



Residents' Attitudes and Perceptions Toward Tourism Development in Summersville, WV

Presented by

**Doug Arbogast,
Rural Tourism
Specialist**

•
Community,
Resources &
Economic
Development

•
WVU Extension
Service

Study Introduction

This study was conducted from December 2012 – March 2013. The purpose of this study is to better understand residents' attitudes and perceptions toward tourism development in Summersville, WV. The study was requested by the Summersville Convention and Visitors Bureau (CVB) and conducted by the West Virginia University Extension Service Community Resources and Economic Development unit and the West Virginia University Recreation, Parks and Tourism Resources Department (RPTR).

A total of 2,671 addresses with the Summersville zip code of 26651 were purchased from Geoselector.com of which a random sample of 668 was taken by choosing one of every four addresses. Surveys and cover letters were mailed on December 4, 2012 to 668 residents with a follow-up postcard mailed two weeks later. One-hundred surveys were returned after the first mailing. A low response could have been due to the surveys being mailed just before the Christmas holiday. A second mailing was sent on February 11, 2013 with an additional 64 surveys returned after the second mailing. A total of 164 surveys were returned for a response rate of 24.55 percent.

This report is divided into the following sections:

Section	Page Number
Socio-demographic characteristics	3
Gender	3
Age	3
Education	5
Income	7
Employment in Leisure and Hospitality	8
Length of Residence in Summersville	11
Attitudes Toward the Impacts of Tourism Development in Summersville	12
Perceptions of Summerville as a Tourism Destination	14
Tourism Resources and Opportunities in Summersville	16
Tourism Strengths, Weaknesses, Opportunities, and Threats	19
Number 1 Tourism Strength, Weakness, Opportunity, and Threat	19
Additional Tourism Strengths	22
Additional Tourism Weaknesses	25
Additional Tourism Opportunities	27
Additional Tourism Threats	29
Additional Comments about Tourism in Summersville	31

Socio-demographic Characteristics of Summersville Residents and Survey Participants

All data presented is for the Summersville zip code of 26651. Demographic data are the 2010 Decennial Census numbers. Education and income numbers are taken from the 2007-2011 American Community Survey 5-Year Estimates (essentially a 5 year average). A comparison between the Summersville population make-up and the survey respondents is presented in the following section.

Gender

As shown in Figure 1, females (51%) slightly outnumber males (49%) in Summersville. However, as illustrated in Figure 2, the majority of survey respondents were males (57%).

Figure 1. Summersville Residents by Gender

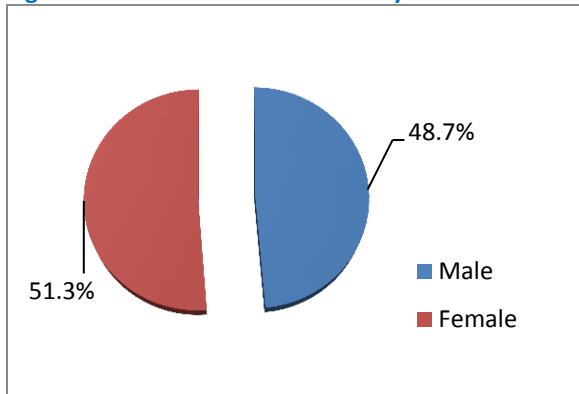
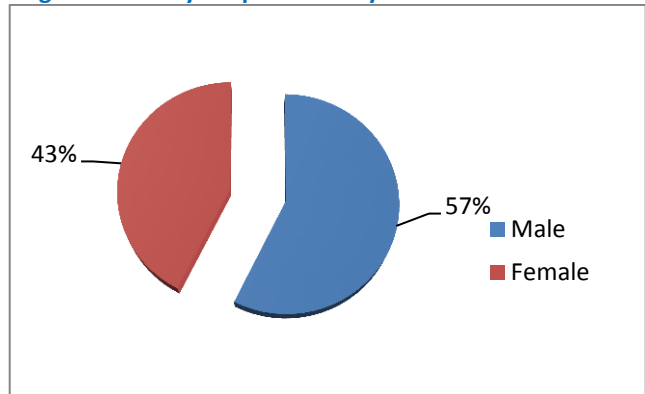


Figure 2. Survey Respondents by Gender



Age

Summersville's population is skewed toward an older demographic (Table 1). The median age for the population in Summersville is 42.5 years versus the state median age of 41.3 (Figure 3). Approximately 23 percent of the population is 60 years of age or over.

Nearly half of the survey participants were aged 61 years or older (41.7% in Figure 4) with 79.2% aged 40 or over which correlates to the population in general in Summersville. Twenty percent of Summersville residents in the 39 and younger age category responded, which represents a low percentage of that age category. As shown in Table 2, Summersville residents aged 39 and younger make up 46.5% of the population.

Table 2. Summersville Residents Population and Age

Age	Population	Percentage
Under 5 years	601	6.2%
5 to 9 years	519	5.4%
10 to 14 years	555	5.8%
15 to 19 years	581	6.0%
20 to 24 years	515	5.3%
25 to 29 years	538	5.6%
30 to 34 years	546	5.7%
35 to 39 years	632	6.5%
40 to 44 years	678	7.0%
45 to 49 years	692	7.2%
50 to 54 years	775	8.0%
55 to 59 years	772	8.0%
60 to 64 years	668	6.9%
65 to 69 years	507	5.3%
70 to 74 years	385	4.0%
75 to 79 years	309	3.2%
80 to 84 years	211	2.2%
85 years and over	166	1.7%
Total	9,650	100.0%
Median age (years)	42.5	

Figure 3. Summersville Residents Population and Age vs. State

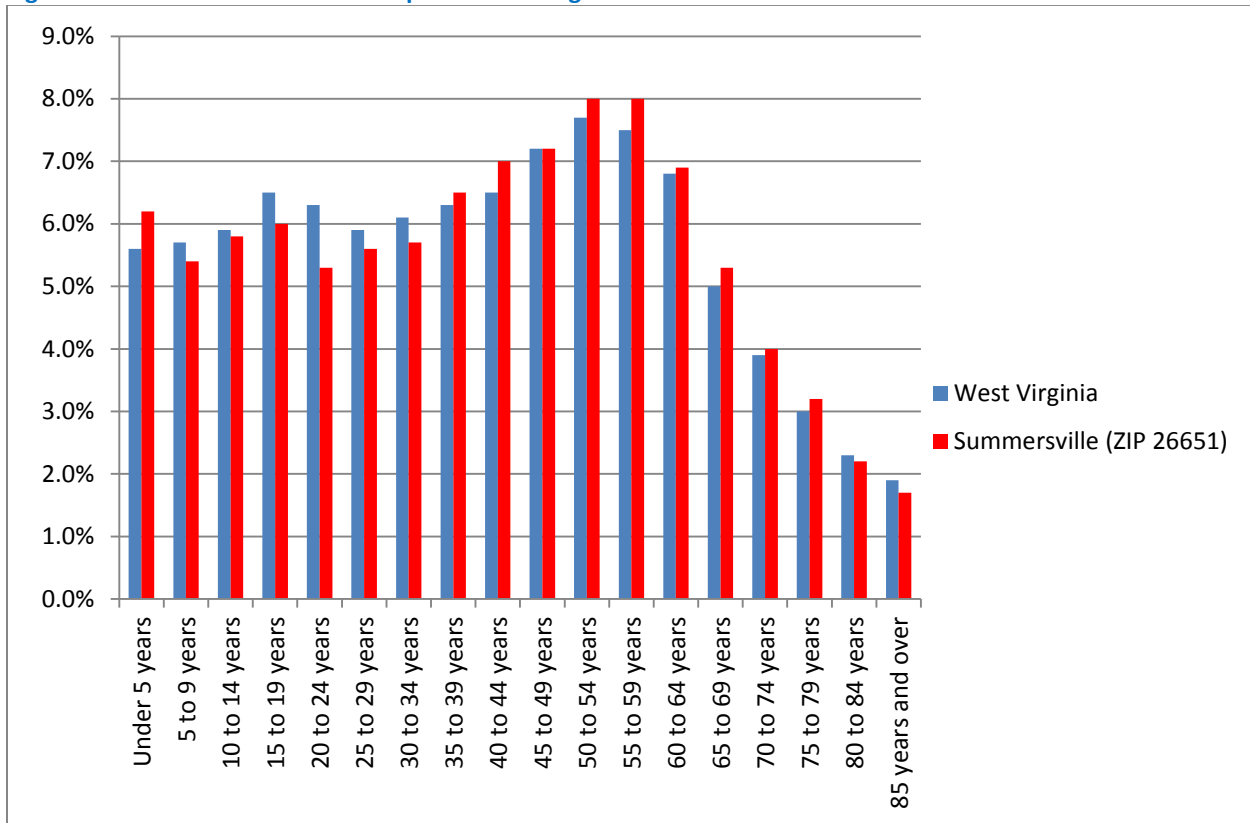
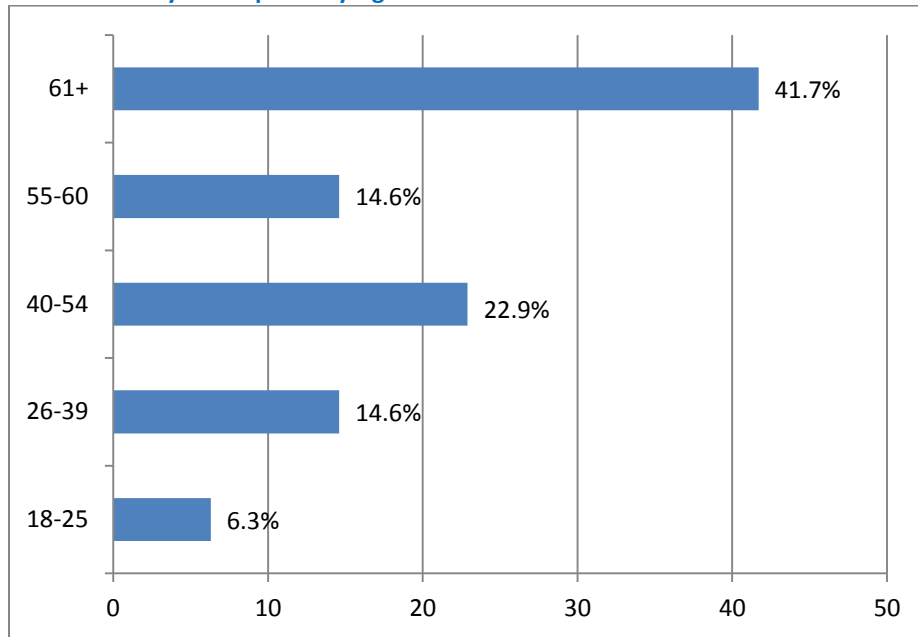


Figure 4. Proportion of Survey Participants by Age



Education

The majority of Summersville's residents have graduated from high school (81%). Of this population, 42% have pursued post-secondary education with 18% receiving a bachelor's or graduate degree (Figure 5 and Table 2).

The majority of survey respondents had a high school degree or equivalent or some college. The two categories combined account for 51.8% of the total participants (Figure 6). Forty-four percent of the survey participants had an undergraduate or graduate degree demonstrating that even though these groups are a small percentage of Summersville's residents, they were more inclined to participate in this survey.

Figure 5. Educational Attainment of Summersville Residents

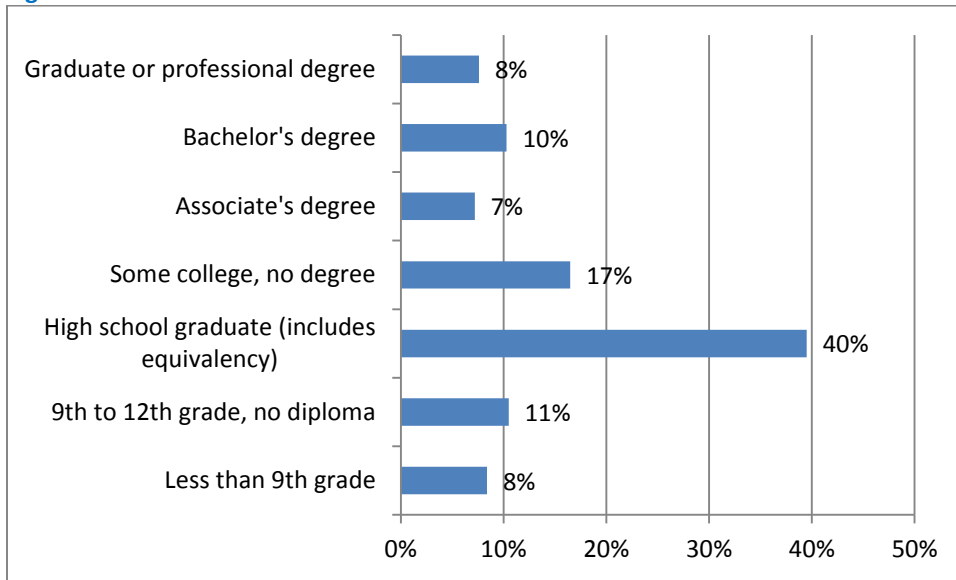
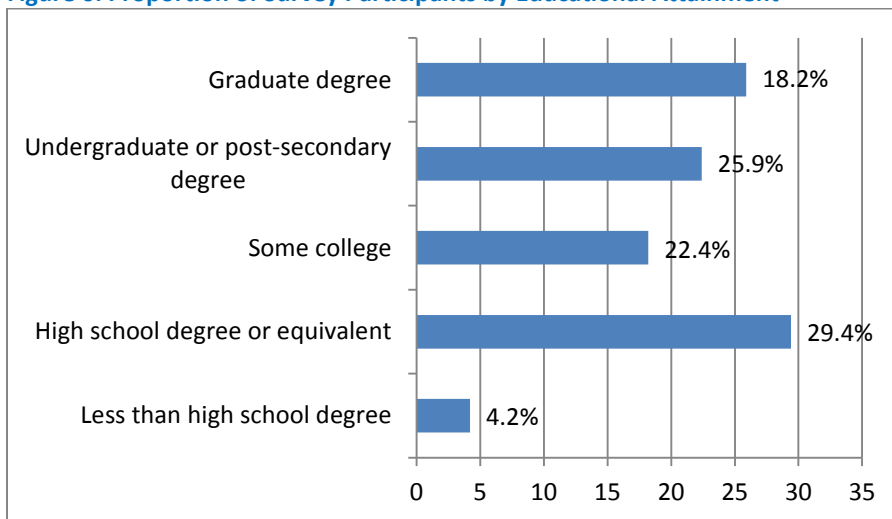


Table 2. Educational Attainment of Summersville Residents

Attainment	Population 25 years and over	Percentage
Less than 9th grade	588	8.40%
9th to 12th grade, no diploma	731	10.50%
High school graduate (includes equivalency)	2,757	39.50%
Some college, no degree	1,152	16.50%
Associate's degree	501	7.20%
Bachelor's degree	718	10.30%
Graduate or professional degree	527	7.60%
Total	6,974	100%
Percent high school graduate or higher		81.10%
Percent bachelor's degree or higher		17.90%

Figure 6. Proportion of Survey Participants by Educational Attainment



Income

Income levels are fairly evenly distributed for households in Summersville with the highest percentage (17%) tied between \$35,000-\$49,999 category and the \$50,000-\$74,999 category in annual income and benefits in 2011 (Figure 7 and Table 3).

Survey participants were relatively evenly distributed across the income levels with the largest percentage (18.3%) having a gross family income between \$20,001-\$40,000 in 2011 (Figure 8).

Figure 7. Annual Income Levels of Summersville Households in 2011

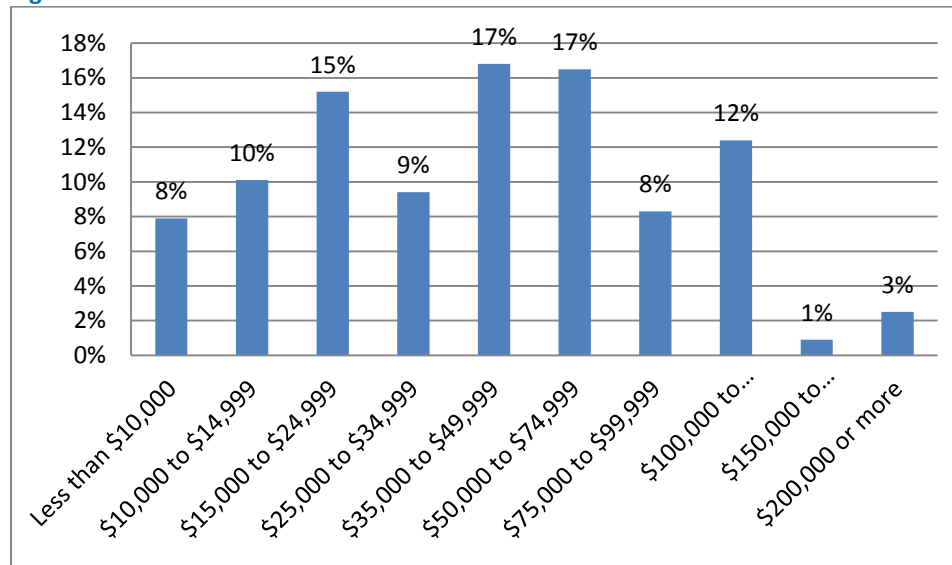
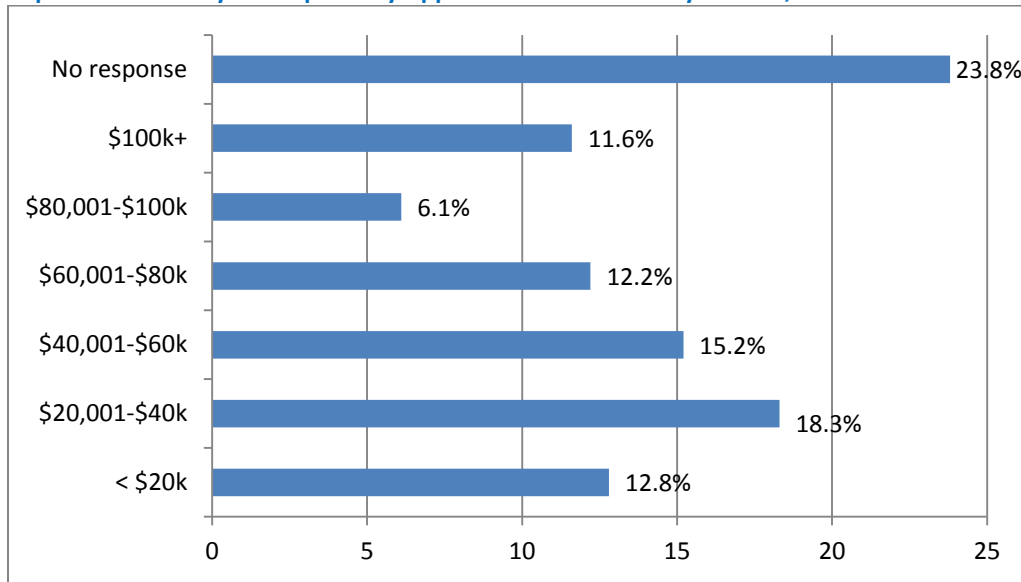


Table 3. Annual Income Levels of Summersville Residents

Income and Benefits (in 2011 inflation-adjusted dollars)	Households	Percentage
Less than \$10,000	303	7.90%
\$10,000 to \$14,999	389	10.10%
\$15,000 to \$24,999	585	15.20%
\$25,000 to \$34,999	363	9.40%
\$35,000 to \$49,999	648	16.80%
\$50,000 to \$74,999	635	16.50%
\$75,000 to \$99,999	319	8.30%
\$100,000 to \$149,999	477	12.40%
\$150,000 to \$199,999	33	0.90%
\$200,000 or more	97	2.50%
Total households	3,849	
Median household income (dollars)		\$43,681
Mean household income (dollars)		\$60,326

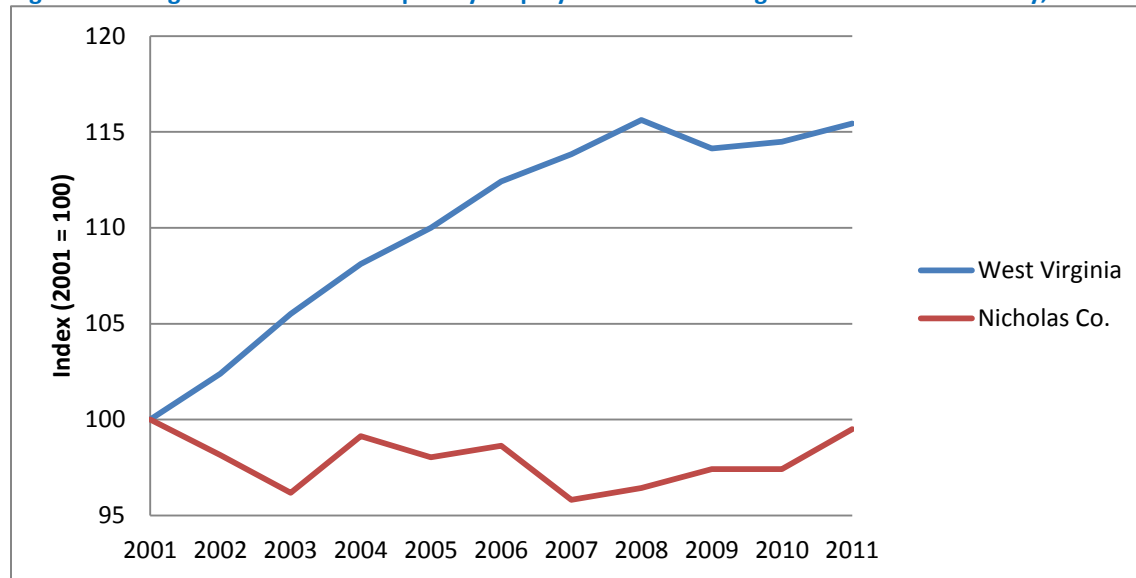
Figure 8. Proportion of Survey Participants by Approximate Gross Family Income, 2011



Employment in Leisure and Hospitality

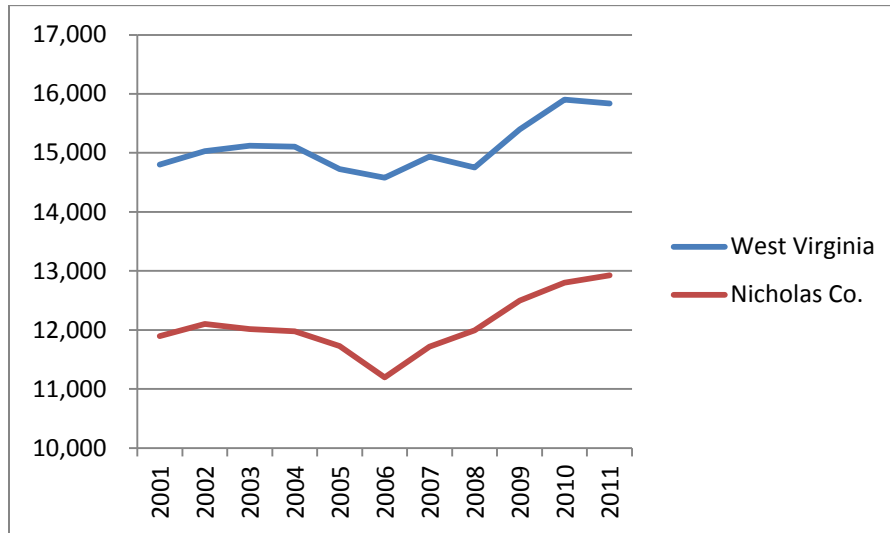
Employment in Nicholas County’s leisure and hospitality sectors remained relatively stable from 2001 to 2011 (Figure 9). The sector employed an estimated 813 workers in 2001 and 809 workers in 2011. Over the same period the state recorded a fifteen percent increase in leisure and hospitality employment, from 63,400 workers in 2001 to 73,200 workers in 2011. The sector has continued to become more important to the state’s economy, growing from 9 percent of total employment in 2001 to 10.5 percent in 2011. Nicholas County’s share of employment in the sector decreased slightly over the same period (9.5% to 9.3%).

Figure 9. Change in Leisure and Hospitality Employment in West Virginia and Nicholas County, 2001 to 2011



Over the ten year period, earnings in Nicholas County’s leisure and hospitality sectors increased nearly 9 percent, from \$11,899 in 2001 to \$12,928 in 2011 (Figure 10). Earnings growth was greater than the state rate (up 7% over the ten year period); however, earnings in the county (\$12,928) were 18 percent lower than the state average (\$15,836) in 2011.

Figure 10. Inflation Adjusted Earnings in West Virginia and Nicholas County’s Leisure and Hospitality Sectors, 2001 to 2011



Survey respondents were asked to list their occupation (Table 4). Although a little more than a third of those who received the survey did not respond to this question, few of those who did respond recorded employment in the hospitality and tourism industry. This void highlights the possibility to design a future survey to target those employed in the hospitality and tourism industry to better understand their attitudes and opinions towards tourism in Summersville.

Table 4. Occupation of Survey Participants

Occupation	Frequency	Occupation	Frequency
Retired	25	School System Administrator	1
Housewife	5	Sales	1
Registered Nurse	5	Receptionist in Medical Field	1
Homemaker	4	Coal Miner	1
Student	4	Water Plant Operator	1
Business Owner	3	Administrative Assistant	1
Teacher	3	Teacher/Cashier	1
Electrician	2	Office Manager	1
Public Employee	2	Registered Nurse - Inactive Status	1
Small Business Owner	2	Psychologist	1

Occupation	Frequency	Occupation	Frequency
Disabled	2	Cook	1
Attorney/Lawyer	2	Supervisor	1
Magistrate	1	Management	1
E-Commerce Retailer	1	Social Worker	1
Oral & Maxillofacial Surgeon	1	Payroll Supervisor	1
Self Employed	1	Administrative	1
Dental Hygienist	1	Mill Worker	1
Technician	1	Distribution Specialist - Mon Power	1
Retail	1	Magistrate	1
Legal	1	Care Giver	1
Certified Public Accountant	1	GoMart	1
Heavy Equipment Mechanic/Electrician	1	Surface Mines	1
Family Nurse Practitioner	1	Referral Director	1
Pastor	1	Engineer	1
Emergency Services	1	Coal Mine Employee	1
Stay At Home Mom	1	Cashier	1
Environmental Permitting Compliance	1	Accountant	1
Clerk	1	Physician	1
Retail Manager	1		
Total			104
No response			60

Length of Residence in Summersville

Survey participants were asked to report how long they have lived in Summersville. The majority (50.7%) of survey respondents have lived in Summersville for 26 years or more (Figure 10) although only approximately 30 percent of Summersville residents have lived in Summersville for 25 years or more (Figure 12). This could demonstrate that the residents that responded have considerable roots established in the community and may have interest in maintaining the quality of life that has made them want to live there for so many years.

Figure 11. Years Survey Participants Have Lived in Summersville

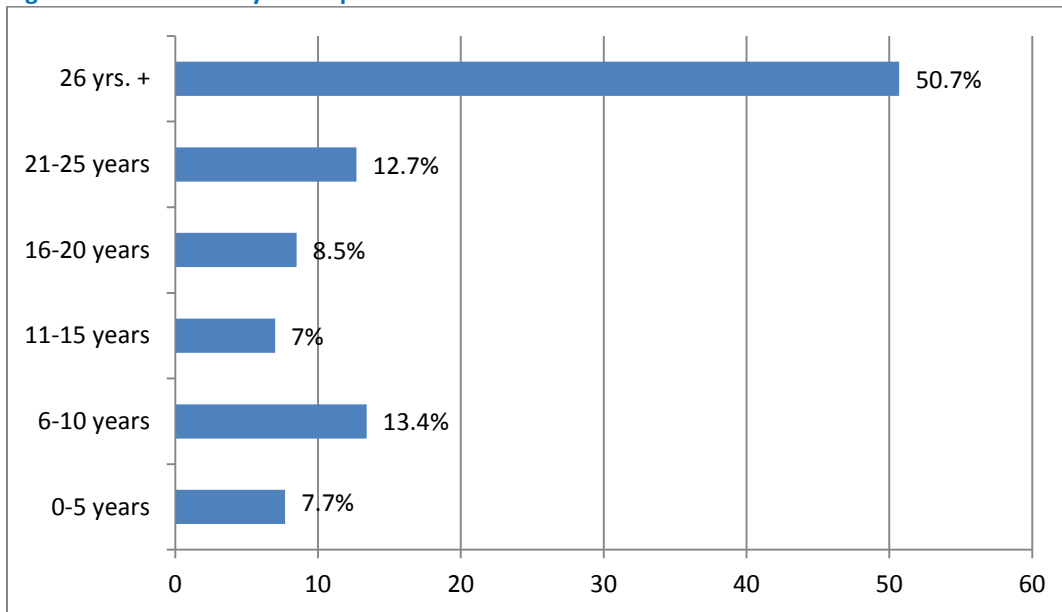
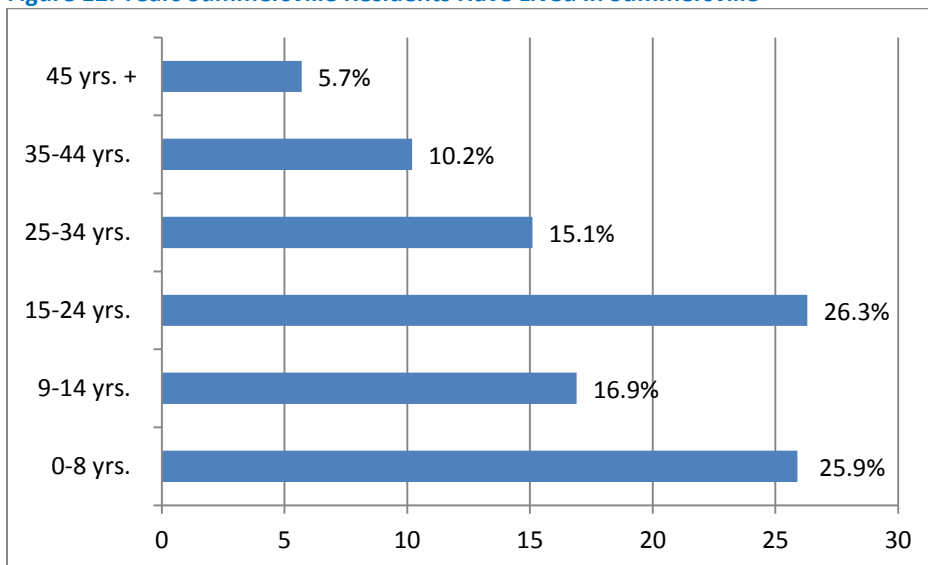


Figure 12. Years Summersville Residents Have Lived in Summersville



Attitudes Toward the Impacts of Tourism Development in Summersville

Survey participants were asked to indicate their attitudes toward the impacts of tourism development in Summersville by answering seventeen questions on a scale from strongly disagree (1) to strongly agree (5). The results are illustrated in Table 5 and overall show positive attitudes toward tourism in Summersville.

A strong majority (77.3% either mildly or strongly) agree that long-term planning in Summersville can control the negative impacts of tourism on the environment. A strong majority (78% either mildly or strongly) agree that the benefits of tourism will outweigh the negative consequences of tourism development. Nearly half (48.7%) of respondents strongly agree that tourism development in Summersville will provide more jobs for local people. A strong majority (81.5%) either mildly or strongly agree that the tourism industry will play a major economic role in Summersville. Approximately two-thirds (68.2%) of respondents either strongly or mildly disagree that Summersville should discourage more intensive development of tourism facilities and 82% either strongly or mildly disagree when asked if they were against new tourism facilities which could attract more tourists to their community.

Table 5. Residents' Attitudes Toward the Impacts of Tourism Development in Summersville

Attitudes	Strongly Disagree	Mildly Disagree	Neutral	Mildly Agree	Strongly Agree
1. Long-term planning by my town and region can control the negative impacts of tourism on the environment	1.3%	5.0%	16.4%	35.2%	42.1%
2. An increase in tourism will raise prices in my town	3.2%	19.1%	38.2%	28.7%	10.8%
3. Tourists will contribute to conservation efforts in the region	3.8%	18.6%	26.9%	38.5%	12.2%
4. The benefits of tourism will outweigh the negative consequences of tourism development	3.2%	3.9%	14.8%	43.2%	34.8%
5. There is more litter in my community from tourism	12.7%	24.2%	31.2%	22.9%	8.9%
6. Tourism in my community has increased my standard of living	13.5%	16.0%	41.7%	19.9%	9.0%
7. Tourism will increase crime in my community	9.7%	29.2%	36.4%	18.8%	5.8%
8. An increase in tourism will produce more cultural events	2.6%	1.3%	13.5%	47.7%	34.8%
9. Tourism development in my community will provide more jobs for local people	1.3%	4.5%	5.8%	39.7%	48.7%
10. The tourism industry will play a major economic role in this community	1.9%	3.8%	12.7%	43.9%	37.6%
11. I would not support local tax levies for tourism development	9.6%	21.0%	35.0%	12.7%	21.7%
12. Tourism causes air pollution in the community	19.2%	32.1%	34.6%	9.0%	5.1%
13. The quality of public services will improve due to tourism in my community	3.2%	10.9%	21.2%	46.8%	17.9%
14. Many recreation and leisure facilities will become crowded by tourists	5.1%	18.6%	32.1%	33.3%	10.9%
15. The community should discourage more intensive development of tourism facilities	35.1%	33.1%	17.5%	7.1%	7.1%
16. Tourists are valuable	2.6%		8.3%	41.7%	47.4%
17. I am against new tourism facilities, which will attract more tourists to my community	58.6%	23.6%	10.2%	1.9%	5.7%

Perceptions of Summersville as a Tourism Destination

Survey participants were asked to indicate their perceptions of Summersville as a tourism destination by answering sixteen questions on a scale from strongly disagree (1) to strongly agree (5). The results are illustrated in Table 6 and show strong support for tourism in Summersville.

Eighty-seven percent of respondents either strongly or mildly agree that they favor tourism development in Summersville with 84% agreeing that tourism development can be one of the most important economic development options for Summersville. The majority agreed that Summersville is already a gateway to surrounding parks and attractions (84.3%) and that Summersville is already a tourism destination (69.9%). A strong majority (88.8%) strongly or mildly agreed that Summersville has the potential to become a tourism destination and 93.5% strongly or mildly agreed that Summersville can serve as a gateway to surrounding parks and attractions.

Slightly less than half (49.7%) of respondents agreed that Summersville is competitive with surrounding communities in tourism development and 82% agreed that Summersville should be in partnership with surrounding communities in tourism development and that communities in this region should try to attract visitors. A strong majority (74%) agree that Summersville should partner with nearby established tourism businesses.

Table 6. Residents Perceptions of Summersville as a Tourism Destination

Perceptions	Strongly Disagree	Mildly Disagree	Neutral	Mildly Agree	Strongly Agree
1. Summersville is already a gateway to surrounding parks/attractions	1.3%	4.6%	9.8%	47.7%	36.6%
2. Summersville is already a tourism destination	2.0%	11.1%	17.0%	39.2%	30.7%
3. Summersville has the potential to become a tourism destination	1.3%	1.3%	8.6%	37.5%	51.3%
4. Summersville can serve as a gateway to surrounding parks/attractions	.7%		5.9%	39.9%	53.6%
5. Summersville is visited by a large number of visitors		6.5%	22.2%	39.2%	32.0%
6. Summersville is competitive with surrounding communities in tourism development	3.9%	22.9%	23.5%	28.1%	21.6%
7. Summersville should be in partnership with surrounding communities in tourism development	2.7%	1.3%	13.3%	44.0%	38.7%
8. More efforts are needed to beautify my community	1.3%	4.6%	12.6%	40.4%	41.1%
9. Communities in this region should try to attract more visitors	4.0%	.7%	12.7%	38.7%	44.0%
10. Summersville needs an image/brand design for tourism development	4.7%	2.7%	22.8%	38.9%	30.9%
11. Summersville effectively markets its tourism resources	3.3%	17.9%	35.8%	37.1%	6.0%
12. Summersville should partner with nearby established tourism businesses	3.3%	1.3%	21.2%	47.0%	27.2%
13. I favor tourism development in and around Summersville	2.6%	1.3%	8.6%	38.4%	49.0%
14. Tourism development can be one of the most important economic development options for Summersville	2.6%	2.0%	10.5%	42.1%	42.8%
15. I as a resident am encouraged to participate in decisions that affect the local community	6.0%	16.6%	27.2%	33.1%	17.2%
16. I would like to serve on a local tourism development committee	19.3%	10.0%	42.0%	18.7%	10.0%

Tourism Resources and Opportunities in Summersville

Residents were given a list of 51 tourism resources and asked to indicate whether they think the resources are already a developed tourism resource in Summersville, a tourism opportunity in Summersville, or both. The results are illustrated in Table 7. The top developed resources were indicated as winery, rafting, fishing, hunting, marina, kayaking or canoeing, boat rental, climbing, lake, motor boat, scenic overlooks, civil war sites, campgrounds, river, farmers market, cabins, state park, hotels/motels, and chain restaurants. The top tourism resource opportunities were listed as farm tours, theme or amusement parks, resorts, casino/gambling, guided tours, snowmobiling, museum, outlet malls, appealing downtown areas, historic district, skiing, fine dining, zip line, bed and breakfasts, hostel, ATV trails, heritage, live music, pub or brewery, National Park, wildlife viewing, bicycling, and unique, locally-owned restaurants.

Residents were then asked to indicate if the resources are both a developed tourism resource and an opportunity. Those that were listed as the top developed resources and opportunities were lake, river, hotels/motels, festival or event, chain restaurants, campgrounds, town or county park, marina, climbing, hunting, fishing, kayaking or canoeing, cabins, forest, wilderness, or natural area, motor boat, hiking trails, farmers market, rafting, state park, boat rental, scenic overlooks, civil war sites, and horseback riding.

Table 7. Tourism Resources and Tourism Opportunities in Summersville

Developed Resource	Percentage	Opportunity	Percentage	Both a Developed Resource and an Opportunity	Percentage
Winery	51.9%	Farm Tour	81.6%	Lake	56.1%
Rafting	51.4%	Theme or Amusement Park	80.0%	River	47.3%
Fishing	46.9%	Resorts	78.0%	Hotels/Motels	43.8%
Hunting	43.9%	Casino/Gambling	77.1%	Festival or Event	43.4%
Marina	43.6%	Guided Tours	76.5%	Chain Restaurants	41.3%
Kayaking or Canoeing	43.3%	Snowmobiling	76.3%	Campgrounds	40.7%
Boat Rental	41.4%	Museum	75.2%	Town or County Park	40.6%
Climbing	41.3%	Outlet Malls	73.0%	Marina	38.6%
Lake	40.5%	Appealing Downtown Area	72.9%	Climbing	38.4%
Motor Boat	40.3%	Historic District	72.3%	Hunting	38.1%
Scenic Overlooks	38.3%	Skiing	71.6%	Fishing	37.8%

Developed Resource	Percentage	Opportunity	Percentage	Both a Developed Resource and an Opportunity	Percentage
Civil War Sites	38.2%	Fine Dining	71.3%	Kayaking/Canoeing	37.6%
Campgrounds	37.9%	Zip Line	69.4%	Cabins	37.1%
River	34.9%	Bed and Breakfasts	68.8%	Forest, Wilderness, or Natural Area	36.9%
Farmers Market	34.5%	Hostel	66.0%	Motor Boat	35.7%
Cabins	33.6%	ATV Trails	65.1%	Hiking Trails	35.7%
State Park	32.8%	Heritage	62.6%	Farmers Market	35.3%
Hotels/Motels	32.6%	Live Music	61.0%	Rafting	35.0%
Chain Restaurants	32.6%	Pub or Brewery	58.5%	State Park	34.4%
Hiking Trails	30.8%	National Park	54.5%	Boat Rental	32.9%
Scenic Drives	27.8%	Wildlife Viewing	53.5%	Scenic Overlooks	32.6%
Town or County Park	27.5%	Bicycling	53.3%	Civil War Sites	31.9%
Festival or Event	27.2%	Unique, Locally-Owned Restaurants	51.8%	Horseback Riding	31.3%
Forest, Wilderness, or Natural Area	26.9%	Arts and Crafts	50.7%	Arts and Crafts	30.1%
Visitors Center	25.4%	Horseback Riding	47.8%	Unique, Locally-Owned Restaurants	29.5%
Local Shops	23.4%	Local Shops	47.4%	Local Shops	29.2%
Horseback Riding	20.9%	Visitors Center	47.0%	Wildlife Viewing	28.7%
Bicycling	20.4%	Scenic Drives	43.6%	Scenic Drives	28.6%
Arts and Crafts	19.1%	Forest, Wilderness, or Natural Area	36.2%	Winery	28.2%
Unique, Locally-Owned Restaurants	18.7%	Hiking Trails	33.6%	Visitors Center	27.6%

Developed Resource	Percentage	Opportunity	Percentage	Both a Developed Resource and an Opportunity	Percentage
National Park	18.2%	State Park	32.8%	National Park	27.3%
Wildlife Viewing	17.8%	Town or County Park	31.9%	Bicycling	26.3%
Pub or Brewery	16.0%	Farmers Market	30.2%	Pub or Brewery	25.5%
Historic District	15.4%	Civil War Sites	29.9%	Live Music	24.3%
Fine Dining	15.4%	Festival or Event	29.4%	Heritage	23.6%
Bed and Breakfasts	15.2%	Cabins	29.3%	Hostel	21.7%
Live Music	14.7%	Scenic Overlooks	29.1%	ATV Trails	20.6%
Casino/Gambling	14.6%	Chain Restaurants	26.1%	Museum	18.4%
ATV Trails	14.3%	Boat Rental	25.7%	Zip Line	16.9%
Heritage	13.8%	Motor Boat	24.0%	Skiing	16.4%
Zip Line	13.7%	Hotels/Motels	23.6%	Guided Tours	16.0%
Hostel	12.3%	Campgrounds	21.4%	Bed and Breakfasts	15.9%
Skiing	12.1%	Climbing	20.3%	Appealing Downtown Area	15.7%
Outlet Malls	11.9%	Winery	19.8%	Outlet Malls	15.1%
Appealing Downtown Area	11.4%	Kayaking or Canoeing	19.1%	Snowmobiling	14.9%
Resorts	11.4%	Hunting	18.0%	Fine Dining	13.2%
Farm Tour	9.6%	Marina	17.9%	Historic District	12.3%
Snowmobiling	8.8%	River	17.8%	Theme or Amusement Park	11.4%
Theme or Amusement Park	8.6%	Fishing	15.4%	Resorts	10.6%
Guided Tours	7.6%	Rafting	13.6%	Farm Tour	8.8%
Museum	6.4%	Lake	3.4%	Casino/Gambling	8.3%

Tourism Strengths, Weaknesses, Opportunities, and Threats in Summersville

Number 1 Tourism Strength, Weakness, Opportunity, and Threat

Survey participants were asked to identify the top five strengths, weaknesses, opportunities, and threats for tourism development in or around Summersville. The strength, weakness, opportunity, and threat they identified first are listed in Table 8.

Table 8. The First Identified Tourism Strengths, Weaknesses, Opportunities, and Threats in Summersville.

#1 Strength	#1 Weakness	#1 Opportunity	#1 Threat
<ul style="list-style-type: none"> Exposure of area resources and heritage Summersville Lake (23) Lake/Near lake (9) Biking trail US 19 North/South Corridor connects I-79 North to I-77 South/ 64 East-West Money Beautiful lake Land for development Civil War Site Summersville Dam Forests Community involvement Location (2) Revenue for Summersville Rafting and climbing Economy – more jobs/Creates more jobs (3) Proximity to sources of tourism (i.e. rafting etc.) Location (3) Centrally located/Central location (5) Ideal location Room to grow More jobs for the residents/More jobs/Job opportunities (3) Property land/Available land Better attitude or <u>understanding</u> of people 	<ul style="list-style-type: none"> Overuse of assets/resources Economics (2) Inconsistent emphasis by local government Aging population Shabby un-kept properties/Dilapidated structures (2) No year round 4 season activities i.e., no bowling recreation center, golf, batting cage, putt-putt, go carts, amusement parks Crime Too few jobs/Jobs (2) Not enough development or interest/Lack of interest (2) Limited funds/Funding/Lack of funding (6) Dining need larger chains – Outback, Olive Garden etc. Support of local residents Quality restaurants Employment Not enough developed businesses – hotels, restaurants More crime Bad press about Summersville being a speed trap/Summersville Cops/Gestapo tactics of police department (3) Restaurant Too much catering to tourists Small town (population control)/Small town citizens wanting it to 	<ul style="list-style-type: none"> Natural and human resources Water Park Move Visitors Center from Brown House out to US 19 Skating Rink/Ice skating rink (2) Build a fun service gym with classes, pool etc. Develop Civic Center core activities sports, concerts Nice lake Better quality of life Scenic beauty Water sports Need welcome center Local restaurants Develop package plans Fine dining Events at Armory Families to not move away New Boy Scout facility The people ready for change Board walks Location More employment/Jobs (2) Summersville Lake/Lake (3) Utilize the lake more Summersville Lake – Camping (2) Summersville Lake, camping, rafting Possibly more jobs – Employment for residents looking for work 	<ul style="list-style-type: none"> Loss of privacy/encroachment of space/lifestyle Lack of vision Poor traffic pattern designs around 3 main shopping centers Civic leaders with no vision, afraid of change No good paying jobs Environmental factors Limited funds/Lack of funding (2) Gas prices Closed minded residents Image/Speed trap/Bad publicity that “speed trap” brought to Summersville/Speed traps (2) Illegal activities Government regulation/Government regulations (2) The people afraid of change Tourists sometimes destroy public property like the Gauley Fest at Veterans Memorial Park. County then has to pay to fix it. Higher prices (low paying jobs) People who don’t like tourism Seems a lack of interest by those who have resources to

<ul style="list-style-type: none"> • Maybe bringing new things and ideas here • RT 19/RT 19 – easy access/Easy access to road system – 4 lanes/Route 19 main route from Western NY to PA to the south (5) • Money to area • People • Natural beauty/Natural area/Beautiful wooded area/Natural resources (4) • Marianne at the CVB is personable • National Rec. area • Helps the economy • Area wilderness • It would be more money to businesses in Summersville. • Infrastructure • Businesses, stores convenient. • Income • Historic sites • Major highway • We have enough gas stations, restaurants and motels • Lake activities • City of Summersville • The town is ready for tourist and welcomes them 	<ul style="list-style-type: none"> • remain small (2) • City is no longer pretty and no stores • Hotel prices increasing • Downtown area really needs a facelift • Lack of community involvement to attract tourism • May get crowded/Crowding (2) • More pollution and people littering • Only one major retail store • Transportation to tourist attractions outside our area – possibly. (If tourism were to increase quickly). We do have some public transportation but very little. • Lack of entertainment for younger kids. • Eateries/Dining/Local dining (3) • Cost of things raise • Advertising • Possible increase crime • Shopping • More cops • Local terrain • Volunteers are often hard to depend on • Financial backing/Finance (2) • Not enough recreation at lake area (zip line, amusement park, etc.) • More use of public services (fire, police etc.) • Lack of maintenance on Summersville-Muddlety and North Side Trails • Late start • Lack of winter type activities • Drugs – drug problem in area very high • Nothing to do after dark. Make it more • Weather for some people • Need Golden Corral or Ryan’s Restaurant • Bed and breakfast 	<ul style="list-style-type: none"> • Shopping/Fitness (2) • More money to provide for community/More money for local businesses (2) • Bed and Breakfast Inns (3) • Getting people out of their homes • Skiing • US Route 19 connector • Nicholas County Potato Festival could compete well with some of the biggest festivals in the state. It is centrally located and with some resources could be a big tourism driver • Festival concerts – calm rock or gospel (outdoor)/Festivals (2) • People in Summersville are eager to help • Larger movie theater • Theme park such as Kennywood in Pittsburgh • National park area with lodge at long part that was in initial plans – golf course, camping, cabins, etc. • ATV trails/Off road trials (2) • Using conference center • Develop Summersville Lake WMA into resource for things other than just hunting • Things around the lake and river areas • Amusement park/Theme amusement parks – would draw from many close populations and tourists (2) • Hotel motel businesses • More things to do after dark • Farm tours • A top notch steak place • People of the area 	<ul style="list-style-type: none"> • develop tourist attraction • Threat to wildlife • High real estate costs • Tourists come to our town and create havoc! • Crime/Increase in crime (4) • Less room • Lack of public interest • Its people • Gas prices are fairly higher in area compared to other regions • Drugs brought into area/More drugs coming into area/Bringing in drugs/Drug abuse/Drugs (5) • Location • No threats, opportunity is ripe for tourism • Lack of manufacturing in area which means not a lot of opportunity for decent wage and benefit package for workforce to back up tourism in area • Local politics • Lack of maintenance of current resources (i.e., Summersville-Muddlety and Northside Trails) • High prices, real estate, restaurants • Money • Economics <ul style="list-style-type: none"> • Local police • Misplaced uneducated opposition • Congestive roadway (RT 19) Need by passes or alternative routes • Messing with our coal in WV
---	---	--	---

	<ul style="list-style-type: none"> • Not enough restaurants/Restaurant availability (2) • Small airport, no rail or motor bus service • Down town not appealing • Public hunting is limited • Traffic patterns • Lack of local businesses • Unwillingness of local people • Not enough parks in local area to accommodate local folks and tourists • Racism • Perception of townspeople toward tourists • A lot of traffic • We need more in town limits to encourage tourism • Summersville isn't the nicest looking place 	<ul style="list-style-type: none"> • More coal mine opportunities for area • Mountain biking/cycling • Adding outlet stores (marketing businesses) • A hotel right next to the lake • Having more fast food and restaurants • Civil War sites • Trout fishing on rivers and tail waters • Cabins and camping • Better roads • Zip lining • Resort and golf on the lake • Continued development around the lake • Need more camping areas • More upscale restaurants • Better parks, more activities, outdoor movie theater, special events on overheads. 	<ul style="list-style-type: none"> • Lack of publicity • Government checks • Lack of entrance and exit ramps on Route 19 • Apathy – poor attitude of people in positions to make a difference • Our downtown is crowded and unsightly (in places) • Someone to organize the concept as a whole • Litter • Competitive neighboring towns • Congested traffic on small roads (rural areas) • Community organization • Not building more cafes and pubs for visitors • Too many stop lights
--	--	---	--

Additional Tourism Strengths

Table 9 lists the second, third, fourth, and fifth strengths that were identified for tourism development in or around Summersville.

Table 9. Additional Tourism Strengths in Summersville.

Strength listed second	Strength listed third	Strength listed fourth	Strength listed fifth
<ul style="list-style-type: none"> • Cultivate area pride • Rivers (3) • Gauley River NRA (4) • Forested area • Hiking trail • Summersville Lake/Lake (4) • Growth • Good roads/Major highway (2) • Attractions already available (lake, civil war area to be expanded on) • Festivals • US 19 to link I-79 and I-77 (3) • Lakes /Lake (3) • Already a well-known community • More jobs/Job development/Jobs (4) • State Parks Surrounding Summersville/Parks (2) • Kayaking canoe • Opportunity for tourists and citizens to attend cultural events • Easy access/Accessibility (2) • Hiking/Climbing (2) • Cabins overlooking lake • Road access/Easily accessed/Roads/Highway access (5) • Good location (Route 19 goes through Summersville, Raleigh County, Fayette County, and Braxton – all tourist potential) (2) • More revenue for the county so the residents can have nice facilities/Tax \$ (2) 	<ul style="list-style-type: none"> • Increased business and economic benefit/Increase local business (2) • Hiking • Summersville Lake Wildlife Management Area • Available land • Rafting (3) • More state income • Boating (2) • New industry coming to area • Already developed attractions • Lodging and dining • Numerous attractions already exist • Gateway • Economic growth • Gorgeous views/Beautiful scenic views/ Natural beauty/Scenic beauty (4) • More entertainment for residents and tourists alike • Animals and birds • Friendly helpful residents/Nice people (2) • Nature • Schools would benefit • Major highway routing people here/Major highway (2) • Hopefully less drugs • Lovely convention center • Summersville has many hidden attractions • Gauley/New River while water rafting (2) • Dog walks • Summersville lake (3) • Four lane highway access/Highway access (2) 	<ul style="list-style-type: none"> • New River Gorge • Outdoor opportunities • History • Community College • Blue Grass Music Festival • Good highways in and out of town/ Road systems – 4 lane highway/Highway (3) • Armory and facilities (3) • Economic development growth, jobs/Help the economy/Development of surrounding counties (3) • Hotel availability • Infrastructure (motels – restaurants)/Restaurants (2) • Rock climbing • Lots of churches • Whitewater rafting • Entice others to move into our community • Battle Ground State Park • YMCA would be a great asset • Available land • Civil sites • Walking trails/Hiking trails (2) • Development • Location is easy for travelers • Gauley River Canyon • Big lake • We have several areas that are good for bike riding • Route 19 runs through area/Route 19 North and South/Route 19/Near Interstate and Route 19 (4) • Meet new people • More diverse population 	<ul style="list-style-type: none"> • Rafting/White water rafting (2) • Camping • Access • SRMC • Clean town • Low crime rate/Safe place (3) • A lot of people travel through Summersville • Clean air & water • Fun things to do • Mountains • Retreats • Parks/Park (2) • Local festivals • Route 19 (major connector route between I79 and I64/77) • Wealth in the community • Gauley River • Rock climbing and biking • Live music • Motels and camp ground • Car dealerships • Quality of life • Historic sites • Lots of lodging • Hunting and fishing opportunities • Wildlife (2) • Improved social, educational, recreation climate. • Biking • Hospitality • Natural experiences • Motivated businessmen striving to improve Summersville • Area heritage/history (aka Carnifex Ferry Battlefield)/History (2) • Fishing (3)

<ul style="list-style-type: none"> • Empty lots – buildings • In our state instead of downplay of intelligence some seem to want to make of our good people in our town <u>and</u> in our state “Buck wild” “In Charleston” not a plus! • Camping (3) • Armory (3) • Beautiful scenery/Scenery/Land/ Natural scenery/Views/Scenic mountains/Natural beauty of the area (7) • Summersville Lake already established • Located near lake • Support things that local citizens can use (bowling alley, skating rink etc.) • Carnifex Ferry Battlefield State Park • Corridor L • Less cluttered environment • Boating • Kirkwood winery • Hunting • Rafting/Whitewater rafting (2) • Fishing • Central location in state • We have good opportunities for fishermen and boaters • Friendliness • Have people in Summersville that would be willing to improve tourism • Low costs • Many restaurants already here • City income • Near New River Gorge National Park • More things for families to do/Something for families to do together 	<ul style="list-style-type: none"> • Monongahela National Forest • Lake, rivers/River (2) • Fishing (2) • Undeveloped land could be used • Skiing • The diners • Hotels, motels • Destination • Hospital for emergencies • Near Gorge Bridge • New Gauley River and Meadow River • Largest earth filled dam • We have several areas where people can camp and picnic • Natural areas • Canoeing • Outdoor activities • Hunting • Climate • Opportunities • Summersville Lake • College • Activities for local residents • Shopping areas • Hotels • Great area for rock climbing, hiking, boating • Artisan community • RT 19 easy access/On heavily traveled RT 19 (3) • Camping • Rock climbing • Civil War Battleground • Nice people for the most part 	<p>moving into area</p> <ul style="list-style-type: none"> • People • Swimming • Welcomed by community and business • Opportunities not yet developed exist • Restaurants • Fishing (2) • Easy access to parks • Unique restaurants/Local unique restaurants are becoming more common (2) • Airport at lake (2) • Camping/Camp grounds (5) • Bicycling • Monongahela National Forest/Near Mon National Forest (2) • Hunting (3) • Increased employment 	<ul style="list-style-type: none"> • Unique shops • Workforce • Plenty gas stations, malls, restaurants, hotels • Off road trails • More stores opening that would maybe drive the cost of food down • Good schools • Friendly people • New River Gorge is nearby
---	---	--	---

<p>(2)</p> <ul style="list-style-type: none">• Civil War sites – Historic sites• Lots of land for...well lots of stuff			
---	--	--	--

Additional Tourism Weaknesses

Table ten lists the second, third, fourth, and fifth weaknesses that were identified for tourism development in or around Summersville.

Table 10. Additional Tourism Weaknesses in Summersville

Weakness listed second	Weakness listed third	Weakness listed fourth	Weakness listed fifth
<ul style="list-style-type: none"> • Retail • Higher taxes for citizens • Hour drive from city (bigger) • No place for kids to entertain them • More interesting businesses needed • Traffic/Congested traffic (2) • Lack of knowledge to develop attractions • Money/Resources • We could use better hospitals • Informed people to help tourists • Overpopulating an area that residents want to keep rural • Town closes during winter time • No nice steak houses • Need more grocery stores (Kroger's!) besides Wal-Mart and Foodlion • Short summer season for the lake • Quality of life • Nightlife/Town goes to sleep early • Traffic • Lack of maintenance of existing resources • Small number of citizens/businesses/organizations willing/able to start/open new businesses • Lack of interest/Lack of local interest (2) • Lack of development around the lake • Exposure and abuse of negative lifestyles • Personal development knowledge/Development leadership 	<ul style="list-style-type: none"> • Fine dining/Adequate restaurants/Need more restaurant choices (3) • Low population • Poor lake access • Lack of walking and bike trails • Local cop traps • Cost of living • Houses too high priced • Lack of youth activity centers • Lot of welfare folks here and growing • High gas prices • Lack of "package deals" to promote area and surrounding attractions • Winter weather • Quality golf course • Cost • Tourism center (Brown House) open very limited hours • Combined effort • Lack of hunting and fishing outlet stores • Lack of good employees due to drugs • Advertise for tourism • Recreation • Local restaurant or family restaurant • Shopping limited/Limited shopping options/Not many stores (3) • Not enough information of places on road signs 	<ul style="list-style-type: none"> • Increased crime • Development of area around lake • Area seen as "pass through" destination for most Rt. 19 traffic • Narcotic use • Visitors Center • More tourism – more traffic – more crime and the need for more law enforcement • Tourist jobs may be seasonal, which isn't reliable to raise a family on • Several large buildings not being used • Younger people leaving/Not returning post college and elderly population • Not enough activities • Lake access (another boat ramp, dock area at upper end of lake) • Resort • Pollution and disruptions • More service centers on south end of Summersville – gas, food • Night Life • Nicholas County Historic Museum (Hamilton House) almost never open • Off of 19 and you go back 50 years (nothing) • Pastry, donut shops • Family entertainment i.e., bowling, amusement or water parks/ More 	<ul style="list-style-type: none"> • Local support • Profits could go to big companies not local • Negative business climate • Reputation of speed traps on US 19 (although that has improved greatly) • Lack of a larger downtown area with more attractions • Openness to change • Lack of resources • Lodge, state park • Not enough promotion of overall area as a tourist destination • Specialty stores small ma and pa such as candles, wood furniture. • Target store • Family, kids' drama theatres, concerts, entertainment. Nascar races. • More entertainment for children • Need more major retail outlets. • Corps of engineers • Reputation of Fayette Police Department is same as Summersville • Very little access to rivers • Local politics • Theme or Amusement Park • Speed trap/Speed trap on Route 19 – Bad publicity (3) • Welcome sign • Shopping • Too much human developments can destroy ecosystems

<ul style="list-style-type: none"> • Some people think we are just dumb hillbillies • Lack of major economy/Business focus • Lack of educated workforce • ATV trails in area • Current tourism center (Brown House) hidden up on a hill behind Pizza Hut • Competition • Following through with a plan • Crime due to drugs/Reputation of drug problems in the area • Handicap assistance • Lack of promotion • Local shops • More parks for children • Walking/exercising security routes • Urban decay in town • Small shopping mall • Need major beautification project • Only one marina • Limited commitment to tourism • Low skilled workers • Restaurants • Motel availability • Available land • Lack of restaurants/Lack of choices for fine dining (2) • Lack of knowledge about activities • People not wanting to bring change in • Locals attitude/Negative attitudes (2) • Local government • City police have no business on 4-lane highway • Lack of good shopping • Advertising parks and recreation areas • Lack of entertainment • Hotels • Low wages • Accidents 	<ul style="list-style-type: none"> • Resources for children • More traffic • Low income housing too prevalent in area • Local attitude • Increased taxes • Lack of arts opportunities • Adequate infrastructure • Advertisement/Advertising (2) • No shopping malls • Resort • Possible increase in crime rates • Lack of funding for those who have ideas that may attract tourists • • Hour and a half drive from airport • Need visitor center • Inter-county roads/signs • No outlets • Insufficient organization • More unique fine dining needed • Initiating 	<ul style="list-style-type: none"> entertainment for children (2) • Need to upgrade golf course, expand or add • More parking at lake • Only one store to shop for clothing etc. • Not much snow in winter • Possible traffic problems on poorly designed exits through town • Lake access (another boat ramp, dock area at upper end of lake) • Resort • Not much snow in winter • Possible traffic problems on poorly designed exits through town • Collaboration with similar communities • Advertisement – If you want it “sell it”, if you build it they will come/Lack of advertisement in areas where Route 19 feeds visitors from (2) • Government regulations • Our only park in Summersville is very hard to get into and out of during busy events • Welcome sign 	
--	---	--	--

Additional Tourism Opportunities

Table eleven lists the second, third, fourth, and fifth opportunities that were identified for tourism development in or around Summersville.

Table 11 Additional Tourism Opportunities in Summersville

Opportunities listed second	Opportunities listed third	Opportunities listed fourth	Opportunities listed fifth
<ul style="list-style-type: none"> • Dam/Spillway • Piers for walking, hiking, fishing • More business • Develop ATV Trails • Summersville Lake – fishing • Better parks • River and fishing, Camping (2), Rafting • Jobs for our children, grandchildren • ATV trails/ATV (2) • Quality bed and breakfast • Training and work opportunities for high school and college students • College/New River • Eating/Restaurants/More dining places (3) • Resorts • Bowling Alley • We are wide open, our area is in need • Better farmers market area with better maintenance • Winter-time activities • Highway system • Resort overlooking lake at Hughes Bridge • Lake activities • Support better restaurants • Open tourism office on Route 19 where the traffic is • River • More opportunities for children • Road to Florida – take advantage of it • Concerts at the armory • Water park • Bigger county park to accommodate fairs and concerts that will allow beer sales 	<ul style="list-style-type: none"> • Summersville Lake/Camping/Campin g (2) • More camp grounds • Better variety of fun • Water sports • SRMC • Biking • Musical acts at armory • Winter attractions • Fishing tournaments/River fishing (2) • Good schools • Better schools • Develop local crafts • Things to do for those who are going from Canada to Florida and vice versa. • Promote area as a geocaching destination (nearly 100 out in the area) • Natural forest • Better use of armory – Bring in bigger acts • Outdoor activities – horseback, hiking, etc. • Hunting retreat • Beer sales at events • Campground expansions • Farmers market • ATV trail/ATV trails (2) • Skiing • Entertainment: Drama theatres, concerts, water park, bowling, skating rink • Restaurant chains to open more business • Baseball tournaments • National forest parks • Boating 	<ul style="list-style-type: none"> • Business climate/Vision/Communi ty Organizations • Hiking trails/Develop and advertise hiking trails (2) • Site seeing • Golf course • Larger malls • Develop attractions for younger people (skating, bowling, water park) • Fishing tournaments • Indoor go kart and miniature golf • Concerts • Bird watching • Family-centered activities • River access (camping around lakes and rivers) • Increase number of mid-priced restaurant i.e., Olive Garden • Armory use it!! • Create training sessions at New River and high schools • Shopping • Fitness and health facilities (YMCA etc.) • Attract more national chain restaurants • Implement expansion plans for local hiking trails • Roads • Updates and addition to community pools • Bed and breakfast (2) • Fishing retreat/Fishing (2) • YMCA 	<ul style="list-style-type: none"> • Resort – like a great wolf lodge • Shopping (2) • Night life • Outdoor sports i.e., outdoor • Hunting/Fishing • Clean up the town • Air show • Educational assets • Hunting • Outlet stores • More places to eat out • Establish official ATV trails in the area • Activities at the lake during summer months • 4 Wheeling • Trails • Natural areas • Downtown • Historical museum or some type of culture, scientific museums. Exploration events: scenic, culture, eventful tours, musical dramas, nature trails • Bowling or arcade center • Festivals • Parks • Brown House – use it!! • Sports – continue to attract more tournaments • Check the feasibility of guided tours of points of interest nearby • Hometown eateries • Build a Cabelas or Bass Pro Shop style business to service the boating, fishing, hunting population • Diving • More cabins in the Lake area • Good convention center • More opportunities to keep

<ul style="list-style-type: none"> • Corn maze • Arts and crafts • Horseback riding • Mining jobs • Nascar race • Lake needs to be open all year round • Gas stations around Summersville and nearby • American Indian history • Rafting and rock climbing • Better health care • Advertisement and involvement in WV Fairs and Festivals • Tourist restaurants. Year round youth activity development i.e., Wolf's Lodge • Amusement park • National Park Station for Gauley River area • More family entertainment/Family friendly focused entertainment • Need more department stores • Good roads • Rock climbing • Bed and breakfasts • Need more camping areas • Several empty buildings can be used to expand businesses • Fishing/Hunting • Farming • Upgrade golf course • More advertising • Something fun, cool at Long Pointe...at or on. 	<ul style="list-style-type: none"> • Rafting/ Rock climbing • Summersville Lake – boating • Unique, locally owned shops • Carnifax Ferry • Develop more bicycling and hiking areas • Resort • Better development of Canifax State Park • Incentives to bring more name brand restaurants to the area i.e., Outback, Olive Garden, Cheddars, Cracker Barrel • It would help the economy • Off Roading (jeeps and trucks) • Offer more rock climbing with certified instructors • Mountain biking • Resources for children • More tax money to expand businesses • Biking trails • City Park with natural areas (i.e. the end of West Webster Road) • Hotels • More cafes and pubs for visitors • Downtown specialty shops • More stuff to do around lake in general i.e., bumper boats, seabreacher dolphins, water slides, water park? 	<ul style="list-style-type: none"> • Civil War sites • Transportation service (Taxi, Bus) • Putt Putt golf courts, larger Olympic pool • Better clothing chains • Baseball tournaments • Route 19 • More year round recreational activities • Downhill biking • Hotels • Develop a fun service year round Marine Service Dealer to support boating on the lake boat sales and service • Good churches • More jobs with better pay, hours, benefits • Zip line and rock climbing • Lake • Scenic drives • Restoration in downtown Summersville • National forest parks • ATV trails • Unique restaurants • Amusement park? 	<p>people in the area</p> <ul style="list-style-type: none"> • More events at Convention Center • Resurrection of Good Evening Ranch • Dog park? Activity trails...puzzle trails.
---	--	---	--

Additional Tourism Threats

Table twelve lists the second, third, fourth, and fifth threats that were identified for tourism development in or around Summersville.

Table 12. Additional Tourism Threats in Summersville

Threats listed second	Threats listed third	Threats listed fourth	Threats listed fifth
<ul style="list-style-type: none"> • Drug culture/Drug trafficking/abuse (2) • Finances/Funding (2) • Poor/non-existent maintenance of Summersville-Muddlety and North side hiking trails • High B&O taxes. Have tax incentives to area • Houses too high priced • Lack of people willing to embrace tourism/Lack of local support (2) • Fear of failure for those who don't have resources and are afraid to undertake the task of developing an idea • Major traffic/Traffic congestion (2) • Most working population not trained in tourism • Economic status • Trash/More litter on roads (2) • Cops • Local population resistant to increased traffic and population • High traffic/More traffic (2) • RT 19 within city limits is not adequate for traffic • Investors • Local attitude • Inability to attract business • Drug abuse/Drugs (5) • National economy • Drug use trafficking that is developing more theft • Coal mining decline • Being on the road after being on the river all day drinking and drugging • Local politics • Increase in local taxes • Not warm, welcoming or any unique shops there (like in Fayetteville) 	<ul style="list-style-type: none"> • Community rivalries • Lack of population/Population decreasing (2) • Inadequate promotion of local attractions • Not supporting the airport and its cardinal existence • No good stores for family to purchase every day needs • Bureaucracy • Local junk yards • This may require a full time mayor in future • Lack of monetary resources • Available land • Crime/Local crime rate (3) • Littering, trashing our beautiful city • Residents not wanted the area to be developed • Pollution • Poverty areas • Army Corp of Engineers • Lack of mid-priced restaurants i.e., Ruby Tuesdays • Racism • Loss of jobs • The constant litter on our highway • Historic reputation of Summersville and Nicholas County being a 100% white racist area • Leadership • Willingness to move to a tourism neutrality • No commitment to tourism development 	<ul style="list-style-type: none"> • Crime • Not having the resources to start businesses • Lack of forward thinking leaders in community • No mom/pop businesses – “friendly – relaxing environment” • Local transportation – Infrastructure • Not seeing the opportunity for jobs and added income to residents • Lack of job opportunities • Provincialism preventing Summersville to grow due to competition • Too few grocery stores • Lack of trained manpower • Serving alcohol at our local events just to make money • Route 19 seen as a “pass through” between interstates – Give tourists a reason to stop! • Concentration of cops • Local politics • Drugs • The impression by minorities that Summersville is a white racist area • Congested roadways • Litter • Lack of 	<ul style="list-style-type: none"> • Increased costs/taxes • Lack of interest • The impression that Summersville is a speed trap • For grants, etc., with smaller communities such as Richwood • Not much entertainment • Foreign control and use of local resources • Fiscal cliff • U.S. Park Service • RT 39 West of Summersville • Major cleanup still needed everywhere from Derecho storm damage • Education • No opportunity for mall shopping – Such as outlets • Accessibility • Poor economy • Lack of knowledge • Lack of funds • People not interested in developing the strengths we have

<ul style="list-style-type: none"> • Lack of management • lack of advertising • Indifference in older generation opinions – Need for open minds for change • Lack of vision • Funds/Investments • Organization • Not upgrading Memorial Park for more sporting events • Reputation of the town being a Route 19 “speed trap”/Again our reputation as a speed trap (2) 	<ul style="list-style-type: none"> • Lack of state support • Facilities will become too crowded if not developed properly • Bad reputation speed trap • Lack of community involvement • Not scheduling more shows and entertainment venues at the Armory 	<p>vision/Negative self-esteem/Personal disciplines</p> <ul style="list-style-type: none"> • Drug crimes • Not working with surrounding counties for rafting 	
---	---	--	--

Additional Comments about Tourism in Summersville

Survey participants were asked if they had any additional comments about tourism development in Summersville. The results from this question are listed below.

- Earlier...would like to see future development and attractions grow out of grounded in the unique heritage and natural resources of the county, not exploit environment and resources...not merely be a superficial entertainment and recreation party center...
- We haven't scratched the surface!
- Tourism development is a great opportunity for the economy of Summersville. There has to be a consistent, long term commitment by local government to this goal. Local resources and attractions need to be maintained, museums and attractions must be open and staffed, and resources need to be located where visitors can find and access them.
- Untapped!
- We need amusement park brings in more tourist and something locally to go with family.
- I think tourism in Summersville would be a good thing. However it would need to be well researched, funded and approved by the people who live there. There are many opportunities to benefit all the people who live here. I feel all the people should be involved with the benefits and not just a select few. We all live here with the good and bad.
- I would like a steakhouse in Summersville, WV.
- More people, more crime!
- More lower paying jobs!
- We have several buildings that need to come down, yards cleaned up etc.
- Working in retail I know how hard it is to hire people and retain them. The need to start with people when they are young and develop them is a key to long term employees. Our opportunities are mostly summer and involving young people would be the best benefit. Those who want to work and college students that need to work will benefit. Need to have town meetings on a regular basis to allow residents to feel they can be involved, not a select few having to deal with and make all the decisions.
- They could use the Convention Center to bring in more events to draw people not just gun, knife and sports shows. Need concerts and events for all ages.
- I hope it grows. I believe this would be good for Summersville in many ways.
- Summersville already is very tourist oriented, but there's no development in the downtown area to improve drawing them in. When considering tourism, the citizens of this town should be the first priority. No taxes and fees to support these projects. Don't bring gambling or drinking to this town. Keep it wholesome and family oriented.
- It should help planning
- Long
- It's hard to change many years of negativity
- Would be very interested in participating in tourism development in Summersville. Michelle Underwood 304-382-9321
- The best organized individual or group of individuals plan on events and/or resources that could benefit our children and youth in particular. This world is letting the drugs and consequences of drugs take over our young people. These kids are our future and we, as adults must lead them in the right direction. That is our responsibility.
- First, we have a fine mayor, best in a long time. He is really trying hard for the town. I so admire the towns of Fayetteville, Sutton, and Lewisburg. They have built on their resources. Summersville has allowed so many of its older homes to be destroyed, all built from locally made bricks from the Walker Brick and Pottery Factory. One house remains, Dr. Robert Stanley home. The office of W.G. Brown adjoins the house. It's being left to collapse. Lawyer Boron wrote the history of Nicholas County.
- My parents reside in Summersville; I am no longer living there but was glad to participate.
- Nice town on one of the most beautiful lakes in America, sitting on a highly traveled state route. Lack of tourism is only due to lack of aggressive marketing and lack of putting activities and shopping opportunities in place for tourists.

- Summersville area is ready to grow (business park, areas to build housing, highway, national guard armory) – Tourism will come if government will realize that national recreation area is not being used at its potential.
- The surrounding towns in our area have developed rafting and canoeing – they make the money on it and we get the headache at cleaning up after them. They close our local road to allow them in to drink, drug and party while the local people are not allowed to the river!
- Local government must be willing to maintain current tourism resources. The situation with the Summersville – Muddlety Bike/Hike Trail is a disgrace: fallen trees, vandalism, part of trail on posted, private land, residents calling police on people who try to access Power Plant Road Trailhead, etc. Northside Trail is not maintained with a huge washout near machine shop trailhead. People can't find the Brown House Tourism Center. Is the museum in the Hamilton House every open?
- Summersville really needs family-friendly activities, social's for people who live in the community & surrounding areas.
- Spread the wealth to the citizens to get better buy in ex real estate tax credit due to tourism when times are good.
- A wonderful place to live.
- Unfortunately not many local leaders have the know-how on how to attract tourism and keep it. Local police and bible thumpers discourage it.
- Make more for handicap assistance. The library doesn't have doors where one could get in by self with automatic door.
- I would like to see a steak house in Summersville.
- I think it could be great if done the correct way.
- Big opportunity.
- Seniors need more activity support. They may be willing to promote tourism through activities.
- We need to do more to make our visitors feel welcome and appreciated.
- I think Summersville should make a strong commitment to develop tourism. We have a good location because of RT 19.
- Summersville could collaborate with other areas and piggy-back off others and really expand tourism.
- Do not want 4 wheeler trails.
- Summersville is a wonderful town to live near. A "make yourself at home" atmosphere and friendly people live here or want to live here. A true "diamond" in the coalfields of WV! Thanks for caring!
- Summersville has grown so much since I was a child. This town has room for so much more growth and expansion. Its location on Route 19 and near the Interstate makes it perfect for tourism and business growth. The sky is the limit!!
- Tourists come through traveling – By – Pass.
- Whitewater rafting owners from Fayette County.
- Summersville is a beautiful place with so many opportunities. We need our elected officials to push for more funding to develop our opportunities for tourism in the county.