Monongahela National Forest Gateway Community Assessment Report

Recreation Economy Assessment for
Monongahela National Forest Gateway Communities

The Monongahela National Forest (MNF) gateway community assessment will help to identify and assess local assets as part of a recreation economy development effort for the surround region. The communities targeted as part of this assessment are those within close proximity of the Monongahela National Forest in West Virginia. Emphasis is on helping communities identify opportunities to develop and enhance regional assets for recreation and tourism. Expanding regional assets helps attract more visitors and keep visitors longer in the region. This program seeks to satisfy community recreation and tourism needs, protect natural and cultural resource attractions, and identify sustainable development opportunities for future generations.

The Monongahela National Forest (MNF) Gateway Community Assessment process provides:

- Community participation in identifying and assessing local tourism assets
- Support and consultation from the MNF Recreation Economy leadership team
- Facilitated community roundtable meetings to solicit ideas and input from local stakeholders related to strengths, weaknesses, opportunities and threats for local tourism
- An opportunity for the community team to interact with, learn from, and share with other communities in the project
- An action plan to address identified tourism opportunities in a sustainable manner
- Best practice examples from other gateway communities
- Comprehensive evaluation of the program outcomes and impact
- Development support for opportunities and needs identified in the assessment

The community is asked to form a recreation economy team to lead the local effort and engage the community in active participation to meet the goals and objectives of the assessment. The local team works together to arrange for completion of the community assessment and resource inventory. The results of the assessment will be delivered to the MNF Recreation Economy leadership team. Community recreation economy roundtables will be convened to discuss the results of the assessment, prioritize development needs and opportunities, and determine the resources needed to capitalize on these opportunities.

Benefits of Participating
Communities participating in this project will gain a deeper understanding of their recreation economy potential and ways to develop these opportunities. The program provides a unique view of the current state of recreation and tourism and tourism potential. Using this information, communities consider development of these opportunities and create action steps to move forward.

Community Preparation / Expectations

1) Assemble a Recreation Economy Leadership Team representing local stakeholders willing to actively engage in the recreation economy development process. This team will be responsible for implementation of the program and for communicating with the rest of the community and the MNF Recreation Economy leadership team.
2) Share information regarding current tourism, assets and resources in the community in a format that is transparent and accessible to all community members.
3) Assist in the coordination of recreation economy roundtable meetings and project activities.
4) Keep the community informed and engaged.

Potential team members to consider: please check the organizations participating.

☐ Chamber/CVB Director	☐ Resort/Hotel/Motel/B&B	☐ Natural Resources Specialist
☐ Parks & Recreation Director	☐ Attraction manager	☐ Museum Staff
☐ City planning or economic development staff	☐ Retailer	☐ Historical Society staff / volunteers
	☐ Restaurateur	☐ Arts / theater Organization
☐ Township supervisor or clerk	☐ Youth representative	☐ Others as appropriate

Please provide contact information for team members (minimum of three people required)

Name	Title	Email	Phone
Thomas			
Emily Wilson-Hauger	Project Manager Woodlands Development Group	ewilson-hauger@wdgwv.org	304-636-6495
Mayor Matt			304-463-4360
Davis			
Rob Stull	Blackwater Bikes owner	rob@blackwaterbikes.com	304-678-7075
Sue Haywood	Involved citizen		
Parsons			
Dorothy Judy	Mayor	jim_dot_us@hotmail.com	304-614-7168
Jason	City Admin.		
Amy	City Council and owner of Dugout		304-704-8878
Bruce Kolsun	City Council	bkolsun@atlanticbb.net	304-382-1903
Elkins			
Anne Beardslee	Elkins Depot Welcome Center	Elkinswelcomecenter@gmail.com	304-635-7803
Jessica Sutton	City Clerk	jsutton@cityofelkinswv.com	304-636-1414 ext.1211
Nanci Bross-Fegonara	Elkins Main Street	fregonarafamily@cebridge.net	
Taira Landavere	Director of Marketing Elkins Randolph County Tourism	Elkinsrandolphtourism@gmail.com	304-940-2795
D&E Representative			
E.M.S. Director			

Petersburg			
Sarah Moomau	Business owner/ CVB president	sjm@forthillmotel.com	304-668-2176
Tammy Kitzmiller	Ex. Dir GCDA	tkitzmiller@ grantcounty-wv.com	304-257-2168
Robert Spanswick	Business owner	ras@forthillmotel.com	304-257-2126
Bob McCalley	Business owner/Lions Club	McCalley@frontiernet.net	304-257-5488
Franklin			
Kim Ruddle	EDA Director	eda@pendletoncounty.com	
Gene McConnell	County Commissioner	genemc@spruceknob.net	
Laura Brown	CVB Director/Chamber	pencowv@sksrt.net	
Marlinton			
Linda Adams	Office Manager	ladams@ pocahontascountywv.com	304-799-4636
Chelsea Walker	Marketing Specialist	cwalker@ pocahontascountywv.com	
Makinsey Poeppel	Marketing Specialist	mpoeppel@ pocahontascountywv.com	
Cara Rose	Director	crose@ pocahontascountywv.com	
Brynn Kusie	Marlinton Opera House	Brynn.Kusie@gmail.com	
Luci Mosesso	Extension Agent	Luciamosesso@gmail.com	
Lauren Bennett	Parks & Rec	parksandrec@frontiernet.net	
Sam Felton	Mayor	Sammfelton@gmail.com	
White Sulphur Springs			
Mark Gillespie	City WSS	mLgillespie764@gmail.com	304-646-7110
Valerie Pritt	Comm Manager CVB	vpritt@greenbrierwv.com	304-645-1000
Tammy Tincher	GBR Co Commission	Tammyshifflett.tincher@ gmail.com	540-309-1427
Anne Bowling Tuckwiller	GVCF/Mamst WSS	info@gvfoundation.org	304-661-3778

Cowen			
Geary Weir	Webster County EDA	wcda@websterwv.com	304-644-2145
Betsy Morris	Camp Caesar Director	campcaesar@frontiernet.net	304-226-3888
Paula Mae Carpenter	Mayor of Cowen	Paulamae73@gmail.com	304-226-3101 / 304-644-6280
Kent Walker	Town of Cowen	MrManP@aol.com	304-644-7554
Richwood			
Stacy Raffo	Mill Town Community and Economic Development	stacyraffo@gmail.com	304-651-8453
Jane Bard	FS and Hub Cap team		
Nicole	CVB/Chamber		

Please identify some goals for your community that you would hope to achieve through participation in the MNF Recreation Economies initiative.

Elkins
- Find better ways to market the National Forest for recreation.
- Work collaboratively with the Forest to increase services (i.e. make more information available to distribute).
- Common message to the public

Petersburg
- Branding as a gateway community
- Local property owners and small businesses upgrading facades to be more inviting/attractive (facelift grants like Richwood??)
- Package for recreation opportunities
- Development of shoulder seasons
- Foster vocational skills and venues for students to learn from small businesses
- Community buy-in to tourism as an asset (education and seeing positive results for the community)
- Consolidating vision for the community to rally around ideas and projects
- Develop workforce

Marlinton
- I would like to see people in the community be more open to new ideas that could bring in more business.
- Increase tourism traffic connected to the Mon National Forest that would then help to develop a better atmosphere for local business that are unique and attractive to residents and visitors alike.
- Enhance tourism product
- Improve MNF image in community
- Grow community/MNF partnerships

Cowen
- Identify assets
- Improve community access to MNF
- Improved branding and wayfinding
- Improved local knowledge of area resources
- Improved signage to key recreation areas
- Collaborative CVB marketing across the region
- Identifying barriers
- Change mentality and be more open to working in a positive direction and allowing change
- Improved networking and communication with Forest Service personnel
- Move forward together to improve

Recreation Economy Resource Inventory and Map

In conjunction with the MNF Gateway Community Assessment, MNF staff and WVU faculty are developing a recreation economy inventory and map to identify and spatially analyze recreation resources in the MNF. This includes all of the critical destination recreation resources, facilities, services, attractions, points, corridors and areas for use in a guide map using Geographic Information Systems (GIS) software, digital photography, and GPS.

Tourism and recreation related assets include local, state and federally managed recreational facilities (parks, trails, recreational sites, other specially designated areas), cultural venues, and historic sites; as well as business locations of interest to visitors including restaurants, accommodations, specialty retail establishments, grocery stores, convenience stores, agri-tourism sites, etc. Mapping of these resources involves developing an up-to-date, comprehensive inventory of the assets themselves, including recording an accurate spatial location for each feature.

- Attractions
- Camping
- Community Services
- Emergency Services
- Gas/Convenience
- Historical Site
- Lodging
- Recreation Services
- Restaurants
- Retail
- Services
- Specialty Shops

Recreation Economy Community Self-Assessment

Tourism development is a comprehensive effort involving many aspects of your community. To help you and your community team think about aspects of community life that can potentially impact the quality of tourism products and services; and to better gauge how a recreation economy program would be of benefit to your community, please complete the recreation economy assessment by determining how you feel your current tourism development efforts are achieving these aspects of community-oriented recreation and tourism development.

Please complete the assessment even if your community is just starting to consider tourism development options. Communities just starting tourism development may not have achieved or even be working on these items but reviewing them can help you and your team consider ways of strengthening existing tourism and recreation products, services, and assets.

Contents:

Tourism Management

Do you agree or disagree with the following statements?

Please answer on a scale of

1 = Strongly Disagree   2 = Disagree   3 = Somewhat Disagree   4= Somewhat Agree   5= Agree   6 = Strongly Agree

Location	1. Our community has a shared vision for tourism	2. An organization exists with a primary mission to market tourism	3. Our community effectively markets its tourism assets	4. An organization exists with a primary mission to manage tourism development	5. Our community has a tourism development plan in place	6. Our community understands its visitors' needs and preferences	7. Partnerships exist in the community to support tourism development strategies	8. Our community partners with organizations outside of our community to develop regional tourism opportunities	9. Our community supports entrepreneur-ship and small business development	10. Our community encourages entrepreneurship and small business development
Thomas	4.00	5.00	5.00	1.00	1.00	5.00	3.00	5.00	5.00	5.00
Davis	2.00	6.00	5.00	5.00	6.00	4.00	5.00	6.00	5.00	5.00
Parsons	4.00	2.00	3.00	1.00	1.00	4.00	3.00	3.00	5.00	4.00
Elkins	5.00	6.00	3.00	6.00	2.00	4.00	4.00	4.00	4.00	4.00
Petersburg	2.00	5.00	3.00	4.00	4.00	2.00	4.00	4.00	5.00	3.00
Franklin	2.00	5.00	2.00	5.00	4.00	1.00	4.00	5.00	5.00	4.00
Marlinton	5.00	6.00	6.00	5.00	4.00	4.00	6.00	5.00	4.00	4.00
White Sulphur	6.00	6.00	6.00	5.00	4.00	4.00	6.00	6.00	6.00	6.00
Cowen	4.00	1.00	2.00	1.00	2.00	4.00	1.00	4.00	5.00	5.00
Richwood	3.00	1.00	2.00	1.00	1.00	2.00	4.00	4.00	4.00	4.00
Total — Mean	3.70	4.30	3.70	3.40	2.90	3.40	4.00	4.60	4.80	4.40
Total — Std. Deviation	1.418	2.111	1.636	2.119	1.729	1.265	1.491	0.966	0.632	0.843

<u>Tourism Management Comments</u>

Thomas comments:
- Yes an organization exists with a primary mission to market tourism, but could do more
- Artists and Purple Fiddle have been very good with informal marketing
- No specific organization exists with a primary mission to manage tourism development
- Thomas and Davis are both working on separate comprehensive plans together. In the plan there is a chapter on tourism development
- The business understand visitors needs and preferences
- Pitch night and woodlands community lenders – encourages entrepreneurship and small business development
- Very small town so hard to keep momentum and get things done on the ground

Davis comments:
- Community is not all on same page with vision for tourism
- Multiple organizations with a primary mission to manage tourism development, CVB, municipalities, development authority
- Community has a tourism development plan that is close to being done
- Community supports entrepreneurship and small business development commented: 'pitch night and Woodlands'

Parsons comments:
- CVB doesn't do enough to market Parsons
- Parsons has a Facebook page, but could be improved
- An organization with a primary mission to manage tourism development doesn't exist in parsons
- The county may have a tourism development plan in place, but not Parsons
- More partnerships are needed in the community to support tourism development strategies
- Community partners with organizations outside of our community to develop regional tourism opportunities – this is a work in progress
- City provides a new business packet and points folks to Eastern Community College and Woodlands for resources. Also the city is about to close on the industrial park area.

Tourism Management Comments continued

Parsons comments:
- Should get a kiosk for outside at the depot. Should have pamphlets for other outdoor activities in the area. Nowhere to get info on the weekend.
- Should get a satellite CVB office for Parsons.
- Woodlands won't provide resources to businesses that are in the floodplain.

Elkins comments:
- The community supports entrepreneurship but could do more to encourage it

Petersburg comments:
- Our community has a shared vision for tourism – responded "segmented"
- CVB is an organization with a primary mission to market tourism, but currently no director
- CVB effectively markets tourism assets, but community doesn't
- There is a 10 year strategic plan that includes a section on tourism but it needs enhancement and more community buy-in
- Eastern Community College partners with organizations outside of our community to develop regional tourism opportunities – High 5 campaign
- EDA matches people with resources but local banks are conservative lenders
- Matching grants can be difficult, lack of funding
- High 5 campaign was a successful partnership between the neighboring CVBs and motorcycle clubs to produce a 5 county map with the best riding assets in the area.

Franklin comments:
- Community has shared vision for tourism that is just starting out
- Working towards community effectively marketing its tourism assets
- Working on community having tourism development plan in place
- Some businesses work together but needs to be more cooperation. No animosity between businesses but they just don't see the value in it.
- Working closely with Potomac Highlands to develop regional tourism opportunities

Marlinton comments:
- Strategic plan for community underway
- Tourism development plan needs continued development
- Stakeholder expressed interest in some sort of small business campaign for the community. Other suggestions include: Business guidelines, a business director, a welcome group for the community, coaching, workshops and promotion

White Sulphur Springs comments:
- Actively seeking more regional opportunities for our community to partner with organizations to develop regional tourism opportunities

Cowen comments:
- No CVB but some gaps are filled by EDA and Camp Caesar
- Everyone has ideas about tourism development plans but have not come together
- No partnerships exist in the community to support tourism development strategies yet
- Richwood, Summersville, so unofficial partnerships – community partners with them to develop regional tourism opportunities
- Resources available for entrepreneurship and small business development but need improved communication. Town and EDA have a better relationship which helps

Community Interaction

Do you agree or disagree with the following statements?
Please answer on a scale of

| 1 = Strongly Disagree | 2 = Disagree | 3 = Somewhat Disagree | 4= Somewhat Agree | 5= Agree | 6 = Strongly Agree |

Location	1. Local residents support tourism	2. There is a segment of the local population that doesn't support tourism	3. Local residents are actively involved in tourism	4. Tourism benefits the community	5. Local residents value and want to preserve their unique identity	6. Sites of local importance are preserved for locals and not overrun with visitors	7. Local craftspeople produce and sell items	8. Local craftspeople teach their skills to interested visitors	9. Resorts support local businesses
Thomas	4	6	5	5	6	5	6	2	2
Davis	5	6	5	6	5	5	5	5	5
Parsons	4	5	4	5	6	4	4	3	1
Elkins	5		5	6	5	4	6	4	4
Petersburg	2	6	4	6	6	5	5	2	5
Franklin	2	6	1	5	2	5	3	2	4
Marlinton	5	5	5	6	6	5	6	4	4
White Sulphur	4	1	3	6	6	5	5	4	3
Cowen	5	5	4	5	5	5	5	4	2
Richwood	4	4	1	6	6	5	5	2	
Total Mean	**4.00**	**4.89**	**3.70**	**5.60**	**5.30**	**4.80**	**5.00**	**3.20**	**3.33**
Std. Dev.	**1.155**	**1.616**	**1.567**	**0.516**	**1.252**	**0.422**	**0.943**	**1.135**	**1.414**

Community Interaction Comments

Thomas comments:
- Local craftspeople teach their skills to interested visitors just in the schools and a little during Art Spring

Davis comments:
- Sites of local importance preserved for locals and not overrun with visitors has not been a problem yet

Parsons comments:
- Local residents support tourism – this is mixed
- Need a venue for local craftspeople to teach their skills to interested visitors

Elkins comments:
- Transplants vs locals

Petersburg comments:
- Could encourage more local craftspeople to produce and sell items
- No venue for local craftspeople to teach their skills to interested visitors
- Smoke Hole and Harman Cabins are good about sending people into communities

Franklin comments:
- Struggle to hire local residents that are actively involved in tourism. Not an engaged workforce
- Hotels and motels support local businesses

Marlinton comments:
- Local residents supporting tourism is improving but visitors do sense some resentment
- There are some local residents actively involved in tourism
- Some concern that tourists might destroy the unique identity
- Local craftspeople are open to residents during weekdays, not promoted to visitors. Calendar of events needed for these types of classes/demonstrations
- Some work to do with resorts supporting local businesses

Community Interaction Comments continued

White Sulphur Springs comments:
- The population is in support of tourism but is not properly educated on tourism.
- There is not a venue to support local artisans such as a co-op
- Craftspeople have expressed interest in teaching their skills to interested visitors but a facility does not exist to support this

Cowen comments:
- $1-5 billion tourism benefits to community
- Sites of local importance are preserved for locals and not overrun with visitors, but there is no plan to stop this from happening
- Could do better with local craftspeople teaching their skills to interested visitors
- Resorts are far away

Richwood comments:
- Question 9 – "resorts support local businesses" is not applicable. No resorts in the near vicinity.

Transportation and Signage

Do you agree or disagree with the following statements?

Please answer on a scale of

1 = Strongly Disagree	2 = Disagree	3 = Somewhat Disagree	4= Somewhat Agree	5= Agree	6 = Strongly Agree

Location		1. The area destinations are easily accessible	2. A forest/ community gateway exists	3. Directional signs are properly located to get you to points of interest	4. Wayfinding signage exists	5. Street signs are well placed	6. Visitors would feel compelled to stop if they were randomly passing through a community	7. GPS and online directions are accurate	8. Public transportation or shuttle service options are available to get to activities/ services	9. Pedestrian travel (walking & biking) is encouraged
Thomas		4.00	3.00	2.00	2.00	1.00	5.00	2.00	1.00	5.00
Davis		6.00	5.00	5.00	4.00	4.00	5.00	4.00	1.00	3.00
Parsons		5.00	2.00	3.00	3.00	5.00	2.00	2.00	2.00	6.00
Elkins		2.00	2.00	2.00	2.00	3.00	3.00	3.00	1.00	3.00
Petersburg		5.00	4.00	5.00	5.00	3.00	3.00	3.00	1.00	2.00
Franklin		1.00	1.00	5.00	5.00	4.00	1.00	1.00	1.00	4.00
Marlinton		5.00	4.00	4.00	4.00	4.00	3.00	1.00	4.00	3.00
White Sulphur		1.00	6.00	1.00	1.00	4.00	6.00	1.00	5.00	5.00
Cowen		2.00	1.00	1.00	1.00	2.00	2.00	2.00	1.00	2.00
Richwood		2.00	5.00	3.00	4.00	2.00	2.00	2.00	2.00	4.00
Total	Mean	3.30	3.30	3.10	3.10	3.20	3.20	2.10	1.90	3.70
	Std. Deviation	1.889	1.767	1.595	1.524	1.229	1.619	0.994	1.449	1.337

Transportation and Signage Comments

Thomas comments:
- Whether a visitor would feel compelled to stop if they were randomly passing by here depends whether they are traveling on front street or spruce street

Davis comments:
- Forest/community gateway is distinct when you come into Canaan Valley from the south
- Not enough trail signs
- More work to do with GPS and online directions. CVB helped with their website
- Need a pedestrian friendly connection between Thomas and Davis

Parsons comments:
- Working on directional signs that are properly located to get you to points of interest
- Wayfinding signage is not in place yet

Petersburg comments:
- Needs more emphasis on a forest/community gateway
- No town center and facelift to facades is needed for visitors to feel compelled to stop if they were randomly passing through community
- No bike trails, racks, nor rentals.

Franklin comments:
- A forest/community gateway exists in Seneca Rocks, but not for Franklin
- Would be great to have an outside kiosk for maps at the Seneca rocks discovery center and expand center hours and make it open all year

Marlinton comments:
- Mon Forest Towns gateway sign needed
- Directional signs are a challenge
- Wayfinding signage is always a problem
- Appalachian Sport offers shuttles for local kayakers and recreationalists.
- Inquiries from Mountain Transit Authority have been made to the town and are in consideration.
- Sidewalks in bad shape in a lot of town; 219 not well lit for walking, biking at night – not suitable path on side of road
- Greenbrier River Trail there is pedestrian travel encouraged

Transportation and Signage Comments continued

White Sulphur Springs comments:
- Mapping needed, google maps destination are not accurate.
- Visitors randomly passing through feeling compelled to stop has increased since 2016
- Mountain Transit Authority routes are being update and a route to the local airport is being developed along with the addition of 4 new buses.
- Pedestrian travel needs increased mapping

Cowen comments:
- Very limited bus service

Community Information

Do you agree or disagree with the following statements?

Please answer on a scale of

1 = Strongly Disagree   2 = Disagree   3 = Somewhat Disagree   4= Somewhat Agree   5= Agree   6 = Strongly Agree

Location	1. It is easy to find a visitor center	2. Visitor center hours are conducive to visitors	3. It is easy to find a community/ regional tourist brochure	4. It is easy to find a map of the town or community	5. Information booths/kiosks exist to help tourists locate attractions and services	6. A community/ regional tourism website exists to help visitors find information	7. Social media is utilized to help visitors find information about attractions and services	8. the destination has a mobile application that is downloadable to help travelers navigate the area	9. the destination has a strong brand
Thomas	1.00	5.00	2.00	5.00	1.00	5.00	5.00	1.00	4.00
Davis	5.00	5.00	5.00	5.00	5.00	6.00	5.00	3.00	6.00
Parsons	2.00	2.00	4.00	3.00	3.00	4.00	4.00	1.00	3.00
Elkins	4.00	5.00	5.00	4.00	2.00	5.00	4.00	2.00	4.00
Petersburg	5.00	5.00	5.00	5.00	5.00	5.00	6.00	1.00	3.00
Franklin	4.00	2.00	6.00	2.00	2.00	4.00	6.00	1.00	4.00
Marlinton	6.00	5.00	5.00	2.00	3.00	6.00	6.00	1.00	6.00
White Sulphur	6.00	6.00	5.00	3.00	2.00	6.00	6.00	1.00	5.00
Cowen	1.00	1.00	2.00	2.00	1.00	4.00	5.00	1.00	2.00
Richwood	3.00	1.00	1.00	2.00	2.00	2.00	4.00	1.00	1.00
Total Mean	3.70	3.70	4.00	3.30	2.60	4.70	5.10	1.30	3.80
Total Std. Deviation	1.889	1.947	1.700	1.337	1.430	1.252	0.876	0.675	1.619

Community Information Comments

Thomas comments:
- No sign in Thomas for the visitor center in Davis
- There is a community brochure and the stores used to carry them but they appear to be all gone
- New Historic Thomas Facebook-has good following. Trying to change the name to Thomas WV so it is easier to find for visitors.
- Destination has a strong identity
- No one uses apps anymore. Everyone just uses google, Facebook, and Instagram.

Davis comments:
- Heart of the Highlands map helpful
- Destination doesn't have mobile application that is downloadable to help travelers navigate the area, but MTB and all trails are good apps for trails in the area
- Get Tucker'd is the strong brand of the destination

Parsons comments:
- Kiosk in front of courthouse will have a map
- Info booths/kiosks to help tourists locate attractions and services are coming
- The tourism website focuses more on the mountain than parsons
- Working on strong brand for destination

Petersburg comments:
- One info booth/kiosk to help tourist locate attractions and services, one at CVS (inside and outside) and one at city hall
- Working with Potomac Highlands for branding work

Franklin comments:
- Forest information is poor when visitor center is closed
- Map of town or community needs update
- Would be great to have WIFI capable kiosks open all the time on either side of North Mountain
- Work on updating a community/regional tourism website to help visitors find info
- Destinations has a brand but work on spreading the word

Community Information Comments continued

Marlinton comments:
- Visitor center is closed on Sundays seasonally
- There is no town map
- Organizations who focused on info booths/kiosks to help tourists locate attractions and services used to be active like "Go Marlinton" which was aimed at becoming a Main street organization. Also the Marlinton business association which still exists per the business license kept by Cara Rose. Currently there are no members in the Marlinton Business Association.
- The Pocahontas County CVB does a wonderful job of marketing tourist attractions but it is somewhat difficult for a non-local to find community services

White Sulphur Springs comments:
- CVB website helps visitors find information
- CVB and Main Street WSS help visitors find information about attractions and services

Cowen comments:
- Don't have a visitor center
- EDA office has some community/regional tourist brochures
- Online maps available of town
- Webster County Tourism website exists to help visitors find information, but needs to be better

Hospitality

Do you agree or disagree with the following statements?

Please answer on a scale of
1 = Strongly Disagree   2 = Disagree   3 = Somewhat Disagree   4= Somewhat Agree   5= Agree   6 = Strongly Agree

Location		1. Local residents are friendly	2. Tourists are treated as valued visitors	3. Frontline employees are trained in hospitality
Thomas		6.00	5.00	2.00
Davis		5.00	4.00	3.00
Parsons		6.00	6.00	5.00
Elkins		5.00	5.00	4.00
Petersburg		6.00	3.00	2.00
Franklin		6.00	5.00	1.00
Marlinton		4.00	4.00	5.00
White Sulphur		6.00	6.00	1.00
Cowen		6.00	5.00	2.00
Richwood		4.00	4.00	2.00
Total	Mean	5.40	4.70	2.70
	Std. Deviation	0.843	0.949	1.494

Hospitality Comments

Davis comments:
- 'frontline employees are trained in hospitality' commented: 'mixed'

Franklin comments:
- Eastern College hospitality training? Hospitality university?

Marlinton comments:
- Previous comments were reiterated. Friendliness in local residents seems to be case by case. Dependent on the residents. Some are reluctant to promote the area as an attraction.
- Frontline training is available but not well attended
- For the first two (local residents are friendly, and tourists are treated as valued visitors) we felt that there are two extremes among community residents – some welcome visitors/tourists with open arms, are friendly and helpful. Others talk negatively about tourists, and are rude in the service they provide, even those who rely on tourists for their work, whether they realize it or not. We do think the trend is turning more friendly than not.

White Sulphur Springs comments:
- Hospitality training is needed

Cowen comments:
- Tried to do hospitality training before but people didn't capitalize on it

Richwood comments:
- Residents don't know about their assets

Aesthetics

Do you agree or disagree with the following statements?

Please answer on a scale of
1 = Strongly Disagree   2 = Disagree   3 = Somewhat Disagree   4= Somewhat Agree   5= Agree   6 = Strongly Agree

Location	1. Architecture reflects local tradition	2. Historical buildings and sites are preserved	3. New development does not compromise the authenticity of the community	4. Public art exists	5. There are few empty storefronts	6. sprawl is well managed to preserve authenticity and aesthetic appeal	7. Large billboards and signs do not distract from the scenic beauty of the area	8. Parks, visitor centers, and other public areas are well maintained	9. Noise levels are minimized in tourist areas	10. Bright lights at night are minimized to preserve dark areas	11. Residential areas are well maintained
Thomas	6.00	5.00	5.00	4.00	5.00	5.00	5.00	5.00	2.00	4.00	2.00
Davis	4.00	3.00	3.00	5.00	3.00	3.00	5.00	5.00	5.00	3.00	4.00
Parsons	6.00	6.00	5.00	2.00	2.00	3.00	5.00	6.00	5.00	6.00	4.00
Elkins	2.00	4.00	4.00	4.00	5.00	2.00	3.00	5.00	4.00	3.00	3.00
Petersburg	4.00	4.00	4.00	5.00	3.00	1.00	5.00	6.00	5.00	5.00	4.00
Franklin	5.00	4.00	4.00	2.00	2.00	2.00	5.00	5.00	4.00	3.00	4.00
Marlinton	4.00	5.00	4.00	6.00	1.00		5.00	5.00	5.00	3.00	2.00
White Sulphur	4.00	3.00	5.00	2.00	1.00	4.00	3.00	6.00	4.00	5.00	2.00
Cowen	4.00	3.00	3.00	1.00	5.00	2.00	5.00	3.00	3.00	4.00	3.00
Richwood	5.00	2.00	4.00	5.00	1.00	3.00	6.00	5.00	2.00	5.00	3.00
Total **Mean**	**4.40**	**3.90**	**4.10**	**3.60**	**2.80**	**2.78**	**4.70**	**5.10**	**3.90**	**4.10**	**3.10**
Total **Std. Deviation**	**1.174**	**1.197**	**0.738**	**1.713**	**1.687**	**1.202**	**0.949**	**0.876**	**1.197**	**1.101**	**0.876**

Aesthetics Comments

Thomas comments:
- Hospital buildings and sites are working towards getting even better
- No new development but if there was it would have to go through a city council permitting process
- Landscape and public land make sprawl virtually impossible
- Don't have many large billboards and signs
- Trucks are loud and pass right through town but can't prevent that because the state highway goes right through town
- There are bright lights but they don't affect the night sky
- Sidewalks are poor in upper streets and vacant lots are being taken care of slowly.

Davis comments:
- No historic designation to protect
- Not much to stop as far as sprawl because no zoning
- Street lights are minimized to preserve dark skies at night

Parsons comments:
- Courthouse is a preserved site / historical building
- Lewisburg sub-development ordinance
- Big trucks are a high noise level

Petersburg comments:
- No new development but no rules either
- No town center
- Outside of town there are a few large billboards and signs but they aren't distracting and in town there is zoning
- Currently no bright lights
- Some residential areas are well maintained, some are not

Franklin comments:
- No new development
- Interested in adding public art

Aesthetics Comments continued

Marlinton comments:
- No town zoning exists. Need design guidelines
- Jake brakes have been a noise issue in residential areas
- A Buckeye resident in relation to their home in Buckeye said bright lights at night are minimized to preserve dark skies
- Dark sky guidelines could be implemented which would make the area available for promotion as a dark sky community. Directional lighting could be utilized
- There are 2 extremes for residential areas are well maintained. Some areas, especially parts of 1st, 2nd, 3rd avenues are poorly maintained. Other areas, 9th, 10th Avenue, Hamilton Hill, Lake Street are well maintained

White Sulphur Springs comments:
- Upcoming mural project to be completed in WSS
- Billboards do not detract from scenic beauty along larger more used highways. However they do detract along scenic byways and two lane roads.

Cowen comments:
- At camp Caesar architecture reflects local tradition
- No new development
- Don't have any large billboards and signs
- Working on improving that parks, visitor centers, and other public areas are well maintained
- 'Bright lights at night are minimized to preserve dark skies' commented: 'not intentionally—town could do more'

Richwood comments:
- No new development in community
- Lots of murals
- No new development and landscape limits the future ability to sprawl
- No large billboards or signs
- Trucks on main street are noisy
- Don't have any bright lights at night
- Facelift grant helped a little with residential areas being well maintained

Tourism Assets

Do you agree or disagree with the following statements?

Please answer on a scale of
1 = Strongly Disagree   2 = Disagree   3 = Somewhat Disagree   4= Somewhat Agree   5= Agree   6 = Strongly Agree

Location	1. A variety of nature-based activities exist	2. A variety of outdoor recreation activities exist	3. A variety of cultural/ heritage activities exist	4. A variety of activities are available for children	5. A variety of lodging options exist	6. A variety of dining options exist	7. a variety of retail/ shopping options exist	8. A variety of entertain ment options exist	9. A variety of festivals and events exist	10. Activities exist for inclement weather	11. Facilities exist for disabled or mentally and physically challenged people	12. Business hours are conducive to visitors
Thomas	5.00	5.00	5.00	2.00	4.00	3.00	5.00	5.00	5.00	3.00	2.00	5.00
Davis	6.00	6.00	6.00	5.00	5.00	4.00	2.00	4.00	4.00	3.00	1.00	5.00
Parsons	5.00	5.00	3.00	5.00	3.00	5.00	1.00	1.00	5.00	1.00	4.00	2.00
Elkins	5.00	5.00	5.00	4.00	5.00	6.00	4.00	5.00	5.00	4.00	2.00	2.00
Petersburg	6.00	6.00	5.00	4.00	5.00	3.00	3.00	2.00	4.00	3.00	4.00	3.00
Franklin	6.00	6.00	3.00	2.00	1.00	2.00	2.00	2.00	4.00	4.00	5.00	4.00
Marlinton	6.00	6.00	6.00	6.00	3.00	5.00	1.00	4.00	6.00	2.00	5.00	4.00
White Sulphur	6.00	6.00	1.00	1.00	1.00	3.00	1.00	1.00	4.00	1.00	1.00	2.00
Cowen	6.00	6.00	4.00	3.00	2.00	2.00	2.00	2.00	4.00	1.00	2.00	2.00
Richwood	6.00	6.00	4.00	4.00	5.00	5.00	3.00	2.00	6.00	2.00	2.00	3.00
Total Mean	5.70	5.70	4.20	3.60	3.40	3.80	2.40	2.80	4.70	2.40	2.80	3.20
Total Std. Deviation	0.483	0.483	1.549	1.578	1.647	1.398	1.350	1.549	0.823	1.174	1.549	1.229

Tourism Assets Comments

Thomas comments:
- Would be neat if CAC East WVU performing arts and music could come to the opera house.

Davis comments:
- Leaf Peepers, Run for It, Art Spring are cultural/heritage activities that exist
- Lots to do if you are in tune with what's going on in regards to activities for children. Refuge events/activities
- Not a variety of lodging options exist for people living here
- Dining options could be improved
- Need more festivals and events

Parsons comments:
- Old high school annex has a lot of history. Need guided tours especially right before Pickin' in Parsons because people tend to come the week before that event.

Petersburg comments:
- Sundays are a problem with business hours to visitors

Franklin comments:
- North Fork Valley and rest of county has good hours, but Franklin doesn't

Marlinton comments:
- Lodging for large groups is very difficult to find in the community
- Limited hotels
- Limited dining options exist
- Need more variety of retail/shopping options
- A variety of entertainment options is dependent upon the type of entertainment. Bowling allies, movie theaters, or gaming areas do not exist in the area. However, the opera house offers a wide range of entertainment.
- The local wellness center is the only option for activities in inclement weather in the area
- Midafternoon on Sundays. Many dining options are only available until 7pm on weekdays (excluding fast food) open until 10

Tourism Assets Comments continued

White Sulphur Springs comments:
- Activities available for children is a countrywide issue
- Business hours being conducive to visitors is a regular complaint at the CVB

Cowen comments:
- Big Ditch has accessibility. Handicap access for hunting on some local call Q roads on MNF

Richwood comments:
- No indoor activities for kids
- Airbnb are becoming popular in town

Environment

Do you agree or disagree with the following statements?

Please answer on a scale of

| **1 = Strongly Disagree** | **2 = Disagree** | **3 = Somewhat Disagree** | **4= Somewhat Agree** | **5= Agree** | **6 = Strongly Agree** |

Location	1. Rivers, lakes, and streams appear clean and safe for swimming and other forms of recreation	2. Air quality is good	3. Conservation measures are promoted	4. Wildness is preserved
Thomas	3.00	5.00	4.00	5.00
Davis	5.00	5.00	3.00	5.00
Parsons	5.00	5.00	4.00	4.00
Elkins	3.00	5.00	2.00	5.00
Petersburg	6.00	6.00	5.00	6.00
Franklin	6.00	6.00	5.00	6.00
Marlinton	6.00	6.00	4.00	5.00
White Sulphur Springs	6.00	6.00	6.00	6.00
Cowen	4.00	5.00	2.00	5.00
Richwood	6.00	6.00	4.00	5.00
Total — Mean	**5.00**	**5.50**	**3.90**	**5.20**
Total — Std. Deviation	**1.247**	**0.527**	**1.287**	**0.632**

Environment Comments

Davis comments:
- Conservation measures are not promoted, but available

Elkins comments:
- Could focus more on river development
- Stuart is great for water recreation

Marlinton comments:
- The area does not promote/encourage "green living" recycling is difficult and sustainable options are very limited.

Cowen comments:
- Access points are good at rivers, lakes and streams

Tourist Education

Do you agree or disagree with the following statements?

Please answer on a scale of

1 = Strongly Disagree 2 = Disagree 3 = Somewhat Disagree 4= Somewhat Agree 5= Agree 6 = Strongly Agree

Location	1. Interpretive signs are provided at tourism sites	2. Visitor centers offer informative brochures (not just advertising)	3. Tours of natural, cultural, and historic sites area available	4. Tourism providers are knowledgeable of their natural, cultural, and historic assets	5. Local residents are knowledgeable of their natural, cultural, and historic assets
Thomas	6.00	5.00	2.00	5.00	5.00
Davis	3.00	6.00	2.00	5.00	5.00
Parsons	5.00	4.00	1.00	4.00	4.00
Elkins	4.00	6.00	3.00	5.00	3.00
Petersburg	5.00	5.00	2.00	5.00	3.00
Franklin	5.00	6.00	4.00	6.00	3.00
Marlinton	5.00	5.00	4.00	5.00	3.00
White Sulphur	1.00	6.00	5.00	5.00	1.00
Cowen	1.00	1.00	2.00	2.00	2.00
Richwood	4.00	5.00	1.00	5.00	2.00
Total — Mean	3.90	4.90	2.60	4.70	3.10
Total — Std. Deviation	1.729	1.524	1.350	1.059	1.287

Tourist Education Comments

Thomas comments:
- Visitor center in Davis offers informative brochures

Parsons comments:
- Visitor centers offer informative brochures, but in Davis

Elkins comments:
- Need more downtown historical signage. A few projects are going on with the library, landmarks, and Main Street

Petersburg comments:
- Tourism providers are knowledgeable of their natural, cultural and historic assets – responded "depends"

Marlinton comments:
- Pearl Buck. More guided tours are needed. Possible business opportunity
- Tourism providers have access to information, if they use it
- Some local residents are knowledgeable of their natural, cultural and historic assets, some are not. Perhaps more are not

White Sulphur Springs comments:
- Common requests at the WSS visitors center: Where is the nearest RV park? Is there an equestrian boarding facility?

Cowen comments:
- No visitor center, but some businesses keep brochures
- Tours of natural, cultural and historic sites are very limited

Richwood comments:
- No formal tours
- CVB, local businesses, ranger station all knowledgeable of their natural, culture and historic assets
- People who have lived here their whole lives don't have the knowledge of their assets

Services

Please rate the availability of the following services.

Please answer on a scale of

1 = Not available	2	3	4	5	6 = Widely available

Location	ATM Machine	Emergency Auto Repair	Emergency Medical Care	Fire Station	Police Station	Post office	Public Restrooms	Waste Receptacles	Recycling receptacles
Thomas	4.00	3.00	3.00	6.00	2.00	5.00	1.00	5.00	4.00
Davis	5.00	2.00	5.00	6.00	2.00	6.00	2.00	6.00	1.00
Parsons	5.00	4.00	4.00	6.00	5.00	5.00	5.00	5.00	4.00
Elkins	6.00	5.00	6.00	6.00	6.00	6.00	3.00	5.00	2.00
Petersburg	5.00	2.00	6.00	6.00	6.00	6.00	4.00	5.00	1.00
Franklin	5.00	3.00	2.00	5.00	5.00	5.00	1.00	1.00	1.00
Marlinton	5.00	4.00	5.00	5.00	3.00	5.00	4.00	5.00	1.00
White Sulphur	5.00	1.00	2.00	6.00	6.00	6.00	1.00	5.00	1.00
Cowen	4.00	2.00	5.00	5.00	4.00	5.00	4.00	3.00	1.00
Richwood	4.00	3.00	3.00	6.00	5.00	6.00	2.00	2.00	1.00
Total — **Mean**	4.80	2.90	4.10	5.70	4.40	5.50	2.70	4.20	1.70
Total — **Std. Deviation**	0.632	1.197	1.524	0.483	1.578	0.527	1.494	1.619	1.252

Services Comments

Davis comments:

- Davis Riverfront park has a little public restroom

Elkins comments:

- Trailheads are available but might be hard to find

Franklin comments:

- More volunteers needed in emergency medical care and fire station

Marlinton comments:

- Call 911 or AAA for list of auto repair places
- Public restrooms are available but not advertised

Richwood comments:

- Public restrooms locked at city park unless there is an event

Accessibility

Please rate the **overall quality**.

Please answer on a scale of

1 = Poor	2	3	4	5	6 = Excellent

Location	Accessibility for people with physical disability	Bike racks	Cell phone reception	GPS directions	Internet/WIFI availability	Lighting of public spaces	Public boat dock/launch	Public parking	Roads are in good physical condition	Sidewalks in good repair	Traffic flow	Forest access from town to national forest recreation resources (trails, etc.)
Thomas	3.00	4.00	3.00	2.00	3.00	5.00	6.00	3.00	4.00	4.00	5.00	5.00
Davis	1.00	1.00	6.00	4.00	4.00	5.00	5.00	2.00	4.00	4.00	3.00	5.00
Parsons	4.00	3.00	5.00	3.00	3.00	4.00	5.00	5.00	5.00	5.00	6.00	6.00
Elkins	2.00	2.00	5.00	4.00	3.00	4.00	3.00	5.00	4.00	3.00	3.00	2.00
Petersburg	5.00	1.00	3.00	3.00	3.00	4.00	5.00	5.00	5.00	5.00	4.00	6.00
Franklin	5.00	2.00	1.00	1.00	1.00	4.00	3.00	4.00	4.00	5.00	4.00	1.00
Marlinton	3.00	5.00	2.00	1.00	4.00	4.00	1.00	6.00	5.00	2.00	6.00	2.00
White Sulphur	3.00	1.00	4.00	1.00	2.00	6.00	1.00	3.00	3.00	6.00	6.00	1.00
Cowen	2.00	2.00	4.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	4.00	3.00
Richwood	2.00	2.00	5.00	2.00	3.00	5.00	5.00	5.00	2.00	1.00	4.00	5.00
Total — Mean	3.00	2.30	3.80	2.40	2.90	4.50	3.80	4.20	3.90	3.80	4.50	3.60
Total — Std. Deviation	1.333	1.337	1.549	1.174	0.876	0.707	1.751	1.229	0.994	1.549	1.179	2.011

Accessibility Comments

Davis comments:
- Lighting of public spaces is too good
- Need more public parking downtown

Elkins comments:
- There aren't good crosswalks to the college.
- Google GPS directions can be a challenge.
- Currently there is a 2 hour limit to street parking but there is an effort to increase the time.

Petersburg comments:
- great driving forest access from town to national forest recreation resources, but a bike path would be AMAZING!

Franklin comments:
- Roads are good but lack of signage from Franklin to MNF

Marlinton comments:
- There is only one cell phone provider available in the area – AT&T
- Forest access from town to national forest recreation resources is available but not well defined or accessible
- The Forest access from town to national forest recreation resources is okay, but just don't know how to find it. No direct connection to forest
- The answers are relative for community

Cowen comments:
- DOH will replace sidewalks in the future
- Sidewalks currently poor but will be improved by DOH in future

Richwood comments:
- Light of public spaces – working on it and soon will be a 5

Visitor Motives

Please indicate how much you agree or disagree with the following:

Please answer on a scale of
1 = Strongly Disagree   2 = Disagree   3 = Somewhat Disagree   4= Somewhat Agree   5= Agree   6 = Strongly Agree

Location	1. Relax	2. Enjoy the weather	3. Seek adventure	4. Engage in sport activities	5. Be in nature	6. Get away from people	7. Visit historic sites	8. Visit friends and family	9. Experience a unique culture	10. Shop	11. Experience the nightlife	12. Engage in business activities	13. In transit to somewhere else	14. Engage in religious activities
Thomas	4.00	5.00	5.00	5.00	5.00	4.00	3.00	4.00	4.00	4.00	5.00	3.00	1.00	1.00
Davis	4.00	4.00	4.00	4.00	5.00	4.00	3.00	4.00	4.00	2.00	2.00	4.00	3.00	2.00
Parsons	4.00	3.00	5.00	4.00	5.00	5.00	4.00	5.00	4.00	1.00	1.00	1.00	4.00	3.00
Elkins	3.00	2.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	2.00	2.00	3.00	4.00	2.00
Petersburg	5.00	4.00	5.00	4.00	4.00	4.00	3.00	4.00	3.00	1.00	1.00	3.00	3.00	3.00
Franklin	4.00	2.00	5.00	5.00	5.00	4.00	3.00	4.00	3.00	2.00	1.00	4.00	5.00	1.00
Marlinton	5.00	5.00	5.00	4.00	5.00	5.00	5.00	5.00	5.00	1.00	1.00	3.00	4.00	3.00
White Sulphur	4.00	4.00	5.00	1.00	5.00	5.00	5.00	5.00	3.00	1.00	1.00	1.00	3.00	5.00
Cowen	4.00	3.00	4.00	4.00	5.00	5.00	2.00	5.00	2.00	1.00	1.00	4.00	4.00	5.00
Richwood	5.00	4.00	4.00	5.00	5.00	5.00	2.00	5.00	3.00	1.00	1.00	1.00	4.00	1.00
Total — Mean	4.20	3.60	4.60	4.00	4.80	4.40	3.40	4.50	3.50	1.60	1.60	2.70	3.50	2.60
Total — Std. Dev	0.632	1.075	0.516	1.155	0.422	0.699	1.075	0.527	0.850	0.966	1.265	1.252	1.080	1.506

Visitor Motives Comments

Davis comments:
- Purple Fiddle though is a strong draw of nightlife

Petersburg comments:
- Petersburg is perfectly halfway between DC area and Snowshoe.

Marlinton comments:
- Outdoor sports—biking, kayaking, skiing, hiking, not so much traditional sports, football, baseball etc.

Main Downtown Business Area

On a scale from strongly agree to strongly disagree for each item please "X" the box that best represents your answer regarding the availability of the following in your downtown area.

Do you agree or disagree with the following statements?
Please answer on a scale of

1 = Strongly Disagree   2 = Disagree   3 = Somewhat Disagree   4= Somewhat Agree   5= Agree   6 = Strongly Agree

Location		1. There are public areas for visitors to rest/visit	2. The grounds have been landscaped with flowers, trees, shrubs, and bushes	3. There are areas of green space	4. Hanging baskets are displayed on the exterior of businesses	5. Welcoming flags/ banners displayed on the exterior of businesses	6. Parking is secure	7. Parking charges are reasonable	8. The main downtown business area feels distinct or special	9. The main downtown business area is a major tourist draw for the area	10. There is a gateway point to enter/leave town (piece of art, mural, sign, etc.)
Thomas		4.00	2.00	5.00	5.00	5.00	5.00	6.00	6.00	6.00	2.00
Davis		3.00	5.00	3.00	5.00	5.00	4.00	6.00	5.00	5.00	3.00
Parsons		5.00	4.00	5.00	3.00	5.00	4.00	6.00	5.00	2.00	2.00
Elkins		5.00	4.00	4.00	5.00	4.00	5.00	5.00	4.00	3.00	2.00
Petersburg		6.00	6.00	5.00	2.00	5.00	5.00	6.00	3.00	2.00	4.00
Franklin		5.00	2.00	6.00	4.00	4.00	5.00	6.00	4.00	1.00	2.00
White Sulphur		6.00	6.00	6.00	6.00	6.00	6.00	6.00	4.00	5.00	4.00
Marlinton		4.00	4.00	3.00	5.00	4.00	4.00	6.00	2.00	2.00	2.00
Cowen		2.00	4.00	5.00	1.00	1.00	5.00	6.00	4.00	1.00	5.00
Richwood		5.00	5.00	5.00	1.00	5.00	5.00	6.00	5.00	4.00	4.00
Total	Mean	4.13	3.75	4.50	3.63	4.13	4.63	5.88	4.38	3.00	2.75
	Std. Dev.	1.126	1.165	1.069	1.768	1.356	0.518	0.354	1.188	1.852	1.165

Main Downtown Business Area Comments

Thomas comments:
- Some benches in public areas for visitors to rest
- Not a lot of space for grounds to be landscaped with flowers, trees, shrubs, and bushes
- Good city park
- No parking fees

Parsons comments:
- No charges for parking

Elkins comments:
- Bus tours and family reunions bring people in groups. Sometimes people come specifically looking for a vibrant downtown but lack of open and various businesses doesn't keep them. Missing historic elements although that is marketing on signage.

Petersburg comments:
- No parking charges
- Main downtown business area is somewhat neglected and spread out
- Gateway point to enter/leave town could be more attractive (Lions Club manages the fences that have the signs when entering town)

Marlinton comments:
- Bridge over Greenbrier River is gateway point to enter/leave town

White Sulphur Springs comments:
- No parking charges

Cowen comments:
- No charges for parking

Richwood comments:
- No parking charges
- People coming for whistle punk
- New gateway point to enter/leave town coming in September
- The gateway point to enter/leave town is Only traveling from one direction into the community, and it is hidden by infrastructure

Target Market(s) - Thomas

1. *What age cohort is your community's current market? (check all that apply)*

   X   age 18-33
   X   age 34-48
   X   age 49-67
   X   age 68+

   Please explain: **Younger crowd for skiing and the outdoors**

2. *Describe the current market audience for the assets, activities, and attractions in your destination? (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)*

   Arts and music and outdoor enthusiasts. Locally folks come from Elkins and Oakland and outside they come from D.C. area

3. *What age cohort is your community's ideal market? (check all that apply)*

   X   age 18-33
   X   age 34-48
   X   age 49-67
   X   age 68+

   Please explain: **Got something for everyone.**

4. *Describe the ideal market audience for the assets, activities, and attractions in your destination? (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)*

   Same as current market just more of it.

Target Market(s) - Thomas

1. *Is your destination known for any particular tourist attractions?*
   X Yes
       No
   If yes, please list: **Purple Fiddle, the Front St. scene in general**

2. *Is your destination known for any special events?*
   X Yes
       No
   If yes, please list: **Mountaineer Days and Art Spring**

3. *Do local residents visit these attractions/events?*
   X Yes
       No

4. *Do these attractions and events draw visitors from outside of 50 miles of your community?*
   X Yes - if yes, please skip to question 6
       No

5. *If no, could these attractions and events be of interest to travelers?*
       Yes
       No

6. *Are there specialty shops that would bring visitors back to visit?*
   X Yes
       No
   If yes, which one(s)? **All of them**

7. *Are there other places you feel visitors would be compelled to visit in the area outside of your community?*
   X Yes
       No
   If yes, please list: **Davis, State Parks, and Seneca Rocks**

Target Market(s) - Davis

1. *What age cohort is your community's current market? (check all that apply)*

              age 18-33
    X   **age 34-48**
    X   **age 49-67**
              age 68+

    Please explain: **Retirees with money, people with kids, outdoor enthusiasts, art lovers**

2. *Describe the current market audience for the assets, activities, and attractions in your destination? (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)*

    Visitors outside of 50 miles but within a day's drive. Smaller trip via car provides good visitation even in recession times.

3. *What age cohort is your community's ideal market? (check all that apply)*

    X   **age 18-33**
    X   **age 34-48**
    X   **age 49-67**
    X   **age 68+**

    Please explain: **Easygoing, adaptable (weather) visitors, younger folks come in groups, weddings**

4. *Describe the ideal market audience for the assets, activities, and attractions in your destination? (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)*

    Still want visitors from outside 50 miles and now even easier access with corridor H

Target Market(s) - Davis

1. *Is your destination known for any particular tourist attractions?*
   X   Yes
   No

   If yes, please list: **Blackwater Falls, Dolly Sods, Whitegrass**

2. *Is your destination known for any special events?*
   X   Yes
   No

   If yes, please list: **Art Spring, Run for It, Leaf Peepers, Canaan Mountain Bike Festival**

3. *Do local residents visit these attractions/events?*
   X   Yes
   No

4. *Do these attractions and events draw visitors from outside of 50 miles of your community?*
   X   Yes - if yes, please skip to question 6
   No

5. *If no, could these attractions and events be of interest to travelers?*
   Yes
   No

6. *Are there specialty shops that would bring visitors back to visit?*
   X   Yes
   No

   If yes, which one(s)? **Hellbenders and Stumptown**

7. *Are there other places you feel visitors would be compelled to visit in the area outside of your community?*
   X   Yes
   No

   If yes, please list: **Seneca Rocks, Sinks of Gandy, Spruce Knob, Cass Railroad, Cheat River, Blackwater Canyon**

Target Market(s) - Parsons

1. *What age cohort is your community's current market? (check all that apply)*

   age 18-33
   X   age 34-48
   X   age 49-67
   X   age 68+

   Please explain: **"bedroom" older community, people come back to retire, younger folks are coming for the adventure (kayaking), some older civil war history buffs**

2. *Describe the current market audience for the assets, activities, and attractions in your destination? (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)*

   Adventure seekers, families, outside 50 miles

3. *What age cohort is your community's ideal market? (check all that apply)*

   X   age 18-33
   X   age 34-48
   X   age 49-67
   X   age 68+

   Please explain: **Want everyone but since Parsons is an older community, more likely will attract older people to stop and visit.**

4. *Describe the ideal market audience for the assets, activities, and attractions in your destination? (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)*

   More outdoor enthusiasts and heritage/culture travelers, more locals and visitors from greater than 50 miles

Target Market(s) - Parsons

1. *Is your destination known for any particular tourist attractions?*

    X   Yes
       No

    If yes, please list: **Otter Creek, Cheat River, Splash Park**

2. *Is your destination known for any special events?*

    X   Yes
       No

    If yes, please list: **Pickin' in Parsons, 4-wheel drive race, summer concerts, Fireman's Carnival**

3. *Do local residents visit these attractions/events?*

    X   Yes
       No

    Comments: **The bigger events attract more outside visitors while the smaller events attract a more local crowd but still with a fair mix at both.**

4. *Do these attractions and events draw visitors from outside of 50 miles of your community?*

    X   Yes - if yes, please skip to question 6
       No

5. *If no, could these attractions and events be of interest to travelers?*

       Yes
       No

6. *Are there specialty shops that would bring visitors back to visit?*

    X   Yes
       No

    If yes, which one(s)? **Hattie Jane's Primitive Antiques**

7. *Are there other places you feel visitors would be compelled to visit in the area outside of your community?*

    X   Yes
       No

    If yes, please list: **Canaan Valley, Blackwater, Dolly Sods, Thomas, Davis**

Target Market(s) - Elkins

1. *What age cohort is your community's current market? (check all that apply)*

   age 18-33
   X   age 34-48
   X   age 49-67
   X   age 68+

   Please explain: **Families come to ride the train.**

2. *Describe the current market audience for the assets, activities, and attractions in your destination? (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)*

   Most people are visiting from within 200 miles. Busses as well as individual families are being drawn to the area for trails and cultural heritage attractions. Families also come for Main Street and arts/conservation related activities. Surrounding area locals (18-33 age range) come to eat/drink/live music. Visitors come for larger festivals, reunions, and important events at D&E.

3. *What age cohort is your community's ideal market? (check all that apply)*

   X   age 18-33
   X   age 34-48
   X   age 49-67
   X   age 68+

   Please explain:

4. *Describe the ideal market audience for the assets, activities, and attractions in your destination? (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)*

   Outdoor enthusiasts, heritage travelers, conferences

1.

Target Market(s) - Elkins

1. *Is your destination known for any particular tourist attractions?*

   X   Yes
      No

   If yes, please list: **trains, historic sites, arts, theater, outdoor recreation, dance, and bike trail will be better once the connector is complete**

2. *Is your destination known for any special events?*

   X   Yes
      No

   If yes, please list: **Augusta, Forest Festival, Ramps and Rails, and car show**

3. *Do local residents visit these attractions/events?*

   X   Yes
      No

   Comments: **Augusta could have more locals.**

4. *Do these attractions and events draw visitors from outside of 50 miles of your community?*

   X   Yes - if yes, please skip to question 6
      No

5. *If no, could these attractions and events be of interest to travelers?*

      Yes
      No

6. *Are there specialty shops that would bring visitors back to visit?*

   X   Yes
      No

   If yes, which one(s)? **S&T Bees, antiques shops, Fancy Paws, Sewing Center**

7. *Are there other places you feel visitors would be compelled to visit in the area outside of your community?*

   X   Yes
      No

   If yes, please list: **Beverly, Cass, Durbin, Davis, Thomas, Canaan Valley, Snowshoe, Green Bank, Blackwater, Seneca Rocks, National Recreation Area, and Dolly Sods**

Target Market(s) - Petersburg

1. *What age cohort is your community's current market? (check all that apply)*

   X age 18-33
   X age 34-48
   X age 49-67
   X age 68+

   Please explain: **Younger folks are boating and climbing but aren't seen as much because they are more likely to stay self-contained in the woods. Older folks are coming for hunting and fishing**

2. *Describe the current market audience for the assets, activities, and attractions in your destination? (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)*

   Outdoor enthusiasts, some business travelers, Boy Scout groups going to Dolly Sods, visitors from outside 50 miles

3. *What age cohort is your community's ideal market? (check all that apply)*

   X age 18-33
   X age 34-48
   X age 49-67
   X age 68+

   Please explain: **want them all but really want folks with $$ to spend. Want more people who will come into the community to spend money rather than the self-contained campers that might just purchase fuel and that's it.**

4. *Describe the ideal market audience for the assets, activities, and attractions in your destination? (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)*

   Outdoor enthusiasts, adrenaline junkies, cultural/heritage travelers, families, sporting events visitors (great ball fields), more outside 50 miles visitors

Target Market(s) - Petersburg

1. *Is your destination known for any particular tourist attractions?*
    X   Yes
        No

    If yes, please list: **Seneca Rocks, Dolly Sods, Smoke Hole, local park system and sports fields, South Branch of the Potomac River, Harman's Cabins**

2. *Is your destination known for any special events?*
    X   Yes
        No

    If yes, please list: **Spring Mountain Festival, Tri county fair, the Christmas trains, Fort Mulligan Day**

3. *Do local residents visit these attractions/events?*
    X   Yes
        No
    Comments:

4. *Do these attractions and events draw visitors from outside of 50 miles of your community?*
    X   Yes - if yes, please skip to question 6
        No

5. *If no, could these attractions and events be of interest to travelers?*
        Yes
        No

6. *Are there specialty shops that would bring visitors back to visit?*
    X   Yes
        No

    If yes, which one(s)? **Smoke Hole Caverns**

7. *Are there other places you feel visitors would be compelled to visit in the area outside of your community?*
    X   Yes
        No

    If yes, please list: **Blackwater, Canaan Valley, wind turbines, Green Bank Observatory, Seneca Rocks, Snowshoe**

Target Market(s) - Franklin

1. *What age cohort is your community's current market? (check all that apply)*

   age 18-33
   X   age 34-48
   X   age 49-67
   age 68+

   Please explain: **North Fork Valley attracts younger folks while the rest of the county attracts an older crowd.**

2. *Describe the current market audience for the assets, activities, and attractions in your destination? (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)*

   Outdoor enthusiasts for North Fork Valley (climb, hike, fish, hunt), visiting families, small pockets of cultural and heritage travelers with Treasure Mountain Festival

3. *What age cohort is your community's ideal market? (check all that apply)*

   X   age 18-33
   X   age 34-48
   X   age 49-67
   X   age 68+

   Please explain: **Want families, people who spend $$, and breathing**

4. *Describe the ideal market audience for the assets, activities, and attractions in your destination? (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)*

   Same as 3.

Target Market(s) - Franklin

1. *Is your destination known for any particular tourist attractions?*
   X   Yes
   No

   If yes, please list: **Seneca Rocks, let's get access to Champ Rocks and access to the NF Mountain Trail, Spruce Knob, and Smoke Hole**

2. *Is your destination known for any special events?*
   X   Yes
   No

   If yes, please list: **Treasure Mountain Festival**

3. *Do local residents visit these attractions/events?*
   X   Yes
   No
   Comments:

4. *Do these attractions and events draw visitors from outside of 50 miles of your community?*
   X   Yes - if yes, please skip to question 6
   No
   Comments: **D.C. folks**

5. *If no, could these attractions and events be of interest to travelers?*
   Yes
   No

6. *Are there specialty shops that would bring visitors back to visit?*
   Yes
   X   No
   If yes, which one(s)?

7. *Are there other places you feel visitors would be compelled to visit in the area outside of your community?*
   X   Yes
   No
   If yes, please list: **Dolly Sods, Blackwater Falls State Park, etc.**

Target Market(s) - Marlinton

1. *What age cohort is your community's current market? (check all that apply)*

   X   age 18-33
   X   age 34-48
   X   age 49-67
   X   age 68+

   Please explain: **We would like to have younger groups, but our most popular groups are middle aged, usually.**

2. *Describe the current market audience for the assets, activities, and attractions in your destination? (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)*

   - **Most people that come here come because they love to ski, bike ride, hike and generally just love the outdoors. A lot of people also come for scenic drives alone, which I would also categorize at outdoor enthusiasts. We have a lot of visitors that travels outside of 50 miles, then again, people love short day trips as well.**
   - **Business travelers, outdoor enthusiasts, families, locals (within 50 miles), visitors (outside of 50 miles)**
   - **Outdoor enthusiasts, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles)**
   - **Hiking, snow skiing, mountain biking, train enthusiasts, historic sites, scenic drives, motorcycle events (within 50 miles and outside 50 miles)**

3. *What age cohort is your community's ideal market? (check all that apply)*

   X   age 18-33
   X   age 34-48
   X   age 49-67
   X   age 68+

   Please explain: **They all apply! This is a great place for all ages. We are definitely working harder to get the younger generations attention. They don't really know we are here yet and we still need to gain some resources to get them to want to come here. It's also quiet with awesome views, which is why the 68+ love it so much and might even want to retire here. The ages in between still love to get out and hike/bike etc. 33-68.**

Target Market(s) - Marlinton

4. *Describe the ideal market audience for the assets, activities, and attractions in your destination? (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)*
   For the assets we have now our visitors will continue to be middle aged. Day trippers and outside of 50 miles depending on what activates they will be participating in. Recreation enthusiasts, Families, Empty nesters, Urban dwellers, 20-30-year-old adventure enthusiasts, Mountain bikers, Motorcyclists, Train Enthusiasts. Winter sports

1. *Is your destination known for any particular tourist attractions?*
   X   Yes
       No
   If yes, please list: **Snowshoe, Green Bank Observatory, Cass and Durbin trains, Pearl Buck birthplace, state parks, skiing, fishing, biking. If county – yes, not necessarily "Marlinton." Snowshoe, Green Bank Observatory, Cranberry, Watoga, Droop**

2. *Is your destination known for any special events?*
   X   Yes
       No
   If yes, please list: **Autumn harvest and roadkill cook-off, many races and many other small events. Pioneer day—fall festival GGRR**

3. *Do local residents visit these attractions/events?*
   X   Yes
       No
   Comments:

4. *Do these attractions and events draw visitors from outside of 50 miles of your community?*
   X   Yes - if yes, please skip to question 6

6. *Are there specialty shops that would bring visitors back to visit?*
   X   Yes
   X   No
   If yes, which one(s)? **Quilting shops**

7. *Are there other places you feel visitors would be compelled to visit in the area outside of your community?*
   X   Yes
       No

Target Market(s) - White Sulphur Springs

1. What age cohort is your community's current market? (check all that apply)

    age 18-33
    age 34-48
    X   age 49-67
    age 68+

    Please explain: **49-67 + Married. Focus is mixed**

2. *Describe the current market audience for the assets, activities, and attractions in your destination? (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)*

    Many conferenced at the resort, majority are outdoor enthusiasts, families, and visitors from outside a 50-mile area

3. *What age cohort is your community's ideal market? (check all that apply)*

    age 18-33
    X   age 34-48
    X   age 49-67
    X   age 68+

    Please explain: **34+ groups with disposable income.**

4. *Describe the ideal market audience for the assets, activities, and attractions in your destination? (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)*

    Increased Outdoor Enthusiast, Families, Cultural Heritage Travelers, Locals, Ethnic Groups

Target Market(s) - White Sulphur Springs

1. *Is your destination known for any particular tourist attractions?*

   X Yes
   No
   If yes, please list: **The Greenbrier resort, the Greenbrier River trail, local caverns and caves.**

2. *Is your destination known for any special events?*

   X Yes
   No
   If yes, please list: **The Greenbrier professional golf tour, the Dandelion Festival, the local cookoff.**

3. *Do local residents visit these attractions/events?*

   X Yes
   No
   Comments:

4. *Do these attractions and events draw visitors from outside of 50 miles of your community?*

   X Yes - if yes, please skip to question 6
   No

5. *If no, could these attractions and events be of interest to travelers?*

   Yes
   No

6. Are there specialty shops that would bring visitors back to visit?
   Yes
   No
   If yes, which one(s)?

7. *Are there other places you feel visitors would be compelled to visit in the area outside of your community?*

   X Yes
   No
   If yes, please list:

Target Market(s) – Cowen

1. *What age cohort is your community's current market? (check all that apply)*

    age 18-33
    age 34-48
    X   age 49-67
    X   age 68+

    Please explain: **Older groups come for fishing and hunting**

2. *Describe the current market audience for the assets, activities, and attractions in your destination? (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)*

    Fisherman and hunters, ATV, outdoor enthusiasts, families (funerals, weddings, weekends), locals and visitors outside 50 miles, some cultural travelers

3. *What age cohort is your community's ideal market? (check all that apply)*

    X   age 18-33
    X   age 34-48
    age 49-67
    age 68+

    Please explain: **Younger folks will be more outdoor enthusiasts but come for shorter stays which is good because this particular area doesn't have a week's worth of activates to keep them occupied and the 34-48 has more $ and career flexibility for travel**

4. *Describe the ideal market audience for the assets, activities, and attractions in your destination? (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)*

    More of the current market along with more hikers and bikers.

Target Market(s) – Cowen

1. *Is your destination known for any particular tourist attractions?*
   X   Yes
      No

   If yes, please list: **Camp Caesar, Baptist Camp, MNF, Tea Creek, Williams River, Three Forks, Red Oak fire tower, Cranberry area, Rock House**

2. *Is your destination known for any special events?*
   X   Yes
      No

   If yes, please list: **Webster County Fair (oldest state fair), Cowen Railroad Festival, Big Ditch Festival**

3. *Do local residents visit these attractions/events?*
   X   Yes
      No

   Comments: **Lots of local volunteers too**

4. *Do these attractions and events draw visitors from outside of 50 miles of your community?*
   X   Yes - if yes, please skip to question 6
      No

   Comments: **Fair brings in more than railroad festival**

5. *If no, could these attractions and events be of interest to travelers?*
      Yes
      No

6. *Are there specialty shops that would bring visitors back to visit?*
      Yes
   X   No

   If yes, which one(s)? **Although, Riffle Pottery and Country Charm are special shops.**

7. *Are there other places you feel visitors would be compelled to visit in the area outside of your community?*
   X   Yes
      No

   If yes, please list: **Snowshoe, Cranberry, Highland Scenic Highway**

Target Market(s) - Richwood

1. *What age cohort is your community's current market? (check all that apply)*

   age 18-33
   age 34-48
   X   age 49-67
   X   age 68+

   Please explain: **outdoors, retirees, folks visiting forest**

2. *Describe the current market audience for the assets, activities, and attractions in your destination? (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)*

   Outdoor enthusiasts, families, locals, and visitors from farther than 50 (Charleston, Ohio)

3. *What age cohort is your community's ideal market? (check all that apply)*

   X   age 18-33
   X   age 34-48
   X   age 49-67
   X   age 68+

   Please explain:

4. *Describe the ideal market audience for the assets, activities, and attractions in your destination? (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)*

   Outdoor enthusiasts, history tourists, heritage travelers, more locals and visitors

Target Market(s) - Richwood

1. *Is your destination known for any particular tourist attractions?*
   X   Yes
      No
   If yes, please list: **MNF, Cranberry River**

2. *Is your destination known for any special events?*
   X   Yes
      No
   If yes, please list: **Ramp Festival (oldest natural foods festival in state)**

3. *Do local residents visit these attractions/events?*
   X   Yes
      No
   Comments: **camping and fishing in MNF**

4. *Do these attractions and events draw visitors from outside of 50 miles of your community?*
   X   Yes - <u>if yes, please skip to question 6</u>
      No

5. *If no, could these attractions and events be of interest to travelers?*
      Yes
      No
   Comments:

6. *Are there specialty shops that would bring visitors back to visit?*
      Yes
   X   No
   If yes, which one(s)?

7. *Are there other places you feel visitors would be compelled to visit in the area outside of your community?*
   X   Yes
      No
   If yes, please list: **Cranberry Nature Center, MNF, golf, camp splinter**

Thomas - Strengths, Challenges, Opportunities, and Goals

- *What makes your community unique?*

  Architecture, location (proximity to public lands), local feel/vibe, art and music

- *What are the destination's top strengths?*

  Small businesses and everything mentioned above

- *What are the biggest challenges facing the destination?*

  Money, funding, infrastructure, HOUSING!

- *What additional activities/facilities/services do you feel should be offered in this community that are not already?*

  Public bathrooms, connection to park via bridge, kids' activities

Davis - Strengths, Challenges, Opportunities, and Goals

- *What makes your community unique?*

  People, accessibility to trails (roughly 200 miles of trails can be accessed right from town), ruggedness (weather and mountains)

- *What are the destination's top strengths?*

  Natural beauty, trails, young energy, community investment

- *What are the biggest challenges facing the destination?*

  No $, fear of being poorly developed (need to watch growth)

- *What additional activities/facilities/services do you feel should be offered in this community that are not already?*

  Indoor activities, community center, more food, more and better trails, canoe factory (something outdoor gear related to be manufactured), diversity of offerings, pump track, more activities at the boulder park

Parsons - Strengths, Challenges, Opportunities, and Goals

- *What makes your community unique?*

  People, small town appeal

- *What are the destination's top strengths?*

  Good people, access to money (Harman Memorial Fund)

- *What are the biggest challenges facing the destination?*

  Floodplain regulations, traffic flow, local folks not going to local businesses

- *What additional activities/facilities/services do you feel should be offered in this community that are not already?*

  Specialty shops, venue for crafts

Elkins - Strengths, Challenges, Opportunities, and Goals

- *What makes your community unique?*

  The location is a hub, trains, cultural amenities, Civil War history, and the people are friendly and talented. There is a "cool" factor.

- *What are the destination's top strengths?*

  Outdoor recreation, nature, history, arts, music, trains, and small college

- *What are the biggest challenges facing the destination?*

  Access to downtown, lack of obvious unique feeling downtown, lack of signage, need for more interpretation, limited marketing, lack of retail variety, business hours and lodging

- *What additional activities/facilities/services do you feel should be offered in this community that are not already?*

  Variety of businesses, extended downtown business hours, outfitters and guide shops, more dining (food to table) and lodging options, bike and pedestrian amenities, kiosks, wayfinding and directional signs, recycling, restrooms, water fountains, nicer parking areas, connections to outdoor recreation, more beautification effort, and bike racks

Petersburg - Strengths, Challenges, Opportunities, and Goals

- *What makes your community unique?*

  Main gateway to the Mon from DC metro area, abundance of natural beauty, friendly people

- *What are the destination's top strengths?*

  Natural beauty is protected, designated wilderness, rivers and streams, North Fork Mountain Trail northern access point

- *What are the biggest challenges facing the destination?*

  Financials, public buy-in, seasonality of tourists, limited ancillary businesses, hospitality

- *What additional activities/facilities/services do you feel should be offered in this community that are not already?*

  BIKE TRAIL from Petersburg to Seneca Rocks, large meeting hall, river shuttle service

Franklin - Strengths, Challenges, Opportunities, and Goals

- *What makes your community unique?*

  Most beautiful county in WV!

- *What are the destination's top strengths?*

  Seneca Rocks and Spruce Knob, Nelson Rocks, and friendly people

- *What are the biggest challenges facing the destination?*

  No money, no WIFI, no infrastructure (food, hotels, etc.)

- *What additional activities/facilities/services do you feel should be offered in this community that are not already?*

  Food, lodging, WIFI

Marlinton - Strengths, Challenges, Opportunities, and Goals

- *What makes your community unique?*
  All of the history and one-of-a-kind attractions we have such as the trains and GBO; the town is older than the county; 11 sq. miles – 3 traffic lights – 8 rivers; natural beauty – access to dark sky – ability to experience wild places without other people; Greenbrier River, Greenbrier River Trail, MNF

- *What are the destination's top strengths?*

  We definitely get the majority of our funds and visitors from Snowshoe Mountain so I would list that near the top, also outdoor activity which would include forests and state parks. As well as trains and GBO being our other unique attractions. The people. Landscapes, state parks, national forest, well taken care of natural areas. Four seasons of recreation. Unique attractions.

- *What are the biggest challenges facing the destination?*

  I would say some of the biggest challenges would be the lack of restaurants and shopping in the area; flood plain; Pipeline construction, loss of people dedicated to creating a local economy; cell coverage, broadband, misperception of access/GPS accuracy, hospitality

- *What additional activities/facilities/services do you feel should be offered in this community that are not already?*

  More shuttles for bikers and more to do in Marlinton even when weather is bad; pool – local parks – playgrounds; more local business – unique stores – that would make people want to stop and hangout a while; brewery, bakery, wedding venue, good bike shop, Marlinton gear, scenic overlook, agricultural facility.

White Sulphur Springs - Strengths, Challenges, Opportunities, and Goals

- *What makes your community unique?*

  The Greenbrier and the variety of outdoor recreation

- *What are the destination's top strengths?*

  Outdoor opportunities, golf experiences, The Greenbrier resort, revitalization for the 2016 flood.

- *What are the biggest challenges facing the destination?*

  Housing, zoning, fear of change by the community, fear from outside investors of flooding.

- *What additional activities/facilities/services do you feel should be offered in this community that are not already?*

  Capitalize on outdoor recreation, capitalize on filming industry opportunities, increase outreach/branding for the Greenbrier Valley as a region, increase the amount of retail.

Cowen - Strengths, Challenges, Opportunities, and Goals

- *What makes your community unique?*

  People, mountains-high plateau

- *What are the destination's top strengths?*

  Natural resources, people, opportunities for direct access to MNF and other natural assets, not a ton of vacant or dilapidated buildings, stable businesses that gives a good baseline to launch from

- *What are the biggest challenges facing the destination?*

  Funding, community involvement/engagement, opioids/drugs, jobs/careers that can sustain families to live here, engaged workforce

- *What additional activities/facilities/services do you feel should be offered in this community that are not already?*

  Activities for children; clean public bathrooms; visitor center; community/individual sense of pride

Richwood - Strengths, Challenges, Opportunities, and Goals

- *What makes your community unique?*

  Community spirit, Cherry River running through town, MNF, main downtown layout

- *What are the destination's top strengths?*

  Outdoors

- *What are the biggest challenges facing the destination?*

  Building maintenance, empty storefronts, housing, cohesive branding message

- *What additional activities/facilities/services do you feel should be offered in this community that are not already?*

  Public restrooms, shops, senior activities, tours

REFERENCES

The Monongahela National Forest Gateway Community Assessment Tool is adapted from:

Arbogast, D. and Eades, D. (2012) Tourism First Impressions Program. West Virginia University
Extension Service.

Bruin, M., Gahring, S., Martinson, B. and Pitt, D. (2008) Designing the Future: Community
Strategies.
University of Minnesota Extension.

Lewis, A. and Schneider, J. (1991, 2007) First Impressions Program, University of Wisconsin
Extension.http://www.uwex.edu/ces/cced/communities/firstimpressions

Messer, C.C. (2012) Visitors' First Impressions Community Assessment Tool. University of
Minnesota Extension.

Trail Town Assessment. The Trail Town Program. The Progress Fund.