

North Star Legacy Communities: A Florida Treasure

Technical Report

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Executive Summary

This report is intended to serve as a pilot program for the preservation and promotion of Legacy Communities. By establishing a framework for conducting historic preservation and economic development activities, this report provides best practice recommendations and is poised to act as a guiding document for future preservation activities for Legacy Communities and historical African American communities nationwide.

In a moment of national consciousness surrounding racial justice, this report seeks to highlight rural Black stories which are often neglected in formal planning, entrenched structures, and historical sources. We seek to raise the profile of these rural Black stories and reaffirm the importance of community and the preservation of their legacies.

Legacy Communities are historic Black communities that developed on plantations in the “Red Hills” of North Florida, home to the region’s largest plantations. These communities are the African American enclaves that formed in response to Jim Crow era policies, racism and violence from White neighbors, and lack of economic integration. Self-reliant Legacy Communities showcase a historical endurance since emancipation, that should be heralded, lauded, and celebrated. However, these communities are at risk of vanishing due to aging populations, lack of recorded history, out-migration, and perpetual disinvestment.

The North Star Legacy Project has two main goals, historic preservation and economic development, with a concentrated focus on Jackson County. This project serves to fill a gap in the recorded history of culture, traditions, and individual stories in Jackson County’s Legacy Communities as well as to foster economic resiliency and development by highlighting existing community assets and economic opportunities.

The Florida State University Department of Urban and Regional Planning (DURP) in conjunction with Legacy Communities of North Florida, Inc. (LCNF), and the Florida Agricultural and Mechanical University (FAMU) were awarded a Small Matching Grant from the Florida Department of State (FDOS). These funds were used to construct an eChamber of Commerce website and economic opportunity database, a GIS map book outlining current demographic and economic conditions of Jackson County, community and case profiles highlighting Legacy Communities and community leaders, and an engagement video describing the process of developing our project.

To date, this project has identified twenty-one historic Legacy Communities. The project has collected oral histories from fifty community members, fifteen of which have been distilled into “Case Profiles” highlighting individual personal histories and stories. Additionally, eight “Community Profiles” have been collected and distilled to highlight stories of these individual communities and community assets. The economic opportunity database developed by the research team has collected over 265 unique assets and the eChamber of Commerce website is set to serve as a forum and marketing tool for tourism and legacy community businesses.

Following the completion of the grant period, this project can be further developed by additional research and continued collaboration to build knowledge about Legacy Communities, expand to other counties in North Florida, and further identify research gaps. Ultimately, this project aims

to promote economic development, expand the archive of these oral histories, and celebrate these unique stories.

Acknowledgements

Inspired by her own Legacy Community in Leon County, Dr. Sandra Thompson, CEO of Legacy Communities of North Florida, and professor at Florida Agricultural and Mechanical University, approached Dennis Smith, the Resident Planner at Florida State University's Department of Urban and Regional Planning, about a project that would record African American Legacy Communities' histories and economic assets. The two devised a project that captured each community's history and its informal and formal markets. The Florida Department of State made North Star Legacy Communities a reality for Dr. Thompson, the research team, and Legacy Communities throughout Jackson County.

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1.0 Introduction

The Florida State University Department of Urban and Regional Planning (DURP) in conjunction with Legacy Communities of North Florida, Inc. (LCNF), and the Florida Agricultural and Mechanical University (FAMU) were awarded a Small Matching Grant from the Florida Department of State (FDOS). The deliverables outlined in the grant award agreement are intended to stimulate economic growth and promote the informal business sector that has sustained the Legacy Communities for over a century. Legacy Communities are African American enclaves that have formed on or around plantation property and have remained as self-sustaining cultural hubs for decades prior to and after emancipation. With assistance from advisors, team members, and technical assistants from FAMU, the DeVoe L. Moore Center, and Panhandle All Care Services (PACS), the North Star Legacy Community Project seeks to identify, document, and celebrate the cultures and histories of these often overlooked pieces of Florida's history.

Interviews have served as the primary source of historical information. The oral histories collected from community members allowed the North Star Legacy Communities Project to collect and analyze data on the community, historic businesses, and local organizations over time. As required by the grant agreement, the information obtained is available to the public in several formats: an economic opportunity database, a GIS map book, a photo library, community and case profiles, and an eChamber of Commerce website. This project's main objective is to collect oral histories and support the resurgence of place-based commerce and tourism in Jackson County's Legacy Communities. The North Star Legacy Communities Project is characterized as a Heritage Education project, charged with developing specific deliverables that will promote historic preservation and meet the stakeholders' needs. The partners foresee greater economic development outcomes will take place as a direct result of the historic preservation and economic development activities outlined in the grant requirements.

Jackson County has twenty-one identified Legacy Communities, these communities are facing threats of new development, out-migration, and decades of lost property rights and disinvestment. Nonetheless, Legacy Communities have maintained their resilience and culture despite these pressures. The high concentration of black-owned lands, remaining historic structures, active churches, and cemeteries form a living archive for understanding a rapidly

disappearing way of life that provided a sustainable cultural and economic foundation for many African Americans in the region. Historical analysis has been conducted in order to frame and understand the context of the oral histories that have been collected. The documented history and the direction of the grant agreement have shaped our methodological process of interacting with and assisting these communities.

2.0 History

2.1 Introduction

The history of Jackson County is one that is inextricably tied to the history of slavery in the United States. Due to its location in what is often called the Red Hills Region of Florida, a region consisting of the northern sections of Jackson, Gadsden, Leon, Jefferson, and Madison counties, Jackson County has incredibly fertile soil and a favorable location near naturally formed lakes, springs, and rivers. This geographical combination, fertile soil, and transportation opportunities posed the Red Hills to be highly valuable land during Florida's agricultural beginning. Soon, wealthy landowners controlled much of the regional landscape and utilized the Red Hills' natural wealth to produce some of the most valuable cash crops at the time, including cotton, tobacco, and sugar. The region's economic prosperity was generated on the backs of enslaved African American men, women, and children. The Red Hills was the single largest contributor to the slave trade in Florida.

2.2 Slavery

During the mid-1800s, the enslaved population in this region of Florida numbered 24,243 people. They made up more than a quarter of the entire population in Florida of 87,445 people. Enslaved people in the Red Hills Region were subjected to horrific conditions. Very few were allowed positions as house slaves or allowed to learn to read and write. Notably, the population of free Black men and women in the Red Hills totaled only ninety-eight in 1850 (Paisley, 1989).

The largest plantations in Jackson County were centered around the Chipola River. They were found primarily just southeast of Marianna, with half of the plantation extending to the northwest towards Campbellton and the other half reaching out past the Greenwood community. Twenty-six of the twenty-seven largest plantations in Jackson County were located in this area. These large plantations' location correlates where Legacy Communities would come to be, as freedmen often settled near the plantations where they had formerly been forced to work as slaves.

Jackson County did not have as large a role in the American Civil War (1861-1865) as other counties in the region; however, it was not completely spared of war violence. In 1865, soldiers from the Union Army attacked Marianna and ultimately received the surrender of Confederate

Florida on May 20th, 1865 (Florida Memory State Library and Archives of Florida). At the time, the Governor of Florida was John Milton, owner of the Sylvania Plantation in Jackson County. Milton eventually surrendered to the Union.

2.3 Emancipation

White residents in Jackson County reacted negatively to the Confederacy's defeat and enslaved Blacks' emancipation in the County. Following May 20th, 1865, the economy of Jackson County began to collapse as large plantation owners lost their source of free labor and fell into poverty. Between 1869 and 1871, Confederate veterans waged a war of terror through the county. This war eventually became known as the Jackson County War or the Second War of Marianna. During this period, former Confederate soldiers established a local chapter of the Ku Klux Klan. During the short guerilla war, they assassinated over one-hundred-and-fifty local Republican and freedmen residents (Weitz, 2009).

In an attempt to rebuild the post-war South in 1866, Congress passed the Southern Homestead Act that gave freedmen the opportunity to receive up to 80 acres for those willing to start a farm. Though the legal framework was put in place for Black Americans to purchase land, many newly freed enslaved Blacks did not have access to the amount of capital needed to make land purchases. Frequently, freedmen and their families entered into predatory "contracts" with white farmers that committed them to a year of service on their farm. However, when Charles Hamilton, a general in the Union army, visited Jackson County in 1865 he found that many of the contracts that had been approved by court officials "relegated the laborer to a situation worse than slavery" (Weinfeld, 2012). To exacerbate these conditions, banks sold off land to Whites to not let it go unused. As a result, African Americans often received cheaper, inferior land. Despite these barriers, many African Americans found ways to own land of their own, which allowed them to build land equity across generations to pass down to their children and grandchildren. However, banks' intentional efforts to hinder African Americans' ability to buy land and continued violence by White residents were constant struggles for Black residents. "Black codes" were a continuation of "slave codes" and placed restrictions on Blacks such as work, marriage, alcohol consumption, etc. These social restraints continued to demonstrate that they were not considered full citizens (Jackson & Elliot, 1994). These conditions led to the formation of African American enclaves in newly formed towns. One of these towns was Jacob City,

founded in the early 1800s on land owned by Jacob Jones. Jones, a White man, provided housing and safety for many of the first Black people that left nearby Webbville due to the racist violence they experienced.

2.4 Racial Disparities in the Economy

Following the plantation economy's collapse after the Confederacy's fall, many White residents in the county were forced to take up tenant farming for a living, a reality that many Black residents had faced before and since emancipation. Tenant farming is an agricultural system in which individual landowners contribute their land and a portion of their operating capital and management, while tenants contribute labor, as well as capital and management. The monetary profit returns are shared in different ways, but the landowner typically receives payments in the form of product share, cash, or a combination of both (Britannica, 2020). Black tenant farmers were embedded in the cycle of debt that this system induces (Lindstrom, 2008). Plantation employment was another option, however, they understood that this compensated employment secured "white control of and profit from black labor" (Lindstrom, 2008). As land was sold off to wealthy industrialists and the cotton industry began to decline, residents in the County saw timber as a profitable alternative.

Previously, timber transportation was hindered by the need for river transport, but railroad development opened the doors for mass timber exports. While the County benefited from expanding the railroad and timber industries, African Americans in Jackson County did not benefit economically from these industry developments.

While some African American residents in the County were able to get by during this time, economic success often brought retaliation from White residents. The segregation policies throughout the United States, along with the social and economic pressures from Jim Crow laws, made upward mobility next to impossible for African Americans. As economic prosperity began to return to the South, African Americans were systematically left behind through restrictive employment, real estate, and voting policies.

The Great Migration of 1910-1970 was the movement of Black people from the southern United States to the country's northern and western regions. Several push factors, including lack of economic opportunity, increasing racial tensions and lynchings, and strict Jim Crow laws,

spurred Black people to immigrate to cities such as New York, Chicago, Detroit, Philadelphia, Los Angeles, and San Francisco. These cities offered more factory-based jobs due to shortages of labor brought on by World War I, increases in the affordable housing supply, and slightly better racial relations.

2.5 The Resurgence of White Nationalism

Around the same time, the KKK experienced a resurgence. This second wave occurred mainly in response to the 1915 film *Birth of a Nation* (Simcovitch, 1972). With this resurgence in organized white nationalism, lynching became more common in Jackson County and the American South (Lartney & Morris, 2018).

Many participants who shared their oral histories with the project spoke about one of the most notorious lynchings in Jackson County. Claude Neal was lynched in 1934 after he was accused of murdering a missing white woman. His body was hanged from a tree outside the courthouse in Marianna. After the sheriff removed Claude's body from the tree and buried him, White people who had come to witness his body demanded that he be hanged again. When the sheriff refused, the crowd began to riot. The crowd looted and burned Black homes and businesses, prompting Florida Governor Scholtz to call in the National Guard to end the violence (Youngblood, 2007, Public Broadcasting Service, 2000).

Because of violence in Jackson County and the South, many Black residents left for northern and western cities' relative safety. Although this out-migration positively affected individuals and families by providing them with higher wages and more safety, it separated family members from one another and their communities. Detailed records of the migration of Black residents out of Jackson County are not readily available. Therefore, it is difficult to determine just how many people left Jackson County due to the twentieth century's push factors.

2.6 Segregation

For those who remained in Jackson County, Jim Crow laws dictated much of daily life, particularly in public space outside Legacy Communities. Similar to what was happening in other parts of the American South, Black residents in Jackson County were forced to use separate facilities from White people. This segregation included churches, schools, restaurants, buses,

water fountains, and more. While the landmark 1896 Supreme Court case *Plessy v. Ferguson* mandated “separate but equal” facilities were legal under the Constitution, equal facilities were rarely the case (*Plessy v. Ferguson*, 1896). Black Americans across the country often did not have access to the same quality facilities that White people did, which was also reflected in Jackson County.

Jim Crow laws and the Great Migration continued to be a fixture of the Black experience in Jackson County through the 1960s. The Civil Rights Act of 1964 and the Voting Rights Act of 1965 removed the most prominent legal barriers to segregation. However, they did not end discrimination and economic woes that have negatively affected Black people in Jackson County. While schools began to desegregate in 1968, Jackson County was slow to begin this process and was still not fully integrated until 2018 (*the United States v. Jackson School Board*, 2018).

Today in Jackson County, the effects of segregation are still prominent. West End, one of the most prominent Legacy Communities, is spatially located opposite U.S. 90 and by railroad tracks from the rest of Marianna. From our team’s visits to this community we noticed this area has a noticeably lower quality of housing and food access than the rest of the city. Many demographic maps associated with the project also portray the rippling effects of discriminatory laws and social life in Jackson County. The census block groups comprising Legacy Communities generally display higher levels of food insecurity and poverty than predominantly White areas. While legal and social conditions have improved for Black residents in Jackson County and the United States at large, the effects of enslavement, Jim Crow laws, and segregation are felt to this day.

3.0 Literature Review

3.1 Introduction

Legacy Communities, also known as Freedmen's Towns or Freedom Colonies, are historically Black communities in the southern United States. These colonies were established by freedmen who settled on or near the same land on which they had been enslaved. Over one hundred and fifty years after the Civil War ended, these communities still exist on the same land in which they were originally settled. Over twenty of these communities are located in Jackson County, Florida (West et al., 2020). These communities are connected with common assets such as close family ties, community participation through church activities, and Black-owned businesses.

However, Legacy Communities face common threats such as out-migration for better employment and poor socio-economic conditions such as high poverty and low educational attainment (West et al., 2020). Because many residents that still reside in Legacy Communities are elderly, it is possible that vital memories, relationships, skills, and leadership capabilities risk being forgotten over time (Olin, 2020). Several cultural preservation initiatives, most notably Dr. Andrea Roberts's Texas Freedom Colonies Project, have conducted extensive research on Legacy Communities. The goal of this literature review is to examine how these initiatives have preserved the history of these communities, as well as empowered their residents to document their stories and improve their socio-economic conditions.

3.2 Cultural Importance of Community Origins

Legacy Communities are not unique to Jackson County. Descendants of Black freedmen from all over the Southeast continue to inhabit the same communities their ancestors did. The most notable and well-researched project in this field is the Texas Freedom Colonies Project, led by Dr. Andrea Roberts of Texas A&M University. In her research, Dr. Roberts has identified Freedom Colonies, which are communities in east Texas with similar origins to the Legacy Communities in North Florida.

Freedom Colonies began as cultural enclaves for newly freed enslaved people. These enclaves eventually became self-sustainable communities. Situating Freedom Colonies in the context of Black placemaking in the United States shows how the Great Migration, violence, and intrusive

infrastructure projects have all led to population loss and systemic disinvestment in these communities. Zoning also plays a significant role in the decline of these communities. Industrial and other unattractive land uses are more frequently placed near Black communities, further lowering their property values (Roberts, 2019).

One Freedom Colony, Shankleville, uses its storytelling as a means of place preservation. Shankleville was established after an enslaved husband and wife reunited after being separated. When Winnie Shankle's master moved to Texas from Louisiana, he took Winnie with him, separating the pair. Jim, her husband, ran away from the Louisiana plantation to find his wife. When they found one another, Winnie hid him by a spring and stored food for him from her master's kitchens (Roberts, 2018). Stories such as the Shankles' provide communities with history that draws people together to promote community and place preservation. Many of these Freedom Colonies are home to families filled with stories of their homesteads and their ancestors' work to create a home. These foundational stories hold memories and values that planners can use to identify reinvestment and cultural sustainability opportunities. Encouraging participation and community building can foster an attachment for these places, celebrations, and social networks.

In Jackson County, Legacy Communities developed as opportunities for recently freed enslaved people to build networks and capital amongst their families and friends. As late as the 1950s, many Blacks were still sharecropping on the land their ancestors had labored on during slavery. As agriculture became more industrialized and less labor-intensive, many Blacks from rural areas joined the Great Migration north, while some became unskilled laborers in Marianna (GA-JCTS Alumni Association, 2000). The average hourly wage for workers was fifty cents. "White Only" and "Colored Only" signs were prominently displayed at drinking fountains, restrooms, and many other places in Jackson County until the 1960s.

Around 1912, the city of Marianna embarked on an extensive project to pave downtown streets. Streets were paved, and sidewalks were installed in White communities; however, except for some major streets, there are still, to this day, few sidewalks in Black communities across the county. Due to segregation, West End, the Legacy Community in Marianna, had to develop many of their own spaces for gatherings and commerce. This story is similar across Legacy

Communities throughout the County. Over the years, communities have built up intra-racial economic ties, which have evolved into Black-owned Jackson County businesses. These businesses are a product of community skills, traditions, and values that have been passed down over time.

3.3 Challenges in Balancing Historic Preservation and Economic Development

One of the primary reasons communities deteriorate over time is economic decline. Preservation efforts not only aim to preserve spaces but also to foster the development of the local economy. This can present challenges in finding the right balance, as preservation and development are often opposite forces (Wojno, 1991).

In most cases, an economic base for preservation initiatives is captured through special taxing structures for historic districts. Establishing these tax districts takes considerable amounts of time, capital, political will, and long-range planning. This system is particularly difficult for Legacy Communities in Jackson County, many of which are not incorporated and do not have the community capital and population to use this traditional method.

Legacy Communities in Jackson County generally do not have diversified local economies, which also presents challenges. Historically, these communities had economies based on agriculture, but many residents today work in retail, which is the dominant employment sector in Jackson County. Diverse local economies are necessary for communities to engage in historical preservation. When one industry takes over an area, it controls a sizeable portion of tax revenues, sales, employment, and incomes. This makes it increasingly difficult for residents or local governments to have control over their local economy (Listoken, 1998; Wojno, 1991).

There are also external factors that can affect historical preservation efforts, causing negative effects on members of Legacy Communities. The more historic preservation grows in popularity, both locally and nationally, the more diluted its imperative and market prowess becomes (Listokin, 1998). In addition, strict preservation may inhibit the creation of affordable housing and begin to displace residents as the cost of living rises due to increased economic activity in the community (Listokin, 1998).

3.4 Land Ownership and Difficulties of Family Heirs Property

The difficult ownership situations facing Legacy Communities are a major threat to economic stability and opportunities for investment. Churches remain the main community-held asset. They are the primary central fixture of each community, where most social life is held. However, due to their small size, they typically don't generate much wealth or attract outside visitors.

Most lands in these communities were acquired and passed down through family heirs' property. When landowners pass away and don't leave wills, any eligible heirs inherit the land. The land is not divided, and instead, each individual has an equal share of the entire property. However, any co-owner can sell their share of the land without consulting the others, which forces partition sales and has led to an erosion of acreage owned by each community over time. (Gilbert, Sharp, & Felin, 2002). This creates issues in preserving the economic base of these communities. Historically, the economy of Legacy Communities was driven primarily through farming. The sale of this land decreased the agricultural output of these communities, loosening economic ties and causing residents to look for work elsewhere.

As previously mentioned, Legacy Communities generally have retail-centric economies, but they do have historical roots in agriculture. Preventing further loss of locally-owned farmland and increasing production output is key to preserving local Black economies (Zabawa, 1991). The most direct solution to this is the establishment of community land trusts, which could re-consolidate farmland. This would prevent partition sales that are a product of the heirs' property system, and give the community more power and capital to buy more land. (Zabawa, 1991). With a renewed focus on agriculture, Legacy Communities could have more balanced economies relying both on agriculture and retail.

3.5 Research and Preservation Work

The primary deliverable for the Texas Freedom Colonies Project was the map atlas. Dr. Roberts describes the atlas as merely a facet or instrument of the overall Texas Freedom Colonies Project (Roberts, 2018). The atlas allowed spatial data to be collected and presented in a more holistic view, rather than as a property survey. By highlighting these communities' intangible vulnerabilities, the data collected becomes much more accessible to community members and researchers.

After initially mapping a few settlements using ArcGIS, Dr. Roberts and her research assistants shifted the data to ArcGIS Story Map. The Story Map platform allowed them to display information within a single source. The team collected spatial data using several publicly available data sources, including Census-designated places, place points from the National Historical Geographic Information System (NHGIS), names from the United States Geological Survey, cemeteries, and historical markers from the Texas Historical Commission and the U.S. National Register of Historic Places.

Along with the data Dr. Roberts collected, all of the potential Freedom Colonies were screened through content analysis. Content analysis is a concentrated effort to locate these communities' current and historical connections and how these connections might influence the project's data collection. Dr. Roberts cross-referenced the data collected in this analysis with historically known Freedom Colonies to map out Texas's aggregated points. She recognized that just because some of these places had names did not mean they had a geographic place attached to it (Roberts, 2018). To combat this, Dr. Roberts put together an interactive geographic atlas that displayed and described the places with known Black history, which was open to the public for editing. Any user can access the atlas and add data files, such as pictures and videos, to any Freedom Colony. In addition, people can upload stories and tangible documents to places that have not been validated yet. This process essentially provides proof of places that may not have been accounted for yet. In discussing her project, Dr. Roberts explained that crowdsourcing was an incredibly important aspect of the project. It allowed physical locations to become part of a broader cultural and emotional landscape (Roberts, 2018).

Because the Texas Freedom Colonies atlas is a collection of communities from all over Texas, the map allows for more interconnectivity between community members and reveals certain locational patterns across them. Through this atlas, these communities were able to identify historic patterns of systemic racism, and subsequently, reveal practical solutions to contemporary problems. For example, Dr. Roberts mentioned that a Freedom Colony had a history of carpenters that had passed skills onto their sons. By recognizing this as a community strength, several Freedom Colony members came together to restore a historic house that was a fixture of that community. Additionally, the atlas also allows communities to catalog potential weaknesses.

Identifying areas that need more support allows communities to organize better to create job training, networking, and educational opportunities.

An effective approach to data collection is conducting oral histories with current residents of Legacy Communities. The City of Phoenix's African American Historic Property Survey recognized the importance of collecting oral histories from Black residents: "Interviews allow individuals to talk about daily life as well as historical events through their own experience... Doing so helps to validate the stories of those whose lives do not appear in conventional historical texts" (Dean & Reynolds, 2004). Constructing narratives for Legacy Communities can not be done from a macro-level approach. It must be provided first-hand by those who have experience and perspective on life in those communities. History is often generalized to present outside observers with an objective view of events. Attempting to construct narratives of legacy communities without oral histories would remove the personal perspectives that have shaped life within these communities. It would serve only as a whitewashed and generalized version of their histories, invalidating the purpose of the project.

Eatonville, Florida is another effective case regarding the preservation of African American heritage. The oldest African American established municipality in the country, Eatonville was officially established in 1887 in Orange County, just south of Maitland. It quickly became a destination for African Americans as a welcoming cultural enclave. Many people were able to find agricultural work and as the town developed, skilled tradesmen migrated into the town and the economy began to thrive (West et al., 2020). Over the course of Eatonville's history, it has become a small commercial community outside of greater Orlando. The town has emphasized its history by zoning sections of the city for National Historic preservation. The community hosts annual events and festivals to celebrate the history of their town and invite visitors to partake in them. One example of this is the annual Zora Neale Hurston Festival, which celebrates the famous black author of the same name who grew up in Eatonville (West et al., 2020). Eatonville has ensured that its unique history will be on display for all who want to see it, preserving the legacy of those who came before them.

3.6 Best Practices for Preserving Black Communities

There are several distinctions between preservation initiatives for communities in urban areas and those in rural areas. Most Black communities in urban areas undergo preservation efforts to

try and save an area from the threat of gentrification. Rural Legacy Communities face different factors. While many are not under threat from gentrification, they face issues such as out-migration, lack of economic security, and disinvestment.

However, there are several best practices for collecting information and creating effective outputs from these projects that can be applied to rural Legacy Communities. An example of an effective and wide-reaching cultural preservation project is Los Angeles' Power of Place initiative. This initiative aimed to preserve various ethnic communities across Los Angeles through placemaking. Historians focused on the "Power of Place," which intends to preserve buildings and spaces through discovering the memories behind a space (Hayden, 1988). Emotional connection to a place is the primary means by which spaces continue to exist. If a community feels indifferent to a structure that has been there for years, it is likely to be replaced. However, if a space or structure is considered a landmark or is a hub for community interaction, then it is much more likely to be saved.

This method has created a natural system for economic development in the placemaking initiative. By firstly determining what spaces had to offer to communities, it allowed their members to determine what sites to prioritize saving. A key finding of Power of Place is that in order for places to be viable for economic development in a community, they must focus on production and not consumption. In a country where consumer culture is a fixture of everyday life, historical sites in communities exist in opposition. They are a refuge from the outside world and naturally draw outside visitors and capital because of their uniqueness (Hayden, 1988). Through this approach, not only were historical sites in communities saved, but they became more integrated into the local economy.

Power of Place showed that an emotion-focused approach is an effective way to conduct historical preservation. It showed that oral histories aren't just a supplement to written and visual documents, but can guide the research on their own.

3.7 Economic Opportunities

Following emancipation, African Americans in Jackson County began working in different industries, with agriculture as one of the primary sectors they gravitated towards. Many families raised crops and livestock on their land and passed the businesses on to their descendants (GA-

JCTS Alumni Association, 2000). Several families who ran farms in Jackson County met with other statewide family farmers at Florida A&M University fairly often. The University partnered with the Farmers Association to provide technical assistance and innovative ways to improve production on the farms.

Beyond agriculture, African Americans across the County found employment at schools and military stations. They typically worked in food service, janitorial, and canteen positions (GA-JCTS Alumni Association, 2000). In the 1950s, the first Black law enforcement officers were hired in Jackson County. Henry Keith became a deputy with the Jackson County Sheriff's Department. His duties involved delivering civil papers, serving warrants, and routine patrol in African American communities. Rufus Ford Speights was hired as the first Black police officer in 1969, serving as a patrolman and crossing guard.

In addition to African Americans becoming more involved within governmental sectors, many also began their own businesses in Jackson County. By the early 1900s, Blacks owned several businesses in downtown Marianna. People's Funeral Home is one of the longest continuously operating Black businesses in the community. It was established by Lemon Granberry and is currently run by Aaron Granberry III. (GA-JCTS Alumni Association, 2000). Other Black-owned businesses include restaurants, general stores, barbershops, inns, and gas stations. Stores like the West End Sweet Shop, Mae's Supper Club, and Graham's Grocery provided spaces for entertainment and social gatherings for their communities.

Currently, there is a lack of skilled jobs available in Jackson County. The large percentage of retail employment in Jackson County contributes to the low wage in Jackson County. The economic conditions of Jackson County are a push factor for younger residents in legacy communities, who are likely to move to alternatives, such as Leon County which offers more opportunities for education as well as a more diverse selection of jobs. This emigration of young residents erodes Legacy Communities and increases the likelihood that they will decrease in population over time. Hurricane Michael also devastated Jackson County in 2018, and while economic and population data is not readily available for years after the storm, the economy of Jackson County has suffered because of it (Dally et al., 2020). Many homes in the county are still

covered in blue tarps, the timber industry suffered a significant loss in value, and there are many damaged and abandoned businesses in Jackson County.

Legacy Communities need to be publicly visible in order to succeed economically. The Gullah Geechee Cultural Heritage Corridor is an effective example of this. This collection of Legacy Communities extends from North Carolina to Florida, prompting the need for these communities to be tied together to outsiders. Because the primary focus of the Gullah Geechee project is to promote tourism, its organizers utilized several tactics to attract the attention of outsiders: a series of uniform highway signs, a central visitor center, and a publicly-facing tourism website. West et al. (2020) describe the way other Legacy Communities could mirror this: “In order to make Heritage Tourism a success, Legacy Communities would have to develop a signage framework. A comprehensive signage system would make for better orientation, wayfinding, and communication with the public, and provide visitors with strong visual cues. The signage system would be the graphic identity of the Legacy Communities.” If Jackson County’s Legacy Communities want to attract tourism as part of this initiative, they must also develop forms of placemaking. However, this must be done conservatively and in a way that doesn’t diminish the unique history of each community. The common branding would serve only to entice visitors to Legacy Communities and not guide their experience within them.

3.8 Asset Based Community Development Framework

Often in community development projects, planners place too much focus on the threats and weaknesses of communities. In doing so, they fail to recognize their strengths, assets, and opportunities. This analysis of community assets is known as Asset Based Community Development (ABCD). Analyzing the potential strengths and opportunities presented in a community allows stakeholders to develop a plan going forward to highlight positive characteristics while mitigating possible hazards. When working in Legacy Communities, planners may overlook these assets, including residents' practical skills or the passion stakeholders have for their community’s future. Often, the organizations most familiar with the issues affecting a community are those made up of community members, whether formal or informal, such as church parishes, local clubs or associations, or local businesses. Stakeholder participation plays a significant role in identifying and utilizing these community interests. Outside partners, such as academic and research institutions, have more resources to accomplish

goals. They must promote community engagement with local stakeholders to foster meaningful participation (Garcia, 2020). Through community feedback and quality reporting, institutions can document the assets available to the community and produce development plans that fit their partners' needs.

It is essential to consider the scale of participation regarding the scope of the individual project. There are limits to what institutional partners can support. If the community stakeholders are not informed with accurate data and made aware of potential limits, it might lead to mismatched expectations about the end results (Garcia, 2020). Equity is an important aspect of community-based projects and requires open communication lines between the community and institutional partners. Legacy Communities are home to marginalized groups, so there needs to be a concentrated effort to ensure the exchange between community stakeholders and institutional partners is equitable and free of uneven power dynamics.

3.9 Conclusion

When considering the history and economic potential of Legacy Communities, it is important to note several aspects. The cultural importance of how these communities grew following the end of slavery and the rippling effects of Jim Crow laws demonstrates how these communities banded together for support. Legacy Communities found in Jackson County are not alone in the country. Planners can analyze how these historic Black communities developed and preserved their history over the years. This preservation provides useful context when considering the future of the communities in North Florida. Legacy Communities have a history of economic independence that can be traced back to the limits of segregation on community members and business owners. The social and cultural weight of having to own and operate their own businesses without aid or support adds to the impact of local economic growth. It is imperative when conducting community-based projects that the subject area's assets and concerns are taken into account. This process goes beyond researchers simply documenting the characteristics of a community. It requires active, equitable investment and participation between those conducting the project and the community stakeholders.

4.0 Existing Conditions

4.1 Demographics of Jackson County, Florida

Established on August 12, 1822, Jackson County is named after Andrew Jackson, the United States' seventh president. Jackson County is Florida's third oldest county. Robert Beveridge, a Scottish immigrant, established Marianna as the county seat when the county was founded. Marianna is still home to the county's courthouse and other local governing organizations.

Jackson County is the 42nd most populated county in the State of Florida, with 0.2% of Florida's population. According to the most recent United States census data, Jackson County's estimated population is 48,195, with a growth rate of -0.11% in 2019. According to the 2018 five-year American Census Data (ACS) estimates, Jackson County's population was 48,472. The 2010 decennial census reports the population at 49,746. By comparing these values, we can see that the county has a declining population growth rate of -6.7% between 2010 and 2019 (United States Census Bureau, 2020).

4.2 Location

Jackson County is part of the tri-state region, bordering Georgia and Alabama (**Figure 4.1**). Initially much larger, the county eventually shrunk to its current borders as more counties were established from its original land during the 1800s. The county is landlocked and surrounded by Gadsden, Liberty, Calhoun, Washington, Bay, and Holmes counties in Florida. In Alabama, Geneva and Houston counties border it to the northwest, while Georgia's Seminole County rests northeast. The eastern border of the county is formed by the Apalachicola River, which also serves as the dividing line between the Eastern and Central time zones in the Florida Panhandle. Despite its rural location, residents can access urban goods and services not found in the County by traveling approximately one hour from Marianna, Panama City, Tallahassee, or Dothan, Alabama.



Figure 4.1 Map of Members of the Apalachee Regional Planning Council (2020)



Jackson County's geographic setting is typical of many other counties in the Florida Panhandle. Much like other counties in Florida and the deep south, Jackson County's economy was initially established on the farming of cash crops supported by slavery. The County's land area is 918 square miles, resulting in a population density of 52.62 people per square mile. Besides the City of Marianna, Jackson County has ten other municipalities, including the cities Graceville and Jacob City, and the towns of Alford, Bascom, Campbellton, Cottondale, Grand Ridge, Greenwood, Malone, and Sneads (**Figure 4.2**). The County is distinctly rural, with only 14% of the county residents living in Marianna, the largest incorporated municipality.

4.3.1 Historic Population Conditions

Table 4.1 Florida and Jackson County Population (1950-2010)

Table 4.2 Percent Change in Population of Florida and Jackson County (1950-2010)

Area	Year					
	1950-1960	1960-1970	1970-1980	1980-1990	1990-2000	2000-2010
Jackson County	4.51%	-4.90%	13.71%	5.67%	13.00%	6.40%
State of Florida	128.05%	25.00%	57.47%	32.75%	23.53%	17.64%
Source: US Census Bureau, Historical County Data and 2010 Decennial Census Data						

4.3.2 Comparison to Neighboring Counties

Jackson County is the second-most-populous county in the Apalachee region of North Florida. The other counties in the region have populations ranging from 8,365 in Liberty County to 275,487 people in Leon County (**Table 4.3**). As previously stated, Jackson County has experienced mild growth, growing by more than 10,000 residents between 1980 and 2010 (**Table 4.3**). Despite having one of the larger populations in the region, Jackson County's population growth rate has been slower than the other Apalachee region counties. Jackson County had the third-lowest growth rate of the region between 1980 and 1990, as well as between 2000 and 2010 (**Table 4.4**).

Table 4.3 Population of Florida's Apalachee Regional Planning Council Counties (1980-2010)

Area	Year			
	1980	1990	2000	2010
Jackson County	39,154	41,375	46,755	49,746
Calhoun County	9,294	11,011	13,017	14,625
Gulf County	10,658	11,504	13,332	15,863
Gadsden County	41,565	41,105	45,087	46,389

Franklin County	7,661	8,967	11,057	11,549
Liberty County	4,260	5,569	7,021	8,365
Wakulla County	10,887	14,202	22,863	30,776
Leon County	148,655	192,493	239,452	275,487
Jefferson County	10,703	11,296	12,902	14,761
Source: US Census Bureau, Historical County Data and 2010 Decennial Census Data				

**Table 4.4 Percent Change in Population of Florida's Apalachee Regional Planning Council
Counties (1980-2010)**

Area	Year		
	1980-1990	1990-2000	2000-2010
Jackson County	5.67%	13.00%	5.52%
Calhoun County	18.47%	18.22%	12.35%
Gulf County	7.94%	15.89%	18.98%
Gadsden County	-1.11%	9.69%	2.89%
Franklin County	17.05%	23.31%	4.45%
Liberty County	30.73%	26.07%	19.14%
Wakulla County	30.45%	60.98%	34.61%
Leon County	29.49%	24.40%	15.05%
Jefferson County	5.54%	14.22%	14.41%
Source: US Census Bureau, Historical County Data and 2010 Decennial Census Data			

4.3.3 Profile of Existing Population

As of 2018, the five-year ACS estimates that 5.2% of the county's population includes people under five, and 19% of the population includes people between five and eighteen. Almost one-fifth of the population are people aged 65 years and over. The population of women is around 46% of the county's overall population (US Census Bureau, 2019).

Figure 4.3 shows the population breakdown by five-year age and gender cohorts in Jackson County for 2018. The population pyramid for Jackson County shows a significantly larger percentage of males in the county than females, particularly in the five-year age cohorts between 20-64 years (**Figure 4.3**). Compared to the state, Jackson County also has a higher percentage of males, especially in the young-adult to middle-aged age bands. The higher rate of males aged 20-64 is primarily due to the incarcerated population, which accounts for 7% of the total population in Jackson County.

Figures 4.4 and 4.5 illustrate the difference in percentages of males versus females within the county by race. The skew is especially notable in non-white populations, demonstrating a more significant percentage of incarcerated men who are Black or African American or other non-white races. There are three large male-only state prisons located in Jackson County: Apalachee Correctional Institution East and West, Jackson Correctional Institution, and Graceville Correctional Facility and Work Camp (Federal Bureau of Prisons, 2020). These pyramids also demonstrate fewer White and Black females than Florida's average for those populations.

Figure 4.6 illustrates a breakdown of the Apalachee Regional Planning Council's counties' racial composition. Jackson County has a larger percentage of Black or African American population than some surrounding counties. Notably, Jackson County has a similar percentage of other races compared to surrounding counties. Jackson County is predominantly White, making up 68.9% of the population in the ACS 2018 five-year estimates. The second-largest racial group within the county in 2018 was Black or African American, comprising 27.1% of the population. Out of 13,140 African American people, 7,793 were males. This number accounts for around 59% of the total Black population in Jackson County.

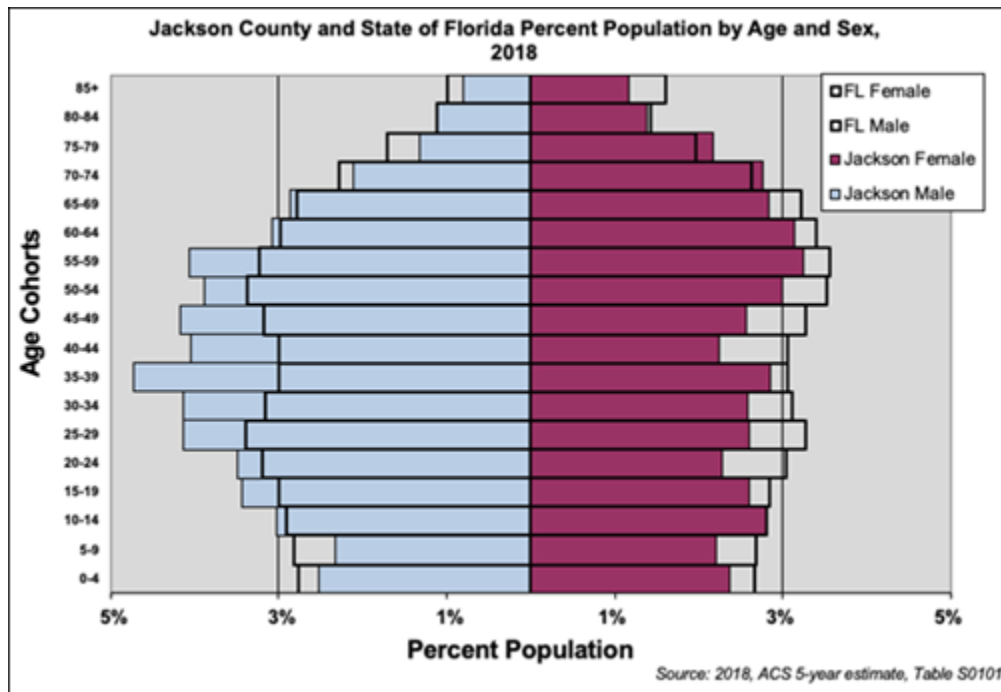


Figure 4.3 Jackson County and State of Florida Percent Population by Age and Sex (2018)

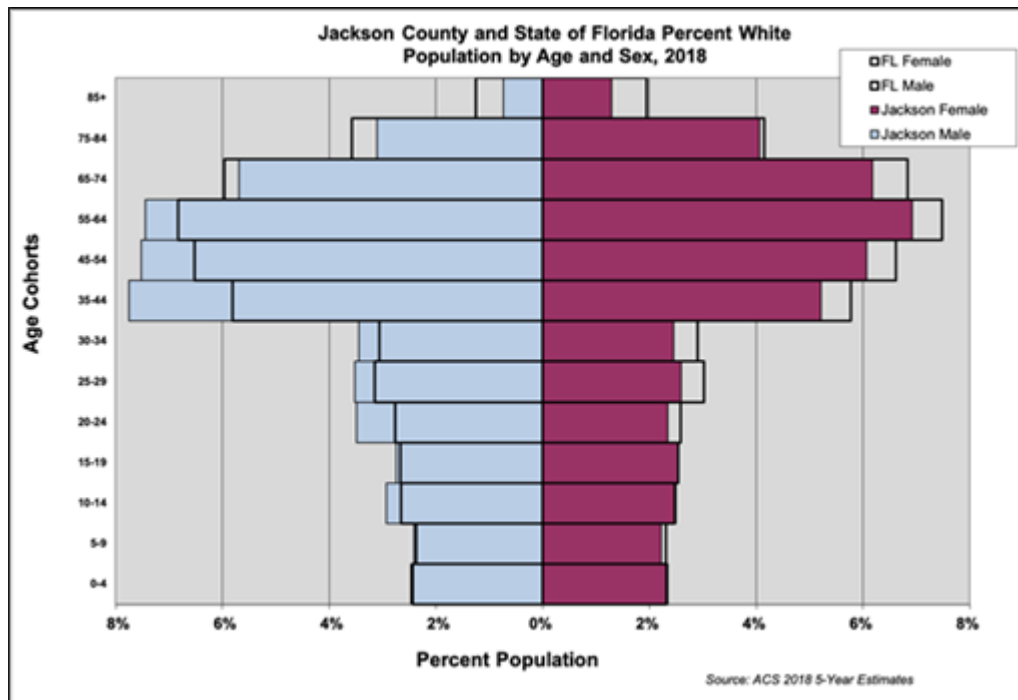


Figure 4.4 Jackson County and State of Florida Percent White Population by Age and Sex (2018)

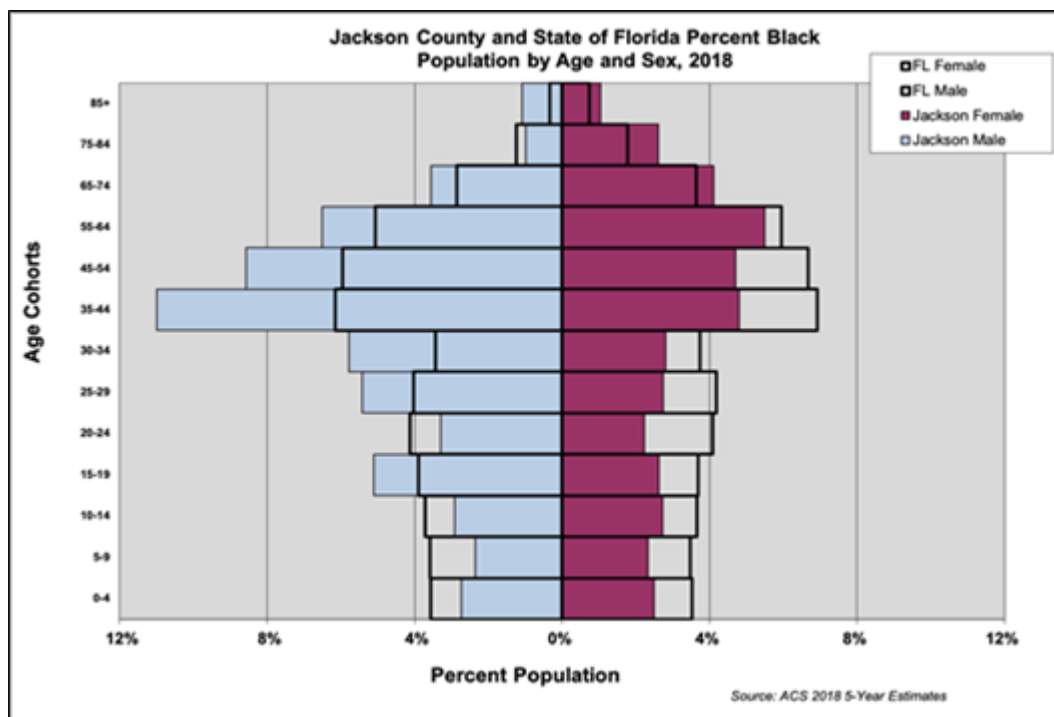


Figure 4.5 Jackson County and State of Florida Percent Black Population by Age and Sex (2018)

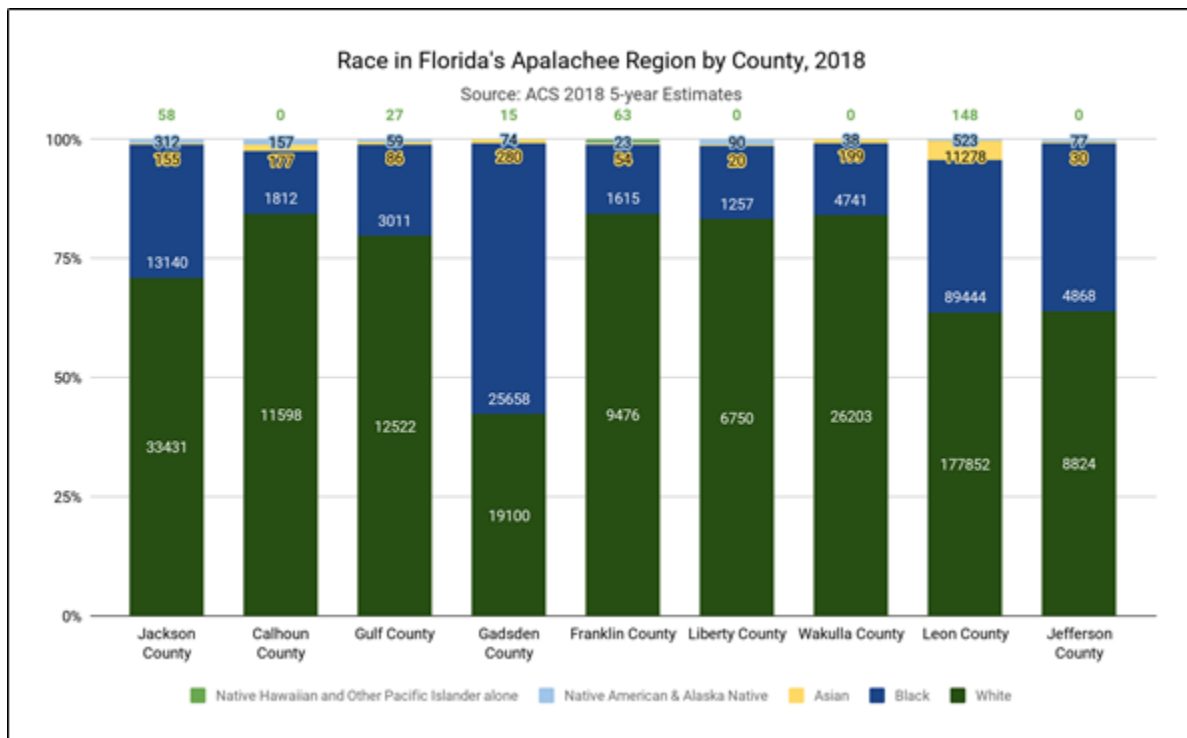


Figure 4.6 Race in Florida's Apalachee Region by County (2018)

4.4 Households

4.4.1 Residential Development Trends

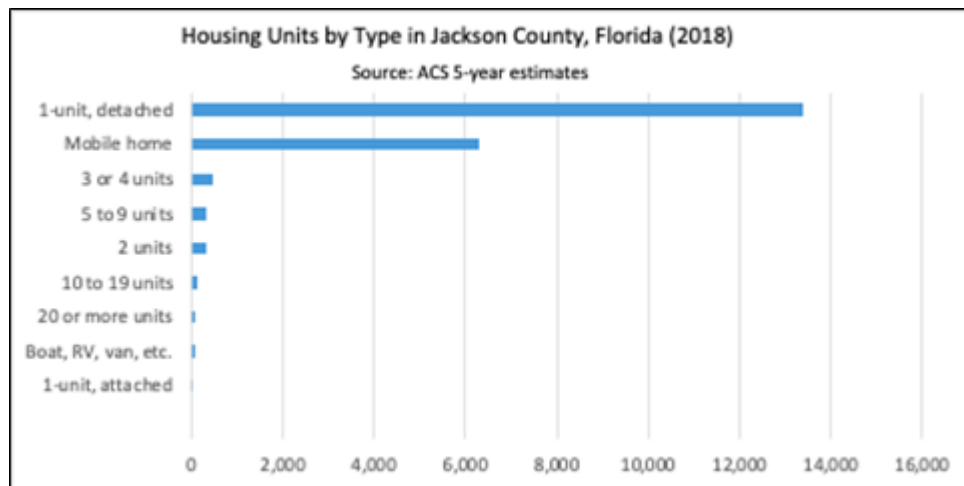
Jackson County prides itself on its rural character and strives to preserve as much of the natural landscape as possible. Much of the population are dispersed throughout the county, rather than around city centers. While a few municipalities such as Graceville, Malone, Sneads, Greenwood, Grand Ridge, and Alford are mildly more dense than the surrounding areas, the county is almost entirely composed of small-to-medium-sized parcels of land that contribute to its rural character (Jackson County Property Appraiser, 2020).

In 2018, Jackson County's housing stock was primarily made up of single-unit detached houses, making up 63.4% of its total housing units. The next most considerable portion of the housing stock is mobile home units, which account for 29.8% of the total housing stock. Following these housing types with a significant difference in proportion are two-or-more unit developments, making up just 6.8% of the total (**Figure 4.7**).

4.4.2 Owner Occupied Versus Renter Occupied Households

According to the 2018 ACS five-year estimates, the average household size in Jackson County is 2.4 persons. The owner-occupied housing units comprise 71.3% of the total housing tenure. Renter-occupied housing units make up 28.7% of households. Approximately 30% of the occupants live alone in the house. Almost 14% of householders who live alone are 65 years and above. This elderly population is of specific interest to our project to identify and understand more about the Legacy Communities in Jackson County.

According to **Figure 4.8**, Jackson County saw a decrease in the owner-occupation of housing units from 2010 through 2015. This trend is similar to other counties throughout the United States after the Recession. After this period, slight growth was seen in 2018. Approximately 71.3% of units were owner-occupied (Figure 4.6). Comparatively, the state of Florida had a 65% owner-occupancy rate and a national rate of 64% (ACS five-year). Given the high number of owner-occupied units in the county (71.3%) in comparison to the state (65%) and national (64%) numbers, this seems to indicate the presence of a substantially more permanent population living in the county.



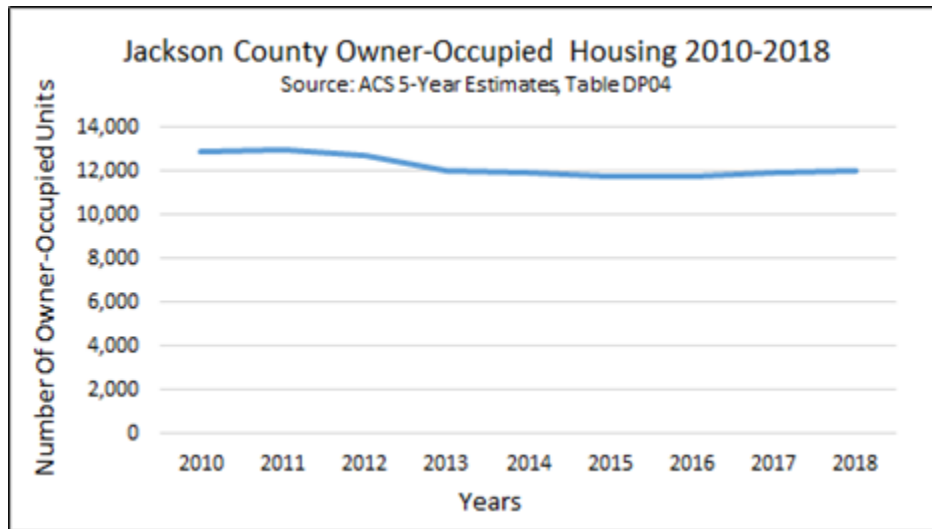


Figure 4.8 Jackson County Owner-Occupied Housing (2010-2018)

4.5 Social Conditions in Jackson County

Unless stated otherwise, all data was derived from Census Bureau ACS five-year Estimates, 2018.

4.5.1 Poverty

Nearly one-in-four Jackson County residents were living below the federal poverty line in 2018. The highest concentration of poverty is among women between the ages of 25 and 34. The poverty rate among African Americans is twice that of White residents, 33.4% to 16.6%. Jackson County has a sizable population of working poor; approximately 27% of residents who worked part-time in 2018 did not make enough money to live above the poverty line. The county's highest poverty rates are on the south and west sides of Marianna, extending westward along I-10 to the edge of the county and then northward along Highway 231.

4.5.2 Education

In most of Jackson County's Legacy Communities, GED attainment is between 20 and 40%, far below the US average of 92%. Data on post-secondary education was taken from the US Department of Education's National Center for Education Statistics. In 2017, Jackson County's universities awarded 694 degrees. More female students than male students attend university in Jackson County, with 1,062 male students and 1,456 female students. Most students graduating

in Jackson County are White (75.1%), followed by Black or African American (17.6%), Hispanic or Latino (3.03%), and American Indian or Alaska Native (1.59%). The largest universities in Jackson County by the number of degrees awarded are Chipola College (85.9%) and the Baptist College of Florida (14.1%). The most popular majors in Jackson County are liberal arts and sciences (35.9%), registered nursing (17.4%), and corrections (8.5%).

4.5.3 Housing

In 2018, the median property value in Jackson County was \$98,800. This value was up from \$94,900 in 2017. These median value rates are significantly lower than the state and national median (\$178,700 and \$193,500, respectively). Approximately 65% of Jackson County residents pay fewer than \$800 in property taxes every year. Nationally, this figure is only 20%. The low payment rate of property taxes is reflective of lower tax rates and property values. Seventy percent of homes in Jackson County are owner-occupied. While this figure is marginally higher than state and national averages, homeownership declined nearly 5% between 2013 and 2018.

4.5.4 Transportation

The average commute time in Jackson County was 22.3 minutes in 2018, down from 23.5 minutes in 2013. Approximately 88% of commuters drive alone to work, while 7% carpool. Active transportation makes up just 1% of commutes. Bicycling rates have dropped from 1% to 0% between 2013 and 2018. Given Jackson County's rural character, active transportation to work is less viable than in urbanized areas. Marianna also lacks bicycle infrastructure such as designated bicycle lanes or share-the-road signage. Many households own two cars (43.1%). On the other hand, 2.5% of households (407 total) did not own a car in 2018. The population living without access to a car is a high-risk population with minimal access to goods, services, and opportunities in Jackson County. Most of these households are located in Legacy Communities on the south and west sides of Marianna.

4.5.5 Health

The Jackson County Regional Health Center, the county's only hospital, is located in Marianna. The hospital has twenty-five acute care beds and offers a variety of other health services. Approximately 88% of Jackson County's population has health insurance. Of those with health insurance, 37.9% are on employee plans, 17.4% are on Medicaid, 16.5% are on Medicare, 14.1%

are on non-group plans, and 2.8% are on military or VA plans. The uninsured resident population dropped from 15% to 11.3% between 2013 and 2018, mirroring national trends. Primary care physicians in Jackson County see 2,430 patients per year on average. Notably, primary care physicians saw a 5.37% decrease from the previous year (2,568 patients). Comparatively, dentists saw 5,359 patients per year, while mental health providers saw an average of 910 patients per year.

Jackson County's diabetic population (13.1%) is slightly higher than the state average (12%). The obesity rate, however, is among the highest in the state at 34.6%. Motor vehicle crash deaths are slightly higher than the state average (26.9 per 100,000 people). Finally, roughly one-quarter of the population smokes, which is among the highest rates in Florida.

4.5.6 Local Economy

4.5.6.1 Gross Regional Product

In 2019, Jackson County recorded the second-highest output among the region's counties, with Leon County having the highest output levels. Notably, Jackson County's growth rate in output (5.9% from 2015 to 2019) was the second-lowest in the region (**Figure 4.9**). Hurricane Michael's impact on the region was devastating. Many businesses, homes, and other buildings in Jackson County have not fully recovered. In February 2020, Jackson County announced the partnership with VisionFirst Advisors and the Jackson County Economic Development Committee to create its first economic plan (Jackson County Floridian, 2020). This partnership is evidence of the county's response to hurricane recovery's ongoing struggles and the lack of resources available to citizens.

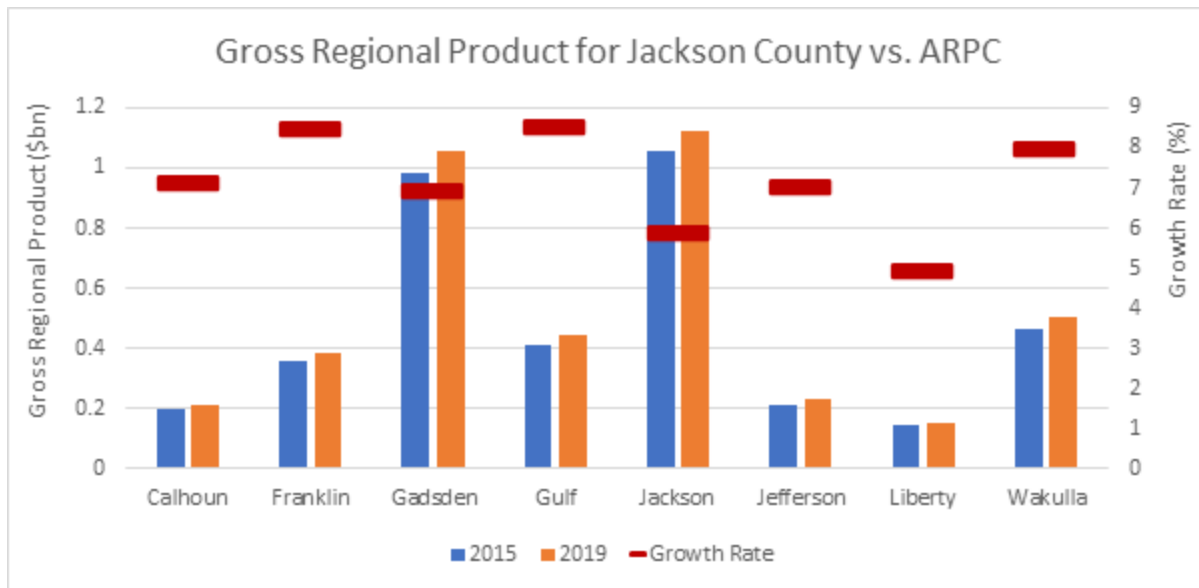


Figure 4.9 Gross Regional Product for Jackson County vs. ARPC (2015 and 2019)

Source: Apalachee Region Planning Council CEDS

4.5.6.2 Employment Trends

Over the last ten years, employment in Jackson County declined by 4.0%. In contrast, employment trended upward for the region (6.1%) and Florida (22.2%) during the same period (**Figure 4.10 and 4.11**). The higher growth in the region was primarily underpinned by the disproportionate increase in employment in Leon County, which started in 2016. Florida's employment growth rates were even higher during this period, reflecting robust growth in the tourism and international trade sectors.

Although Jackson County's economic base consists of mining, utilities, state government, and forestry and agriculture, the retail sector has historically been the largest employer in Jackson County. Family Dollar and Walmart Supercenter have remained the largest employers in the county for over ten years. The next highest employers have shifted from wood manufacturing in 2010 to healthcare and general building materials in 2020.

The Location Quotient Approach gauged the relative importance of various economic sectors in Jackson County. This approach allows us to identify which sectors receive income from non-local sources, otherwise known as basic sectors or exporters. Jackson County only has ten industries, out of twenty-two total, that make up its export sector. These ten sectors were

identified at the 2-digit NAICS level. They include forestry and agriculture, mining, utilities, manufacturing, retail, transportation, healthcare, and federal, state, and local governments. These export sectors suggest that Jackson County's economic base is relatively small and its potential growth in economic output relies heavily on internal conditions.

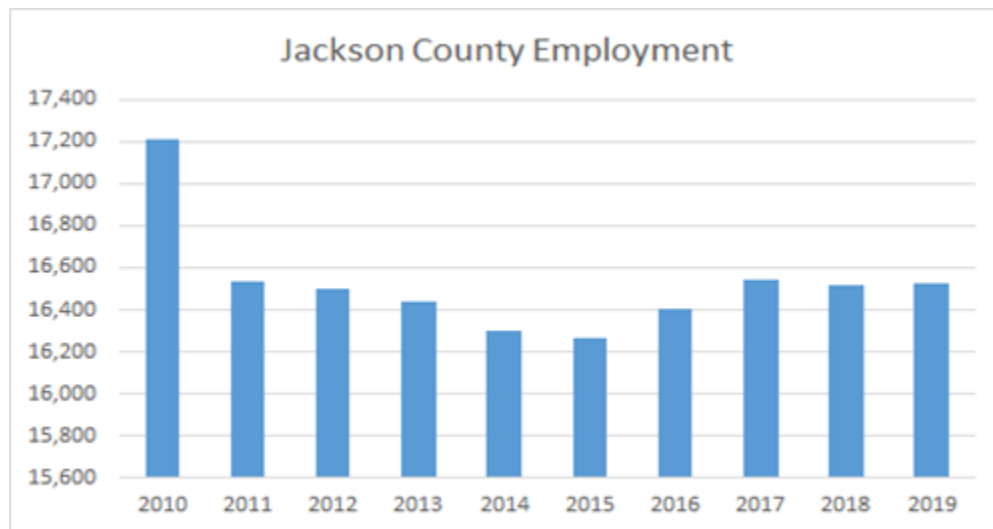


Figure 4.10 Jackson County, Florida Employment (2010-2019)

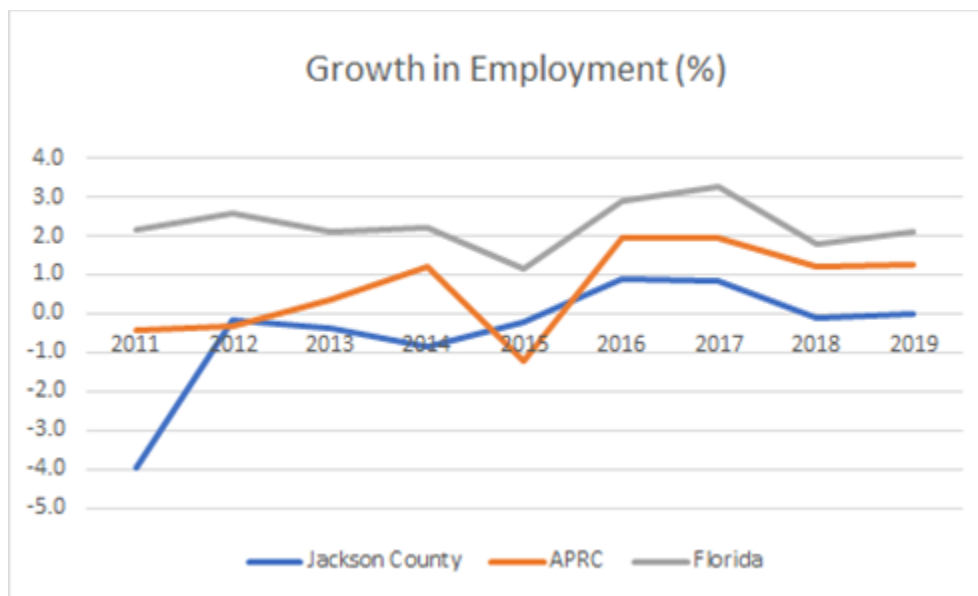


Figure 4.11 Growth in Employment (%) in Jackson County, Florida (2011-2019)

Source: Florida Research and Economic Information Database Application

5.0 Methodology

5.1 Introduction

This project's methodological design was determined by the team requirements from the Department of State (DOS) Small Matching Grant Award Agreement. The research team was charged with meeting the goals outlined in the official Scope of Work:

“Grant funds will be used to hire student research assistant(s) and select community members to conduct research on ‘North Star Communities’ in Jackson County by reviewing existing oral histories and interviewing residents. Grant funds will also be used to construct an economic opportunity database; create a GIS map book; develop photo library; produce and print fifty (50) copies of community profiles and case profiles; produce an engagement video; develop an eChamber of Commerce website; and develop and print one-hundred (100) copies of an instructional manual. All data and materials will be available freely to the public.”

Compliance with the award agreement was to be demonstrated through a series of deliverables submitted to DOS in order to receive grant funds (**Table 5.1**). The research team was to determine an appropriate timeline for completing the deliverables. Given that much of the engagement work was sensitive to the distribution of grant funds to community members, the first half of the semester was primarily focused on completing the first installment's necessary deliverables.

Table 5.1 Series of Deliverables Submitted to the Florida Division of State

#	Payment Type	Deliverable Description	Documentation	Payment Amount
1	Fixed Price	Submit draft copies of GIS map book, photo library, community profiles, case profiles, and engagement video to the Division for review and approval prior to finalization	Draft copies of GIS map book, photo library, community profiles, case profiles, and engagement video	\$9,000
2	Fixed Price	Submit link to draft Economic Opportunity Database and eChamber of Commerce website framework, submit draft instructional manual to the Division for review and approval prior to finalization	Link to draft Economic Opportunity Database and eChamber of Commerce website framework; draft instructional manual	\$9,000
3	Fixed Price	Submit live link to eChamber of Commerce website, including economic opportunity database, GIS map book, photo library, community profiles, case profiles, and engagement video and a copy of the final instructional manual and community profiles to the Division for review and approval. In addition, a Single Audit Form shall be completed by the Grantee and submitted along with the Final Progress Report prior to final payment	Live link to eChamber of Commerce website which includes economic opportunity database, GIS map book, photo library, community profiles, case profiles, and engagement video; one (1) copy of the final instructional manual; one (1) copy of the community profiles; Single Audit Form; Final Progress Report	\$11,994
Totals				\$29,994

5.2 Guiding Principles

In order to bring this project to its highest potential, it was critical to consider the historical, cultural, and socioeconomic context in which these communities have historically been

embedded. Equitable economic development can only take place if the efforts associated with this project strictly adhere to some key guiding principles:

- 1) The communities must be approached with the utmost cultural competence and sensitivity in order to develop sustainable relationships.
- 2) Every community possesses gifts and assets. With proper identification and strategy, these can be leveraged to their highest and best use.
- 3) The goal of the project was to provide expertise and technical support for their development goals. The stakeholders know what is best for their own community.

Outreach and community engagement activities were the largest sources of data for the project. Therefore, it was imperative to develop and maintain relationships throughout this process. Under the Asset Based Community Development framework, the team focused on building connections with stakeholders and identifying their communities' strengths that mattered most to their sustainability. Identifying these assets and adding them to the economic opportunity database were the first steps to mobilizing the community toward equitable economic development. The previously undocumented leverageable assets that were added to the database had to meet simple criteria set forth by the ABCD Institute: Gifts of the Head, or gifts of knowledge; Hands, or gifts of craftsmanship; and Heart, or gifts of leadership or community development.

5.3 Outreach

5.3.1 Collecting Oral Histories

The collection of oral histories is defined as “a method of conducting historical research through recorded interviews between a narrator with personal experience of historically significant events and a well-informed interviewer, with the goal of adding to the historical record” (Reti, 2020). Our team collected oral histories because there are gaps in preserving oral histories of historically black communities in Florida. The oral histories collected from Jackson County’s Legacy Community members helped identify and highlight each community's uniqueness and their individuals. Additionally, these interviews helped our team identify essential community assets such as general stores, businesses, schools, parks, community centers, churches, and cemeteries. Also, intangible assets collected include skills, talents, events, and traditions.

Interviews described events from the post-reconstruction era to the present day. The collection of oral histories is vital for preserving and documenting Legacy Communities' value so that this information can be passed down for generations to come.

5.3.2 Pre-Interview Methodology

The team collaborated with lead community partners and professional contacts to get potential interviewee contact information of residents living in Legacy Communities.

The contact list was separated by community members, business owners, professional informants, and churches in an Excel spreadsheet. Our team searched Google and social media platforms, such as Facebook, for Black-owned businesses and non-profit organizations to gather more contact information. Each team member was assigned multiple contacts and was responsible for tracking progress and scheduling interviews.

5.3.3 Partnership with Panhandle All Care Services (PACS)

To enhance outreach efforts, our team partnered with a non-profit organization, Panhandle All Care Services (PACS). We chose to partner with this organization because of its active involvement with community members in Jackson County. For instance, PACS helped establish community gardens and partnered with universities and colleges on numerous projects. A well-known community leader in Jackson County, Eugene Pittman is the chairperson and operator of PACS. In coordination with PACS, Eugene Pittman, Hazel Pittman, Danny Sylvester, Ruby Sylvester, and Marilyn Capehart helped conduct oral history interviews.

Each interviewer was partnered with a team member to provide technical assistance and support through the interview process. Our team created and provided interview questions (**Appendix A**), consent forms (**Appendix B**), an interview guide (**Appendix D**), a preliminary contact list, and a project flyer (**Appendix E**) for PACS interviewers. These materials were created to help them successfully engage with other community members and collect as many oral history interviews as possible.

5.3.4 PACS Training Process

During the first field visit, our team met with Eugene Pittman at Madison State Park while abiding by the CDC's social distancing and PPE guidelines. There, we discussed the PACS training process. We established a date and time for the next interview training and a deadline to complete the Collaborative Institutional Training Initiative (CITI) program, which is necessary to complete research projects involving human subjects. We provided the interviewers with a tape recorder due to the PACS interviewers' limited access to computer devices and smartphones.

To prepare for the training, our team created folders with interview training documents for PACS. When meeting, all PACS members remained in their vehicles, and our team remained at a minimum of six feet apart with masks. The interview training lasted approximately one and a half hours.

During the meeting, the outreach team leader reviewed the interview guidelines and goals of the project. Next, the interview questions were reviewed, and a plan for sharing interview recordings between PACS and the research team was solidified. Lastly, the end of the training was spent discussing any questions or concerns. Overall, there was a high level of engagement and enthusiasm for the project. PACS appeared ready to begin and eager to start delegating interviewees amongst themselves. PACS members also provided feedback on our case and community profiles, gave insight into the Legacy Communities locations on our map, and expressed satisfaction with our draft deliverables.

5.3.5 Collaborative Institutional Training Initiative

As a requirement from the Institutional Review Board (IRB) and Florida State University (FSU), our team and our community partners, Panhandle All Care Services (PACS), completed the Collaborative Institutional Training Initiative (CITI) training and received a certification of completion. Since this project includes human subjects, both PACS and the research team completed the Human Subject Research (HSR) training that focused on social and behavioral components. The training had fifteen modules, which concluded with a quiz. The total time to complete the program was approximately four hours. A score of eighty percent or higher on each quiz was required to receive the certification successfully. Quizzes were able to be retaken multiple times.

5.3.6 Interview Procedures

The research conducted for the interview process focused on Legacy Communities in Jackson County. Our team identified twenty-one Legacy Communities based on local knowledge from community members:

Jacob City	Snowhill	Sinai
Springfield	Bascom	Grand Ridge
Campbellton	Liberty Hill	Pope Chapel
Browntown	Greenwood	West End
St. John	Two Egg	Ararat
Holyneck	Little Zion	Bethlehem
Malone	Sneads	Cottondale

In-depth interviews to collect residents' oral histories were conducted for the majority of Legacy Communities. Our team interviewed community members, business owners, professional informants, and churches. Interviewees provided our team with contact information for other potential interviews. Questions and consent forms used for the interviews were approved by the Institutional Research Board (IRB), which can be found in **Appendix A** and **B**. To secure interviews with each participant, our team first contacted them by phone or email using a recruitment script (**Appendix C**). If the participant was available and interested in being interviewed, a meeting location and time was arranged. Per CDC guidelines, interviews were scheduled via Zoom, a video chat software, or telephone. For technical support, family members were encouraged to join video calls if needed. The interviews offered empirical data about the history, culture, and visions for future economic development activities. Each interview was approximately forty-five to sixty minutes and was digitally recorded with informed consent from the participant.

5.3.7 Interview Participants

To collect information about Legacy Communities, our team divided out contacts into four categories: professional informants, businesses, community members, and churches. Our team identified 227 contacts from between July to December 2020 which is seen in **Table 5.2**. All contacts were either called or emailed by a team member to ask relevant questions about Jackson County and/or to see if they were interested in participating in an oral history interview. Out of

these 237 participants, our team and PACS interviewed 94 individuals (**Table 5.3**). The category with the highest number of listed contacts and interviews completed is community members. The category with the lowest number of listed contacts and interviews completed is churches. More discussion on each category is described below:

Table 5.2 Number of Contacts for North Star Legacy Community Project (July-December 2020)

Category	By Jul. 2020	By Oct. 2020	By Dec. 2020	Total
<i>Professional Informants</i>	20	24	7	51
<i>Businesses</i>	4	47	0	51
<i>Community Members</i>	10	52	31	93
<i>Churches</i>	32	12	0	44
Total New Contacts	66	135	36	239

Table 5.3 Number of Interviews Conducted for North Star Legacy Community Project (July-December 2020)

Category	By Jul. 2020	By Oct. 2020	By Dec. 2020	Total
<i>Professional Informants</i>	20	24	7	27
<i>Businesses</i>	0	21	0	21
<i>Community Members</i>	7	12	29	48
<i>Churches</i>	0	0	0	0
Total New Contacts	13	47	34	96

Professional Contacts

The purpose of connecting with professional contacts was to gather expert information and suggestions about how Jackson County community members engage with public websites.

Furthermore, we needed to learn more about the economic context in Jackson County and gauge whether each institutional organization contacted would be a good fit to host our website after our project was complete. Out of the fifty-one professional contacts collected, twenty-seven were successfully contacted and interviewed by the research team.

Business Owners

Connecting with business owners helped gather business data to populate the eChamber of Commerce database. The team focused specifically on Black-owned businesses within Jackson County. Our team asked questions related to their business, the communities they serve, and their perspective of future business development within their community. Specifically, we asked about the date the business was established, hours of operation, and whether they had a business website or social media account. The research team organized a Google Form that easily collected this data and directly added it to the database to collect this data. This form was mostly for internal use but could have been sent to businesses as well. Business owners provided contact information to other business owners and community members. Out of the fifty-one businesses identified, twenty-one business owners were contacted, interviewed, and added to the eChamber of Commerce database.

Community Members

The purpose of interviewing community members was to collect oral histories and better understand the unique value of their Legacy Community in which they were born and raised. All interviewed community members provided additional potential contacts for our team to call. Our team successfully contacted all eighty-one community members who were identified and willing to participate in the project. The research team has interviewed twenty-five community members and PACS has interviewed twenty-two community members. The remaining thirty-four individuals will be interviewed in the future.

Churches

The majority of the Legacy Communities identified are near an African Methodist Episcopal (AME) church. Therefore, our team identified historically Black or AME churches in Jackson County and collected their contact information via Google searches and resident contacts. The

questions for church contacts focused on community events, traditions, and whether local businesses, such as bake sales, tutoring, and daycare, existed within their congregation. All thirty-four churches were contacted via telephone. Our team had little success in getting in touch with pastors and church members. This lack of contact was primarily due to disconnected phone numbers and the absence of in-person services due to COVID-19. Of the thirty-four churches, six churches responded and shared the contact information of potential interviewees.

5.4 After the Interview: Transcribing and Coding Process

Once an interview was completed, the interview audio recording was converted from an audio file into text through Sonix, an online transcription software that uses speech-to-text technology. Our team reviewed and edited the transcriptions completed by Sonix. If the audio was difficult to understand, our team labeled the section as *indiscernible* or *indistinguishable*. Once the interview transcription was edited, it was uploaded to our team's shared Google Drive.

Once the transcription was finalized, the research team then began coding the transcription. This process is a qualitative research method that helps to identify important community and biographical information. Key information was highlighted and categorically differentiated by color. For example, themes that were highlighted included the individuals' educational histories, family histories, family traditions, hobbies, job histories, and information on the history and traditions of the communities as a whole. The coding process also consisted of highlighting key phrases and quotations said by participants that helped summarize the story of either an individual or the community. This information was then used to form the case and community profiles included in the map book.

5.5 Case and Community Profiles

The case and community profiles highlight the lives of important community figures and the community in which they were born and raised. Photographs of the community members or relevant landmarks within the community were included alongside the written profiles. This historical information will be more accessible to a broader audience by providing a combination of written histories and accompanying images.

The interviews were transcribed and coded in order to find specific information for the case and community profiles. When coding for case profiles, our team focused on themes related to childhood, education, family, hobbies, job histories, and personal traditions. When coding for community profiles, our team focused on information related to community histories, traditions, and assets. Many times, interviews provided insight into information relevant to both community and case profiles.

There were some communities in which our team had minimal contacts and resources; therefore, those communities were combined with others to form a singular community profile. The Legacy Communities on the north and east side of Jackson County have the most gaps in preserved history and data collection. PACS was notified of these gaps, so they could attempt to search for more participants within those smaller communities.

5.6 Map Book

5.6.1 GIS data and Map Making Process

The grant contract specifies that a GIS map book is included as one of the project's deliverables. The project team's vision for the final product consisted of two main components, an 8"x11" physical book and an interactive GIS Story Map. The map book is composed of county-level maps, as well as community and case profiles. The county-level maps provide an overview of existing conditions at the census block group level. The American Community Survey (ACS) was the primary data source for the map book. The census block group is the smallest geographical unit for which the ACS publishes data. These maps are organized into economic indicators, government, demographics, and families and their living arrangements. The case and community profiles highlight community leaders and figures and provide more detailed information on each Legacy Community.

5.6.2 Preliminary Steps

The project team created a GIS Story Map, which walks users through the project and its purpose. The Story Map also displays interactive information on the history of Jackson County Legacy Communities, profiles of residents and communities, and a tour of historic landmarks. The Story Map also includes an interactive atlas that lets users explore the county virtually. GIS Story Map is an engaging medium for conveying information. Additionally, the atlas provides a

forum for residents to submit new data to the project team. When the grant period is over, the Story Map will be included in the Legacy Community eChamber of Commerce website and updated periodically with resident and business information.

A work plan was first devised after the project team analyzed existing data and the scope of work directed by the original grant agreement. The project team developed a running list of maps based on information to help understand Jackson County demographics and interactions between geography, race, class, and education. For example, mapping GED attainment rates across various communities shows education gaps in communities like Holyneck and Springfield. Increased access to quality education may be more of a priority there than Ararat, where roughly half the population has a GED (a high figure relative to Jackson County). The maps' goal is to uncover insights like this throughout the county and its Legacy Communities. To track work progress and avoid duplication of work, the team updated an online document at regular checkpoints, facilitating communication between team members.

ArcGIS Pro was determined to be the best software for creating the map book because of its superior tools and visual presentation elements. For example, ArcPro is compatible with ArcGIS Online. One of the many uses of ArcGIS Online is file-sharing for GIS maps and data. ArcGIS Online is also a necessary component of ESRI's many apps that accompany the base mapping software. This base mapping software allowed the team to utilize ArcCollector, which is expanded upon in the next section. To familiarize the team with the ArcGIS Pro software, the research team completed tutorials on LinkedIn Learning and YouTube, then collaborating on lessons learned.

5.6.3 Map Creation

Data was gathered from multiple sources to produce a template for all county-level maps. Basic shapefiles, such as major highways, County boundaries, and census block-groups, were gathered from Florida government agencies and the U.S. Census Bureau. The team used ESRI's design engine to create a base map that would fit the project's unique needs. ArcGIS Pro's enrich tool was used to gather data for all maps depicting data within census block-groups.

The enrich tool was useful because it allows users to download data on various social, economic, and demographic variables from reliable U.S. government sources and ESRI. Previously,

downloading census or economic data was a circuitous process of navigating a source's website, downloading the correct files to a computer, uploading those files into ArcCatalog, and then attaching that new data to existing shapefiles through geoprocessing tools. The enrich tool simplifies this process to select the data needed and which shapefile to attach data to, streamlining the organization, storage, and tracking of data.

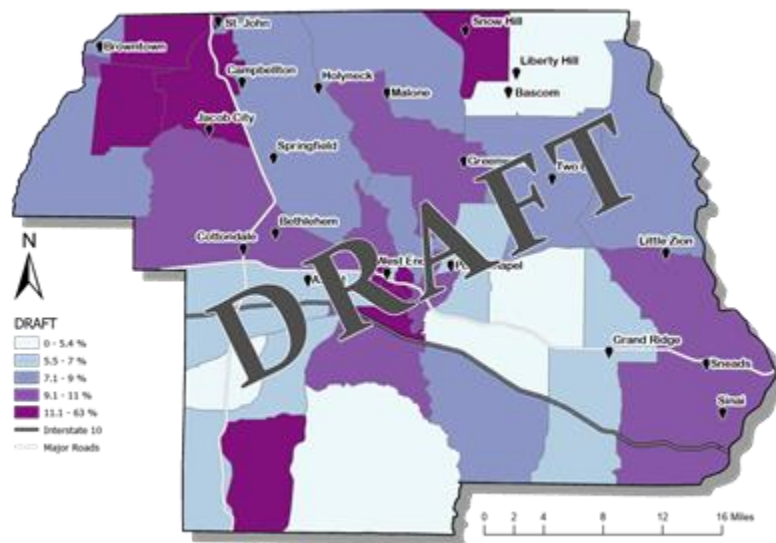


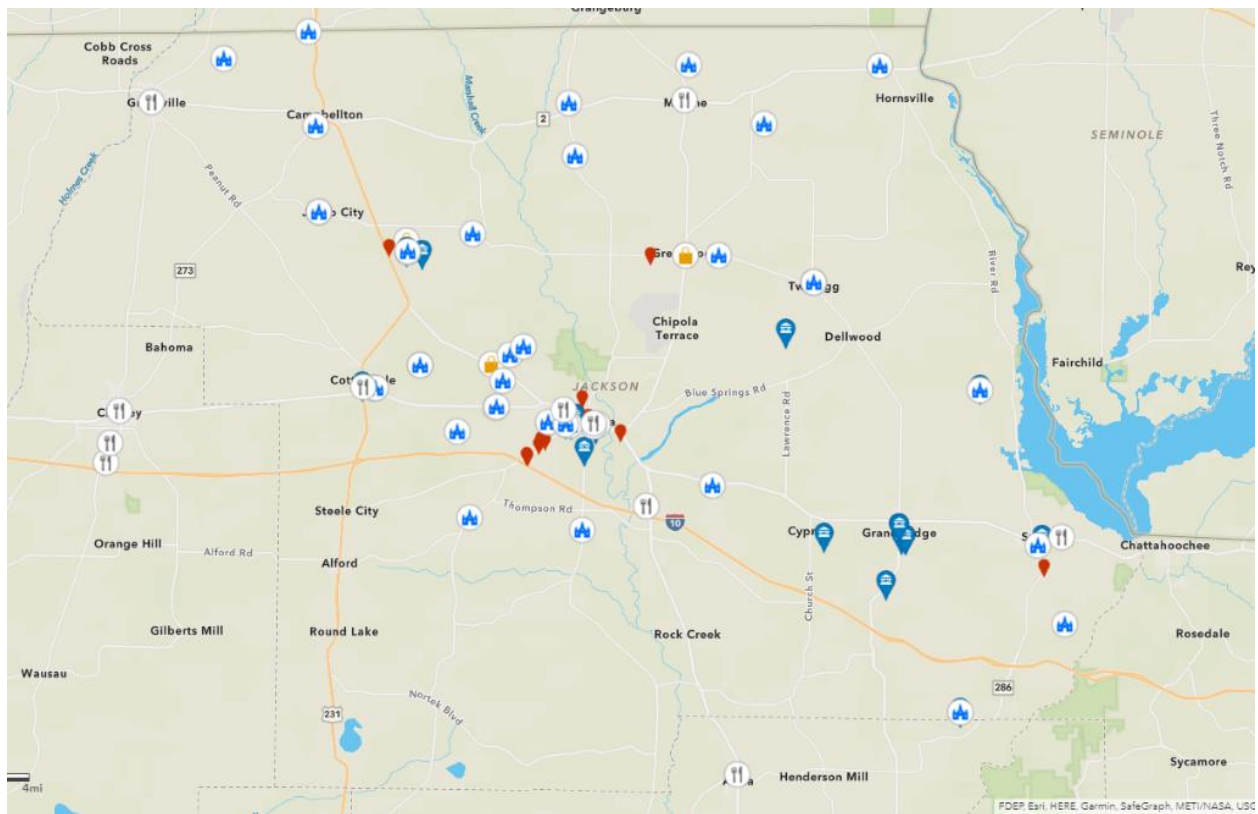
Figure 5.1 Example of Finalized Map Template

The map templates are frameless, only including the shape of Jackson County, scale bar, legend, and north arrow (**Figure 5.1**). Various color ramps were used instead of a single standard blue to provide more visual interest. The resulting maps are visually engaging, embedded seamlessly within the book and its design elements.

5.6.4 Data Collection

The team used ESRI's ArcCollector tool to create an app for field data collection. The ArcCollector app for mobile phones allows users to directly record qualitative and quantitative data into a map from anywhere with an internet connection, similar to the editor tool used to create or edit new map features and layers from ArcGIS desktop. A base map was created on ArcGIS Pro with a set of variables awaiting the data population. The team created five variables for field data collection, including businesses, churches, food access, landmarks and gathering

spaces, and general observations. Suppose a team member found a Legacy Community physical asset during a field visit to Jackson County, such as a church or landmark. In that case, the team member could use the ArcCollector app to drop a “pin” to mark its location on the base map. They can populate the pin with additional data, including pictures, video, and audio files. For a church pin, users can add the name of the church and its pastor, the status of its services (in-person or remote for COVID precautions), contact information, and the name of the Legacy Community in which it is located. These attributes were configured as drop-down menus to streamline and standardize data input. The collector map (**Figure 5.2**) has been populated with dozens of points across the county, proving to be a valuable data acquisition asset for the project.



5.7 Engagement Process Video

To document our community outreach process and the development of our project deliverables, our project team produced an engagement process video. The video is made up of footage of the team’s time and effort planning the project, including individual time spent working on the project deliverables, time spent consulting with experts, and trips to Jackson County to collect

data and engage in the outreach process. The purpose of this video was to document and share our project process to assist other organizations who would like to conduct similar research.

The video was created and edited in Adobe Premiere Pro, which allowed multiple audio files to be overlaid over video footage of the teamwork process and footage of Jackson County. These audio files include narration and interviews with team members, instructors, and relevant experts. The interviews with the research teams' project leaders were conducted in-person. The lessons taught by experts over Zoom were recorded and included within the video footage. Lead team members, such as the project manager, deliverable team leads, and instructors, were interviewed to provide context on the overall project goals and their own specific roles. These interviews were used as background audio for footage of discussions between the team on topics ranging from outreach approaches, design decisions, and map-making processes.

Footage from Jackson County was collected by team members when they traveled to the county to conduct research and collect locational map data. Our team also partnered with Florida State University's Emergency Management and Homeland Security Program to collect aerial drone footage of Jackson County, which provided us with a bird's eye view of the Legacy Communities and other locations in the project's area of study. Due to unforeseen circumstances surrounding the COVID-19 pandemic, the video does not contain in-person footage of interviews with community members. It was important for our team to consider the safety of our own researchers as well as the communities we were researching.

5.8 eTools

5.8.1 Introduction

The eTools component of the project translates outreach and asset mapping activities into tangible outcomes. The eTools team focused on producing two deliverables, an eChamber of Commerce website and an Economic Opportunity Database. These tools seek to engage all members of the community using interactive media. The eChamber of Commerce website and the Economic Opportunity Database were envisioned to support Legacy Communities' commercial activity by providing an electronic platform for information-sharing and collaboration.

The website and database offer a unique opportunity being the first of its kind to highlight Black-owned businesses and community assets in this area. The asset-based framework also captures information on informal businesses outside the realm of formal business activity. Effective use of these tools will develop opportunities to increase commercial activity and strengthen their economic resilience.

5.8.2 Conceptual Framework

We used the Asset Based Community Development (ABCD) framework to identify areas of opportunity and cultural significance in interviews with Legacy Community members. The focus of the ABCD approach is to link micro-assets to the macro-economy. The model is designed on the premise that communities can drive the development process themselves by identifying and mobilizing existing but often unrecognized assets, and thereby responding to and creating local economic opportunity (Collaborative for Neighbourhood Transformation, undated).

The ABCD methodology provided a coherent framework which influenced the design of the eCommerce tools. Although commercial activities appear to be minimal in these communities, informal transactions and strong networks contribute to their resilience. In the interviews, we found that community members define their identity based on their connection to their land and their strong cultural heritage. Hence, the eChamber of Commerce website and database seeks to identify these assets and highlight those aspects of the community that its members value most.

5.8.3 eChamber of Commerce Website

The eChamber of Commerce website showcases Legacy Community assets and resources to support entrepreneurial activity. The website was designed with three main goals:

- create an online presence where all Legacy Community assets can be recognized;
- provide a forum that allows community members to share information on their skills and marketable activities easily; and
- strengthen formal communication across Legacy Communities within the North Florida region.

The website primarily provides information on formal commercial activities as well as assets that are not usually recognized as formal commercial businesses. Because community ownership of the website was important, an online forum was included. This forum encourages community engagement and participation in updating the map book, database, and oral history repository. This collaborative element builds on these features by providing tools such as community calendars, Zoom video conferencing, and other resources.

The website also serves as a storehouse for key project documents developed by the research team. These documents include the map book with community and case profiles, the online photo gallery, the economic database, and the user's guide. Having these project documents easily accessible to all stakeholders was another essential feature of the website.



Figure 5.3 Website Concept Flow Chart

The website structure consists of three main parts: project deliverables, asset identification, and collaborative features. **Figure 5.3** demonstrates one of the flow charts designed to visualize how these elements were incorporated into the website.

It was essential to the project team that users had direct access to project deliverables from the *Home* page. Hence, the *About Us* page is located at the top right-hand corner of the navigation menu. *About Us* is broken down into two sections: *About Legacy Communities* and *The Process*. *The Process* includes the Photo Gallery, Map Book, User's Guide, Process Video, and Economic Database.

Assets were identified and categorized based on the ABCD framework, which included individuals, physical spaces, associations, institutions, and the local economy. These items are represented in the tile menu located in the middle of each page. **Table 5.4** below details how the ABCD methodology was adapted for the website.

Table 5.4 Categorization of Website Navigation Tiles Based on ABCD Framework

ABCD Asset Framework	Name of Webpage	Content
Individuals	Our Stories	Case Profiles Community Profiles
Physical Spaces	Our Places	Story Map Places database Self-report Form
Associations	Our Circles	Association database Self-report Form
Institutions	Our Partners	Institutions Database Self-report Form
Local Economy	Our Markets	Local Economy Database Tool & Resources Self-report Form

Collaborative features were placed under *Our Connections* page, the last item on the tile menu. These features include the online collaborative forum, community calendar of events, and Zoom meeting platform. The collaborative forum ideally will be continuously moderated to enhance community development and reduce possible virtual abuse instances. The community calendar of events will be populated by self-reporting institutions in order to promote events and activities throughout the area.

After careful consideration of several options, the team decided that WordPress offered the most design flexibility and ease of all the site hosts currently on the market. Due to HostGator's ease of data transference, it was ultimately decided to select HostGator's WordPress package. This

package provided access to WordPress’s site builder platform as well as access to a site back-end that multiple users could access. Because the team is transferring the website data over to a separate entity for future management, ease of data transference was necessary when selecting a host. HostGator included other features within the package site, such as licensing of the URL and SSL management.

Once the WordPress package was obtained, HostGator’s instructions were used to set up WordPress’s back-end interface. Several plug-ins were installed after this step, including Yoast SEO, Jetpack, Elementor, Akismet Anti-Spam, and PHP Compatibility Checker. From there, we began building the website using Elementor, a click-and-drag page builder plug-in selected for its ease of use and flexibility with CSS coding. Site content was checked for readability and SEO using Yoast SEO. The GeoDirectory plugin was chosen to support the online database and act as a crowdsourcing platform.

5.8.4 Economic Database

The Economic Opportunity Database aims to provide a comprehensive list of physical assets and economic opportunities available in Jackson County’s Legacy Communities. The main goals of this database are:

- to support commercial enterprise in Legacy Communities and
- to identify formal and informal community assets.

This database will be used by individuals to search for goods and services offered in Jackson County’s Legacy Communities. Meanwhile, tourism-related businesses and other commercial entities will use the database to develop and market new products sourced from these rural communities, such as community tours and home-made artisanal products.

Geographic Classification	Asset Identification	Contact Information
<ul style="list-style-type: none">● Legacy Community● Latitude & Longitude● Physical Address● Map Location	<ul style="list-style-type: none">● NAICS Code● ABCD Framework● Key Words	<ul style="list-style-type: none">● Name of Contact● Physical Address● Telephone Number● E-mail● Social Media

The geographical and asset classifications were identified as two priority features of the database. In addition to these factors, basic contact information was required for all records.

Figure 5.4 provides an outline of the structure of the database and the fields associated with each component.

Twenty-one Legacy Communities were identified in Jackson County, each varying in population size and economic activity level. It was important to differentiate the resources available in each community and pinpoint exactly where each asset could be found. Further, a mapping feature provides a visual context for each asset. The following fields were included in the database for each record:

- Legacy Community Name
- Geographic Coordinates (i.e. latitude/longitude)
- Physical Address
- Map Locator

Asset classifications were based on two methodologies: The North American Industry Classification System (NAICS) and the ABCD framework. Both classification methodologies were necessary for capturing different aspects of community activities. Keywords, such as non profit organizations, religious organizations, and historical landmarks, are additional features that identify resources through other unique details.

NAICS coding provided standardized definitions for the range of economic activity. This categorization allows policymakers to better understand the diversification and specialization of economic sectors in these communities. Such information can assist in devising economic development strategies for the communities. Assets were classified at the 4-digit NAICS level in order to obtain sufficient details about the nature of economic resources.

In contrast, the ABCD classification is appropriate for communities characterized by a significant informal activity level. A typical example of this are home-making skills such as baking, sewing, and child-care. This classification type provides increased flexibility to classify assets that are not always included within traditional commercial enterprises. We aimed to identify these activities that usually are unaccounted for within formal business activity. Capturing this type of asset information in a comprehensive format makes it easier for

individuals and businesses to identify available resources within these communities. **Table 5.3** shows how the main ABCD asset types were further subdivided into more detailed classifications to best capture cultural assets and skill sets which we included in our database.

Table 5.3 Categorization of Community Assets Based on ABCD Framework

ABCD Asset Framework	Asset Type Classification
Individuals	People
Physical Spaces	Places
Associations	Groups Events
Institutions	Government/ Public Services Churches Schools History & Culture Non Profits
Local Economy	Businesses Cottage Businesses Skills

Contact information was required for all records. This information includes separate fields for contact name, physical address, telephone, email, website, and social media details.

6.0 Preliminary Findings

6.1 Oral History Findings

Most of the interviewed community members emphasized the importance of family values, growth and resiliency, and a deep appreciation for their communities' social and economic advancements. Many discussed their hardships and economic struggles during their childhood. However, many emphasized lessons learned and provided words of wisdom to future generations.

These interviews highlighted the rich history and culture that exists within each Legacy Community. Themes that arose in the interview process include connections to churches and faith traditions, out-migration, community events, significant landmarks, resiliency, and passed-down wisdom. These themes are further discussed below and quotes to support our findings are found in **Table 6.1**.

Churches and Faith Traditions

The majority of Jackson County's Legacy Communities are located near churches. Many interviewees expressed a high level of involvement with their respective parish. Churches provide a central meeting point for Legacy Communities, a robust social support source, and a venue for significant celebrations and family reunions. The church and cemetery are also valuable sources of genealogical and historical information.

Out-Migration

Since the 1950s, there has been a pattern of out-migration in Legacy Communities. Besides the previously mentioned causes that occurred during the Great Migration, other reasons for out-migration include relocation due to job opportunities elsewhere, farming and agricultural struggles, children attending schools outside of Jackson County, and displacement due to natural disasters, such as Hurricane Michael. Out-migration is seen as a significant threat to the economic growth and social capital of Legacy Communities.

Community Events

The most popular community events include the May Day Festival or Emancipation Week, Jacob City Day, and various family reunions. Community members have historically celebrated these events at a church, a home, or a recreational hall. Several Jackson County community events are outlined below:

May Day

On May 20th, 1865, emancipation was proclaimed in Jackson County. African Americans living in Jackson County have long celebrated this holiday, which is now known as May Day. Notably, due to continuing struggles with the south after the Civil War, not every African American enclave received news of their emancipation right away. The more well-known holiday, Juneteenth, celebrates the day that all African Americans throughout the country heard of their emancipation.

These celebrations pay homage to this history while educating the youth and the greater Jackson County community. Every year, individuals from different Legacy Communities came together in downtown Marianna for the “Spring Parade” to celebrate, eat, play ball, and share stories. With teams from Springfield, Browntown, Graceville, and Holyneck, the local baseball league played a traditional game against each other as part of the celebration. Some individuals went fishing in a local pond to make fish fry for the celebration. Drumming performances imitated the soldiers who drummed during the emancipation announcement and to also connect with African music. Schools celebrated May Day with activities such as wrapping the May Pole, apple bobbing, basket weaving, pottery, and creating embroideries.

An initiative passed in 2019 by Jackson County Commissioners has renamed this celebration as the Emancipation Week Festival in Northwest Florida to celebrate emancipation, honor the armed forces, and remember fallen veterans. This event may expand to be known as “Freedom Month.” The entire month of May would be dedicated to recognizing and celebrating the history of Jackson County.

Jacob City Day

On September 21st, residents celebrate Jacob City Day to remember the date when Jacob City was established. Civic groups, churches, community members, and elected officials join together to attend the Jacob City Day Parade. The half-mile parade in the city park includes

performances, vendors, food, bounce houses, games, and music. The mayor, city commissioners, pastors, and NAACP chapter president are typically guest speakers at the event. All Legacy Communities are invited to celebrate.

Family Reunions

Many of the interviewed community members also discussed the importance of family reunions. These often occurred in a church, a person's home, or a larger venue. Family reunions have taken place in other cities outside Jackson County, such as Tampa, Miami, and Atlanta. These reunions consist of over one hundred family and friends who gather together to exchange stories, eat, and celebrate. Important foods mentioned in the interview include traditional African American southern cuisine, also known as soul food, such as peach cobbler, fried cornbread, fish, collard greens, sweet potato pie, pound cake, apple jolly, syrup, pig feet, pig ears, oxtails, and neck bones.

Significant Landmarks

During the interviews, repeated landmarks include the Merritts Mill Pond, the Sawmill in Jacobs, and Bay Line Railroad. The Waddells Mill Pond, located in Springfield, sits just behind the Springfield AME Church and Springfield School. This pond is a burial ground for Native Americans, a place for recreation, and was a spot for traditional baptisms. Other landmarks include the Sawmill and Bay Line Railroad, which were both mentioned as historical employment places in Jackson County.

Resiliency

Legacy Communities are places with a deeply-rooted resilience and perseverance. Since the foundation of Legacy Communities, after Emancipation, they were isolated economically and politically. This isolation forced the communities to be self-sufficient and generate their own economic and social networks. An example of this self-sufficient social network were the Legacy Community recreational baseball leagues. To maintain their connection to their family history and land, many Legacy Community families hold large family reunions on an annual basis. Outside of the family reunions, there are also annual traditions that continue economic exchanges. For instance, family members who have long since moved away still call and ask

when they are going to get syrup from the Heritage Day Festival, which makes juice and syrup from sugarcane.

Community Skills and Wisdom

Many interviewees shared stories that were passed down in their families. These stories provided valuable and long-lasting lessons about how to treat others, how to step out of your comfort zone, and how to maintain connections with your family and neighbors. Quotes from scripture, religious proverbs, and common sayings were shared. Also, knowledge related to farming, cooking, and music was also passed down. Some common words expressed include love, kindness, patience, and family. The hope is for these passed-down wisdom and skills to be documented and preserved for future generations.

Table 6.1 Themes that emerged from the oral histories

Reoccurring Themes	Quotes from Participants
Church/Faith Traditions	<p>“But one of the most beautiful things about the church is in the past, it served as a soul, not only spiritual but as social, you know, benevolent.”</p> <p>“She was very into our Christian upbringing. She loved her church. She loved St. Mary.”</p> <p>“She instilled God in us, she instilled prayer, reading of the Bible.”</p> <p>“My family is deep-rooted into the church, into prayer. That was our thing, church. That's how I was raised, I was raised in the church and basically all my family, on both sides are very church oriented people”</p>
Out-Migration	<p>“...as far as young people moving into urban areas, as far as getting jobs or looking for area with better entertainment.”</p> <p>“Investment in the community, you know, people left and went.”</p> <p>“A lot of the people that were here, because of lack of job, per say, they moved away.”</p> <p>“But two thirds of all blacks that left here go on to Atlanta or Ocean city, never came back.”</p>
Community Events	<p>“It was Mother's Day when all her kids would come home, all the grand-kids would come home, and we'd celebrate her.”</p> <p>“...and every year, we have a celebration for Jacob City day. We call it Jacob City day once a year.”</p> <p>“May Day celebration on the 20th of May. But now it's a very symbolic thing. But back then was major, back then we play community baseball.”</p> <p>“It was a big celebration up and down the street here. We had everything from baseball and ran the first fish market.”</p> <p>“We have a big event at our church called St Mary's Day, and it's on the same premises coming together to fellowship to let people know that we here, where we come from and where we going and just, you know, inviting everybody to still come together as a community and just celebrate.”</p>
Significant Landmarks	<p>“The most significant landmark in the community, would be the church, the African-American church”</p> <p>“Some people say, 'well, how do the shoe tree got started?' I first alluded to it about what's the difference between a shoe tree actual shoe tree and one that you put inside in your shoes.”</p> <p>“LMC Impressions is a 501c3 non-profit organization and we want that organization to work as it was set up to do, to bring about unity, to bring about creativity, to bring jobs, to bring as a mind state that individuals who the youth who are growing up will say when they get into the teenage years, I don't want to leave.”</p> <p>“So, I used to work at a steakhouse here and I learned how to do burgers there. So we kind of put that burger out there. It went viral.” (Spears Cafe)</p> <p>“My vision for the Endeavour Project is that, one, that the truth come out. Number one, the truth. Let me keep saying that that the truth come out once the truth come out, then we can heal.”</p>

Resiliency	<p>“The biggest thing would be by helping the next person, not necessarily remember one person, but, you know, remember, you know, all of us, what we went through and what we did and what we overcame and what we try and overcome.”</p> <p>“But everything we need, right there at your feet, use what you got. If you say what you have, you'll always have what you need.”</p> <p>“How can you expect the government to solve your problems? So what we got to do, we got to come up with organic ideas in our community to be the change that we want to be.”</p> <p>“We try to pass along to each other but they gotta stick together no matter what. It's your sister, it's your brother, if they need help - You help them if you can.”</p> <p>“So very self-sufficient community unto itself, which was phenomenal, in my opinion, for a community after slavery to establish itself and become self-sufficient.</p> <p>“There are a number of us who have moved away from Jacob who have not lost allegiance to Jacob, who would love to implement some things for the betterment of the community as a whole.”</p> <p>“Yes, it's a blessing, we we've come a long way. And still coming. We got a lot of projects in our hand still so we're still progressing.”</p> <p>“Some of my best childhood memories, I'd say, would be all of them. All my years were good, we had good life, good balanced life, a lot of work and a little bit of play.”</p> <p>“But, in all the stories, all of them lead back to doing the right thing and to work hard. And to take care of everybody and to love one another and just, do the right thing. That's most of the stories we had.”</p>
Community Skills & Wisdom	<p>“Not only did the shoe shining educate me in the ways of life, but it also taught me how to manage money because my dad was smart.”</p> <p>“And I try to respect everybody and hopefully they will respect me. I teach to my kids too and my grandkids.”</p> <p>“I just to let them know about how we use to kill hogs, share meat with the family and tell them about when we used to (grab?) cane and make syrup. And make what's called syrup bread, a form of desert. Most children don't know anything about that.”</p> <p>“I mean, like my parents always told me that they wanted us to be better than them. And I just kind of passed that on. I wanted mine to do better than me.”</p> <p>“Number one, organize. Have one spokesman. Come together with an idea. Don't just march to be marching and carrying signs, but have an idea and that's what we, we knew what we wanted.”</p>

6.2 Professional Informants Interview Findings

Tips for Developing the Website and Database

Many professionals in Jackson County stated that the website and database should be organized, easy to read, accessible, and have frequent contact information updates. They suggested collaborating with Legacy Community members to ensure they are satisfied with the final products. The Apalachee Regional Planning Council expressed interest and willingness to host the project's website and database after project completion.

Assets in Jackson County

Professionals emphasized Jackson County's affordable land, ready and available workforce, natural resources, and agricultural businesses. Due to restrictions on dine-in restaurants and large social gatherings, rural settings with recreational activities, such as those in Jackson County, are thriving. Currently, development plans include the creation of a Museum of Jackson County History and a museum and monument for the Dozier School for Boys. Natural resources and outdoor recreation opportunities include Jackson County's Blue Springs, Spanish Trail Farms, and Lazy Acre Farms.

Resiliency

Jackson County is still dealing with Hurricane Michael's after-effects, which hit in 2018, and the COVID-19 pandemic, which began in May 2020 and to date, is still ongoing. Local businesses were temporarily closed due to COVID-19 precautions. These closures impacted our data collection for the eChamber of Commerce database. Additional challenges included Hurricane Sally, which hit North Florida on September 16th, 2020. There was minimal flooding throughout the county but no major damages.

Despite the hurricanes and pandemic, Jackson County continues to look forward to reconstruction. While many homes and businesses have yet to rebuild from Hurricane Michael completely, the county recently hired VisionFirst Advisors to put together the county's first economic plan. Additionally, plans to create more affordable housing units using emergency funding from FEMA. While the county still has a long way to find resiliency, economic development opportunities are being sought among many fronts to create a stronger Jackson County.

Goals for Future

As the county looks ahead, they desire to focus on the economy's manufacturing, technology, and education sectors. More diverse employment opportunities may help limit out-migration and attract more employees to the area. Both residents and professional contacts emphasized the need to invest in various infrastructure projects, such as water, sewer, road networks, buildings, and broadband services. To support businesses, professionals had ideas about mentoring programs, providing business grants and loans, and sharing resources.

6.3 Field Day Results

Our team traveled to Jackson County three times to identify and photograph significant landmarks, businesses, and churches. For the first trip, there were a total of seventy-four sites identified. We divided Jackson County into five zones (**Appendix F**). For efficiency, our team divided into separate travel groups. Each group was assigned a specific zone to ensure that all sites within the zone were visited. **Appendix G** displays the list of site locations. We successfully visited all sites, which were subsequently added into the ArcGIS Collector Application for map-making and data analysis, explained in section 5.5.4 *Data Collection*. The ArcGIS Collector app serves as a user interface that accepts data points from multiple users. Users can enter location information, a description, photos, and any other relevant information. This information is then translated into a file that can be used to generate maps using ArcMap software.

Based on the data collected, our team found that food desserts are prominent in Jackson County. Only 23.8% of Legacy Communities are located within a three-mile radius of a fresh food supply. In Jackson County, 76.2% of the population cannot access fresh food without a personal automobile. There were eight grocery stores total observed during the field day. Other potential food sources include gas stations, Dollar Generals, and small produce farms. It is important to note that there are also lengthy travel distances between Legacy Communities. To date, no Legacy Communities have been identified south of I-10.

For the second trip, our team identified churches within Legacy Communities that we had trouble contacting via telephone or email. We had little success posting flyers and communicating with individuals in these communities due to COVID-19 restrictions. Our team traveled to twelve locations and were able to get in touch with the pastors of three churches.

Our team collaborated with Florida State University's Emergency Management and Homeland Security Department for the third trip. The group visited Jackson County with drones to capture aerial images of the West End Community. Based on the images collected, Hurricane Michael's effects were evident with the damaged roofs and fallen trees (**Figure 6.1**).



Figure 6.1 Aerial Photograph of Jackson County

6.4 Database Findings

The database, which is housed on the website, can be found under *Our Markets*. To date, 300 entries were included in the database, which comprised of entries for businesses (31), churches (41), cottage businesses(6), events (16), food (4), government or public service entities (31), community groups (19), non-profits (12), historic sites (29), places (53), people (40) and schools (18).

6.4.1 The Process

One of the key features of the database is that it allows individuals and businesses to self-report. However, to begin populating the database before the website was live, we established five steps, beginning with sourcing data to making the database available online (**Figure 6.2**).

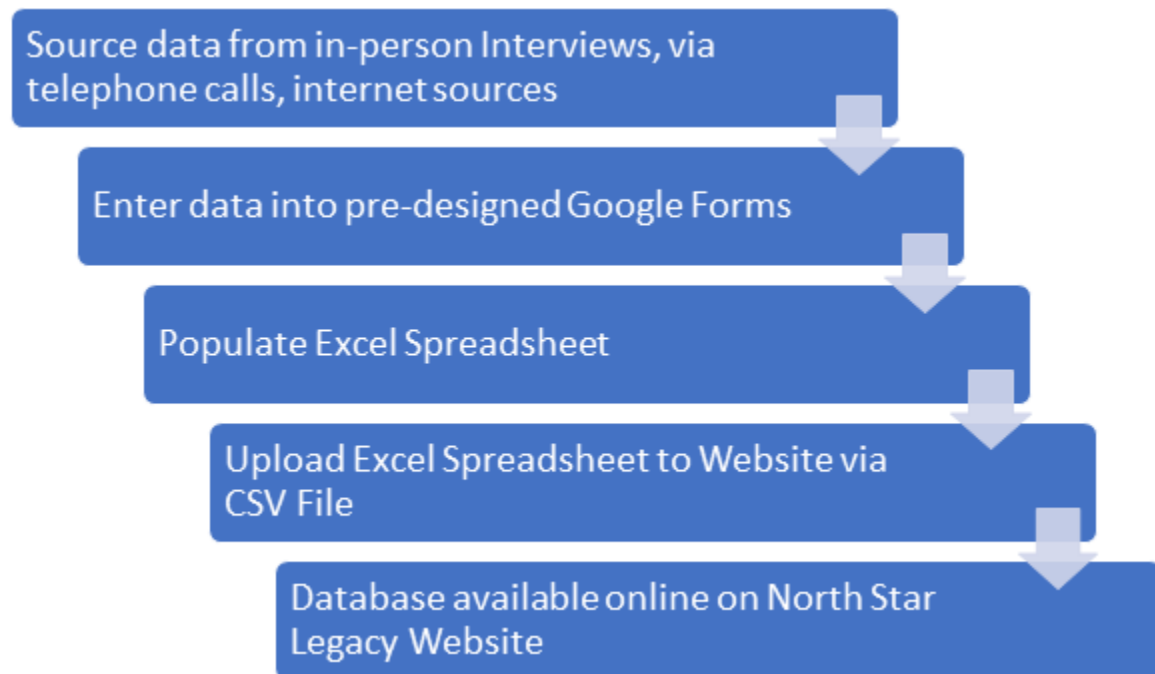


Figure 6.2 Process Steps for Creating the Database

6.4.2 Database Configuration

We began the database by creating an Excel spreadsheet. The spreadsheet consisted of 15 fields, including the name of the Legacy Community, the asset name, asset classification, keywords, and contact information (**Figure 6.3**). Asset classification included both the North American Industry Classification System (NAICS) codes as well as asset type. Asset type was based on the Asset Based Community Development framework classification system.

Keywords highlight the main strengths of the asset. Meanwhile, contact information included the asset's particulars, such as location, telephone, and email contact. Additionally, we included website and social media presence, if applicable. It was important to include the latitude and longitude for each asset in order to provide more accurate spatial data. Not only were the longitude and latitude more accurate, but it also included informal areas that may not have a specific address. Visualizing the spatial data in a map allowed our team to better analyze locational points in relation to other communities.

1	Legacy Community	Asset Name	NAICS Code (6-digits)	Industry	Asset Type	Keyword 1	Keyword 2	Keyword 3
2	Pope Chapel	- AJ's Rib Crib on Wheels	722330	Mobile Food Services Businesses	- Food Truck	Catering Service	BBQ	
3	Bascom	- Bryan's General Merchandise Store	452319	Trading posts, general Businesses	- General Merch Retail	Grocery Store		
4	Bethlehem	- Taylored Cut Barber Shop	812111	Barber Shops	- Barber Shop	Small Business	Beauty	
5	Campbellton	- LMC Impressions Art Gallery	712110	Museums	- Fine Art	Non-profit	Art Gallery	
6	Jacob City	- TotalBodyByRoni	611519	Personal fitness Instru Businesses	- Total Body	Wellness	Personal Train	
7	West End	- Brothers Beauty and Fashion	446120	Cosmetics, Beauty Supp Businesses	- Beauty Supply Retail	Clothing Store		
8	West End	- Exclusively Yours Hair and Nail	812112	Beauty Salons	- Hair Salon	Manicure/ Pedic Acrylics		
9	West End	- Friendly Corner Sports Bar	713990	All Other Amusement Businesses	- Sports Bar	Pool & Billiards	Night Club	
10	West End	- Kaboodles Boutique	453310	Used Merchandise Sto Businesses	- Clothing	Dresses	Women Men	
11	West End	- Peoples Funeral Home	812210	Funeral Homes and Fu Businesses	- Traditional Fun	Specialty Servi	Advanced Fune	
12	West End	- Spears Cafe	722511	Full-Service Restaurar Food	- American Fast	Family-Owned	Restaurant	
13	Unknown	- S & T Concrete & Pumping	722511	Full-Service Restaurar Businesses	- Concrete Pump	Foundations	Driveways	
14	West End	- Top Notch Creation	812112	Beauty Salons	- Hair Salon	Beauty	Barber Shop	
15	West End	- Vann Funeral Home	812210	Funeral Homes and Fu Businesses	- Funeral Service	Burial	Family-owned	
16	Unknown	- Emancipation Day Festival aka May Day C	711320	Promoters of Perform Events	- Community	Festival	Family	
17	Springfield	- Mary Beechlin	813410	Civic and Social Orgar People	- Cooking	Oral History	Community Me	
18	Campbellton	- Simon Britt	813410	Civic and Social Orgar People	- Farming	Oral History	Community Me	
19	Springfield	- Willie Bell Phillyor	813410	Civic and Social Orgar People	- Quilting	Crafts	Oral History	
20	Unknown	- FAMU Professor - Physics Department	611310	Colleges, Universities, People	- Academia	Physics	Higher Educati	
21	Unknown	- Architectural Historian	813410	Civic and Social Orgar History and Culture	- Historic Preser	Education	Architecture	

Figure 6.3 Database Spreadsheet

6.4.3 Website Interface

External assistance was necessary when operationalizing the database and understanding the steps required to export an Excel spreadsheet onto the website. We selected the GeoDirectory plug-in to use as the website database interface primarily because of its mapping feature. A plug-in is a web application that reduces the need for development coding. For example, instead of generating JavaScript, Python, or SQL codes ourselves to produce the database, the plug-in acts as both a design-user and web-user interface, eliminating the need for lay-people to code their website or data entries themselves. GeoDirectory allowed us to input places or people into the database without structuring the coding ourselves. The plug-in then collected this information and interpreted it into an interactive map (**Figure 6.4**).

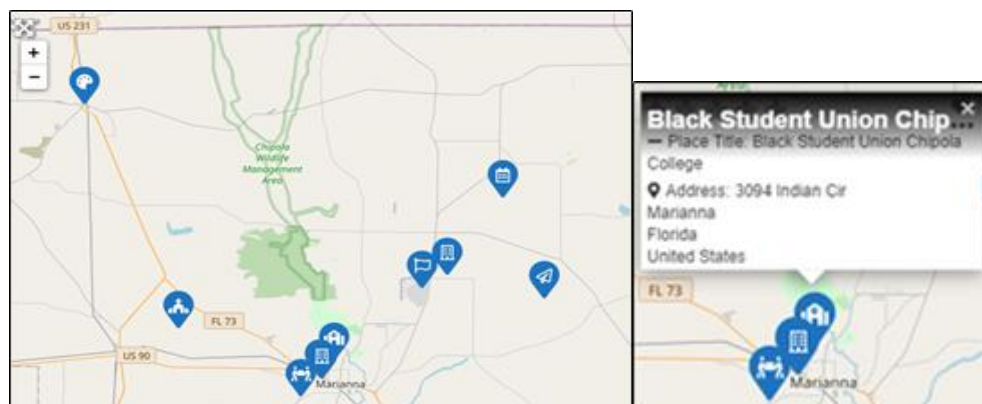


Figure 6.4 Database Map

The database is searchable by key fields, such as location, business name, asset type, tag, and contact name. We ultimately decided to house the database (**Figure 6.5**) on *Our Markets*. Since

this website includes Legacy Members’ personal assets, we felt that using the terminology “*Our Markets*” captured these communities’ cordial relationships. We did not want to inadvertently exclude informal services such as babysitting, dog walking, or baking for fundraisers. Therefore, we decided to move forward with phrasing that was more inclusive than “Our Businesses” often found in other Chamber of Commerce websites. Community members can engage with the website and will be able to grow the database as they add new community assets.

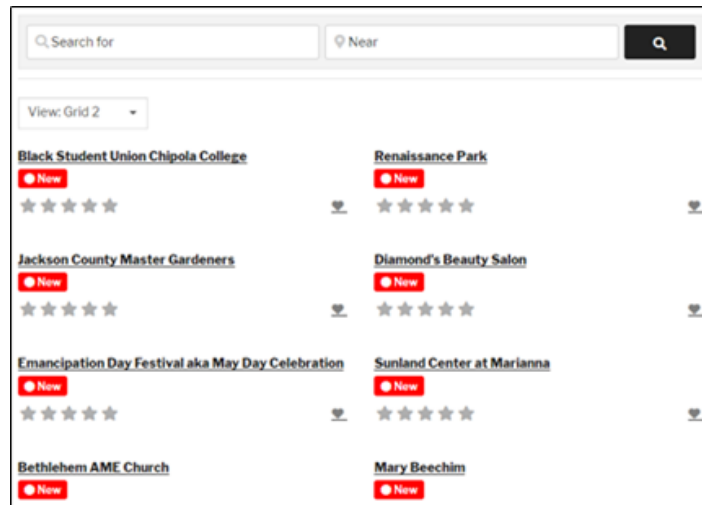


Figure 6.5 Database Online Interface

7.0 **Research Conditions due to Covid-19 and Looking Forward**

7.1 Limitations

7.1.1 Introduction

We primarily built the foundation of our research upon the interactions between the research team, community partners, and residents in and around Legacy Communities. This foundation focused on residents with ties to their unique Legacy Communities, reaching back multiple generations. We also included business owners, community leaders, and faith leaders who play prominent roles in their communities. While our team was marginally successful in including these residents and leaders, ultimately, our process was hindered due to limitations. These limitations stemmed from the public health risk of conducting traditional outreach models during the COVID-19 pandemic and technological limitations of community members. The following section will highlight these conditions and how our team addressed them.

7.1.2 Research Impacts from COVID-19

The COVID-19 pandemic has had a severe impact on our project and how we were able to proceed with community engagement. The most prominent of these impacts was our inability to meet with residents in person, which was the initial goal at the time of receiving the grant. Due to local ordinances, business owners and faith leaders' decisions, and the restrictions placed upon travel by the FSU Institutional Review Board, our project required us to reconsider how to conduct outreach safely and responsibly. As a result, most interviews conducted and conversations had with community leaders and residents were reliant on phone calls, or in fewer cases, video calls via Zoom. This reliance on remote communication methods greatly affected our ability to complete the project in the ways we initially intended.

7.1.3 Community engagement conditions

Early in the project process, our team found that many potential community contacts were not interested in engaging with the project when solicited over the phone. Or more commonly, potential contacts were unable to be reached at all. This trend was seen not only in the case of residents but also in reaching out to local professionals, business owners, and places of worship throughout the county.

For instance, our team developed a list of the prominent majority-Black churches in and around the known Legacy Communities to identify new community contacts to be interviewed. Each team member was assigned multiple churches to contact; however, our team was ultimately unable to speak to a single representative from any of the thirty-two churches called. During our calls, the most frequent outcome was that there was no voicemail option, or the number had been disconnected. Twenty-three of the thirty-two initial calls fell into this category. Of the remaining nine churches we attempted to contact by phone, all nine went unanswered. Though each had an answering machine and messages were left, none of these calls have been returned to date.

Team members observed that we had called churches on a Wednesday afternoon. While many churches frequently hold Wednesday evening services, this day was not the most effective time to connect with those residents who attended service. One avenue our team explored to overcome these barriers was to contact a few of the largest churches in the County and the County Baptist Association to snowball contacts from pastors not previously contacted.

The conditions presented due to the COVID-19 pandemic further strained our team's ability to visit the County and these communities. To ensure safety for our research team and the community residents, our trips to the County did not result in our team speaking with religious leaders, community leaders, or residents in the same way that we would have been able to under normal conditions. Instead, these trips served mainly as attempts to spread information about our project. We left flyers at churches, introduced our project to local Black-owned businesses while maintaining social distance guidelines, and gathered information to populate our geographic database.

7.1.4 Future outreach possibilities

If the COVID-19 pandemic had not caused such severe effects on communities across the country, research of this kind could be conducted much differently. Notably, the ability for team members to meet with residents in person would be a key part in establishing community connections, developing rapport and trust with residents, and fostering community buy-in. Additionally, in-person attendance to worship centers, businesses, and events would provide our project with the diversity and depth of contacts that would ensure we fully capture the history and culture of Legacy Communities.

7.1.5 Conclusion of conditions

The effects of COVID-19 presented above illustrate how our outreach process differentiated from traditional community engagement methods typical under normal conditions. While technological and geographic conditions would have existed regardless of current circumstances, it is important to highlight how COVID-19 impacted our ability to conduct safe, reliable, and diverse outreach in the manner initially intended. However, despite these research conditions, our team still supported community engagement processes by using our community partners and project liaisons to overcome the barriers mentioned above in the most effective way possible.

7.2 Areas to Expand Upon

7.2.1 Introduction

Due to the previously mentioned limitations affecting the extent our team was able to conduct a comprehensive and inclusive community participation project, it is important to address the avenues available for future expansion. These areas for expansion would help fill any potential gaps left by our project's initial phase conducted during the grant period. The following section will address the outreach we were unable to complete due to COVID-19 limitations, how to collect future contacts, and how to continue investigating currently unknown Legacy Communities.

7.2.2 After COVID-19

As previously mentioned, due to the prevailing limitations of conducting outreach in rural communities and the health constraints, there were several potential avenues of outreach we were unable to engage in our process during the grant period effectively. Of those, the most challenging barrier to overcome was connecting with local churches in and around Legacy Communities.

Because churches were not holding services for their parishioners' safety, our team relied on the phone, email, and physical delivery of fliers as primary outreach and contact methods.

Unfortunately, our team was unable to meet timeline goals for our outreach efforts due to these challenges. Reliance on pastors and church patrons for more community contacts was vital due to the importance churches play in Legacy Community residents' lives. The church community

made pastors vital contacts for our team to reach large numbers of new and diverse residents for interviews. In the future, as restrictions on community gatherings and other aspects of daily life begin to be lifted, further engagement with these previously missed groups should be considered.

To a lesser extent, similar efforts to fill in the gaps in the outreach of local Black-owned businesses should also be re-attempted when COVID-19 restrictions are lifted. Compared to the issues we had in engaging Legacy Community churches, businesses were often far more accessible. However, our team was frequently unable to contact businesses due to closures, reduced hours, and limited availability by phone and email. While we are hopeful that many of the businesses that have closed or reduced operation will return to full operation soon, it is important to consider the economic effects of COVID-19 and the possibility that these businesses may be lost.

7.2.3 Continuation of the Website

Following the grant period's completion, the focus will shift to the mechanisms that allow residents to update the Legacy Community eChamber of Commerce website and economic database. We specifically designed self-reporting functionality to the database to allow community members to engage in the project following the grant's completion. This system will allow residents to self-report their businesses and histories, which will add to the existing network of residents, organizations, and businesses in Jackson County Legacy Communities.

Another important avenue for further exploration is the availability of accurate data specific to Legacy Communities. Unfortunately, the American Community Survey (ACS) data, available through the U.S. Census Bureau, does not include data specific enough to discern information about Legacy Communities and their residents. Because of this, further research should be done to collect data otherwise not available, such as the creation and distribution of a Legacy Community survey. This survey should collect general demographic data, similar to the data found on the ACS. However, this survey should also collect additional information such as family history in the community, age, employment, and other factors that are relevant to the project. Additionally, there is a possibility that our team has not been able to identify every Legacy Community in the county, and efforts should be made to investigate this possibility. Notably, our project's list of Legacy Communities does not include any communities south of I-

10. While it is possible that due to the historical locations of plantations in the county, no Legacy Communities were formed in the southern portion of the county, we have not definitively proven this claim. Further research, including interviews with a diverse set of residents from known Legacy Communities, may direct the team towards smaller or lesser-known communities. These efforts would ensure confidence that our project is presenting an accurate picture of residents' lives in Jackson County Legacy Communities.

7.2.4 Historian Contacts

Our project was informed by various community members, local officials, and our own research into the history of Jackson County Legacy Communities. However, our team found difficulty in locating historical contacts that are knowledgeable about Legacy Community history. This is not to say that these experts do not exist, but that further exploration is warranted to find them. Our team has reached out to local historians, such as Dale Cox, in addition to residents heavily involved with African American associations in the county, such as Dr. Willie Spires.

Additionally, we have been in contact with professors of history, literature, and rhetoric at Florida State University, but have received few leads. In the future expansion of this project, it would be beneficial to further explore contacts such as Dr. Willie Spires as he was previously too busy to sit down to be interviewed during the grant period. Through the addition of Dr. Spires expertise and any potential historical contacts he might have, the local history of this project could be greatly expanded.

7.2.5 Conclusion

While our team saw success in our project's many aspects, we recognize how our project was limited due to COVID-19. We offer solutions to how this project can be expanded in the future in the hope that a more comprehensive study involving face-to-face interactions can be conducted. We have found that contacting churches and businesses can see notable improvements. We hope to achieve contact snowballing through our economic database self-reporting function into areas where data and investigation should continue. These next steps would fill the gaps left in our project due to the limitations placed upon our team. We hope that every aspect of the project can be finalized to the extent we initially hoped through the completion of next steps. The eChamber of Commerce site and database will be a great asset to the development of Legacy Communities and preserving Black stories, culture, and history.

8.0 Appendix A: Interview Questions

Biographical Questions

1. What is your name?
2. When and where were you born?
3. Where did you grow up?
4. Where have you lived?
5. What jobs have you had?
6. What do you do for a living now?

Local History and Community Life

1. Describe the community you are a part of in Jackson County, Florida. Was it an urban neighborhood, a small town, or a rural community? Describe where you grew up.
 - What is it like?
 - How has it changed over the years?
 - What brought about these changes?
 - What did people do for a living?
 - What do they do now?
2. Can you draw a map of your local community, or verbally describe the boundaries?
 - Of your neighborhood?
 - Your/your family's farmstead
 - What places stand out most in your mind and why?
3. What are/were your neighbors like?
 - How many neighbors have lived there your whole life?
 - How many neighbors have moved away? Why?
4. What kind of local gatherings and events were and are there?
 - What stories and memories come to mind?
 - Have these changed over time? Why?
5. What community traditions are celebrated today?
 - What are they like?
 - How have they changed?
 - Who is involved?
 - Why are they important to the community?
6. How have historical events affected your family and community? (ex. What were some experiences with WW11, Korean War, Vietnam Conflict, the Civil Rights Movement?)
 - How has Hurricane Michael (2018) impacted your community?
7. What cultural/occupational skills do you have or a family member have?
 - What got you interested?
 - How did you learn?

- Who taught you?
 - What is the history?
 - How has it traditionally been practiced?
 - Has it changed over time?
 - Does the tradition have different styles or variations?
8. Describe the steps of the process (of the skill) from start to finish. What is involved?
- What special knowledge, skills, and abilities are needed?
 - What raw materials are used?
 - Where do you get these materials/supplies/ingredients?
 - How are they prepared?
 - What tools are involved?
 - How and when are they used?
 - How do you judge excellence within the tradition?
 - In what context is the skill/tradition performed?
 - What do you value most about what you do? Why?
 - What do you think is the future of this tradition?
 - What are its challenges and opportunities?
 - Are others learning and practicing the tradition?
9. In your opinion, what are the major physical landmarks in your community?
- Statues, public art, murals
 - Natural landmarks: trees, rivers, parks
 - Built structures: churches, businesses, homes, etc.
10. In your opinion, what aspects of your community could promote business or have under-utilized value?
- Places: Businesses, churches, institutions
 - Things: historic buildings, scenery, etc.
 - Skills: agriculture, traditional/homemade foods, historic reenactment
11. Do you know of any other legacy communities in Jackson County?
- Where are they?
 - How do they differ from your own community?
 - Are their histories or norms different than yours?
 - What degree of interaction do these communities have?

Business and Economic Development

1. Can you talk about your background and how you have been involved in the community or Jackson County? Are you currently a business owner or have an informal business that you operate?
2. Can you talk about the current landscape for economic development in Jackson County and what kinds of businesses the area is known for?

3. What kind of local community owned businesses used to be in your community that may have closed?
4. What kinds of businesses do you want to see in the community? What kind of businesses do you want to see in the county?
5. What kinds of businesses are missing from the community? What kinds of businesses are missing from the county?
6. What kinds of businesses do you and other community members leave town to frequent?
7. What do you see as being the three most significant barriers to long term viability of businesses in your community?
8. What do you and other community members need to enhance existing local businesses, as well as attract new businesses?

Non-Business owners

1. What are your favorite businesses that you visit in Jackson County?
2. Are these specific businesses that you frequent to meet your daily needs?
3. How do you find out about what is happening in Jackson County? Or what is happening at local businesses that you frequent?
4. In your opinion, what can business owners do to keep you as a long time customer?
5. Have you considered starting your own business? What kind of business would you be interested in starting?
6. How does your business idea fit into the larger ecosystem of economic development within Legacy Communities?
7. What would be helpful for you to have access to in starting your own business?
8. What are three things you would want to see offered in a business training to support starting your own business?
9. Would you be willing to share contacts and information about people / businesses that might be interested in speaking with me?

Business owners

1. What kind of business do you own? Why did you decide to start your business? Who is your target customer?
2. How does your business fit into the larger ecosystem of economic development within Legacy Communities?
3. What could be done by the local governments to strengthen the community economically?
4. What do you consider to be the most challenging part of running a business in Jackson County?
5. What would be helpful in terms of resources for you to expand or scale up your business?
6. How has your business been impacted by hurricane Michael? How has your business been impacted by covid-19?

7. What kinds of resources would be useful to support your business during this difficult time period?
8. What are three things you would want to see offered in a business training to support enhancing or expanding your own business?
9. Would you be willing to share contacts and information about people / businesses that might be interested in speaking with me?

Family Folklore

1. What do you know about your family name?
 - Are there stories about its history or origins?
 - Has it undergone any changes?
 - Are there any stories about those changes?
 - Are there any traditional first names or nicknames in your family? What are they?
 - How did they come about?
 - Are there any naming traditions? What are they?
 - Is there a family Bible?
2. Do you know any stories about how your family first came to the United States and Jackson County Florida?
 - How far back can you trace your maternal and parental lineage?
3. What oral histories have been passed down in your family?
 - What has been your experience as a Black person in Jackson County?
4. What are some of your first impressions or earliest experiences in this county?
5. What traditions or customs have you made an effort to preserve? Why?
6. Are there traditions that you have given up or changed? Why?
7. Do you speak a different way in different settings, such as home, school, work?
 - Are there any expressions, jokes, stories, celebrations where a certain way of communicating is always used? Can you give some examples?
8. What stories have come down to you about your parents and grandparents?
 - About distant ancestors?
 - Please share stories about anyone you may know
9. Do you know any courtship stories?
 - How did your parents, grandparents, and other relatives come to meet and marry?
10. What are some of your childhood memories?
 - What games did you play when you were a child
 - Did you sing versus when you played games? What were they?
 - What kind of toys did you play with?
 - Who made them?
 - Did you make them yourself?
 - How did you make them?

- What kinds of materials were used?
 - What kind of home entertainment was there?
 - Was there storytelling?
 - Music?
 - Were there craft traditions?
11. How are the holidays traditionally celebrated in your family?
- What holidays are the most important?
 - Are there special family traditions, customs, songs, foods?
12. What special foodway traditions does your family have?
- Have any recipes been preserved and passed down in your family from generation to generation?
 - What are they? What are their origins?
 - Are there certain foods that are traditionally prepared for holidays and celebrations? Who makes them?
 - Are there family stories connected to the preparation of special foods?
13. Does your family have reunions?
- When? Where? Who attends?
 - What activities take place?
 - What sort of stories get told at these events?
14. What family heirlooms, keepsakes, and mementos do you or your family possess?
- Why are they valuable to you?
 - What is their history?
 - How were they handed down?
15. Do you have any photo albums, scrapbooks, home movies?
- If yes, please explain/describe the contents.
 - What activities are documented?
 - Who is pictured?
16. What faith traditions does your family value? Why?

9.0 Appendix B: Consent Form

Introduction

We invite you to take part in a research study at Florida State University.

Before you decide to take part, please take as much time as you need to ask any questions and discuss this study with anyone on the FSU research team, or with family, friends or your personal physician or other professional.

Key information about the research study

Things you should know:

The North Star Collaborative and Florida State University have partnered together to help the Legacy Communities in Jackson County, Florida spur economic development. Legacy Communities, are communities that evolved on and around plantations by enslaved and in some cases a few freemen. This research study is designed to identify/access/unveil African American cultural heritage in Jackson County Legacy Communities needed to drive economic development activities in the communities. You will be asked some questions about your family and community history/folklore. The interview will take about an hour to complete and will be audio and/or video recorded for transcription purposes and archival purposes. You can refuse either. Risks or discomforts from this research are minimal and the benefits outweigh the risks in terms of learning more about your experiences as it relates to African American cultural heritage in Jackson County. Although you will not directly benefit from your participation in the research, information you share will contribute to the narrative describing the experiences and contributions of African Americans in Jackson County, Florida.

- The study will contribute to spurring economic development activities that benefit the residents and businesses of Jackson County Legacy Communities. The study will contribute to public policy and best practices around neighborhood and community/economic development planning and implementation in context to African American cultural heritage preservation. As well, this study will likely inform debate and public policy on strategies to avoid blight and gentrification.
- Taking part in this research project is voluntary. You don't have to participate and you can stop at any time.

Please take time to read this entire form and ask questions before deciding whether to take part in this research project.

Why is this study being done?

This study is being conducted by April Jackson, Ph.D. and the Department of Urban and Regional Planning.

The purpose of this research is to learn about, document and package Jackson County Florida's African American cultural heritage, such that it can spur economic activity for residents and businesses in historic African American communities. I ask that you read this form and ask any questions you may have before agreeing to be in this research.

If you agree to participate in the research, you will be asked to take part in an interview. You will be asked some questions about family and community history/folklore. The interview will take about an hour to complete and will be audio and/or video recorded for transcription and archival purposes. You can refuse either. Your participation is voluntary and you will not be compensated for your participation. Although you will not directly benefit from your participation in the research, information you share will contribute to the narrative describing the experiences and contributions of African Americans in Jackson County, Florida.

The topics you will be asked to discuss relate to your family and community history in Jackson County, Florida. We will not ask you any questions of a personal or private nature (e.g., health, incarceration and the like). However, you may choose not to answer any question that makes you uncomfortable. You have the option of identifying yourself by name or remaining anonymous. Identifying yourself is not required for participation, however, the historical information you provide will be public. You can choose what information not to make public. If you choose to be identified by name, I may reveal your identity when the results of the research are documented and packaged or discussed in conferences.

Why are you being asked to take part in this study?

You are being asked to participate in this study because you are connected to one or more African American Legacy Communities in Jackson County, Florida.

Study procedures

If you agree and are eligible to participate in this study, we would ask you to do the following: a one hour interview, which will be audio recorded for transcription purposes. You can refuse to be audio recorded. In that case, I will take notes during the interview.

Your participation in this research is completely voluntary. If you agree to participate, you can refuse to answer any questions you are asked. You can also stop the interview at any time without consequences of any kind.

How long will I be in this study?

You will be in this study for the next 1.5 years until I have conducted all of the planned interviews with local stakeholders

Risks of study participation

The study has the following risks: There are minimal risks associated with this study. We will not ask you any questions of a personal or private nature (e.g., health, incarceration and the like). However, you may choose not to answer any question that makes you uncomfortable. You have the option of identifying yourself by name or remaining anonymous. Identifying yourself is not required for participation, however, the historical information you provide will be public. You can choose what information not to make public. If you choose to be identified by name, I may reveal your identity when the results of the research are documented and packaged or discussed in conferences. However, because this is a research study, there may be additional risks that we cannot identify at this time.

Benefits of study participation

The benefits to study participation are: the information you share will contribute to the narrative describing the experiences and contributions of African Americans in Jackson County, Florida, leading to economic development activities that will benefit residents and businesses of Legacy Communities.

Alternatives to study participation

Your participation in this research is completely voluntary. If you agree to participate, you can refuse to answer any questions you are asked. You can also stop the interview at any time without consequences of any kind.

Study costs/compensation

Your participation is voluntary and you will not be compensated for your participation.

Who can profit from study results?

No financial conflicts or gains have been identified in connection with this study.

Florida State University reviews staff researchers for conflicts of interest.

How Will My Data be Used?

Your data will be used to learn about, document, and package Jackson County African American cultural heritage in Legacy Communities to spur economic development activities that benefit the residents and businesses in the communities.

Your data will be used to develop public policy and best practices around neighborhood and community/economic development planning and implementation in context to African American cultural heritage preservation. Your data may be published on the study website. As well, this study will likely inform debate and public policy on strategies to avoid blight and gentrification. Your data may also be used to write scholarly publications and presented at conferences.

Confidentiality

We will not ask you any questions of a personal or private nature (e.g., health, incarceration and the like). However, you may choose not to answer any question that makes you uncomfortable. You have the option of identifying yourself by name or remaining anonymous. Identifying yourself is not required for participation, however, the historical information you provide will be public. You can choose what information not to make public. If you choose to be identified by name, I may reveal your identity when the results of the research are documented and packaged for online publishing, discussed in conferences. The records of this study will be kept private and confidential, to the extent allowed by law, that is, in context to the information you do not want shared publicly. In any publications or presentations, we will not include any information that will make it possible to identify you as a subject, that is, in context to the information you do not want shared publicly.

Voluntary Nature of the Study

Participation in this study is voluntary. Your decision whether or not to participate in this study will not affect your current or future relations with the University. If you decide to participate, you are free to withdraw at any time without affecting those relationships.

Contacts and Questions for the study team about the research

The researchers conducting this study are April Jackson, Ph.D. You may ask any questions you have now, or if you have questions later, you are encouraged to contact them at (708) 275-9588 or by email at ajackson5@fsu.edu.

Contact information for questions about your rights as a research participant

If you have any questions or concerns about your rights as a research participant, or regarding the study and would like to talk to someone other than the researcher(s), you are encouraged to contact the FSU IRB at telephone number 850-644-7900. You may also contact this office by email at humansubjects@fsu.edu, or by writing or in person at 2010 Levy Street, Research Building B, Suite 276, FSU Human Subjects Committee, Tallahassee, FL 32306-2742.

You will be given a copy of this form for your records.

Statement of Consent

I have read the above information, I have asked questions and have received answers. I consent to participate in this study.

Signature of Subject

Date

Printed Name of Subject

Date

Person Obtaining Consent

Date

10.0 Appendix C: Recruitment Script

If Contact Answers the Phone:

Good(*morning/afternoon*) my name is (*your name*). May I please speak with (*contact's name*)?

Hi, Mr./Ms. (*contact's name*) I am part of Panhandle All Care Services and am working alongside Florida State University's Department of Urban and Regional Planning graduate program on a research project called North Star Legacy Community Project. We are collecting oral histories from individuals living in Jackson County. Would you be comfortable with having a conversation with me today?

The goal of the project is to preserve historic black communities and businesses in Jackson County by collecting information from its residents. Then, FSU students will create an eCommerce database that documents the history and location of businesses in Jackson County. Our mission is to connect locally-owned businesses with each other and other communities in Jackson County. Would you be interested in being interviewed as part of our project?

Great. Participation in this interview is voluntary and should take approximately 30 minutes to an hour. Do you have time now to answer some interview questions? If not, we can schedule an interview for a later date.

Scheduling Interview for a Later Date:

Does XX date and XX time work for you? Okay, great. Look forward to speaking with you soon. Thank you for your time and participation. Have a good day.

Continuing Interview Process:

You will be asked questions related to your community, your personal story, and about local businesses. You are not obligated to answer all questions and questions can be repeated if needed.

Do I have your permission to collect pictures or video documentations of yourself, your property, or business? Do I have permission to record this interview? This data will be used to create an eCommerce Database for Jackson County and will not be disclosed to any third parties.

What is the best way for me to interview you? I can either interview you over the phone or on video chat? Whatever is more comfortable for you.

I'm happy to help you get set up with the video conference if needed. All you'll need is an email address, and a computer with a microphone and camera.

Ask Interview Questions

Did you have any other questions for me today?

Thank you very much for your time. I can send you a follow up on our final report and a link to our database if you are interested? [Ask for contact information for follow-up]

If the Call Goes to Voicemail

Good (*morning/afternoon*) Mr./Ms./ _____ this is _____. I'm calling you from the North Star Legacy Communities project.

The goal of the project is to preserve historic black communities and businesses in Jackson County by collecting key information from its residents. If you're interested in helping us out, all we'd need you to do is answer some questions in a 30 to 45 minute interview.

My phone number is _____. I'd love to chat with you more about our project if you have any questions or you'd like to schedule an interview. I look forward to hearing from you soon.
Thanks!

11.0 Appendix D: Interview Guide

Introduction

Conducting Oral Histories

Florida State University's Department of Urban and Regional Planning Studio Project is collecting oral histories and business information in Jackson County, Florida to document, preserve, and celebrate historically black communities known as Legacy Communities. Oral histories will be collected from Legacy Communities through interview questions. Each oral history collected describes events that happened from post-reconstruction era to the present day in North Florida. Preserving these stories will help inform this Studio Project and its deliverable of an eChamber of Commerce website for Legacy Community businesses. This guide serves to assist the interview process of collecting oral histories.

About the North Star Legacy Community Studio Project

Our North Star Legacy Communities, an invaluable piece of Florida's living history, are under threat of disappearing. The Great Migration, starting in the early 20th Century, saw many scions of these communities' head North for the prospect of a better life, resulting in a resource drain and a reduction of the area population. Post-World War II growth and suburbanization put further external pressure on these communities, often cutting into land that were traditionally within their boundaries. In addition to population decline and growth pressures, practices established by families to help ensure none of their decedents would go landless have created a tangle of heirs' property which can inhibit the expansion of economic opportunities.

On top of all these systemic threats, on October 10, 2018, the region was hit by Hurricane Michael, a Category 5 hurricane. The devastation across the region, especially in Jackson County, was catastrophic. The very communities that provided that "north star" of cultural stability and economic promise in the past could serve as a model for disaster resiliency and sustainability, not just in Jackson County, but throughout the state. However, the potential for these already fragile Legacy Communities to be lost forever in the decades of reconstruction and recovery that will follow Michael is extremely high unless direct action is taken to document their resources and provide economic resiliency tools and training to their residents. Collecting

the oral histories of residents of this community is the first step in an asset-based approach in identifying community's unique strengths and skills to bolster the regional tourism. By bringing awareness of the uniqueness of Legacy Communities, the project will attract tourism - and tourist dollars - that will be spent not only within Legacy Communities, but county-wide at area restaurants, cultural events, retail shops, and hotels. These oral histories will inform the formation of the eChamber of Commerce website and economic development database. The documentation and marketing of community assets by developing an Economic Opportunity Database and an eChamber of Commerce website will create conditions for sustainable business and tourism develop to help ensure our North Star Legacy Communities thrive in the 21st Century.

The overall objective of the North Star Legacy Community Project is to join Legacy Communities with one another, and with the State of Florida as a whole, to celebrate and promote these communities to the broader public. This project will ultimately span across Jackson, Gadsden, Jefferson, Leon, and Madison counties to link over two hundred historic communities through various economic development and historic preservation strategies. This project is a collaborative effort with the Legacy Communities of North Florida (LCNF), Florida State University Department of Urban and Regional Planning (DURP), Florida Agricultural and Mechanical University (FAMU), and other regional partners. DURP was granted with a State Small Matching Grant to complete this educational project.

For more clarification and background of the project, please visit our [project website](http://NorthStarLegacies.com), NorthStarLegacies.com.

Identifying North Star Legacy Communities

Below is a list of North Star Legacy Communities that have been identified in Jackson County:

Jacob City Springfield Campbellton Browntown St. John Holyneck	Two Egg Little Zion Sneads Sinai Grand Ridge Pope Chapel
---	---

Malone Snowhill Bascom Liberty Hill Greenwood	West End Ararat Bethlehem Cottondale
---	---

The Pre-Interview

Contacting and Outreaching Participants

Interviewers should research online and identify potential contacts through word of mouth. It is strongly encouraged to create an excel spreadsheet of the name, contact information, and Legacy Community details for each participant. Provide a clear deadline when interviews should be completed.

When contacting participants, it is suggested to call first. If the participant does not answer the phone, it is advisable to leave a voicemail. After leaving a voicemail, send an email to the participant asking for their participation and their availability to schedule an interview. Interviewers should be sensitive about appropriate times to call and not call on religious holidays, early in the morning, or late in the evening. The best times to call are during regular business hours, from 9 A.M to 5 P.M. Please be aware of any time changes.

If the interview was planned far in advance, email or call the participant at least 24 hours in advance to remind them and confirm the planned date and time of the scheduled interview.

Consent Form

Verbal and written consent is important to obtain from the participant if the interview is being recorded and if personal information is shared. Consent forms will be provided for interviewers. It is important that the participants willfully read and sign the consent forms. It is advisable that the interviewer summarizes the consent form to the participant. Interviewers are responsible for keeping contact forms safe and secure and submitting them for documentation as soon as possible.

Conveying the Interview Format and the Procedures

Before conducting the interview, interviewers must introduce themselves by stating their name and affiliation. The interviewer should then state the purpose of the interview and explain the main themes and topics of the questions such as “family” or “history,” so the participant has an idea of what type of questions to expect. Points that should be discussed are:

1. Read through the consent form with the participant.

2. Tell the participant that the oral history topics are about race, segregation, employment, folklore, tradition, community, business, and family.
3. Each interview is conducted individually (one at a time).
4. Each interview is recorded via audio or video.
5. Ask participant if they have any additional questions and need for clarification about topics that will be asked during the interview.
6. Ask participant for their permission to take their personal photo at the end of the interview.
7. Thank participant for their time and participation and ask if they would like to be kept informed on the progress of the project.

IRB Process

It is important to note that the interview questions in this guidebook have gone through the process of Institutional Review Board (IRB) process. Although the research being conducted is associated with minimal risks, IRB approval requires that each interviewee will read and willfully sign a consent form to participate in the study and will be made aware of any risks and benefits. As outlined further in the consent form, do not ask any questions of a personal or private nature (e.g. health, incarceration, and the like). Inform the participant that they may choose not to answer any question that makes them uncomfortable and that they have the option to not identify themselves by name. The participant may choose what information not to make public.

The participation in this research is completely voluntary. If the participant agrees to be interviewed, they can refuse to answer any question and they can also stop the interview at any time without consequences of any kind.

Interview Questions Preparation

Interviewers must review the interview questions within this document before conducting an interview. The interviewer is expected to determine and select which interview questions are the most relevant depending on the participant. Each interview is unique and will require the interviewer to prepare follow-up questions on the spot. Except for prompt questions, conversations should start via the interview question guide, found at the end of this document. Each question formulated has been approved through the Institutional Review Board (IRB) process.

Interviews should last from 30 minutes to an hour but can be longer depending on the experience and memory of the participant. Interviewers can adapt the amount of time dedicated to each question depending on the complexity of the responses and the memory of events.

Covid-19 Limitations

Due to CDC guidelines regarding COVID-19, it is strongly recommended to conduct phone interviews or video calls. If an interview needs to be conducted in person, a mask and 6-feet social distancing is required.

The Interview

Interview Techniques

Interviews require a sensitive, easy-going, and polite interviewer. The interviewer's questioning style is critical to a professional and thoughtful interview. The ideal interview consists of open-ended questions that allow participants to reflect and expand on their experiences. However, follow-up/prompt questions based on the participant's answers are highly encouraged. Follow-up questions encourage the participant to elaborate on a relevant topic that may have been mentioned briefly. It is important to pay close attention to the participant and to express empathy and patience. Interviews should try to be as clear as possible and should attempt to avoid audible sounds like "uh huh," "umm," "right," etc. which are common in everyday conversation. Interviewers should be mindful not to interrupt or talk over the participant. Embrace the silence. Silences or pauses are often effective ways to elicit information from the participant. It allows participant time to think, reflect, and recall memories.

Tips for Taking Photos and Recording Video/Audio During an Interview

To conduct these interviews, community participants will have to sign consent forms so that the photos, video, and audio of the interview can be used in the project. The consent form process is discussed in the "Pre-Interview" section of this guidebook.

Tips for High Quality Photos

- Hold the camera at the participant's eye level to create a personal photo setting. When social distancing, use the zoom function on your phone camera to keep a safe distance from the participant when taking photos. This function is available on the camera app and can be accessed by taking two fingers to the center of your phone screen and moving them apart (zoom in) or together (zoom out).
- Use plain backgrounds (bushes/brick walls/plain walls) to limit elements that distract from the participant. If available, use a background that makes the participant more noticeable.

- If there is something relevant that the participant would like to showcase (ex. A quilt, painting, or family portrait) and it does not distract from the interview subject, display it in the background of the interview setting.
- Use adequate lighting. If lighting is not bright in the location where you are meeting the participant, go outside with them to take the image in a brighter location. Make sure the light is in front of them, rather than behind them. If the weather does not permit this, use the flash button on your phone, which is located on the top of your camera app and is depicted by a lightning bolt symbol. Try to avoid shadows on the participant's face when taking photos.
- If you have a newer generation iPhone, use portrait mode if possible when taking photos of participants. You can access portrait mode through your phone's camera by going to the camera app then scrolling over until it shows 'portrait' on the bottom of the screen.

Tips for High Quality Video & Audio

- When recording video and audio, avoid loud locations that would distract from the participant's audio.
- When taking video, try your best to keep a steady hand. Shaking video can be distracting and can distort the audio.
- Be cautious of your fingers' location when taking video. Make sure your finger is not covering any part of the camera.
- Make sure that lighting is adequate when taking video. Avoid shadows on participants faces when possible.
- Use zoom when needed and when keeping socially distant. The zoom functions for video are the same as those for photos.

Concluding the Interview

The interviewers conclude by asking the participant if there is anything else s/he would like to add that was not discussed in the interview. After the final statement, the interviewer concludes the interview with: "Thank you for taking the time to speak with me today. We will keep you informed with our project and please feel free to reach out if you have any questions or if you remember anything else you would like to add to your interview."

Photograph and Artifact Collection

The items included in this section of the interview usually consist of photographs, bibles, or written poetry. The interviewer is responsible to document and collect any photographs of the participants or any important documents or artifacts, if approved by the participant. Be sure to include the first and last names of the person(s) in the photo, the date, and the place. The more information collected, the better.

After the Interview

The interviewer will upload the recording of the interview, the consent form, and any documentation of artifacts and photos to Google Drive immediately following the interview completion. Interviewers are encouraged to call or email the participant within 24 hours to thank the participant again for their time and for sharing their story. Sending a thank-you note works as well. Often, strong bonds form and long-lasting friendships develop because of the interview experience. Be sure to follow-up and provide an update on progress of project to participants.

Withdrawal of Subjects

If participants asked to no longer be included in the study, researchers will ask whether they wish to a) not be involved with further data collection but allow already collected data to be included in the study, or b) not be included in further data collection and also have collected data from the study. If the prior, then researchers will make record of this request and no longer contact or seek information from these participants. If the latter, then the researchers will no longer contact or seek information from participants and will also permanently delete their data from the data storage folder.

Sharing the Results with Subjects

The products to be developed in this project; community maps and pictures, the community profiles, and the database for identifying goods and services will all be made available through the web page for the larger public. After the project closes and the web page is transitioned to the partnering organizations, they may consider linking the page to travel sites, ancestry / DNA sites, or other affinity groups that will help market Jackson County's North Star Legacy Communities more broadly. Our publications and work will be shared with community stakeholders for feedback at the end of the project.

12.0 Appendix E: Project Flyer

JACKSON COUNTY LEGACY COMMUNITIES PROJECT

GATHERING AND PRESERVING
BLACK STORIES

FSU and FAMU graduate researchers are looking for local knowledge and expertise to help preserve and highlight historically black communities, churches, and businesses in Jackson County.

Our team is collecting oral histories and identifying opportunities for economic development to create an online
eChamber of Commerce for Legacy Communities.



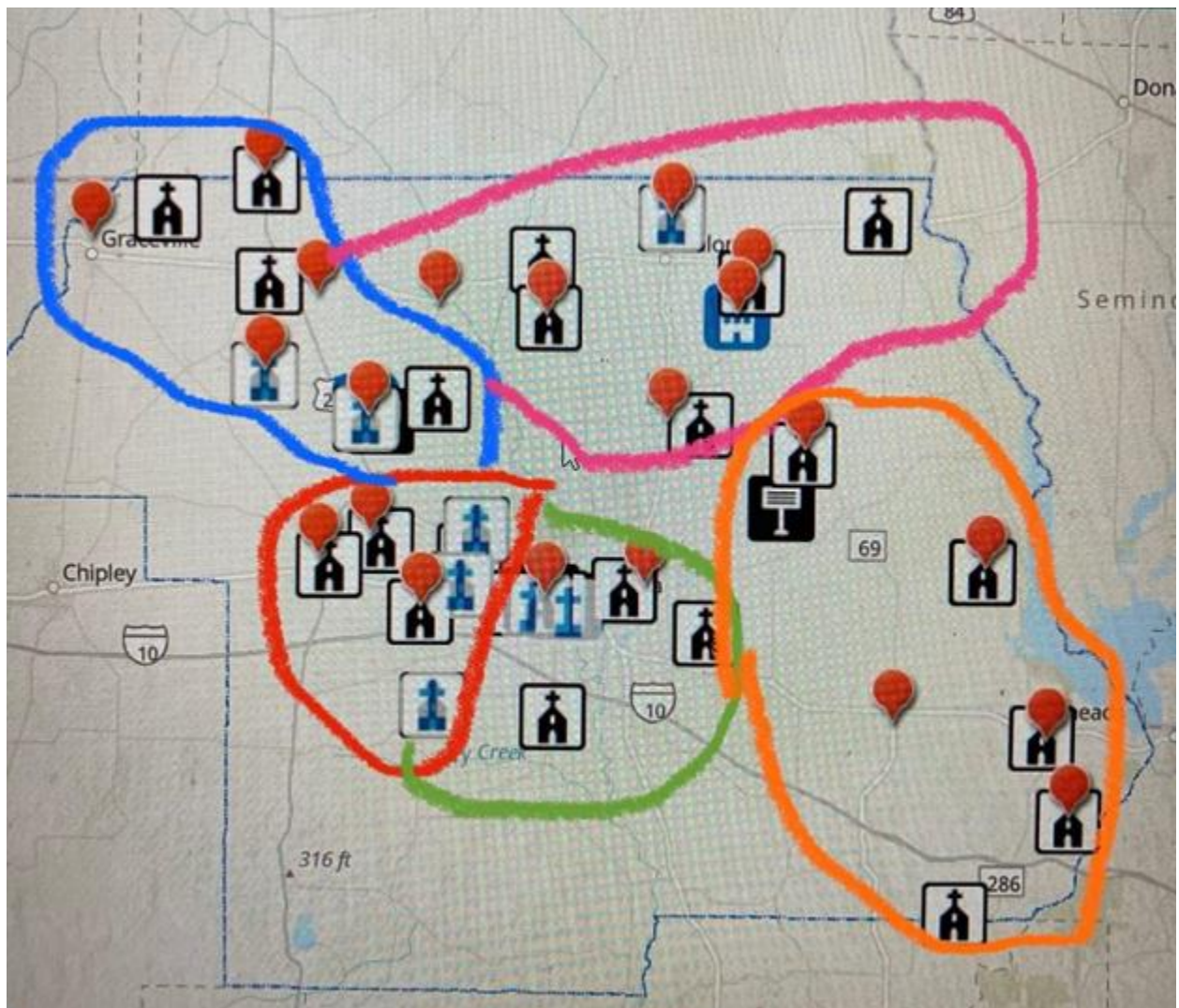
Want to learn more?
Check out:
<http://arcg.is/1XvGqj>



To get in contact with us,
please email:
LegacyCommunitiesNorthFlorida@gmail.com

Or call our team at (850) 778-9380

13.0 Appendix F: Field Day 1 Zones



14.0 **Appendix G: Site Visit Locations**

Locations	Address
St. James A.M.E. Church	2891 Orange St Marianna, Florida 32448
St. Luke Missionary Baptist Church	2871 Orange St, Marianna, FL 32448
St. Peter Missionary Baptist Church	7989 McKeown Mills Rd Sneads, FL
St. Mary Missionary Baptist Church	1935 Jacob Main St Jacob City, FL 32431
Second West Missionary Baptist Association	4110 Herring Ave Marianna, FL 32448
Springfield A.M.E. Church	4194 Union Rd Marianna, Florida 32446
Trinity Power House Church of God by Faith	2854 Orange St, Marianna, FL 32448
Mt. Zion Missionary Baptist Church	5382 Old US Rd, Malone,FL,32445
Salem A.M.E. Church	5729 Browntown Rd, Graceville, FL 32440
Antioch A.M.E. Church	3701 Highway 90 Marianna, FL 32446
McChapel A.M.E. Church	4963 Old U S Rd, Marianna, FL 32446
Mt. Olive A.M.E. Church	2135 Fairview Rd, Marianna, FL 32448
Ever Increasing Word of Faith Marianna	3749 Skyview Rd Marianna, FL 32446
Living Water Apostolic Church	PO Box 634 Marianna, FL 32447
Pope Chapel A.M.E. Church	4898 Blue Springs Rd Marianna, FL 32446
Jerusalem A.M.E. Church	2055 FL-73, Marianna, FL 32448
Henshaw Chapel A.M.E. Church	2730 Glastel St Cottondale,FL 32431
Bethlehem A.M.E. Church	3100 Lovewood Rd Cottondale, FL 32431
Mt. Ararat A.M.E. Church	2799 Leland Rd, Marianna, FL 32448
St. John A.M.E. Church	2199 Ame Road Campbellton, FL 3242
Snow Hill A.M.E. Church	5695 Snow Hill Rd Malone, FL 32445
Pleasant Grove A.M.E. Church	3498 Highway 162 Marianna, FL 32446

Magnolia A.M.E. Church	3800 Missouri Rd Marianna, FL 32446
Mt. Shiloh A.M.E. Church	6702 Biscayne Rd Bascom, FL 32423
Greenwood Chapel of A.M.E. Church	5426 Fort Rd, Greenwood, FL 32443
St. Rose A.M.E. Church	660 Holmes Ct, Grand Ridge, FL 32442
Greter Mt. Sinai A.M.E. Church	1344 Sinai Rd Sneads, FL 32460
New Hope Missionary Baptist Church	3996 Wintergreen Rd, Greenwood, FL 32443
Poplar Springs Missionary Baptist Church	2662 Poplar Springs Rd Marianna FL 32446
New Mt. Olive Baptist Church	2870 Barnes St Marianna, FL 32448
Little Zion Missionary Baptist Church	3100-, 3302 Little Zion Rd, Sneads, FL 32460
Liberty Hill Baptist Church	5239 Liberty Hill Rd, Bascom, FL 32423
St. Paul A.M.E. Church	5180 FL-273, Graceville, FL 32440
St. Mary Missionary Baptist Church	1935 Jacob Main St Jacob City, FL 32431
Gilmore Academy/Jackson County Training School	2871 Orange St., Marianna
Springfield Schoolhouse	4194 Union Rd., Marianna, Florida 32446
Sneads Little Zion School	3100-, 3302 Little Zion Rd, Sneads, FL 32460
Parker Hill Elementary School	5695 Snowhill Road Malone, Florida 32445
Arthur G. Dozier School for Boys	Administration Road Marianna, FL 32448
Springfield A.M.E. Church Cemetery	4194 Union Rd Marianna, Florida 32446
Antioch A.M.E. Church Cemetery	3701 Highway 90 Marianna, FL 32446
Mt. Olive A.M.E. Church Cemetery	2135 Fairview Rd, Marianna, FL 32448
Pope Chapel Cemetery	4898 Blue Springs Rd Marianna, FL 32446
Snowhill Cemetery	5695 Snowhill Rd Malone, FL 32445
Magnolia A.M.E. Church Cemetery	3800 Missouri Rd Marianna, FL 32446

St. Mary Missionary Baptist Church Cemetery	1935 Jacob Main St Jacob City, FL 32431
Orange Hill Cemetery	30.7719° N, 85.2441° W
Riverside Cemetery	Franklin St, Marianna, FL 32448
Sylvania Plantation Marker	
Joseph W. Russ Jr. House (Plantation)	4318 Lafayette St, Marianna, FL, 32446
The West End Community	Intersection of Borden Street and Highway 90/ Lafayette Street, Marianna. 2910 Borden Street, Marianna FL 32446
Greenwood Renaissance Park	5989 Hartsfield Road Greenwood, FL 32448 (850) 482-7497
Bay Line Railroad	Cottdendale (Main St/Railroad Rd)
Waddell Mill Pond	4194 Union Rd, Marianna, FL 32446 latitude 30.87 and longitude -85.325
Jackson County Courthouse	4445 Lafayette St, Marianna, FL 32446
Bryans General Merchandise Store	4999 Basswood Rd, Bascom, FL 32423
Brothers Beauty and Fashion	4506 Lafayette St, Marianna, FL 32446
LMC Impressions Gallery of the Arts	4283 Safari Rd Marianna, FL 32446
Peoples Funeral Home	2876 Orange St, Marianna, FL 32448
Vann Funeral Home	4265 St. Andrews St. Marianna, FL 32448
Top Notch Creations	2888 Barnes St. Marianna, FL 32448
The Friendly Corner Barbershop	4285 Saint Andrews St. Marianna FL 32448
Spear's Café	2903 Orange St Marianna, FL 32448
L.S. Pender's Store	4208 Bryan Street, Greenwood, FL 32443

15.0 **Appendix H: References**

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