

For CCCRA, Nelson Heritage Park will be yet another treasure unfolding, another in the making, another result of “a few good folks, starting in on something and sticking with it,” as Rob Tiger describes the process.

April 2010 Historic Hayesville Market Analysis provides detailed demographics of the region, business and retail climate, real estate availability, results of a consumer survey, and an Art and Craft profile. It can be downloaded at: <http://claycountycomp.wordpress.com/historic-hayesville>

**Hayesville: A welcoming architecture of town and mountain.**

A trip into Hayesville has the wonderful quality of deceleration into a world of town square concerts, relaxed ambles past stores of great texture and human scale and the over-riding sense that whatever the rush had been before arrival is now absorbed in the town's front porch view of circling mountains. Highly recommended for any visit:



**Courthouse Square:** The CCCRA has led a determined effort to preserve Hayesville's noble, top-hatted court building, listed on the National Register of Historic Places. This often photographed 19th century aristocrat, beautifully refurbished, presides over a lawn of shade trees, a new side park with gardens and birch benches and a perimeter of shops and offices, many with inspired window displays.

On any given weekend, music on the courthouse lawn. A steady stream of music events from mountain string band to chorale to

barber shop quartet create plenty of rhyme and reason to pull up a chair and get together with friends. And, nearby, the Peacock Playhouse presents its 30th season of musicals, comedies and dramas featuring the Licklog Players. For a calendar: [www.hayesville.org](http://www.hayesville.org).



**Cherokee Homestead Exhibit in Nelson Heritage Park:** An easy walk from the square, adjoining the Clay County Historical and Arts Museum. A CCCRA piloted initiative to recognize those who crossed and settled and honored the land long before the first paper map or drawn border.



**The Jackrabbit Mountain Bike and Hiking Trail:** Skirting the edge of Lake Chatuge, with trailhead roughly two miles from Hayesville, a topnotch outdoor experience whether walking the trail or sailing slightly above it switching gears.



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SMALL TOWN  
REVITALIZATION PROGRAM



HAYESVILLE  
at a Glance

Population (July, 2009):  
342

Median Age:  
43.2 years

Median Household  
Income (2008):  
\$24,957  
(Up from \$20,000 in 2000)

Median House/Condo  
Value (2008):  
\$117,708  
(Up from \$69,600 in 2000)

Cost of Living Index (Dec. 2009):  
84.3  
(U.S. average is 100)

Zip Code: 28904



The story of Hayesville's revitalization process is perhaps best described as one of surprising, even phenomenal discovery—in place, in architecture, in landscape, and in the imagination of everyone who has taken part in a colorful and diverse “living quilt” of projects.

There is no better example of this than the restoration of the Clay County courthouse. Physically defining the center of town since 1888, the building has been alternately

described as "Carpenter Gothic" and "Italianate Vernacular." Thanks to work of the Clay County Communities Revitalization Association (CCCRA), the tree-shrouded building, when stripped of its paint



An evening's entertainment on the lawn, brought to you by the CCCRA

in 2001, emerged as an intricately patterned masterpiece defined by the original mosaic of colored brick.

"We've had some great partners along the way," says Rob Tiger, CCCRA president, store owner and fourth generation Hayesville resident. "But, bottom-line, HandMade has made the difference. They led us through the 501(c)3 process, helped us look for funding and get it. We would have never launched the courthouse project without their guidance."



In a second phase of courthouse restoration, first and second floor windows were replaced, engaging a number of grants, including \$30,000 from area citizens. With interior restoration on CCCRA's current agenda, the space will house art and craft galleries and a home for the visual and performing arts.



Courthouse drama: A painstaking renewal of true colors.

The lure of the Jackrabbit Trail.

Roughly six miles from the courthouse on a wooded peninsula along the eastern shore of Lake Chatuge, a joint effort of CCCRA and the Southern Appalachian Bicycle Association (SABA) is "far exceeding everyone's expectations," according to Ron Guggisberg, chairman of CCCRA's trails and greenways committee. The 375 acre Jackrabbit Mountain Biking and Hiking Trail came into its own in 2005, beginning with a land contour study by the U.S. Forest Service. Currently, working together, SABA and CCCRA have managed and helped fund the completion

"There's always been music in town."

- Rob Tiger, fourth generation Hayesville resident and CCCRA board member, guitar and banjo player and member of the mountain music group Irons in the Fire.



of 15 miles of trails with seven different branches of varying lengths and ability levels. As one visiting cyclist writes, "The trails at Jackrabbit are the finest anywhere. Very well planned and well maintained."

Accomplishments: Hayesville renewal since 1999

Building renovations:

Seventeen buildings refurbished including a complete exterior restoration of the Clay County Courthouse, tuck-pointing crumbling bricks and replacing windows.

In Volunteer Time and Jobs Created:

More than 20,000 volunteer hours put toward CCCRA efforts and 252 jobs created.

In New Businesses:

Fifty-four new businesses in town, many filling in and leading out of the town square.



A Cherokee Homestead dugout-shaping-crew made up of Rob Tiger, Jim Glock, Paul Cent and Davy Arch.

fundraising events, often involving town square concerts. With HandMade's help and the aid of other partners, Hayesville has attracted well over two million dollars in grants and gifts, more than \$100,000

In Public Areas and Facilities:

New lamp posts and murals, transformation of a vacant lot into a park, installation of a playground for all Clay County children, receipt of \$224,000 in grants to fund the Jackrabbit Trail project and completion of 15 miles of new trail, new landscaping and signs, acquisition of land and assembly of the Cherokee Homestead Exhibit within

Nelson Heritage Park.

In Investments:

In private funding, \$1,780,487; in public money, \$370,589.

For further information:

http://cccra.net



Hayesville's columns and boardwalks, freshly tuned up.

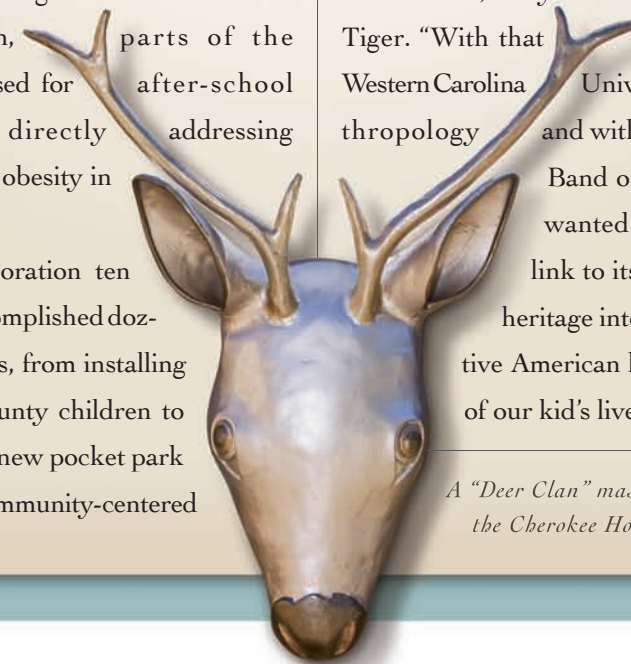
going toward the shaping of Nelson Heritage Park where CCCRA has supported the meticulous recreation of a 17th century Cherokee winter and summer house, corn crib and public art space.

"Spikebuck Mound is near here, a Cherokee sacred site," says Rob Tiger. "With that in mind, partnering with Western Carolina University's Department of Anthropology and with the support of the Eastern Band of the Cherokee Indians, we wanted to strengthen Hayesville's link to its Cherokee past, bring that heritage into our schools and make Native American history a very essential part of our kid's lives."

A long and deep cultural history.

With the help of a recent grant from the Robert Wood Johnson Foundation, parts of the Jackrabbit system will be used for after-school training and riding, directly addressing better health and lowering obesity in Hayesville schools.

In all, since its incorporation ten years ago, CCCRA has accomplished dozens upon dozens of projects, from installing a playground for Clay County children to clearing and landscaping a new pocket park to holding more than 40 community-centered



A "Deer Clan" mask in hand-forged steel, part of the Cherokee Homestead public art offering.