
**AN INTERPRETIVE
MASTERPLAN
FOR HISTORIC
JONESBOROUGH**

Prepared by Ralph Appelbaum Associates Incorporated March 2009

ACCORDING TO THE 1834 *TENNESSEE*
GAZETTEER, IN 1833 JONESBOROUGH
"CONTAINED A POPULATION OF ABOUT
500 INHABITANTS; ELEVEN LAWYERS,
FOUR PHYSICIANS, TWO CLERGYMEN,
TWO CHURCHES, TWO ACADEMIES,
FOUR SCHOOLS, ONE PRINTING
OFFICE, FOUR CARPENTERS, THREE
CABINET MAKERS, TWO BRICKLAYERS,
ONE BLACKSMITH, FOUR TAVERNS,
TWO HATTERS, FOUR TAILORS, FOUR
SHOEMAKERS, ONE SILVERSMITH, TWO
WAGON MAKERS AND ONE MILL."

MAIN AND CHEROKEE STREETS, JONESBORO, TENN.





INTRODUCTION 03

THE VISION FOR JONESBOROUGH 07

MISSION AND GOALS 09

THE JONESBOROUGH TEAM 11

INTERPRETIVE APPROACHES AND STRATEGIES 15

A CULTURAL TOURISM PLAN OVERVIEW 21

EDUCATIONAL RESOURCES FOR HERITAGE AND STORYTELLING 59

NEW FACILITIES 61

INSTITUTIONAL CAPACITY BUILDING 69

THE MARKETING OF JONESBOROUGH 69

COMMUNITY INVOLVEMENT 71

Welcome to
Jonesborough
Tennessee's Oldest Town

← Historic District

INTRODUCTION

In 2006, the Town of Jonesborough selected Ralph Appelbaum Associates, Inc., to develop a vision for the future that would build on the town's enormous success as a storytelling venue and model of historical preservation. Since RAA has been involved with Jonesborough for nearly a decade, we were very pleased to be given the opportunity to actively re-engage with this special place.

In the late 1990s, we developed a program plan and identity guidelines for the International Storytelling Center — establishing its brand as the premier storytelling institution in the country. At that time, we met extensively with the people of Jonesborough, attended the National Storytelling Festival, and gained an understanding of the town's values and culture. The insights we received from this association inspired us to promote the use of live storytelling as a powerful component of many of our other projects. We often advise our clients to attend the Jonesborough festival to witness this phenomenon for themselves.

This current undertaking has been an intensely collaborative process aimed at bringing together Jonesborough's various interest groups and stakeholders — its residents, its business community, and its cultural organizations — to ensure Jonesborough's continuing success as both a travel destination and a great place to live, work, and raise families.

This material is based upon work assisted by a grant from the Department of Interior, National Park Service. Any opinions, funding, and conclusions or recommendations expressed in this material are those of the authors, and do not necessarily reflect the view of the Department of Interior. The Town of Jonesborough does not discriminate on the basis of race, color, national origin, age, or disability.



The RAA team has worked closely with:

Tobie Bledsoe,
Former Mayor of the Town of Jonesborough

Bob Browning,
Town administrator of the Town of Jonesborough

Carolyn Tomko,
Former director of tourism for the Town of Jonesborough

Deborah Montanti,
Executive director of the Heritage Alliance

William E. Kennedy, M.D.,
Chairman of the Jonesborough Historic Zoning Commission,
former chairman of the board of directors of the Heritage Alliance,
and current member of the Board of Governors of the
International Storytelling Center (ISC)

Jimmy Neil Smith,
President and CEO of the International Storytelling Center (ISC)

Susan O'Connor,
Director of programs of the International Storytelling Center (ISC)

Heidi Ehle,
Former Center coordinator of the International Storytelling Center (ISC)

Our discussions have focused on how storytelling-based activities can develop new synergies within the town that will strengthen a program of cultural tourism initiatives.

We have also had discussions with Roger Brooks, of Destination Development, Inc., who is creating a Branding, Development, and Marketing Action Plan to create a strong identity that will set Jonesborough apart from other national and regional destinations. In November 2007, the RAA team attended a community meeting, facilitated by Roger Brooks, during which ideas related to the branding of Jonesborough were presented to a large turnout of town residents.

This report — and its recommendations and design proposals — is based on these many research visits and meetings, and it incorporates the guidance and insights of individuals and organizations within Jonesborough. It gives an overview of what visitors could see, do, and learn and describes an interpretive program that is sensitive to Jonesborough's historical authenticity as well as its growing potential as a major travel destination.

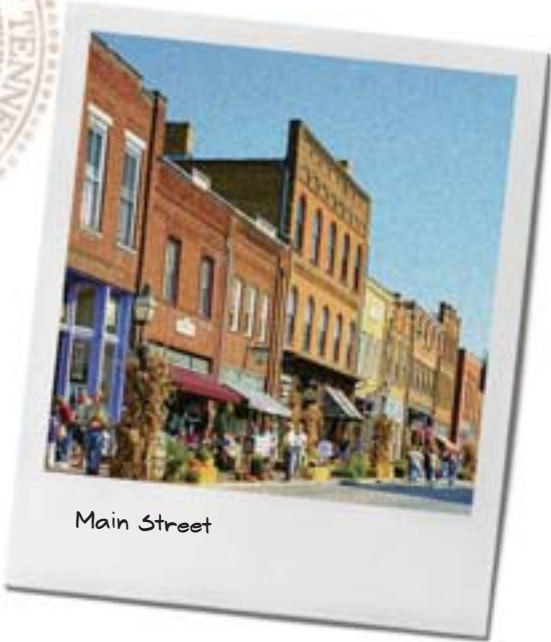
CLOCKWISE FROM TOP LEFT: A STORYTELLING CIRCLE AT THE NATIONAL STORYTELLING FESTIVAL PROVIDED BY THE INTERNATIONAL STORYTELLING CENTER; STORYTELLER RAY HICKS AT THE NATIONAL STORYTELLING FESTIVAL PROVIDED BY FRESH AIR PHOTO; PROVIDED BY THE JONESBOROUGH-WASHINGTON COUNTY HISTORY MUSEUM AND ARCHIVES; PROVIDED BY MOUNTAIN PHOTOGRAPHICS; PROVIDED BY THE JONESBOROUGH-WASHINGTON COUNTY HISTORY MUSEUM AND ARCHIVES



Storytelling circle



Ray Hicks





THE VISION FOR JONESBOROUGH

Jonesborough is and has always been an active community of accomplished, committed citizens of vision who recognize the value of their town and its heritage. Over the past few decades, the town has achieved a reputation as the home of America's storytelling renaissance and as a model of historic preservation and heritage education. We propose to build on these stellar accomplishments with a set of initiatives that uses the tradition and art of storytelling to interpret the town's outstanding legacy of historic structures, sites, personalities, and events.

For Jonesborough, storytelling is like an "iron pot" that contains a flavorful "stew," combining a variety of ingredients that make up Jonesborough's brand and visitor experience. One of the ingredients is the architectural, historical, and social heritage of Jonesborough and the role that the oldest town in Tennessee has played in American history. Another important ingredient is Jonesborough's reputation as an intellectual center for storytelling preservation, performance, and practice. This wonderful mix is seasoned with a rich and welcoming environment that enhances the quality of life for the town's residents, offers an inviting ambiance for visitors, and provides a wide range of activities and experiences that will enlighten and entertain.

SOURCE UNKNOWN

The Town of Jonesborough, the Heritage Alliance, and the International Storytelling Center are committed to working together to create and conduct an expanded program of activities for residents and visitors. If pursued, each of these entities would contribute to the plan's fulfillment. Building on the success of the National Storytelling Festival and the Teller-in-Residence Program, ISC would both expand its storytelling-entertainment offerings and develop a full agenda of educational programming. The Heritage Alliance, based on its 40 years of preservation and interpretation, would produce new programs and tours to tell the Jonesborough story. The Town of Jonesborough would build an infrastructure of town services and support to provide a comfortable and inviting venue and ambiance for this new agenda.

If this plan is fulfilled, Jonesborough, over the coming decade, would continue to thrive as an authentic historic town — earning accolades for excellence in the art of storytelling and historic preservation. Its popularity as a travel destination and rich offering of programs would entice people to stay longer and leave inspired by the power of storytelling. Visitors would gain a deeper appreciation for the region's history, residents would feel a renewed sense of pride in their town, and the community itself would experience an invigorated tourist economy that would benefit the entire region and state.



MUSIC ON THE SQUARE EVERY FRIDAY EVENING FROM MAY TO SEPTEMBER
PHOTOGRAPH PROVIDED BY MOUNTAIN PHOTOGRAPHICS

MISSION AND GOALS

Through this endeavor, Jonesborough could become a national travel destination. The program's goals are:

- TO** increase economic development opportunities for Jonesborough and Northeast Tennessee through cultural and heritage tourism
- TO** increase the number of overnight stays in Jonesborough
- TO** promote Historic Jonesborough as home of the world's storytelling renaissance
- TO** tell the story of Jonesborough in compelling ways — using the techniques of storytelling, interpretive and experiential design, and a variety of programs and activities
- TO** enhance the quality of life for Jonesborough residents



Welcome to

Jonesborough

Tennessee's Oldest Town

MAIN STREET OF OLD JONESBOROUGH CONSIDERED
THE OLDEST KNOWN PHOTOGRAPH OF JONESBOROUGH
PHOTOGRAPH PROVIDED BY THE JONESBOROUGH-
WASHINGTON MUSEUM AND ARCHIVES
c. 1850 L. M. KEEN, PHOTOGRAPHER

THE JONESBOROUGH TEAM

The Town of Jonesborough, the Heritage Alliance, and the International Storytelling Center are the key partners in this new set of offerings. The leaders of these organizations are committed to working together to produce a program of storytelling entertainment and education with an emphasis on the story of Jonesborough and its role in early Tennessee history.

THE TOWN OF JONESBOROUGH

As the oldest town in Tennessee, Jonesborough's rich heritage has played a crucial role in our national saga. From the American Revolution and settling the frontier to the Civil War, eradicating slavery, and building the railroad, the story of an emerging America can be found in the streets, buildings, cemeteries, and other sites of Jonesborough. In the 1960s, Jonesborough's historic district became one of the first Tennessee districts to be listed on the National Register of Historic Places. Jonesborough's subsequent restoration efforts followed accepted preservation standards with the result that Jonesborough is an authentically restored living community. These architectural assets can only increase in value because of their rarity, because of their well-preserved

condition, and because they tell a unique story. Each year, the Historic Jonesborough Visitors Center welcomes over 100,000 visitors from around the world to Tennessee's oldest town. The Center's array of events appeal to a wide variety of interests and include storytelling programs, music and dance performances, cultural and seasonal festivals, lectures, antique shows, and art exhibitions. It also provides a place for the community — its private, public, and business sectors — to meet. The Town of Jonesborough also partners in the operation of the Jonesborough Repertory Theatre, providing funding for the artistic director and for facility maintenance. The JRT provides a year-round program of performances and classes.

THE HERITAGE ALLIANCE

The success of the Jonesborough preservation movement led three community organizations—the Jonesborough Civic Trust, Historic Jonesborough Foundation, and Jonesborough-Washington County History Museum — to merge into the Heritage Alliance of Northeast Tennessee and Southwest Virginia. Since its founding, the Heritage Alliance has compiled an impressive record of success — preserving historic structures, sites, landscapes, and other cultural assets.

The exhibit programs presented in the Museum and elsewhere in the community provide out-of-town guests with an excellent orientation to the history of Jonesborough and Washington County, from their founding to the early 20th century, and give residents of the region an opportunity to learn about Jonesborough's past and gain a sense of place and civic pride. The Heritage Alliance preserves a fascinating record of the social, political, cultural, and economic history of Jonesborough and Washington County. The award-winning Oak Hill School Heritage Education Program serves schoolchildren from a wide geographic area. Technical consultation for preservation efforts is always in demand by homeowners, businesses, and municipalities throughout the wider region.

PHOTOGRAPH BY MOUNTAIN PHOTOGRAPHICS
PROVIDED BY THE JONESBOROUGH-WASHINGTON COUNTY MUSEUM AND ARCHIVES



Oak Hill School



Christopher Taylor Log House



Storytelling



INTERNATIONAL
STORYTELLING CENTER

THE INTERNATIONAL STORYTELLING CENTER

Jonesborough has also built an outstanding reputation as America's home of storytelling. The annual National Storytelling Festival, staged in Jonesborough by the International Storytelling Center, embodies the folk traditions of Appalachia and has tapped into the ancient roots of inspired oral traditions that reach back to the British Isles, Germany, and Africa, as well as Native American cultures. Today, the Festival draws 10,000 visitors each year to hear tellers from all over the world — sharing their stories from many different cultures and traditions. ISC's education building, located in the center of Jonesborough, is an architectural and educational anchor for the town and a manifestation of ISC's commitment to the rebirth and practice of this ancient tradition and art form. ISC's five-month Teller-in-Residence Program is celebrating its seventh year of highly popular performances. In 2006, a Storytelling Summit for United Way Leaders brought almost 100 United Way volunteers and staff members from across the region to ISC's Jonesborough campus for a one-day conference on how to use the power of storytelling to strengthen their organizations' effectiveness and impact. The success of this as a pilot program has resulted in new, innovative educational offerings that will bring growing numbers of organizations, institutions, and agencies to Jonesborough to learn how to discover, craft, and share their stories to achieve their goals.



Teller-in-Residence

LEFT TO RIGHT: JAY HURON, HILLHOUSE GRAPHIC DESIGN; UNKNOWN



NATIONAL STORYTELLING FESTIVAL
PROVIDED BY FRESH AIR PHOTO

INTERPRETIVE APPROACH AND STRATEGIES

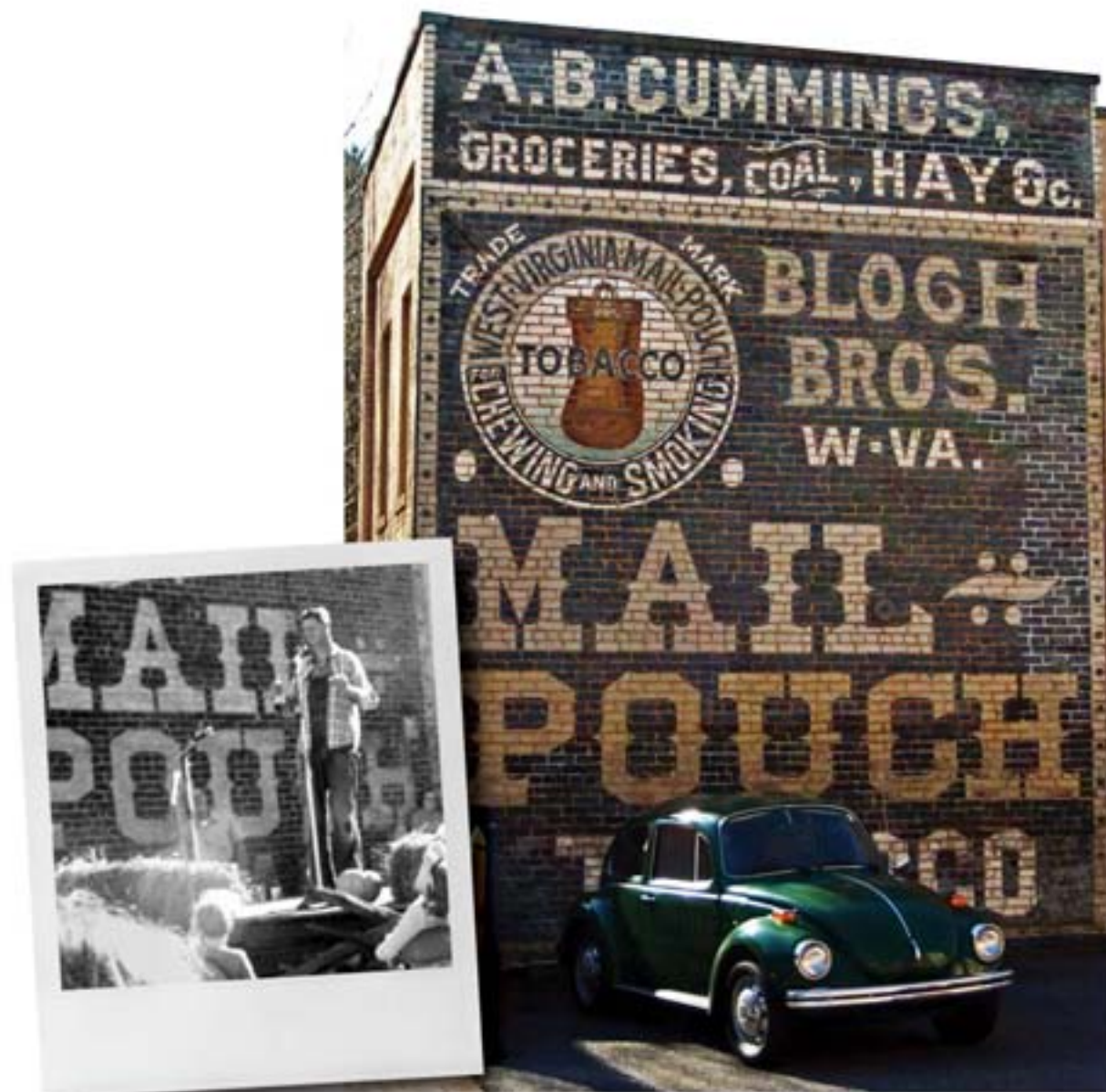
The interpretive strategies and initiatives recommended in this report, if fulfilled, would create a highly innovative experience of multimedia programs, special events, and other engaging activities that will strengthen Jonesborough's heritage education and tourism efforts and draw a new audience of enthusiastic visitors.

STORYTELLING

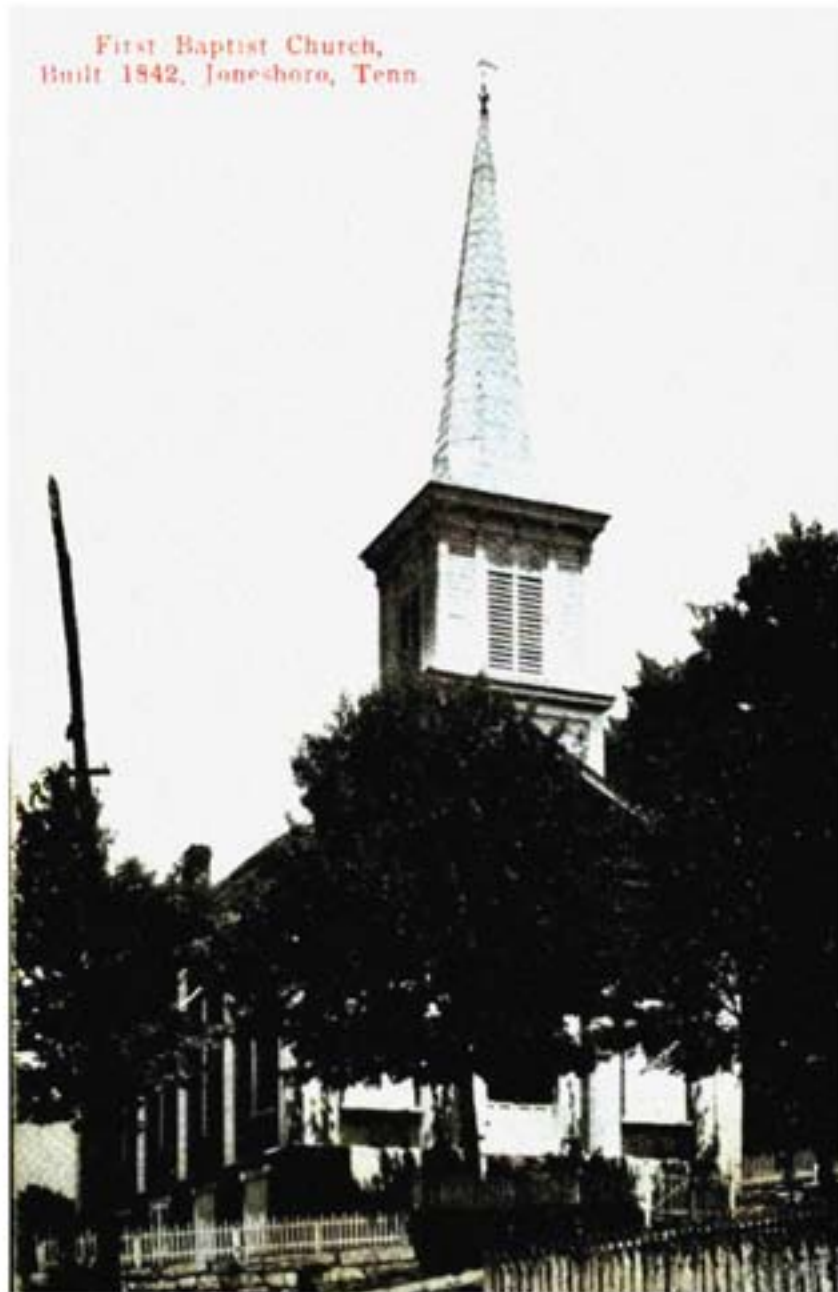
The programmatic identity, design elements, and program activities will rely on the tradition and art of storytelling as the key interpretive strategy. The universal power and spirit of storytelling makes it a highly effective tool for interpreting the town's diverse heritage sites and bringing its historical personalities to life. As visitors amble through the streets and byways, they will encounter the stories of both the famous and unsung historical figures who helped build Jonesborough — doctors, teachers, lawyers, housewives, farmers, and workers.

AUTHENTICITY

Jonesborough's most remarkable quality is its authentic character. Maintaining high standards for authenticity and quality has resulted in special recognition and accolades from visitors. Whether developing an exhibit for the museum, writing a script for a walking tour, restoring a historic building, or selecting storytellers to perform at the annual festival, all of Jonesborough's cultural heritage tourism projects require adherence to these standards. To ensure historical accuracy, interpretive programming would be developed in partnership with the Heritage Alliance, using the latest research and scholarship.



LEFT TO RIGHT: FIRST NATIONAL STORYTELLING FESTIVAL OCTOBER, 1973
PROVIDED BY THE INTERNATIONAL STORYTELLING CENTER; MAIL POUCH TOBACCO
ADVERTISING SIGN ON JONESBOROUGH BUSINESS BUILDING UNKNOWN SOURCE



IMAGINATION

Awakening the imagination is the very magic of storytelling and a big part of the Jonesborough mystique. As a cornerstone of this plan, visitors will be encouraged to use their imaginations to take them back in time to imagine what it must have been like to live in Old Jonesborough. Guided walking tours and other programs would feature storytellers who have the performance and narrative skills to make history come alive for the listener. Jonesborough's legends and lore could also be featured, but these fanciful stories should be carefully distinguished from Jonesborough's factual history.

LEFT TO RIGHT: FIRST BAPTIST CHURCH OF JONESBOROUGH BUILT ON MAIN STREET PROVIDED BY THE JONESBOROUGH-WASHINGTON COUNTY HISTORY MUSEUM AND ARCHIVES; PROVIDED BY FRESH AIR PHOTO; UNKNOWN



MUSEUM WITHOUT WALLS

Stories, through this plan, would be woven into the fabric of the town, not simply imposed upon the surface. A program of exhibit elements (such as interpretive panels, audio tours, and site-specific exhibits) would transform Jonesborough into a museum without walls — an interpretive journey of storytelling experiences installed along Jonesborough’s sidewalks and trails. Photographic murals and architectural “ghosts” of lost buildings would create a “picture the past” story for Jonesborough’s visitors. While the primary interpretive approach will focus on the heart of the town’s historic district, programming could stretch geographically to include the Jonesborough Cemetery, the legendary Mill Spring, the Booker T. Washington School, and other significant sites.

MEDIA AND INTERACTIVITY

As tourists visit Historic Jonesboough, their experience would be enhanced through society’s latest technologies — providing engaging and compelling interaction with both storytelling and history. The International Storytelling Center, through this plan, would serve as the home for the Center’s worldwide online network. The Center would also serve as a studio for audio and video recording and broadcasting of both storytelling education and entertainment through The Storytelling Channel, a web-based television network, and Story Radio, a web-based radio station. In addition, visitors would not only be able to enjoy the radio and television broadcasts, they would also be able to record their own stories. Some of the visitors’ stories could be aired on the Center’s radio and television channels. All recorded stories should





be archived at the Center and in the Center’s International Storytelling Collection at the Library of Congress. In addition, two commissioned videos about the art of storytelling and the history of Jonesborough would give visitors the information they need so they can better understand all the things they will see, hear, and do during their visit. In addition, Jonesborough has been given permission by the local cable provider to operate a community channel for storytelling and tourism information. This could be delivered to Jonesborough’s residents as well as to the guest rooms in hotels in Jonesborough and Johnson City.

OPPOSITE PAGE: CHESTER INN c. 1935 NOW CHESTER INN STATE HISTORIC SITE PROVIDED BY THE JONESBOROUGH-WASHINGTON COUNTY HISTORY MUSEUM AND ARCHIVES; **THIS PAGE:** UNKNOWN SOURCE; UNKNOWN SOURCE



STORY SETTINGS AND INSTALLATIONS

Through this plan, special landscaped settings, garden sanctuaries, and story benches, located throughout town, would create enchanting and memorable places where people can rest and hear timeless Jonesborough tales. Sculptural works, proposed in this plan, would enliven the International Storytelling Center — a fountain and world map embedded in the plaza in front of the building and an assemblage of fabled characters set within the clock tower. A bas relief depicting characters from the world’s collection of Jack Tales would decorate the walls of the courtyard behind the building.



A CULTURAL TOURISM PLAN OVERVIEW



TODAY'S COURTHOUSE SITS ON THE SITE OF PREVIOUS COURTHOUSES. THE FIRST MEETING PLACE WAS A LOG CABIN BUILT IN 1779 TO SERVE THE NORTH CAROLINA SETTLEMENTS OF NOLICHUCKY AND WATAUGA. IT WAS ON THIS SITE THAT THE PIONEERS, LED BY GENERAL JOHN SEVIER, BEGAN TO FORM WHAT WAS TO BECOME "THE LOST STATE OF FRANKLIN" PRIOR TO STATE RATIFICATION.

This Cultural Tourism Plan for historic Jonesborough recommends a multilayered strategy that should include:

- Town initiatives that focus on townscape beautification, improved landscaping and signage, expanded transportation routes, and stronger retail mix
- Major capital improvements — including the restoration and repurposing of existing buildings and the development of new facilities
- Interpretive exhibits, media programs, and other permanent and temporary installations
- Specific ideas for programs, events, and activities that will enhance the overall visitor experience.

Over 60 separate ideas, some with multiple components, are presented in this plan. If the ideas are implemented, how they emerge and who's responsible for them can be reassigned or shared as opportunities arise, priorities shift, and new insights come into being. Each of these ideas can be phased in as resources become available. All of these proposed activities and projects are subject, of course, to the review, approval, and commitment of each individual participating organization's governing board.

TOWN INITIATIVES

A series of town-sponsored initiatives should be organized and coordinated by the Town of Jonesborough to add to the aesthetic and experiential appeal and functionality of the community for both visitors and citizens.

TOURIST SEASON

The only problem with the current offerings in Jonesborough is that there is not enough! More is better. Town organizations should collaborate to create programs that extend the tourist season from May to October and, eventually, year-round. A calendar of interpretive tours, entertainment, and cultural events should be built upon Jonesborough's success as a historic town and storytelling capital, while drawing a steady, but manageable stream of visitors, including more overnight visitors.

EVENING PROGRAMS

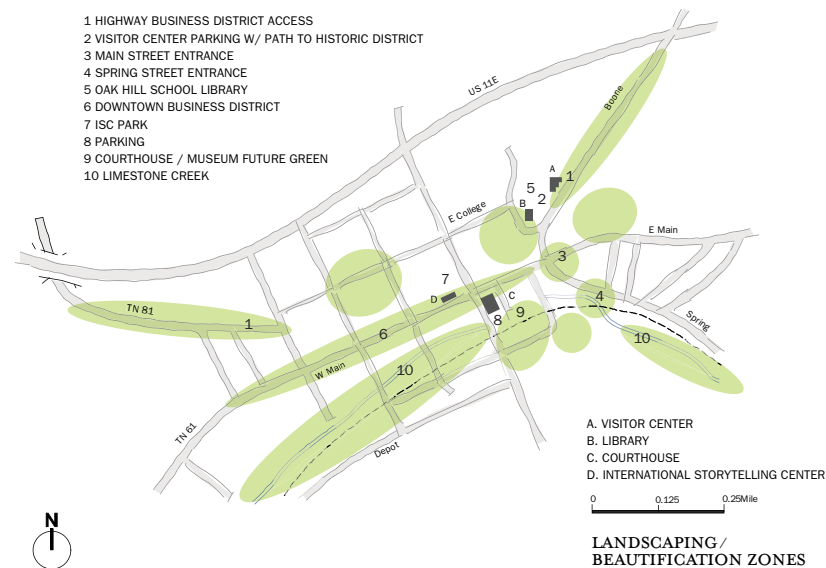
Evening events — storytelling and musical concerts, theater productions, and dance performances — should be conducted to transform Jonesborough days into “Jonesborough Nights,” attracting more business for restaurants and shops. A nighttime exterior building illumination and street lighting plan with incentives to encourage merchants to create attractive interior illuminations should be developed to give “Jonesborough Nights” a special glow and make an evening stroll along Main Street an enchanting affair.



MUSIC
ON THE
SQUARE

FROM THE EARLIEST DAYS OF JONESBOROUGH AND WASHINGTON COUNTY, FAMILIES HAVE COME TOGETHER IN CELEBRATION. THE COMMUNITY PERPETUATES THIS TRADITION BY HOSTING ACTIVITIES THAT ARE BOTH FESTIVE AND EDUCATIONAL, INCLUDING JONESBOROUGH DAYS ON OR NEAR THE FOURTH OF JULY AND THE ELEGANT PROGRESSIVE DINNER IN EARLY DECEMBER.

TOP: GHOST STORY TELLING CONCERT AT THE NATIONAL STORYTELLING FESTIVAL PROVIDED BY MOUNTAIN PHOTOGRAPHICS; **LEFT:** MUSIC ON THE SQUARE PROVIDED BY MOUNTAIN PHOTOGRAPHICS



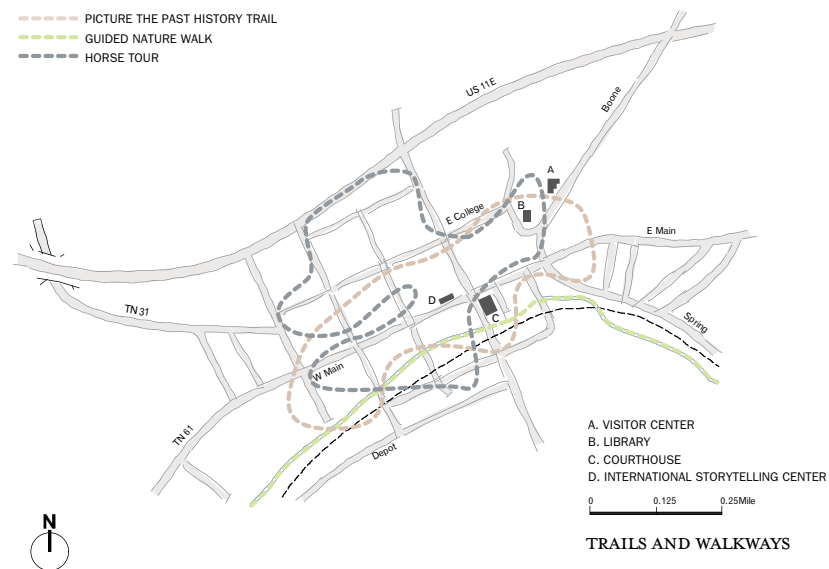
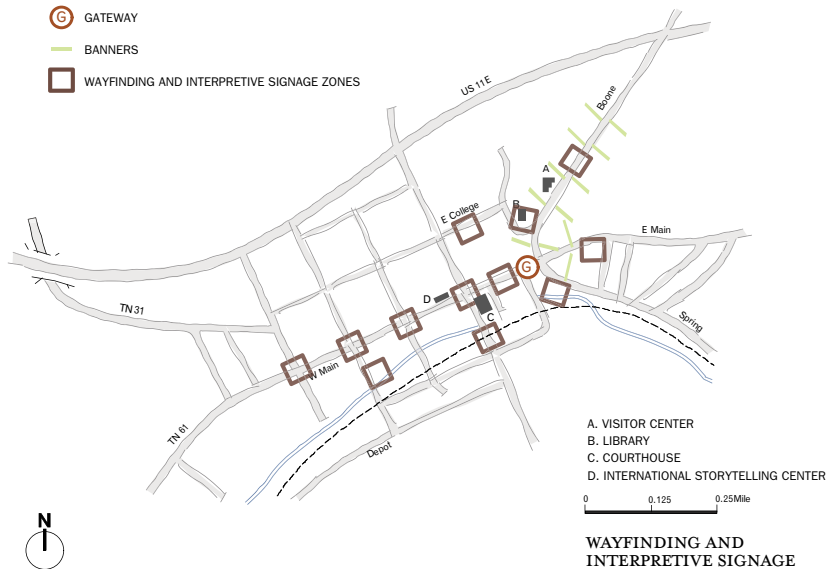
LANDSCAPING AND BEAUTIFICATION

The entire town should be attractively landscaped. Therefore, the Town of Jonesborough should create and pursue a landscaping plan for:

- The downtown business district
- The highways leading to the business district
- The entrances to the business district
- Public areas — including parks, walkways, parking areas, and sidewalks
- The creek that winds its way through the historic district
- Landscaping plans should include using heritage or vintage plants grown in Jonesborough by early Jonesborough families — with accompanying stories.

In addition to the landscaping of the public areas, Jonesborough should also seek to strengthen the landscaping of the private properties within the historic district. To do so, the Tree and Townscape Board should set up a mechanism to honor and recognize the best landscaping by private-property owners. Through this program, Jonesborough should also seek to improve any unsightly private areas and fill in empty areas with new architecturally appropriate structures.

CLOCKWISE FROM TOP LEFT: THE GARDEN GATE AT WELLS-JENKINS HOUSE 103 NORTH FIRST AVENUE IN JONESBOROUGH PROVIDED BY JAY HURON OF HILLHOUSE GRAPHIC DESIGN; GARDENS AT POPLAR HILL 102 NORTH CHEROKEE AVENUE IN JONESBOROUGH UNKNOWN SOURCE; GARDENS AT BLAIR-MOORE HOUSE 201 WEST MAIN STREET IN JONESBOROUGH PROVIDED BY JAY HURON OF HILLHOUSE GRAPHIC DESIGN



WAYFINDING AND INTERPRETIVE SIGNAGE

Jonesborough should establish a graphic design system for town signage, gateways, wayfinding panels and banners, and other visual elements that is clear and easy to read, one that reflects the authenticity, character, and charm of Jonesborough. Design restrictions and guidelines should also be installed to protect the integrity of the town and its identity.



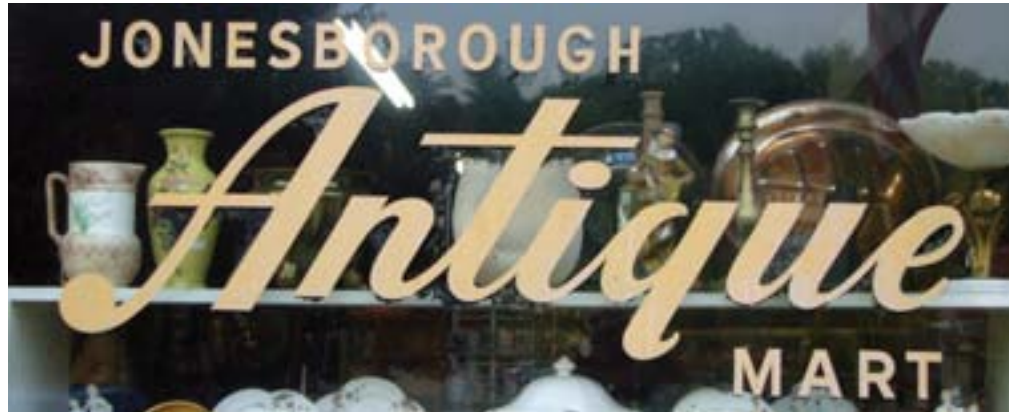
TRAILS AND WALKWAYS

Trails and walkways should be installed within the downtown historic district to provide easy access to key historic sites and on-site interpretation of Jonesborough's history. In addition, the trails and walkways should provide opportunities for guided nature walks into the surrounding landscape and woods with a focus on health and diet while introducing histories of local lore. In a holistic way, the walks should combine elements of Northeast Tennessee history, health, environmental awareness, and an appreciation of the landscape — timely themes that could be powerfully expressed through storytelling.



THIS PAGE, LEFT TO RIGHT: SOURCE UNKNOWN; SOURCE UNKNOWN;
 STORYTELLING PARK AT THE INTERNATIONAL STORYTELLING CENTER SOURCE
 UNKNOWN; STORYTELLING PARK AT THE INTERNATIONAL STORYTELLING CENTER
 SOURCE UNKNOWN; OPPOSITE PAGE: MAIN STREET IN JONESBOROUGH PROVIDED
 BY MOUNTAIN PHOTOGRAPHICS



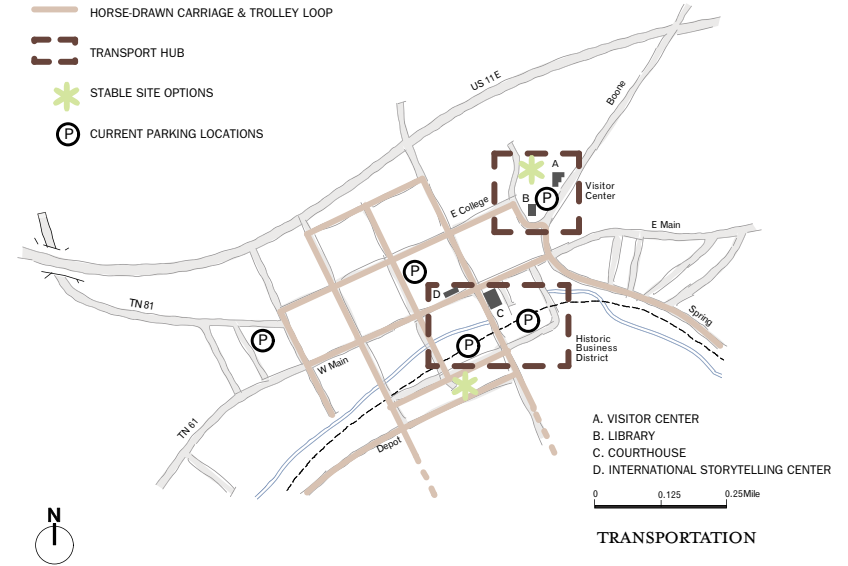


RETAIL OFFERINGS

The availability and mix of visitor retail offerings, both food and merchandise, should be improved through this program. To do so, the town should determine current and potential markets and create a plan for an appropriate retail mix that serves those markets. Then the town should recruit the desired retail additions. To strengthen this retail mix, now and in the future, the town should more systematically, strategically, and aggressively market Jonesborough's retail offerings through a planned and coordinated marketing program.



TOP RIGHT: SIGN IN OLD JONESBOROUGH PROVIDED BY JAY HURON;
OTHERS UNKNOWN



TRANSPORTATION

Traffic in Jonesborough's downtown business district — and on Highway 11-E — is, perhaps, the most challenging problem facing residents. The town should create a transportation plan that seeks to eliminate these traffic challenges. One of the major concerns is that the traffic in downtown Jonesborough is detrimental to creating and promoting a pedestrian-friendly visitor experience. Jonesborough should improve this situation. An initial step could be to restrict all truck traffic in the downtown historic area. A long-term solution could to reroute traffic away from and around downtown Jonesborough by building the proposed Historic Jonesborough Parkway. With the new Parkway, Jonesborough could, at some future point, be able to close Main Street to all vehicular traffic in the downtown business district, completely or partially. In addition, as visitation grows, Jonesborough should also provide additional parking — probably located around the

periphery of the downtown business district — for both autos and tour buses. There is also the possibility of creating a transportation system between Johnson City hotels and downtown Jonesborough.

Jonesborough's existing, privately owned horse-and-carriage system could be expanded to include horse-drawn trolley cars or other old-fashioned, people-handling vehicles as a service for Jonesborough's visitors. An old-fashioned stable could be erected, somewhere in downtown Jonesborough, to serve as the home for this enterprise and an element of the town's visitor experience.

A HORSE AND CARRIAGE TOUR OF MAIN STREET IN JONESBOROUGH
UNKNOWN SOURCE





MURALS



PROJECTIONS



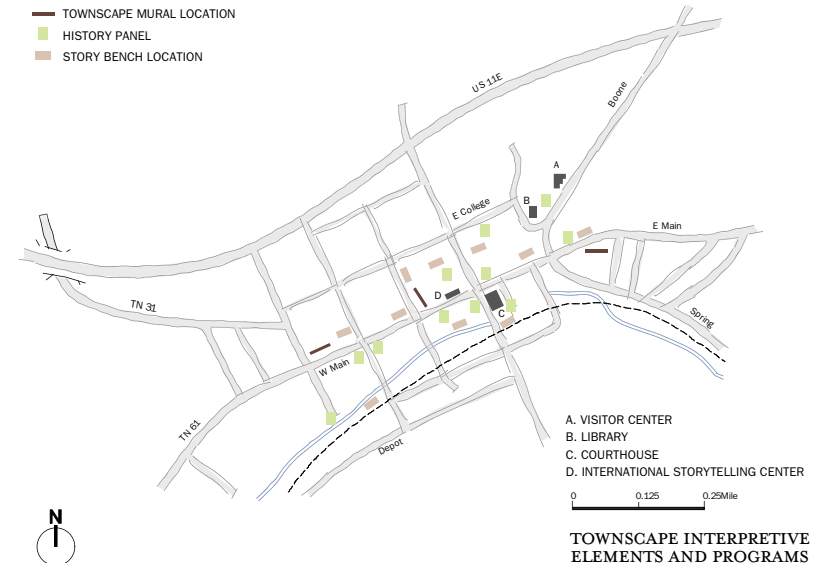
MEDALLIONS

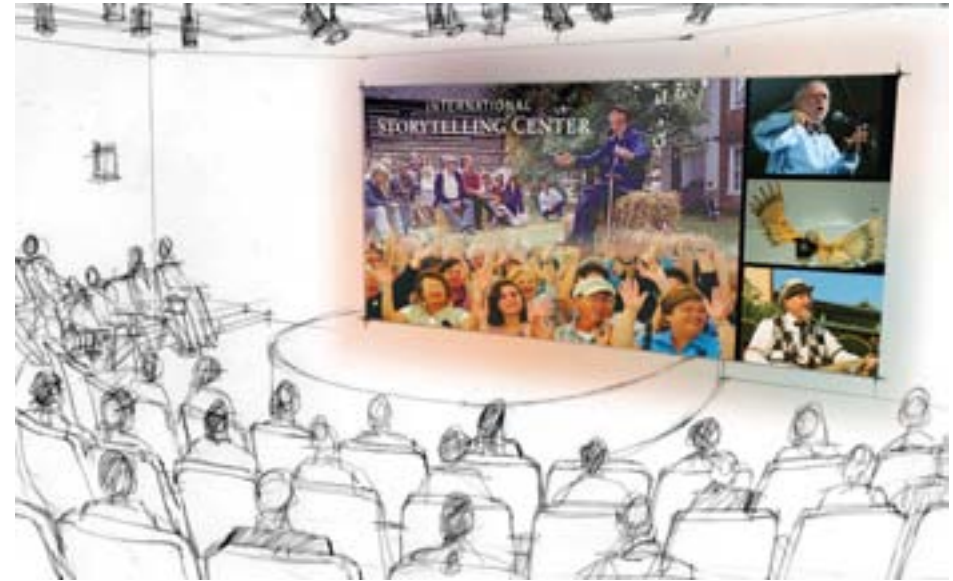


OPPOSITE PAGE: MAIN STREET IN JONESBOROUGH SOURCE UNKNOWN;
THIS PAGE, LEFT TO RIGHT: UNKNOWN SOURCE; UNKNOWN SOURCE

TOWNSCAPE INTERPRETIVE ELEMENTS AND PROGRAMS

Using the townscape as a gallery and stage, a program of interpretive media would turn all of historic Jonesborough into a museum without walls. Responsibility for the development, implementation, and oversight of these projects could be shared by the Jonesborough team or assigned to one of its members.





New interpretive elements and programs will include:

THE ART OF STORYTELLING

A short film, to be shown in ISC's theater, should quickly give visitors the information they need to fully appreciate the art and awesome power of storytelling—the dramatic ability of the teller to inspire creative thinking, teach the young, and encourage brotherhood around the world. The film, if developed, could trace our country's storytelling heritage to Appalachia and its renaissance today, led by ISC and the National Storytelling Festival. Storytellers from all over the world could discuss their art, international and cultural exchanges, and how recent research suggests that human brains are hard-wired to use storytelling. The film could also be shown on PBS, the Discovery Channel, or similar outlets.

LEFT TO RIGHT: STORYTELLER WILLY CLAFLIN PROVIDED BY FRESH AIR PHOTO;
STORYTELLER GAYLE ROSS PROVIDED BY FRESH AIR PHOTO; STORYTELLER BOBBY
NORFOLK PROVIDED BY FRESH AIR PHOTO; SCREEN PHOTOS PROVIDED BY FRESH
AIR PHOTO

Acclaimed as one of the top 100 events in North America, the festival sparked a renaissance of storytelling across the country. Travelocity named National Storytelling Festival a Top Insider Spot for Tennessee in its 2005 “Local Secrets, Big Finds” international poll. Selected from more than 30,000 entries, National Storytelling Festival made the travel company’s list of favorite local secrets.

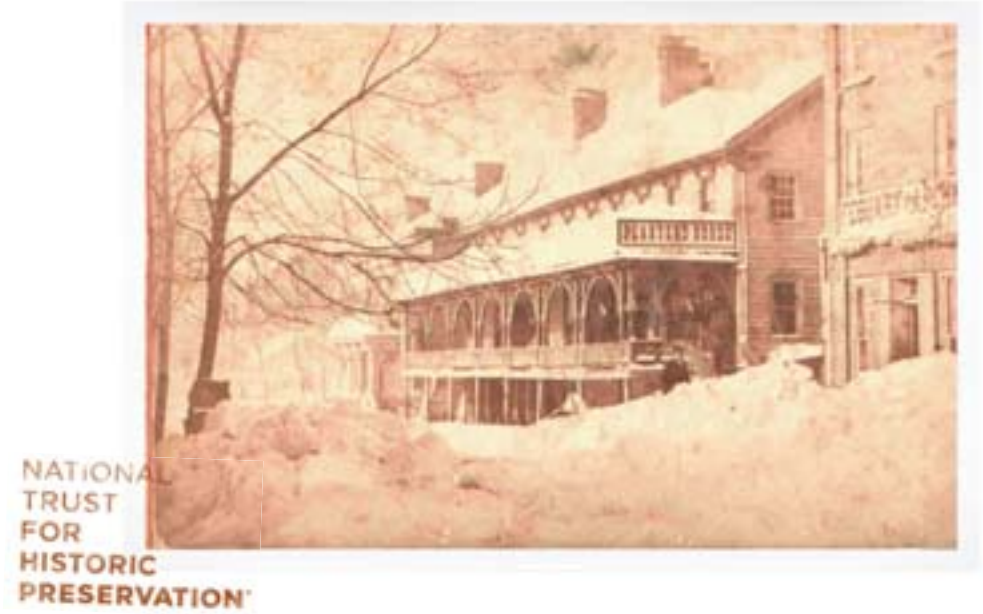


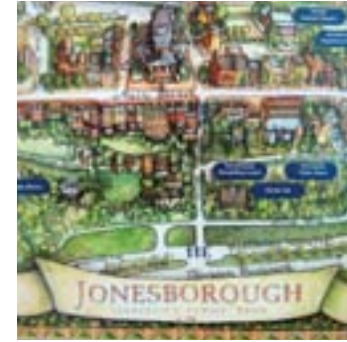
THE ART OF STORYTELLING AT THE ISC THEATER

THE STORY OF JONESBOROUGH

A companion film should tell the story of Jonesborough, placing it in the larger context of Tennessee and national history. If developed, visitors would be offered an engaging overview of this southern mountain town, its early establishment in the late 1700s as the capital of the new State of Franklin, the progressive thinking that shaped its civic life, the illustrious characters that are part of its history, and the town's enduring ethos of fierce independence. A trip through the Jonesborough Cemetery would introduce to the town's visitors the men and women who once lived in Jonesborough and left a legacy of letters and diaries that describe a unique blend of history and personal experience. The film could also be shown on PBS, the Discovery Channel, and similar outlets.

PREVIOUS SPREAD: STORYTELLER RAY HICKS PROVIDED BY FRESH AIR PHOTO;
THIS PAGE: CHESTER INN DURING A SNOW STORM DECEMBER 8, 1886 PROVIDED
 BY THE JONESBOROUGH-WASHINGTON COUNTY HISTORY MUSEUM AND ARCHIVES





STORYTELLING-FOCUSED TOWN WALKING TOURS AND GUIDES

Both guided and self-guided tours should be expanded to take visitors on journeys back through time. Storytelling tours, guidebooks, and audio tours — using iPods, cell phones, radio transmissions, or AudioTellers — could be themed in numerous ways and written for different age levels and interests. To maintain the quality of all tours — including the commercial tours of Jonesborough provided by organizations such as Equine Carriage Tours, Appalachian Ghost Walks, and Positive Solutions — the Town of Jonesborough, in association with the Heritage Alliance and the International Storytelling Center, should license all tours.



LEFT TO RIGHT: JONESBOROUGH METHODIST CHURCH AND SISTERS' ROW PROVIDED BY THE JONESBOROUGH-WASHINGTON COUNTY HISTORY MUSEUM AND ARCHIVES; MAP OF JONESBOROUGH ILLUSTRATED BY BILL BLEDSOE, JONESBOROUGH ARTIST; ENTRANCE INTO THE STORYTELLING PARK INTERNATIONAL STORYTELLING CENTER SOURCE UNKNOWN



PICTURE THE PAST HISTORY TRAIL

An interpretive system of history panels, murals, and architectural “ghosts” should transport visitors’ imaginations back in time and reveal an unfolding story of Jonesborough and the role it played in state and national history.

History Panels would interpret major sites, buildings, and events with vintage photos, intriguing quotes, personal anecdotes, and audios of recorded stories. Numbered graphic markers, located on low pedestals that are easy to read, would interpret each site and its historical significance.

Townscape Murals, large photographic or artistic backdrops, would interpret a number of carefully selected sites to depict a Jonesborough of bygone days. Located strategically to surprise and delight, the murals, if installed, would serve as interpretive windows into Jonesborough’s architectural past and would provide a unique storytelling venue.

STORY BENCHES

Benches should be positioned at key points throughout the historic district in the actual spot where an important event took place. Visitors could use their cell phones to “dial up” audios of stories or histories about the site. During special events and festivals and busier visitation periods, storytellers stationed at each bench would gather visitors to hear a short story, talk about the history of the town, and answer questions. When not in use for storytelling, the Story Benches would provide pleasant shady places for visitors and Jonesborough citizens alike to sit, talk, and appreciate the joys of being in a small town.



LEFT TO RIGHT: FIRST BAPTIST CHURCH PROVIDED BY MOUNTAIN PHOTOGRAPHICS; CHESTER INN PROVIDED BY MOUNTAIN PHOTOGRAPHICS; WASHINGTON COUNTY COURTHOUSE PROVIDED BY MOUNTAIN PHOTOGRAPHICS; **OPPOSITE PAGE:** CUNNINGHAM HOUSE 119 WEST MAIN STREET; **NEXT SPREAD:** TOWER OF THE MARY B. MARTIN STORYTELLING HALL INTERNATIONAL STORYTELLING CENTER PROVIDED BY JAY HURON OF HILLHOUSE GRAPHIC DESIGN



HISTORY PANELS



STORY BENCH



INTERPRETIVE FRAME



“The festival adventure must begin with a journey, not to New York, Paris, London, or any comparable center of modernist faith but to a small-town ... far from the main roads, where local Davids face the Goliath of progress armed only with cobblestones and antique bricks in a sling of homespun yarns.”

— Joseph Sobol, PhD Storytelling Master's Program
Coordinator, ETSU



INTERNATIONAL STORYTELLING CENTER INITIATIVES

As a key player in the development and delivery of an expanded cultural tourism program for Jonesborough, the International Storytelling Center should create a program of storytelling education and entertainment for Jonesborough's residents and visitors.

NEW EVENT

In addition to staging the annual National Storytelling Festival and the Teller-in-Residence program, ISC should introduce a new event to showcase the preservation, performance, and practice of storytelling. While the annual Festival anchors Jonesborough's six-month season in the fall, this vibrant and festive celebration of world storytelling would anchor the season in the spring.

STORYTELLING EDUCATION

ISC should aggressively pursue its plan to develop an innovative program of storytelling education to inspire and teach organizations and institutions across the nation and world to harvest, craft, and share their stories to improve the

lives of the people they serve and the communities in which they live. To accomplish this strategy, ISC would produce and market a series of innovative storytelling education products and services, including:

- Tool kits with instructional CDs, DVDs, and how-to manuals — supplemented by online resources, communications, and learning
- Courses with live seminars, mentoring, and web-based resources, communications, and learning
- Series of conferences in Jonesborough supported by online resources, communications, and learning

Many of the Center's live educational activities, if developed, should be conducted at the Center's education building in Jonesborough throughout the six-month season of May to October. In addition, ISC's education program should be advanced by a comprehensive program of advocacy and public education about the power of storytelling, fueled by new discoveries about the potential applications of storytelling in our lives and work, and supplemented by online information, communications, and learning.





NATURE / PARK TRAILS



CHILDREN'S STORYTELLING



STORYTELLING TRAIL

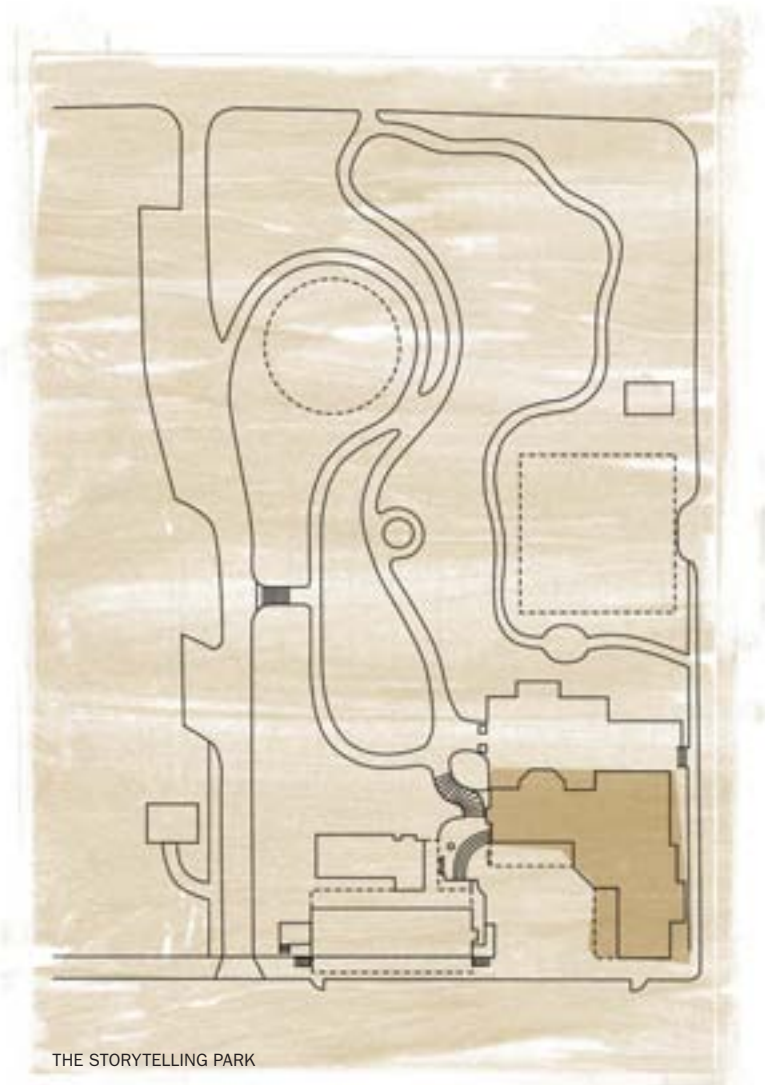


POSSIBLE ENTRY PORTAL

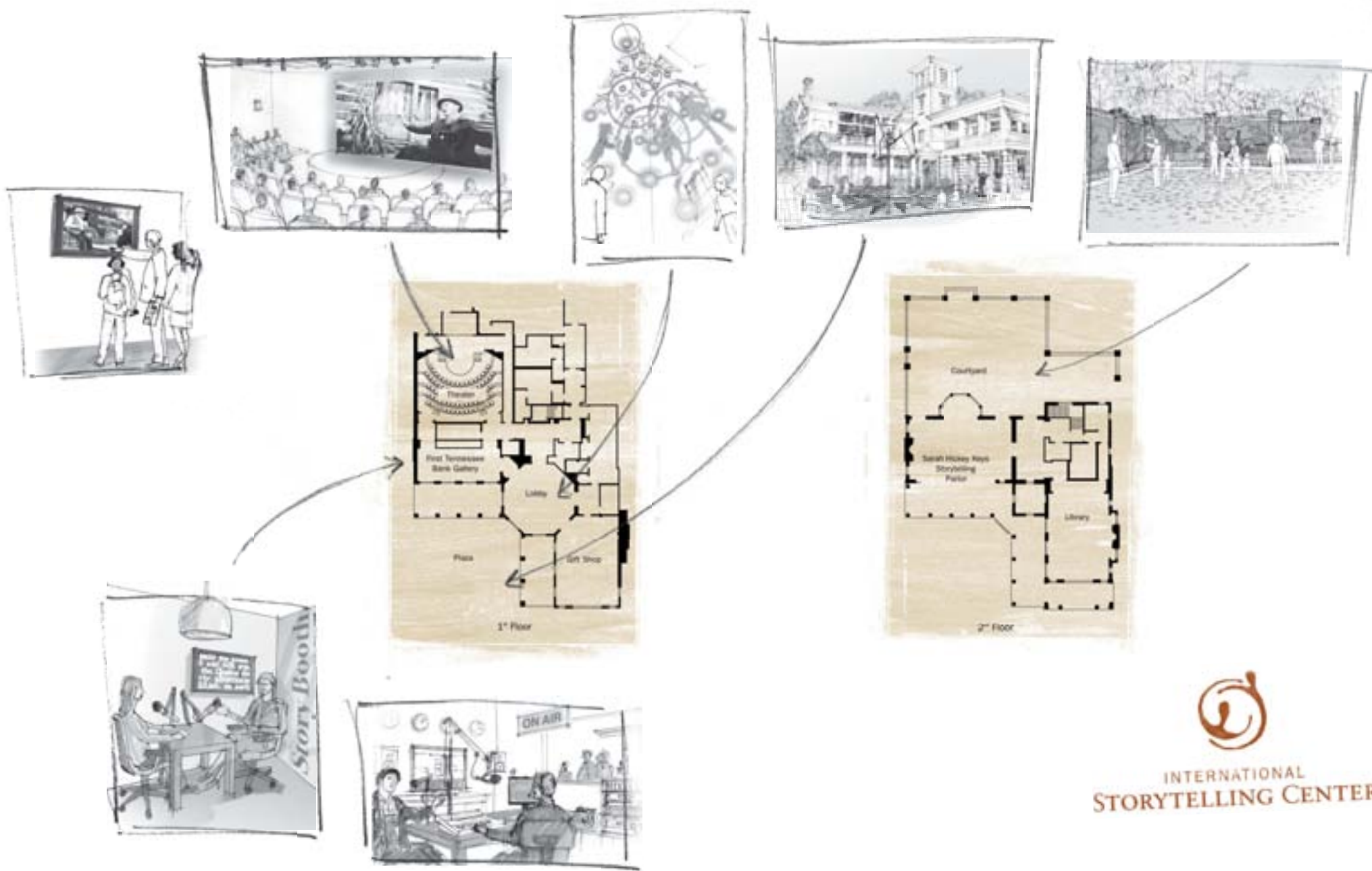
THE CENTER FACILITIES

As a prominent symbol of Jonesborough's founding role in the renaissance of storytelling, the Center's new education building should be upgraded to realize the original vision of the structure and to provide the level of quality and functionality that it requires to be truly effective both locally and internationally. The repair and re-painting of the exterior is of primary importance. All other aspects of the building should also be studied, and repairs or improvements, as needed, should be included in this effort. Work on the building could range from improvements in interior and exterior lighting, environmental controls, acoustics, and lighting to the installation of interior millwork, furnishings, improved floor coverings, and equipment and technology. The Storytelling Park, three acres of gardens and walkways, serves as a natural setting for the Center's facilities. A beautiful amenity with great potential to add delight to every Jonesborough visit, the Park should also be upgraded to become even more inviting to Jonesborough's visitors. Nooks and crannies, equipped with benches, could be added for resting, picnicking, and sharing stories. In addition, the Park could provide open space for outdoor performances and educational activities, supplementing programs in the Center's education building and other Jonesborough facilities. A garden house and performance gazebo could be added to the Park to enhance its functionality.

UNKNOWN SOURCES



THE STORYTELLING PARK





ISC INTERPRETIVE PROGRAM

Entertaining and educational exhibits and programs in the Center building, the plaza and courtyard, and the surrounding park should be installed to provide the interpretation of storytelling, the storytelling renaissance, and ISC's work.

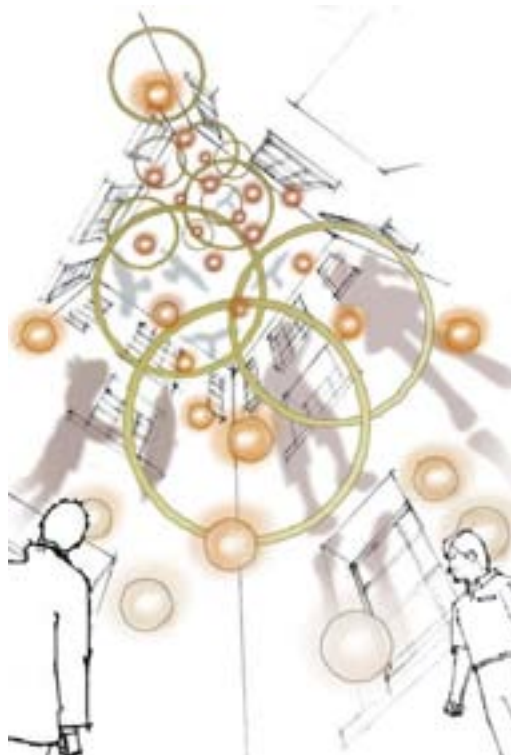
BUILDING TOWER

Inside the building tower, a sculptural chandelier of a classic, iconic design should be installed. Visible from both inside and outside the building, the slowly turning movement would capture the universal and timeless appeal of storytelling. At night, the glowing tower, if installed, could be seen up and down Main Street and serve as an elegant beacon symbolizing this ancient tradition.

WORLD OF STORIES PLAZA

A fountain should be installed in the plaza in front of the building. A compass rose and map (or a story maze), set into the ground, would highlight a "world of stories" from all different cultures - a family of storytelling jesters and tricksters of myth and lore in Chinese, Japanese, English, German, Native American, and African design motifs.

MARY B. MARTIN STORYTELLING HALL INTERNATIONAL STORYTELLING CENTER
©PETER AARON, ESTO



CLOCK TOWER INTERIOR



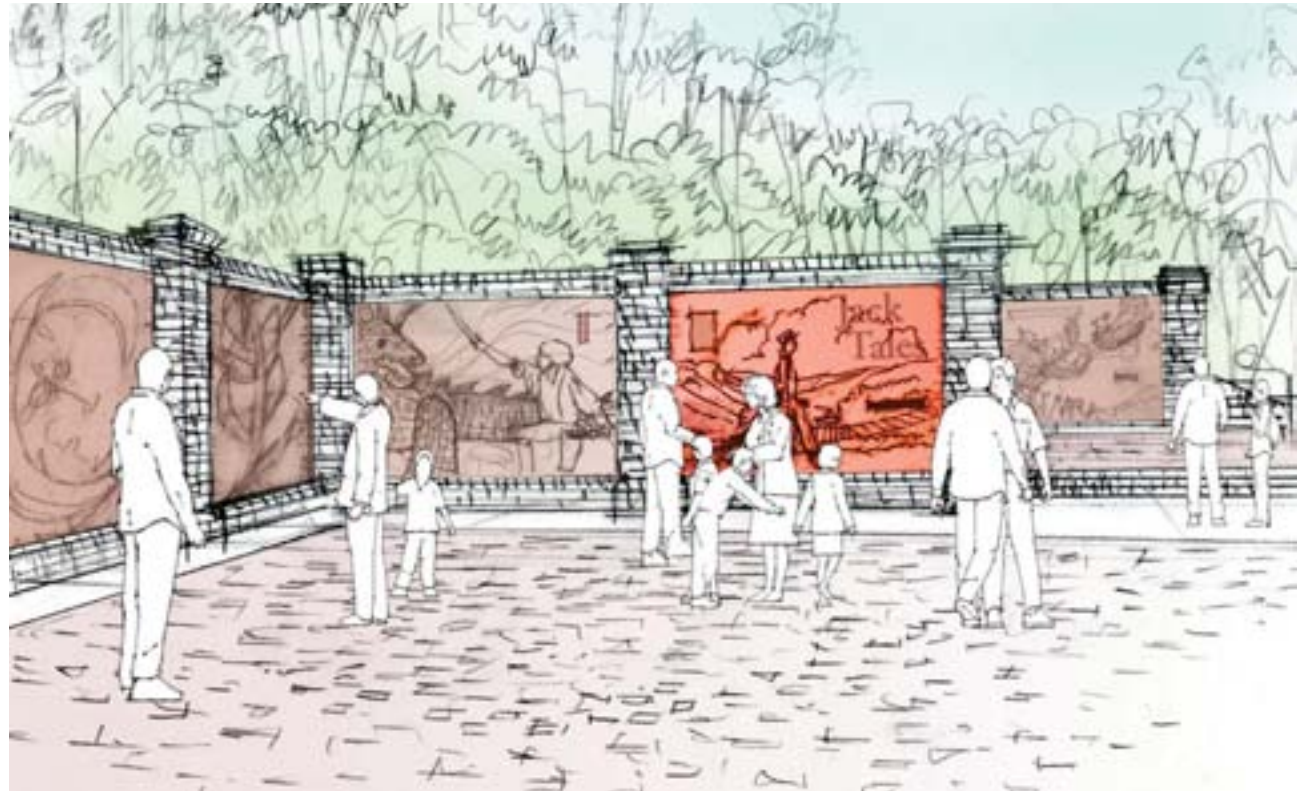
INTERNATIONAL STORYTELLING CENTER EXTERIOR



WORLD OF STORIES PLAZA AT THE INTERNATIONAL STORYTELLING CENTER



JACK TALES WALL



ISC COURTYARD

COURTYARD

From the parlor, the doors swing open into the courtyard where The Jack Tales Wall, a bas-relief touch wall of colorful and fantastical folklore, should be installed to introduce visitors to Appalachia's Jack Tales. Handed down from generation to generation, these delightful stories of beautiful maidens, ornery giants, magic beans, and mysterious woods are a celebration of myth and legend. If installed, the touch walls would provide the perfect backdrop for small groups to gather outdoors for afternoon storytelling, dinners, and receptions.

ARCHITECTURAL DECORATION

Throughout the interior of the Center's education building and the park, storytelling themes should be expressed in architectural detailing.

ONLINE NETWORK

The Center should be the home to a worldwide online information, communications, and learning network. Through the network, based at the Center in Jonesborough, ISC could provide important opportunities for online visitors across America and the world to learn how to discover, craft, and tell their stories.

UNKNOWN SOURCE; COURTYARD MARY B. MARTIN STORYTELLING HALL
INTERNATIONAL STORYTELLING CENTER SOURCE UNKNOWN



STORY RADIO STUDIO



STORY BOOTH



GREATEST STORIES JUKEBOX



LIBRARY OF CONGRESS COLLECTION

Visitors to the Center should have online access to selected and curated storytelling resources protected in ISC's International Storytelling Collection at the American Folklife Center in the Library of Congress. Available for review by the Center's visitors through this installation could be selected recordings of stories told at the annual festival, interviews with storytellers and storytelling experts, and selected photos and documents.

THE STORYTELLING CHANNEL

The cornerstone of the online network should be The Storytelling Channel — a video-based, television-like channel for broadcasting storytelling entertainment and education via the internet or on local-access cable television. Large screens within the Center facility should broadcast the electronic programs to on-site visitors.

STORY RADIO

An internet radio station, called Story Radio, should broadcast in tandem with The Storytelling Channel — including live performances and interviews with visiting tellers from ISC's own studio. ISC programming could also be distributed and sold to national and international audiences. Visitors could view studio operations, and residents and visitors driving through town could tune in and hear what's happening at the Center and in Jonesborough that day. Archived programs could be accessed through the Internet.

TELL YOUR OWN STORY BOOTH

ISC's education building should provide a recording booth for visitors to tell their own stories, perhaps in partnership with the very successful StoryCorps initiative. Recorded stories could be made available for internet radio broadcasts and archived in ISC's collection at the American Folklife Center in the Library of Congress.



GREATEST STORIES JUKEBOX

The Greatest Stories Jukebox should be installed to keep the spirit of the National Storytelling Festival alive all year long and introduce the work of ISC and its guest tellers to the Center's visitors.

RETAIL MERCHANDISING

One of the highlights of a visit to the Center should be the retail shop. Now offering only a modest selection, the shop, if upgraded through this plan, could offer an expanded array of storytelling books and recordings, storytelling-education resources, and story-based gifts from around the world. To supplement the shop's expanded array of merchandise, the shop could also provide storytelling experiences through electronic displays and exhibits.

RENTALS

ISC should expand the rental of the Center facilities to organizations, institutions, and businesses for meetings, conferences, training sessions, receptions, and other events. To do so would generate greater visitation to Jonesborough.

A COMMUNITY CELEBRATION

Through an ISC-led, ongoing, community-based storytelling celebration, ISC should translate its vision, mission, and strategies into programming that engages and serves the entire Jonesborough community. At the heart of this effort

should be a program to involve the residents of Jonesborough in harvesting their stories, crafting them into a variety of story formats, and sharing their stories with Jonesborough's residents and visitors to showcase and honor the social, architectural, and historical heritage of Tennessee's oldest town. In addition to creating an improved quality of life for



Jonesborough's residents, this on-site program could also serve as both a laboratory for developing and piloting new story-based activities and as a model to help cities and towns across Tennessee, the nation, and the world tap into their own stories to build stronger, more vibrant communities.



STORYTELLERS ED STIVENDER, THE QUIMBYS, AND CONNIE REGAN-BLAKE
NATIONAL STORYTELLING FESTIVAL PROVIDED BY FRESH AIR PHOTO



SIX-MONTH SEASON OF STORYTELLING

From May to October, ISC should conduct a six-month series of storytelling entertainment and education — a bundling of ISC's live program activities into one single unified program offering. The series should range from the Teller-in-Residence's daily performances and live educational seminars and conferences to ISC's two major anchor events — the National Storytelling Festival, held each October, and a new spring event, held each June.

SPREADING THE WORD

Drawing people to Jonesborough also means reaching out with enticing programs that are colorful and intriguing and plant the seed that one must make a visit to the source. Through these outreach activities, ISC should promote the power of storytelling, its organization, and its services and products and, at the same time, build awareness of Jonesborough as the international home of storytelling.

STORYTELLER DOUG ELLIOT NATIONAL STORYTELLING FESTIVAL PROVIDED BY
FRESH AIR PHOTO





HERITAGE ALLIANCE INITIATIVES

As the keeper of Jonesborough's historical record and a dedicated advocate of heritage preservation and education, the Heritage Alliance is an invaluable source of edifying public programs. Using the art of storytelling and the renown of Jonesborough as a preservation success story, the Heritage Alliance should pursue their plans to undertake a series of initiatives that would bring interested audiences to Jonesborough to hear its story, learn its history, and gain firsthand appreciation for the preservation movement.

THE CHESTER INN

AND THE CHRISTOPHER TAYLOR LOG HOUSE

The State of Tennessee and the Heritage Alliance, as part of its museum offerings, should pursue its plans to install new orientation and exhibit programs in the Chester Inn and the Christopher Taylor Log House. By doing so, the Heritage Alliance would begin establishing an important presence in the heart of the historic district. This would create a seamless experience, taking visitors directly from artifact-rich thematic exhibits into the historical neighborhood itself and its extraordinary concentration of period sites.

OPPOSITE PAGE: CHESTER INN PROVIDED BY JAY HURON OF HILLHOUSE GRAPHIC DESIGN; **THIS PAGE, LEFT TO RIGHT:** WASHINGTON COUNTY COURTHOUSE SOURCE UNKNOWN; CHRISTOPHER TAYLOR LOG HOUSE SOURCE UNKNOWN; CHESTER INN SOURCE UNKNOWN



HISTORIC PRESERVATION: SHARING THE STORY

Downtown Jonesborough is a rich example of sensible preservation techniques and careful planning. The variety of locally owned businesses, the availability of many prime examples of adaptive reuse, and a growing market for downtown living combine to make the case for downtown Jonesborough as a model for other communities seeking to revitalize their downtowns. If pursued, the Heritage Alliance would present a dynamic presentation to share the successes and lessons learned about its own downtown renewal. The experience, including a walking tour of downtown and a formal presentation, would highlight the successes of the Jonesborough preservation movement and its impact on local business, tourism, and the economy. The projected audiences for these presentations could include chambers of commerce, business owners, local government leaders, and economic development officials.

HOME TOURS AND LECTURE SERIES

Jonesborough's diverse building stock is another asset of the town that can be brought to the forefront with preservation and architecturally based programming. One opportunity to capitalize on this diversity should be a combination home tour and lecture series highlighting the different architectural styles present in the town. These events, if launched, would highlight the major architectural styles that are found in the community and the specific architectural elements that are unique to Jonesborough.



LEFT TO RIGHT: CUNNINGHAM HOUSE 119 WEST MAIN STREET UNKNOWN SOURCE; BLAIR-MOORE HOUSE 201 WEST MAIN STREET UNKNOWN SOURCE; MAIN STREET OF OLD JONESBOROUGH c. 1880 FIRST BAPTIST CHURCH (ON THE RIGHT) PROVIDED BY THE JONESBOROUGH-WASHINGTON COUNTY HISTORY MUSEUM AND ARCHIVES; JOE CALDWELL, MAIL CARRIER, AND BIRD, HIS HORSE PROVIDED BY THE JONESBOROUGH-WASHINGTON COUNTY HISTORY MUSEUM AND ARCHIVES



TUSCULUM
COLLEGE



PASSING ON OUR STORY: PRESERVATION FIELD SCHOOL

Jonesborough's success in preservation lends itself to making the town an intriguing learning laboratory for young preservationists. A Preservation Field School should be conducted to give local artisans, craftsmen, and educators a venue to share their knowledge with visitors from an even larger region. Participants would be able to immerse themselves in the Jonesborough culture and work firsthand with townspeople and local sites and buildings. They could be hosted by a Jonesborough family during the duration of the field school, reinforcing the belief that preservation is as much about the citizens as the properties being saved. By partnering with institutions like East Tennessee State University and Tusculum College, scholars and other educators could be included in field-school programs to bring additional perspectives to the experience and provide academic credit.

THE STUFF OF THE STORY: ARCHIVAL WORKSHOPS

Because of the renewed emphasis within the history-education community on using primary source material for teaching, the Heritage Alliance's archival collection provides a huge amount of programming potential. Therefore, the Heritage Alliance should conduct professional-development workshops for teachers to explain what primary sources are and how they can be used to enrich classroom activities and nurture critical thinking skills. By analyzing the documents, photos, and artifacts closest to the events of history, teachers would be better equipped to prepare the next generation with the skills vital to the historical research process. Through this workshop, teachers would learn to teach "outside the text" and make meaningful connections for students.



CLOCKWISE FROM TOP LEFT: BARBERSHOP IN THE LOWER LEVEL OF THE CHESTER INN c. 1910 PROVIDED BY THE JONESBOROUGH-WASHINGTON COUNTY HISTORY MUSEUM AND ARCHIVES; CURTIS BUCHANAN, CHAIR MAKER SOURCE UNKNOWN; JONESBOROUGH DAYS PHOTO PROVIDED MOUNTAIN PHOTOGRAPHICS



JONESBOROUGH'S HISTORIC CEMETERY

The Jonesborough Cemetery is the perfect place to connect to the lives of former Jonesborough residents and their stories. A new introductory interpretive panel with a site map should be developed to list the graves and their locations, and audio tours should be offered to allow visitors to listen to excerpts from the diaries and letters written by some of Jonesborough's forbearers. An explanation of gravestone symbolism and art, followed by a scavenger hunt, could make connecting to the past very personal. To allow this program to be conducted in other communities, professional development activities for teachers (or other interested parties) would expand this program to teach the care and maintenance of gravestones.

PHOTO SCAVENGER HUNT

Every Building Tells a Story—a scavenger hunt using reproductions of historic photos—would provide a fun-filled and interesting way for families to explore Jonesborough's architecture as well as its history.

THIS PAGE, LEFT TO RIGHT: OLD JONESBOROUGH CEMETERY SOURCE UNKNOWN; UNKNOWN SOURCE; CUNNINGHAM HOUSE 119 WEST MAIN STREET UNKNOWN SOURCE; BLACKBOARD IN THE OAK HILL SCHOOL IN JONESBOROUGH SOURCE UNKNOWN; **OPPOSITE PAGE, LEFT TO RIGHT:** OAK HILL SCHOOL IN JONESBOROUGH PROVIDED BY HERITAGE ALLIANCE; OAK HILL SCHOOL IN JONESBOROUGH PROVIDED BY MOUNTAIN PHOTOGRAPHICS



Quill pens 2¢

Drinks 10¢ gill

Rope 50¢ rod

Nails 5¢ box

Chair \$2.00

Mirror \$3.00

Oak Hill
School
1892 - 2006



THE OAK HILL SCHOOL EXPERIENCE

The community of Knob Creek (now considered North Johnson City) built Oak Hill School in 1886 to serve not only as a school but also as a place for the community to gather. Since the structure was moved to Jonesborough, Oak Hill School has provided thousands of modern-day students the opportunity to step back in time and be enrolled in the OHS class of 1892-1893. The Heritage Alliance should expand this award-winning program by convening a class on Saturdays during summer months to allow families to encounter this treasure. Special activities should be planned to involve traditional arts and crafts, games, and storytelling. This is also an intimate and authentic space that is perfect for humanities lectures, educational workshops, and music performances. Using the Oak Hill School and nearby Duncan House and Naff Tailor Shop as the cornerstone, the Heritage Alliance could expand this experience by adding more antique buildings in this area of Jonesborough to create a “living history” precinct.

THE OAK HILL SCHOOL HERITAGE EDUCATION PROGRAM

ALLOWS STUDENTS TO EXPERIENCE A TYPICAL SCHOOL

DAY IN AN AUTHENTIC 19TH CENTURY SCHOOLHOUSE.

THE CURRICULUM IS BASED ON THE DETAILED 1892-1893

DIARY OF A WASHINGTON COUNTY, TENNESSEE SCHOOL

SUPERINTENDENT.

VISITORS CENTER & MUSEUM



WELCOME
TO
JONESBOROUGH



HISTORIC JONESBOROUGH VISITORS CENTER

The Historic Jonesborough Visitors Center should be redefined and upgraded to expand and offer new and improved opportunities to support cultural tourism in Jonesborough. The Center, if upgraded, would become an even more important hub of activity for excursions to Main Street by foot, to historic sites around town by horse and buggy, and to destinations outside of town by cars and tour vans. A new interpretive path to celebrate and reinforce the storytelling brand should also be installed to create a vibrant visual link between the Center and the Main Street historic district. In addition to attracting visitors to the Center and Jonesborough, the updated facilities should also encourage more Tri-Cities organizations, institutions, and corporations to conduct their meetings and conferences at the Center.

THE HISTORIC JONESBOROUGH VISITORS CENTER, A MULTI-PURPOSE FACILITY, IS USED TO WELCOME VISITORS TO TENNESSEE'S OLDEST TOWN. IT ALSO PROVIDES A PLACE FOR THE COMMUNITY, PRIVATE, PUBLIC AND BUSINESS SECTORS TO MEET.

The improvements could include:

- A welcome service and information source about Jonesborough, Washington County, and the Tri-Cities Region
- Kiosks with information, photos, and video clips that promote and inform visitors about Jonesborough's ongoing activities — including, but not limited to, Music on the Square, Jonesborough Repertory Theater, and the Teller-in-Residence program plus the new activities being offered through this program
- Upgrades to the large hall for rental use for meetings, corporate training, and conferences
- Signature exhibits that feature Jonesborough's architectural, historical, and social heritage to encourage visitors to take the walking tours, visit the exhibits, and learn more about Tennessee's oldest town
- An improved retail shop with new and expanded merchandising
- Flexible classroom space for workshops and other educational events

OPPOSITE PAGE: HISTORIC JONESBOROUGH VISITORS CENTER AND MUSEUM JAY HURON; **THIS PAGE, LEFT TO RIGHT:** HISTORIC JONESBOROUGH VISITORS CENTER AND MUSEUM SOURCE UNKNOWN; HORSE AND CARRIAGE TOUR OF MAIN STREET IN JONESBOROUGH SOURCE UNKNOWN; HISTORIC JONESBOROUGH VISITORS CENTER AND MUSEUM SOURCE UNKNOWN

Carol's Rye Bread Dip

- 1 c. Sour cream
- 1 c. mayo
- 2 tsp. minced onion
- 1 tsp. Season Salt
- 1 tsp. parsley
- 1 tsp. dill weed
- generous sprinkles of:
- garlic powder
- onion powder

Thin sliced (deli-style) beef
(either corned beef, or
dried beef, ~~or~~
or roast beef, etc.)

(If you use dried beef, soak
for 10 minutes in cold water
to reduce saltiness)

- Let sit all day or overnight.
- Hollow out an 8-sliced loaf
of bread, rye preferred,
fill with dip.
- cube additional bread to
dip.

SERVE + Pig out



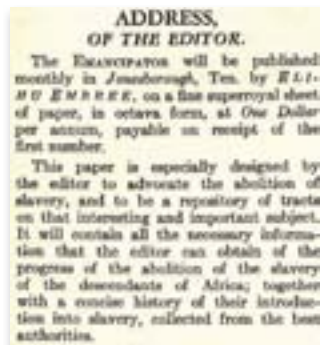
EDUCATIONAL RESOURCES FOR HERITAGE AND STORYTELLING



Through this expanded cultural-tourism program, the Town of Jonesborough and the program's participating partners would encourage other Jonesborough-based organizations and institutions to engage in the pursuit of this vision.

HISTORY ARCHIVES

In partnership with the Washington County government, the Heritage Alliance could develop a full archival program that would include both the Heritage Alliance archives and the County archives. In this vision, the whole of the archival heritage of Jonesborough and Washington County would be preserved, protected, and accessible.



THE HERITAGE ALLIANCE SEEKS TO PRESERVE
AND PROTECT THE DOCUMENTED RECORDS
OF OUR PREDECESSORS.

GENEALOGY ARCHIVES

The Washington County Genealogy Association could teach families how to research their genealogies — including using the web as a resource and powerful tool, recording oral histories of family members and others, collecting and preserving heirlooms and memorabilia, and creating a family archive to show and share their heritage research.

STORYTELLING LIBRARY

The Jonesborough-Washington County Library, in partnership with the International Storytelling Center, could conduct a program of community-based storytelling activities — including, but not limited to, the development of a public collection of storytelling books, recordings, and other resources.



NEW FACILITIES

Four key facilities are needed in Jonesborough to fulfill the vision, mission, and strategies of this expanded cultural tourism plan.

THE OLD JACKSON THEATER

To provide a large public auditorium for expanded cultural-tourism programming, the Old Jackson Theater, located on Main Street, should be acquired and restored. If developed, the theater, known in the 1920s as the Blue Mouse and serving as a silent-movie house, would provide a auditorium of 300 to 400 seats for staging Jonesborough activities — including, but not limited to, storytelling performances, storytelling educational activities, the winter series of Music on the Square, film showings, and productions of the Jonesborough Repertory Theater. There would also be sufficient space for exhibits for visitors and back-of-the-house classrooms, staff offices, and storage.



Old Jackson Theater

UNKNOWN SOURCES



McKINNEY CULTURAL CENTER AT BOOKER T. WASHINGTON SCHOOL

To provide instruction and hands-on experiences in the arts for Jonesborough residents and visitors, the Booker T. Washington School, now used only for storage, should be acquired and renovated as a cultural arts center. If developed, the school, once housing the county's educational program for African-American children, would offer a full cultural enrichment program for schoolchildren. In partnership with the Washington County Schools and other area organizations and institutions, local artisans could give demonstrations and conduct enrichment classes in fine arts, folk arts, music, dance, theater, and storytelling. Located in the neighborhood surrounding Booker T. Washington School, a network of exterior exhibits could also tell the story of the early residents of Jonesborough, including the town's African-American population. The Center and its program would honor the African-American community of Tennessee's first town.

HISTORY VISITORS CENTER

In an effort to bring Jonesborough's visitor experience into the downtown historic district, a visitors center for telling Jonesborough's story should be built on Main Street. The visitors center, if pursued, should be constructed on the existing site of the Christopher Taylor Log House to encapsulate the 1770s log structure and showcase and interpret the cabin as an example of early Tennessee saddle-notched construction. It is said that President Andrew Jackson once boarded with the Taylor family. The encapsulation would also protect the integrity of the two-century-old log house. The visitors center would welcome Jonesborough visitors, provide them information about the town and its history, and tell the town's story through a series of educational and interpretive displays and exhibits. Historical, story-based walking tours of downtown Jonesborough should begin from this location.

LEFT TO RIGHT: UNKNOWN PROVIDED BY THE JONESBOROUGH-WASHINGTON COUNTY HISTORY MUSEUM AND ARCHIVES; JIM WALKER'S BLACKSMITH SHOP SPRING STREET c. 1900 PROVIDED BY THE JONESBOROUGH-WASHINGTON COUNTY HISTORY MUSEUM AND ARCHIVES; RESIDENTS OF JONESBOROUGH LIVING ON SPRING STREET c. 1900 PROVIDED BY THE JONESBOROUGH-WASHINGTON COUNTY HISTORY MUSEUM AND ARCHIVES



ARTIFACTS



GAMES



MEDIA



DISPLAYS



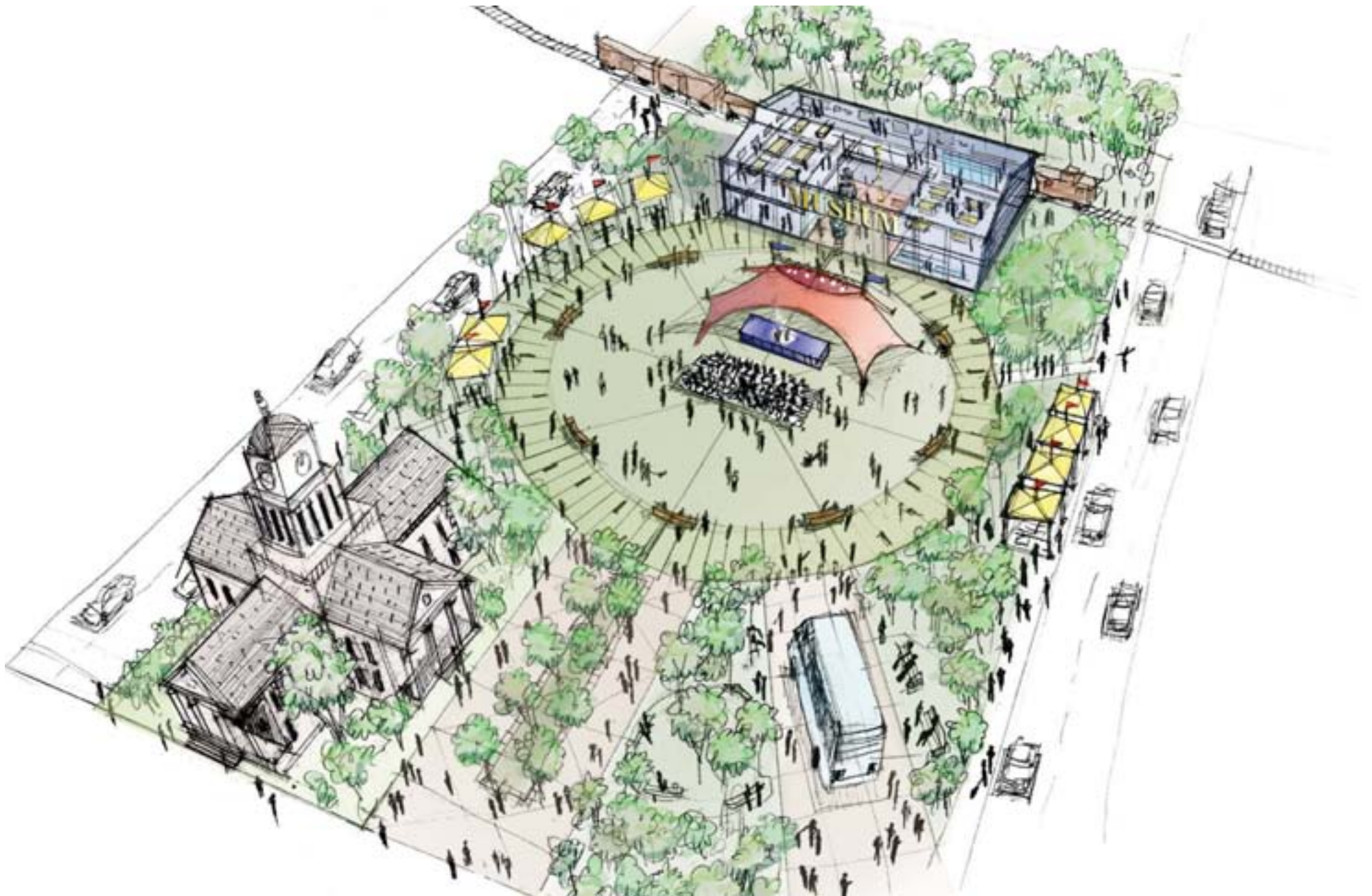
THEATRICAL EFFECT

NEW JONESBOROUGH-WASHINGTON COUNTY HISTORY MUSEUM

Envisioned as a major regional institution and home for the Heritage Alliance, a new Jonesborough-Washington County History Museum should be built to give the town's rich history its own architectural presence near Main Street - similar to that enjoyed by the International Storytelling Center. The museum could be located behind the Washington County Courthouse within a new "green campus" that, if developed, could be used for public gatherings, historical enactments, and other special cultural events. The museum's hands-on interactive journey through Jonesborough's history would include, but not be limited to, special-effect films to bring the town and its people to life, galleries of artifacts that tell the stories of Jonesborough, and hands-on experiences in the re-creation of the activities and events that shaped Tennessee's oldest town.

THIS PAGE: UNKNOWN SOURCES; **OPPOSITE PAGE:** AERIAL VIEW OF JONESBOROUGH SOURCE UNKNOWN







INSTITUTIONAL CAPACITY BUILDING



The long-term success of Jonesborough and its cultural tourism program will also depend on the institutional capacity of the Heritage Alliance and the International Storytelling Center — the two organizations primarily responsible for the planning and execution of Jonesborough's advanced cultural-tourism program. This program should include activities to help them build a sound financial foundation by securing contributions and generating income for ongoing operations and programming. There is also a need for expanded staffing and office space that this project also seeks to address.

THE MARKETING OF JONESBOROUGH



The Town of Jonesborough has retained Roger Brooks of Destination Development to advise the town leaders on leveraging the brand of storytelling as an engine of economic growth. Brooks and RAA representatives listened to the town officials, residents, and business owners talk about their hopes and expectations for Jonesborough's future as a popular historic site, the storytelling capital of the world, and a scenic, charming, and appealing place that people would like to visit and stay a while.

The key to the success of this expanded cultural tourism program is marketing, and the key to successful marketing is building and advancing a powerful brand. With over 40 years of telling stories about the town's past through the historic preservation movement and some 35 years of hosting an annual storytelling festival, Jonesborough has a long association with the storytelling brand. A new branding and marketing campaign should be mounted that fully embraces and builds upon the storytelling brand. The program, if launched, should engage the entire community of Jonesborough in a coordinated effort to celebrate and use the storytelling brand.



COMMUNITY INVOLVEMENT

In order to successfully brand Jonesborough with storytelling, the art and tradition of storytelling must be pervasive throughout the town. To make this happen, the entire community of Jonesborough must unite behind this effort. Collaborative programs that encourage community involvement with incentives — such as recognition, rewards, and benefits for participating town residents, shopkeepers, and community stakeholders — would help build community cohesion around a culture of storytelling in Jonesborough.

Examples include:

- Providing training in storytelling and hospitality for Jonesborough’s business community
- Offering lectures for community members on Jonesborough history and historic preservation
- Conducting an oral-history program that records and documents the stories of Jonesborough’s citizens and families
- Helping Jonesborough’s families create “a family album” and protecting those albums in Jonesborough’s archives
- Using stories and the process of storytelling in Jonesborough’s weddings, family reunions, and conferences
- Featuring the histories and stories of the merchants’ buildings to share with their customers
- Offering the Passport to Jonesborough — providing Jonesborough residents and visitors with special invitations, free admissions, and merchandise discounts



OPPOSITE PAGE: THE GARDEN GATE AT THE WELLS-JENKINS HOUSE 103 FIRST AVENUE PROVIDED BY JAY HURON OF HILLHOUSE GRAPHIC DESIGN;

THIS PAGE: NATIONAL STORYTELLING FESTIVAL PROVIDED BY FRESH AIR PHOTO



THIS PAGE: PROVIDED BY THE JONESBOROUGH-WASHINGTON COUNTY HISTORY MUSEUM AND ARCHIVES **OPPOSITE PAGE:** LOOKING SOUTH DOWN CHEROKEE STREET c. 1907 OLD JONESBOROUGH JAIL (CENTER OF PHOTO) WASHINGTON COUNTY COURTHOUSE (LEFT) PROVIDED BY THE JONESBOROUGH-WASHINGTON COUNTY HISTORY MUSEUM AND ARCHIVES



"NORTHEAST TENNESSEE IS A
BEAUTIFUL AND FASCINATING PLACE
TO VISIT," SAID RICHARD MOE,
PRESIDENT OF THE NATIONAL TRUST
FOR HISTORIC PRESERVATION.
"WHEN YOU COMBINE THE
SPECTACULAR NATURAL BEAUTY OF
THE REGION WITH JONESBOROUGH'S
ARCHITECTURAL AND CULTURAL
HERITAGE, IT'S EASY TO SEE WHY THIS
IS SUCH AN IDEAL DESTINATION."

