GOAL 4
Building Regional Culture and Tourism

Strengthen Appalachia’s community and economic development potential by preserving and investing in the Region’s local, cultural heritage, and natural assets.

Objective 4.1: Invest in the development of vibrant Appalachian downtowns and provide support for Appalachian placemaking.

Objective 4.2: Invest in economic and community development initiatives that preserve and promote Appalachian communities’ vibrant arts, cultural, and heritage traditions.

Objective 4.3: Preserve and expand Appalachia's natural resources to increase outdoor recreation opportunities for residents and visitors and support sustainable economic growth.