



Madison County Heart & Soul Statements

The Madison County Heart and Soul team of volunteers collected and reviewed data from 1037 surveys from Madison County residents to form a set of statements that capture the shared values, themes, and benefits expressed in the data. These county Heart and Soul statements incorporate the diverse perspectives of those who live and work in Madison County. These statements express a shared vision of what matters most to the citizens. The Heart and Soul statements are provided to government and civic organizations as a guide when making decisions and setting goals.

1. Small-town Feel in our Communities

We value the small-town feel in all our communities - towns, townships, rural neighborhoods, and subdivisions - which together contribute to a sense of identity, pride, and togetherness that is Madison County.

2. Scenic Beauty of our County

We treasure our scenic countryside and its natural beauty – open spaces, farm land, rolling hills, timber land, vibrant skies, waterways and wetlands – which all contribute to our tranquil environment and peaceful interaction with nature.

3. Historic Vibe in our County

We honor the stories of Madison County told through our museums, architecture, parks, covered bridges, and famous landmarks, where anyone can go any time and be excited about these places where history was made.

4. Arts and Culture in our County

We treasure the arts and culture represented throughout the county as we gather in local venues that welcome participation in live entertainment, fine arts education, artisan craftwork and activities, and vibrant social networking that strengthen our sense of place.

5. Events and Attractions in our County

We endorse and support the unique community and county-based festivals and celebrations, both traditional and innovative, that connect people, instill community pride, and promote tourism and economic opportunities.

6. Community Recreation

We embrace the variety of both individual and group recreational opportunities provided through our parks and playgrounds, athletic fields, and outdoor spaces which encourage an active and healthy lifestyle.

7. Education Systems in our County

We value our quality local schools that challenge students in a safe learning environment and provide a variety of extra-curricular activities to prepare them for a better future.

8. Agriculture in our County

We value our agricultural heritage and recognize the diversity of today's agriculture, which preserve a rural lifestyle and contribute to the local and global food chain.

9. Local Economy in our County

We will continue to invest in locally owned businesses, local health and government services, and local industries and agriculture that underpin small-town living, address economic disparity, value personalized relationships, and make living and working here convenient and desirable.

10. County Infrastructure

We seek to maintain and build our county's infrastructure that provides a) roads and bridges for easy access in and out of our neighborhoods, b) access to reliable digital technology for stronger connections with the global community, and c) affordable utilities to enhance living and economic growth.

11. Community Conversations and Connections

We recognize the independent spirit and individuality of each community and understand the need for improved two-way communication and cooperation among all the governing bodies and residents to improve the quality of life across the county.

12. The Challenge of Balancing Growth and Maintaining Small Town Character

We endorse moderate, transparent, and balanced growth that preserves our small-town rural way of life, strengthens our economic base with better paying jobs, provides local amenities and services, and protects our land and water.