

Vision.
Collaboration.
Common goals.
Planning.
Leveraging resources.
Community buy-in.



The Snowshoe Highlands Area Recreation Collaborative case study:
Developing funding and advocacy for trails

VISION



Mission: Enhance, Promote, and Develop Outdoor Recreation in the Snowshoe Highlands region.

Vision: To create a local economy that supports quality, sustained outdoor recreational experiences and employment for local residents and that fosters business growth and new business development in partnership with the plans and objectives of the National and State Forests, Parks, Resorts, and other significant stakeholders in the local area.

Snowshoe Highlands Area Recreation Collaborative (est. 2017)

COLLABORATION

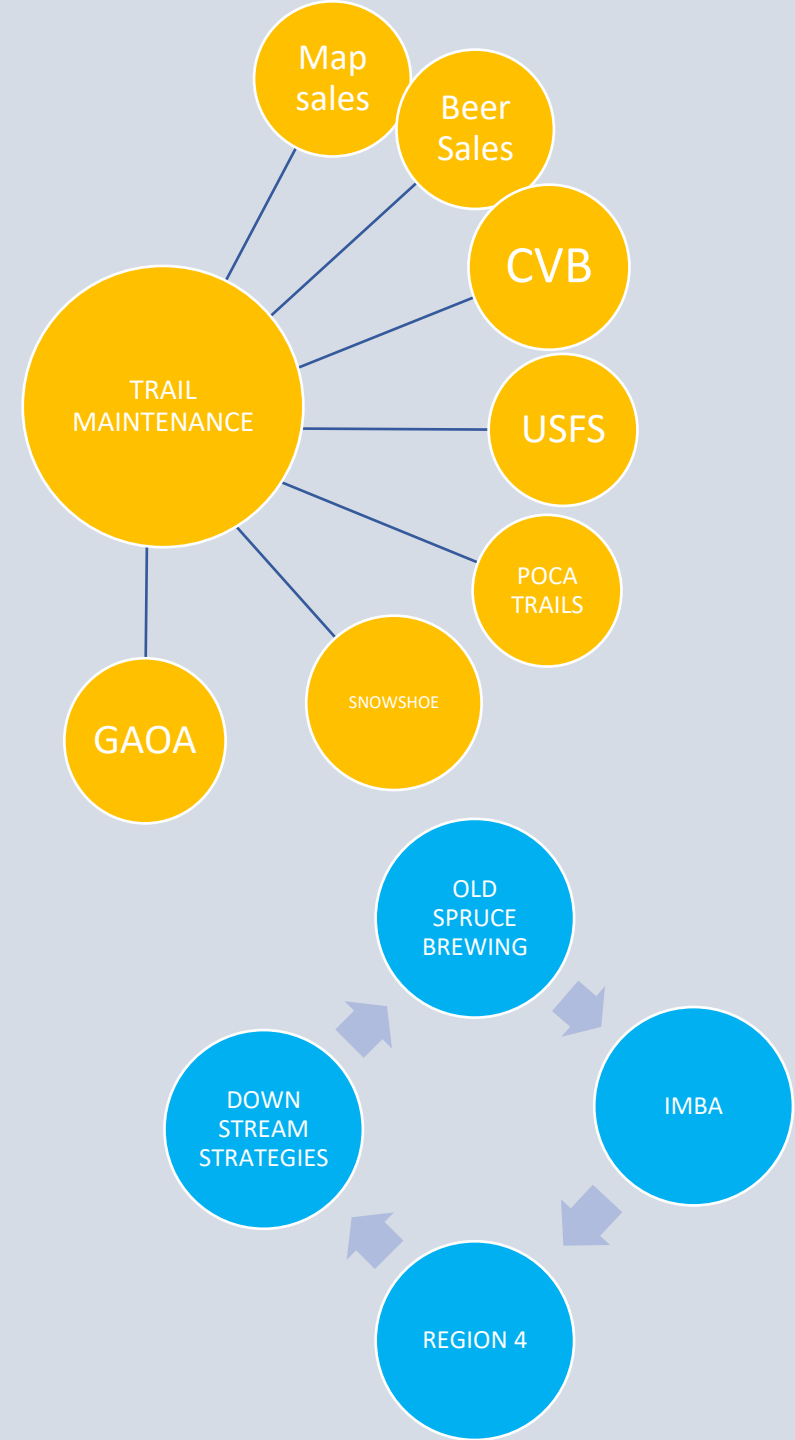
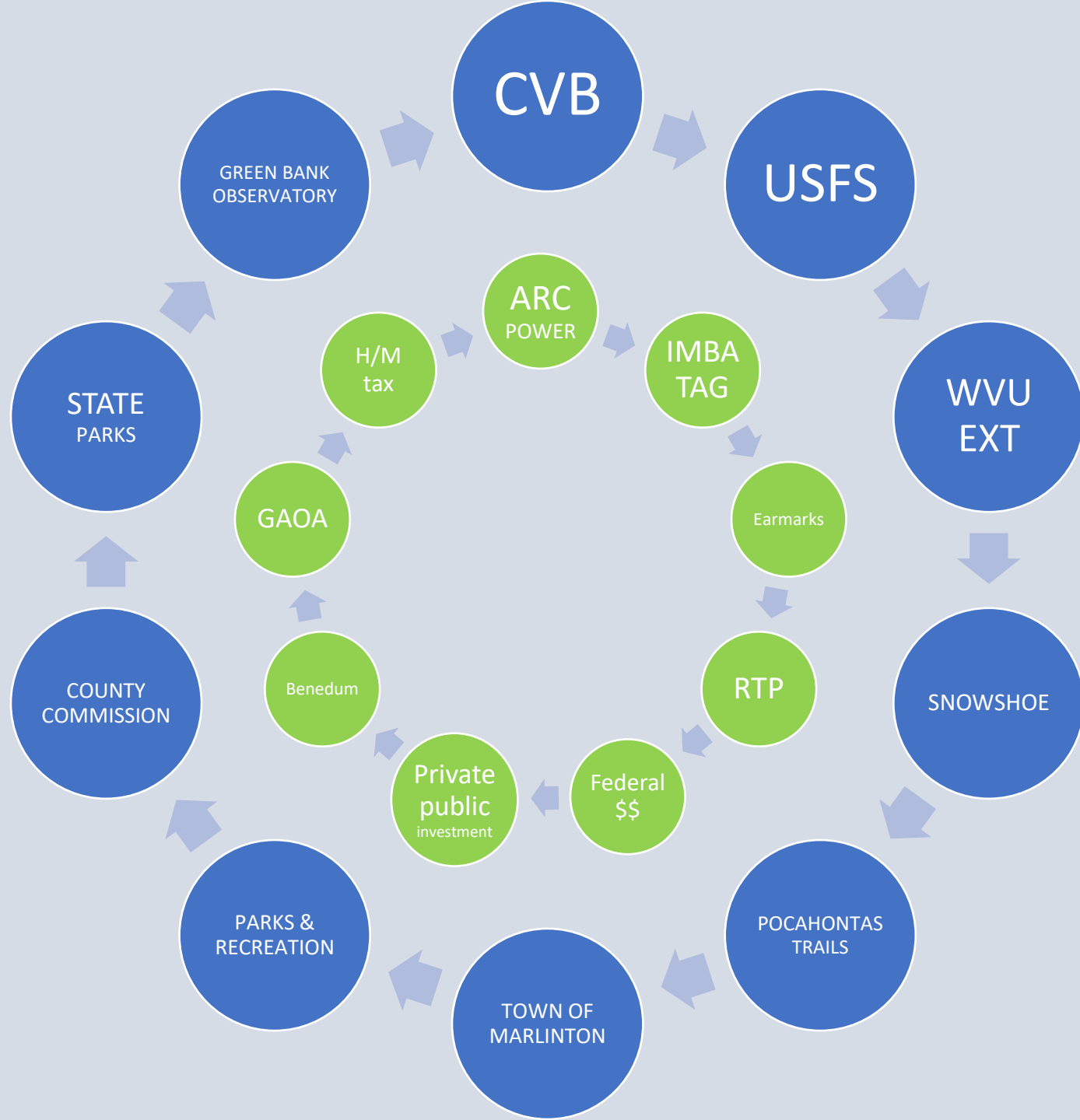
Leveraging time, resources & funding

- WVU Extension
- USFS/Monongahela National Forest
- Snowshoe Mountain Resort
- Pocahontas County CVB
- Pocahontas Trails
- IMBA
- Benedum Foundation
- Region 4 Planning & Development
- Pocahontas County Parks & Recreation
- Town of Marlinton/WVHub/DARRE
- Green Bank Observatory
- State Parks
- Old Spruce Brewing
- Mon Forest Towns
- SHARC
- Appalachian Regional Commission
- Down Stream Strategies
- Private businesses



LEVERAGING RESOURCES





CVB

H/M tax

- Trail maintenance
- Ride Center application fee
- Time match
- Resource match
- Marketing
- SHARC coordination

USFS

- Internal budgets
- RTP
- USDA
- Preplanning steps

WVU EXTENSION

- IMBA TAG
- Benedum
- Internal resources
- MFT
- Time

Town of Marlinton

- HUBCap
- DARRE
- MFT
- Time
- Marlinton Mtn Bike Action Plan
- Trailhead efforts

COUNTY COMMISSION

- LOS's
- Cash

PARKS & RECREATION

- RTP
- peopleforbikes

SNOWSHOE

- Private trail investment
- Cash match
- Equipment sharing
- expertise
- match

OLD SPRUCE BREWING

Trail maintenance/beer sales

STATE PARKS

- RTP
- Internal development
 - GRT/Watoga/Cass

POCAHONTAS TRAILS

Time /expertise

GREEN BANK OBSERVATORY

- time
- External planning
- TAG
- Benedum

ARC POWER

IMBA TAG

Earmarks

RTP

Federal \$\$

Private/public investment

h/m tax

GAOA

TRAIL

MAINTENANCE

Map sales
Beer Sales
CVB
USFS

IMBA

- Expertise/contractors
- TAG

DOWN STREAM STRATEGIES

Grant writing
Expertise

REGION 4

expertise/ARC applicant

COMMON GOALS

SNOWSHOE HIGHLANDS RIDE CENTER

Silver Level
OCTOBER 2020

- **First IMBA Ride Center in WV**
- **Second silver level Ride Center on East Coast**

- ✓ **2019 Bronze level designation**
- ✓ **2020 Silver level designation**
- ✓ **Planning for Gold designation by 2025 to be the 5th Gold level in USA and 7th Gold Ride Center in world**



PROJECT GOALS

Goal	Opportunity	Constraint
Gold-level Ride Center	First on East Coast	Ride Center program is ever-evolving Criteria-based Bike optimized singletrack Signage
World-class Mountain Bike Destination	Set Snowshoe Highlands a part as premier mountain bike center	Funding for new trails and trail amenities Bike optimized singletrack Signage
Positive Economic Impacts in Pocahontas County	Mountain bike tourism	Few supporting services or businesses Most riders flock to Snowshoe Mountain Resort
Improve Pocahontas County Residents Quality of Life	Trails close-to-home	Small rider population Not many beginner friendly trails



PLANNING

MISSING PIECES

- **Bike optimized singletrack** – Pocahontas County has a strong history of rugged backcountry singletrack (Tea Creek) and lift-served bike park riding (Snowshoe Mountain Resort) but lacks modern bike-specific singletrack.
- **Signage** – The popular riding systems and venues lack adequate wayfinding and informational signage for visitors, especially new riders or non-traditional trail users. Signage can play a powerful role in branding and creating a world-class destination.
- **Beginner accessible trails** – The trails in Pocahontas County skew heavily towards intermediate and advanced skill sets. Families, children, and new riders need the infrastructure and trails to support growth in ridership. Residents would benefit greatly by becoming riders, and therefore more supportive of all these efforts.



POSITIVE TRAIL EXPERIENCES

Environmental, Economic, and Social Sustainability

- Reduce visitor conflict
- Reduce informal and unauthorized trails
- Fulfill management objectives
- Engage stakeholders in balanced and positive trail management



IMBA Gap Analysis

JAN 2022



Reaching Gold Level Ride Center designation 2025

Gap Analysis recommendations + BIG IDEAS + PLANNING, LEVERAGING RESOURCES, FUN

TIMELINE

2025-2030

- Continue to assess other communities for contemporary bike optimized trail systems – Greenbank and Durbin.
- Continue improvements to Tea Creek trail system, specifically creating more useable loops of consistent skill level.
- Create signature trailheads across the region which include branded signage, modern amenities, and a unique feel for visitors.
- Improve Snowshoe Bike Park and Snowshoe Backcountry with more useable loops of consistent skill level.



TIMELINE

2023-2025

- Implement Monday Lick and Halfway Run trail systems. These systems are designed as bike-specific singletrack and should be constructed as modern high-quality trails. Use professional contractors to ensure an enjoyable bike optimized experience.
- Continue signage improvements at all trail systems. Wayfinding signage should follow contemporary best practices and inform visitors of rules/regulations, navigation, and skill level in an easy to understand and see fashion. Work on regional branding to further solidify status as a unique destination.
- Hire a full-time trails coordinator to work with local volunteers, land managers, youth corps, and professional contractors. Develop a part-time seasonal crew to work under the trails coordinator in addition to local volunteers, land managers, youth corps, and professional contractors.



TIMELINE

2030+

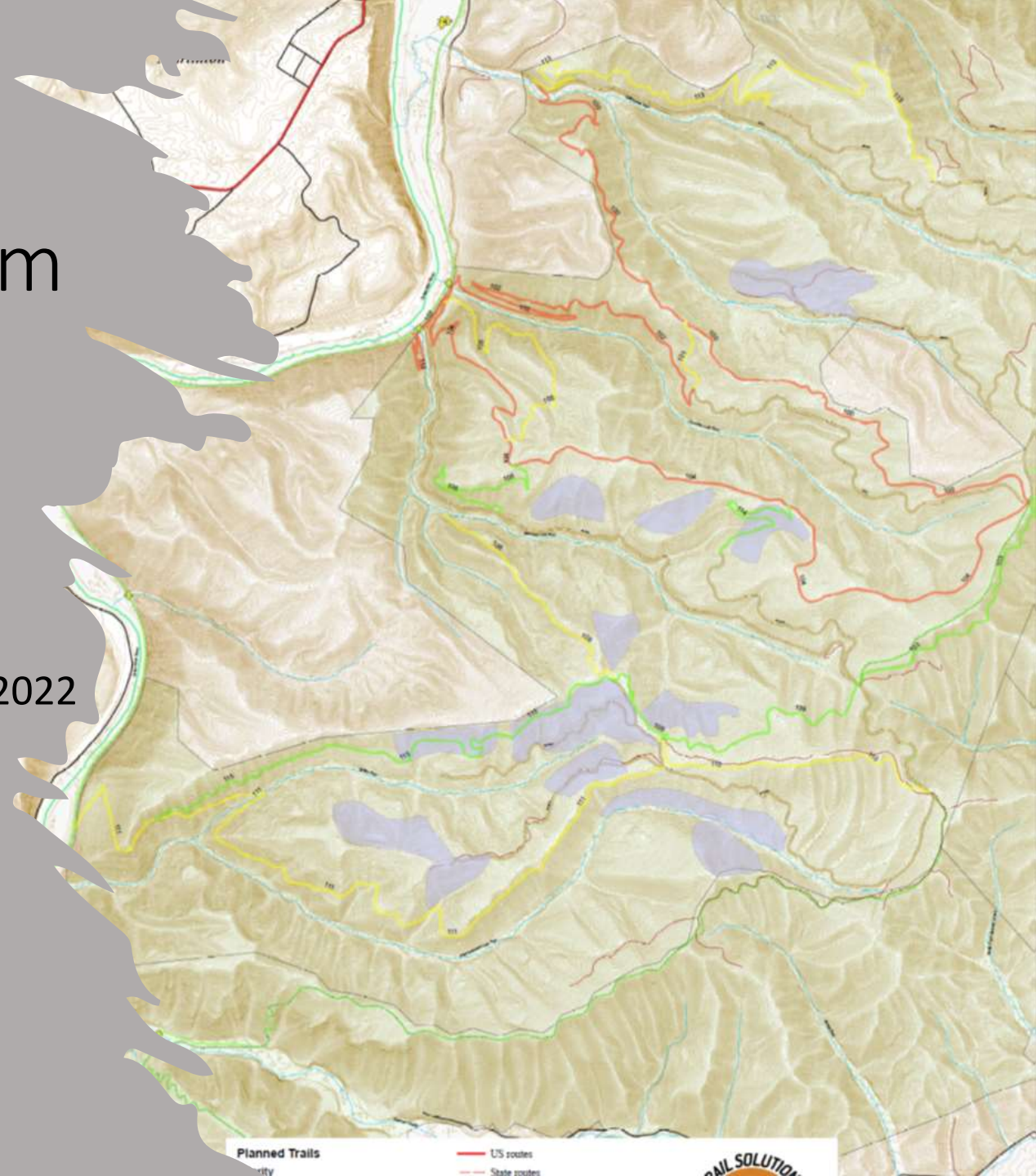
Explore unique regional opportunities such as:

- Cass Scenic Railroad shuttle trails
- Scenic Highway shuttles from Marlinton
- Long distance bike specific trail from Tucker County to Greenbrier County



Monday Lick Contemporary Trail System

- 26 miles of trail planned
- Connecting Trails to Communities
- Connecting to Greenbrier River Trail State Park
- Supports Gap Analysis identified needs
- ARC POWER Grant: Construction fully funded October 2022
- Projected ribbon cutting fall 2024



THE COMMUNITY IS THE TRAILHEAD

.... NOT JUST THE PARKING LOT

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