. EBI is defined as personal income less personal tax and non-tax payments and is commonly known as disposable personal income. In 1998 the EBI of the vast majority of households (84.2%) in Madison County was \$50,000 or under.

In the travel and tourism industry, Madison County ranked 34<sup>th</sup> in North Carolina (with 1 being the lowest) in spending by travelers in 1996 for a total impact of \$16,080,000. Travel employment in 1996 included 270 people, a ranking of 55<sup>th</sup> in North Carolina (with 1 being the lowest). In 1990 seasonal dwelling units numbered 433 or 69<sup>th</sup> in the state.

This data is important information for today's civic leaders and economic development advocates. Years from now, it will be useful as benchmark information to gauge progress and trends.

Sources: *1998 County and Regional Scans*; *North Carolina: A Better Place to Be* (July 1999) by the North Carolina Department of Commerce; *LINC County Profile* (August 1998) by the North Carolina Office of State Planning; the *Zip Code Sourcebook* (14<sup>th</sup> Edition, 1999) by CACI; *County Development Information for Madison County* (April 1999) compiled by the Mountain Resource Center at Western Carolina University.

## Wishes and Strengths for the Revitalization Process

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### Wishes for Marshall

- Cleanliness – renovation, restoration, revitalization
- Clean up of entrances and scenic byway
- Visual continuity
- Maintenance of shrubbery
- Eliminate junk yards/cars
- Expanded tax base
- Better infrastructure – sewer, water
- Town brochure
- Playground/park on island
- Commemoration of year 2000
- More recreational opportunities for kids
- Anti-litter campaign
- Develop park and/or fishing pier at Redmond
- Form Appearance Commission or blend this in with existing committee
- Activate plans review process
- Court House clock fixed
- Passenger/tourist train stop

### Strengths of Marshall

- French Broad River
- Island – park-like setting
- “Glove Factory” – murals, cotton mill
- Court House
- Future bridge
- Beauty of area
- Depot
- Penland store
- Our people
- Churches
- Marshall House B&B
- Quietness of town
- Artists and musicians
- Flower areas
- Small size allows us to get lots accomplished
- New Ingles on by-pass
- New library coming soon

## Marshall Community Assessment Schedule

July 22-24, 1999

### Thursday, July 22

- 10:00 a.m. Small Business Team Arrives – Marshall Town Hall
- 11:00 a.m. Tour – driving and walking
- 12:30 p.m. Lunch – Rock Café on Main Street
- 1:30 p.m. Interviews – Marshall Town Hall
- 5:00 p.m. Break
- 6:00 p.m. Potluck Dinner – First Baptist Church, Main Street  
Program on HandMade in America

### Friday, July 23

- 7:30 a.m. – 9:00 a.m. Breakfast – Reggie's Café on the By-Pass
- 9:15 a.m. Interviews – Town Hall
- 11:00 a.m. Interviews – Marshall Senior Center
- 12:00 p.m. Lunch – French Broad Deli on the By-Pass
- 1:00 p.m. Building Owners meeting at Town Hall
- 2:30 p.m. – 4:30 p.m. Interviews – Town Hall
- 4:30 p.m. Break
- 5:30 p.m. Bar-B-Q Dinner – Marshall and Madison County  
Officials at Marshall Presbyterian Church (dinner  
provided by parishioners)
- 7:00 p.m. Depot – Enjoy the Entertainment!

### Saturday, July 24

- 8:30 a.m. Breakfast – Plaza Burger Parlor at the Ingles Mall
- 9:00 a.m. Team Work Session
- 12:00 p.m. Team Presentation and Community Dialogue –  
United Methodist Church on Main Street
- 7:00 p.m. - 8:30 p.m. Team Presentation and Community Dialogue

## Fundraising Ideas\*

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- Auction/silent auction
- Building rental/fees
- Flea market from donations
- Christmas bazaar
- Splitting gate proceeds with partners or donations/fees for festivals and events
- Golf tournament
- Sale of bricks (rocks)
- Frisbee golf
- Raffle of artwork by local artist
- Use of alternative sentencing prisoners
- Local government appropriations
- Individual donations
- Talent show
- Spaghetti supper
- Land donations/easements
- Christmas project/event
- Member donations/past the hat
- Grants
- Membership dues
- Capture Eric Rudolph (Andrews has a real interest in this)
- T-shirt sales
- Pints and notecard sales of buildings image
- Street festival/arts and crafts festival
- Book sales
- Sell HandMade in America books
- Christmas tree sales
- Jar donations
- Municipal Service District tax
- Craft commission sales
- Ducky derby
- Car show
- Bike race
- Sponsored run
- Fishing tournament
- Class reunion day/solicit donations from them
- Town-wide yard sale/solicit donations from participants
- Farmers market/solicit donations or sell space
- Celebrity roast

\*Generated by participants at a Leadership Development Institute Workshop, July 16, 1998.

## Community Assessment Resource Team

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- ❁ **Leslie Anderson**..... 828/252-4913  
Leslie Anderson Consulting, Inc.  
10 Blackwood Road  
Asheville, NC 28804
- ❁ **Pat Cabe**..... 828/252-0121  
HandMade in America  
Post Office Box 2089  
Asheville, NC 28802
- ❁ **Ginny Faust**..... 828/251-6914  
North Carolina Department of Commerce  
Western Division of Community Assistance  
46 Haywood Street, Suite 401  
Asheville, NC 28801
- ❁ **Ron Huelster**..... 828/684-3517  
Downtown Waynesville, Inc.  
Post Office Box 1409  
Waynesville, NC 28786
- ❁ **David Quinn**..... 828/251-6914  
North Carolina Department of Commerce  
Western Division of Community Assistance  
46 Haywood Street, Suite 401  
Asheville, NC 28801
- ❁ **Ann Valentine** ..... 828/697-2307  
Luther E. Smith & Associates, P.A.  
119B Third Avenue, West  
Hendersonville, NC 28792
- ❁ **Harry Weiss**..... 828/254-2343  
The Preservation Society of Asheville and Buncombe County  
13 Biltmore Avenue  
Asheville, NC 28801

## Regional Resources

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- ❁ **Appalachian Regional Commission** .....202/884-7799  
1666 Connecticut Avenue, NW crea@arc.gov  
Washington, DC 20235
- ❁ **The Conservation Fund**.....919/967-2223  
Post Office Box 271 (Fax) 919/967-9702  
Chapel Hill, NC 27516 <http://www.conservationfund.org>
- ❁ **HandMade in America** .....828/252-0121  
Post Office Box 2089 (Fax) 828/252-0388  
Asheville, NC 28802 <http://www.nccrafts.org>
- ❁ **Institute of Government** .....919/966-5381  
University of North Carolina  
CB #3330, Knapp Building  
Chapel Hill, NC 27599-3330
- ❁ **Leslie Anderson Consulting, Inc.** .....828/252-4913  
10 Blackwood Road (Fax) 828/232-0481  
Asheville, NC 28804 [lesliea@ioa.com](mailto:lesliea@ioa.com)
- ❁ **Mountain Resource Center** .....828/227-7492  
Western Carolina University  
Cullowhee, NC 28723 <http://www.wcu.edu/mrc>
- ❁ **National Main Street Center** .....202/588-6219  
1785 Massachusetts Avenue, NW <http://www.mainst.org>  
Washington, DC 20036

- ✿ **National Trust for Historic Preservation**.....202/673-4197  
1785 Massachusetts Avenue, NW  
Washington, DC 20036
  - **Southern Office**..... 843/722-8552  
456 King Street  
Charleston, SC 29403 soro@nthp.org
  
- ✿ **NC REAL Enterprises**.....919/688-7325  
(*Rural Entrepreneurship through Action Learning*) (Fax) 919/682-7621  
115 Market Street, Suite 320 <http://www.ncreal.org>  
Durham, NC 2770
  
- ✿ **The North Carolina Arboretum** .....828/665-2492  
100 Frederick Law Olmstead Way (Fax) 828/665-2371  
Asheville, NC 28806 <http://www.ncarboretum.org>  
Durham, NC 2770
  
- ✿ **North Carolina Rural Economic** .....919/250-4314  
**Development Center** (Fax) 919/250-4325  
4021 Carya Drive  
Raleigh, NC 27610
  
- ✿ **North Carolina Department of Commerce** .....919/733-3449  
Secretary's Office  
Education Building  
301 North Wilmington Street  
Raleigh, NC 27626
  - **Division of Community Assistance**..... 828/251-6914  
Western Office  
46 Haywood Street  
Asheville, NC 28801

☘ **North Carolina Community College System**

- **Asheville-Buncombe Technical ..... 828/254-1921**  
**Community College** (Fax) 828/251-6355  
340 Victoria Road <http://www.asheville.cc.nc.us>  
Asheville, NC 28801
- **Southwestern Community College ..... 828/586-4091**  
447 College Drive (Fax) 828/586-3129  
Sylva, NC 28779 <http://www.southwest.cc.nc.us>
- **Tri-County Community College ..... 828/837-6810**  
4600 Highway 64 East (Fax) 828/837-3266  
Murphy, NC 28906 <http://www.tccc.cc.nc.us>

- ☘ **North Carolina Cooperative Extension ..... 919/515-3107**  
North Carolina State University (Fax) 919/515-6268  
Department of Agriculture & <http://www.ag-econ.ncsu.edu/Extension>  
Resource Economics  
Box 8109, NCSU Campus  
Raleigh, NC 27695

- ☘ **North Carolina Department of ..... 919/633-4867**  
**Cultural Resources** (Fax) 919/733-1564  
Secretary's Office 4601 Mail Service Center  
Raleigh, NC 27699-4601

- **North Carolina State Historic ..... 919/733-4763**  
**Preservation Office** <http://hpo.dcr.state.nc.us/>  
Division of Archives & History  
109 East Jones Street  
Raleigh, NC 27601-2807
- **North Carolina State Historic ..... 828/274-6789**  
**Preservation Office – Western Office**  
Division of Archives & History  
1 Village Lane  
Asheville, NC 28803

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- **North Carolina Arts Council** ..... 919/733-2821  
State of North Carolina  
Department of Cultural Resources  
Raleigh, NC 27699-4632
  
- **North Carolina Main Street Center** ..... 919/733-2850  
Post Office Box 12600  
Raleigh, NC 27605-2600
  
- ✻ **North Carolina Department of Environment** ..... 919/733-4064  
**and Natural Resources**
  
- **Division of Water Resources** ..... 919/733-4064  
Post Office Box 27687  
Raleigh, NC 27611
  
- **Soil & Water** ..... 828/251-6208  
59 Woodfin Place (Fax) 828/251-6452  
Asheville, NC 28801
  
- ✻ **North Carolina Department of Transportation** ..... 828/251-6171  
**Western Division Office**  
55 Orange Street  
Asheville, NC 28801
  
- ✻ **Preservation North Carolina** ..... 919/832-3652  
Post Office Box 27644 <http://www.presnc.org>  
Raleigh, NC 27611
  
- ✻ **Small Business & Technology** ..... 828/251-6025  
**Development Center**  
Post Office Box 2510  
Asheville, NC 28802
  
- ✻ **Tennessee Valley Authority** ..... 423/632-2102  
400 West Summit Hill Drive ..... [tvainfo@tva.gov](mailto:tvainfo@tva.gov)  
Knoxville, TN 37902-1499

✿ *United States Department of Agriculture*

- *Forest Services – National Forests of* ..... 828/257-4200  
*North Carolina*  
160 Zillicoa Street  
Asheville, NC 28801
- *Urban Forestry Program* ..... 919/733-2162  
512 North Salisbury Street  
Raleigh, NC 27626

✿ *US National Park Service*.....423/436-1200  
107 Park Headquarters Road  
Gatlinburg, TN 37738

- *Blue Ridge Parkway* ..... 828/271-4779  
One Pack Square  
Asheville, NC 28801