



MON FOREST TOWNS

2022-2026

STRATEGIC PLAN



To build and maintain a strong economy that thrives off sustainable recreation, tourism, healthy landscapes, and active land management while preserving each town's character.

VISION

MISSION

Collaboratively grow a strong, sustainable recreation economy that enhances the quality of life for residents and visitors by providing the best outdoor experience.

The joy of exploration and discovery, protect the local culture, culture and environment, local culture and way of life, balancing the needs of visitors and residents, welcoming to all, leave no trace, stewardship of the land, preserving Appalachian culture and way of life, Care and keeping of land and culture

VALUES

GOAL #1

Improve community health and wellness through promotion of outdoor recreation activities and infrastructure improvement.

Objectives: (specific, measurable, realistic, achievable, timely)

1

Conduct a survey of the health of the community

2

Develop an educational program for local residents on outdoor recreation access opportunities.

3

Increase local participation in outdoor recreation community events with a focus on youth involvement

4

Complete 30 infrastructure projects that contribute to community health and wellness.

5

Improve the health of the communities through:

Seeking opportunities to reduce financial barriers to outdoor recreation participation

Develop community wellness program in conjunction with local health department

Better access to healthy food

Organized outdoor activities for locals



GOAL #2

Develop an outdoor recreation entrepreneurial culture by supporting the creation and growth of local recreation and tourism-based businesses.

Objectives: (specific, measurable, realistic, achievable, timely)

1

Attract 40 new businesses, grow 50 existing businesses, and retain 35 recreation/tourism/forest oriented local businesses

2

Work with partners to leverage financing for business development, real estate acquisition and/or technical assistance to 60 entrepreneurs

3

Develop a white paper to raise local awareness of the benefits of outdoor recreation related business development in the towns

4

Develop an outdoor recreation related entrepreneur recruitment process



GOAL #3

Promote the uniqueness of the Mon Forest Towns and recreation opportunities in the region through collaborative regional marketing.

Objectives: (specific, measurable, realistic, achievable, timely)

1 Develop a MFT Marketing Plan and implementation budget

2 Develop a MFT visitor guide

3 Annual event to unify the towns on the MFT marketing strategy and engage new partners

4 Develop an advertising plan including a WV Tourism coop advertising campaign

5 Engage 10,000 new social media followers



GOAL #3 (continued)

Promote the uniqueness of the Mon Forest Towns and recreation opportunities in the region through collaborative regional marketing.

Objectives: (specific, measurable, realistic, achievable, timely)

6

Trademark/service mark logo

7

Develop style guide and brand adoption/use process

8

Universal adoption of the brand by all towns

9

Develop promotional materials to increase year-round visitation

10

Develop a plan to monetize products to generate revenue



GOAL #4

Develop world-class trails and outdoor recreation opportunities in the Mon Forest Towns region

Objectives: (specific, measurable, realistic, achievable, timely)

1 Establish partnership with DOH for trail development alongside roads

2 Research potential locations for new trails

3 Plan/design 100 miles of new trails

4 Build 25 miles of mountain bike optimized trails connected directly to a town(s)

5 Connect all ten towns through trails



GOAL #4 (continued)

Develop world-class trails and outdoor recreation opportunities in the Mon Forest Towns region

Objectives: (specific, measurable, realistic, achievable, timely)

6

Develop trail maintenance program

7

Develop regional ride center

8

Develop 5 other types of trails. For example: heritage, motorcycle, birding, interpretive, heritage, quilt, etc

9

Develop 10 non-trail related outdoor recreation opportunities. E.g., boat launch, whitewater rafting, climbing, disc golf, camping, etc.



GOAL #5

Increase employment opportunities in recreation related fields to build a year-round recreation economy

Objectives: (specific, measurable, realistic, achievable, timely)

1

Develop an outdoor recreation workforce recruitment/training program

Partner with post-secondary hospitality/tourism/outdoor recreation programs

Develop hospitality training

Address workforce housing issues

2

Attract outdoor recreation related manufacturing companies to the region

3

Increase growth in year-round employment

4

Develop one all weather trail system to extend riding season



GOAL #6

Create a downtown experience that recreationists would enjoy

Objectives: (specific, measurable, realistic, achievable, timely)

1 Target 75 new tourism related businesses to downtowns including:

Coffeeshops

Lodging

Restaurants

Breweries

Shopping

Outfitters

2 Connect five (5) existing trail systems to downtowns

3 Develop two (2) art trails showcasing local and regional artists and installations

4 Remove or repurpose ten (10) abandoned and dilapidated buildings

5 Develop a Mon Forest Towns downtown beautification program

6 Improve walkability. E.g., Walking tours, historic walking tours



GOAL #7

Develop a Sustainable Partnership Framework

Objectives: (specific, measurable, realistic, achievable, timely)

1

Staffing needs - ~\$200k total. Need position descriptions that outline roles and responsibilities

Executive Director/Business Operations

Grants Coordinator

Marketing Specialist

Community Coordinator(s)

2

Organizational Structure

Develop a 501(c)(3) organization

Office space, equipment, etc.

3

Fiscal Agents

GOAL #7 (continued)

Develop a Sustainable Partnership Framework

Objectives: (specific, measurable, realistic, achievable, timely)

4

Resource Acquisition

Potential for local support:

Town and country annual contribution

Chambers of Commerce

CVB's contribution for marketing activities

Development Authorities

Philanthropic

State support

Revenue generation

Donations

Grants

5

Partnership Organizations