

MTN MOUNTAINEER TRAIL NETWORK

WEST VIRGINIA'S NEW FRONTIER OF OUTDOOR RECREATION

WHO WE ARE

THE MOUNTAINEER TRAIL NETWORK (MTN) IS AN ECONOMIC DEVELOPMENT AUTHORITY CREATED BY THE WEST VIRGINIA LEGISLATURE TO IDENTIFY, ENHANCE, AND PROMOTE OUTDOOR RECREATION INFRASTRUCTURE AND OUTDOOR ECONOMIC DEVELOPMENT.

MTN is comprised of a multi-county region to position West Virginia as a premier recreational trail destination in the United States.

As of 2024 the MTN consists of five hub areas that are the region's most visitor-ready trail destinations. These local trail networks have been connected and unified through consistent infrastructure, branding, signage, and marketing efforts. By continuing to grow our network and forge connections across West Virginia we hope to incorporate additional

communities as partners by helping to identify their outdoor recreation opportunities, collaborate on user focused enhancements, and promote these partners through consistent branding.

Through collaboration, strategically investing in trail infrastructure and fostering community engagement around local trails, we aim to enrich the lives of residents and visitors alike through unparalleled outdoor experiences. Together we strive to create a sustainable, prosperous future where the natural beauty of West Virginia flourishes alongside thriving local economies.

PURPOSE

The MTN will develop and strengthen relationships with community leaders, stakeholders, funding organizations, and trail advocates in order to leverage trails and outdoor recreation as a catalyst for economic development for the betterment of West Virginia's economy and quality of life.

PROMISE

The MTN is a diverse collection of the visitor-ready destinations and non-motorized trail experiences in the region. The MTN will be an authority and informational source for communities and trail users to experience the best of West Virginia's outdoor recreation, legendary Appalachian culture, and up-and-coming trail towns.

MISSION

To identify, enhance, and promote outdoor recreation infrastructure and outdoor economic development within its multi-county network.

2024 MTNRA REGION

CURRENT COUNTIES

- BARBOUR
- DODDRIDGE
- MINERAL
- GRANT
- HARRISON
- LEWIS
- MARION
- MONONGALIA
- PRESTON
- RANDOLPH
- RITCHIE
- TAYLOR
- TUCKER
- UPSHUR
- WOOD
- POCAHONTAS

HUB DESTINATIONS

- BIG BEAR
- CHEAT RIVER WATER TRAIL
- SNOWSHOE
- MT WOOD
- CAMP 70

WHAT WE DO

The MTN is forging a New Frontier of Outdoor Recreation in West Virginia. Help us write a new chapter in the age-old Mountaineer story around outdoor adventure and our shared Appalachian heritage, all while safeguarding our wild and scenic beauty that defines The Mountain State.



IDENTIFY.



ENHANCE.



PROMOTE.

IDENTIFY

- The MTN will assist communities or trail centers to identify existing trail opportunities or new trail opportunities that could be built or enhanced to be included in the network.
- The MTN will help with funding research, access to resources, and administrative assistance.

ENHANCE

- The MTN will administer legal MOUs (liability protection under WV Code 20-17A) and Project Agreements with New MTN Hub Partners to support the creation of trail hubs for inclusion into the network.
- The MTN will inventory trail systems and a build out of trail system infrastructure needs, such as signage, kiosks, mapping, change rooms, bathrooms, bike wash stations, and camping accommodations.
- The MTN will facilitate networking between organizations and agencies to create maintenance plans, accomplish restoration projects, establish inter-organization agreements, and build communication and collaboration between user groups in a formal setting.

PROMOTE

- The MTN will promote new and existing Hub Destinations and their connectivity within the Mountaineer Trail Network through marketing campaigns and direct user experiences.
- The MTN will maintain an informational website with consistent updates to incorporate new Hubs into the Network.
- Mountaineer Trail Pass will be an optional, donation-based opportunity that will offer user access to regular newsletters, maintenance opportunities, special events, swag, and events that promote different trail systems in the network.
- The MTN will facilitate collaboration for promotion with CVBs, Tourism, Outdoor Centric Businesses, and Economic Development Organizations.
- The MTN will support and partner with events by consulting on event structure, offering administrative support, vendor attendance, advocating at state and regional levels, maintaining a regional conference presence, and promoting events.

CURRENT MTN OPERATIONAL FOOTPRINT

AS OF FALL 2023

200

Miles of Trail

Big Bear, Camp 70, Cheat River Water Trail, Mountwood, & Snowshoe Backcountry

20

MOUs Signed

18

Represented Communities

24

Trail Groups Collaborated

11

Waterway Access Points