

ECONOMIC IMPACT, SUCCESS STORIES AND OPPORTUNITIES



This Chapter focuses on the economic impact trails have had in other areas and how similar results could be happening in SW Virginia if the Southwest Regional Recreation Authority receives the funding necessary to fully develop and market the Spearhead Trail System in Southwest Virginia.

A FEW TRAIL SYSTEM SUCCESSES INCLUDE:

ATV TRAIL SYSTEM

In 2006, the economic impact of the Hatfield-McCoy ATV Trail System in the southern region of West Virginia exceeded \$7.7 million dollars generating over \$2.7 million in income, creating over 146 jobs and \$622,752 in tax revenues. *Tremendous potential for similar results to occur in SW Virginia if communities become OHV friendly and allow ATV's and off-road motorcycles to come into communities and spend their money.*

BIKE TRAIL SYSTEM:

The economic impact to the State of Virginia of the Virginia Creeper Trail is \$2.5 million. Over \$1.5 million dollars spent in the local economy of Washington and Grayson Counties, creating an estimated 27.4 jobs due to the increase in visitors. *Potential to develop trails in Russell, Lee, Wise, Dickenson and the southern portion of Tazewell.*

HORSE TRAIL SYSTEM

In 2008, the Knott County horse trail event in southeast Kentucky attracted over 5,000 riders from as far away as Utah and Texas resulting in a \$649,700.00 economic impact on the region. This Fall, the number of riders is anticipated to double in numbers creating an economic impact of well over \$1 million dollars. *This could be happening in Scott, Lee and portions of Dickenson County.*

WILDLIFE VIEWING AND BIRDING

Canadian Texas began marketing birdwatching in their community. Within five years, 160 new jobs were created including 12 B&B's, four new restaurants, renovation of 29 commercial buildings (16 of which were historic buildings) plus a 28% increase in sales tax. *This could be happening in all seven counties and the City of Norton.*

CANOE TRAIL

The Elk Horn River in Frankfort Kentucky attracts 400 boaters while the Meramec River in Missouri has been known to have as many as 8,000 on the river in a given weekend. Restaurants, shuttle services, canoe rentals, campgrounds, hotels, cabins, outfitter stores and more have opened in both locations. *This could definitely be happening in Scott and Wise Counties.*

ALL OF THE ABOVE COULD BE HAPPENING IN SOUTHWEST VIRGINIA!