

Appalachian Forest Heritage Area Feasibility Study

Examination of Future Direction and Suitability for National Heritage Area Designation



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Examination of Future Directions and Feasibility / Suitability for National Heritage Area Designation

Credits

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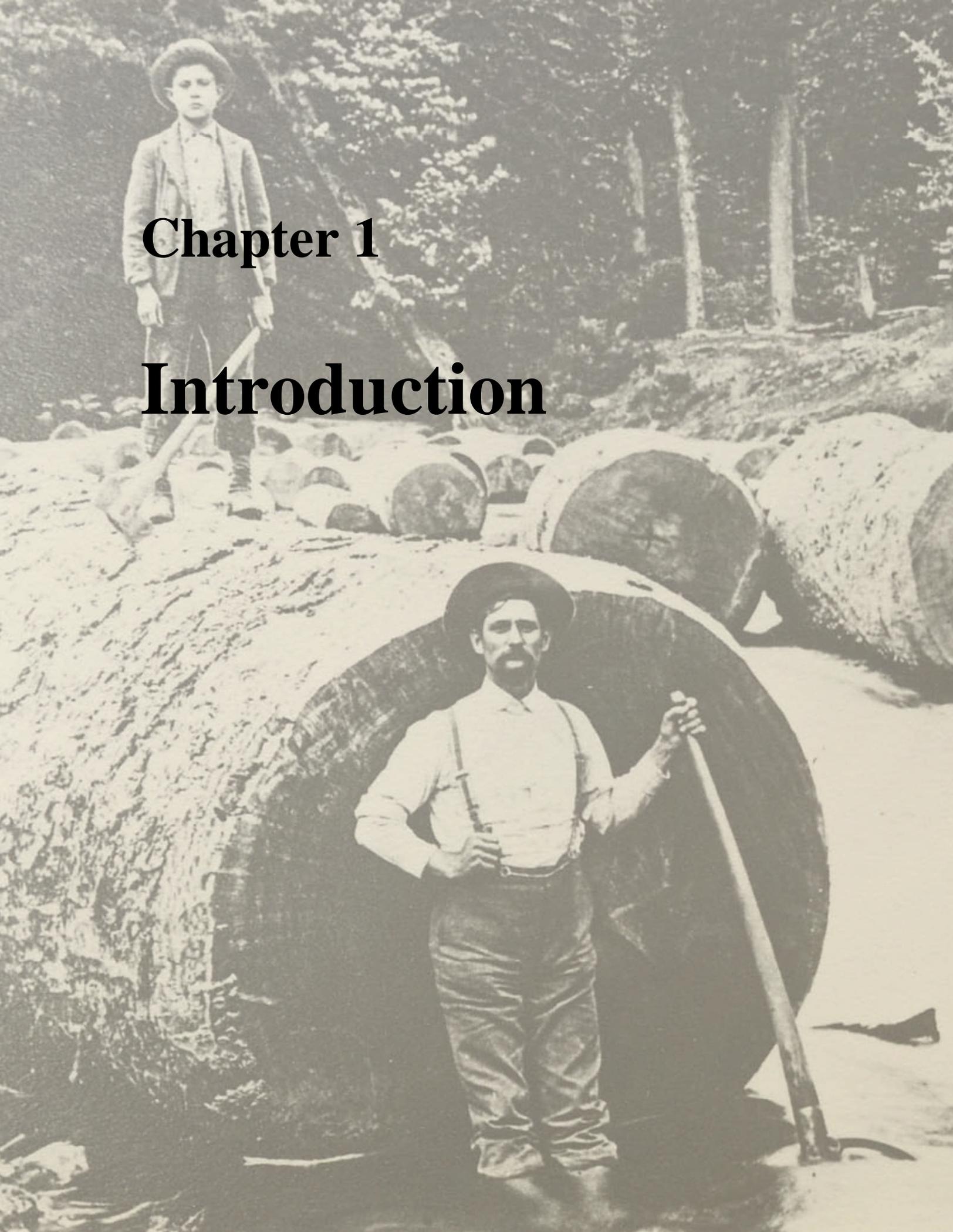
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Chapter 1

Introduction

"We all need such places...just to know who we are.... These are the places where we have created our stories, where we find our shared memories...the places where we have experienced community and where we can learn to create it again.... Past, present and future are not separate. But we who are in the present are now accountable for the story."

Robert Archibald, *A Place to Remember*

The Appalachian Forest Heritage Area (AFHA) is a grassroots effort initiated by West Virginia University's Davis College of Agriculture, Forestry and Consumer Sciences and WVU Extension to integrate central Appalachian forest history, culture, natural history, products and forestry management into a multi-state heritage tourism initiative to promote economic and community development. A Steering Committee of stakeholders has provided active direction and information in the development of the program. Initial funding from the Fund for Rural America will run out in fall of 2005. In order to continue these efforts beyond the initial grant, the decision has been made to establish a new non-profit organization called Appalachian Forest Heritage Area, Inc.

The organization's purpose is to create a sustainable heritage area based on the unified theme of forest heritage. Existing and potential forest-based historic sites, artisans, manufacturers and working forests are being developed into a network of visitor destinations and local heritage education opportunities that provide high-quality products, programs, experiences, events and services.



The Appalachian Forest Heritage Area encompasses a key section of the central Appalachian highlands. The temperate hardwood forest hosts a unique biodiversity of plant and animal species. These vast forests helped to build and fuel the industrial revolution in the rest of the country. The AFHA has a rich and complex history of timber harvesting, forest management and the production of forest products. Major strides in forest health, productivity, management, and wood utilization have contributed to a vibrant natural resource-based economy and culture.

The AFHA Steering Committee and AFHA non-profit Interim Board directed staff to proceed with a Feasibility Study. This study looks at alternatives for long-term sustainability for the AFHA including but not limited to National Heritage Area designation.

The Appalachian Forest Heritage Area (AFHA) is at critical juncture in its evolution. The creation of a non-profit organization to manage the future of the Heritage Area is evidence of the stakeholders' desires to continue the effort beyond the original grant time period. With less than two years of funding remaining, leadership must assess the alternatives for long-term sustainability for AFHA and decide which one will afford the best opportunity for organizational success.

This study looks at alternatives for long-term sustainability for the AFHA including but not limited to National Heritage Area designation. It was structured in two phases:

1. Phase One:

- ◆ Ascertain support for AFHA as a concept and as an organization from both stakeholders and the general public. What are the perceived benefits and concerns?
- ◆ Explore AFHA seeking National Heritage Area status, which includes determining whether it would qualify as a "nationally significant area" with opportunities for interpretation. What are the perceived benefits and concerns of obtaining this designation?

- ◆ Examine alternatives for long-term sustainability, which includes looking at how other heritage areas are approaching their future directions. Provide recommendations to stakeholders and leadership on which alternative(s) to develop.
- ◆ Respond to stakeholder and the general public concerns by presenting information and suggestions on how AFHA may address these concerns.
- ◆ Seek a directional decision from Stakeholders and Governing Council.

2. *Phase Two:*

- ◆ Move forward with the direction endorsed by the Stakeholders and the Governing Council. This decision was to seek National Heritage Area designation and to explore other possible funding areas, which could serve as potential match for NHA funds.
- ◆ Present AFHA and the NHA effort to additional key leadership in the eighteen counties, including meetings and presentations with public officials, private sector, and non-profit leadership to explain approach and rationale, listen to and respond to concerns, and seek their support. Resolutions or letters of support were solicited.
- ◆ Meet with West Virginia and Maryland key state and federal agencies and congressional delegations with similar purposes.
- ◆ Complete the NHA Feasibility Study addressing Heritage Area Critical Steps and Recommended Criteria for National Park Service and Congressional review.

Structure of Report

This report presents the results of the Feasibility Study recommending National Heritage Area designation for the Appalachian Forest Heritage Area. It includes overview of the AFHA and NHA programs, description and significance of AFHA, suitability according to the Recommended Criteria, results and recommendations of the Feasibility Study research. Additional supporting information is included in the Appendices.

Significance and Criteria

The Appalachian Forest National Heritage Area has outstanding natural resources and historical and cultural themes of state and national significance. Timber harvesting in the region in the late nineteenth and early twentieth centuries helped fuel the industrial revolution in the rest of the country, while the industrialists who developed this industry created a national power base. This Heritage Area is the core of the central hardwood forest that is today the largest of its kind in the world, having regrown from the original cutting aided by forest management and protection of public lands.



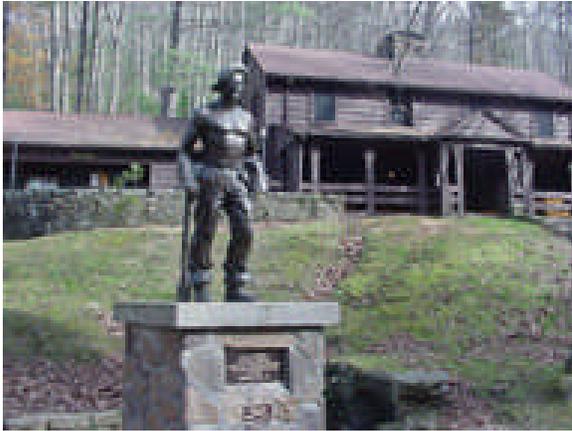
Cranberry Glades offers visitors offer up rare plant species

Protected and designated natural resources within the Heritage Area include The Monongahela National Forest, portions of the George Washington National Forest, Canaan Valley National Wildlife Refuge, the nation's first National Recreation Area at Seneca Rocks/Spruce Knob, fourteen National Natural Landmarks, five wilderness areas, 12 West Virginia State Parks, 5 West Virginia State Forests, 9 Maryland State Parks, and 4 Maryland State Forests, plus a number of natural areas protected by non-profit organizations.

Significant historic and cultural sites and resources within the Heritage Area include five National Historic Landmarks, portions of the C&O Canal National Historical Park, the Historic National Road All American Road, Canal Place Heritage Area, four national scenic byways, 16

state designated byways, and a total of over 26 historic districts and 215 individual sites listed on the National Register.

The Forest Heritage story can be expressed in the Heritage Area through a variety of existing resources, such as remnants of old growth forests, protected wilderness areas, historic sites from the logging era including the intact logging company town at Cass Scenic Railroad State Park, national and state forest lands created to foster regrowth of the forest, CCC structures



Civilian Conservation Corp Memorial at Watoga State Park

demonstrating conservation efforts, experimental forests demonstrating the evolution of forestry management, managed public and private forests, and a dynamic forest industry with mills and value-added products that demonstrate the ongoing importance of the forest and forest products to this region.

The extensive central hardwood forests and undeveloped rural character of the Appalachian Forest Heritage Area provide natural and recreational resources, scenic vistas, outdoor recreation and opportunities for nature observation for people throughout the United States to enjoy.

The central Appalachian culture including folklife, music, dance, crafts, and traditions are inextricably tied to the forest and reliance upon forest products. The icons of culture are still celebrated and serve to preserve regional heritage that is central to the charm that brings many visitors. Ethnic identities have intermingled to form an evolved regional culture, but with many indicators of original origins. The Heritage Area represents a cross section of American history illustrating how people lived in and interacted with the forested mountains, including Native Americans, frontier settlements, the Civil War First Campaign and formation of a state, blending of cultures from periods of European and African-American immigration, and adaptation to changing economies in contemporary America. The forested landscapes of the present directly link the Forest Heritage of the past to the future, as do the historic valley settlements, farmlands, and industrial landscapes.

Local residents, organizations, and governments support the establishment of a National Heritage Area, as shown by active stakeholder participation in the AFHA efforts and the Feasibility Study, as well as by over 140 support letters.

Recommendations

This Feasibility Study recommends designation of the Appalachian Forest National Heritage Area to further the development of this Heritage Area. This designation will assist the efforts of the States of West Virginia and Maryland, the AFHA non-profit organization, and organizations, communities and private businesses, to promote the cultural, natural, historic and recreational resources of the region in order to realize their full potential.

This Study also recommends continued efforts by the AFHA organization to move forward with implementation of the Strategic Plan and to continue to expand community participation. Throughout this implementation, attention to the Core Values of the organization should be used to address stakeholder concerns and maintain balanced involvement from the full range of diverse interests working with the AFHA. The study recommends working with the state heritage area programs of West Virginia and Maryland, and continuing to seek additional funding sources to provide for AFHA future development and matching funds.

Chapter 2

Development of the Appalachian Forest Heritage Area

FORESTRY BEGINNING

STATE FORESTERS BEGAN TO PLANT TREES WITHIN
24 HOURS OF THE EMERGENCY DECLARATION IN 1964.
LAWRENCE AND HORTON COUNTY GAVE THE STATE
1,000 ACRES FOR FORESTRY DEMONSTRATION
PLOTS AND PROVIDING MULTIPLE BENEFITS
TO THE PEOPLE OF MARYLAND.

MARYLAND FOREST AND BUCK SERVICES

Chapter 2: DEVELOPMENT OF THE APPALACHIAN FOREST HERITAGE AREA

AFHA is a grassroots effort to integrate central Appalachian forest history, culture, natural history, products and forestry management into a multi-state heritage tourism initiative to promote rural economic and community development. The project was initiated by West Virginia University's Davis College of Agriculture, Forestry and Consumer Sciences and WVU Extension Service, with initial funding from the USDA Fund for Rural America. A Steering Committee of stakeholders has actively provided direction and information in the development of the program. In order to carry on these efforts beyond the initial four-year grant, the decision has been made to establish a new non-profit called Appalachian Forest Heritage Area, Inc.

AFHA is developing a network of visitor destinations and local heritage education opportunities including existing and potential forest-based historic sites, artisans, manufacturers and working forests. This will create a sustainable heritage area based on the unified theme of forest heritage, that provides high-quality products, programs, experiences, events and services.

Volunteer Collaborations

Throughout the counties now included in the Appalachian Forest Heritage Area, a variety of local heritage and marketing initiatives and volunteer collaborations set the stage for the Heritage Area effort. Local Convention & Visitors Bureaus in a number of counties have collaborated on joint marketing initiatives. Regional organizations such as Canaan Valley Institute and Vandalia Heritage Foundation have worked across county lines. Non-profit efforts such as the Randolph County Arts Calendar have expanded to include a multi-county region. Scenic Byway efforts such as the Northwestern Turnpike Byway and Staunton-Parkersburg Turnpike Byway developed collaborative efforts based on partnerships to present natural, historic, and cultural resources. The Monongahela National Forest that forms the public land core of the region offers a regional resource that impacts its whole proclamation area and gateway counties.

In 1999, a call for proposals for regions interested in forming a pilot heritage area project in West Virginia was issued by the Preservation Alliance of West Virginia. Funded by a grant from the Claude Worthington Benedum Foundation, PAWV planned to facilitate a pilot region as a step towards developing a state heritage tourism initiative. A group of volunteers, anchored by Canaan Valley Institute and Historic Beverly Preservation, developed an application package for the West Virginia Mountain Frontier Heritage Area, including about 2/3 of the area later included in AFHA. This application came in second in the selection process – it was not selected because the complexity of the project area needed more resources and time to develop than would be feasible within the time and budget available for this demonstration project.

The volunteer committee continued working, and held a facilitated planning session in fall of 2000 to discuss heritage tourism future for the region. Over 50 people attended the session, representing non-profits, agencies, educational institutions, elected officials, businesses, and individuals from most of the included counties. From this session, a concept plan was developed recommending further work by a variety of committees. Little organized follow-up occurred, however, due to competing demands on volunteer time and lack of any dependable staff support.

In Maryland, where a state heritage area program does exist, county efforts were focused on participation in that program. The Canal Place Heritage Area in Allegany County is a state designated Maryland Heritage Area focusing on transportation heritage and anchored by one end of the C&O Canal National Historic Park. Garrett County has been participating in a study process in preparation for designation as a Maryland Heritage Area.

Concurrently, some outreach programs of West Virginia University were working in the highlands region on heritage development projects. The Recreation, Parks and Tourism program of the Division of Forestry collaborated with Preservation Alliance in working towards a statewide heritage tourism program, and also participated in a heritage development project at Bulltown in Braxton County.

The WVU Community Design Team program, which provides resource team visits to local communities, was particularly inspired by a visit to Webster Springs, in Webster County. A remote, economically depressed community whose major local industry is logging, the town featured an internationally known Woodchoppers Festival featuring logging skills competitions. The Design Team working with the local community envisioned a program of economic revitalization based on forest heritage, marrying heritage tourism with interpretation of the timber industry.

Growing out of the convergence of these experiences, WVU Division of Forestry and Extension Services, with support and partnership of many of the principals of the previous regional heritage area efforts, wrote and received a grant to develop a Forestry Heritage Trail, which quickly evolved due to stakeholder input into the Appalachian Forest Heritage Area.

Need for the Appalachian Forest Heritage Area

The Appalachian Forest Heritage Area (AFHA) seeks a regional solution to the needs for both community economic development and appreciation of the unique cultural heritage of the central Appalachian highlands forest region of western Maryland and West Virginia.

Appalachian communities have been caught in epic struggles between development and environmental forces. These communities are struggling to find their own identities and directions. Nationally, a growing movement has emerged to promote economic development while preserving natural and cultural resources. For AFHA communities, this form of tourism can play an important part in the essential diversification of local economies.

Tourism is the third largest retail industry in America. Heritage tourism, based on travel to experience authentic history and special places, is a significant and growing part of this market. Heritage tourism represents a promising strategy for economic diversification that is rooted in local traditions. Many rural communities have valuable natural and cultural resources at their doorstep, but they lack the expertise to develop these as tourism destinations. Working in isolation, communities cannot leverage adequate funding for infrastructure development, nor can they create the cohesive experience that will attract tourists to remote areas.

The AFHA has a rich and complex history of timber harvesting, forest management and the production of forest products, but these stories have not been presented comprehensively. Major strides in forest health, productivity, management, and wood utilization have contributed to a vibrant natural resource-based economy and culture. Many visitors have little appreciation for the links among forestry practices, rural traditions, and sustainable economies.

To the degree that rural communities and local industries take pride in their forest traditions and stewardship, the long-term sustainability of West Virginia and western Maryland's forest-dependent communities is more secure. Forest-related heritage tourism can fulfill the need for public education, thus contributing to an understanding of "good forestry." Forest-related heritage tourism in West Virginia and western Maryland also fosters economic development consistent with the local traditions and available resources. Urban visitors already flock to West Virginia and western Maryland for outdoor recreation and heritage tourism opportunities. This project capitalizes on that trend to meet public education and local economic development needs.

Organizational development

Building upon previous volunteer attempts to organize heritage partnerships in the region, the Forest Heritage program grew out of a grant project of WVU Division of Forestry and Extension Services to develop a Forestry Heritage Trail. Funded by a four-year grant from the USDA Fund for Rural America, the project defined its eighteen-county, two-state region and expanded its concept and goals to the Appalachian Forest Heritage Area in response to stakeholder input and participation. From the first Stakeholder meeting, attended by over eighty-five people across the region in November 2001, the project has grown to reach hundreds of people on the mailing list, has held five full-group Stakeholder meetings, and had over one hundred volunteers participating in six task groups and a steering committee to develop and implement a strategic plan for the project.

A broad range of participants representing diverse backgrounds and viewpoints are participating to determine the project's course. They have developed and are implementing a

strategic plan to move forward with the project. The work of building a unified heritage tourism approach and network across the region goes hand-in-hand with communities committing to local forest related projects. This broad-based grassroots approach helps ensure local community success and balanced direction as the AFHA moves towards its goals.

AFHA is coordinated by a project team from West Virginia University (WVU) and Canaan Valley Institute (CVI). A steering committee of partners and volunteers vision and plan the project. Task groups have been active on a number of fronts: identifying assets, interpretation, business development, communications, marketing, and organization. Three pilot communities – Webster County, WV, Randolph County, WV and Garrett County, MD -- are developing the models of how to implement the project goals in individual communities.

In April 2003, based on work by the Organization Task Group and the Steering Committee, the stakeholders approved forming a non-profit organization to carry forward the long-term goals of the AFHA. The organization is incorporating in West Virginia and Maryland, and is seeking 501(c)(3) non-profit status. A 35-member Governing Council to set policy has been selected, with a 15-member Working Board to conduct business, in accordance with the Bylaws. The Governing Council includes representation from each county in the area, in addition to interest group representation from forest industry, heritage, outdoor, and tourism groups, as well as agency partners.

The AFHA non-profit will work alongside the WVU project team, with responsibilities allocated as appropriate depending upon funding. The WVU project team remains responsible for implementation of the original grant, while the AFHA non-profit will be recipient of and responsible for new grant funds and donations. Responsibility for the project will be transferred in a gradual transition, until the AFHA non-profit has full responsibility as of September 30, 2005, the end of the original grant period. WVU Division of Forestry and Extension Services desire to see a long-term sustainable, independent Heritage Area result from the project, with their role changed to be one partner among many participating in a sustainable Appalachian Forest Heritage Area.

Strategic Plan -- Vision, Goals, Values

The AFHA Strategic Plan developed by the stakeholder participants was approved in April of 2003, with amendments added in November 2003. The following represent the core of the Strategic Plan.

Definition

Forest Heritage is the ongoing story of how the forest shapes history and culture, and how ecology and human use shape the forest.

Vision

For centuries, the forests of the Appalachian Mountains have sustained local settlers, provided raw materials for America's economic expansion, and inspired visitors. The Appalachian Forest Heritage Area (AFHA) tells the story of this forest legacy and the mountain people who forged it.

The AFHA attracts visitors to discover the rich forest heritage of the highlands of West Virginia and western Maryland. Visitors explore thematic trails leading them to recreation, learning, entertainment, and appreciation experiences targeted to their own interests.

Communities benefit from the AFHA in several ways. Economic markets increase for local events and attractions, tourist services, forest industry products and the arts. Communities grow stronger through local participation and regional networking. The entire region works with a shared approach to use, conservation, and appreciation of our multi-faceted forest.

Mission

The Appalachian Forest Heritage Area (AFHA) works locally to conserve, develop, interpret, and promote a regional network of forest-based resources and experiences in the highlands of West Virginia and Maryland for the enjoyment and appreciation of residents and visitors in order to enhance economic and community development.

Issues -- Opportunities

- ◆ Vast array of heritage assets across the region, with tremendous potential, variety, and national significance.
- ◆ Many interested stakeholder groups and communities, some already active with related tourism efforts.
- ◆ Many specific sites, particularly on public lands, already illustrate the forest heritage story.
- ◆ Grant funding for coordinating a regional effort and supporting AFHA related community projects.
- ◆ WVU, CVI, and active partners build communications networks to support the project and bring communities into regional collaborative efforts.

Issues -- Challenges

- ◆ Defining themes, scope, and geographic reach while taking into account regional complexity.
- ◆ Learning to work together without redundancy.
- ◆ Minimizing tension among stakeholders with different interests.
- ◆ Maintaining interest and participation from volunteers under heavy work loads.
- ◆ Prioritizing tasks for available staff and funding, while engaging the whole region and continuing outreach to bring in more participants.

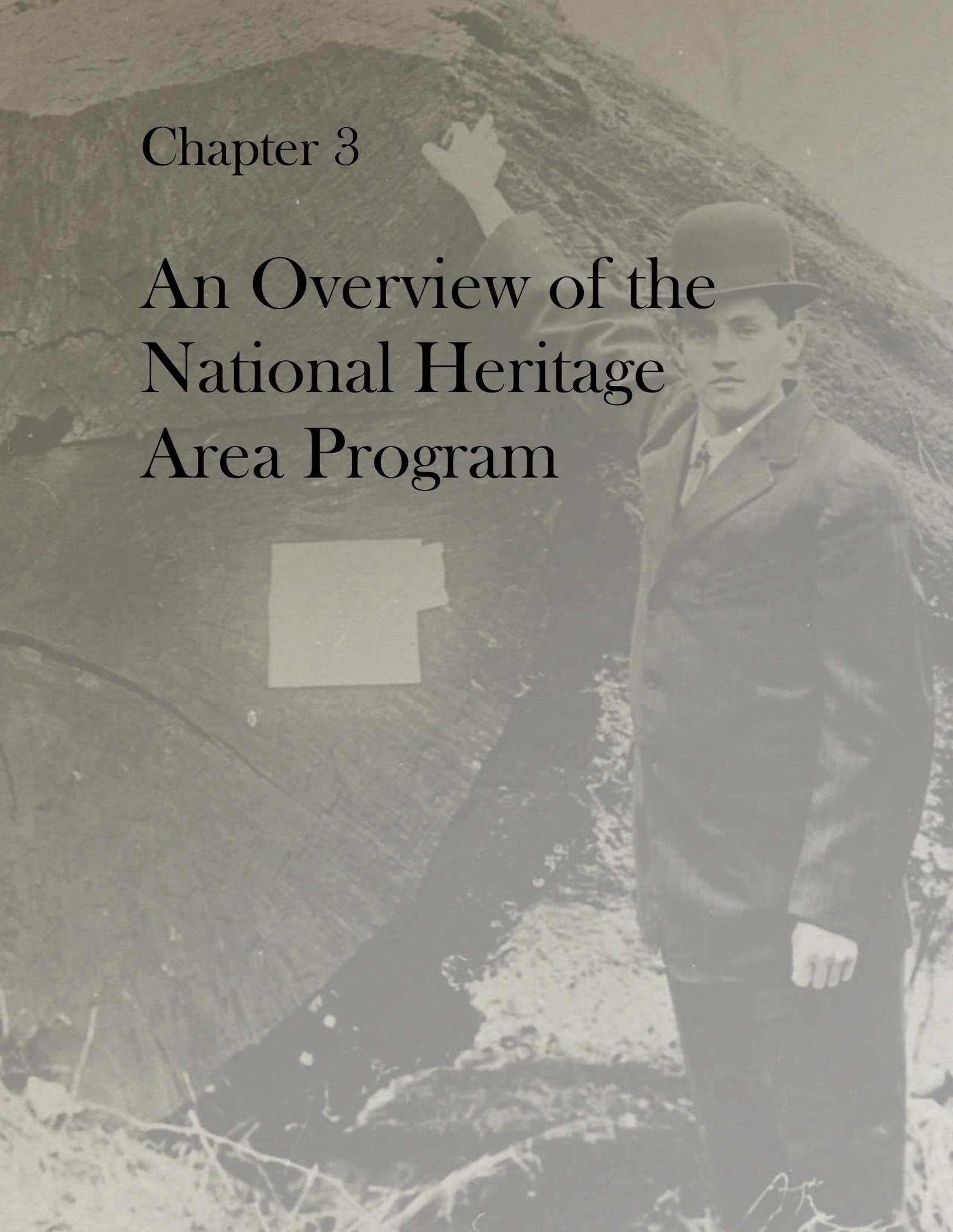
Goals and Strategies

- ◆ Develop a regional Heritage Area based on forest heritage that can serve as a model of successful Heritage Area development based on grassroots partnerships.
 - Coordinate regional planning and technical assistance efforts with partnering agencies and communities.
 - Develop and implement a strategic plan for forest heritage in the project region.
 - Use evaluation procedures to document and report on the process and achievements.
 - Develop a sustainable AFHA community-oriented organization to support the project beyond the initial grant.
 - Seek National Heritage Area designation.
- ◆ Develop and promote a cohesive regional network of forest heritage tourism destinations.
 - Identify assets, tourism sites and experiences that fit the themes of forest heritage. Assist with existing sites, and help develop new ones, to provide a range of tourism experiences.
 - Develop thematic tours and deliver tourism information about the network of sites and experiences.
 - Develop an identity for the AFHA, including name, logo, marketing slogans, and branding.
 - Work with existing marketing organizations to promote the AFHA as a destination.
- ◆ Strengthen small businesses, communities, and grassroots organizations; foster local economic development; and build regional partnerships.
 - Implement community-based pilot projects in the Randolph County, Webster County, and Garrett County areas. Work in additional communities based on the model developed in the pilot areas.
 - Administer a mini-grants program to improve the capacities of local initiatives.
 - Encourage regional partnerships that will benefit all by enlarging economic opportunities.
 - Identify additional funding opportunities.

- Assist with business development, helping to provide training and opportunities for new or expanded tourism service businesses.
- ◆ Interpret a broad range of forest themes, including forestry and forest products; natural resources, conservation, and outdoor recreation; forest history; and forest culture.
 - Coordinate thematic interpretation through the region with both regional and local interpretive products.
 - Work with a broad range of stakeholders to ensure that education includes diverse viewpoints.

Core Values

1. AFHA values partnerships and communication across geographic lines and interest areas, seeking diverse and open participation with balanced representation of all partners in decision making, access to resources, and presentation.
2. AFHA seeks to provide education and interpretation for a broad range of local and visitor audiences, presenting messages in entertaining formats with scholarly accuracy, balanced presentation of differing viewpoints, and respect for the complexity of the issues.
3. AFHA values showing the working forest as an active force in the region's present and future, including making connections between the natural resources of the forest, people's livelihoods that are dependent on the forest, and the products from the forest that the whole country uses.
4. AFHA values education and interpretation on issues regarding long-term sustainability for the forest that respects needs and concerns of forestry and forest products industries, of economic and social needs of forest communities, and for health and biodiversity of the forest ecosystems.
5. AFHA utilizes cultural / heritage / nature tourism as a means to bring economic benefits to the AFHA communities in a well-thought-out and balanced way that respects community values. Encouraging visitor respect of local standards and privacy, and targeting promotion to those sites and communities who wish to invite visitation, are among the tools that will be used to manage tourism impact.
6. All participation in AFHA programs or projects will be strictly voluntary. No resident, property owner, business, organization, or community will be considered a partner, nor will they be included in or bound by any agreements of the AFHA, heritage area designation, or the management plan, unless they specifically choose to participate.
7. AFHA is not a land management organization, and has no land management agenda. Designation of AFHA as a National Heritage Area will have no impact on private property within the area. AFHA has no power or authority, nor will it ever accept any such authority, to regulate, zone, or control private property use. AFHA cannot use federal funds to purchase land.



Chapter 3

An Overview of the
National Heritage
Area Program

Chapter 3: OVERVIEW OF NATIONAL HERITAGE AREA PROGRAM

A National Heritage Area (NHA) is a place designated by the United States Congress, where natural, cultural, historic and recreational resources combine to form a cohesive, nationally distinctive landscape arising from patterns of human activity shaped by geography. These patterns make National Heritage Areas representative of the national experience through the physical features that remain and the traditions that have evolved in the areas. Continued use of the National Heritage Areas by people whose traditions helped to shape the landscapes enhances their significance.

Congress has established 24 National Heritage Areas around the country, in which interpretation, conservation, heritage tourism and other activities are managed by partnerships among federal, state, and local governments and the private sector.

A "management entity" is named by Congress to coordinate the partners' voluntary actions. The management entity if AFHA would be designated, would be the non-profit Appalachian Forest Heritage Area 501(c)(3) non-profit organization. The National Park Service (NPS) provides technical assistance as well as financial assistance for a limited number of years following designation. Between \$250,000 and \$1,000,000 a year up to a total of \$10,000,000 over fifteen years may be made available as matching grants.

While each Heritage Area is different, the key features emphasized by the Appalachian Forest Heritage Area are education and interpretation, appreciation of our vast forest-related assets, economic development based on heritage tourism, and community development based on partnerships across geographic lines and diverse interest groups.

What a National Heritage Area is, and What it is Not

Heritage conservation efforts are grounded in a community's pride in its history and traditions, and its interest in seeing them retained along with the evidence of them as projected by generations of activity on the landscape. Preserving the integrity of the cultural landscape and local stories means that future generations of the community will be able to understand and define who they are, where they come from, and what ties them to their home. Heritage areas thus offer the potential to ensure key educational and inspirational opportunities in perpetuity, without compromising traditional local control over, and use of, the landscape.

Each National Heritage Area is a settled landscape that tells the story of its residents. It is a landscape in which the land and the local environment, over time, have shaped traditions and cultural values in the people who live there, and where the residents' use of the land has, in turn, created and sustained a landscape that reflects their cultures.

The designation of a "National Heritage Area" is a recognition of a community's efforts to identify its natural and cultural resources which define its sense of place, and its stories. Designation recognizes nationally distinctive landscapes, and the role of these distinctive landscapes in defining the collective American cultural landscape. Designation as a "National Heritage Area" also provides important recognition of local community-based efforts to preserve this distinctive character.

Heritage Areas are living landscapes, in which people live and work. Community development, economic development, and enhancing quality of life for the future of the region are integral to the Heritage Area goals.

Designation as a National Heritage Area does not involve any Federal regulation of private property. Heritage Areas are not a land management program. They do not authorize any zoning or property use regulations, nor do they change or affect the local government's right to choose whether or not to impose such regulations. There are no new regulations associated with National Heritage Area designation, and many designation bills state this explicitly. There will, as with all Federal funding, be certain rules associated with how Federal money may be spent. But these rules will only apply to the voluntary partners who are receiving the funding.

A Partnership Strategy

The AFHA partnership approach generates opportunities for creative input on the desired future of a community from a broad range of constituents and their diverse perspectives. Participation in a collaborative exercise of idea sharing and planning fosters a spirit of cooperation capable of uniting the many voices of a community into pursuit of a common cause. The participants are able to continually refresh their own perspective on the sense of place they seek to preserve. This assures the availability of a greater number of tools for meeting the heritage area goals.

Association with the National Park Service makes available significant technical expertise to assist with all stages of this process, from the identification of important resources to planning for preservation, interpretation and the education of future generations. Equally important it validates the national significance of this area historically and today for both residents and visitors.

National Heritage Area Management

Management Entity

The management entity may be a State or local agency, a commission, or a private nonprofit corporation. The management entity is empowered to create a management plan for the heritage area, and is authorized to receive Federal funds on the area's behalf. The proposed management entity for AFHA will be the new non-profit organizations – Appalachian Forest Heritage Area, Inc.

Management Plan

The management plan describes the ways the management entity and other interested participants within the heritage area can work together toward the fulfillment of their common vision. Typical actions suggested by a management plan might include developing a visitor's guide publication, rehabilitating an important building or site, or creating a walking trail through an important area.

Local Control

The authority to implement the management plan rests in the hands of local partners. No management entity, nor any Federal agency, is given the authority by the enabling legislation to regulate land. The management entity is also usually prohibited from using the Federal funds it receives through enabling legislation to acquire real property.

Compact or Cooperative Agreement

After a heritage area is designated by Congress, National Park Service staff are enlisted as partners with local communities in organizing and planning a heritage area, and enter into a "compact" with the local parties. The compact is a statement of assent to mutually shared goals, and also serves as the legal vehicle through which Federal funds can be passed to non-governmental management entities. Involving the National Park Service in the National Heritage Area draws on the expertise in historic preservation, interpretation and natural resource conservation within the National Park Service.

Steps for NHA designation

The first step toward a National Heritage Area designation is completion of a Feasibility Study assessing alternatives, and documenting the national significance of the Heritage Area story and assets, and the public support for the project. The Suggested Criteria for National Heritage Areas will be addressed in the Feasibility Study.

The National Park Service has outlined four critical steps that need to be taken prior to congressional designation of a national heritage area. These steps are:

1. Completion of a suitability/feasibility study;
2. Public involvement in the suitability/feasibility study;
3. Demonstration of widespread public support among heritage area residents for the proposed designation; and

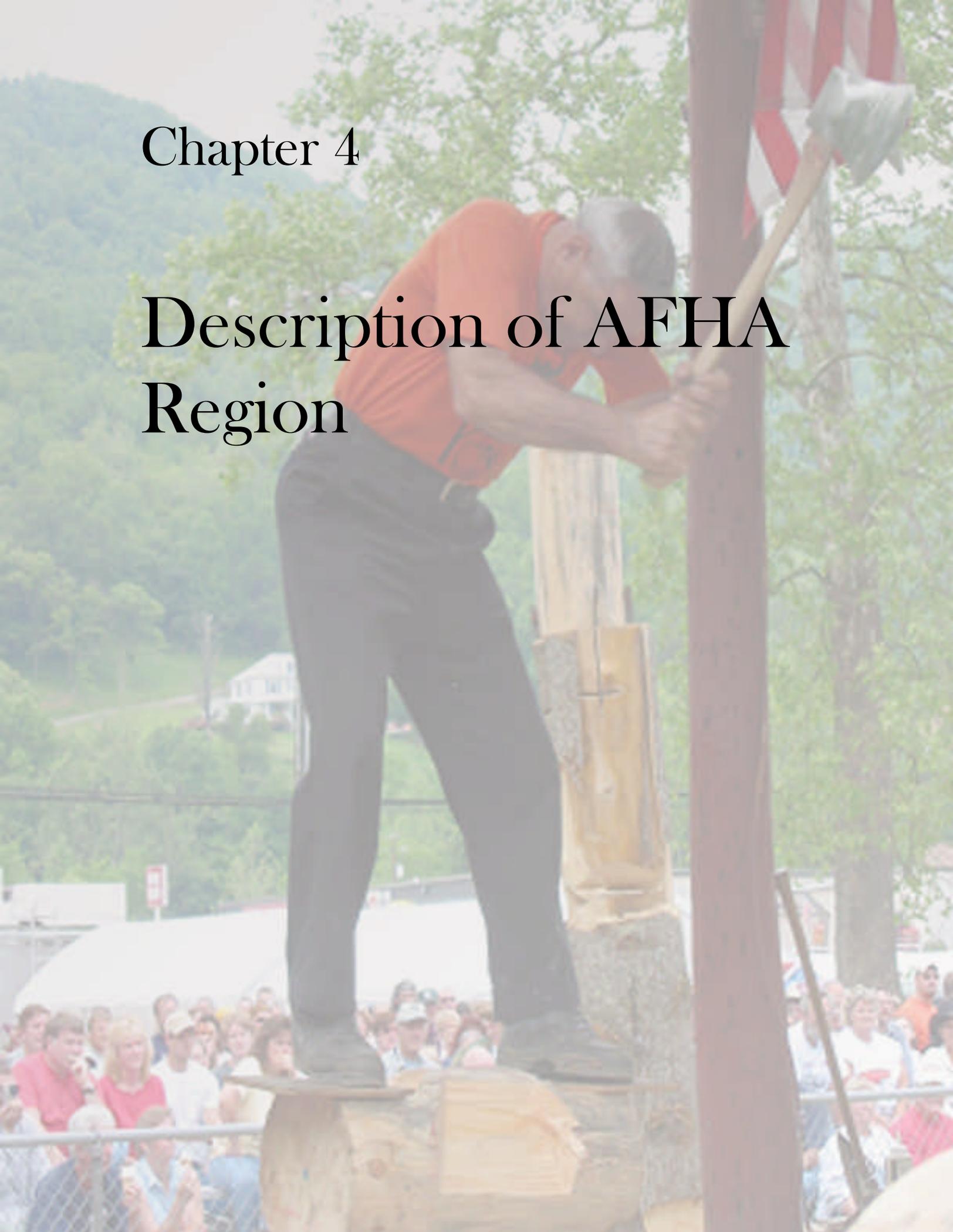
4. Commitment to the proposal from key constituents, which may include governments, industry, and private, non-profit organizations, in addition to area residents.

Following the Feasibility Study, a designation bill specific to the Heritage Area must be passed by Congress. Strong local support is, of course, key to a successful effort.

Much of the information in this section was taken from the National Park Service web site on Heritage Areas. For more information see: www.cr.nps.gov/heritageareas/

Chapter 4

Description of AFHA Region



Chapter 4 – DESCRIPTION OF AFHA REGION

Physical Description

The Appalachian Forest Heritage Area encompasses eighteen counties in the highlands of West Virginia and western Maryland. They include Allegany and Garrett Counties in Maryland, and Barbour, Braxton, Grant, Greenbrier, Hampshire, Hardy, Mineral, Morgan, Nicholas, Pendleton, Pocahontas, Preston, Randolph, Tucker, Upshur, and Webster in West Virginia. These counties collectively represent the significant highlands timber-producing areas of these two states, where both historically and today the forest and industry from the forest has been a commanding factor in the economy.

The central hardwood forest of the United States “is the largest contiguous assemblage of deciduous tree species found anywhere in the world.” (Hicks, p 1) The AFHA represents the core uplands forest region of the central Appalachians, where this forest has been, and remains, the defining element of the environment and the economy.

Portions of three physiographic regions of the Appalachian Mountains make up the AFHA. Each physiographic region has characteristic geology, terrain and forest types. The AFHA also contains significant sections of four distinct major watersheds – the Potomac, the Monongahela, the Kanawha, and the Little Kanawha. As people explored, settled, and interacted with these geographic features, the resultant economic, political and social patterns to created a variety of cultural landscapes within the region.

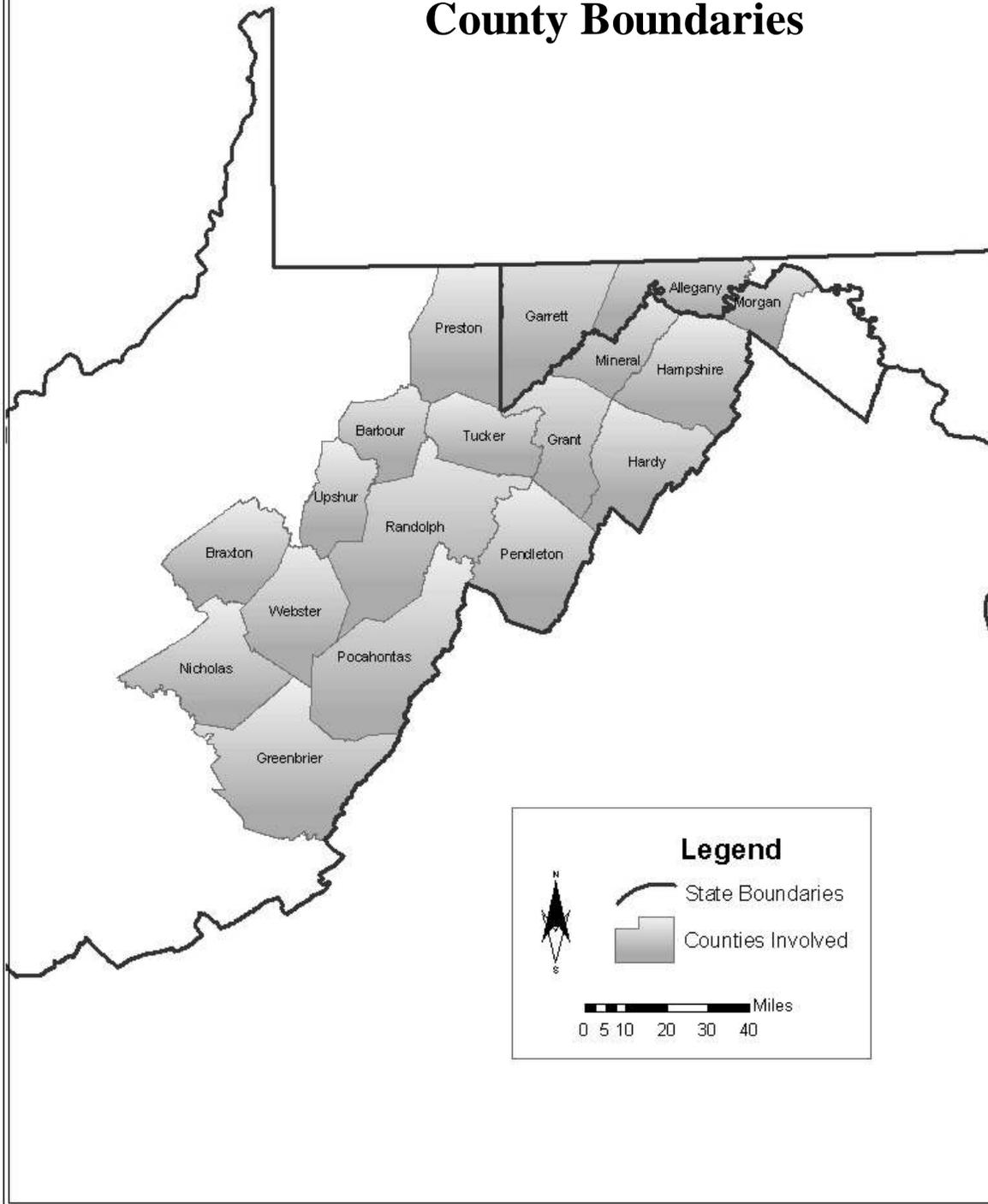
The eastern section is contained in the Ridge and Valley Province that extends from central Pennsylvania to northern Alabama. The Ridge and Valley in our area features long, narrow ridges with narrow valleys. The rivers flow northward in a parallel trellis drainage pattern, primarily in the Potomac River watershed. The Ridge and Valley section is very ancient and geologically complex, having been uplifted, folded, faulted and eroded. Some of the ridges are capped with jutting outcrops of resistant quartzites, conglomerates, and sandstones, while the less resistant limestones and shales have eroded away. With the prevailing winds from the west, most of their moisture has been dropped in the higher mountains, giving a comparatively low annual rainfall that impacts the predominantly oak forest types in this area.

The Potomac Highlands region of West Virginia (Grant, Hampshire, Hardy, Mineral, Morgan, Pendleton) encompasses a key section of the Potomac River headwaters. The fertile valleys and dramatic rock outcroppings highlight the Ridge and Valley landscape. The area was settled soon after the Valley of Virginia, so many of the communities are older than in the highlands to the west. In much of the lowlands the forest was cut for small farms and pastures, and the area still features independent farms and high landownership. The Potomac Highlands are a gateway to the Monongahela National Forest, particularly the Seneca Rocks / Spruce Knob National Recreation Area.

Similarly in the south, Greenbrier County was settled early, and features ridge and valley with more gentle rolling hills and better agricultural land than in the higher mountains.

West of the Ridge and Valley is the Allegheny Mountain Section, and the Unglaciaded Appalachian Plateau. The Allegheny Mountains are a section of the Appalachians extending from central Pennsylvania south through western Maryland and West Virginia. The high escarpment of the Allegheny Front, which divides the eastern and Mississippi watersheds, is the most prominent of the series of high ridges running from northeast to southwest through this region. Separated by elevated narrow valleys, many of these ridges reach elevations in excess of 3000 feet, with the highest point at 4,862 feet. In general, the ridges consist of Paleozoic sandstones and conglomerates, with underlying shales and limestones in the valleys. Boulder fields and precipitous rock outcrops are common. The prevailing winds drop their moisture on the western side of these ridges, giving an annual rainfall that can be twice that found in the ridge and valley a few miles east. Here are found northern hardwoods, with boreal red spruce forests at the higher elevations.

Appalachian Forest Heritage Area County Boundaries



The upland forests in the Allegheny Mountains include counties in the Monongahela watershed (Randolph, Tucker) These mountains presented a major barrier to western migration, and the lands were sparsely settled through the nineteenth century due to the difficult terrain. Communities and small farms clustered along the river valleys. As the railroads reached into the mountains in the 1890s, the logging boom fed on the rich forests.

Similar landscapes are found on the headwaters of the Kanawha (Pocahontas, Webster) The highlands here are similar to those just to their north, but if anything even more remote and rugged. These were lands of native pine along the rivers, impressive red spruce on the mountain tops, and northern hardwoods on the slopes between. Logging was the shaping economic force, as these forests were cut and moved to the milling and market communities south and west of the highlands. Both of these areas are still strongly dependent on logging and associated value-added industries, with a large amount of land in the Monongahela National Forest.

These ridges give way to the west to the Appalachian Plateau, characterized by gentle folding and moderate elevations. Rivers here have a more irregular pattern, with the tributaries subdividing like the limbs of a tree. Exposed rocks are more often sandstones, siltstones, and shales. Extensive coal beds underlie much of the mountains, resulting in both deep and strip mining that have impacted the landscape and the economy. Both central hardwood and cove hardwood forest types are found. In southern West Virginia, the coal economy became paramount, while in the AFHA region timbering has been and still is the dominant extractive industry.

On the north and west of the AFHA are the counties of western Maryland (Garrett and Allegany Counties) and Preston County, WV. Here we find a mix of ridges and rolling hills of the Allegheny Mountains and plateau. Settlement came early here, and with the building of the National Road early trade and agriculture flourished. Extensive logging also came earlier to this region, providing a home base for railroad and timber magnates who made their fortunes and political careers in the West Virginia highlands. The first public lands in Maryland to be set aside for forestry were at Garrett State Forest in 1906. Today the region is a mix of public forest lands and rolling farmland, with densely settled rural population and significant tourism. Historically and today, it is a gateway to the higher mountains to the south.

The Appalachian Plateau counties of the Monongahela and the Little Kanawha (Barbour, Upshur) and the Kanawha (Braxton, Nicholas) have a rugged landscape of varied hills, without the regular patterning of the long ridges in the higher mountains. Forest cover remains widespread in many areas, while grazing is prominent where the hills are more rolling.

Economic Description

The Appalachian Forest Heritage Area is predominantly rural. Sixteen of the eighteen AFHA counties are non-metro counties. Only Allegany County, Maryland, with the town of Cumberland of 23,900 people and a county population of 74,200, plus the neighboring Mineral County, West Virginia, are classified as small metro counties. Other than Cumberland, no other city in the region reaches even a population of 10,000. In addition, the rugged terrain that defines the AFHA region has always hindered transportation and industrial development. Since the end of the lumber boom in the 1920s, this largely rural area has struggled with loss of jobs and out-migration of young people and working families.

The median household income of West Virginia is the lowest in the nation, with the AFHA WV counties at 88% of the state average and 62% of the national income. The two Maryland counties in AFHA rank at 60% of their state average and 75% of the national. Poverty rate for the area at 17.53% and unemployment at 6.53% are well above the national average. (See Appendix)

Increasingly, the rural mountain counties need to diversify their economic base. Traditional extractive industries are declining in employment, and large manufacturing jobs are rarely available due to lack of transportation and infrastructure. Many of these counties continue to have some employment in the forestry industry, which is being promoted by the Appalachian Forest Heritage Area to support both industry jobs and improved understanding and acceptance of the industry. But this is only one segment of the economy. Successful counties are increasingly

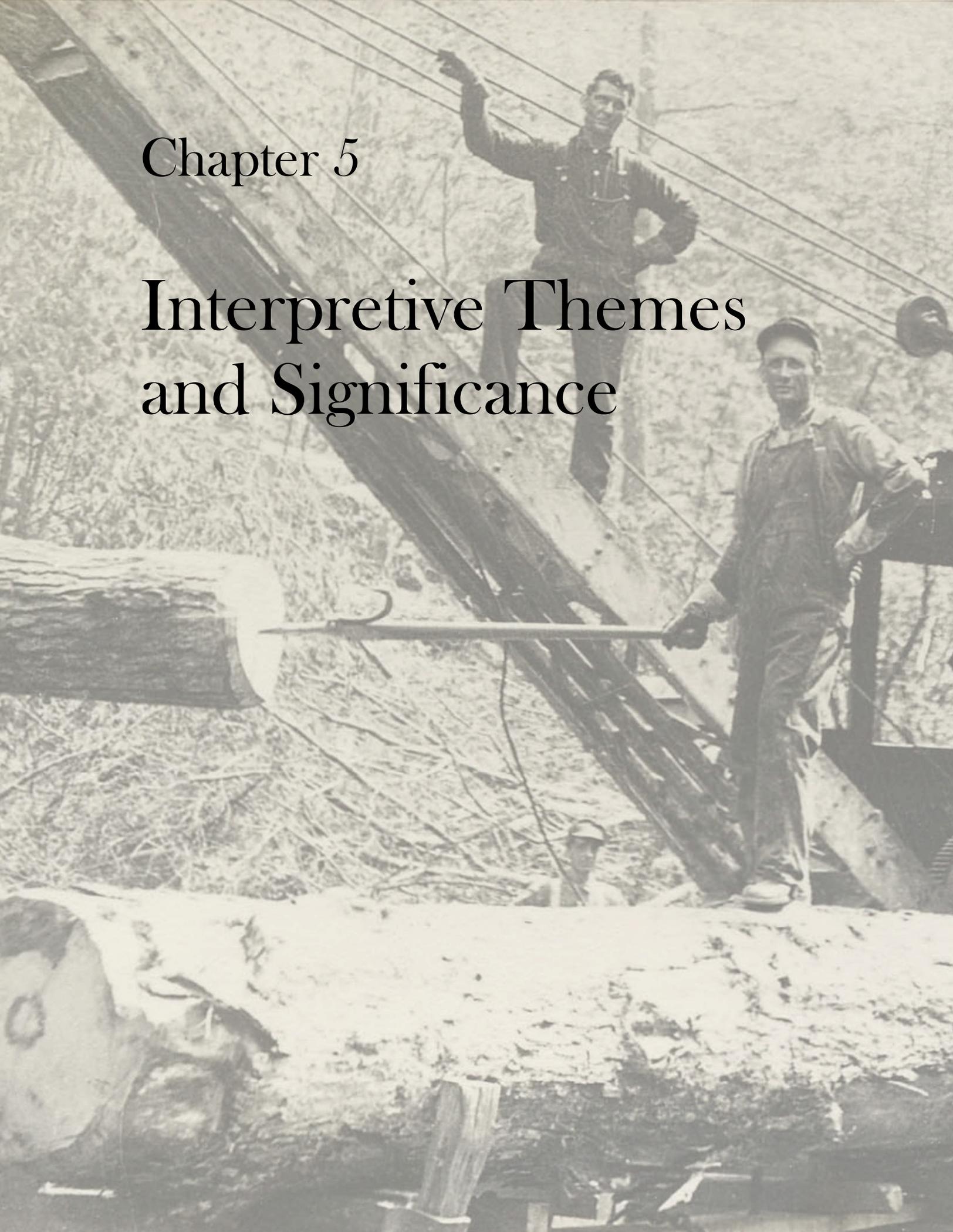
diversifying their economic base, with an emphasis on service, small businesses, and tourism. As an indicator of this shift, a comparison of the six counties within the project area that are still listed by economic type as “mining” counties, showed 8.53 unemployment, 22% poverty rate, and per capita income of \$16,800. By comparison, 4 counties listed as “service” or “unspecified” economies – which are the counties that currently have the strongest recreational component -- had 7.85% unemployment, 18% poverty rate, and per capita income of \$20,050. In spite of conventional wisdom that service and tourism jobs are lower paid and less dependable than traditional mining jobs, this data shows the diversified, service oriented counties had more jobs and higher incomes than those still relying heavily on mining. Using the Heritage Area model to increase tourism, create job opportunities, strengthen capacity of small businesses, and to help create a larger market for their services will provide much needed economic development in these rural counties.

While none of West Virginia’s counties are classed as primarily agricultural, 17,772 farms are listed. Of these, 40% list farming as their occupation, yet 94% have gross farm sales of less than \$50,000 per year. Four of the top five farming counties in the state are within the project area. Diversifying options for West Virginia farming families and finding ways to increase markets and sales for small farms is an important economic development need.

All of the counties in this project area are in Appalachia. Seven of the counties -- Barbour, Braxton, Nicholas, Pocahontas, Randolph, Upshur, Webster – are classified as Distressed by the Appalachian Regional Commission as of 2002.

Chapter 5

Interpretive Themes and Significance



Chapter 5 – INTERPRETIVE THEMES AND SIGNIFICANCE

Overview of National Significance

The Appalachian Forest Heritage Area encompasses a key section of the central Appalachian highlands. The forests in this region form the core of the largest temperate hardwood forest in the world. The varied topography of the mountains and confluence of northern and southern species create an unusual biodiversity of plant and animal species.

This region features a nationally significant story of utilizing the vast forests to help build and fuel the industrial revolution in the rest of the country. The large forest reserves still uncut in the mountainous areas were exploited just at the time of peak industrial expansion. The impact of the wholesale destruction of these forests reached far beyond the mountain borders.

With the assistance of scientific forestry and public land holdings, the forests have regrown and are today a significant source of livelihood, production, and beauty. The AFHA has a rich and complex history of timber harvesting, forest management and the production of forest products, in which major strides in forest health, productivity, management, and wood utilization have contributed to a vibrant natural resource-based economy and culture.

The central Appalachian folkways, language, crafts, dance, and music that have developed from the life in these mountain forests enriches the American life and culture of today, adding a rich dimension to the national story.

These four themes – the natural forest, the historic forest, forest culture, and forestry – tell the stories of the Appalachian Forest Heritage Area and its place in the national story.

The Natural Forest

Natural History / Forest Ecology Theme

The Appalachian Forest Heritage Area's scenic waterways and mountain landscapes provide a haven for unique and varied flora and fauna that people experience and enjoy. AFHA theme statement

The forested mountains of the Central Appalachians provide a distinctive ecoregion that is in many ways unique. The Appalachian mountain range has remained geologically stable for more than 245 million years, as time and erosion have worn the once jagged peaks down to a series of ridges and valleys.

"The central hardwood region of the United States is the largest contiguous assemblage of deciduous tree species found anywhere in the world." Hicks

When glaciers covered much of North America, this region that is now central Appalachia was just beyond their reach – becoming the refuge and seedbed for many species that later spread back north. The red spruce forests of the high elevations are normally associated with more northerly regions. Rare remnants of northern species are found in high

altitude glades and barrens, often mixing with southern species in an abundance of biodiversity. Prime examples of northern alpine ecosystems and species are found in the AFHA near the southern limit of their range.

The complex setting in which the upland forests occur results in considerable climatic diversity throughout the region. Even within a relatively small area, the prevailing climate conditions of a protected mountain valley may be very different from those of an adjacent ridgetop situated well above the valley floor. These variations in altitude, aspect, soils, and precipitation create conditions for a multitude of diverse ecosystems. The region is one

"Red spruce, a southward extension of the northern boreal forest, holds the most distinctive animal life in West Virginia. Once covering nearly a half a million acres, only a remnant remains, but still enough to hold some animals that belong more to Canada than to West Virginia." Core

of the most biologically diverse temperate regions in the world. More than 100 tree species can be found here, as well as rich diversity of plants, invertebrates, salamanders, mussels, fish and birds, ranking this region as one of the most biologically diverse temperate regions of the world. Forest communities often support a variety of canopy tree species at a single site, with rich understories of ferns, fungi, shrubs, and animal communities.

In addition to the forests, the uplands feature areas of wetland known as bogs or glades. These wetlands have open areas with sluggish streams, with a variety of mosses and plant communities not usually found in other habitats. They often contain northern species that are rare at this latitude. Some other non-forested natural areas remain in low shrubland, as a result of the damage from fires and erosion that have dramatically hindered regrowth of the forest.

Forest types

The earliest white explorers to these mountains found a magnificent, nearly unbroken forest. Huge oaks, walnuts, yellow poplars, sycamores and other hardwoods grew in the fertile bottomlands. On the mountainsides they found sugar maples, beech and yellow birch. The highest plateaus and peaks featured red spruce forests growing so thick the sun seemed to not reach

through. Dense understories of rhododendrons along the streams made some areas nearly impassible.

In the Appalachian Ridge and Valley province on the eastern side of the AFHA, the prevalent forest was originally chestnut and oak on the moist northern slopes and richer bottom land, and chestnut oak and hard pines on the thin soils on southern and southwest exposures. Today, the chestnut blight has virtually eliminated the chestnuts, but otherwise the species composition remains similar.

In the upland forest areas of the high Allegheny Mountains the forest type varies by altitude and aspect. At lower elevations white pine and central hardwoods were found. Between 2000 and 4000 feet was a band of northern hardwoods including sugar maple, red maple, yellow birch, beech, black cherry and basswood. On northern exposures, along streams and in protected coves mostly along streams hemlock intermingled with the hardwoods. These forests gave way to the red spruce forests above 3200 feet, usually containing red spruce, hemlock and yellow birch. Today the regrowing forests are similar, but with some changes in frequency of species.

Moving west into the Appalachian Plateau region was found the mixed mesophytic forest including central hardwoods and cove hardwood types. The central hardwoods are dominated by oak & hickory, while on the better soils and cooler exposures were found the cove hardwoods, consisting of yellow poplar, basswood, sweet buckeye, sugar maple, beech, yellow birch, hemlock, chestnut, white ash, black cherry, cucumbertree, hickory, walnut, red oak and white oak.

The most dramatic difference between the old-growth forests and the regrowing forests found today are in the size of the largest trees. Some of the individual specimens of these trees reached incredible size, with reports of red spruce over 90 feet tall and 4 feet across and chestnut to 28 feet around. White oaks were frequently more than 6 feet through and 100 feet high with specimens recorded at 15 feet diameter, Yellow poplar had a height up to 200 feet with diameters of 7 – 9 feet, and a distance of 100 feet up to the first limb. While only a few isolated patches of undisturbed old-growth forest remain, older regrown forests can be relatively large. The larger habitat blocks, some in protected wilderness areas and set aside public lands, and others in public and privately-owned managed forests, have the capacity to conserve these unique habitats. The flora and fauna of the forest are highlighted at interpretive centers, and available for exploration in the vast public forestlands.

Associated natural features, such as limestone caves, dramatic rock outcroppings, whitewater rivers and dramatic waterfalls are found throughout the forested mountains.

"The largest and best developed spruce stands of the original forest in West Virginia were those of Canaan Valley and neighboring areas, in Tucker County." Core
"This stand probably represented one of the finest climax spruce forests developed in the eastern United States, and perhaps even in the world." Allard and Leonard

"A tulip tree in Nicholas County (was) estimated to contain 17,500 board feet. A tree in Tucker County yielded 12,469 board feet, the first log alone containing 2916 board feet." Core

Outdoor recreation is a major activity throughout the Appalachian Forest Heritage Area region, enjoyed by large numbers of local residents and visitors. Hunting and fishing, camping, hiking and biking, birdwatching and outdoor photography, canoe, kayak and rafting, rock climbing and caving, and skiing all contribute to the economic value – and the appreciation -- of the natural forest in the area.

The Historic Forest

History Theme

The forested mountain terrain of the Appalachian Forest Heritage Area influenced the way people lived and how life changed and developed over time. AFHA theme statement

Native Americans have been living in and manipulating the forest in this region for at least 12,000 years. Prehistoric Indian sites show that people were living in permanent farming villages. They used fire and primitive tools to clear some areas of the forest for agriculture resulting in “old fields” among the forest landscape. The earliest Anglo-European settlers and explorers brought new diseases that decimated Native American populations, and by the time settlers moved into the mountains, this area was mostly used as hunting lands by a variety of tribes, rather than in settled villages.

“When white men first came into the state, it was all forest except for a few cliffs and rocky peaks and two or three old fields where Indians had probably cultivated corn.” Early report of the West Virginia Conservation Commission quoted in Hicks

The Allegheny Mountains formed a natural barrier that impacted transportation and settlement patterns of the westward migration. While much western movement went through or around the mountains, some enterprising settlers followed game and Indian trails to form farming

communities in the mountain valleys. The broader valleys, especially those east of Allegheny Front, were settled earlier. Game and Indian trails were later improved into wagon roads, and then into the few cross-country routes such as the National Road and western Virginia turnpikes that became the major access into and through the region. Settlers cut the bottomland forests to build farms, lived largely self-sufficiently, and raised a variety of crops and livestock. Since they depended on these transportation routes to get their goods to market across the difficult terrain, it is no wonder that the demand for improvements created political conflict with the large plantation-owning political establishment to the east.

By the time of the Civil War, farming communities throughout the mountains were caught in the conflict of a border area. The single railroad across the mountains – the B&O – became a target for both sides, and historic sectional and economic differences between the prosperous eastern counties and the mountainous frontier set the stage for divided loyalties. The difficult mountain and forest terrain strongly impacted the Civil War in this region; it affected public sentiments, the campaigns and type of actions fought and resulted in a new state. In the 1861 “First Campaign” of the Civil War, General George McClellan secured the critically important B&O Railroad, and western Virginia, for the Union, making possible the formation of the state of West Virginia.

Cutting the Forest

The end of the Civil War brought sweeping change, as wartime factories converted to peacetime production, and the rail transportation system built to serve wartime needs expanded to serve the rapid industrialization. The steam engine replaced water power, with circular saws and later band saws providing much improved cutting of lumber. Mechanization of agriculture brought higher productivity, which marginalized subsistence farms and those on steep land. Across the nation, many subsistence farmers gave up farming for wage work in factories, mines, or logging camps. This migration was especially pronounced in the AFHA region, as large

“The history of the lumber industry in West Virginia and Appalachia is a local and regional variation of the industry’s inexorable westward migration.” Lewis

companies purchased extensive tracts of land, and small farms were less able to compete in the markets.

The industrial revolution brought huge demand for timber products, for fuel, construction of factories and housing, mine timbers, paper, and consumer goods. Forest products production in the United States tripled between 1860 and 1910. Since much of the rest of the eastern United States had been previously cleared for farmland, mountainous and remote areas where forests still predominated were targeted for production. While the bulk of timber production moved west, the central Appalachian forest offered hardwoods and timber products convenient to eastern markets. The AFHA region, with its highland spruce and abundant hardwoods, was a key part of this trend.

In western Maryland the original small-scale, local timber industry was considerably altered by the construction of the Baltimore and Ohio Railroad across the mountains in 1851. By providing new and distant potential markets for local lumber products, it lured large-scale timber capitalists to the wooded hills of western Maryland for the first time. This provided the base of operations for expanding into the forest highlands to the south.

These capitalists built new towns, erected large sawmills, laid new rails into the woods, and provided work for hundreds of men.
History of Garrett County

Following the Civil War, entrepreneurs sought to harvest the incredible forests and rich resources of the mountains. Initially, lowland pine areas were cut and the logs floated out on rivers. But it remained for the development of railroads into the mountains to allow the

"The St. Lawrence Boom and Manufacturing Company at Ronceverte, in a 24-year period sawed 433,000,000 board feet of white pine, most of which came from the Greenbrier Valley." Core

wholesale cutting of the Appalachian forest to contribute to the county's industrial development.

Promotion and boosterism to develop the region was based on rich natural resources and relatively close location to eastern markets. Significant financing and complex business organization were needed to acquire the land and build the infrastructure to provide for maximum timber production.

Capital to invest and exploit these resources came from outside industrialists, who built the railroads, extracted the resources, and exported them to the rest of the country – all the while utilizing the new state of West Virginia to establish their national power base.

These industrialists, led by Senators Henry Gassaway Davis and his son-in-law Stephen B. Elkins, moved in the company of the magnates of the day such as John D. Rockefeller, Gould and Andrew Carnegie. During this transition period, when the sectional conflict gave way to new issues of industrialization on the political stage, these business leaders including Davis and Elkins gained control of the region's fuels and raw materials, as well as its political power, to further national industrial growth.

"Davis had made his mountaintop "farm"(Deer Park, Maryland) into a thriving summer resort, attracting mainly railroad executives and other Baltimore businessmen . . . while politicians, many of whom owned stock in the West Virginia Central, often dropped by on their way down to inspect their property." Williams

"This concentration on strategic economic objectives in national politics was particularly the case with Elkins, the most successful and influential of the West Virginia tycoons. Throughout his long career as a national party manager, cabinet official, and senator, his attention was centered at Washington, where he handled the political needs of . . . industries." Williams

From their base at Deer Creek, Garrett County, Maryland, they led in building the railroads that opened up the highlands to wholesale harvesting of its forests and minerals. Along with other industrial leaders, they bought or gained control of huge tracts of land, developed the timber and coal resources, established new towns, created jobs, and established community services.

These leaders used the power base they built in western Maryland and West Virginia to support their national power. A self-made man, Davis was the first Democratic Senator from West Virginia (1872 – 1883),

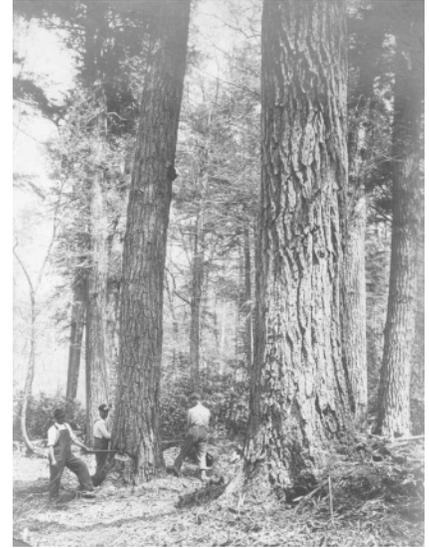
and was nominated as the vice-presidential running mate for Alton B. Parker in 1904. Elkins, Davis's son-in-law and business partner, was a political strategist who ran James G. Blaine's

campaign in 1884 and served as Secretary of War under Benjamin Harrison. He served as Republican Senator from WV from 1895 until his death in 1911.

“within the West Virginia mountains . . . as in other industrial regions and banking centers throughout the nation, big business was getting bigger. The Gilded Age was nearing full flower.”
Rasmussen

These abundant forests were uniquely positioned geographically to fuel the growing U.S economy in the early 20th century. Raw materials for lumber and pulp, and products such as building materials, chemicals, clothespins, and charcoal were shipped

out of the region to supply the growing nation. During the half century between 1870 and 1920, the upland forests were subjected to such intensive logging that by the end of this period the original forests had been essentially eliminated. The lumber boom was declining by 1920, mostly due to overcutting. At its peak in 1909, logging in West Virginia produced 1.5 billion board feet of lumber, ranking the small Mountain State 13th in the nation.



The social and economic fabric of the region changed with the coming of the lumber boom, as self-sufficient farms and small farming communities gave way to lumber mill boom towns and a wage-based economy. Logging the extensive forests was a massive undertaking in difficult terrain with specifically adapted technology to cut and move the

“West Virginia’s mountain farmers were unable to resist the transformation at hand.” Rasmussen

timber. The social consequences were widespread, with immigration of a diverse workforce and widespread movement of young men from farms to logging camps.

Extensive, destructive fires were frequent at the early logging operations when the remaining slash burned –often from sparks from railroads or equipment. Fires used for land clearing for agriculture sometimes also raged out of control. These fires sometimes destroyed areas of uncut forest as well causing long term damage to the soil and landscape. The wholesale cutting of the forests, combined with fires and erosion, denuded the countryside. Wildlife, already reduced by market hunting, became scarce due to lack of food and habitat and polluted streams.

The 1930s brought dramatic change, economically and in the treatment of the forest. The decline of the lumber boom as the forest was cut left many areas of the mountains overpopulated for the remaining job opportunities. Thus the hard times that became the national depression were already well-known here. New Deal programs such as the homestead resettlement communities of Arthurdale and Tygarts Valley Homesteads and the CCC tried to help alleviate conditions.

Throughout the changes brought by the timber boom, residents still lagged behind the pace of change in the rest of the country. The mountainous terrain remained a hindrance, as most development of factories bypassed the region in favor of abundant flat land with better transportation and infrastructure elsewhere. West Virginia remained reliant on extractive industry with a high degree of absentee ownership and control.

(West Virginia) developed a colonial economy and remained in the industrial age the backwater it had been in preindustrial times.” Williams

In modern times, the region is working to find solutions for economic development that are compatible with its natural resources and cultural values. The growth of value-added production of products derived from the forest, and diversification of employment such as from tourism, are helping the region’s communities find success in the modern world.

Forest Culture

The wide range of ethnic groups that settled in West Virginia and Western Maryland contributed to the rich culture of Central Appalachia. AFHA theme statement

Forest and People

Appalachian culture is nationally and world renowned for its wealth of music, crafts and folklore. The early Anglo-European settlers, as the Native Americans had before them, used forest products and materials to furnish shelter, food, fuels, clothing, and tools to sustain their everyday needs. The bounty of products harvested from the forest allowed mountain people a level of independence and economic self-sufficiency even though they were isolated geographically from central markets. The terrain of the AFHA led to an agriculture based on

"The forest provided the pioneers with many of the necessities of life – game for food and clothing, wood for fire, timber for the construction of homes, maple sugar and wild honey to sweeten food."
Clarkson

small family farms, with a diversity including high-pasture grazing, forest-based products, specialty farming and foods. Non-timber forest products such as ginseng, goldenseal, ramps, and maple syrup were traditionally important, and are produced and marketed as specialty products today.

This does not mean the backcountry farmers of the late eighteenth and early nineteenth century were necessarily primitive, or uninvolved with commerce. Improved technology came with

more settlers, as the ax and adz were supplemented by whip saws, and later water sawmills to make lumber. The region pushed strongly for improved transportation, and regularly moved their goods to market. These farmers adapted to and depended on the forest, clearing small fields and raising livestock on open range through meadows and forest.

While the lumber boom and industrialization brought pervasive change from farming to a wage-based economy, many elements of the forest-based self-sufficient culture were maintained. Forged by the relative isolation of the mountain terrain, regional versions of the rich Appalachian culture developed and survived. This region has a local population that both traditionally and today cares about and is strongly connected to the forest and Appalachian homeland.

Folklore, superstitions, oral history, and other stories passed from generation to generation present a window to a culture. They show artistic creativity, providing entertainment and shared memory throughout the area. Appalachian English is one of the last spoken examples of 17th-Century English in the world. The Swiss community of Helvetia has retained many of the old-world customs, music, language, and art, and the dialect spoken there.

"The history of the forests and timber harvesting are inextricably connected to the development of the central Appalachian culture. The folkways, foodways, language, customs, belief systems, crafts, dance, and music that have been handed down cannot be separated from the geography and economics of this region." Margo Blevin, director Augusta Heritage Center

European immigrants and African-Americans came to this region to build turnpikes and railroads, as skilled craftsmen, stonemasons and other artisans, tradesmen, farmers, miners and timber workers. Crafts, music, dance, folkways and stories in the mountains were enriched by influences of diverse ethnic identities to evolve a regional culture with many indicators of original origins. These influences can be seen in the diversification of the music, food, language, and folkways of these isolated geographic areas.

Most residents of the area reject the stereotypes of Appalachia as primitive, backward, and beaten by poverty. Instead they show a spirit of independence, strong commitment to their sense of place, and pride in their folkways and culture.

Creativity from the Forest

Originally from necessity, people used the abundant natural resources of the forest to create practical objects, which now provide inspiration for today's heritage artisans. Wood crafting had its roots in the self-sufficient lifestyle of early settlers, providing a method of creating economic independence. Utilitarian objects became artistic works of beauty in such items as white oak baskets, farm sleds, and twilled hickory bark chair seats. From individual artists creating for their own joy, to burgeoning cottage industries, the crafts tradition is alive and growing through the area.

Appalachian or “old-time” music has distinctive roots in this region. Local tunes celebrate places, songs commemorate events, and instrumental music is played and danced to at several locations in the region. The unique music and dance styles that have developed and are celebrated here have retained a rare integrity, and are still being handed down and taught to young people today, encouraged by programs such as the Augusta Heritage Center.

Pride in the rich culture is celebrated through the area's many fairs and festivals. The Mountain State Forest Festival held annually in Elkins and Autumn Glory Festival in Oakland both celebrate forest heritage and beauty. The Woodchopping Festival in Webster Springs draws some of the finest woodchoppers and lumbermen to demonstrate their skills and lifestyle to the visitor. The choppers come from as near at the scenic mountains of Webster County and as far away as Australia and New Zealand to compete. Community festivals abound in the AFHA region, many of them celebrating the forest or forest products.

Changing economies in the post-war period included adding more producers of end products from the forest industry, plus diversity of economies such as small manufacturing, service jobs, tourism and growing high-tech opportunities. The coexistence of tourism and industry, both dependent on the land in vastly differing ways and both critical to the well-being of the economy, is a challenge embraced by the Appalachian Forest Heritage Area.

The region's culture is still alive today in farm families and oldsters stories, in community celebrations, dances, and dinners, in home crafts and cottage industries, in heritage sites and restored inns, in woodchoppers contests and shows of skill. This is a living American heritage, based on the past, but adapting and being continued by today's artists, workers and teachers.

Forestry

Forestry & Forest Management Theme

Forestry is the science, art and practice of managing, creating, using and conserving forests and associated resources for human benefit in a manner that sustains the natural forest systems and will allow future generations to meet their needs. AFHA theme statement

Forest management in the United States was being explored by the end of the 1800s. Prior to this, as the Euro-American population burgeoned in the bustling cities of the east and settlers reached into new territories, “inexhaustible” forests were eliminated to create farm pastures and fields, or to provide building materials for new settlements. An enormous demand grew for raw materials to build and fuel factories and urban communities as the nation entered the industrial revolution.

In the latter part of the 19th century, European-trained forester Bernard Fernow, director of the USDA Division of Forestry from 1886, cooperated with timber companies to promote efficient use of the forests, uses of wood products, and the development of professional forestry.

“Pinchot's goal was to demonstrate that 'forestry pays'.” Floyd

Fernow's successor and first chief of the USDA Forest Service was Gifford Pinchot, often referred to as the “Father of Forestry” in America. Closely allied with the Progressives and having influence with President Theodore Roosevelt, Pinchot began to call for measures to counterbalance the influence of the big industrialist companies and to protect forests from widespread destruction. Pinchot and the Progressives influenced federal

conservation policy to include retention of public lands, planning and professional management for natural resources, and self-financing for conservation programs. Regulation and management of the forests would produce benefits for the public, instituting the doctrine of “multiple use” and management for sustained yield of the forest. While initial National Forest lands were established

“Forest fires are steadily growing worse in America, and fire prevention is absolutely indispensable.” Gifford Pinchot, 1928. quoted in Hicks

on land already owned by the federal government in the west, Pinchot saw the need for establishing eastern forests as well.

When severe flooding -- attributed to the lack of forest cover in the mountains -- devastated Pittsburgh in 1907, the nation began to take notice. With Pinchot’s urging, the Weeks Act of 1911 was passed provided the legislative foundation for the acquiring of eastern National Forests. As a result, the Monongahela National Forest was created in 1914, initially to protect the highland watersheds, and later authorized for timber production and management for multiple purposes. During this era, many West Virginia and Maryland state parks and forests were established as well to provide additional public lands to benefit society as the forests recovered from early cutting, fires, and agricultural uses.

In 1907, at the request of George Craig & Son Lumber Company, Austrian forester, Max Rothkugel established the Rothkugel Plantation near Winterburn, WV, as the first attempt to apply management practices of silviculture and forestry to West Virginia’s forests and cut-over areas.

During the years of the Great Depression in the 1930s, Civilian Conservation Corps camps dotted the National Forest and state lands and put many young men to work planting trees, fighting fires, improving watersheds and roads, and building recreational facilities. Many of these CCC recreational structures are still in use today.

The Fernow Experimental Forest, located near Parsons and named after Bernard Fernow, was established in 1934 as a premier forest research laboratory managed by the USDA Forest Service Northeastern Research Station. West Virginia University graduated its first professional foresters in 1939. Forest Service, University, and industry experimental forests are used for research on forest ecosystems, best management practices, wildlife management and silviculture.

Through the efforts and experiences of these professional foresters and the experimental forests, the science of managing American temperate hardwood forests was developed, as differentiated from coniferous forests of the south and west, or the centuries-long management of the European experience. These lessons in how to best manage the Appalachian forests for sustained yield are used to develop the best practices recommendations used in today’s forest management.

“The forests of the central hardwood region have continued to grow at a rate that exceed harvest since the 1920s, and many stands are now approaching 75 years of age and older.” Hicks

As agriculture declined and the forests regrew, the acreage of forested land in the AFHA region increased. Some remained in large tracts owned by large, usually out-of-state corporations; others were sold after cutting to become part of the government lands. Yet a significant portion of the forest is in the hands of small nonindustrial private forest owners. Some hold the land for timber production or as a woodlot associated with small farms,

assisted by a number of programs to encourage good forest management. Increasing, acreages are also owned by those whose primary purpose is residential or recreational.

The modern trends that reduce forestland are more due to development activities, such as roads and power rights-of-way, surface mining, and urban sprawl. Another factor affecting forest use is the rise of the environmental movement, and the increasing value given to reserved forestland and landscape level ecosystem management. The AFHA region had a nationally significant impact with the landmark Monongahela Decision of

“The location of the central hardwood region with the large urban population centers of the east . . . has the effect of placing demands on the resource for tourism, aesthetics and wildlife that have a direct impact on forest resource management.” Hicks

1970, establishing the precedent of public policy determining forest resource management decisions. Keeping local residents involved in the dialogue that determines the future of their forest is key to the future of the AFHA.

Forest products processing and manufacturing is one of the largest contributors to the economy of the region. As the majority of forests of the region are composed of broadleaved trees, the industry specializes in the processing of high-quality “hardwood” lumber for uses in the production of fine furniture and flooring. The wood-using sector also uses low-quality logs for composite wood products like oriented strand board, laminated veneer lumber, paper, and charcoal. Increasingly, value added wood manufacturing companies are locating in the region.

The forest of the Central Appalachian region is both our home and a means of livelihood. It provides beauty, recreation, and peace, for people as well as habitat for the rich forest life. The forest is valued today by the many who live on the same land as their ancestors, as well as by newer residents and visitors who choose to live in the region because of its special qualities. Hunters and hikers, foresters and ecologists, residents and visitors, all value the healthy forests exemplified in the Appalachian Forest Heritage Area.

Comparison with National Park Service Themes

The Revised Thematic Framework for the National Park Service <<http://www.cr.nps.gov/history/categrs/index.htm>> identifies eight overall themes that help to conceptualize American history. This is a discussion of how many of the AFHA identified themes and subthemes fit into the NPS thematic framework.

I. Peopling Places

This theme examines human population movement and change through prehistoric and historic times. From prehistoric times, through pioneer settlement, growth, resource boom and immigration, to modern times, human movement and change were affected by the forests and mountains of the AFHA region. Transportation here was more difficult, lifestyles had to be more self-sufficient, and economic options were often limited. Settlement and migration, patterns of lifestyle and family life, and communities all developed in distinctive patterns here because of the impact of living in these forested mountains.

III. Expressing Cultural Values

The outstanding expression of this theme is found in the traditional culture of the central Appalachians. Folkways, folklore, crafts, music, dance, and products from the forest distinctive to this region are still found in local communities. Strong values of independence and self-sufficiency, and attachment to place, are pervasive in the culture.

IV. Shaping the Political Landscape

The national political landscape was significantly impacted by the Civil War in these mountains and the formation of the state of West Virginia. From initial conflicts over “internal improvements”, through the First Campaign of the Civil War, and the formation of West Virginia, this region had a national impact.

Another significant national political impact was as a power base for industrialist leaders like Henry G. Davis and Stephen B. Elkins. They used the forest resources of the AFHA region to make their mark in government and business circles of the Gilded Age.

V. Developing the American Economy

This theme reflects the ways Americans have worked, including the processes of extraction, agriculture, production, distribution, and consumption of goods and services. The logging boom period here dramatically transformed this region – by the complete removal of the original forest, by building the railroad net that allowed extraction of the resources, by the transformation of the economy from primarily agricultural to wage-based. The lives of the workers, changes to communities, and the technological innovations developed to harvest the forests all fit within this theme. The products of this boom helped feed the industrial growth of the whole country, while the influence of the industrialists had national impact.

VI. Expanding Science and Technology

The logging boom was made possible by technological innovations that made it feasible to harvest timber in the remote mountains. Development of new saws and sources of power and specialty engines like the Shay enabled logging on a scale not previously possible.

A more recent example of expanding technology is the location here of the Green Bank National Radio Observatory – located in Pocahontas County because the terrain and isolation of the mountains provide a location relatively free of interfering radio frequencies.

VII. Transforming the Environment

This theme examines the variable and changing relationships between people and their environment, which continuously interact. This is one of the most profound themes for the AFHA, because the interrelation of the environment and the people is key to the AFHA story. This importance is shown in the initial definition of “forest heritage” developed by the AFHA stakeholders – “Forest Heritage is the ongoing story of how the forest shapes history and culture, and how ecology and human use shape the forest.”

The logging boom transformed the whole environment of the mountains. The lessons learned from that experience helped to shape the conservation movement, modern scientific forest management, and establishment and use of public lands. The mosaic of federal, state, and private lands, natural areas, working forests, farms, and communities in the AFHA today are continually impacted by people’s choices of multiple use and diverse needs and values.

Suitability in relation to other National Heritage Areas

There is currently no National Heritage Area with the identified theme of Forest Heritage. There are a number of areas in the country where forest heritage is being explored or interpreted. Working with the variety of forest-related interpretive efforts across the country can help to provide context and contrasts for interpreting forests and forest industry in a variety of locales. Some examples are:

- ◆ the Northern Forest Center in northern New England, who are working on issues of conservation, changing land ownerships, and community needs across a huge area.
- ◆ The Lumber Heritage Region – a state heritage region in northern Pennsylvania
- ◆ Texas Forestry Trail – an driving tour through the eastern Texas forest region
- ◆ Tillamook Forest Center—public/private partnership to interpret forests of Oregon

None of these areas are working specifically with the central Appalachian forest, and none of them have applied for National Heritage Area status.

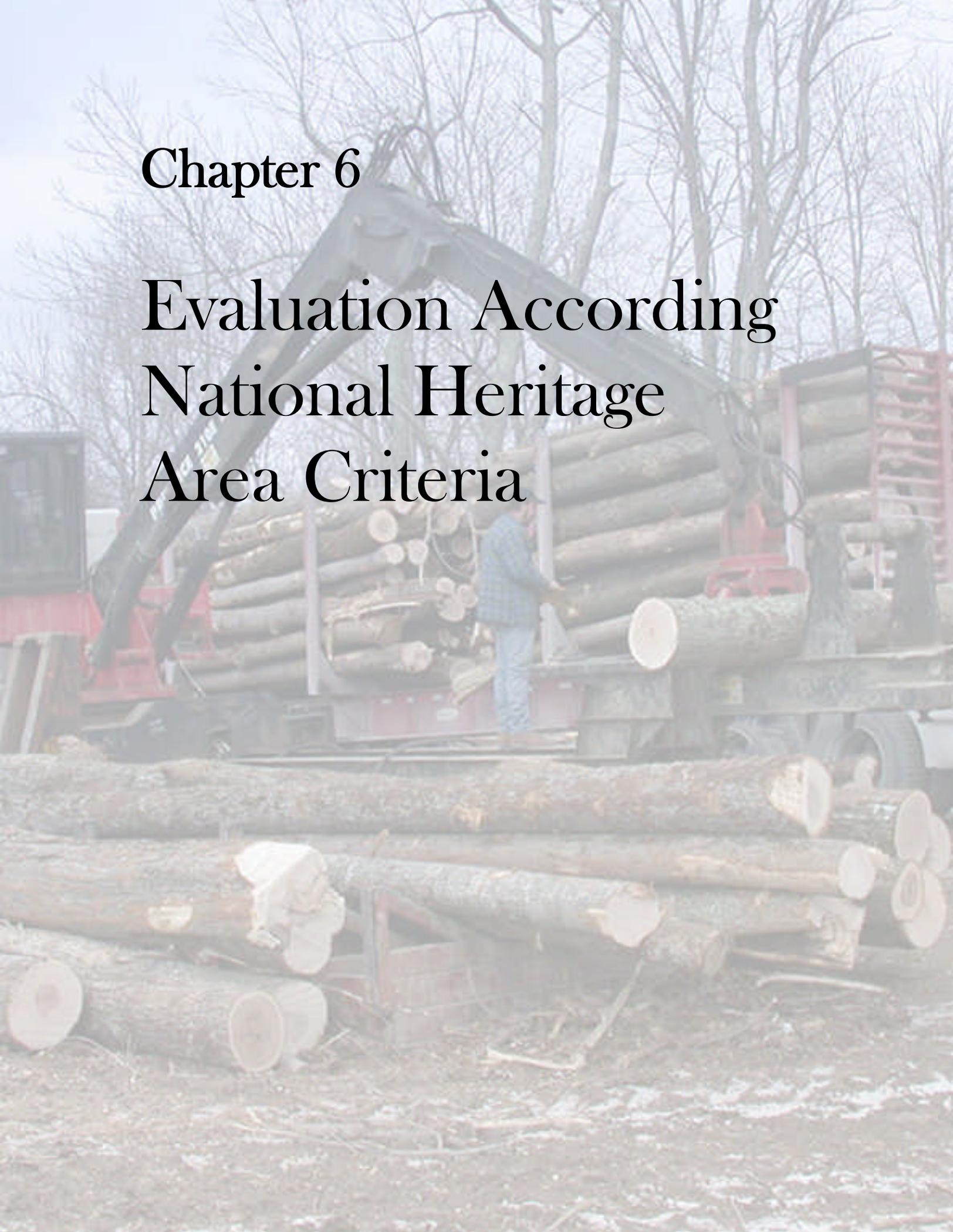
No current National Heritage Area identifies central Appalachian culture as a primary theme.

There are two areas that have geographic relation to the AFHA region. The Coal National Heritage Area in southern West Virginia is also located in the central Appalachians. This area has a number of cultural similarities to the AFHA region, but with an emphasis on the coal extraction, which was a more predominant element in the southern counties. The Coal NHA has not identified Appalachian culture as a predominant theme, although of course it will interpret the local culture where appropriate.

The Blue Ridge National Heritage Area identifies mountain culture as a theme, with special emphasis on crafts. But while both areas are located within the Appalachian range, they identify with the southern Blue Ridge, while AFHA is located in the central Alleghenies. The traditional cultures of the two areas will have similarities and differences, and can complement each other in interpretations of their culture.

Chapter 6

Evaluation According National Heritage Area Criteria



Chapter 6: EVALUATION ACCORDING TO FEDERAL NHA CRITERIA

The National Park Service has outlined four critical steps that need to be taken prior to congressional designation of a national heritage area. These steps are:

1. Completion of a suitability/feasibility study

This document constitutes the Feasibility Study for the Appalachian Forest Heritage Area.

2. Public involvement in the suitability/feasibility study

In phase 1 of the Feasibility Study, 49 people were interviewed and 105 participated in meetings. An additional over a thousand people heard presentations or discussions of the project in the Phase 2 followup meetings to seek public support. Newspaper and radio coverage were used in both phases of the study, as well as written mailings to 590 and email bulletins to at least 382 stakeholders.

3. Demonstration of widespread public support among heritage area residents for the proposed designation;

Throughout the development of the AFHA project, public participation and support has been key. About 250 stakeholders have participated actively in AFHA meetings, almost 600 are on the mailing list, and at least 75 have volunteered for working committees or task groups. These stakeholders come from a variety of interests, including forest industry, tourism businesses, historical and cultural groups, conservationists, outdoor recreation, community development and public leaders, and individual citizens. Encouraging and broadening involvement from the broad spectrum of our stakeholders, and across all of our counties, is an ongoing goal of the AFHA.

The AFHA spent ten months researching, discussing, and answering questions about the possibility of seeking National Heritage Area designation, including the completion of the Phase 1 of this Feasibility Study as described in Chapter 7. This study was posted on the web site and publicized to all on the mailing list and in press releases throughout the region. Following the presentation of this Study, the AFHA stakeholders assembled at the fall Stakeholder meeting, as well as the AFHA Governing Council all voted unanimously to pursue NHA designation.

During the approximately three months of gathering support letters since that designation, support letters have been received from over 100 government or membership organizations, plus more than 50 additional letters from individual residents and businesses.

4. Commitment to the proposal from key constituents, which may include governments, industry, and private, non-profit organizations, in addition to area residents.

The AFHA Governing Council, which sets policy for the Heritage Area, consists of a representative of each of the 18 counties, representatives of forest industry, tourism/business, heritage/cultural, and environmental/recreation interest groups, as well as key organizational partners.

The key organizations and agencies who work with the forest resources in the area have been active partners in the AFHA and support this designation, including the Monongahela National Forest, Canaan Valley National Wildlife Refuge, Canal Place Heritage Area, West Virginia Division of Forestry, WV Department of Natural Resources, West Virginia Division of Tourism, West Virginia Cultural Heritage Tourism Program, West Virginia Development Office, Maryland Department of Natural Resources, Maryland Heritage Parks Program, Maryland Division of Tourism, plus individual counties, Convention & Visitors Bureaus and Tourism committees, etc. Support letters and resolutions were solicited to demonstrate public support over the 18 county region. Letters received and included in the Appendix include:

Governor of each State

12 County Commissions

11 Town or City governments

7 Local Economic Development Authorities or Community Development Organizations

17 CVBs, Chamber of Commerce, or Business/Community Associations,

- 26 Cultural, Heritage, or education non-profits or organizations
- 11 Natural resource related non-profits or organizations
- 10 Forestry related businesses or organizations
- 9 State or Federal Agencies with jurisdictions dealing with AFHA resources
- 10 other businesses
- 40 individual residents

Suggested Criteria

The following components are helpful in assessing whether an area may qualify as a National Heritage Area. Analysis and documentation of these criteria indicate that Appalachian Forest Heritage Area is suitable and feasible to be designated as a National Heritage Area.

- 1. The area has an assemblage of natural, historic, or cultural resources that together represent distinctive aspects of American heritage worthy of recognition, conservation, interpretation, and continuing use, and are best managed as such an assemblage through partnerships among public and private entities, and by combining diverse and sometimes noncontiguous resources and active communities**

The Appalachian Forest Heritage Area region is connected by the upland forests along the spine of the central Appalachian Mountains. These highlands share commonalities in their mountain resources, their rich bio-diverse hardwood & boreal forests, their similarities of human experience in the forest, and the primacy of the forest in their community life to this day. This region provides a nationally significant story of adaptation to the land, and growth of both local and national economies based on these forest resources. From the earliest inhabitants, people here have struggled with transportation and adaptation to the mountainous terrain, and learned to utilize the forests and the resources it contains to meet their needs and build their communities.

During the logging boom the forest resources of this region helped fuel and build the industrial revolution for the country, providing an abundance of hardwood and close location to eastern markets at a time when most timber production had moved much further west. The industrialists who led this production used the wealth they created here to grow their national wealth and power. Emerging from the wholesale destruction of these forests, the region led in the development of the eastern National Forests and public land set aside for conservation and forest

regrowth. The forests are still the predominant resource of the mountains, and with modern forest management and cooperation for mixed use provide multiple sources of support for today’s communities.

The natural resources of the region – the forests, natural areas, rivers, and wildlife – are outstanding. The 900,000 acre Monongahela National Forest, Canaan Valley Wildlife Refuge, extensive state parks and forests, non-profit and private management entities provide protection and

- ◆ *Monongahela National Forest*
- ◆ *Seneca Rocks/Spruce Knob, Nat’l Recreation Area*
- ◆ *Canaan Valley National Wildlife Refuge*
- ◆ *14 National Natural Landmarks*
- ◆ *5 five wilderness areas*
- ◆ *12 Virginia State Parks*
- ◆ *5 West Virginia State Forests*
- ◆ *9 Maryland State Parks*
- ◆ *4 Maryland State Forests*
- ◆ *natural areas protected by non-profit organizations*

public access to the forest and its resources. The AFHA contains the nation’s first National Recreation Area at Seneca Rocks/Spruce Knob, fourteen National Natural Landmarks, five wilderness areas, 12 West Virginia State Parks, 5 West Virginia State Forests, 9 Maryland State Parks, 4 Maryland State Forests, and a number of natural areas protected by non-profit organizations.

Historic and cultural sites and resources that relate to our forest heritage abound throughout the area. Five National Historic Landmarks including the homes of HG Davis and Stephen B Elkins and The Greenbrier Resort, as well as a number of other sites noted for national significance in their National Register nomination, show the importance of this heritage to the national story. The C&O Canal National Historical Park and the Historic National Road All American Road, along with a number of Scenic Byways and interpreted railroad sites speak to the transportation themes of the mountain forests. A total of over 26 historic districts and 215 individual sites are listed on the National Register. The central Appalachian culture is found throughout the area, from quiet homes and communities where people tell their grandparents' stories or play the old fiddle tunes, to resources like the Augusta Heritage Center where the culture is preserved and taught. Festivals throughout the region celebrate forest heritage and traditional culture, such as the 67-year-old Mountain State Forest Festival.

An active forest industry is a linchpin of the region's economy. Working forests scientifically managed for sustained yield, mills and factories, and a variety of value-added forest products help support the area's communities.

These distinctive aspects of American heritage, in the land, the forests, the heritage, the culture, and the communities of the AFHA, are honored and valued by residents, local communities, and nationally. Conservation, preservation, interpretation and recognition of these resources – in ways that respect local values and contribute to sustainable economic growth – are integral to the future of the region.

- ◆ *C&O Canal National Historical Park*
 - ◆ *Canal Place Maryland Heritage Area*
 - ◆ *Historic National Road All American Road*
 - ◆ *Highland Scenic Highway National Scenic Byway*
 - ◆ *Midland Trail National Scenic Byway*
 - ◆ *Cass Scenic Railroad State Park*
 - ◆ *The First Campaign of the Civil War*
- National Historic Landmarks:**
- ◆ *Graceland – home of Henry G Davis*
 - ◆ *Halliehurst – home of Stephen B Elkins*
 - ◆ *The Greenbrier Resort*
 - ◆ *Elkins Coal and Coke Company Historic District*
 - ◆ *Reber Radio Telescope National Radio Astronomy Observatory*

- AFHA partners include:*
- ◆ *Monongahela National Forest*
 - ◆ *State Parks and State Forests*
 - ◆ *Forestry industry*
 - ◆ *Conservation and watershed groups*
 - ◆ *Historic sites and preservationists*
 - ◆ *Trails and outdoor recreation groups*
 - ◆ *Tourism businesses and CVBs*
 - ◆ *Community development organizations*
 - ◆ *Schools and universities*
 - ◆ *Local communities*

A collaborative partnership to plan, conserve, interpret, and promote these resources as an assemblage is by far the most promising avenue to a sustainable future. The diverse stakeholder base already working together as the AFHA have demonstrated the heritage connection of these counties and their desire and belief that this area and these stories are best managed as an assemblage through partnerships among public and private entities. The wide number of different ownerships, management entities, jurisdictions, and interest groups creates the need for a unifying group to foster cooperation and common goals. The Monongahela National Forest – as

the largest single management entity – is cooperating actively in the AFHA partnership. They welcome the opportunity for broader community participation, cooperation with other state and federal agencies, and improved interpretive opportunities that will come with the AFHA. Yet there is much more to the AFHA than just the National Forest, and this partnership effort gives the opportunity for all of the partners and stakeholders to work together for the recognition, preservation, and sustainable future for the Appalachian Forest.

2. The area reflects traditions, customs, beliefs, and folk life that are a valuable part of the national story;

The AFHA region features a distinctive central Appalachian culture. The mountain folklife that has developed arose from the experiences of living and working in the mountain forest, relative isolation caused by the difficult terrain, and from the mix of influences of the ethnic

groups who have settled here. The characteristic traditions, customs, and beliefs of the people grew out of this common experience.

People in the AFHA feel a strong connection to the land, the forest and the place they call home. The rich forest resources provided sustenance and bountiful products for people isolated by rugged terrain.

The terrain of the AFHA led to an agriculture based on small family farms, with a diversity including high-pasture grazing, forest-based products, specialty farming and foods. Medicinal plants from the forest, such as ginseng, cohosh, and goldenseal, have played a significant role in the economic vitality of the mountainous regions. Morel and chanterelle mushrooms as well as log moss are sustainable forest products that are widely gathered. Wild greens and ramps were an important spring food before the advent of imported produce. The importance of the ramp may still be observed at dozens of “ramp feeds” and festivals in the region. Harvesting of maple syrup is also celebrated at annual festivals, such as the Pickens Maple Syrup festival. Many of those same products are produced and marketed as specialty products today.

Central Appalachian Culture:

- ◆ Connection to land
- ◆ Independence
- ◆ Mountain music
- ◆ Traditional Dance
- ◆ Handicrafts
- ◆ Stories and folklore
- ◆ Folkways

Originally from necessity, people used the rich natural resources of the forest to create practical objects, which now provide inspiration for today's heritage artisans. Log houses with wood shake roofs seem to rise out of the materials in which they are surrounded. Utilitarian objects became artistic works of beauty in such items as white oak baskets, farm sleds, and twilled hickory bark chair seats. The bounty of the forest, from wood to foods to medicinal plants, provided for people's direct needs, for market products, and for artistic expression.

These skills and craftsmanship have been passed on from generation to generation. Numerous craft fairs, individual shops, and outlets such as MountainMade in Thomas and Poplar Forest Artisans in Flatwoods showcase this work.

Settlers of the eighteenth century instilled a culture that persists and has grown to include other ethnic groups who arrived in the later nineteenth century as the industrial revolution affected the region. Settlers from many races and ethnic groups each added their own flavor to form the diverse culture of the AFHA. Ethnic identities have intermingled to form an evolved regional culture, but with many indicators of original origins. The introduction of diverse European immigrants into the local culture created a rich and peculiar diversification of the music, food, language and logging techniques of these isolated geographic areas.

The history of the ethnic groups in logging history and settlement of this area reflects the story of the potential achievement of the American dream through hard work and perseverance. European immigrants and African-Americans came to this region to build turnpikes and railroads, as skilled craftsmen, stonemasons and other artisans, tradesmen, farmers, miners and timber workers.

For example, Helvetia, in Randolph County, is a strikingly authentic Swiss village. Founded by Swiss settlers in 1869, Helvetia has retained many of the old-world customs, music, language, and art, and the dialect spoken there. It is one of the last spoken examples of 19th-century Bernise Swiss-German and was the first village in America put on the National Register of Historic Places. Adolph (1880's) and Alpena (1890's) were other Randolph County communities founded by Swiss immigrants. Ethnic Germans, among the first to settle here, practiced advanced agricultural methods (including three-crop rotation) brought from the Rhine Valley, the breadbasket of Europe, to Pennsylvania and on to the frontier of western Virginia. Italian stonemasons built immense hand-cut stone culverts along the railroads that can still be seen today.

“This region provides unlimited opportunities to research, document, present and interpret numerous aspects of folk culture that encompasses the relationship of man to his environment”.
Augusta Heritage Center Folkart Coordinator
Gerald Milnes.

Numerous expressions of folklore, including oral traditions like superstitions, legends, folk narratives, sayings, riddles, and humor abound throughout the area. Folk medicine and curing based on natural plants, as well as belief-oriented methods are well documented, and continue to the present. Oral history and other stories passed from generation to generation show artistic creativity, provide entertainment and shared memory throughout the area. The folk art, including

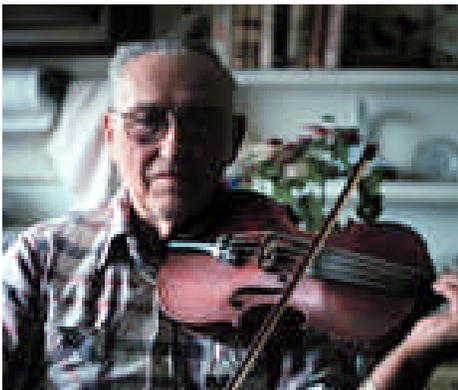
everything from quilts to baskets to fiddle tunes, express the values of a people whose region has become the most identifying factor of who they are.

Appalachian English is one of the last spoken examples of 17th-Century English in the world. Augusta Heritage Center has collected and documented thousands of examples of stories and music of the area and maintains an archive of folk culture. It includes a photo collection of over ten thousand images. They have produced over thirty documentary films and audio tapes.

Storytellers have an active tradition, and “Liar’s contests” are a highlight of local festivals. The Staunton-Parkersburg Turnpike Audio History series uses collected oral history to tell the story of early settlement and transportation through the region.

The Augusta Heritage Center is nationally-known for traditional folklife and folk arts.

- ♦ *Intensive workshops - 2000 attendees a year*
- ♦ *concerts*
- ♦ *dances*
- ♦ *festivals*
- ♦ *folklife research and documentation*
- ♦ *Folk Arts Apprenticeship program*
- ♦ *outreach programs for young people*
- ♦ *production of films and audio recordings*



The Seneca Trail Art Guild is a strong organization whose members are largely landscape artists, showing a great respect for the regional environment. The Mountain Weaver’s Guild, with 80 members, promotes traditional weaving of not only cloth, but numerous natural basket materials.

Known by most as Appalachian music, the songs of West Virginia have their roots in the Scots-Irish, German, Anglo and African cultures represented by those who settled the state. In the nineteenth century workers of other ethnicities came to work in the mountains cutting timber, building railroads or mining coal. Local fiddle tunes celebrate places such as “Cranberry Rock,” “The Three Forks of Cheat,” and “Yew

Piney Mountain,” named for the red spruce (locally called “yew pines”) that grace the highest ridges. Songs such as “Hiram Herbert” and “The Battle of Droop Mountain” commemorate Civil War events. Traditional string music is played and danced to at Harman, Seneca Rocks, and other locations in the region.

People are proud of their rich culture; this pride is celebrated through the area’s many fairs and festivals. The Woodchopping Festival in Webster Springs draws some of the finest woodchoppers and lumbermen from around the world to demonstrate their skills and lifestyle to the visitor. The festival has grown out of a long timbering heritage from which has come some of the finest woodchoppers and lumbermen in the world. The choppers come from as near at the scenic mountains of Webster County and as far away as Australia and New Zealand to compete for the “Southeastern U.S. World Championship Woodchopper” title. WV Timber & Wood Show the last weekend May in Braxton County, sponsored by the WV Forestry Association, features contests and demonstrations featuring historic and modern woods skills, as well as forest products and crafts. The Mountain State Forest Festival held annually in Elkins is in its 68th year of celebrating Forest Heritage. Many others, such as the Pickens Maple Syrup festival, the Elkins Ramp Festival, and the Oakland Autumn Glory Festival, celebrate the forest or forest products.

3. The area provides outstanding opportunities to conserve natural, cultural, historic, and/or scenic features;

One of the primary purposes of the AFHA is to support conservation of the forest resources so integral to our life and culture. Yet the understanding of what this means and what tools are appropriate is subject to considerable debate within our region. Conservation of natural landscape and scenic features is important; so is conservation of working forests for sustained yield harvesting. Throughout the discussion of the stakeholders in formulating the goals and values of the project, the feedback during the feasibility study meetings, and comments from public officials and non-profit groups during the documenting support phase, the issue of what is appropriate conservation is at the forefront of many people’s minds. The regional culture of independence, past experiences of being exploited by outsiders, and the high percentage of

government land ownership in some counties have created an atmosphere of local hostility to governmental regulation and to perceived efforts by outsiders to dictate land use policies. Yet many of these same people highly value the forest, its resources and its landscape.

The AFHA role, as expressed in the core values statements adopted by the stakeholders, is to raise awareness of the value of the forest, and to encourage conservation through education, dialogue and support for partnership efforts. It is not the role of AFHA to affect land use through regulation or land purchase.

Diverse groups cooperate for conservation:

- ◆ *Forestry and wood products*
- ◆ *Environmental conservation*
- ◆ *Historic preservation*
- ◆ *Tourism*
- ◆ *Outdoor recreation*
- ◆ *Community development*
- ◆ *Educational*
- ◆ *Small business*

Education and interpretation are at the heart of the AFHA mission, and will be the most visible product of its efforts. AFHA is committed to honest, non-biased interpretation that presents factual information and encourages participants to draw their own conclusions from that data. Multiple viewpoints will be presented in ways that respect each point of view. By presenting the issues of conservation, sustainability, and considering the natural, social, and economic needs of the forest, support for realistic conservation will be enhanced.

AFHA is composed of diverse groups of stakeholders, many of whom have differing goals, values, and approaches. AFHA offers a unique opportunity to build partnerships that engage conservation, forestry industry, tourism, and heritage education interests. AFHA seeks to bring these groups together and help them find some goals that they can agree to together. By finding common ground and encouraging dialogue and respect, these groups can work together on selected projects and to help find solutions to specific problems, even though they may continue to disagree on other issues. By working through AFHA partnerships this wide variety of partners are engaged together toward conservation goals.



Similarly, interpretation of heritage sites and stories will build interest in heritage and preservation. Education about historic preservation will encourage a preservation ethic and support.

AFHA conservation includes:

- ◆ *Education on conservation issues*
- ◆ *Cooperation from diverse groups*
- ◆ *Enhancement of partner natural sites*
- ◆ *Rehabilitation of partner historic sites*
- ◆ *Conserving cultural heritage and memories*

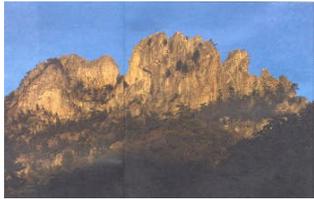
Local groups, communities and individuals who are choosing to preserve historic sites and buildings will have more information, support, and resources to assist their efforts.

An important aspect is conservation of cultural heritage and memories. Collecting, archiving, and recording the cultural folkways, music, dance, crafts, stories, photos and memories are a first step. Teaching and passing on these expressions is equally important to keeping the culture alive.

The other outstanding opportunity for conservation is in the development of partner projects. Technical assistance and financial resources can assist in the enhancement, interpretation, conservation and preservation of natural, historic, and cultural sites. These may range from restoring a historic building to building a hiking trail, from restoration of a degraded natural site to a demonstration of forestry best practices, from interpreting biodiversity in a natural area to providing handicapped access for a hunting area. A wide variety of projects are possible that can foster conservation and understanding of our forest resources. By utilizing these resources for heritage tourism, not only does AFHA increase the audience for the interpretive message, but also provides related economic development that can help support forest conservation and local communities.

4. The area provides outstanding recreational and educational opportunities;

Outdoor recreation is a major activity throughout the Appalachian Forest Heritage Area region. Hunting, fishing, camping, hiking, biking, bird watching and wildlife observation, and outdoor photography opportunities are widely available on public and private lands throughout the region. Rivers and lakes offer fishing, boating, canoe, kayak, and rafting opportunities. Some areas feature outstanding rock climbing – such as Seneca Rocks. Numerous caves offer both commercial tours and wild caving opportunities. Several major ski resorts – such as Snowshoe, Canaan Valley State Park, Timberline, and Wisp – offer exceptional winter sports opportunities. Golf courses, such as at the world-famous Greenbrier Resort with three championship courses, are nationally



The Spruce Knob-Seneca Rocks National Recreation Area, encompassing 100,000 scenic acres, contains the highest peak in West Virginia, some of the best rock climbing on the east coast, outstanding views and a chance to enjoy America's great outdoors.

known. Visitors and residents participating in these wide varieties of activities contribute to the appreciation and economic value of the natural forest in the AFHA.

Education is a key component of the AFHA purpose. Interpretation of the forest story will be integral to the development of our heritage tourism attractions, as well as for fostering local appreciation of the forest and its resources. Audiences for interpretation will include local residents, heritage tourism visitors, and school groups. This

will be done with a wide variety of products, including on-site interpretation, exhibits, thematic brochures, multi-media and in-person presentations. Hands-on experiences such as classes on traditional culture, crafts, music and folklore are featured by the Augusta Heritage Center and other sites and community groups.

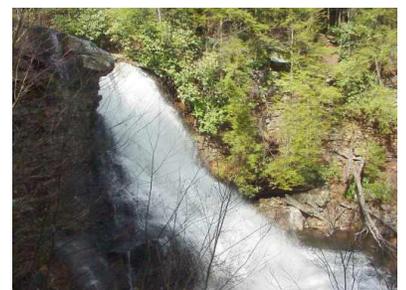
Education in a school setting will also be a feature of the AFHA. Heritage education based on the same interpretive themes featured at AFHA sites can be developed for presentation in school and classroom settings. Teachers for the Forest provides teacher training on forest uses and management, and The Mountain Institute offers summer training on understanding ecosystems. AFHA will seek to support and broaden these educational opportunities. AFHA is currently applying for a Teaching American History grant to provide teacher education for American History as related to Forest Heritage.

AFHA is working closely with university partners to bring resources and academic authenticity to the AFHA interpretation. The initial project was initiated by West Virginia University Division of Forestry and Extension Services, and a number of WVU Departments are interested in continuing involvement in AFHA. Other colleges throughout the region have indicated interest, and will be encouraged to participate in the AFHA educational programs, providing input for interpretation, internship projects for students, and a variety of service opportunities and technical assistance.

5. Resources that are important to the identified theme or themes of the area retain a degree of integrity capable of supporting interpretation;

The discussions above show the wide range of resources that are available for interpretation within the Appalachian Forest Heritage Area. The forestry theme and history of logging in the AFHA are the themes that are most specific and crucial to the interpretation of the AFHA story. The public input in the Feasibility Study indicated that the forestry theme was the least understood but the most important of the AFHA themes. While previous to the AFHA efforts interpretation of these stories has been spotty, the resources to support that interpretation are abundant. Key strategic investment by the AFHA will be prioritized to interpreting the forestry and logging history stories.

Resources to tell this story start with the remaining old



Swallow Falls State Park is home to the oldest grove of white pine and eastern hemlock in Maryland, with some trees over 360 years of age. This pristine grove lies along the state's only Wild and Scenic River, the Youghiogheny.

growth forests. These are protected and interpreted at Swallow Falls State Park, Gaudineer Scenic Area, and Cathedral State Park. Additional small sections of old growth remain in some of the state forests, and can be interpreted.

The premier logging history site is Cass Scenic Railroad State Park. Cass is probably the best existing example of a logging company town in the country. Utilizing original engines and converted log cars, visitors can ride the trains used to log the mountains, visit an interpreted logging camp, see the remains of the lumber mill, shop in the company store, stay in a company house, explore the company town, and visit the museum of logging and railroad artifacts. This site is already an outstanding resource, and with plans in place to improve facilities and restore more of the historic structures as funding becomes available, it can be a shining jewel.



Cass Scenic Railroad State Park:
The Cass Scenic Railroad is the same line built in 1901 to haul lumber to the mill in Cass. The locomotives are the same Shay locomotives used in Cass, while the passenger cars are refurbished logging flat-cars. The town of Cass is the most intact remaining logging company town in the country.

A number of other logging boomtowns have survived as local communities. Original buildings, and in some cases milling and transportation infrastructure, remain that can be interpreted to tell the story of their boom years. Ronceverte, Rainelle, Richwood, Webster Springs, Durbin, Davis, Thomas, Whitmer, Kitzmiller, and Crellin are among the towns that can each tell their own part of the logging boom story. Several excursion trains are operating on historic routes, and the logging-related interpretation of each of them can be enhanced.

Elkins is a case in itself, as the hub of the Davis/Elkins empire it remains the logical hub of much of the AFHA interpretation. Originally founded and laid out as a railroad town, the resources in its downtown historic district, the restored Railroad Depot, Darden's Mill, plus the railyard itself - soon to be again in use by trains - tells the commercial story of the extraction industries. Overlooking the town the Davis mansion, Graceland, and Elkins mansion, Halliehurst, both beautifully restored National Historic Landmarks, interpret the town fathers who financed and built the logging industry to support their national ambitions. The role of other towns connected to Davis and Elkins can also be interpreted, such as Deer Park, Oakland, Davis, Junior, and Gassaway.

Exhibits on logging history can be seen at the Richwood Ranger Station, at Cass, and in the Elkins Railroad Depot – the latter developed as an AFHA project. Vast resources of artifacts, photographs, and oral history opportunities exist in addition to the physical places to provide materials for exhibits and further interpretation of this story in all its complexity.

The Monongahela National Forest was created in the early twentieth-century to protect the watershed and support regrowth of the forests devastated during the logging boom. A variety of state-owned lands were also set aside for this purpose. While these lands are all protected and appreciated by visitors today, there is currently little interpretation of their original purpose and development. Adding this interpretation of the creation of the eastern National Forests, of state parks and forests, and the conservation and multiple use needs and strategies they represent will be a part of the AFHA presentation.

Other key interpretive resources are the experimental forests. The premier example is the Fernow Experimental Forest, Northeastern Research Station of the USDA Forest Service on the Monongahela National Forest near Parsons, WV. Established

*Scientists at the **Fernow Experimental Forest** are developing information and techniques for sustainably managing hardwood forests in the central Appalachians.*



in 1934, the 4,700 acre forest is used as a Field Laboratory by the Northeastern Research Station's Research Work Unit: "Sustainable Forest Ecosystems in the Central Appalachians." Scientists at the Fernow Experimental Forest are developing information and techniques for sustainable management of hardwood forests in the central Appalachians. For over half a century, scientists at the laboratory have conducted research on restoration of degraded farm woodlots, forest hydrology, wildlife management, and silviculture (the art and science of growing trees). Many of the laboratory's research findings have contributed to understanding how forests grow and how to harvest timber in a sustainable fashion. Today, this knowledge serves as the foundation to the region's "best management practices," designed to minimize soil erosion and sedimentation that can result from logging roads that are improperly planned and constructed. Application of research results will, hopefully, stimulate the economy of the region through improved wood production efficiency and through better coordination of the forest's many uses. Scientists are also studying how these ecosystems work. A few interpretive signs are available at the Fernow to explain this work and its importance, but upgrading and improving this interpretation could provide an outstanding opportunity to tell the story of forest management in the AFHA.

The 7,600-acre West Virginia University Forest at Coopers Rock has been managed by WVU as a research forest for over 50 years. The largest privately-owned research forest in West Virginia is the MeadWestvaco Wildlife and Ecosystem Research Forest (MWERF) in Randolph County. The "MWERF" provides a managed landscape for dozens of research scientists and university graduate student projects from West Virginia and several other states. Diverse projects examining the ecology and management of bats, rattlesnakes, salamanders, northern flying squirrel, grouse and many other wildlife species are ongoing at the MWERF. These experimental forests also could offer educational and interpretive – as well as research – opportunities.

Furthermore, the wide diversity of timber management techniques, types of logging practiced, and varied examples of even-aged and uneven-aged stands across the area create potential for interpretation to explain forest management on selected sites of public land or voluntary private partners.

The making of wood products is another interpretive story that AFHA can develop. Throughout the area are a large number of sawmills, kilns, processing plants, and producers of end products ranging from small local operations to large high-tech factories. Some of these facilities offer

The Steele-Wallace Corporation plant in Richwood was once the largest clothespin factory in the world. Several modern plants in the AFHA region are currently the largest of their kind:

- ◆ Weyerhaeuser's Oriented Strand Board Plant at Heaters
- ◆ Armstrong / Bruce Hardwood Flooring Plant in Beverly
- ◆ The Kingsford Charcoal Plant in Parsons
- ◆ American Woodmark cabinet door plant in Hardy County



The West Virginia Wood Technology Center provides training and business support for the wood products industry.

occasional tours for school groups or industry tours. AFHA can offer the opportunity to interpret these resources such as with exhibits, displays, tour organizing and support for willing partners in order to provide the public with the story of how wood products are made.

The vast forests, natural and scenic areas, and abundant wildlife support interpretation of the natural forest. Canaan Valley National Wildlife Refuge, discovery Centers at Deep Creek Lake, Seneca Rocks, Cranberry Nature Center, plus the West Virginia Wildlife Center are among the venues already available to interpret this theme. Trails with interpretive signs such as Cranberry Glades, self-guided and guided nature walks are also available and can be further developed. Protected wilderness areas provide opportunities for exploration and learning about the forest with minimum man-made intrusions.

Many additional historic sites are already available and interpreted for the public, many others have potential to be interpreted and made available if funding to help support local efforts is available. Additional nationally significant sites include The National Road, C&O Canal National Historical Park and Canal Place Heritage Area, Arthurdale and Tygart Valley Homesteads New Deal communities, and Philippi, Corricks Ford, and Rich Mountain Battlefield Civil War sites. Over 215 individual National Register listings and more than 28 National

Register Districts have met the criteria for significance and integrity to be listed, many more are eligible. Many of these sites have potential to be included in walking or driving tours, while others represent sites for museums or visitor attractions. Most of them relate to the AFHA themes of the history of living in the forest.

See Appendix for a listing of National and State lands, National Historic Landmarks, National Register of Historic Places, National Natural Landmarks, and a representative list of sites and attractions currently available in the AFHA region.

6. Residents, business interests, non-profit organizations, and governments within the proposed area that are involved in the planning, have developed a conceptual financial plan that outlines the roles for all participants including the federal government, and have demonstrated support for designation of the area;

The support and active participation of residents, business, non-profits and governments will all be key to success of the AFHA. Details of the partnership arrangements and commitments will be defined in more detail in the management plan. An outline of roles and conceptual financial plan is based on the AFHA initial strategic plan, the feasibility study, and the expressions of participation and support from a wide range of partners.

The management organization bylaws ensure balanced participation from all stakeholders. While initial organizational partnerships are informal, relationships will be more defined as needed by management decisions. Criteria for quality, authenticity and participation will be defined in the management plan. Partners who offer visitor sites will participate in planning, interpretation, marketing, and support. This will include National Forest and other Federal sites, State Parks, State Forests, other public and non-profit lands, local government, and privately-owned sites. Similarly, the sponsors of festivals, events, tours, and experiential education opportunities can participate as partners. Community groups will be encouraged to work together on a local level for implementation of AFHA goals for their town or county. All area individuals, businesses, and organizations, whether or not they represent a visitor experience, will be invited to participate as stakeholders.

Phase	Federal share/yr	Local share / yr	Non-federal sources
Planning 2 yrs			
Operations	\$150,000	\$150,000	Partner funds
Management Plan	\$150,000	\$150,000	Volunteers
Starting projects	\$100,000	\$100,000	Donations Other grants
Development 9 yrs			
Operations	\$250,000	\$250,000	Partner funds
Strategic Investments	\$300,000	\$300,000	Volunteers & Donations
Partner Projects	\$300,000	\$300,000	Other grants
Marketing	\$ 50,000	\$ 50,000	Marketing partners Earned income
Transition 4 yrs			
Operations	\$150,000	\$150,000	Partner funds
Partner projects	\$ 75,000	\$200,000	Volunteers & Donations
Marketing	\$ 50,000	\$100,000	Other grants Marketing partners Earned income
Sustaining -indefinitely			
Operations	--	\$200,000	Partner funds
Marketing	--	\$100,000	Volunteers & Donations Marketing partners Earned income

Initial financial budget for National Heritage Area funds include financial projections for peak operations of \$250,000 per year for staff, office and operating expenses. The management plan will cost approximately \$300,000 spread over two to three years. The remaining budget of up to \$1,000,000 per year will be divided between specific regional projects and strategic investments specified in the management plan, and support for partner enhancement projects. Match will come from matching funds from partner organizations, funding from state and private sources, other grants, and individual contributions and support. The level of matching funds indicated here is a conservative estimate, as demonstrated success will encourage substantially more leveraging of funds. Volunteer time contributed to the effort will be substantial, as has already been demonstrated by participation in the AFHA project.

As the Heritage Area is developed, and more of the management plan has been implemented, two changes are anticipated. The up front development costs should decrease as a many of the projects get completed, and substantial earned income can be generated from licensing, product development, fee-for-services, successful visitation and marketing. By the time the period of Federal assistance ends, partner contributions and earned income should provide for sustainability of the long-term operating budget for the Heritage Area.

7. The proposed management entity and units of government supporting the designation are willing to commit to working in partnership to develop the heritage area;

The AFHA, Inc., as the proposed management entity, is committed to working in partnership with the full range of stakeholder organizations. The only way this project can succeed over such a large region with the variety of jurisdictions is by coordinated partnership efforts by all involved. The management organization envisions working mostly as a coordinating entity, with selected regional projects as a direct responsibility. Most of the local projects will be the responsibility of partner organizations, with the management organization helping to provide assistance and coordination for appropriate projects. The units of government and organizations supporting the designation will contribute to the effort the specific projects and emphasis that fits their priorities, while the management organization helps to coordinate, foster collaboration, and provide the regional emphasis crucial to the Heritage Area development.

Full participation of the governmental agencies with jurisdiction within the AFHA will be key to success. The Monongahela National Forest, WV Department of Natural Resources (including State Parks), WV Division of Forestry (State Forests), Maryland Department of Natural Resources (State Parks and Forests), WV Division of Tourism, WV Development Office, WV Historic Preservation Office, Maryland Division of Tourism, and Maryland Heritage Areas Authority have all indicated support and willingness to participate. Local governments, CVBs, and Development Authorities will also be valuable partners to ensure local engagement.

8. The proposal is consistent with continued economic activity in the area;

One of primary goals of AFHA is economic development consistent with respect for resources and culture.

AFHA leadership has consciously sought to work with the two key existing industries throughout the heritage area, which are the forestry industry and tourism. Individuals and organizations from these industries at both local and state levels are participating in the AFHA.

Since the forestry industry is not only this area's legacy but also a vital part of its existing and future economy, embracing this economic activity is integral to the Heritage Area. Examples are:

- ◆ The impetus for AFHA came from West Virginia University's Division of Forestry, which is this higher institution's connection to the forest industry. The initial concept involved utilizing interpretation to foster understanding of forestry, while encouraging tourism based on this industry to diversify opportunities.
- ◆ The West Virginia Forestry Association, the statewide forestry advocacy group, has been active throughout AFHA development and supports National Heritage Area designation. They provide an avenue to include more industry representatives in the project.
- ◆ A number of lumber companies are supporting and participating in AFHA efforts.

- ◆ The leadership has consistently included representatives from the industry with three members of the Governing Council representing industry partners, in addition to representatives from WV Forestry Association, WV Division of Forestry, and Maryland Division of Forestry.
- ◆ Working relationship with Teachers for the Forest, which is an industry program to provide young people with a connection the forest.
- ◆ Creating partnerships to develop ways to expand interpretation of both the heritage of the industry and current practices and operations. This will include working with them on issues such as insurance and tours, as well as exhibits and interpretive products.

In addition, this heritage area will provide an educational platform to explain the wood products industry to an unknowing public. Certainly, understanding of current forest management techniques and how lumber was and is processed are foreign concepts to most tourists and many residents. The heritage area will highlight the area's forestry heritage, which will help young people better understand what their parents and grandparents were like especially in the Twentieth Century, as well as how such products contribute to their lives today.

Cultural Heritage Tourism is a major focus of the heritage area because it can help offer additional economic opportunity for the region. Cultural heritage tourism by itself is not *the* answer to unemployment and lack of economic opportunity, but it can be part of the answer in offering diversification of jobs and opportunities for craftspeople and small business. In addition, it helps preserve generations of cultural and natural history.

Non-timber products from the forest as well as tourism service businesses offer small business opportunities. Increasing cultural heritage tourism visitation will enlarge these markets.

From the beginning AFHA has engaged the tourism industry at both the local and state levels. West Virginia's Cultural Heritage Tourism Program has been a key supporter of the development of the heritage area. Both West Virginia's and Maryland's Tourism Office are involved with the efforts and are lending support to becoming a National Heritage Area.

AFHA has been actively engaged with county and local tourism organizations as well key tourism attractions (see letters of support) and representatives of these groups are on the Governing Council and various task groups. In working with these groups, AFHA will undertake the following tourism efforts:

- ◆ Assist local entities in the enhancement and/ or development of high quality interpretive heritage tourism products.
- ◆ Help to grow and improve local special events and festivals that connect to AFHA's themes.
- ◆ Assemble cultural heritage itineraries that tourism agencies can jointly market
- ◆ Develop AFHA interpretive centers that present aspects of the themes.
- ◆ Assist community and economic development leaders in efforts to recruit appropriate business to their communities, and to help existing businesses expand with appropriate product lines.
- ◆ Help provide technical assistance and support for emerging and growing small businesses related to AFHA themes.

Forestry and Tourism are the two leading industries in the Appalachian Forest Heritage Area, and AFHA will be partners with the key stakeholders in the sensitive development of these industries.

9. A conceptual boundary map is supported by the public;

The Appalachian Forest Heritage Area encompasses eighteen counties in the highlands of West Virginia and western Maryland. They include Allegany and Garrett Counties in Maryland, and Barbour, Braxton, Grant, Greenbrier, Hampshire, Hardy, Mineral, Morgan, Nicholas, Pendleton, Pocahontas, Preston, Randolph, Tucker, Upshur, and Webster in West Virginia. These counties collectively represent the significant highlands timber-producing areas of these two states, where both historically and today the forest and industry from the forest has been the commanding factor in the economy.

10. The management entity proposed to plan and implement the project is described.

The non-profit organization Appalachian Forest Heritage Area, Inc. has been established by stakeholders involved in the AFHA project. The bylaws were written by a volunteer committee seeking to ensure that all interest groups and geographic areas were fairly represented, and that decision making was balanced between the various interests.

Overall policy decisions of the organization are under the authority of the 35 member Governing Council made up of:

- o One representative from each county
- o Three representatives from each of the following four interest groups:
 - Forestry / forest management / forest industry
 - Environmental / natural history / outdoor recreation
 - History / culture
 - Business / tourism
- o Five representatives representing regional and multiple interest organizations and governmental agencies.

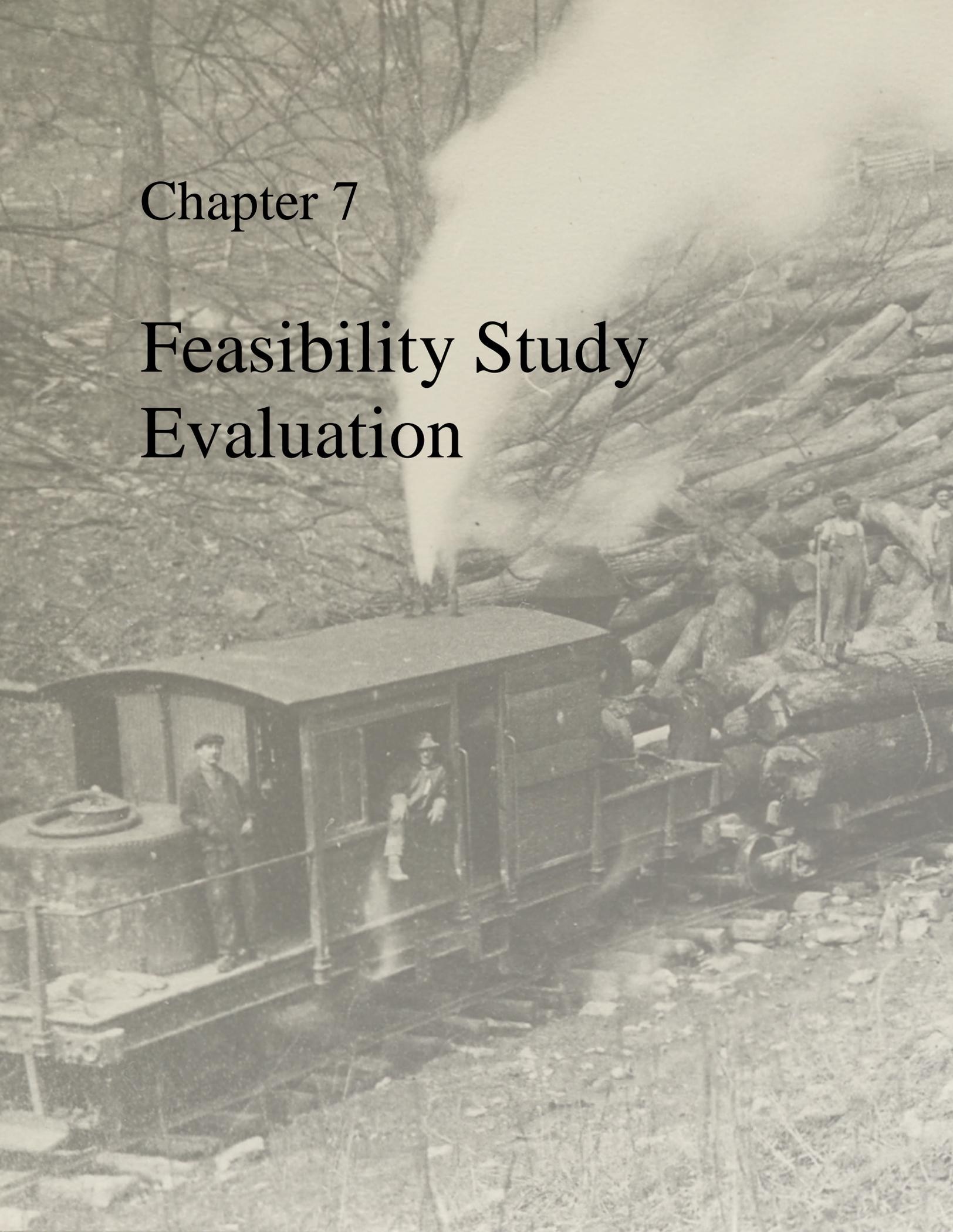
The Council then selects officers and a Working Board to conduct operations of the organization under the supervision of the Council, with attention to maintaining the same balance of interests throughout the organization.

The AFHA, Inc. is working in partnership with the original AFHA grant project sponsored by West Virginia University Division of Forestry and Extension Services. The non-profit organization will gradually transition to full responsibility for the heritage area efforts by the time of the conclusion of the original grant project.

AFHA, Inc. will have full responsibility for developing and implementing the management plan for the Appalachian Forest National Heritage Area. Balanced representation of all stakeholder and partner interests will continue to be a priority.

Chapter 7

Feasibility Study Evaluation



Chapter 7: FEASIBILITY STUDY EVALUATION

Public Input and Key Stakeholders

The AFHA leadership has always sought to engage the key stakeholder groups as well as the general public in all phases of the development of the heritage area. From the beginning, the organization worked hard to have a true representation of the diverse groups that are critical to both communicating this forest's heritage and also developing a sustainable program. When you look at those that serve and support this effort you will find lumber industry officials, conservationists, economic development professionals, preservationists, educators, tourism leaders, heritage places, businesses and public officials.

Below are the milestones for this project that depict the inclusiveness of this organization:

- ◆ Formation meeting had over 85 participants with a diverse representation.
- ◆ Establishment of six task groups and three pilot communities which developed a strategic plan, by-laws and other crucial documents with a diversity of leadership and participants.
- ◆ Multiple planning and review opportunities as these documents were developed
- ◆ Two full stakeholder meetings per year, quarterly leadership meetings and monthly project team meetings.
- ◆ The two co-coordinators are constantly connecting and working with dozens of organizations on including their programs into AFHA's planning process.

From working on the strategic plan, the possibility of applying for designation as a National Heritage Area for the long-term recognition, benefit and sustainability of the project was raised. Stakeholders at the April 2003 meeting asked the staff to conduct research on National Heritage Areas, and in July 2003 the Steering Committee authorized a Feasibility Study to determine if this direction was best for AFHA.

The AFHA Steering Committee and AFHA non-profit Interim Board directed staff to proceed with a Feasibility Study. Consultant Scott Gerloff, President of Historic Connections, LLC and CEO of Potomac Heritage Partnership, was selected to undertake this analysis. WVU Institute of Technology EDA University Center funded the Phase One study, with additional support from the West Virginia Cultural Heritage Tourism Program, the Claude Worthington Benedum Foundation, the National Forest Foundation, and staff support from the AFHA project.

The next step in the process was the Feasibility Study research. The Study was divided into two parts – Phase I to provide information to the AFHA stakeholders to enable them to make the decision whether to pursue National Heritage Area designation or other alternatives. Phase II, once an affirmative answer to the NHA effort was received, would include securing written expressions of support from throughout the area, and completing the Feasibility Study to address the National Park Service criteria.

For Phase I, the consultant with staff assistance conducted key stakeholder and public input sessions to further explore the value of the Appalachian Forest Heritage Area concept and examine whether the organization should seek National Heritage Status. In October and November of 2003, the following were conducted::

- ◆ Review of materials on AFHA and other heritage areas.
- ◆ Thirty-six key stakeholders interviewed.
- ◆ Thirteen interviews with representatives of other state or national heritage areas or programs.
- ◆ Steering Committee provided information on resources needed to continue the program. The assumption was made that the scope of the project as described in the Strategic Plan was the desired outcome, including both West Virginia and Maryland counties in the initiative.
- ◆ Multiple days touring and examining key resources in the heritage area, plus research on significance and resources with the assistance of the Interpretation Task Group

- ◆ Seven Focus Groups were conducted with key group segments: Steering Committee, Forest Industry, Conservation, Marketing, Heritage Places and Businesses. Total of 65 people from 29 communities
- ◆ Four Public Meetings in different parts of the AFHA region, reaching 40 people from 12 communities.

A widely promoted public/key stakeholder meeting to decide on the future direction for the organization followed these activities with presentation of the Phase I report. Again the event was well attended, with over 45 participants representing the full diversity of viewpoints. In the end the vote was unanimous to accept the report's recommendations and to proceed in seeking National Heritage Area status.

During Phase II, staff, leadership, volunteers, and the consulting entity continued to seek input and support with innumerable person hours contacting public and private entities to present at meetings and one-on-one to explain both AFHA and NHA. This phase has resulted in the collection of letters and resolutions indicating support for National Heritage Area designation. This also includes contact with Congressional Delegations, state officials, National Park Service and USDA Forest Service. Staff presentations have reached more than 500 people, and Governing Council representatives and other volunteers throughout the counties have presented to more than 1200.

Additional research was conducted to fully answer the Criteria for evaluation of feasibility, suitability, and significance. This report constitutes the product of the Phase II Feasibility Study.

The following summarizes reactions to AFHA from participants in focus groups and public meetings. More detailed responses are included in the Appendix.

Benefits and concerns of Appalachian Forest Heritage Area

Benefits

Participants in focus groups and public meetings were asked "What benefits do you think AFHA as a program could provide this area, your community, your organization and/or your business?" Here are the broad categories of responses:

1. Appreciation and better understanding by residents of their heritage.
2. Complimenting economic development efforts by bringing visitor expenditures from outside of the area.
3. Assists heritage development and education efforts.
4. Enhances quality of life assets. This assists economic development efforts by enhancing interest for potential businesses, as well as benefiting local residents directly
5. Assisting in creating an awareness of the importance of the forests and forestry to the local area, state and country. Broaden the perspective.
6. Promote future stewardship of the historic, cultural traditions and natural resources.
7. Building co-operation, partnerships, and stronger communities.

Concerns

1. Concern that not all viewpoints would be expressed via interpretation of heritage tourism products.
2. Complexity of area because of its size and diversity of organizations may prove too big of a challenge.
3. Potential negative impacts of tourism on communities, private property and special places.
4. Concerns that AFHA could negatively impact the forest industry. Insurance is an issue along with visitation of a working business.
5. Ensuring local control and benefits
6. Is this just another organization with lots of meetings with no actions?

Conclusion

Participants were asked if they supported the idea of AFHA based upon what they now know? Possible answers were 'yes', 'no' and 'don't know'.

A 'yes' answer was almost unanimous in all the meetings with a few 'don't knows' and no negatives. One can say from this that there is a considerable trust for AFHA as an organization and that they believe that the concept could be valuable for their community, organization and/or business.

Benefits and Concerns of National Heritage Area .

The following summarizes reactions from participants in focus groups and public meetings to AFHA seeking National Heritage Area status

Benefits

1. Significant and flexible funding for a ten-year period, which would allow for staff and others to seek additional funding from other sources for specific projects
2. Higher profile and credibility for the area as being a nationally significant destination for visitors
3. Benefits local communities and enhance the appreciation by residents of their heritage
4. Allows for a two-state model
5. Technical assistance from NPS would help in interpretation and other areas.
6. Promotion via NPS Web Site and their public relations

Concerns

1. Fear of interference with property rights
2. Fear of loss of local control
3. Fear of increasing regulations for industry and landowners
4. That later changes in national policy might result in new regulations tied to the Heritage Area
5. That a Heritage Area might lead to turning the area or portions of the area into a National Park
6. That too much success might damage the area
7. Receiving the funds could cause complacency to hinder a sustainable organization beyond the 10 years.

Conclusion

Participants were asked if they supported the idea of AFHA becoming a National Heritage Area. Possible answers were 'yes', 'no' and 'don't know'.

Although a strong majority said 'yes' and no one said 'no', there were a significant number of individuals that said that they 'didn't know' yet. This uneasiness is aimed at possible federal action not the organization, but needs to be addressed directly in order to not just relieve the concerns but to indicate that these kinds of actions are not the mission or goals of AFHA.

During the stakeholders' meeting following presentation of the phase I report, the uneasiness was displaced by unanimous and enthusiastic support for proceeding to seek NHA status. Strategies to address the expressed concerns were recommended and approved.

Sustainable Heritage Area Characteristics

AFHA has the resources and interpretation opportunities to become an important heritage area and should be eligible for national status. However, there is more to successful heritage areas than having the resources and identifying the correct themes. In conducting this research certain attributes came forward constantly as elements that made for a successful program and organization.

Therefore, before presenting alternative approaches, it is important to highlight these characteristics of successful heritage areas. Whichever direction AFHA chooses it should take the lessons learned from those that have come before.

1. Top-down heritage areas either don't work or take longer to develop because of failure to engage the grassroots.
2. A strong sense that participants truly care about their heritage and that it is "ultimately about preserving your heritage." It cannot be just a promotional tool otherwise long-term sustainability is doubtful. Therefore, heritage tourism and heritage education must go hand-in-hand. This should not just be a label for a tourism program, but a connection to community.
3. Public sector involvement, especially at the municipal and county level, can leverage support and resources if officials and staff see the community and economic value. Many of the independent heritage areas started with public sector support.
4. Staffing equivalent to the size and complexity of the area must be in place or a priority goal of the organization in order to succeed. The most identified problem by smaller state or independent programs was lack of staff to carry out the complexity and the demands of heritage areas.
5. Accomplishing visible projects. There is a balance between spending time engaging the public and stakeholders and implementing products that have a visible impact. People lose interest if they see no action.
6. Developing ways to identify, structure and implement strategic investments. What strategies for implementation will have the biggest impact and are realistic?
7. The requirement of both a feasibility study and a management plan.
8. Understanding that a quality heritage area needs to manage the area so it not only protects the resources, but also respects the quality of life for residents. This means working with each community to identify those "sacred places" that should be reserved for those who live in that community.

Finally, many people interviewed mentioned that heritage areas are different from heritage tourism, which by its name primarily focuses on bringing in visitors. Jane Daly of the Glywood Center stated this about heritage areas: "They are expressions of the people who live, work and shape the land." Becky Anderson of Hand-Made-in-America talked about economics in this way "...conserves a region's culture by adapting it to current economic patterns."

Heritage Area Alternatives

In examining alternatives, this study is looking for alternatives that would address the following issues for sustainability for AFHA:

- Sufficient resources to support staff necessary to coordinate the effort
- Capability of managing large area over two states
- Local control and balance between diverse interests
- Capacity and sources of local funding are limited, especially at the beginning of the project.

Alternative 1: Non-Profit or Collaborative - Limited Staff time and Volunteer Driven.

Many heritage area programs have started in this fashion. Often they choose not to start a new organization or to avoid competing with existing organizations. These programs were and some are still primarily promotional in nature. They link places via themes or proximity to each other with brochures, web promotions and sometimes jointly sponsor events. Programs are usually overseen by CVBs or Chambers with support from heritage groups. Sometimes these roles are reversed. As a group, they leave interpretation, product development, small business enhancement, infrastructure and fund raising up to other organizations. Often existing staff from partner organizations will be partially assigned this project.

For the most part these programs have either evolved into more complex models, including seeking state, regional or National Heritage Area status, or leveled off or died off for lack of interest. Success with this model would require significantly more commitment of time and resources from partner organizations or volunteers than with a staffed program. The benefits of this model are its simplicity in structure, funding needs and projects. For a large area such as AFHA, this would be a difficult model because of the need to coordinate so many potential players and because so much of the story of the area needs to be developed and interpreted. There is such stakeholder passion for this heritage area that a promotional program alone does not seem to be a true alternative.

Alternative 2: Development and Support from a State Heritage Area Program.

State Heritage Areas Program Summary

Currently there are about eight states that have or have had formal state heritage area programs. As part of this study, we took a look at state programs in Colorado, Illinois, Maryland, Pennsylvania, Utah and Wisconsin, as well as had discussions with national leaders in heritage tourism. From this research, state heritage areas today are in two categories:

1. Closed down, combined with other efforts or put to “sleep” until further notice. This has happened mainly because of severe budget problems in these states. Heritage tourism and heritage areas were relatively new efforts so are early casualties in balancing budgets. Examples would be Colorado, Wisconsin and South Carolina.
2. Maintaining current operations and programs although with reduced funds and staff. These appear to be more the longer running efforts such as Pennsylvania, New York(1990s), Maryland (1996) and Utah (1989). These appear to have very strong support within the states and will continue for the foreseeable future. Common components of these programs are:
 - ◆ Funding to heritage areas over multiple years for operating and other costs. For example Utah’s range from \$10,000 to \$40,000 per year, Pennsylvania \$250,000 to \$350,000 and Maryland \$ 0 to \$100,000 for five years.
 - ◆ All require a form of feasibility study and a management plan that have similar critical steps and criteria as the National Heritage Areas.
 - ◆ To varying degrees there is technical assistance. Pennsylvania has two circuit riders. Some states, such as Illinois, fund consultants to provide focused assistance.
 - ◆ Most have or will soon end the number of heritage areas that will be added because most of the state is covered. According to most of the programs, they have become or will become more sophisticated in developing heritage attractions, constructing revenue streams, creating heritage education efforts and promoting these areas as destinations. This seems to mean that these state efforts are also evolving, but it is not yet clear what this means.

West Virginia and Maryland

West Virginia does not have a formalized Heritage Tourism program, hence, it does not have a state heritage area program. However, there is an active movement by a 26-person Steering Committee, West Virginia Development Office and the Preservation Alliance of West Virginia to develop a Cultural Heritage Tourism program, which should include a state heritage area element. Because of budget constraints for Fiscal Years 2003 and 2004, the soonest such a program could start would be July of 2005.

As stated, Maryland has a successful state effort that has been in existence since 1996. Maryland’s program is located in The Maryland Trust, a state agency that is the principal operating unit within the Division of Historical and Cultural Programs, which is an agency of the Maryland Department of Housing and Community Development. The Maryland Heritage Areas

Authority (MHAA), an independent government unit created by House Bill 1, oversees implementation of this heritage preservation and tourism initiative.

Of course the big question is not just if a West Virginia Heritage Area program will emerge but also what kind of program it will be with what benefits and expectations for the participants. Such a program may include designation of state heritage areas, and possibly some technical assistance. If economic problems persist, the likelihood of significant funding is highly unlikely. AFHA should participate in this program when available as support for heritage tourism seems to be growing within the state. Since AFHA is partnering with Maryland, it may see if it can duplicate key elements of that program.

However, participating in these state programs alone is unlikely to serve the needs of sustaining and recognizing the AFHA as a two-state effort.

Alternative 3: Grants and Earned Income Driven Program

There are successful ad-hoc heritage areas that utilize this model. Programs in Illinois and Utah have been successful in developing multiple revenue sources and transitioning from initially state-funded programs. These are usually mature programs with four or more years in operation, and have received funding or staffing from states, counties and/or local economic development entities. Also, some foundations and federal programs may find the regional approach to be extremely positive.

One main disadvantage of this approach is the size and complexity of the AFHA. Multiple jurisdictions and perspectives could make it very difficult to work in the entire area because grants may dictate where and what type of activities that the organization must undertake. Therefore, this could take away from a true regional approach. Also, a large percentage of a staff person(s) would need to be devoted to seeking funds or assisting others in doing so.

AFHA would need to assess possible funding sources from both states and the federal government. It would look to foundations that hopefully would fund projects in both states and operating expenses for several years. Also it could begin to begin to examine and prepare for earned income scenarios which include packages, merchandise development and fees-for-services.

There are many possible funding categories that a heritage area could qualify for because heritage tourism can be cast as rural, economic and community development, tourism, preservation and conservation, the arts and the humanities and building local capacity.

Alternative 4: Seek National Heritage Area Status.

Previous chapters have outlined this program and the perceived benefits and concerns. From a purely programmatic context becoming a National Heritage Area would make the most sense in developing a regional approach in a two-state program, with existing models of NHAs with multi-state cooperation. The absence of a West Virginia heritage area program or funding support limits the alternatives, even without considering the complications of working across state lines. However, it will be important for AFHA to address the concerns expressed by the participants at the public meetings and focus groups if it chooses this direction.

National Heritage Area would provide for the Appalachian Forest Heritage Area:

- ◆ Technical assistance from the National Park Service to the management entity and its associated and participating partners
- ◆ Support for the development of heritage area interpretation and identity programs
- ◆ Recognize the role of past, present and future of the forest industry in America
- ◆ Strengthen the sense of identity both within the region itself and for outside visitors
- ◆ Structure is compatible with multi-state initiatives
- ◆ Provide from \$250,000 to \$1,000,000 per year up to \$10,000,000 over 15 years

- ◆ Flexibility of use of these funds means that staff can take a true regional approach, compared with being driven by the purposes of specific grants.

In short, these are the only funds that are designated nationally for heritage areas. If AFHA is going to do this, the best likelihood of success is to seek designation in the next year. To wait much longer could create serious delays well beyond the remaining 20 months of existing funding.

National Heritage Area Models

Of the existing National Heritage Areas, there are a number of models that offer lessons related to the possible future and management of the Appalachian Forest Heritage Area. In looking for useful models, we looked primarily to areas that share the AFHA rural nature.

Quinebaug-Shetucket Rivers Valley National Heritage Corridor

The Quinebaug and Shetucket Rivers Valley of northeastern Connecticut and south-central Massachusetts has been called “the Last Green Valley” in the sprawling metropolitan Boston-to-Washington corridor. The relatively undeveloped character of this green and rural island in the midst of the most urbanized region in the nation makes it a resource of local, regional, and national importance.

The Quinebaug-Shetucket Rivers Valley National Heritage Corridor shares similarities with AFHA as it encompasses a geographic cultural landscape region that crosses state boundaries. The themes of the region are inclusive, including archaeological sites, rural landscapes, historic structures and sites, and existing parks. They have developed walking and cycling trails, heritage site trails, a signage program, brochure publication, and a popular annual Walking Weekend. The Heritage Corridor has stimulated economic development, including adaptive reuse of old mill buildings and agricultural preservation.

The management entity designated by Congress for the Heritage Corridor is a private, non-profit 501(c)(3) corporation that formed as a culmination of grassroots initiative. Quinebaug-Shetucket Heritage Corridor, Inc. (QSHC) is a membership organization that reflects the interests of a broad-based, grassroots constituency through a democratic process. The 15 member Board of Directors are elected by the membership at the annual meeting, and represent local organizations and state officials. The organization functions largely as a catalyst and facilitator to assist partner entities.

Schuylkill River Valley National Heritage Area

By 1777 when George Washington wintered his troops at Valley Forge, early entrepreneurs had already founded many of the historic towns along the Schuylkill River where the charcoal, iron and textile industries of the region would grow. In 1822, the first load of anthracite coal was taken from the Schuylkill headwaters to Philadelphia along the Schuylkill Navigation System (Canal), starting the engine that fueled America's early colonization and industrialization of America. Pre-Revolutionary mills and late 19th century factories - rural villages and the city of Philadelphia - all are part of the fabric of the Schuylkill River Valley

With the mission to conserve, interpret and develop the historical, cultural, natural and recreational resources related to the industrial and cultural heritage of the Schuylkill River Valley of Southeastern Pennsylvania, Schuylkill River National Heritage Area is clearly based on the cultural landscapes of a specific geographic region. With the 128-mile Schuylkill River as its spine, the Schuylkill River National Heritage Area is features a diversity of historic, recreational and cultural attractions.

The Schuylkill River Valley National Heritage Area is managed by the non-profit Schuylkill River Greenway Association (SRGA)

Silos & Smokestacks -- America's Agricultural Heritage Partnership

In the Silos and Smokestacks region, the heritage of America's agricultural revolution and legacy are being interpreted and presented. Sites in this 36-county region of northeastern Iowa illustrate the transformation that took place as mechanization paved the way for a distinctly

American system of industrialized agriculture. Tractor design and manufacture, mechanized farming, corn-hog production, dairying, beef cattle feeding, and meat packing continue to characterize the region. The unique cultural histories of family farming and agribusiness are equally well represented.

America's Agricultural Heritage Partnership is the non-profit organization responsible for managing Silos & Smokestacks. It covers a large region encompassing 37 counties and over 20,000 square miles. The partnership system to involve sites throughout the region used by Silos & Smokestacks offers a very promising management model.

The organization focuses on development of regional heritage tourism and sharing the story of American agriculture. Silos & Smokestacks use six themes in interpreting their heritage – all are very directly related to the primary agricultural theme.

Tennessee Civil War National Heritage Area

Tennessee Civil War National Heritage Area is another example of a thematically-focused Heritage Area. The Tennessee Civil War National Heritage Area (TCWNHA) is a federal, state, and local partnership managed by the Center for Historic Preservation at Middle Tennessee State University. The goal of the heritage area is to preserve and interpret the stories, effects, and legacies of the Civil War and Reconstruction in Tennessee. The TCWNHA includes the entire state and features eight heritage corridors along river and railroad systems.

The region included in the Tennessee Civil War National Heritage Area is very large – but the interpretive mission is clearly focused and not attempting to cover all of Tennessee's historic and cultural resources.

Lackawanna Valley National Heritage Area

The Lackawanna Heritage Valley has worked to conserve the heritage and improve the economic vitality of the many communities along the Lackawanna River in northeast Pennsylvania. Through partnerships between government, businesses, civic organizations, and individuals, real success has been achieved in interpreting the rich history of their industrial past. Heritage-based programming, ranging from the development and construction of the newly opened Electric City Trolley Station and Museum to the annual Young People's Heritage Festival, is the centerpiece of the Lackawanna Heritage Valley's work. Through these and other cooperative efforts, the important story of how the anthracite industry shaped the Valley and the entire nation has been preserved and passed along to new generations.

Lackawanna Heritage Valley is an example of a Heritage Area with a focus on an industrial theme, but also with an inclusive interest in the heritage of the geographic region. The Heritage Valley Roundtable which links and facilitates partnerships between heritage sites is a particularly successful model to learn from.

Thematic Approach

From these examples and others among the 24 National Heritage Areas, we see a wide range of approaches and possibilities for Heritage Areas.

The Quinebaug-Shetucket Rivers Valley National Heritage Corridor and Schuylkill River Valley National Heritage Area are both inclusive of multiple themes in a specific geographic region. Silos and Smokestacks and Tennessee Civil War Heritage Area focus primarily on their specific theme. Lackawanna Valley National Heritage Area, while also a geographic area, is an example where the industrial theme is very important within the area. Most Heritage Areas strike a balance between a primarily geographic and a primarily thematic approach.

Silos & Smokestacks shares similarities to AFHA in focusing on the theme of the rural economy. The relationship of the forest to the past, present and future of the AFHA region is similar to that of agriculture in Iowa. And unlike many of the industrially based heritage areas, for these two areas this is a living industry as well as an historic one.

Learning from these examples, Appalachian Forest Heritage Area focuses on a broad theme – the forest – as experienced within a specific place – central Appalachia. Like the Heritage Areas

based on River Valleys or other geographic features, the central Appalachian highlands define the region, and people's experience of living in this place. Like the Heritage Areas based on a specific theme, the forest defines the lens through which the region is seen. Yet because this theme is so pervasive, and so integral to the region, it colors the whole experience of the region. From the natural history of the forest, to the history of human experience, to the traditional culture, to the significant industries of today – the Appalachian forest represents the theme, the place, and the heritage of this region.

Management Models

Looking at existing Heritage Areas also gives a variety of examples of management models.

One similarity that is found between the Tennessee Civil War Heritage Area and AFHA is a University taking a leadership role in developing the Heritage Area. The AFHA project was initiated by West Virginia University, who served as a catalyst to bring the stakeholder groups together. Unlike in Tennessee, WVU has not chosen to remain in that leadership role indefinitely, and is transitioning control of the initiative to the stakeholder-controlled non-profit organization. However WVU will remain closely involved as an active partner, contributing resources, expertise, and especially assistance with impact assessment and scholarly research and evaluation of the project.

A number of Heritage Areas, particularly ones that were established early or that had a large government role in their development, are managed by governmental authorities with appointed representatives. Many other Heritage Areas, particularly those that arose from a grassroots approach, are managed by non-profit organizations. In the development of the Appalachian Forest Heritage Area, an organizational task group early in the project researched a number of organizational alternatives.

The governmental authority model was considered, but was felt to be inappropriate for AFHA for several reasons. The AFHA project was not initiated by governments, but rather developed by a variety of stakeholders, with governmental agencies involved as co-equal partners alongside non-profits and community residents. Concern was expressed that representatives appointed from governments rather than chosen by stakeholders would be less likely to be personally invested and maintain active involvement in the organization. Also many communities expressed concern that the project organization remain locally managed, rather than being controlled by government agencies.

This research recommended formation of a non-profit organization with broad representation from local communities, from diverse interest groups involved in the project, and from agencies and organizational partners. This organization has been formed as the Appalachian Forest Heritage Area, Inc. The Bylaws of the organization specify broad representation including each county in the project, each interest group, and the primary agency partners.

Recommended Alternative: Capturing Benefits and Addressing Concerns

Recommendations

The recommendation is to pursue these areas:

1. Seek National Heritage Area Status. It is crucial for AFHA to become a NHA because of the national story it tells, because this will facilitate working across two states, and to be capable of managing the complexity of themes and diverse interest groups. If successful, AFHA can be a national model of a grassroots initiative depicting inclusion, importance of forests to our nation, and aggressively combining heritage and tourism. As a National Heritage Area, Appalachian Forest National Heritage Area will be inclusive of forest heritage themes and the central Appalachian highlands included in the Area. The recommended management organization is the Appalachian Forest National Heritage Area, Inc. non-profit group.

2. Work closely with the ongoing efforts to establish a funded West Virginia Cultural Heritage Tourism Program that would have a state heritage area component. Work with the Maryland Heritage Area Program to work out a memorandum of understanding. Find ways that AFHA can work with the state programs of both states to facilitate the AFHA goals.

3. Explore and pursue other funding avenues that will allow the organization to achieve its efforts whether or not NHA status or funding from a state heritage area is achieved. This will also provide sources of match for the National Heritage Area funds, as well as preparing for long-term sustainability. Spend time clearly articulating strategic investments and match with public and private sector funders.

4. Utilize the time remaining in the original grant project, as well as new funding that can be secured, to work on implementation of the initial strategic plan, complete distinct visible projects showing the potential of the AFHA, and continue with outreach to involve additional communities and partners. This work will give a strong basis of success to build on when and if National Heritage Area designation is achieved.

Addressing Concerns

Core Values – Emphasize the Core Value statements that have been adopted by the stakeholders and added to the AFHA Strategic Plan. These values put into words the intentions of the stakeholders throughout the project development. They specifically address many of the concerns that have been expressed as people start to learn about the AFHA, and set out clearly the intentions to provide balanced interpretation and representation, local control, and to work with willing partners. Utilize the Values as a guide in developing and implementing the management plan.

Managing Tourism – Heritage Tourism is one of the primary goals of the AFHA, but not the only one. AFHA should work with communities and stewards of places on identifying those places that belong to the community and those that will be shared with visitors. Tourism can be targeted specifically to the communities' shared places who welcome visitors, while reserving those sacred places that the community wishes to save. AFHA can work to facilitate small business, encourage quality jobs, and ensure that tourism supplements the local economy but does not interfere with or replace forest industry jobs. These issues will be addressed in the management plan.

Facilitate Engagement and Education -- Another important part of this process is to engage the oldest citizens to share their memories, words and emotions about both the sacred and shared places. An effort to capture the experiences of the WW II generation is proving more and more critical for successful heritage areas. Anne Harris, Executive Director of Essex National Heritage Area, stated: "Exposure to local history and local sites is often a significant factor in engaging students to see the bigger concepts of history"

Throughout the focus groups and public meetings, participants consistently expressed the loss of connection between young people and their heritage. Again Anne Harris said "If we expect future generations to care about our heritage...will have to be proactive in building relationships with our educators and our students."

Utilize Partnerships and Successful Models -- AFHA will seek to learn from the most appropriate models of existing successful National Heritage Areas. Priorities will include full inclusion of diverse stakeholder groups, local communities, governmental agencies, and organizational and university partners. AFHA will work actively with existing organizations and willing partners, seeking to coordinate efforts and help build capacity, not duplicate or replace existing efforts.

Property Rights Concerns – While it is clear that the AFHA and the NHA program do not have land purchase or regulatory purposes, the need for legal assurances has resulted in language in many individual National Heritage Area bills specifying that the Heritage Area does not result in increased regulation and that private property owners who wish to not participate will not be

impacted. National Heritage Area designation legislation for designation of AFNHA will include such language.

Conclusion

AFHA already has many of the attributes that make for a successful heritage area.

- ◆ Collaboration has been part of the approach and philosophy since the beginning of this effort. In many ways this is a national model for achieving participation from so many and from a variety of organizations.
- ◆ Leadership from principal investigators, staff, task force participants, interim Board and new Governing Council shows tremendous participation.
- ◆ Outstanding resources that can tell the stories via interpretation in a continuum from the past to the present and into the future. This is a true national story.
- ◆ Financial resources to start and enough time to create a sustainable program beyond current funding.
- ◆ Most importantly, passion for your heritage and the will to manage it for the benefit of residents and visitors.

Building upon these attributes as a National Heritage Area will bring success to the Heritage Area and benefits for local communities and the nation.

Chapter 8

Conclusion And Appendices

PLATANUS OCCIDENTALIS

TOTAL HEIGHT	630 FT.
CIRCUMFERENCE	247 FT.
DIAMETER	365 IN.
APPROXIMATE AGE	500 YEARS
HEMLOCK IN FORKS	74 FT.
OVERALL CROWN SPREAD	100 FT.

Chapter 8: CONCLUSION

The Appalachian Forest Heritage Area provides an opportunity to interpret nationally significant historic and natural resources. This forest provided resources for American industrial expansion in the late nineteenth and early twentieth centuries. The industrialists who led the resource boom used this region as their power base on the national stage. The lessons learned from cutting these forests contributed significantly to the conservation movement, the formation of eastern National Forests, and rise of modern scientific forestry.

Natural, cultural, historic and recreational resources combine to form a cohesive, nationally distinctive landscape in central Appalachia arising from patterns of human activity shaped by the forested mountains. These patterns make the Appalachian Forest Heritage Area representative of the national experience of adaptation to the environment, through the natural forest and historic features that remain and the Appalachian cultural traditions that have evolved in the area. Ongoing use of the Appalachian Forest Heritage Area by people who shaped the landscape, including contemporary wood products industries that utilize the forest today, enhance this significance.

The Appalachian Forest Heritage Area is suitable for inclusion as a National Heritage Area for its representation of forest heritage, especially of the central hardwood forest. The wealth of resources to be included, conserved, and enhanced by this designation are well documented. While certainly forests are included in a variety of national lands and designations, no other National Heritage Area has identified forest heritage as its primary theme. The AFHA is also the only NHA to identify central Appalachian culture as a theme, and will provide a valuable counterpoint to the related but distinct southern mountain culture that is featured in the new Blue Ridge National Heritage Area.

The feasibility of the Appalachian Forest National Heritage Area is demonstrated by the strong support demonstrated in this study. State and federal partners, local governments and organizations, and a wide variety of non-profit groups, businesses, and residents have expressed support for this designation. The extensive participation in the existing AFHA project indicates that the Appalachian Forest National Heritage Area is feasible.

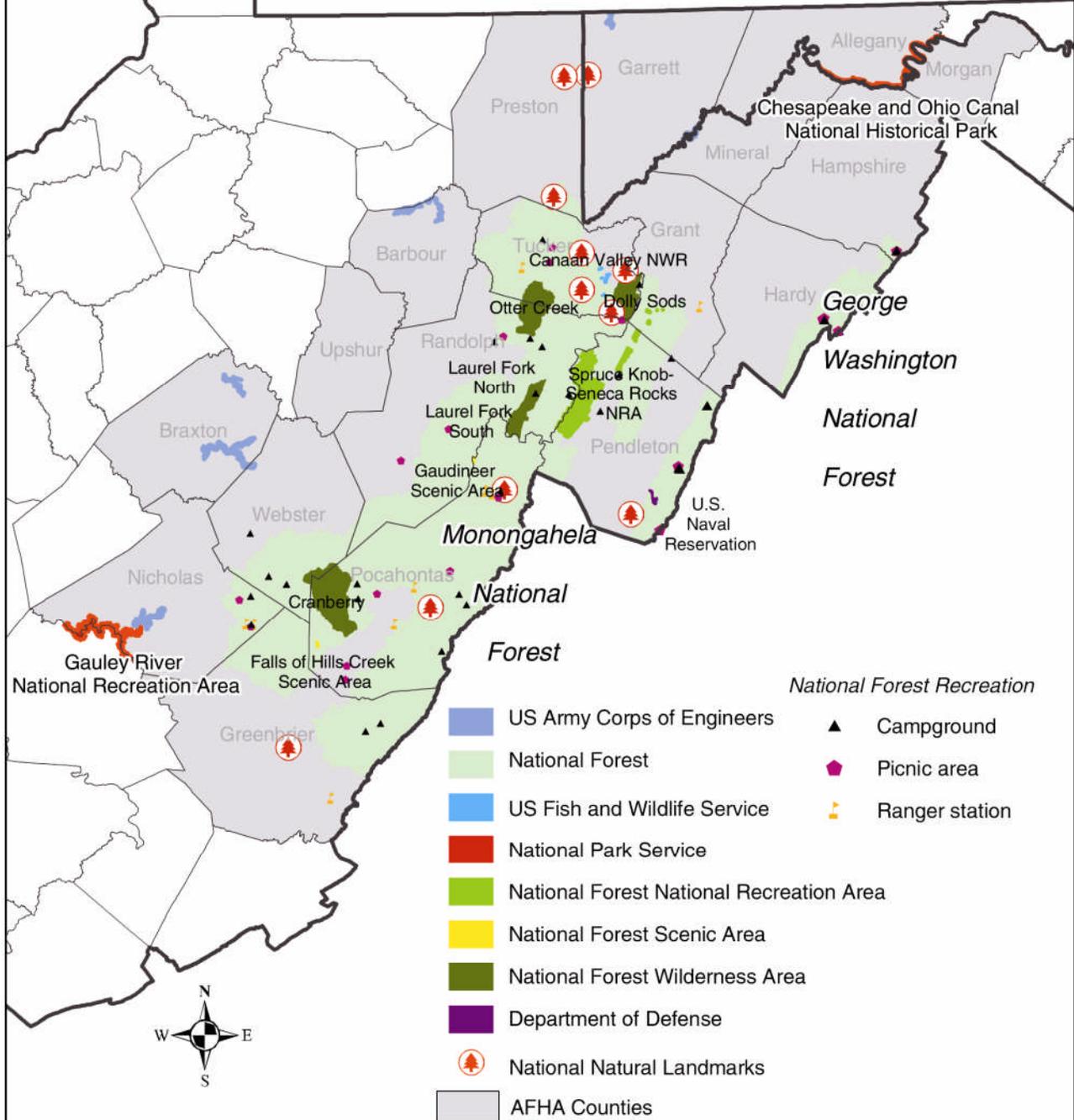
Maps of the Appalachian Forest Heritage Area

Appendix A

Appalachian Forest Heritage Area

Federal Lands

West Virginia, Maryland



National Forest Recreation

- ▲ Campground
- ◆ Picnic area
- Ranger station

Natural Resource Analysis Center
West Virginia University
Morgantown, WV

Federally Designated Lands

Federal Lands

Department of Defense	U.S. Naval Reservation
National Park Service	C&O Canal National Historical Park
National Park Service	Gauley River National Recreation Area (NPS)
US Army Corps of Engineers	Burnsville Lake
US Army Corps of Engineers	Jennings Randolph Lake
US Army Corps of Engineers	Summersville Lake
US Army Corps of Engineers	Sutton Lake
US Army Corps of Engineers	Tygart Lake
US Army Corps of Engineers	Youghiogheny Reservoir
US Fish and Wildlife Service	Canaan Valley National Wildlife Refuge
US Forest Service	Cranberry Wilderness
US Forest Service	Dolly Sods Wilderness
US Forest Service	Falls of Hills Creek Scenic Area
US Forest Service	Fernow Experimental Forest
US Forest Service	Gaudineer Scenic Area
US Forest Service	George Washington National Forest
US Forest Service	Laurel Fork North Wilderness
US Forest Service	Laurel Fork South Wilderness
US Forest Service	Monongahela National Forest
US Forest Service	Otter Creek Wilderness
US Forest Service	Spruce Knob- Seneca Rocks National Recreation Area

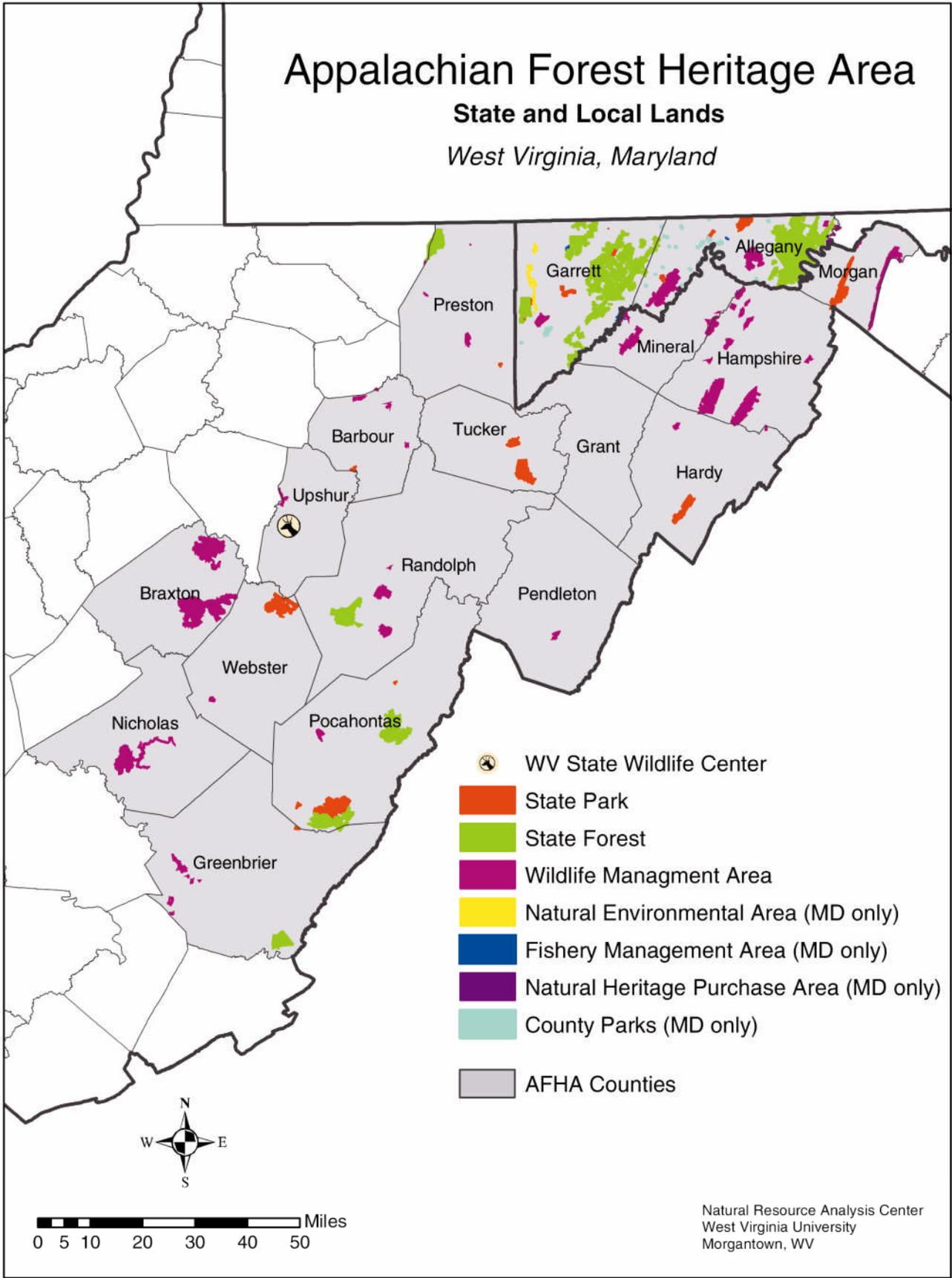
National Natural Landmarks (National Park Service designation)

Big Run Bog
Blister Run Swamp
Canaan Valley
Cathedral Park
Cranberry Glades Botanical Area
Cranesville Swamp Nature Sanctuary
Fisher Spring Run Bog
Germany Valley Karst
Shavers Mountain Spruce Hemlock Stand
Sinnott-Thorn Mountain Cave
Swago Karst

Appalachian Forest Heritage Area

State and Local Lands

West Virginia, Maryland



Natural Resource Analysis Center
West Virginia University
Morgantown, WV

Maryland State Lands

State Parks

Big Run
Casselman River Bridge
Dans Mountain
Deep Creek Lake
Herrington Manor
New Germany
Rocky Gap
Swallow Falls
Wills Mountain

State Forests

Garrett
Green Ridge
Potomac
Savage River

Fishery Management Areas

Bear Creek
Evitts Creek Ponds
North Branch Potomac

Wildlife Management Areas

Belle Grove
Dans Mountain
M.T. Nebo
Sideling Hill
Warrior Mountain

Other Designations

Youghiogheny River NEA
Aron Strauss NHCP
Fort Hill NHCP

West Virginia State Lands

State Parks

Audra State Park
Beartown State Park
Blackwater Falls State Park
Cacapon State Park
Canaan Valley State Park
Cass Scenic RR State Park
Cathedral State Park
Droop Mountain State Park
Fairfax Stone State Park
Holly River State Park
Lost River State Park
Watoga State Park

State Forests

Calvin Price State Forest
Coopers Rock State Forest
Greenbrier State Forest
Kumbrabow State Forest
Seneca State Forest

Other State Lands

WV State Wildlife Center, French Creek

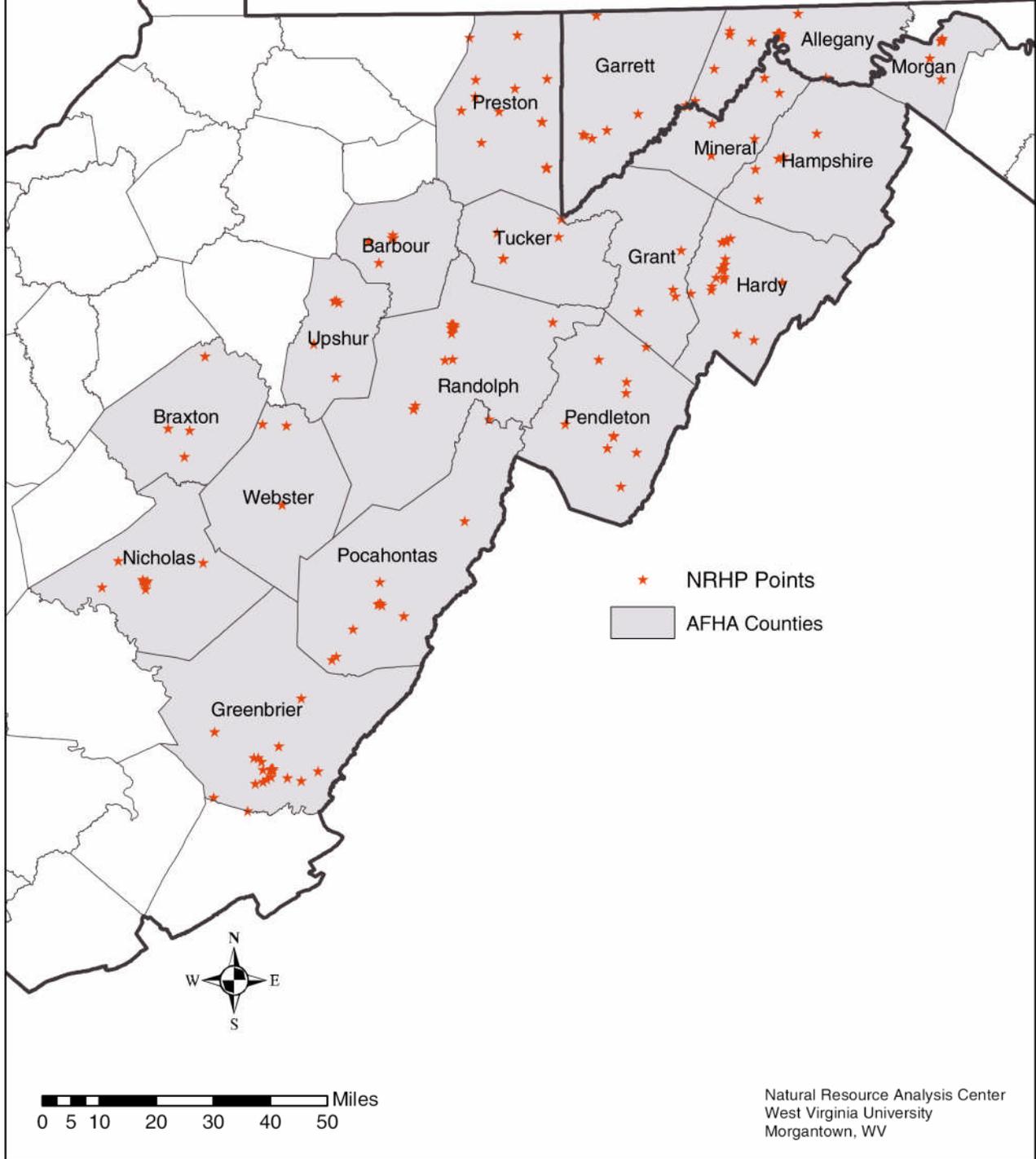
Wildlife Management Areas

Allegheny
Beaverdam
Beckys Creek
Big Ditch
Blackwater
Briery Mountain
Bruceton Mills
Burnsville Lake PFAHA
Cheat
Cranberry
Edwards Run
Elk River PHA
Fort Mill Ridge
Handley
Huttonsville State Farm
Little River
Meadow River
Nathaniel Mountain
Neola
Otter Creek
Pleasant Creek
Potomac
Rimel
Shenandoah
Short Mountain
Sleepy Creek
Snake Hill
South Branch
Springfield PHAFA
Stonecoal Lake
Summersville Lake PHAFA
Tea Creek Lake
Teter Creek Lake
Thorn Creek
Upper Deckers Creek
Valley Bend Wetland
Warden Lake
Wardensville
Widmeyer

Appalachian Forest Heritage Area

National Register of Historic Places Sites

West Virginia, Maryland



National Register of Historic Places Site Listing

Maryland National Register Sites

<i>Allegany County</i>	Western Maryland Railway Station	Cumberland	
	Town Clock Church	Cumberland	
	Koon, Thomas, House	Cumberland	
	Haley, Francis, House	Cumberland	
	First Baptist Church	Cumberland	
	City Hall	Cumberland	
	Butler, Wright, House	Cumberland	
	African Methodist Episcopal Church	Cumberland	
	Union Grove Schoolhouse	Cumberland	
	B'er Chayim Temple	Cumberland	
	Public Safety Building	Cumberland	
	200--208 Decatur Street	Cumberland	
	16 Altamont Terrace	Cumberland	
	Canada Hose Company Building	Cumberland	
	Truog, George, House	Cumberland	
	Bell Tower Building	Cumberland	
	Cumberland YMCA	Cumberland	
	Borden Mines Superintendent's House	Frostburg	
	Hocking House	Frostburg	
	La Vale Tollgate House	La Vale	
	Lonaconing Furnace	Lonaconing	
	Cresap, Michael, House	Oldtown	
	Waverly Street Bridge	Westernport	
	<i>Garrett County</i>	Bloomington Viaduct	Bloomington
		Borderside	Bloomington
		Pennington Cottage	Deer Park
		Creedmore	Mountain Lake Park
Garrett County Courthouse		Oakland	
Baltimore and Ohio Railroad Station, Oakland		Oakland	
Mercy Chapel at Mill Run		Selbysport	
Anderson Chapel		Swanton	

West Virginia National Register Sites

<i>Barbour County</i>	Carrollton Covered Bridge	Carrollton
	Crim, J. N. B., House	Elk City
	Peck-Crim-Chesser House	Philippi
	Barbour County Courthouse	Philippi
	Philippi B & O Railroad Station	Philippi
	Philippi Covered Bridge	Philippi
	Whitescarver Hall	Philippi
<i>Braxton County</i>	Burnsville Bridge	Burnsville
	Gassaway Depot	Gassaway
	Old Sutton High School	Sutton
	Windy Run Grade School	Telsa
<i>Grant County</i>	Snyder, Noah, Farm	Lahmansville
	Manor, The	Petersburg
	Grant County Courthouse	Petersburg

<i>Greenbrier County</i>	Hermitage Motor Inn	Petersburg	
	Rohrbaugh Cabin	Petersburg	
	Miller, Alexander McVeight, House	Alderson	
	Elmhurst (Boundary Increase)	Caldwell	
	Elmhurst	Caldwell	
	Meadow River Lumber Building	Fairlea	
	Arbuckle, Alexander W., I, House	Lewisburg	
	Creigh, David S., House	Lewisburg	
	Greenbrier County Courthouse and Lewis Spring	Lewisburg	
	Hartland	Lewisburg	
	Morlunda	Lewisburg	
	Mt. Tabor Baptist Church	Lewisburg	
	North, John A., House	Lewisburg	
	Old Stone Church	Lewisburg	
	Price, Gov. Samuel, House	Lewisburg	
	Stuart Manor	Lewisburg	
	Withrow, James, House	Lewisburg	
	Supreme Court Library Building	Lewisburg	
	Tuscawilla	Lewisburg	
	Tuckwiller Tavern	Lewisburg	
	John Wesley Methodist Church	Lewisburg	
	Confederate Cemetery at Lewisburg	Lewisburg	
	Herns Mill Covered Bridge	Lewisburg	
	Hokes Mill Covered Bridge	Lewisburg	
	Renick Farm	Renick	
	Sam Black Church	Smoot	
	Mountain Home	White Sulphur Springs	
	Wylie, James, House	White Sulphur Springs	
	<i>Hampshire County</i>	Sloan-Parker House	Junction
		Kuykendall Polygonal Barn	Romney
Literary Hall		Romney	
Wilson-Wodrow-Mytinger House		Romney	
Sycamore Dale		Romney	
Scanlon Farm		Three Churches	
Funkhouser, Henry, Farm and Log House		Baker	
<i>Hardy County</i>	Lee, Lighthorse Harry, Cabin	Mathias	
	Mathias, John, House	Mathias	
	Inskeep, P. W., House	Moorefield	
	Oakland Hall	Moorefield	
	Westfall Place	Moorefield	
	Wilson-Kuykendall Farm	Moorefield	
	Maslin, Thomas, House	Moorefield	
	Old Hardy County Courthouse	Moorefield	
	Old Stone Tavern	Moorefield	
	Willows, The	Moorefield	
	Fort Pleasant	Moorefield	
	Allen, Judge J. W. F., House	Moorefield	
	Meadows, The	Moorefield	
	Mill Island	Moorefield	
	Buena Vista Farms	Old Fields	
Willow Wall	Old Fields		

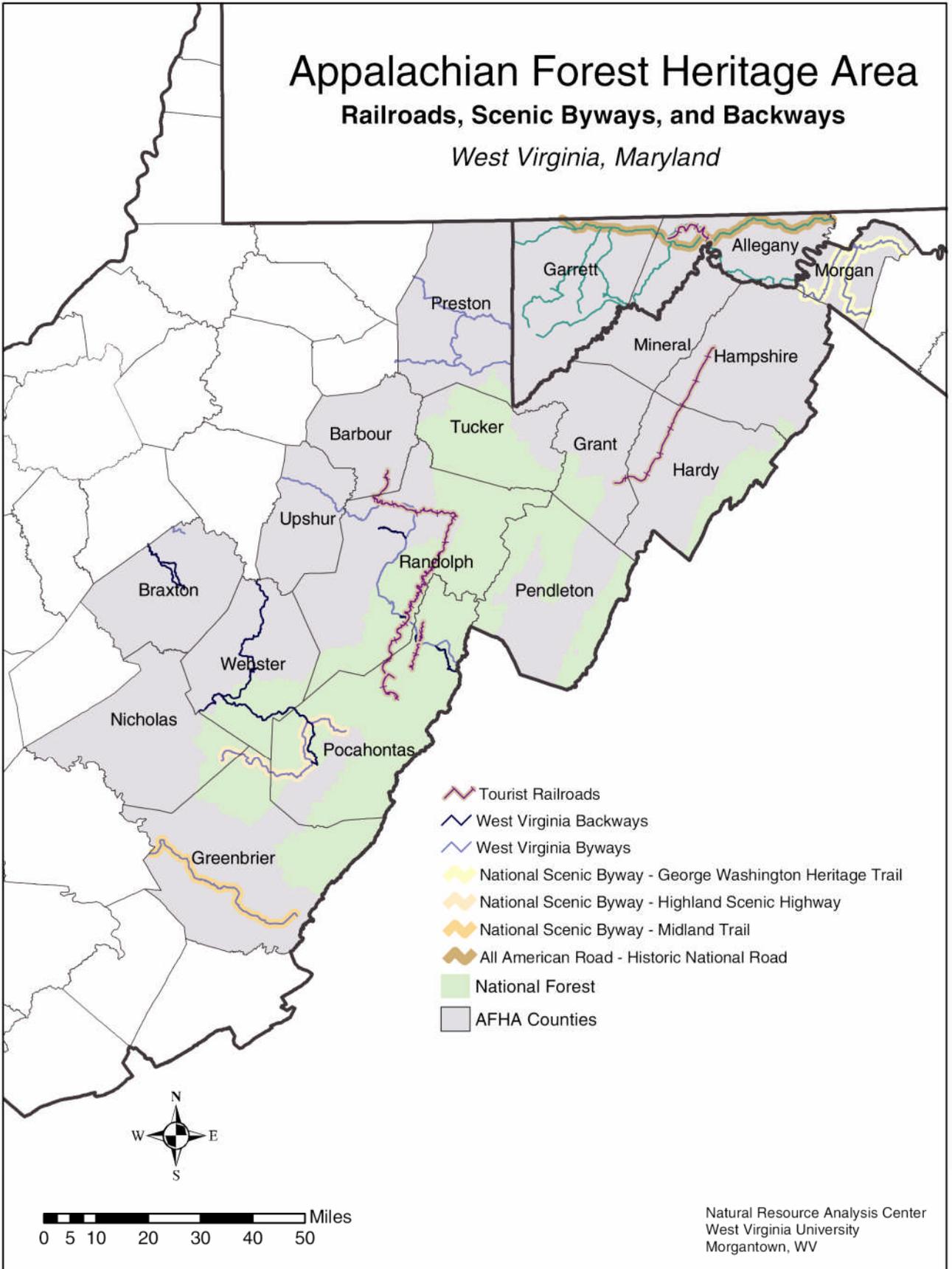
	VanMeter, Garrett, House	Old Fields
	Hickory Hill	Petersburg
<i>Mineral County</i>	Carskadon House	Burlington
	Fort Ashby	Fort Ashby
	Carskadon, Thomas R., House	Keyser
	Vandiver-Trout-Clause House	Ridgeville
	Stewart's Tavern	Short Gap
<i>Morgan County</i>	Quick, John Herbert, House	Berkeley Springs
	Sloat-Horn-Rossell House	Berkeley Springs
	Dawson, T. H. B., House	Berkeley Springs
	Berkeley Springs State Park	Berkeley Springs
	Suit, Samuel Taylor, Cottage	Berkeley Springs
	Wright, Judge John W., Cottage	Berkeley Springs
	Berkeley Springs Train Depot	Berkeley Springs
	Ambrose Chapel	Stotlers Crossroads
<i>Nicholas County</i>	Beaver Mill	Craigsville
	Mason--Drennen House	Drennen
	Halstead, Capt. John, Farm	Kesslers Cross Lanes
	Nicholas County Courthouse	Summersville
	Brock Hotel	Summersville
	Hamilton, Martin, House	Summersville
	Brown, Dr. Flavius, House	Summersville
	Carden, James B., House	Summersville
	Nicholas County High School	Summerville
	Nicholas County Bank	Summerville
<i>Pendleton County</i>	Old Probst Church	Brandywine
	Circleville School	Circleville
	McCoy House	Franklin
	McCoy Mill	Franklin
	Priest Mill	Franklin
	Old Judy Church	Petersburg
	Sites Homestead	Seneca Rocks
	Bowers House	Sugar Grove
	Cunningham-Hevener House	Upper Tract
	Pendleton County Poor Farm	Upper Tract
<i>Pocahontas County</i>	Reber Radio Telescope	Green Bank
	Locust Creek Covered Bridge	Hillsboro
	Beard, Richard, House	Hillsboro
	Huntersville Presbyterian Church	Huntersville
	Pocahontas Times Print Shop	Marlinton
	Marlinton Chesapeake and Ohio Railroad Station	Marlinton
	Hunter, Frank and Anna, House	Marlinton
	Pocahontas County Courthouse and Jail	Marlinton
	IOOF Lodge Building	Marlinton
	Marlinton Opera House	Marlinton
	McNeel Mill	Mill Point
<i>Preston County</i>	Virginia Furnace	Albright
	Red Horse Tavern	Aurora
	Gaymont	Aurora
	Hagans Homestead	Brandonville
	Red Horse Tavern (Boundary Increase)	Brookside

	Reckart Mill	Cranesville
	McGrew, James Clark, House	Kingwood
	Ralphsynder Decagonal Barn	Masontown
	Fairfax Stone Site	Redhouse
	Brown, Col. Thomas, House	Reedsville
	Indian Rocks Dining Hall	Reedsville
	Lakin, James S., House	Terra Alta
	Terra Alta Bank	Terra Alta
	Tunnelton Railroad Depot	Tunnelton
<i>Randolph County</i>	Blackman-Bosworth Store	Beverly
	Butcher Hill Historic District	Beverly
	Davis Memorial Presbyterian Church	Elkins
	Randolph County Courthouse and Jail	Elkins
	Albert and Liberal Arts Halls	Elkins
	Albert and Liberal Arts Halls	Elkins
	Pinecrest	Elkins
	Elkins, Senator Stephen Benton, House	Elkins
	Warfield--Dye Residence	Elkins
	Taylor--Condry House	Elkins
	Baldwin--Chandlee Supply Company--Valley Supply Company	Elkins
	Irons, Dr. John C., House	Elkins
	Graceland	Elkins
	Day--Vandevander Mill	Harmon
	Tygarts Valley Church	Huttonsville
	Hutton, E. E., House	Huttonsville
	See--Ward House	Mill Creek
	Middle Mountain Cabins	Wymer
<i>Tucker County</i>	Tucker County Courthouse and Jail	Parsons
	Western Maryland Depot	Parsons
	St. George Academy	St. George
	Cottrill Opera House	Thomas
<i>Upshur County</i>	Fidler's Mill	Arlington
	Southern Methodist Church Building	Buckhannon
	Post, William, Mansion	Buckhannon
	Agnes Howard Hall	Buckhannon
	French Creek Presbyterian Church	French Creek
<i>Webster County</i>	Mollohan Mill	Replete
	Morton House	Webster Springs
	Lowther Store	Wheeler

Appalachian Forest Heritage Area

Railroads, Scenic Byways, and Backways

West Virginia, Maryland



Railroads, Byways, and Backways

Tourist Railroads

Cass Scenic Railroad
Cheat Mtn. Salamander (Durbin and Greenbrier Valley Railroad)
Durbin Rocket (Durbin and Greenbrier Valley Railroad)
Tygart Flyer (Durbin and Greenbrier Valley Railroad)
Potomac Eagle Scenic Railroad
Western Maryland Scenic Railroad

National Scenic Byways

George Washington Heritage Trail - National Scenic Byway
Highland Scenic Highway - National Scenic Byway
Midland Trail - National Scenic Byway
Historic National Road - All American Road

Scenic Byways - Maryland

C & O Canal Route
Coal Heritage
Cunningham Swamp
The Glades
Historic National Road
National Freeway
Savage River Road

Scenic Byways - West Virginia

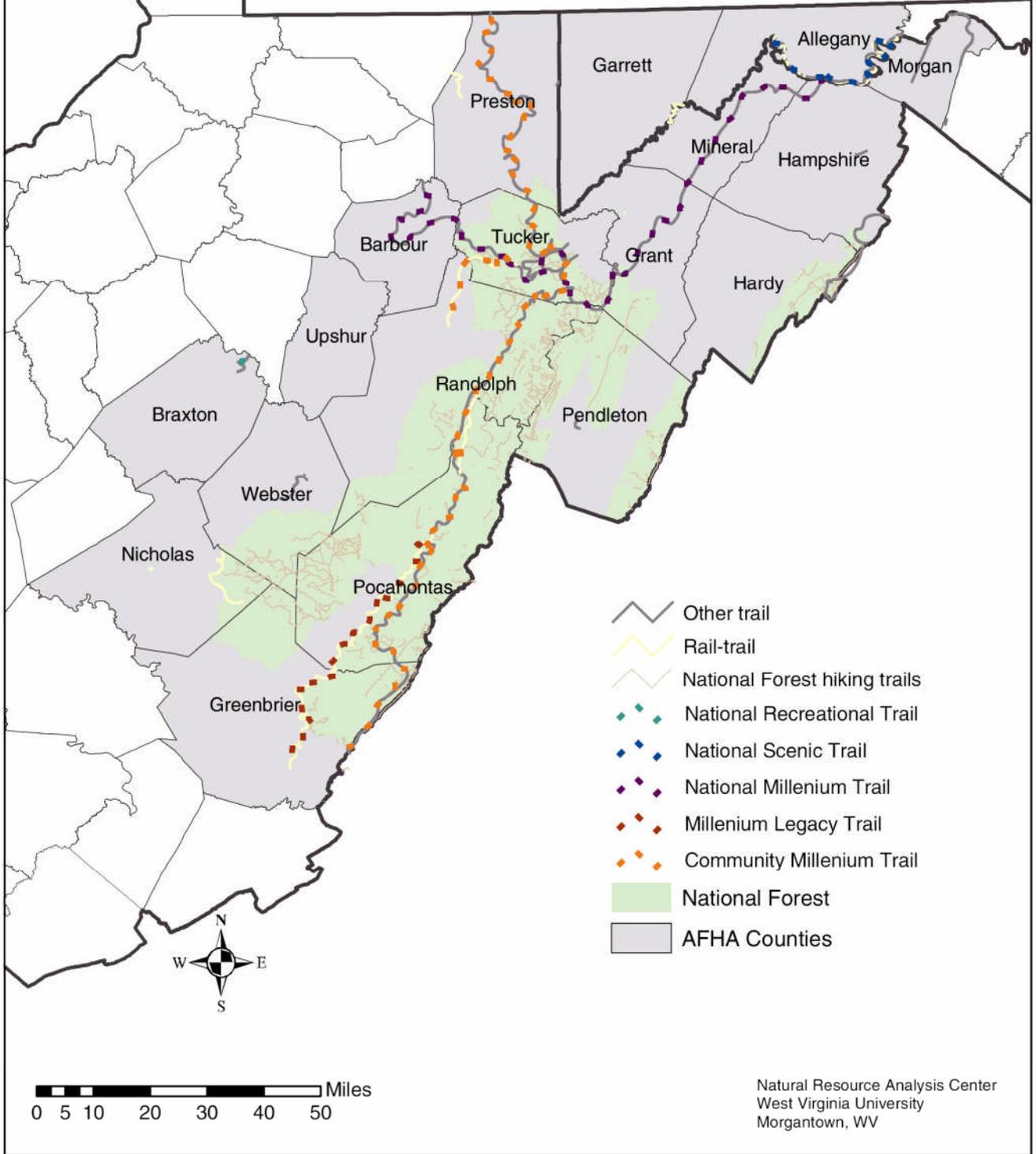
Cheat River Byway
George Washington Heritage Trail
Highland Scenic Highway
Little Kanawha Parkway
Midland Trail
Mountain Parkway
Northwestern Turnpike
Old Route 7 Byway
Staunton-Parkersburg Turnpike

State Backways - West Virginia

Back Mountain
Camp Allegheny
Cedar Creek Road
Cheat Mountain
Mountain Parkway
Rich Mountain
Williams River

Appalachian Forest Heritage Area Trails

West Virginia, Maryland



Federally Designated Trails

National Scenic Trail

Potomac Heritage Trail (Includes C&O Canal Towpath)

National Recreational Trail

Weston-Gauley Bridge Turnpike

National Millenium Trail

American Discovery Trail

Millenium Legacy Trail

Greenbrier River Trail

Community Millenium Trails

Allegheny Highlands Rail-Trail

Allegheny Trail

All Named Trails (Non-National Forest)

Allegheny Highlands Rail-Trail

Allegheny Trail

American Discovery Trail

Barnam Whitewater Area

C&O Canal Towpath NHP

Canaan Loop Road Trail

Cranberry Tri-Rivers Rail-Trail

Cranesville Swamp Trail

Deckers Creek Rail-Trail

Greenbrier River Rail-Trail

Ice Mtn Trail

Muddlety Trail

Pike Knob Trail

Potomac Heritage National Scenic Trail

Sleepy Creek Trail

Three Falls of Back Fork Trail

Tuscarora Trail

West Fork Rail-Trail

Weston-Gauley Bridge Turnpike

Abbreviated List of Additional Sites and Attractions

Appendix B

Other Attractions (local, non-profit, or privately owned) include:
This listing represents additional Forest Heritage-related sites and attractions, gathered by staff through 6/1/04

Natural sites

Cranesville Swamp

Lost World Caverns

Organ Cave

Seneca Caverns

Smoke Hole Caverns

Science Center at Green Bank, National Radio Astronomy Observatory. *Scientific research facility eight radio telescopes, one of which is the largest steerable radio telescope in the world. Science Center exhibits and observatory tours open to the public. Located in remote Pocahontas County because the remoteness of the area and surrounding mountain protect the telescopes from unwanted manmade radio interference.*

Historic Sites

- ◆ “Our Lady of the Pines” – *smallest church in 48 states (Tucker County)*
- ◆ Adaland mansion, Philippi
- ◆ Aurora Project
- ◆ Battle of Philippi
- ◆ Camp Mulligan Civil War Site
- ◆ Corrick’s Ford Battlefield
- ◆ Covered Bridges – *Philippi, Carrollton, Walkersville, Locust Creek, Hokes Mill, Hens Mill*
- ◆ Elkins Railroad Depot – *Visitor Center and Forest History exhibit*
- ◆ Fidler’s Mill, *historic gristmill, Upshur County*
- ◆ Fort Ashby, 1755, *only remaining fort established by Gen. George Washington.*
- ◆ Fort Mill Ridge, *the smallest is also the site of a very large encampment established in the Civil War. During the war all of the trees were cut for fuel and or use in creating fortifications.*
- ◆ Garrett County museum
- ◆ Graceland & Halliehurst mansions
- ◆ Laurel Hill Battlefield
- ◆ Lemuel Chenoweth House, Beverly
- ◆ Old Mill, Harman, *historic operating gristmill, Randolph County*
- ◆ Parson’s Railroad Depot
- ◆ Pearl S. Buck Birthplace Pocahontas County.
- ◆ Rich Mountain Battlefield Civil War Site
- ◆ The Greenbrier, White Sulphur Springs
- ◆ The Pringle Tree – *large historic sycamore marks the site of the first permanent Virginia settlement west of the Alleghenies.*
- ◆ Upshur County Historical Society, *history center, summer exhibits, archive.*
- ◆ The Big Sycamore on Back Fork of Elk – *500 Year Old Sycamore Tree*

Cultural –

Augusta Heritage Center and Festival (Randolph Co.)

Woodchoppers Festival (Webster Co.)

The Mountain State Forest Festival (Randolph Co.)

The Autumn Glory Festival (Garrett Co.)

Moorefield Heritage Weekend (Hardy Co.)
Burlington Apple Harvest Festival
Strawberry Festival-Buckhannon, WV (Upshur Co.)
Hick Festival (Tucker Co.)
C&O Canal Fest, Cumberland (Allegheny Co.)
Stonewall Jackson Arts and Crafts Jubilee
Taste Of Our Town, (Lewisburg)
The West Virginia State Fair (Fairlea)
Greenbrier River Festival (Ronceverte)
Feast of the Ramson (Richwood)
International Burgoo Cook-off (Webster Springs)
Webster County Nature Tour (Webster County)
Fasnacht (Helvetia)
Swiss Fair (Helvetia)

Theatre portraying Forest Heritage events and themes

Riders of the Flood outdoor play - Ronceverte
McNeill's Rangers summer musical play – Burlington
Valley Ridge Theatre – Thomas

Assessing Impact

Appendix C

NEPA evaluations as required for specific projects will be included in the Management Plan.

The management plan for the AFHA will include a Logic Model style workplan that includes tracking and evaluation of both specific task outputs, and longer-term outcomes. All subgrants and direct project expenditures will include provision for reporting on the outcomes of the project.

The Appalachian Forest Heritage Area will likely use a monitoring tool similar to that employed by the Northern Forest of New York, Vermont, New Hampshire, and Maine. In their publication, Northern Forest Wealth Index, they develop a deeper set of regional welfare indicators known as the Wealth Index. Elements of the Wealth index include community, culture, environment, economy, and education. The Appalachian Forest Heritage Area will monitor indicators within this framework over the life of the heritage area as resources permit.

Initial Studies

In “The Heritage Area Movement: Redefining Opportunities for Parks and Recreation Management and Research” submitted for exclusive publication in the *Journal of Park and Recreation Administration* 2003, by Dr. Steven Selin, Professor Recreation, Parks, and Tourism Resources Program, West Virginia University and Dr. David McGill, Associate Professor, Forest Management Program, West Virginia University, the initial implementation of the beginning of the AFHA was evaluated. Expectations, perceived benefits and concerns were documented, as well as the cooperative process. In addition, efforts to collect baseline information from the beginning of the project have included a pilot visitor survey of visitation, spending, attitudes toward heritage tourism, and interest in types of activities. An industry survey of forest industries assessed attitudes toward educational efforts about the industry.

Preliminary discussion of some expected impacts and how they will be evaluated as the AFHA progresses include:

Environmental Impact

Since no land management changes or regulatory authority will be authorized by the AFHA, the potential for direct major environmental impact will be low. Development, improvement, or increased visitation to specific natural or heritage sites may have the potential to impact those specific areas. Negative impacts to be monitored and addressed might include degradation of the environment due to increased traffic.

Positive impacts can include project efforts such as reducing pollutants or managing visitation. Rehabilitation/restoration of natural and historic sites will be a result of program investment. Educational and interpretive programs included in the AFHA have the potential to increase public awareness of environmental impact and to effect changes in behavior, such as reduction in littering, improved cooperation by visitors in staying on designated trails, and support for conservation and preservation.

Economic Impact

Two recent studies by the Travel Industry Association of America demonstrate the tremendous potential for developing a sustainable AFHA effort via tourism. Both of these studies were published in late 2003 and below are some of the significant results.

The first “The Historic/Cultural Traveler 2003 Edition” was sponsored by Smithsonian Magazine. The study looked at both the general travel market and those travelers motivated by cultural experiences. For this last category, the study found the following:

- ◆ Four times more likely to have a household income of \$100,000.
- ◆ 46% more likely to spend a greater amount on vacation travel.
- ◆ 2.5 times more likely to frequently travel around the U.S.
- ◆ 56% more likely to go sightseeing.
- ◆ 7 in 10 want to go to places they haven’t seen.

Other finding in this study shows that cultural heritage travel equals strong economies because these consumers do more, stay longer and spend more. Most important, cultural travel is an expanding market.

- ◆ 118 million people were cultural travelers last year, which represents 81% of all domestic travelers.
- ◆ 217 million trips a year or 412 trips per minute.
- ◆ Growing at TWICE the rate of regular travel since 1996.
- ◆ 39 million surveyed said that a historic activity was the reason they traveled.
- ◆ 30 million travelers take 3 or more cultural travel trips per year.
- ◆ 44% of Cultural Travelers shop versus 34% of overall U.S. Travelers.
- ◆ 27% of Cultural Travelers include 3 activities on their trip versus 10% of all travelers.
- ◆ 47 million add extra time because of cultural activity,
- ◆ 31% of these add 2 or more nights, which mean 29 million hotel nights, 87 million meals.

The highest percentage of these individuals live on the East Coast, which positions West Virginia with its easy access interstate system to capture this market. The ever-expanding Washington, D. C. area is an easy drive to West Virginia. This market has steadily increased over the years.

The second study “Geotourism: The New Trend in Travel” was sponsored by National Geographic Traveler. The definition of this tourist is:

“Geotourism sustains or enhances the geographical character of the place being visited—its environment, culture, aesthetics, heritage and the well-being of its residents.” As the baby boomer generation ages, they are bringing with their caring for the environment and since AFHA is so closely tied to its natural setting, Geotourists are an important market for the organization.

Below are some key and relevant findings:

- ◆ 61% want an authentic experience.
- ◆ 28% or 43 million American travelers buy products and services that make an effort to preserve and protect environment.
- ◆ 62 % feel it is important to learn about other cultures.
- ◆ 58 % try different foods
- ◆ 54 % want to go off the beaten path

Five of the top eight trip preferences by these travelers are:

- ◆ Where I can walk around in historic towns or locations
- ◆ Destinations where I can experience the outdoors yet have comfortable accommodations.
- ◆ Trips to small towns and rural locations
- ◆ Destinations with authentic historic buildings
- ◆ Primary Purpose is to see, tour and learn about a place.

These are of course the core building blocks of the AFHA. So who are these people? They are 55.1 million of the 154 million American travelers and represent the most traveled, highest spending and most educated travelers.

AFHA looks at sustainability from three viewpoints:

- ◆ Attracting cultural heritage and Geotourists becomes part of our county and community economic development strategies.
- ◆ Businesses and relevant nonprofits improve their bottom lines by capturing more of these types of tourist expenditures.
- ◆ AFHA as an organization garners more earned income via partnerships with tours and travel packages, merchandise development and special services.

AFHA through its existing and planned programs and interpretation efforts can easily offer cultural, historic, industry, rural and natural tourism experiences, attractions or events. AFHA can capture a significant share of these special tourism markets because of its geographic location to key markets and its already strong image as a “wild and wonderful” destination. Other

heritage areas may have the historic, cultural and/or rural but few can provide all that the Appalachian Forest Heritage Area has to offer.

Since economic benefit both from tourism and the forestry industry are included in the goals of the AFHA, tracking of this economic impact is a priority. Although each industry collects some data, it is often not sufficient for assessing the specific impacts of a program such as AFHA. As AFHA continues, data collection and evaluation of economic impact will include the following:

- ◆ Evaluation of impacts that can be compared to mainstream economic development measures and to those requested by potential funders.
- ◆ Utilization of the Alliance of National Heritage Areas model and criteria for evaluating economic benefit.
- ◆ Collection of data from all partner sites and activities as an integral part of their reporting procedures. Use of “windshield measurements” that are easily collected by partners so that follow-through is encouraged.
- ◆ In-depth longitudinal study of impact in selected communities to assess the long-term impact of the Heritage Area.

Social Impact

AFHA will also evaluate the less tangible benefits and impacts on communities. As indicated in the Selin/McGill article, these will include measures of community capacity, social capital, and success of cooperative partnerships and shared values across interest group and geographic lines.

Perceived Benefits Resulting from Heritage Area.

Benefit Categories	Benefit Items
Community	<ul style="list-style-type: none"> build social capital increase community pride enhance sense of place improve quality of life stimulate other development initiatives
Economic	<ul style="list-style-type: none"> create jobs increase private investment improve small business opportunities diversify local economy enhance leveraging of outside dollars increase number of heritage tourists
Cultural	<ul style="list-style-type: none"> celebrate and conserve local history preserve cultural traditions protect traditional ways of life
Educational	<ul style="list-style-type: none"> visitor appreciation of forestry practices local appreciation for regional history understanding the role forests have played inspire visitor sense of place foster wonder and appreciation for forests
Environmental	<ul style="list-style-type: none"> preservation of forests stewardship of natural resources contribute to sustainable forest management practices protect special places
Collaboration	<ul style="list-style-type: none"> build common ground and trust opportunity to work together

build partnerships
better communication and working relationship
promote regional planning/cooperative approach

These community perceptions of benefits, as well as the concerns that have been noted in this Feasibility Study, will be evaluated over time and compared with initial expectations. Negative impacts from tourism growth will also be evaluated.

Positive impacts on public perception of the forest industry are also predicted. When asked in a survey their response to the statement “It is very important for the forest industry to educate the public about their businesses and practices,” 90% of industry respondents replied “agree” or “strongly agree.” (McGill, D.W., S. Selin, K. Martin, and G. Constantz. 2004. West Virginia Forest Products Industry Educational Programs Survey. Unpublished data.)

Demographic Data

Appendix D

AFHA Region Population, Income, Unemployment, Poverty, and Rural/Urban Index

Area	pop 2000	pop change 1990 - 2000	HH income 1999	Unemployment 1999	2000	2001	% poverty 1999	RUC code	Area Sq Mi	population density
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West Virginia	1,808,344	0.80%	\$29,696	6.60%	5.50%	4.90%	17.9		24086	75.0
Maryland	5,296,486	10.80%	\$52,868	3.50%	3.80%	4.00%	8.5			

Barbour County	15,557	-0.90%	\$24,729	11.00%	10.30%	7.80%	22.6	7	340.81	46.1
Braxton County	14,702	13.10%	\$24,412	10.80%	9.90%	8.00%	22	9	513.51	25.3
Grant County	11,299	8.40%	\$28,916	8.60%	7.00%	5.10%	16.3	8	477.24	21.9
Greenbrier County	34,453	-0.70%	\$26,927	8.20%	7.00%	6.20%	18.2	7	1021.32	34
Hampshire County	20,203	22.50%	\$31,666	4.80%	4.20%	4.50%	16.3	8	641.78	25.7
Hardy County	12,669	15.40%	\$31,846	3.90%	2.60%	2.70%	13.1	9	583.44	18.8
Mineral County	27,078	1.40%	\$31,149	7.10%	6.10%	6.20%	14.7	3	327.76	81.5
Morgan County	14,943	23.20%	\$35,016	2.60%	3.00%	3.50%	10.4	8	229.02	53
Nicholas County	26,562	-0.80%	\$26,974	9.70%	8.00%	6.00%	19.2	7	648.67	41.3
Pendleton County	8,196	1.80%	\$30,429	4.60%	10.10%	3.10%	11.4	9	698	11.5
Pocahontas County	9,131	1.40%	\$26,401	8.70%	7.60%	7.30%	17.1	9	940.35	9.6
Preston County	29,334	1.00%	\$27,927	6.20%	5.20%	4.60%	18.3	7	648.38	44.8
Randolph County	28,262	1.70%	\$27,299	7.50%	6.20%	5.90%	18	7	1039.8	26.7
Tucker County	7,321	-5.30%	\$26,250	9.20%	6.60%	5.60%	18.1	9	418.89	18.4
Upshur County	23,404	2.40%	\$26,973	7.60%	5.80%	5.30%	20	7	354.78	64.5
Webster County	9,719	-9.40%	\$21,055	9.70%	8.20%	7.30%	31.8	9	556.14	19.3
Allegany County	74,203	0.00%	\$30,821	7.20%	7.70%	7.50%	14.8	3		
Garrett County	29,846	6.10%	\$32,238	8.40%	8.50%	7.60%	13.3	8		

Rural / Urban Continuum Code

Metro Counties

- 1 Counties in metro areas of 1 million population or more
- 2 Counties in metro areas of 250,000 to 1 million population
- 3 Counties in metro areas of fewer than 250,000 population

Non-Metro Counties

- 4 Urban population of 20,000 or more, adjacent to a metro area
- 5 Urban population of 20,000 or more, not adjacent to a metro area.
- 6 Urban population of 2,500 to 19,999, adjacent to a metro area
- 7 Urban population of 2,500 to 19,999, not adjacent to a metro area.
- 8 Completely rural or less than 2,500 urban population, adjacent to a metro area
- 9 Completely rural or less than 2,500 urban population, not adjacent to a metro area.

<http://www.ers.usda.gov/statefacts/WV.HTM>, Economic Research Service, USDA, State Fact Sheet and County Level Fact Sheets

Public Support

Appendix E

Support letters – 7/11/04

State, County, Municipal Governments, and elected officials:

Gov. Bob Wise, State of West Virginia

Board of Garrett County Commissioners

Greenbrier County Commission
Grant County Commission
Hampshire County Commission
Hardy County Commission
Mineral County Commission
Morgan County Commission
Nicholas County Commission
Pendleton County Commission
Preston County Commission
Pocahontas County Commission
Webster County Commission
Town of Addison, Webster Springs
Town of Alderson
Town of Beverly
City of Elkins
Municipality of Franklin
City of Keyser
Town of Kitzmiller
City of Lewisburg
Town of Oakland
City of Richwood
City of Ronceverte
City of Summersville
Town of Terra Alta
Hon. Mike Ross, WV Senate
Hon. Walt Helmick, WV Senate
Hon. Randy White, WV Senate
Hon. Bill Proudfoot, WV House of Delegates
Hon. Charles Trump, WV House of Delegates
Hon. Joe Talbott, WV House of Delegates
Hon. John Shelton, WV House of Delegates
Hon. Joe Talbott WV House of Delegates

Development & Promotion organizations:

West Virginia Development Office
West Virginia Division of Tourism
Barbour County Economic Development Auth.
Berkeley Springs-Morgan Co Chamber of Commerce
Travel Berkeley Springs
Belington Convention & Visitors Bureau
Buckhannon Upshur Chamber of Commerce
Buckhannon Upshur County Convention & Visitors Bureau
Davis Thomas Business Committee
Downtown Elkins Promotional Committee
Garrett County Chamber of Commerce
Grant County Development Authority
Greenbrier Co Convention & Visitors Bureau
Hampshire County CVB
Hampshire County Chamber of Commerce
Marlinton Business Association
Mountain Partners in Community Development

Pocahontas County CVB
Potomac Headwaters RC&D
Ronceverte Planning Commission
Ronceverte Development Corporation
Terra Alta Betterment Committee
Terra Alta Police Dept
Terra Alta Economic Development Corporation
Northern Webster County Improvement Council
Webster County Main Street
Webster County Development Authority
Wes-Mon-Ty RC&D

Forestry organizations:

Monongahela National Forest
West Virginia Division of Forestry
WV Forestry Association
National Resources Conservation Service, USDA
Georgia Pacific Company
Pardee & Curtin Lumber Company
Garrett County Forest Conservancy District Board
Teachers for the Forest
Central West Virginia Woodworkers Co-operative
West Virginia Land & Mineral Owners Council

Heritage, Cultural, Natural Resource, Education Organizations:

Augusta Heritage Center
The Aurora Project
Aurora Area Historical Society
Backbone Mtn & Potomac River Heritage Corp
Beverly Historic Landmark Commission
Historic Beverly Preservation
C-HOPE in Randolph County
Canaan Valley Institute (letter of participation)
Davis & Elkins College, Recreation Management and Tourism Program
Elkins Historic Landmark Commission
Elkins Parks and Recreation Commission
Emma Scott Garden Club
Hampshire County Arts Council
Hackers Valley Senior Citizens
Holly River State Park Foundation
Highlands Trail Foundation
Historian, The Greenbrier
Lemuel Chenoweth House
The Mountain Institute
Mtn State Railroad & Logging Historical Society
Morgan County Extension Service
Morgan County Ecotourism Association
Pocahontas County Historic Landmarks Commission
Preservation Alliance of West Virginia
Ohio-West Virginia YMCA
Randolph County Historical Society

Rich Mountain Battlefield Foundation
Ronceverte Historic Landmark Commission
Shavers Fork Coalition
Sleepy Creek Watershed Association
Staunton-Parkersburg Turnpike Alliance
Tucker County Schools Gear Up
Webster County Senior Citizens
Webster County Board of Education

AFHA Themes and Sub-themes

Appendix F

Forestry & Forest Management Theme

Forestry is the science, art and practice of managing, creating, using and conserving forests for human benefit in a manner that sustains the natural forest systems and will allow future generations to meet their needs.

Forestry & Forest Management Sub-Themes

- ◆ As a result of the extensive logging and frequent fires that occurred in the late 1800's and early 1900's, the need for conservation measures lead to the introduction of the science of forestry and the funding of forest stewardship programs.
- ◆ National, state and industry forests and nurseries in the AFHA were established and continue to serve as demonstration and research areas for forest management techniques, resource conservation and reforestation.
- ◆ Depression Era federal programs were important in the mountains, especially the Civilian Conservation Corps (CCC) (1933-1942) used by the state and the US Forest Service to employ and train America's youth to protect forest resources and develop and improved forest recreation areas.
- ◆ The abundant natural resources have and continue to support a wide variety of forest resource based businesses.
- ◆ National and international markets, trends, and public policy impact forest industries and practices in the AFHA.

History Theme

The forested mountain terrain of the Appalachian Forest Heritage Area influenced the way people lived and how life changed and developed over time.

History Sub-themes

- ◆ Native Americans have been living in and manipulating the forest in this region for at least 12,000 years.
- ◆ The Allegheny Mountains formed a natural barrier that impacted transportation and settlement patterns of the westward migration.
- ◆ The difficult mountain and forest terrain strongly impacted the Civil War in this region; it affected public sentiments, the campaigns and type of actions fought and resulted in a new state.
- ◆ The highland forests which covered the AFHA region were systematically cut by an army of workers using the primitive tools of the day, then shipped out to help build the cities and industries of the rest of the country.
- ◆ The social and economic fabric of the region changed with the coming of the lumber boom, as small farming communities and new lumber mill towns became boom towns- many of whom declined or disappeared once the boom was past.
- ◆ The mountain terrain limited access to the state's timber and minerals until the railroads penetrated the mountains in the 1880's allowing extraction of the rich and varied timber of this area, as well as removal of coal on a monumental scale.
- ◆ Twentieth Century national events such as the Great Depression and WWII reached into the Appalachian Forest region, bringing changed economies, government programs, and resulting impact on people and landscapes.

Forest Ecology Theme

The Appalachian Forest Heritage Area's scenic waterways and mountain landscapes provide a haven for unique and varied flora and fauna that people experience and enjoy.

Forest Ecology Sub-themes

- ◆ Geology is the foundation of the area's rugged terrain, unique landscapes, scenery, waterways and environments that support the area's diverse flora and fauna.
- ◆ Waterways, mountain landscapes, flora and fauna draw people to experience outdoor recreation of central Appalachia.
- ◆ From the careful eye of the bird-watcher to the steady hand of the scientist, the scenic waterways and mountain landscapes of the AFHA provide limitless opportunities for observation and study.
- ◆ The biodiversity and varied ecology creates the splendor of the AFHA.

Forest & People/Culture Theme

The wide range of ethnic groups that settled in West Virginia and Western Maryland contributed to the rich culture of Central Appalachia.

Forest & People/Culture Sub-themes

- ◆ The AFHA area is very proud of their rich culture; this pride is celebrated through the area's many fairs and festivals.
- ◆ Diverse traditions, brought by settlers are the origin of the unique music and dance styles that have developed and are celebrated throughout the AFHA.
- ◆ Born out of necessity, people used the rich natural resources of the forest to create practical objects, which now provide inspiration for today's heritage artisans.
- ◆ Folklore, superstitions, oral history, and other stories passed from generation to generation provide entertainment and shared memory throughout the area.
- ◆ The special culture of the AFHA creates a strong connection to the land and sense of place.
- ◆ The rich forest resources provided sustenance for an area isolated by rugged terrain resulting in a self-sufficient culture.
- ◆ The terrain of the AFHA led to an agriculture based on small family farms, with a diversity including high-pasture grazing, forest-based products, specialty farming and foods.
- ◆ Settlers from many races and ethnic groups each added their own flavor to form the diverse culture of the AFHA.
- ◆ The history of the ethnic groups in logging history and settlement of this area reflects the story of the potential achievement of the American dream through hard work and perseverance.
- ◆ The area's mineral resources have been and continue to be economically important materials for buildings, roads and fuel.
- ◆ Changing economies in the post-war period included adding more producers of end products from the forest industry, plus diversity of economies such as small manufacturing, service jobs, tourism and growing high-tech opportunities.

Bibliography (abbreviated)

Appendix G

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