



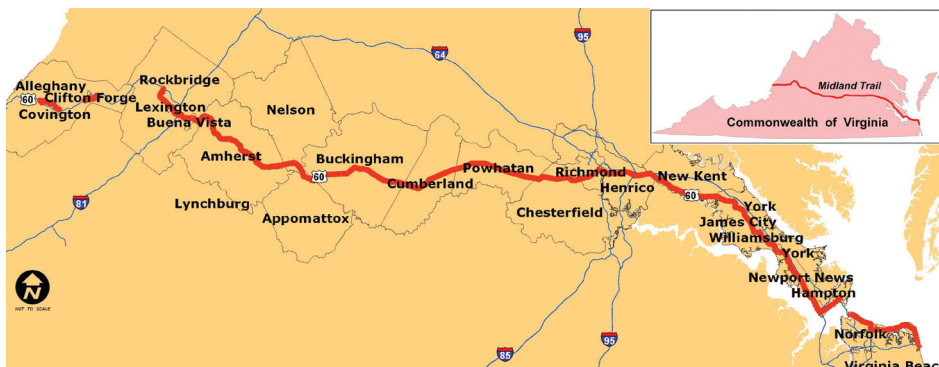
## PROJECT GOAL

To have the Virginia Midland Trail (in most cases Route 60) designated a Virginia Scenic Byway and, ultimately, a National Scenic Byway – extension of the West Virginia Midland Trail.

# Virginia Midland Trail

## ECONOMIC IMPACT AND RECOGNITION

- ⇒ Majority of heritage/culture tourists to Virginia stay multiple nights. Over half stay 4-10 nights.
- ⇒ 76% of Virginia’s heritage/culture tourists travel in their personal car on pleasure trips.
- ⇒ Over 80% (118 million) of traveling U.S. adults are considered cultural heritage travelers.
- ⇒ 119 miles of West Virginia roadway was designated as Midland Trail National Scenic Byway on June 15, 2000, resulting in significant economic impact specifically to the communities along the Midland Trail.
- ⇒ The Virginia Byways program identifies road corridors containing aesthetic or cultural value near areas of historical, natural or recreational significance. By designating certain roads as Virginia Byways, widely distributing “A Map of Scenic Roads in Virginia,” and promoting the Virginia Scenic Roads Web site, the program encourages travel to interesting destinations and away from high-traffic corridors.
- ⇒ Virginia Byways also stimulate local economies by attracting visitors to lesser-known destinations. One study showed visitors spent \$1.8 billion in counties adjacent to the Blue Ridge Parkway in Virginia and North Carolina. This supported nearly 75,000 jobs and generated more than \$147 million in tax revenues in the region.
- ⇒ National Byway designation provides grant opportunities for various enhancement and preservation projects.



Visit [www.midlandtrailva.com](http://www.midlandtrailva.com) for more information.

## PROJECT TIMELINE

### 2011

- Midland Trail Summit held in the Alleghany Highlands to gauge interest in the Virginia Byway and the National Byway designation. Virginia and West Virginia partners discuss success of the West Virginia Midland Trail byway designation, economic impact, the road forward and connecting the Virginia Midland Trail to West Virginia’s.
- Resolutions adopted by Alleghany County Board of Supervisors, Clifton Forge Town Council, Covington City Council, Nelson County Board of Supervisors, Lynchburg City Council and Rockbridge County Board of Supervisors.

### 2012

- Resolution adopted by Town of Appomattox

### 2013

- Resolutions provided by all partner communities / Virginia Byway designation requested
- Virginia Byway designation secured

### 2014-2015

- Corridor Management Plan development

### 2016-2017

- National Byway designation nomination

## PROJECT PARTNERS

- Alleghany Highlands Chamber of Commerce & Tourism
- West Virginia Midland Trail Scenic Highway Association
- Lexington and Rockbridge Area Tourism Development
- Nelson County Economic Development and Tourism
- Discover Lynchburg (Lynchburg Regional CVB)
- Virginia Tourism Corporation

A Virginia Tourism Corporation Facilitated Project