

# NORTH STAR LEGACY COMMUNITIES

## A *Florida Treasure*





FLORIDA DIVISION OF  
*Historical Resources*



*Creating a path  
forward for an  
invaluable piece of  
Florida's living  
history.*

# 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.

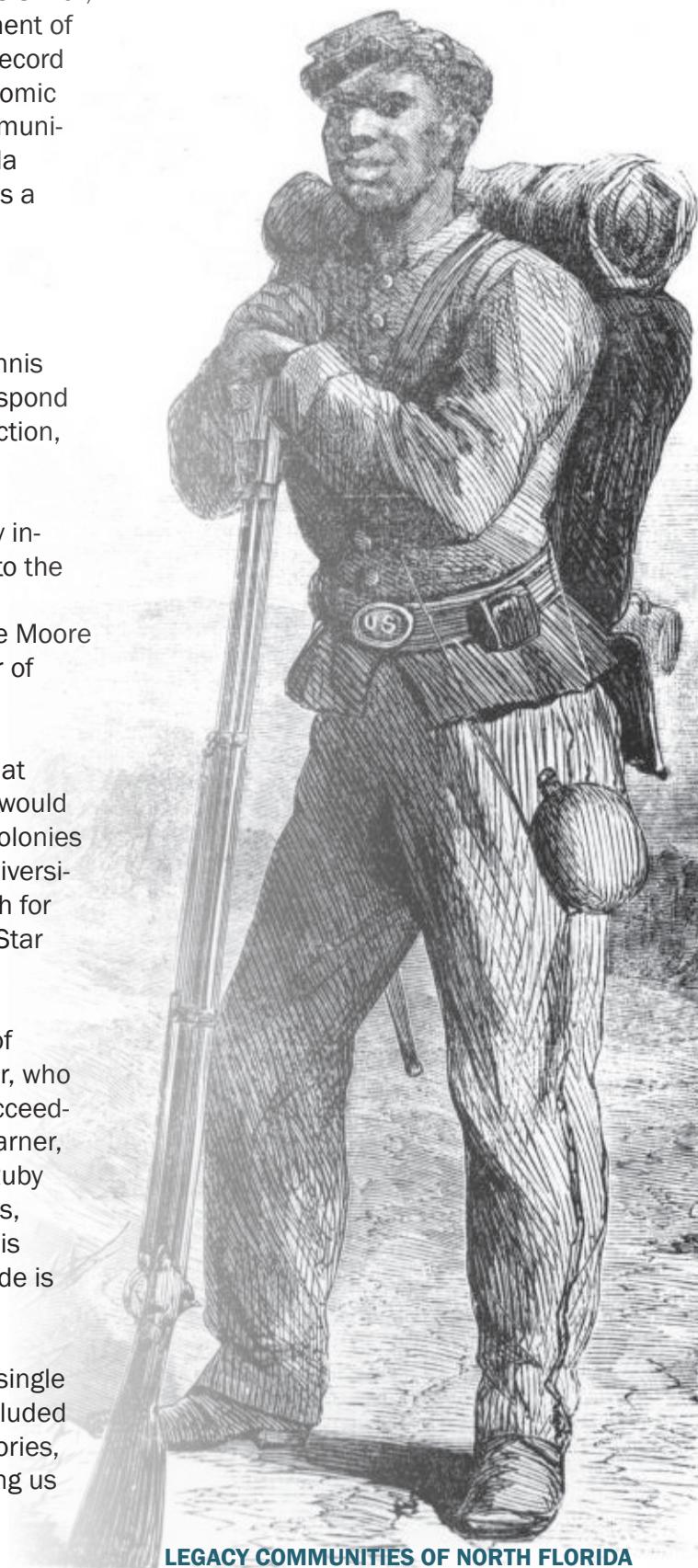
Firstly, we would like to extend our appreciation to our supervising professors Dr. April Jackson and Professor Dennis Smith. The supervising professors were always quick to respond to questions and provide needed guidance on project direction, draft edits, and community outreach.

We would also like to extend our appreciation for the many institutions and professionals who helped us dive deeper into the history of African Americans in Jackson County's Legacy Communities. Thank you to Dr. Sam Staley from The Devoe Moore Center, Visit Jackson County, the Jackson County Chamber of Commerce, and the Apalachee Regional Planning Council.

Additionally we would like to thank university professors that provided foundational scholarship in our project area. We would like to thank Dr. Andrea Roberts and the Texas Freedom Colonies Project based out of Texas Agricultural and Mechanical University, and Dr. Ivis Garcia Zambrana from the University of Utah for providing your wisdom, insight and guidance to the North Star Legacy Communities Project.

We would also like to acknowledge the invaluable efforts of Panhandle All Care Services (PACS) our community partner, who collected these interviews. This project would not have succeeded without the leadership and tireless work from Elease Varner, Eugene and Hazel Pittman, Delaney Pittman, Danny and Ruby Sylvester and Marilyn Capehart. Without their contributions, especially during the COVID-19 pandemic's uncertainty, this project would never have reached completion. Our gratitude is truly immeasurable.

Most importantly, we would personally like to thank every single community member who agreed to be interviewed and included in our collection of oral histories. Without your personal stories, this project would not exist, our sincerest thanks for trusting us with your legacies.



# TABLE OF CONTENTS

## SETTING THE SCENE.....4

ACKNOWLEDGEMENTS.....	4
TABLE OF CONTENTS.....	5
EXECUTIVE SUMMARY.....	6
INTRODUCTION.....	8

## MAPS.....10

BUSINESS AND ECONOMY.....	10
GOVERNMENT.....	13
DEMOGRAPHICS.....	14
FAMILIES AND LIVING ARRANGEMENTS.....	20

## COMMUNITY PROFILES...24

JACOB CITY.....	24	SNEADS.....	30	HERITAGE DAY.....	36
SPRINGFIELD.....	26	SHOE TREE.....	32	SPEARS CAFE.....	38
WEST END.....	28	LITTLE ZION.....	34	ENDEAVOR PROJECT.....	40

## CASE PROFILES.....44

DANNY SYLVEST.....	46	DELANEY PITTMAN.....	54	DR. GEORGE PITTMAN.....	62
MARY BEECHIM.....	47	EULA JOHNSON.....	56	LEON KELLY.....	64
LILLIE CLARK.....	48	PHILIP SYLVESTER.....	56	SIMON BRITT.....	66
JOHNNY BELL.....	50	RONSTANCE & EDNA EUGENE PITTMAN.....	68	COE & LORETHA SPEARS.....	68
ELMORE BRYANT.....	52	PITTMAN.....	60	EUGENE PITTMAN.....	70
				ELEASE VARNER.....	72

## SELECTED RESOURCES.....74

# 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 from 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 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.

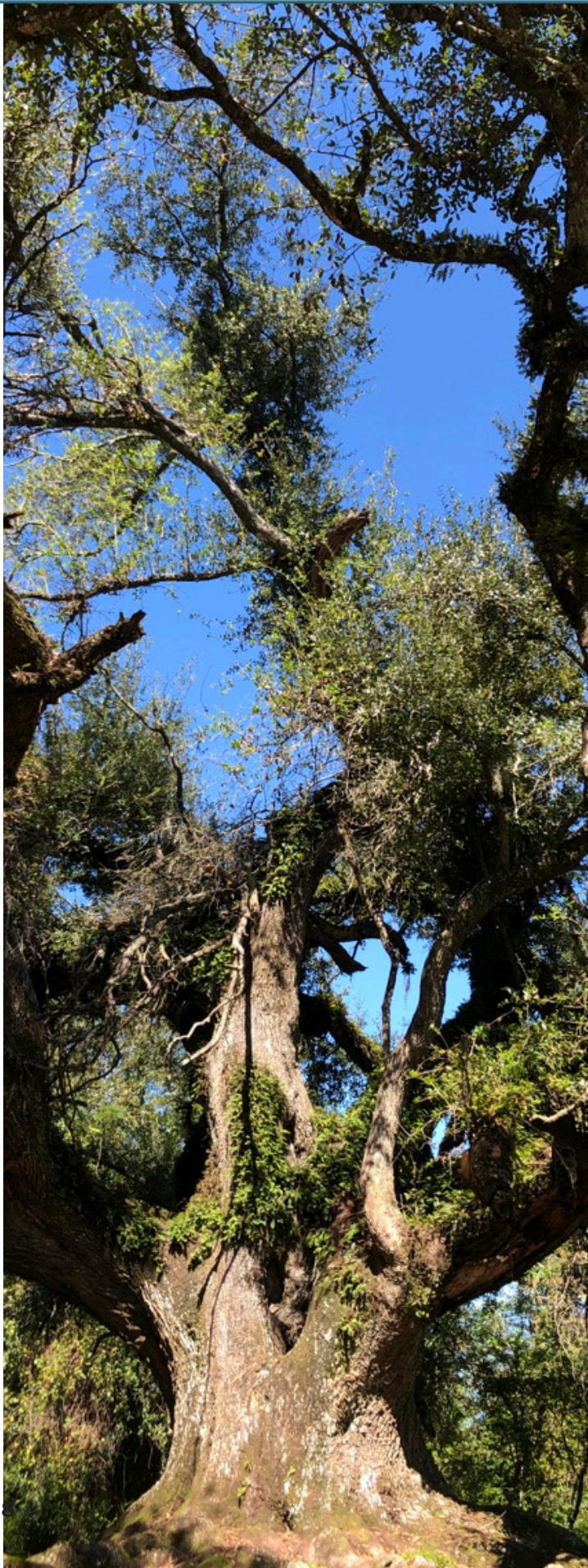
The Florida State University Department of Urban and Regional Planning (DURP) in conjunction with Legacy Communities of North Florida, Inc. (LCNF), and the Florida Agricultural and Mechanical University (FAMU) were awarded a Small Matching Grant from the Florida Department of State (FDOS). These funds were used to construct a 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 21 Historic legacy communities. The project has collected oral histories from 50 community members, 15 of which have been distilled into “Case Profiles” highlighting the personal histories and stories of these community members. 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 gaps in research. Ultimately, this project aims to promote economic development, expand the archive of these oral histories, and celebrate these unique stories.



# INTRODUCTION



North Star Legacy Communities was born after Florida Agricultural and Mechanical University professor, Dr. Sandra Thompson, recognized that the fabric of the Leon County Legacy Community she grew up in was radically changing.

After emancipation, previously enslaved African Americans and freedmen established themselves on plantation land. Over the years, these freed slaves, their children, and their grandchildren formed tightly-knit communities that acted as the primary hub of economic activity and social support in a nation and county that actively sought to dismantle their prosperity. These communities are now known as Legacy Communities.

Once prosperous and self-sufficient, Legacy Communities are now under threat of disappearing. During the 20th Century, many living in Legacy Communities decided to move to the United States' western and northern regions in a period known as The Great Migration. The Great Migration was due to a combination of factors, including increasing racial discrimination, Jim Crow Laws and segregation, lack of economic opportunities, and racial violence from white supremacist hate groups like the Ku Klux Klan. This migration resulted in a resource and population drain for Legacy Communities, which have yet to recover fully.

Compounding the Great Migration's impacts on Legacy Communities, the region was hit by Hurricane Michael, a Category Five hurricane, on October 10, 2018. The devastation across the panhandle region, especially in Jackson County, was catastrophic. Family living arrangements for many living in legacy communities have also changed significantly since the hurricane as a result of homes being destroyed. As of Fall 2020, the hurricane's destruction is still evident in the destroyed timber forests and collapsed buildings throughout the county. There is real potential for Jackson County Legacy Communities to serve as a

model for the preservation of historically black rural communities. Unfortunately, there is a risk that these already fragile communities could be lost forever in the decades of recovery following Hurricane Michael.

This project takes a direct approach in documenting community assets and providing economic tools to residents. The collection of oral histories was the first step in identifying the unique strengths and skills present in each community. The goal is that these stories and documented assets will help to bolster tourism in Jackson County. To facilitate this, the North Star Legacy Communities project created an eChamber of Commerce website, [NorthStarLegacies.com](http://NorthStarLegacies.com). This website houses the economic database of Black owned businesses and community assets. These tools will help create an environment where sustainable business and tourism develop to ensure that these Legacy Communities will once again thrive. We have also created an atlas and story map found at <https://arcg.is/1XvGqj>. This resource uses a series of maps to share community members' stories and shed some light on the county's current conditions.

Ultimately, the North Star Legacy Communities project aims to link Legacy Communities to one another and to the State of Florida to celebrate and promote these historic communities. It is our hope this project will ultimately span across Jackson, Gadsden, Jefferson, Leon, and Madison Counties to join over two hundred historic communities.

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 received a Florida Department of State Small Matching Grant to fund this project.



A mother stands with her children on the porch of their family home.



Danny Sylvester presses sugar canes into syrup at the Heritage Day Festival.

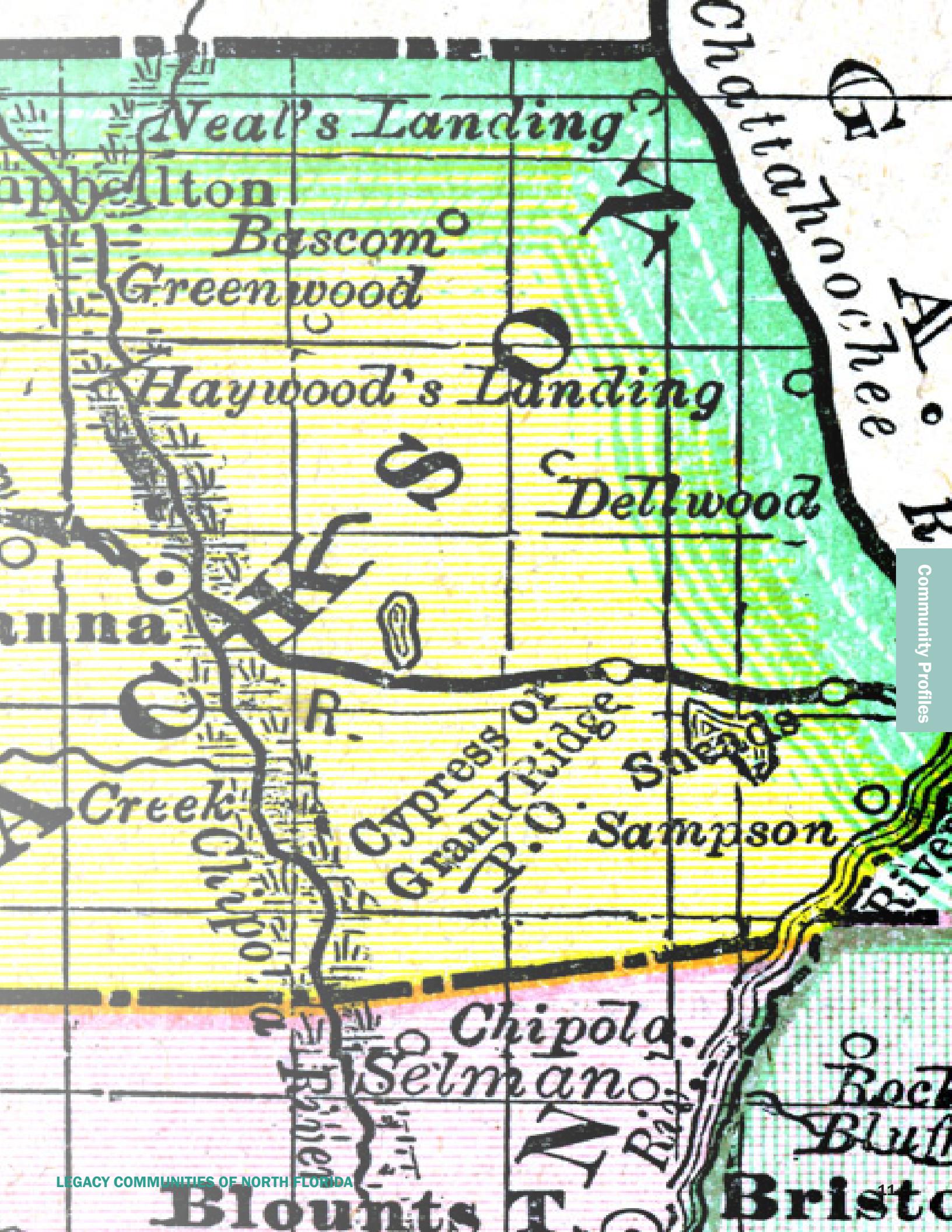
# MAPS

Although the history of enslavement and reconstruction have been studied extensively over several decades, African American communities across the country have largely been ignored by researchers. This project seeks to change that by documenting the current conditions of the panhandle's Legacy Communities.

The maps in this section display important historical spaces, demographic data, and economic indicators to paint a picture of Jackson County's Legacy Communities today. Understanding the current conditions of Legacy Communities is a key step in designing tools that will strengthen the local economy as Jackson County rebuilds after Hurricane Michael's destruction.

Using ArcGIS, the industry-standard mapping software, this data gives readers an in depth look into the state of Jackson County today by revealing hot spots of poverty, median household income, concentrations of unemployment, and more. The data was collected from the U.S. Census Bureau and from Oral histories with Legacy Community members. Community members identified important assets such as general stores, formal and informal businesses, schools, parks, community centers, churches, and cemeteries.

The maps that appear in this section are also available online as an interactive Map. It is the first resource of its kind to identify and highlight Black-owned businesses, Black cultural centers, and historic sites in Jackson County's Legacy Communities



# ECONOMIC INDICATORS

## POVERTY

This map displays the rates of poverty for Jackson County in 2018. Since Hurricane Michael hit Jackson County in Mid-October of that year, this data does not fully represent the impacts the hurricane had on the county. With a poverty rate of 17.2%, Jackson County is higher than the State of Florida average of 12.7%.

Notably, the rates of poverty were much higher in western Jackson County. There appears to be no pattern of

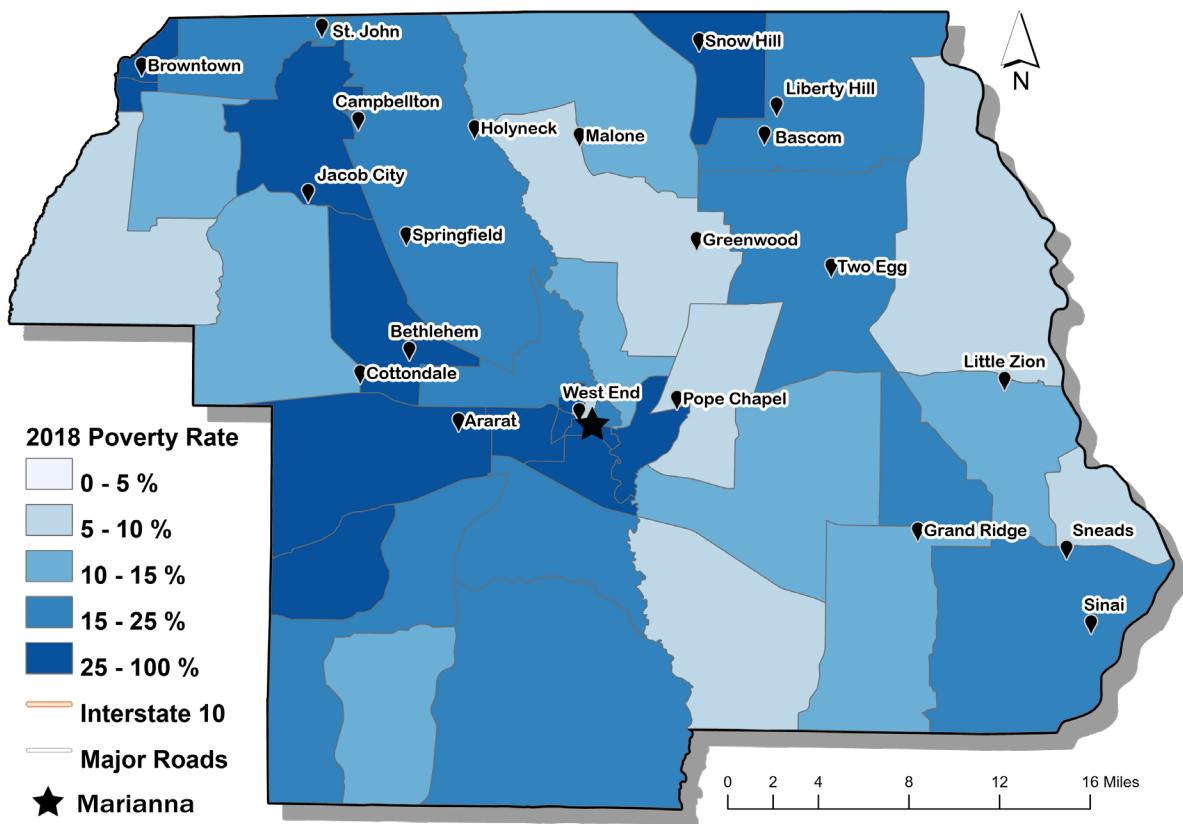
Legacy Communities being located in more impoverished areas than the rest of Jackson County.

## MEDIAN HOUSEHOLD INCOME

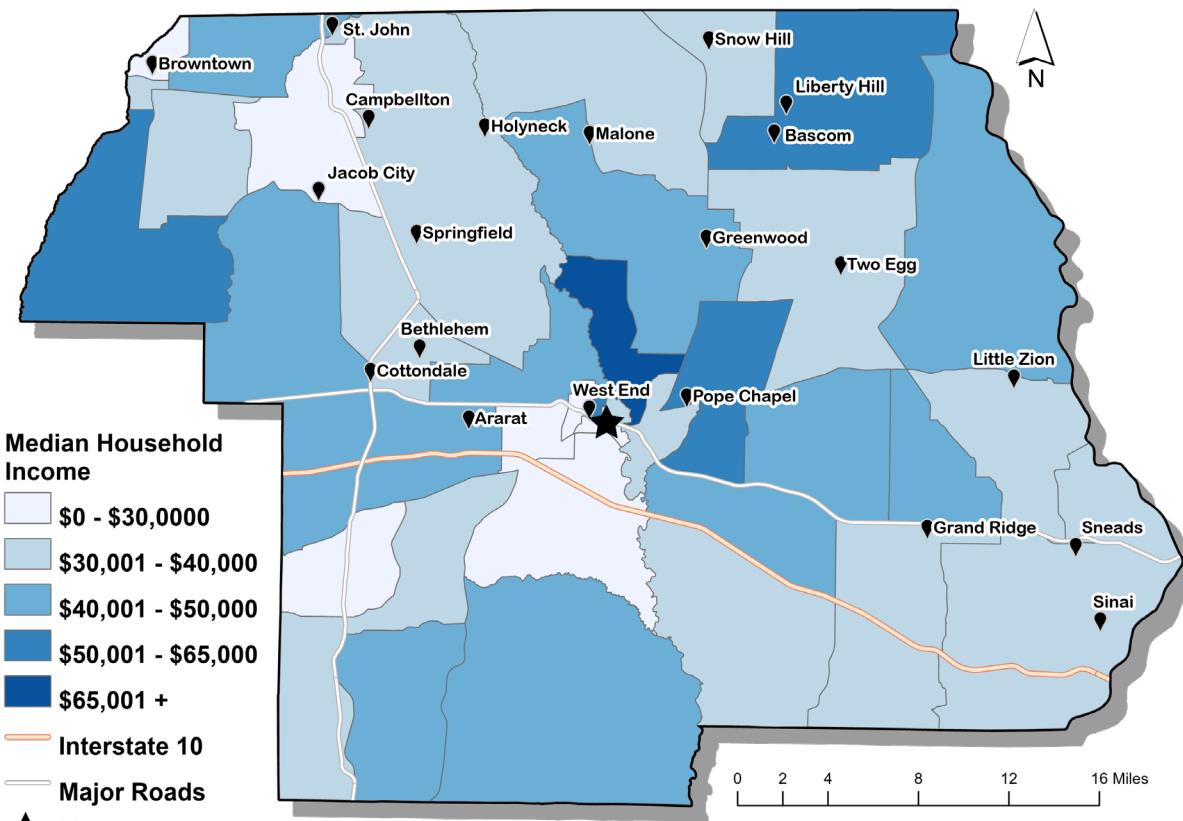
The highest income earners in the county are located in census groups near its largest city, Marianna. Notably, Legacy Communities are represented in every single income category except the highest. The median household income in Jackson County is \$29,744. This is significantly lower than the State of Florida median income of \$59,227

**\$29,744**  
Median Household Income

# POVERTY

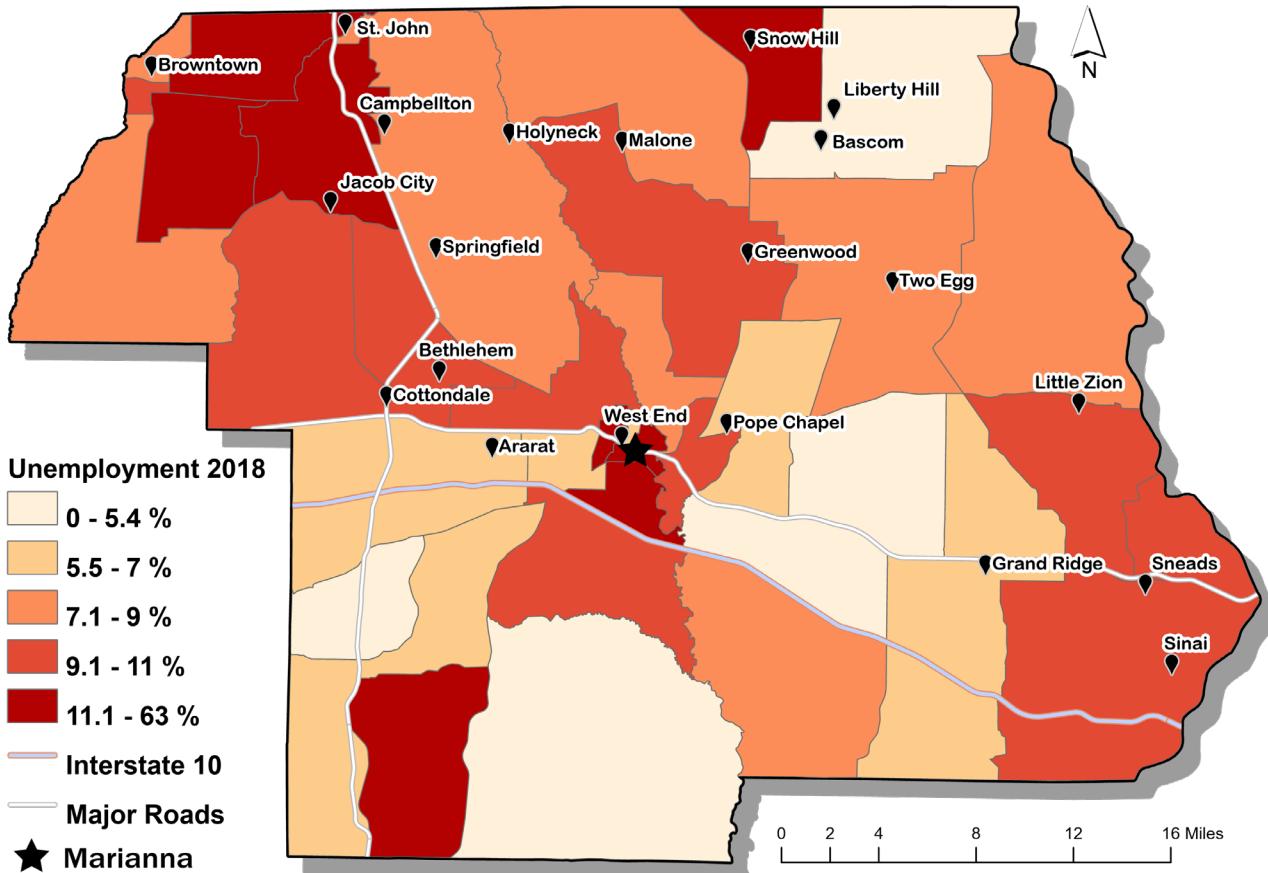


# MEDIAN HOUSEHOLD INCOME



# BUSINESS & ECONOMY

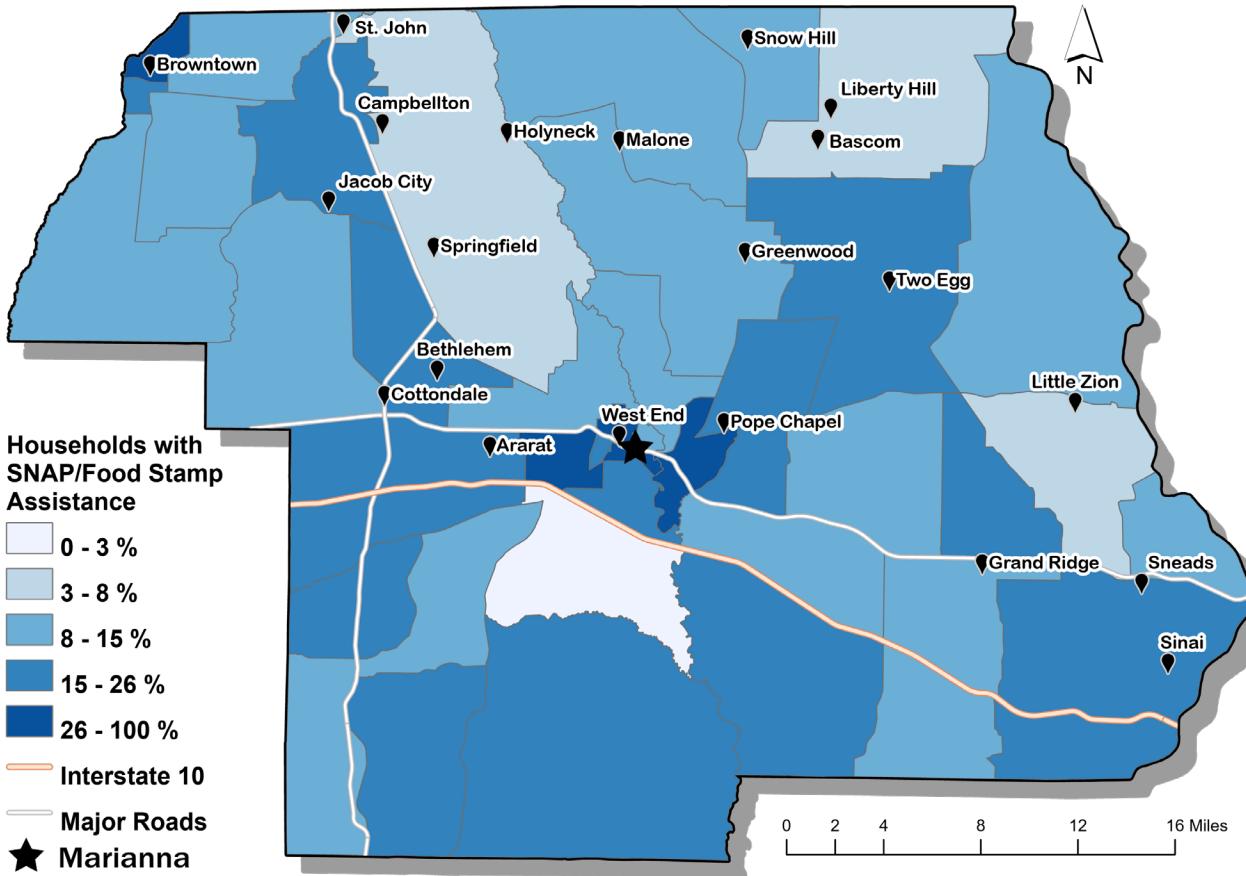
## UNEMPLOYMENT RATE



This map displays unemployment rates of Jackson County as of 2020. Much of Jackson County's timber, agriculture, and businesses were affected by Hurricane Michael's destruction, which contributes to an average unemployment rate higher than that of the state of Florida. Jackson County has an unemployment rate of 7.9% in 2020, compared to the State of Florida

average of 7.6%. The highest unemployment rates occur near West End, a Legacy Community located in Marianna, and the northwestern part of the county. Overall, northern Jackson County (where most legacy communities are located) experiences higher unemployment rates than the southern half, despite the concentration of unemployed persons in West End.

## SNAP BENEFITS AND FOOD STAMPS



Temporary Assistance for Needy Families (TANF) is better known as food stamps. The rate of households utilizing food stamps is a good measure of economic conditions. Jackson County has relatively low rates of families receiving food stamps; however, it is not known whether a lack of access or need causes this. The percentage of Jackson County's population that is on food stamps is roughly consistent

with the State of Florida average.

**17.2%**  
Jackson County Percentage on Food Stamps

**18%**  
Florida Percentage on Food Stamps

# DEMOGRAPHICS

## HIGH SCHOOL / GED ATTAINMENT

Compared to the national percentage of adults who have a high school diploma or GED equivalent (85% of the national population), Jackson County falls far behind. Figure X above displays the percentage of adults who have obtained a high school degree or GED equivalent in Jackson County. Not a single census block group in Jackson County is on par with the national average. For most of the county, 20%-40% of the population has obtained a high school degree or GED equivalent.

**57.9%**

**Jackson County High School Degree**

**87.1%**

**Florida High School Degree**

## BACHELORS / 4-YEAR DEGREE ATTAINMENT

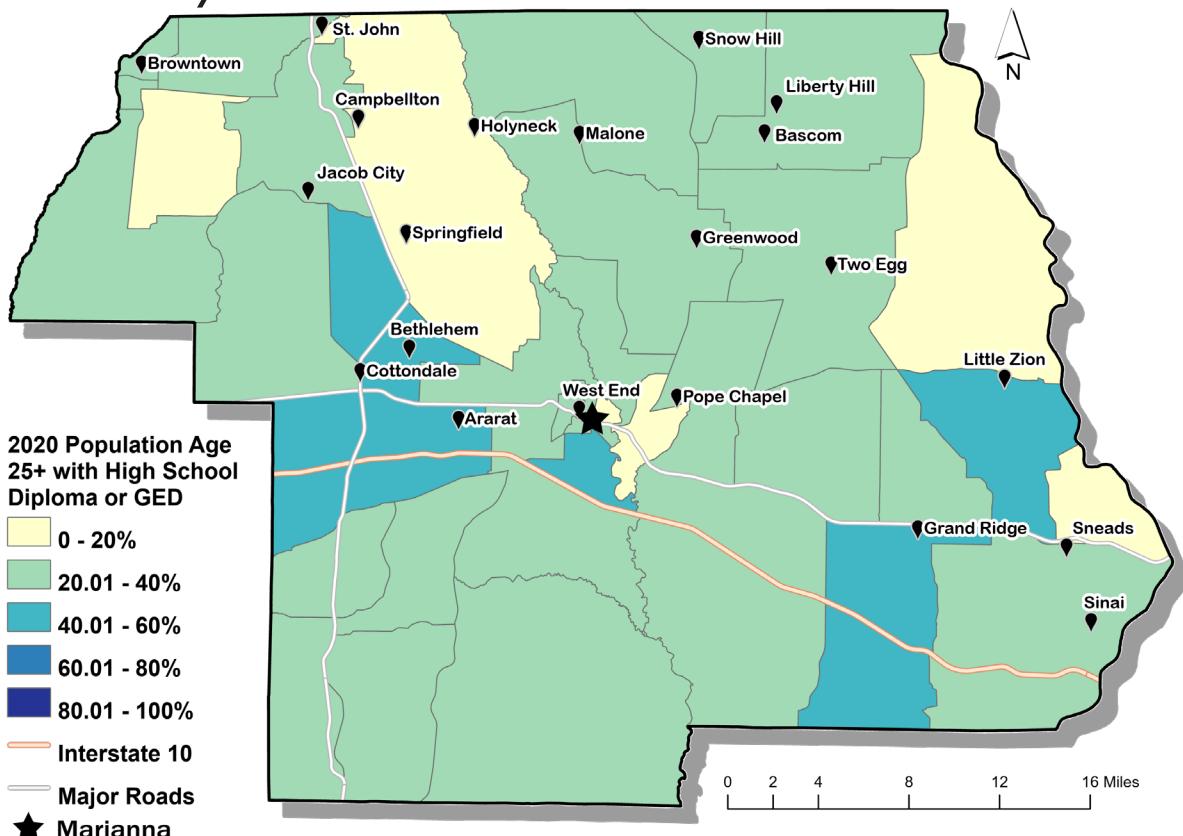
This map displays the population of Jackson County who has earned a bachelor's degree as of 2020. Less than 20% of the county holds a degree, which is significantly lower than the nationwide average of 37%. The highest concentration of residents with a bachelor's degree (50% of the population) occurs in the northwestern corner of Jackson County. Every Legacy Community in Jackson County is in a census block group in which less than 20% of the population age

25+ hold a bachelor's degree.

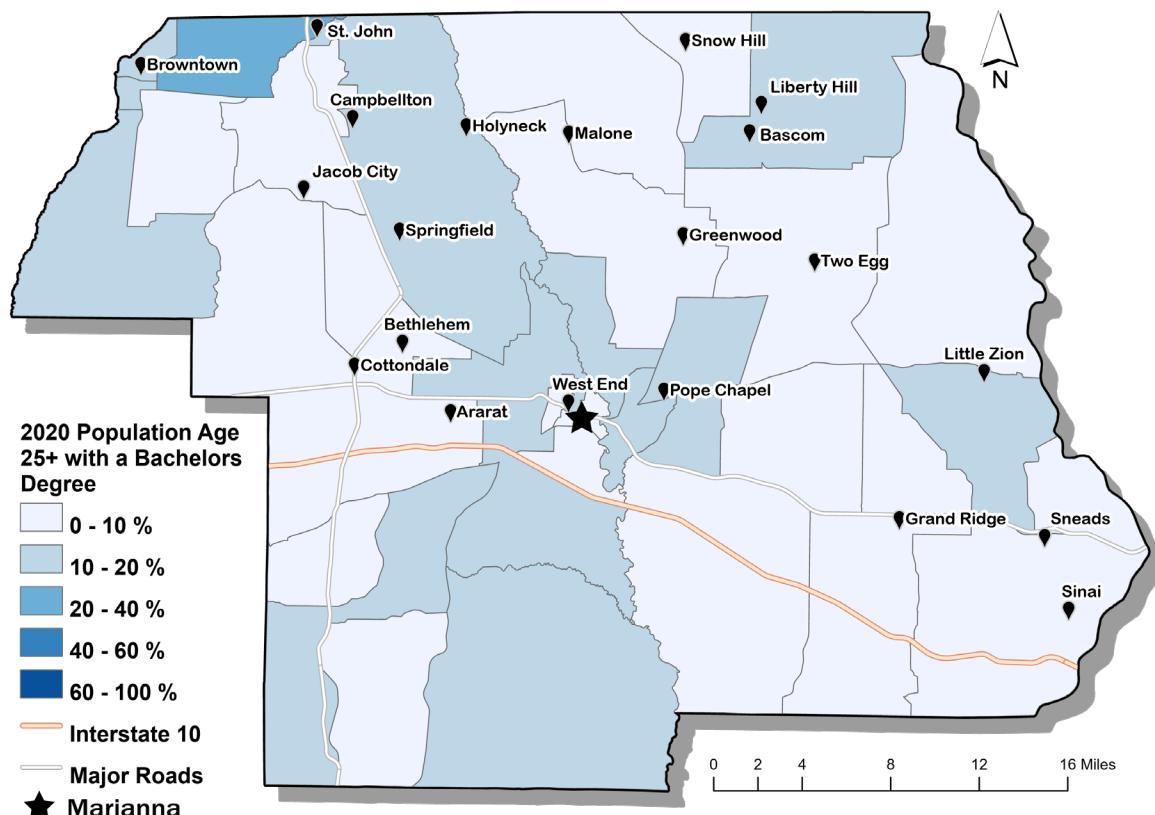
**7.76%**

**Jackson County Percent age 25+ with Bachelor's Degree**

## HIGH SCHOOL / GED ATTAINMENT

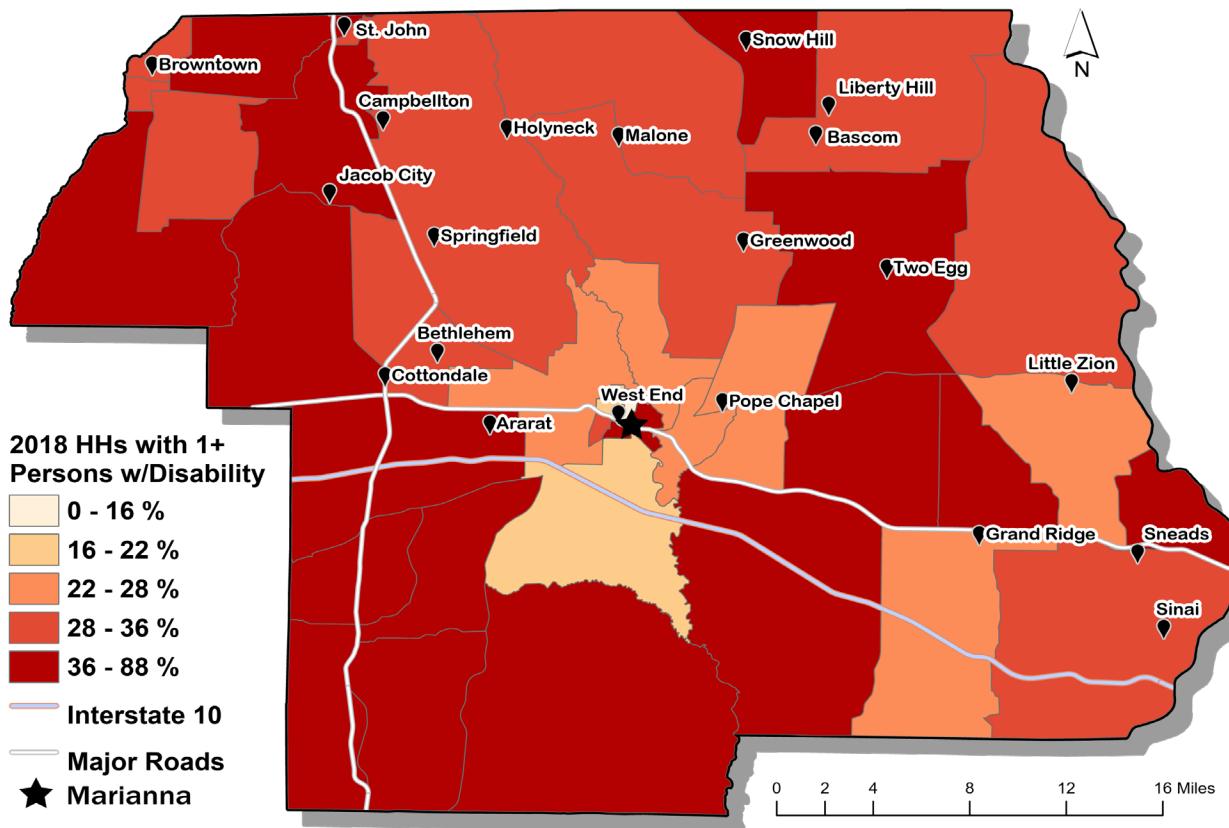


## BACHELORS / 4-YEAR DEGREE ATTAINMENT



# DEMOGRAPHICS

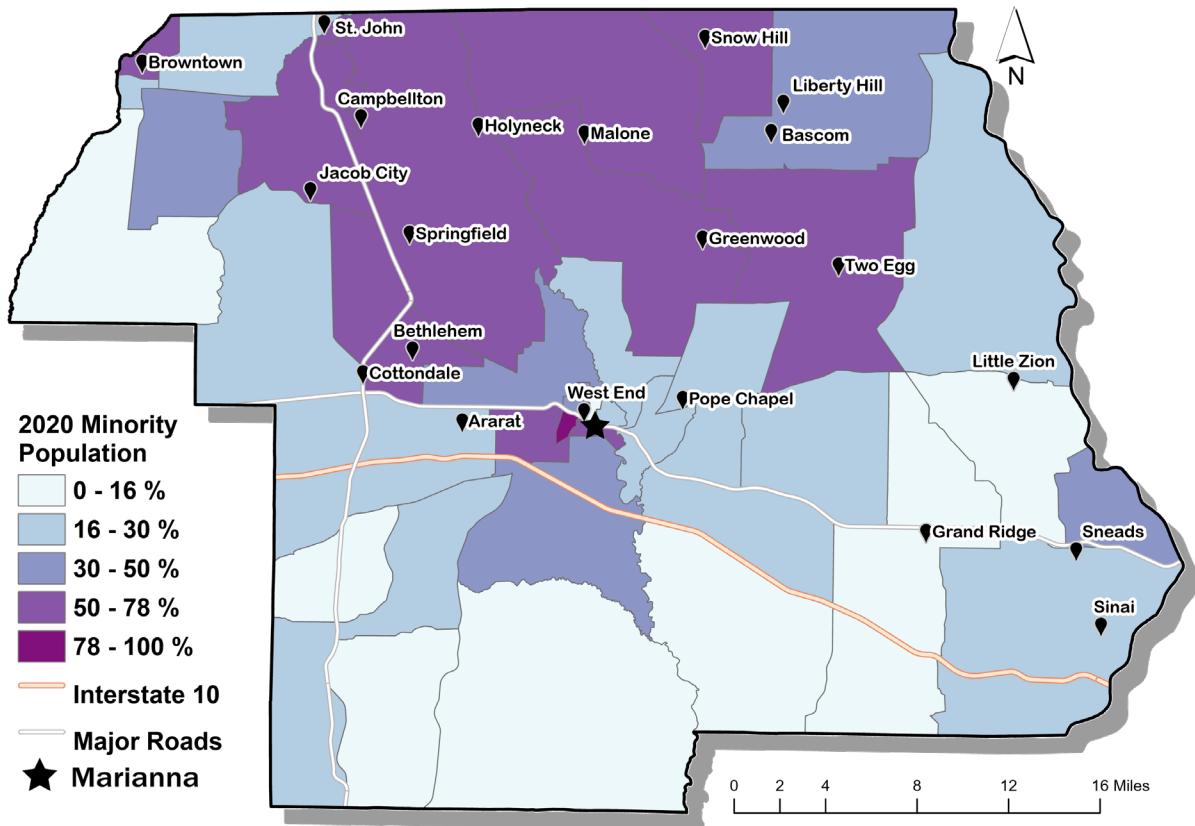
# HOUSEHOLDS WITH DISABILITIES



Approximately 3% of Americans across the nation receive disability assistance. Notably, the southern United States experiences significantly higher rates of households receiving disability assistance than the rest of the United States. Jackson County's rate of

households with at least one member receiving disability assistance reflects this pattern. The county's population is significantly older than the national average, which may account for the higher rates of households with at least one member receiving disability assistance.

# NON-WHITE POPULATION

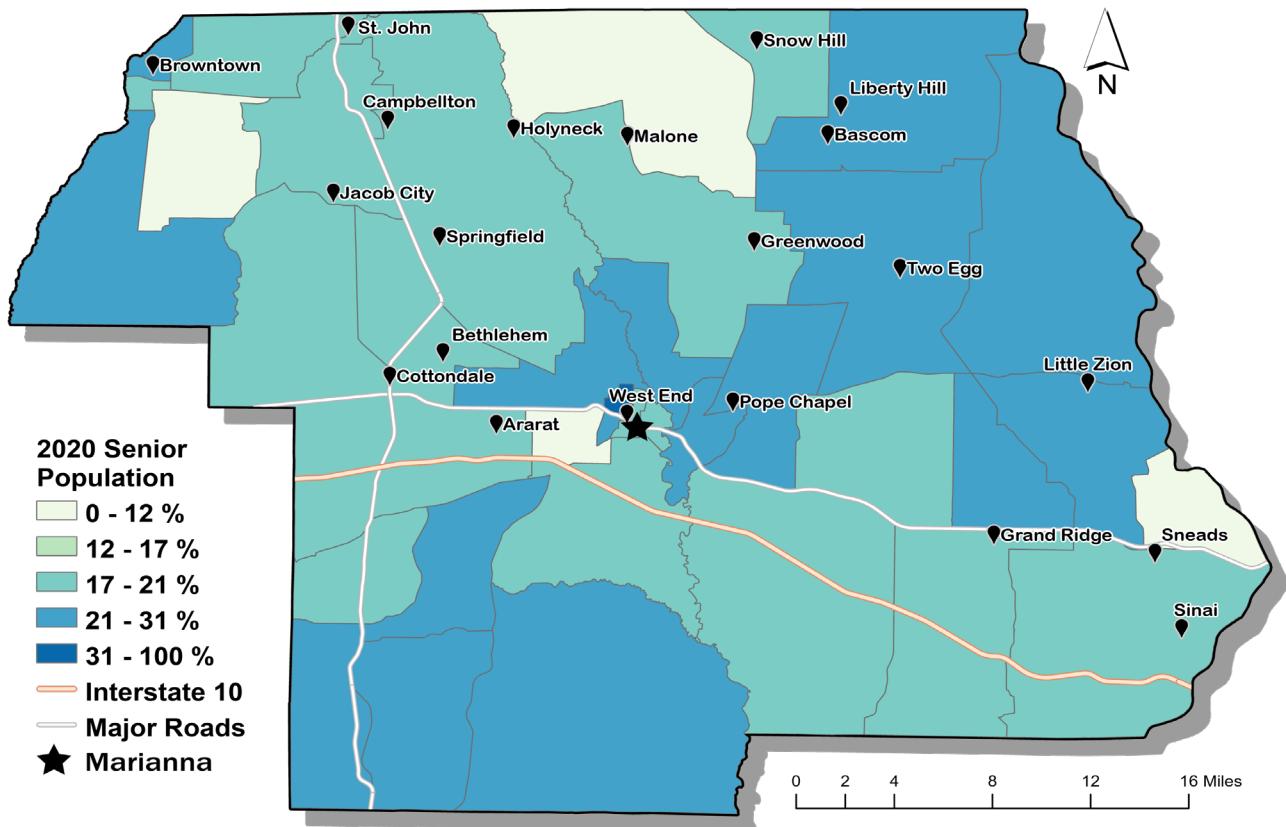


In 2018, Jackson County's non-white population was approximately 30.1%. Approximately 27% of which are African Americans. Most non-white populations live in the northern portion of the county, where the number of Legacy Communities is greatest. The highest percentage

of non-white residents is in West End, within Marianna.

# DEMOGRAPHICS

## SENIOR POPULATION



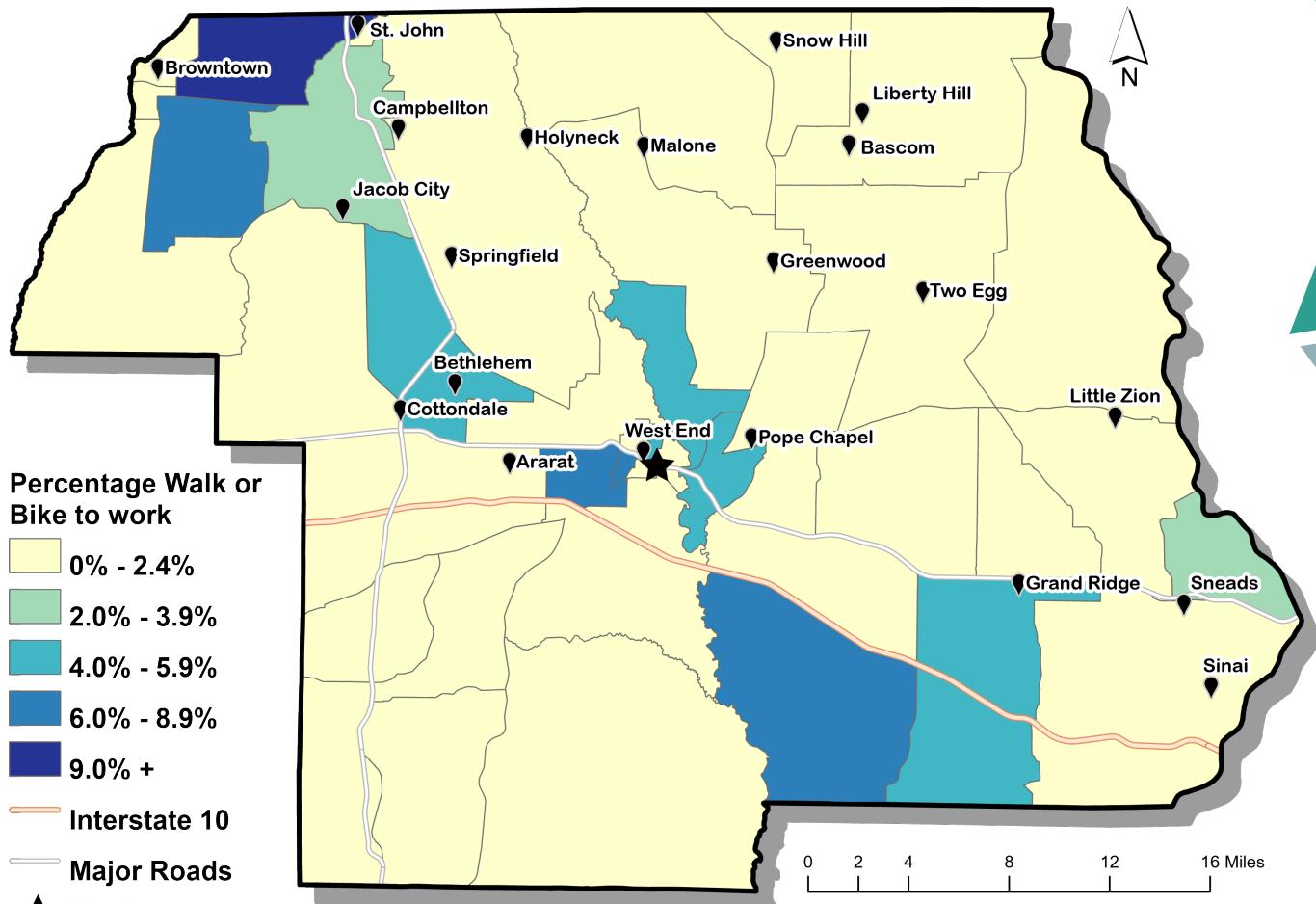
Older populations require more accommodations and services that are typically not needed for younger populations. The most important of these accommodations is access to healthcare. Older individuals tend to have higher medical bills and more frequent hospital and clinic visits. This map displays the average age of Jackson County in 2020. The senior population is

distributed evenly throughout the county. Notably, not a single Legacy Community is located in the younger areas. The lack of a youthful population means that Legacy Communities are rapidly aging, putting a strain on the health care services in the county.



# FAMILIES AND LIVING ARRAGEMENTS

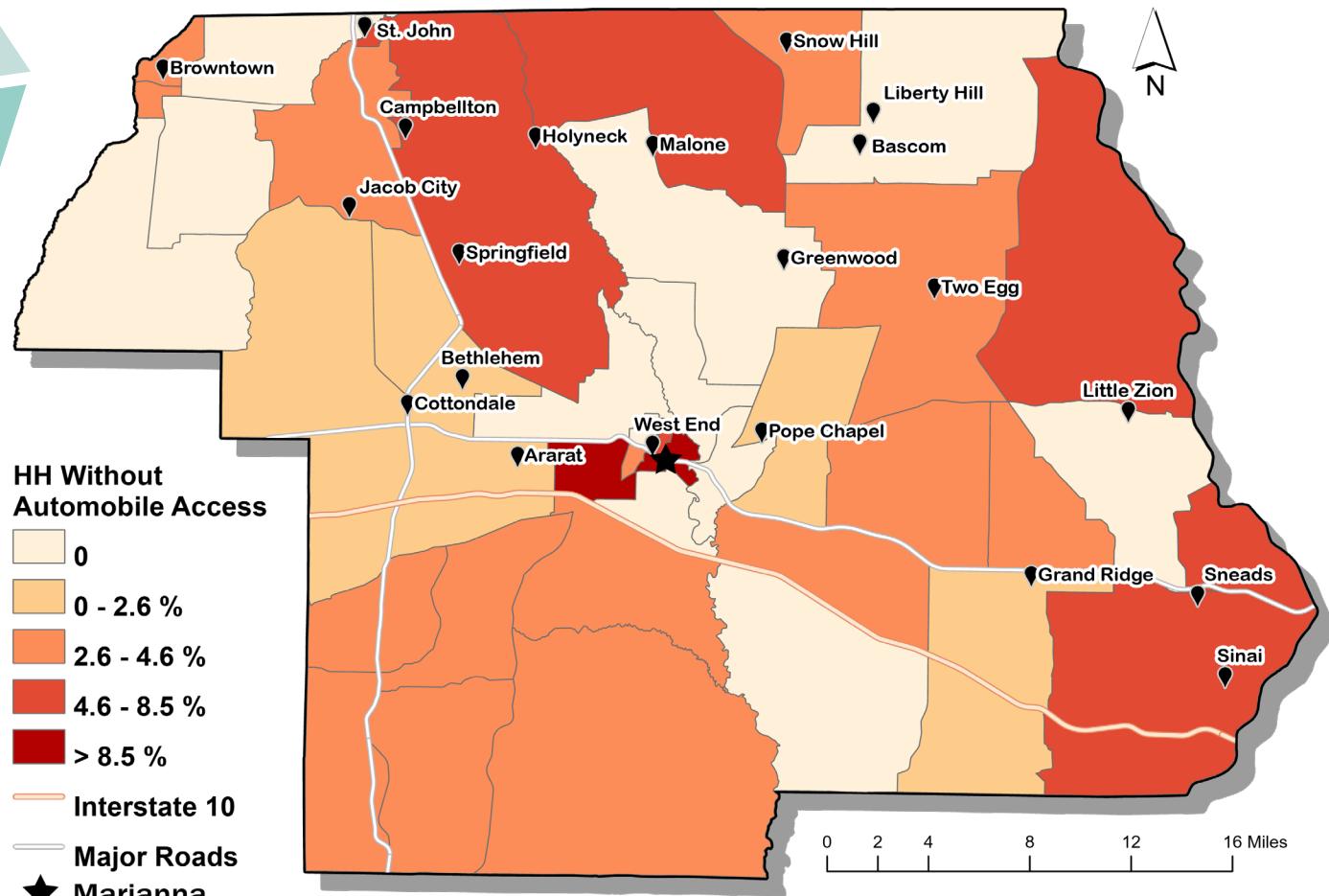
## ACTIVE TRANSPORTATION



In rural areas, active transportation either suggests workplaces near the residence or the inability to access an automobile. Policies that boost the rates of walking and biking for any purpose typically have positive effects on individual and community health. Jackson County is not walkable and very auto dependent. Lack

of owning an automobile in a car dependent, rural environment is usually an indicator of poverty. Households or individuals without cars in Jackson County likely do not have the financial means to own them.

# HOUSEHOLD ACCESS TO AUTOMOBILE

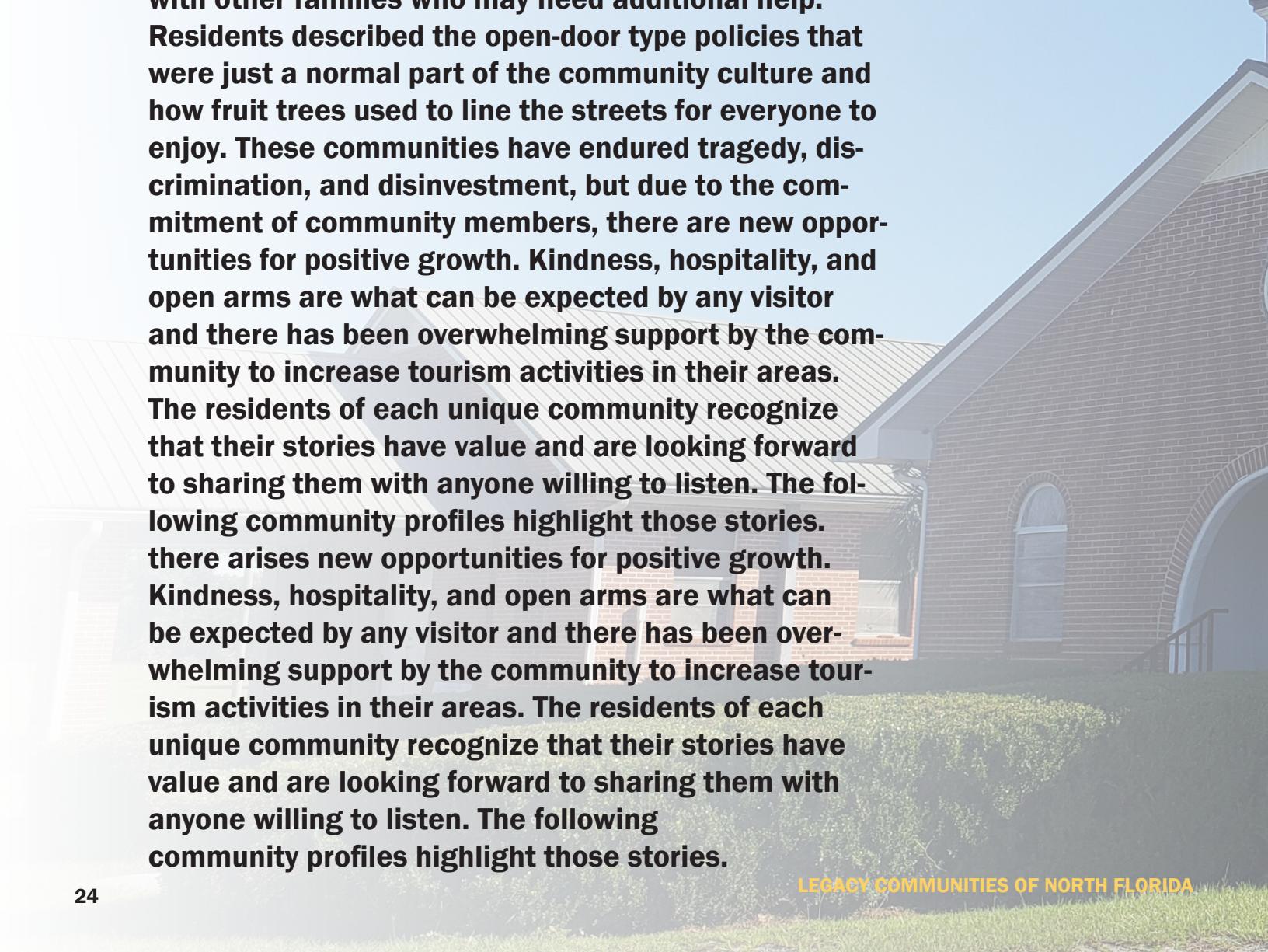


In a county as rural as Jackson, which does not provide reliable public transportation, private automobiles are many residents' only option. This map shows the percent of households that do not have access to a vehicle. The West End community in Marianna has the highest percentage of households living

without a vehicle. While much of the county experiences a lack of automotive access, the rates are slightly higher in the northern half, where most Legacy Communities are located.

# COMMUNITY PROFILES

Despite the challenges endured by the Legacy Community members, their resiliency and commitment to one another is apparent in their attitudes and their history. Descriptions of daily life in these communities are filled with stories centered around community and family. People took care of one another to ensure that no one would go hungry, and it was common to have community members drop off “extra” preserves with other families who may need additional help. Residents described the open-door type policies that were just a normal part of the community culture and how fruit trees used to line the streets for everyone to enjoy. These communities have endured tragedy, discrimination, and disinvestment, but due to the commitment of community members, there are new opportunities for positive growth. Kindness, hospitality, and open arms are what can be expected by any visitor and there has been overwhelming support by the community to increase tourism activities in their areas. The residents of each unique community recognize that their stories have value and are looking forward to sharing them with anyone willing to listen. The following community profiles highlight those stories.





# COMMUNITY PROFILES

## JACOB CITY

The Jacob City water tower welcomes visitors to the legacy community.



Jacob City is a Legacy Community which has history that goes back to the early 1800s. The community is located between Campbellton and Cottondale in the northwestern part of Jackson County. It was formed by a group of former slaves who moved to Jacob City to gain isolation and safety from racism prevalent in Webbville. The name Jacob City comes from Jacob Jones, a white man who owned property in the area where Jacob City is today. He offered housing and safety for many of the first black people that left Webbville. By the mid-1800s, Jacob City was known as the first black community in Jackson County.



By the early 1900s, Jacob City had become economically independent and had a growing population. However, like many other Legacy Communities during the time of out-migration, Jacob City began to suffer economically due to a lack of economic and educational opportunities. Despite the out-migration that Jacob City has suffered from, the community is still very close knit and is home to many culturally important sites and traditions. One of these sites is St. Mary's Missionary Baptist



Throughout its history, Jacob City has also been home to other important social gathering spaces such as barbershops, beauty stores, and small cafes. Additionally, the town was home to a recreational baseball team that traveled around the area playing against other Legacy Community teams. Jacob City, known simply as Jacob at first, joined the League of Cities in the late 1900s and officially became Jacob City in 1984.

The dedication and loyalty of its residents is clearly shown through the annual celebration of Jacob City Day every September. The event started as a service day for residents, even those who moved, to come together to volunteer to clean up their community and share skills and ideas with one another. Today, the day has evolved into a city sponsored 3-day festival celebrating the neighborly support that makes Jacob City the strong

community it is today. The festival hosts speakers, parades, a variety of music and food, and games for children. The festival ends with a Sunday service at St. Mary's Missionary Baptist Church. These social gatherings, which have lasted throughout Jacob City's history, have formed the rich and colorful fabric of the community.

# COMMUNITY PROFILES

## SPRINGFIELD

Springfield, like other Legacy Communities, was established on land that was once that of a plantation. After emancipation, sharecropping became the major industry in the area until the community became economically independent as its agricultural industry grew to be its main local industry. Springfield is located southeast of Campbellton, near US-231, which operates as a connection between the community and the rest of Jackson County and provides access to trade and other forms of economic opportunity. The Springfield community suffered from out-migration after the increase in industrialization in the southeastern part of the County and those in search of education or better

economic opportunity left Springfield for larger markets in Florida and other parts of the Southeast. While the black population has become smaller as more and more people move to larger nearby cities, Springfield is still a tightknit community as those who remain in the community have passed down traditions for generations. Locations like the Springfield Schoolhouse Museum and the Springfield A.M.E. Church have worked as community centers for gatherings, celebrations, and other social events. One of these local traditional practices are the “Box Parties” hosted by Springfield A.M.E. a fundraiser for the church where church members prepare box lunches and sell them to community



members. Another local celebration known as May Day occurs on May 20th and commemorates when black people in Jackson County learned about their emancipation. For many of Springfield's residents, the day was a huge event in school when the Springfield Schoolhouse was operating, and students celebrated by wrapping the May Pole, decorating arts and crafts, and apple bobbing.



**“One of these local traditional practices are the “Box Parties” hosted by Springfield A.M.E, a fundraiser for the church where church members prepare box lunches and sell them to community members.”**

# COMMUNITY PROFILES

## WEST END COMMUNITY ASSETS

### 1. St. Luke Baptist Church

The St. Luke Baptist Church was founded in August, 1867 under the leadership of Rev. Samuel Brown. Before the construction of the church, the congregation would hold meetings at a blacksmith's forge on the site. In 1890, Rev. William King and congregation constructed a wooden predecessor to the gothic-brick church. The church was used for religious and educational purposes. In 1921, the present brick structure was erected.



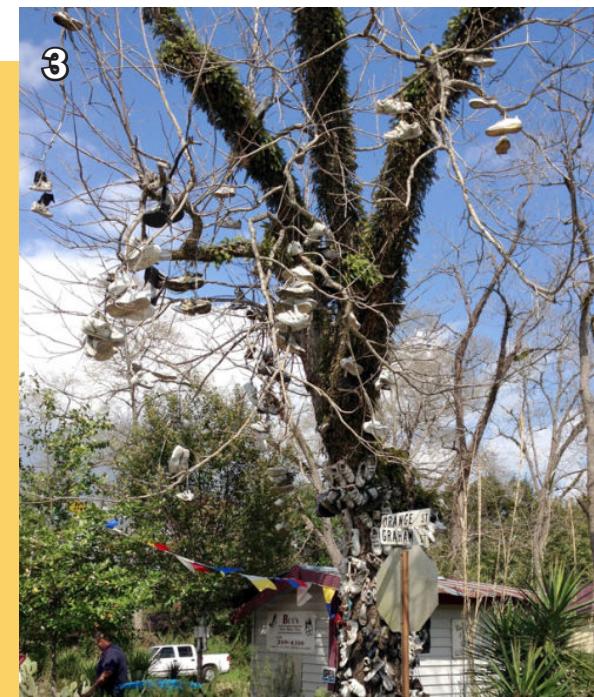
### 3. The Shoe Tree

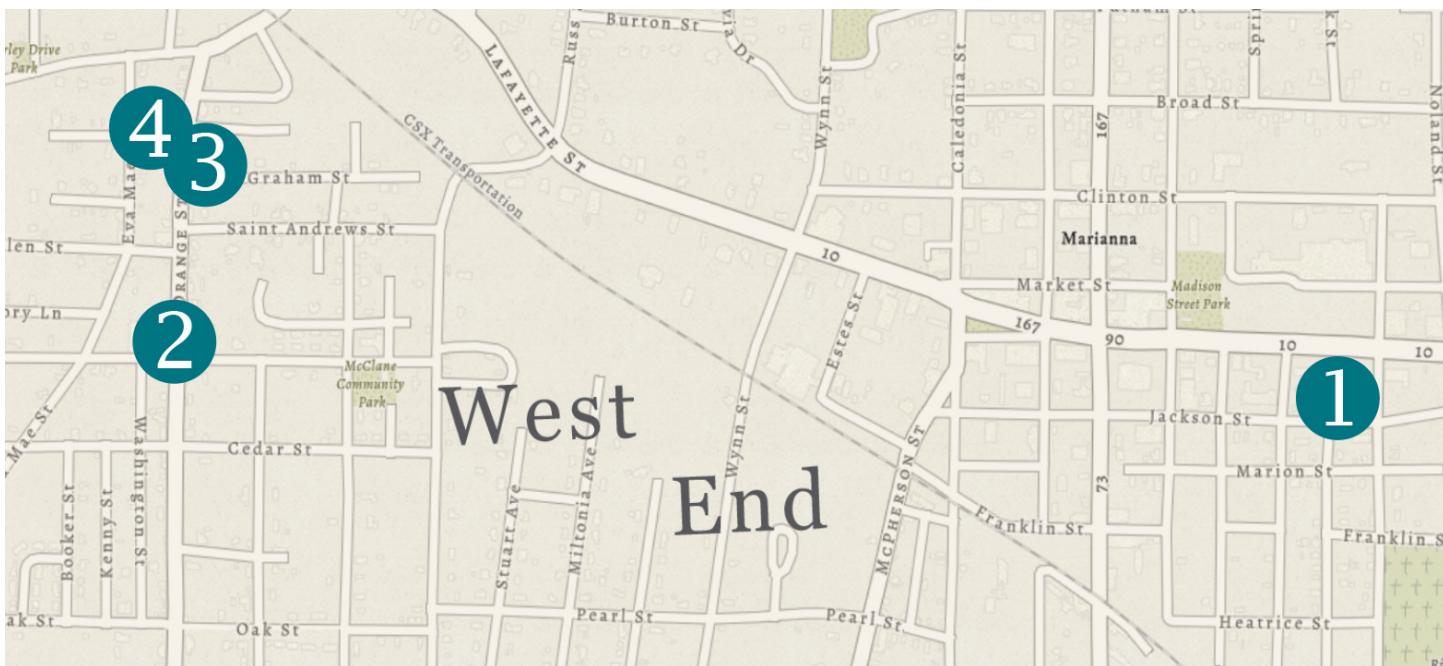
The shoe tree in West End is deeply connected to the stories of students and teachers at the Dozier School for Boys. Local business owner, Leon Kelly, taught at the school for 25 years before the school closed in 2011. He mentored and counseled countless students about values like personal responsibility and honest work. His preaching to the students earned him the nickname M.L. Kelly (alluding to Martin Luther King Jr.). Outside the school, Kelly owned a shoe-shining shop in West End. It became a rite-of-passage for Kelly's students to visit his shop after their release from Dozier. Each pair of shoes on the tree belonged to one of Kelly's students. The casting of shoes into the branches symbolizes the student rising above his past and rejoining society as a productive citizen. The shoes that fall from the tree face away from it. Even if a student makes mistakes and falls from their path, they can always walk away to find it again.

The design of the building follows the Gothic Revival Style with its pointed, arch leaded stained glass windows and towers on either side of the central nave. The church is located on one of the highest points in central Marianna. Even though the building was vacated by the congregation in 1984, it continued to be a main focal point in Marianna until suffering significant damages from Hurricane Michael in 2018.

### 2. The First Black Mayor in Florida's Panhandle

Elmore Bryant was born and raised in the West End neighborhood. While serving as the president of the NAACP, Bryant filed a lawsuit to reform how the city elected and appointed its commissioners. He wanted to provide more opportunity for black candidates in local elections. In order for black candidates to have a chance in local elections, he needed to change the system. He sued the city with the NAACP to establish a single-member district system for the city commission. When this effort succeeded, the mayor resigned as a result of the lawsuit. Bryant was appointed as the mayor's successor, becoming Marianna's first black mayor.





## West End

### 4. Spears' Cafe

Coe and Loretha Spears are lifelong residents of Jackson county, having grown up in Marianna and Graceville respectively. The two have been together for 34 years and for the past 8 years have served as a staple in the community as the owners of the Spears' Cafe, a soul food restaurant located in Marianna. After high school, Coe joined the Army and was stationed in Germany for three years before returning to California for a year. While in the Military, he also attended the University of Maryland and the University of San Diego. Loretha attended Graceville high school and has lived in Jackson County for most of her life. Her mother had worked at a seafood restaurant and the couple credit her as the reason their seafood is so special. Like many others, the couple suffered damage to their business during Hurricane Michael, with a tree falling on their restaurant during the storm. Despite the damage and lack of power, the couple still having access to water and gas went into work with flashlights and cooked food for residents of Marianna following the storm. Despite not having electricity for months, the couple continued cooking food for the community in the weeks following the storm and would both drive to Alabama frequently to bring back food to cook and both sold and gave away a lot of food to the community during this time.



# COMMUNITY PROFILES

## SNEADS COMMUNITY ASSETS

### 1. Historic Civic Hall

The Sneads Community house is located adjacent to the historic downtown of Sneads, on a site that was once an old hitching post. In February 1899, the property was deeded to the town, but it remained open between the hitching post and railroad until the 1930's when the Women's Civic Club of Sneads insisted that a community center be built. This log cabin is a significant example of New Deal era Rustic Architecture constructed by the WPA in 1936. over the years it has served a variety of functions for the community. Originally it was the clubhouse of the Sneads Women's Civic Club and

a center for many social activities. Beginning with World War II it served as a Public health Center and a place where people would gather to make bandages, give blood, and take civil defense courses. In the past city elections were held here; court cases were heard by the mayor on Sundays; and it functioned as a school when the schoolhouse burned. It continues to provide gathering space for the Boy Scouts and many other civic social groups. In 2017 the building was placed on the National Register of Historic Places by the United States Department of the Interior.



### 2. Three Rivers State Park

Looking for campsites and outdoor pursuits? For over 60 years, the Three Rivers State Park has been serving its visitors' numerous outdoor activities that include camping, fishing, hiking, boating, and biking as long-time favorites, as well as weddings and family reunions. Besides 30 shaded, semi-private campsites and a group camping facility, the park offers boat ramps, a fishing pier, a cabin, three picnic pavilions, and numerous attractive facilities to enjoy the magnificent Lake Seminole.



Located at the north of Sneads near the Georgia border, Three Rivers became a Florida state park in 1955. The Flint and Chattahoochee river confluences Apalachicola River below the Jim Woodruff Dam and created the magnificent Lake Seminole. The name of the park is a tribute to these three rivers.

### 3. St. Peter Missionary Baptist Church

Each legacy community is anchored by an historic school house and church. St. Peter Missionary Baptist church has served as the bedrock of community in Sneads since its founding in 1872. The congregation has persisted through many hardships in its time. Today, COVID-19 has moved weekly services online. Sermons are streamed live on multiple social platforms where the congregation comments in real time, continuing St. Peter's role as the glue holding Sneads together.

### 4. Ocheesee Pond

Want to go fishing or paddling? Ocheesee Pond is a fantastic little water body, which starts as an open lake lined with cypress trees and turns into a trail through a pleasant cypress pond. One can have fantastic kayaking and canoeing experience in the dark tannic water, with approximately 90% of its area covered by cypress trees. This 2,225-acre lake, located south of the U.S. Highway 90 at Grand Ridge, and Snead, is an excellent place for fishing or paddling.



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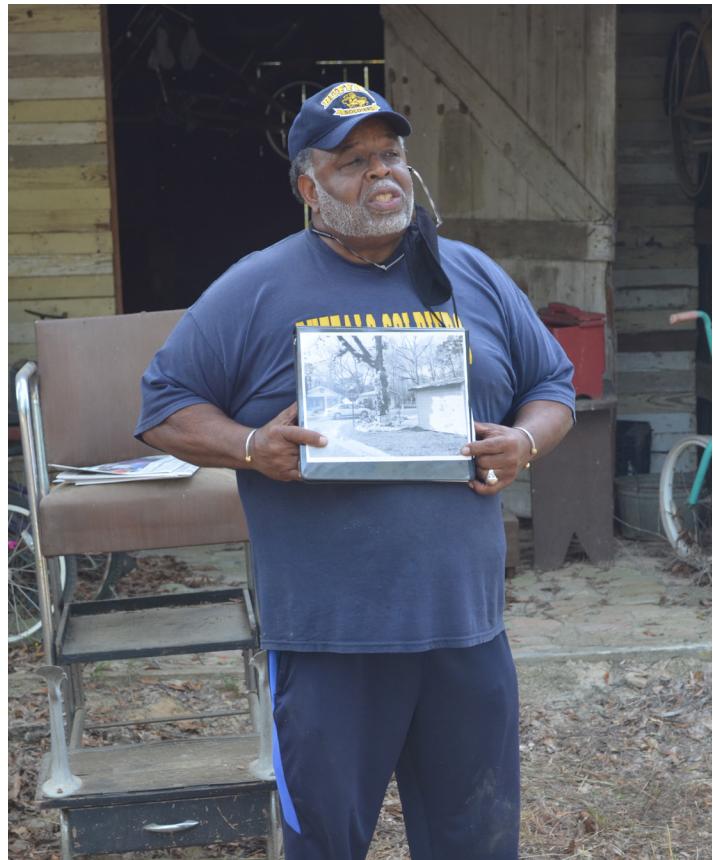
# COMMUNITY PROFILES

## THE SHOE TREE

The Shoe Tree, started by community member Leon Kelly, is a symbolic landmark on the corner of Orange Avenue and Graham Street in the West End community. The Shoe Tree is a live hickory tree outside of Buy's Shoe Shine Shop that has pairs of tennis shoes hanging from its branches and surrounding its trunk and base.

While working as a paraprofessional at The Dozier School for Boys from 1999 to 2011 Leon set out to make a positive impact on the boys, teaching them both material skills and character development that they would need to reenter society as productive citizens. The Shoe Tree serves as a tribute and rite of passage to those who attended the Dozier School for Boys. It allowed each boy to commemorate their growth and begin a new chapter. The tradition started when Leon would tie the laces of the boy's shoes together and throw them up into the tree until they caught on a branch. The launching of shoes into the tree symbolize the boys rising above their past and joining society as productive members. When shoes fell from the tree, Leon placed them around the base and trunk with the shoes facing away from the tree. This symbolizes that even if a student "fell from the tree", they would still have the means to find their way back on the right track. Soon, more community members caught on and the shoe tree's collection grew.

As more shoes were added to the tree, the City of Marianna took notice and fined Kelly over the Shoe Tree. The City claimed that it violated signage and advertisement or-



dinances, as they mistook the tree as an advertisement for Leon's neighboring shoe shine shop. Leon appealed to the City and explained that the Shoe Tree was not related to Buy's Shoe Shine, but was rather a monument to the growth of many former students at the Dozier School for Boys, an important part of West End's culture. Hearing this, the City deemed that the tree was "grandfathered in" and dropped the fine. While the tree suffered some damage due to Hurricane Michael, Kelly continues to maintain the tree by placing fallen shoes around its base, and allowing children and teens in West End to add their shoes to the tree as they transition into adulthood.



# LITTLE ZION COMMUNITY ASSETS

## 1. Little Zion School

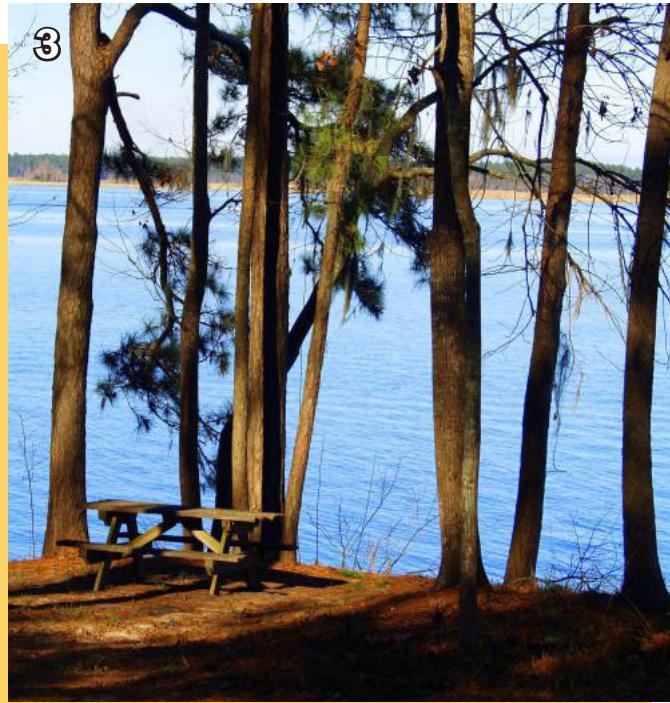
Off a winding country road in rural North Florida stands one of few historic schoolhouses that served black people after slavery. On its original site, the Little Zion School is currently being restored by community families. The Little Zion Church and Cemetery are next to the school.



## 2. Little Zion Missionary Baptist Church

The Little Zion Missionary Baptist Church and the historic schoolhouse have been significant community assets for the Little Zion Legacy community for a long time. Similar to the school, the church has recently gone through a renovation supported by the local community. COVID-19 is just one of the global crises they're concerned about, which pushed their weekly services online. Very recently, they have started allowing in-person services. Those attending are asked to wear face masks and maintain social distancing of six feet when they enter the sanctuary. People can also participate in the congregation in place through live streaming on social media platforms in real-time.





### 3. Three Rivers State Park & Apalachee Wildlife Management Area (WMA)

Along the Lake Seminole shores and the Chattahoochee River lies one of the best-kept birding secrets in the Florida Panhandle. Located about three miles north of Sneads in Jackson County, Three Rivers State Park and the Apalachee Wildlife Management Area (WMA) offer year-round outdoor recreation opportunities. This 8,000-acre area of longleaf pine uplands along the edge of Little Zion is interspersed with ponds, wetlands, and floodplain forest and offers prime habitat for both migratory and resident birds.

Apalachee WMA offers a full set of recreational opportunities, from hunting and fishing to paddling and hiking. It has pleasant temperatures in the fall, winter, and spring and offers the best times to hike bike, and horseback ride. One can definitely plan to go in spring and fall to watch migratory birds or hunting. Moreover, excellent plant diversity and seasonal wildflowers attract plant and butterfly enthusiasts to come back throughout the year for more.

### 4. Renaissance Park

Renaissance Park, just to the west of Little Zion, is filled with artifacts and history of life in rural legacy communities. Each year the park hosts two festival days in September and December. These festival days offer demonstrations of early life in legacy communities. African American folk traditions like pig picking and dressing, sausage and soap making by community leaders. One highlight is making sugar cane syrup. Cane is grinded into juice, which makes for a sweet treat itself. Next, the juice is boiled down to a syrup in an 80 gallon cast-iron kettle. With expert hands, demonstrators skim impurities from the surface as they boil off and the juice takes on its rich, golden-brown hue. Renaissance park, owned and operated by Danny Sylvester, passes the historic traditions of Legacy Communities down through generations. It is used for camping and educational retreats throughout the year.



# COMMUNITY PROFILES

## HERITAGE DAY

This juice is often sipped ice cold as a sweet beverage

Heritage Day is one of Jackson County's longest lasting traditions. The event is held in the late fall at Renaissance Park in Greenwood, a large park that displays many artifacts depicting African American agrarian traditions. The festivities attracted people from all over Jackson County and revolved around a large cookout with meals prepared with crops and meat brought in by farmers to the festival including a hog processing and roast.

Nowadays, the festival focuses on the cane sugar syrup making process. The day before Heritage Day starts, sugarcane is cut from the field and brought to the sugarcane mill. The sugarcane crop regrows every summer, allowing for it to be easily harvested on a yearly basis. Once the sugarcane is cut and brought to the mill, it's pushed into the grinder on the mill a few stalks at a time, allowing for the mill to grind it up and extract the sugar from it in the form of cane sugar



juice. This juice is often sipped ice cold as a sweet beverage. What isn't used for drinking is put into a large pot that is placed over a fire pit. From there it is continuously boiled to create the cane sugar syrup. Nowadays, it is common to use a gas lit fire pit, but, traditionally, the boiling process used firewood instead of gas. Cedar wood was the most commonly used wood for the fire pit, as it burned for a long time, allowing for the syrup to boil for hours. The syrup takes around seven hours to cook and is constantly stirred



and skimmed. Stirring prevents cane sugar juice from bunching up on the outskirts of the pot, while skimming takes the foam off the top part of the syrup and stores it in a bucket, as these skimmings can also be used to make a variety of goods, such as beer and moonshine. A skimmer, which looks similar to a flat strainer, is used to remove the foamy skimmings from the top of the pot. As the sugar turns to syrup, it begins to turn a dark brown color, and the smell of sugarcane fills the air. The syrup is used to create many sweet dishes, notably syrup bread, a delicious dessert that is eaten by many of those who grew up in Legacy Communities.

Heritage Day has been an annual event in Jackson County for generations. Many of the men who grind and skim the cane sugar learned the craft when they were teenagers,

continuing to practice it throughout their adult lives. Traditionally, making cane sugar syrup was a large event for the men in town. On this day, a group of around forty to fifty men would get together to make syrup, turning the day into a social event. Some farmers would bring sugarcane for making syrup, while others would bring hogs, providing a pig roast for the men to eat while they worked. Nowadays, Heritage Day is attended by those who grew up making cane sugar syrup, as well as by those who are interested in the traditions and process of the syrup-making festivities. Large batches of syrup are still produced every year, and containers of cane sugar juice and syrup are sent out to the family members of those who produce it, connecting distant relatives to the Jackson County community that their family comes from.

# COMMUNITY PROFILES

## SPEARS' CAFE

When the doors of Spears' Café opened in 2012, Coe and Loretha Spears had no idea how quickly the café would gain popularity in the small West End community. Although the couple did not have formal training in the food industry, Coe's previous experience working at a steakhouse did give him some ideas. According to Coe, "I used to work at a steakhouse and there I learned how to do burgers, so we kind of put our burger out there and it went viral." Initially, friends and former co-workers passed by to support the new business, but fairly quickly, their customer base grew substantially through word-of-mouth. To date, their customer base not only includes locals from Marianna, but also tourists to the area from as far as England and Australia.

The café is best known for its American style food with a southern twist. Aside from its legendary all-beef burger, the ribs and wings are also a customer favorite. Their "home fries" are another winner, as they are prepared from scratch and fried with the skin and all. A menu item truly unique to the locale is the mullet. "It is a great fish... and we eat a lot of mullet here in this area," says Coe. Only available on select days, mullet is usually purchased from local fishermen in neighboring counties and is always served fresh.

Spears' Café has kept its doors open, in spite of recent challenges. Even the damage left by Hurricane Michael could not stop the Spears'. Despite losing power for two to three months after the storm, Coe and Loretha rolled up their sleeves and worked



even harder to support their community. "So, what we did, we put flashlights on, we fed the community for a long time. We just did our best because people were really hurt," reflects Coe. The Covid-19 pandemic has also created some unpredictability. He explains "in the past, Thursdays and Fridays were good days... But now you never know." While these events have increased the vulnerability of small businesses in the short term, Spears' Café is a reflection of Coe and Loretha's resilient spirit in this Legacy Community.



# COMMUNITY PROFILES

## THE ENDEAVOR PROJECT

The Florida School for Boys, also known as the Arthur G. Dozier School for Boys (AGDS), was a juvenile reform school operated by the state of Florida from January 1, 1900 to June 30, 2011 in Marianna, Jackson County. Throughout the history of the school, the school gained a reputation for abuse and atrocities of the students by the staff. Since the 1960s, investigations and inspections have occurred due to several allegations relating to abuse and torture. Many investigations found no tangible and concrete evidence that linked student's deaths to school staff, especially when trying to uncover what occurred decades ago.

In December 2011, the Civil Rights Division of the United States Department of Justice published their findings saying "the allegations revealed systemic, egregious, and dangerous practices exacerbated by a lack of accountability and controls . . ." The University of North Texas Health Science Center for DNA testing and the University of South Florida confirmed the yielded remains of 55 bodies, which is almost twice the number of official records says are there. This site has a history of violence, racism, and contested stories. There are proposals about state funded memorials and providing a proper burial site for the families.

In December 2018, the former Dozier School for Boys property was given back to Jackson County and the property was renamed to Endeavor to signify renewal and healing. Leaders in Jackson County plan to



repurpose the 1,293-acre Endeavor Site to include residential, commercial, public, and industrial spaces. More than half of the site will be transformed into an industrial park (Image below). When deciding the site's future use, leaders of Jackson County prioritize to preserve Jackson County's history within the plans. David Melvin, who operates Melvin Engineering and is part of Jackson County's Chamber of Commerce, states that the goal is "to redeem these twelve hundred acres to create good jobs for our rural region." An estimated 75 construction jobs and 50 local jobs will be created due to this project.

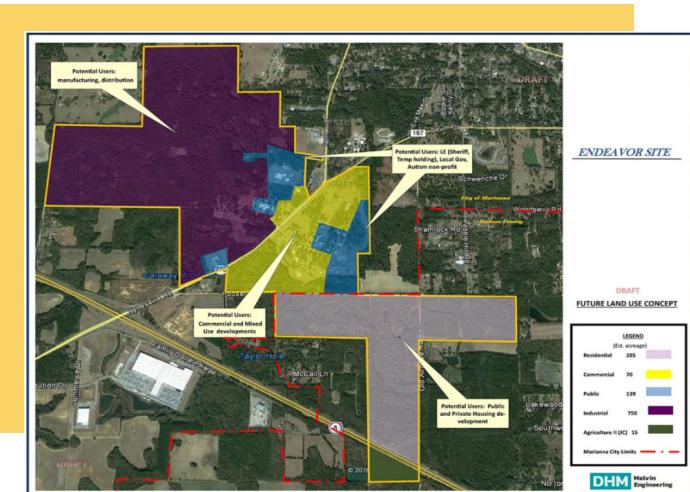
Melvin Engineering has drafted a proposed land use plan for the Endeavor Site.

landowners near there too, so we're interested in what's going on." Lillie Clark, a local artist from Springfield, expressed enthusiasm to create and share art pieces highlighting Jackson County's history. Ronstance Pittman, president of NAACP, shares excitement for about what "... can become of Endeavor and the fact that we can actually have some type of African-American heritage to be able to be displayed on Dozier Property. It will actually give people a chance to know the history, embrace the history. The good, bad, and the ugly, and heal from it as well."

The Endeavor Project was inspired by Rick Taylor and his revitalization work in Hattiesburg, Mississippi after Hurricane Katrina in 2005 and the 2013 tornado. Taylor played an integral role in commemorating the community's history after it was nearly wiped out due to natural disasters.

The Endeavor Project is supported by federal, state, and private sector funding. Florida Department of Economic Opportunity (DEO) is making available \$112 million in Community Development Block Grant Disaster Recovery Program (DBG-DR) funding to local governments impacted by Hurricane Michael through the Rebuild Florida General Infrastructure Repair Program. Jackson County received a \$5.8 million grant (WJSG, 2020) and a \$2 million grant from the Community Development Block Grant Program to cover construction costs (WFSU, 2020). The project is also receiving \$1.5 million from the state's Rural Infrastructure Fund for a new access road and water, sewer, and gas lines to the site (WSFU, 2020). The County has received \$5,880,000 from the Florida

Job Growth Infrastructure Grant. (WMBB, Jan 2020). U.S. Commerce Secretary Wilbur



Ross delivered a \$2.6 million check to local leaders to help fund a 50,000 square-foot manufacturing warehouse and distribution center in Marianna (WSFU, Oct. 2020).

# CASE PROFILES

**One of the most valuable resources for the collection and preservation of histories of Jackson County Legacy Communities has been the oral history interviews conducted by our team and local community partners. The information gathered from these interviews has been used to create case profiles highlighting just a few of the many invaluable local historians, community leaders, and residents. The members of these communities with case profiles have taken the time with interviewers to provide a detailed oral history of their lives in the Legacy Communities and how the communities have evolved during their lifetime. The aim of these case profiles is to highlight the lives of those living in the community. Most of the interviewees for these case profiles are elder members of the community, whose long personal histories and deep ties to their Legacy Communities have made them an integral part of this project.**



# CASE PROFILES

## DANNY SYLVESTER

*Preserving a rural history...*

***“For years we had talked about preserving the concept of the farmers from the past centuries, and they always wanted us to preserve their techniques.”***

Danny Sylvester plays a wide variety of roles within his community, including being the owner of a heating and cooling business, and the owner of Non-profit Renaissance Park, and a Legacy Community advocate. Mr. Sylvester has been running a successful heating and cooling business for around 30 years. His initial interest in the industry humbly started when traveling trade school recruiters visited his hometown. He decided to attend a trade school in Indianapolis, Indiana, but returned home afterwards to start his business in Jackson County. Today, he serves a 100-mile radius, all the way to Washington and Leon Counties. His business has picked up in recent years due to the damage caused by Hurricane Michael and the general age of most of the building's units. Mr. Sylvester also owns and operates Renaissance Park, a 40-acre wilderness park about 8.5 miles northeast of downtown Marianna, just outside of Two Egg and



Danny Sylvester is featured at the Cracker County Exhibit at the Florida State Fair.

Greenwood. The park is filled with artifacts and relics of folk life reminiscent of early rural farm life in Jackson County. The Park hosts Heritage Festivals twice a year in September and December, where African American tradition bearers demonstrate folk life traditions such as pig picking, hog dressing, sausage making and soap making. At the park visitors can even watch the sugar cane, grown on site, be cooked down to a syrup in an 80-gallon, cast-iron kettle. When the festival isn't happening, the park hosts camping sites and educational retreats. Through this outreach, Danny Sylvester is able to share the history and resilience of these communities.

# MARY BEECHIM

*A life-long resident of Jackson County...*

*"I love to fish. I love to cook. And I love working around here in this museum, in the art gallery we have. My beautiful daughter, she assists her. And I just love staying busy."*



Mary Beechim in front of the Springfield Schoolhouse Florida Historical Designation

Mary Beechim was born and raised in Springfield, a Legacy Community located northwest of Marianna, and has lived her whole life in Jackson County. Growing up, her family worked in sharecropping and as a young child, she went to school in the community at the Springfield Schoolhouse. It was here where Beechim had many of her cherished early memories, such as the May Day celebration that would occur at the school annually where her and her friends would wrap the May Pole, bob apples, and make arts and crafts. Jackson County consolidated the school system during Beechim's childhood, and the Springfield Schoolhouse was closed.

After the Springfield Schoolhouse, Beechim was forced to walk ten miles to school each day. In addition, Beechim and her friends had to always be cautious of the school bus, as the kids riding these buses would throw things at them and taunt them during their commute.

Beechim's family stopped working in sharecropping when she was 15, and at age 17, Beechim got married and began to start a family. At this point, Beechim had dropped out of school. After her marriage, Beechim became a certified cook and worked as a cook for 22 years until her retirement in 2004. Nowadays, she still cooks but mostly just for her friends and family. She cooks a lot comfort food and has a love for making desserts like pound cake and red velvet cake. In addition to cooking, she spends her free time fishing and helping out at the Springfield Schoolhouse Museum.

# CASE PROFILES



## LILLIE CLARK

Lillie Clark was born and raised in the Springfield community, and as she says, she was rolling around in all the red clay dirt roads and climbing trees before she could even write her name. She lived in Springfield until she got married at 19 years old, and then moved to Campbellton, Florida with her family. After high school,

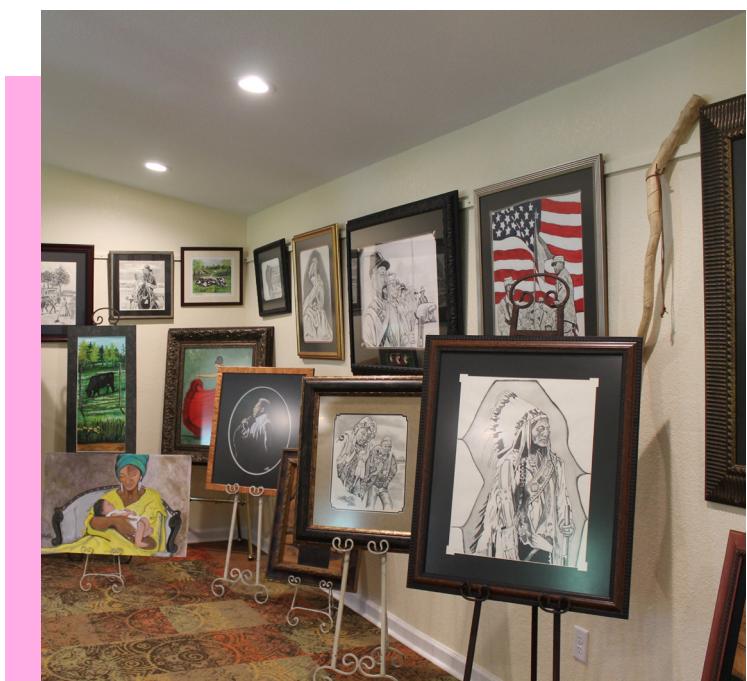
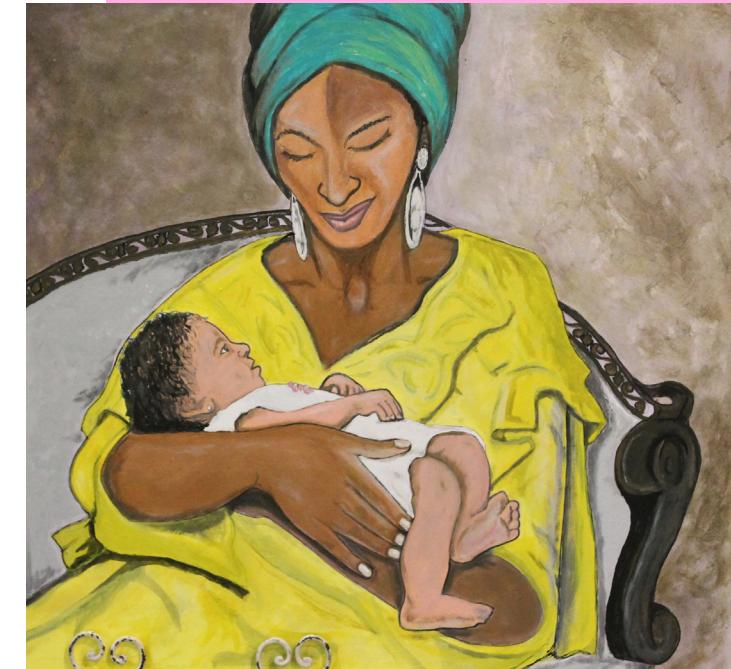
*An acclaimed artist...*

Lillie worked at the Marian- na Convalescence Center, a non-profit nursing facility, which is what motivated her to attend nursing school in Chipley, Florida and become a licensed nurse practitioner. Lillie Clark and her family have hosted a family reunion every November for the past 50 years. It started as a way to celebrate her

grandmother's birthday, but as more and more people came to attend, the event was renamed as "Family and Friends Day." Today, more than 400 people attend the reunion. Her mother starts preparing food and freezing meals in preparation for event as early as October. The day is an opportunity to meet new people and share

## ***“The youth felt like they were important, like they were not forgotten.”***

family stories with one another while celebrating family over music and food. Today, Lillie Clark continues to live in Campbellton, but owns and operates a small non-profit gallery in Springfield known as LMC (Lillie Mae Clark) Impressions, Incorporated. She opened the gallery in 2011, a year before she retired from her nursing career. In the past, the gallery has hosted after-school activities and summer programs to bring fun, educational experiences to kids. In the future, Ms. Clark hopes to expand these efforts to attract new visitors to the gallery to educate tourists on the local community's history and heritage. Her dream is for the gallery to be utilized as a community center where people of all ages can have access to education and an outlet for creative expression of various forms, from painting to spoken word. She is an artist herself who expresses herself in a multitude of different media. From acrylic paints to wood carvings to landscapes painting and portraits drawn in pencil, it is clear that her passion for community comes to life in her art. Various pieces of her artwork are displayed on the walls of the Springfield Schoolhouse Museum showcasing depictions of black prominent figures, local landmarks, and black cultural life.



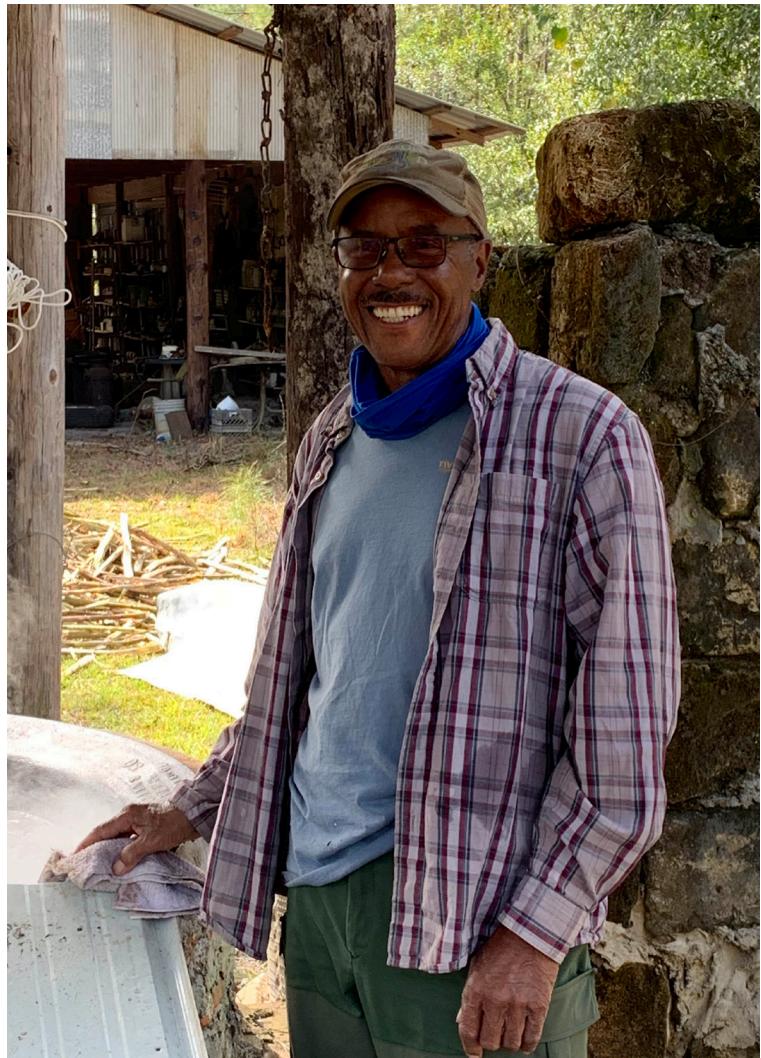
# CASE PROFILES

## JOHNNY BELL

*Returning to his roots...*

***Bell worked at the juke joint when he was young and remembers how it would bring the whole community together to socialize, dance, and have a good time.***

Johnny Bell was born in Jackson County in 1947, but he moved to Miami when he was a young child. Despite growing up in South Florida, Bell would come north to Jackson County every year to spend summer at his grandparents farm. Summers in Jackson County gave Bell some of his fondest childhood memories. His grandmother operated one of the largest juke joints in town, attracting people from all over the county. Bell worked at the juke joint when he was young and remembers how it would bring the whole community together to socialize, dance, and have a good time. His grandmother also ran the local baseball team. Bell played outfield and shortstop on his local team, which played teams throughout the Wiregrass Region, the tri-state area of Florida, Georgia, and Alabama. These games would draw large crowds on weekends, and many times, these games were



Johnny Bell takes part in the sugarcane syrup making tradition at Renaissance Park.

the largest events in town. In addition to the weekend festivities that came with the juke joint and the baseball games, Bell remembers going to annual celebrations as a child, notably Heritage Day, where community members would gather and bring their crops to collectively create a feast that would be shared by all who attended. Heritage Day mostly revolved around the production of cane sugar syrup, which would be used to make delicious desserts like syrup bread, and the roasting of hog and cattle meat,

hog and cattle meat, which became the main course for those in attendance. After living in Miami and then Jacksonville for a number of years, Bell decided to move back to Jackson County in 2011, as he wanted to continue the family tradition of farming. Nowadays, Bell is semi-retired with his work consisting of raising cattle on the forty acres of land that make up his farm. In addition, he owns his father's old land, which consists of sixty mostly wooded acres. Bell's family owned more land than this at one point; however, much of these parcels were sold as extended family members moved away from Jackson County. Bell currently has forty cattle, producing meat that he sells and

shares with the community. He also attends some of the traditions he grew up participating in, such as Heritage Day, where he catches up with those he knew from his childhood, sharing memories with the people that made his summers as a child in Jackson County so memorable.



# CASE PROFILES



## ELMORE BRYANT

Elmore Bryant was born in 1934 in Jackson County, Florida and grew up in the West End Community. He spent most of his childhood at his grandparent's farm. His favorite memories at the farm were raising hogs, making cane sugar syrup, and harvesting "good old sweet potatoes." His family stored layers of salted hog meat in barrels to keep it fresh for the community. Bryant recalls his uncles, with whom he learned how to make cane sugar syrup from, helping on the farm alongside his grandparents. Additionally, Bryant loved to "get those [sweet] potatoes off the

### *A Groundbreaking Politician...*

ground and bring them in the house" to harvest. He washed the sweet potatoes, coated them with oil, and put them in the fireplace until they were ready to eat. He remembers that the potatoes "would have so much sugar, and you could see the sugar run off," which was fascinating to him as a child. Bryant attended the Jackson County Training School in Marianna and moved to St. Augustine for college. After graduating college, Bryant moved back to Jackson County with the goal to make positive changes in his community through civil rights and public



## ***“You are talking to history. You are looking at history.”***

community through civil rights and public service work. For over twenty years, Bryant served as president of the National Association for the Advancement of Colored People (NAACP). To change the voting system, Bryant sued against the city of Marianna, Jackson County, and the school board and won the lawsuit. After the lawsuit, Bryant was appointed as a city commissioner. Then, in 1985, Bryant was appointed and served as the first Black mayor in Marianna. As the mayor, he successfully kept Florida Public Utilities in Marianna, established a Winn Dixie, which increased employment and created a large economic hub, and brought a Federal Correctional Institution to Marianna. He also led a campaign to hire Black police officers and increased funding for city employees. Once his term ended as mayor, Bryant founded the Chipola Rainbow Home Builders, an affordable housing nonprofit organization. Bryant's motivation to create this organization came from growing up “in a bad housing situation” living in a shotgun rental home. He recalls, “[After many years] my father was able to buy a house and fix it up. And it was our house. We didn't rent anymore. I'll never forget that.” With grant assistance, waived city fees, and donations, Chipola Rainbow Home Builders built thirty-six new homes and renovated nineteen homes which were all owned by Black women. He also operated the only Black-owned

service station in Marianna for fifty years. Bryant's dedication to the youth in the community is apparent. He taught public school, worked at the Dozier School for Boys and coached baseball, football, and basketball at St. Paul's High School and the Jackson County Training School. He was the first Black basketball coach in Jackson County. At the Dozier School, Bryant served as a dropout prevention teacher where he taught young boys how to read and was twice named teacher of the year. To this day, his former students refer to him as “coach” when they see him.

Currently, Elmore Bryant lives in West End and hopes to share his life stories to future generations. He believes that future generations can succeed when they, “organize, have one spokesman, and come together with an idea.” Also, he encourages individuals to “have legal advice” when fighting for civil rights, since this proved successful with his lawsuit in Jackson County. To sustain the future of Jackson County, Bryant believes that these steps are necessary moving forward.

# CASE PROFILES

## DELANEY PITTMAN

Delaney Pittman was born in 1963 and was raised in Jacob City along with his eight siblings. He recalls his childhood in Jacob City fondly, from the fruit trees the children in the community would eat from and how in Jacob City "... we never locked our doors. Never. It was never an issue."

In second grade, Delaney Pittman transferred to Graceville Elementary which was part of the massive effort to desegregate the public school system in the United States. He recalls his teacher, Elease Varner, as a great influence and source of encouragement at this time, an experience that both have fond memories of to this day. Despite moving schools multiple times through his early education, Delaney Pittman excelled academically and was one of the two Black students in the gifted program in Jackson County.

In addition to school, Delaney was active in the 4-H club, which focused on youth development and included classes on public speaking skills, drama, and cooking techniques. Delaney says that this is his favorite childhood memory because it had exposed him to a variety of useful skills. One of which is his love of baking which he attributes to watching his mother bake when he was younger. As a child Delaney even competed in baking competitions with the 4-H club. He was also very involved in the youth choir at

### *Fond Memories of Jacob City...*

St. Mary Church, a group well known for traveling and singing in surrounding counties. Still today, Delaney remains close to St. Mary Church because it provided him with the foundation of his Christianity, and learned the "value of respecting and enduring your elders."

In 1983, Delaney moved to Tampa and received a technological certificate from Tampa Technical Institute. In 1990, he graduated from University of South Florida with a Bachelors in Social Work. Since then, he has served his community in a number of positions. He worked as a case manager, taught ESOL and GED classes, and for the past four years, he has been teaching credit recovery classes in addition to working as a high school teacher in Hillsborough County. He says his personal teaching philosophy is "to always focus on the positive and not to take life for granted." When first moving to Tampa, Delaney longed for the closeness and community he felt growing up. "It took a village to raise me," he says. While today he has assimilated to his new community in Tampa, he still visits for major holidays like Christmas and the Fourth of July, making it a point to visit each and every person who had a hand in raising him.



# CASE PROFILES

## EULA HENDERSON JOHNSON

*"I meet a lot of people and I have a lot of friends everywhere I go. Come right around here and ask anybody about me and they will tell you that I get along with everybody. I really do."*

Eula Henderson Johnson was "born, bred, and raised" in Jacob City, as she will tell you. Her mother is originally from Enterprise, Alabama but moved to Jacob City at a young age, while her father was also born and raised in Jacob City. Her mother and father grew up on opposite sides of the railroad tracks but met in Jacob City, got married, and eventually expanded their family to twelve children – eight girls and four boys. Eula recalls walking with her siblings to school when she was a student at Jackson County Training School and St. Paul High School as well as walking to church every Sunday.

Eula recalls many details about farming with her family in Jacob City. She explains, "we did a lot of our own raising our food... We had gardens and we had farms, we had mules, and we had wagons." Her family grew peas, beans, squash, and grains. They cut and burned wood for heat and food. They



raised chickens, guinea pigs, turkeys, hogs, and cows. She grew up using candle-light and making fans out of cardboard during the hot summer days. She mentions how her neighbors had cane-grinding mills, corn mills, and saw-mills. She shares the story of how a cow stepped on her foot once and since then, she has not wanted to milk cows again. One of her favorite memories is when her siblings would travel to the plum market and make fig, pear, and peach preserves. Throughout all of Eula's stories her dedication and closeness to her family is evident. After the sudden passing of her sister and

brother-in-law, Eula took on raising her sister and brother-in-law, Eula took on raising her sister's three sons and daughter. She eagerly will tell you how proud she is of them. She says that they are good people and are "so well mannered... and they always thank me for everything." Eula's close-knit and supportive family is important to her, and to this day, Eula helps host her family reunion on the first Saturday of August of every year. She continues to teach her children and grandchildren about the importance of respect and reminds them to "stick together, no matter what. If your sister or brother needs help, you help them if you can."

When reflecting on community involvement, she says that "every family around here would work together... If you grew a garden, that person could come and get greens and peas. Everyone shares with each other."

Eula grew up in a collective society where

families and neighbors would participate in hog-killing, mudding, gardening, and farming together. Growing up, she called the May Day holiday "Goat Day" because they would cook and eat goats during the celebration of Emancipation. She is proud of her community as she reflects that "a lot of people [in Jacob City] are really smart" and is proud that her community includes lawyers, nurses, correction officers, funeral home managers, bankers, teachers, and writers. Both of her sisters work in the medical field as nurses. Currently, Eula serves as the parade coordinator for Jacob City Day. Eula's patience and kindness makes her a highly respected individual in her community. She says "all my people – I don't know why, but all my people there always call me first. They tell me it's because of my heart."



# CASE PROFILES

## PHILIP SYLVESTER

*“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. If you go to a picnic, bring your own basket. No history, no legacy.”*

Philip Sylvester was born November 1st 1988 in Jackson County Hospital at “8:32 in the morning, bright and sunny.” He was raised by Danny and Ruby Sylvester in Edenhill, near Marianna. He has an older brother, Danny Ray Sylvester Junior, and a younger sister, Sierra Sylvester. His grandparents, uncles, and cousins lived together on property bought by his grandfather in the 1940s. Living with his relative’s “was just a good time. You know, everybody got along” and recalls how they would play on the street together. At 10 years old, Philip went with his father to work at Renaissance Park “laying bricks, or cutting grass, or trying to build a building, cleaning up antic things.” He says, “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.” Philip attended school in Jackson County and recalls some of his teachers, Shirley Roulhac, B. Williams, and Glenda Crawford, who knew his parents, and this dynamic between his teachers and family is



what he believed “held a community.” When reflecting on significant landmarks in his community, Philip says “one of the most beautiful things about the church is, in the past it serves as a soul, not only spiritual, but as social, you know, benevolent” and adds that “it was a place that people were proud to go, a safe place.” He also speaks highly of Renaissance Park, saying “we spent the last 30 years working” on maintaining the landscape. Philip focuses on the advantages of Jackson County and talks about the transportation networks and the abundance of colleges and universities

in North Florida. Philip points out that “universities are not only economic drivers, but they are also, I would call, social change drivers.” Philip attended Florida Agriculture and Mechanical University (FAMU) and earned a Bachelor of Science degree in civil engineering. He received an academic football scholarship and says that “going to FAMU was the best decision I ever made.” Currently, Philip has worked at the Florida Gulf and Atlantic Railroad company for the past eight years in Dothan. He has been married for six years and has a baby that is two and a half years old.

Philip talks about the wisdom passed down through his family sharing stories. Philip says that “there was a lot of passed down stories. 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.” These

lessons passed down have instilled a sense of importance and value to remembering the past, but also focusing on working hard in the present for the future. He shared a story about his grandmother traveling alone with two small boys, getting lost, and eventually finding help. He describes this story as “a profound story about not being scared to step out of your comfort zone and go do something - because they did it back then, surely we can do it now.” When reflecting on the legacy for Jackson County, Philip believes that intellectual property is important for someone to “build off what you have as far as legacy and knowledge to give to somebody else so they can give it to somebody. 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 now.”



## CASE PROFILES

# Ronstance and Edna Pittman

*Generation to Generation...*

***“When I was growing up, we had a real closeness. It was just a whole lot of ‘oneness’ here.”***

Ronstance Pittman, and her mother, Edna Pittman, are both from Jacob City, Florida. Their family's history dates back to the 1800's when they moved from Webbville, Kentucky to Jackson County, Florida. Edna began working as a midwife at age fifteen in 1970 and continued this profession for many years. At that time, many women in Jacob would spend their time making dresses, sewing quilts, and sharing recipes, while men either worked as farmers or for the railroad company. Edna has lived her whole life in Jacob City and still lives there. Ronstance says that the community shared a "real closeness" during her childhood. Both women remember how farmers would share cow meat and cane syrup during large celebrations. Community members would help cook and prepare the meals for all. On weekends, local baseball and softball teams played which brought residents from different communities together. Ronstance says, "everybody came to the



games" and she served as scorekeeper for the softball team, her father sold concessions from the back of his truck, and her grandfather owned the field.

In 1986, Ronstance graduated with honors from Cottondale High School. In 1990, she graduated from Florida Agricultural and Mechanical University with a Bachelor of Science degree in Biology and Pre-Medicine. She moved back to Jacob City in 2010 and has since operated her business, Total Body by Roni, and serves as a community advocate. Her business promotes healthy living and Ronstance continues to encourage her community to stay active. She finds



it rewarding when her clients achieve their fitness goals. As a community advocate, Ronstance became a member of the National Association for the Advancement of Colored People (NAACP) in 2015 and served as the president in 2016. She has worked on infrastructure and a road improvements project as well as housing and park renovation efforts. These efforts motivated her to run for the Jackson County Commissioner District 3, which includes Jacob City and Marianna.

In addition to working for the community, Ronstance and Edna enjoy attending community events. Notably, they participate in

Jacob City Day, which is held on September 26th every year. This celebration coincides with the anniversary of St. Mary Missionary Baptist Church. This is a large local event that draws about seven hundred and fifty people to the community. The festivities consist of a parade, performances, and a large ceremony with notable local speakers, like Ronstance, who spoke at the event in 2015. Edna recalls there being “at least twenty-five vendors” selling a variety of foods. Ronstance says that the vendors “sell everything from snow cones to turkey legs to roasted corn on the cob.” In addition to food, the festival has bounce houses and hayrides for children and families. This is a day that brings Jacob City together in a way similar to how it was when Ronstance grew up there, creating a sense of community that both Ronstance and Edna remember fondly. Both women take pride in their community and have fond memories of their childhoods in Jacob City.

***“We shared a lot of things because we had a lot of farmers”***

## DR. GEORGE W. PITTMAN

*An Invested Educator...*

Born and raised in Jacob City, Florida, education has played a major role in Dr. George W. Pittman's life. He attended rural African American grade schools as a young boy. After graduating from his high school boarding school, Dr. Pittman briefly served in the military for 14-months. Realizing that education and leadership were key purposes in his life, Dr. Pittman attended Florida Agricultural and Mechanical University to obtain a Bachelor of Science, a Master's degree, and two honorary Doctoral Degrees in religious education.

In Jacob City, some of the most important lessons he learned from his school teachers were speech, and self-discipline. Many students during this time did not complete high school, but Dr. Pittman and his siblings were the exception. He had two jobs during high school to feed himself, and pushed ahead to make it through difficult times. One of his brothers chose to become a local businessman and open his own business.

His family members were known as good, hard working people and Dr. Pittman is proud of their legacies. His Granddaddy on his father's side was a skilled carpenter and dentist and provided services to the community. During the World War II era, his Grandad was a community activist for several years and also served for 62-years as a secretary for St. Mary's Church. A Florida legislative representative presented him with

a letter recognizing his contributions and congratulating him on his outstanding service to the church.

Dr. Pittman's mother also exhibited perseverance throughout her life. She was a mother who kept the family moving forward. Sewing was one of the many skills at which she excelled; she took the family to church every Sunday. Both of Dr. Pittman's parents instilled strong values of integrity, hard work, and perseverance in their children. He explains that everyone has an important calling that they should be proud of. His calling was to be an educator for 40-years.

As an experienced educator, he developed an adult education program for veterans in Jackson County, and in Jefferson County, he taught veterans returning from the Vietnam War. These veteran students went on to obtain their high school diplomas and secure employment afterwards. Dr. Pittman has held principal, assistant principal, and grant-writing positions in the Florida education system. He has experienced and witnessed the integration of these schools. Community has always been very important to Dr. Pittman.

Reflecting on these professional achievements, Dr. Pittman recalls his roots in Jacob City. Farming was a way of life and the main railroad that ran through the city was the breadline for community members. Individuals owned small local businesses in



***“I remember my father said long ago, ‘never look back, go ahead and make sure that you’re [doing] right, and move ahead.’ That’s still with me.”***

the neighborhood where people did most of their grocery and clothes shopping. Full service gas stations were another business provided to community members.

Dr. Pittman recalls Jacob City community events such as The May Day Parade to recognize the Emancipation Proclamation, Jacob City Day, school homecoming events, St. Mary Day held by St. Mary’s Missionary Baptist Church, and community events sponsored by the NAACP that still take place today. Dr. Pittman also remembers the Easter and Christmas Programs held in Jacob City. Youth had the chance to create their own curtains, stage decorations, and deliver their own speeches on stage and take a bow. This helped him to be a confident public speaker today.

One of his yearly family traditions is a reunion of about two hundred members of the White, Pittman, and Jackson families. The family tradition began in Jacob City and has expanded in some years to Washington, D.C., Miami, and Tampa where relatives live. Activities held at the reunions include spending quality time with each other, reminiscing, having fun, and giving speeches.

Even though most family members grew-up and moved to different areas, they still want to come home to where they got started. Although they couldn’t meet this year due to the pandemic, they are already planning next year’s gathering.

Dr. Pittman believes that Jacob City has done a lot for the community and that it has the potential and resources to make an economic comeback. He says Highway 162 is a great start-up business location because of historic business sites and currently available land. He also realizes that the city’s accessibility assets, including highways and railroads, are prime for economic development. Plus, community members have skills and goods that they can market including healthcare workers, lawyers, hand-made quilts, and plenty more. The community wants to continue improving the City and they have already taken steps, such as, hosting long-held traditions of community parades, events, and festivals.

Dr. Pittman’s hard-work, perseverance, and accomplishments are still recognized by his former students. On his recent birthday, he received birthday wishes from 328 former students from 21 former schools on his Facebook social media profile. These recognitions, along with a few friendly jokes, “make him feel good” and let him know that he was able to touch the lives of many students.

# CASE PROFILES

## LEON KELLY

Leon Kelly was born in 1957, and is resident of the West End Community of Marianna. A proud veteran, Leon has worked in many trades throughout his life. He had an accomplished career as a paraprofessional, is a proud shoeshiner, and a bicycle and antique collector.

Leon's father was a butcher by trade and also worked for the nearby railroad. He taught his son the shoeshining tradition, and Kelly began making a living off the trade at the age of nine. Early on, his business taught him the value of a dollar, and he worked to save up as much as he could. Leon said: "During that time, it was twenty five cents for shoeshine. And every now and then you have to change the dollar. You get a dollar, you get paper money....So I said, wait a minute, if he [Kelly's Father] is going to save my money and I can save my money, this is what I'm going to do. I'm going to keep my dollar bills in my back pocket and I'm going to keep my change in my front pocket. So when it comes time for him to know what I was going to make that day, I would always count my change money and keep my dollars."

In September of 1976, at the age of nineteen, Leon enlisted in the army. He served for twenty-three years, eight months, and five days (to the day,) and spent some of this time serving in Germany and Turkey. Leon remarked that "That's a true veteran. You always know all the way down to the years, the month, and the date that you was in service." Once he retired from the service in



1999, Leon returned to West End and continued to shine shoes. He changed his attire to look more akin to a shoe shiner in hopes of attracting more business. With the money he saved, he purchased a small property on the corner of Orange Avenue and St. Andrews Street for three thousand dollars and opened Buy's Shoe Shine Shop the shop his father had worked at in his childhood. At this same time, Leon was looking for an opportunity to make a positive impact on his community. From 1999 to 2011, he worked as a paraprofessional at the Arthur G. Dozier School for Boys. He enjoyed his role at the

as a paraprofessional at the Arthur G. Dozier School for Boys. He enjoyed his role at the school, which involved teaching the students skills and crafts, including shoe shining, and character development. Leon wanted each boy at the school to grow out of their past mistakes, and he thought it was important to commemorate each boy's growth with a rite of passage. Next to his shop, Leon created the Shoe Tree to commemorate each of his students. The boys would throw an old pair of shoes into the tree until it caught on one of the branches, symbolizing each boy rising from their past and joining society as a productive member.

Since the Dozier School closed, Kelly has continued running his shoe shining shop, focusing more on pick-up and drop-off service due to COVID-19. He also continues to collect bicycles in a small shop at Renaissance Park. He is currently serving on the board

for the Endeavor Project, which will turn the former Dozier School for Boys into a museum. Leon hopes that the museum will bring forth the truth about the school, and sees Endeavor as an opportunity to remember the school's dark history, and pay respects to those who were victimized there. He would further desire to balance the turbulent history of the school with a recognition of the positive influence it had on the lives of many who went there. He is optimistic about the project becoming a community asset, showcasing the community's history and is selflessly prepared to donate parts of his antique collection to be displayed there. Leon hopes his work will have a lasting impact on his community for years to come.



# CASE PROFILES



## SIMON BRITT

*A Dedicated Farmer...*

Simon Britt planted his first crop in 1942. From that moment until his retirement in 1975, Simon would wake each day at 6:00 a.m., working hard until 7:00 or 8:00 p.m. He learned to farm from his brother-in-law, who raised Simon together with Simon's older sister. At the age of thirteen, Simon had to leave school to help grow corn and peanuts on the farm. Simon's older sister could afford to send his younger sister to school in Marianna for \$2 a month, but the family couldn't afford tuition for two.

Today, Simon always reminds the boys he walks home from the bus stop how blessed they are for their education. Despite his family's financial struggles, Simon pursued his education until he received a high school diploma in 1956. After Simon's brother-in-law gave Simon the land he learned to farm on after he passed away in 1941. Simon worked the land enough to buy ninety more acres. He was able to acquire more land because unlike many freed farmers in the South, Simon's family never share cropped.



## ***“There’s an old saying that a man’s work is from sun to sun and a woman’s work is never done. But a farmer’s work is never done.”***

Shortly after emancipation, Simon’s grandfather traveled north from the plantation along railroad tracks with a group of freed men and women until they found fertile, unclaimed land. The site they chose to settle on eventually became Campbellton. His grandfather was also “one of the fortunate ones,” who gained ownership of three-hundred sixty acres. One hundred of those acres were passed down through generations to Simon, which is where he lives today.

Simon fondly recalls the three facets in his early life in Campbellton: work, church, and baseball. Work was every day, even Saturday and Sunday. On Saturdays, the work would last until noon, when Simon would meet his teammates for the walk to their baseball game. Every other week, the team would walk to Springfield, Holyneck, or Browntown, whichever community they were playing.

Between away game weeks, they would play home games. The other communities’ teams would do the walking. With only two gloves shared by the team, “you had to learn how to catch without hurtin’ your hand pretty quick,” Simon jokes. The first baseman was strategically reserved a glove, because the more balls he caught, the faster their team would get back to batting. Simon played “backstopper,” which is also known as the catcher.

Holidays celebrated in Campbellton were a change to this regular schedule, but the

20th of May was Simon’s favorite. He explains that “the 20th of May was when we were freed... We didn’t know nothing about this Juneteenth mess they talking about now, we had the 20th of May.” The community would gather up funds from everyone to buy sugar and ice to make a sixty-gallon barrel of lemonade. People would bring “little cakes and cookies” to St. Paul’s Church where the celebration was held.

In Simon’s opinion, “today, people don’t have the feelings for one another like they used to.” The community no longer holds their May 20th celebration. Simon feels discouraged sometimes when he sees so few young people carrying on the farms and traditions he grew up with. As he turns 98 this year, Simon proudly says, “I’ll pass [the farm] down to my son and I’m sure when I’m gone, he’ll be right here until he goes.”

## CASE PROFILES

# COE AND LORETHA SPEARS

Coe and Loretha Spears have made invaluable contributions to the West End community throughout their lifetime. Their journey can be described as anything but typical – spending their early childhood in rural communities, serving in the U.S. Army, and then settling down in West End for the last twenty-eight years. It is during this life phase that they have actively shared their skills and talents with their community. Upon returning, they DJ'ed for different gatherings and also sponsored several May 20th celebrations in the West End. Their contribution to the community did not end there - it was upon their retirement, Spears became a household name in West End with the opening of their café.

While the Spears are definitely both loyal West Enders, their roots lie elsewhere. Coe spent his childhood days in Rabs Valley near the Spears' Plantation, while Loretha grew up in Graceville. Despite living in different communities, traditions such as Sunday church service, inter-community softball games and May 20th celebrations were an important part of both of their childhood experiences. Coe recalls that softball games were so popular that teams came from out of state to participate. Coe spent a lot of time outdoors during his childhood years. His father came from a farming tradition and Coe recalled helping



on the farm by picking watermelons, peas, and cotton. He shared tales of building rock piles with childhood friends and fishing with his father and uncles on Sundays. Later in his childhood, his family moved to West End. He loved working with his hands and even became a skilled cutter with the local meat shop before joining the army. Coe's creativity made him very popular. He DJ'ed on tour for three years in Europe followed by a year in California. He earned the nickname "Sir Jam" for DJ'ing at different events. He also developed his photography skills while on the army base and was often requested to do black and white



portraits of officers and their families. Loretha recalls her childhood days to be filled with games of dodgeball, track, hopscotch, and jump rope. She describes herself as a tomboy. While she was young, her family suffered a terrible loss when her dad passed away. In spite of these trials, her mother successfully raised Loretha and her six siblings. Being the fifth child, Loretha's older siblings took care of her at home and in school. To this day, family means everything to Loretha and she shares an extremely close relationship with her mother, older sister, and nieces.

Loretha and Coe got married in 1986 and

LEGACY COMMUNITIES OF NORTH FLORIDA

the couple settled in the West End Community. For twenty-eight years, Coe worked at the Dozier Academy serving as the Assistant Superintendent of Operations. At the same time, Loretha commuted daily to Graceville where she worked as a manager with VF Outlet. It was upon retirement in 2011, they decided to invest their savings into their very own business – Spears' Café. Coe's love for cooking is evident when sharing the details of his recipes. Among his dishes is the award-winning Spears' Burger that continues to be a customer favorite.

The café has been a labor of love for the Spears and they have responded to the needs of the community, even in the most difficult times. In the aftermath of Hurricane Michael, long lines formed outside of their café as they generously fed the community. Even with the loss of power, they armed themselves with torch lights to prepare hot meals with the donations provided after the disaster. The Spears' selfless actions and perseverance in the face of trials are a living testimony to the resilience of Legacy Communities in North Florida.

*The café has been  
a labor of love for  
the Spears*

# CASE PROFILES

## EUGENE PITTMAN

*“Facilitating community. That’s what I consider our group is doing. We don’t have any technical knowledge. We just make it happen. We pull everyone into the room.”*

Eugene Pittman grew up farming in Jacob City. His family grew “all kinds of stuff, you know, peanuts, corn, cotton, watermelons, everything a normal farm would grow, just on a smaller scale.”

Mr. Pittman has watched his community change a lot since he was a child playing Saturday baseball on the Jacob City Stinging Blue Hornets. Eugene recalls three businesses that once made their home in town. As the only local businesses, they offered a variety of goods and services, from gasoline to groceries, farm equipment, and beauty products. When the proprietors of these businesses passed away, they closed, unable to find new ownership. Around this time, it also became more difficult for Mr. Pittman to operate his small farm. “The equipment is too expensive,” Eugene explains, “and with seeds, feeds, and fertilizer, operating expenses going up every year, you got to be a big farm or die. You can’t afford to fail.”

Nonetheless, Jacob City has also seen



many positive changes. Mr. Pittman recalls his family chopping wood for heat and hand-pumping water for washing clothes and cooking. Over time, he watched his family graduate from a wood stove to a wood heater and finally to central heating and air conditioning. Mirroring the progress of Pittman’s family, Jacob City paved its main roads and connected to the county electrical grid and water system. While these infrastructures made life easier, Jacob City retained its character as a small, self-reliant township without a dollar general or a single traffic light.

Eugene Pittman and his family's ties in Jacob City run deep. His brother, David, was the city's first mayor. Mr. Pittman has also dedicated his life to service. After graduating from Florida A&M University (FAMU), he took a job with the Rural Development Administration. He served as an assistant supervisor for thirty-seven years and served as supervisor for the last six years. He oversaw projects related to housing, farming, community related activities, and government institutions.

Since his retirement from the public sector, Eugene has continued serving his community through work with his non-profit, Panhandle All Care Services (PACS). PACS is a multidisciplinary organization that, as Eugene puts it, facilitates community. Their past work ranges from hair care to community gardens and farming. Although they work primarily in Jackson County, they have completed projects around the Big Bend region. As a leader in the community with a wide array of

connections, PACS has been closely working with the Legacy Communities project and FAMU's Dr. Thompson to collect oral history interviews.

Equally important to community service is dedication to family. Every other year around the holiday season, the Pittman family reunion draws over one hundred family members back to Jackson County from as far as Pennsylvania and Texas. During the reunion, the family plays games, exchanges gifts, celebrates family successes, and supports one another through hardship. Eugene usually brings hog meat and syrup bread, a Jackson County staple, to the festivities. He passes down lessons on catching hogs and harvesting sugarcane to bake into syrup bread. Through all the change that Eugene has witnessed, he hopes future generations of his family will continue to stay true to their roots, passing down stories of farming life in Jacob City.



## CASE PROFILES

# LEASE VARNER

***“Because if you wanted to do something, you had to know in your mind what you wanted to do. Like [my cousin] says, in her mind, she wanted to get married, so she got married. In my mind, I was going to finish school and fix myself up to where I could take care of myself.”***

Lease Varner was born on February 10, 1941 in Springfield, Jackson County. She was born on an acre of land that her grandmother bought for herself in 1924. Her grandmother often told her, “have your own spot so you don’t have to go [to work for someone else] if you don’t want to go.” Her grandmother’s determination to be self-reliant inspired Ms. Varner throughout her lifetime. She proudly tells stories of her grandmother’s hard work and determination despite her family’s economic struggles. She explains, “I mean, yeah, we struggled, we struggled, we struggled, but we healed, and we do what we need to do.”

Ms. Varner attended the Springfield Schoolhouse from first grade until seventh grade before it closed and became a museum. She attended St. Paul School in Campbellton, Florida from eighth grade until her graduation in 1959 as the salutatorian of her class. Ms. Varner then obtained her bachelor’s degree in St. Augustine, Florida at the historically black Florida Memorial University, previously known as the Florida Normal and Industrial Memorial College. She received the funding to attend university from the National Student Defense Loan and succeeded in paying back the loan within ten years of graduating from college.

Although she was able to achieve so much for herself, Ms. Varner has always spent time taking care of others. She has always had a talent for fundraising and accounting work, and she is happy to use her financial skills to help her community. Even as far back as the seventh grade, Ms. Varner ruled over local fundraisers. She even helped to raise money to build the Springfield A.M.E. Church by selling candy, ice-cream, and other sweets that paid for the first thousand bricks of the building. Today, Ms. Varner remains extremely active in her community and is responsible for a lot of the financial accounting at the Springfield A.M.E. Church.

When asked what she does to relax, Ms. Varner responded, “Relax? I don’t think I relax. I read a lot. And I help. I’m more like a community person, I call it. I help wherever I can. Whenever somebody wants me to do this or that, I help.” Her deepest wish is to preserve the legacy of the Springfield Community for future generations. On top of the accounting work she does for the Springfield A.M.E. Church, Ms. Varner also helps run the Springfield Schoolhouse Museum. Ms. Varner was a key informant for this project and assisted the project team by researchers with other important community members.

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DIVISION OF HISTORICAL RESOURCES,  
FLORIDA DEPARTMENT OF STATE, ASSISTED BY  
THE FLORIDA HISTORICAL COMMISSION.



# SELECTED RESOURCES

**This section contains additional resources for project deliverables, research information, photo and map credits, links to our website, and electronic materials.**





# SELECTED RESOURCES

## Photo Credits

FSU Department of Urban and Regional Planning  
Summer 2020 Studio

FSU Department of Urban and Regional Planning  
Fall 2020 Studio

Florida Memory State Library and Archives of Florida

University of South Florida Educational Technology  
Clearinghouse

## The Economic Database and Electronic Chamber of Commerce

The Economic Database and the Electronic Chamber of Commerce were created to provide and document information on Legacy Communities and contribute to economic development in the county. This information was collected through community outreach conducted via phone and video call due to the impact of the COVID-19 Pandemic.

The Economic Database and E-Chamber of Commerce were designed for community members searching for local goods and services, visitors interested in learning more about Legacy Communities, county organizations, and entrepreneurs that want to expand their reach to these areas.

## Map Credits

All maps are sourced using data from the U.S. Census Bureau and were created by the project's mapping team. Maps that depict legacy communities were created by conducting oral interviews, and asking interviewees to validate the geographic area of their community.

Gullah Geechee Cultural Heritage Corridor Commission

Lillie Clark, The Gallery: LMC Impressions

## Electronic Chamber of Commerce

The E-Commerce website focuses on providing a database to highlight community businesses, supporting community participation, and encouraging online collaboration. The eCommerce website was designed to:

- (i) Create an online presence where all Legacy Community assets can be recognized;
- (ii) Provide a forum that allows community members to easily share information about their skills and marketable activities; and
- (iii) Strengthen informal communication across Legacy Communities within the North Florida region.

The website was designed around three main elements: project deliverables, community assets, and collaborative features. Project deliverables include those outlined in the grant contract and developed by the Florida State University's Department of Urban and Regional Planning. These documents include this map book, the case and community profiles included within, a technical report, an online photo gallery, the eCommerce website, the economic database and the engagement process video.

These documents can be found on The Research Process page, accessible under the About Us tab in the main navigation menu at the top of the website. Community assets were categorized using the Asset Based Community Development (ABCD) framework. More information about each asset can be accessed by clicking on the appropriate tiles from the Home page (see Figure 1).

Collaborative features such as the Forum or Zoom platform can be accessed from the Our Connections tab under the main navigation menu.

A digital format of this book and an additional instructional guide for our website creation and hosting can be found online at

**[NorthStarLegacies.com](http://NorthStarLegacies.com)**

ABCD Asset Framework	Name of Tile Panel	Content
Individuals	Our People	Individual Profile Community Profiles Case Studies
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



# SELECTED RESOURCES

## ECONOMIC OPPORTUNITY DATABASE

The economic database is a storehouse for Legacy Community assets. Taking inventory of community assets is the first step in identifying what resources are available for economic development. This database allows community members and visitors access to information on products and services available in both formally and informally. Our economic database specifically includes non-traditional businesses and skill sets not recognized as formal commercial activities.

Similar to the eCommerce Website, the economic database was created using the ABCD framework. Assets were classified as either individual, local economy, associations, institutions, or physical spaces (see Figure 2). Each entry identified the community, asset name, North American Industry Classification System (NAICS) code and industry name, entity/individual/owner name, key words, address, location, phone number, e-mail, website link, and social media link. The goal of the economic opportunity database is to continue to highlight and to provide consumer access to the formal and informal businesses in the Legacy Communities.

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

## ADDITIONAL PROJECT RESOURCES

Our Project would not have been possible if not for the organizations our team worked with early on. Future projects aiming to engage in similar work would likely need to make use of similar resources.

The Texas Freedom Colonies Project, directed by Dr. Andrea Roberts which proved to be an invaluable resource, The project is a research and social justice initiative documenting placemaking, history, and grassroots preservation in the African Diaspora in Texas.

Additionally, The Asset Based Community Development framework, established by Kretzman & McKnight, served as the guiding principle for our project, which gave us the “Glass half full” approach. for our project.

We would also like to recognize Dr. Ivis Garcia Zambrana, Assistant professor of City & Metropolitan planning at The university of Utah who introduced our team to the topic as well as it's real world applications through her own work implementing ABCD into planning practice.

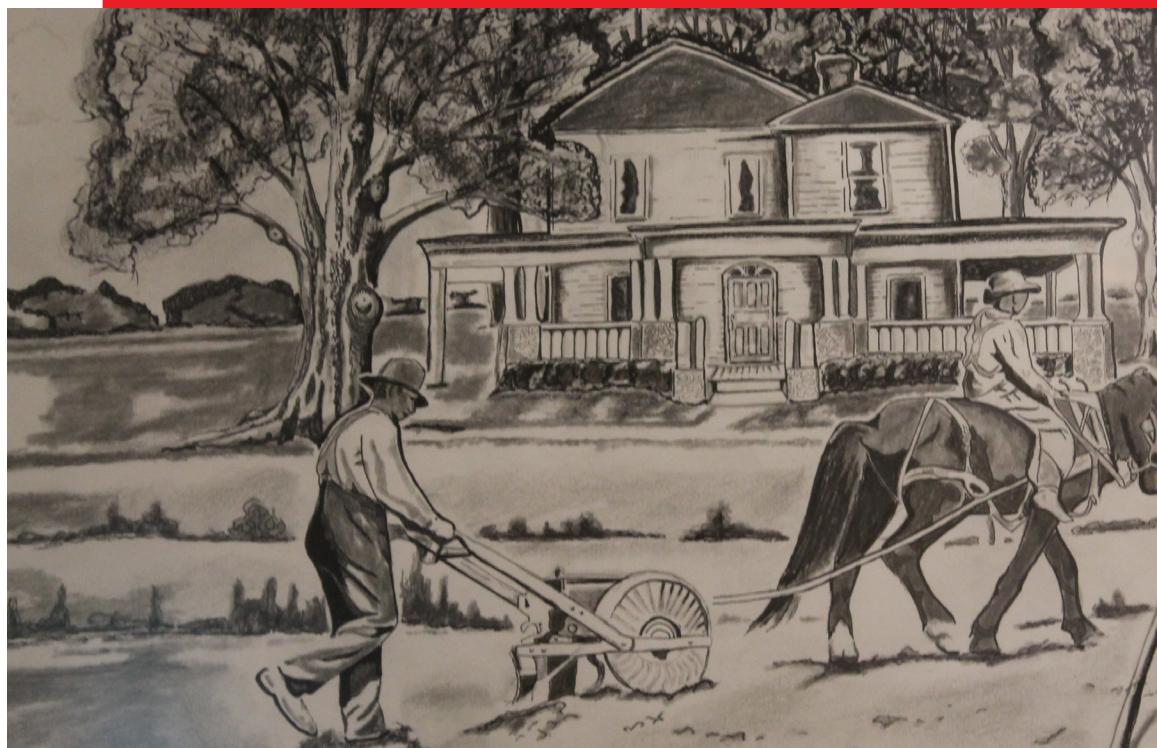
The John G. Riley Center/ Museum A historic home located in Tallahassee that aims to “discover, archive and illuminate” the interrelationship between African American, Native American, and European history as well as preserving African American landmarks and legacies through the state of Florida.

The Coleman Library at FAMU which serves as a resource for local history in and around Leon County, and contributed to much of the background research for our project.

The Florida State Archives similarly serve as a resource for local histories.

The Jackson County Chamber of Commerce the foremost experts on economic development in Jackson County, whose expertise informed our project

And Visit Jackson County, the official tourism hub for the county, whose insight proved invaluable for our project.





Preserving the rich  
legacy of Black  
stories and looking  
towards our future.

