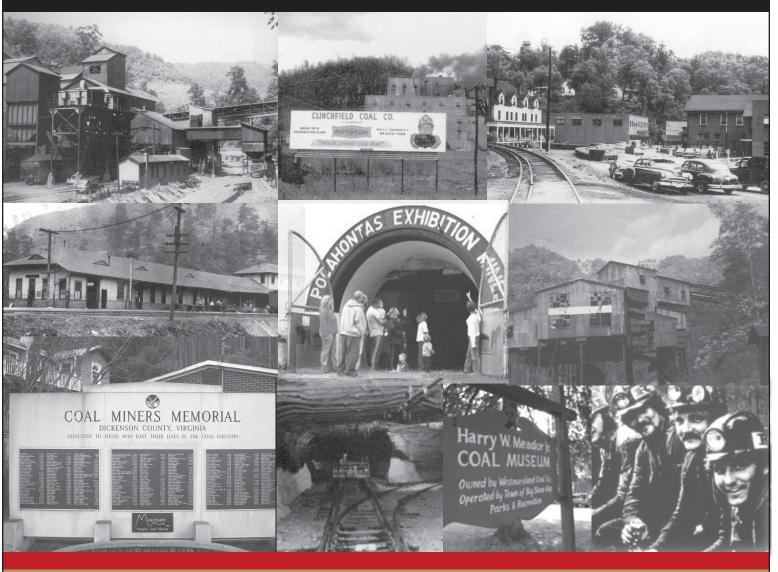
CORRIDOR MANAGEMENT PLAN FOR THE

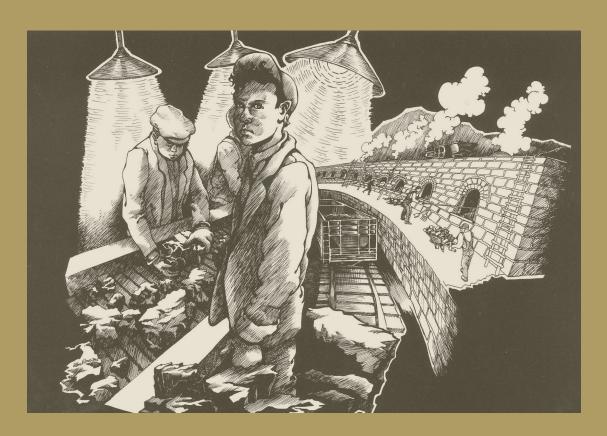


COAL HERITAGE TRAIL





INCLUDING AN
IMMEDIATE ACTION PLAN



This plan was developed by those along the route to interpret, protect, promote, and manage the trail system that travels through the coalfields of Southwest Virginia.

trailsrus.com/vacoaltrail



EXECUTIVE SUMMARY OF THE CORRIDOR MANAGEMENT PLAN

In 2005 over 68 million people visited National Heritage Areas which, in turn, generated over \$8.5 billion in direct and indirect sales in those regions and surrounding communities. West Virginia capitalized on this by obtaining the designation as a National Coal Heritage Area which directly created 94 jobs, generates \$3.4 million in tourist spending and adds \$2.4 million in total value to the economy. Over 50% of their visitors visit more than once and overnight visitors tended to stay for more than two nights. Communities in southwest Virginia have the potential to have similar results by developing and marketing the Virginia Coal Heritage Trail Byway.

Individuals from the counties of Lee, Buchanan, Dickenson, Wise, Tazewell, Scott, Russell and the City of Norton are working together to preserve, protect, improve and market the Virginia Coal Heritage Trail. It is a 325 mile state scenic byway through the heart of the eastern coalfields of Southwest Virginia. In 2010, over 200 people living in or along the byway worked together to develop a corridor management plan (CMP) for the Byway. The plan can be found, in its entirety, at trailsrus.com/vacoaltrail.

The Virginia Coal Heritage Corridor Management Plan (VCHCMP) establishes a "road map" for the development and preservation of this corridor by identifying historic preservation assets, heritage tourism, resource stewardship and economic development opportunities. This plan, when adopted by each of the participating counties, will help guide the tourism sustainability potential of the Byway, integrating heritage preservation with tourism development to ensure lasting preservation and economic benefits.

On a much larger scale, there is a concerted effort between Virginia and West Virginia to nominate the Virginia Coal Heritage Trail as a national byway. This would be an extension of the already nationally designated West Virginia Coal Heritage Trail. Through a collaborative effort by both states, the byways will be developed and marketed, encouraging "historic preservation, interpretation and tourism growth".

VISION

Our vision for the Virginia Coal Heritage Trail is that it become an extension on the existing coal heritage trail and serve as a linear museum through seven counties across southwest Virginia which tells the story of both coal and railroad through preservation and interpretation and shares the rich cultural diversity that came from both.

It is the goal of the Virginia Coal Heritage Trail to preserve and protect the Appalachian coalfields way of life and its link to the unique landscape of southwest Virginia, through the development of a 325-mile trail that highlights the coal mining & railroad history, structures and culture, while developing and perpetuating economic opportunities in communities along the trail.

Studies have determined that over 80% (118 million) of traveling U.S. adults are considered cultural heritage travelers. These tourists tend to stay multiple nights, travel in their personal cars, enjoy the back roads and both scenic and/or historical pleasure drives which, in turn, can have a significant impact on an area. Developing a well interpreted, well marketed coal heritage trail which also focuses on railroad sites and mentions the Crooked Road Music Trail through the heart of the coalfields of Southwest Virginia will give cultural heritage travelers multiple reasons to visit the region.

WHAT MIGHT ONE ANTICIPATE?

A 1989 U.S. Travel Data Center Study found that 1,600 miles of designated byways generated nearly \$48 million in traveler spending, creating over 900 jobs and \$9 million in payroll income. And a 1996 study in Colorado found that byway designation increased traffic on eight of 21 new byways leading to sales increases of about 10%. An increase of 10% in overall sales in the counties in which the Virginia Coal Heritage Trail runs through would result in over \$1.2 million dollars in taxes being generated for Southwest Virginia.

In 2005, over 68 million people visited National Heritage Areas creating significant economic impact on those regions and surrounding communities. West Virginia capitalized on this by obtaining the designation as a National Coal Heritage Area. This directly created 94 jobs, generated \$3.4 million in tourist spending and added \$2.4 million in total value to the economy*.

Those in the eastern coalfields of southwest Virginia have the potential to have similar results if they work together to develop and market the Virginia Coal Heritage Trail.

A 2008 economic impact study of the Crooked Road Music Trail, a portion of which travels along the Virginia Coal Heritage Trail indicated:

- A 2% increase in tourism market share above other parts of the state,
- An estimated direct economic impact of almost \$13 million for that year,
- Increased tax revenues of nearly \$600,000,
- And a total economic impact estimated to be almost \$23 million with 445 full-time equivalent jobs.
 - 2008 Study by Sustainable Development Consulting Intl, LLC

TOURISM IN SOUTHWEST VIRGINIA

According to the U.S. Travel Association, "Tourism is proving to be one of Virginia's most powerful industry generating \$19.2 billion in revenue, supporting 210,000 jobs and providing \$1.28 billion in state and local taxes". Tazewell County local tourism industry alone (one of the seven counties in which the Virginia Coal Heritage Trail travels through) is now generating nearly \$45 million dollars in annual revenue, supporting 580 tourism-related jobs and providing \$644,408 in annual tax revenue**.

Projected earnings of all seven counties and the City of Norton on the Virginia Coal Heritage are provided in Chapter XII of the CMP. All of the counties except Russell County charge a "bed" tax of 2% to 5% for those visitors spending the night at lodging facilities in their communities. Dickenson, Tazewell, Wise and the City of Norton charge a "food" tax on meals purchased in restaurants which generates nearly \$4 million dollars that goes back into the local economies. Lee County charges a 3.6% Admissions Tax on coin operated amusement machines which generated \$691 in 2008.

There are also a total of 1,841 people within those counties working in the tourism industry***. These figures will be used as the base numbers for future calculations of tourism economic impacts to the region as the result of marketing and promoting the trail.

^{*}Statistics from National Coal Heritage Area Annual Report, 2006.

^{**}Big Business – Tourism Industry Thriving in Southwest Virginia, <u>Bluefield Daily Telegraph</u>, May 15, 2010.

^{***2008} data (most current available) provided by the U.S. Travel Association.

DOMESTIC TRAVEL IMPACT ON VIRGINIA (2008)					
				STATE	LOCAL
				TAX	TAX
	EXPENDITURES	PAYROLL	EMPLOYMENT	RECEIPTS	RECEIPTS
COUNTY	(\$Millions)	(\$ Millions)	(Thousands)	(\$ Millions)	(\$ Millions)
Buchanan	17.5	3.81	0.2	0.56	0.21
Dickenson	6.57	1.41	0.07	0.36	0.16
Lee	10.62	2.91	0.17	0.52	0.26
Norton City	15.86	2.7	0.15	0.73	0.71
Russell	10.36	2.37	0.14	0.52	0.17
Scott	14.87	2.93	0.18	0.71	0.38
Tazewell	44.81	9.39	0.58	1.93	0.64
Wise	27.6	5.74	0.35	1.24	0.51

From 2003 to 2008, domestic traveler expenditures increased 39.6% in the counties in which the Virginia Coal Heritage Trail travels from \$106.19 million to \$148.27 million.

ESTABLISHING BENCHMARKS

All seven counties and the City of Norton have experienced an increase in tourism expenditures and total domestic traveler expenditures over the past few years but it would be difficult for one to attribute this increase solely to the creation of the Virginia Coal Heritage Trail Scenic Byway. Therefore, it is the recommendation of the consultants to use the numbers above and below as the base numbers for future analysis of the corridor.

Since the Virginia Coal Heritage Trail travels past nearly all of the tourism-related establishments in Buchanan County, City of Norton, Big Stone Gap and the Town of Richlands, these communities, in particular, provide excellent bench marks in which to measure the success of the Virginia Coal Heritage Trail over time.

The Pocahontas Exhibition Mine has seen a continual decline in visitation over the past few years. In 2006, there were 2,447 paid visitors to the mine exhibit, a significant decrease blamed on high gas prices. In 2007, the numbers rose to 3,893 which was the year the Pocahontas By-Pass was completed and the year the Pocahontas Company Store collapsed. The following year, Pocahontas High School closed and the numbers visiting the exhibition mine declined to nearly 1,000 less than the year before. In 2009 and 2010, visitation further declined to 2,867 and 2,341 respectively. This trend needs to be stopped otherwise one of the only remaining exhibition mines still open to the public will no longer be able to afford to stay open. Using this site as the starting point and staging area for the rest of the tour will help to increase visitation. But in doing so, the experience at the very start must entice and encourage people to continue on the trail. Therefore, it is crucial that attention be made to making the Pocahontas Exhibition Mine once again a "world class" attraction.

AVERAGE VISITOR SPENDING PER DAY

Visitor spending estimates in Southwest Virginia based on comparable tourism spending levels and 2010 prices averages \$205.00 per couple per day which includes an overnight stay*. Breakdown is as follows:

Average lodging: \$75 per night (double occupancy)
 Average meals: \$30 per day per person x 2 = \$60

• Average retail sales: \$30 per day (admission, souvenirs, entertainment) x 2 = \$60

• Average gas: \$10 per day

^{*}Studies have shown the average cultural and heritage traveler tends to travel in pairs.



In a study conducted by TNS Travels America, it was determined that a cultural and heritage traveler is more likely to take a weekend getaway, they stay longer than the average Virginia traveler (2.8 nights vs 2.1 nights); and they spend more per travel party (\$260 vs \$145). The dollars spent in Southwest Virginia could be doubled if there were more shops and attractions established along the route in which for visitors to spend money.

POTENTIAL ECONOMIC BENEFITS

With increased marketing of the byway, it is very reasonable that an additional 10,000 people will drive a portion of the Virginia Coal Heritage Trail Byway in 2011, this should result in an additional \$2.87 million dollars in visitor spending generated along the route assuming these travelers followed the trend and stayed more than one night in the area.

Based on other similar coal and mining byway trails, by year five, if both marketing and improvements along the route are implemented, such as improved interpretative signs and coal related visitor centers and attractions, the increase in visitor traffic could exceed 50,000 people*. This would equate to over \$14 million dollars in increased revenue flowing into southwest Virginia resulting in a potential for 156 new jobs being created**.

In the 2006 National Coal Heritage Area Annual Report, an estimated 54,000 tourists visited coal heritage themed sites within the National Coal Heritage Area in West Virginia. Working with West Virginia to promote the Virginia Coal Heritage Trail as an extension to the Coal Heritage Trail of West Virginia should create greater awareness and higher visitation numbers for both states.

If the railroad theme was also promoted and marketed, this total number would increase as much as 25% due to the growing number of railroad enthusiasts across the United States and overseas who would have an interest in seeing some of the sites along the route. This would create an additional 39 new jobs for a total of 195 new jobs in the region. A further increase would be experienced if joint marketing occurred between the Crooked Road Music Trail, the Spearhead Trails initiative and the Virginia Coal Heritage Trail providing multiple reasons to visit Southwest Virginia throughout the year.

The fact that the Virginia Coal Heritage Trail is so long means the average visitor will only drive a portion of the byway at a time. If the experience they have along one section is positive, they may have interest in coming back to Southwest Virginia to explore another section of the Trail. But if they experience frustration or feel what they are seeing does not intrigue them or does not live up to their preconceived expectations, they will most likely not come back. Therefore, it is very important they have a positive experience, and, in the process, learn about other sections of the route that may interest them in making a follow-up visit back to the region.

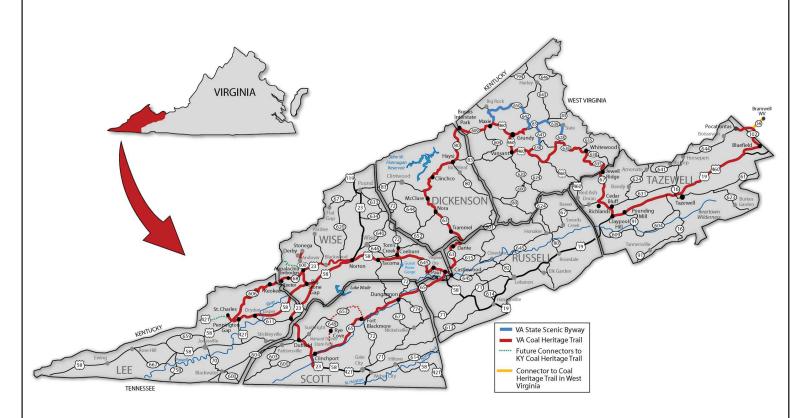
^{*}Based on comparable results along other coal themed byways.

^{**}Based on study conducted for the Governor's Commission on Economic Development & Job Creation, September 30, 2010, Richmond Virginia.

CORRIDOR MANAGEMENT PLAN FOR THE



COAL HERITAGE TRAIL



Through the counties of Tazewell, Buchanan, Dickenson, Russell, Wise, Scott, and Lee in the Heart of the Southwest Virginia Coalfields



IMMEDIATE ACTION PLAN

RECOMMENDATIONS FOR IMMEDIATE ACTIONS TO TAKE:

- The Virginia Coal Heritage Trail Advisory Committee shall become a standing committee for the Virginia Coal Heritage Trail under the auspices of the Heart of Appalachia Tourism Authority with the power to oversee and guide the Virginia Coal Heritage Trail project forward.
- Upon adoption of the Corridor Management Plan by the Heart of Appalachia Tourism Authority, it will be the mission of the committee to immediately seek adoption of the plan by all seven counties and the City of Norton and seek support in the form of both letters and petitions from public officials, businesses, legislators and citizens along the route for both the plan and eventual certification of the Virginia Coal Heritage Trail as a national byway.
- It will also be the mission of this standing committee to aid and assist communities and
 organizations along the route in the implementation of the recommendations established in
 this corridor management plan to reach the goals set forth within understanding and
 recognizing the fact that this standing committee is made up of volunteers so assistance will
 be limited. Therefore, it is recommended that Samantha Landingham, staff member for the
 Heart of Appalachia Tourism Authority assist in this endeavor.
- And that each county create its own Byway committee to work with Ms. Landingham and with the standing committee to implement the recommendations laid out in the Corridor Management Plan, in particularly those recommendations pertaining to the section of the trail going through their area.
- At such time, when funding is available, a full-time person should be hired by the Standing Committee to oversee, manage, and further market the Virginia Coal Heritage Trail Byway under the auspices of the Heart of the Appalachia Tourism Authority. It will be this individual's responsibility to continue to engage those along the route to implement the recommendations within the plan, seek out necessary funding to "make it happen" and, where needed, provide assistance in writing both grants and proposals to obtain the goals.
- Proper and adequate placement of scenic byway trail signs is crucial to ensure travelers do not get lost or confused. They also provide confirmation that the traveler is headed in the right direction and provide warning of upcoming turns ahead.
 - During the development of the corridor management plan, participants in the planning process were asked to travel the route and determine those areas that needed signage to ensure the traveler stayed on the right roads.
 - All were quite impressed with how well the Virginia Transportation Cabinet (VDOT) had placed the signs which made it easy to follow the trail despite numerous road changes. In fact, less than 25 locations along the entire 325 mile trail were noted as needing additional directional and/or confirmation byway signs, many of which are within communities themselves. This will require cooperation between the local officials and VDOT.
 - A detailed list of the locations for additional scenic byway signs as well as other safety signs such as "sharp curve ahead", "hidden driveway" or "congested area" is included below that will help ensure safe travels for visitors driving the route.

IMMEDIATE ACTION PLAN

<u>IMMEDIATE ACTION</u>: Communities along the route should work with the Virginia Department of Transportation to see that the necessary signs are added along the byway. Sections to address include:

- 1. Additional byway trail signs through the Bluefield area along Hwy 102 directing travelers to Hwy 460.
- 2. Add a byway sign prior to the split at Hwy 460 onto Hwy 19 at Claypool Mill to give drivers the opportunity to get into the correct lane to turn.
- 3. Need better signage in the Richland areas directing travelers through the downtown area and to Virginia's Official Coal Miner Memorial at Town Hall.

 See Chapter VIII -Series of Town Meetings: Tazewell County for details as to the number of signs needed and their placement within the community.
- 4. Recommend a byway sign directing travelers to take Bearwallow Road which is a loop through Jewell Ridge, otherwise one may miss this excellent example of a coal camp community.
- 5. Recommend a byway sign letting travelers know they need to turn left at Hwy 635 onto Hwy 638 towards Whitewood after leaving Tazewell County on Hwy 67 and entering Buchanan County.
- 6. There needs to be a byway sign added when Hwy 638 takes a sharp turn reminding people they must take the turn to stay on the route.
- 7. There needs to be a byway sign before the turn onto Hwy 628 so drivers can prepare.
- 8. A byway sign needs to be moved closer to the intersection of Hwy 628 and Slate Creek Road in Buchanan County to let the traveler know they are to turn left. Or an additional sign needs to be added prior to the turn with an arrow providing the direction one is to turn.
- 9. In Buchanan County, as one turns left onto Bull Creek Road off of Hwy 640, there needs to be a scenic byway confirmation sign on the other side of the railroad tracks confirming that one is indeed going the right direction.
- 10. Better byway signage through the Town of Haysi in Dickenson County and to the entrance to the old Splashdam Mine which then requires one to backtrack and turn onto 83W to get back on the trail. This is very confusing.
- 11. In Russell County, there needs to be a byway sign directing visitors to turn right onto Route 627 (Lower Bear Wallow Road) into the community of Dante prior to the moment one must turn. It is easy to miss.
- 12. As one comes to the intersection at St. Paul, there needs to be a scenic byway sign added telling the driver to turn left at the light onto Deacon Drive (4th Avenue) through Downtown St. Paul.
- 13. There needs to be a byway confirmation sign after one turns onto Deacon Drive to let the traveler know they are headed the right direction.



- 14. There needs to be a byway confirmation sign at the intersection of Hwy 23 and the connector road to Hwy 58A/Hwy 23 in Downtown Norton to direct people to continue on Hwy 23 to Appalachia.
- 15. A scenic byway sign is needed saying "Turn Right" onto Hwy 68 before one gets to the intersection to warn them to be ready to turn right. (Immediate)
- 16. Better signage is needed to direct travelers to turn onto Hwy 600 to Stonega and Derby, two of the most complete coal camps along the entire route.
- 17. Need a coal heritage sign at St. Charles in Lee County directing travelers to turn left onto Bonny Blue Road to see one active mining site and the remains of another
- 18. At intersection of 606 & 421, Virginia Coal Heritage Trail goes both left to Pennington Gap and right to St. Charles. Need to erect sign letting travelers know to the left is the main trail and to the right is a side trip to avoid confusion.
- 19. At the intersection of 421 and the turn off to St. Charles (Hwy 352) there is another area of confusion. One sign encourages travelers to turn, the other one directs travelers

- Thomas different
- straight ahead on Hwy 421 which eventually crosses into Kentucky and could be the connector to the proposed Kentucky Coal Heritage Trail.
- 20. The temporary removal of the byway sign in Lee County directing travelers to continue West on Hwy 421N to the Kentucky state line when, in fact, there is destination beyond the point of the sign. When the Kentucky Heritage Coal Trail is developed, then this sign could be re-erected.
- 21. Better byway signage is needed through the downtown areas of Richlands so people will not miss the Section House, historic downtown and Coal Miner's Memorial of the Commonwealth. See Chapter VIII Series of Town Meetings: Richlands.
- 22. Better signage is also needed through Big Stone Gap, so travelers do not miss Meador Coal Museum, the Miner's Memorial Park, the Lonesome Pine School and Heritage Center and other coal related sites in Big Stone Gap. See Chapter VIII Series of Town Meetings: Big Stone Gap.

Note: A West Virginia Coal Heritage Byway sign (yellow) needs to be placed at the intersection of Hwy 56 and 102 as one comes out of Pocahontas to let travelers know the connector route to the Coal Heritage Trail of West Virginia at Bramwell. At the same time, there needs to be a Virginia Byway sign (red) added as one leaves Bramwell on Hwy 56 and connects with the Virginia Coal Heritage Trail at Pocahontas. (See section on "Visually Appealing Signage" later in this chapter.)

SITES AT RISK ALONG THE BYWAY

The company store, superintendent's home, boarding house and numerous coal camp homes at the Trammel Coal Camp still remain in Dickenson County and are located right on the Virginia Coal Heritage Trail. This would be an excellent location for interpretation of a coal camp except for the fact that if something is not done soon, many of the existing buildings will be in ruins.





It is recommended that funds be sought to renovate this community into an attraction for those traveling along the Byway. In fact, the boarding house could be reopened to provide lodging. But much work would need to be done first to preserve what is there.

Another site at risk is the Coal Heritage Trail Railroad Museum and Red Caboose Inn near Haysi. The owner is considering selling both. This would result in the loss of both an attraction and much needed lodging for that portion of the trail. **Efforts should be made IMMEDIATELY to keep both!**



A few years ago, a proposal was written and funding received to renovate the old depot in Appalachia but when it was determined that a live track was located nearby, all work was stopped. In Dante, the community was provided the opportunity to acquire the Dante Depot but were required to move it 50' from the track which made the entire initiative cost prohibitive. This issue needs to be revisited before both depots are beyond repair.







There are many examples of depots being renovated and used for other purposes while still being located next to a live track. Immediate action should be taken to save the depot in Dante. See Chapter XI for a solution for the depot in Appalachia.

Appalachia Depot

Dante Depot

Another Depot at Risk...



1950 photo of the Duffield Depot

The Duffield Depot is currently being used as a storage shed. Efforts should be made immediately to obtain the depot and move it to the site next to the depot used in the "Coal Miner's Daughter" movie on display at the corner of Hwy 58 and 23 in Scott County. The building could then be used to house and display Kenny Fannon's tremendous collection train memorabilia.

The old Clinchco Post Office is at risk of falling in...







Above is the only coal company commercial building still remaining in Clinchco. It is known as the "Old Post Office" that one time or another housed a bank, barber shop, company offices, printing press, school rooms, mortuary and a post office. It recently sold in auction and the new owners would like it to become a museum.

SWINGING BRIDGES - FEW AND FAR BETWEEN

There are only four swinging bridges located along the route. They are in Scott, Tazewell, Dickenson and Lee. There used to be many more. These too are at risk of disappearing. Efforts should be made to preserve those that are still remaining, especially those visible from the road.

The four remaining swinging bridges visible from the Byway.





Lee County





Wise County

Tazewell County

Dickenson County

A list of noted "at risk" sites along the corridor is provided below:

- Pocahontas Downtown historic district (See Hill Studio Study)
- Appalachia Depot
- Downtown Appalachia
- Dante Depot and other structures
- Duffield Depot Currently being used as a storage shed outside the region.
- The Ice House in St. Paul
- The Railroad Car Museum in Haysi
- The Red Caboose Inn in Haysi
- Trammel Company store, superintendent's home, and boarding house
- The Mill at Cedar Bluff (Currently for sale)
- The Section House in Richlands At serious risk of becoming a parking lot.

 Action needs to be taken immediately!
- Coal Heritage Trail Railroad Museum and Caboose B&B near Haysi
 Both these businesses are assets to the Coal Heritage Trail and efforts
 should be made to promote both.
- The Post Office/Company Office/School in Clinchco Recently sold at auction and in need of funding to preserve and renovate.
- A number of the coal camps and tipples
- Drive In Theater (between Norton and Appalachia) is the last one along the route.
 Those along the corridor need to help promote and market this site.
- Swinging bridges. There used to be hundreds of these along the route.

 Now there are only four remaining.



Downtown Appalachia



Section House in Richlands



Blackwood Coal Camp



Ice House in St. Paul



Swinging Bridges



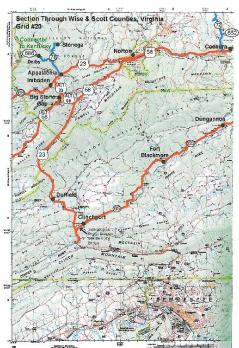
One of the few drive-in theaters still in operation



ADDITIONS TO BYWAY

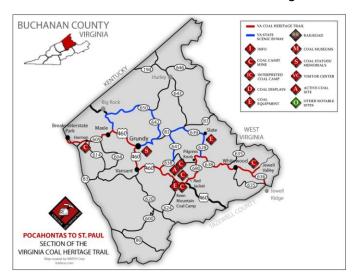
In the process of inventorying the Byway, it was discovered that five key sites to telling the "story of coal" were left off the route. These sites included:

- 1. The Stonega Coal Camp and the Derby Coal Camp in Wise County are two of the most intact coal camps remaining in southeast Both are listed on the National Registry of Historical Places effective January 16th 2006 and provide excellent opportunity for interpretation of how coal camps once appeared.
- 2. Toms Creek, another coal camp in Wise County, was once considered the cultural center for many of the surrounding counties. It also had the largest number of coke ovens. Very few of the original structures remain but there is an excellent opportunity to share with travelers what once was as well as the coal process of today.
- Enroute to Toms Creek is the town of Coeburn, another worthwhile stop along the route. The downtown area is very inviting to visitors and it is notably the home of Lay's
- Hardware which offers music nearly every weekend. 4. Keens Mountain Coal Camp in Buchanan County still has the original Company Store in



excellent condition and many of the office buildings and homes of both officials and workers of the mines. It too provides an excellent opportunity for interpretation and should not be missed.

Letters of support were provided by officials in both Buchanan and Wise Counties requesting the inclusion of these routes on the Virginia Coal Heritage Trail. The Virginia Coal Heritage Trail Advisory Committee voted on this and agreed. They have submitted a formal request to Virginia legislators to revise the current statue to include these roads and efforts are underway for this to be introduced and voted on during the 2011 legislative session.



(Above) The blue on the map shows the proposed roads to add so the communities of Stonega, Derby, Coeburn, and Toms Creek may be included on the Virginia Coal Heritage Trail Byway.

The map to the left shows the proposed route in red which takes the traveler down VA 680 and past Keen Mountain Coal Camp located on U.S. Route 460 The route in blue denotes a portion of the original Byway which will remain a state scenic byway and not seek national status.

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The Virginia Coal Heritage Trail Corridor Management Plan was developed by WMTH Corporation for the Virginia Coal Heritage Trail Advisory Committee, a subsidiary of the Heart of the Appalachia Tourism Authority.

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The plan, in its entirety, is available at trailsrus.com/vacoaltrail.