



Adventure Begins At The Exit Ramp

Travel US Route 60 for WV's Best Adventure -Art - History

2005 Corridor Management Plan



..... Building a 180-Mile Linear Community Across West Virginia

This CMP is a revision and expansion of our Plan prepared in 2000 when we were seeking and received National Scenic Byway status for the 119 miles from the Capitol of West Virginia east to the Virginia border. Many of the goals we set forth 5 years ago have been met. Also, since 2000 the 61 miles west of the Capitol has been designated a state scenic byway.

This CMP updates our goals to include the Western Extension and our current organizational status.



1.2

Midland Trail National Scenic Highway

2005 Corridor Management Plan

Revised Draft March 2005
Original February 2000

Prepared By
Midland Trail Scenic Highway Association for
United States Department of Transportation
Federal Highway Administration

14 Points Addressed Corridor Management

To receive NSB designation the Byway Corridor Management Plan must address 14 specific points. Here is a quick reference guide to locating these aspects within our Plan.

1. A map identifying the corridor boundaries, location intrinsic qualities and land uses in the corridor

Maps in Chapter 2

2. An assessment of the intrinsic qualities and their "context" (the areas surrounding them).

Chapter 4

3. A strategy for maintaining and enhancing each of those intrinsic qualities.

4.28-3; Goal 3.8 Page 3.14 Chart 3.16

4. A schedule and listing of all agencies, groups, and individuals who have responsibilities in implementing the CMP, and a description of enforcement and review mechanisms, including a schedule for continuing review of how well those responsibilities are being met.

Chapter 7 addresses this in length.

5. A strategy of how existing development might be enhanced and new development accommodated to preserve the intrinsic qualities of the corridor.

4.26-27; Also Goal 2 -page 3.8

6. A plan for on-going public participation.

Goal VIII Pg. 3.14, 3.17

Also Page 8.10

7. A general review of the road's safety record to locate hazards and poor design, and identify possible corrections.

9.6-9 Including 9.6a chart recapping Accident Data and Rates

8. A plan to accommodate commercial traffic while ensuring the safety of sightseers in smaller vehicles, as well as, bicyclists, joggers, and pedestrians.

9.1-2

9. A demonstration that intrusions on the visitor experience have been minimized to the extent feasible, and a plan for making improvements to enhance that experience.

Goal 2 Enhance the Visual Experience Pg. 3.8 Also 9.12

10. Documentation of compliance with all existing local, state, and federal laws about the control of outdoor advertising.

9.4

11. A plan to demonstrate how the State will insure and make the number and placement of signs more supportive of the visitor experience.

Chapter 6 & Goal I Page 3.7

12. A narrative describing how the National Scenic Byway will be positioned for marketing..

Chapter 8 - MT Marketing Plan

13. Any proposals for modifying the roadway, including an evaluation about design standards and how proposed changes may affect the byway's intrinsic qualities.

9.1-2

14. A description of plans to interpret your byway's significant resources to visitors.

Chapter 6 addresses signage Pages 9.10 & 11 discusses interpretation as a part of Visitor Services, Chapter 8 pgs 8.21 addresses interpreting to specific market segments. Goal 3 pg. 3.9

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MT Association Update

Across the five short years since the Midland Trail / US Route 60 received the prestigious designation of National Scenic Byway from Congress and an State Scenic Byway designation for the 60-mile western extension from WV DOT, MTSHA has been busily working to develop a 180-mile linear community working together to promote economic and tourism development border-to-border across WV along Rt.60 and its gateways.

On the heels of receiving the prestigious National Scenic Byway (NSB) status for the 119-mile stretch of US Route 60 / the Midland Trail from Charleston to White Sulphur Springs, three years ago the remaining 75+ mile section of Rt. 60 from Charleston to Huntington / Kenova was designated as a state scenic byway, making the Midland Trail a 200-mile byway reaching border to border across WV.

The Midland Trail Scenic Highway Association (MTSHA) greeted its NSB status and expansion with a planning retreat at which representatives from the entire 200-mile Trail worked together to set forth objectives for the coming years. The following is an update on our progress.

Goal 1: Establish a Centralized Professional Office

The first order of business was to hire a full-time Director, establish a centralized office and get our funding and projects in order.

Alice Hypes was hired as the first Executive Director and 405 Capitol Street (The Daniel Boone Hotel) was chosen for the office. Records were collected from all the previous officers and filing and accounting systems were established. With the fundamentals in place, Ms. Hypes began a public education program to involve business and community leaders from across the Trail in projects geared to build economic and tourism development.

Goal 2: Building a 180-mile Linear Community

Our public education program to familiarize the entire 200-mile Midland Trail and its gateways with our Association resulted in 175 towns and tourism-related businesses becoming partners in our 120-page, full-color 2003-04 Destination Guide, which highlights intriguing towns and attractions across the six counties. The 2005-6 Guide, released May 2005, was equally well supported.

This year our 15th Anniversary Celebration brought together 225+ partners and gave partners an opportunity to learn about other attractions along the Byway. Partners are becoming "front door" ambassadors working together to distribute Guides and refer visitors to other attractions along the Trail.



This MT ad created by Aaron Kenstler of Firefly Imaging, won a 2004 State-wide Media Award.

Our Updated Tourist-Oriented Website is visited by 300 unique people per day and generates many requests for Guides and info.



www.midlandtrail.com



Alice Hypes, MTSHA Executive Director



Danielle Snidow came on board last year to assist in development. She spearheaded the April 1st Celebration and the Harley-Davidson Poker Run.



2003 State-wide Media Award for Beth Gorzyca's story, Riding the Midland Trail, Herald Dispatch.

WV Tourism honored our event with the 2004 Mountaineer Award! Congrats to all participants!!!

1.5 Putting Midland Trail on the Map

Goal 3: Develop a Distribution System for Guide and Travel Info

The Midland Trail Destination Guide is flying off the shelves! Results:

- MT Guide, the cornerstone of our marketing program, offers 80 full-color pages filled with things to do, places to see, plus history and travel info on the 42+ communities, gateways and side trips along the Midland Trail
- The #1 most requested brochure at WV welcome centers!
- Secured phone number 1-866-Route 60 to encourage calls for the Guide and info
- Established a tracking program to determine the source of requests for Guides and information
- 500+ requests per week from individuals travelers, plus
- Bulk requests for fairs and festivals, welcome centers, conferences, special events and 1-800-CALL WVA.
- Trade Shows – Travel South, Southeast Tourism Society and the SWVCVB Travel Show



Breck Reishman handles distribution of our Destination Guide. We are now receiving 700-1000 individual requests weekly, plus 50,000+ bulk requests annually.

Midland Trail Video Available

The Midland Trail movie has been shown on Public Television and the Travel Channel. It is now available on video with a new cover design by Aaron Kenstler, Firefly Imaging. WalkAbout Productions is helping us expand the video to include the western section of the Trail. Videos can be purchased for \$19.99 at Showcase WV in the Charleston Town Center Mall or by calling 1-866-Route 60.



Goal 4: Marketing Midland Trail to the Mid-Atlantic

It is More Than a Guide - It's a Marketing Program aimed to promote travel along the 200-mile Trail and build awareness of the varied offerings across WV's midsection.

Our Mid-Atlantic Marketing Campaign includes Ads in: Southern Living Magazine, AAA Tour Book, The Washington Post Magazine, Blue Ridge Country, Cabela's, WV Wild & Wonderful and several travel guides.



Goal 5: The Future Steps - Enhancing the Visitor Experience

Projects for the coming months include:

1. Completion of a 5, 10 and 20 year Plan (CMP) for developing the Byway
2. New trail-wide signage and milemarkers
3. Establishing, through partnerships, a series of welcome centers to move visitors along the Trail and entice them to see more and stay longer
4. Plan interpretative exhibits across the Trail
5. Develop and implement a plan for long-term sustainability for the Association and historical properties.



Karen Ebert Allen, Director WV Scenic Byway Program shows new signs. Alice Hypes (center) MTSHA shows existing MT mile markers. Ric Hartman, WV DOH Program Specialist.

MTSHA

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