

# ADAPT AND RISE:

## Madison/Boone Resource and Recreation Action Plan

A project of the USDA Rural Development, Rural Placemaking Innovation Challenge Program

September 2023

### VISION

In Madison and Boone County:  
Across our rural landscapes, towns and city, our community thrives through sustained collaboration that cultivates economic opportunity and community health, building from vibrant public spaces, natural resources, recreation options, pride in our history and culture, and the ability to adapt and rise.

### GOALS AND ACTIONS

#### A. Enhance recreation offerings

**Action A.1:** Support river cleanups

**Action A.2:** Add and enhance recreation activities and programming

**Action A.3:** Add and enhance parks and recreation facilities and infrastructure

#### B. Activate the community and public spaces

**Action B.1:** Add and enhance events and programming

**Action B.2:** Initiate a youth mentorship and shadowing program

**Action B.3:** Bring in entrepreneurial and small business training

#### C. Communicate on infrastructure, events and programming

**Action C.1:** Create a website for recreation activities and visitor services

**Action C.2:** Create a brochure for recreation activities and visitor services

#### D. Plan countywide for parks and recreation

**There is great need in this region, but also great promise from initiatives underway and yet to come.**

There is an opportunity to foster entrepreneurship at the local level, build an outdoor recreation economy within a broader shift to an asset-based economy, and lean into increasing public interest in unique outdoor, recreation, or cultural experiences, particularly in rural areas.

The Madison/Boone Resource and Recreation Action Plan focused on identifying actions to:

- strengthen recreation options and community health,
- protect natural and cultural resources, and
- foster an emerging outdoor recreation economy and lasting economic opportunity.

Kicking off in 2021 and including multiple meetings, trainings, surveys, and a multi-day workshop, the project worked through a locally-led Steering Team and additional participants to identify assets, opportunities, and actions.

A review of survey responses and other input throughout this project makes one thing clear: community members want action. They want to see visible improvements that offer social and economic opportunity, and that indicate care for public infrastructure – parks, streetscapes, and community spaces. The call for action was the strongest consensus within the project.

Such action will require time, energy, and funding. It will also require individuals and organizations to come together and work in the same direction.

The Madison/Boone Resource and Recreation Action Plan took the initial steps, through its process and deliverables, to foster greater health and vitality in Madison and across Boone County. Significant work remains to catalyze positive impact on the people, places, environment, and economy of this region, and the actions identified in the plan are intended to serve as a guide in that work.

**For more information please visit:**

<https://www.conservationfund.org/projects/madison-boone-resource-and-recreation-action-plan>  
or find the full plan through the City of Madison.