



# **JOHN HENRY PARK** **BUSINESS PLAN**

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## I. INTRODUCTION

The Summers County Commission retained Terrell Ellis & Associates to produce a business plan for the proposed John Henry Park project. This plan takes into consideration the results of the physical master planning conducted by E.L. Robinson and the John Henry Park Steering Committee. A list of committee representatives is listed in the Appendix of this report. A special business planning subcommittee assisted in the development of this document that included representation from the National Park Service, Southern West Virginia Convention & Visitors Bureau, Coal Heritage Area, Summers County Convention & Visitors Bureau, John Henry Days, and local residents.

## II. PROJECT OVERVIEW

The story of John Henry depicts an American folk hero known for his amazing strength and symbolism as an advocate for working class Americans at the dawn of the Industrial Age. During the late 1800's the railroad embarked on its expansion plans to head West over the Appalachian Mountains. John Henry, along with a crew of men, was hired to tunnel through the mountain, using hammer and steel rods to cut through the rock. Eventually the railroad management, in its quest for efficiency and speed, brought in the newly invented steam hammer to replace the crews of men. John Henry challenged the railroad to a contest pitting his brute strength using hammer and steel spikes against the newly invented steam powered hammer to prove the worth of using the crew of men, and to hopefully, preserve their jobs. In the end, John Henry made more progress in a shorter period of time than the machine; however, exhausted, he collapsed and died.

The location of this epic contest was Talcott, WV, and more specifically the site of the Great Bend Tunnel. Today, the Summers County Commission owns the 26 acre site adjacent to the Great Bend Tunnel. The Tunnel is owned by CSX Railroad. Adjoining the site is an active CSX rail line and new tunnel known as the Big Bend Tunnel. The two sites are separated by a chain link fence.

The community has used the county site for John Henry Days which occurs annually in early July. An active steering committee has been busy developing plans for how the 26 acre site can be developed as a tourism attraction to interpret the story of John Henry and act as a catalyst for community and economic development. It is also the desire of the community to use the Park as a passive recreation site that is available for use year round. There will be trails and picnic areas that can be enjoyed anytime, whether the interpretative facilities are open or not.

Before developing the Park, The Summers County Commission intends to better understand the costs associated with owning, operating and maintaining such an attraction. While the exact parameters for operations are not yet known, this study attempts to identify costs and revenues associated with operations for an average year. Certain assumptions have been made about programming and activities in order to identify ways to maximize revenues. Additional assumptions regarding hours of operation, staffing levels, and number of annual visitors were vetted through the committee review process and are best estimates based upon current knowledge and projected programming.

### III. DEVELOPMENT COSTS

Due to the costs associated with development, it is envisioned that the Park will be developed in phases. For a complete analysis of costs and the phased development plan, refer to the March 26, 2009 John Henry Historic Park Master Plan, prepared by E.L. Robinson.

The following table summarizes the phases and associated costs for each phase. Each line item cost includes a 10% contingency and 10% A/E fee..

Phase	Key Features	Costs (\$000s)
1	Rail Trail: development of rail trail throughout site	\$182,105
2	Site preparation for access road	\$229,900
3	Entry Road, Visitors Center, Signage, Statute Relocation	\$791,295
4	Amphitheater, Interpretative Signage, Kiosks, Relocation of Caboose & Telegraph Building, Overlooks, Trail Improvements	\$434,746
5	Picnic Areas, Train Overlook, Playground, Trail Improvements	\$512,265
6	Amenities: displays, lighting, landscaping	\$487,751
<b>Total</b>		<b>\$2,453,262</b>

Source: E.L. Robinson Engineering Firm

There are certain “predevelopment” activities associated with the project that must be undertaken as part of a planning effort that will improve the overall quality of the project and that will demonstrate to the community that action is being taken on the project. The following itemizes those activities.

- Undertake Construction Planning for the Trail: The community is interested in immediately pursuing the construction of the first phase, development of the walking trail which will be used by not only tourists but community residents. Constructing this trail will necessitate additional planning resources to plan trail elevations and to develop design specifications. Through the National Park Service or other agencies, in-kind planning and technical support may be available. If not this activity will cost approximately \$34,000. This is already included in the Phase I budget identified above.
- Catalogue Artifacts and Resources: There are many resources and artifacts associated with the John Henry saga, site, the railroad industry, and the history of the community that are scattered or housed in various locations. Although many of these have been catalogued, there are more to be done. It is important to comprehensively document this data so that interpretative planners will have an understanding of the full range of resources available for exhibits. Again, the National Park Service may be a helpful resource by providing technical assistance to organize the information. Because much of this work is done, we are budgeting \$5,000 to complete the task.

- Conduct Interpretative Planning, Design, and Construct Exhibits: Prior to the design of the Visitor Center and placement of signage in the Park, project organizers should engage a professional in laying out the interpretative themes and exhibits that will be housed inside the park buildings and on the grounds. It is important to do this early in the process so that as future construction takes place, it takes into consideration uses and interpretative activities that will be occurring at the facility.

The number of interpretative exhibits has not yet been determined, making it difficult to estimate costs associated with planning, design and construction of them. However, we can estimate costs based on information provided by the National Park Service and assumptions about the number that will be housed inside the Visitor Center and outside on the park grounds.

According to the Park Service, the production cost of an exhibit can range from \$250-\$450 per square foot depending upon the complexity of the exhibit. In addition, planning and design costs are generally 30% of the total production cost. Project planners should add a 10% contingency fee to the total cost.

We assume that in the first phase of construction, when the trail is developed, there is 300 square feet of outdoor exhibits. Using a per square foot rate of \$350, this translates into a construction cost of \$105,000. After adding 40% for planning and contingency fees, the total cost of exhibits for Phase I is estimated at \$147,000.

This plan assumes that the County will either pay for the above referenced planning and predevelopment costs or seek in-kind technical assistance from outside sources. The following table summarizes the expenses and resources available to the community to help them offset these costs.

Line Item	Amount	Technical Assistance Resources
Catalogue Resources	\$5,000	National Park Service, Student Interns, Americorps
Interpretative Planning	\$30,000	National Park Service
Development of exhibits	\$117,000	National Park Service
<b>Total</b>	<b>\$152,000</b>	

Therefore, the construction of Phase I should include the additional costs of \$152,000 as outlined above. When combined with the construction costs and soft costs identified by the engineers for Phase I, the total amount of funding required will be \$334,105.

## IV. POSSIBLE INTERPRETATIVE THEMES & ACTIVITIES

Interpretation of the John Henry Story is essential in order to promote attendance at the Park. Given the master plan that has been developed, there are two primary venues in which activities can occur: the visitor center and the amphitheater. If the railroad tunnel can be acquired, this will add a very dynamic setting to the interpretative activities. Currently the county does not have a commitment from CSX to sell the tunnel. If acquired, the county's vision is to recreate the rail line into the tunnel and offer visitors a real life experience, taking them into the tunnel where John Henry performed his feat, and offering them the opportunity to see first hand through interpretative activities how he accomplished his feat. It must be noted here, that if this occurs, the number of visitors and revenue will increase substantially, and the Park will derive a great deal more in revenues from earned income.

Possible interpretative themes include:

- **The Aftermath of Slavery: Starting New Lives/African American Heritage**
- **Man vs. Machine: The Dawn of the Industrial Revolution**
- **19th Century Railroad Expansion**
- **The Labor Rights Movement**
- **American Tall Tales and Folk Heroes**

Park planners must strive to create exhibits that change over time, or that provide interaction between the viewer and the exhibit. Otherwise, static exhibits will become obsolete over time, and the Park will lose visitors after they have been viewed once or twice.

There are a variety of ways in which the above mentioned themes can be interpreted.

Suggested activities include:

- Interactive Exhibits
- Re-enactments
- The Music of John Henry-A Festival of Music and Song
- Theatrical Play: Presentation of Steel: John Henry & The Shaker
- School Field Trips-Packaged with Local Merchants
- John Henry Children's Festival: storytelling, puppetry, play, movie
- John Henry Days Festival (existing)

Contact should be made with two leading experts on industrial and coal mining history to assist with the planning and development of interpretative activities. These contacts are:

Mr. Fred Barkey  
1599 Quarrier Street  
(304) 346-2030

and

Dr. Stuart McGehee  
Eastern Coal Archives  
Craft Memorial Library  
Bluefield, WV, 24701  
(304) 325-3943

## V. OPERATING ASSUMPTIONS

### 5.1 Ownership and Liability:

Summers County will own and operate the Park. As such, all employees with the exception of contractors will be employed by the county. It is also assumed that the county's existing insurance policy will cover the Park.

### 5.2 Hours of Operation:

- Grounds are open year round, seven days per week from 9:00 AM-7:00 PM
- Visitor Center open March through October, on Thursday, Friday, Saturday, Sunday from 9:00 AM-5:00 PM
- Maintenance staff works nine months per year

### 5.3 Number of Staff and Duties

- Visitor Center: For Scenarios 1 and 2; there will be one person manning the visitor center during normal operating hours.
- Maintenance: For Scenarios 1, 2 and 3; there will be one person assigned to maintenance during normal visiting hours, when the Park is completely built, there will be a need for full time maintenance.
- Upon completion of the amphitheater, the Park staff assigned to the Visitors Center will be required to perform higher level duties such as marketing and planning events in the amphitheater. As such, the hourly rate for this position increases from \$10 to \$15 per hour from the previous phases.

### 5.4 Attendance Projections

The proposed Park is located in a region of the state that has experienced a healthy growth rate in terms of tourism expenditures. The following tables provide trend information for the counties included in the New River/Greenbrier Valley Travel Council. These counties include: Fayette, Greenbrier, McDowell, Mercer, Monroe, Raleigh, Summers and Wyoming. According to the State of West Virginia's study on the economic impact of tourism, this travel council experienced a 27% increase in tourism expenditures for the time period 2000-2006. Included in this is a 7% increase in visitor spending on arts, entertainment and recreation; and a 16% increase in industry earnings.

Tourism Trends for New River/Greenbrier Valley Travel Council (\$ Millions)

	2000	2006	% Difference
Total Direct Travel Spending	469.2	593.7	27%
Visitor Spending on Arts, Entertainment, & Recreation	82.4	88.2	7%
Industry Earnings	46.8	54.1	16%

Source: *Economic Impact of Travel on West Virginia, 2000-2006p Detailed State and County Estimates*, Prepared by Dean Runyon Associates, August, 2007.

Individually, Summers County and its contiguous neighbors all experienced some level of increased tourism expenditures over the same time period. Summers County's increase of 25% was relatively modest compared to the increases of 58%, 50%, and 37% for Fayette, Mercer, and Raleigh Counties; however, it is a very healthy growth rate and demonstrates how tourism is developing into an important economic sector. This bodes well for the John Henry Park. As more visitors and expenditures are made, there will be a need to add attractions to keep tourists satisfied and coming back.

Travel Spending for Summers and Contiguous Counties (\$ Millions)			
County	2000	2006	% Difference
Fayette	37.2	58.8	58%
Greenbrier	216.2	223.3	3%
Mercer	64.2	94.2	50%
Monroe	7.0	8.8	26%
Raleigh	103.1	141.2	37%
Summers	14.0	17.4	25%

Source: *Economic Impact of Travel on West Virginia, 2000-2006p Detailed State and County Estimates*, Prepared by Dean Runyon Associates, August, 2007

TEA conducted research on visitation, size, purpose, operations, and marketing at regional facilities that are comparable to the proposed John Henry Park. The full results of this research are located in the Appendix. The facilities researched all had museum/interpretative components related to either the coal or railroad industries, or both. Those from which information was gathered were:

- Beckley Exhibition Coal Mine and Youth Museum
- Princeton Railroad Museum
- Pocahontas Exhibition Coal Mine and Museum
- Hinton Railroad Museum
- Byesville Scenic Railroad

With the exception of the Beckley Exhibition Coal Mine which hosts 50,000 people per year, the other facilities ranged from 4,800-7,500 visitors per year. These facilities have been in operation for several years, and have had an opportunity to establish a name and reputation for themselves. Based on this information, we project modest attendance figures, especially during the initial start up phase of the Park when only the visitor center is open. At this stage we project 2,700 annual visitors per year to the Museum. Upon completion of the Park, and the addition of more activities, we project 5,000 people per year. We believe that if the Park could add an operating rail line that these attendance figures would increase significantly. However, with just the Museum and smaller interpretative activities on the grounds as attractions, we are comfortable with these projections.

In addition to the projected “walk-in” traffic for the facility, we have projected annual visitation associated with the motor coach industry and school field trips. The out of the way location for the Park, makes it essential that these types of visitors are heavily recruited. Both of these represent excellent ways to increase attendance through targeted marketing to both in and out of area visitors.

In West Virginia, motorcoach based tours attract over 287,000 visitors per year.<sup>1</sup> In 2006, about 356 companies sent as many as 7,400 motorcoaches to the state.<sup>2</sup> According to the Southern WV CVB, Tamarack attracted 479 bus tours in 2007 and 490 in 2008. We have projected that initially the Park will attract a minimum of forty (40) bus tours annually, which represents only 8% of Tamarack’s total. With an estimated forty (40) passengers per bus, this represents 1,600 bus tour riders per year. With the completion of the Park, and the development of a reputation as a quality attraction, we increased the projection to sixty (60) buses per year. The admission fee of \$10 should include a guided interpretative tour and a small meal or snack. The following section on Marketing will offer basic recommendations for marketing to the motorcoach industry.

Another important market is that of school children. With Phases 1-3 complete, we have projected an annual number of school children at 500. This number represents an average of 20 classes with 25 children per class. We believe that this number will increase significantly, and in fact will double, after the Park is complete and has established itself as an educational attraction. The ticket price of \$5 is meant to keep the Park affordable for school children and school systems that are experiencing revenue shortfalls and cut backs in services.

### **5.5 User Fees**

Research indicates that most facilities, with the exception of the Hinton Railroad Museum, charge an entrance fee. The fee ranges from a high of \$15 for the Beckley Exhibition Coal Mine to a low of \$5 for the Princeton Railroad Museum. The Park has the ability to charge for entry in the Museum, as well as rentals for picnic areas.

- **Park Entry:** With only the first three phases complete, we believe it will be difficult to charge for Park or Museum entry. We recommend collecting “donations” rather than a mandatory fee. With an estimated average of \$1 per visitor, and excepting school children, this strategy will yield approximately \$4,300 annually. However, when the full Park is complete, we recommend charging a \$3 per person Park entry fee. With a projected 5,000 people visiting the Park when complete, this fee will yield \$15,000 annually. The fee will enable the visitor to take in the sights of the entire Park, including the Museum. It is also recommended that the Park continue to collect donations. We still assume donations at a rate of \$1 per visitor or \$5,000.
  
- **Picnic Shelters:** At this point in time, there is not enough information about the size of the

<sup>1</sup> The Economic Impact of Motorcoach Tourism in West Virginia, prepared by Guerrilla Economic, LLC, February 12, 2007.

<sup>2</sup> Ibid.

planned picnic shelters. Therefore, we are assuming that the picnic shelters are small with one or two tables on a concrete pad that is under cover. We recommend a nominal fee of \$10 per shelter, and that a reservation system be implemented.

### 5.6 Event Fees

The research in the Appendix also documents what similar facilities are doing to raise revenue. As a result we are including special events as a future source of revenue. Because of the Park's rich history, there are several opportunities to develop and promote events that relate to the story of John Henry. Music, theater, and other festivals are potentially big money making events for the Park. Priced appropriately, sponsorships, entry fees, and concession revenue will generate big dividends.

Based upon feedback from the Park planning committee, the projected events include:

- John Henry Days
- A summer concert/theater series (projected at four weekend events)
- Children's festival

Each event as outlined in the attached pro forma is viewed as a stand alone event, with its own budget. As shown, the John Henry Days, music, theater, and children's festivals collectively bring in \$25,000 in sponsorships. Each event should charge an entry fee. We have projected a fee of \$1 per person for John Henry Days. This nominal fee reflects the community nature of the event, and is designed to help offset some costs, but keep the event affordable for local people. Fees of \$5 per person for the music, children's and theater festivals, reflect the special nature of the events. People are used to paying a fee for events of this type, and \$5 is considered very affordable.

Concession revenues are determined by assuming that outside vendors will set up in the Park, and that the Park will merely charge a commission (25%) of their total sales. This approach keeps the Park from avoiding the complications of hiring extra staff, purchasing all of the food and supplies, and complying with all of the health and associated permits.

### 5.7 Operating Scenarios

The operating budgets provided with this report contemplate three different operating scenarios. These scenarios test the financial feasibility of the Park if it operates with the Visitors Center only; fully completed with the Visitor Center, amphitheater, and full cadre of exhibits; and lastly without the Visitor Center, limited outdoor exhibits, and summer outdoor events. The following offers a brief description of each.

- **Scenario 1:** The Park is completed with the trail, parking lot and a fully developed Visitors Center. In this scenario, the Park grounds are open year round so that people can access the walking trails and picnic areas. The Visitors Center contains high quality exhibits, and is able to host tour buses and field trips.
- **Scenario 2:** The Park is fully built out with the trails, Visitors Center and formal outdoor

amphitheater. Under this scenario the Park grounds are open year round for trail and picnic access, and the amphitheater is programmed with a variety of large summer events including theater, children's and music festivals.

- **Scenario 3:** Under this scenario, the Park only contains the trail system, the John Henry Statue, the existing caboose that accompanies the statue, and several exhibits that can be housed in and out of the caboose. The grounds are open year round, and the major overhead expenses relate to grounds keeping. The grounds are programmed with smaller events during the summer months.

## VI. MARKETING

A questionnaire survey was conducted in the form of a series of phone calls to numerous visitors' bureaus, museum directors and staff at similar facilities, to determine ways that they recommend, market, and advertise destinations to visitors. The responses have also been included in an Appendix as a means to support and validate our findings.

Results from the survey indicated that from those polled, a majority do not rely on just their destination or theme; but rather a series of destination locations and similar themes to draw people to their facility. Many individuals mentioned that their organization/facilities tie into regional themes and promote the entire area and/or surrounding areas as destinations. Other Summers County tourist destination areas such as the Bluestone Wildlife Museum, the Graham House and the Campbell Flanagan Murrell House could all benefit from shared advertising and work together to showcase the story of John Henry while impacting their own economic development.

It will be necessary to develop certain materials and mechanisms to market the Park effectively. Recommended marketing resources include:

- A web site that features the story of the John Henry story, a calendar of events, and ways to contribute money or volunteer time.
- Marketing rack card that can be distributed at tourism information centers across the state with information on park attractions, operating hours, and contact information.
- Color brochure with the John Henry story, park attractions, operating hours, contact information, etc.

The Park should develop a collaborative style of marketing in order to stretch its marketing budget. Participation in the Three Rivers Travel Council and the Southern West Virginia CVB are important first steps in implementing a cooperative marketing plan. Participation as a member in the Southern WV CVB will enable the Park to:

- Link its web site to the larger regional CVB site
- Participate in the regional and statewide distribution of printed materials for a nominal fee.
- Participate in cooperative advertising both in-state and out of state
- Be part of a customized vacation planner that potential visitors have access to when they log onto the regional CVB web site.

The Park should also develop a membership with the WV Tour Group Association. This will enable the Park to get involved with marketing to the bus tour industry. Additionally the Park management needs to attend trade shows related to the tour bus industry in order to promote the destination. Securing bus tours is a critical component of the Park's success, and marketing efforts directed to this industry should be a high priority.

## VII. FINANCIAL PROJECTIONS AND CONCLUSIONS

The Park will be developed in phases, and as such, the budget is presented with three different scenarios. The first budget relates to the project's development through completion of Phase 3, the Visitor's Center. The second budget demonstrates the degree of financial feasibility for the Park upon completion. The third scenario assumes that neither the Visitor Center or amphitheater are constructed and that the facility is a passive recreation site with trails and limited interpretative activity. Within each budget, the "earned" and "unearned" income are clearly delineated so that it is very apparent how important sponsorships, grants, and donations become to the operations of the facility. There are several key items to note when reviewing the financials:

- The pro forma's do not take into account the funds needed to get the project to an operational point. As described earlier in this report, there will be substantial predevelopment and development dollars needed to even get the project through completion of Phases 1-3.
- The level of staffing that is projected to operate the facility is minimal. In Scenarios 2 and 3 there is a "contract labor" line item. This line item is intended to support outside help that may be needed for special events, or as large groups are booked into the facility.
- Without the outdoor facilities to program special events, the Park will operate at a deficit and will require between \$25,000 and \$49,000 in annual operating support from the county or from some other source. This is represented in Scenario 1.
- Scenarios 2 and 3 focus attention on park events that can generate substantial revenue in sponsorships, concessions and admission fees. These scenarios represent the best solutions for operating the Park with a minimum deficit.
- Even with the completion of the Park and the addition of special events, the Park will only be sustainable if there is a heavy emphasis on marketing. Bus tours and special events sponsors are critical to the financial Park's financial success.
- Because of the minimal staffing support, there will be a need to develop an outside source of marketing for the facility. It is recommended that a partnership be explored with any of the following organizations: Tri-River CVB, Chamber of Commerce, or Hinton Railroad Museum. If it is not possible to develop the level of marketing support that is needed from these organizations, the Park will have to rely on volunteers to pick up this function.

In conclusion, like most parks, this one will require an annual operating subsidy. This is not unusual just the nature of the project. The degree to which the project is subsidized will depend upon how aggressive the marketing program is for the Park. With a thoughtful and complete marketing approach, the Park will meet or slightly exceed its minimum operating expenses.

## SCENARIO 1

### John Henry Park Budget Phases 1-3 EXPENSES

Line Item	Annual Amount	Notes
<b>Personnel Total Costs</b>	<b>\$24,371</b>	
Visitor Center	\$10,240	1024 hours @ \$10 per hour
Maintenance	\$11,520	1152 hours @ \$10 per hour
Taxes	\$2,611	12% of payroll
<b>Overhead-Visitors Center</b>	<b>\$12,900</b>	
Utilities	\$5,000	assumes 2,500 sq. ft. building @ \$2/sf
Telephone/Internet	\$3,000	\$250 per month-12 months
Postage	\$1,400	\$200 per month-7 months
Printing	\$1,400	\$200 per month-7 months
Supplies	\$2,100	\$300 per month-7 months
<b>Overhead-Maintenance &amp; Grounds</b>	<b>\$14,000</b>	
Supplies	\$4,000	\$500 per month-8 months
Repairs	\$10,000	includes materials only
Contract Labor		
<b>Marketing</b>	<b>\$16,500</b>	
Web Site	\$3,500	\$500 per month-7 months- includes updates not set up
Advertising	\$10,000	includes CVB memberships, ads in travel guides, rack cards, local publications
Bus Tour Marketing	\$3,000	includes travel to trade show, booth space
<b>Events</b>	<b>\$12,000</b>	
Field Trips	\$2,000	Interpretative programming expenses; 8 total groups
John Henry Days	\$10,000	
<b>Gift Shop</b>	<b>\$2,400</b>	assumes costs of 50% of revenues
<b>Concessions</b>	<b>\$0</b>	assumes vending machines at no charge to Park
<b>Total Expenses</b>	<b>\$82,171</b>	

## SCENARIO 1

John Henry Park Budget Phases 1-3 INCOME			
Line Item	Annual Amount		Notes
	Earned	Unearned	
<b>User Fees</b>			
Museum Visitors Center	\$0	\$4,300	assumes 2,700 people @ no charge - 21 people per day; assumes donations averaging \$1 per user except field trips
Bus Tours	\$16,000		assumes 40 buses @ 40 per bus - \$10 per person
Fields Trips	\$2,500	\$2,000	assumes 500 children @ \$5 each; grant to cover interpretative activities
<b>Gift Shop</b>	\$4,800		assumes per capita sales of \$1 per person
<b>Concessions</b>	\$1,440		assumes 50% of total visitors @ \$3 per person; and 20% commission on total revenues
<b>Marketing</b>		\$6,750	50% tourism matching grant program
<b>John Henry Days Event</b>			
Sponsorships		\$10,000	requires an increase from current amount of \$2,000
Admission Fee	\$6,000		assumes 6,000 attendees @ \$1 per person
Concession Revenue	\$3,000		assumes 6,000 attendees @ \$2 per person; 25% commission
<b>Total Income</b>	<b>\$33,740</b>	<b>\$23,050</b>	
<b>Total Expenses</b>	<b>\$82,171</b>		from chart on previous page
<b>Net Income</b>	<b>(\$48,431)</b>	<b>(\$25,381)</b>	

## SCENARIO 2

### John Henry Park All Phases Complete EXPENSES

Line Item	Annual Amount	Notes
<b>Personnel Total Costs</b>	<b>\$40,360</b>	
Visitors Center	\$15,360	1024 hours @ \$15 per hour
Maintenance	\$20,800	2,080 hours @ \$10 per hour
Taxes	\$4,200	12% of payroll
<b>Overhead-Visitors Center</b>	<b>\$12,900</b>	
Utilities	\$5,000	assumes 2,500 sq. ft. building @ \$2/sf
Telephone/Internet	\$3,000	\$250 per month-12 months
Postage	\$1,400	\$200 per month-7 months
Printing	\$1,400	\$200 per month-7 months
Supplies	\$2,100	\$300 per month-7 months
<b>Overhead-Maintenance &amp; Grounds</b>	<b>\$35,000</b>	
Supplies	\$4,000	\$500 per month-8 months
Repairs	\$15,000	includes materials only
Contract Labor	\$16,000	160 hours @ \$10 per hour
<b>Marketing</b>	<b>\$16,500</b>	
Web Site	\$3,500	\$500 per month-7 months-includes updates not set up
Advertising	\$10,000	includes ads in travel guides, rack cards, local publications
Bus Tour Marketing	\$3,000	includes travel to trade show, booth space
<b>Concession Expenses</b>	<b>\$0</b>	assumes vending machines at no charge to Park
<b>Events</b>	<b>\$13,000</b>	
Field Trips	\$3,000	Interpretative programming expenses; 8 total groups
John Henry Days	\$10,000	marketing, entertainment, supplies, security, etc.
Music Festival	\$10,000	
Children's Festival	\$5,000	
Theater Festival	\$10,000	
<b>Total Expenses</b>	<b>\$117,760</b>	

## SCENARIO 2

### John Henry Park All Phases Complete INCOME

Line Item	Annual Amount		Notes
	Earned	Unearned	
<b>User Fees</b>			
Museum at Visitors Center	\$15,000	\$5,000	assumes 5,000 visitors per year @\$3; and average of \$1 donation per person - 39 people per day
Fields Trips	\$5,000	\$3,000	assumes 1,000 children @ \$5 each; grant to cover interpretative activities
Bus Tours	\$24,000		assumes 60 buses @40 per bus - \$10 per person
Picnic Fees	\$3,200		assumes 32 weeks; 10 per week; \$10 per user
Concession Revenues	\$1,722		assumes 50% of total visitors @ \$3 per person; and 20% commission
<b>John Henry Days Event</b>			
Sponsorships		\$10,000	
Admission Fee	\$6,000		assumes 6,000 attendees @ \$1 per person
Concession Revenue	\$3,000		assumes \$2 per person; 25% commission
<b>Summer Weekend Festival</b>			
Sponsorship		\$12,500	
Admission Fee	\$25,000		assumes 5,000 people total attendance over four weekends @\$5 per person
Concession Revenue	\$2,500		assumes \$2 per person; 25% commission
<b>Children's Festival</b>			
Sponsorships		\$2,500	
Admission Fee	\$5,000		assumes 1,000 attendees @ \$5 per person
Concession Revenue	\$500		assumes \$2 per person; 25% commission
<b>Tourism Marketing Grants</b>		\$6,750	50% tourism matching grant
<b>Total Income</b>	<b>\$90,922</b>	<b>\$39,750</b>	

<b>Total Expenses</b>	<b>\$117,760</b>	<b>\$13,131</b>	from chart on previous page
<b>Net Income</b>	<b>(\$26,838)</b>	<b>\$12,912</b>	

### SCENARIO 3

#### John Henry Park Without Visitors Center & Amphitheater INCOME

Line Item	Annual Amount	Notes
<b>Personnel Total Costs</b>	<b>\$23,520</b>	
Grounds Keeper	\$15,600	1,560 hours @ \$10 per hour
Event Coordinator	\$5,400	360 hours (summer only) @ \$15 per hour
Taxes	\$2,520	12% of payroll
<b>Overhead-Maintenance &amp; Grounds</b>	<b>\$10,200</b>	
Supplies	\$4,000	
Repairs	\$5,000	
Contract Labor	\$1,200	120 hours @\$10 per hour
<b>Marketing</b>	<b>\$12,500</b>	
Web Site	\$2,500	web site updates
Advertising	\$10,000	brochures/rack cards & advertising
<b>Events</b>	<b>\$26,000</b>	
Field Trips	\$1,000	interpretative program expenses
John Henry Days	\$10,000	entertainment, supplies, security
Music/Theater Festival	\$10,000	
Children's Festival	\$5,000	
<b>Concessions</b>	<b>\$0</b>	
<b>Total Expenses</b>	<b>\$72,220</b>	

### SCENARIO 3

#### John Henry Park Without Visitors Center & Amphitheater INCOME

Line Item	Annual Amount		Notes
	Earned	Unearned	
<b>Fields Trips</b>	\$2,500	\$1,000	assumes 500 children @ \$5 each; grant to cover interpretative expenses
<b>John Henry Days</b>			
Sponsorships		\$10,000	
Admission Fee	\$6,000		
Concession Revenue	\$3,000		
<b>Summer Weekend Festival</b>			
Sponsorships		\$12,500	
Admission Fee	\$25,000		assumes 5,000 people total attendance over four weekends @\$5 per person
Concession Revenue	\$2,500		assumes \$2 per person; 25% commission
<b>Children's Festival</b>			
Sponsorships		\$2,500	
Admission Fee	\$5,000		assumes 1,000 attendees @ \$5 per person
Concession Revenue	\$500		assumes \$2 per person; 25% commission
<b>Tourism Marketing Grant</b>		\$6,250	
<b>Total Income</b>	<b>\$44,500</b>	<b>\$32,250</b>	

<b>Total Expenses</b>	<b>\$70,204</b>		from chart on previous page
<b>Net Income</b>	<b>(\$27,720)</b>	<b>\$4,530</b>	

## APPENDIX 1

### JHHP BUSINESS PLAN STEERING COMMITTEE MEMBERS

**Richard Altare**, National Park Service  
**Christy Bailey**, National Coal Heritage Area Authority  
**Mike Cales**, JHHP Steering Committee  
**Bill Dillon**, JHHP Steering Committee  
**Mary Lou Haley**, Three Rivers Travel Council  
**John W. Kesler**, JHHP Steering Committee  
**Norm Kirkham**, JHHP Steering Committee  
**Doug Maddy**, So. WV CVB  
**Delores & Larry Moorman**, JHHP Steering Committee  
**Rick Moorefield**, WVU Extension Service  
**Terri Ramsey**, JHHP Steering Committee  
**Steve Richman**, JHHP Steering Committee  
**Martha Rookstool**, JHHP Steering Committee  
**Don Striker**, National Park Service  
**Steve Trail**, JHHP Steering Committee

APPENDIX INFORMATION: VISITOR BUREAU QUESTIONNAIRES

**Southern West Virginia Convention & Visitor's Bureau**  
 1406 Harper Road, Beckley, WV 25801  
**Contact: Kay Bess, Director of Sales & Marketing**  
 304.252.2244  
[www.visitwv.com](http://www.visitwv.com)

**1. Do you have printed marketing materials that you utilize (handout/mailers) to advertise specific destinations?**

**a. Would JHP be able to have literature included on these types of mailers/display literature?**

KB: Yes, we have in our office brochures and associated literature that is displayed for all So. WV CVB members. There are two options for distribution.

**Option 1 (\$75 + tax per year)**- SWVCVB will accept 5 to 15 K of a member company's brochures. These brochures will then be distributed throughout the state of WV travel plazas, Tamarack, all Turnpike travel plazas and many other convention and visitor bureaus throughout the state. This involves 14 welcome centers all over the state.

**Option 2 (\$150 + tax per year)**- This option includes all of Option 1, as well as being one of the 56 brochures in SWVCVB racks in the region locations above.

Option 2 is currently sold out, but we maintain a waiting list and will add new member names to the list. When Option 2 is sold out, the waiting list is used for when slots open up. Members can purchase Option 1 (which is unlimited until their name comes up for a slot on Option 2). Option 1 is still a good investment because hundreds of thousands of visitors stop at those welcome centers and travel plazas to obtain information before they plan their trip. The SWVCVB Official Visitor Guide is also distributed in addition to the above.

Also, the four travel plazas order brochures for display directly from the warehouse themselves. For those members who pay we UPS their information for them. Additionally Fivestar maintains southern WV racks in hotels, attractions, visitor centers, etc.

**b. Who handles the printing of such literature?**

KB: Each member (museum, park, attraction) is responsible for having their literature developed, printed and paying all other costs associated with their literature development (such as mailing their literature to So. WV CVB).

- c. Is there a fee to get included for this type of advertising?**  
KB: \$79.50 for first option, \$159 for the second option (details above).
- 2. What other ways do you recommend, market and advertise destinations to visitors?**  
KB: In addition to brochures, links on websites. We can put a link on our site that links through Three Rivers Travel, it is \$100 for a year. Three Rivers is also currently running John Henry Festival spots television on the Fox network.
- a. Do you pay for advertising your own organization on the web? How much?**  
KB: Yes, we buy metro news and wvnetwork.com ads. We also do other advertising in PA, OH (one example is washingtonpost.com). We try to do cooperative advertising through states that offers a multitude of forms of advertising options. We have started to do some print advertising in PA and OH that also offers web ads.
- b. Do you advertise on the web for other organizations/parks/museums? Do you charge for this advertising? If so, how much do you charge?**  
KB: When they pay their dues to us, we give them a listing in the visitor's guide and listing on the website. Everything we do is designed to cover our members in Southern WV. Dues are on a sliding scale depending on cabins/lodging, hotel/per room cost, non-profit, etc. no one pays over \$500 Advertising is evenly spread across the board to buy into the advertising.
- c. Do you have your own website? If yes, do you offer links to your site from other sites? Is this service free?**  
KB: Yes our website is visitwv.com. We do offer links on our site which are paid for with dues.
- d. Do you have a way potential visitors can contact someone for additional information on your park/museum?**  
KB: Our site has a button they can click to download specific items like a visitors guide, motorcycle brochure or download complete vacation packages. The new vacation planner also assists viewers with complete vacation packages, using "sticky" notes placed in one folder that the viewer can save in one spot and later revisit.
- e. Do you send special event mailers or emails regarding special events?**  
KB: We do e-blasts every Thursday and a newsletter four times a year. Members send their information to us to make sure it is included. Some events we do on our own for our membership, like mixers and BBQ's This allow members to get to know each other and provides and opportunity to see their locations and share what they provide to the community.
- f. Other: Radio, TV, Piggybacking off of similar organizations/facilities?**  
KB: Yes, see above.
- 3. Do you have any figures on the motor coach or bus tour industry?**
- a. How many bus tours go through the area?**

KB: I have figures from Tamarack. Tamarack tracks this information and for the last two years the numbers have gone up. 2007- 479 bus tours and 2008- 490 bus tours. Also, Tamarack tracks their visitors. In 2007, Tamarack had 383,739 visitors and in 2008 they had 395,832 visitors. I will have the counts so far for 2009 in about a month.

Erin Coleman at WV Tour Group Association said they have not tracked the bus tour industry, but they are going to start. She mentioned that Cass Scenic Railroad and NRAO (National Radio Astronomy Observatory) already track this type of information.

Janis Nary looked up contact information for NRAO and contacted them on 7/9 to try to obtain numbers for their bus tour industry. Contact was out of the office, but I left a message for Kara Rose (304456.2011) who handles bookings for the NRAO bus tours.

**b. How much do the bus tours charge and does that charge cover entrance into the parks/museums or would that be a separate fee.**

KB: You need to contact the WV Tour Group Association.  
WV Tour Group Association

Erin Coleman and Abbey Withrow (7/9 spoke with Erin, she is emailing additional information about the bus tours, as the pricing varies for specific packages)

800.336.7009

[awithrow@pocahontascountywv.com](mailto:awithrow@pocahontascountywv.com)

**c. How would we get the John Henry Business Park on a route as one of the destinations? Do we need to attend a motor coach industry tradeshow to get in the door?**

Erin Coleman: Will email this information.

**4. Can you provide me with any information regarding utilization of interpretive themes and activities? What are some of the things your group has done?**

KB: Park service does well with that. But I will try to email you some other information as well.

**5. Do you have recommendations of other facilities (parks/museums) to contact? These need to be similar in size and nature to what we are implementing at the John Henry Business Park.**

**Facilities contacted include:**

- National Parks Service- New River Visitor Center (off 64)
- Exhibition Coal Mine in Beckley (we think they have a museum)

- Railroad Museum in Princeton
- Pocahontas Exhibition Coal Mine & Museum (over Bluefield line, may be in VA)
- Summers County Railroad & Museum
- Byesville Scenic Railroad (Derwent, OH)

#### **Additional Contacts, Facilities and Organizations**

Other potential contacts for future marketing and information gathering could include the following:

- Don Maxwell runs New River Train from Huntington to Hinton for Railroad Days. The train runs other places and times. Don Maxwell's number is 866.639.7487
- Bramwell Historical Railroad Museum
- Collis P. Huntington Railroad Historical Society
- Bluefield Coal Archives (a little bit museum, a little bit archives- more archives).
- Canyon Rim Visitor Center (in New River Gorge, Fayette County)  
Newrivergorgecvb.com  
800.927.0263
- Culture & History Contacts
  - Brian Ward, Historian- [brian.ward@wvculture.org](mailto:brian.ward@wvculture.org)
  - Betty Gay, Exhibits Coordinator- [betty.gay@wvculture.org](mailto:betty.gay@wvculture.org)
  - Adam Hodges, Museum Director- [adam.hodges@wvculture.org](mailto:adam.hodges@wvculture.org)

APPENDIX INFORMATION: VISITOR BUREAU QUESTIONNAIRES**Coal Heritage Highway Authority/National Coal Heritage Area**

PO Box 5176, 104 Wilson Street, Beckley, WV 25801

**Contact: Christy Bailey**, Executive Director

304.256.6941

[info@coalheritage.org](mailto:info@coalheritage.org)

1. **Do you have printed marketing materials that you utilize (handout/mailers) to advertise specific destinations?**
  - a. **Would JHP be able to have literature included on these types of mailers/display literature?**  
We have one brochure piece that has various sites listed with a map and we would certainly be able to include something on JHP.
  - b. **Who handles the printing of such literature?**  
We coordinate the literature, have it designed and get it printed from an outside vendor. The brochure then gets distributed by Southern WV CVB and also mailed on request.
  - c. **Is there a fee to get included for this type of advertising?**  
No fee, no commercial establishments on brochure. A next step would be to do a Coal Heritage Area brochure and JHP would be included on Coal Heritage Area brochure.
  
2. **What other ways do you recommend, market and advertise destinations to visitors?**  
We do not just rely on one exhibition, museum, etc. We try to tie into regional themes and promote entire areas as destinations.
  - a. **Do you pay for advertising your own organization on the web? How much?**  
No, we do not pay for web advertising. We use our own website to advertise ourselves and facilities we represent. We have also started utilizing more social media (for example- Facebook). Additionally, we advertise in various publications on state tourism such as Southern WV CVB Travel Guide and we also bought into being placed on a map that Southeast Tourism Society develops and distributes.
  - b. **Do you advertise on the web for other organizations/parks/museums? Do you charge for this advertising? If so, how much do you charge?**  
We do advertise for other points of interest primarily related to coal, railroad and history. We have no charge to this point and do not plan to begin charging.
  - c. **Do you have your own website? If yes, do you offer links to your site from other sites? Is this service free?**  
Yes, we have our own site and offer links (again historic, coal and railroad) related links. This is free.
  - d. **Do you have a way potential visitors can contact someone for additional information on your park/museum?**

- Yes email that comes to info@coalheritage.org
- d. **Do you send special event mailers or emails regarding special events?**  
No special events at this point. We have done some in the past, but nothing repeating or standard. We don't utilize email for mass mailings.
  - e. **Other: Radio, TV, Piggybacking off of groups/organizations?**  
No, nothing purchased. We have done talk shows and we receive pretty good press in Beckley area (free/earned media).
3. **Do you have any figures on the motor coach or bus tour industry?**  
No.
    - d. **How many bus tours go through the area?**  
N/A
    - e. **How much do the bus tours charge and does that charge cover entrance into the parks/museums or would that be a separate fee.**  
N/A
    - f. **How would we get the John Henry Business Park on a route as one of the destinations? Do we need to attend a motor coach industry tradeshow to get in the door?**  
N/A
4. **Can you provide me with any information regarding utilization of interpretive themes and activities? What are some of the things your group has done?**  
We were supposed to mail Terrell some information on our Management Plan that includes this type of information. I will put a packet in the mail for you today.
  5. **Do you have recommendations of other facilities (parks/museums) to contact? These need to be similar in size and nature to what we are implementing at the John Henry Business Park.**  

**Facilities contacted include:**

    - National Parks Service- New River Visitor Center (off 64)
    - Exhibition Coal Mine in Beckley (we think they have a museum)
    - Railroad Museum in Princeton
    - Pocahontas Exhibition Coal Mine & Museum (over Bluefield line, may be in VA)
    - Summers County Railroad & Museum
    - Bylesville Scenic Railroad (Derwent, OH)

CB: I can't think of any others right off. But I would focus on railroad fans and fans of African American Heritage.

APPENDIX INFORMATION: VISITOR BUREAU QUESTIONNAIRES

**Summers Co. Chamber of Commerce**  
 200 Ballangee Street, Hinton, WV 25951  
**Contact: Mary Lou Haley - She serves on the Summers Co. Chamber of Commerce and is Treasurer for John Henry Committee**  
 304.466.5332

Also spoke with Courtney at Three Rivers, 304.384.6301  
 Website is being rebuilt at this time.

1. **Do you have printed marketing materials that you utilize (handout/mailers) to advertise specific destinations?**
  - a. **Would JHP be able to have literature included on these types of mailers/display literature?**  
 ML: Yes, have two cases of John Henry brochure that goes out with all mailing (tourism, relocation packages, online web requests)
  - b. **Who handles the printing of such literature?**  
 ML: The John Henry Committee does own printing, sep. entity that are doing the park. All responsible for giving me the product. Three Rivers has a group that is mailing the whole region's packages from Huntington.
  - c. **Is there a fee to get included for this type of advertising?**  
 ML: Not sure, since Three Rivers President (Jerry Barry) handles that, send out through Southern WV CVB
2. **What other ways do you recommend, market and advertise destinations to visitors?**  
 ML: We have been going through Three Rivers and doing the direct mailers, we also receive calls and mail out information locally. Most requests have come from internet and is being distributed through Three Rivers company in Huntington.
  - a. **Do you pay for advertising your own organization on the web? How much?**  
 ML: Yes, I don't know how much, Kay Bess knows.
  - b. **Do you advertise on the web for other organizations/parks/museums? Do you charge for this advertising? If so, how much do you charge?**  
 ML: Yes, but we advertise free of charge list all the state parks (Bluestone & Pipesteam)
  - c. **Do you have your own website? If yes, do you offer links to your site from other sites? Is this service free?**  
 ML: Summers Co. Chamber of Commerce did, it is being revamped. Do have johnhenrydays.com
  - d. **Do you have a way potential visitors can contact someone for additional information on your park/museum?**  
 ML: Three Rivers we have a phone number people can call to answer regional questions. I also take calls at the chamber also.
  - d. **Do you send special event mailers or emails regarding special events?**  
 ML: Those are done, but the chamber does not handle that, individual group handles. So John Henry Days Committee would take care of themselves.

- e. **Other: Radio, TV, Piggybacking off of similar organizations/facilities?**  
 ML: Yes, we do local TV advertising and radio advertising. Not as much on radio and tv as we do on the internet. We still get some, but not the majority. TV advertising is very high, out of site, we usually relay on them for free community service announcements.
- 3. **Do you have any figures on the motor coach or bus tour industry?**  
 ML: No I don't. I have assisted them with being in the area on where to go. Contact Kay Bess.
  - a. **How many bus tours go through the area?**  
 ML:
  - b. **How much do the bus tours charge and does that charge cover entrance into the parks/museums or would that be a separate fee.**
  - c. **How would we get the John Henry Business Park on a route as one of the destinations? Do we need to attend a motor coach industry tradeshow to get in the door?**  
 ML:
- 4. **Can you provide me with any information regarding utilization of interpretive themes and activities? What are some of the things your group has done?**  
 ML: National Park services does a lot of that (center at Sandstone) and state park Pipestem has done a lot of that.
- 5. **Do you have recommendations of other facilities (parks/museums) to contact? These need to be similar in size and nature to what we are implementing at the John Henry Business Park.**  
**Facilities contacted include:**
  - Exhibition Coal Mine in Beckley
  - Railroad Museum in Princeton
  - Pocahontas Exhibition Coal Mine & Museum (over Bluefield line, may be in VA)
  - Summers County Railroad & Museum
  - Bylesville Scenic Railroad (Derwent, OH)

Greenbrier CVB is close 45 minutes from John Henry (Talcott) area may consider contacting their Director..

MUSEUM & SIMILAR FACILITIES CONTACTED QUESTIONNAIRES

APPENDIX INFORMATION: PARK, MUSEUM & SIMILAR FACILITIES CONTACTED QUESTIONNAIRES

**Facilities Contacted**

- Exhibition Coal Mine & Youth Museum of Southern WV
- Princeton Railroad Museum
- Pocahontas Exhibition Coal Mine & Museum (over Bluefield line, may be in VA)
- Hinton (Summers County) Railroad Museum
- Byesville Scenic Railroad (Derwent, OH)

FACILITY NAME	
<b>Beckley Exhibition Coal &amp; Youth Museum of Southern WV</b>	<b>Princeton Railroad Museum</b> (in Mercer Co.) 99 Mercer St., Princeton, WV 24740
<b>CONTACT</b>	
<a href="http://www.beckleymine.com">www.beckleymine.com</a> <b>Sandi Parker</b> or Lesley Baker 304.256.1747 or 304.252.3730 info@beckleymine.com	<a href="http://www.cityofprinceton.org/MUSEUM">www.cityofprinceton.org/MUSEUM</a> Connie Shumate, Director of Museum & Library 304.487.5045 Carol Lawless, Museum & Library Staff Member 304.487.5060- Museum
<b>1. How large is your facility?</b>	Museum is one acre Not sure coal mine area \$3.5 MM facility
<b>2. Operating Hours</b> What are your facilities calendar year and operating hours? (Year round, Fri.-Sun., all week)	Coal Mine- April 1 – Nov. 1 Daily 10:00 a - 6:00 p (last tour 5:30 pm) Museum- Open year round. One ticket price for both museum and coal mine, when both are open. Wildwood Museum open for pre-arranged tours, Mon.- Fri., 11 a - 4 p. <b>Sept.- April</b> Fri. & Sat. 10am – 2pm Sun. 2pm – 5pm <b>May – Aug.</b> Sun. 2 pm – 5 pm Mon. CLOSED Tues.- Sat. 1 pm – 5 pm
<b>3. Attendance</b> Do you chart past attendance figures for your destination? If yes, what has your attendance counts been over the last three years? Do you host special events? If	Yes, for both the exhibition coal mine and youth museum 50,000+ yearly This includes school tours, tourists trade and community visitors Yes, at Christmastime the exhibition coal mine decorates Yes, average of about 4,800 for past year. Majority of attendance is out of state, (2/3rds) We obtain this information via a guest book Yes, we do special group tours and events with church

**APPENDIX 2**

**MUSEUM & SIMILAR FACILITIES CONTACTED QUESTIONNAIRES**

<p>yes, do you obtain separate attendance figures for those events and do you have those statistics?</p>	<p>with lights in the town and underground. The Museum does more of a traditional decorating not as many lights. The facility celebrates Coal Town Christmas the first weekend in December with carriage/hayrides around park. Also, the youth museum offers special events like art classes which are a sep. fee (\$60-\$80) depending on how many days classes are offered.</p>	<p>organizations. We also do community sponsored events like dinners, theaters, live music, speakers dealing with the VA railway. These are free events, however we do ask for a donation.</p>
<p><b>4. Admission</b> Do you charge admission? If yes, is there a consistent general admission for all or is the admission broken down by adult, child, senior citizen?</p>	<p>Yes <b>GENERAL ADMISSION</b> Adults (13-54) \$20 Children (4-12) \$12 Senior Adult (55+) \$15 Admission includes underground tour, entrance to (coal miner's house, superintendent's house, miner's shanty, coal camp church, camp school), also includes admission to the Youth Museum and the Mountain Homestead. <b>GROUPS TICKET ONLY</b> \$10 (Excludes underground tour) <b>GROUP RATES</b> (10 or more, reservations required) School trips- children pay group rates and teachers/bus drivers are complimented. Adults (18+) \$14 Children \$8.50 Senior Adult (55+) \$15</p>	<p>Yes <b>Admission</b> Adults \$5 Senior \$3 Children (4- 10) \$2.00 Children (3 and under) Free</p>
<p>Do you off special group rates? If yes, what are they?</p>	<p>Group rates depend</p>	<p>Group rates depend</p>
<p><b>5. Facilities</b> What facilities does your location (public restrooms, picnic tables, information center, etc.)?</p>	<p>Newest addition is a 14,000 sq. foot, Rahall Company Store, Wildwood House Coal Museum, fudgery and gift shop. Main attraction is a tour that takes visitors in authentic "man cars" underground with a veteran coal miner, traveling 1500 ft beneath the hillsides of New River Park, to old working areas of the coal mine. Also, visitors can experience a historic coal camp situated throughout the grounds, restored Coal Company House, Superintendent's Home, Pemberton Coal Camp Church, and the Helen Coal Camp School Beckley Exhibition Coal Mine's Gift Shop</p>	<p>Nothing extra at this time.</p>
<p>Gift Shops Shelters w/ Picnic Tables (y/n) If yes, do you charge for your shelters? How much? Picnic Tables Only (If y. #)</p>	<p>Yes, Museum also has a small amphitheater. Coal Mine has picnic area, but it is located in the park so there other city park tables/shelters. Rented through public works, not sure of price or number of tables. N/A</p>	<p>Yes, Company Store "Gift Shop"</p>

**APPENDIX 2**

**MUSEUM & SIMILAR FACILITIES CONTACTED QUESTIONNAIRES**

Full Public Restrooms (y/n)	Yes, museum has one stall per six. Exhibition coal mine has new facilities and adequate stalls	Yes
Portable Restrooms only	No	N/A
Information Desk/Visitor Center (y/n) If yes, what all is available at the information desk?	Yes, mine has a visitor center with brochures laying out, unmanned. Museum has a small brochures/maps rack and tour guides, front desk/gift shop rep to answer questions and provide directions.	Brochures, flyers and handouts are available and on display in our facility. Our staff members serve in an information desk role, by answering questions and/or providing directions to tourist. We also try to recommend attractions of similar interest in our state.
<b>6. Concessions</b>		
Do you offer concessions? (Yes/No) If yes, what is the average dollar per person?	Not at museum, however, candy, chips, pop are sold at coal mine. Also is the Fudgery at Exhibition Coal Mine (Big money maker)	No
What types of concessions are provided?	Vending machines may be in Phase II	N/A
How much is charged for your concession items?	Not sure of pricing	N/A
<b>7. Recreation</b>		
Does your facility provide recreation? If so, what types does your facility provide?	Yes	No, not with museum.
Hiking/Biking/ATV Trails	Almost one mile hiking nature trail behind museum/coal mine	N/A
Fishing	No	N/A
Camping	New River City Park does offer an RV camping ground w/ shower bath facilities, electric/water hookup, \$20 per night. There is a swimming pool/water slide part of city pool. This is a separate cost.	N/A
Scenic Overlook	No	N/A
<b>8. Marketing/Advertising</b>		
How do you market and advertise your destination?	Youth Museum budget is limited and relies on news releases and public service announcements (for exhibit changes). Have utilized billboards (expensive, not sure how profitable). Renda Morris handles brochure/rack card printing for mine and museum with paid advertising. Ofcourse website advertising and establishing relationships with various news media Fox 11, local	We do local newspapers in a four county area (Raleigh, Fayette, McDowell and Mercer). Visitors and convention bureau (Mercer County) and work with Southern visitors bureau as well. I buy advertising in the Southern CVB as well, which has been wonderful for our attendance. We've really seen an improvement. There is a new ATV publication called, Mudslinger. It is put out by Hatfield McCoy Trail group and Bluefield paper sponsors, we bought an ad in that. Advertising paid with new Chuck Mathena center in

**APPENDIX 2**

**MUSEUM & SIMILAR FACILITIES CONTACTED QUESTIONNAIRES**

<p>Can you think of ways historic destinations and other tourism facilities could collaborate in terms of marketing similar destinations?</p>	<p>newspapers</p> <p>With the state there is marketing money, that could be partnering opportunities but difficulty convincing Renda it would be profitable to do so.</p>	<p>Huntington (performing arts center) and they have marquees that run our ad.</p> <p>We have not done anything such as a publication to advertise but it is in the works. We are now working with some of the tour groups in Southern WV to market our destinations as a weekend excursion. We display brochures for other attractions and tell visitors about other WV attractions. We are having an actual Virginian caboose restored but there is disagreement about what the caboose's purpose should be. Some individuals want to use it as a restaurant, some want restored for the museum as a display piece, showcasing exactly what a caboose would have entailed back in the railroad days.</p>
<p><b>9. Special Events</b> Do you offer specific tourist themes for your facility (park/museum)?</p>	<p>Mine is more history/industrial Museum interprets culture, WV history and also hands on exhibits for art, science, culture in general. We provide various special events. In Oct. we celebrate Halloween in uptown Beckley by having various organizations provide candy and kids will be trick or treat from car to car. September have Kidsfest, planetarium show, Ronald McDonald, magic show, PBS characters, etc. Firework display on Sat. following Kidsfest (money from Fairs &amp; Festivals). Same as above</p>	<p>When I conduct tours I cover area history, background of the man who started the VA railroad, industrial revolution, but I also keep it centered on the Virginia railway. We get a lot of schoolchildren in Mercer County, we are now starting to get other area schoolchildren through flyers and letters communicating to teachers at schools. I attend Parent Teacher Association Meetings which sometimes draws school trips, parents and even other groups via word of mouth. High schools also use us as part of their reunion.</p>
<p>How do you work these into advertising your facility?</p>	<p>Also Jill Moorefield (256.1776) with Beckley Renaissance develops a calendar of events that runs in the local Beckley paper</p>	<p>Advertising of special events is basically just done through newspaper. Sometimes flyers advertising special events are made to distribute at the museum, library or take to local businesses to display. Also we take brochures to all of state parks, restaurants, hotels, etc. in surrounding counties. No, donation only.</p>
<p>Do you charge extra for these special events? If yes, how much do you charge?</p> <p><b>10. Other Info. &amp; MISC.</b></p>	<p>Yes, very minimal \$5 for entrance to museum, but if event is outside typically free (PBS character, Ronald McDonald). Neighborhood children get to come to museum free every so often during new exhibits.</p>	<p>The Princeton RR Museum displays over 100 railroad lanterns from the Ken Coleman collection, pursues an aggressive restoration program of artifacts, houses exhibits of RR material relating to both the VA and the Norfolk &amp; Western rail lines and recognizes that RR history is alive and continues being made in this millennium. Another historic museum in Princeton is the "Those Who Served" Museum featuring WWII artifacts.</p>

MUSEUM & SIMILAR FACILITIES CONTACTED QUESTIONNAIRES

**APPENDIX INFORMATION: PARK, MUSEUM & SIMILAR FACILITIES CONTACTED QUESTIONNAIRES**

**Facilities Contacted**

- Exhibition Coal Mine & Youth Museum of Southern WV
- Princeton Railroad Museum
- Pocahontas Exhibition Coal Mine & Museum (over Bluefield line, may be in VA)
- Hinton (Summers County) Railroad Museum
- Byesville Scenic Railroad (Derwent, OH)

**FACILITY NAME**

<p><b>Pocahontas Exhibition Coal Mine &amp; Museum</b> Town of Pocahontas Centre Street, PO Box 128 Pocahontas, VA 24635-0128</p>	<p><b>Hinton Railroad Museum</b> 206 Temple Street Summers County Hinton, WV 25951</p>	<p><b>Byesville Scenic Railroad</b> 100 Tolliver Trail Byesville, OH Located within 2 miles of the I-70 / I-77 interchange in southeastern Ohio</p>
<p><b>CONTACT</b></p>		
<p>Amy Flick 276.945.2134 or 276.945.9522 pocahontasva@comcast.net <b>Greg Jones</b>, Coordinator at Town Hall 276.945.9522 (Spoke with Greg, Amy on vacation all week) <a href="http://www.visitwv.com">www.visitwv.com</a> www/pocahontas_mine</p>	<p><b>Dorothy Jean Boley</b>, Director 304-466-5420 <a href="http://www.threeriverswv.com/railroad-museum.php">www.threeriverswv.com/railroad-museum.php</a> Summers County WV Travel 200 Ballengee St, Hinton, WV 25951 304.466.5332 info@threeriverswv.com</p>	<p><b>Tim Brown</b>, BSR President Cell- 740.680.4646 Office- 740.685.2594 <b>Dennis Jones</b>, Educational Coordinator 740.489.9268 <a href="http://www.bsrwv.org">www.bsrwv.org</a>  Cambridge/Guernsey County Visitors &amp; Convention Bureau 800.933.5480 <a href="http://www.visitguernseycounty.com">www.visitguernseycounty.com</a></p>

**1. How large is your park or facility?**

<p>Mine Tour is ¼ mile Actual Mine is 30 miles underground 10,00 sq ft museum, with attached bathhouse, gift shop</p>	<p>Not sure, we are located in an old apartment store which is a half a city block long.</p>	<p>We have approximately 7 miles of track and we have 80 personnel volunteers. Depot area is 2 acres. We have 2 engines that we are purchasing and 2 passenger cars and 3 cabooses. We pull 3 passenger</p>
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**APPENDIX 2**

**MUSEUM & SIMILAR FACILITIES CONTACTED QUESTIONNAIRES**

<p><b>2. Operating Hours</b> What are your facilities calendar year and operating hours? (Year round, Fri.-Sun., all week)</p>	<p>Open daily April through Sept. Mon. - Sat.: 10 a - 5 p Sunday: 1 p - 6 p for walking tours</p>	<p>Closed on Sundays Open Mon. - Sat. Summer Hours are 10 a - 4 p Winter Hours 10 a - 2 p</p>	<p>cars and a caboose on our runs. One train is on loan to us.</p> <p><b>Mainly Sat. &amp; Sun. with special event/theme rides posted online.</b> Feb. 15th thru May 15th closed for winter May 16<sup>th</sup>, 1 &amp; 3 p May 23<sup>rd</sup> &amp; 24<sup>th</sup>, 1 &amp; 3 p June 13<sup>th</sup> &amp; 14<sup>th</sup>, 1 &amp; 3 p June 27<sup>th</sup> &amp; 28<sup>th</sup>, 1 &amp; 3 p July 11<sup>th</sup> &amp; 12<sup>th</sup>, 11 a &amp; 1 p July 25<sup>th</sup> &amp; 26<sup>th</sup>, 11 a &amp; 1 p Aug. 8<sup>th</sup> &amp; 9<sup>th</sup>, 11 a &amp; 1 p Aug. 22<sup>nd</sup> &amp; 23<sup>rd</sup>, 11 a &amp; 1 p Sept. 5<sup>th</sup> &amp; 6<sup>th</sup>, 11 a, 1 p &amp; 3 p Sept. 19<sup>th</sup> &amp; 20<sup>th</sup>, 1 p &amp; 3 p Oct. 10<sup>th</sup> &amp; 11<sup>th</sup>, 1 p &amp; 3 p "Fall Foliage Excursion" Oct. 17<sup>th</sup> &amp; 18<sup>th</sup>, 1 p &amp; 3 p "Fall Foliage Excursion" Nov. 1<sup>st</sup>, 1 p &amp; 3 p Nov. 21<sup>st</sup> &amp; 22<sup>nd</sup>, 1 p &amp; 3 p</p>
<p><b>3. Attendance</b> Do you chart past attendance figures for your destination?</p>	<p>Yes 6,000 per year</p>	<p>Yes Information is not on hand.</p>	<p>Yes, we track our attendance by rider ship. If someone calls Guernsey County Charter run we allow them to pay and become a passenger on a charter run. These fares are also tracked. On our tickets we also inquire as to where they are coming from to target advertising. We've been increasing 40% a year due to advertising. We are in the fifth year and we are still increasing 30%-40%. Bus tourism is the main bill payers and walk-ins are profits. We are number one venue in our County right at the crossroads of two major interstates (I77 and I70) this helps draw larger crowds. We had 7,500 last year and have a potential to draw 10,000 riders this year.</p>
<p>If yes, what has your attendance counts been over the last three years?</p>	<p>Attendance has been very similar for last 3 years. There was a drop in attendance last year due to gas prices, but now we are back on track in terms of attendance.</p>	<p>We opened in 1991. Attendance has increased as people have become aware we are here.</p>	<p>We've been increasing 40% a year due to advertising. We are in the fifth year and we are still increasing 30%-40%. Bus tourism is the main bill payers and walk-ins are profits. We are number one venue in our County right at the crossroads of two major interstates (I77 and I70) this helps draw larger crowds. We had 7,500 last year and have a potential to draw 10,000 riders this year.</p>
<p>Do you host special events?</p>	<p>Yes, but we have no separate figures for those events.</p>	<p>Not in the museum. However, Railroad Days are sponsored by the museum and</p>	<p>Yes, we host special events and charge varying prices for those events.</p>

**APPENDIX 2**

**MUSEUM & SIMILAR FACILITIES CONTACTED QUESTIONNAIRES**

<p>If yes, do you obtain separate attendance figures for those events and do you have those statistics?</p>		<p>the city of Hinton. Railroad Days are in October. This year (17<sup>th</sup>, 18<sup>th</sup>, 24<sup>th</sup> &amp; 25<sup>th</sup>)</p>	<p>I don't have those counts available to me right off hand.</p>
<p><b>4. Admission</b></p>			
<p>Do you charge admission? If yes, is there a consistent general admission for all or is the admission broken down by adult, child, senior citizen?</p>	<p>Yes <b>Admission</b> Tours of Mine &amp; Educational Room <b>Adults</b>- \$7 <b>Children</b> (6-12)- \$4.50 <b>Children</b> (Under 6)- Free <b>Admission</b> Museum- Free</p>	<p>No Free</p>	<p>Yes <b>Fares</b> <b>Adults</b>- \$12 <b>Children</b> (3-12)- \$9 <b>Children</b> (Under 3)- Free</p>
<p>Do you offer special group rates? If yes, what are they?</p>	<p>Yes *AAA Discounts available 20% off *Group Tour Discounts Available 12+ \$1 off ticket prices *Night Group Tours Available</p>	<p>We host school tours and bus tours which are also free. We do not advertise this, participants contact us.</p>	<p>Yes <b>Adult Tour Groups 20+- \$11</b> Driver &amp; 1 Tour Leader- Free School Groups Students- \$4 Adult Chaperones- \$6 Teachers- Free Tours booked for non-scheduled regular dates or times are required to pay a \$300 minimum passenger fee. Info. On booking call Woody #800.688.3116</p>
<p><b>5. Facilities</b></p>			
<p>What facilities does your location (public restrooms, picnic tables, information center, etc.)?</p>	<p>See below</p>	<p>Details below</p>	<p>New covered passenger waiting shelter Also area where you buy tickets (Depot)</p>
<p>Gift Shops</p>	<p>Yes, Coal Heritage Museum, Gift Shop and Learning Center</p>	<p>We do not offer a full gift shop. However, we have a couple of tables with railroad related items for sale, such as books on railroad history.</p>	<p>Yes, Small gift shop</p>
<p>Shelters w/ Picnic Tables (y/n) If yes, do you charge for your shelters? How much?</p>	<p>No shelters</p>	<p>No, we are located in the heart of town. There is a park on the corner.</p>	<p>No shelters</p>

**APPENDIX 2**

**MUSEUM & SIMILAR FACILITIES CONTACTED QUESTIONNAIRES**

Picnic Tables Only (If y, #)	We do not have picnic tables, but we are able to bring them in from the park for large groups/functions. The park does not charge us for this.	N/A	No picnic tables, but we can borrow from city when Railroad Days take place.
Full Public Restrooms (y/n)	Yes	Yes. However, it is not handicap accessible it is on mezzanine. Public handicap facilities are located across the street in the public library.	No
Portable Restrooms only	N/A	No	Yes, but we recently had land donated to us and are working to establish full public restrooms.
Information Desk/Visitor Center (y/n) If yes, what all is available at the information desk?	No	Yes, Summers County CVB is located in museum, they are under the umbrella of the Southern WV CVB	Not onsite
<b>6. Concessions</b>			
(Yes/No) If yes, what is the average dollar per person?	No, we can bring in catering for school and larger groups.	No	No
What types of concessions are provided?	We do not offer full blown concessions like hot dogs, pizza, burgers, etc. However, we do offer light snacks (candy, chips, drinks) in part of the gift shop.	N/A	N/A
How much is charged for your concession items?	Not more than \$2 for vending snacks	N/A	N/A
<b>7. Recreation</b>			
Does your facility provide recreation? If so, what types does your facility provide?	No, we are nine miles from Bluefield, VA where a lot of folks go for recreation.	N/A	No, but there is a Village Park up the road
Hiking/Biking/ATV Trails	No	N/A	N/A
Fishing	No	N/A	N/A
Camping	No	N/A	N/A
Scenic Overlook	No	N/A	N/A
<b>8. Marketing/Advertising</b>			
How do you market and advertise your destination?	A lot of it is online through visitwv.com and other similar sites. We are starting to billboard	City of Hinton and the Southern CVB includes us on their advertising brochures and other related information Specifically	Our biggest advertising is through OH visitor's convention bureaus at rest areas. The state of OH contacts us for

MUSEUM & SIMILAR FACILITIES CONTACTED QUESTIONNAIRES

<p>Can you think of ways historic destinations and other tourism facilities could collaborate in terms of marketing similar destinations? <b>2. Special Events</b></p> <p>Do you offer specific tourist themes for your facility (park/museum)?</p>	<p>advertise. We have two billboard ads right now that run \$200 a month. Also we rent display space in visitor center spots in both VA and WV to display brochures and other mailers.</p> <p>N/A</p>	<p>they publish the magazine about Things to See in Southern WV. No other marketing.</p> <p>No</p>	<p>15-20K flyers for their visitor centers. This information is primarily in the form of leaflets and brochures. These handouts are also distributed by state and volunteers that take them to pass out. Ohio News Network we advertise on, TV station that handles OH news. Also magazines (train) and Over the Back Fence and web. One main thing you should do with your advertising is purchase all similar domain names (.net, .org, .com) to your website. This prevents spammers from using similar web addresses.</p> <p>In general just use partnerships with similar organizations/facilities to work together to advertise your organization.</p>
	<p>Yes <b>Exhibition Mine and Museum official seasonal opening ceremonies</b> (last Sat. in April). For opening day tickets sold 1/2 off! Free Food &amp; Entertainment Trying to encourage local market by offering 50% discount or mail out \$1 coupons to stimulate local market. Usually send out in newsletters or town mailing. Money is made up in gift shop. <b>Activities during seasonal opening</b> -Pocahontas Indian Run 5 mile race -Pocahontas Indian Walk 3 miles -Papoose Run (for children 6-12) -Coal Miners Candlelight Memorial Ceremony (Honor Coal Miner Killed During Explosion) Pocahontas Bluegrass Festival last</p>	<p>Yes, <b>John Henry Days</b> July 10-12, 2009 The museum does not do anything specific for JHD <b>Railroad Days</b> Two weekends in Oct. We co-sponsor RR Days with the city, but do not do anything in the museum.</p>	<p><b>Feb. 14</b>, Valentines Day Excursion, 6 p <b>May 15</b>, Wine Tasting Excursion, 5 p <b>June 20</b>, Father's Day (Father's ride 1/2 price) 1 p &amp; 3 p <b>Steam Weekend &amp; Coal Miners Festival</b> <b>Oct. 2</b>, 5 p <b>Oct. 3</b>, 11 a, 1 p, 3 p &amp; 5 p <b>Oct. 4</b>, 1 p &amp; 3 p <b>Oct. 10</b>, Wine Tasting Excursion, 5 p <b>Oct. 23 &amp; 24</b>, Spirit of Halloween Rides, 7 &amp; 8 p <b>Nov. 7 &amp; 8</b>, Veterans Ride Free "both days", 1 &amp; 3 p <b>Dec. 5 &amp; 6</b>, Spirit of Christmas Rides, 1 &amp; 3 p <b>Dec. 12 &amp; 13</b>, Spirit of Christmas Rides, 1 &amp; 3 p</p>

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**MUSEUM & SIMILAR FACILITIES CONTACTED QUESTIONNAIRES**

	<p>Sat. in June  <b>Other activities</b>                  -Veteran Day Parade -- Last Monday in May                  -Coal Miners Reunion -- Labor Day                  We are self supporting so we try to focus advertising (especially for special events) by using brochures/mailers/coupons in local publications when we can do so for free. We handle printing our own coupons and mailers.</p>	<p>N/A</p>	<p>See #8- Advertising</p>
<p>Do you charge extra for these special events? If yes, how much do you charge?</p>	<p>No</p>	<p>N/A</p>	<p>Yes  <u>Steam Weekends</u>                  Adults- \$17                  Children (3-12)- \$10  <u>Wine Tasting Excursions</u>- \$20  <u>Halloween Excursions (All Tickets)</u>- \$8  <u>Fathers Day Weekend (Fathers Only)</u>- \$6</p>
<p><b>10. Other Info. &amp; MISC.</b></p>			
	<p>U.S. 52 between Bluefield and Welch. Originally opened in 1882, worked out in 1955, 73 years in operation. The only exhibition coal mine designated as a National Historic Landmark. Mine is one of the largest in the world covering over 30 square miles underground. Several tunnels have been preserved as an educational exhibit, and a knowledgeable guide will take you through and explain how coal mining works. (The part of the mine open to tourists is a drift mine).</p>	<p>Artifacts from the Chesapeake and Ohio Railway. Pictures, tools, books, uniforms pertaining to the history of the C&amp;O Railway, plus figures depicting the story of John Henry in the construction of the Big Bend Tunnel on the C&amp;O Line.</p>	<p>Round-trip 1 hr/ 9 mile train excursion originating in Byesville, OH. During your trip you will see the beautiful countryside of southeastern Ohio while traveling the rails of the former Pennsylvania and B&amp;O railroads. You'll learn about the life, heritage and customs of the coal miners that once worked underground in the many deep mines. In progress rebuilding the former PRR and B&amp;O "Eastern Ohio Branch" railroads from Derwent to Cumberland, OH. When completed, the excursion will be 25 round-trip miles between Byesville and Cumberland.</p>

**APPENDIX INFORMATION: OTHER SUMMERS COUNTY ATTRACTIONS**

The items listed below are other Summers County historical attractions that could be incorporated into John Henry Park events or advertising could piggyback off. The Hinton Railroad Museum (also located in Summers County) has already been documented in the research section above.

**Bluestone Wildlife Museum**

Rt. 87, Box 10  
Summers County  
Hinton, WV 25951

**Graham House**

PO Box 218  
Summers County  
Pence Springs, WV 24962  
Contact: Jim Bowling  
Email: [earl@cwv.net](mailto:earl@cwv.net)

2 Story Log Home built in 1770, one of the oldest homes on it's original site in West Virginia. Site of the 1777 Shawnee Indian Attack in which Elizabeth Graham was captured and held for 8 years. The Graham House hosts the Heritage Craft Festival on the 1st Sunday in October.

General Directions: Route 3/12 between Hinton and Alderson in the community of Lowell.  
Graham House has a Gift Shop, hosts School Tours and hosts Special Events. There is a fee to visit Graham House.  
Graham House is handicapped accessible.

**Campbell Flanagan Murrell House**

422 Summers St., Summers County, Hinton, WV 25951  
Contact: Dwight Emrich  
Phone: 304-466-1401  
Website: <http://www.cfm-fmh.org>

Local Railroad History is represented in the home of an engineer. The museum is currently closed and dormant now.  
General Directions: I-64, Exit 139, take Rt 20 South to Hinton, corner of 5th Avenue and Summers.

## APPENDIX 2

### OTHER SUMMERS COUNTY ATTRACTIONS

Note: In addition to the above historic sites, we also interviewed Mr. William "Bill" Dillon who is on the planning team for the John Henry Days Festival. This call was to obtain background information on the John Henry Days Festival that we could not obtain from the John Henry Days website.

**John Henry Days**

P.O. Box 353  
Talcott, WV 24981  
304.466.0444  
Contact: Bill Dillon, 304.466.1729

Mr. Dillon said that though they do not charge anything for the festival, it has grown every year for the last 14 years. Saturday night is the biggest draw with around 2,000 in attendance, the combined attendance for the festival is most likely between 6,000 – 8,000 attendees. Other events include, but are not limited too: walk/run, parade, a 60's, 70's & 80's band, a bluegrass band, a car show, "Rubber Ducky" and craft and vendor sales.

**APPENDIX INFORMATION: CONTIGUOUS COUNTIES**

This section of the Appendix includes information on Summers County's five boundary counties. Statistics in tourism trends for these counties have been utilized in the Business Plan, under Section 5: Operating Assumptions. The content provided below is intended to serve in an information capacity only.

This information does not intend to cover nor serve as a complete guide to travel/tourism opportunities in each county. The information has been utilized to provide more insight to the counties in relation to their parks, historic venues and similar draws for tourism in terms of travel and tourism spending.

**Fayette**

**Camp Beckwith 4-H Camp, now Fayette County Park**, was established in 1925 at Beckwith, WV, in Fayette County, 8.5 miles northwest of Fayetteville, WV. Located on 30 acres adjacent to Laurel Creek, the site for the camp was originally donated to the Fayette County 4-H Club by Loop Creek Collieries, one of the region's primary coal-mining concerns. The park includes six cabins, a recreation hall, an amphitheater, eight picnic shelters, several recreation fields, a hiking trail, two short walking trails, and an Olympic-sized public swimming pool and wading pool. The park is primarily a day-use facility, though its cabins may be rented for the use of non-profit organizations. Wheelchair access has been provided in many park picnic areas and shelters and at the pool and bath house. The park's summer hours are from 8 a.m. until 9 p.m. Pets and alcohol are prohibited in the park.

**STATE PARKS (Babcock & Hawks Nest)** Two of the best known state parks in West Virginia are located in Fayette County along the New River Gorge. Babcock State Park is the largest state park in West Virginia and includes a much-photographed working gristmill. Hawks Nest State Park includes panoramic views of the New River Gorge popularized by their location along U.S. 60 (the Midland Trail).

**Babcock State Park**

4,120 acres of forest, includes Mann's Creek Gorge (a tributary canyon of the New River Gorge)  
 Recreation: 20 miles of hiking, game courts, playground, paddle-boating, 10 miles of biking & horseback-riding, pool-swimming, lake and stream fishing  
 Lodging: 28 cabins; 52 camping sites  
 Sundries Shop  
 Dining: restaurant, concessions, picnic areas

Highlights: Boley Lake, Island-in-the-Sky Overlook, Glade Creek Gristmill  
 Location of Glade Creek Grist Mill, one of the most photographed scenic landmarks in the eastern U.S.

#### **Hawks Nest State Park**

270 acres on the northern rim of the New River Gorge  
 Recreation: hiking, biking, playground, paddle boating, lake fishing, aerial tram rides  
 Lodging: 31 lodge rooms  
 Dining: restaurant, picnic areas  
 Highlights: Aerial Tramway, Hawks Nest Overlook (aka Marshall's Pillar), Tour Boat, Museum

### **Greenbrier**

The second largest county in West Virginia, is renowned for its pastureland, mineral springs, and limestone caverns. The Greenbrier resort, at White Sulphur Springs, and historic Lewisburg, WV, are the region's primary tourist attractions. Greenbrier's Beartown State Park and the Monongahela National Forest also attract visitors for hunting, fishing, camping and other outdoor recreational activities.

**STATE PARK: Beartown State Park-** 107 acre park located on the eastern summit of Droop Mountain, seven miles southwest of Hillsboro, WV in Greenbrier County. The park is open daily from April to October, but may be visited during the winter season by contacting the superintendent of nearby Droop Mountain Battlefield State Park. A boardwalk permits easy access through unusual rock formations, massive boulders, overhanging cliffs, and deep crevasses that stir the imagination of the park's visitors.

#### **NATIONAL FOREST: Monongahela National Forest**

Location: eastern West Virginia in parts of Grant County, Preston County, Tucker County, Greenbrier County, Pocahontas County, Pendleton County, Randolph County, Nicholas County, Webster County, Taylor County, more than 919,000 acres in the Allegheny Mountains of eastern West Virginia. Approximately three million tourists visit the forest annually. Hikers, bikers, hunters, and anglers make up the largest groups. Rock climbing is popular at Seneca Rocks and in other rocky areas in the northeastern forest. The service operates 23 campgrounds and 17 picnic areas and maintains more than 500 miles of hiking trails.

Fishing: More than 576 miles of trout stream and 129 miles of warm-water fishing stream are located within the forest. Ninety percent of all West Virginia trout waters are found within its bounds. The headwaters of six major river systems arise in the forest -- the Elk, Tygart, Gauley, Greenbrier, Potomac, and Monongahela. Twelve rivers in the forest are being studied for classification in the National Wild and Scenic Rivers System.

## CONTIGUOUS COUNTIES

Hunting: The Monongahela National Forest protects much of West Virginia's most remote woodland, and hunting and trapping here are extremely popular. The U.S. Forest Service manages ten wildlife-management areas in the forest cooperation with the West Virginia Department of Natural Resources -- Cheat, Rime!, Neola, Handley, Tea Creek, Beaver Dam, Otter Creek, Cranberry, Blackwater, and Little River. Abundant game species in the forest include black bear, wild turkey, white-tailed deer, gray and fox squirrels, rabbits, snowshoe hare, woodcock, and grouse; beaver, red and gray fox, mink, bobcat, fisher, otter, and raccoon. Coyote, skunk, opossum, woodchuck, crow, and weasel are also hunted.

Wilderness Areas: Five federally designated wilderness areas are located within the forest: Otter Creek, Dolly Sods, Laurel Fork North, Laurel Fork South, and Cranberry. Campers, hikers, anglers, and hunters should be extremely careful when exploring these undeveloped areas. Trails are not marked or blazed, though large rock cairns sometimes mark major trail junctions. Bridges are rare, and most streams must be forded. No more than 10 campers are permitted per group in these areas, and campfires are discouraged, though permitted in existing fire rings. Hunting is permitted, according to state regulations, except in the case of bear hunting in Cranberry Wilderness. Horses and other stock are permitted, but discouraged.

The Spruce Knob / Seneca Rocks National Recreation Area is also located within its bounds. Many well-known West Virginia towns are located within the forest or nearby: Lewisburg, Petersburg, Elkins, Marlinton, Richwood, Moorefield, Snowshoe, Cass, Parsons, Davis, Durbin, and Webster Springs.

### **Mercer**

Mercer County has 3 state parks, 1 national park and several local parks. Other attractions include: Coal Baron Mansions in Bramwell, ATV Trails, Winterplace ski resort, Pocahontas Exhibition Coal Mine, "Those Who Served" WWII museum and Princeton's reconstructed train depot & museum.

#### **Glenwood Recreational Park**

Princeton, WV 24740

Phone (304) 425-1681 Web [glenwoodparkwv.com](http://glenwoodparkwv.com) [gprueth@comcast.net](mailto:gprueth@comcast.net)

Rt. 20 between Princeton and Bluewell. 55 acre lake, picnic shelters, playgrounds, 18-hole miniature golf, tennis courts, rowboat and paddle boat rentals.

#### **Pipestem Resort State Park**

Pipestem, WV 25979

Phone (304) 466-1800 or 1-800-CALL-WVA

## APPENDIX 2

### CONTIGUOUS COUNTIES

[www.pipestemresort.com](http://www.pipestemresort.com)

Two lodges, deluxe cottages, campground, nature center, hiking and biking trails, aerial tramway, horseback riding, 18 hole championship golf course, 9 hole course, mini-golf, fine dining, 16 acre lake with paddle boats and canoes, banquet accommodations, arts and craft shops.

#### **Camp Creek State Park**

PO Box 119, Camp Creek, WV 25820  
Phone (304) 425-9481 or 1-800-CALL-WVA

[www.campcreekstatepark.com](http://www.campcreekstatepark.com)

Off 1-77 and US 19 at Camp Creek Interchange. The state park (550 acres) and forest (5,300 acres) provides 26 trailer/tent sites with electrical hookups, a heated bathroom, fireplaces, hunting, fishing, picnicking, game courts, playgrounds, and hiking/biking trails.

#### **Mercer County 4-H Camp**

Old Bluefield-Princeton Road, Glenwood, WV 25520  
Phone (304) 425-1681

<http://mercer.ext.wvu.edu/>

Dormitory lodging, six log structure buildings with playground and large fields.  
Mercer County 4-H Camp

#### **Pinnacle Rock State Park**

U.S. Rt. 52 North, Bramwell, WV 24715  
Phone (304) 248-8565 or 1-800-CALL-WVA

[www.pinnaclerockstatepark.com](http://www.pinnaclerockstatepark.com)

Day use park with picnic shelters, outdoor stone fireplaces and hiking trails, including a rugged stone staircase to the Rock's Pinnacle over 3000 feet above sea level for a panoramic view of the area.

#### **Bluestone State Park**

Hinton, WV 25951  
Phone (304) 466-2805 or 1-800-CALL-WVA

[www.bluestonesp.com](http://www.bluestonesp.com)

Deluxe cabins, campground, swimming pool, picnicking, hiking and game courts. Bluestone Lake, the State's second largest body of water, allows for boating, fishing, and skiing.

#### **City of Bluefield Parks & Recreation**

1750 Stadium Drive, Bluefield, WV 24701

Phone (304) 327-2448

[www.cityofbluefield.com](http://www.cityofbluefield.com)

Picnic area with 4 pavilions (table and grills, under sheds) playground, softball fields, football stadium, youth center with recreational equipment, tennis courts, hiking and biking trails.

**[City of Princeton Parks & Recreation](#)**

Princeton, WV 24740

Phone (304) 487-5040

[www.cityofprinceton.org](http://www.cityofprinceton.org)

Thirty-five acre city park with exercise trail, Olympic size swimming pool with waterslide, and picnic facilities.

## **Monroe**

Monroe is home to the popular and famous Appalachian Trail, and the more local Allegheny Trail, Moncove Lake State Park, the George Washington and Jefferson National Forest, and the Bluestone Wildlife Management Area.

Moncove Lake State Park provides a 144 acre impoundment fishery for largemouth bass, bluegill and channel catfish.

Monroe County has one state park, 428 acres of the George Washington and 18,530 acres of the Jefferson National Forests, Slaty Mountain Preserve (a one-of-a-kind Nature Conservancy protected area), and Shanklin's Ferry (a corner of a large wildlife management area).

Monroe County offers miles of country trails available for family hiking, mountain biking, and horseback riding. Other recreational opportunities offered through public areas in Monroe County include hunting, fishing, caving, swimming, camping, hiking, biking, and boating.

The George Washington and Jefferson National Forest lands are open to hunting during legal seasons, as is the Bluestone Wildlife Management Area. Monroe County is a favorite of hunters of whitetail deer, black bear, ruffed grouse, and wild turkey. Private hunting preserves are also choice destinations.

Caving opportunities in Organ Cave (Ronceverte, WV), Saltpeter Caves (Cedar Cove, Greenville, WV), Scott Hollow Cave (Sinks Grove, WV)

Alderson hosts what is billed as "West Virginia's largest Independence Day celebration." Thousands gather every Fourth of July weekend to enjoy the music, the parade and the fireworks in this river town that straddles Greenbrier and Monroe counties.

Monroe County also offers historic destinations including: Hanging Rock Observatory (Union, WV), Alderson Depot (Alderson, WV), Mineral Spring Resort- Salt Sulphur Springs(Union, WV) and various historic sightseeing opportunities via historic districts homes, mills , farms, as well as orchard, farm and millhouse tours.

**Moncove Lake State Park**

HC 83 Box 73-A, Gap Mills, WV 24941  
304.772.3450

[www.moncovelakesstatepark.com](http://www.moncovelakesstatepark.com)

[moncovelake@wvdnr.gov](mailto:moncovelake@wvdnr.gov)

Offers camping, cabins, hiking, biking, horse riding, ATV trails.

## Raleigh

Little Beaver State Park is the only remaining state-managed park in Raleigh County. Grandview State Park and 71 -acre Sandstone Falls State Park were absorbed into the New River Gorge National River.

**National Park:** New River Gorge National River protects the gorge of the New River in eastern and northern Raleigh County. This federal protection has led to increased tourism and land values within and adjacent to the park. The National Park Service maintains more than 15 miles of designated hiking trail in Raleigh County as well as two public campgrounds and natural areas at Grandview and Sandstone Falls.

Grandview State Park offers trails, game courts, overlooks, a playground, picnic area and outdoor dramas. Outdoor dramas include the "Hatfields & McCoy's" and "Honey in the Rock" in repertoire at the park's Cliffside Amphitheatre. Overlooks of the New River Gorge include Main Overlook, North Overlook, Turkey Spur Overlook and Cliffside Amphitheatre.

Sandstone Falls is one of the most visited natural landmarks in the territory of the New River Gorge National River. Sandstone falls is considered one of the Seven Natural Wonders of West Virginia. Downstream of Sandstone Falls, the National Park Service has established observation areas with wayside exhibits throughout the Sandstone Falls Natural Area, connected by an elaborate boardwalk with rest stations. The wheelchair-access boardwalk leads visitors across a series of forested islands to the highest part of the falls on the eastern half of the river. The walk passes several smaller falls, pools, and rivulets, more-typical of the gentle western half of the river's descent. Picnic tables and public toilets are located near the Sandstone Falls parking area at the boardwalk entrance.

Other major area attractions: Tamarack, Beckley Exhibition Coal Mine, Glade Springs Resort, Winterplace Ski Resort, Stephens Lake.