

Small Voices – Big Songs

HandMade in America's
Revitalization Program



HandMade in America



Our mission is to celebrate the HAND and the HANDMADE, to nurture the CREATION of TRADITIONAL and CONTEMPORARY craft, to REVERE and PROTECT our resources and to preserve and enrich the SPIRITUAL, CULTURAL, and COMMUNITY life of our region.

Tourism – Our 1st Project

- 67% of craft sales were to visitors
- Authentic life style
- Reverse the market





HANDMADE
in
AMERICA

Small Towns Program



Resource Team/ Plan – Using the Main Street Model

- Organization
- Marketing
- Economic Restructuring
- Design



HandMade System



- Staff Support
- Sister Community
- Cluster Meetings
- Partnerships/ Shared Resources

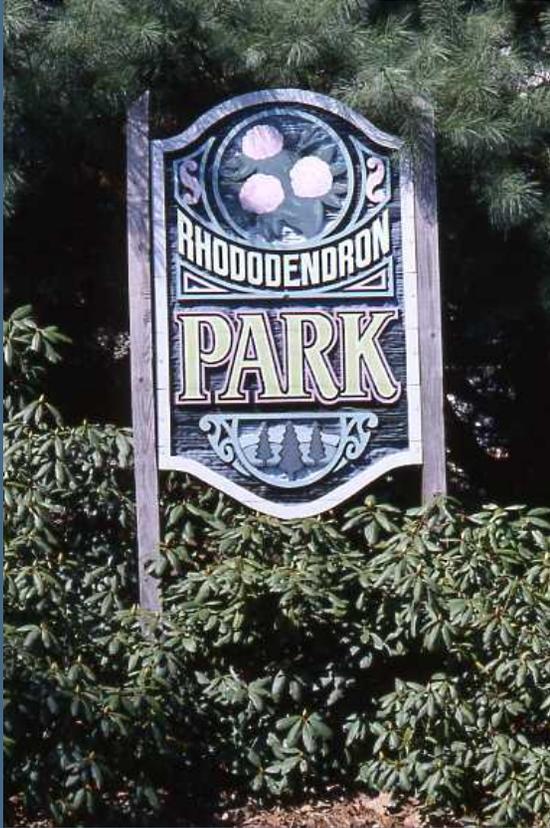


Revitalization Approaches



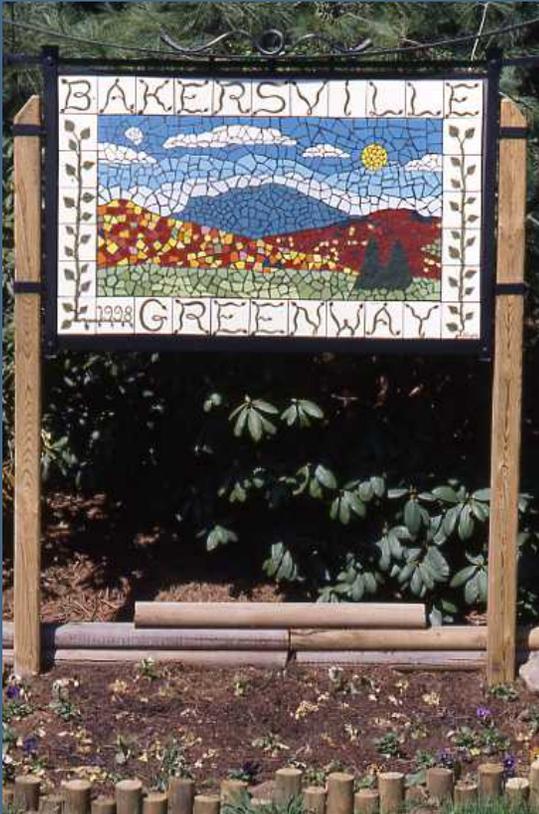
- Identifying Natural and Cultural Heritage - Bakersville

Revitalization Approaches



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- Identifying Natural and Cultural Heritage - Bakersville

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- Overcoming Historic Losses – West Jefferson

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- Restructuring of Economy – Chimney Rock

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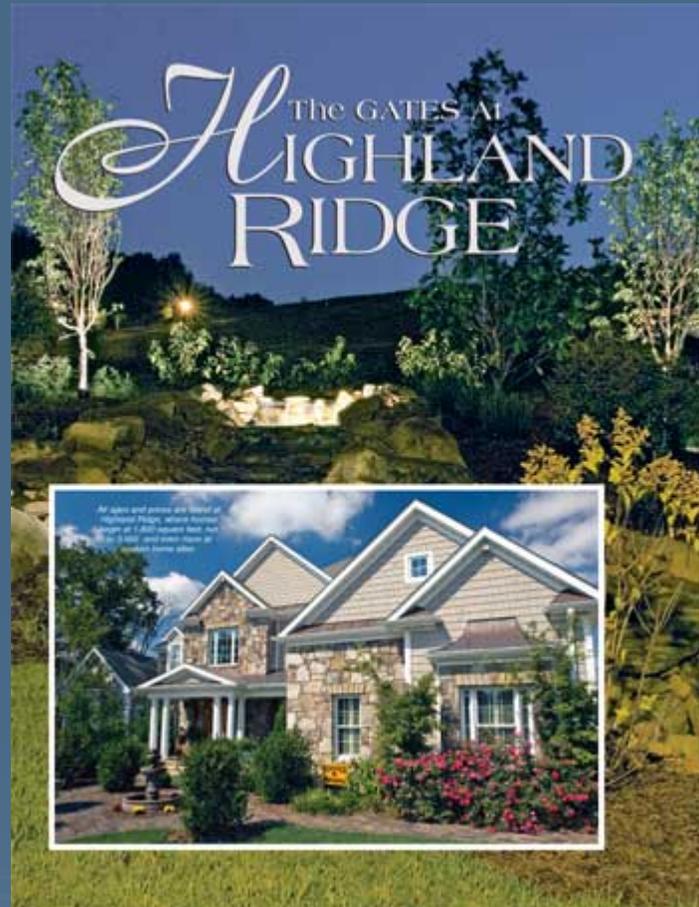
The Wealth Factor

- In 2002-2003 Wealth (incomes over \$1 Million) grew by 14% in the United States.
- Wealth Grew 7% worldwide
- In 2002-2003 the number of families in the United States moving into poverty grew 14%



How is this wealth spent?

- 1) Stocks and Bonds
- 2) Real Estate
- 3) Travel
- 4) Collectibles (art and wine)



Revitalization Approaches



- Restoration and Preservation of Neighborhoods – Clingman Avenue Neighborhood, Asheville

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- Restoration and Preservation of Neighborhoods – Clingman Avenue Neighborhood, Asheville

Results

- 141 buildings renovated
- 122 facades restored
- \$28.7 million public & private funds
- 139,762 hours of volunteer labor
- 28 new craft shops and galleries



“It has been said that our best must leave to find jobs and build a career. I take exception to that. I think it can be said that the best and brightest stay and find a way to make a difference and a living.”

- Leroy Ledford, Bakersville, NC



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HandMade offers Institutes and publications
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