



*A different side of Virginia*

The Creative Economy in  
Southwest Virginia

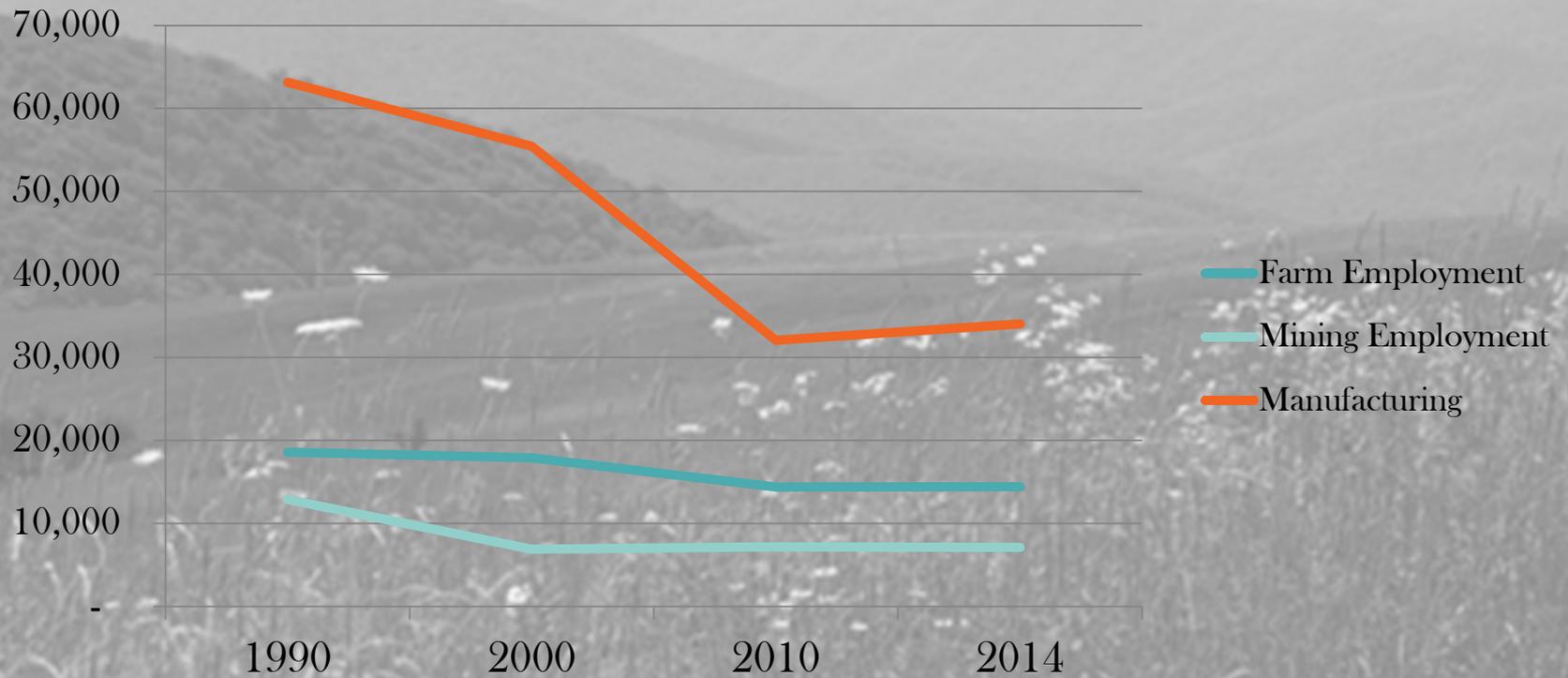
# Southwest Virginia



- 19 Counties
- 4 Cities
- 52 Towns

# Southwest Virginia Economic History and Trends

SWVA Employment in Mining, Manufacturing, and Farming, 1990-2014



# Background

- Southwest Virginia Cultural Heritage Foundation formed in 2009
  - Need for an entity to coordinate the various efforts and entities emerging in SWVA
  - Grew out of conversations between legislators, state government officials, and local stakeholders
- Focus on using the creative economy for asset based economic development

# Creative Economy Initiatives

- Crooked Road
  - Began in 2003
  - Virginia's Heritage Music Trail
  - 253 mile route with 9 major venues and over 50 affiliated venues



VIRGINIA'S HERITAGE MUSIC TRAIL

# Creative Economy Initiatives

- ‘Round the Mountain
  - Regional artisan network generating over 500 members
  - Development of artisan trails that cover all 19 counties and 4 cities



# Appalachian Spring

- Two objectives
  - Identify, enhance, and connect natural recreation and cultural anchor assets in order to raise awareness of Southwest Virginia as a major outdoor recreation destination
  - Develop an outdoor recreation industry that supports regional economic and community development

# Eight Outdoor Anchor Areas

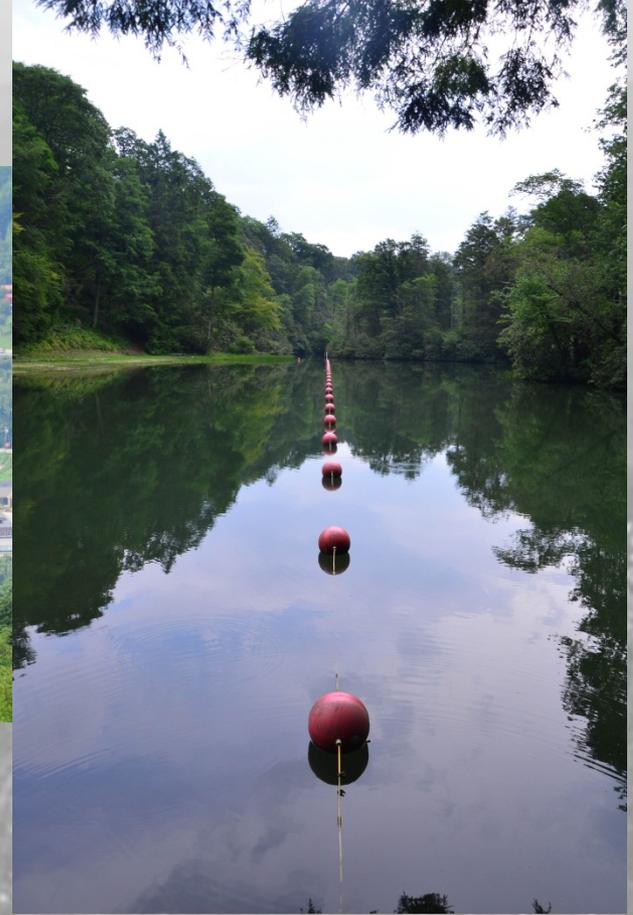
- Daniel Boone Wilderness Trail
- High Knob
- Breaks Interstate Park
- Clinch River
- Mount Rogers National Recreation Area
- Appalachian Trail
- New River
- Blue Ridge Parkway



# Appalachian Spring Process

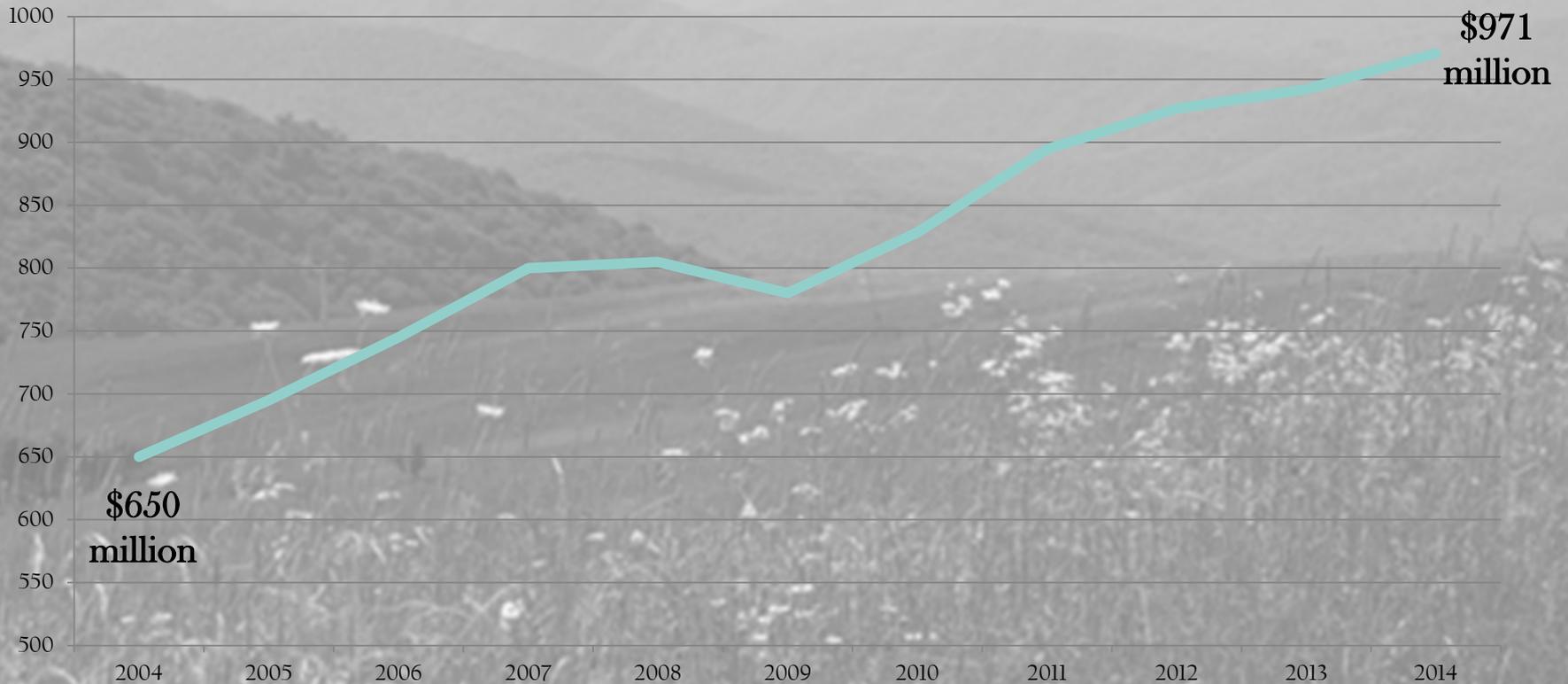
- Create stakeholders groups and partnerships for each anchor area
- Develop natural assets to make them more accessible and attractive
- Connect anchor areas and individual assets under a common brand
- Tie surrounding communities to their assets
- Assist with entrepreneur and business development

# High Knob Example



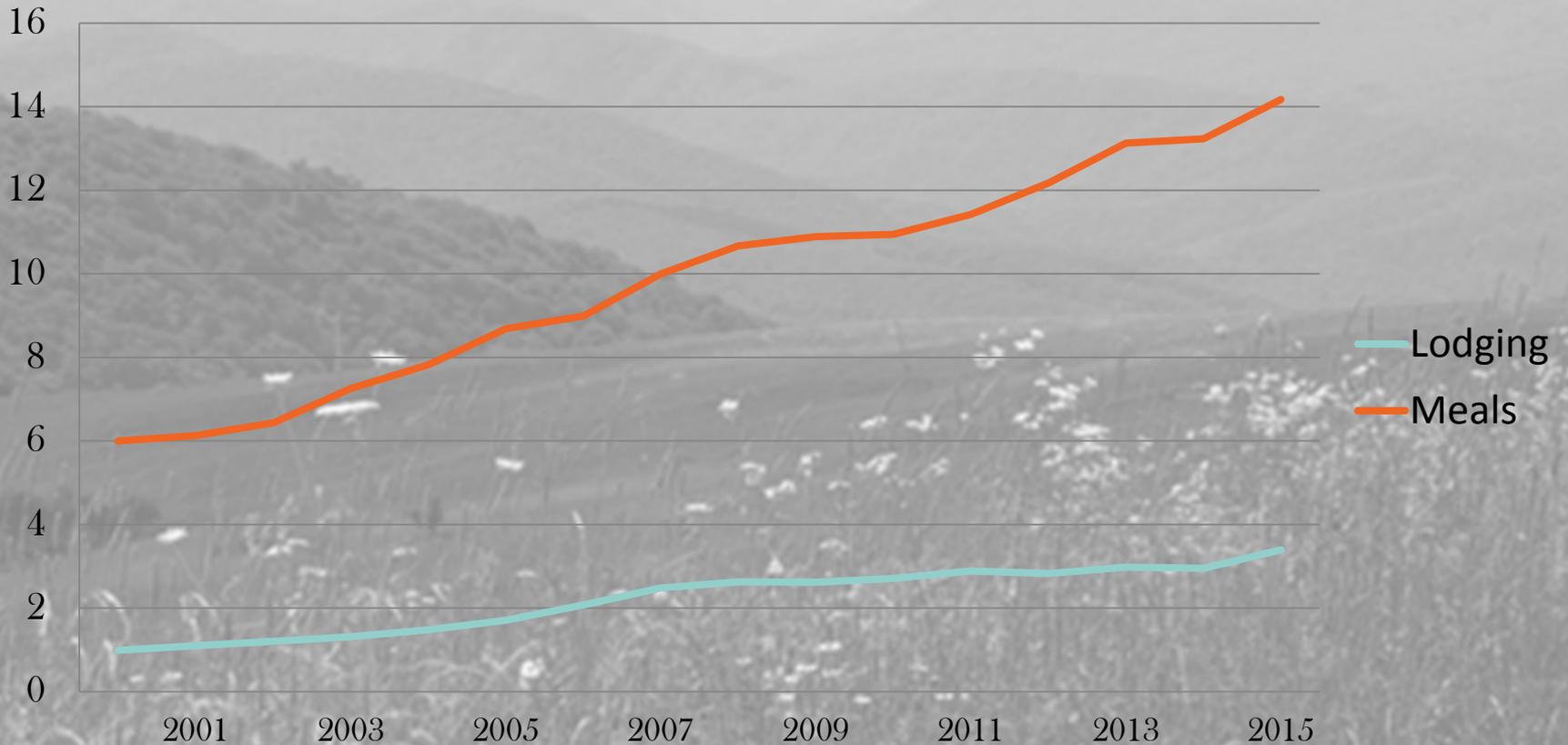
# Initiative Successes - Travel Spending

Travel Expenditures in Southwest Virginia (millions)



# Initiative Successes - Local Tax Revenues

## County Level Tax Revenues (millions)



# New and Expanding Outdoor Recreation Businesses

- GRIP Outdoors
  - (Cleveland, VA)
- Hungry Mother Adventures
  - (Marion, VA)
- G&G Sporting Goods
  - (Lebanon, VA)
- Adventure Mendota
  - (Mendota, VA)
- Oracle Campground
  - (Independence, VA)





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