

# **STRATEGIC PLAN**

THOMAS PARSONS B ELKINS PETERSBURG FRANKLIN 1.75 h COWEN 2.5 hr RICHWOOD 9 Ihr 24 min 1.5 hrs 50 min 8 MARLINTON 1hr 22 m 58 n WHITE **W** SULPHUR SPRINGS

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

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



# 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)

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



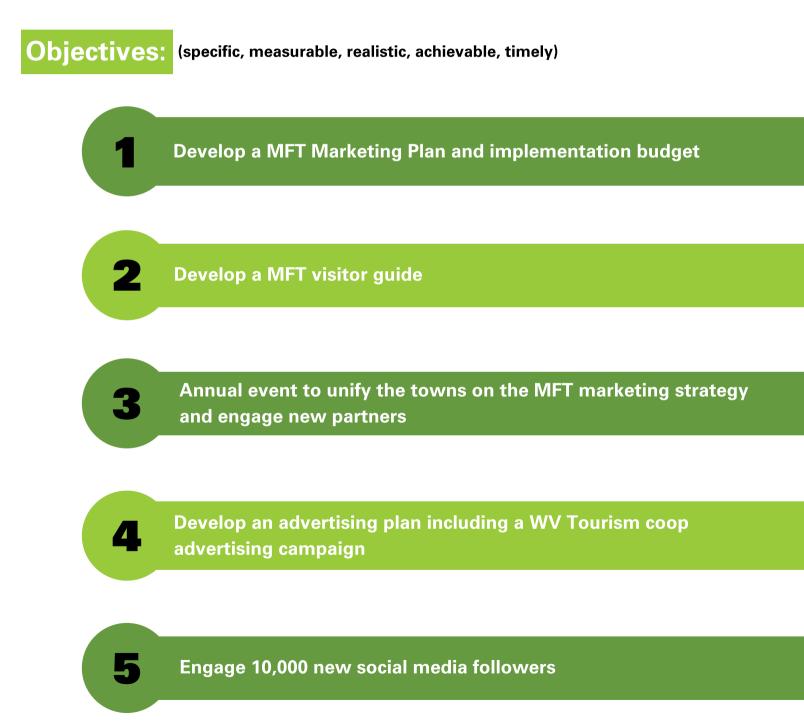
Work with partners to leverage financing for business development, real estate acquisition and/or technical assistance to 60 entrepreneurs

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

Develop an outdoor recreation related entrepreneur recruitment process

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



### GOAL #3 (continued)

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



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



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

Establish partnership with DOH for trail development alongside roads



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**Research potential locations for new trails** 

Plan/design 100 miles of new trails

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

Connect all ten towns through trails

### GOAL #4 (continued)

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



Develop trail maintenance program

Develop regional ride center

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

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

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



# **Create a downtown experience that recreationists would enjoy**



#### **Develop a Sustainable Partnership Framework**



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

**Executive Director/Business Operations** 

**Grants Coordinator** 

**Marketing Specialist** 

**Community Coordinator(s)** 

**Organizational Structure** 

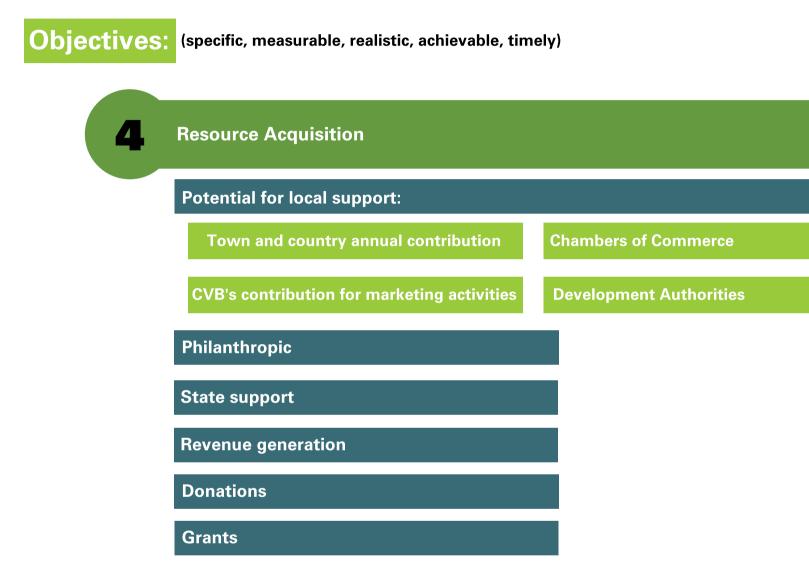
Develop a 501(c)(3) organization

Office space, equipment, etc.

**Fiscal Agents** 

## GOAL #7 (continued)

#### **Develop a Sustainable Partnership Framework**



Partnership Organizations

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