



"The Crooked Road"
Virginia's Heritage Music Trail

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FOR IMMEDIATE RELEASE

**THE CROOKED ROAD TO ANNOUNCE SIGNIFICANT ECONOMIC IMPACT
AT UPCOMING PRESS CONFERENCES**

FACT SHEET

- A 2008 Economic Impact Assessment (EIA) of The Crooked Road was completed by Sustainable Development Consulting International, LLC (SDCI) of Lebanon, Virginia.
- SDCI conducted 253 interviews of visitors to five major venues and one affiliated partner during thirteen separate occasions on The Crooked Road (TCR) from May to September of 2008.
- Three communities with major venues located on The Crooked Road (Clintwood, Galax and Floyd), one community without a venue but on TCR and one community in southwest Virginia but not in a TCR county were assessed in detail.

Results

- TCR communities showed a significant increase in tourism spending and new business development (accommodations, restaurants and music venues) versus the non-TCR community. Those with major venues showed the highest increases.
- Accommodation spending increased by 90% from 2003-2007 in Floyd and by 232% in Galax from 2004-2007.
- Visitation for 2008 at the major venues is estimated at 109,450. For all venues, partners and festivals = 264,000 for 2008.
- Direct spending in the region from visitation is estimated at \$12.9 million.
- Total economic impact to the region is estimated at \$23 million per year.
- Total full-time equivalent job creation is 445.
- Wages and sales tax benefits are greater than \$400,000 per year to the Commonwealth.

For additional information, contact Jonathan Romeo at (276) 492-2085.

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