



Hatfield McCoy *Trails*





We Are...

- **One of the largest Economic Development projects in West Virginia**
- **A Unique Public Private Project Managing Over 1,000,000 Acres of Private Land for public use and recreation**
- **A 500 plus Mile Trail System open to ATVs, UTV's and Off-Road Motorcycles**
- **Averaging development of over 100 miles of new Trail every two years**
- **Currently managing trail systems in the five southern counties of Boone, Logan, Mingo, McDowell and Wyoming**



Primary Goals

- **To Diversify the Economy of Southern West Virginia**
- **To provide a positive economic impact within our nine county project area**
- **To create a culture of Entrepreneurship based around new trail related businesses**
- **To generate an ongoing return on investment to the State of West Virginia for the public dollars invested into the Trails**
- **To provide a SAFE recreational experience for each user of the Hatfield-McCoy Trails**
- **To open over 2000 miles of world-class interconnected trails throughout southern West Virginia, creating the Disney World of ATV riding in the United States.**



Land Owner Partnerships

- **300+ Landowners**
- **Over 1,000,000 acres under agreement**
- **100% of land is privately owned.**
- **The Public Corporation assumes the liability**
- **The Private Owners retain the ability to develop the Natural Resources**



**United States
Senator Jay
Rockefeller calls
the Hatfield-McCoy
Trails the “One of
the Hottest projects
in West Virginia.”**



Safety

Hatfield-McCoy Trails Strictly Enforces All Manufacturer's Safety Guidelines, Such As:

- D.O.T./Snell approved helmet is required
- “Doubling” is prohibited unless approved by the manufacturer
- Protective Eyewear is required
- Riders must wear over the ankle footwear
- All vehicles must be equipped with a spark arrestor





Hatfield-McCoy Sets the Standard in Safety

- **Strict safety rules set forth by the Authority and Enforcement by State Police certified Rangers.**
- **The Trails have received National Recognition for ATV Safety from the National Off Highway Vehicle Conservation Council**





Extreme Trails... Extreme Growth

- **User Permit Types**

- WV Resident- \$26.50 w/tax

- Non-Resident- \$50.00 w/tax

West Virginia Resident permits are less due to the investment by the State

- **Permit Sales Snapshot**

- April 2001 – 767

- April 2003- 1,449

- April 2005- 3,196

- April 2007- 3,678

- April 2009- 4,657





Permit Revenues

Fiscal Year 02 – \$217,112.65

Fiscal Year 03 - \$390,908.68

Fiscal Year 04 - \$522,137.00

Fiscal Year 05 - \$749,038.00

Fiscal Year 06 - \$822,048.00

Fiscal Year 07 - \$924,235.00

Fiscal Year 08 – Over \$1,000,000

The Hatfield-McCoy Trails are the catalyst for new private sector economic development. The Authority is continuing its diverse marketing campaign as well as seeking sources of new revenue to gain self-sufficiency.

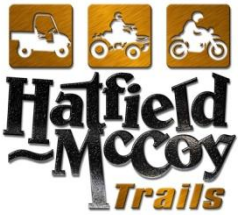




Trail User Statistics

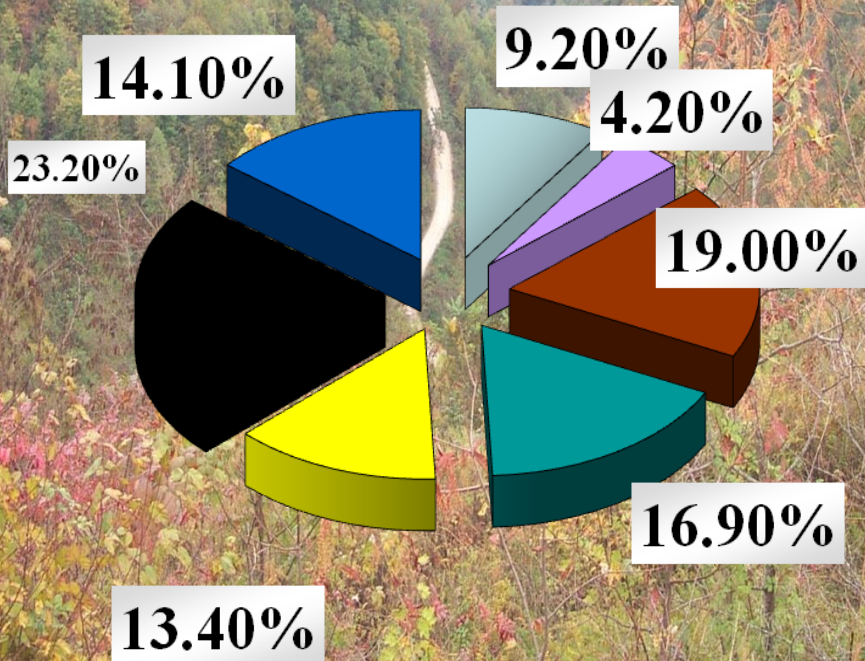
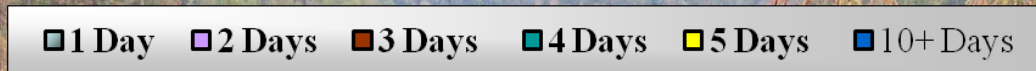
- Number of people in your group?
- Riders 5.63
- Non-Riders 0.16
- Total 5.79

- Where did you stay?
- Cabin/Lodges 35.8%
- Campground 29.7%
- Other 18.9%
- Hotel/Motel 15.5%



Percentage of Days Spent in Hatfield-McCoy Country

•One Day	9.2%
•Two Days	4.2%
•Three Days	19.0%
•Four Days	16.9%
•Five Days	13.4%
•6 to 9 Days	23.2%
•10 Days or More	14.1%



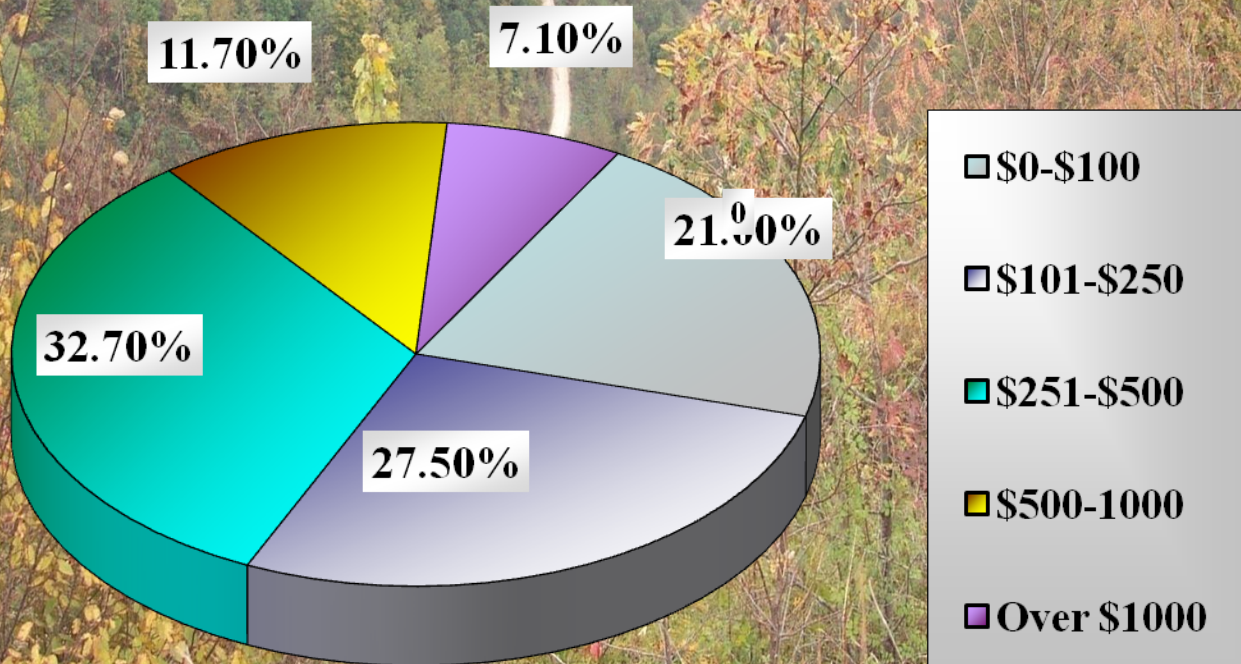
* Information collected from the Hatfield-McCoy Survey Card

** Source "Soaring to New Heights, WV Division of Tourism Three-Year Plan."



Amount Visitors Spend Per Trip

\$0-\$150	21%
\$151-\$250	27.5%
\$251-\$500	32.7%
\$500-\$1000	11.7%
\$1000 +	7.1%

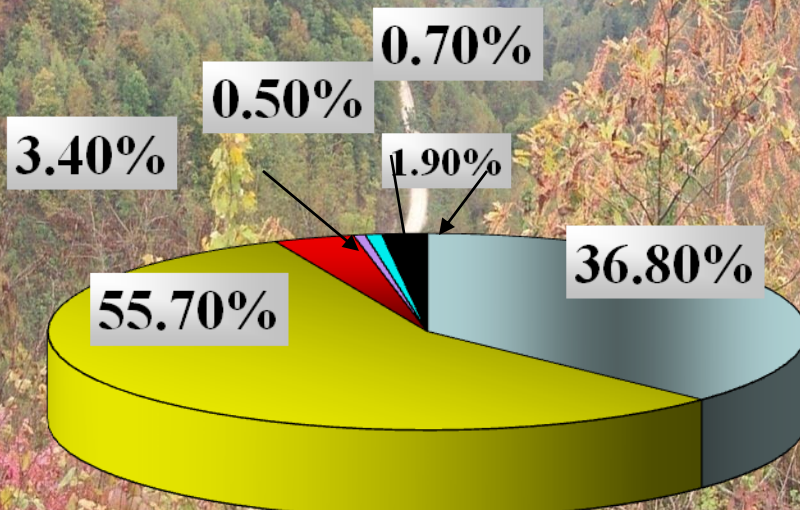


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Participants Rate the Experience

Best Ever Ridden	36.8%
Worth the Trip	55.7%
Average	3.5%
Below Average	0.5%
Should Have Stayed Home	0.7%
N/A	1.9%



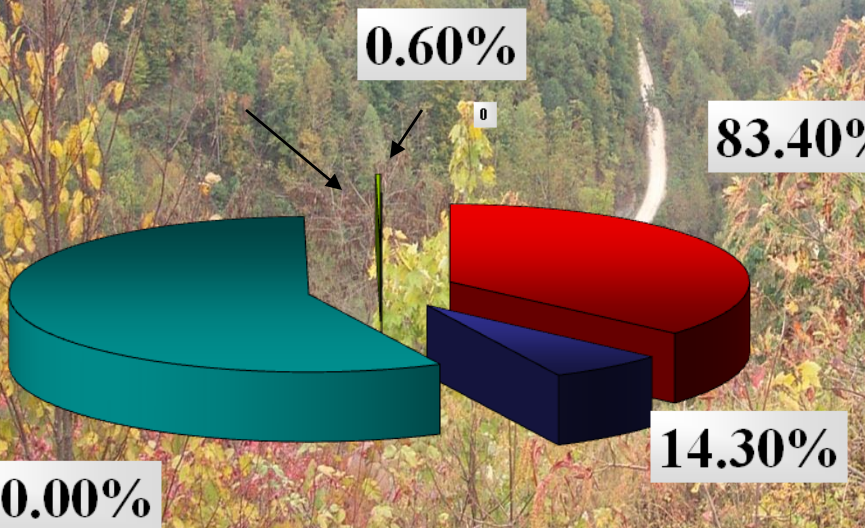
- Best Ever Ridden
- Worth the Trip
- Average
- Below Average
- Should Have Stayed Home
- N/A

*Information collected from the Hatfield-McCoy Survey Card



Riders Likelihood to Return

Very Likely	83.4%
Somewhat Likely	14.3%
Not Very Likely	1.3%
Not Likely At All	0.8%
Will Not Return	0.2%

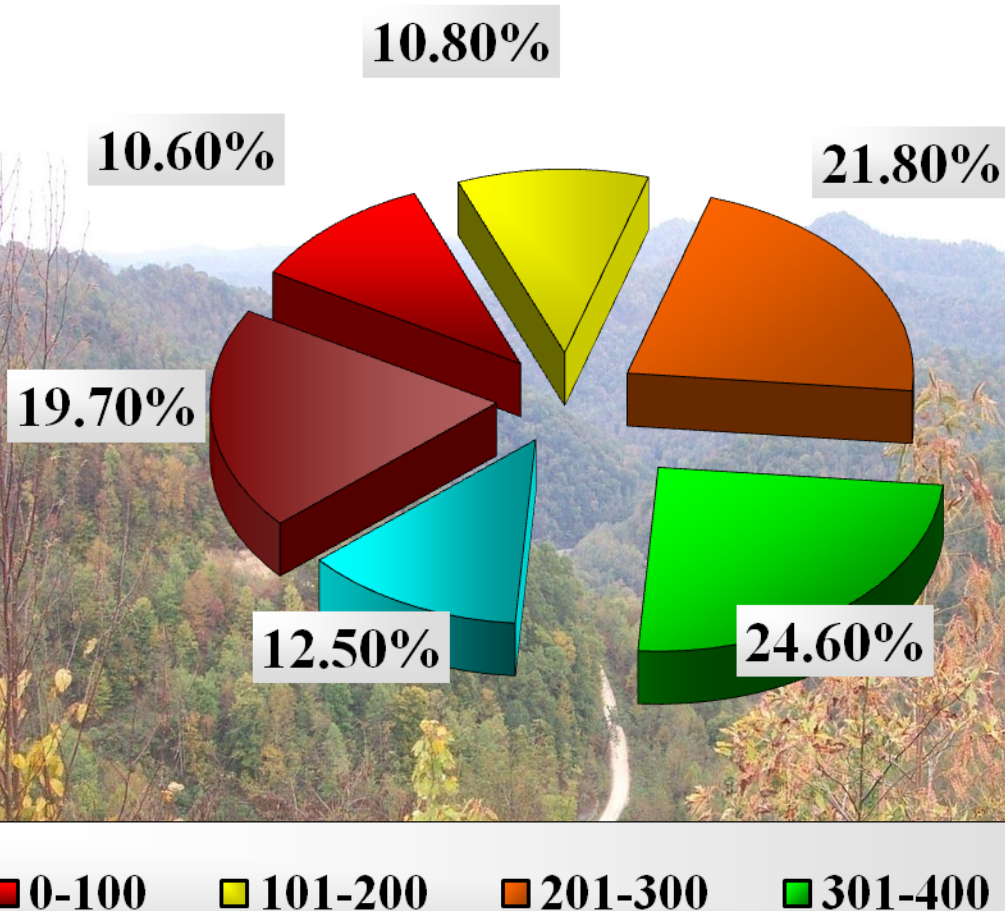


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Miles Traveled To Trails Heaven

-One Way-



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Corporate Sponsorships

- Kawasaki
- Suzuki
- Toyota Trucks
- Can-Am
- Warn Winch
- Goodyear Tires
- Gander Mountain





National Media Coverage

- All Terrain Vehicle Magazine
- American Motorcyclist Magazine
- ATV Connection.com
- ATVA Magazine
- ATV Industry Magazine
- ATV Illustrated Magazine
- ATV Magazine
- ATV Magazine TV
- ATV Rider Magazine
- ATV Rider Magazine.com
- ATV TV
- ATV Sport Magazine
- ATV Sport TV
- Dealer News Magazine
- Cycle News Magazine
- Dirt Bike Magazine
- Dirt Rider Magazine
- Dirt Wheels Magazine
- Fisher's ATV World-TV
- Honda Red Rider Magazine
- Off-Road.com
- Outside Magazine
- National Public Radio
- NOHVCC News
- Wall Street Journal
- REV Magazine
- Two Wheel Tuesday-TV



Award Winning National Event



**Hatfield-McCoy National
Trail Fest**

www.nationaltrailfest.com



Economic Development





Economic Diversification

**Outfitters (Rentals and Guided Tours)
Camp Grounds
Cabins
Hotels
Restaurants**

**Over 40 New Lodging Businesses have
opened in support of the Trails adding
over 600 new beds to the project area**

**Municipality
Connectors
have given
nine Towns
direct trail
access**





Hatfield-McCoy Trails

**It's a Public Private Project
designed to create a Tourist
Economy and Promote
Entrepreneurship in
Southern West Virginia**





Hatfield McCoy *Trails*

www.trailsheaven.com



**Thank You For
Your Time**