

SOUTHWEST VIRGINIA

A Creative Culture . . . Authentic, Distinctive, Alive

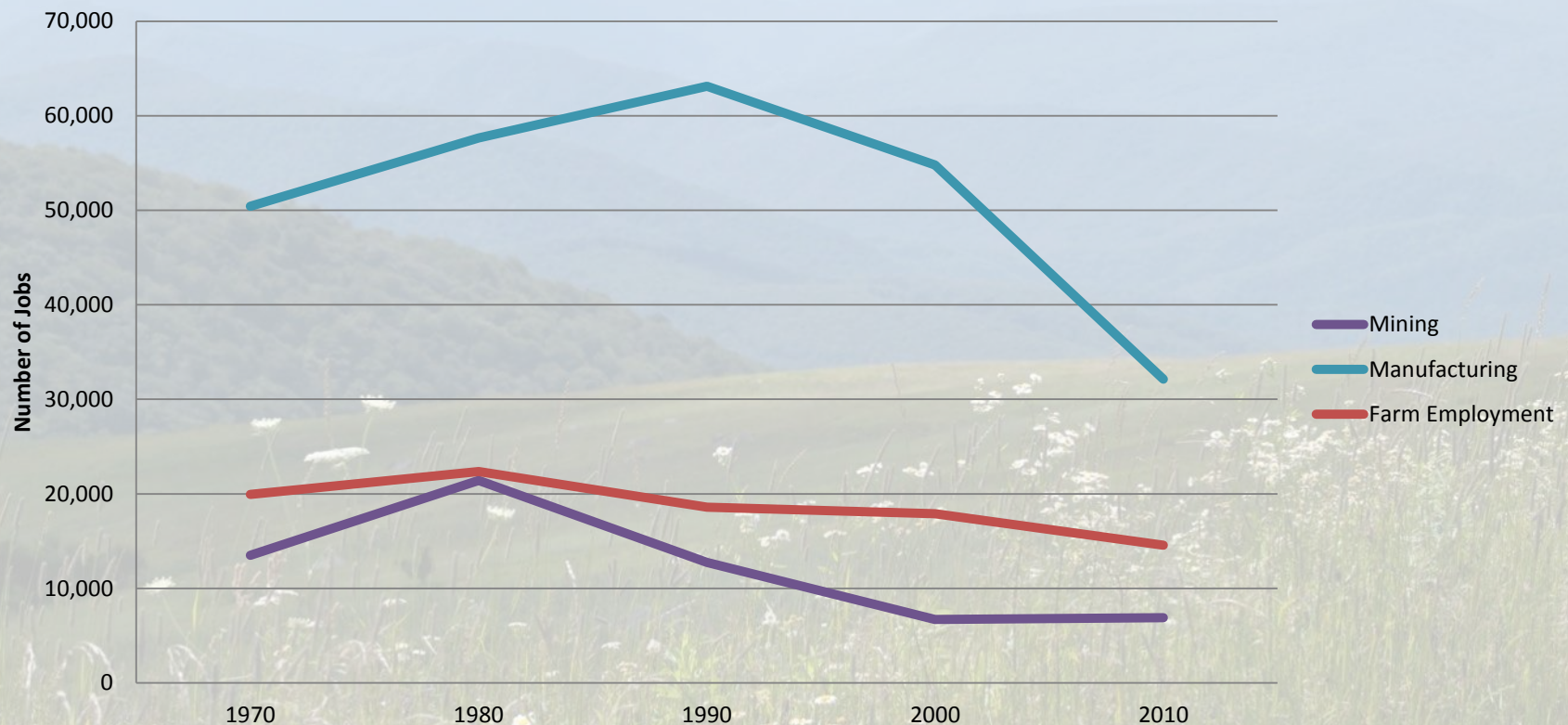
OUTDOOR RECREATION and ECONOMIC RESTRUCTURING APPALACHIAN VIRGINIA

Presentation by Todd Christensen
April 12, 2018



ECONOMIC TRENDS IN SOUTHWEST VIRGINIA

Southwest Virginia Full-time and Part-time Jobs in Mining, Manufacturing, Farm Employment, and Services 1970-2010



U.S. Department of Commerce Bureau of Economic Analysis

Becky Anderson

*Handmade in America
Asheville, North Carolina*



OUR OBJECTIVES



1. Attract & develop high-tech businesses & entrepreneurs through quality of life
2. Promote Southwest Virginia as a superior place to live for:
 - Relocatees
 - College educated returnees
3. Attract visitors through our vibrant cultural heritage, unique stories, and natural assets



Partners

- **Music**

- Blue Ridge Music Center, Birthplace of Country Music Alliance, The Carter Family Fold, Country Cabin, Ralph Stanley Museum, Floyd Country Store, County Records, Galax Old Fiddler's Convention, Blue Ridge Institute; Heartwood: Southwest Virginia's Artisan Gateway

- **Arts/Cultural**

- National Council for Traditional Arts, Virginia Foundation for the Humanities

- **Tourism**

- Virginia Tourism Corporation, Blue Ridge Travel Association, Heart of Appalachia Tourism Authority

- **Government**

Counties: Bland, Buchanan, Carroll, Dickenson, Floyd, Franklin, Giles, Grayson, Lee, Montgomery, Patrick, Pulaski, Russell, Scott, Smyth, Tazewell, Washington, Wise, and Wythe

Cities: Bristol, Galax, and Norton

Local Development Districts: LENOWISCO, Cumberland Plateau, Mount Rogers, New River Valley, West Piedmont

State and Federal Agencies: Department of Housing and Community Development, Appalachian Regional Commission, United States Department of Agriculture-Rural Development, Coalfield Economic Development Authority, Virginia Tobacco Indemnification and Community Revitalization Commission, and Virginia Department of Transportation



Nine Major Venues

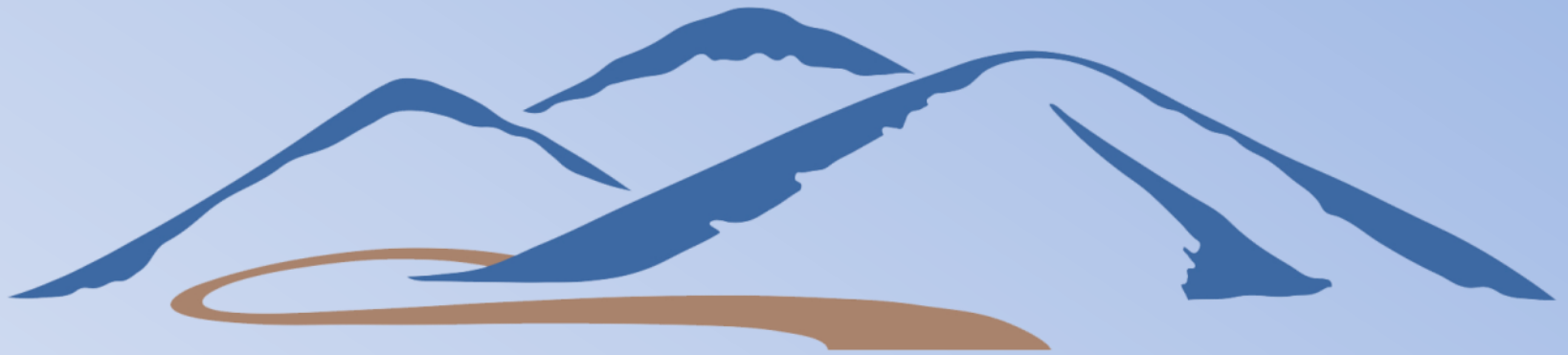
60 Affiliated Venues & Festivals

Jams
Festivals
Concerts
Museums
Live Radio
Outdoor Drama



How do you say The Crooked Road in German?





'Round the Mountain

SOUTHWEST VIRGINIA'S ARTISAN NETWORK



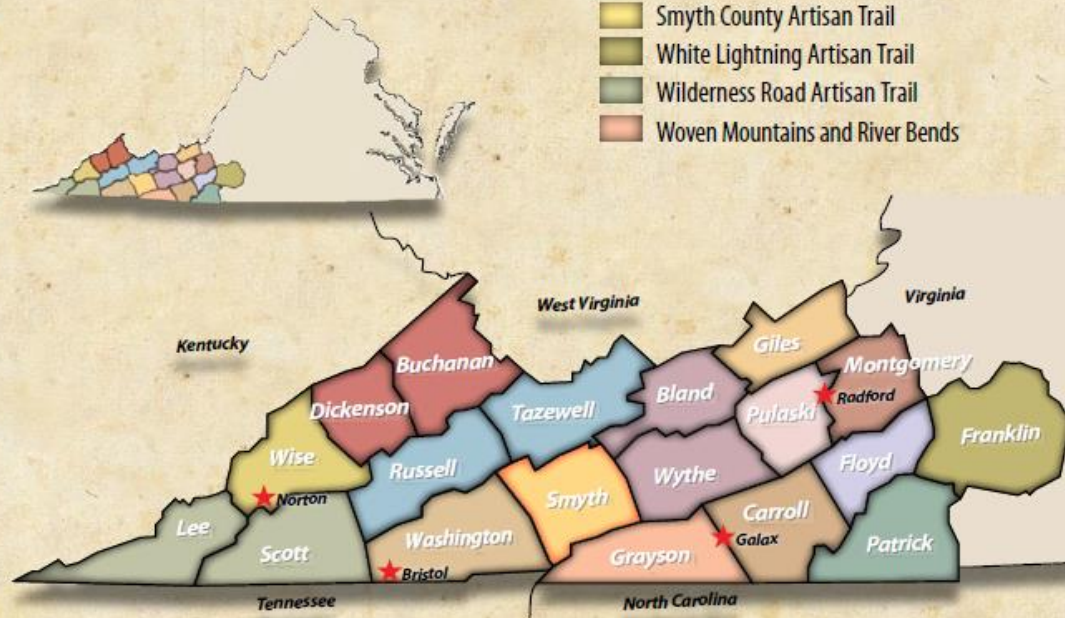
Explore Our Trails

This brochure is an invitation to explore the Artisan Trails of Southwest Virginia. A project of 'Round the Mountain: Southwest Virginia's Artisan Network, the Artisan Trails is a collection of 15 community trails covering 19 counties and four cities, each reflecting its own unique culture, heritage, and tradition.

There are two ways to begin your Artisan Trail journey. Browse through the brochure, read about each trail, and contact the tourism organization listed at the bottom of the page for a copy of their brochure. Each brochure highlights that community's own culture as discovered through its artisan studios, craft venues, farms and points of interest. Or, create a customized trip by visiting www.roundthemountain.org. This website combines all the trail sites from each community in one place and allows you to plan your visit to Southwest Virginia based on your own, specific interest. Whether its pottery, metalwork, stained glass, woodworking, wine or farmers' market, you'll discover eclectic studios, charming shops, captivating gardens and farms, delightful places to eat and stay!

A rich creative heritage thrives in Southwest Virginia; take your time... explore... Artisan Trails of Southwest Virginia.

- Clinch River Artisan Trail
- Countryside Artisan Trail
- Floyd County Trail
- Giles Arts and Adventure Trail
- Harmony Trail
- Hidden Treasures
- Lonesome Pine Artisan Trail
- Montgomery County Artisan Trail
- Mountain Crossroads
- New River Artisan Trail
- Rivers to Ridges Artisan Trail
- Smyth County Artisan Trail
- White Lightning Artisan Trail
- Wilderness Road Artisan Trail
- Woven Mountains and River Bends



APPALACHIAN SPRING





High Knob
Recreation Area



Breaks Interstate Park



Clinch River Valley



New River Valley



Appalachian Trail



Mount Rogers National
Recreation Area



The Daniel Boone
Wilderness Trail



Blue Ridge Parkway

Appalachian Spring Goals

- Brand Southwest Virginia as a national outdoor recreation destination.
- Develop an outdoor recreation industry in Southwest Virginia.



Appalachian Spring Objectives

- Connect outdoor recreation assets to nearby communities.
- Assist entrepreneurs and appropriate businesses in securing financing.

LARGE & DIVERSE GROUP OF PARTNERS

State and Federal Entities and Departments:

- Appalachian Regional Commission
- U.S. Economic Development Administration
- U.S. Department of Agriculture Rural Development
- Planning District Commissions (PDCs)
- Virginia Department of Housing and Community Development (DHCD)
- Virginia Tourism Corporation
- Virginia Department of Game and Inland Fisheries
- Virginia Department of Conservation and Recreation (DCR)
- Virginia Department of Forestry
- United States Forest Service
- National Park Service
- Virginia State Parks

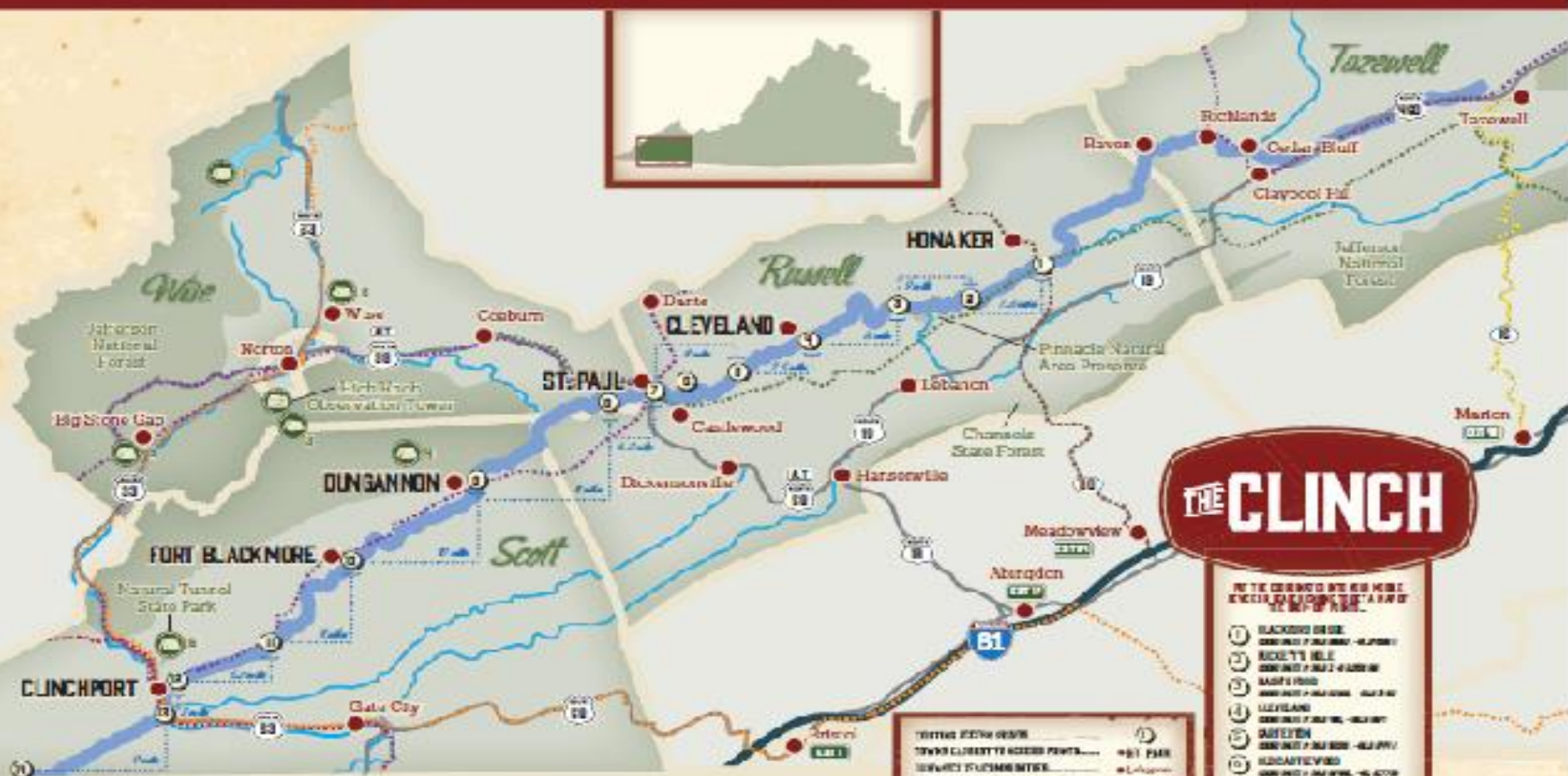
Financing/Development Groups:

- Virginia Community Capital (VCC)
- People Inc.

Other Partner Organizations

- The Nature Conservancy
- Appalachian Trail Conservancy
- National Committee for the New River
- Upper Tennessee River Roundtable
- Blue Ridge Parkway Foundation
- Southwest Regional Recreation Authority
- Barter Theatre
- Daniel Boone Wilderness Trail
- Clinch River Valley Initiative

PADDLE THE CLINCH



ACCESS POINT FURT TIMES*

Blackford Bridge to Porters Hole 35-45 hours 12 mi.
 Porters Hole to Adams Fork 45-50 hours 10 mi.
 Adams Fork to Clinchport 45-50 hours 10 mi.
 Clinchport to Lebanon 2-3 hours 8 mi.
 Lebanon to Harpersville 4-6 hours 12 mi.
 Harpersville to Abingdon 4-6 hours 12 mi.
 Abingdon to Tazewell 2-3 hours 8 mi.

Porters Hole to Dunganboro 5.5-7 hours 12 mi.
 Dunganboro to St. Paul 2-3 hours 8 mi.
 St. Paul to Cleveland 4-5 hours 10 mi.
 Cleveland to Lebanon 2-3 hours 8 mi.
 Lebanon to Harpersville 4-6 hours 12 mi.
 Harpersville to Abingdon 4-6 hours 12 mi.
 Abingdon to Tazewell 2-3 hours 8 mi.

CAMPING SITES

1. Clinchport Campground
2. Camp Adams
3. High Creek Campground
4. Camp Lebanon
5. Southwest Virginia Museum
6. Harpersville Camp
7. National Natural State Park



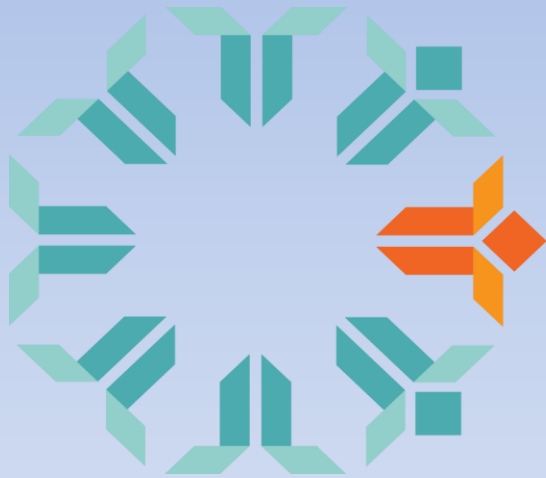
*Furt times listed are estimated and change with water flow seasonally. Always check local conditions prior to departure.
 For more information on the Clinch River, visit www.clinchriver.com or call 1-800-444-4444.

TRIP TYPE	TRIP DURATION	TRIP COST
1. Clinchport Campground	1-2 days	\$10-15
2. Camp Adams	1-2 days	\$10-15
3. High Creek Campground	1-2 days	\$10-15
4. Camp Lebanon	1-2 days	\$10-15
5. Southwest Virginia Museum	1-2 days	\$10-15
6. Harpersville Camp	1-2 days	\$10-15
7. National Natural State Park	1-2 days	\$10-15

THE CLINCH

FOR THE CLINCH RIVER, WE HAVE
 SEVERAL ACCESS POINTS TO PADDLE
 THE CLINCH RIVER.

1. BLACKFORD BRIDGE
2. BLACKFORD BRIDGE
3. BLACKFORD BRIDGE
4. BLACKFORD BRIDGE
5. BLACKFORD BRIDGE
6. BLACKFORD BRIDGE
7. BLACKFORD BRIDGE
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11. BLACKFORD BRIDGE
12. BLACKFORD BRIDGE
13. BLACKFORD BRIDGE
14. BLACKFORD BRIDGE
15. BLACKFORD BRIDGE
16. BLACKFORD BRIDGE



OPPORTUNITY SWVA

Terri Funk

Clinch River Adventures

- From zero to 2,100 river craft rentals in 18 months.



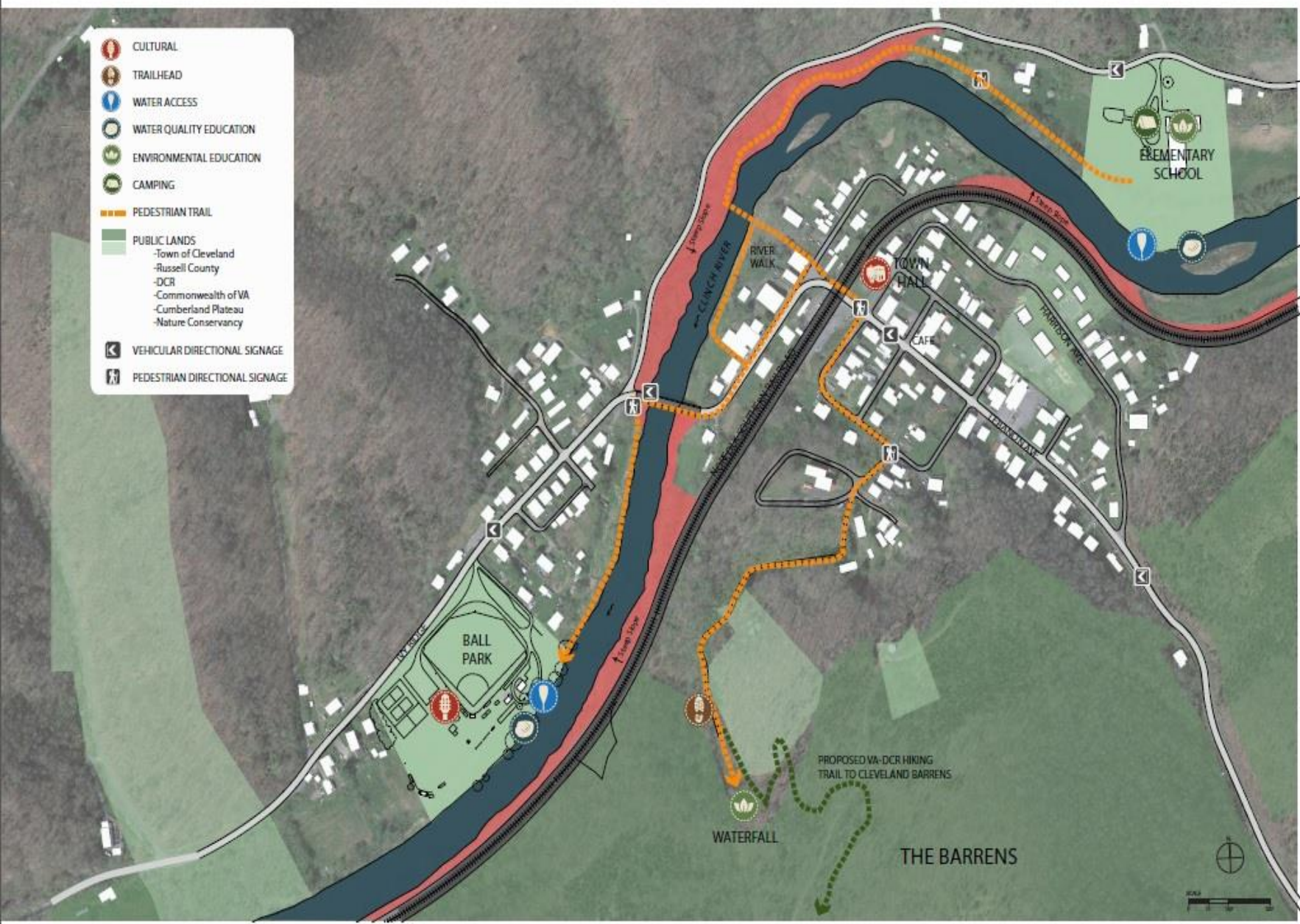
Town of St. Paul



Town of Cleveland



- CULTURAL
- TRAILHEAD
- WATER ACCESS
- WATER QUALITY EDUCATION
- ENVIRONMENTAL EDUCATION
- CAMPING
- PEDESTRIAN TRAIL
- PUBLIC LANDS
 - Town of Cleveland
 - Russell County
 - DCR
 - Commonwealth of VA
 - Cumberland Plateau
 - Nature Conservancy
- VEHICULAR DIRECTIONAL SIGNAGE
- PEDESTRIAN DIRECTIONAL SIGNAGE



Town of Cleveland
 August 20, 2013
 Overall Connections

community
 design
 assistance
 center



A different side of Virginia



HIGH KNOB
SOUTHWEST VIRGINIA



**APPALACHIAN
TRAIL**
SOUTHWEST VIRGINIA



**BLUE RIDGE
PARKWAY**
SOUTHWEST VIRGINIA



DANIEL BOONE'S
**WILDERNESS
TRAIL**
SOUTHWEST VIRGINIA



**MOUNT
ROGERS**
SOUTHWEST VIRGINIA

*The Adventurous side
of Virginia*



THE BREAKS
SOUTHWEST VIRGINIA



SOUTHWEST VIRGINIA
NEW RIVER



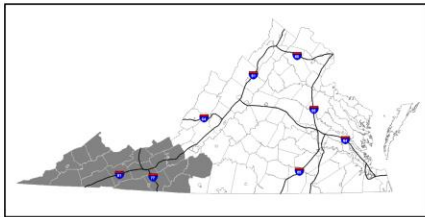
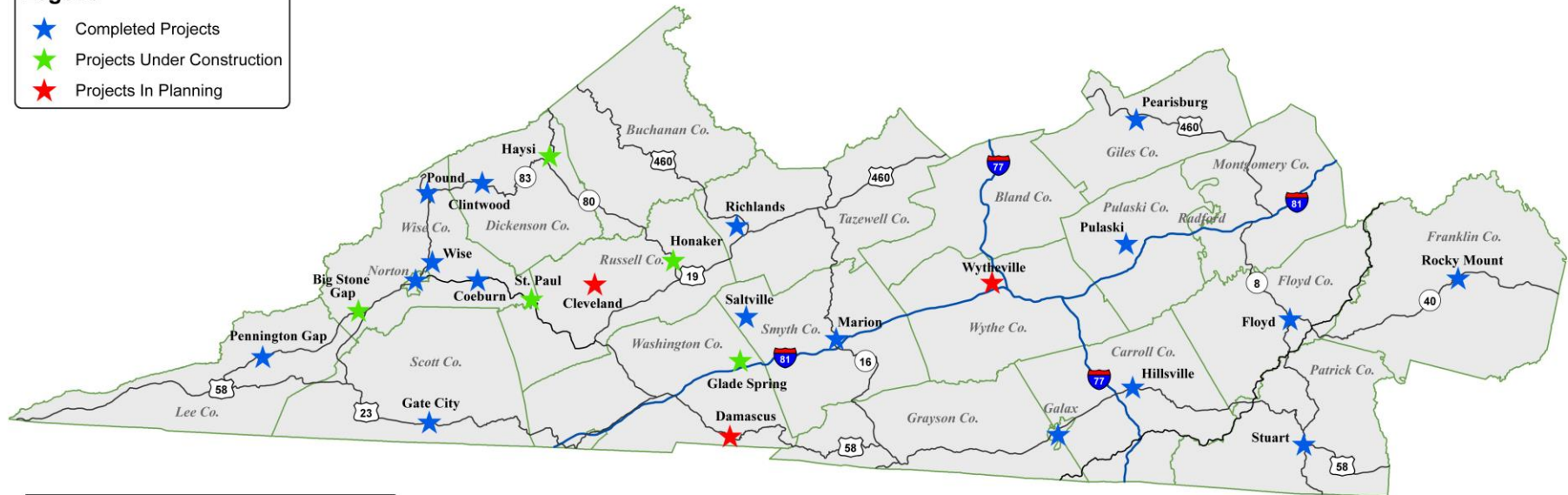
THE CLINCH
SOUTHWEST VIRGINIA

SWVA Downtown Revitalization



Legend

- ★ Completed Projects
- ★ Projects Under Construction
- ★ Projects In Planning



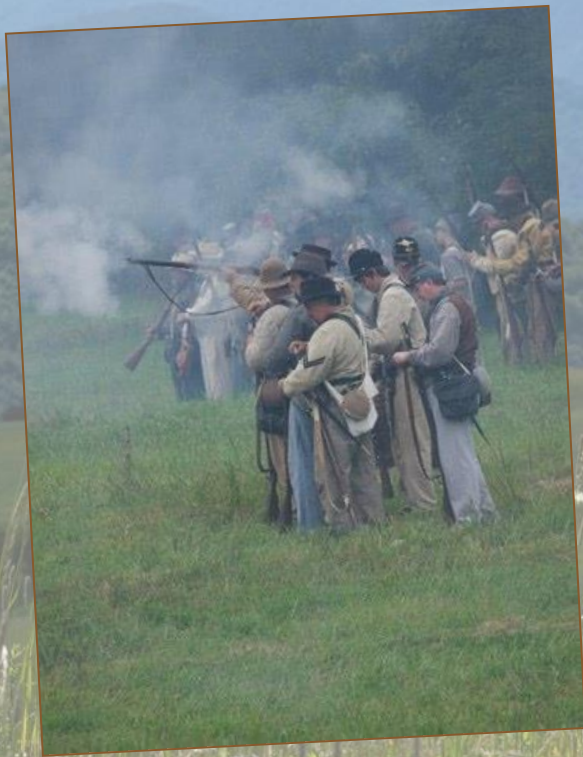
0 5 10 20 30 40 Miles



Mount Rogers
Planning District Commission

Produced by MRPDC
September, 2013

Through the Looking Glass



Community Rediscovery



Anchoring the Culture



Key Concept & Processes

- Ad hoc stakeholder driven
- Strong facilitator
- Stone Soup Approach
- No Hierarchy; objective driven
- Initiative not organization
- Outcome driven accountable committees
- Let the lone wolves hunt
- Win, win, win
- CELEBRATE

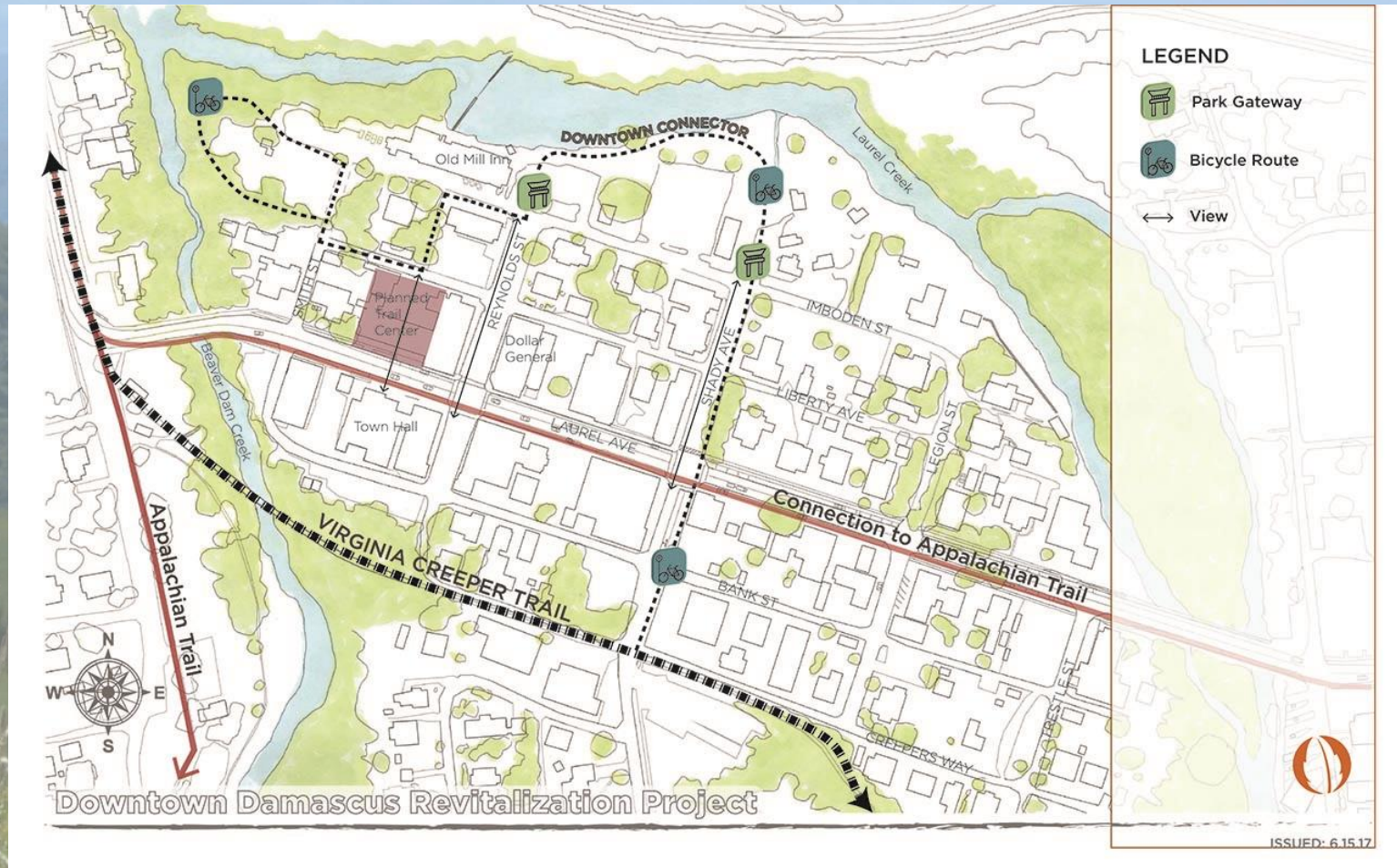
Damascus Trail Town, USA



Appalachian Trail in Damascus



Damascus Downtown Plan (2018)

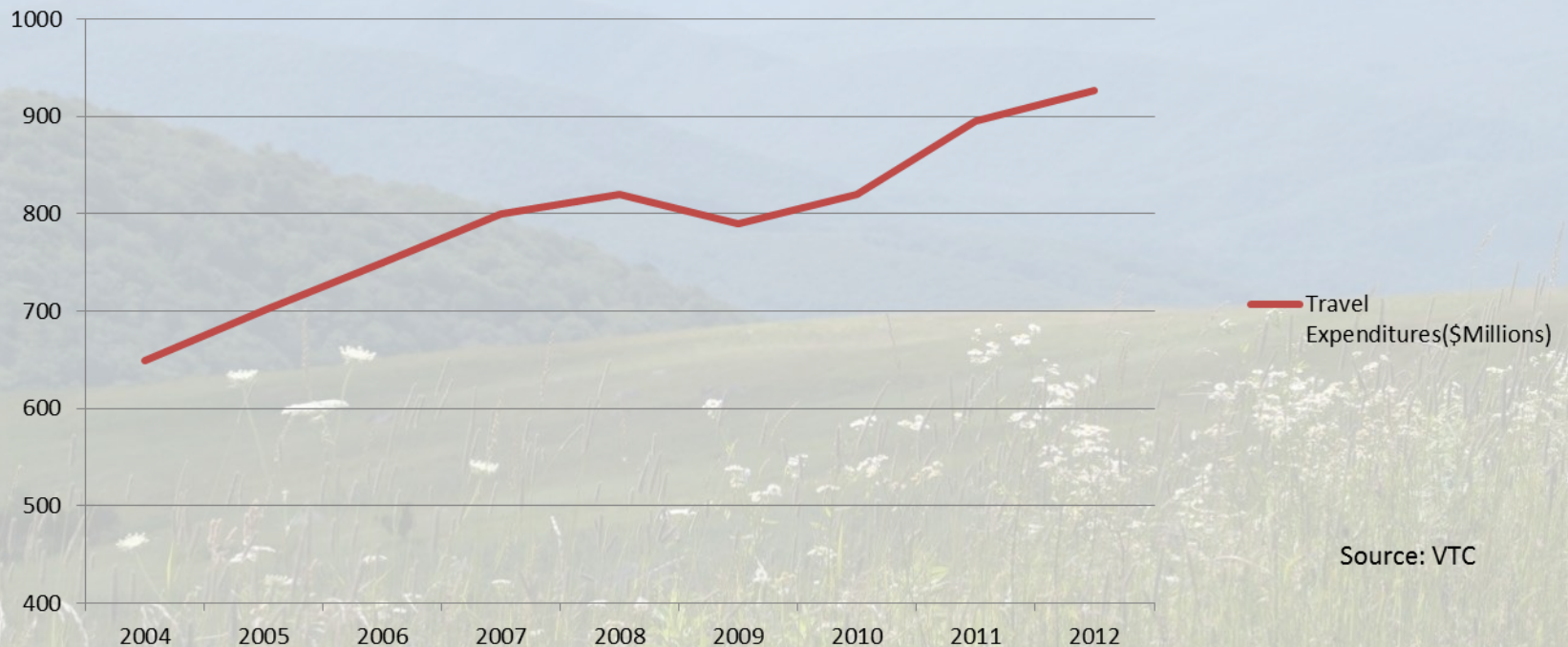


Future Appalachian Trail Center



ECONOMIC TRENDS IN SOUTHWEST VIRGINIA

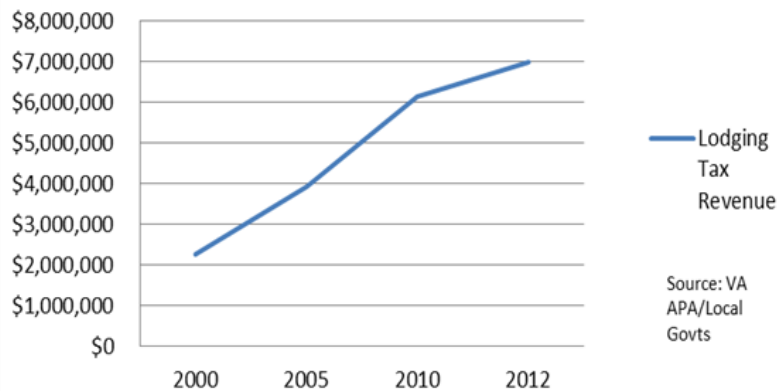
**Southwest Virginia Travel Expenditures
2004-2012**



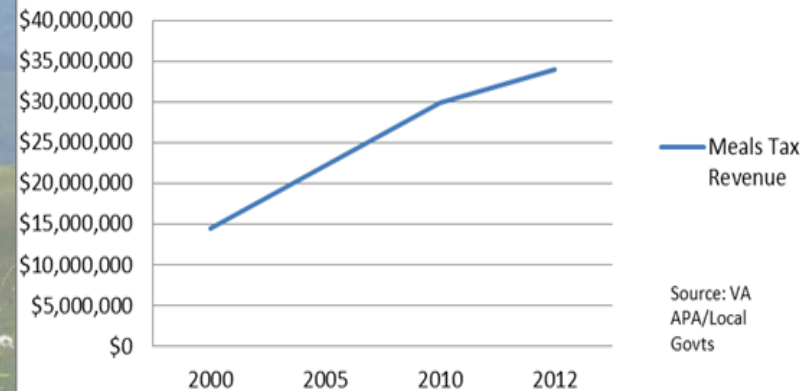
Virginia Tourism Corporation

Meals and Lodging Tax Revenue

Lodging Tax Revenue Southwest Virginia

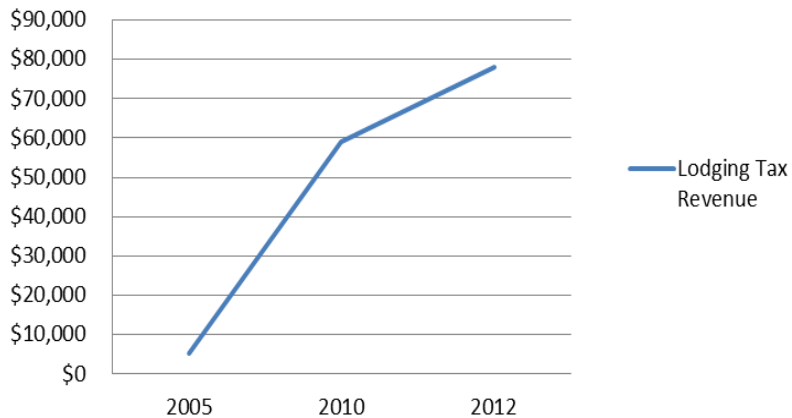


Meals Tax Revenue Southwest Virginia

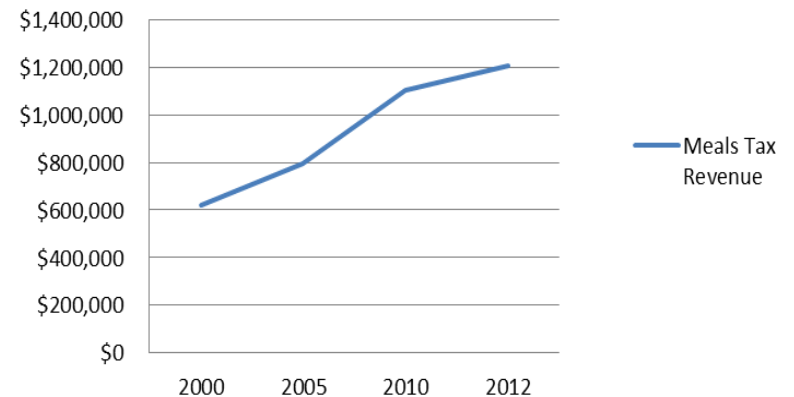


Galax Meals and Lodging Tax Revenue

**Lodging Tax Revenue
Galax, VA**

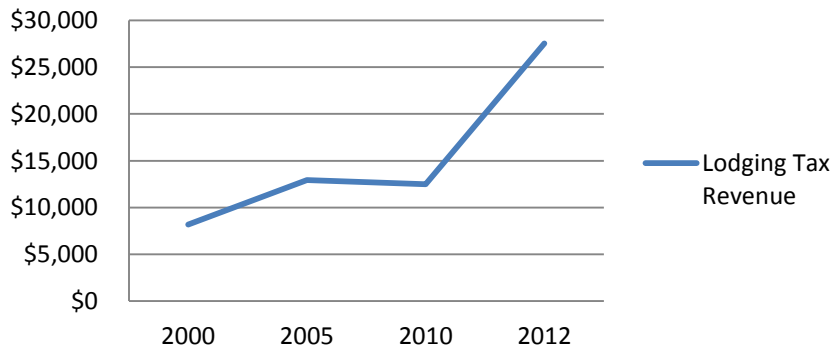


**Meals Tax Revenue
Galax, VA**

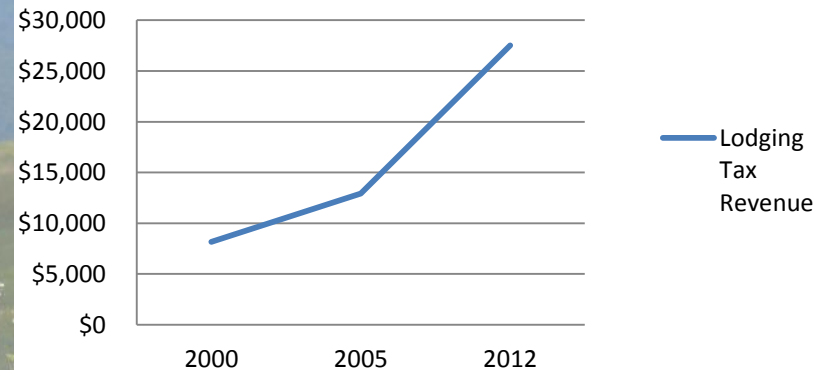


Dickenson County Meals and Lodging Tax Revenue

**Lodging Tax Revenue
Dickenson County, VA**

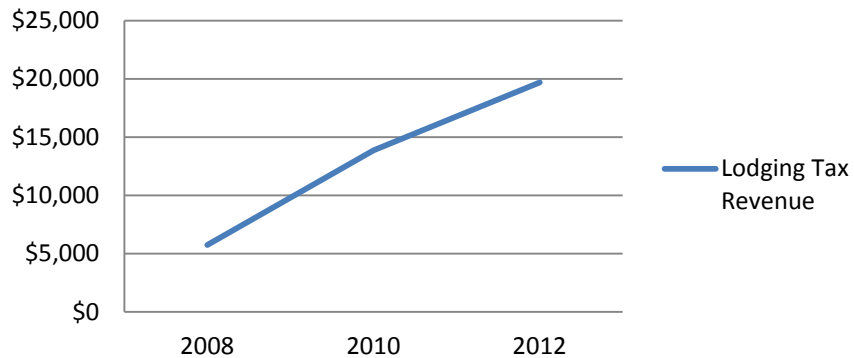


**Meals Tax Revenue
Dickenson County, VA**

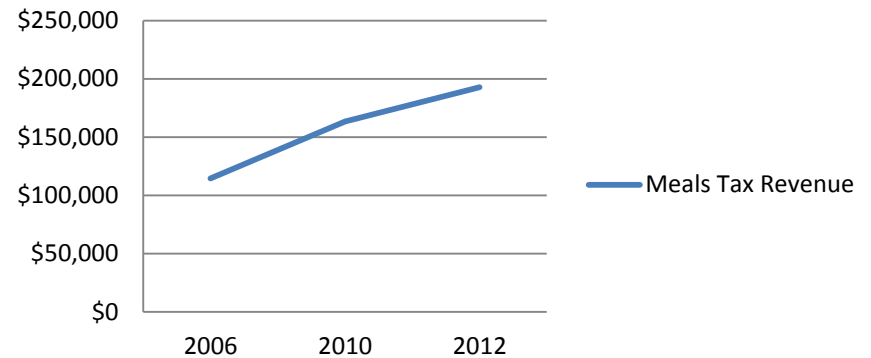


Floyd Meals and Lodging Tax Revenue

**Lodging Tax Revenue
Floyd, VA**



**Meals Tax Revenue
Floyd, VA**



NanoSonic

- “They like the area. They like the New River; they know what an inner-tube is. They know where the Appalachian Trail is. They enjoy it, and they’re more likely to stay here....You don’t need to be at MIT, and you don’t need to be at Stanford. You can do it right here in Giles County.” — Richard Claus, President & Co-Founder.



A different side of Virginia