




CELEBRATING OUR  
**2025**  
REGIONAL  
IMPACT

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A Year of Progress Across New  
River Gorge Regional Development  
Authority's Strategic Pillars

# CATALYSTS FOR REGIONAL IMPACT

The New River Gorge Regional Development Authority (NRGRDA) breaks the mold of traditional economic development authorities by operating within a collaborative ecosystem of supporting programs to initiate, facilitate, and support local communities and economic growth.



## BUSINESS ATTRACTION

Using [ChooseNRG.com](https://www.choosenrg.com), our site selection tool, businesses are provided real-time data and insights to identify prime locations for growth and investment in the New River Gorge Region. Coupled with proactive business attraction efforts, NRGRDA is streamlining the site selection process, connecting companies with strategic opportunities, and positioning the region as a competitive destination for industry expansion.



## BUSINESS RETENTION AND EXPANSION

Through targeted support and resources, NRGRDA is committed to retaining existing businesses and facilitating their growth. By addressing the specific needs of local companies, we ensure long-term economic stability and job creation within the region.



## SMALL BUSINESS AND ENTREPRENEURSHIP

The NRGRDA, through its entrepreneurship program WV Hive, empowers small businesses and entrepreneurs by providing essential tools such as business advising and technical assistance. This support helps foster innovation and entrepreneurship, driving regional economic development in Southern West Virginia.



## QUALITY OF PLACE

Enhancing the quality of place is a key focus for NRGRDA, as we work to create vibrant and strong communities. By improving infrastructure, promoting cultural initiatives, and enhancing recreational opportunities, we aim to make the region an attractive and thriving place to live and work.



## *New* LEGISLATIVE ADVOCACY

The NRGRDA engages in legislative advocacy to ensure state policies, programs, and funding mechanisms actively support the economic growth of the New River Gorge region. By working directly with legislators, NRGRDA aims to modernize state systems, remove barriers facing rural communities, and advance tools that align with on-the-ground needs so communities have the resources and authority they need to grow.





**JINA BELCHER**  
Executive Director



**AMY SHOWALTER**  
Community Asset Assistance  
Department Lead



**ANDY DAVIS**  
Manager of Gateway  
Community Initiatives



**DEVON FITZGERALD**  
Regional Business Advisor



**LEAH HURLEY**  
Finance Compliance  
Manager



**JOZY MOORE**  
Policy and Government  
Outreach Coordinator



**MATT NICHOLS**  
Regional Business Advisor



**CRYSTAL SILVER**  
Finance Compliance  
Coordinator

Our team brings together diverse expertise with a shared passion for revitalizing the region, helping to create new opportunities, and ensuring long-term success.



# BUSINESS ATTRACTION

In 2025, we made significant strides in attracting investment by preparing for future opportunities. This involved marketing site-ready land, developing sites for upcoming projects, responding to information requests, securing substantial public investments, and aiding in job creation. Collaboration across Fayette, Nicholas, Raleigh, and Summers counties led to significant infrastructure investments, highlighting the critical role of site readiness in supporting major projects.

Behind these accomplishments are communities poised for opportunity, businesses ready to expand, and lands being returned to productive use.

## KEY PERFORMANCE INDICATORS

**\$8,650,000** ▶ in Infrastructure Investment Secured

**\$1,170,000** ▶ in Public Investment Committed (State: \$550,000; Local: \$620,000)

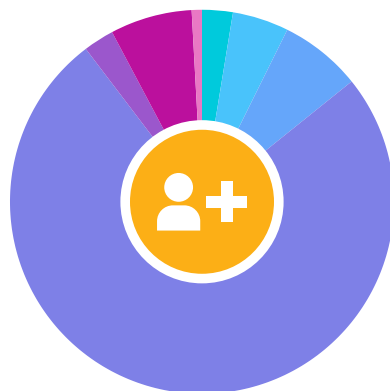
**22,786** ▶ Site-Ready Acres Identified/Assessed

**188** ▶ Site-Ready Acres Developed

**118** ▶ Properties Marketed

**14** ▶ Request for Information Responses

**116**  
Jobs Created



- 2.6% Construction
- 4.7% Manufacturing
- 6.9% Retail Trade
- 75.4% Transportation and Warehousing
- 2.6% Professional, Scientific, and Technical Services
- 6.9% Accommodation and Food Services
- 0.9% Other Services

# UNIVERSITY DRIVE AMAZON PROJECT

The University Drive Amazon project is a strong example of NRGRDA's role in translating opportunity into on-the-ground investment. By working closely with local partners to identify a viable site, align infrastructure readiness, and support the due-diligence process, NRGRDA helped position the University Drive location as a competitive option for Amazon's regional operations. The project demonstrates how proactive site development, strong local collaboration, and responsiveness to private-sector needs can result in job creation and new economic activity in the New River Gorge region.



**\$42,000,000**

In Investment

\$41,000,000 Private  
\$1,000,000 Public

**44**

Site-Ready Acres Developed

100,000 Sq. Ft. Developed

**200**

New and Indirect Jobs

75 Full-Time Jobs  
25 Part-Time Jobs  
100 DSP Drivers (Indirect)

## APPALACHIAN HEIGHTS DEVELOPMENT PROJECT

The Appalachian Heights Development project is transforming a strategically located 100-acre site in Mount Hope, West Virginia into a development-ready asset by extending critical water and sewer infrastructure to support long-term economic growth in the New River Gorge region. Positioned between Raleigh and Fayette counties and near major transportation corridors, the project addresses longstanding infrastructure gaps in a historically coal-dependent, economically distressed area. By creating a competitive ready site, Appalachian Heights is expected to catalyze \$10–\$15 million in private investment, support 200–250 total jobs and attract new industrial and commercial employers. This regional collaboration strengthens economic resilience, diversifies the local economy, and lays the foundation for sustained investment, job creation, and improved quality of life across southern West Virginia.

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# BUSINESS RETENTION AND EXPANSION

Collaborating with business owners in Southern West Virginia is incredibly rewarding. Tailored support and access to incentives increase business growth and community impact. In 2025 area companies have significantly invested in our region and retained local jobs. NRGRDA has strengthened partnerships with local vendors and ensured technical assistance funds bolster local businesses and community infrastructure.

These efforts go beyond mere metrics. They represent family-owned shops that choose expansion over closure, local employers creating job stability, and teams that embrace innovation.

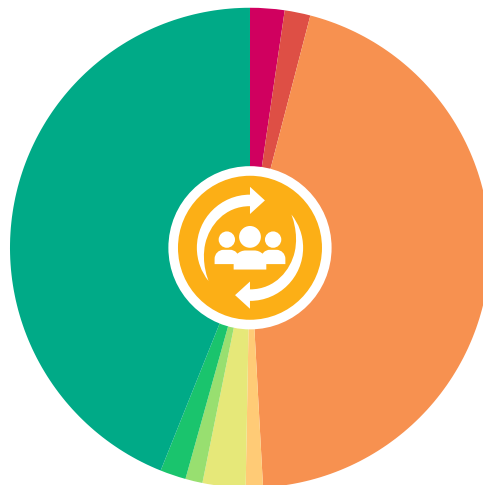
## KEY PERFORMANCE INDICATORS

**\$29,300,000** ▶ in Capital Invested by Businesses

**\$505,249** ▶ in Technical Assistance Funding Committed to Businesses and Projects

**49** ▶ Vendors Engaged in Projects

**86.5**  
Jobs Retained



- 2.3% Administrative and Support of Waste Management and Remediation Services
- 1.7% Agriculture, Forestry, Fishing, and Hunting
- 45.1% Construction
- 1.2% Healthcare and Social Assistance
- 2.9% Manufacturing
- 1.2% Retail Trade
- 1.7% Transportation and Warehousing
- 43.9% Wholesale Trade

# GAINWELL ENGINEERING PILOT AGREEMENT SUPPORTS RETENTION

The Gainwell Engineering project represents a meaningful step forward in diversifying and strengthening Fayette County’s economy. Since locating in the region in 2022, the company has already created 38 full-time jobs and invested more than \$24 million across real estate, equipment, inventory, and payroll—injecting new energy into the local economy and increasing household income for area residents.



Through its proposed PILOT agreement, this project demonstrates how strategic, short-term incentives can unlock long-term community benefit. The phased tax structure allows Gainwell to stabilize operations and scale effectively, while positioning Fayette County for increased tax revenues once the abatement period concludes. Beyond direct investment, the project contributes to broader economic momentum—supporting local suppliers, increasing consumer spending, and creating pathways for workforce development and career growth. Gainwell’s presence signals to other employers that Fayette County is a viable location for advanced industry, helping to build confidence in the region’s future.

Altogether, this project reflects a strong return on investment: immediate job creation, significant private capital investment, and a clear trajectory toward sustained economic growth and long-term tax base expansion.

# RALEIGH COUNTY MEMORIAL AIRPORT TERMINAL EXPANSION

The expansion of the Raleigh County Memorial Airport terminal represents a strategic investment in infrastructure that strengthens both regional connectivity and economic competitiveness. This \$1.3 million federally funded project will more than double post-security seating capacity, improving passenger experience and allowing the airport to better accommodate growing demand for commercial air service.



By addressing long-standing limitations—such as insufficient seating, lack of post-security restrooms, and inefficient passenger flow—the project modernizes a critical transportation asset that had not seen expansion since its construction in 1976. These upgrades not only enhance day-to-day operations but also position the airport to support increased flight frequency and future route expansion. Importantly, this investment aligns with broader economic development efforts underway at the adjacent 105-acre industrial park. Together, these assets reinforce the airport’s role as a regional hub for both manufacturing and workforce mobility—making it easier for businesses to locate, employees to travel, and new residents to access the New River Gorge region.



As air service accessibility improves, so too does the region’s ability to attract investment, support existing industries, and connect Southern West Virginia to larger markets. This project demonstrates how targeted infrastructure improvements can unlock long-term economic opportunity and regional growth.



# SMALL BUSINESS AND ENTREPRENEURSHIP

In 2025, the WV Hive Network, NRGRDA's entrepreneurship program, played a crucial role in supporting small businesses. The program assisted numerous entrepreneurs in launching new ventures and expanding retail opportunities. By providing substantial technical assistance, WV Hive ensured that clients received the necessary support to succeed. Some clients gained increased visibility through specialized media coverage. The program's trainings and networking events attracted many participants, highlighting the essential role of small businesses in economic development. WV Hive remains committed to nurturing these enterprises, recognizing them as the backbone of the community's economic growth.

## KEY PERFORMANCE INDICATORS

**\$59,677**

▶ in Technical Assistance Deployed to Small Businesses

**107**

▶ Entrepreneurs/Small Businesses Served

**20**

▶ Small Businesses Created

**14**

▶ Trainings Provided for 172 Participants

## ADDITIONAL INSIGHTS

- Retail Opportunities Secured for 11 Entrepreneurs
- Press Coverage for 9 Small Businesses

# THE YEAR OF NEW STOREFRONTS AND GRAND OPENINGS

In 2025, WV Hive supported the creation of 20 new businesses – it felt like the year of new storefronts and grand openings that created opportunities to connect business owners with their communities and built momentum for successful critical-stage business development.

## BUD'S RECYCLING CO-OP Fayetteville, WV



Bud's Recycling Co-op offered the city's first weekly curbside recycling pick-ups in early 2025. Co-founders Erin Collins, Chris Sefkin, and Daniel Love were motivated to start the business because they wanted to offer neighbors a sustainable solution while fostering a sense of community and environmental responsibility. Co-op members sign up for a monthly service, and the company picks up unsorted recyclables directly from the curbside of both homes and businesses each week, with plans to expand to glass and compost pickup in the future.

“ The WV Hive has been instrumental in helping us connect with community members and identify potential funding opportunities to support and expand our services.

– Erin Collins

## THE WOOLLY GORGE Fayetteville, WV



The Woolly Gorge, a 'cozy yarn shop and handmade haven' that offers natural fibers, crochet and knit treasures, and Appalachian charm in Fayetteville, West Virginia, opened in August 2025. Business owner Alyssa Hosler worked with WV Hive Regional Business Advisor Matt Nichols prior to opening, dialing in their retail layout and design to create an inviting and functional customer experience. The Woolly Gorge plans to access WV Hive technical assistance for website development to further strengthen their online presence and is preparing for a full grand opening in Spring 2026.

## **BASEMENT DWELLERS** Mount Hope, WV



Basement Dwellers celebrated its grand opening in April 2025, implementing owner Charles ‘Buddy’ Perry’s vision of providing the community a fun and safe place to share their love of all things nerdy. With more than 20 years in trading cards as a hobby, owner Perry wants to share his passion for custom 3D printing, gaming and TCG (trading card gaming) events, as well as collectibles, with others. In Perry’s words “nothing is too outlandish in your own basement, so we brought the shop to life to share with the community.”

## **APPALACHIAN AUTOMOTIVE** Beaver, WV

Appalachian Automotive in Beaver, West Virginia, fully converted an existing business space into a new operation ‘specializing in full-service auto repair, maintenance, and accessories to keep your ride running strong.’ Owner Zachary Barker focused on site redevelopment including lot cleanup, determining the best use of existing facilities, and installing new exterior signage to transition the property for new productive use. Appalachian Automotive is working with WV Hive Business Advisor Matt Nichols on branding and marketing development as well as implementing a retail point of sale system. A full grand opening is planned for Spring 2026.



**Grand openings are true community celebrations, often featuring refreshments provided by neighborhood businesses and special discounts for customers.**

## **MARIPOSA HOLLOW** Beaver, WV

Mariposa Hollow, owned by Heather and Aurelio Sanchez, along with their son, Jonathan Anguiano, celebrated its grand opening and ribbon cutting in November 2025. Together, Heather and Aurelio dreamed of creating something that celebrated both of their roots: a fusion of West Virginia warmth and Mexican vibrance, wrapped in family, artistry, and heart. That dream became Mariposa Hollow—a gift shop, a creative space, and a community gathering place all in one. Customers will find handmade jewelry, art, and home décor alongside a curated collection of thoughtful goods that reflect the beauty of both cultures.

**“ Thanks to the WV Hive’s support, I believe Mariposa Hollow can truly make a difference in our community.**

– Heather Sanchez



Sanchez credits the WV Hive facilitated CO.STARTERS course with giving her the tools to manage finances, plan for growth, and connect with her ideal customers.

## COUNTRY ROADS CHARTERS AND TOURS Princeton, WV

Country Roads Charters and Tours, a tourism-focused business based in Mercer County owned and operated by Robert Cook and Rick Bastow, developed its business plan, identified potential financing providers, secured staging locations for its tours, and worked to establish a strong online presence in 2025. Focused on providing sightseeing and guided experiences in the region, the business is planning a full grand opening in Spring 2026.

## PRIMITIVE GOODS Ronceverte, WV



Primitive Goods WV, a year-round Farmer's Market in Ronceverte that offers a wide array of products made locally or in the United States, celebrated its grand reopening in September 2025 with local artists, craftsmen, bakers and meat producers present to promote their products and answer questions. The new location provides a dedicated teaching area and kitchen classroom – serving as both hands-on learning and gathering space for the community. Owners Melanie and Ben Pester have ensured Primitive Goods' growth is driven by customer support and feedback, resulting in expanded business offerings such as tea-blending, canning, and cheesemaking classes, as well as a monthly book club.

## SPLATTER & SPROUT White Sulphur Springs, WV



Splatter & Sprout, a creative play and art studio for children, celebrated its grand opening in July 2025. Mother-daughter co-owners Brooke Kelly and Stephanie Braden combined their skills and love for childhood to build Splatter & Sprout. The business was inspired by Kelly's daughter and Braden's long-time passion for creating joyful, imaginative experiences for children, and seeks to create a space where 'kids could be confident, messy, and fully themselves' through hands-on, open-ended experiences.

**“ Brooke and Stephanie have poured their hearts into creating a space where kids can be themselves, get creative, and have fun. It's more than just a business – it's a place where creativity, connection, and childhood joy take center stage.**

– Devon Fitzgerald

# UTILIZED CO.STARTERS TOOLS FOR BUSINESS DEVELOPMENT

CO.STARTERS is built for anyone who wants to move things forward in their community. WV Hive tailors the collaborative training-model to entrepreneurs, as they transform a great idea into a viable business plan. In 2025 WV Hive facilitated CO.STARTERS Bootcamp for two cohorts, providing 14 participants with the tools, insights and support needed to bring their entrepreneurship dreams to life.



Jessica Sansom, a native of Coal City who now resides in Princeton, participated in the CO.STARTERS Bootcamp and is a fan. “The CO.STARTERS Bootcamp program gave me the foundation I needed to get my business ideas out of my head and into a working plan,” she said.

“The tools I was given were invaluable when constructing my business plan.

– Jessica Sansom

“Working with others in the group gave me insights into how customers may view my ideas. Our facilitators were the icing on the cake – they were amazing giving each participant guidance and relevant examples. I would tell anyone thinking of starting a business it's crazy to go it alone when you could build your business with the best resources right here.”

 CO.STARTERS®

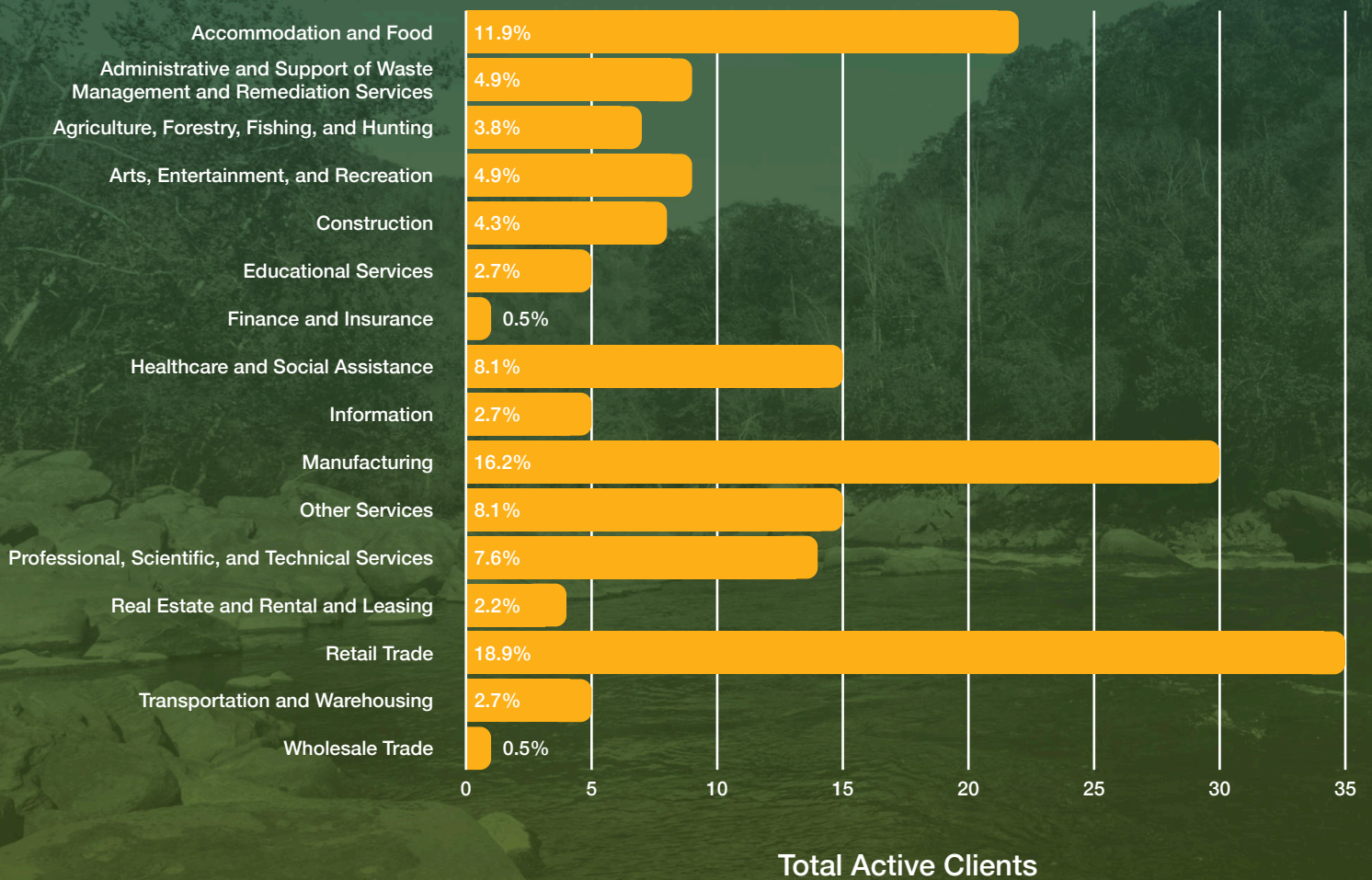


Join Jessica for PATTERN's Fundamentals of Industrial Sewing Program Training!

# NAICS CODE: A KEY TOOL IN ECONOMIC ANALYSIS

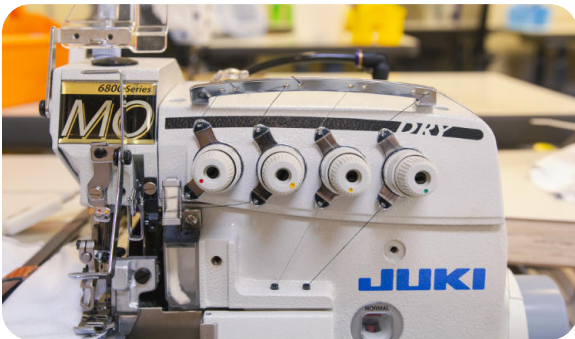
The North American Industry Classification System (NAICS) code plays a crucial role in monitoring business growth in Southern West Virginia. This system provides a standardized framework that enables businesses, government entities, and researchers to consistently classify and analyze economic activities across various sectors. The WV Hive supports small businesses across multiple industries.

## North American Industry Classification System (NAICS)



# PATTERN IS REVITALIZING WEST VIRGINIA'S CUT AND SEW INDUSTRY

PATTERN (Planning and Accelerating Textile Technology and Entrepreneurship Regional Network) is uniquely positioned to drive regional economic development in Southern West Virginia through investment in cut and sew training and product development. Our mission is to build a thriving cut and sew industry in Southern West Virginia by providing businesses and makers with the tools, expertise, and resources they need to create high-quality, sustainable outdoor gear, apparel, and sewn goods—made locally and built to last.



2025 was defined as a year of foundational development and strengthened community for PATTERN. Under the advisory of industry experts across West Virginia, North Carolina, and Michigan, PATTERN secured a fleet of sewing equipment and machinery to advance local prototyping and training. PATTERN team members Taylor Carnell and Emily Rouse traveled to the Industrial Sewing and Innovation Center (ISAIC) in Detroit, Michigan. They spent several days training on how to lead the 192-hour Fundamentals of Industrial Sewing Program in PATTERN's facility under a license from ISAIC. PATTERN also began working with ISAIC to create an industrial sewing curriculum specializing in outdoor gear construction, further leveraging PATTERN's position within the New River Gorge. In tandem with the trip to ISAIC, PATTERN deployed a survey to gather data on the skills needs of local sewing employers and individuals. The survey results have served as a guide in shaping the pricing and structure in implementing PATTERN's pilot FISP class in a way to best accommodate interested participants.



As 2025 came to an end, PATTERN appreciated the time to host a Lunch and Learn that met directly with members of the community about sewing opportunities in Southern West Virginia.

# PROVIDING COHESIVE COMMUNITY AND BUSINESS RESOURCES THROUGH CBRI

As a partner in the Community and Business Resilience Initiative (CBRI), WV Hive provides business advising and technical assistance to clients throughout Southern WV alongside focused entrepreneurship support in Accelerate Communities.



WV Hive business advisors attended Good News events and volunteer expos in Accelerate communities, connecting with residents, business owners, and community leaders to share ideas and collaborate on what is next. WV Hive Coffee Talks and Community Day events held in Logan, Princeton, and Oak Hill provided additional opportunities to engage with businesses and aspiring entrepreneurs, sharing information, strengthening local networks, and highlighting WV Hive services. WV Hive support led to small business wins such as location expansions, competing at Pitch Southern West Virginia for the first time, and accessing accounting, legal, website design, and marketing support. Additionally, WV Hive clients took part in vendor opportunities at Bridge Day 2025 and the NRGRDA & WV Hive Annual Awards Banquet, increasing sales and brand awareness.



The NRGRDA and WV Hive team also joined partners to provide technical assistance and support to business owners investing in property revitalization in Kimball, explore the potential retail space for small business owners in the Ronceverte Armory, and share industry and training information to support Princeton's textile focus.

# MAPPING OUR COMMUNITY AND BUSINESS MOMENTUM

Our participation in the ACT Now Coalition and the CBRI partnership highlights our work across pillars and local projects. NRGRDA celebrated momentum-building wins in Accelerate Communities within the NRG region, with BUILD WV designations that create opportunities for workforce housing development, the completion of a multi-year Hinton Ice House remediation project that clears a pathway to downtown redevelopment, and NRG Working Group TA deployment to support shovel-ready infrastructure projects.

The connections within these projects demonstrate the effectiveness of NRGRDA's ecosystem of support, strengthened through partnerships and collaboration.

**● Accelerate WV Communities:**

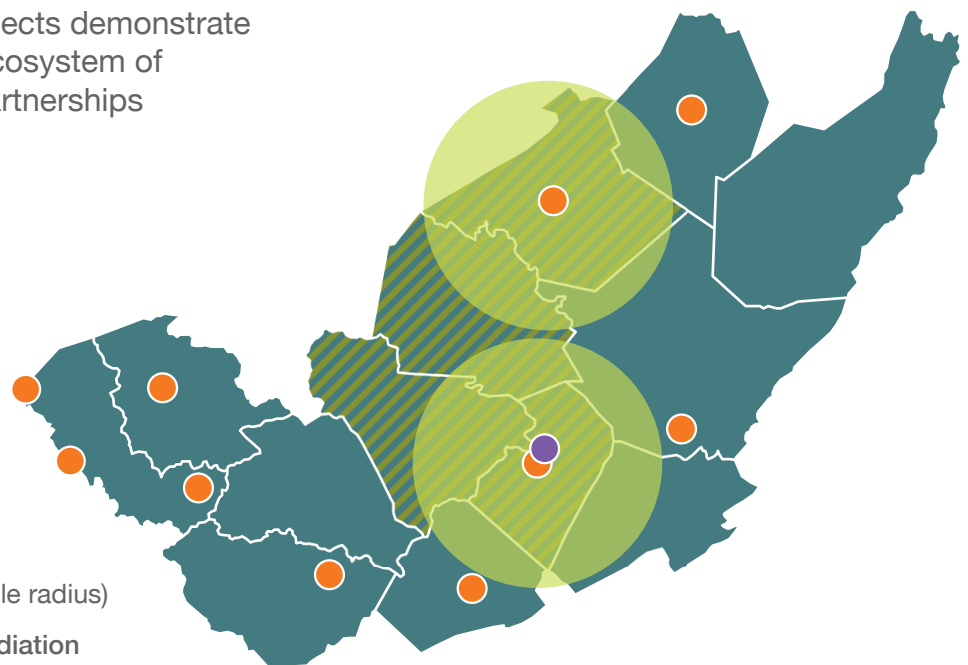
- Princeton
- Ronceverte
- Webster County
- Logan
- Gilbert
- Kimball
- Williamson
- Summersville
- Hinton
- Kermit

**● New BUILD WV Designations (20 mile radius)**

**● Completed Hinton Ice House Remediation**

**● Technical Assistance awarded to 48 small businesses within the WV Hive service area.**

**● NRG Working Group Technical Assistance awarded to 10 projects within the NRGRDA's four focus counties.**





# QUALITY OF PLACE

Our efforts to enhance the quality of life in the New River Gorge Region continue to transform how people interact with this beautiful area. This year, we celebrated two significant recreational developments: the Fayetteville Bike Skills Park and the Trailhead Expansion in Oak Hill, both of which contribute to our thriving outdoor economy. We completed two quality-of-place assessments to guide future improvements. Housing incentives were extended to Summers and Nicholas counties, further supporting community growth.

Additionally, a long-term redevelopment project culminated in the successful completion of the Hinton Ice House initiative. Our support for special project events and the numerous positive media stories have helped to highlight the great progress being made in the region.

## KEY PERFORMANCE INDICATORS

1

▶ Multi-Year Brownfields Remediation Project Completed

2

▶ Recreation Asset Development Projects Completed:  
Bike Skills Park (Fayetteville) and Needleseye Trailhead (Oak Hill)

3

Assessments Completed, Supporting Data Driven Approaches:  
▶ Wolf Creek Park Land Plan, Regional Housing Needs Assessment,  
and Workforce Skills Gap Analysis

## ADDITIONAL INSIGHTS

- 2 Municipal BUILD WV Designations Awarded (City of Hinton and City of Summersville)
- 44 Press Releases
- 9 Special Project Events

# SENATORS DELIVER SUPPORT FOR COMMUNITY IDENTIFIED TRAIL PROJECTS

2025 saw the completion of the two final projects that were part of Department of the Interior Congressionally Directed Spending secured by US Senate colleague's former Senator Manchin and Senator Capito, and awarded to NRGRDA for trail development in the region following the 2020 designation of the New River Gorge National Park and Preserve.



In July, NRGRDA and project partners celebrated the completion of the Fayetteville Bike Skills Course at a ribbon cutting attended by Senator Capito. The Bike Skills Course allows mountain bike riders to build both skills and confidence on three paths of varying difficulties before riding on longer trails in the New River Gorge National Park and surrounding area.

**“ This gets you outside, life skills, bicycle skills, how to ride, how to obey traffic, all those kinds of things. And then, hopefully it catches fire and families want to stay together and recreate together here in West Virginia.**

– Senator Shelley Moore Capito



In October, NRGRDA alongside partners including the City of Oak Hill, New River Alliance of Climbers, Fayette Trail Coalition and the WVU Brad and Alys Smith Outdoor Economic Development Collaborative, celebrating the ribbon cutting for Needleseye Park trailhead, which also served as a grand opening for the 7.5 miles of multi-use hiking and mountain biking trails completed on the 281-acre park last year. The ribbon cutting was attended by Former U.S. Senator Joe Manchin, who described Needleseye as the linchpin connecting the projects that received DOI Trails funding and recognized all levels of government working in the same direction to get the work accomplished.

# HINTON ICE HOUSE REMEDIATION PROJECT

In October 2025, NRGRDA completed a multi-year project with the City of Hinton, the WV DEP and Greenbrier Environmental Group (GEG) to remediate the Hinton Ice House. The initial years of the project included assessments of what environmental contaminants existed, and planning for how they would be best addressed. The on-site work began in March with the City of Hinton's public works department providing initial site grading, and Centec ensuring the site was remediated to the site plan specifications. WV DEP Technical Assistance funding, and remediation expertise provided by GEG were essential to ready the site and building for multi-use redevelopment integral to the City of Hinton's long-term plans for the downtown rail district.

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# LEVERAGING HOUSING NEEDS ASSESSMENT DATA FOR BUILD WV DESIGNATION

A thriving economy depends on housing that meets the needs of workers, families, and businesses. In early 2025, NRGRDA finalized a regional **Housing Needs Assessment** conducted in partnership with Bowen National Research for the four-county NRG Region. With input from 67 community members, local leaders, and stakeholders, this study provided data to support **Build WV Tax** incentive access, creating momentum for investment in future housing development projects.



In April, Bowen National Research presented the regional Housing Needs Assessment as part of the regional Future Forward event co-sponsored by NRGRDA and Beckley Raleigh Chamber of Commerce. Highlighting key findings from the report, the presentation identified housing gaps, growth opportunities, and priorities for the region.

With applications strengthened by Housing Needs Assessment data, both the City of Hinton and the City of Summersville were awarded BUILD WV designation in 2025. NRGRDA provided collaborative support towards these designations through the Summers County and Hinton Local Government Action Committee and the Summersville Accelerate team, and is proud to be two steps closer to being a BUILD WV region. West Virginia's BUILD WV Act provides tax incentives for housing development in designated areas or 'districts'. Through this incentive, communities can work with developers to create private-sector investment and much-needed housing for the region's workforce.

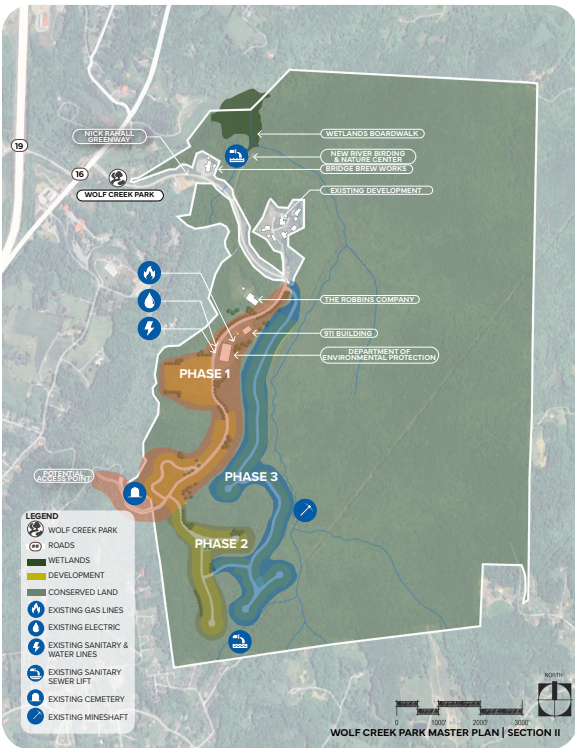


# WOLF CREEK PARK MASTER SITE PLANNING DRIVEN BY COMMUNITY INPUT

New River Gorge Regional Development Authority (NRGRDA) partnered with the Fayette County Commission to develop the Wolf Creek Park Master Site Plan, defining a clear, long-term vision for Fayette County's most strategic development area.



In collaboration with NRGRDA, EDSA provided master planning for the site, funded through a private capital partnership and NRG Working Group technical assistance. Community input was collected through stakeholder charettes and an open house before finalizing the Wolf Creek Site Master Plan. Covering approximately 920 acres, the plan provides a framework that balances workforce-ready housing, conservation, recreation, and infrastructure investment, positioning Wolf Creek Park as a catalyst for sustainable growth and economic diversification in the New River Gorge region.



The full plan is available on NRGRDA's website, and developer solicitation materials and development finance models will be featured on [ChooseNRG.com](https://www.choosenrg.com). Wolf Creek Park provides a strong example of the importance of incorporating existing community assets and knowledge within development planning.



# *New* SUMMERSVILLE OFFICE CREATES COMMUNITY VISIBILITY

As part of its commitment to serve the full NRG region, the New River Gorge Regional Development Authority (NRGRDA) celebrated the grand opening of a Summersville office in November. The event drew a strong turnout from community members, business owners, board members, and local leaders.



The new Nicholas County location serves as a central hub for NRGRDA programming, including the WV Hive Network, offering resources and services that foster business growth, community development, and innovation throughout the region. Front office space, and a board room, have made it an excellent space for weekly team meetings and project check-ins for clients and community members.

“We are thrilled with the excitement and support we’ve received from the Summersville community,” said Jina Belcher, executive director of NRGRDA.

“ This office represents our ongoing commitment to bringing resources closer to the people and businesses we serve across Southern West Virginia.

– Jina Belcher, Executive Director



# *New* STRATEGIC PRIORITY LAUNCHED: LEGISLATIVE ADVOCACY

This year marked a significant milestone with the introduction of our legislative advocacy efforts. This initiative arose because our communities consistently highlighted that certain region-wide challenges extend beyond local solutions and require broader state policy changes.

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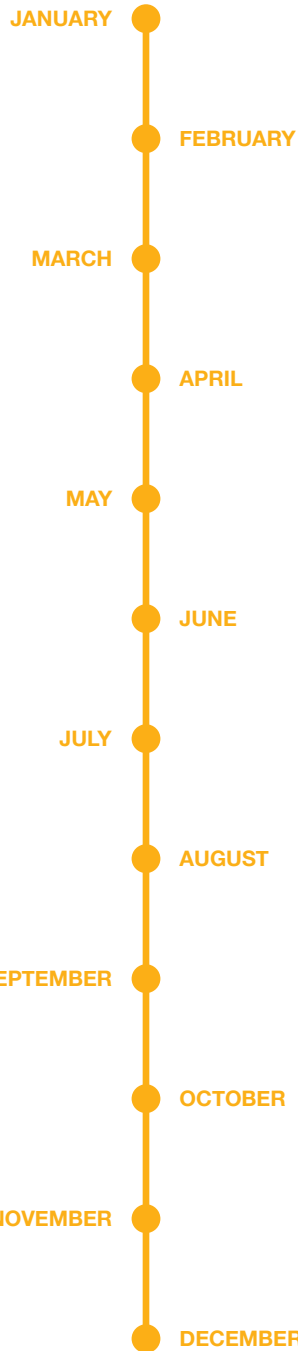
Photo credit: WV Legislature, Perry Bennett



Photo credit: WV Legislature, Perry Bennett

In collaboration with legislators throughout the region, we supported the passage of important legislation that strengthens the ability of communities to address vacant, abandoned, and tax-delinquent properties. Additionally, the NRGRDA board formed a new Legislative Committee that has pinpointed key regional priorities—ranging from infrastructure and housing to childcare and local revenue—and has garnered widespread backing to address them.

# CHARTING LEGISLATIVE PROGRESS



## NEW NRGRDA HIRE

The first Policy and Government Outreach Coordinator is hired.

## WV SB538 PASSAGE

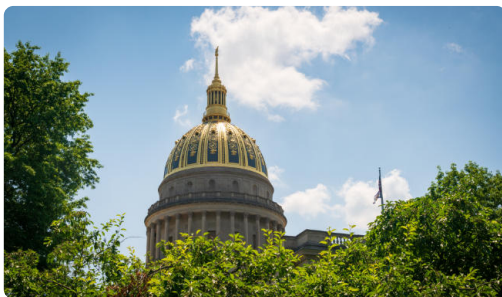
Successfully passed legislation preserving the right of first refusal for land reuse agencies and municipal land banks, with collaborative efforts from legislators.

## IDENTIFICATION OF LEGISLATIVE PRIORITIES



NRGRDA set its inaugural priorities focusing on infrastructure, land reuse, housing, childcare, workforce barriers, and local revenue modernization.

## ESTABLISHMENT OF LEGISLATIVE COMMITTEE



The NRGRDA board formed a committee to address region-wide challenges needing legislative action.

## FIRST LEGISLATIVE WORKING GROUP MEETING

Convened with legislators from four counties to align on policy initiatives, securing commitments to sponsor or support NRGRDA's 2026 proposals.

Executive Director Jina Belcher highlighted site-readiness successes in a presentation, followed by a legislative reception in Pipestem to discuss future priorities.

# A LETTER FROM THE EXECUTIVE DIRECTOR

Dear Stakeholders and Friends,

As we step out of 2025 and look ahead to what's next, I find myself both proud of how far we've come and energized by where we're going. The work of the New River Gorge Regional Development Authority has always been rooted in people, partnerships, and a deep belief in this place—and that belief continues to guide every decision we make.

Over the past year, we strengthened the foundation for long-term growth across the region. From marketing and preparing sites for business attraction to supporting major infrastructure investments in our four-county footprint, we've focused on doing the behind-the-scenes work that makes opportunity possible. At the same time, local businesses doubled down on our communities—reinvesting, retaining jobs, and growing in ways that matter—supported by thoughtful incentives and strong partnerships.

We also expanded our role as advocates for the region. The launch of our Legislative Committee marked an important shift, ensuring our priorities have a clear voice at the state level. Through WV Hive, entrepreneurship remained a powerful driver of momentum, bringing new businesses, retail activity, and energy to our downtowns. Just as importantly, we continued to challenge outdated narratives—helping reshape how people see Southern West Virginia through new housing, facilities, and visible signs of progress.

As we move into 2026, I'm confident that the work we've done together is positioning the New River Gorge Region for a future that is resilient, inclusive, and opportunity-rich. None of this happens in isolation. It happens because of the trust, collaboration, and commitment of partners like you.

Thank you for believing in this region—and for continuing to build its future with us.

Warm regards,



**JINA BELCHER**  
Executive Director

# GROWING OUR DIGITAL PRESENCE

The NRGRDA has significantly increased user interaction and followers through media placements and on its digital platforms, reflecting successful community engagement. By sharing compelling content on regional developments, we have broadened our audience and strengthened community ties through discussions and content sharing. Similarly, our WV Hive initiative has enhanced digital engagement by offering valuable resources and a supportive environment for entrepreneurs.

## 2025 MEDIA PLACEMENTS



**335**

Online Pieces of Coverage

The sum of online pieces of coverage and media monitoring mentions



**1,009,173**

Total Estimated Views

The sum of all estimated views for all added online pieces of coverage



**\$373,272**

Advertising Value Equivalency

The sum of Advertising Value Equivalency for all online articles added

## 2025 NRGRDA SOCIAL MEDIA ANALYTICS

Fan Growth/Followers Gained: <b>+158</b> (26% increase)	Fan Growth/Followers Gained: <b>+159</b> (13% increase)
Engagement: <b>7,136</b>	Engagement: <b>1,494</b>
Impressions/Profiles Reached: <b>63,960</b>	Impressions/Profiles Reached: <b>20,792</b>

## 2025 WV HIVE SOCIAL MEDIA ANALYTICS

Fan Growth/Followers Gained: <b>+131</b> (49% increase)	Fan Growth/Followers Gained: <b>+193</b> (19% increase)
Engagement: <b>2,478</b>	Engagement: <b>936</b>
Impressions/Profiles Reached: <b>49,708</b>	Impressions/Profiles Reached: <b>15,779</b>

## 2025 NRGRDA WEBSITE PERFORMANCE

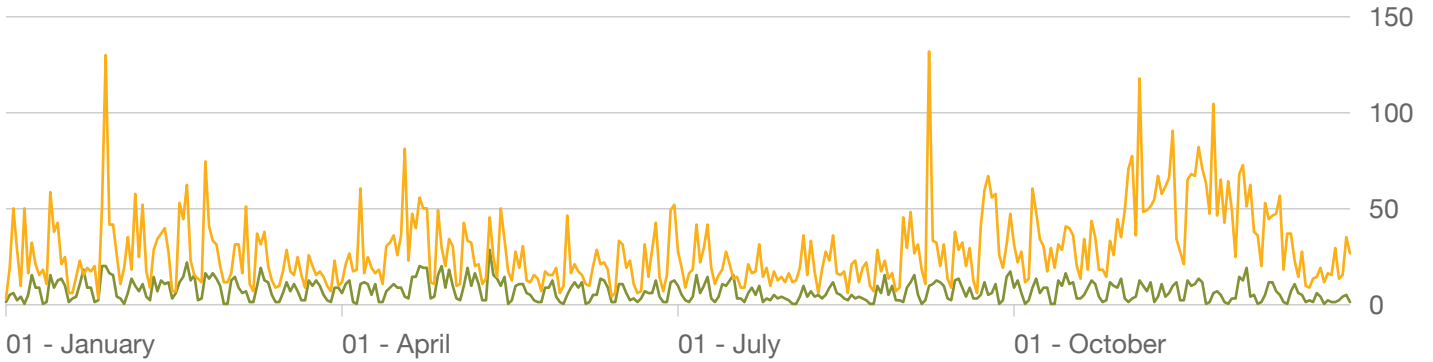


**10k**  
New Users

The total of unique individuals visiting the website

**10k**  
Active Users

The total of unique individuals with meaningful interactions (lasting over 10 seconds, 2+ page views, or a conversion)



**67k**  
Event Count

The total occurrences of specific user actions, such as button clicks or form submissions

**6.3k** Direct Sessions

**4.3k** Organic Sessions

## 2025 WV HIVE WEBSITE PERFORMANCE

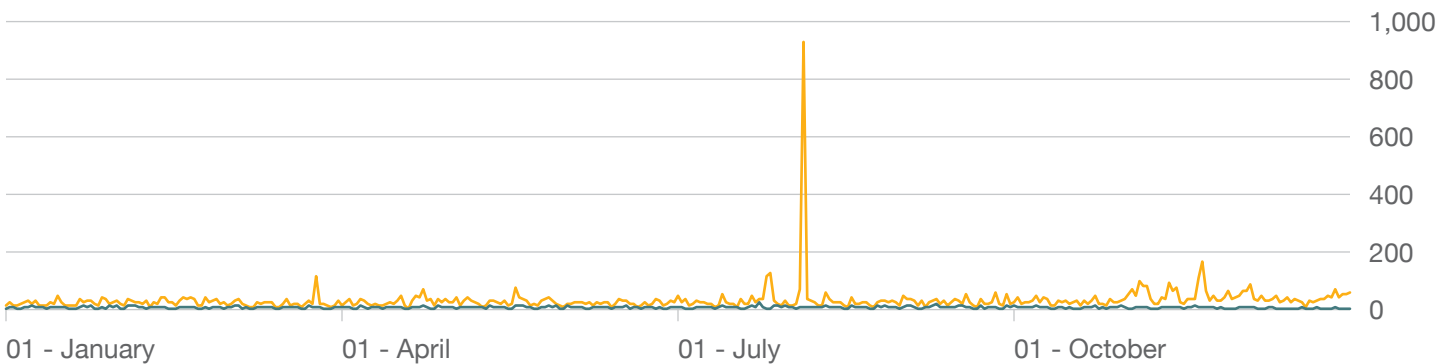


**11k**  
New Users

The total of unique individuals visiting the website

**11k**  
Active Users

The total of unique individuals with meaningful interactions (lasting over 10 seconds, 2+ page views, or a conversion)



**60k**  
Event Count

The total occurrences of specific user actions, such as button clicks or form submissions

**6.5k** Direct Sessions

**4.5k** Organic Sessions

# SPECIAL THANKS TO OUR BOARD MEMBERS

Special thanks to our board members for their unwavering efforts in providing strategic vision, setting organizational policies, and ensuring compliance. Your commitment to determining programs and budgets, setting fundraising strategies, and enhancing our public image is invaluable.

## Board Chairman

### **ALLISON TAYLOR**

Fayette County Commissioner  
Fayette County

## Board Vice Chair

### **ANITA GROVES**

United Bank  
Nicholas County

## Secretary

### **LARRY MEADOR**

Mountaineer Gas, Ret.  
Summers County

## Treasurer

### **DONNIE HOLCOMB**

Greenway Trust Company  
Raleigh County

### **HEATHER JOHNSON**

Rivers Expedition  
Fayette County

### **TOM LOUISOS**

Business Owner  
Fayette County

### **CRAIG CHAPMAN**

Nicholas County  
Commissioner  
Nicholas County

### **HEATHER OUIMETTE**

Raleigh County Commission  
Raleigh County

### **WILLIAM H. BAKER**

Forward Southern WV  
Raleigh County

### **LISA EADS**

Summers County  
Administrator  
Summers County

### **TED KULA**

Summers County  
Commissioner  
Summers County

### **TAMARA MULLINS**

Nicholas County  
Community Foundation  
Nicholas County

### **DAVE HARPER**

Mayor, City of Summersville

### **PHILLIP JARRELL**

Interim City Manager,  
City of Beckley

## Advisory Member

### **TOM COCHRAN**

Raleigh County Memorial  
Airport

## Advisory Member

### **ZACKARY STATLER**

United Bank

## TOGETHER, WE THRIVE


Our work would not be possible without the network of organizations, municipalities, and funders who are committed to the region's continued growth and success. Thank you for investing your time and resources into growing a more vibrant economy.

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**Satellite Offices**  129 Main Street, Suite 301, Beckley, WV 25801

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