

Spearhead Trails of Southwest Virginia



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This is NOT a Trails Project...



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Spearhead Trails is not a “trails” project.

It is an economic development initiative focused on attracting adventure oriented entrepreneurs and other businesses to create sustained economic benefit in far SWVA.



Spearhead Trails of Southwest Virginia



of the
Association of REALTORS®.

WELL, WV 24715

ensed in VA &

u



(304) 325-3701



autiful historic Bramwell! M
s a rental for ATV riders.
baths, eat-in kitchen and
old as is. Enclosed back
house most recently occu
wer are from Bluewell PS



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Permit Revenues

Fiscal Year 01 - \$151,924.00
Fiscal Year 03 - \$390,908.68
Fiscal Year 05 - \$749,038.00
Fiscal Year 07 - \$924,235.00
Fiscal Year 09 - \$1,070,595.00
Fiscal Year 11 - \$1,095,003.48
Projected Fiscal Year 12 - \$1,200,000.00

The Hatfield-McCoy Trails are the catalyst for new private sector economic development. The Authority is continuing its diverse marketing campaign as well as seeking sources of new revenue to gain self-sufficiency.



Trail User Statistics

- Number of people in your group?
 - Two 18.46%
 - Three 11.13%
 - Four 16.06%
 - Five 9.86%
 - Six or More 44.49%
- Where did you stay?
 - Cabin/Lodges 47.31%
 - Hotel/Motel 25.29%
 - Campground 16.41%
 - Other 10.99%

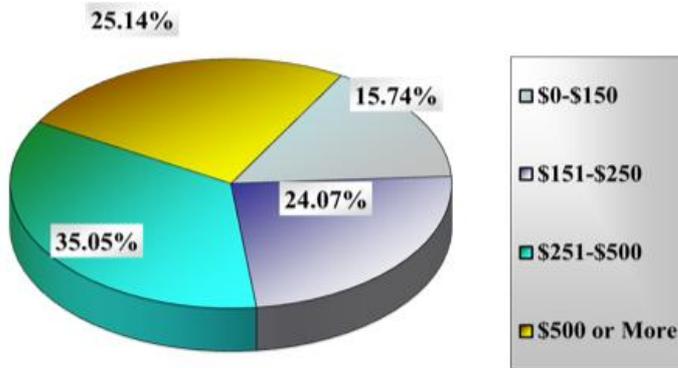


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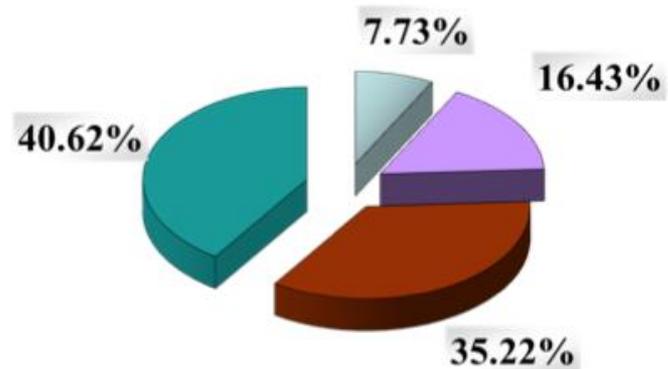
Amount Visitors Spend Per Trip

\$0-\$150	15.74%
\$151-\$250	24.07%
\$251-\$500	35.05%
\$500 or more	25.14%



Days Spent at Hatfield-McCoy Trail

• One Day	7.73%
• Two Days	16.43%
• Three Days	35.22%
• Four Days or more	40.62%



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Economic Diversification

OHV Rentals & Guided Tours

Campgrounds

Cabins

Hotels

Rental Homes

Restaurants

Convenience Stores

Over 40 New Lodging Businesses have opened in support of the Trails adding over 600 new beds to the project area

Municipality Connectors have given nine Towns direct trail access



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MAKING IT HAPPEN

Spearhead Trails has even greater potential than Hatfield McCoy!

- We are a multi-venue adventure destination promoting OHV, equestrian, “blueways,” hiking and mountain biking.
- We provide alternatives to “outlaw” OHV riding, trespassing. Environmentally sensitive, safety oriented trail riding and building guidelines.
- We have a superior infrastructure, roads, access, downtowns, and tourism assets.
- Most of the visitors to Hatfield-McCoy are from out of state, many are from Virginia. SRRA taps into this revenue stream to keep visitor spending in Virginia!
- Local government believes in SRRA. The seven county region has invested \$750,000 in direct financial to support Spearhead Trails.



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THE LONG TERM ECONOMIC IMPACT IS GREAT

- By 2016 SRRA, will have opened 400 miles of OHV and 200 miles of equestrian trails, with 10 trailheads and related support businesses.
- The Spearhead Trails will contribute \$10M in visitor expenditures, create 200+ new jobs, and generate over \$1M in state/local taxes for SWVA and the Commonwealth by 2018. To accomplish this, local and state investment will be critical during the first three years of growth.



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2013 - 2015 Planned Trail Systems

- **Mountain View – St. Paul, VA (Wise, Dickenson, Russell Counties)**
OPEN June 24, 2013! 60 - 80 miles in phase one. Featured on the Outdoor Channel, March 25, Fisher's ATV World.
Up to 50+ in phase two, with a connector to the town of Dante. Phase three connects to Coeburn for a total of 250+ miles.
- **Leeman Field System – Pennington Gap, VA (Lee County)**
Approximately 80 miles of Equestrian and OHV trails with trailhead in Pennington Gap
- **Buchanan-Dickenson Trail System – (Buchanan & Dickenson Counties)**
Approximately 100 miles of trail, Trailhead in Haysi, to Breaks Interstate Park
- **Pocahontas – Pocahontas, VA (Tazewell County)**
50-70 miles of trail with trailhead in the town of Pocahontas.
- **Scott County Equestrian Trail – (Scott County, VA)**
1.6 miles of multi-use trail providing access to the Chief Benges Scout Trail. Phase two, 8 miles paralleling the Clinch River.



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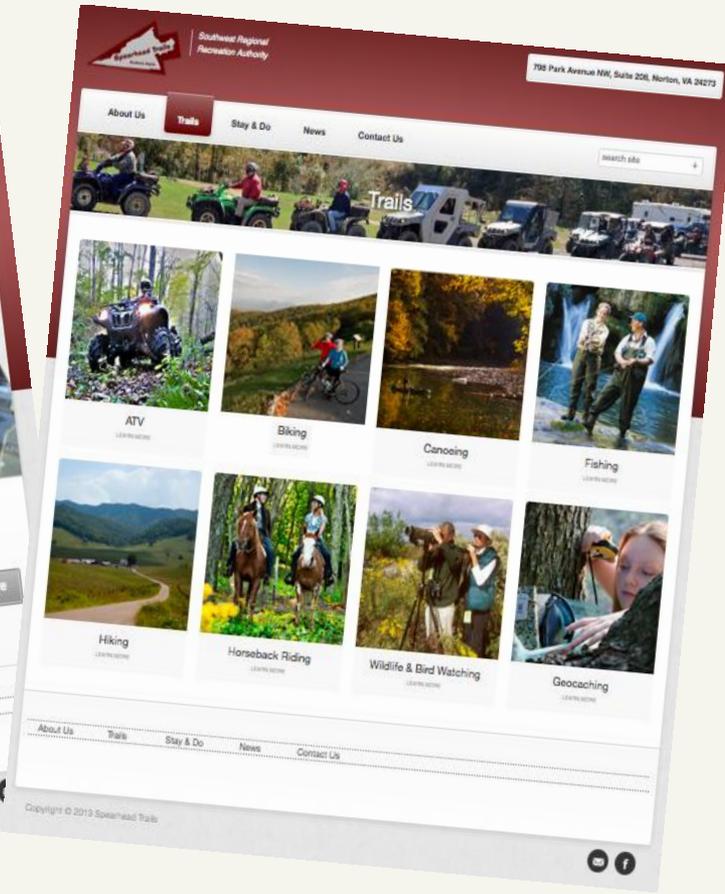
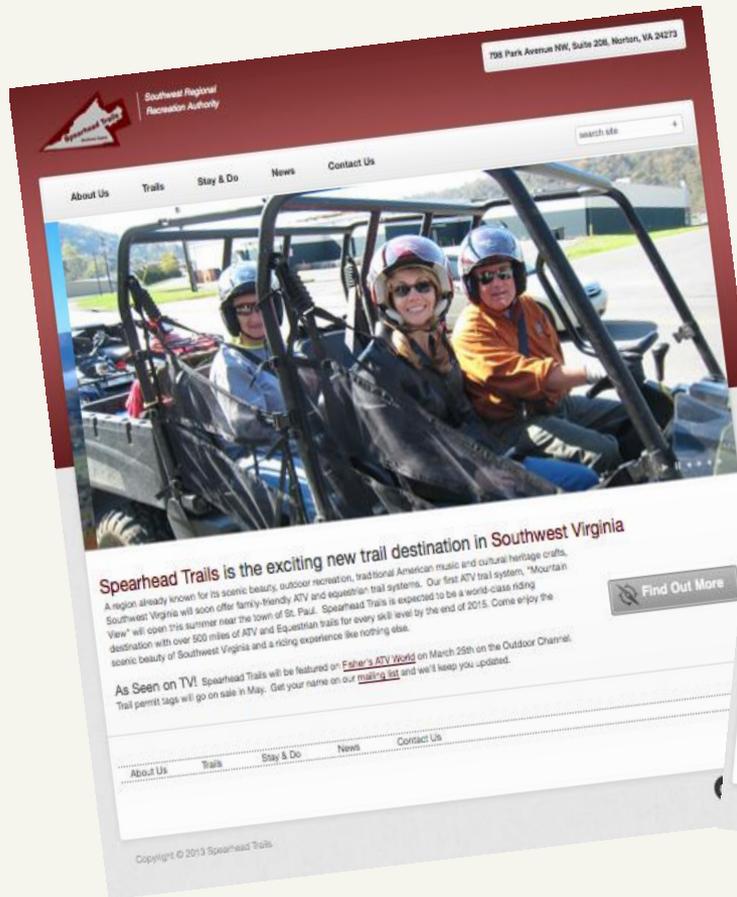
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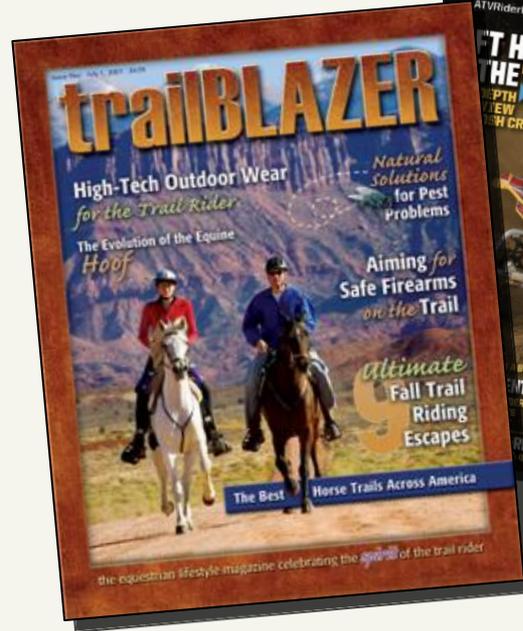
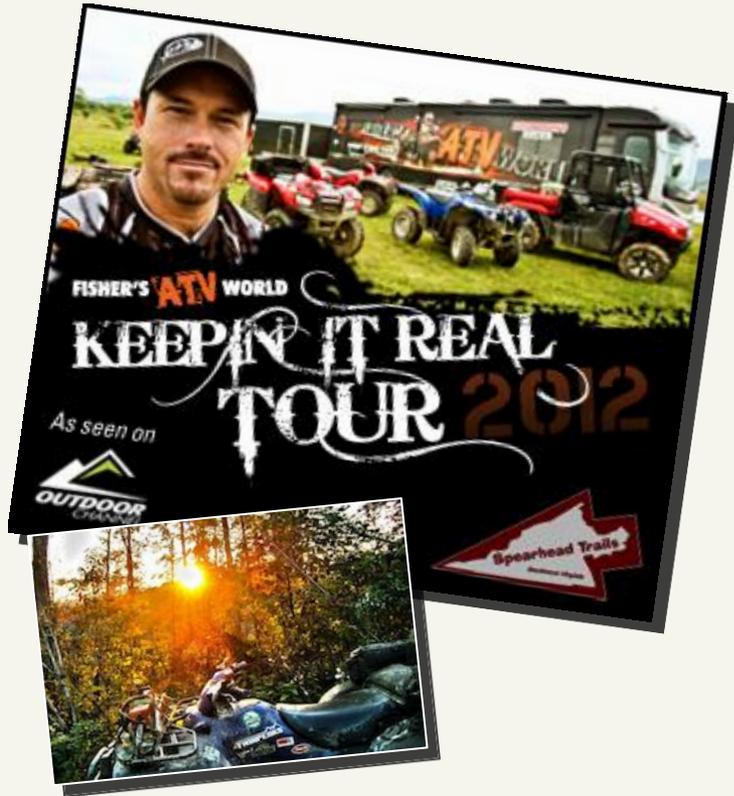


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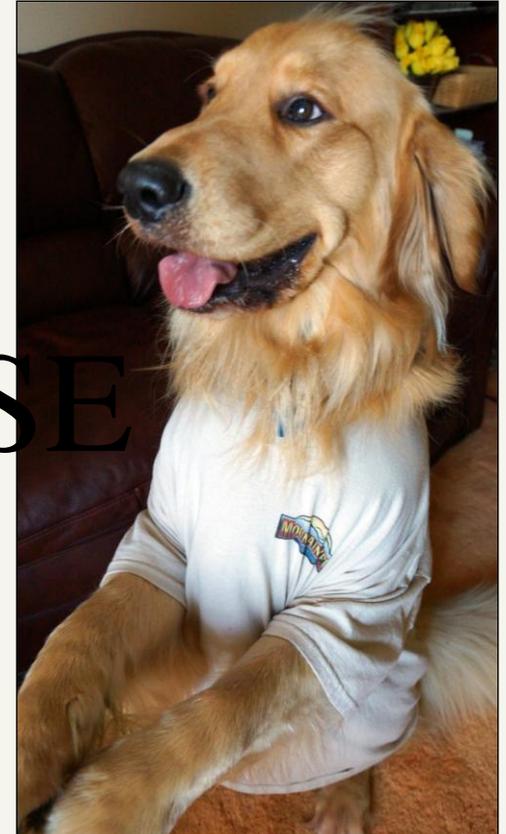


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Marketing



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MERCHANDISE



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Pet Friendly is Profit Friendly!



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How to Be a Trail Town...?



Spearhead Trails of Southwest Virginia

Chuck Riedhammer

Executive Director

Southwest Regional Recreation Authority

Spearhead Trails

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