



Department of Conservation and Recreation
Division of Planning and Recreation Resources
600 E Main Street, 24th Floor
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MAYO RIVER STATE PARK **COMPREHENSIVE MASTER PLAN**

MAYO RIVER STATE PARK MASTER PLAN 2026

ADOPTION PAGE

The plan was reviewed by the Board of Conservation and Recreation on April 30, 2026.



4/30/2026

Hunter H. Ihrman, Chair, Board of Conservation and Recreation

Date

On _____, 2026 the plan was adopted by DCR Director, Nicole M. Rovner.

Adopted

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Date

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EXECUTIVE SUMMARY

Mayo River State Park is a scenic and ecologically rich destination in southwestern Henry County along the Virginia – North Carolina border and is envisioned as a complementary counterpart to North Carolina’s Mayo River State Park, which it borders. Encompassing 637 acres of forest and meadow between the North and South Mayo Rivers, both of which are designated Virginia Scenic Rivers, the park is designed to preserve and celebrate the region’s natural beauty, cultural heritage, and biodiversity. The confluence of these rivers immediately south of the park forms a dramatic and ecologically rich landscape that has shaped human settlement and land use for centuries.

The land that now comprises Mayo River State Park has a long and layered history of human use, beginning with Indigenous peoples prior to European colonization. The Saura peoples, an Eastern Siouan speaking people related to the Sappony, Occaneechi, and Monacan tribes, occupied this land prior to and during European colonization. Ned Bearskin, a Sappony man, guided William Byrd II and his surveying party through this area as he plotted the Virginia-North Carolina border in 1728. On October 22, 1728, Byrd’s party forded the North Fork of the Mayo River just below a prominent rock outcrop now known as Byrd’s Ledge, camping on the western bank within what is now in the boundary of Mayo River State Park. The Mayo River is named after one of Byrd’s survey team, William Mayo. This era is the period of significance for Mayo River State Park.

During the colonial and antebellum periods the land of Mayo River State Park was gradually subdivided and developed into agricultural estates, and up until the mid-20th century the site was actively farmed. Remnants of orchards, barns, outbuildings, building footprints, and artifacts remain on site. The Virginia Department of Conservation and Recreation (DCR) acquired the land for Mayo River State Park through a series of five transactions between 2009 and 2021, and formally opened the park to the public on April 22, 2022. The Virginia Mayo River State Park is contiguous with the North Carolina Mayo River State park, and presents opportunities for complementary park planning and visitor access.

The Mayo River State Park Comprehensive Master Plan establishes a 30 year framework to guide the park’s development, stewardship, and operations. The plan balances the protection of sensitive natural and cultural resources with the delivery of high quality visitor experiences that reflect community values and regional recreation needs. It envisions Mayo River State Park as a natural, scenic, and immersive destination, offering meaningful connections to nature, history, and neighboring North Carolina state parks.



Figure 1 – View of North Fork Mayo River

PURPOSE OF THE COMPREHENSIVE MASTER PLAN

The Mayo River State Park Comprehensive Master Plan establishes a long-term vision and framework for the park’s development, management, and stewardship. Prepared in accordance with §10.1 200.1 of the Code of Virginia, which defines the state park master planning process, the plan establishes the park’s purpose, goals, and objectives; evaluates existing conditions and constraints; incorporates extensive public and stakeholder input; and identifies a 30-year phased development strategy supported by cost estimates and operational modeling. The plan is designed to be adaptive and, as required by the Virginia code, will be revisited every ten years to ensure that the development objectives outlined in the master plan reflect evolving community needs, environmental conditions, and operational priorities.

MAYO RIVER STATE PARK PURPOSE STATEMENT AND GOALS

The process for developing the comprehensive master plan included the development of a park purpose statement and goals and objectives. These were developed with input from DCR staff, stakeholder members of the Advisory Committee, and the general public. The purpose statement, goals, and objectives serve as the guiding force for the creation of the comprehensive master plan.

MAYO RIVER STATE PARK PURPOSE STATEMENT

“Nestled between the North and South Forks of the Mayo, Mayo River State Park tells the story of Byrd’s Ledge and the surrounding landscape, connecting history, nature, and the Virginia and North Carolina State Park systems.”

MAYO RIVER STATE PARK GOALS

- **Goal 1** – Protect, conserve, and enhance the natural, scenic, cultural, and historic resources of the park
- **Goal 2** - Provide a variety of outdoor experiences compatible with resource protection and regional recreation trends.
- **Goal 3** - Serve as a model for sustainable park development and environmental design.
- **Goal 4** - Offer inclusive and accessible educational opportunities tied to the park’s natural and cultural heritage.
- **Goal 5** - Strengthen community connections and regional collaboration.

PARK MASTER PLAN PROCESS

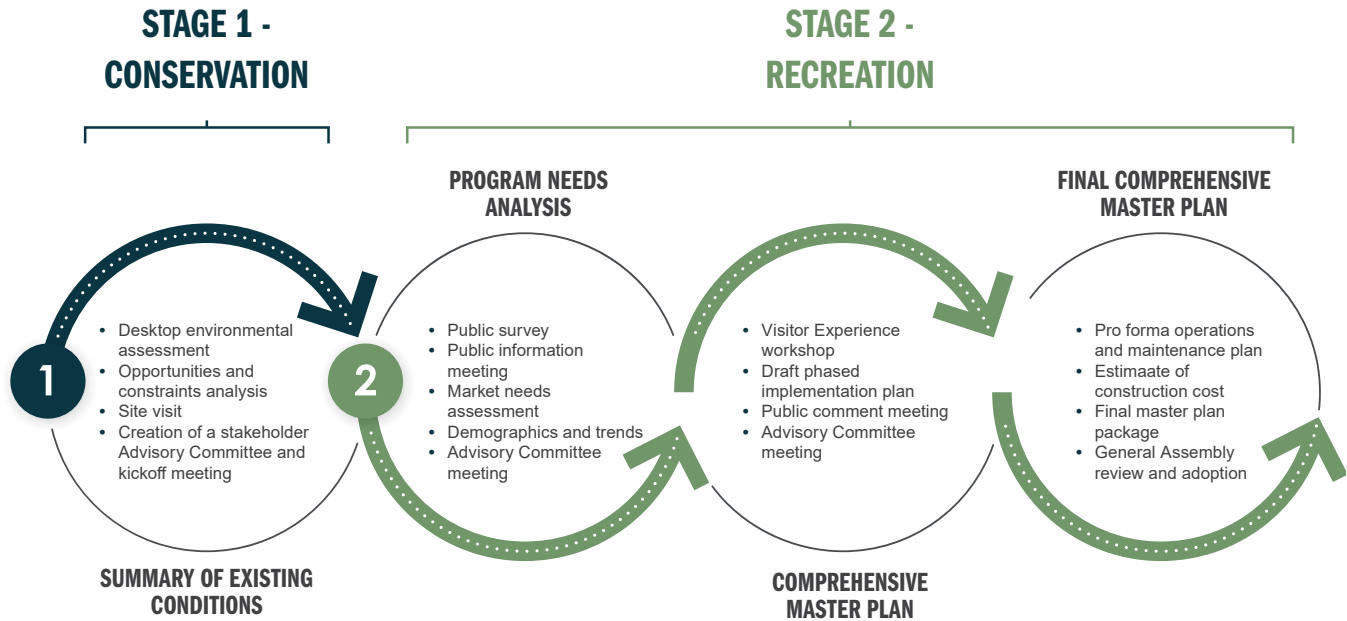


Figure 2 – The Stages of the Master Plan Process

The master plan process was conducted over a 2-year process, starting in July 2024 and completed in June 2026. The process followed the requirements of section §10.1-200.1 of the Code of Virginia and had four primary segments that match the two stages of plan development as described in the code, outlined below.

COMMUNITY INPUT AND VISITOR EXPERIENCE

Community engagement was central to the master planning process and final recommendations. As required by Virginia code, DCR and the planning team solicited public input throughout the process to ensure broad and meaningful participation. An Advisory Committee was assembled of 12 members representing 11 organizations in the wider Mayo River area, encompassing a wide range of perspectives and representing the general public. The Advisory Committee was involved at every stage of the master planning process, meeting three times to review and share ideas about park goals, programming, site design, and overall park master plan framework.

Several opportunities were made available to the general public at key stages in the process to provide opinions regarding the needs and design of Mayo River State Park, including an online program needs survey, an in-person public meeting in December 2024, a virtual meeting in March 2026, and online comment periods for 30 days following each public meeting. More than 650 members of the public shared their input, including 557 respondents to the survey and more than 93 attendees at the meetings.

Neighbors and stakeholders expressed a clear vision for a park rooted in environmental stewardship, nature-based recreation, and meaningful heritage interpretation. The most desired amenities included hiking trails, tent camping, water access for fishing and paddling, wildlife viewing, and interpretive programs. There was strong support for low-impact, inclusive recreation and a desire to avoid overdevelopment. The park is envisioned as a resource for both local residents and regional visitors, supporting education, tourism, and community gatherings.

DEVELOPMENT PLAN OVERVIEW

Mayo River State Park is planned as an active and accessible attraction, serving as a destination for day-users and a hub for overnight visitors to explore the region, including North Carolina's Mayo River State Park. Day-use and overnight facility development is thoughtfully clustered to avoid sensitive environmental areas and preserve the site's natural and historic character that makes the park so special. The master plan reflects a preliminary analysis of the property, organizing amenities and programming to support both day-use and overnight visitors while maintaining ecological integrity. The park is envisioned as a regional locus, offering visitor orientation services, a variety of overnight accommodations, river access, and diverse recreational and educational opportunities



Figure 3 – Byrd’s Ledge in the North Fork of the Mayo River



Figure 4 – Trail in Mayo River State Park

DEVELOPMENT APPROACH

Development at Mayo River State Park is intentionally grouped and restrained, preserving large tracts of land in a natural state. Higher-impact facilities like the visitors center and roads are sited along existing clearings and ridge lines to minimize disturbance and protect viewsheds. Access to the key visitor experiences like the Virginia-North Carolina state line, Byrd's Ledge, and Mayo River are accessed through roads and trails, and supported with amenities like picnic areas, paddle put-ins, fishing overlooks, and interpretive exhibits. A network of trails will connect visitors to cultural and environmental features of the site, as well as to the adjoining North Carolina Mayo River State Park. Several areas of the site are not opened to visitor use, protecting special ecological and cultural areas of the site.

When developed, park facilities should be planned and constructed with careful consideration for the natural environment and with the goal of optimum spatial efficiency. All development should align with the protection of both natural and cultural resources as outlined in the park's Natural Resource Management Plan, Cultural Resource Summary, and Visitor Experience Plan. In addition, all new development and improvements to existing infrastructure will be planned with regard to the efficient use of taxpayer dollars.

All phases of park construction should prioritize environmentally sensitive development. Building placement and design should emphasize the use of sustainable materials, energy-efficient practices, and green building standards wherever feasible. Facilities should be thoughtfully located to preserve scenic vistas both within the park and from nearby properties and waterways. Construction and related activities will adhere to the Virginia Erosion and Sediment Control (VESC) Law and Regulations as well as the Stormwater Management Program (VSMP) Law and Regulations, following guidance from the Virginia Department of Environmental Quality's Stormwater Management Handbook.

SITE MASTER PLAN

The site master plan on the following page shows the locations of all site program elements, as well as key site characteristics, like topography, water features, and land cover. A full size copy of the master plan map is included in the Appendix. The following features are planned elements of the park's development:

- Visitor Center
- Cabin Sites
- Group / Tent camping (12-16)
- Hiking / Mountain Bike trails
- Interpretive areas
- Historic sites
- Bathhouse
- Vault Toilet (2)
- Picnic Shelters (5)
- Comfort stations (2)
- Canoe/Kayak put-in
- ADA Fishing Pier
- Playground
- Nature-Inspired Play Area
- Contact station
- Ranger residences (3)
- Maintenance facility
- Roads and parking
- Signage: entry, wayfinding, interpretive
- Managed native meadows
- Managed successional forest
- Mature forest

Mayo River State Park Master Plan

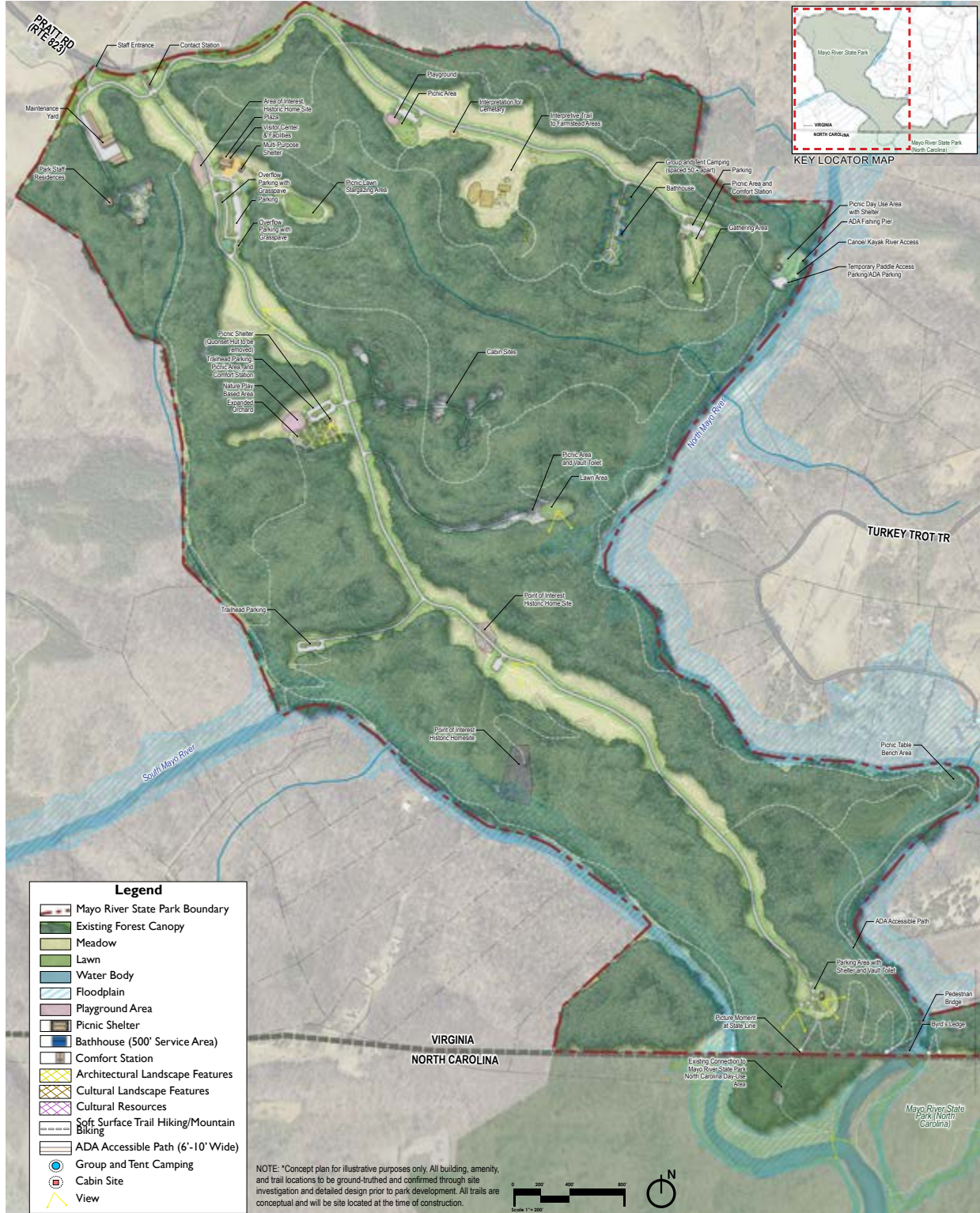


Figure 5 – Mayo River State Park Site Master Plan Rendering. A full size copy of the master plan is included in the Appendix

PHASED DEVELOPMENT PLAN

The development of Mayo River State Park will occur over approximately 30 years in three strategic phases that gradually build the capacity of the park:

- **Phase 1 – Core Infrastructure and Day-Use Area Development:** Establishes core infrastructure and day-use amenities, including access roads, utilities, picnic areas, trails, interpretive features, and operational facilities.
- **Phase 2 – Overnight Accommodations and Expanded Day-Use Facilities:** Expands interpretive areas by adding the visitor center, adds additional day use picnic areas, and introduces overnight accommodations with cabins.
- **Phase 3 – Diversified Overnight Accommodations and Pedestrian Connectivity:** Expands overnight accommodations with camping sites and focuses on pedestrian connectivity and scenic access, including the construction of a pedestrian bridge over the North Fork Mayo River and future trail integration with North Carolina’s park system.

Each phase is designed to balance responsible development with long-term conservation, ensuring that Mayo River State Park evolves as a model of sustainable, community-centered recreation and stewardship. These phases do not have specific timelines associated with them, as they will largely be pursued as capital funding is available.

Below is an estimate of the probable construction costs for each phase:

Total estimate of Probable Construction Cost for Mayo River State Park*	
Phase 1	\$23,720,000
Phase 2	\$24,650,000
Phase 3	\$3,930,000
Total	\$52,300,000

*Note, this estimate is given in 2026 dollars. If any part of construction is done in subsequent years, costs may no longer be accurate. Cost includes labor, materials, overhead, sitework & mobilization, A/E fees, and contingency, and are at an order of magnitude.

Mayo River State Park Phased Development Plan

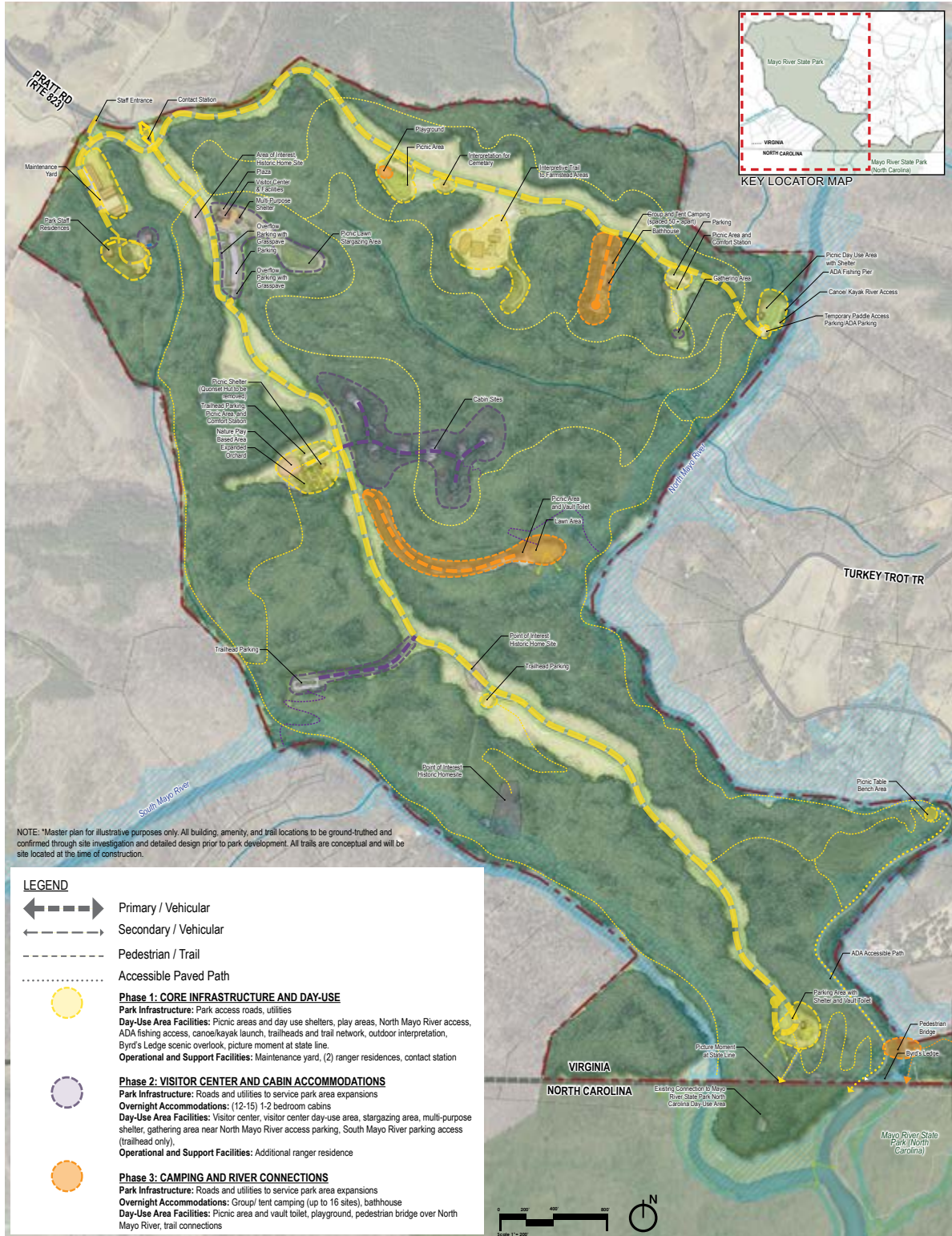


Figure 6 – Phase Development Map of Master Plan.
A full size copy of the master plan is included in the Appendix



SECTION 1

Introduction

1. INTRODUCTION

PURPOSE OF THE MASTER PLAN

The purpose of this master plan is to establish a comprehensive framework for the long-term development, management, and operation of Mayo River State Park. This report defines the park’s purpose, goals, and objectives, and provides strategic direction for the enhancement of recreational opportunities, protection of natural and cultural resources, and development of park infrastructure over the next 30 years. The plan is intended to be a living document, periodically revisited and updated to reflect evolving community needs, environmental conditions, and operational priorities.

The master plan focuses on the 637-acre property currently owned by the Virginia Department of Conservation and Recreation (DCR) in Henry County. While future land acquisition may occur, this master plan addresses only the currently held tracts. The plan includes an evaluation of existing conditions, a synthesis of public and stakeholder input, and the development of conceptual site plans and phased development recommendations. These are informed by environmental and cultural resource inventories, a recreation market study, public input and feedback, and a bespoke visitor experience playbook.

This master plan is in accordance with §10.1-200.1 of the Code of Virginia, which requires all state parks to adopt a master plan following certain standards. These standards include input from the public and an Advisory Committee at key stages; analysis and mapping of existing physical, natural, cultural, and historical resources on site; and a phased development plan for the infrastructure, staffing, and operations of the park, as well as associated costs and operational, and maintenance needs. The final recommendations reflect both community values and the park’s unique natural and cultural assets.



Figure 7 – Mayo River

MASTER PLAN PROCESS

The master plan process was conducted over a 2-year period, starting in July 2024 and completed in June 2026. The process followed the requirements of section §10.1-200.1 of the Code of Virginia and had four primary segments that match the two stages of plan development as described in the code, outlined below.

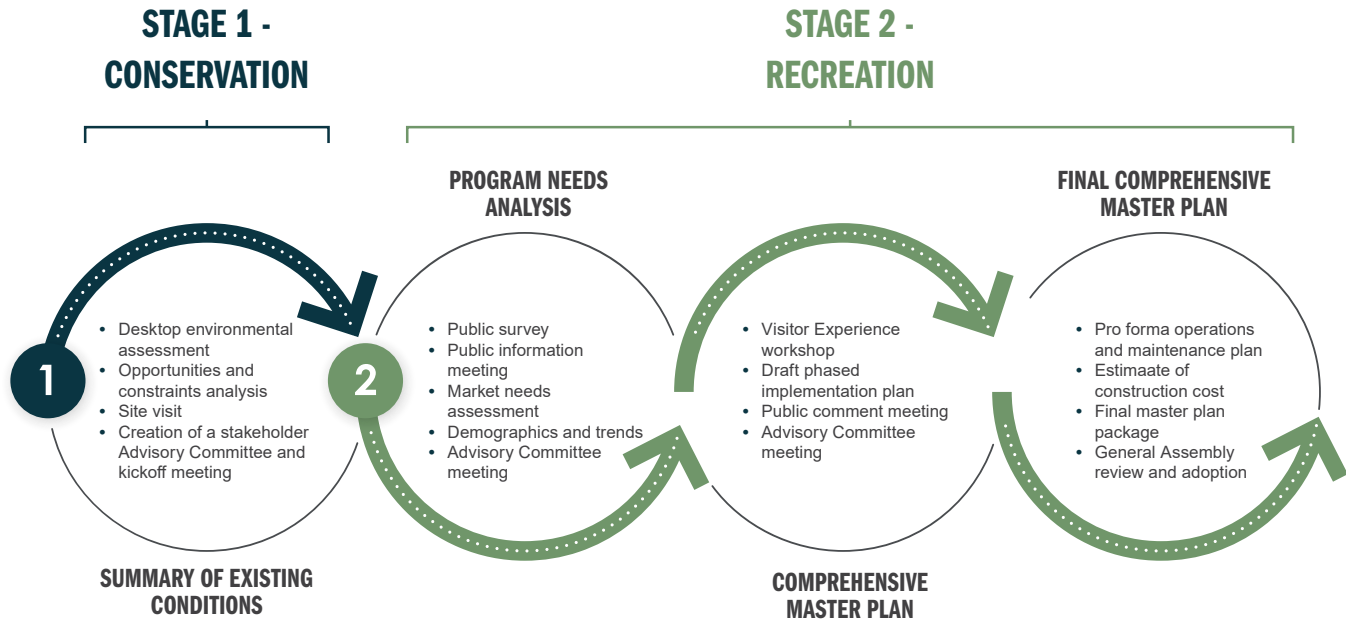


Figure 8 - The Stages of the Master Plan Process

Community engagement is essential to Virginia’s state park planning process, and the public has been engaged through a variety of platforms and methods throughout the entire process. An Advisory Committee of key community stakeholders assembled at the start of the project and met regularly and feedback from the general public was solicited at key points through surveys, in-person meetings, virtual meetings, a project webpage, and comment review periods.

BACKGROUND

Mayo River State Park is located in southwestern Henry County, Virginia, along the North Carolina border, bordered by the North and South forks of the Mayo River, which converges just south of the state line, contiguous to the park. Mayo River State Park encompasses 637 acres of forested land, meadows, and riverfront, and lies adjacent to North Carolina’s Mayo River State Park, creating a unique opportunity for cross-state conservation and recreation planning. The park provides access to the scenic Mayo River corridor and offers opportunities for hiking, paddling, wildlife observation, and nature-based interpretation. In 2008, a 7.1 mile portion of the North Mayo River between Route 695 and the state border, and the 6.9 miles of the South Mayo River from the Patrick county line to the state border were both designated as Virginia Scenic Rivers.

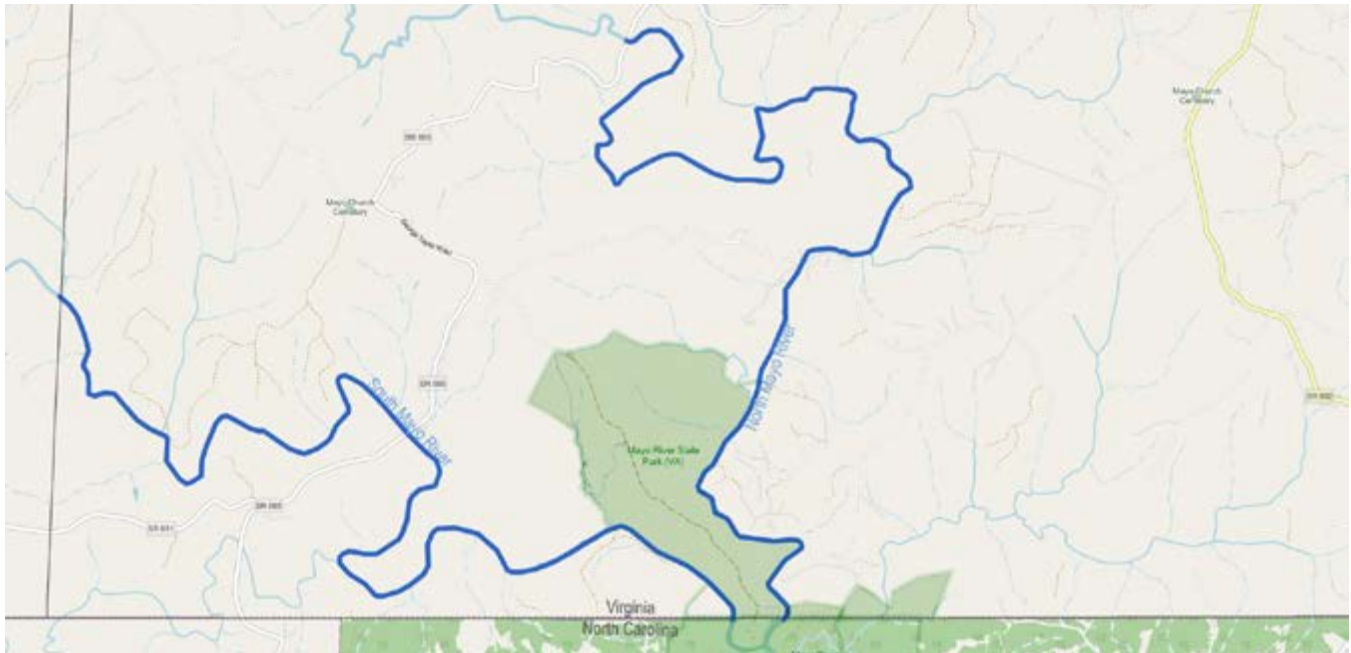


Figure 9 – Map Showing the Extents of the Scenic Rivers adjacent to Mayo River State Park

The park is situated approximately 16 miles southwest of Martinsville and about 65 miles south of Roanoke, placing it within reach of several regional population centers while maintaining a distinctly rural character. Access to the park is currently provided via Pratt Road (Route 823), a rural road that connects to U.S. Route 220 and other regional routes. The surrounding landscape is primarily composed of forestland, agricultural fields, and low-density residential properties, with limited commercial development in the immediate vicinity.

The park’s natural setting includes gently rolling topography, steep riverbanks, and a mix of upland hardwood forests and riparian corridors. Several open meadows and former homestead sites are scattered throughout the property, offering scenic views and potential locations for future recreational amenities. The confluence of the North and South Mayo Rivers, along with features such as Byrd’s Ledge—a historic river crossing used during the 1728 Byrd Survey—adds to the park’s ecological and cultural richness. As a new addition to the Virginia State Parks system, Mayo River State Park offers a rare opportunity to be a distinctive park balancing conservation, recreation, and heritage interpretation.

Land Acquisition Timeline

The Virginia Department of Conservation and Recreation (DCR) acquired the land for Mayo River State Park through a series of five transactions between 2009 and 2021, assembling 637 acres in Henry County near the Virginia–North Carolina border. These acquisitions were strategically planned to establish a new state park that complements the adjacent Mayo River State Park in North Carolina and preserves a significant stretch of the North and South Mayo Rivers.

The land was acquired in the following sequence:

- 2009: The first and largest acquisition, known as the Rakes Tract, was purchased from private landowners and formed the core of the future park.
- 2019: The Thompson Tract was acquired from the Piedmont Land Conservancy, expanding the park’s footprint and connectivity.
- 2020–2021: Three additional parcels were added:
 - a. The Pratt Tract, a small parcel acquired to improve access from public roads.
 - b. The Red Leaf Tract, transferred from North Carolina ownership to Virginia.
 - c. The Ferguson Tract, which completed the current park boundary.

These acquisitions created a contiguous park property spanning both sides of the Mayo River system. While future land acquisition may be considered, the current master plan focuses exclusively on the land currently owned by DCR.



Figure 10 – Map showing Mayo River State Park’s Location

History Of Site Uses Precolonial – Present Day

Historical Context

The land that now comprises Mayo River State Park has a long and layered history of human use, beginning with Indigenous peoples prior to European colonization. The presence of stone arrangements in the river—possibly Native American fishing weirs and holding ponds—suggests that the waterways were actively used for sustenance and travel. The area’s topography, with its flat uplands and proximity to water, aligns with known patterns of precolonial settlement and resource use in the Piedmont region. Although no archaeological sites were recorded within the park boundary prior to recent surveys, predictive modeling indicates a high probability of undiscovered cultural resources, particularly near riverbanks and ridgetops. Rock formations that may be fishing weirs (fish traps) or holding ponds have been identified along the river in both Virginia and North Carolina. Fragments of tobacco pipes, arrowheads, and pottery have been found along the banks of the Mayo River and tributary streams in North Carolina. The Saura Indians occupied this land prior to and during European colonization. The Saura tribe were an Eastern Siouan speaking people related to the Sappony, Occaneechi, and Monacan tribes. In the 18th century, many Saura peoples migrated away from the Mayo River area due to increased European pressures and joined the Catawba Nation in South Carolina. Others settled along the Drowning Creek, today the Lumbee River, in southern North Carolina; these people are the ancestors of the federally recognized Lumbee Tribe. The Sappony, Occaneechi, and Monacan peoples remain active in the state and area today.

During the colonial and antebellum periods, the land was gradually subdivided and developed into agricultural estates. Deed records trace ownership back to the late 18th century, with families such as the Hays, Mullins, and Dodsons occupying and cultivating the land. By the mid-19th century, the area included domestic dwellings, crop fields, and even a mica mine. The Deshazo family, prominent landowners in the region, operated large tracts of farmland and were documented as holders of enslaved people. A cemetery located in the Ferguson Tract is believed to be associated with the enslaved community and remains a significant cultural resource. Throughout the 19th and early 20th centuries, the land continued to be used for subsistence farming, tobacco cultivation, and homesteading.

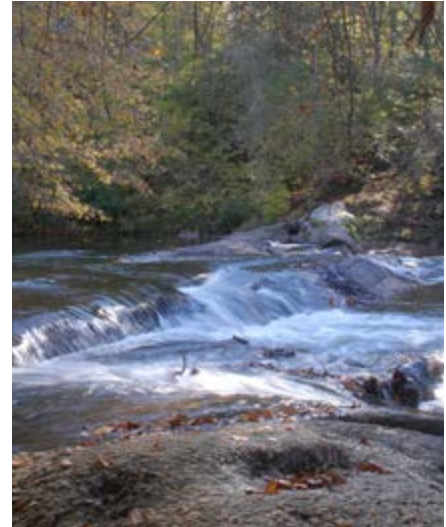


Figure 11 – Byrd’s Ledge in the North Fork of the Mayo River



Figure 12 – Artifact Found in the Mayo River

In the modern era, the property transitioned from private ownership to conservation use. Structures such as barns, outbuildings, and a Quonset hut reflect mid-20th century agricultural practices. The Pratt family maintained a farmhouse and orchard on the Thompson Tract until the early 2000s, and remnants of gardens and domestic infrastructure remain visible today. The land was gradually acquired by the Commonwealth of Virginia between 2009 and 2021 to establish Mayo River State Park. On April 22, 2022 DCR held a ribbon cutting to officially open the Mayo River State Park trail system to the public. Today, the site is being planned for expanded public recreation and conservation, with careful attention to preserving its rich cultural and environmental legacy.

Byrd's Survey

Byrd's Ledge, located on the Virginia–North Carolina border along the North Fork of Mayo River, marks a historically significant crossing point used by the 1728 surveying expedition led by William Byrd II. This expedition was tasked with delineating the boundary between Virginia and North Carolina. On October 22, 1728, Byrd's party forded the river just below a prominent rock outcrop that created a natural cascade—now known as Byrd's Ledge. Byrd described the crossing in vivid detail, noting the treacherous footing for horses on the slippery rocks and the scenic beauty of the cascading water, which lulled the party to sleep as they camped on the western bank of the river. Mayo River is named for one of the members of Byrd's survey team, William Mayo.

The site is further enriched by Byrd's colorful accounts in both his "History of the Dividing Line" and "Secret History", which recount encounters with bears, the antics of surveyors, and the challenges of navigating the rugged terrain. The expedition's camp near Byrd's Ledge is believed to be within the current park boundary, and the surrounding area is considered a likely location for earlier Native American campsites. Byrd's writings also reference the presence of Indigenous peoples in the region, including the Saponi hunter, Ned Bearskin, who traveled with the surveying team as a guide, and describe widespread woodland fires likely set intentionally by Native groups to manage the landscape.



Figure 13 – Kneller, Godfrey. Portrait of William Byrd II. Oil on canvas, ca. 1700. Collection of the Virginia Museum of History & Culture, Richmond, VA.

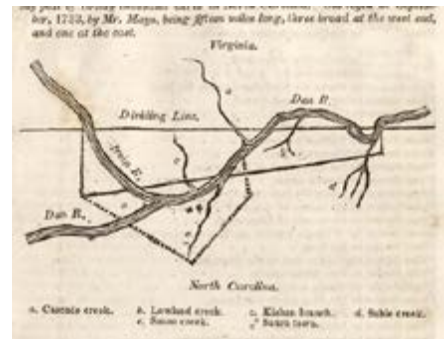


Figure 14 – William Byrd II's 1733 survey map, drawn by William Mayo, charts Byrd's 20,000-acre tract along the Virginia–North Carolina dividing line during his famed boundary expedition. Citation: Library of Virginia. 1733. Richmond, VA.



Figure 15 – Both the North and South Forks of the Mayo River in Henry County are designated as Scenic Rivers

Today, Byrd’s Ledge remains a visible and evocative feature of the park landscape. The Virginia-North Carolina line crosses the rock outcropping, so that its left bank is in North Carolina and its right bank is in Virginia. The historical and cultural significance of Byrd’s Ledge makes it an excellent candidate for interpretive programming. The cascade described by Byrd still exists as does the flat area where the team likely camped after crossing, offering visitors a direct sensory connection to the site’s colonial past. Given its archaeological potential and proximity to sensitive cultural resources, any future development in the area should be preceded by careful archaeological assessment and designed to preserve the integrity of this unique historical landmark.

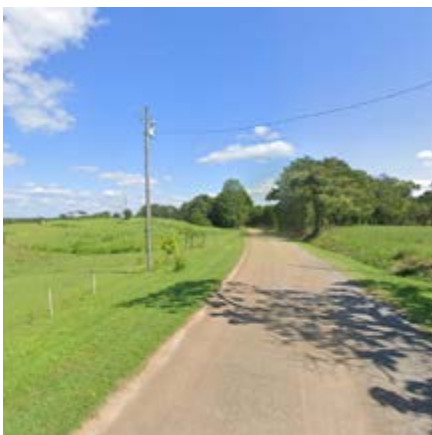
Planning Context



Figure 16 – Finding fairy stones is a popular activity at nearby Fairy Stone State Park

Mayo River State Park is located in southwestern Henry County, Virginia, along the North Carolina border. The park’s 637 acres are surrounded by forested land, agricultural properties, and low-density rural residential uses. The region is characterized by its scenic river corridors, rolling topography, and a largely undeveloped landscape. The park lies outside of any designated growth areas or utility service boundaries, and its current and future use as a conservation and recreation area is consistent with the rural character of the region.

Land use in Henry County is guided by the county’s comprehensive plan, which emphasizes the protection of natural resources, preservation of rural land uses, and the promotion of outdoor recreation. While the park is not currently integrated into a county-wide trail or greenway system, its location along the North and South Mayo Rivers presents opportunities for future regional connectivity, particularly with North Carolina’s adjacent Mayo River State Park. The potential for cross-border trail systems and coordinated conservation efforts is a unique aspect of the park’s planning context.



*Figure 17 – Pratt Road approach to park
Street View: Google*

Fairy Stone State Park, located 20 miles north in Patrick County, is the closest Virginia state park to the Mayo River State Park. Fairy Stone State Park is well known for lake-based recreation activities, including a swimming beach and paddle opportunities, as well as hunting for “fairy stones”, overnight stays in campgrounds and cabins, and hiking, biking, and horseback riding on the trail network. There are opportunities for cross-selling and cross-programming between the two state parks.

Transportation access to Mayo River State Park is currently limited to local rural roads, with no major infrastructure improvements planned in the immediate vicinity. As visitation increases, future planning may consider improvements to road access, signage, and wayfinding. At the regional level, Mayo River State Park falls within the West Piedmont Planning District Commission (WPPDC), which supports localities in areas such as land use, environmental planning, and outdoor recreation. While no regional greenway plans currently include the park, its establishment enhances the district’s inventory of public natural areas and supports broader goals related to conservation, tourism, and quality of life.

Virginia Outdoors Plan

The Virginia Outdoors Plan (VOP) serves as the Commonwealth’s official guide for land conservation, outdoor recreation, and open-space planning. The plan informs decision-making across state agencies, local governments, and private partners by identifying key trends and public needs related to outdoor access, while also ensuring Virginia’s eligibility for funding through the federal Land and Water Conservation Fund (LWCF). The plan also provides strategic guidance for investments through the Virginia Land Conservation Foundation (VLCF), supporting the protection of natural areas, cultural and historic sites, farmland, forests, open space, and parkland across the state.

The 2024 Virginia Outdoors Plan introduces a dynamic, interactive format using ArcGIS Hub and StoryMaps, integrating mapping tools, photos, videos, and survey data to present a comprehensive picture of how Virginians recreate and how outdoor infrastructure should evolve to meet future demand. The plan emphasizes the continued rise in outdoor recreation since the COVID-19 pandemic, which has led to increased visitation and demand for public lands and facilities.

Mayo River State Park reflects many of the VOP’s core goals and priorities. As a new and developing park in southern Virginia, it presents a timely opportunity to expand the state’s outdoor recreation inventory in a region with limited public access to water, trails, and overnight accommodations. The park offers scenic views, cultural landscapes, river access, and a wide range of ecological features that position it well to support inclusive outdoor experiences, environmental education, and conservation-focused recreation.

Relevant priorities from the VOP that align with future planning and development of Mayo River State Park include:

- Meeting growing demand for outdoor recreation through the development of new trails, picnic areas, overnight accommodations, and water access.
- Expanding equitable access to parks and natural resources in the historically underserved and economically depressed communities of Henry County and the broader region of Southside Virginia.
- Integrating education and interpretive programming to foster outdoor skills, environmental literacy, and deeper connections to Virginia’s natural and cultural heritage.
- Enhancing resilience and sustainability in park infrastructure by protecting critical habitats, managing natural resources, and planning for long-term climate impacts.
- Improving public water access, especially along rivers and streams, to support fishing, paddling, and nature-based recreation.

As a part of the Virginia State Parks system, Mayo River State Park contributes to the broader vision of the VOP by offering high-quality outdoor opportunities in a natural, historically rich landscape. This master plan supports VOP recommendations by emphasizing resource conservation, inclusive access, and environmental education as guiding principles for park development.

MISSION STATEMENTS, GOALS, AND OBJECTIVES

The foundation for the park’s long-term planning is rooted in the Constitution of Virginia and the Code of Virginia, along with the mission statements of both the Department of Conservation and Recreation and Virginia State Parks. The purpose statement, central themes, and related subthemes of Mayo River State Park were crafted to align with the missions of the agency and the state park system. These guiding elements informed the development of goals and objectives, ensuring a unified approach to future enhancements at Mayo River State Park. Collectively, these portions of the master plan fulfill the initial requirements outlined in the Code of Virginia, as discussed in the preceding chapter.

Constitution of Virginia, Article XI-Section 1

“To the end that the people have clean air, pure water, and the use and enjoyment for recreation of adequate public lands, waters, and other natural resources, it shall be the policy of the Commonwealth to conserve, develop, and utilize its natural resources, its public lands, and historic sites and buildings. Further, it shall be the commonwealth’s policy to protect its atmosphere, lands, and waters from pollution, impairment, or destruction, for the benefit, enjoyment, and general welfare of the people of the Commonwealth.”

Department of Conservation and Recreation Mission Statement

“Conserve, protect, enhance, and advocate wise use of the Commonwealth’s unique natural, historical, recreational, scenic, and cultural resources.”

Virginia State Park Mission Statement

“To conserve the natural, scenic, historic, and cultural resources of the Commonwealth and provide recreational and education opportunities consistent with the good stewardship of these lands, waters, and facilities that leave them unimpaired for future generations.”

Mayo River State Park Purpose Statement

“Nestled between the North and South Forks of the Mayo, Mayo River State Park tells the story of Byrd’s Ledge and the surrounding landscape, connecting history, nature, and the Virginia and North Carolina State Park systems.”

Mayo River State Park Goals and Objectives

The goals and objectives of Mayo River State Park were developed based on input from DCR staff workshops, stakeholder engagement, and analysis of the features and opportunities of the site. The primary themes of the goals and objectives are the protection, conservation, and enhancement of the site's resources, while providing recreational and educational opportunities to visitors and developing strong ties with the surrounding community. The plan's goals and objectives provide the framework for the development and operation of the park during the 30-year planned build out of the master plan and beyond.

Goal 1 – Protect, conserve, and enhance the natural and cultural resources of the park.

- Objective 1.1 – Prioritize conservation of the Mayo River corridor, rare ecological areas, scenic views, and mountain stream environments through careful site planning and resource protection.
- Objective 1.2 – Preserve, interpret, and elevate the history and cultural significance of the Siouan-speaking indigenous tribes, their history, and use of the site and area.
- Objective 1.3 – Preserve, interpret, and elevate the history of European settlers and enslaved Africans in the area and on the site, including development, land management, and historic uses such as plantations, subsistence farming, orchards, and homesteads.
- Objective 1.4 – Implement best practices in natural resource management, including habitat restoration, invasive species control, and sustainable water quality practices.
- Objective 1.5 – Partner with local communities, descendant communities, tribes, and conservation organizations to steward both cultural and environmental assets of the park.
- Objective 1.6 – Protect and interpret sensitive resources like Byrd's Ledge, enhancing their visibility and role in the park's story.

Goal 2 – Provide a variety of outdoor experiences that are compatible with resource protection and regional recreational trends.

- Objective 2.1 – Develop amenities that are sensitive to the needs and long-term management of the site and its resources that support a variety of recreational opportunities.
- Objective 2.2 – Ensure sustainable trails that offer a variety of experiences, educational opportunities, and connectivity between park areas and natural features—including future trail and bridge connections into North Carolina's Mayo River State Park.
- Objective 2.3 – Provide day-use facilities that support quiet enjoyment of nature, such as picnic areas along the river, designated overlooks, and interpretive trail loops.
- Objective 2.4 – Incorporate wayfinding, trail signage, and orientation techniques that encourage exploration and stewardship.
- Objective 2.5 – Develop the park as a dark-sky park, ensuring minimal light pollution and thoughtful visitor management, with specific designated areas for immersive dark sky experiences and stargazing.

Goal 3 – Serve as a model for sustainable park development and environmental design.

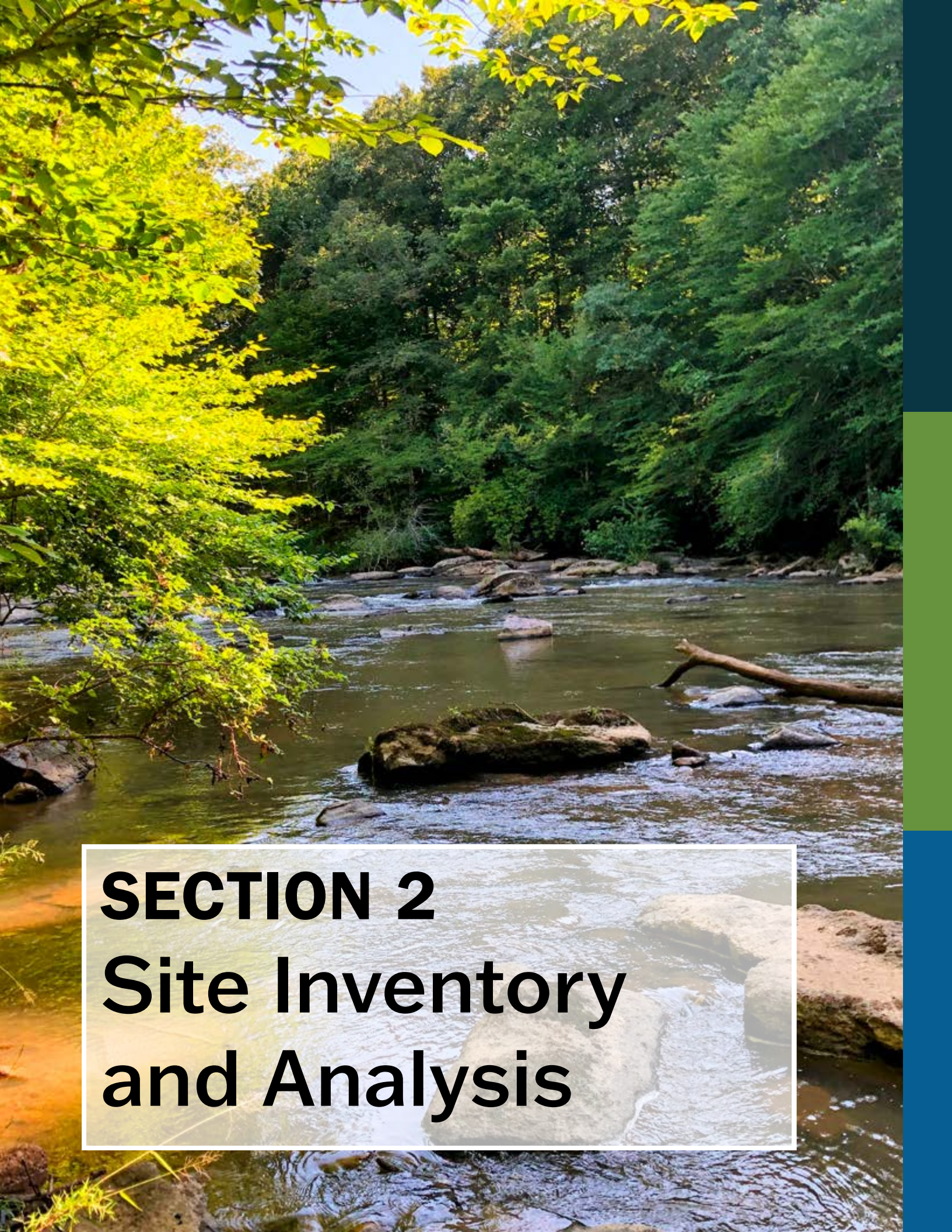
- Objective 3.1 – Apply low-impact design principles and green infrastructure for park facilities and site improvements.
- Objective 3.2 – Develop visitor amenities and structures that showcase environmental best practices, incorporate local materials, and reflect the character of the region.
- Objective 3.3 – Promote eco-tourism and education about sustainable recreation and development practices.
- Objective 3.4 – Conserve and protect sensitive habitats and enhance the park’s ecological integrity.

Goal 4 – Offer inclusive and accessible educational opportunities tied to the park’s natural and cultural heritage.

- Objective 4.1 – Provide experiences that interpret the park’s natural systems, ecology, and dark skies.
- Objective 4.2 – Engage with local schools and educators to integrate the park into regional curricula, field experiences, and citizen science programs.
- Objective 4.3 – Create hands-on and multi-sensory educational experiences for diverse learning needs and ages.
- Objective 4.4 – Highlight the park and region’s history and cultural landscape through partnerships, programs, and events.

Goal 5 – Strengthen community connections and regional collaboration.

- Objective 5.1 – Collaborate with North Carolina’s adjoining state park and regional partners to align trail systems, share programming, and enhance cross-border recreation and tourism opportunities.
- Objective 5.2 – Support local economies by promoting regional travel, outdoor outfitters, and educational tourism experiences, including overnight stays and group camping.
- Objective 5.3 – Foster volunteerism and stewardship programs for local residents, visitors, and youth.
- Objective 5.4 – Serve as a gathering space for nearby communities, with facilities that encourage repeat use without compromising the park’s natural character



SECTION 2
Site Inventory
and Analysis

2. SITE INVENTORY AND ANALYSIS

Site evaluations are based on the Environmental Desktop Review existing conditions report, Geographic Information Systems (GIS) mapping data, and observations made during site visits. GIS data is derived from the following sources: United State Geological Survey, Natural Resources Conservation Service, Federal Emergency Management Agency, Virginia Department of Conservation and Recreation, and the Virginia Geographic Information Network. The existing conditions evaluation summarizes the opportunities and constraints of each site and references the site conditions that most affected the assessment. For a full assessment of existing conditions, including soils, cultural resources, and environmental resources refer to the Environmental Desktop Review Summary for the Mayo River Project.

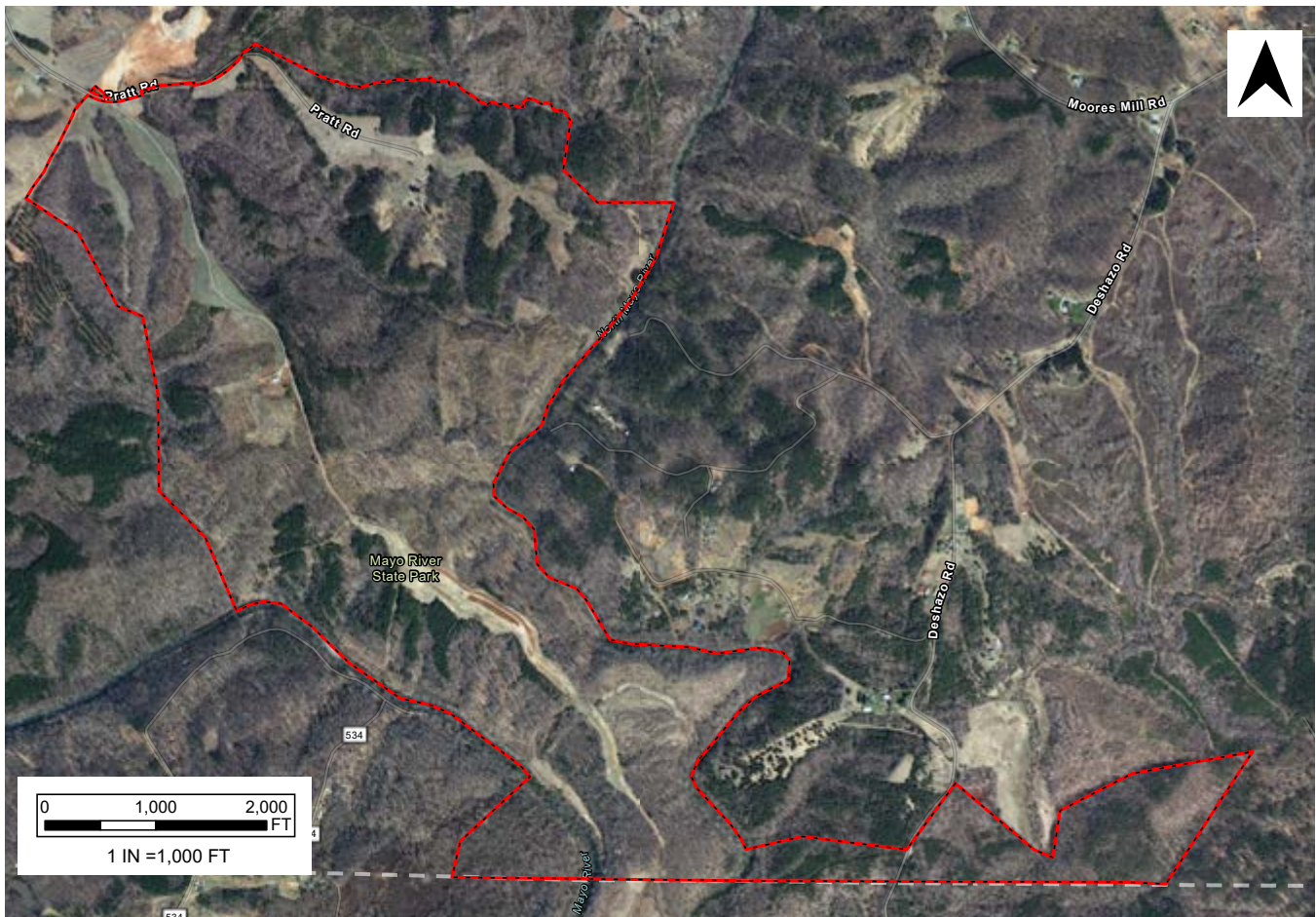


Figure 18 – Aerial View of Mayo River State Park Site.
A full size copy of the master plan is included in the Appendix.

EXISTING CONDITIONS

Views

The site offers a variety of scenic views, particularly oriented around the Mayo River and surrounding natural features. Notable views include broad, open sightlines from the upper meadow area and multiple vantage points overlooking the North Fork of the Mayo River. The confluence is visible from North Carolina, accessible by crossing the state line from Virginia's Mayo River State Park into North Carolina's State Park. The view facing downstream at the confluence is not accessible from North Carolina by hikers, separated from the parking area and trails by the river. Byrd's Ledge provides an elevated rock outcropping with expansive views of the river corridor and wooded floodplain. From the north to the southeast, the views encompass both pastoral clearings and densely wooded riparian areas, with the river itself often framed by mature tree canopies. Scenic views are concentrated along the North Fork and from higher elevation areas. These vistas highlight the dramatic landform transitions, rich cultural landscape, and intact natural character of the site. Selective clearing at key high points may enhance 180-degree or wider panoramic views without compromising ecological integrity.

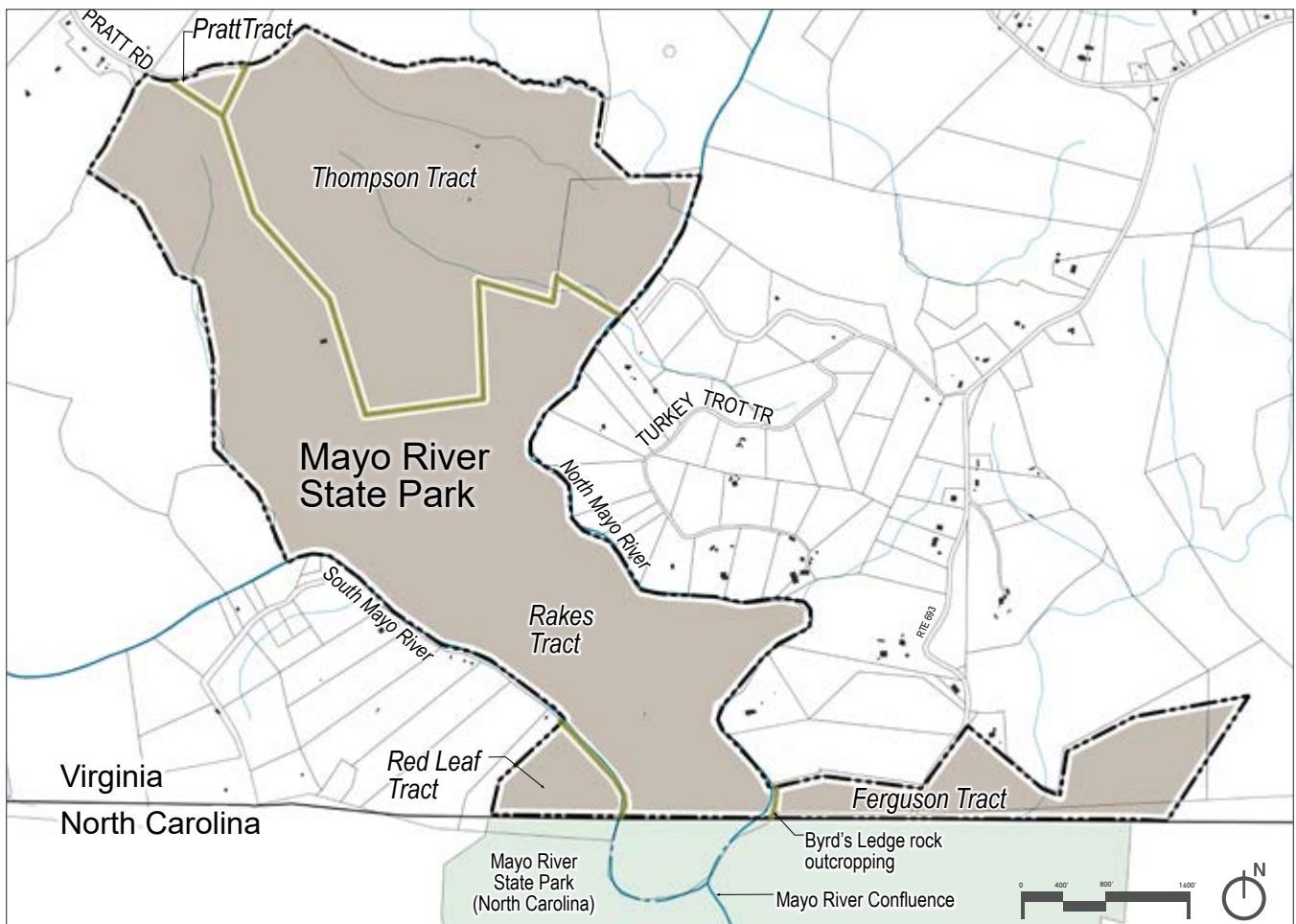


Figure 19 – Map of Mayo River State Park Tracts

Access

Mayo River State Park in Henry County, Virginia, is located approximately 16 miles southwest of Martinsville, VA (about a 25-minute drive) and primarily accessed via Pratt Road (Route 823), a rural roadway. The property consists of multiple tracts—the Pratt, Thompson, Rakes, Red Leaf, and Ferguson Tracts—connected by a patchwork of gravel farm roads. Approximately 4 miles of hiking trails are open to the public. Currently, primary vehicular access to the main portion of the park, Pratt, Thompson, and Rakes tracts, is limited to a small parking area at the terminus of Pratt Road on the north end of the park site.

Two of the tracts that comprise the park have very limited access. The Red Leaf Tract is on the western side of the South Fork, without a bridge or direct road access. The Ferguson Tract is on the east side of the North Fork and is bisected by Deshazo Road (Rt. 693). There is no access road, parking, or signage for the park off of Deshazo Road.

The park does not have continuous internal road network, and access across tracts is fragmented. Steep slopes, forested areas, and sensitive stream corridors present physical barriers to developing internal circulation routes. Existing informal roads and farm paths offer limited support for maintenance vehicles and pedestrian access, but are not suitable for regular visitor traffic without improvements. Some of these paths show potential for reuse as natural-surface hiking trails or low-impact access routes.

Public access to scenic features such as Byrd’s Ledge, the North Fork of the Mayo River, the Virginia-North Carolina border, opposite river banks, and the river confluence is currently indirect and would require the development of new roads, trails, and/or bridges. There are no river crossings on the property to connect the east and west banks. While there are scenic views and river frontage, much of the flat areas along the North and South forks lie within FEMA-designated floodplain and floodway zones, which will constrain the placement of roads or infrastructure.

No water or sewer utilities currently serve the site. Any future development would require on-site wells and septic systems. Improving public access to the Mayo River State Park parcels, particularly from Pratt Road, will be essential for opening the site to recreational use and supporting visitor amenities in the future.



Figure 20 – Byrd’s Ledge in Mayo River

Cultural and Historic Points of Interest

Mayo River State Park contains several culturally and historically significant features. The Thompson Tract includes the remains of a former farmstead associated with the Pratt family, including at least ten structure sites, two garden areas, and a historic orchard with surviving pear and apple trees. Though the main farmhouse has been demolished, remnants such as foundation materials, fencing, and ornamental plantings remain. The site offers strong potential for interpretation and archaeological investigation.

Two cemeteries are present: one small cemetery on the Thompson Tract with burials from the Pratt and Joyce families (1921–1981), and a larger cemetery on the Ferguson Tract with at least 47 burials likely associated with enslaved individuals from the Deshazo family’s ownership. Both cemeteries require protection from vegetation and disturbance.

Suspected domestic sites are located in the Rakes Tract, and several historic outbuildings—such as a log barn and small livestock shelters—are present, though many are in collapsed condition. A Phase I cultural survey is recommended prior to any ground disturbance in these areas.

In the river corridor, Byrd’s Ledge is the site of the 1728 boundary survey led by William Byrd II, with the crossing at this rock described in detail in his journal. The river also has significance in the history of the indigenous peoples, as stone formations in the river today may be historic indigenous fishing weirs.

It is recommended that a Phase I cultural resources survey be conducted across all tracts to formally assess the archaeological potential and historic structures present. The findings of that survey should guide the development of interpretive signage, trail alignments, and long-term preservation strategies. With careful planning, these cultural resources can offer educational and heritage interpretation opportunities for future park visitors.



Figure 21 – View of the North Fork of the Mayo River



Figure 22 – V-notched log barn associated with the Pratt family homestead on the Mayo River State Park property (2019)



Figure 23 – Log barn at the Pratt family homestead has collapsed (2023)

Hydrology/Jurisdictional Areas

The site is bordered by both the North and South Forks of the Mayo River, which converge just south of the state line and park boundary in North Carolina State Park. These rivers form the primary hydrologic features of the site and are accompanied by perennial and intermittent stream channels which drain toward the river channels. These streams, along with associated riparian areas, are key hydrologic features that require protection during planning and development.

Portions of the property lie within FEMA-designated 100-year floodplain, as well as floodway zones, which will limit development in low-lying areas. State wetland data does not indicate any wetlands present within the park boundaries. Formal wetland and stream delineations are recommended to confirm jurisdictional boundaries and inform future planning. Riverbank access is physically constrained by steep slopes in some areas, though access points exist at broader terraces near the confluence.

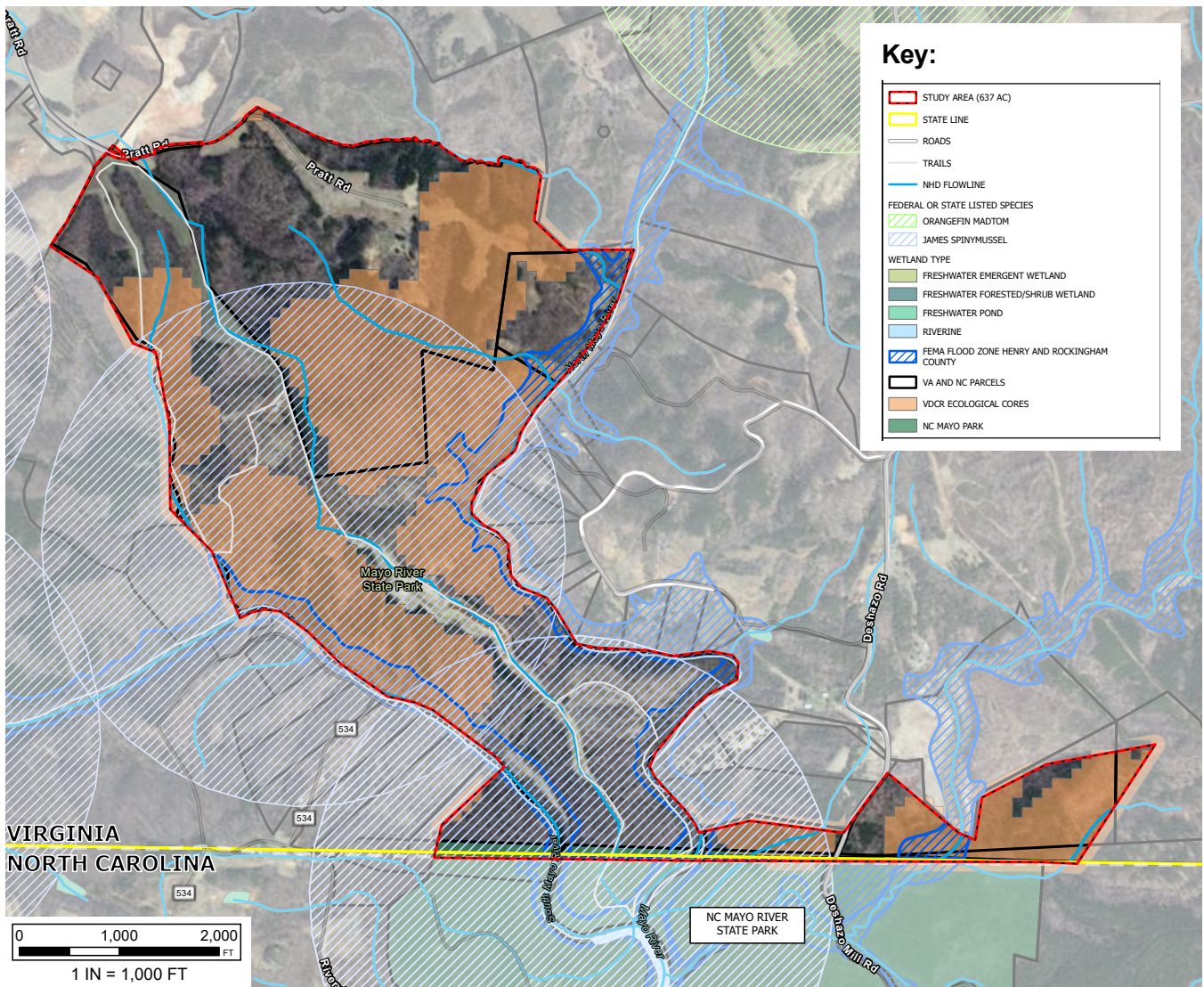


Figure 24 - Hydrology, floodplains, and endangered species in the vicinity of Mayo River State Park. Refer to the Appendix for a full-size copy of the map.

Topography and Soils

The park is dominated by two prominent ridges at approximate right angles together, meeting at the north end of the park. The ridges are separated by a stream corridor. The ridges terminate at the North and South Forks of the Mayo River, with converge immediately south of the park. There are smaller sections of the park that are on the opposite banks of the North and South Forks from the primary park area. These supplementary parcels slope steeply up from the rivers.

The site ranges in elevation from approximately 710 feet on the downstream rivers edge at the southern edge of the park, to over 970 feet along the upper ridgelines in the northern and western portions of the property. The central and southern areas of the park are characterized by steep slopes exceeding 25%, particularly along the stream valleys and river corridors. These steep slopes constrain access and limit potential for development. Gentler slopes under 15% are found on ridgetops and upper terraces, offering more suitable areas for trails, infrastructure, and program elements. The site includes a mix of north-, east-, and south-facing slopes, which may influence vegetation and microclimate conditions across the park.

The area is part of the rolling Piedmont landscape that lies immediately east of the Southern Blue Ridge Mountains. The underlying geology is mapped as Cambrian-age metamorphic rocks of the Rich Acres Formation, with principal lithological units reported to be norite, metabasalt (greenstone), and diorite.

According to the United States Department of Agriculture and Natural Resources Conservation Service soil survey of the area, the predominant soil type in the park is Clifford sandy loam, with Orenda-Spriggs complex and Minnieville loam on some southwest-facing ridge slopes. Colvard fine sandy loam is along the floodplains beside the rivers. A full size copy of the soil map is located in the Appendix.

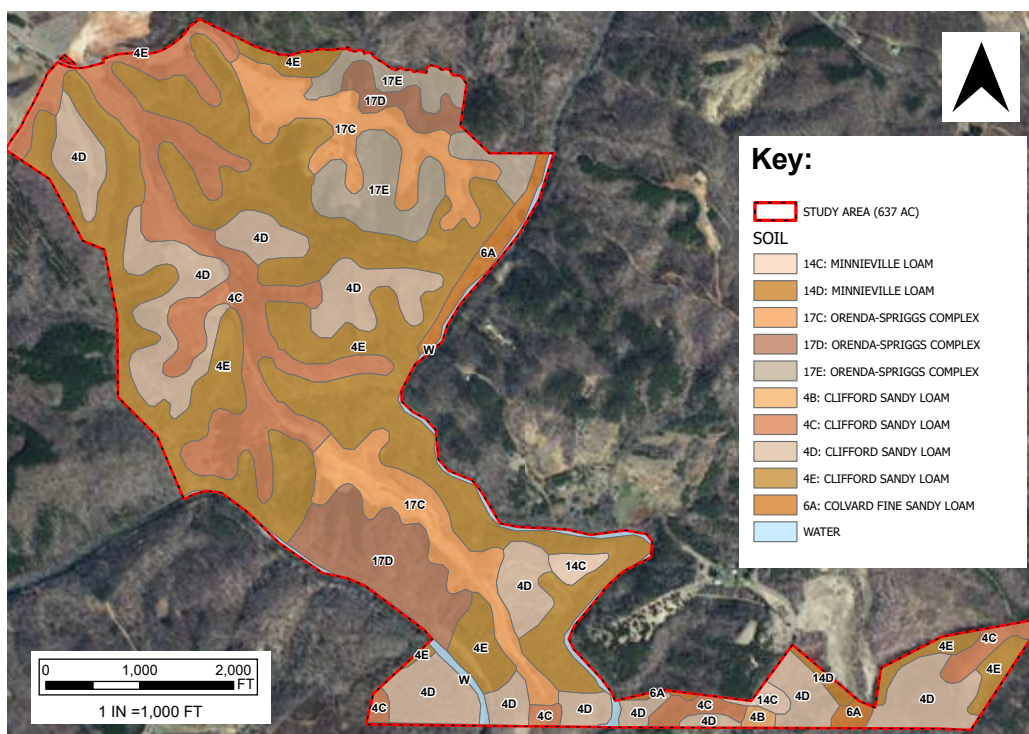


Figure 25 – Soil types map of Mayo River State Park. Refer to the Appendix for a full size copy of the map.

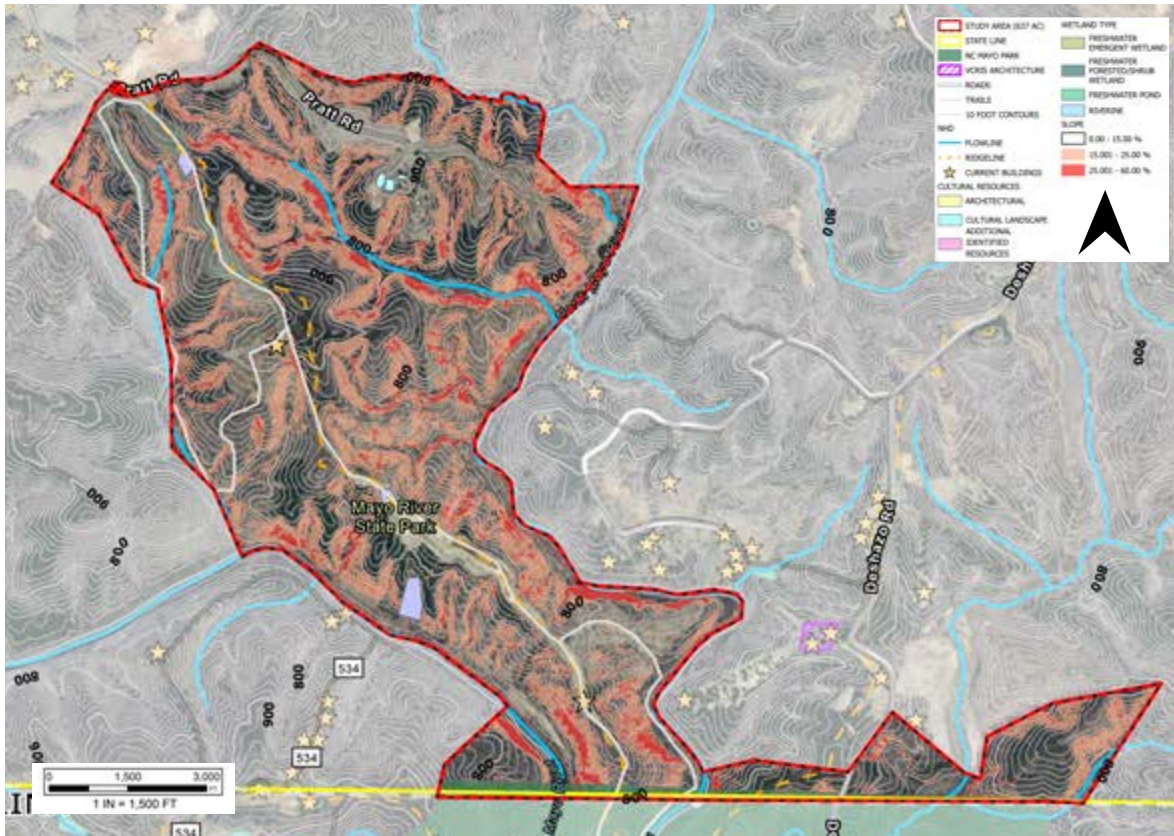


Figure 26 - Mayo River State Park topographical map with steep slopes and cultural areas highlighted. A full size copy of the map is in the Appendix.

Land Cover and Environment

The site was historically occupied by multiple farmsteads, with evidence of long-term agricultural and residential use including domestic structures, outbuildings, gardens, orchards, and cemeteries. Large portions of the land remain open or in early stages of forest succession, reflecting its past use as pasture and farmland. Several fields are still cleared and may be maintained through ongoing agricultural lease or natural processes. Forested areas are primarily located along steeper slopes and near stream corridors, and include a mix of oak-hickory, mixed hardwood, and successional pine communities typical of the Piedmont region.

In 2023, ecologists from the Department of Conservation and Recreation’s Division of Natural Heritage (DCR-DNH) conducted field work to map and describe the ecosystems of Mayo River State Park. Seven natural community ecosystems representing the natural vegetation of the park were identified and described:

- Acidic Oak – Hickory forest
- Mesic Mixed Hardwood Forest
- Basic Oak – Hickory forest
- Coastal Plain/ Piedmont Oak – Beech / Heath forest
- Piedmont/ Mountain Small-stream Alluvial Forest
- Successional Pine forest
- Mixed Successional forest

The successional forests will likely be succeeded over time into natural communities, eventually receding as a land cover within the park. There are also land cover areas of managed open fields and road/parking. The open fields may be maintained for habitat diversity and recreational opportunities like bird watching, scenic views, stargazing, and Dark Skies.

DNH’s 2023 field evaluation of the park identified several areas of mature hardwood forests with trees likely 100 years old or more and small stands of the regionally rare Northern Coastal Plain/ Piedmont Oak-Beech / Heath Forest ecosystem. The field evaluation also identified two state rare plant species growing along the river banks: smooth azalea and bog chickweed. As these plants grow along the river, their populations may shift locations based on erosion and deposition over time.

Several federally and state-listed species, including the Northern long-eared bat, Roanoke logperch, green floater, James spiny mussel, and orangefin madtom, have been identified as potentially occurring within the study area; however, further environmental assessment is needed to confirm their presence and evaluate habitat conditions.

Given the site’s agricultural legacy and patchwork of field, forest, and successional habitat, environmental programming may initially focus on invasive species management, hardwood forest conversion, meadow ecology, and woodland edge management. Interpretive opportunities exist around the cultural and ecological transitions and management of the landscape, including reforestation, succession, and native species regeneration.

A full Natural Resource Biological Inventory and Assessment is recommended to document existing conditions and guide conservation and education strategies.



White Oak



Northern Red Oak



Black Oak



Mockernut Hickory



Pignut Hickory



American Beech



Tulip Tree



Sourwood

Figure 27 – Tree species found within Mayo River State Park

SITE PHOTO INVENTORY

The site inventory map illustrates the boundaries of the Mayo River State Park property and identifies key hydrological, topographical, ecological, and infrastructural features within the site and its surrounding context. Aerial imagery provides insight into existing land cover, including open fields, forested areas, and riparian corridors, helping to reveal past land use patterns. The map also includes a photo inventory of notable scenic views, historic remnants, and natural features that define the character of the site.

All maps are included at a larger scale in the Appendix.

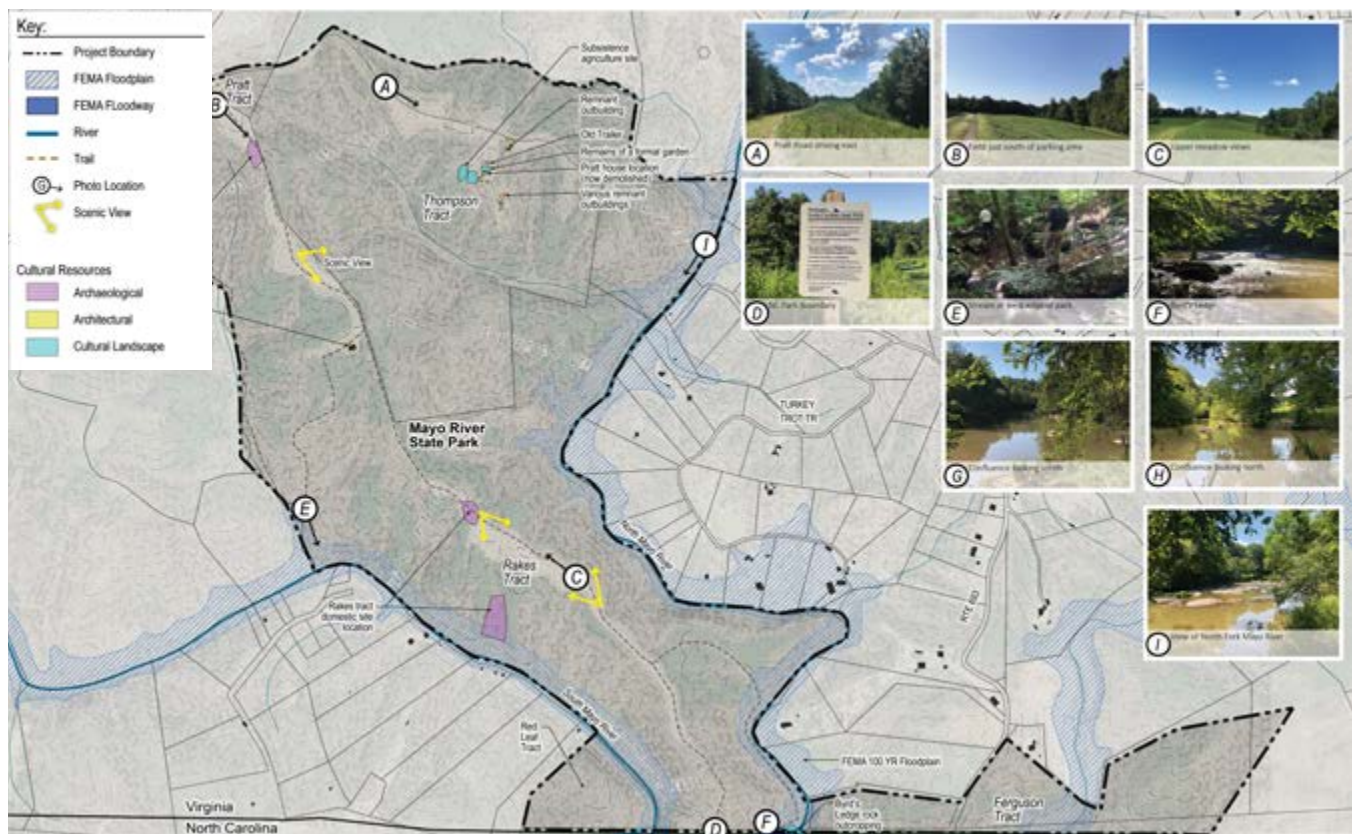
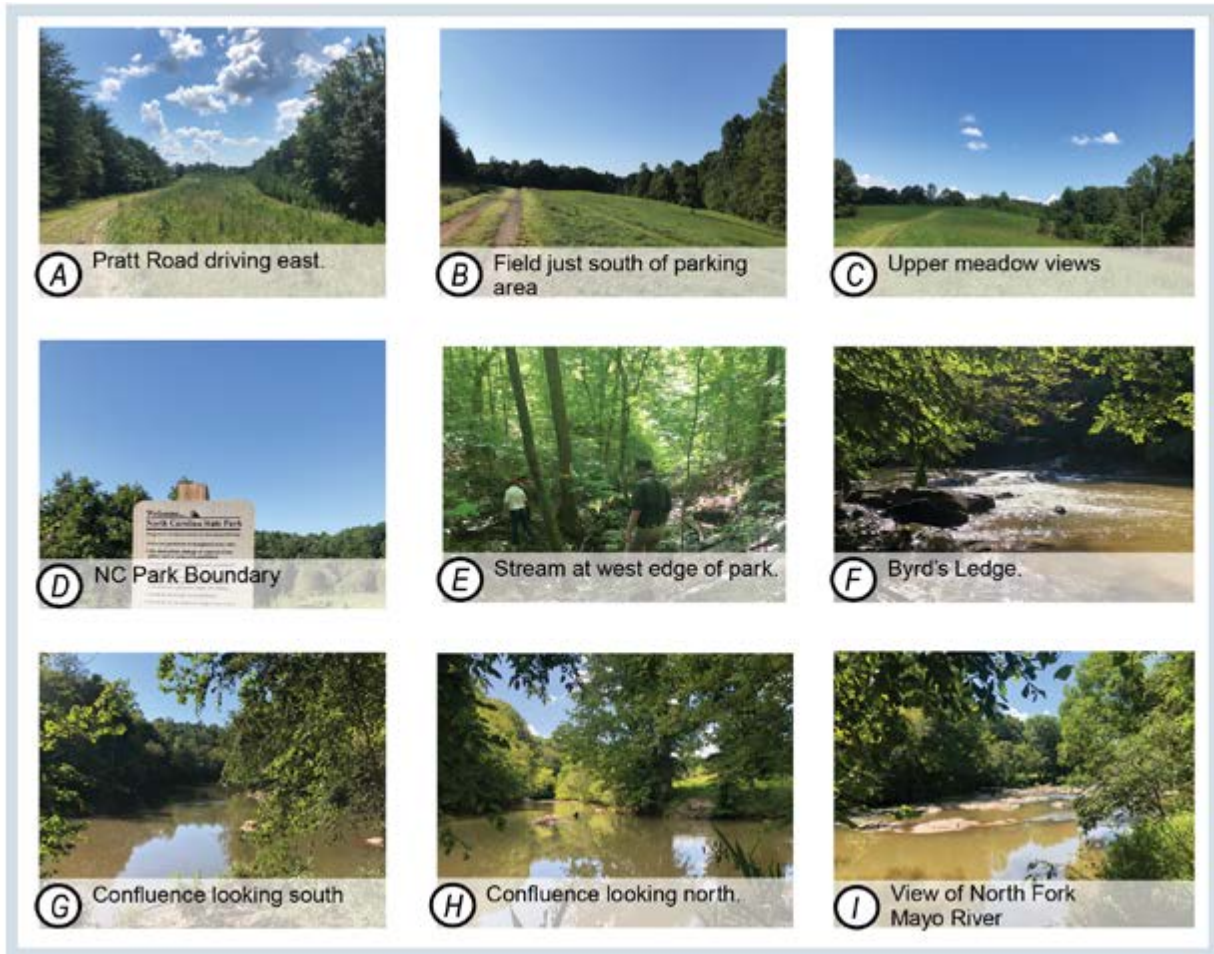


Figure 28 - Photo Inventory and Environmental and Scenic Resources Map



DEVELOPMENT SUITABILITY ANALYSIS

To support thoughtful decision-making for future park facilities, infrastructure, and conservation strategies, a comprehensive spatial analysis was conducted to assess both development suitability and environmental sensitivity within Mayo River State Park. This analysis integrates geospatial data related to topography, soils, hydrology, cultural resources, and ecological value to identify areas that are most appropriate for low-impact development and those that warrant long-term protection.

Using a raster-based modeling approach in ArcGIS Pro, the project team evaluated key physical and biological factors affecting land suitability. The analysis was performed in two phases:

1. A Development Suitability Analysis to identify locations that are physically appropriate for new amenities.
2. An Environmental Sensitivity Analysis to highlight ecologically or culturally sensitive areas that should be avoided or carefully managed during site development.

The results of these two phases were then combined into a composite map, offering a visual tool to guide planning decisions that align with the park's mission of providing recreational opportunities while protecting natural and cultural resources.

Development Suitability

The Development Suitability Analysis evaluates the physical characteristics of the landscape to identify areas within Mayo River State Park that can support future infrastructure and recreational development. Using GIS-based modeling, key factors such as slope, soil limitations, floodplain presence, and proximity to archaeological resources were analyzed and scored based on their relative suitability. This process helps ensure that future improvements are located in areas that minimize site constraints and avoid sensitive features.

Key contributing factors included:

1. **Slope:** Derived from 2019 USGS 4-meter DEM data, slope values were classified into four categories: 0–5% (high suitability), 5–10%, 10–25%, and >25% (low suitability).
2. **Soils:** Based on NRCS data, soils were categorized by their limitations for buildings without basements, ranging from “somewhat limited” to “very limited.”
3. **Floodplain:** Areas within the floodplain were marked as unsuitable (binary classification: yes/no).
4. **Archaeological Sites:** Cemetery locations were buffered by 100 feet and excluded from development (binary classification: yes/no).

Each factor was reclassified and converted to raster format. These layers were then integrated using a weighted overlay model in ArcGIS Pro ModelBuilder. The final output is a suitability map that highlights areas most appropriate for development while avoiding environmentally sensitive or culturally significant zones.

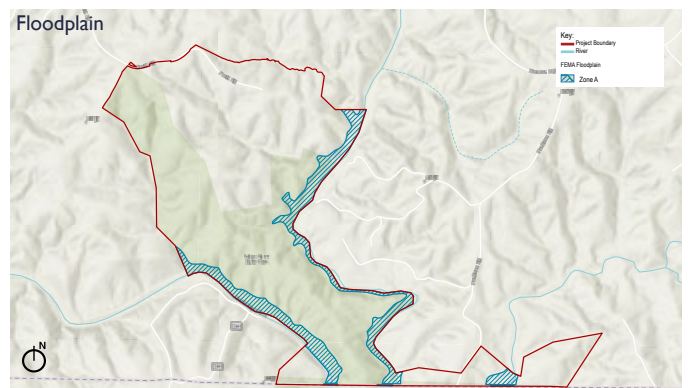
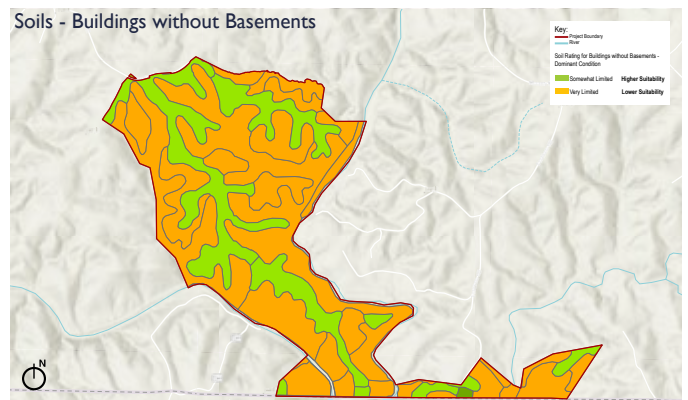
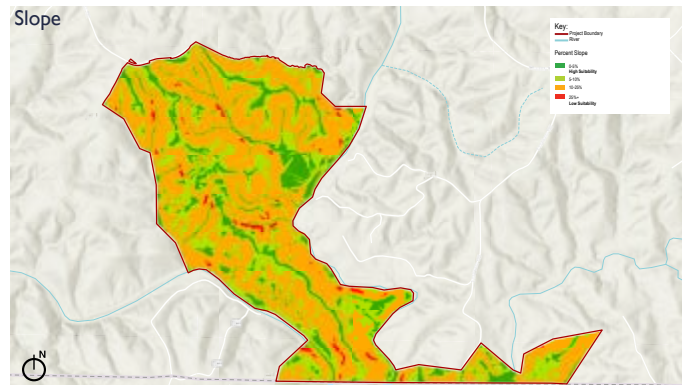


Figure 29 – Development Suitability Factor Mapping Analysis
Refer to the Appendix for a full size copy of the maps.

Overall Development Suitability Composite Map Interpretation

The composite map synthesizes data from previous sheets. Areas marked as “high suitability” are typically characterized by gentle slopes, stable soils, absence of flood risk, and minimal cultural resource conflicts, making them more favorable for infrastructure or recreational development. Conversely, “low suitability” zones are often located along river corridors, steep terrain, flood-prone areas, or near sensitive archaeological features, indicating significant limitations for development. This composite map serves as a critical planning tool, helping guide future land use decisions by balancing development potential with environmental and cultural preservation.

Development Suitability Analysis Composite Map

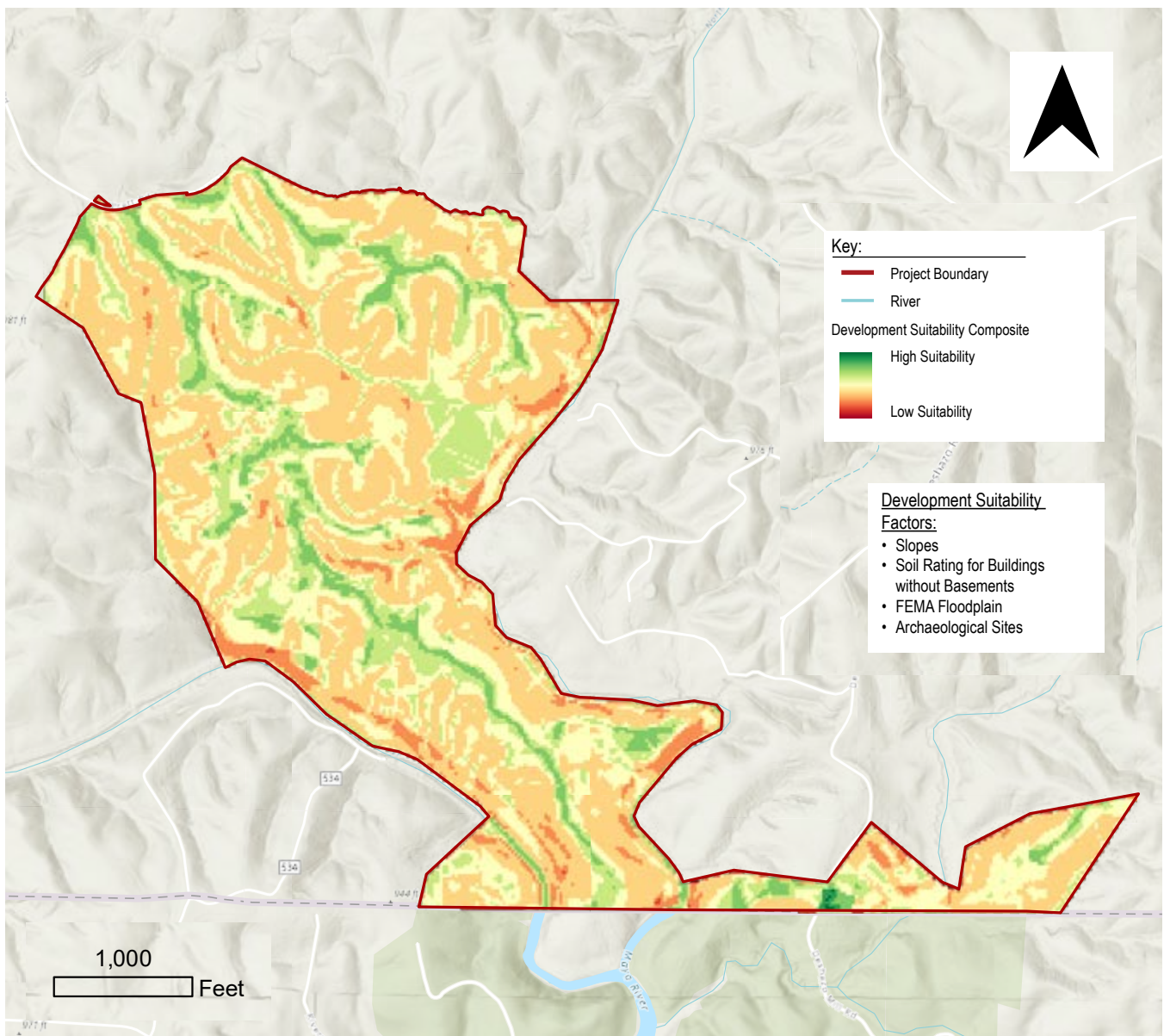


Figure 30 – Development Suitability Analysis Composite Map of Mayo River State Park
Refer to the Appendix for a full size copy of the map.

Environmental Sensitivity:

An environmental sensitivity analysis was conducted to identify and prioritize areas within Mayo River State Park that warrant protection due to ecological, biological, or cultural significance. This analysis utilized multiple DCR provided spatial datasets, each representing a different aspect of environmental value, and combined them using a raster-based weighted overlay model in ArcGIS Pro.

Key contributing factors included:

1. **Element Occurrence (EOs):** The Virginia Department of Conservation and Recreation’s (DCR) Division of Natural Heritage maintains a statewide inventory of rare plants, animals, and natural communities. These are known as Element Occurrences (EOs). Each EO represents a documented location where a rare species or high-quality natural habitat has been observed. While the exact locations of these sensitive resources are kept confidential to protect them, their presence plays a critical role in guiding responsible park planning and development.

At Mayo River State Park, several EOs have been identified or are likely to occur based on recent surveys and habitat modeling. These include:

- **Rare Natural Communities:** The park contains areas with the potential for unique forest types, such as the Northern Coastal Plain/Piedmont Oak–Beech/Heath Forest. These habitats are considered ecologically significant due to their rarity and biodiversity. Areas with these communities were given a high sensitivity rating in our analysis to ensure they are protected from disturbance.
 - **Rare and Threatened Species:** The park is home to or may support species like the Sweet Azalea, a rare flowering shrub, and the Green Floater, a freshwater mussel sensitive to water quality and habitat disruption. These areas were assigned a medium sensitivity rating, reflecting the need for careful planning to avoid negative impacts.
2. **Natural Heritage Areas:** Natural Heritage Areas are specially designated sites that support rare species, unique natural communities, or high-quality habitats. These areas are identified and ranked by the Virginia Department of Conservation and Recreation’s Division of Natural Heritage (DCR-DNH) based on their ecological importance. Each site is assigned a Biodiversity Significance Rank (B-rank) on a scale from B1 (outstanding significance) to B5 (general interest). These rankings help guide conservation efforts and inform land use planning by highlighting areas that are especially sensitive to disturbance.

Two Natural Heritage Areas are present within the Mayo River State Park study area:

- The South Mayo–Green Creek Stream Conservation Site (B2 rank) includes parts of the South Mayo River and its tributaries, supporting rare and federally protected aquatic species like the James spiny mussel and green floater. Due to its ecological value, it received a very high sensitivity rating, with recommended protections such as maintaining stream flow, enhancing riparian buffers, and coordinating with wildlife agencies.
- The Mayo River Bluffs Conservation Site (B5 rank) features upland forests and bluffs that support rare plants like Sweet Azalea and unique forest communities. Though lower in conservation priority, it contributes to regional biodiversity and was rated moderately sensitive to allow for compatible recreational use.

3. Ecological Cores: Ecological cores are large, relatively undisturbed areas of natural land that provide essential habitat for wildlife and support the overall health of Virginia’s ecosystems. These areas are identified through the Virginia Natural Landscape Assessment (VaNLA) and are ranked based on their ecological integrity, size, connectivity, and the presence of rare species or high-quality natural communities.

Each core is assigned a Core Rank from C1 (outstanding ecological value) to C5 (general ecological value). These rankings help land managers and planners understand which areas are most important to conserve and which may be more suitable for limited development. Within Mayo River State Park, several ecological cores have been identified, with ranks of C3 (high value), C4 (moderate value), and C5 (general value):

- C3 cores were assigned a high sensitivity rating in the park’s planning analysis. These areas are considered especially important for biodiversity and habitat connectivity and should be protected from development wherever possible.
- C4 cores received a moderate sensitivity rating, reflecting their ecological value while allowing for some compatible recreational use with careful planning.
- C5 cores were given a lower sensitivity rating, but still contribute to the park’s natural character and may serve as buffers or corridors for wildlife.

Overall Environmental Sensitivity Composite Map Interpretation:

The Overall Environmental Sensitivity Composite Map identifies areas within Mayo River State Park that are most critical to protect due to their ecological and cultural value. It combines data on rare species and habitats (Element Occurrences), designated Natural Heritage Areas, and Ecological Cores to highlight zones of high, moderate, and low sensitivity. High sensitivity areas include habitats for rare plants and animals, such as the Sweet Azalea and James spiny mussel, as well as high-ranking conservation sites and ecological cores that support biodiversity and habitat connectivity. Moderate sensitivity zones reflect areas with ecological value that may accommodate limited, low-impact use. This composite analysis ensures that future development avoids the park’s most sensitive resources, supporting long-term conservation goals.

Environmental Sensitivity Analysis Composite Map

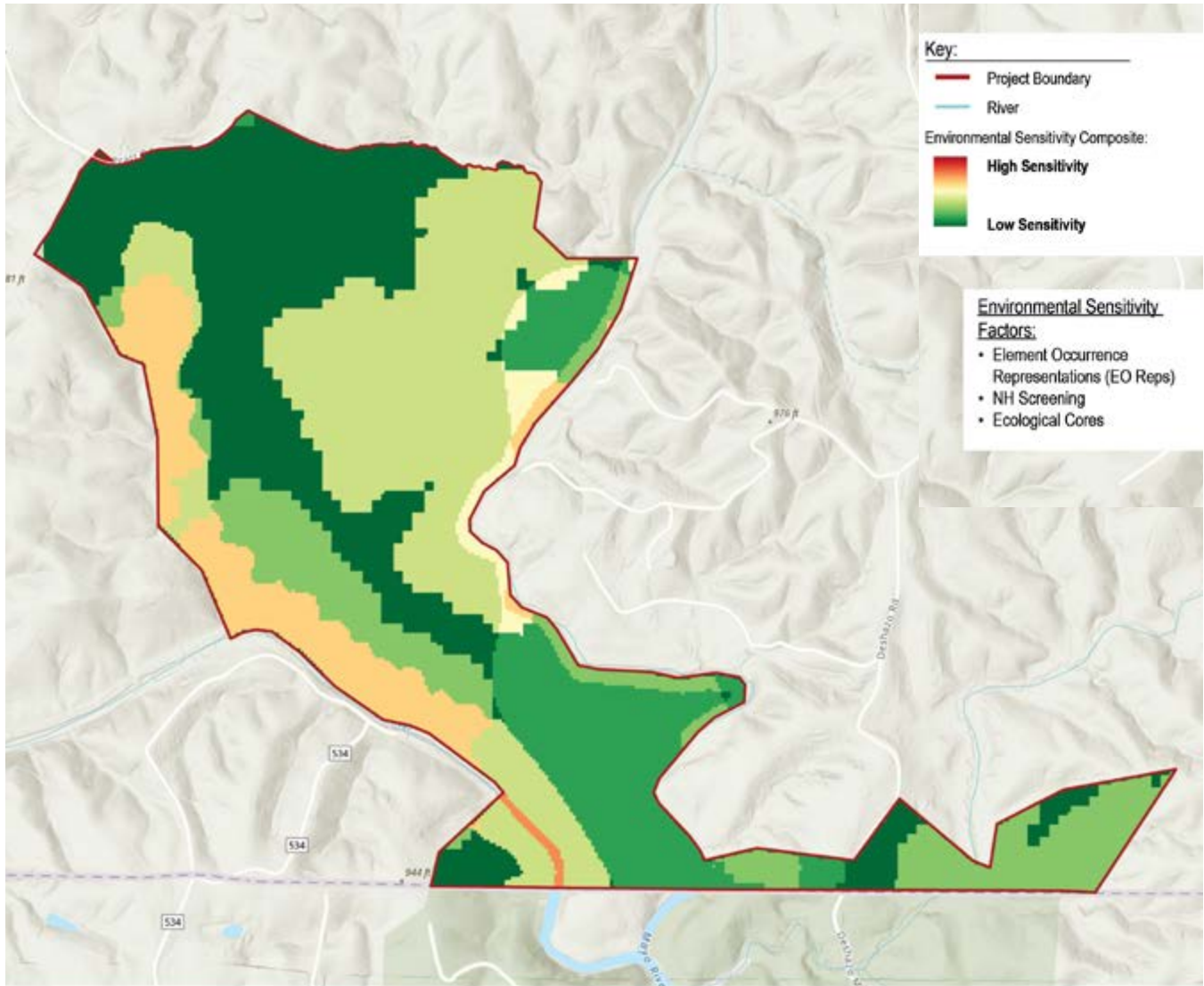


Figure 31 – Environmental Sensitivity Composite Map of Mayo River State Park.
A full size copy of the map is available in the Appendix.

Composite Development Suitability + Environmental Sensitivity

To produce a comprehensive map that integrates both development potential and environmental sensitivity, raster scores from each individual analysis were scaled to a common range and combined using a weighted overlay approach in ArcGIS Pro.

Each contributing factor—such as slope, soils, floodplain, archaeological buffers, ecological cores, Element Occurrences, and Natural Heritage Areas—was first reclassified into a standardized suitability or sensitivity scale. These reclassified rasters were then summed to generate a composite index.

The final output raster was symbolized using a green-to-red color ramp, where:

- Green indicates areas most suitable for development, with minimal environmental constraints.
- Red indicates areas of low suitability and/or high sensitivity, where development should be avoided or minimized.
- This integrated map provides a clear visual guide for planning decisions, balancing development goals with conservation priorities.

Composite Suitability Map for Mayo River State Park

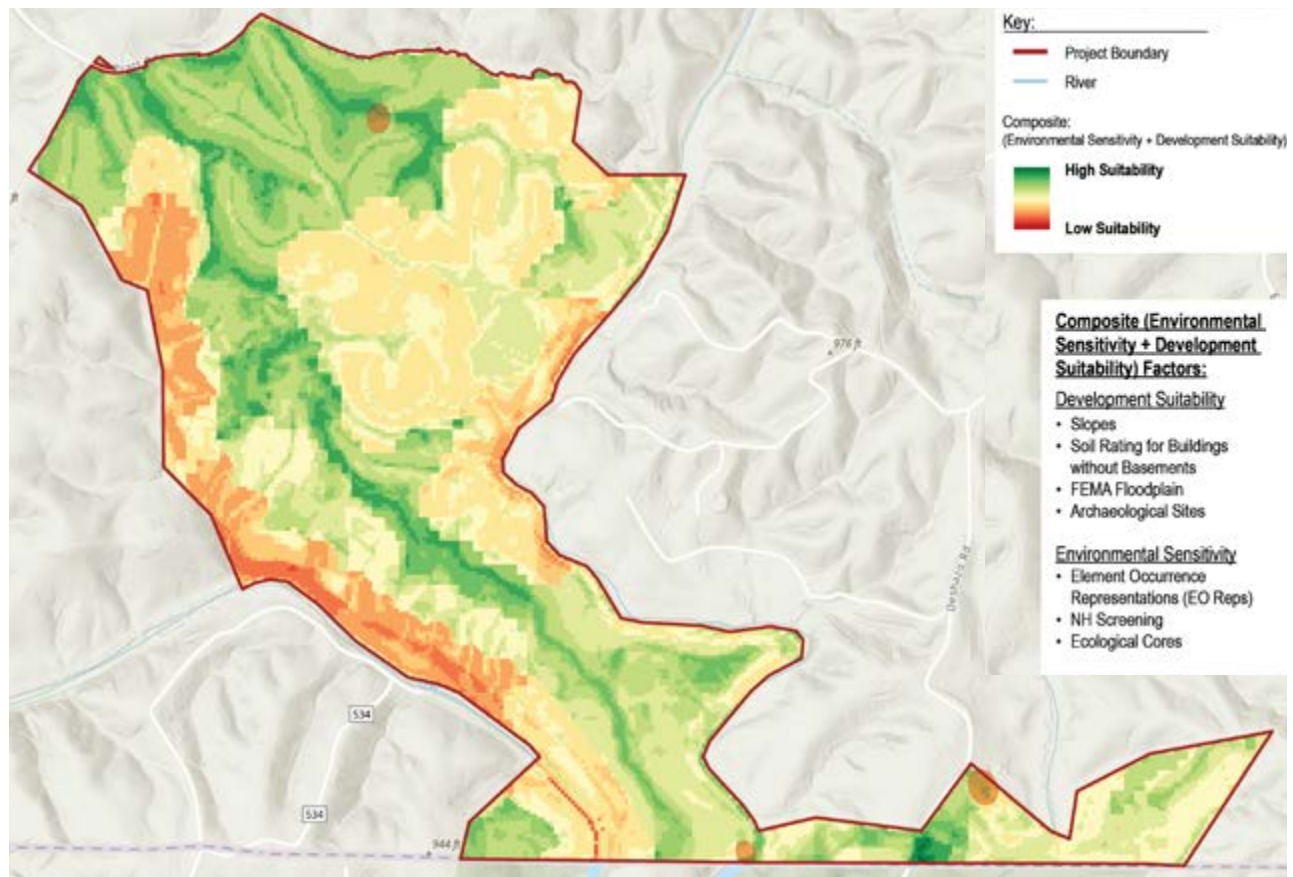


Figure 32 - Development Suitability + Environmental Sensitivity Composite Map of Mayo River State Park
A full size copy of the map is available in the Appendix.

CONCEPTUAL RECREATIONAL DEVELOPMENT AREAS

The Conceptual Recreational Development Areas map represents a preliminary planning tool visualizing how recreational programming might be distributed across Mayo River State Park. This map synthesizes the results of the development suitability and environmental sensitivity analyses, helping to guide early thinking about where different types of park amenities and experiences could be appropriately located.

The map identifies four broad recreational zones—Core Recreation, Intermediate Use, Active Recreation, and Passive Recreation and Habitat Management Area—each reflecting varying levels of access, infrastructure, and environmental impact. These zones were conceptually placed in areas that align with the composite suitability analysis, favoring locations with high development potential and lower environmental sensitivity. While this map does not represent a final design, it serves as a foundational step in shaping the park’s long-term vision and informed the more detailed phased development plan that followed.

Conceptual Recreational Development Category Descriptions

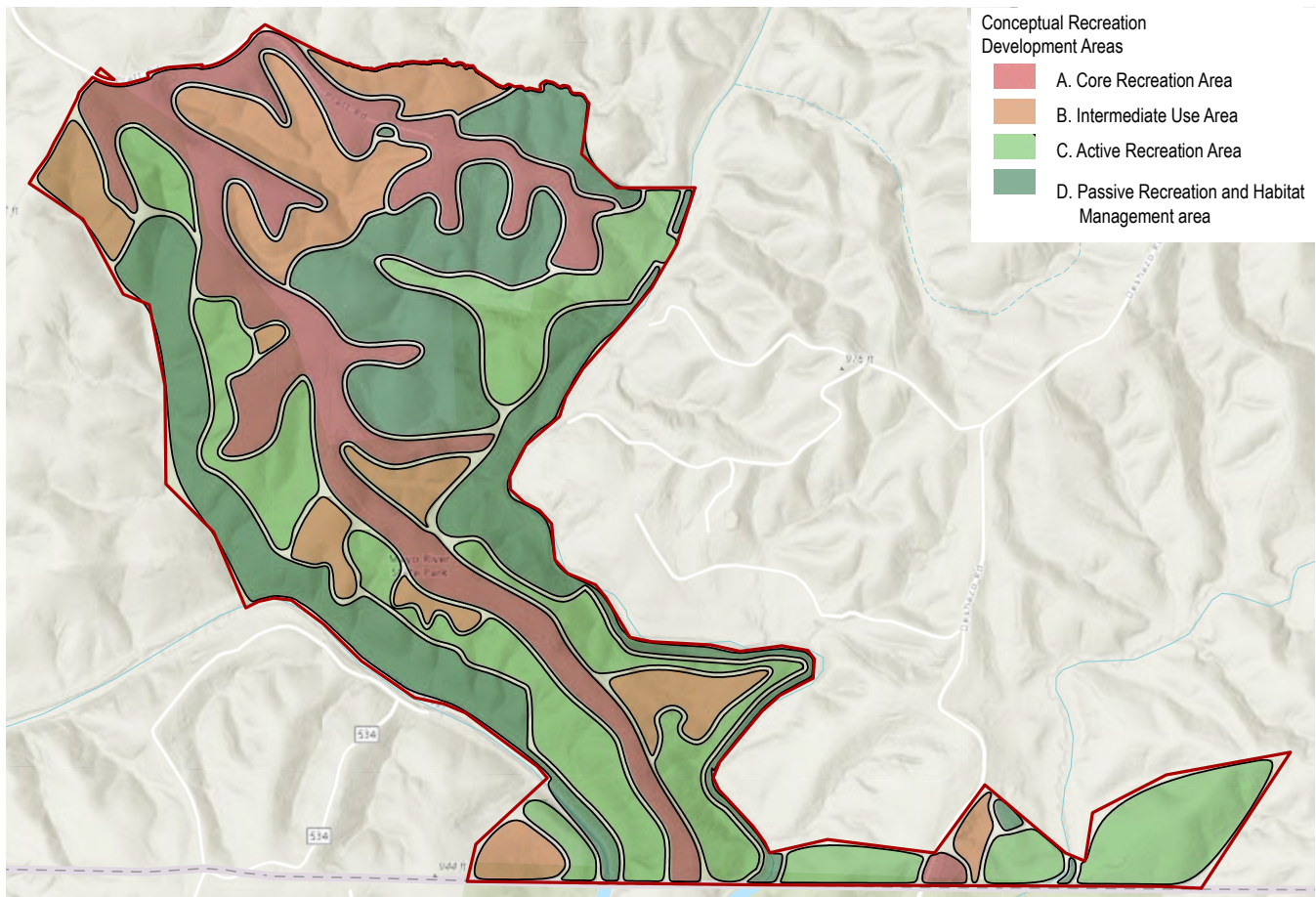


Figure 33 – Conceptual Recreational Development Areas Map of Mayo River State Park. Refer to the Appendix for a full size copy of the map.

Figure 34 – Conceptual Recreation Development Areas category descriptions

A. Core Recreation Area:

This area includes primary vehicular access, a visitor center, support buildings, campgrounds with full utility hookups, RV campgrounds, cabins, large group picnic facilities, and a nature center. It serves as the central, high-use area with comprehensive amenities designed for large-scale visitation.

Amenities may include:

- Primary access roads
- Visitor Center & Support Buildings
- Campgrounds with full amenities
- RV Campgrounds
- Cabins
- Picnic Pavilions

B. Intermediate Use Area:

Characterized by limited road access and primitive roadway conditions, this area provides ADA-compliant parking, dispersed cabin accommodations, tent campgrounds, and both paved and soft surface hiking trails. It offers a moderate level of development aimed at balancing visitor access with natural resource preservation.

Amenities may include:

- Limited Access Roads
- Primitive Roads
- ADA Parking
- Dispersed Cabins
- Tent Campgrounds
- Paved Trails
- Hiking Trails

C. Active Recreation Area:

A corridor dedicated to high-intensity, non-motorized recreation such as hiking trails and water access for canoeing and kayaking. The walk-in campgrounds and trail systems in this zone support more physically demanding and self-reliant activities.

Amenities may include:

- Walk-in Campground
- Gravel Walking Trails
- Hiking Trails

D. Passive Recreation and Habitat Management Area

This zone is reserved for low-impact, primitive recreation with no vehicular access. It features remote hiking trails and focuses on minimal human disturbance, providing opportunities for wilderness exploration and ecological conservation.

Amenities may include:

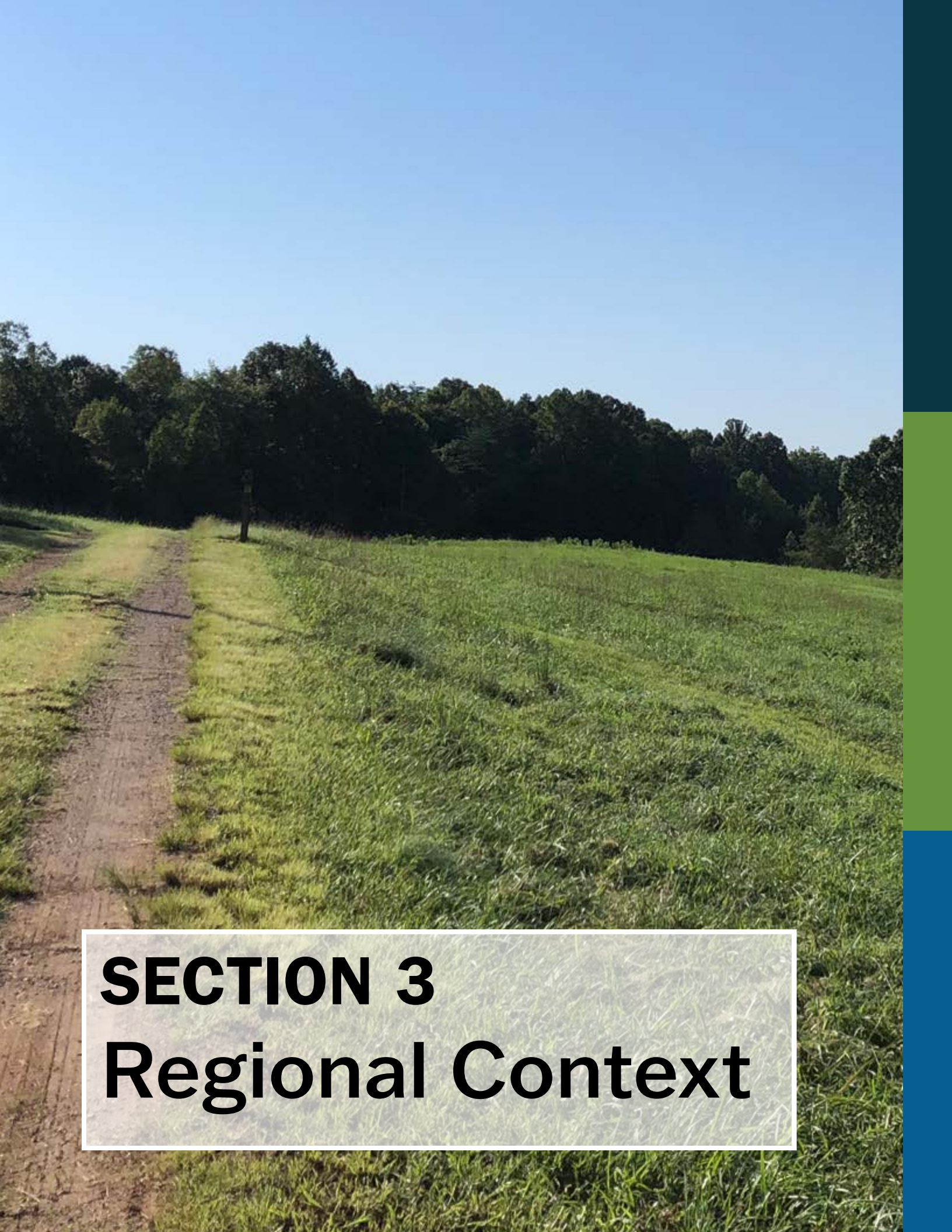
- Primitive Hiking Trails
- Natural Preserve
- Canoe / Kayak Launch*

Note:

**Canoe and kayak launches are expected to be situated within Primitive Conservation Areas due to the need for river access, especially along the south fork of the Mayo River, where water levels are generally more favorable. The development of these launches will require careful consideration to balance recreational access with the preservation of natural resources, ensuring minimal environmental impact while providing suitable facilities for canoe and kayak users.*



Figure 35 – View of Byrd’s Ledge in winter



SECTION 3
Regional Context

3. REGIONAL CONTEXT

The state park is intended to complement and enhance the region’s recreational opportunities, serving the needs of visitors and citizens of the Commonwealth while also operating successfully. As part of the master planning process, several methods were used to determine the area’s needs and carrying capacity, including existing regional plans and operations, potential visitor levels, and public preferences for park features. These methods include a priority theme alignment analysis of existing organizations and plans in the region, a market study and business plan, collaboration with an advisory committee, online public survey, and public meeting and comment opportunities.

3

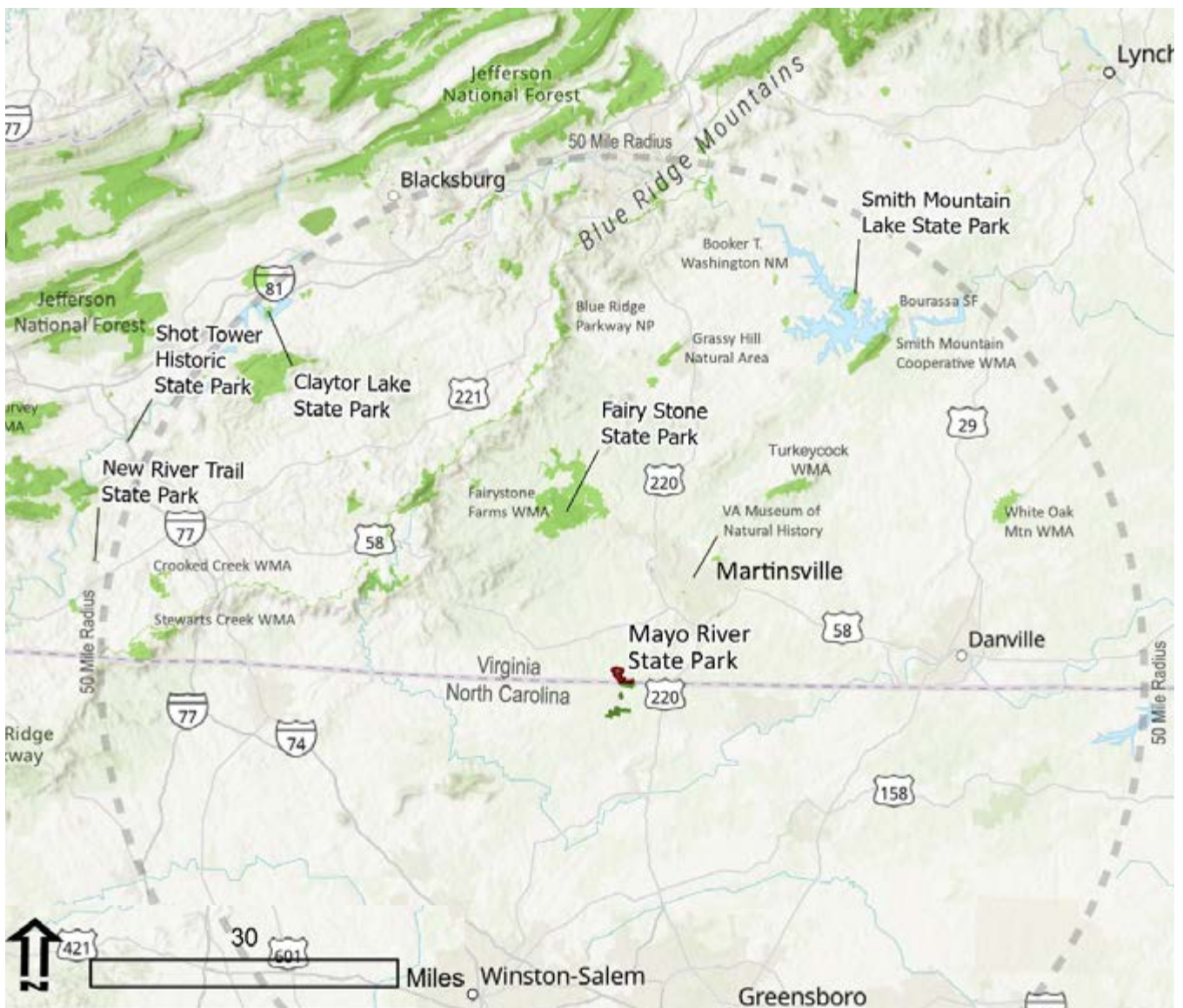


Figure 36 – State parks and public lands in the vicinity of Mayo River State Park

REGIONAL CONTEXT AND THE PARK'S ROLE IN THE REGIONAL RECREATION NETWORK

Mayo River State Park occupies a unique position within the regional recreation landscape of southern Virginia and northern North Carolina. Located in southwestern Henry County, the park sits at the confluence of the North and South Mayo Rivers and directly borders North Carolina's Mayo River State Park. This geographic proximity creates a rare opportunity for cross-state collaboration in conservation, recreation planning, and heritage interpretation.

The surrounding region is characterized by its rural nature, scenic river corridors, and limited public access to outdoor amenities. While nearby parks such as Fairy Stone State Park and Philpott Lake offer recreational opportunities, Mayo River State Park fills a critical gap in the regional network by providing direct access to riverfront landscapes, undeveloped natural areas, and culturally significant sites. Its location within the West Piedmont Planning District Commission (WPPDC) further positions it to support regional goals related to outdoor recreation, tourism, and quality of life.

The park's adjacency to North Carolina's state park system presents a compelling opportunity to develop a bi-state recreational corridor. Future trail connections, shared programming, and coordinated conservation efforts could enhance visitor experiences and promote regional tourism. A potential pedestrian bridge or water trail linking the two parks would allow seamless access across the state line, encouraging multi-day visits and fostering a sense of shared stewardship.



Figure 37 - Trail in Mayo River State Park

Within Virginia, Mayo River State Park complements the goals of the Virginia Outdoors Plan (VOP) by expanding access to nature-based recreation in an underserved area. The park’s development supports VOP priorities such as:

- Increasing public access to rivers and streams for paddling, fishing, and nature viewing
- Providing inclusive and accessible outdoor experiences
- Preserving scenic and ecological resources
- Supporting environmental education and interpretation

As the park evolves, its role in the regional recreation network will grow. By offering hiking trails, dark sky programming, cultural interpretation, and low-impact camping, Mayo River State Park will serve as a destination for both local residents and regional visitors. Its integration into broader trail systems, tourism initiatives, and conservation partnerships will strengthen its identity as a cornerstone of outdoor recreation in the Virginia–North Carolina borderlands.



Figure 38 – Boat launches, rentals, and outfitter partnerships increases public access to the water



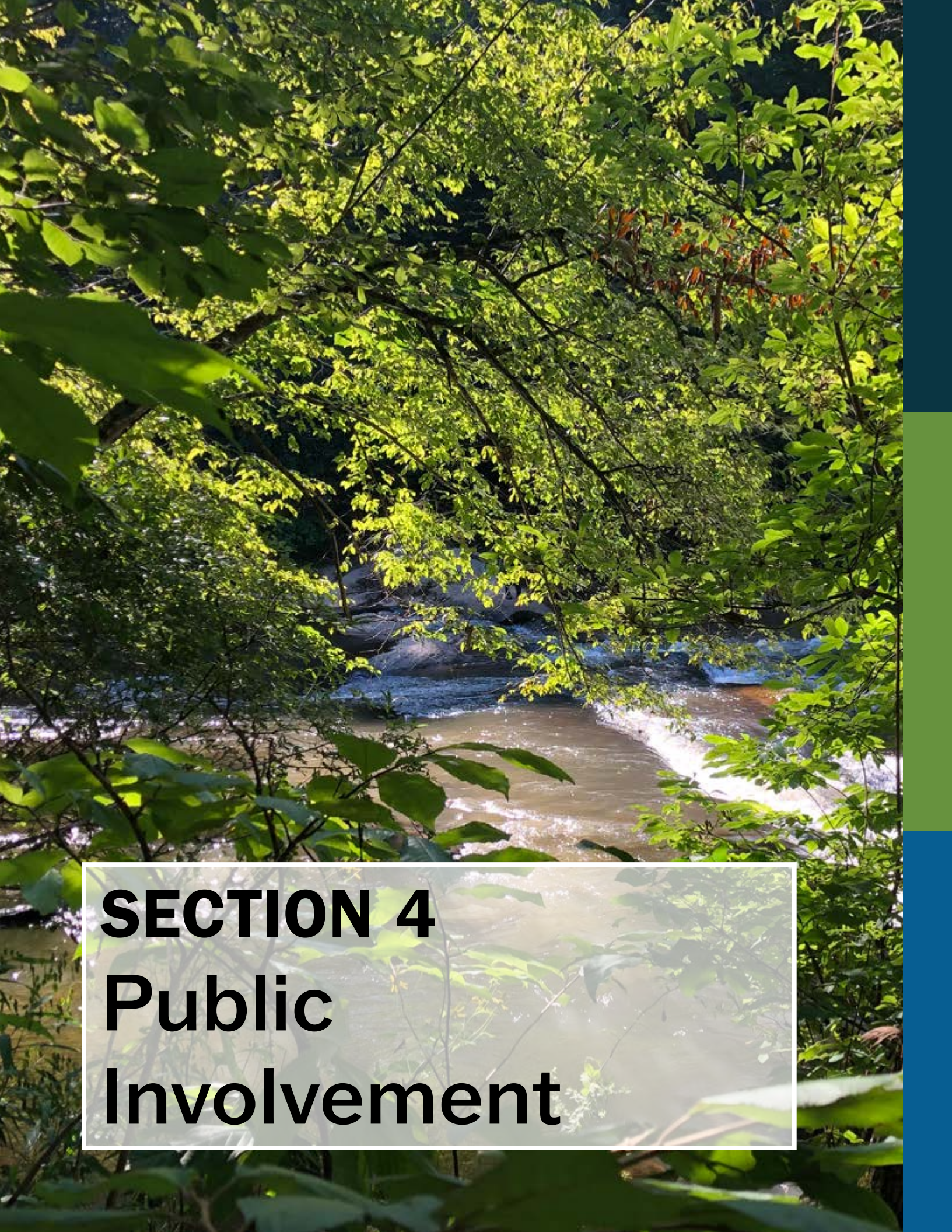
Figure 39 – Junior Ranger programs are one way that Virginia state parks support environmental education



Figure 40 – Virginia state parks provide opportunities for all interests and abilities to experience the outdoors



Figure 41 – The preservation of scenic and ecological resources provides opportunities for outdoor recreation

A scenic view of a river flowing through a dense forest. The water is brownish and turbulent, with white foam from rapids. The surrounding trees are lush green, with sunlight filtering through the canopy, creating a dappled light effect. The river flows from the background towards the foreground, where it meets a small waterfall or rapids.

SECTION 4

Public Involvement

4. PUBLIC INVOLVEMENT

Community engagement was a central component of the Mayo River State Park Master Plan, ensuring that the final vision reflects the needs, priorities, and perspectives of residents, park users, partner agencies, and key stakeholders. Multiple platforms and formats—online tools, meetings, surveys, and stakeholder collaboration—were used to gather public input and maintain transparent communication. This approach helped shape a balanced vision focused on environmental conservation, quality visitor experiences, and regional connectivity. Meeting summaries and survey results are included in the Appendix.

PROJECT WEBSITE

A dedicated project website was developed at the start of the planning process to create a central online hub where the public could conveniently access information and participate throughout the two-year project. The site offered background on the park, project objectives, site analysis, maps and graphics, meeting materials, and announcements about upcoming events and milestones. Content was developed and updated in partnership with the Virginia Department of Conservation and Recreation (DCR), allowing park users and community members to stay informed at any time, on any device.



Figure 42 - Screenshot of Project Website

The website served as an effective tool for communication between formal events, especially as the planning process involved multiple stages of analysis and conceptual development. Users could review updates, download presentations, and learn about opportunities to provide feedback. The site was designed to be visually consistent with DCR branding, mobile-friendly, and accessible to accommodate a broad range of users.

Master Planning Process



Figure 43 - Public input was integrated throughout the master planning process

ADVISORY COMMITTEE

To ensure consistent participation from key stakeholders, an Advisory Committee composed of 12 representatives from 11 organizations was established at the start of the planning process. The committee functioned as an essential link between the consultant team and the broader community, offering guidance, review, and input that shaped the planning effort from conceptual ideas through refinement of the final master plan.

Organizations and groups represented in the Advisory Committee included local political representatives, the regional Planning District, North Carolina State Parks, environmental organizations, Chamber of Commerce, and neighboring property owners. The Monacan Indian Nation and the Sappony tribe, the indigenous peoples of the area, were also invited to join the Advisory Committee. The specific organizations represented by the Advisory Committee were:

- Dan River Basin Association
- Eco-Ambassador Council
- Henry County Administrator
- Henry County Board of Supervisors
- Martinsville/Henry County Chamber of Commerce
- North Carolina State Parks
- Pratt family
- Reynolds Homestead, Rockingham County, NC
- Southwestern Piedmont Master Naturalists
- Stuart Rotary Club
- West Piedmont Planning District Commission

The Advisory Committee met three times, both virtually and in person, to discuss priorities and visions, receive updates on the project process, examine and revise draft concepts, and provide insight based on their knowledge of local conditions, visitor needs, site opportunities, and long-term management considerations. Each meeting included prepared agendas, presentations, maps, and supporting graphics.

Committee members contributed significantly to the planning direction by confirming planning assumptions, highlighting priorities such as environmental stewardship and regional connectivity, and evaluating emerging recreational and visitor experience ideas. Their ongoing involvement helped ensure that the final master plan reflects the goals of DCR while aligning with the interests of the many partners and park users who will ultimately benefit from the future development of Mayo River State Park.



Figure 44 – Advisory Committee members engaged in interactive feedback during the meetings



Figure 45 – Advisory Committee members at the first meeting on August 13, 2024 identified priorities and goals for the future Mayo River State Park

ONLINE PUBLIC SURVEY RESULT HIGHLIGHTS

557 SURVEY RESPONSES

VA STATE PARKS SEE HIGH VISITATION

95%

of respondents visit at least once in the past year

85%

of respondents visit three or more times annually

SURVEY PARTICIPANTS IDENTIFIED THE DEFINING THEMES OF THE MAYO RIVER PARK



Scenic Views



Ecological Diversity



Rare Species Habitat



Indigenous Heritage of the Sappony and Monacan Peoples

TOP 10 FACILITIES THAT RESPONDENTS WANT TO SEE IN MAYO RIVER STATE PARK



Picnic Shelters



Picnicking Areas



Nature Center



Interpretive Programs, Signs, Trails



Water Access for Fishing



Camping – Tent



Developed Blueways or Water Trails



Visitors Center



Wildlife Watching



Hiking Trails

FACILITIES THAT SHOULD NOT BE INCLUDED:



Conference Center



Splash pad/ spray ground



6-bedroom rental cabins

Public survey responses mapped by zip code

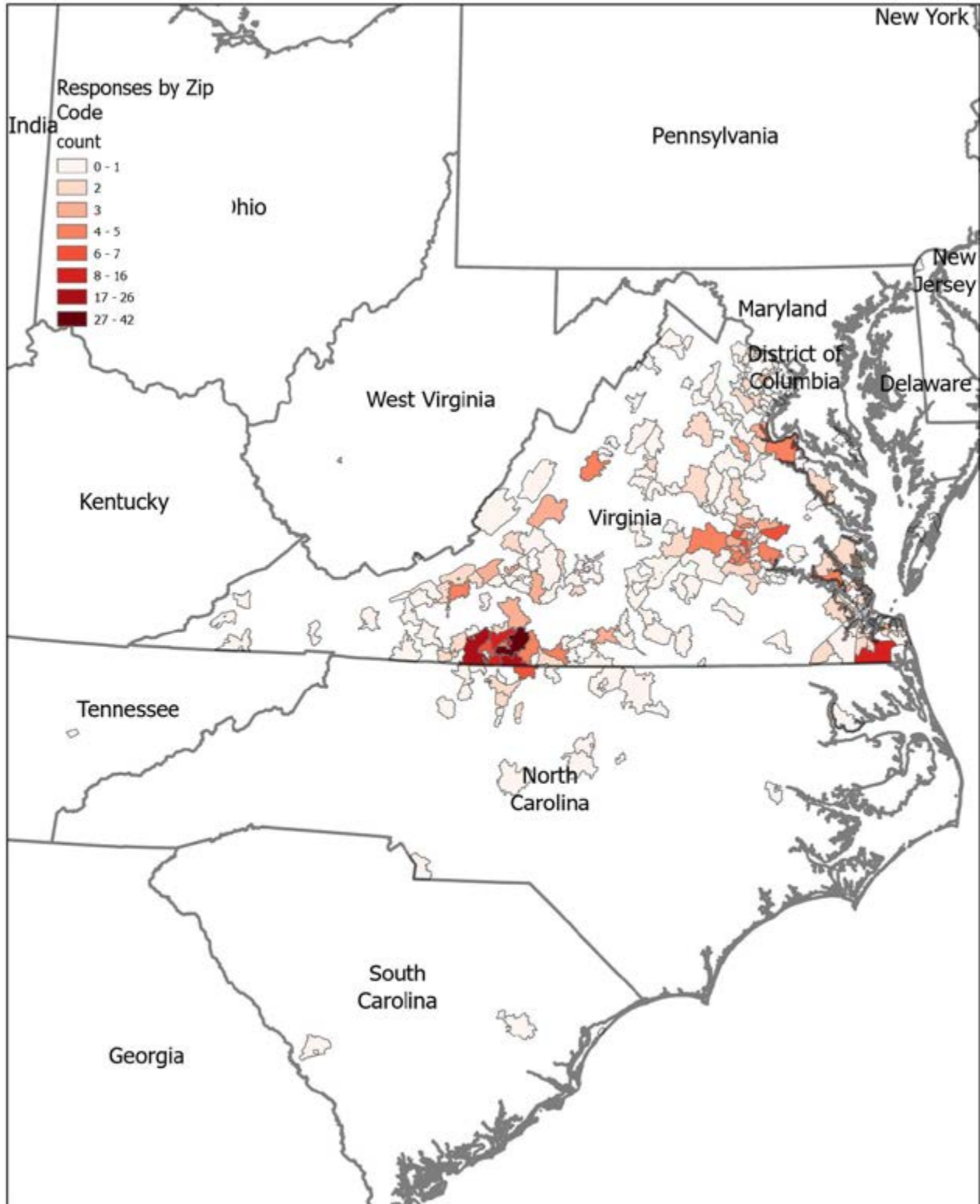


Figure 47 - Public survey responses mapped by zip code

PUBLIC MEETINGS

Two public meetings were held as part of the Mayo River State Park master plan process. The initial Public Information Meeting, held in-person on December 16, 2024 at a community center near the park site, served to introduce the project, share existing conditions and process overview, and give the attendees the chance to have questions answered. Formal public input was not collected at that meeting, but participants offered meaningful comments, including the desire for high-quality maintenance, complementary road capacity improvements in coordination with VDOT, a strengthened connection with the North Carolina state park system, canoe and kayak river access, a preference to avoid RV-focused development, and interest in birding as a defining park program opportunity. The public meeting was attended by 64 people and covered by three media outlets. There was a public comment period for 30 days following the meeting, where people could email comments. No comments were received.

Based on feedback received during the December 16th meeting, a separate meeting was held with adjacent landowners in March 2025 to hear their questions and concerns about potential development, traffic impact, and potential effects on the adjacent properties.

A second, virtual, public meeting was held the evening of March 12, 2026. The virtual meeting was livestreamed at a community center near the park site, with a DCR staff member in attendance to facilitate and answer questions. The meeting began with a presentation of the master plan process and concluded with the draft master plan design and phased development plan. Attendees were given the opportunity to ask questions and provide comments after the meeting. Approximately 30 total members of the public attended the meeting, either virtually or at the live-streamed event at the community center. Public comments were positive, with people expressing support for the design and appreciation that their earlier comments on the design and facilities of the park were heard and addressed.

Both of the public meetings were advertised through press releases, social media posts, and dissemination through the Advisory Committee members.



Figure 48 – Attendees at the December 16, 2024 public meeting

KEY FINDINGS

The public input process revealed a clear vision for Mayo River State Park—one centered on environmental stewardship, nature-based recreation, and meaningful community engagement.



A Park Rooted in Nature and Heritage

Respondents consistently identified the park's natural, cultural, and historic features as the main draw to the park and the focus of the park's future development. Access to the Mayo River, biodiversity and scenic views, indigenous and settler history of the site, and the shared border with North Carolina's Mayo River State Park were all identified as important.



Recreation That Respects the Landscape

Survey participants favored low-impact, nature-oriented recreation that complements the existing features, like hiking trails, water access, tent camping, and a nature/visitors center. There was concern that high-intensity development or RV camping could detract from the park experience.



Education and Interpretation as Core Functions

Environmental education emerged as a top priority, with strong interest in programming related to ecology, astronomy, local history, outdoor skills, and cultural heritage. Respondents also emphasized youth engagement, homeschool-friendly programming, and partnerships with local schools and museums.



Community and Regional Impact

Participants envisioned the park as a resource for both local residents and regional visitors, including for recreational access, educational integration, community gatherings, and bolstering the local economy. Accessibility and sustainability were recurring themes, with many calling for inclusive design and environmentally responsible development.



Shared Goals for the Park's Future

Across both public and Advisory Committee responses, three overarching goals emerged:

- Protect, conserve, and enhance the Mayo River and the park's natural and scenic resources
- Provide a range of overnight and day-use recreational opportunities
- Serve as a model of environmentally sensitive design, incorporating green architecture, low-impact site planning, and best practices in stewardship

These goals reflect a shared desire to create a park that honors its natural and cultural heritage while offering enriching, inclusive experiences for all.



SECTION 5
Visitor
Experience

5. VISITOR EXPERIENCE

As part of the Master Plan process, Virginia State Parks hosted a Visitor Experience (VE) Workshop on March 4–5, 2025, to help define the desired experiences that Mayo River State Park should provide to its diverse visitors. The workshop brought together Virginia State Parks staff, regional managers, interpreters, planners, and consultants to collaboratively identify how the park’s natural, cultural, and recreational resources can be experienced and interpreted in meaningful ways.

The primary purpose of the Visitor Experience planning effort was to establish a framework that will guide both interpretive programming and future park development. Specifically, the workshop focused on defining the following key elements to provide a foundation for future interpretive and planning efforts at Mayo River State Park:

- Audience Types
- Visitor Experience Objectives
- Park Purpose
- Themes and Subthemes
- Essential Experiences
- Experience Areas

The workshop emphasized that creating the desired visitor experience first requires understanding the diverse audiences who will use the park. Once those audiences are identified, their specific needs and expectations can be evaluated so that suitable experiences, programs, facilities, and interpretive messages can be planned.

The outcomes of the workshop have been integrated into this Master Plan to ensure that future development and programming at Mayo River State Park reflect a consistent vision for the visitor experience—one that connects guests to the park’s unique history, natural setting, and cross-state recreational opportunities while promoting stewardship and inclusion for all.



Figure 49 – Mayo River State Park Visitor Experience Workshop was held on March 4, 2025



Figure 50 – Activities on the Mayo River are one of the key experiences identified in the Visitor Experience workshop



Figure 51 – Providing opportunities for overnight stays was identified as a key experience in the Visitor Experience workshop

VISITOR AUDIENCE TYPES

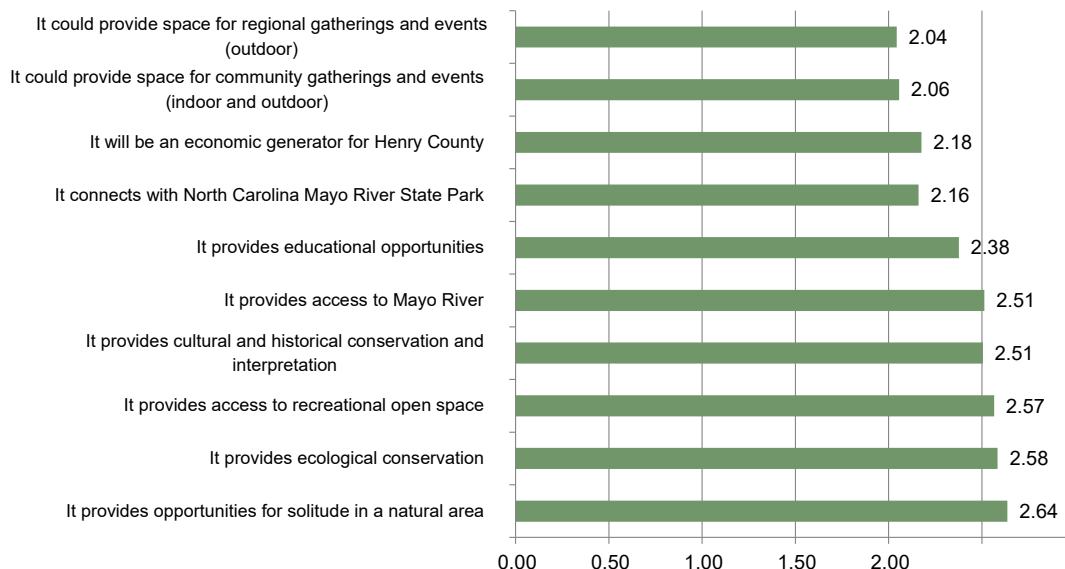
Mayo River State Park is designed to welcome a diverse array of visitors, each drawn by the park’s unique blend of natural beauty, cultural heritage, and recreational opportunities. The primary audiences include:

- **Active Recreators:** Hikers, mountain bikers, and trail runners seeking challenging and scenic trails, with a preference for loop routes, special destinations, and connections to North Carolina’s trail system.
- **Cultural Special Interest Users:** History buffs and genealogy seekers interested in interpretive programs, guided tours, and access to historic sites such as cemeteries and Byrd’s Ledge.
- **Education Users:** School groups, homeschoolers, collegiate classes, Master Gardeners, and Master Naturalists who value curriculum-based programs, hands-on learning, and citizen science opportunities.
- **Low Impact Recreation Users:** Families, church groups, dog walkers, picnickers, and visitors with accessibility needs who desire uncrowded facilities, easy trails, and inclusive amenities.
- **Natural Resource Special Interest Users:** Birders, foragers, geocachers, photographers, stargazers, and wildlife watchers seeking immersive experiences in the park’s diverse ecosystems.
- **Overnight Users:** Tent campers, RV campers, and volunteers who value privacy, well-equipped campsites, and opportunities for group camping and campfire programs.
- **Water Recreation Users:** Anglers, paddlers, waders, and swimmers who come for river access, scenic views, and water-based adventures.

Each audience brings distinct wants, needs, and expectations, from safe and clean facilities to interpretive signage, accessible trails, and opportunities for both solitude and community engagement.

Table 1 – Table of Weighted Averages of the Importance of Mayo River State Park
Source: Online Public Survey meeting

Why is Mayo River State Park Important? (Weighted Average of Low/Medium/High, Higher number = More Unique)



VISITOR EXPERIENCE OBJECTIVES

The visitor experience objectives for Mayo River State Park are rooted in the desire to create meaningful, memorable, and inclusive experiences for all guests. The objectives include:

- **Connecting People to Place:** Foster a sense of belonging and stewardship by immersing visitors in the park’s natural and cultural landscapes.
- **Providing Diverse Recreational Opportunities:** Offer a range of activities—from hiking and paddling to birding and stargazing—that cater to varied interests and abilities.
- **Supporting Education and Interpretation:** Deliver high-quality educational programs and interpretive experiences that deepen understanding of the park’s history, ecology, and significance.
- **Ensuring Accessibility and Comfort:** Design facilities and trails to be inclusive, safe, and welcoming for visitors of all ages and abilities.
- **Promoting Sustainability and Stewardship:** Encourage responsible recreation and resource conservation through thoughtful design, programming, and management.
- **Facilitating Community Connection:** Serve as a gathering space for local residents, regional visitors, and volunteers, strengthening ties within and beyond the community.

PARK PURPOSE AS IT RELATES TO VISITOR EXPERIENCE

Mayo River State Park’s purpose is to connect history, nature, and the Virginia and North Carolina State Park systems, telling the story of Byrd’s Ledge and the surrounding landscape. This purpose is reflected in every aspect of the visitor experience:

- **Interpretation of Place:** Visitors are invited to explore the park’s rich tapestry of stories—from Indigenous land use and colonial surveying to agricultural evolution and ecological restoration.
- **Cross-State Connections:** The park’s proximity to North Carolina’s Mayo River State Park creates opportunities for shared programming, trail linkages, and a sense of regional identity.
- **Celebration of Heritage:** Through interpretive trails, historic sites, and educational programs, the park honors the legacy of the Sappony and other Siouan-speaking peoples, early settlers, and the land itself.
- **Immersion in Nature:** The park’s scenic river corridors, rare plant communities, and diverse wildlife offer visitors a chance to experience the Piedmont’s natural beauty firsthand.

EXPERIENCE AREAS AND THEMES

The park is organized into distinct experience areas, each with its own character and interpretive focus:

- **Arrival Corridor:** The gateway to the park, featuring trailheads, signage, and future development of a standard entrance and entry road.
- **Day Use Areas:** Spaces for picnicking, gathering, and recreation, with future amenities such as a Visitor Center, classroom space, shelters, and paddle launches.
- **Waterfront Areas:** Access points for fishing, paddling, wading, and scenic river views, with interpretive signage and programming.
- **Passive Recreation and Habitat Management Zones:** Trail networks and habitat areas for hiking, wildlife observation, and interpretive experiences, especially near Byrd’s Ledge.

- Potential Capital Development Areas: Future sites for campgrounds, cabins, and overnight accommodations, integrated with cultural resource remnants.
- Special Management Areas: Sensitive zones with limited access, managed for conservation rather than recreation.

ESSENTIAL VISITOR EXPERIENCES

Mayo River State Park offers a suite of essential experiences that allow guests to fully engage with its resources and stories. The following potential essential experiences were identified, each visit length expanding on the shorter visit experiences.



For Short Visits (1–2 hours):

- Experience Byrd’s Ledge, walk the Interpretive Trail, visit the historic campsite, hear the story, and capture a photograph.
- Picnic along the designated Scenic River near the state line/confluence as a gateway to experiencing two states.
- Hike the Birding Loops



For Half-Day Visits:

- Enjoy the future Visitor Center.
- Wade and fish along the river.
- Immerse in a hiking experience along a mountain stream.
- Try single-track mountain biking.
- Cross the future bridge and explore trails from state to state.



For Full-Day Visits:

- Engage in immersive experiences on topics such as historical agriculture and subsistence farming.
- Hike or drive to North Carolina to see Fall Creek Falls.
- Enjoy an all-day float, starting in Virginia and ending in North Carolina.



For Overnight Stays:

- Stargaze in designated viewing areas.
- Participate in group camping and campfire programs.
- Attend events in and out of the park.

These essential experiences are designed to be accessible, engaging, and representative of the park’s mission, ensuring that every visitor leaves with a deeper appreciation for Mayo River State Park’s natural and cultural legacy.

Mayo River State Park Experience Areas



Figure 52 - Experience Areas of Mayo River State Park developed during the Visitor Experience Workshop

A scenic view of a river flowing through a forest. The water is calm and reflects the surrounding greenery. The banks are rocky and covered with dense trees and bushes. The overall atmosphere is peaceful and natural.

SECTION 6
Market
Assessment and
Economic Impact

6. MARKET ASSESSMENT AND ECONOMIC IMPACT

A key component of the planning process for Mayo River State Park is a market opportunity analysis that identifies the most important aspects of the service market relevant to the Virginia Department of Conservation and Recreation (DCR)’s priorities, as well as an analysis of market and service opportunities based on detailed information about similar providers in the area and emerging best practices nationwide. The following are highlights from the Market Analysis. For the full report, please refer to the Market Analysis and Business Plan in the Appendix.

PARK VISITATION AND USAGE TRENDS

Mayo River State Park is projected to attract a substantial number of visitors annually, with total potential usership estimated between 47,932 and 87,085 visitors per year once fully developed. These projections are based on conservative and aggressive market capture rates applied to the primary (2-hour drive) and secondary (4-hour drive) service areas. The park’s visitation will be driven by both day-use and overnight stays, with camping and cabin accommodations expected to be core revenue generators.

KEY ACTIVITIES ANTICIPATED TO DRIVE VISITATION INCLUDE:



Hiking and walking



Camping



Freshwater fishing



Bird and wildlife watching



Mountain biking and backpacking

The park’s phased development approach will support increasing visitation over time, with amenities such as trails, campgrounds, cabins, and a visitor center designed to appeal to a broad user base. Ancillary revenue streams, including special events, festivals, and concession operations, are recommended to support operational costs and enhance economic impact.

SERVICE MARKET DELINEATION

The market analysis for Mayo River State Park identifies two primary service areas: a 2-hour (120-minute) drive and a 4-hour (240-minute) drive from the park. These delineations represent the regions from which most visitors are expected to originate, based on amenities, visitor experiences, and typical state park visitation patterns. The primary service area includes southwestern Virginia and significant urban centers in North Carolina such as Winston-Salem, Greensboro, High Point, and Durham, with a population of approximately 4.1 million residents. The secondary service area extends into Virginia, North Carolina, and parts of Tennessee, reaching cities like Raleigh, Charlotte, Richmond, and Johnson City, and encompasses about 17.5 million residents.

Primary (2-hour drive) and Secondary (4-hour drive) Service Areas for Mayo River State Park

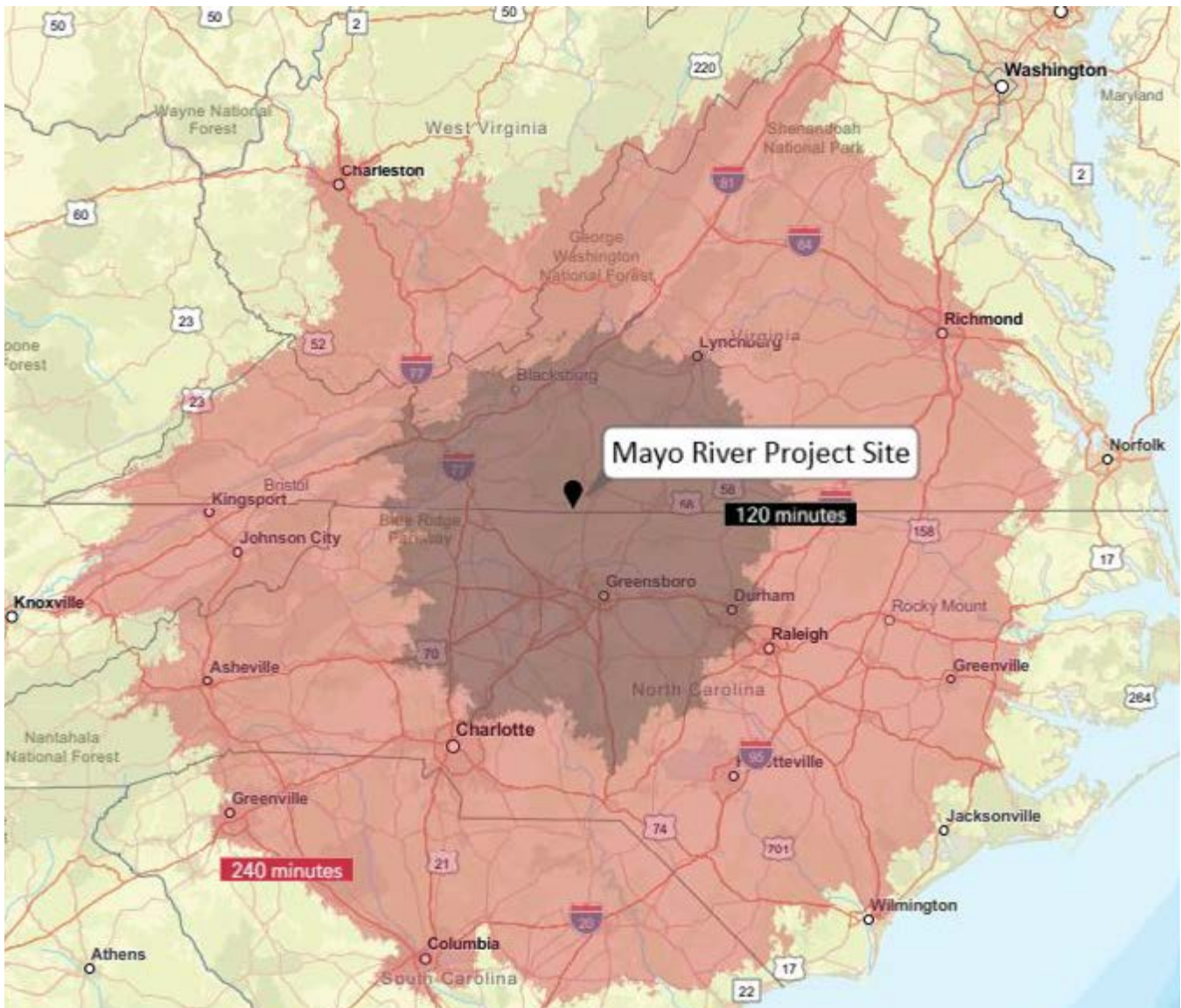


Figure 53 – Map showing Primary (2 hour drive) and Secondary (4 hour drive) Service Areas

DEMOGRAPHIC ANALYSIS

The primary service area (120-minute drive) encompasses a population of 4.1 million with 1.68 million households, a median age of 40.4 years, and a median household income of \$65,837. The secondary service area (240-minute drive) expands the reach to 17.5 million people and 7 million households, with similar demographic characteristics.

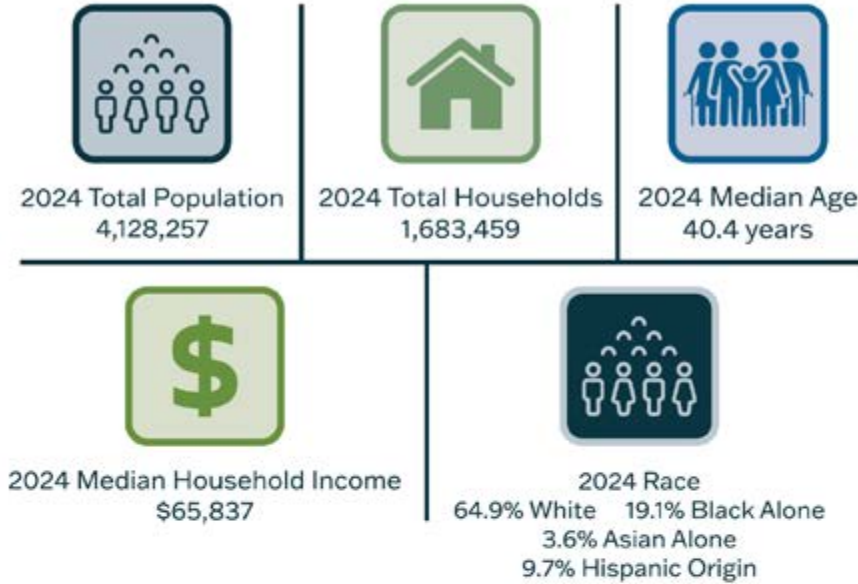
Key demographic findings:

- Both service areas are 65% urban and 35% rural.
- The population is predominantly White (63%), with Black Alone representing the largest minority group (19–21%).
- Hispanic/Latino ethnicity accounts for about 10% of the population, lower than the national average.
- The region features a significant proportion of older adults (over 55 years: 40% in the primary area, 39.6% in the secondary).
- Household sizes are slightly below the national average and expected to decline, indicating growth in single-individual and young family households.
- Median household incomes are lower than state and national averages, but are projected to grow modestly over the next 15 years.

These demographics suggest that Mayo River State Park should offer inclusive, accessible experiences for a diverse range of visitors, including families, seniors, and underrepresented groups. The park's design should support both free/low-cost and premium experiences to maximize appeal and economic benefit.

Demographic and Market Analysis Service Areas

PRIMARY SERVICE AREA DEMOGRAPHICS OVERVIEW 2024 ESTIMATES



SECONDARY SERVICE AREA DEMOGRAPHICS OVERVIEW 2024 ESTIMATES

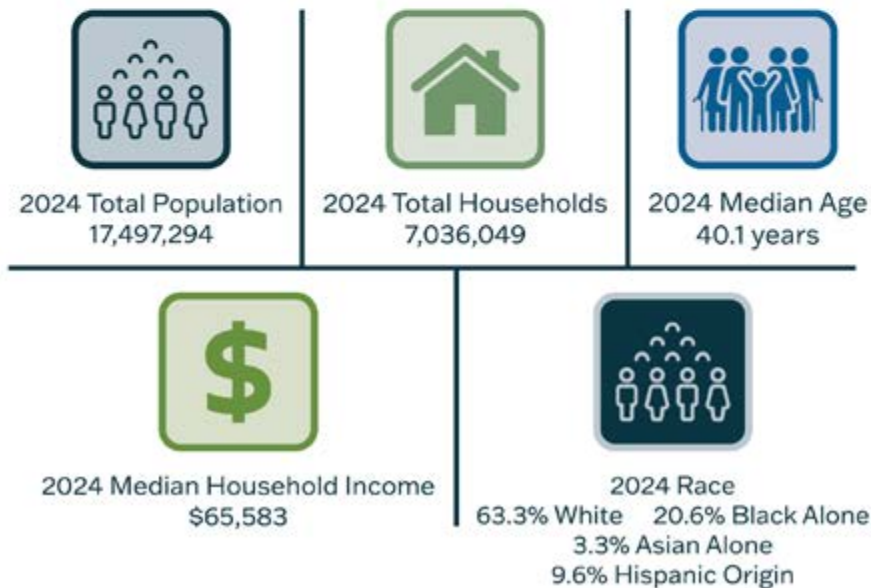


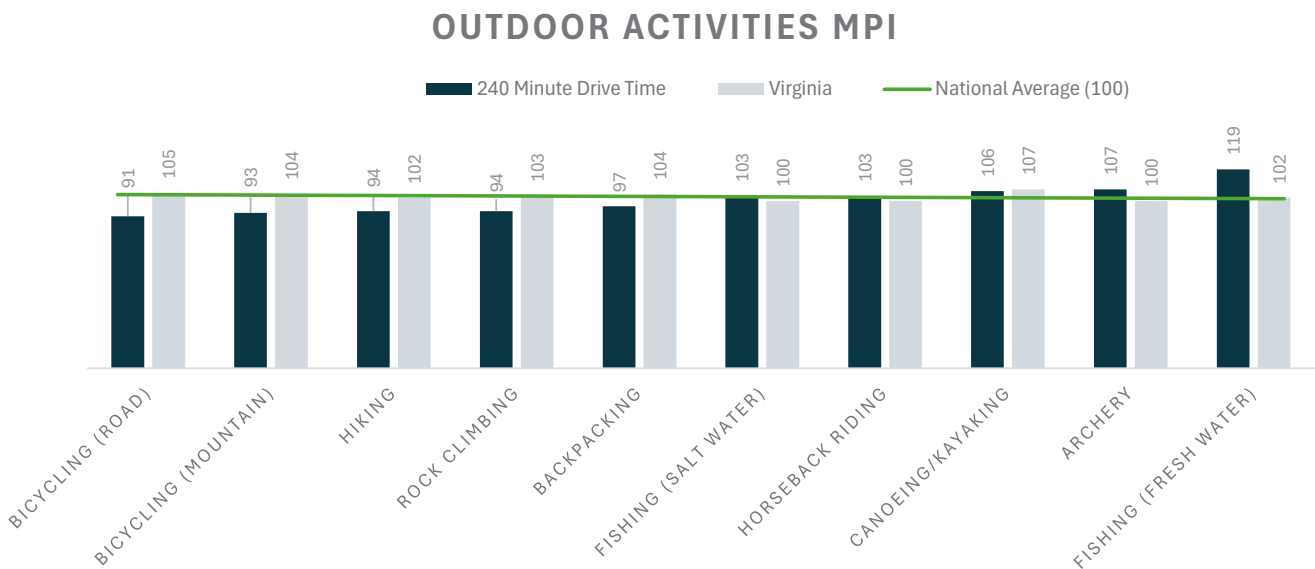
Figure 54 – Demographic and Market Analysis of Mayo River State Park

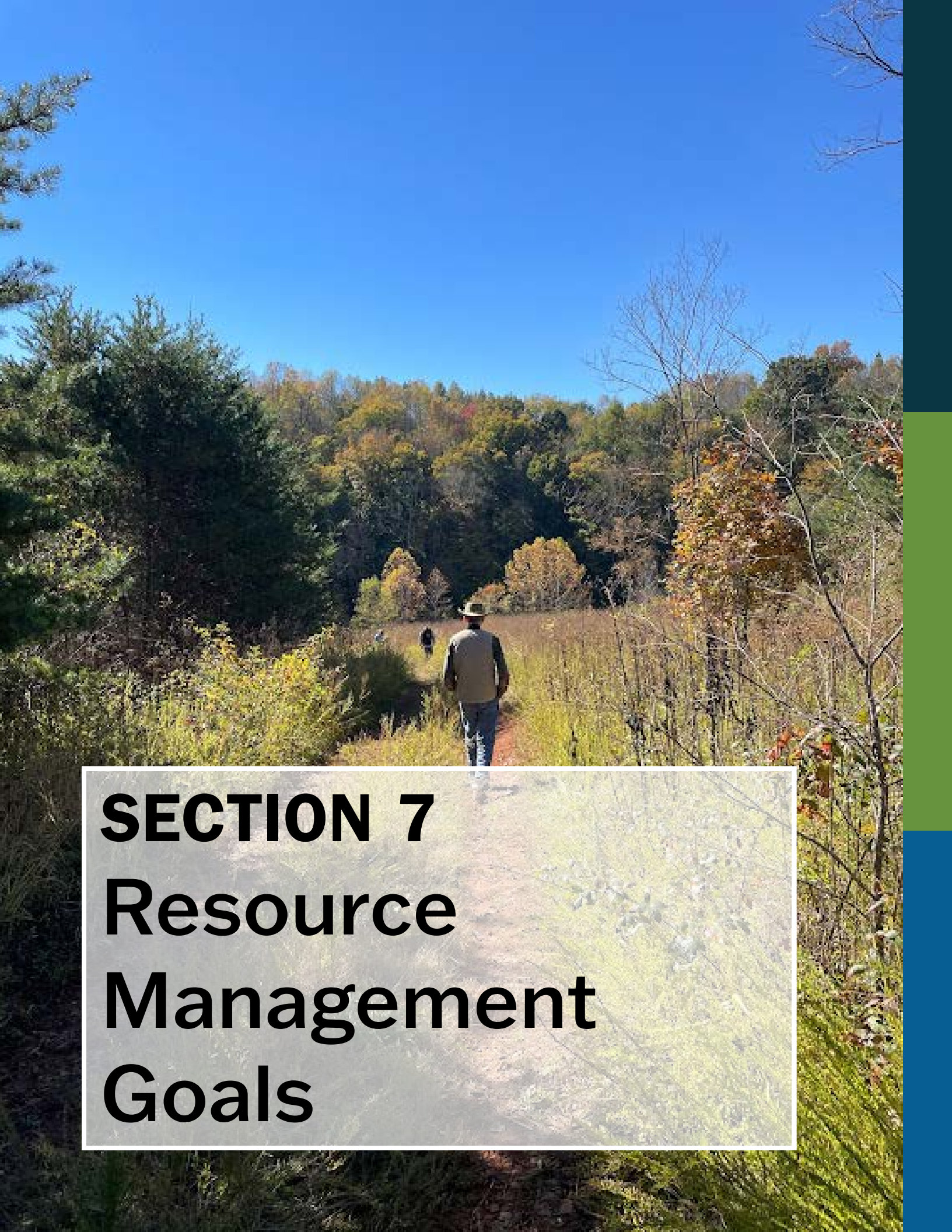
MARKET TRENDS AND CONCLUSIONS

From these findings, the following recommendations are reflected in the operational models developed for Mayo River State Park:

- Design of amenities and services should provide camping and cabin accommodations and low-barrier access to “gateway activities” for general users.
- Operations should be limited and low-maintenance in order to be flexible and cost efficient.
- The core business of Mayo River State Park sites and services will be from general users and campers that elect to stay overnight, either camping or in cabins.
- Ancillary revenue streams are advisable to support operations costs. These include, but are not limited to, special events, festivals, and concession operations.

Table 2 – Outdoor Activities Market Potential Index Comparing VA and the National Average



A photograph of a person wearing a hat and a light-colored shirt walking away on a dirt path through a field. The background is a dense forest with trees showing autumn colors. The sky is clear and blue. The text is overlaid on a semi-transparent white box in the lower-left corner.

SECTION 7
Resource
Management
Goals

7. RESOURCE MANAGEMENT GOALS

Effective stewardship of Mayo River State Park’s diverse resources is central to its mission and long-term success. The park’s resource management goals are designed to protect and enhance its natural, cultural, and historical assets through proactive strategies and collaborative planning. These goals encompass the active management of invasive species, the preservation of rare plants and ecosystems, and the restoration of native habitats. Equally important is the protection and interpretation of the park’s rich cultural heritage—including indigenous sites, historic cemeteries, and homesteads—alongside the documentation and safeguarding of significant historical landscapes and structures. By integrating sustainable design principles, comprehensive trails planning, and adaptive management practices, Mayo River State Park aims to ensure that its natural beauty, cultural legacy, and physical infrastructure are preserved and accessible for future generations.

NATURAL RESOURCE MANAGEMENT GOALS

- **Invasive Species Management:** Actively manage invasive species throughout the park, prioritizing woody invasives such as Autumn Olive (*Elaeagnus umbellata*), Multiflora Rose (*Rosa multiflora*), and Tree-of-Heaven (*Ailanthus altissima*). Herbaceous species, including Sericea Lespedeza (*Lespedeza cuneata*) and Japanese Stiltgrass (*Microstegium vimineum*), should be addressed as resources allow. All known locations of invasives should be documented and tracked in a live, working database to monitor progress over time.
- **Rare Species and Ecosystem Protection:** Protect and avoid disturbance to rare species such as Bog Chickweed (*Stellaria alsine*) and Sweet Azalea (*Rhododendron arborescens*), as well as rare ecosystems like the Northern Coastal Plain/Piedmont Oak-Beech/Heath Forest. Implement strategies to sustain these resources for the long term.
- **Grassland and Successional Habitat Management:** Use mechanical and chemical means to manage open grass fields, preventing woody encroachment from mid-successional pines and hardwoods, thereby maintaining early successional habitat for wildlife.
- **Forest Restoration:** As resources allow, harvest existing successional pine stands and transition them to native Oak-Hickory ecosystems, following DCR Natural Heritage’s desired future conditions.
- **Comprehensive Trails Planning:** Develop a comprehensive trails plan, especially for the Rakes and Thompson Tracts, and coordinate with North Carolina’s Mayo River State Park to provide cross-border trail connections.



Figure 55 – A Trail in Mayo River State Park

CULTURAL RESOURCE MANAGEMENT GOALS

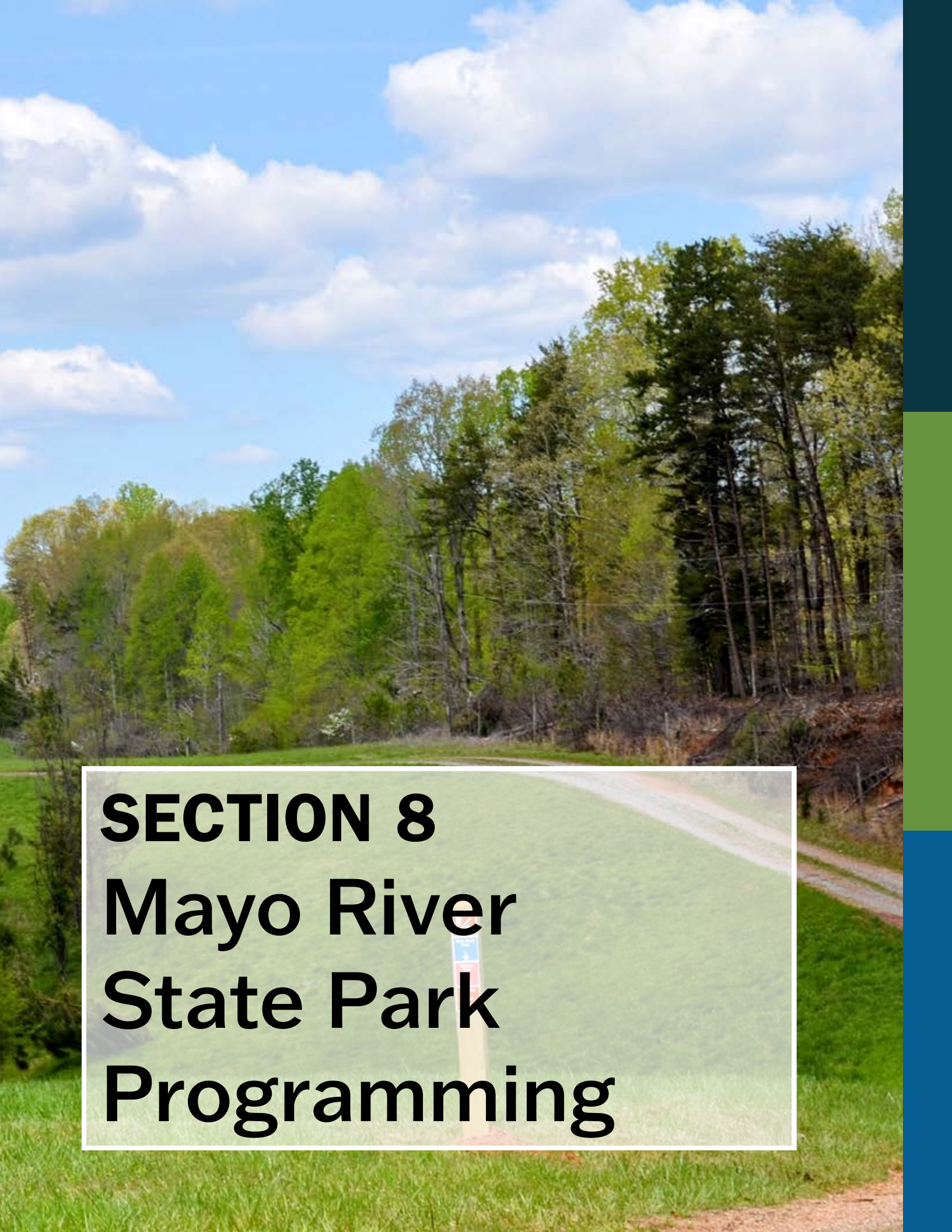
- **Byrd’s Ledge Protection and Interpretation:** Protect and interpret Byrd’s Ledge and its viewshed, using primary sources such as William Byrd’s History of the Dividing Line and Secret History to tell the story of the crossing.
- **Indigenous Resource Assessment:** Obtain expert assessment of potential indigenous fish weirs and associated village sites along the Mayo River; protect and interpret these resources as part of the park’s story.
- **Cemetery Protection:** Maintain and protect the marked cemetery on the Thompson Tract, keeping it fenced and clear of vegetation. Avoid disturbance or development within at least 500 feet to safeguard potential unmarked graves.
- **Enslaved Cemetery Protection:** Protect the potential enslaved cemetery on the Ferguson Tract, maintaining a buffer of at least 500 feet. Keep the cemetery clear of debris and vegetation, and preserve ornamental plants historically associated with the site. Acquire adjacent land if available to provide additional protection.
- **Homestead and Orchard Documentation:** Archaeologically test and document the Thompson Tract’s former homestead site, orchard, formal gardens, and outbuildings prior to any development. Consider preserving the orchard and interpreting the homestead through park programming.
- **Ruins Protection:** Avoid disturbance to existing ruins, including standing chimneys southeast of the Thompson Tract homestead, and ensure archaeological testing prior to any development.
- **Predictive Modeling:** Utilize the predictive model developed by the College of William & Mary (2024) to guide future development and operations decisions.
- **Research, identify, document, and protect historical resources within Mayo River State Park,** including sites, structures, and landscapes of historical significance. Conduct historical research and archaeological surveys to inform park development and interpretation. Collaborate with historians, archaeologists, and local communities to ensure that historical resources are preserved and appropriately interpreted for visitors.

BUILT/PHYSICAL RESOURCE MANAGEMENT GOALS

Ensure that all built and physical resources within Mayo River State Park—including trails, buildings, infrastructure, and visitor amenities—are designed, constructed, and maintained to support park operations, visitor safety, accessibility, and resource protection. Incorporate sustainable design principles, regular maintenance schedules, and adaptive management strategies to preserve the integrity and functionality of physical assets.



Figure 56 – Mayo River downstream of the confluence of the north and south forks



SECTION 8
Mayo River
State Park
Programming

8. MAYO RIVER STATE PARK PROGRAMMING

The palette of potential programs, or amenities, to be included in Mayo River State Park was developed based on survey input and DCR state park standards. The programs were prioritized, based on their alignment with several different factors, and then the park site was evaluated to determine which programs were most suitable for inclusion in Mayo River State Park.

PROGRAM PRIORITIZATION

A comprehensive list of potential programs and amenities for Mayo River State Park was developed through a combination of public survey input, Advisory Committee feedback, DCR planning standards, and regional market analysis. Each program (amenity) was evaluated using a multi-criteria matrix that considered site feasibility, alignment with the park’s purpose and goals, stakeholder and public support, and recreation demand within the park’s primary and secondary service areas.

Programs were scored across these categories, with higher scores indicating stronger alignment and feasibility. Based on total scores, programs were categorized into high, medium, and low priority tiers. High-priority programs are expected to be included in the master plan, while medium- and low-priority programs may be considered for future inclusion depending on site conditions, operational needs, and available funding.

Final Site Program List

In collaboration with DCR staff and the Advisory Committee, the final program list was developed based on the site’s natural features, public input, and market analysis. The selected programs reflect a balance of recreation, education, and conservation, and are designed to support the park’s mission while enhancing visitor experience. The following chart lists all programs and amenities included in the final design for Mayo River State Park:

- ADA accessible fishing access point
- Bridge over North Fork of Mayo River
- Cabins, 1-2 Bedroom (12-15)
- Camping - group sites (2-3)
- Camping - tent sites (8-12)
- Canoe/kayak put-in
- Event flex space
- Historical site interpretive areas
- Maintenance facility
- Managed meadows
- Picnicking facilities
- Playground/Nature-Inspired Play Area
- Preserved open space
- Rentable facilities
- Staff residences
- Star gazing site
- State line photo opp
- Trails - ADA accessible
- Trails - hiking
- Trails - Mountain biking
- Visitors Center
- Water access (wading/fishing)

*Table 3 – Program and Amenities Prioritization for Final Design of Master Plan.
(high priority, programs will likely be included in master plan)*

Program	Site Assessment: Site Feasibility	Survey Evaluation: DCR Priority	Survey Evaluation: Advisory Committee Priority	Survey Evaluation: Public Priority	Market Analysis: Primary Service Area (2 hr. drive)	Market Analysis: Secondary Service Area (5 hr. drive)	Park Purpose: Alignment with Park Purpose Statement and Goals & Objs	Park Purpose: Alignment with Essential Visitor Experiences	Score	Priority
Camping - Tent	1	2	2	2	2	2	2	2	15	High
Camping - RV	1	2	2	1	2	2	2	2	14	High
Trails - Blueways/ Water Trails	1	1	2	2	2	2	2	2	14	High
Water access - Fishing	1	1	2	2	2	2	2	2	14	High
Trails - Hiking	1	2	2	2	1	1	2	2	13	High
Water access - ADA Fishing Platform	1	1	2	1	2	2	2	2	13	High
Water Access - Hand Carry Boat Launch	1	1	2	1	2	2	2	2	13	High
Camping - Group	1		2	1	2	2	2	2	12	High
Camping - Walk-in	1		2	1	2	2	2	2	12	High
Cabins, Rental	1	2	1	1	1	1	2	2	11	High
Interpretive Programs, Signs, Etc.	1	2	2	2			2	2	11	High
Picnic Shelters	1	2	2	2			2	2	11	High
Trails - Multi-Use (10', Hard Surface)	1	2	2		1	1	2	2	11	High
Visitors Center	1	2	2	2			2	2	11	High
Wildlife Watching	1		2	2	1	1	2	2	11	High
Cabins, ADA Accessible	1	2	2	1			2	2	10	High
Trails, ADA Accessible	1	2	2	1			2	2	10	High
Picnicking Areas	1		2	2			2	2	9	High

*Table 4 – Program and Amenities Prioritization for Final Design of Master Plan.
(medium priority, include in master plan as appropriate)*

Program	Site Assessment: Site Feasibility	Survey Evaluation: DCR Priority	Survey Evaluation: Advisory Committee Priority	Survey Evaluation: Public Priority	Market Analysis: Primary Service Area (2 hr. drive)	Market Analysis: Secondary Service Area (5 hr. drive)	Park Purpose: Alignment with Park Purpose Statement and Goals & Objs	Park Purpose: Alignment with Essential Visitor Experiences	Score	Priority
Nature Center	1		1	2			2	2	8	Medium
Trails - Mountain Biking	1			1	1	1	2	2	8	Medium
Archery Range	1				2	2	1	1	7	Medium
Outdoor Classroom	1		2	1			2	1	7	Medium
BBQ Grills	1		1	1			2	2	7	Medium
Public Wifi	1		2	1			1	1	6	Medium
Historical Reenactments and Interpreters	1	1					2	2	6	Medium
Water Access - Wading	1			1			2	2	6	Medium
Playground/Nature Play	1		1	1			1	1	5	Medium
Road Access to Scenic areas	1		1	1			1	1	5	Medium
Cabins, Lodge	1						2	2	5	Medium
Grass Lawn	1			1			1	2	5	Medium

*Table 5 – Program and Amenities Prioritization for Final Design of Master Plan.
(low priority, not included in master plan, but potential for later inclusion)*

Program	Site Assessment: Site Feasibility	Survey Evaluation: DCR Priority	Survey Evaluation: Advisory Committee Priority	Survey Evaluation: Public Priority	Market Analysis: Primary Service Area (2 hr. drive)	Market Analysis: Secondary Service Area (5 hr. drive)	Park Purpose: Alignment with Park Purpose Statement and Goals & Objs	Park Purpose: Alignment with Essential Visitor Experiences	Score	Priority
Community Center	1						2	1	4	Low
Ampitheatre/ Event Stage	1						1	1	3	Low
Disc golf	1						1	1	3	Low
Outdoor event/ festival space	1						1	1	3	Low
Conference Center	1						1		2	Low

*Table 6 – Program and Amenities Prioritization for Final Design of Master Plan.
(incompatible, do not include in master plan)*

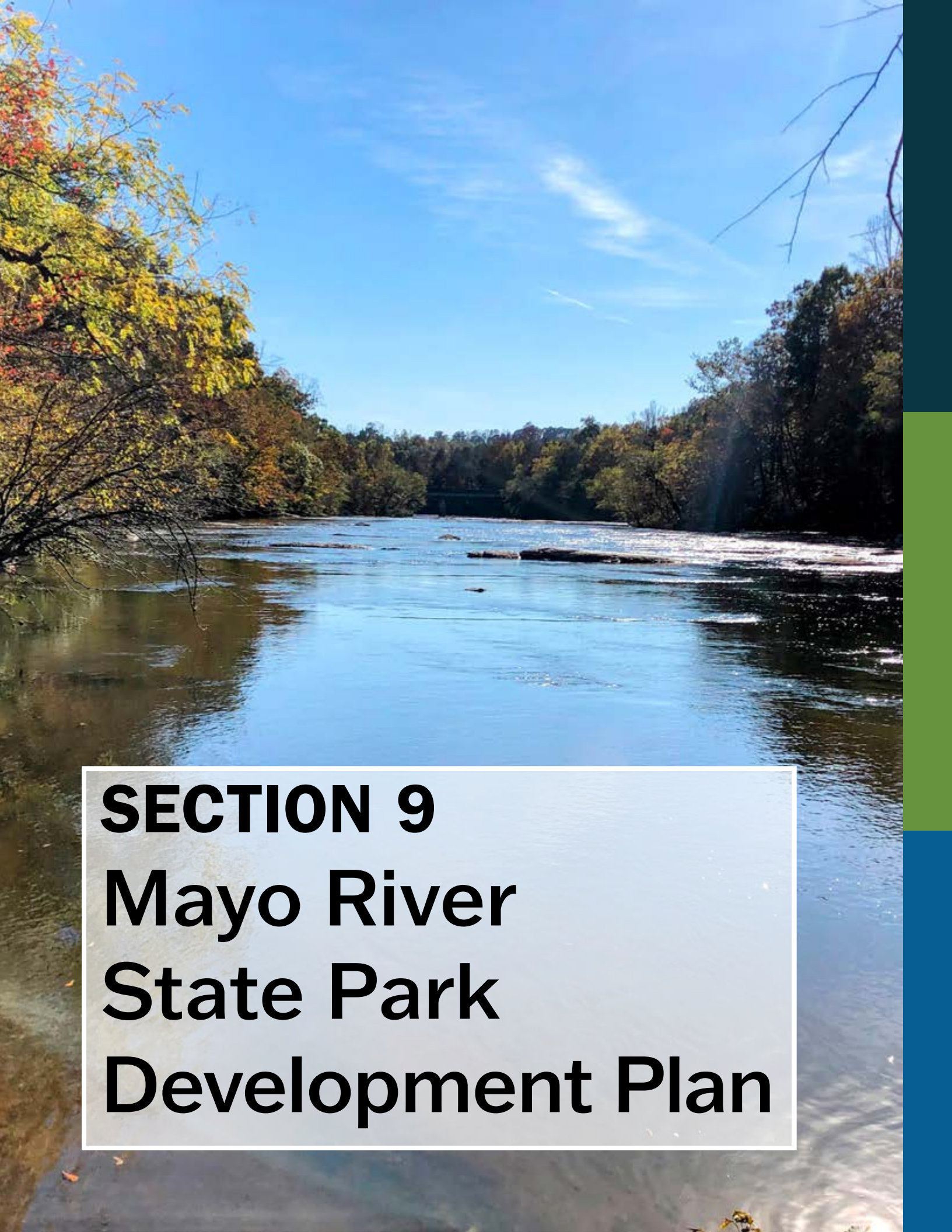
Program	Site Assessment: Site Feasibility	Survey Evaluation: DCR Priority	Survey Evaluation: Advisory Committee Priority	Survey Evaluation: Public Priority	Market Analysis: Primary Service Area (2 hr. drive)	Market Analysis: Secondary Service Area (5 hr. drive)	Park Purpose: Alignment with Park Purpose Statement and Goals & Objs	Park Purpose: Alignment with Essential Visitor Experiences	Score	Priority
Sprayground/ Splash Pad*	1								1	N/A
Trails - Equestrian*	0				2				2	N/A

Table 7 – Scoring Matrix for the Program and Amenities Prioritization for Final Design of Master Plan

Score		Description
Site Feasibility	1	Program can be accommodated on the site
	0	Program cannot be accommodated on the site
Priority Goals	2	50%-100% responded yes
	1	30%-49% responded yes
	0	less than 30% responded yes, or not included
		*Note: DCR responses based on prioritization exercise on 8/13/24 with limited amenity options. High priority receives 2 points, medium priority receives 1 point, and low or negative priority receives 0 points.
Market Analysis	2	MPI greater than 100, or moderate-strong market potential
	1	MPI 80-100
	0	MPI less than 80 or not mentioned
Park Purpose	2	Program supports park purpose statement
	1	Program alligns with park purpose statement
	0	Program does not allign/support park purpose statement
Visitor Experience	2	Program supports essential visitor experiences
	1	Program alligns with essential visitor experiences
	0	Program does not allign/support desired visitor experience



Figure 57 – Mayo River State Park will offer opportunities for paddling and increased water access



SECTION 9
Mayo River
State Park
Development Plan

9. MAYO RIVER STATE PARK DEVELOPMENT PLAN

The Mayo River State Park development plan is informed by public input, environmental and cultural resource assessments, and best practices in park planning, ensuring that each stage of growth supports both immediate visitor needs and long-term conservation goals.

Development is concentrated along existing clearings and tree lines to minimize ecological disturbance, with camping areas, cabins, and support facilities sited to preserve key viewsheds and reinforce the park’s natural aesthetic. Clustered development preserves the most sensitive ecological and historical areas, maintaining large swaths of the park in a natural state, a feature that visitors currently enjoy and appreciate. A network of trails will connect visitors to historic homesites, scenic overlooks, and the confluence of the North and South Mayo Rivers, with future potential for cross-border trail connections into North Carolina. The phased framework guides the implementation of core infrastructure, day-use and overnight facilities, and pedestrian connectivity, allowing Mayo River State Park to evolve as a model for sustainable recreation and regional connectivity.

SITE MASTER PLAN

The site master plans show the types, quantities, and locations of programming and amenities at Mayo River State Park. The final designs, locations, and materials will be refined during the construction document phase, based on site survey and final design decisions. The site master plan is based on publicly available and DCR-collected survey data. It is recommended that a Phase 1 Archeological Study, Jurisdictional Waters Delineation, and biota survey be completed for the site. The results from those studies may affect the planned site layouts and feature locations. It is also recommended that an interpretive plans for the site be developed based on the findings from those studies.



Figure 58 – Stream along the western boundary of Mayo River State Park

SITE CHARACTER AND DEVELOPMENT APPROACH

The character of Mayo River State Park is envisioned as natural, scenic, and immersive—reflecting the site’s rural setting, ecological diversity, and cultural significance. The development approach is designed to preserve and enhance this character by offering low-impact, nature-based experiences for partial-day, full-day, and overnight visitors. Key viewsheds across the site, including those from ridgetops and along the river corridor, are maintained and celebrated through careful placement of trails, overlooks, and interpretive areas.

Development is concentrated along existing clearings and tree lines to minimize visual and ecological disturbance. Tent and group camping areas, cabins, and support facilities are sited along the periphery of open meadows, with new native plantings planned to buffer views and reinforce the park’s natural aesthetic. A network of trails will connect visitors to historic homesites, Byrd’s Ledge, and the confluence of the North and South Mayo Rivers, with future potential for cross-border trail connections into North Carolina’s Mayo River State Park.

The park will be accessed via a new public entrance off Pratt Road, with internal circulation designed to support both visitor access and operational needs. Water service will be provided by on-site wells and pumphouses, and septic systems will support restroom and overnight facilities. All development will be guided by detailed site investigations and environmental assessments to ensure compatibility with the park’s conservation goals and long-term sustainability.

Site Program List

The following features are planned elements of the park’s development:

- Visitor Center
- Cabin Sites
- Group / Tent camping (12-16)
- Hiking / Mountain Bike trails
- Interpretive areas
- Historic sites
- Bathhouse
- Vault Toilet (2)
- Picnic Shelters (5)
- Comfort stations (2)
- Canoe/Kayak put-in
- ADA Fishing Pier
- Playground
- Nature-Inspired Play Area
- Contact station
- Ranger residences (3)
- Maintenance facility
- Roads and parking
- Signage: entry, wayfinding, interpretive
- Managed native meadows
- Managed successional forest
- Mature forest

Site Master Plan

The site master plan on the following page shows the locations of all site program elements, as well as key site characteristics, like topography, water features, and land cover. A full size copy of the master plan map is included in the Appendix.

Mayo River State Park Master Plan

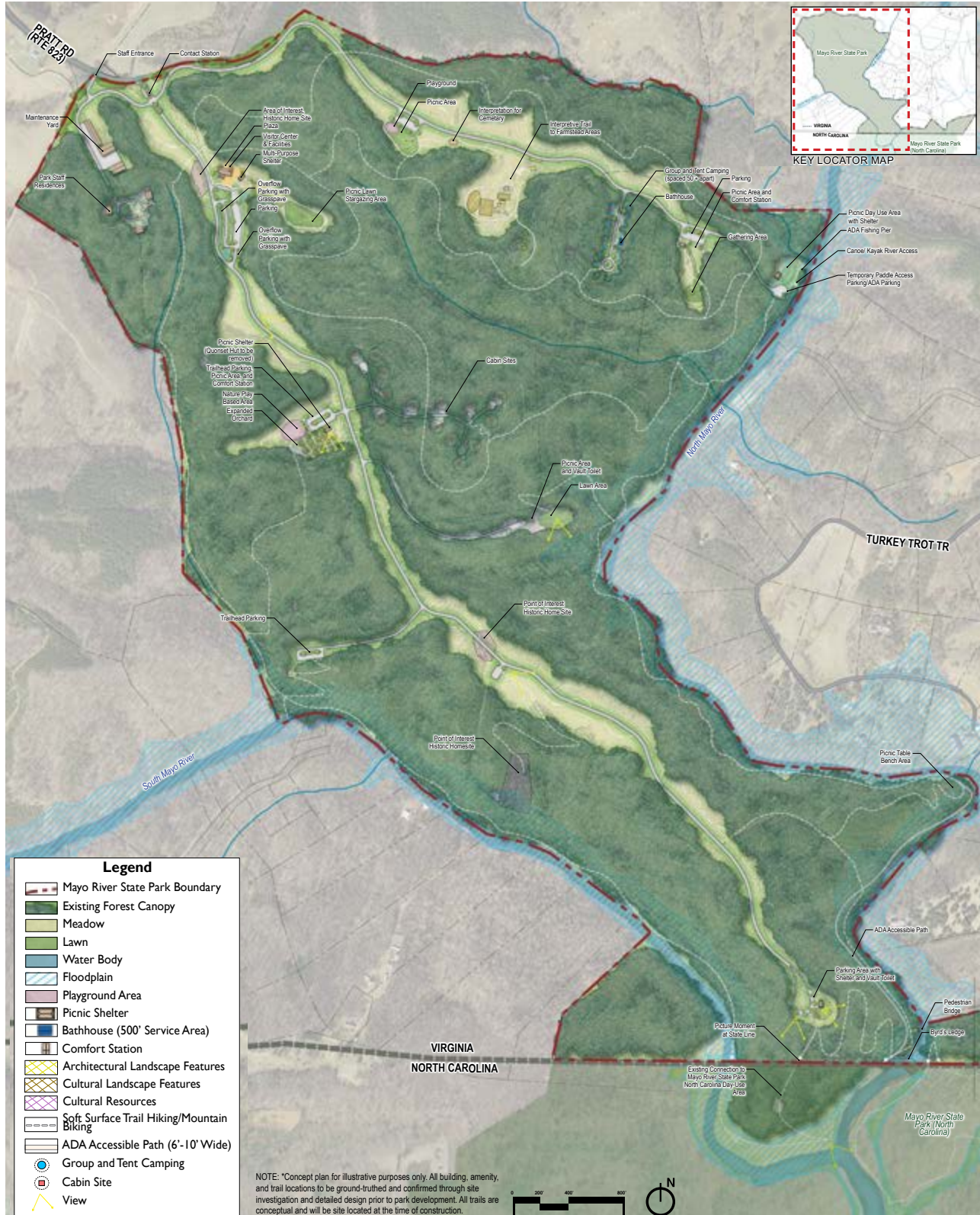


Figure 59 – Mayo River State Park Site Master Plan Rendering

MAYO RIVER STATE PARK MASTER PLAN

Mayo River State Park is planned as an active and accessible attraction, serving as a destination for day-users and a hub for overnight visitors to explore the region, including North Carolina’s Mayo River State Park. Day-use and overnight facility development is thoughtfully clustered to avoid sensitive environmental areas and preserve the site’s natural and historic character that makes the park so special. The master plan reflects a preliminary analysis of the property, organizing amenities and programming to support both day-use and overnight visitors while maintaining ecological integrity. The park is envisioned as a regional locus, offering visitor orientation services, a variety of overnight accommodations, river access, and diverse recreational and educational opportunities.

Park Organization

The park site is defined by a prominent north–south ridge that forms the central spine of the property. This ridge, largely cleared of trees during prior agricultural use, serves as the primary organizational axis for development. Several spur ridges extend from the main ridge, each containing clearings that accommodate specific functions such as visitor services, overnight accommodations, and park operations. The surrounding landscape includes mature forest patches and managed meadows, with the site’s topography and vegetation patterns guiding the placement of roads, trails, and amenities throughout the park.



Figure 60 – Upper meadow view of the site of Mayo River State Park

Primary Park Road

The primary park road serves as the primary circulation route through the park, beginning at the main entrance off Pratt Road. At the northern end of the road, near the park entry and contact station, is the visitors center, which serves as the main point for visitor orientation and park information. Adjacent to the visitor center is a day-use area with picnic lawns, a playground, and trailheads providing access to the park’s trail network. This area can be used for educational park programming, including school groups and night-time stargazing activities, as well as small events and rentals.

Further south along the spine road, cabin sites offer overnight accommodations with nearby picnic areas and comfort stations. Additional day-use facilities are located farther south and include two picnic areas with nature-based play elements, trailheads with parking, and comfort stations. At the southern extent of the spine road near the state line, visitors will find additional picnic areas, a designated photo opportunity at the Virginia–North Carolina state line, and access to Byrd’s Ledge—a scenic overlook and point of interest.

East Secondary Road and Day-Use Areas:

Branching from the spine road, the east secondary road provides access to several day-use and overnight facilities. This area includes historic interpretation zones, single and group tent camping sites, and a rivers edge day use area with water access and picnic facilities. Recreational amenities along the east road include a playground, canoe and kayak river access, and an ADA-accessible fishing pier on the North Fork Mayo River. Parking areas and short term boat dropoffs are provided to support these uses.



Figure 61 – Rendered section of the primary north-south park road in Mayo River State Park.
*Note, this is a conceptual rendering of the potential uses at the park and does not represent the final design.

West Road (Operations and Staff):

The west road is dedicated to park operations and staff facilities. This area includes the maintenance yard and staff residences, positioned for efficient service access while remaining separate from public areas to maintain privacy and safety.

Trails and Connectivity:

A network of pedestrian trails and accessible paved paths connects all major use areas, including interpretive trails to historic home sites and farmstead areas. The plan proposes a connection to North Carolina’s Mayo River State Park at the confluence and a bridge across the North Branch of the Mayo River to the Deshazo Mill trailhead in North Carolina, supporting future cross-border trail integration. Cooperative future development with North Carolina Mayo River State Park could provide ADA parking at the confluence, which would provide access to an ADA accessible path along the North Fork of the Mayo River up to and beyond Byrd’s Ledge in Virginia.

General Site Features:

Throughout the park, mature forest canopy and managed meadows are conserved and old-field conifer growths will be converted to mixed hardwood forests, to maintain and improve ecological diversity and scenic quality. Infrastructure—including wells, septic systems, and utilities—is planned to support all use areas efficiently and sustainably. Overflow parking areas are provided in key locations to accommodate peak visitation.

All facility and trail locations are conceptual and will be refined through detailed site investigations and design. The overall layout clusters amenities by use area to enhance wayfinding, privacy, and operational efficiency, while ensuring ADA accessibility across the park.

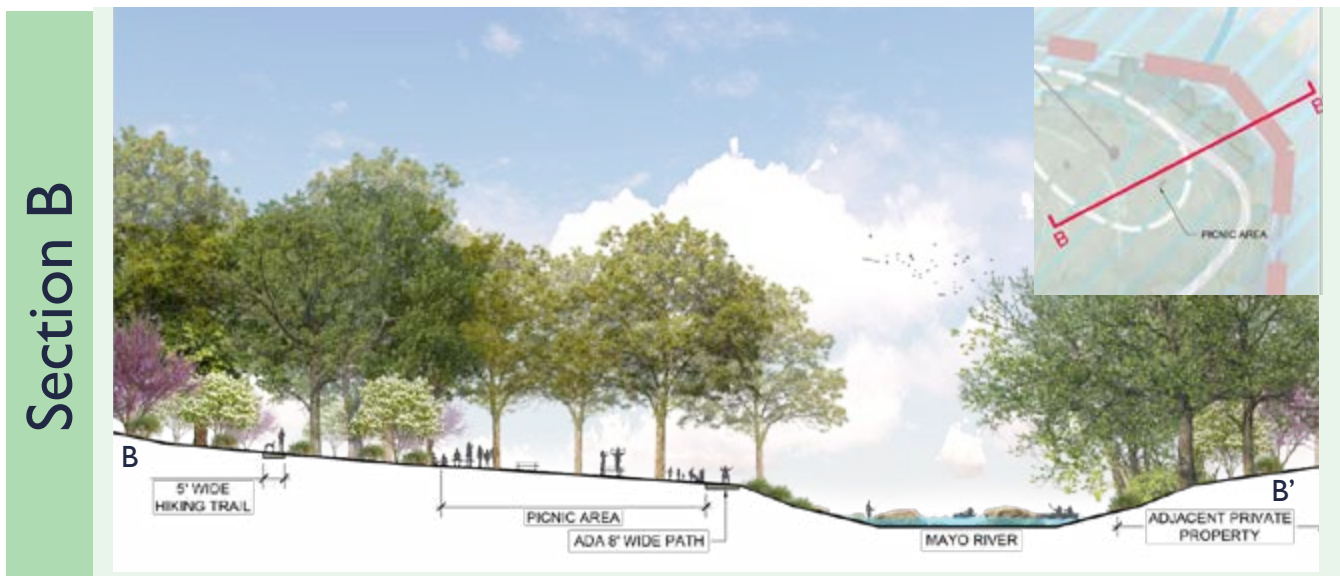


Figure 62 – Rendered section of the trails along the North Fork of Mayo River State Park.
*Note, this is a conceptual rendering of the potential uses at the park and does not represent the final design.

MAYO RIVER STATE PARK PHASED 30-YEAR DEVELOPMENT PLAN

The development of Mayo River State Park is planned in three strategic phases, each building upon the previous to establish a fully functional, accessible, and ecologically sensitive state park. The phased approach over a 30-year timeline allows for the gradual implementation of infrastructure, amenities, and programming while ensuring that conservation goals and visitor experience objectives are met. The development phases do not have specific timelines associated with them as they will largely be pursued as capital funding is available.

Phase 1: Core Infrastructure and Day-Use Area Development

The first phase focuses on establishing essential infrastructure and foundational visitor amenities. This includes the construction of park access roads and installation of utilities such as water, septic systems, electric, and communication services. Day-use facilities will be introduced to support immediate recreational access, including:

- Picnic areas with shelters and comfort stations
- ADA-accessible fishing access and canoe/kayak launch (North Fork)
- Trailheads and a network of hiking trails
- Nature-inspired play area
- Interpretive access to historic homesites, farmstead remnants, cemetery, and Byrd’s Ledge overlook
- A designated photo opportunity at the Virginia–North Carolina state line

Operational facilities will also be established, including:

- Maintenance yard with support buildings
- Two ranger residences
- Visitor center
- Contact station at the park entrance



Figure 63 – Picnic Shelter



Figure 64 – River paddling opportunities



Figure 65 – Trail network

Phase 2: Overnight Accommodations and Expanded Day-Use Facilities

The second phase introduces overnight accommodations and expands day-use offerings. The Visitors Center will also be constructed in Phase 2, increasing interpretive opportunities as well providing space for programming and events.

Lodging will include:

- 12–15 one- to two-bedroom cabins and

Operational facilities will also be established, including:

- Visitor Center

Additional recreational features will include:

- Stargazing area
- Trailhead access and parking for the South Fork Mayo River
- An additional ranger residence will be constructed to support expanded operations and staffing needs.

Phase 3: Diversified Overnight Accommodations and Pedestrian Connectivity

The final phase adds camping, additional river access, and a pedestrian bridge over the North Fork of the Mayo River. This bridge will enhance internal connectivity across the park and provide access to scenic and interpretive areas on both sides of the river. It will also support future trail integration with North Carolina's Mayo River State Park, reinforcing the park's role in a regional recreation network.

Lodging will include:

- Up to 16 individual and group tent camping sites, supported by a central bathhouse.

Additional recreational features will include:

- Play area near campground
- Ridgetop picnic area, parking, and vault toilet near the North Fork
- Pedestrian bridge over the North Fork
- Trail connections to North Carolina's Mayo River State Park



Figure 66 – Destination cabins, (inspirational image, to be designed at future date)



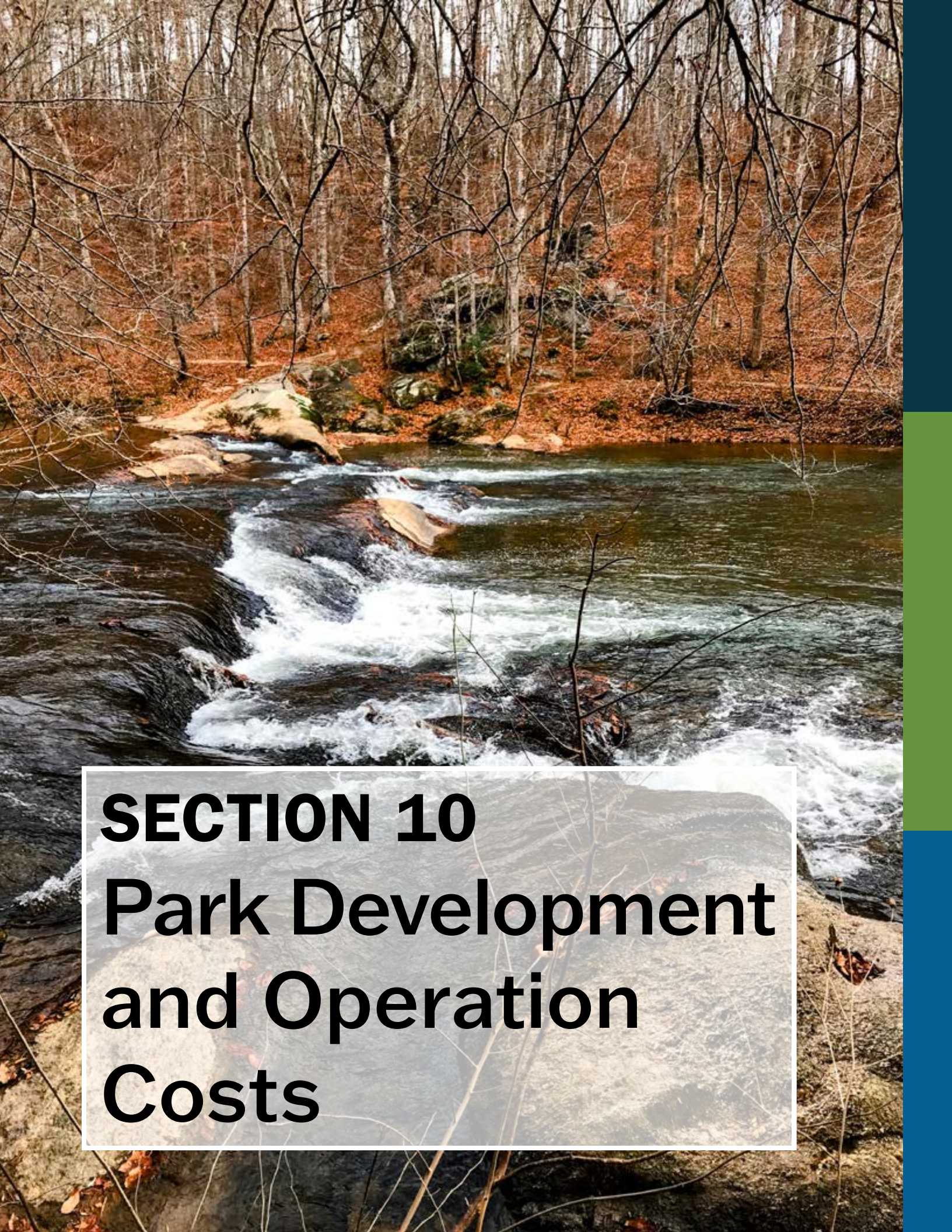
Figure 67 – Nature-inspired playground (inspirational image, to be designed at future date)



Figure 68 – Campground



Figure 69 – Mayo River State Park will offer a variety of recreational opportunities to day and overnight visitors



SECTION 10
Park Development
and Operation
Costs

Mayo River State Park Phased Development Plan

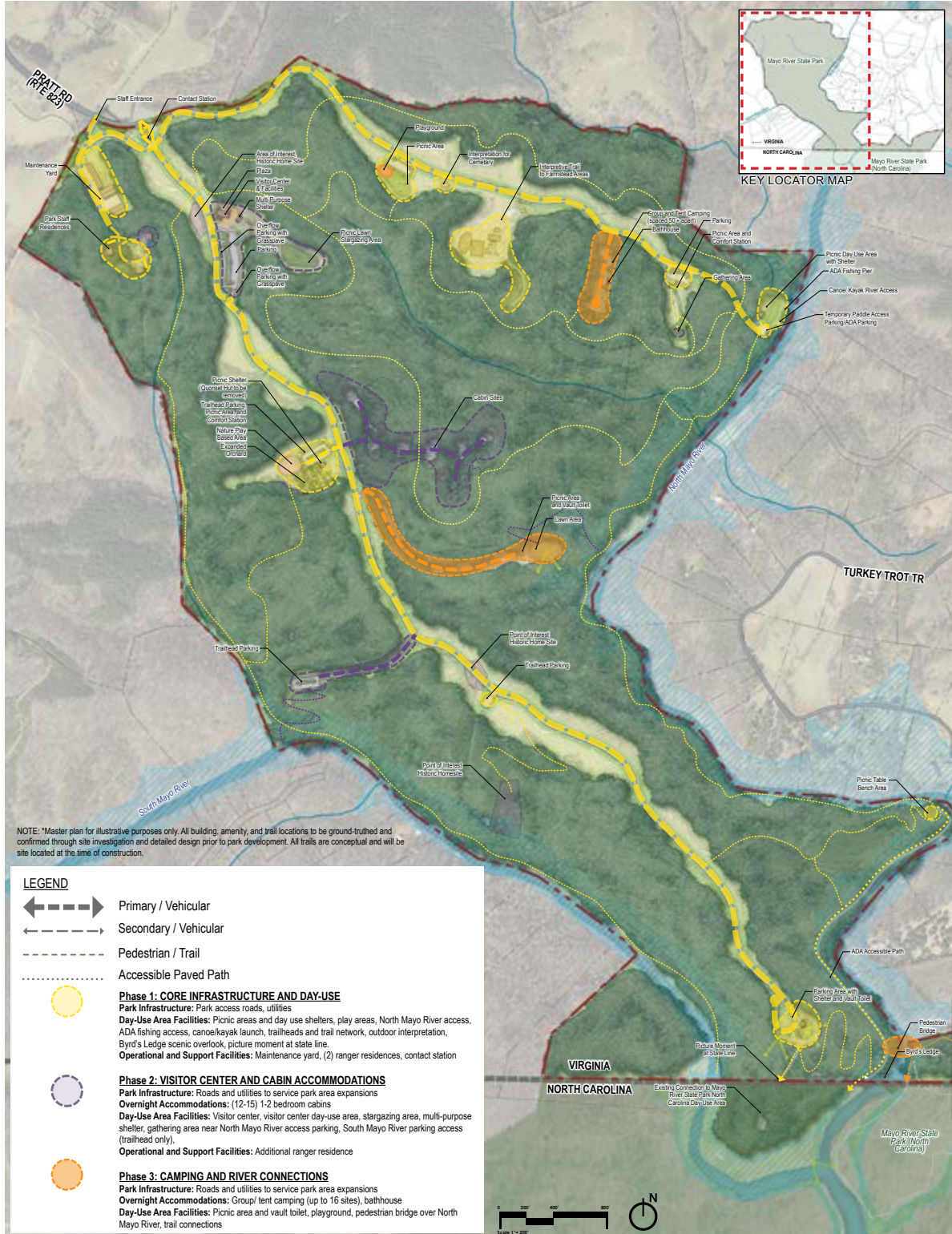


Figure 70 – Phase Development Map of Master Plan

10. PARK DEVELOPMENT AND OPERATION COSTS

The development of Mayo River State Park is projected to occur over approximately 30 years in a phased approach that supports the expansion of public access and use of the site in a thoughtful and strategic manner. At 10-year intervals there will be updates to the comprehensive master plan, reviewing accomplishments, needs, and gathering public input. Development could be soon or longer than 30 years, dependent on funding. It is necessary to plan for the capital expenditure of park construction as well as the staffing, operational, and maintenance needs to run the park at the high standard of service set by DCR and expected by the public.

Complete lists of the improvement phasing, staffing, and projected revenue streams can be found in the Market Analysis and Business Plan in the Appendix.

CAPITAL CONSTRUCTION COSTS

The construction of physical site improvements at Mayo River State Park is organized in phases consistent with the park’s development plan and implementation strategy. Phase 1 focuses on establishing essential infrastructure and day-use facilities to support initial park operations and public access. Subsequent Phases 2 and 3 provide for the addition of overnight accommodations, expanded recreation amenities, and continued enhancement of visitor services.

The estimate of probable cost for capital improvements reflects the total projected investment required for each phase, as well as the cumulative total for full build-out. Site work and mobilization costs are applied to each phase as a whole; however, individual construction projects within a phase will also require mobilization and site preparation. All costs are presented in 2025 dollars and include labor, materials, and overhead. Cost estimates will require adjustment to reflect inflation and market conditions if construction occurs in future years.

Table 8 – Mayo River State Park Phased Development and Operation Costs, Phase 1

Sitework & Mobilization	UNIT	UNIT PRICE	QTY.	TOTAL
Mobilization, Permits, etc.	LS			\$1,697,900
Site clearing and grubbing	AC	\$9,600	17.2	\$165,120
Earthwork	AC	\$9,600	17.2	\$165,120
Erosion & Sediment Controls, and Stormwater Management	AC	\$4,400	17.2	\$75,680
Sub total				\$2,103,820

Hardscape & Improvements	UNIT	UNIT PRICE	QTY.	TOTAL
Asphalt parking (space)	EA	\$10,000	130	\$1,300,000
Canoe/Kayak put-in	EA	\$45,000	1	\$45,000
Comfort station	EA	\$337,500	2	\$675,000

Table 8 - Park Development and Operation Costs, Phase 1, continued

Hardscape & Improvements	UNIT	UNIT PRICE	QTY.	TOTAL
Contact station	EA	\$225,000	2	\$450,000
Overflow parking (grass pavement)	EA	\$2,500	65	\$162,500
Maintenance access gate	EA	\$7,000	1	\$7,000
Maintenance building	SF	\$300	2700	\$810,000
Maintenance yard	SF	\$12	15000	\$180,000
Multi-purpose shelter	EA	\$225,000		\$0
Picnic grove	EA	\$25,000	1	\$25,000
Picnic shelter (large)	EA	\$115,000	4	\$460,000
Picnic shelter (small)	EA	\$80,000		\$0
Playground	LS	\$300,000		\$0
ADA Fishing Pier	LS	\$75,000	1	\$75,000
Nature Inspired Play Area	LS	\$250,000	1	\$250,000
Staff residence (private)	EA	\$675,000	2	\$1,350,000
Vault toilet	EA	\$24,000	1	\$24,000
Visitor center	EA	\$5,000,000		\$0
Visitors center interpretive exhibits	LS	\$1,800,000		\$0
Sub total				\$5,813,500

Road System & Utilities	UNIT	UNIT PRICE	QTY.	TOTAL
20' Asphalt secondary road	LF	\$225	1000	\$225,000
24' Asphalt road	LF	\$300	15300	\$4,590,000
Electric lines, underground	LF	\$100	9000	\$900,000
Electric Service Connection	LS	\$300,000	1	\$300,000
Pedestrian Bridge Over N Fork Mayo	EA	\$800,000		\$0
Pump station	EA	\$45,000	1	\$45,000
Septic / Drainfield	EA	\$115,000	5	\$575,000
Stormwater Management BMPs	EA	\$100,000	10	\$1,000,000
Telecommunications - phone service	EA	\$2,000	2	\$4,000
Telecommunications - starlink	LS	\$2,500	1	\$2,500
Water	LF	\$50	3600	\$180,000
Water / Well house system	EA	\$300,000	3	\$900,000
Sub total				\$8,721,500

Table 8 - Park Development and Operation Costs, Phase 1, continued

Overnight Facilities	UNIT	UNIT PRICE	QTY.	TOTAL
Bath houses	EA	\$360,000		\$0
Cabin sites	EA	\$400,000		\$0
Tent pad sites	EA	\$25,000		\$0
Sub total				\$0

Trails	UNIT	UNIT PRICE	QTY.	TOTAL
ADA 10' trails	MI	\$450,000	0.6	\$270,000
Stone dust trails	MI	\$50,000	0.6	\$30,000
Mountain biking / hiking trails	MI	\$3,500	9	\$31,500
Trailhead area	EA	\$5,000	3	\$15,000
Sub total				\$331,500

Signage & Furnishings	UNIT	UNIT PRICE	QTY.	TOTAL
Benches / trash cans / bike racks / dog stations	LS	\$50,000	1	\$50,000
Picnic tables / grills / fire rings	EA	\$2,500	25	\$62,500
Picture moment signage / art feature	EA	\$5,000	1	\$5,000
Interpretative signage	EA	\$2,000	10	\$20,000
Orientation signage	EA	\$3,000	1	\$3,000
Park entrance signage	EA	\$7,000	1	\$7,000
Wayfinding signage	EA	\$1,000	10	\$10,000
Sub total				\$157,500

Landscaping	UNIT	UNIT PRICE	QTY.	TOTAL
[1] Landscape planting	LS	\$10,000	1	\$10,000
[2] Landscape planting	LS	\$20,000	1	\$20,000
[3] Landscape planting	LS	\$50,000	1	\$50,000
[4] Landscape planting	LS	\$150,000	1	\$150,000
Open lawn areas	AC	\$13,000	1.20	\$15,600
Turf seeding near main roads / mowed areas	AC	\$13,000	14.00	\$182,000
Meadow area preparation and seeding	AC	\$22,000	50.00	\$1,100,000
Vegetative buffer / fence	LF	\$30	700	\$21,000
Sub total				\$1,548,600

Table 8 - Park Development and Operation Costs, Phase 1, continued

Phase I	QTY.	TOTAL
<i>Sub total</i>		\$18,676,420
<i>A/E Fees</i>	12%	\$2,241,170
Contingency	15%	\$2,801,463
TOTAL		\$23,720,000

Table 9 – Park Development and Operation Costs, Phase 2

Sitework & Mobilization	UNIT	UNIT PRICE	QTY.	TOTAL
Mobilization, Permits, etc.	LS			\$1,764,800
Site clearing and grubbing	AC	\$9,600	4	\$38,400
Earthwork	AC	\$9,600	4	\$38,400
Erosion & Sediment Controls, and Stormwater Management	AC	\$4,400	4	\$17,600
Sub total				\$1,859,200

Hardscape & Improvements	UNIT	UNIT PRICE	QTY.	TOTAL
Asphalt parking (space)	EA	\$10,000	180	\$1,800,000
Canoe/Kayak put-in	EA	\$45,000		\$0
Comfort station	EA	\$337,500		\$0
Contact station	EA	\$225,000		\$0
Overflow parking (grass pavement)	EA	\$2,500		\$0
Maintenance access gate	EA	\$7,000		\$0
Maintenance building	SF	\$300		\$0
Maintenance yard	SF	\$12		\$0
Multi-purpose shelter	EA	\$225,000	1	\$225,000
Picnic grove	EA	\$25,000	1	\$25,000
Picnic shelter (large)	EA	\$115,000		\$0
Picnic shelter (small)	EA	\$80,000		\$0
Playground	LS	\$300,000		\$0
ADA Fishing Pier	LS	\$75,000		\$0
Nature Inspired Play Area	LS	\$250,000		\$0
Staff residence (private)	EA	\$675,000	1	\$675,000
Vault toilet	EA	\$24,000		\$0
Visitor center	EA	\$5,000,000	1	\$5,000,000
Visitors center interpretive exhibits	LS	\$1,800,000	1	\$1,800,000

Table 9 - Park Development and Operation Costs, Phase 2, continued

Hardscape & Improvements	UNIT	UNIT PRICE	QTY.	TOTAL
Sub total				\$9,525,000

Road System & Utilities	UNIT	UNIT PRICE	QTY.	TOTAL
20' Asphalt secondary road	LF	\$225	1700	\$382,500
24' Asphalt road	LF	\$300		\$0
Electric lines, underground	LF	\$100	1400	\$140,000
Electric Service Connection	LS	\$300,000		
Pedestrian Bridge Over N Fork Mayo	EA	\$800,000		\$0
Pump station	EA	\$45,000	1	\$45,000
Septic / Drainfield	EA	\$115,000	5	\$575,000
Stormwater Management BMPs	EA	\$100,000	1	\$100,000
Telecommunications - phone service	EA	\$2,000		\$0
Telecommunications - starlink	LS	\$2,500		\$0
Water	LF	\$50	1300	\$65,000
Water / Well house system	EA	\$300,000	1	\$300,000
Sub total				\$1,607,500

Overnight Facilities	UNIT	UNIT PRICE	QTY.	TOTAL
Bath houses	EA	\$360,000		\$0
Cabin sites	EA	\$400,000	15	\$6,000,000
Tent pad sites	EA	\$25,000		
Sub total				\$6,000,000

Trails	UNIT	UNIT PRICE	QTY.	TOTAL
ADA 10' trails	MI	\$450,000		\$0
Stone dust trails	MI	\$50,000	.3	\$15,000
Mountain biking / hiking trails	MI	\$3,500		\$0
Trailhead area	EA	\$5,000		\$0
Sub total				\$15,000

Signage & Furnishings	UNIT	UNIT PRICE	QTY.	TOTAL
Benches / trash cans / bike racks / dog stations	LS	\$50,000	1	\$50,000
Picnic tables / grills / fire rings	EA	\$2,500	25	\$62,500
Picture moment signage / art feature	EA	\$5,000		\$0

Table 9 - Park Development and Operation Costs, Phase 2, continued

Signage & Furnishings	UNIT	UNIT PRICE	QTY.	TOTAL
Interpretative signage	EA	\$2,000		\$0
Orientation signage	EA	\$3,000	1	\$3,000
Park entrance signage	EA	\$7,000		\$0
Wayfinding signage	EA	\$1,000	5	\$5,000
Sub total				\$120,000

Landscaping	UNIT	UNIT PRICE	QTY.	TOTAL
[1] Landscape planting	LS	\$10,000	1	\$10,000
[2] Landscape planting	LS	\$20,000	1	\$20,000
[3] Landscape planting	LS	\$50,000	1	\$50,000
[4] Landscape planting	LS	\$150,000		\$0
Open lawn areas	AC	\$13,000	.75	\$9,750
Turf seeding near main roads / mowed areas	AC	\$13,000	1.5	\$19,500
Meadow area preparation and seeding	AC	\$22,000	8.00	\$176,000
Vegetative buffer / fence	LF	\$30		\$0
Sub total				\$285,250

Phase 2	QTY.	TOTAL
<i>Sub total</i>		\$19,412,450
<i>A/E Fees</i>	12%	\$2,329,494
<i>Contingency</i>	15%	\$2,911,868
TOTAL		\$24,650,000

Table 10 - Park Development and Operation Costs, Phase 3

Sitework & Mobilization	UNIT	UNIT PRICE	QTY.	TOTAL
Mobilization, Permits, etc.	LS			\$281,200
Site clearing and grubbing	AC	\$9,600	3	\$28,800
Earthwork	AC	\$9,600	3	\$28,800
Erosion & Sediment Controls, and Stormwater Management	AC	\$4,400	3	\$13,200
Sub total				\$352,000

Hardscape & Improvements	UNIT	UNIT PRICE	QTY.	TOTAL
Asphalt parking (space)	EA	\$10,000		\$0

Table 10 - Park Development and Operation Costs, Phase 3, continued

Hardscape & Improvements	UNIT	UNIT PRICE	QTY.	TOTAL
Canoe/Kayak put-in	EA	\$45,000		\$0
Comfort station	EA	\$337,500		\$0
Contact station	EA	\$225,000		\$0
Overflow parking (grass pavement)	EA	\$2,500		\$0
Maintenance access gate	EA	\$7,000		\$0
Maintenance building	SF	\$300		\$0
Maintenance yard	SF	\$12		\$0
Multi-purpose shelter	EA	\$225,000		\$0
Picnic grove	EA	\$25,000	1	\$25,000
Picnic shelter (large)	EA	\$115,000		\$0
Picnic shelter (small)	EA	\$80,000		\$0
Playground	LS	\$300,000	1	\$300,000
ADA Fishing Pier	LS	\$75,000		\$0
Nature Inspired Play Area	LS	\$250,000		\$0
Staff residence (private)	EA	\$675,000		\$0
Vault toilet	EA	\$24,000	1	\$24,000
Visitor center	EA	\$5,000,000		\$0
Visitors center interpretive exhibits	LS	\$1,800,000		\$0
Sub total				\$349,000

Road System & Utilities	UNIT	UNIT PRICE	QTY.	TOTAL
20' Asphalt secondary road	LF	\$225	2200	\$495,000
24' Asphalt road	LF	\$300		\$0
Electric lines, underground	LF	\$100	700	\$70,000
Electric Service Connection	LS	\$300,000		
Pedestrian Bridge Over N Fork Mayo	EA	\$800,000	1	\$900,000
Pump station	EA	\$45,000		\$0
Septic / Drainfield	EA	\$115,000	1	\$115,000
Stormwater Management BMPs	EA	\$100,000		\$0
Telecommunications - phone service	EA	\$2,000		\$0
Telecommunications - starlink	LS	\$2,500		\$0
Water	LF	\$50	700	\$35,000
Water / Well house system	EA	\$300,000		\$0

Table 10 - Park Development and Operation Costs, Phase 3, continued

Road System & Utilities	UNIT	UNIT PRICE	QTY.	TOTAL
Sub total				\$1,615,000

Overnight Facilities	UNIT	UNIT PRICE	QTY.	TOTAL
Bath houses	EA	\$360,000	1	\$360,000
Cabin sites	EA	\$400,000		\$0
Tent pad sites	EA	\$25,000	15	\$375,000
Sub total				\$735,000

Trails	UNIT	UNIT PRICE	QTY.	TOTAL
ADA 10' trails	MI	\$450,000		\$0
Stone dust trails	MI	\$50,000		\$0
Mountain biking / hiking trails	MI	\$3,500	0.8	\$2,800
Trailhead area	EA	\$5,000		\$0
Sub total				\$2,800

Signage & Furnishings	UNIT	UNIT PRICE	QTY.	TOTAL
Benches / trash cans / bike racks / dog stations	LS	\$50,000		\$0
Picnic tables / grills / fire rings	EA	\$2,500		\$0
Picture moment signage / art feature	EA	\$5,000		\$0
Interpretative signage	EA	\$2,000		\$0
Orientation signage	EA	\$3,000		\$0
Park entrance signage	EA	\$7,000		\$0
Wayfinding signage	EA	\$1,000		\$0
Sub total				\$0

Landscaping	UNIT	UNIT PRICE	QTY.	TOTAL
[1] Landscape planting	LS	\$10,000		\$0
[2] Landscape planting	LS	\$20,000	1	\$20,000
[3] Landscape planting	LS	\$50,000		\$0
[4] Landscape planting	LS	\$150,000		\$0
Open lawn areas	AC	\$13,000	0.50	\$6,500
Turf seeding near main roads / mowed areas	AC	\$13,000	1	\$13,000
Meadow area preparation and seeding	AC	\$22,000		\$0
Meadow area preparation and seeding	AC	\$22,000		\$0

Table 10 - Park Development and Operation Costs, Phase 3, continued

Landscaping	UNIT	UNIT PRICE	QTY.	TOTAL
Vegetative buffer / fence	LF	\$30		\$0
Sub total				\$39,500

Phase 3	QTY.	TOTAL
Sub total		\$3,093,300
A/E Fees	12%	\$371,196
Contingency	15%	\$463,995
TOTAL		\$3,930,000

*Note: This estimate is given in 2026 dollars. If any part of construction is done in subsequent years, cost may no longer be accurate. Costs include labor, materials, and overhead. Costs assume all work done by contractor.

FINANCIAL PRO FORMA

Staffing and Operational Needs

To ensure Mayo River State Park operates efficiently and safely, staffing must be scaled appropriately to match the park’s development and usage. As shown in the tables below, staffing needs are outlined to fully operate the park as the construction and operational phases are developed. The staffing plan has been developed to correspond with three phases of development of the park and the facilities included within each of these phases. This is a model that can be modified and altered as development of the park occurs and current DCR plans may change over the years of implementation of the park.

Permanent Full Time Staff Required By Phase

*Mayo River State Park FTE Phased Staffing Matrix	FTE Park Manager	FTE Asst. Park Manager-Operations	FTE Office Manager	FTE Office Assistant	FTE Chief Ranger- LE	FTE Chief Ranger- Visitor Experience	FTE Park Ranger- LE	FTE Park Ranger Maintenance	FTE Park Ranger Resource Management	Total # per phase
Phase 1 Development: Staff	1		1			1	1	1		5
Salaries w/ Benefits										\$489,757.00
Phase 2 Development: Staff	1		1	1	1		1	2		7
Salaries w/ Benefits										\$669,802.00
Phase 3 Development: Staff	1	1	1	1	1	1	1	3	1	11
Salaries w/ Benefits										\$1,034,306.00

Table 11 – Permanent Full Time Staff Required By Phase

Table 12 – Seasonal Staff Required By Phase

Mayo River State Park Seasonal Staffing	Total Numbers of Positions Needed	New Positions Added Each Phase	Total Hours*	Total Hours Added Each Phase	Total Salaries @ \$19.97/hour	Salaries Added Each Phase
Phase 1 Wage Staff	8	8	12,000	12,000	\$239,640.00	\$239,640.00
Phase 2 Wage Staff	15	7	22,500	10,500	\$449,325.00	\$209,685.00
Phase 3 Wage Staff	20	5	30,000	7,500	\$599,100.00	\$149,775.00

*Wage staffing based on 1,500 hours per staffer

Table 6 shows the expected full-time staff needed for Phase 1, Phase 2, and Phase 3. Table 7 shows the expected number of wage-based staff that will be needed to operate the park seasonally.

Additional expenses for park operations include standard costs for utilities, equipment and maintenance, materials, and supplies, and importantly for Mayo River State Park that will be relying on visitation from neighboring North Carolina, marketing. These costs are further detailed in the pro forma on the following page.

Projected Operational Proforma

Industry best practices and local circumstances drove the development of an operational model and business strategy that aligns with the expected development phases of the park, culminating in a project financial pro forma at each development phase.

Table 8 on the following page details the projected operational pro forma for both conservative and aggressive visitation projections as detailed within this business plan. These are projected as annual financial performance expectations based on the usage scenarios across all three phases of development. Given it is unknown when development phases will be complete, these are not projected as expected years of completion in the pro forma. It is known that Development Phase 2 will not be completed until years after Development Phase 1, and similarly Development Phase 3 will not be completed until some number of years after Development Phase 2. As a result, conservative usage levels at each phase of development and subsequent revenue generation are slightly higher than the previous phase.

Projected Operational Proforma for Conservative and Aggressive Projections by Development Phase

Table 13 – Development Phase 1 Complete

Expenses	Conservative	Aggressive
FTE Personnel	\$449,829	\$449,829
Wage/Seasonal Staff	\$180,000	\$180,000
Materials and Supplies	\$5,000	\$5,250
Equipment	\$5,000	\$5,250
Utilities	\$15,000	\$15,750
Marketing	\$1,000	\$1,050
Maintenance	\$18,000	\$18,900
Miscellaneous	\$7,500	\$7,875
Subtotal	\$681,329	\$683,904

Revenues	Conservative	Aggressive
Parking	\$105,000	\$196,000
Camping	\$76,650	\$112,385
Cabins	-	-
Equipment Rental	-	-
Picnic Shelter Rental	\$30,000	\$25,500
Additional Ancillary / Support Programs and Services	\$12,000	\$18,000
Subtotal	\$223,650	\$351,885
Total	\$457,679	\$332,019
Cost Recovery Percent	33%	51%
Required Loss Coverage	\$457,679	\$332,019

Table 14 – Development Phase 2 Complete

Expenses	Conservative	Aggressive
FTE Personnel	\$755,550	\$755,550
Wage/Seasonal Staff	\$337,500	\$337,500
Materials and Supplies	\$10,000	\$10,500
Equipment	\$10,000	\$10,500
Utilities	\$20,000	\$21,000

Table 14 - Development Phase 2 Complete, continued

Expenses	Conservative	Aggressive
Marketing	\$10,000	\$10,500
Maintenance	\$20,000	\$21,000
Miscellaneous	\$10,000	\$10,500
Subtotal	\$1,173,050	\$1,177,050

Revenues	Conservative	Aggressive
Parking	\$110,250	\$205,800
Camping	\$76,650	\$112,385
Cabins	\$345,622	\$431,941
Equipment Rental	-	-
Picnic Shelter Rental	\$30,000	\$25,500
Additional Ancillary / Support Programs and Services	\$8,000	\$12,000
Subtotal	\$570,522	\$787,626
Total	\$602,528	\$389,424
Cost Recovery Percent	49%	67%
Required Loss Coverage	\$602,528	\$389,424

Table 15 – Development Phase 3 Complete

Expenses	Conservative	Aggressive
FTE Personnel	\$1,249,838	\$1,249,838
Wage/Seasonal Staff	\$450,000	\$450,000
Materials and Supplies	\$10,815	\$11,356
Equipment	\$14,000	\$14,700
Utilities	\$30,000	\$31,500
Marketing	\$13,000	\$13,650
Maintenance	\$25,000	\$26,250
Miscellaneous	\$10,605	\$11,135
Subtotal	\$1,803,258	\$1,808,429

Revenues	Conservative	Aggressive
Parking	\$120,173	\$269,598
Camping	\$83,549	\$109,449
Cabins	\$387,903	\$484,782

Table 15 - Development Phase 3 Complete, continued

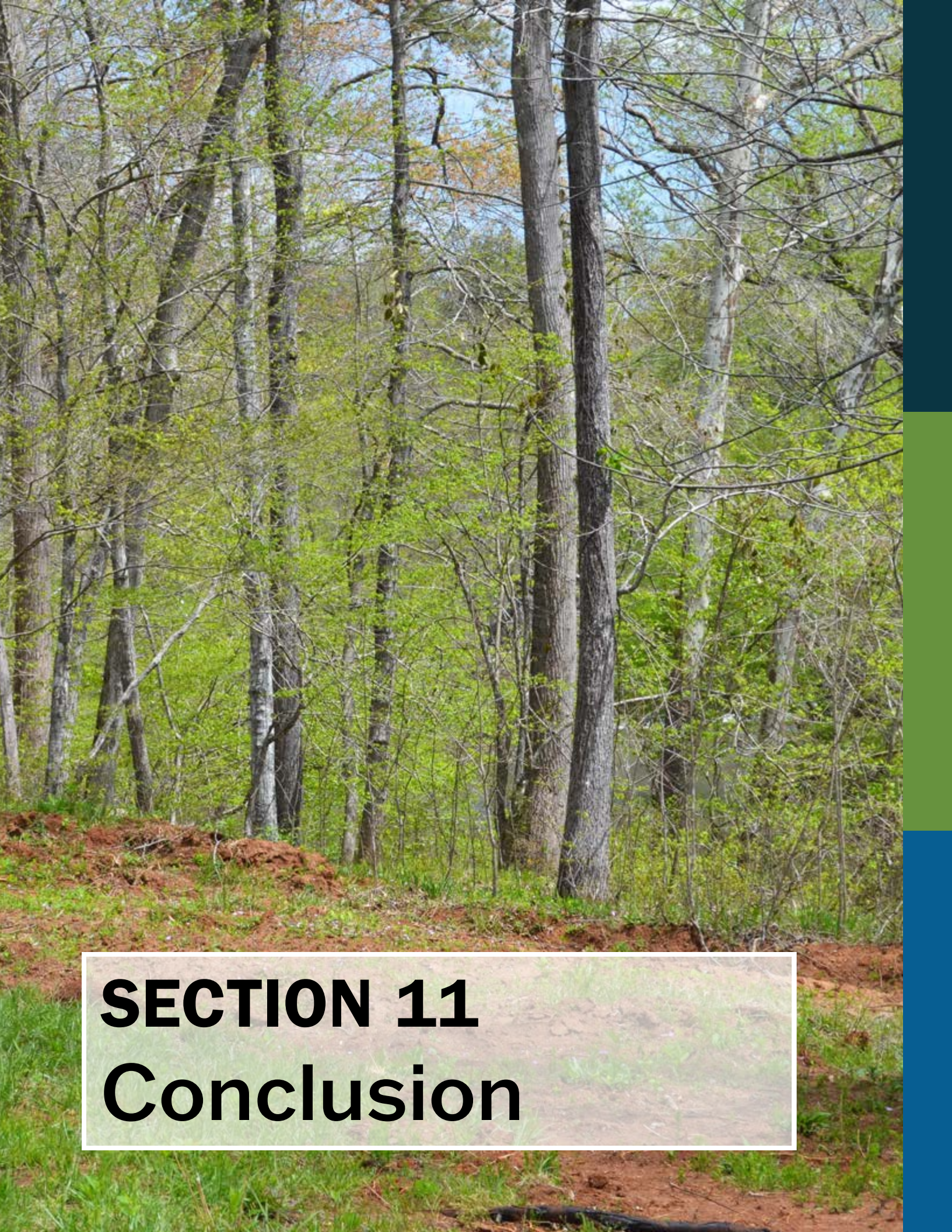
Revenues	Conservative	Aggressive
Equipment Rental	-	-
Picnic Shelter Rental	\$32,700	\$27,795
Additional Ancillary / Support Programs and Services	\$12,000	\$18,000
Subtotal	\$636,324	\$909,624
Total	\$1,166,934	\$898,805
Cost Recovery Percent	35%	50%
Required Loss Coverage	\$1,166,934	\$898,805

One method to examine financial operation is by looking at a cost recovery percentage. This is the ratio of earned revenue to operating expenses. If the number is less than 100%, it means that the facility is operating at a loss and requires external funding to maintain its operation. It is standard for Virginia State Parks to operate at a loss, supplementing revenue generated at the park with state funding in order to provide this essential service to the public.

The projected operating pro forma for Mayo River State Park indicates the potential to operate at 33%-51% cost recovery (recovery of operating expenses by earned revenues) with the completion of Development Phase 1. Similarly, this pro forma indicates Mayo River State Park has the potential to operate at 49%-67% cost recovery with the completion of Development Phase 2, and at 35%-50% with the completion of Development Phase 3. This range is within the standard parameters set by DCR for state park operation. Virginia state parks, on average, are 55% self-funded through revenue generation in the parks while 45% of funding comes from the General Assembly. So in addition to the parks' primary values of conservation, preservation, and recreation to the citizens of the Commonwealth, they are also a good economic value.

The results of these analysis and business plan indicate that Mayo River State Park is not only going to provide tremendous quality of life and economic value to the local region, but also can be operated with sound business principles and defensible financial performance measures, in keeping with operational standards of the state park system. This is a visionary project that will provide both tangible and intangible benefits to local residents and visitors to the area, and further promote the local region as a viable eco and adventure tourism destination.

Refer to the *Mayo River State Park Market Analysis and Business Plan* in the Appendix for all details.



SECTION 11
Conclusion



Figure 71 – Wildflowers, mushrooms, and turtles found at the site of Mayo River State Park

11. CONCLUSION

The Master Plan for Mayo River State Park outlines a phased approach to developing recreational and operational infrastructure that reflects both current needs and anticipated future growth. The plan recommends enhancements to visitor amenities, staff facilities, and operational systems to support the park’s evolving role as a regional destination for outdoor recreation and nature-based tourism. These recommendations are grounded in a thorough analysis of the park’s natural and cultural resources, regional demographics, visitor expectations, national recreation trends, regional market assessment, and the types of experiences Mayo River State Park is uniquely positioned to offer.

The phased development strategy provides a flexible yet comprehensive framework for implementation over the next 30 years, with each phase designed to be executed holistically and responsively to changing conditions and funding availability. As development progresses, future updates to the master plan will ensure that long-term needs are met in alignment with the mission of Virginia State Parks. Mayo River State Park stands poised to deliver lasting recreational, educational, and economic benefits to the community, while honoring the stewardship values and operational standards of the state park system.

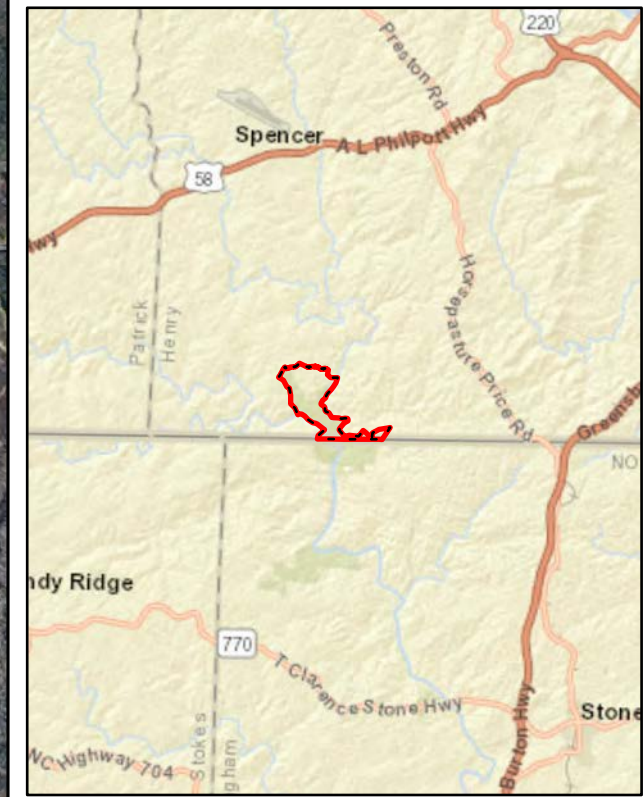


Figure 72 – Mayo River

APPENDIX A

Environmental

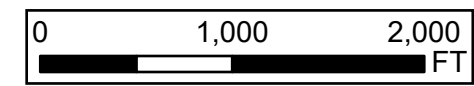
Desktop Review



 STUDY AREA (637 AC)

NOTES:

CREDITS: VBMP AERIAL IMAGERY, VITA, VDOT, NCDOT, VGIN, ESRI, HERE, GARMIN, INCREMENT P, NGA, USGS, OPENSTREETMAP, TOMTOM, NPS

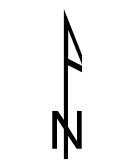


1 IN = 1,000 FT

MAYO RIVER STATE PARK
HENRY COUNTY, VA

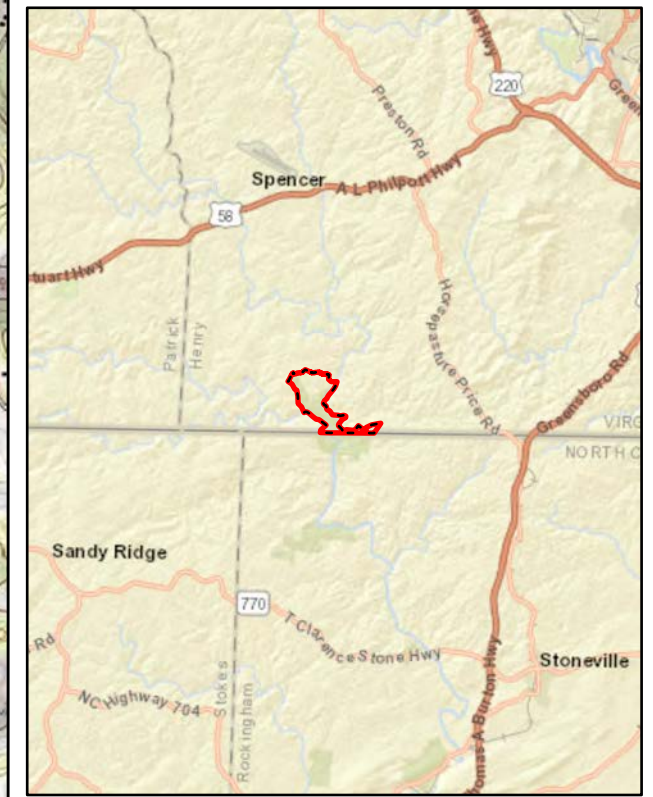
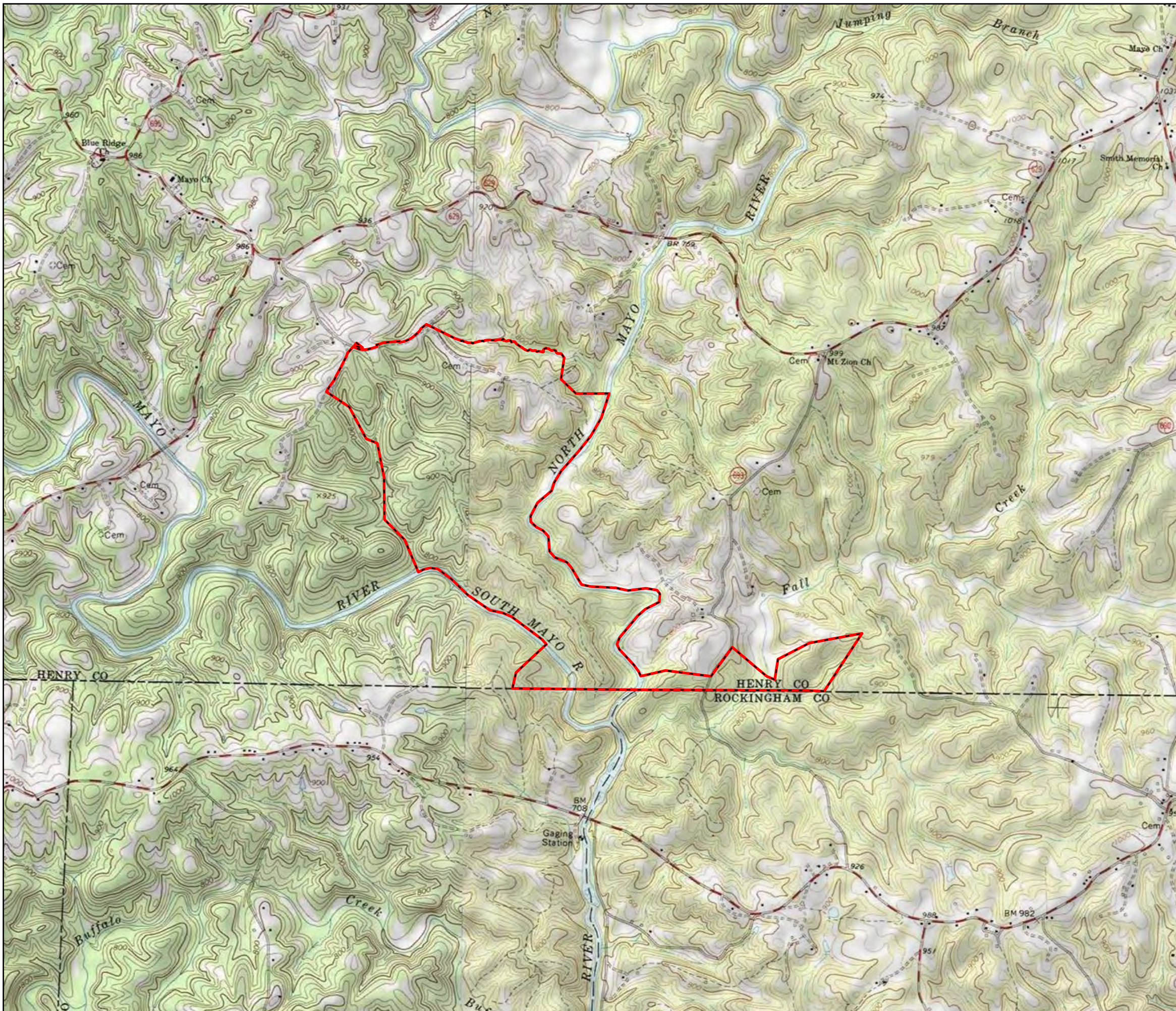
2011 VBMP AERIAL
PHOTOGRAPH

Kimley»Horn



DATE:
07-31-2024

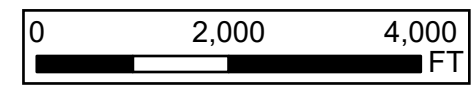
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 STUDY AREA (637 AC)

NOTES:

CREDITS: USA TOPOGRAPHY MAPS, VGIN, VBMP AERIAL IMAGERY, VITA, ESRI, HERE, INCREMENT P, NGA, USGS, OPENSTREETMAP, NPS



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MAYO RIVER STATE PARK
HENRY COUNTY, VA

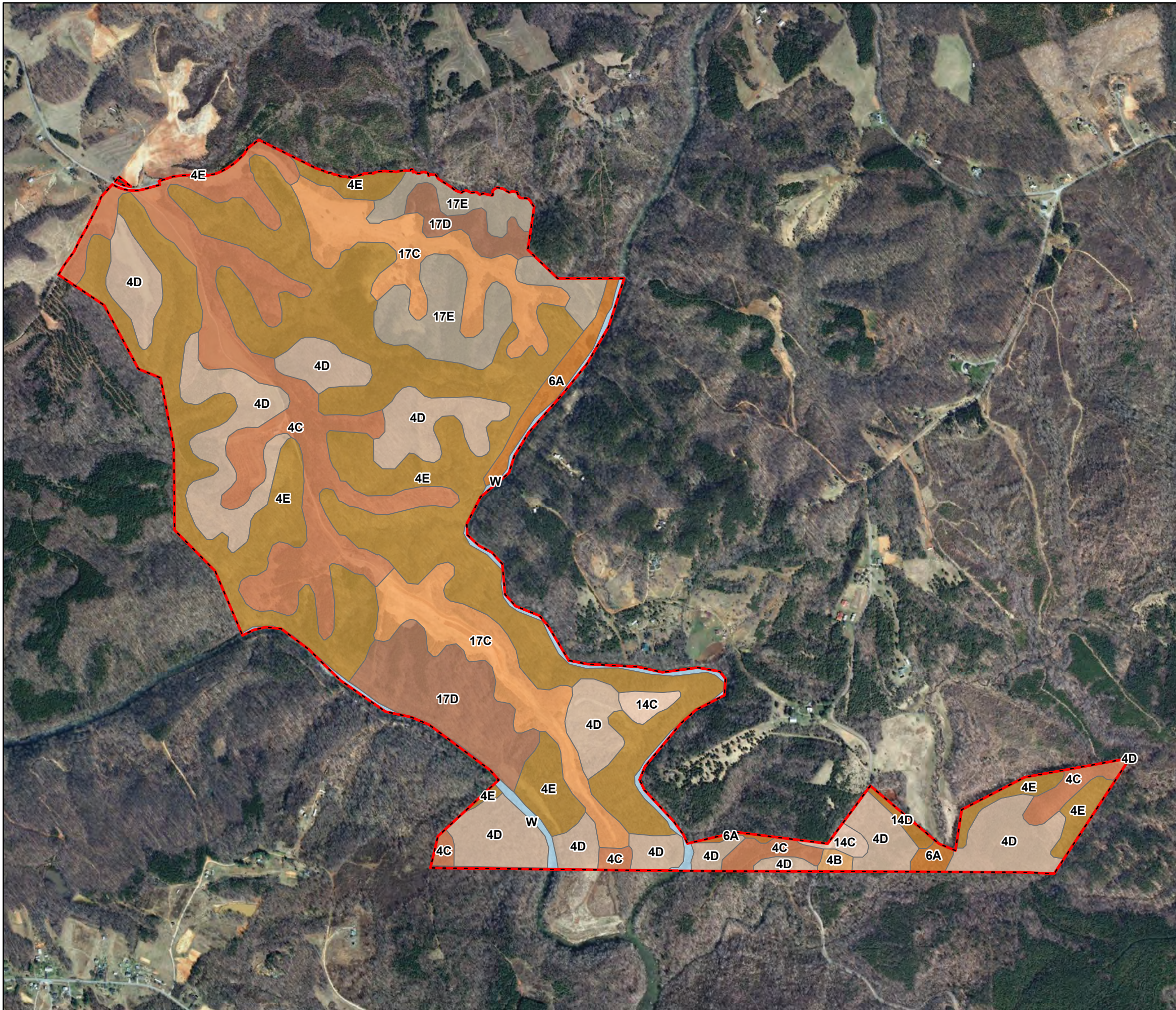
TOPOGRAPHIC VICINITY

Kimley  Horn



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07-31-2024

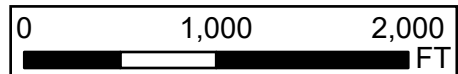
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2



- STUDY AREA (637 AC)
- SOIL**
- 14C: MINNIEVILLE LOAM
- 14D: MINNIEVILLE LOAM
- 17C: ORENDA-SPRIGGS COMPLEX
- 17D: ORENDA-SPRIGGS COMPLEX
- 17E: ORENDA-SPRIGGS COMPLEX
- 4B: CLIFFORD SANDY LOAM
- 4C: CLIFFORD SANDY LOAM
- 4D: CLIFFORD SANDY LOAM
- 4E: CLIFFORD SANDY LOAM
- 6A: COLVARD FINE SANDY LOAM
- WATER

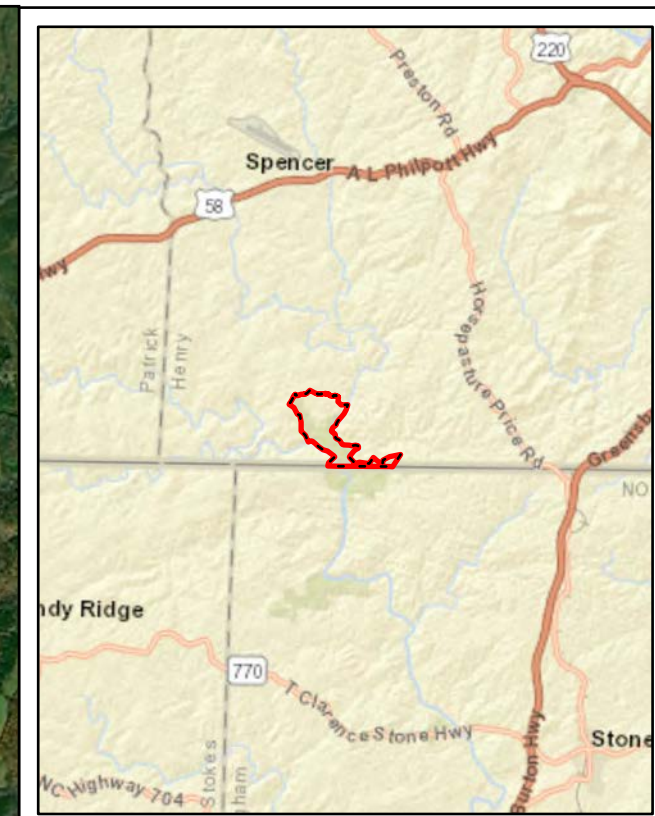
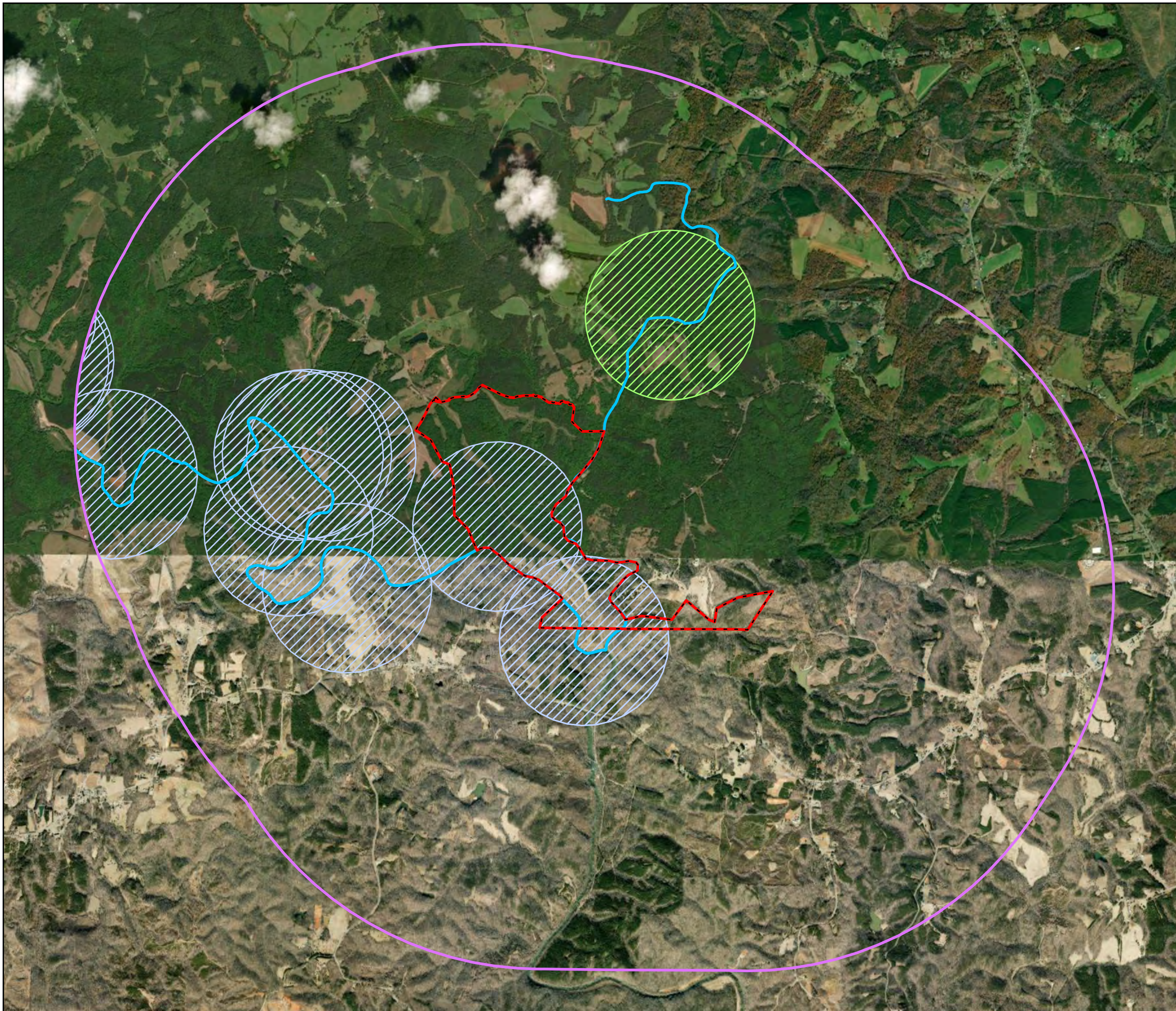
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CREDITS: USDA NRCS WEB SOIL SURVEY, VGIN, VBMP AERIAL IMAGERY, VITA, ESRI, HERE, INCREMENT P, NGA, OPENSTREETMAP, NPS



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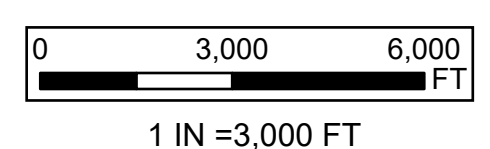


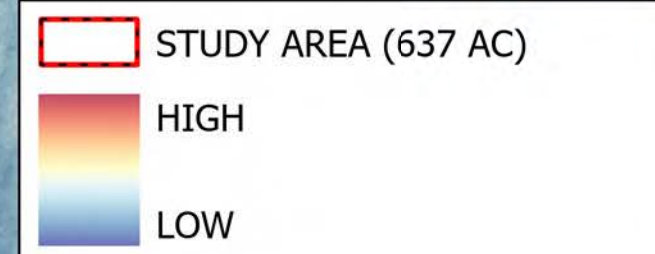
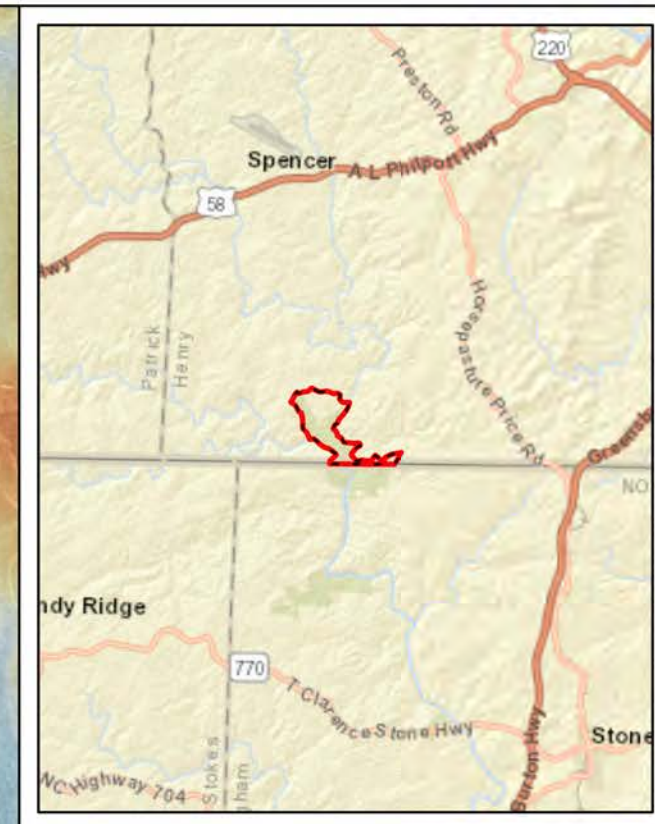
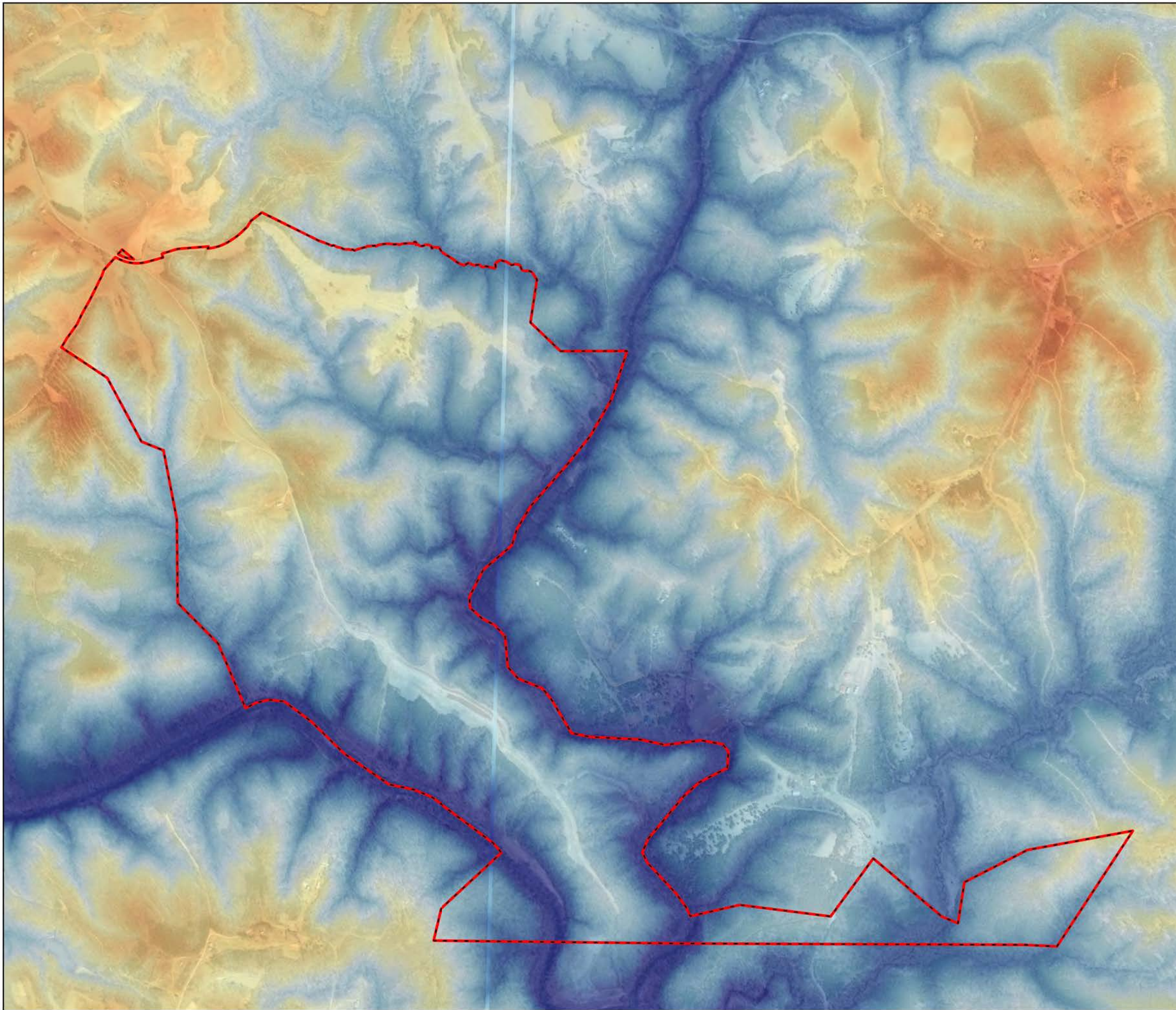


- STUDY AREA (637 AC)
- 2 MILE BUFFER
- THREATENED AND ENDANGERED WATERS
- FEDERAL OR STATE LISTED SPECIES
- ORANGEFIN MADTOM
- JAMES SPINY MUSSEL

NOTES:

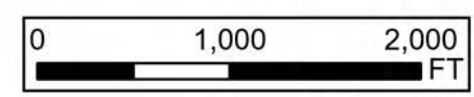
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NOTES:

CREDITS: USGS 2014 LIDAR DATA, VGIN, VBMP AERIAL IMAGERY, VITA, ESRI, HERE, INCREMENT P, NGA, OPENSTREETMAP, NPS



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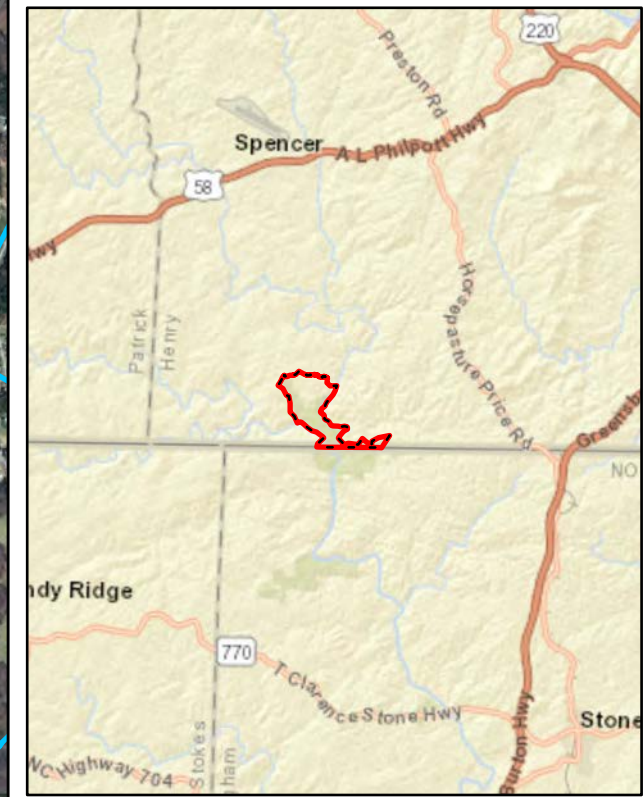
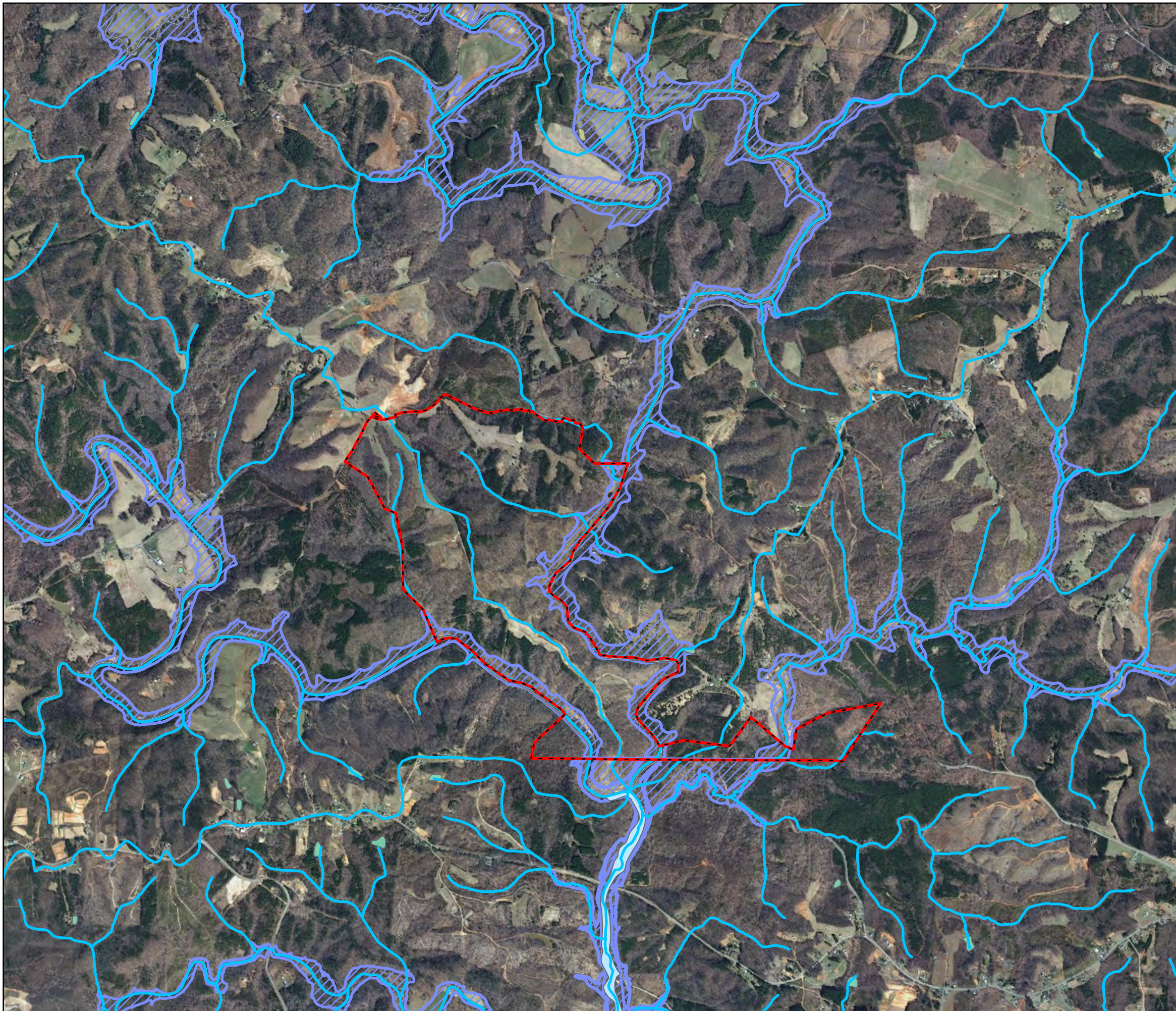
**MAYO RIVER STATE PARK
HENRY COUNTY, VA**

LIDAR MAP

Kimley»Horn

DATE:
07-31-2024

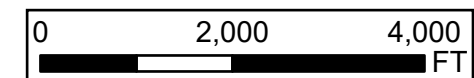
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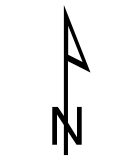
- STUDY AREA (637 AC)
- NHD FLOWLINE
- WETLAND TYPE
- FRESHWATER EMERGENT WETLAND
- FRESHWATER FORESTED/SHRUB WETLAND
- FRESHWATER POND
- RIVERINE
- FEMA FLOOD ZONE HENRY COUNTY
- FEMA FLOOD ZONE ROCKINGHAM COUNTY

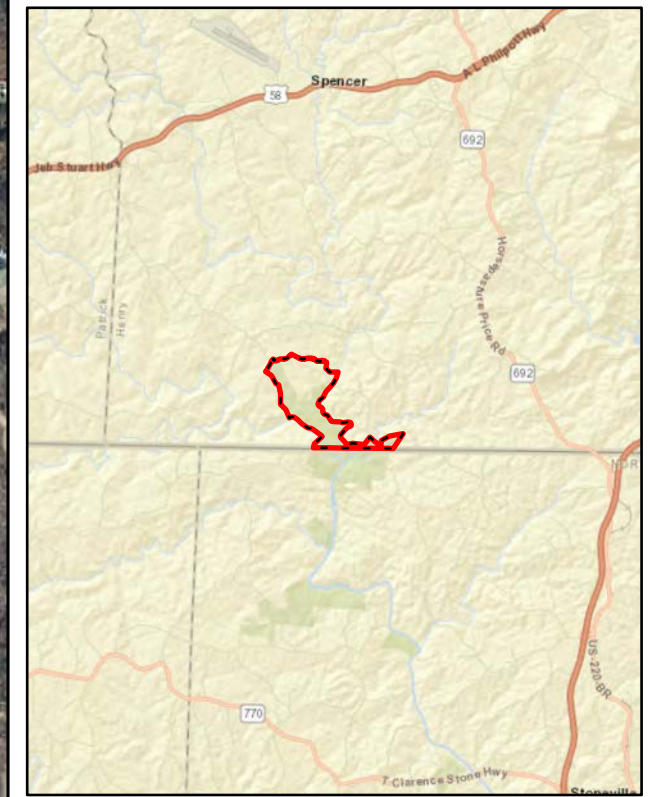
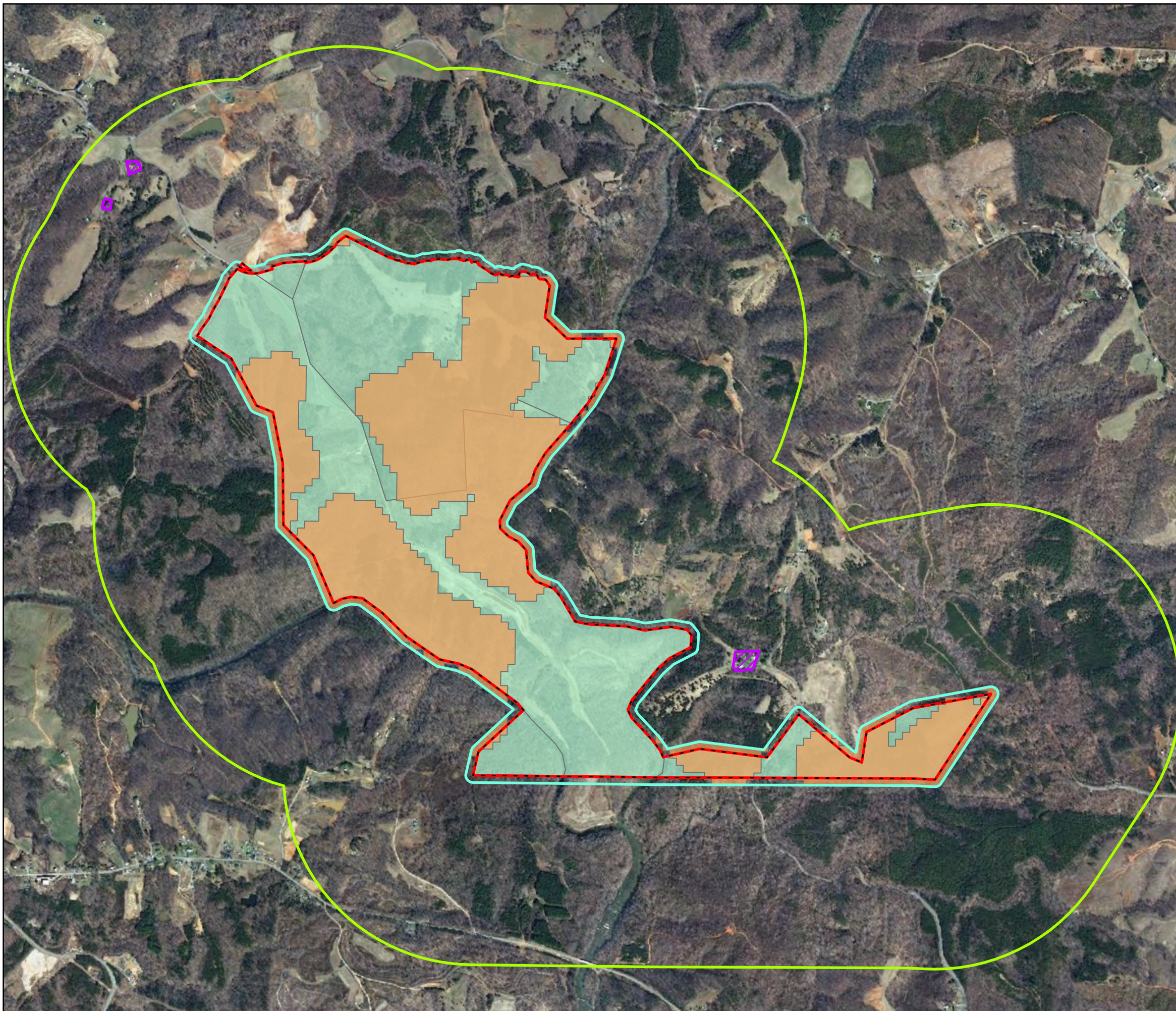
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 THE CENTRAL NHD FLOWLINE THAT FOLLOWS ALONGSIDE THE TRAIL LINE, BISECTING THE STUDY AREA, APPEARS TO BE OFFSET FROM AVAILABLE LIDAR DATA.

CREDITS: FEMA, NHD, NWI, VGIN, VBMP AERIAL IMAGERY, VITA, ESRI, HERE, GARMIN, INCREMENT P, NGA, USGS, OPENSTREETMAP, TOMTOM, NPS, US CENSUS BUREAU



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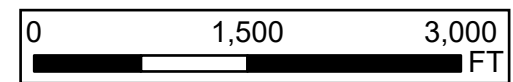




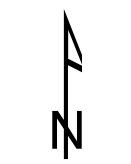
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- VCRIS ARCHITECTURE
- VDCR ECOLOGICAL CORES
- VDCR CONSERVATION LANDS

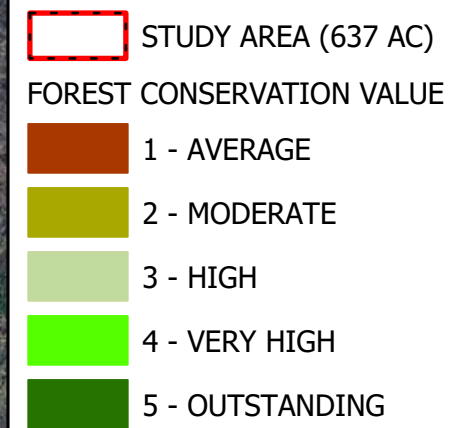
NOTES:
 DEQ: NO HAZMAT PRESENT IN REVIEW AREA

CREDITS: VCRIS, DHR, DCR, DEQ, VGIN, VBMP AERIAL IMAGERY, VITA, ESRI, HERE, INCREMENT P, NGA, USGS, OPENSTREETMAP, NPS



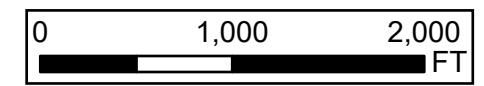
1 IN = 1,500 FT





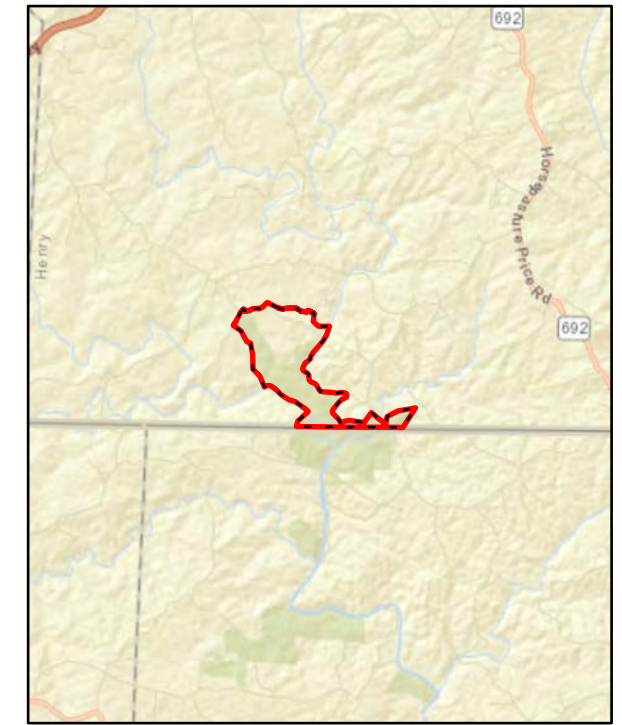
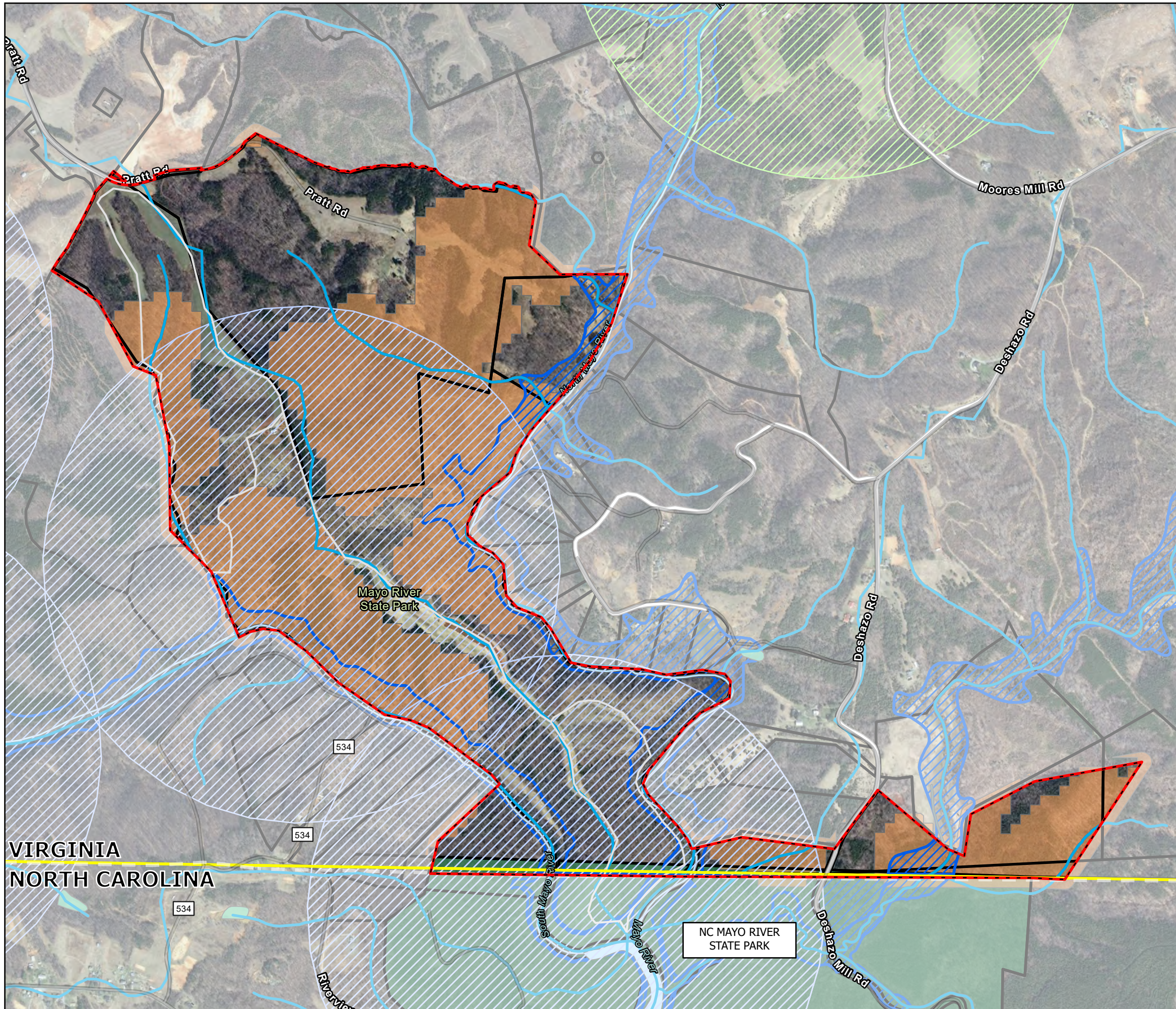
NOTES:
 THE MAJORITY OF THE SITE ISN'T INCLUDED
 IN THE GIS DATA BUT IS CONSIDERED ALREADY
 CONSERVED LANDS BY FCV AS OF 2020

CREDITS: VDOF, VGIN, VBMP AERIAL IMAGERY, VITA, ESRI, HERE,
 INCREMENT P, NGA, USGS, OPENSTREETMAP, NPS



1 IN = 1,000 FT

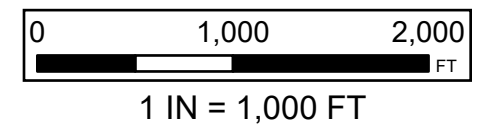




- STUDY AREA (637 AC)
- STATE LINE
- ROADS
- TRAILS
- NHD FLOWLINE
- FEDERAL OR STATE LISTED SPECIES
 - ORANGEFIN MADTOM
 - JAMES SPINYMUSSSEL
- WETLAND TYPE
 - FRESHWATER EMERGENT WETLAND
 - FRESHWATER FORESTED/SHRUB WETLAND
 - FRESHWATER POND
 - RIVERINE
 - FEMA FLOOD ZONE HENRY AND ROCKINGHAM COUNTY
- VA AND NC PARCELS
- VDCR ECOLOGICAL CORES
- NC MAYO PARK

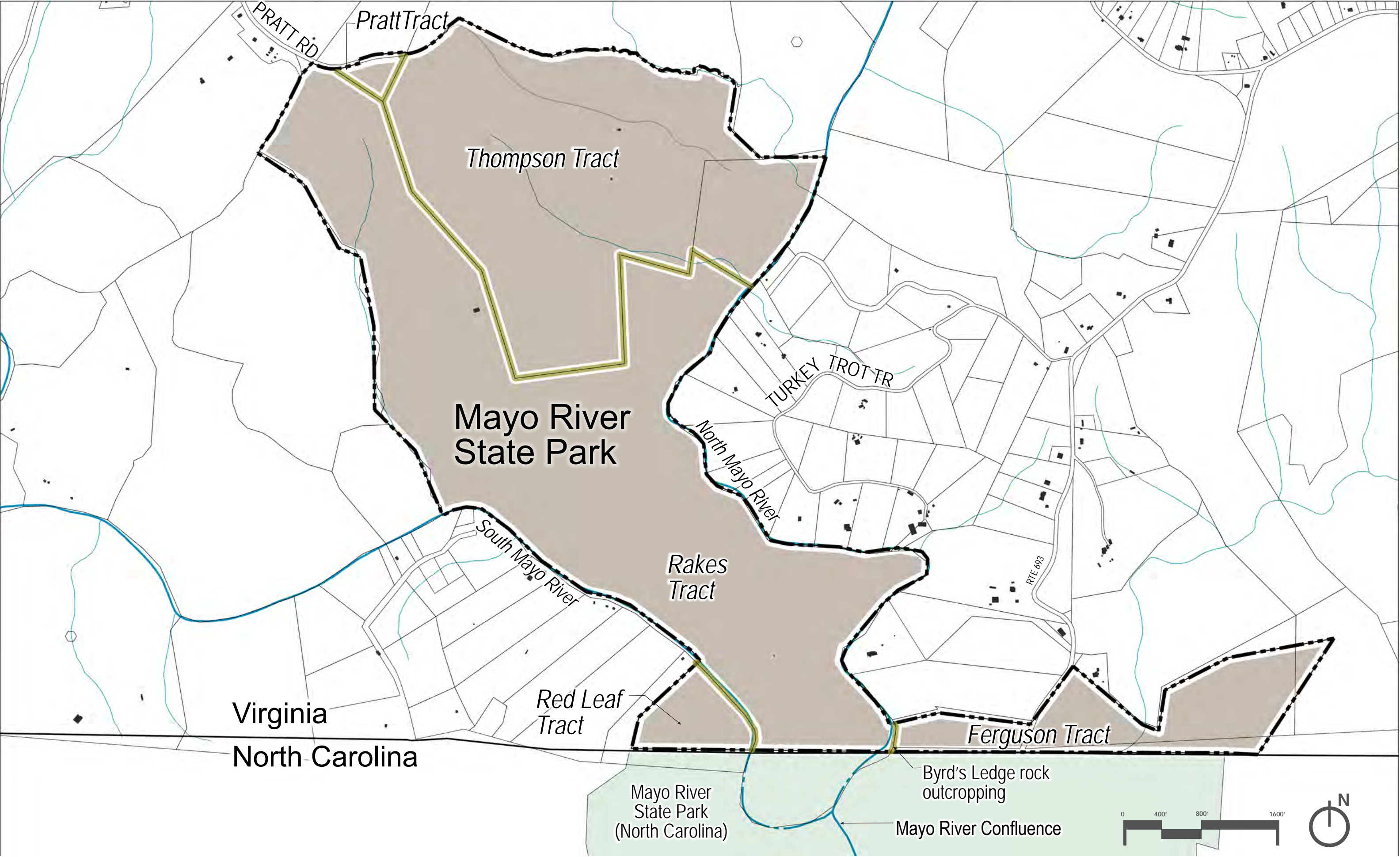
NOTES:

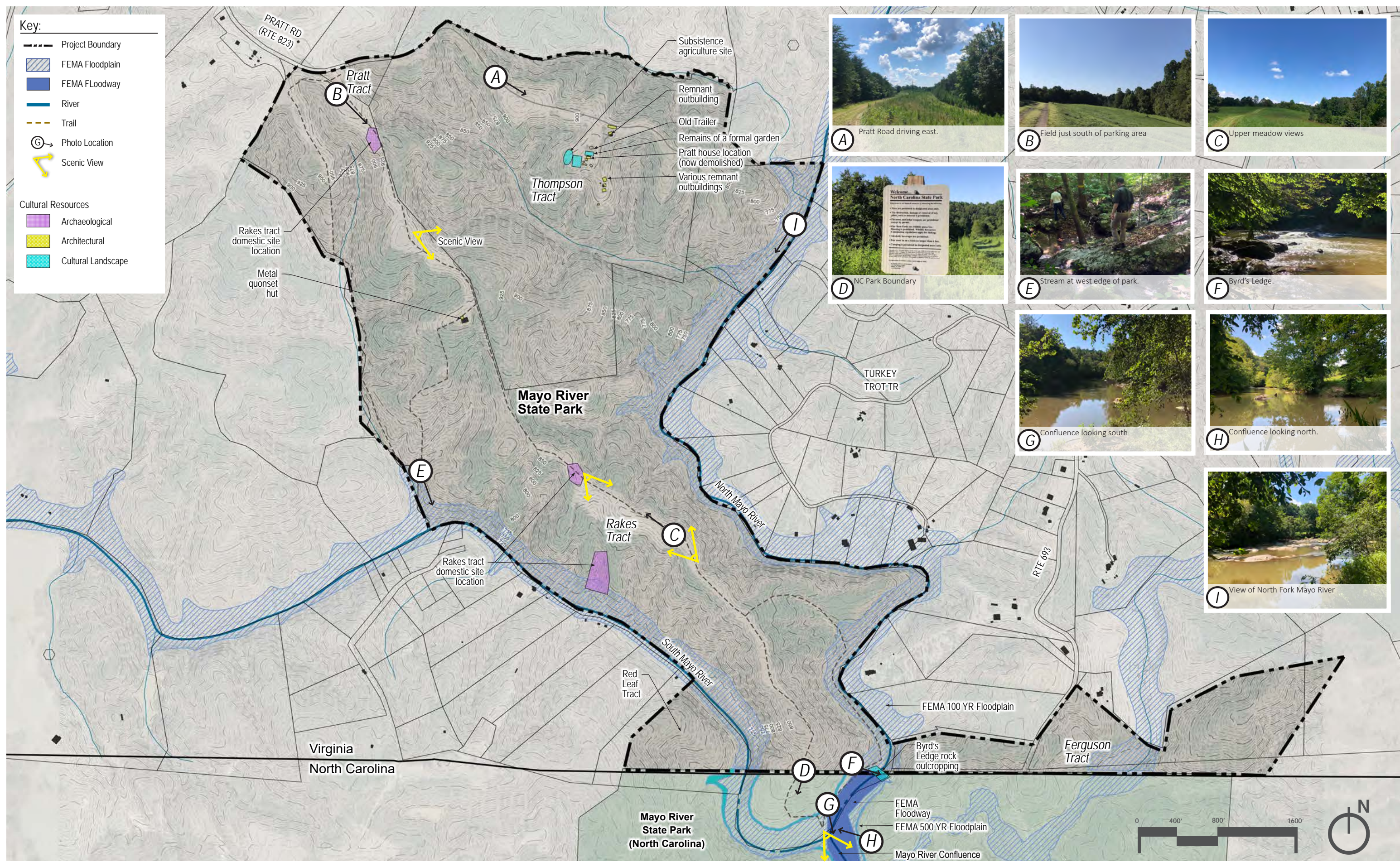
CREDITS: FEMA, DWR, DCR, NHD, NWI, VGIN, VDOT, NCDOT, HENRY COUNTY PARCEL DATA, ROCKINGHAM COUNTY DATA, VBMP AERIAL IMAGERY, VITA, ESRI, HERE, GARMIN, INCREMENT P, NGA, USGS, OPENSTREETMAP, TOMTOM, NPS, US CENSUS BUREAU



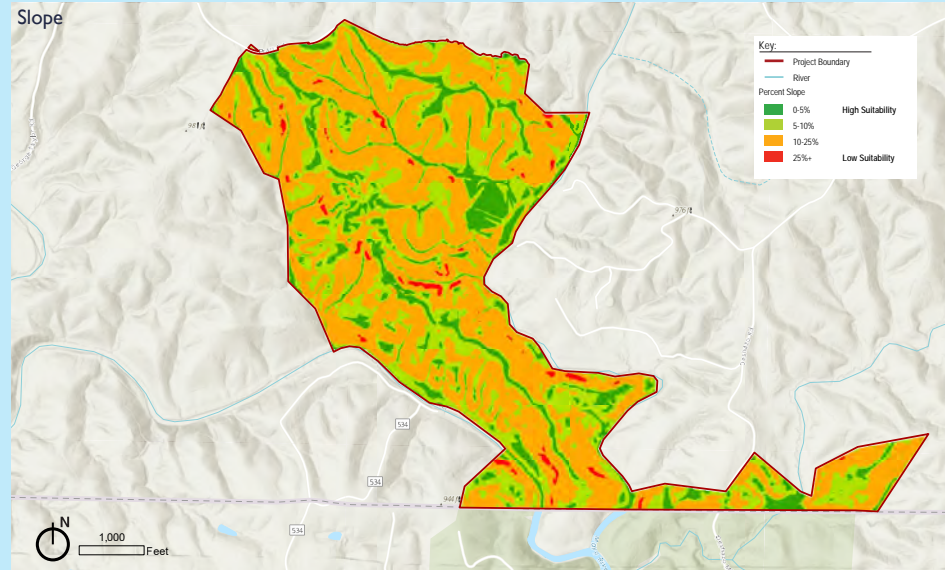
APPENDIX B

Site Assessment Mapping

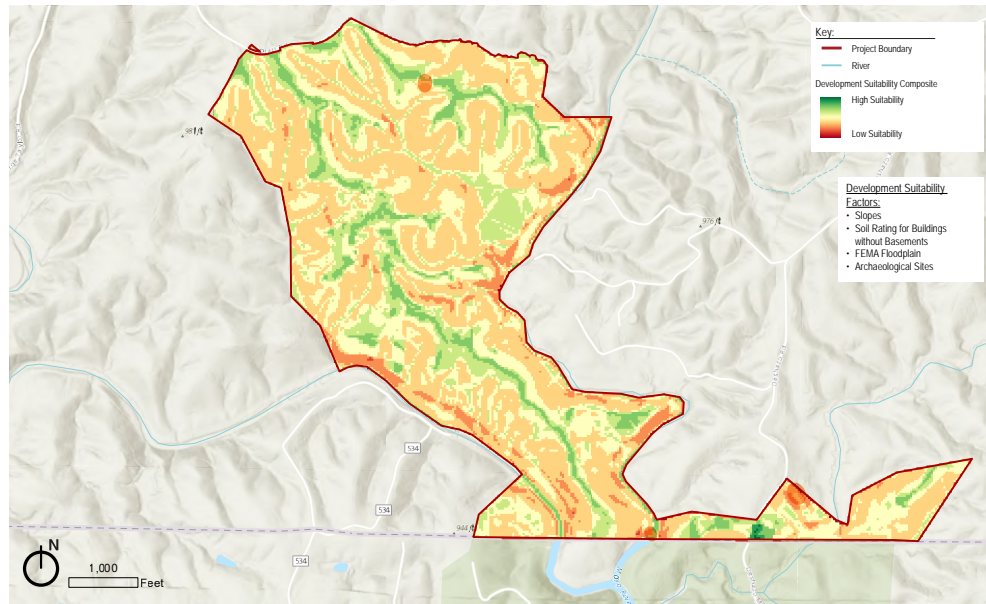




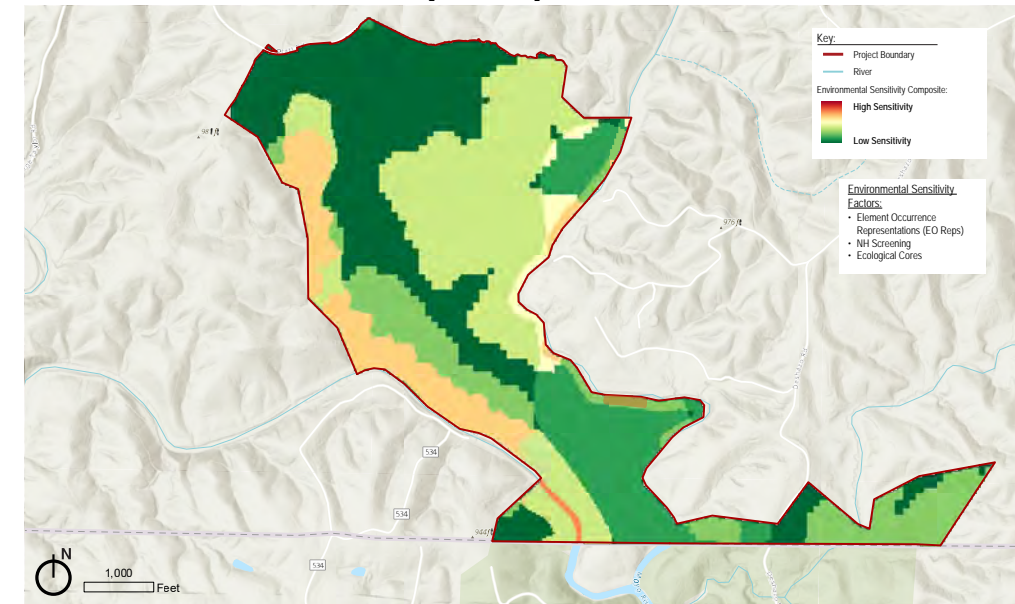
Development Suitability Factors:



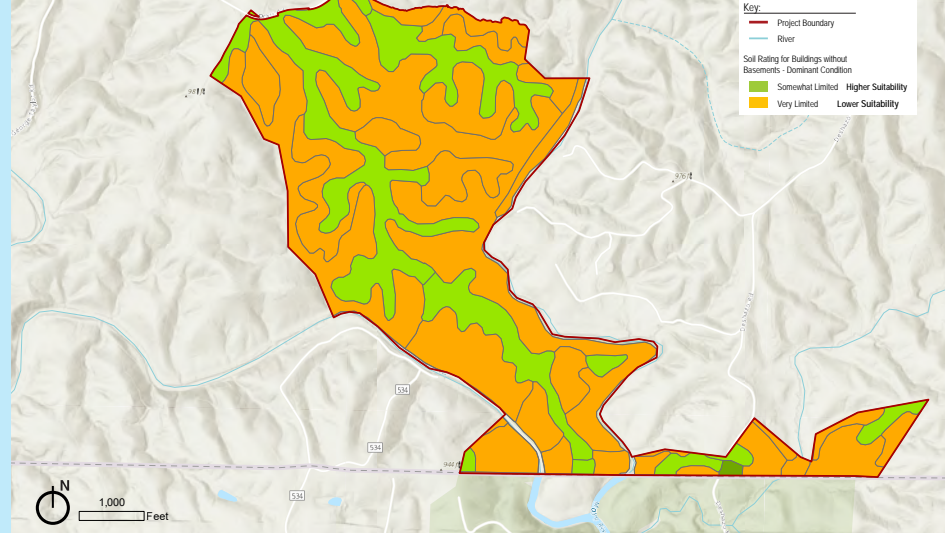
Development Suitability Composite:



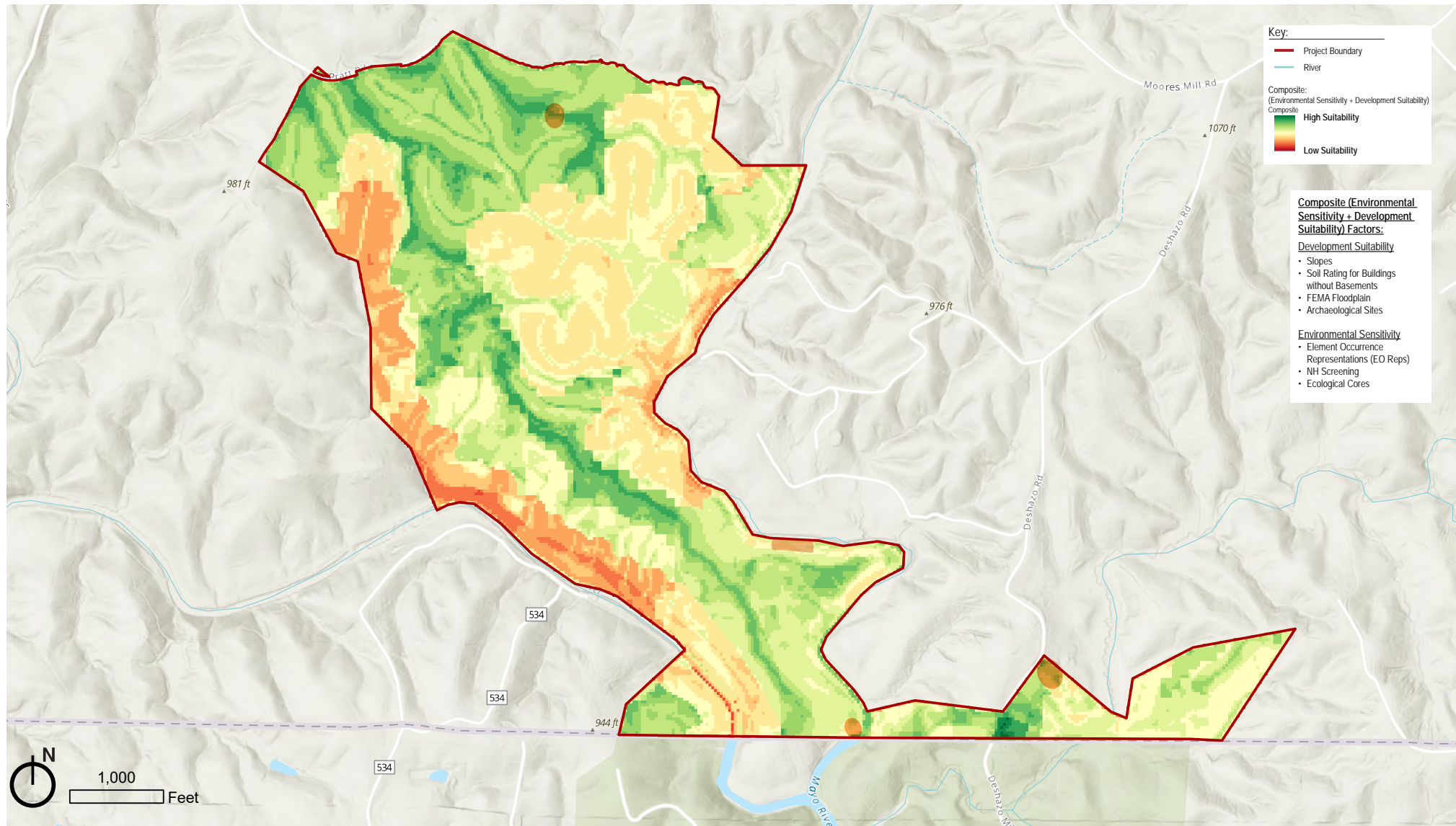
Environmental Sensitivity Composite:



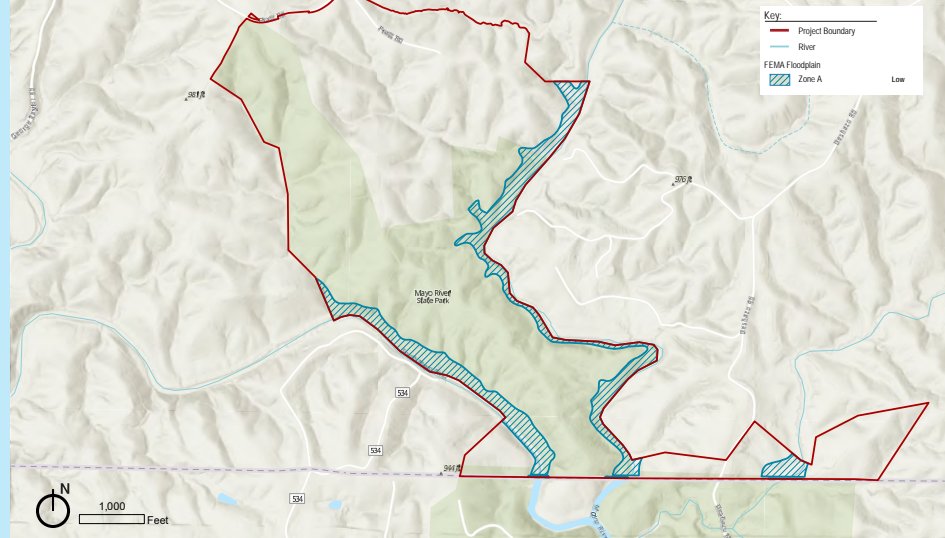
Soils- Buildings without Basements

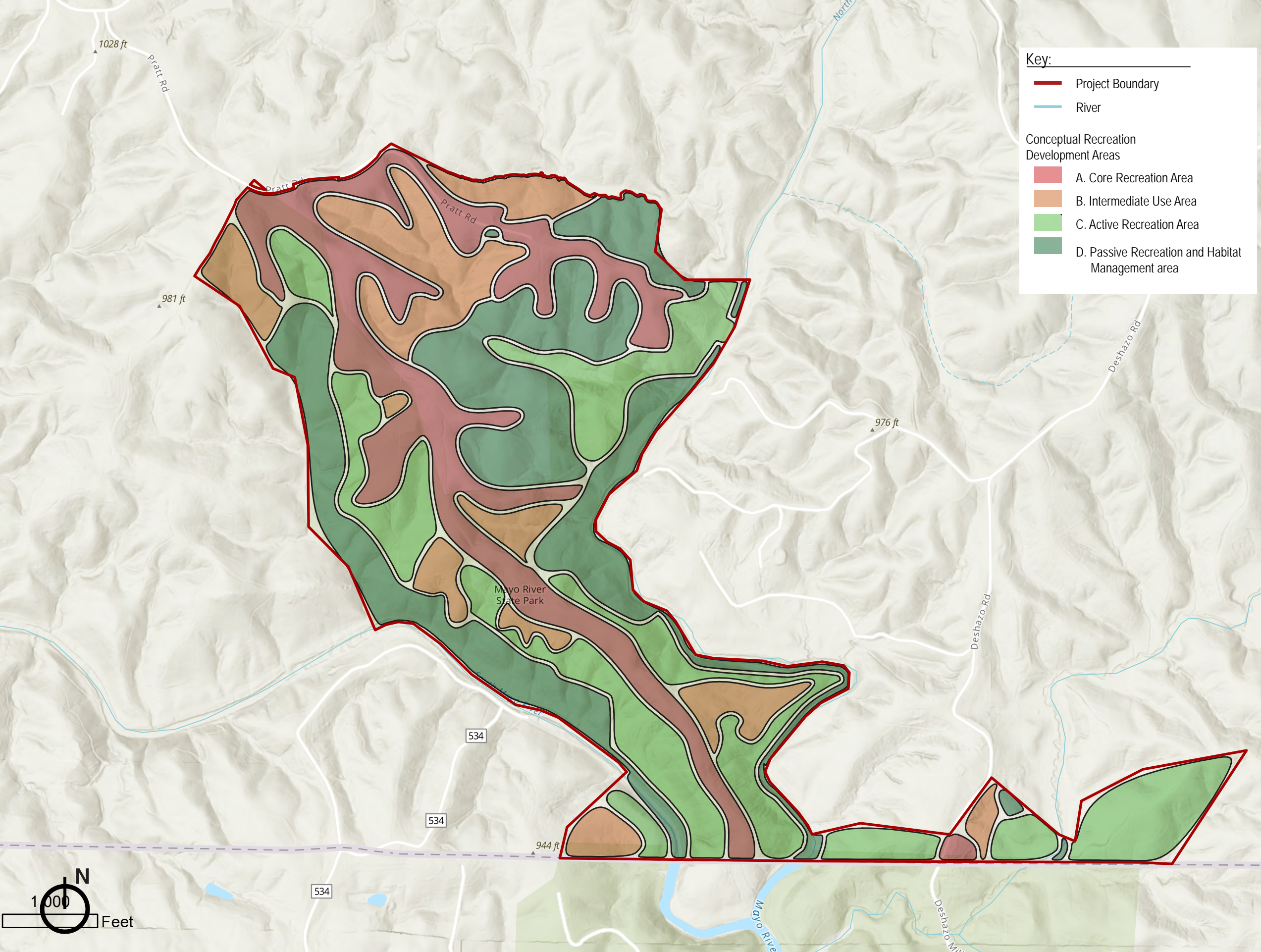


Development Suitability + Environmental Sensitivity:



Floodplain





Key:

- Project Boundary
- River

Conceptual Recreation Development Areas

- A. Core Recreation Area
- B. Intermediate Use Area
- C. Active Recreation Area
- D. Passive Recreation and Habitat Management area

Conceptual Recreational Development Areas:

A. Core Recreation Area:
 This area includes primary vehicular access, a visitor center, support buildings, campgrounds with full utility hookups, RV campgrounds, cabins, large group picnic facilities, and a nature center. It serves as the central, high-use area with comprehensive amenities designed for large-scale visitation.

- Amenities may include:
- Primary access roads
 - Visitor Center & Support Buildings
 - Campgrounds with full amenities
 - RV Campgrounds
 - Cabins
 - Picnic Pavilions

B. Intermediate Use Area:
 Characterized by limited road access and primitive roadway conditions, this area provides ADA-compliant parking, dispersed cabin accommodations, tent campgrounds, and both paved and soft surface hiking trails. It offers a moderate level of development aimed at balancing visitor access with natural resource preservation.

- Amenities may include:
- Limited Access Roads
 - Primitive Roads
 - ADA Parking
 - Dispersed Cabins
 - Tent Campgrounds
 - Paved Trails
 - Hiking Trails

C. Active Recreation Area:
 A corridor dedicated to high-intensity, non-motorized recreation such as hiking trails and water access for canoeing and kayaking. The walk-in campgrounds and trail systems in this zone support more physically demanding and self-reliant activities.

- Amenities may include:
- Walk-in Campground
 - Gravel Walking Trails
 - Hiking Trails

D. Passive Recreation and Habitat Management Area:
 This zone is reserved for low-impact, passive recreation with no vehicular access. It features remote hiking trails and focuses on minimal human disturbance, providing opportunities for wilderness exploration and ecological conservation.

- Amenities may include:
- Primitive Hiking Trails
 - Natural Preserve
 - Canoe / Kayak Launch*

Note:
 *Canoe and kayak launches are expected to be situated within Passive Recreation and Habitat Management Areas due to the need for river access, especially along the south fork of the Mayo River, where water levels are generally more favorable. The development of these launches will require careful consideration to balance recreational access with the preservation of natural resources, ensuring minimal environmental impact while providing suitable facilities for canoe and kayak users.

APPENDIX C

Online Public Survey Results

PUBLIC NEED AND GOALS SURVEY RESULTS

(December 2024 – January 2025)

As part of the planning process for Mayo River State Park (MRSP), the general public was surveyed to identify their goals and priorities for the park’s development. The survey results will be incorporated into the programming and conceptual design of the park, alongside input from the Virginia Department of Conservation and Recreation (DCR), site evaluation and mapping, feedback from Advisory Committee workshops, and stakeholder survey responses.

Methodology

The public was invited to complete an online survey via the SurveyMonkey platform to assess regional programming needs and goals for the MRSP site. The survey was open from December 16, 2024, through January 19, 2025, and received responses from 557 members of the public and six members of the Advisory Committee. The survey was promoted at the Mayo River State Park public information meeting on December 16, 2024, and through DCR’s social media platforms.

Results Summary

The following are key findings from the survey:

- **Frequent Park Visitation:** Virginia State Parks see high visitation, with nearly 95% of respondents visiting at least once in the past year and over 85% visiting three or more times annually. Additionally, nearly a quarter visit more than 12 times per year, demonstrating strong public familiarity and engagement with state parks.
- **Unique Park Themes:** The public identified the park’s defining features as
 - (1) access to the Mayo River,
 - (2) scenic views within the site,
 - (3) biodiversity in the Mayo River and surrounding area, and
 - (4) rare and endangered species and unique ecological areas.

Additionally, respondents highlighted the history of the indigenous Sappony and Monacan peoples as an essential aspect of the park’s identity. The Advisory Committee shared two of these priorities—access to the Mayo River and the site’s indigenous history—but also emphasized the park’s shared border with North Carolina’s state park system and the significance of Byrd’s Ledge.

- **Facility Preferences:** The most desired facilities align with regional recreation needs, prioritizing hiking trails, tent camping, and water access for fishing. Both the public and Advisory Committee surveys indicated minimal demand for large group facilities such as a conference center and rental cabins, as well as niche amenities like disc golf and splash pads. However, there were some differences in priority rankings—for example, the public placed the Nature Center and Visitors Center among the top five facilities, whereas the Advisory Committee ranked them lower, at 18th and 25th, respectively.
- **Regional Impact:** The most desired community benefits from Mayo River State Park include increased recreational opportunities for residents, higher visitation to the area, and integration with local schools. The Advisory Committee survey echoed these priorities but placed greater

emphasis on supporting and expanding local businesses, ranking it second compared to the public survey's fifth-place ranking.

- **Primary Goals:** The top three priorities for the park, as identified by both the public survey, and the Advisory Committee are:
 1. Protect, conserve, and enhance the Mayo River and the park's natural and scenic resources.
 2. Provide a range of overnight and day-use recreational opportunities.
 3. Serve as a model of environmentally sensitive design, incorporating green architecture, low-impact site planning, and best practices in environmental stewardship. Both the public and Advisory Committee surveys ranked the preservation and enhancement of natural resources as the #1 goal, with all goal options receiving varying levels of support.

Purpose Statement and Vision

When asked to contribute ideas for the park's purpose statement, respondents provided a variety of key themes that should be reflected in the final statement. Conservation and preservation were at the forefront, with phrases like "protect natural resources" and "preserve the environment" commonly cited. The importance of providing recreational opportunities was also a strong theme, with terms like "outdoor recreation" and "multi-day activities" appearing frequently.

Additionally, respondents emphasized the value of education, particularly in environmental and historical contexts. Phrases such as "education about nature and history" and "environmental education" were highlighted as essential components of the park's mission. Community connection was also a key theme, with many expressing a desire for the park to be a space for local families and regional cooperation, as reflected in phrases like "building community" and "connecting with nature."

Finally, sustainability and low-impact design were recurring elements in respondents' input, with phrases like "sustainable development" and "eco-tourism" suggesting a strong desire for the park to maintain its natural beauty while offering enriching experiences for all visitors.

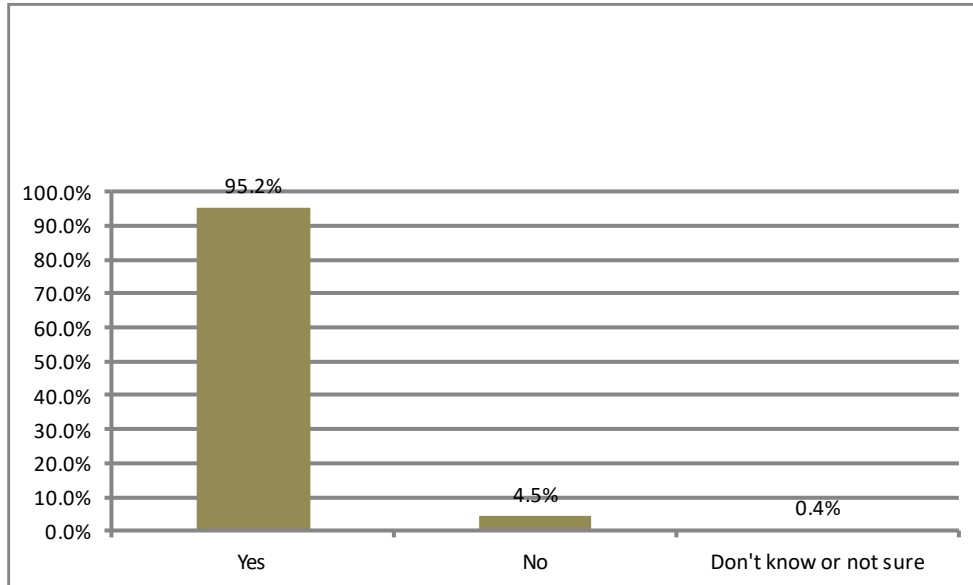
Survey Consensus

The consensus of the survey is that Mayo River State Park should be developed with a strong emphasis on environmental conservation, prioritizing the protection and enhancement of natural resources, scenic views, and biodiversity. Access to the Mayo River and recognition of the site's indigenous history are key themes valued by both the public and the Advisory Committee. The most desired recreational amenities align with regional needs, focusing on hiking trails, tent camping, and fishing access, while larger group facilities and niche activities such as disc golf and splash pads received significantly lower support. Survey respondents favor an approach that highlights the park's unique ecological and cultural features rather than destination-style amenities. Additionally, the park should serve both local residents and visitors, contributing to the regional economy by attracting tourism and integrating with surrounding natural and cultural resources.

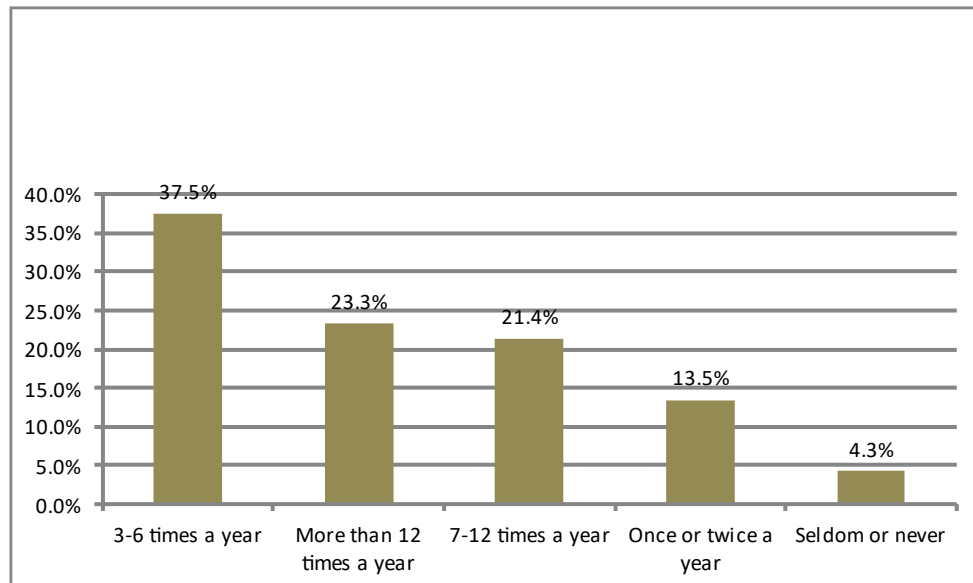
Public Survey Responses

The following are the questions posed to the public in the online survey and the aggregated responses.

Q.1 Have you or a member of your household visited a Virginia State Park in the last 12 months?

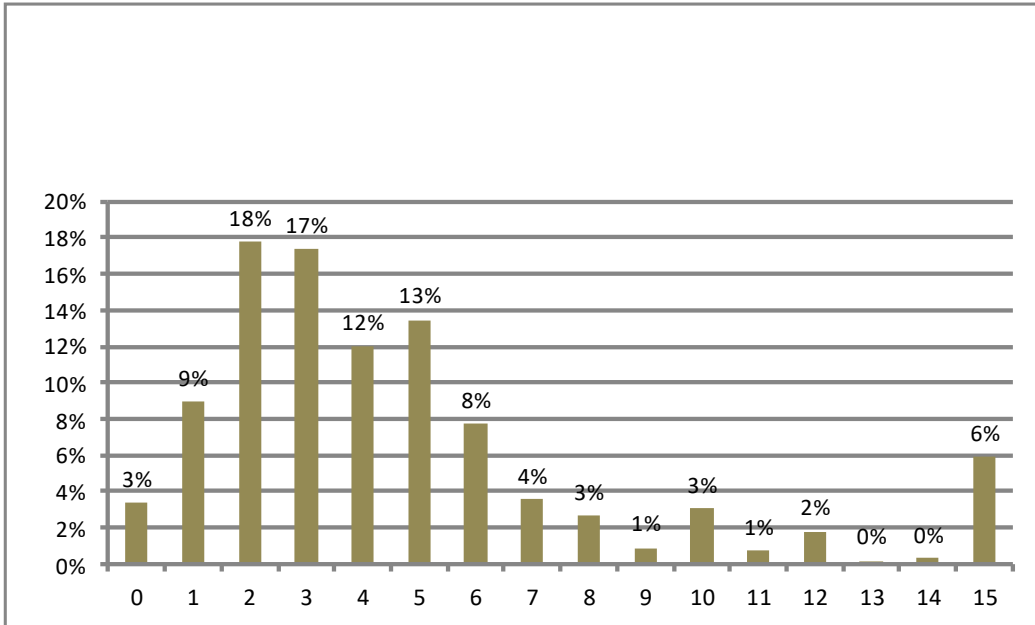


Q.2 On average, how often do you or members of your household visit Virginia State Parks?

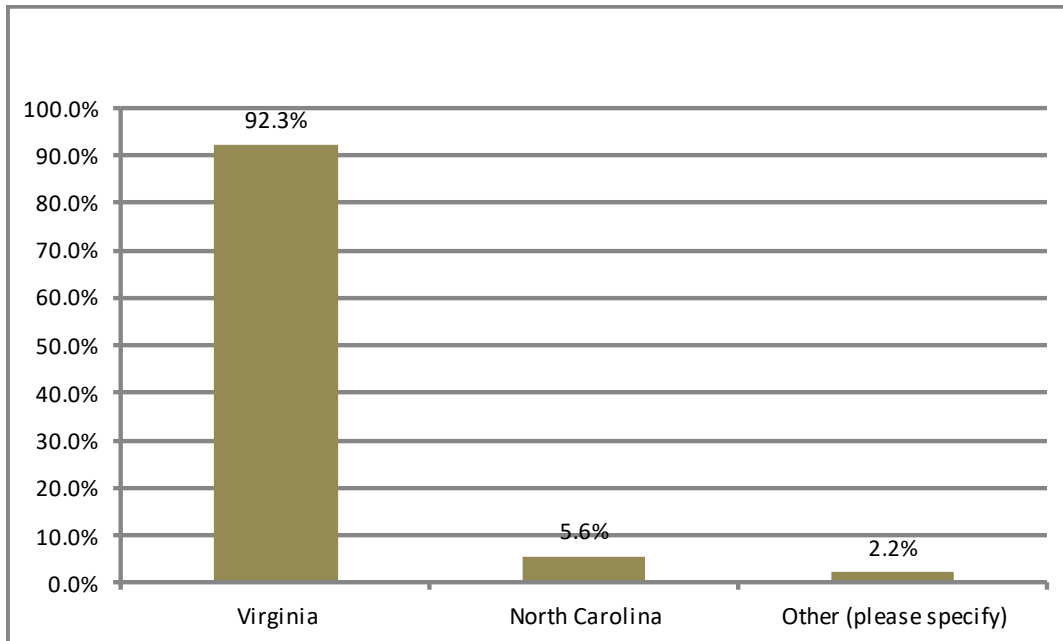


Q.3 How many different Virginia State Parks have you or members of your household visited in the last 12 months?

The average number of parks visited is 4.7 parks.

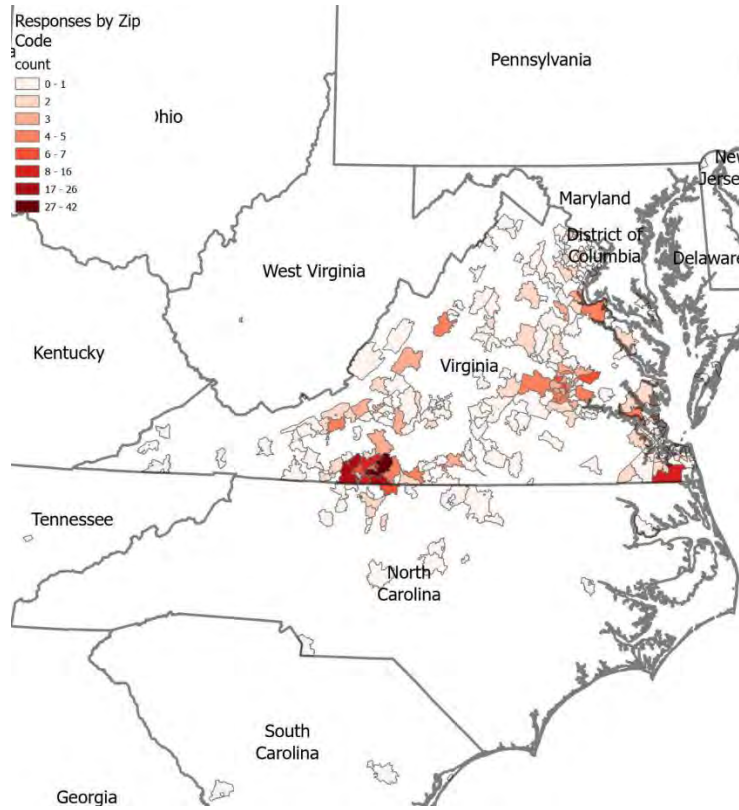


Q.4 What state do you live in?

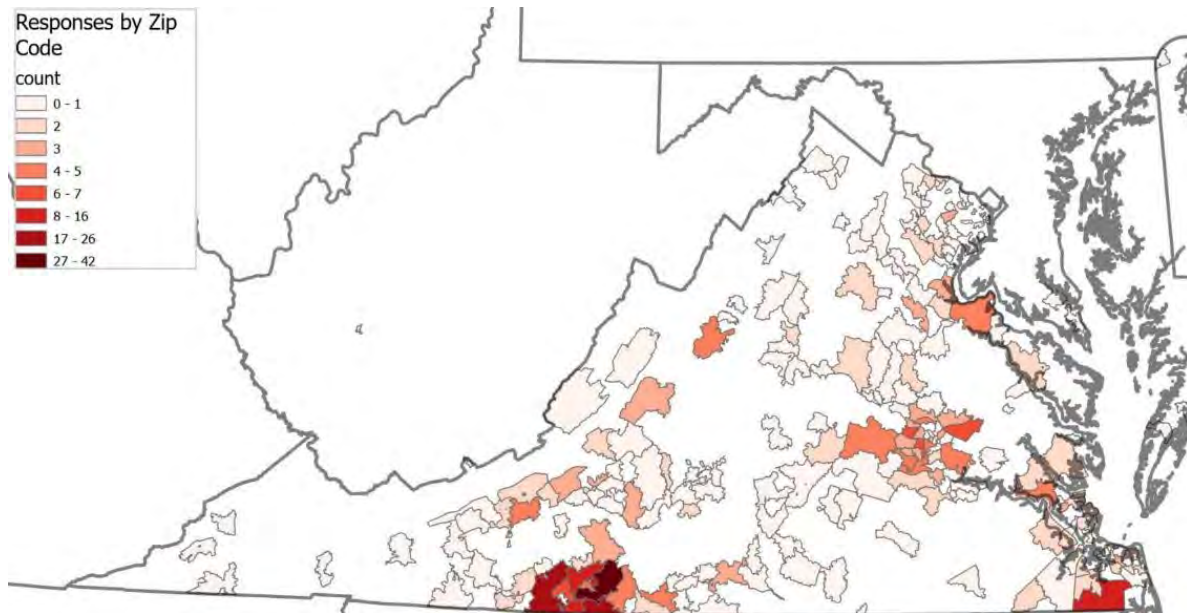


Q.5 What is your zip code?

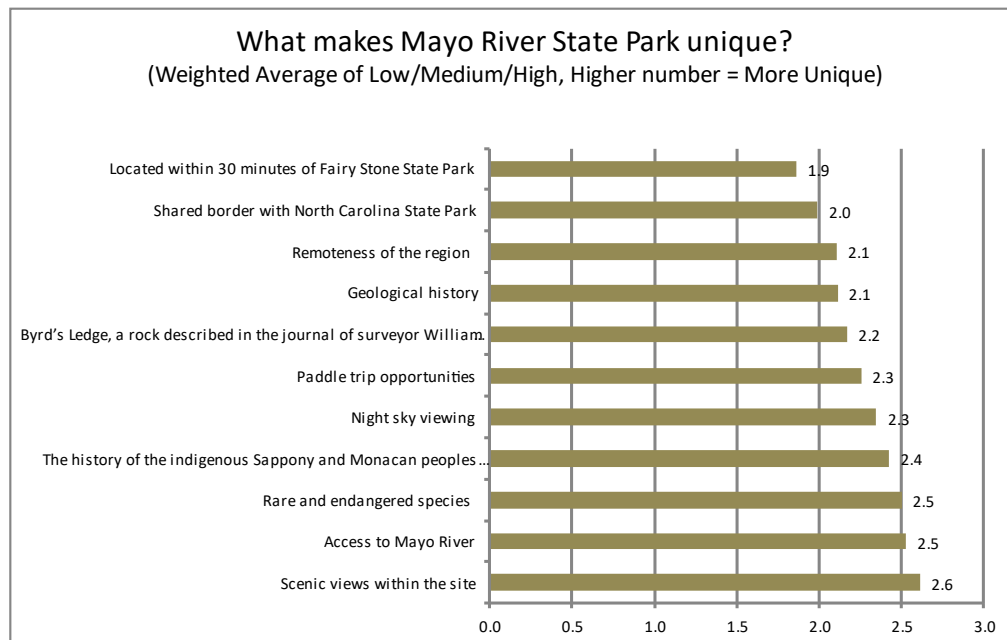
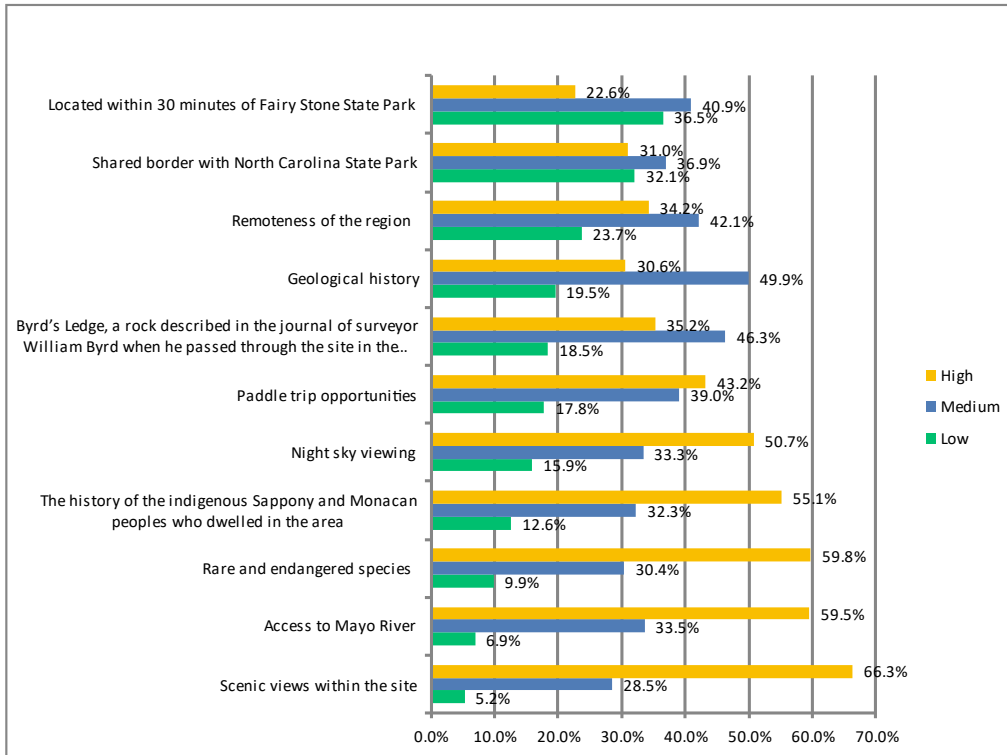
All Responses



In-State Responses

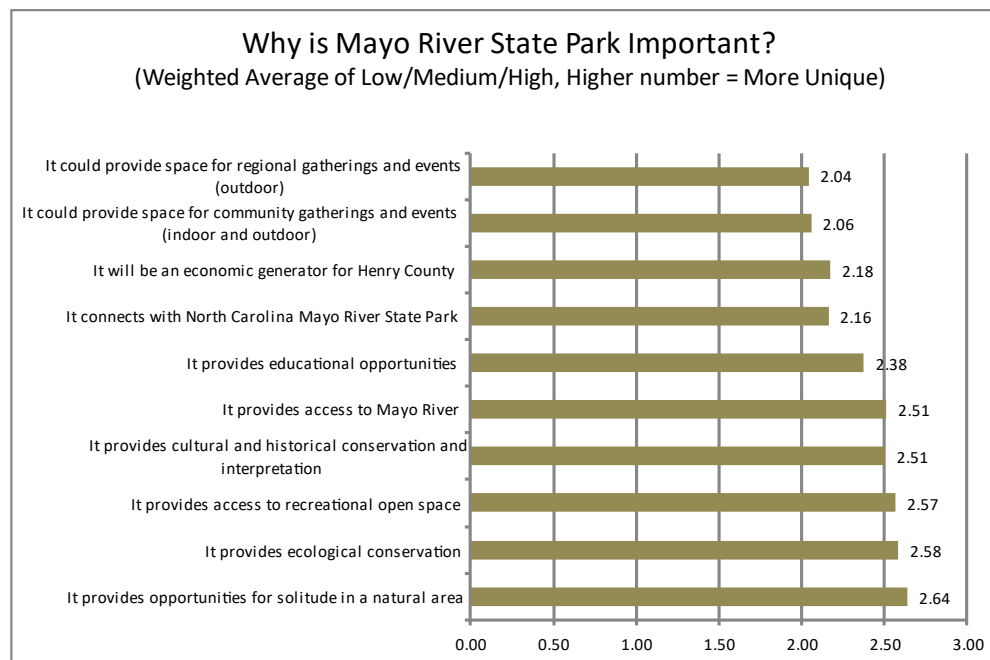
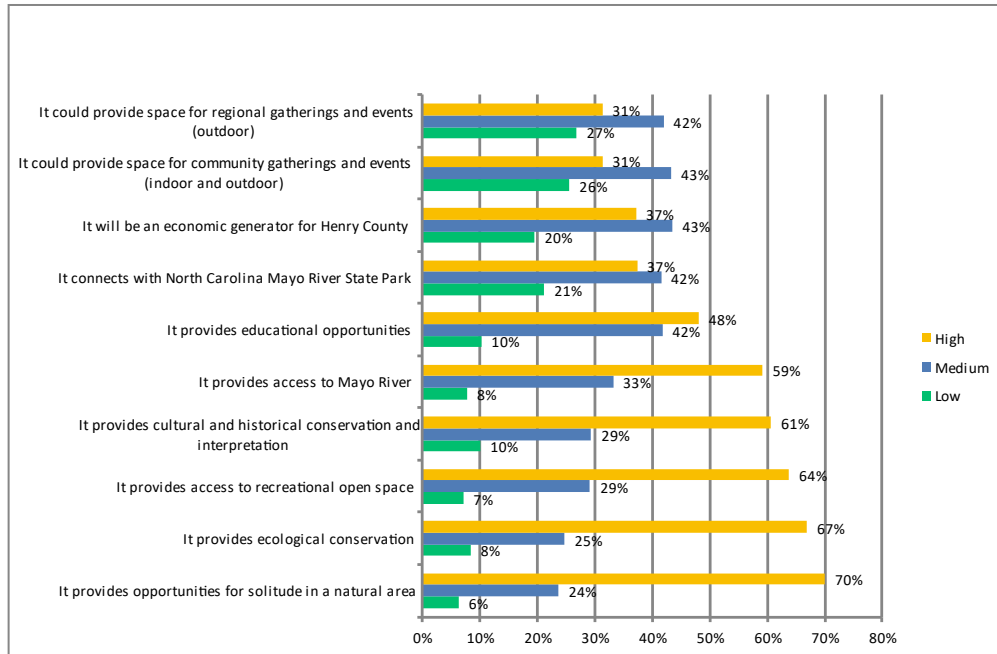


Q.6 What makes this park unique? (rate each item low/medium/high)



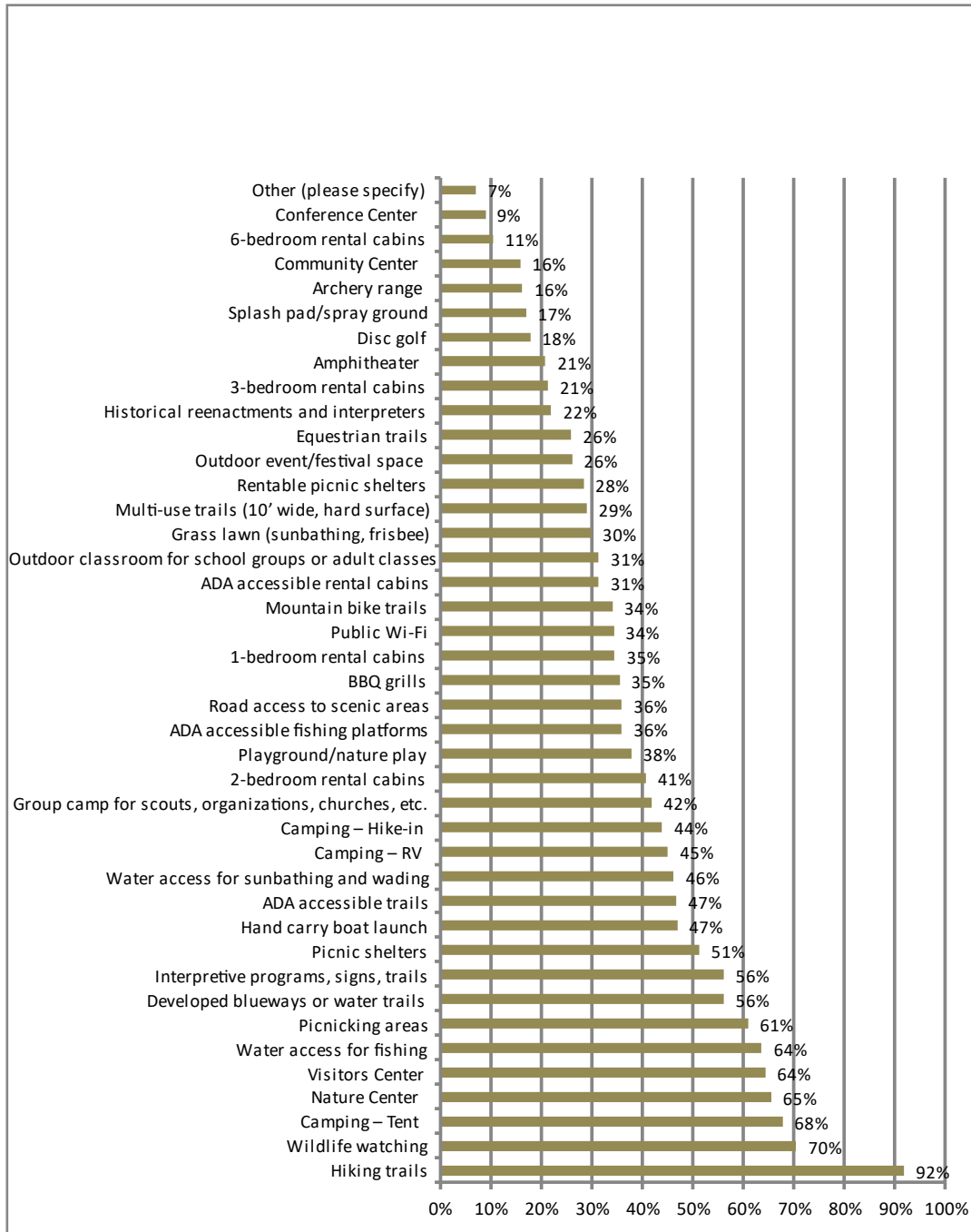
Other (please specify)
Would like to see camping (especially group primitive camping for things like scout troops available)
None.
Martinsville...Danville
Hiking trails variety
634 acres that won't become a commercial development, industrial park, or subdivision.
Hoping trails are open to equestrians
It was one of the few free swimming areas for this areas residents. I grew up here and frequented the area!
To many va parks don't embrace nature instead go for ball fields, clear cuts, swimming pools etc
possibility of restoring historic native vegetation across the landscape
The secluded nature of the park and the natural look of it untouched by people which since it became a state park I have began seeing trash everywhere even in the water
Easy camping with river access.
My home is next to the Mayo I love the wildlife and the natural beauty
Within 45 minutes of my home
Potential Dark Sky site
Equestrian trails
Horseback riding trails
Good place to swim.
Campgrounds and cabins available to stay in the park
Because of the Sakura Indians who lived on the Dan the smith and Mayo rivers
Camping
Accessibility
Na
It is nice that it is close to the Mayo, but there is not a great access point, currently. The remoteness makes it an unlikely place to be at night.
I can walk to a river
Fishing opportunities
Highlights the Great Wagon Road and other historically significant aspects of the land. It would be great if you could preserve the road so people can walk where our ancestors previously walked.

Q.7 Why is this park important now, or could be important after fully developed? (rate item characteristic low/medium/high)



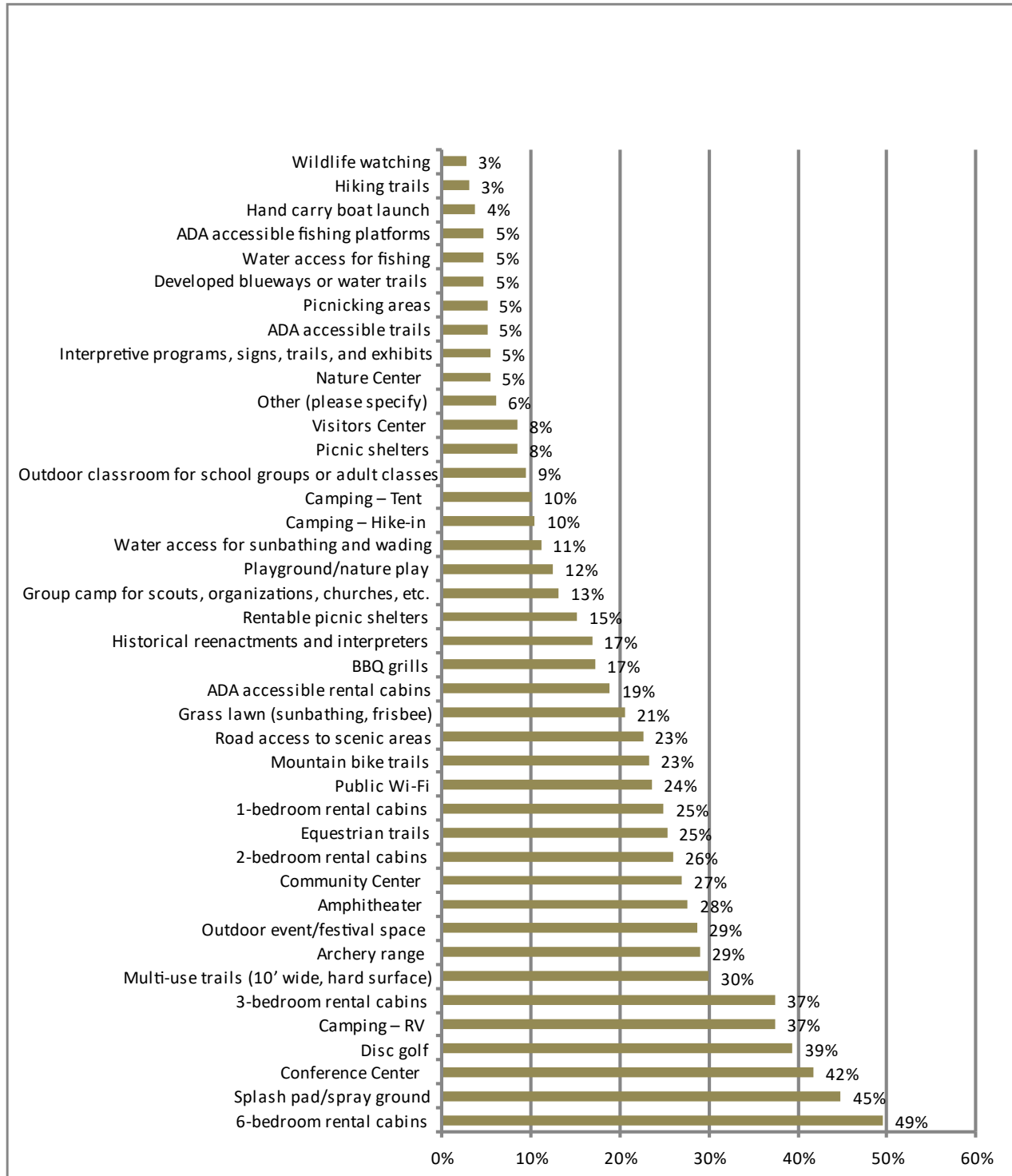
Other (please specify)
Would like to see camping (especially group primitive camping for things like scout troops available)
Hiking!!!!
Trails, trails, trails!!!
Hiking...fishing
Protection of a natural area from housing development or industrial facilities affecting the quality of the water
Cabins water views,
please don't encourage barbeques; people tend to be slobs
Hoping trails will be open to horses
Access to fitness. Swimming and hiking/trails
Embrace nature
habitat for existing and formerly present species of flora and fauna
It does not need to be developed leave it alone
Would be nice to have UTV trails to ride, I am disabled (can't walk) use. To go all the way to Hatfield trail system in West Virginia to ride but would have liked a less aggressive trail system to view wildlife and outdoor scenery. Hatfield is a great trail system for the go fast, mountain climbing, rocky trail younger group. It would be great to have a trail system that a retired person or disabled person and wife could ride that was near home (day trip) not a race track , moderate to low difficulty
Dark Sky site
Horseback riding trails
Classes for Kia king
Playground or a splash pad would greatly increase the use of this park! Also, a picnic area with grills. Perhaps a bird watching area and an area to reach the river by canoe or raft. A walking trail would be a big plus!
Camping
Hope for accessibility for those in wheelchairs
Maybe a nice discussion golf course or very large kids playground can help bring people to the area too
Questions could have been written more clearly about the specifics
Please also include the Kids in the Park program as well, especially since North Carolina already uses it in it's parks and this is a joint venture with the North Carolina side of the park.

*Q.8 What facilities or services should be provided at Mayo River State Park?
(select all that apply)*



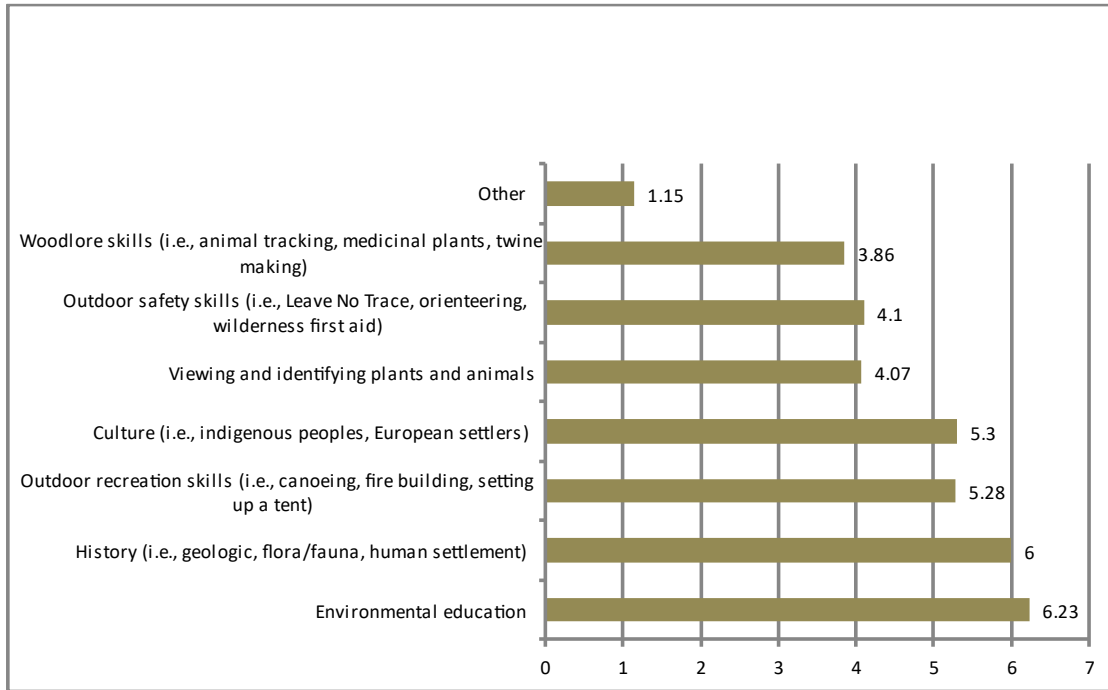
Other (please specify)
Dog amenities - signs, bags and waste bins, low water fountain bowl
wifi is important to me because we needed to contact our out of state relatives when we stayed at Fairystone. Having to leave the park in order to have cellular coverage was very inconvient and
Climbing walls with Climbing instruction
Camping cabins village (wooden tewith picnic tables for those who can't afford a RV or a cabin.! and bath house
Platform camping for paddlers
Rentable kayaks and other small water craft
really, as many as possible
ADA access to extent feasible!!
Keep it natural
Horse stalls with camp sites adjacent
Ada boat launches
Indigenous interpretation/programs
HORSE STALLS
nature programs about natural history of region
Drive in access for cars/RVs that want to drive and camp by the river.
Please use as much money as possible to acquire land (over building facilities)
Dark Sky viewing field with electricity near by
Anything to draw people and create revenue
We do not need another State Park in Virginia
Pollinator areas. Maintained and preserved cultural sites.
All of this sounds horrible
Hunting
Bathrooms
birding opportunities like this: https://www.visitknoxville.com/listing/seven-islands-state-birding-park/619/
Leave it as is
Stock trout
Gift Shop, Changing Stations near river access points, Adult-size changing tables in overnight and day use facilities, Dark Sky Designation,

Q.9 What facilities or services should NOT be included in Mayo River State Park?



Other (please specify)
ATV Trails
None, don't need to waste tax money on this park
Venues with the potential to ruin the wilderness experience/loud noises or music provide as many as possible
Please don't overdevelop parks they are a space for nature in a state that is destroying it at a scary pace
Maintain natural areas!
Need everything to accommodate all people.
Tvs in cabins
None. I don't not want the park to be expanded
We do not need another State Park in Virginia
Any paved areas near the river.
Hiking trails only
Leave it as is
Would love to see tent camping and hiking trails.
This question required me to choose every single option to advance. I don't want to see RV camping, mountain bike trails or equestrian trails

Q.10 Order the importance of the following education activities associates with the parks.



	1	2	3	4	5	6	7	8	Total	6.23	
Environmental education	37.53%	164 19.45%	85 12.81%	56 8.92%	39 8.70%	38 6.18%	27 5.72%	25 0.69%	3	437	6
History (i.e., geologic, flora/fauna, human settlement)	21.05%	92 28.83%	126 17.16%	75 11.21%	49 10.30%	45 6.86%	30 4.35%	19 0.23%	1	437	5.28
Outdoor recreation skills (i.e., canoeing, fire building, setting up a tent)	19.45%	85 10.53%	46 13.04%	57 25.40%	111 12.59%	55 8.47%	37 9.15%	40 1.37%	6	437	5.3
Culture (i.e., indigenous peoples, European settlers)	7.55%	33 17.39%	76 29.75%	130 17.39%	76 8.24%	36 9.15%	40 9.84%	43 0.69%	3	437	4.07
Viewing and identifying plants and animals	6.64%	29 8.01%	35 10.07%	44 12.36%	54 7.55%	33 15.33%	67 38.67%	169 1.37%	6	437	4.1
Outdoor safety skills (i.e., Leave No Trace, orienteering, wilderness first aid)	5.26%	23 8.24%	36 8.92%	39 10.53%	46 18.76%	82 33.18%	145 13.96%	61 1.14%	5	437	3.86
Woodlore skills (i.e., animal tracking, medicinal plants, twine making)	1.83%	8 7.32%	32 7.78%	34 13.96%	61 33.41%	146 20.37%	89 14.87%	65 0.46%	2	437	1.15
Other	0.69%	3 0.23%	1 0.46%	2 0.23%	1 0.46%	2 0.46%	2 3.43%	15 94.05%	411	437	437

Q. 11 Please include an answer for other education opportunities associated with the parks from the question above.

The following public comments highlight a diverse range of educational opportunities that align with the natural, cultural, and recreational assets of Mayo River State Park. Respondents expressed strong interest in astronomy and dark sky programming, water safety and conservation, nature and wildlife education, cultural and historical interpretation, outdoor skills training, youth engagement, and accessibility initiatives. Additionally, some community members emphasized the importance of preserving the park’s natural character and ensuring a balance between development and conservation. The collected feedback provides valuable insight into potential programming that can enhance visitor experiences while fostering environmental stewardship and community engagement.

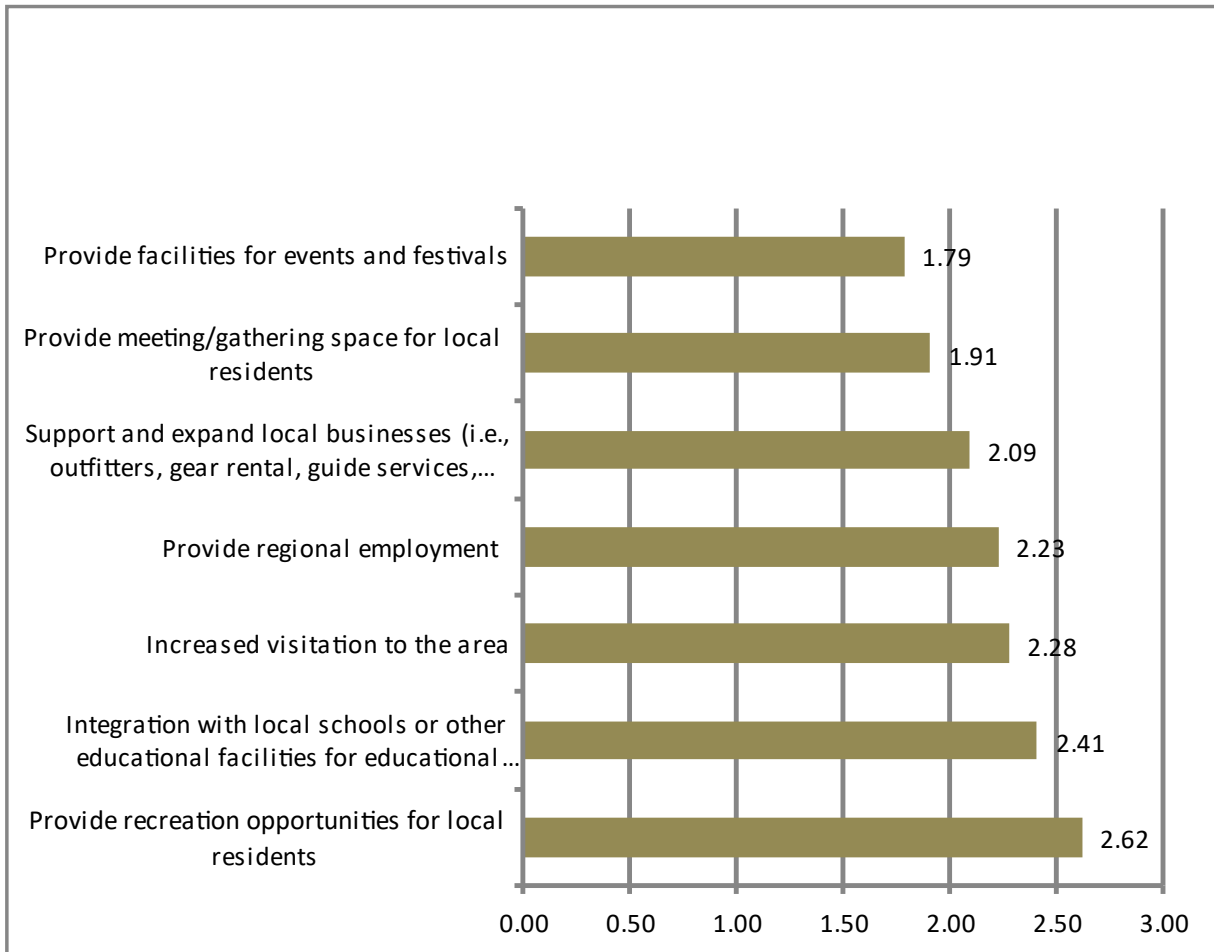
Responses

1	BARK Ranger
2	Night Sky Viewing, light pollution, wilderness first aid
3	Water safety
4	A mix of opportunities is best.
5	Drone photography
6	Dark Sky Astronomy Education
7	A bridge near Byrd’s Ledge!
8	Amateur Astronomy-Night Sky Viewing
9	Educational and recreational opportunities that are attractive to young people and accessible to most are important to keeping our youth engaged in the outdoors, especially in the technological age.
10	Astronomy if dark sky park
11	Climbing Wall with climbing instruction
12	Recycling in the parks and at home. Require it in all parks and campgrounds.
13	There should be plastic frames with "wisdom quotes" all along the trail that are changed every month. Also colorful metal and wooden sculpture along the trail. (Butterflies, birds, flowers etc etc) (positive words like love, peace, and joy on painted rocks etc etc). Nice wide rest benches too! (Not just a skinny plank)
14	Fishing education
15	None, tax money does not need to be used for this park. It will not generate enough money for Henry County. It will help North Carolina more than Virginia
16	I would love to see opportunities for homeschoolers.
17	Foraging
18	Fungi identification, though that could fall under medicinal plant ID.
19	Collaborative science programming with Virginia Museum of Natural History.
20	Trail walks, group paddles, etc. Lodges and 3 bedroom cabins would be great.
21	Canoeing/kayaking safety
22	Litter control/water quality
23	Fish species identification and conservation
24	please keep it simple and don't turn it into an amusement park; the VA parks that offer swimming and bbq grills are disgusting because people are slob. Keep it to hiking and nature focused please.
25	Bear and snake safety
26	Mushroom identification and foraging.
27	It would be cool to have another dark sky park
28	Astronomy/ night sky viewing
29	No clue about other, but would like a focus on the indigenous people of the area, and birding of the area. VA needs to start actually publishing online their state park birding lists. It would generate more interest!
30	We love the programs at Leesylvania State Park

- 31 First the visitors center or educational center should have the history, culture, and environmental effects of the having and keeping the park. We LOVE VA and the state park that give us information on how the park came about. If there are physical structures on the property they should be explained and who and why they are there.
- 32 Creation of the VA State Parks system, its importance in the state of VA.
- 33 Pre European history and natural history
- 34 First aid, wilderness first aid
- 35 I do want to say that I am saddened when I see a lot of trees cleared to make room for big RVs. We were camping at Westmoreland about 2 years ago and saw a lot of trees had been marked with paint. Asked about it and was told those trees were going to be removed to accommodate RVs. It was very upsetting. I am a tent camper and I like feeling that I am staying in a natural area, not a parking lot.
- 36 Fishing opportunities
- 37 Wet lab for students to study the river
- 38 Astronomy- dark sky association
- 39 Dark skies, scenic viewsheds
- 40 I suggest you work with members of the Monacan Nation (TribalOffice@monacannation.com) to ensure the master plan is influenced heavily by those who seek to honor their ancestors.
- 41 Fly fishing lessons
- 42 Historical, conservation, environment, and off grid self sufficiency
- 43 Dark sky programming
- 44 Night sky viewing opportunities with local stargazing groups' help.
- 45 Make it a place people want to see. Where people want to come and stay .
- 46 I would like to see designated Hunter areas. Firearm use restriction to shotguns only!!
- 47 Outdoor fishing skills : Learning basics of fishing for bass and panfish/trout
- 48 Importance if trees and social responsibility of taking care of nature.
- 49 History of the area.
- 50 Teaching and education on why preserving the environment in it natural state is so important, how our actions as visitors can have a small or large impact dependent on how we respect the environment. Additionally, how we as park users can help preserve and nurture the environment through leave no trace programs and good stewardship.
- 51 #3 (Other) Camper etiquette, especially for the young adults just entering the campground experiences. Those with similar children must keep attention to when a recent arriving RV is attempting to navigate through the park.
- 52 Accessibility for ADA
- 53 Foraging and mushroom identification walks.
- 54 Riparian buffer training
- 55 Horseback riding ranger programs (park provided horses like Foster Falls area was)
- 56 Astronomy programs
- 57 Folklore, storytelling, music
- 58 Don't need the Mayo Park
- 59 I do not want the park expanded
- 60 Fishing hunting education
- 61 We do not need another State Park in Virginia.
- 62 Include interpretive opportunities (signs, memorial, etc.) that touch on Native peoples and enslaved people that once occupied the property.
- 63 It would be great to provide a relief (3-D, touchable) map for blind people to be able to enjoy the park and some trails.
- 64 Encouraging mindful presence in nature (not merely using the park as a backdrop to engage in types of recreation that can be done in other%built environments).
- 65 Park Rangers doing fun activities.
- 66 Homeschooling opportunities
- 67 We do not need another state park, there are many other things in Henry County that this money could go towards that would actually create an economic impact in OUR community.
- 68 Night sky telescope rentals
- 69 Geology education - identifying rocks
- 70 Hunting
- 71 Junior Ranger Programs? Involve Local School System programs in all of the above. # 1-7

- 72 Dark Sky site
- 73 Stargazing
- 74 Nice to more hunting lands in southern Virginia. Thanks
- 75 response to snakes or bears
- 76 Camping
- 77 You need to contact Scott Vernon at the nearby Sustainable Homestead Institute to help with wood lore and survival skills!!
- 78 The Great Wagon Road
- 79 Health (mental and physical)Benefits of Staying Active
- 80 Maybe something like a bike skills learning area like they have at the park in Greensboro or a track like the park in Roanoke?
Connecting to NC via foot bridge or ferry would be amazing.
- 81 Do not add camping etc Have a specific goal for this park
- 82 Conservation
- 83 Astronomy/Dark Sky
- 84 Working with school groups to do Project LEarning tree, project wild, wild aquatic, catch and so forth. Working with local Master Gardeners and Master Naturalists in the area and the history museum in Mville
- 85 Leave it as is
- 86 Has anyone actually spoken to the residents of the impacted area for their input? This is a very remote part of the county and I'm not exactly sure how impactful this will be (positively) for Henry County
- 87 Emergency first aid
- 88 Archery, gun safety, primitive hunting classes. Fly fishing
- 89 The history of the land
- 90 Make it accessible for everyone.
- 91 Water Safety Skills, differing levels of canoeing/kayaking instruction

Q. 12 What is the desired impact of development of the Mayo River State Park on the community? Rate each item either low, medium, or high importance.

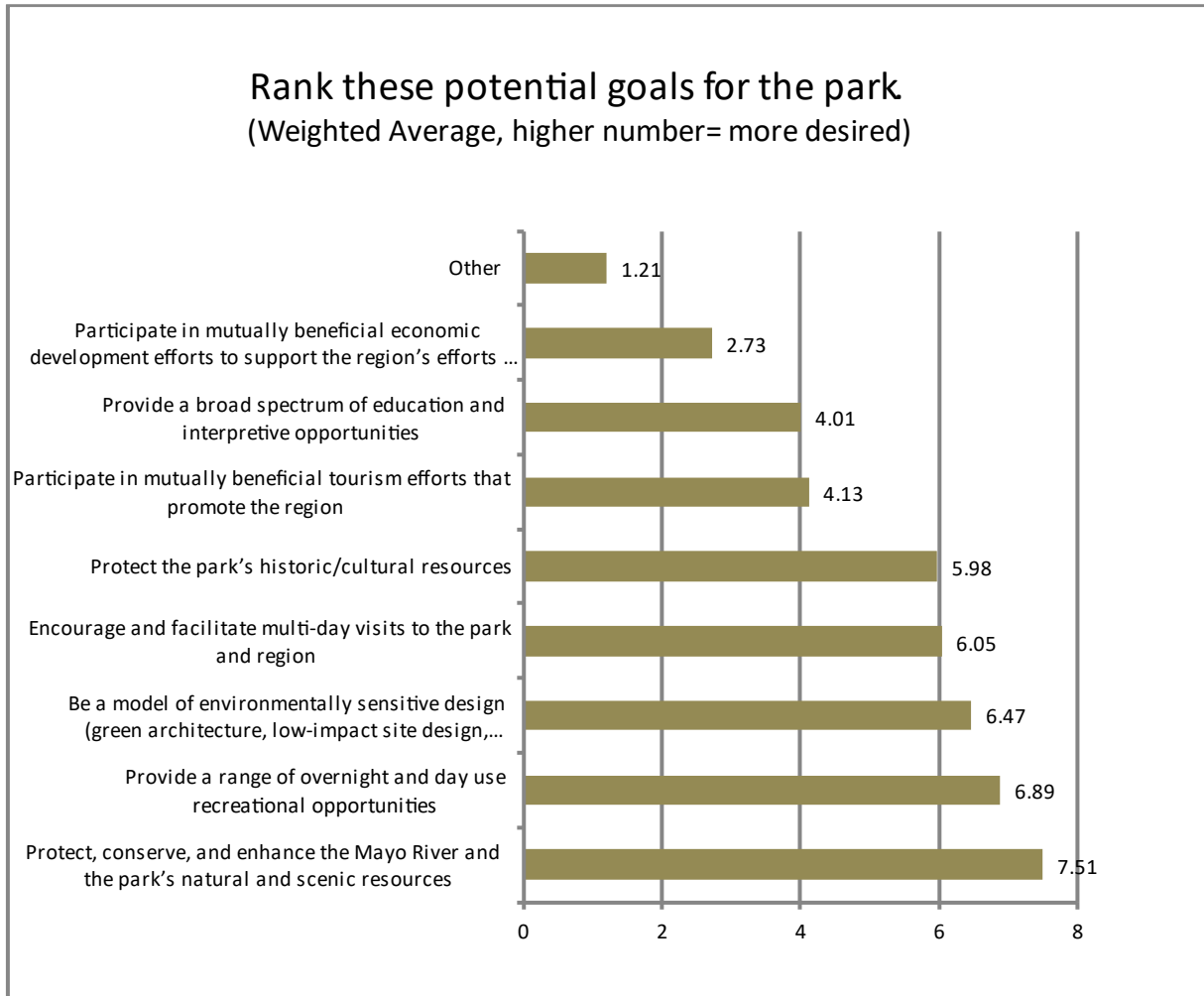


	Low	Medium	High	Total	Weighted Average
Provide recreation opportunities for local residents	6.78% 29	24.53% 105	68.69% 294	428	2.62
Integration with local schools or other educational facilities for educational opportunities	11.68% 50	35.51% 152	52.80% 226	428	2.41
Increased visitation to the area	14.49% 62	43.22% 185	42.29% 181	428	2.28
Provide regional employment	14.95% 64	47.43% 203	37.62% 161	428	2.23
Support and expand local businesses (i.e., outfitters, gear rental, guide services, restaurants, lodging)	21.50% 92	47.90% 205	30.61% 131	428	2.09
Provide meeting/gathering space for local residents	29.91% 128	49.30% 211	20.79% 89	428	1.91
Provide facilities for events and festivals	40.89% 175	39.72% 170	19.39% 83	428	1.79

Other (please specify)
Integration with local recreation, sports, and special interest groups. Equine, disc golf, fishing, canoeing, archery, Scouts, soccer, mountain bikers, etc.
nature talks and movies at an amphitheater
Do not need another park in HC or state
Protect landowners rights
Create own revenue stream. Rent out kayak, SUP & other small watercraft. Offer lessons on use. Fishing lessons, guided tours, have community ctr/amphitheater for concerts, rent out for educational events
Parks should simply be parks not businesses with tons of amenities
demonstration of habitat restoration done properly
I would visit the area and support local business if there were campsites.
We have enough parks in this area
Leave it as is

Q.13 Rank these potential goals for the park, with 1 being the most important.

The chart below shows the weighted total of each activity's importance ranking.



	1	2	3	4	5	6	7	8	9	Total	Score
Protect, conserve, and enhance the Mayo River and the park's natural and scenic resources	35.78%	146 18.63%	76 19.12%	78 16.91%	69 7.11%	29 2.21%	9 0.25%	1 0.00%	0 0.00%	0	408 7.51
Provide a range of overnight and day use recreational opportunities	33.58%	137 13.24%	54 14.22%	58 14.71%	60 9.80%	40 6.37%	26 3.43%	14 3.92%	16 0.74%	3	408 6.89
Be a model of environmentally sensitive design (green architecture, low-impact site design, showcase environmental best practices)	13.48%	55 22.30%	91 24.75%	101 14.46%	59 7.84%	32 5.15%	21 4.90%	20 5.88%	24 1.23%	5	408 6.47
Encourage and facilitate multi-day visits to the park and region	8.09%	33 25.74%	105 12.01%	49 13.48%	55 16.42%	67 12.01%	49 6.86%	28 5.39%	22 0.00%	0	408 6.05
Protect the park's historic/cultural resources	4.41%	18 14.22%	58 20.83%	85 16.91%	69 29.66%	121 9.31%	38 2.70%	11 1.96%	8 0.00%	0	408 5.98
Participate in mutually beneficial tourism efforts that promote the region	0.74%	3 2.70%	11 3.68%	15 7.35%	30 15.20%	62 36.27%	148 26.23%	107 7.35%	30 0.49%	2	408 4.13
Provide a broad spectrum of education and interpretive opportunities	1.23%	5 2.21%	9 4.17%	17 13.73%	56 9.07%	37 19.12%	78 38.97%	159 11.03%	45 0.49%	2	408 4.01
Participate in mutually beneficial economic development efforts to support the region's efforts to recruit and support businesses	1.23%	5 0.98%	4 0.98%	4 2.21%	9 4.41%	18 9.56%	39 15.44%	63 62.01%	253 3.19%	13	408 2.73
Other	1.47%	6 0.00%	0 0.25%	1 0.25%	1 0.49%	2 0.00%	0 1.23%	5 2.45%	10 93.87%	383	408 1.21

Q.14 If you specified "other" in question #13 above, please list your answer:

93 individuals responded to Q.14, 77 responses contained relevant content, rather than blank or n/a. Those 77 responses are below:

<i>Responses</i>	
1	this is good I hope we have group camping and good hiking trails.
2	Educational programs to learn about the history of the area and its people.
3	Solitude and relaxation
4	Promote employment opportunities for locals
5	Personal health
6	Cabins!
7	A bridge at Byrd's Ledge!
8	Have a unique experience in comparison to surrounding parks such as Fairy Stone, so that people unable to travel far have access to differing park experiences
9	Encourage activities that involve people (especially parents and kids) to disconnect and disengage from TV, wireless, etc and to embrace interaction with the park, the environment, and its programs.
10	Little tree houses along the river.
11	Do not need to waste tax money on another park for this area.
12	Joint programs with Fairy Stone and NC Mayo River
13	Inclusion of a small camp store would be nice; something selling ice, water, snacks, propane, firewood etc.
14	Encourage healthy, active lifestyles for residents by providing outdoor recreation opportunities. Partner with Virginia Museum of Natural History curators for conservation/interpretation efforts.
15	Habitat restoration / invasive species removal.
16	To encourage families to get outdoors together, especially with young children.
17	Maintain water quality..."we're all downriver from somewhere".
18	Wildlife conservation
19	Not sure if u can do this- apply for grant from state to promote tourism. Encourage local businesses to work together and promote the whole area.
20	Sell Christina's Cards with park science views. protection, conservation, appreciation of natural resources
21	Protect endangered and threatened species
22	Help preserve our natural areas for our animals and future children to enjoy.
23	Focus on nature not revenue or other crap Virginia is rapidly running out of natural areas
24	Water sports
25	As a volunteer gardener for another state park, I was baffled by the lack of composting, availability of mulch on site, and a lack of commitment to keeping native gardens thriving. Pls build a small greenhouse and gardening shed for your staff and volunteers.
26	Continued access to fitness local residents
27	Great recreational tourism through mountain bike trail development
28	Can't think of any.
29	Conserve/restore wild lands, protect unique flora and fauna, provide low-impact wilderness recreation and education, dark skies access/programs
30	Demonstrate the feasibility of restoring native meadows (fire maintained), flora, appropriate streamside plantings, and fauna including beaver.
31	Encourage collaboration with NC park staff
32	recognize the Virginia Scenic River designations on the North and South Mayo Rivers.
33	official acknowledgement of native land should be made
34	To provide for more historical research efforts and findings of the Saponi American Indians. We need to find out what happened to this lost culture!
35	Low environmental impact
36	Encourage daily use of the park for good mental health

- 37 protect as much land as possible, develop park as little as possible other than allowing camping and trails
- 38 . Make it something that you to do
- 39 Provide a fishing dock or bank areas that can be fished year round.
- 40 Bird watching, hiking, horseback riding, kayaking, rare foliage looking. Native American Sara tribe education.
- 41 Be sure that if you offer something, it is done well. Don't just put it on the schedule and do a so-so job of delivering the amenity.
- 42 To promote hiking on trails and clean water practices
- 43 Campers and RV people do a large amount of hiking, fishing, and water activities.
- 44 Visitors must be committed to leave no trace
- 45 Incorporate flood mitigation practices through modeling conservation landscaping throughout the park
- 46 Camp store and grill like Douthat
- 47 Become a International Dark Sky Observing site
- 48 Protecting/educating on the significance of the history of the land and the people who occupied it, protecting artifacts (research in order to educate others)
- 49 Provide employment for locals
- 50 No goals. Don't need the park
- 51 Have activities for all ages groups- toddlers through senior citizens.
- 52 No State Park.
- 53 provide good river access (nonmotorized)
- 54 If you build it we will come!
- 55 Provide natural hiking trails.
- 56 Keep it safe and undeveloped. Leave it as park.
- 57 Homeschool options
- 58 Go to Fairystone if you need a state park to visit.
- 59 Provide handicap access information to those who need it regarding trails, the visitor center, bathrooms, etc.
- 60 Will benefit North Carolina and Patrick County economy more than Henry county
- 61 Youth education
- 62 Provide Youth volunteer areas to increase skills and opportunities in an environmental setting, thereby creating lasting interest.
- 63 Native history
- 64 Good hiking trails
- 65 Nothing to add here.
- 66 Trails,(bike,hike,equestrian) and paddle access most important to me. Professional surveyed and machine built trails for mostly entry level bikers greatly appreciated.
- 67 Food truck parking
- 68 Provide day-use recreational opportunities such as hiking/biking and equestrian trails.
- 69 Tubing, Kayaking, Outdoor activities, Items not available within the county
- 70 Let the people enjoy it without a bunch of law enforcement officers circling!!!
- 71 Provide a safe area for visitors.
- 72 provide locals with more access to the outdoors. we have a lot of open spaces but it is privately held.
- 73 Leave it as is
- 74 Show children how to survive nature and enjoy it
- 75 Tent camping, and hiking. Educational groups. Keep the park as natural as possible. The beauty of this local spot is not for cabins and cement, and buildings.
- 76 A place where you can go and just enjoy the land and a refuge for man and animals. To have knowledge of the historical value of the site. To see the land unblimished by man's hand.
- 77 Make it a destination.

- 23 —Partnership with local community and stakeholders
- 24 Recreation. Conservation. Enjoyment.
- 25 Promotes access to angling opportunities
- 26 Access to nature
- 27 conservation, low impact site design, environmental best practices, green architecture, public education
- language to cement land use for ecological preservation
- language to emphasize access for typically underrepresented communities to join the park
- 28 Enjoy nature and let nature enjoy you.
- 29 Care for the park's natural resources and provide recreational opportunities for physical, mental, and spiritual growth
- 30 I am not sure. I think the region is sorely needing another park and protecting one of our beautiful rivers is important, though, so something about that.
- 31 Protection of natural resources
- Opportunities for recreation and enjoyment
- 32 Provide educational opportunities to learn outdoor skills and outdoor recreational activities
- 33 Protect the natural world and its inhabitants and don't overdevelop, parks should focus on nature first people second
- 34 if you build it, they will come.
- 35 Mayo part is already great. Mayo state park should be buffing an already great product. No need to make major changes. Just some tlc
- 36 Environmentally sensitive, conservation, education, recreation, human settlement history
- 37 Primary goal is to balance conservation and recreation
- 38 environmental conservation
- 39 Preserve the environment, educate the public
- 40 See #14
- 41 A place where nature can show us how things were and can be again.
- 42 Feel as if this park needs to stay as natural & scenic as possible
- 43 located at the confluence of two scenic rivers,
- provides multiple day activities and learning experiences
- 44 I think addressing the economic impact on Martinsville-Henry County is an important factor to address as well as being a resource for environmental conservation and education.
- 45 Preserve and Protect the Natural Environment for future generation of organisms
- 46 Moving forward to preserve the past.
- 47 Protect, preserve, and educate about native lands in Virginia
- 48 Mission: To exist for the enjoyment, education, perseverance, conservation, health, eco-tourism and inspiration of all our citizens and visitors. To conserve, protect & connect tourists to the woodlands, rivers and meadows of Virginia and North Carolina. To enhance access to ecological features and recreational, historical sites & resources of statewide significance; to provide outdoor recreation opportunities in a safe and healthy environment; and to provide environmental education opportunities that promote stewardship of the state's natural heritage. (This was based off of NC Hanging Rock State Parks's mission statement)
- 49 To keep the area beauty and purity intact
- 50 Ancient and timeless.
- 51 Seek to share the area with all and incorporate learning aspects to all.
- 52 Preserving the park's ecological integrity and cultural resources will create a legacy of environmental stewardship, ensuring that future generations can experience and enjoy the natural beauty and historical significance of Virginia's Mayo River State Park.
- 53 Bird watching and fishing encouraged
- 54 Natural and historical
- 55 Enjoyment, Historical, Ecological, Educational, Recreational, Family Friendly
- 56 Environmentally sound and protective of the natural assets of the park
- 57 Protect and preserve mayo River
- 58 Protect, conserve, educate
- 59 #8 should be incorporated.
- 60 Protect, conserve, enhance site
- 61 We have a responsibility to protect this national resource
- 62 Camping
- 63 Collaborative venture between Virginia and North Carolina to ensure high visits and unbroken ecological network between the states
- 64 Enhance the natural resources of the park for all that visit to enjoy and learn from.
- 65 To protect the natural environment, it's resources, historical significance for the education of park visitors and to maintain the above for future generations. Any incidentally discovered artifacts should be reported to VSP Rangers to be documented and left undisturbed.
- 66 Protecting the wildlife and ecosystems of the Mayo River area
- 67 Don't need the park

- 68 Protect natural flora and fauna.
- 69 Conservation, nature, respectful of natural world and cultural history
- 70 No State Park
- 71 protect and interpret historic resources
- 72 Protect, enable access, provide recreational activities compatible with existing natural, cultural, and historical resources of the site.
- 73 Establish a cooperative agreement with NC to connect the two resources of both states to create a regional recreational attraction.
- 74 To provide a unique opportunity to experience the diverse range of native flora and fauna, learn about the region's geographical and cultural history, all in a safe and well maintained multi-usage outdoor space.
- 75 Leave no trace.
- 76 preserve natural environment, river access, environmental education, green infrastructure
- 77 The importance of creating a wildlife corridor between VA and NC.
- 78 Conservation/protection for the enjoyment or appreciation of both humans and our fellow creatures who need these environments to survive
- 79 recreational opportunities
- 80 Highlight, protect, preserve, and educate visitors about the important native species present in the park.
- 81 Provide recreation opportunities..hiking, fishing, paddling
- 82 Natural, not developed, no wifi
- 83 Family Animals Education
- 84 Expand outdoor recreation opportunities in the region.
- 85 "to preserve the historical legacy of the Mayo River community and those who came before us, offering a place to nurture and embrace the natural resources that have lived on for generations"
- 86 We do not need another state park in this area.
- 87 Leave no trace principles
- 88 Protect and preserve geologic resources.
- 89 This park needs to not grow, tax money should be used elsewhere to develop other parks
- 90 "Natural recreation"
- 91 For the people
- 92 Preserving history. Guarding natural resources. Creating enjoyable space.
- 93 RV camping
- 94 To provide the region with a useable, clean area in which to use and enjoy the Mayo River.
- 95 Get back to nature, explore, relax
- 96 Preserving the ecology and historical sites of the Mayo River for the enjoyment of all.
- 97 Conservation and access
- 98 Accessible
- 99 Regional influence
- 100 Educate the public on how to help protect, conserve and enhance the Park's natural resources.
- 101 environmental preservation
- 102 Seclusion. River access.
- 103 Health promotion, access to recreation, and expanded economic development
- 104 Protect, conserve and enhance the natural and scenic resources
- 105 Even the locals didn't know it was there.
- 106 Build bridges between communities and states.
- 107 Enjoy the natural beauty
- 108 preserving the state's biological diversity, protecting its natural and cultural resources, and creating opportunities for outdoor recreation
- 109 confluence of partners~ VA/NC, locals and visitors, 2 rivers, water and soil,
- 110 Education, Recreation, stewardship
- 111 Leave it as is
- 112 Accessing nature
- 113 To ensure the natural beauty of the region and to keep the wilderness and land as it was 200 years ago when settled for the first time.
- 114 A place to get away from a cruel world!

Q.16 Do you have any additional comments regarding the Mayo River State Park master plan?

Responses

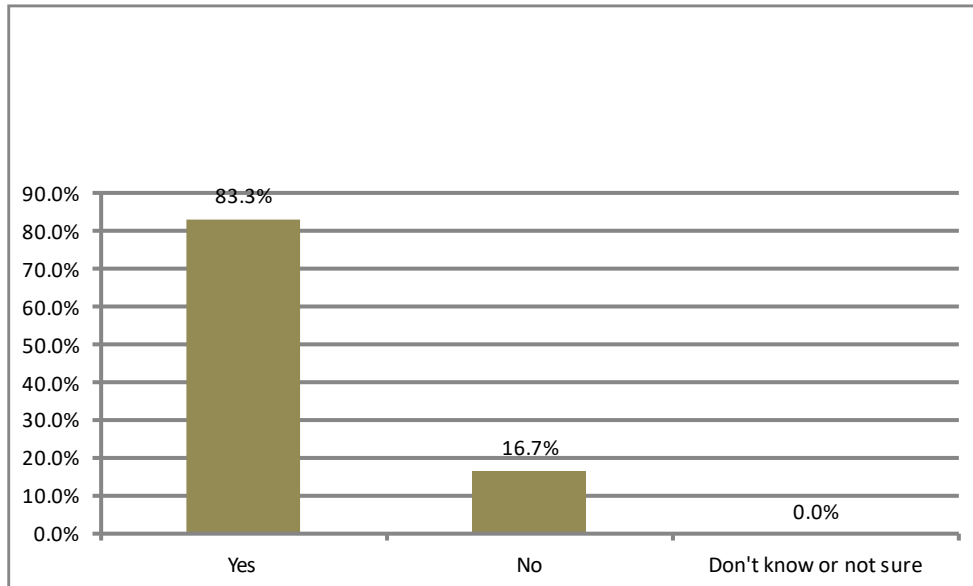
1	Would like to see camping (especially group primitive camping for things like scout troops available)
2	Gauge interest from locals in person because they're likely not answering this. Practical resources are best. A clean accessible bathroom goes a long way. Check maps for distance from other campsites, horse trails, disc golf spaces, etc to find opportunity gaps. Allowing RVs and camping alone will massively boost visits. Maybe add cabins if it could be a future staple Scout campsite. Start there then see what people want before dumping money into something that will go unused.
3	We have a federal debt of 36 trillion dollars. Va roads, bridges and infrastructure need work !
4	Looking forward to another created beautiful park to visit.
5	I think it's a wonderful plan and I hope it comes to fruition as a place for families and small groups to visit to enjoy educational and recreational activities - not an overly crowded and over developed park with huge events and conferences that is too crowded for locals to want to visit.
6	this is so exciting!!! Bravo to all who have worked so diligently to create it.
7	Yes.....people loooooove contests. They loooove to win something. Regular give aways from area merchants. You have to make some noise and create a buz. Enthusiasm is contagious! Make sure to hire upbeat, super friendly personel! make them do an audition during the interveiw. Teach them how to compliment. Some people would drive miles just to hear a compliment!
8	teach fishing and have fly fishing
9	This is a waste of money. The park at its current proposed location will do nothing to generate economic growth for Henry County.
10	This park does not need to continue being built. This location was not well thought out for a park. This park's location benefits the state of NC and Patrick County, Va, more than Henry County, Virginia from an economic aspect, the closest Walmart is in another Patrick county, 2nd closest is in NC, 3rd is HC. Closest Connivence store is M&M's in Patrick County, not The old country Store, in Henry County. Closest restaurant is the airport, after that Patrick County or North Carolina, no one cares about these opinions from local citizens of HC, you have allowed people not familiar with the area make to many decisions and advocate for money on this, that will not have to live with it in their backyard. I along with the majority of the citizens on this side of the County do not want to see this park continue.
11	Build mtb trails similar to Pocahontas State Park
12	Is there any possibility it will become an interstate park with NC?
13	We will definitely visit if 3 bedroom cabins or lodges are available!
14	Make sure that you have access points (for first responders ONLY) along the river trail. Also, guidelines as to what parts of the trail are accessible at different water levels. And finally,who will be responsible for maintaining the navigability of the river...cutting out the trees that block the river.
15	thanks for the survey
16	I do not, but appreciate so much asking the communities for this information.
17	I love virginia, hike first landing state park and other all the time and find it very soothing. Helps me escape from the real world for a few hours at a time. when my other half and I go hiking and yes we have the yearly pass, we escape reality for a little bit and use our imaginations when the wind blows or we hear or see an animal out in the woods. Its a small escape.
18	Please don't overdevelop anymore parks, provide trails and allow people to explore natures playground instead of creating them where a beautiful forest once lived
19	Keep the camping site on the larger size
20	Please include equestrians in your multi use plans
21	So excited for this opportunity and to add it to my visited list!!
22	Would like to see spread out private camping sites with full hook-ups.
23	Please include horse stalls for overnight camping.
24	Don't try to make it some kind of high revenue spot, with development all over it and "games".
25	Would promote a blue way by having available paddle in camping and encourage the North Carolina side to also have paddle in overnight camping
26	It does not need to be developed other parks in the are need to be ramped up and updated they can hardly be maintained why open something else to become dilapidated
27	No cabin developments.
28	Given the historical resources within the park boundaries, I worry about abuse. I attend music festivals annually and I camp in a travel trailer. I worry about this park becoming a festival grounds.
29	Would love to have more camping opportunities in Virginia. Would love to see this in Henry County.
30	Don't want to see the area disrespected or neglected
31	minimize development
32	The mayo river has always been a serene slice of nature. A little hideaway to get away from the hustle and bustle of life. This environment's whole appeal is the presence of biodiversity and the way it immerses its visitors into nature. Over development of this land would cause it to lose its charm and uniqueness when compared to other local parks.
33	We would love to have enough cabins available for rental - 1-2-bedroom cabins. We look forward to visiting the park.

- 34 The park should be allowed to immerse individuals with seeing, hearing and smelling the natural environment.
- 35 Please try to establish a nice fenced off leash dog park in or near any campground area in the park. (This is lacking in many of the other VA State Parks.)
- 36 Save old forest areas.
- 37 Va has a large and active equestrian history and current population. Areas to ride are becoming increasingly limited. Please include a trail system and camping facilities for horses and riders. Douthat and James River are great examples. Thank you.
- 38 Keep it simple.
- 39 Good access roads to park.
- 40 Emphasize value of embracing the idea of experiencing this beautiful area with all of our senses. Smell, touch, feel, hear, see.
- 41 Provide a shuttle between Mayo River State Park and Fairy stone State Park
- 42 Please don't let it become overcrowded and disrespected like Lake Anna and Leesylvania. Protect the land by not building too much, keep it similar to Sky Meadows' level of development. Incorporate more ADA opportunities, especially canoe/kayak launches and off-road capable wheelchairs, than any other state park so far.
- 43 Can't wait to visit the new park.
- 44 No, thank you for asking for my input. I am not a current Va. resident, but was raised, educated and raised our family in Virginia. Hometown is Martinsville.
- 45 Minimal trails and amenities - keep it wild.
- 46 I would love to see another local park that has equine trails available with good parking and access to bathrooms if possible
- 47 I think it should continue to act as a major core in any regional system of Green Infrastructure
- 48 This survey is very poorly designed. You should have included a Not Applicable or Unsure for responses. The list of choices for amenities is overwhelming and not organized in any shape or form. Forcing people to answer the questions by making them required is also very poor survey practice. I am deeply disappointed in this survey.
- 49 Keep it for locals.
- 50 I believe that staying true to its original intention from the early 1900s as being a place to go to disconnect and appreciate nature, without encroaching on the wildlife that calls it home, is incredibly important. Being mindful of the local roads and its ability to accommodate visitors without having a negative impact on local business owners and organizations.
- 51 Please consider that the economic impact that you are hoping will happen (or rather, realize won't happen but you aren't concerned), will be little to nothing. The people in that area live in that area for a reason. They have land that they own and will keep in their families. This money could renovate other parks, we do not need "tourism" in that part of our county, especially when it will likely only be people doing drugs on side roads that you created.
- 52 Diverse areas for different families
- 53 I hope the visitor center includes a museum with the history of the area, as well as its environmental and geological significance. I think there is a big opportunity here to showcase these things.
- 54 Yes stop the master plan, put the money into state parks that already exist. Don't need anymore parks on this side of the state.
- 55 Camping rv
- 56 Keep Byrd's ledge from being over developed. Make the swimming area in the South Fork and open up more paddle access on both the N and S forks.
- 57 Don't over develop the area and keep it's natural beauty.
- 58 Good luck.
- 59 Need a food truck parking area for events.
- 60 Please add mountain bike trails. The hillside toward the creek as well as on the lefthand side of the parkw hile walking the current trail would be ideal for some shorter trails.
- 61 Keep it where the local people can go without much money and spend a day!!!
- 62 VDOT needs to be part of beginning conversations. the access roads to the park are not built for increased traffic. Think it could be the first birding park for VA similar to Seven islands in TN. Which to me is low key without a lot of facilities. <https://www.visitknoxville.com/listing/seven-islands-state-birding-park/619/> Definitely access to the NC part of the park from VA.
- 63 don't wait too long to get started on construction
- 64 Leave it as is
- 65 Please keep this parkas close to the way it is now, add tent camping and educational spots for young children. Connect the trails that are there. Our children need a park where the outdoors, are the outdoors, without buildings and infrastructure. They need to see the beauty of this area as close as William Byrd found it. That is the way this area needs to be, it will attract more visitors with its natural beauty than with cabins, camper's, and buildings overtime. People come to locations like this for peace of mature. We need a state park as close to natural in this state as we can get it.
- 66 Leave it alone
- 67 Think maybe someone from the Mayo Community have some say on what we might like or what will make us a good neighbor. We will be a neighbor to this park for the rest of our lives. We wont come and spend a few days. We will be there with park 24 hours a day 7 days week .
- 68 Please develop the park in a similar manner to recently developed or refurbished North Carolina State Parks. (Stone Mountain, Goose Creek, Raven Rock, New River...)

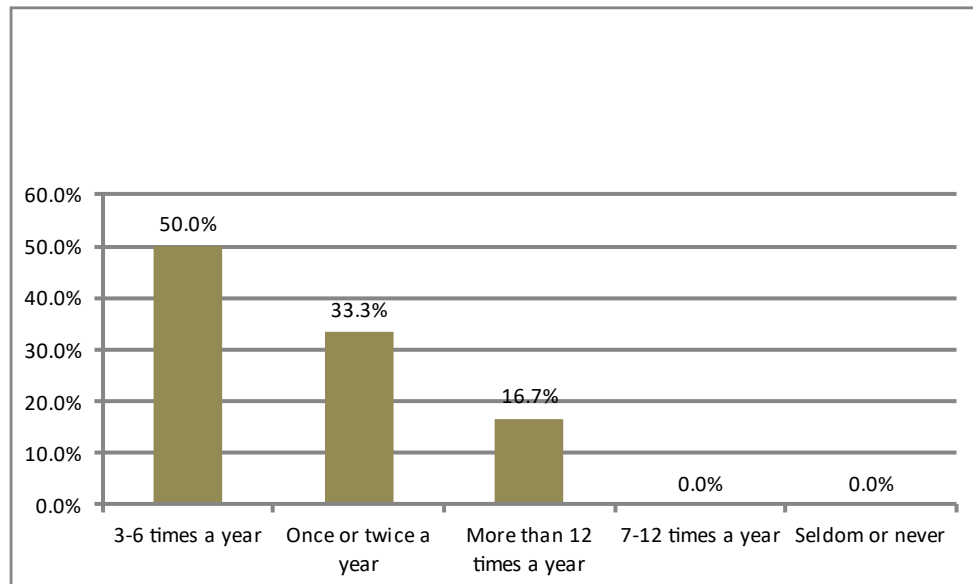
Advisory Committee Survey Responses

The advisory committee was presented with the same questions as the public survey. On the following pages are the results of the online survey along with the aggregated responses.

Q.1 Have you or a member of your household visited a Virginia State Park in the last 12 months?

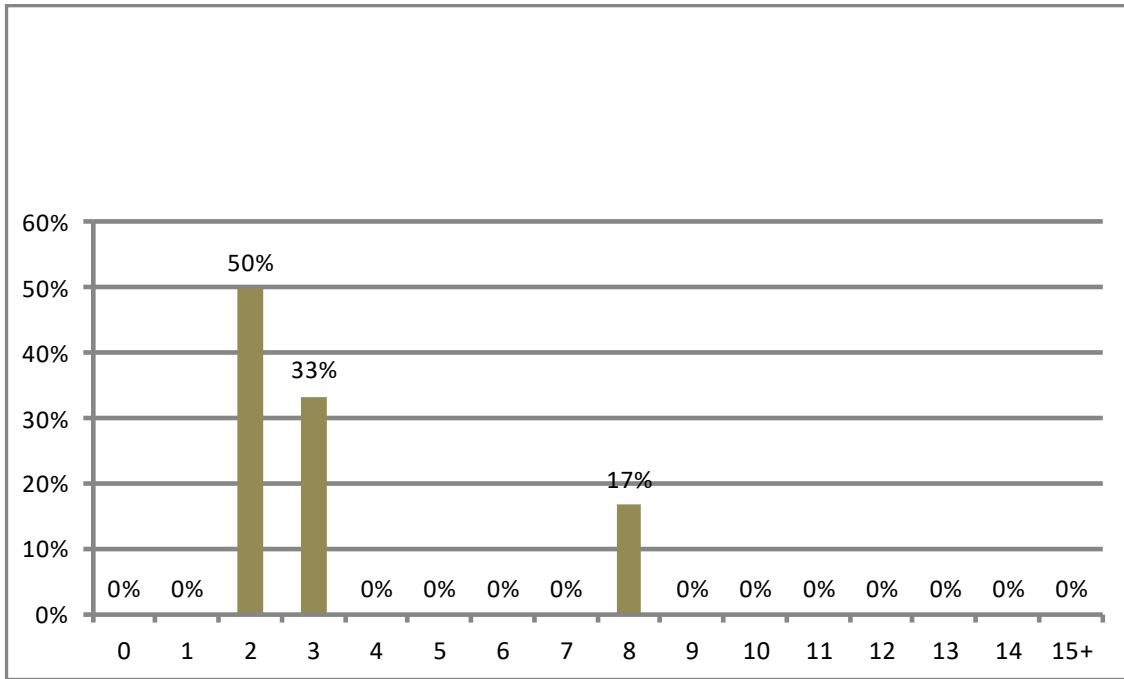


Q.2 On average, how often do you or members of your household visit Virginia State Parks?

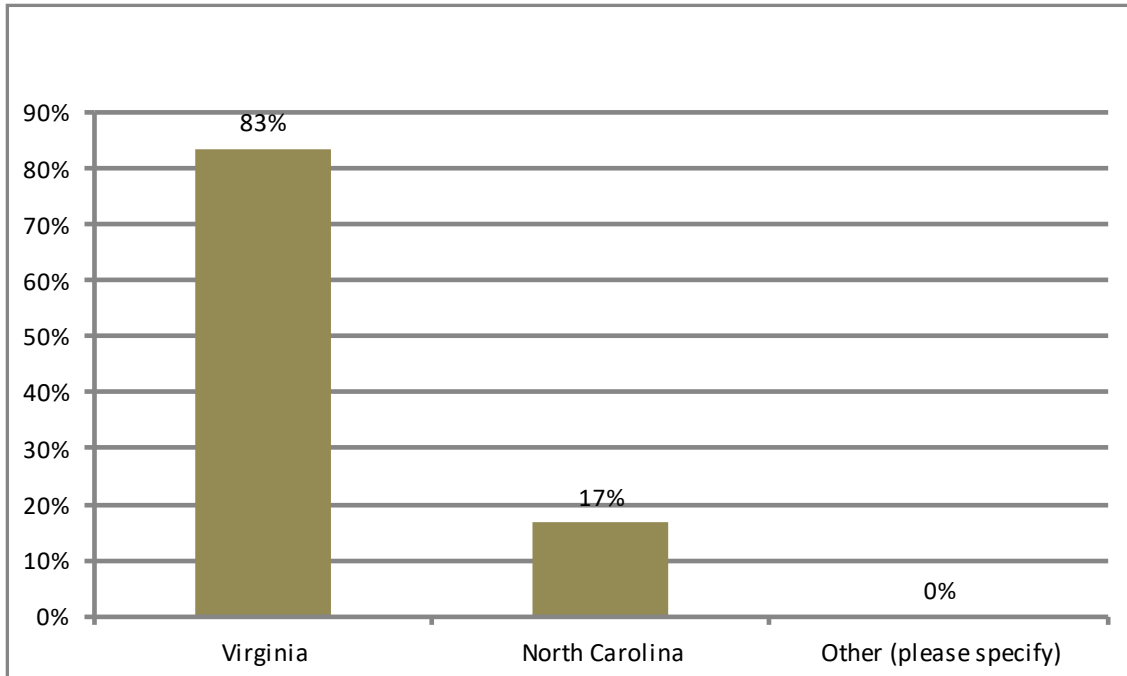


Q.3 How many different Virginia State Parks have you or members of your household visited in the last 12 months?

The average number of parks visited is 4.7 parks.



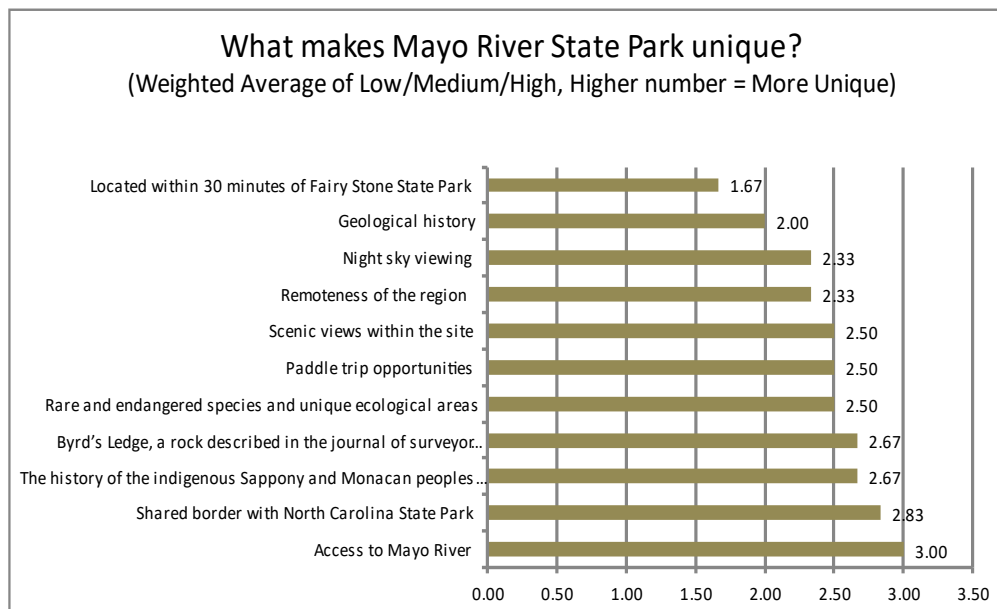
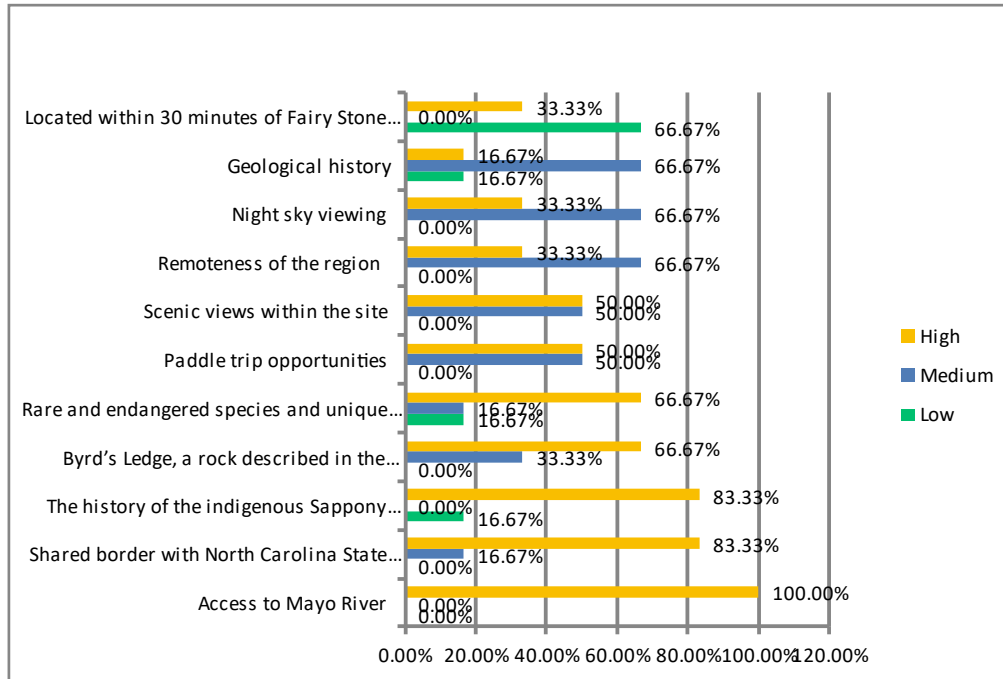
Q.4 What state do you live in?



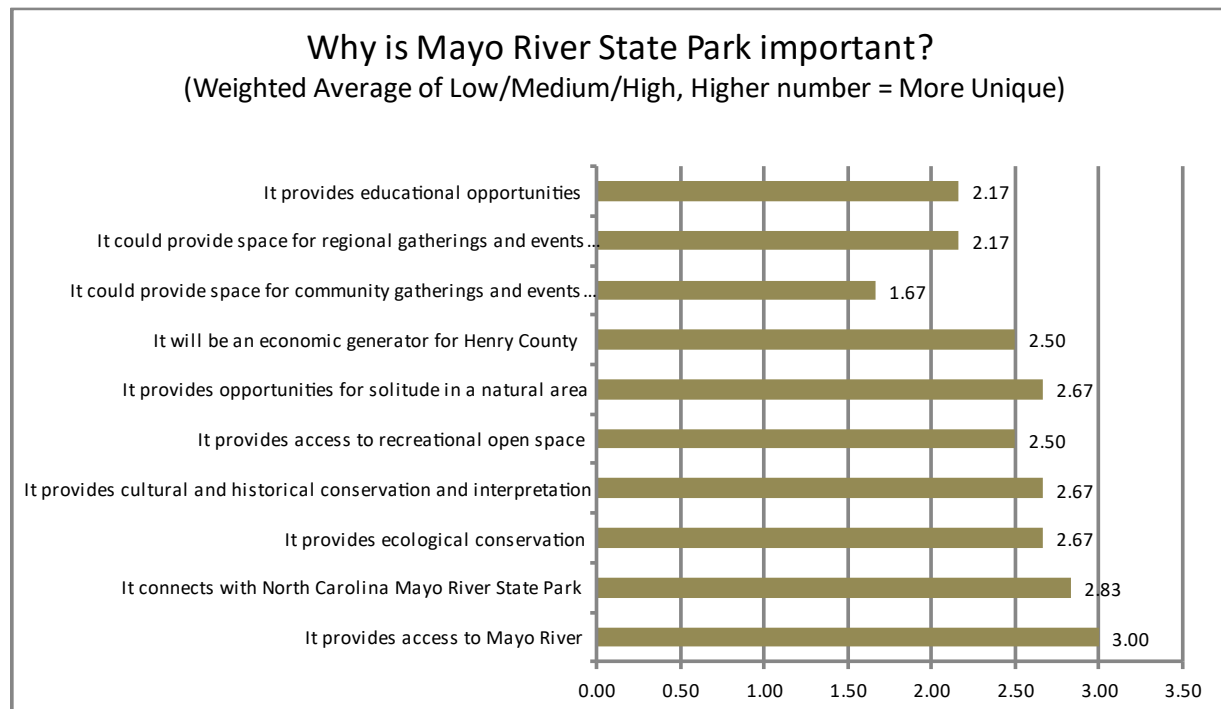
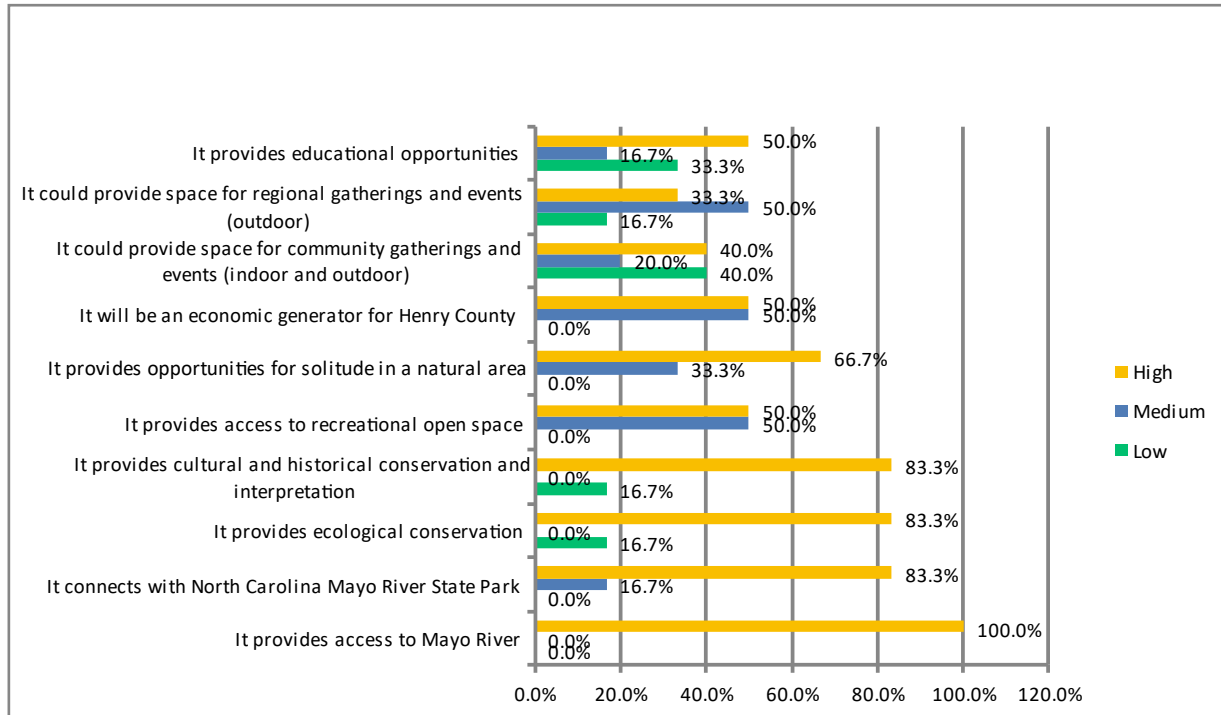
Q.5 What is your zip code?

Zip Code	Location
27016	Stokes County, North Carolina
24112	Martinsville, Virginia
24171	Stuart, Virginia
24171	Stuart, Virginia
24541	Danville, Virginia
24112	Martinsville, Virginia

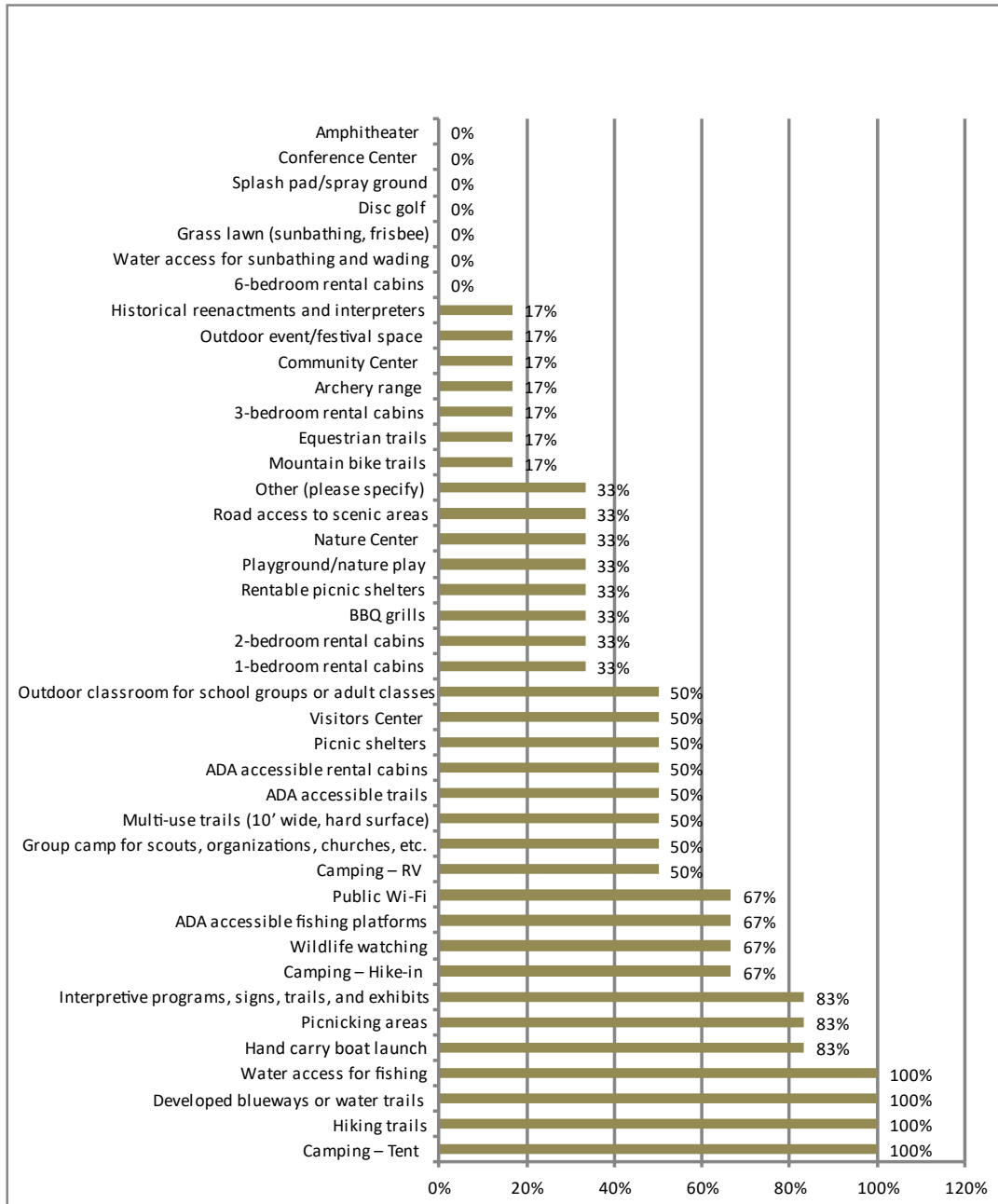
Q.6 What makes this park unique? (rate each item low/medium/high)



*Q.7 Why is this park important now, or could be important after fully developed?
(rate item characteristic low/medium/high)*

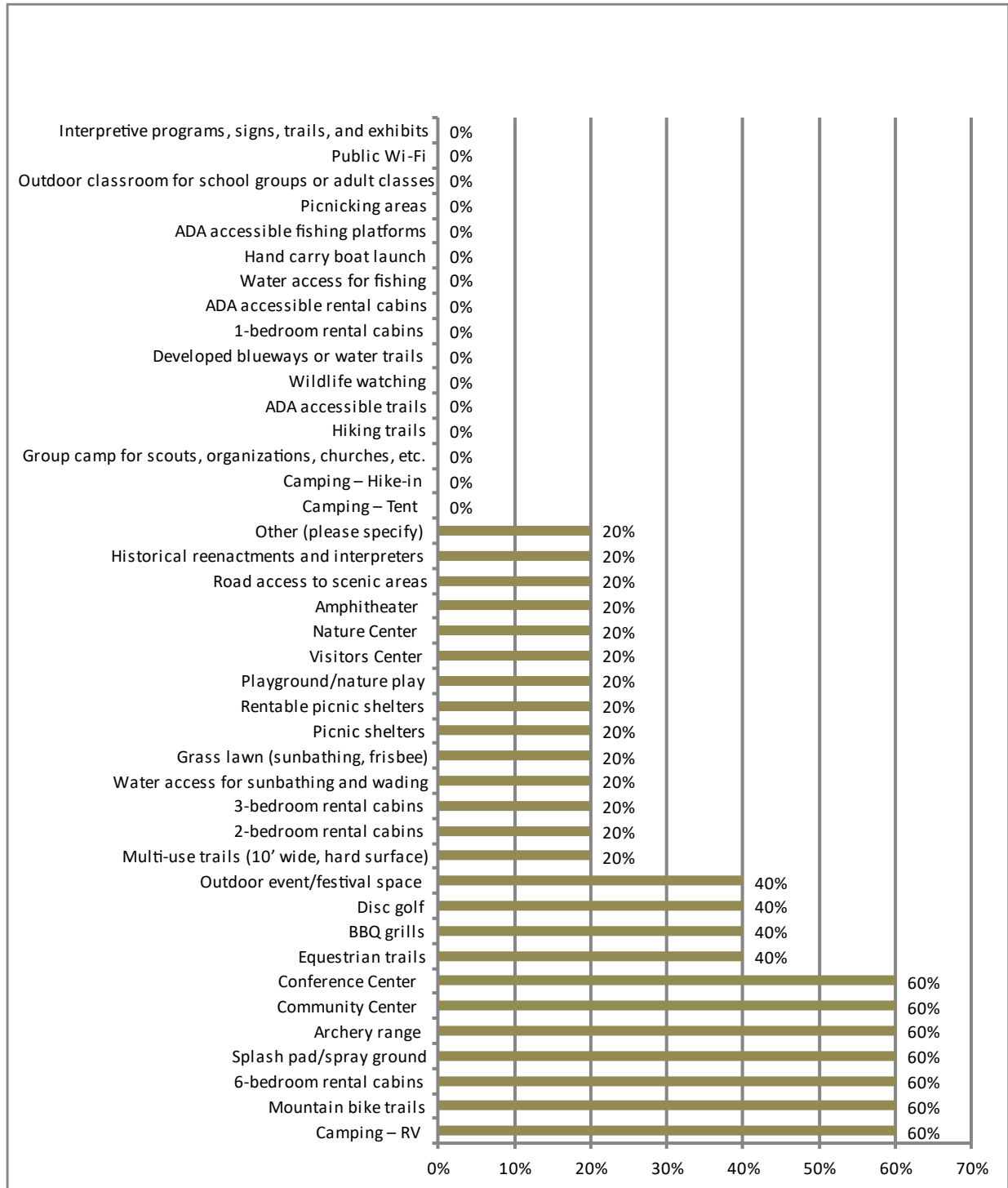


Q.8 What facilities or services should be provided at Mayo River State Park? (select all that apply)



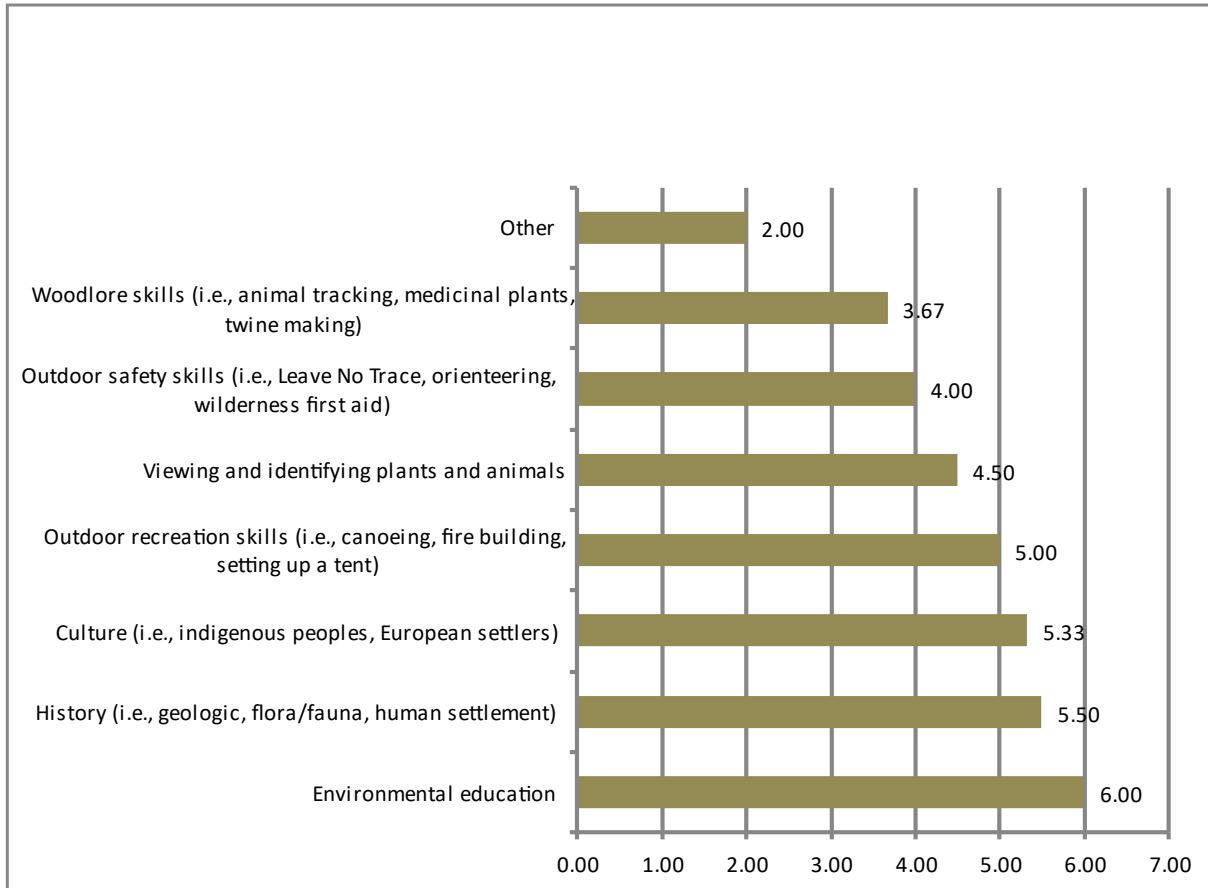
Other (please specify)
 Future Forest: A futuristic environment showcasing sustainability and technology, with holographic wildlife, solar-powered trails, and bioluminescent plants.
 Adult-size changing tables in day use and overnight group facilities, changing areas at river access points, Dark Sky Certification, Gift Shop, ADA Accessible Campsites

Q.9 What facilities or services should NOT be included in Mayo River State Park?



Other (please specify)
Hidden tree houses

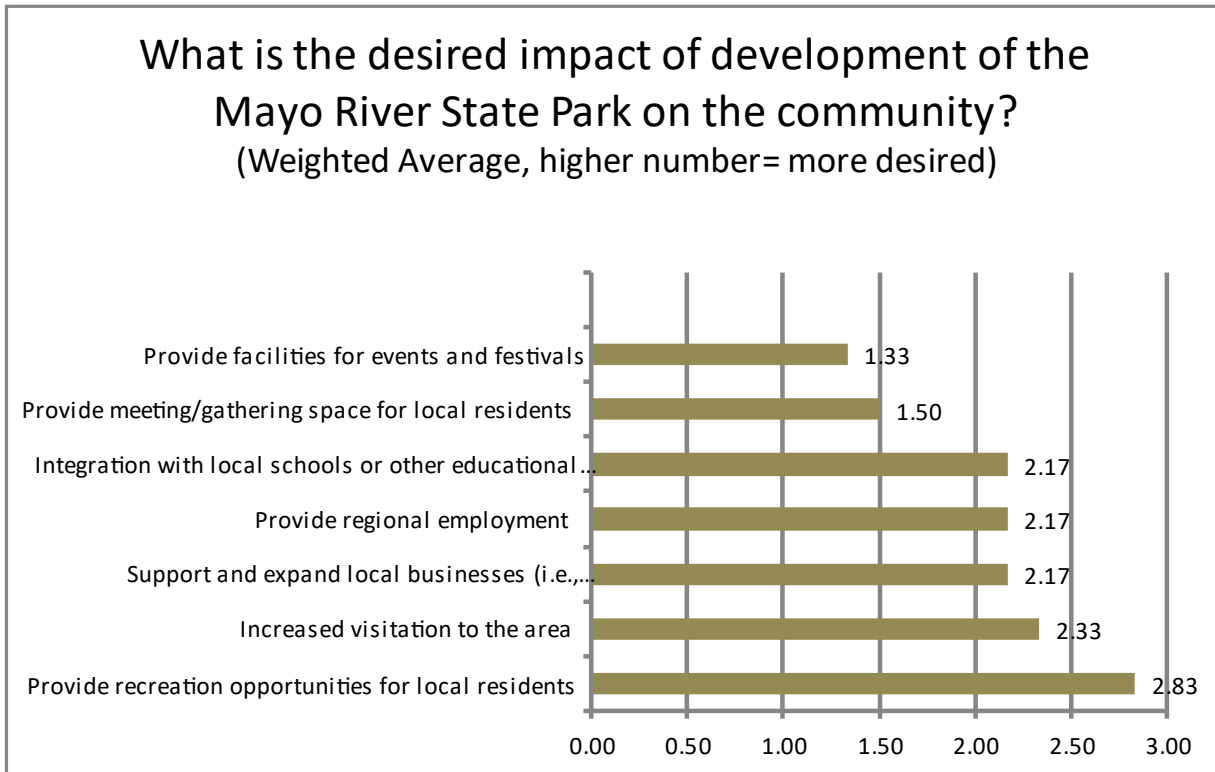
Q.10 Order the importance of the following education activities associates with the parks.



Q. 11 Please include an answer for other education opportunities associated with the parks from the question above.

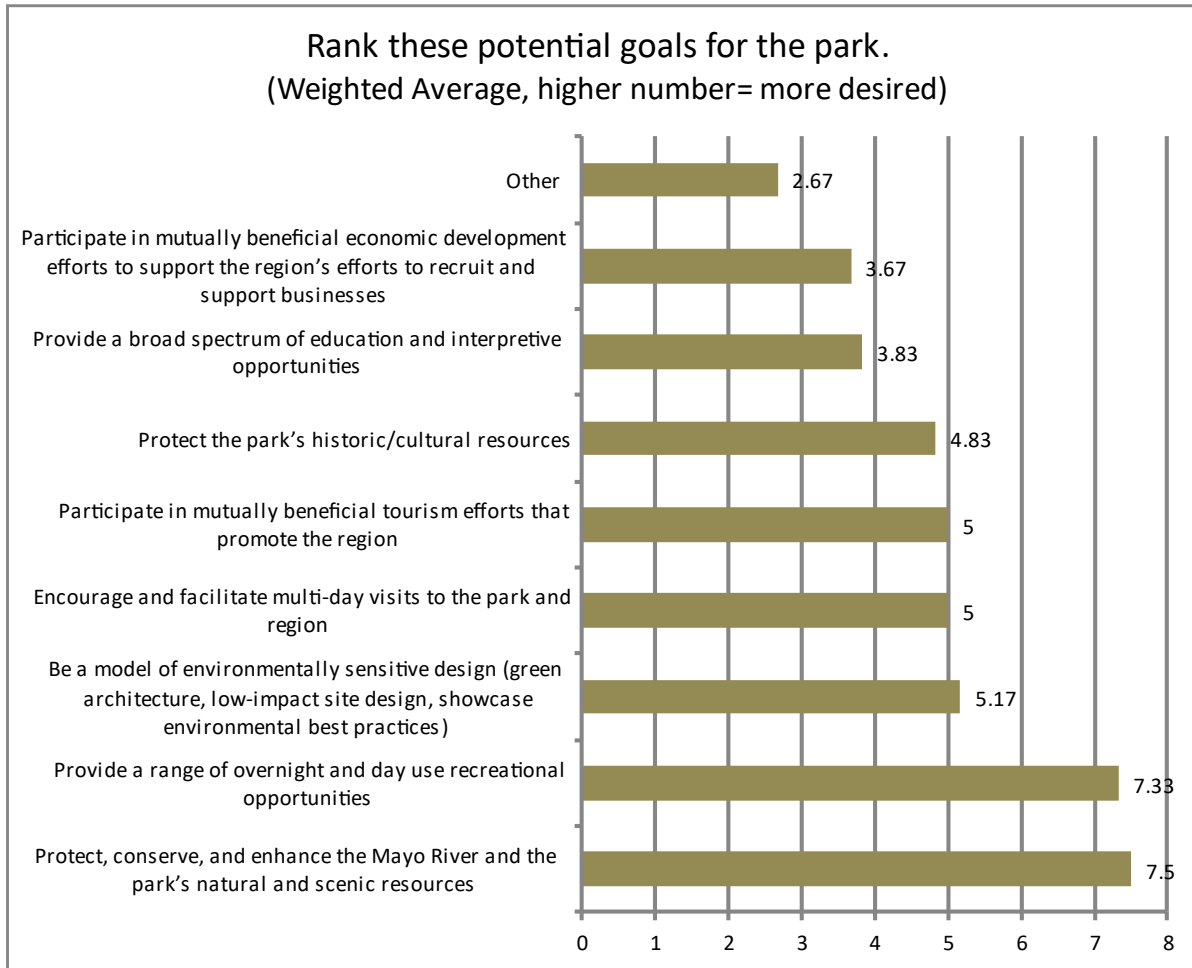
Responses
Water safety skills, differing levels of canoe/kayak instruction
There are numerous subtopics under environmental education that could be listed, so not sure how this is defined in this context. But stewardship should be an aspect.

Q. 12 What is the desired impact of development of the Mayo River State Park on the community? Rate each item either low, medium, or high importance.



Q.13 Rank these potential goals for the park, with 1 being the most important.

The chart below shows the weighted total of each activity’s importance ranking.



Q.14 If you specified "other" in question #13 above, please list your answer:

1 individual responded to Q.14, 77 responses contained relevant content, rather than blank or n/a. Those 77 responses are below:

Responses
Be a model of accessibility - strive to identify and eliminate barriers that limit access to enjoying the natural, cultural, and recreational offerings at the park.
I would highly encourage looking into truly accessible amenities. Check out what Tennessee State Parks is doing. Offering adult-size changing tables, wheelchair friendly paved trails, and accessible kayak and canoe launches would be huge. Also, offering amenities that are functionally accessible and don't just meet the minimum ADA standards would go a long way. Things like bed heights, window covering manipulations, putting accessible fire rings, grills, and picnic tables at ADA cabins and campsites that have the correct height and clearance- use United States Access Board accessibility standards for Federal outdoor developed areas.
Consider the experience of those who we don't typically think of when we only focus on ADA. Those with sensory issues, those with visibility or hearing issues, those who don't speak English.

Q.15 As part of the park master plan process, a purpose statement will be developed for Mayo River State Park. What phrases should be included in the park purpose statement?

Below is the full list of responses:

Responses
A futuristic environment showcasing sustainability and technology
Provide exemplary outdoor recreational and educational opportunities for visitors while protecting and interpreting the natural and cultural resources of the Mayo River. (based on sample purpose statement from other parks)
Connections

Q.16 Do you have any additional comments regarding the Mayo River State Park master plan?

Responses
We have a wonderful opportunity to do something "different," while protecting the beautiful Mayo. Let's get creative. Fingers crossed for inclusion in the budget!
Please don't make this another cookie cutter Virginia State Park. This location has the opportunity to be something different than the standard park experience that can easily be had at Fairy Stone. The fact that it's contiguous with North Carolina isn't going to be a draw for locals who have visited both NC MRSP and Fairy Stone, it needs to offer a different experience. Since it's in an area with low light pollution, getting it certified as an IDSP at the onset would be a smart move. The scenic views are only scenic when you don't feel like you're sharing space with everyone else at the park. Creating campsites and cabins that aren't on top of each other and giving a sense of privacy so you can enjoy the park would be awesome. While I have an RV, I wouldn't want to navigate the roads to get to the park in it, and as Pratt Road isn't quite wide enough to be 2-laned, I would stay away from RV camping and equestrian trails for the initial phases.

APPENDIX D

Visitor Experience Workshop Materials

Visitor Experience Planning Workshop Summary for Mayo River State Park

Introduction: On March 4th-5th, 2025, Virginia State Parks hosted a Visitor Experience (VE) workshop for Mayo River State Park (HBTSP) to discuss a new, simplified Visitor Experience Plan for the park.

The following individuals participated in the majority of the Visitor Experience Workshop:

- Adam Layman, Park Manager (Fairy Stone State Park)
- Andrew Philpot, District 5 Manager
- Ben Salser, Interpreter (Fairy Stone State Park)
- Brent Shepherd, Park Ranger – Maintenance (Fairy Stone State Park)
- Christina Petruncio, Office Manager (Fairy Stone State Park)
- Danny Martin, Interpreter (Fairy Stone State Park)
- David Bryan, State Parks Planner
- Erin Pitts, Chief Ranger – Visitor Experience (New River Trail State Park)
- Ethan Seaver, Assistant Park Manager (Fairy Stone State Park)
- Evan Spears, Visitor Experience Specialist
- Jon Pickerel, Project Manager, Austin Brockenbrough (i.e. consultants on the Mayo River project)
- Katie Shepard, Chief of Education and Interpretation
- Kenny Horowitz, Chief Ranger – Visitor Experience (Natural Bridge State Park)
- Reed Stanley, District 5 Resource Specialist
- Salim Chishti, Environmental Program Planner, DCR-PRR
- Tristan Cleveland, Project Manager, Kimley-Horn (i.e. consultants on the Mayo River project)

The workshop opened with a short discussion of the role of the Visitor Experience plan as a high-level plan meant to provide direction for annual interpretive work at the park, as well as to form the foundation for future development decisions made during the master planning process, and especially the upcoming Needs Assessment.

Resources Review: The workshop started with a facilitated team discussion of the natural and cultural resources that make the park special. The following are all key resources at the park for consideration as the park themes and mission statement are developed:

- Cultural and Historic Resources:
 - Indigenous History
 - Most of the area currently referred to as Southside Virginia was inhabited by Siouan-speaking peoples, such as the Sappony, before contact with English settlers in the 1600s. The Sappony still persist today, based out of High Plains, North Carolina, and their website even references the famed story of William Byrd's survey.
 - The tribes here developed an agricultural society with the three main crops being "*the Three Sisters*" of corn, beans, and squash. Forested areas were routinely used for hunting expeditions.
 - The North Mayo River features several arrangements of stones along the bank that appear to have been deliberately placed, and likely represent Native

American fishing weirs, essentially for live storage of their catches. Another fishing weir site has been recorded not too far away on the Mayo River in North Carolina.

- There are currently no known Native American village or camp sites identified within the park borders; however, according to recent archaeological predictive modeling by the College of William & Mary, the park's floodplain along the South Mayo River has a high probability of sites with corresponding archaeological field survey needs.
- Byrd's Ledge:
 - Perhaps the most famous part of the property is Byrd's Ledge, a rocky outcrop near the North Carolina border that surveyor William Byrd is said to have utilized to survey the state line on October 22, 1728.
 - Describing these events in *History of the Dividing Line*, Byrd wrote the following:
 - *"As we rode along we found no less than three Bears and a fat Doe, that our Indian [Ned Bearskin, a Saponi man employed as a hunter], who went out before us, had thrown in our Course, and we were very glad to pick them up. About a Mile from the Camp we cross't Miry Creek, so call'd because Several of the Horses were mired in its Branches [probably the tributaries of Fall Creek]. About 230 Poles beyond that, the Line intersected another River, that seem'd to be a branch of the Irvin, to which we gave the Name of the Mayo, in complement to the other of our Surveyors [William Mayo]. It was about 50 Yards wide where we forded it, being just below a Ledge of Rocks, which reacht across the river, and made a natural Casquade. Our Horses cou'd hardly keep their feet over these Slippery Rocks, which gave some of their Riders no small Palpitation. The River forks about a Quarter of a Mile below the Ford, and has Some Scattering Canes growing near the Mouth of it. We pitch't our Tent on the Western Banks of the Mayo [within the park area], for the Pleasure of being lull'd to Sleep by the Casquade. Here our Hunters had leisure to go out and try their Fortunes, and return'd loaden with Spoil. They brought in no less than Six Bears exceedingly fat, so that the frying pan had no rest all Night. We had now the Opportunity of trying the speed of these lumpish Animals by a fair Course it had with the Nimblest of our Surveyors"* (Berland 2013:162–163).
 - Byrd's records also describe that the day before the Mayo River crossing, on October 21, 1728, some of his men discovered an Indian camp where there was recent evidence of furring and dressing skins. The records also discuss smoke from burns throughout the countryside, which Byrd and company apparently attributed to campfires left burning by the Native Americans. More likely, such fires were set intentionally by indigenous peoples to maintain an open woodland for ideal hunting and travel conditions, similar to how Virginia State Parks and other agencies use prescribed burning today.

- Family Dwellings
 - The Rakes tract contains at least three former domestic sites that are documented on two topographic maps from the 1920s and a plat map from 1943. However, no evidence of these locations has been documented. Domestic plants in one location may be associated with these former sites.
 - The Thompson tract contains the remains of a farmhouse and associated outbuildings that can be identified with the ownership of the Pratt family. In 2019, environmental surveyors noted the remains of three structures including a log barn and livestock shelter in addition to the farmhouse, and some of these remains can still be seen today. Remains exist for at least 10 structures, a formal garden area, another possible garden, and an orchard.
- Cemeteries:
 - A small cemetery on the Thompson Tract contains eight visible burials, including six members of the Pratt family and two members of the Joyce family. Marked burials range from 1921 to 1981.
 - A large cemetery on the Ferguson tract contains at least 47 burials arranged in irregular rows along a disused road trace. The majority are marked with naturally or minimally shaped stones at the head and foot of the burial, while a smaller number have no associated stones and are only visible as slight depressions. Originally, these may have had wooden or other perishable markers. Periwinkle, a typical cemetery plant in Virginia, also grows in the vicinity. The appearance of this cemetery is consistent with cemeteries for enslaved peoples that can be found elsewhere in the Commonwealth. It is quite possibly associated with the former plantation of the Deshazo family, who were known slave owners, though it could have been from earlier times.
- Other Cultural/Historical Resources of Note:
 - The following are side notes on Mayo River's history:
 - Mica mines are found just off the property along the eastern borders.
 - When it officially opens, Mayo River State Park will be the southernmost Virginia State Park, taking that title away from False Cape State Park.
 - When it officially opens, it will become the first Virginia State Park to share a border with another, separate state park in another system.
- Natural Resources:
 - Sensitive Species:
 - Smooth Azalea (*Rhododendron arborescens*) – This G4G5/S2 species has been documented along the North Mayo River dating back to 1972, and most recently 10+ shrub-sized plants were documented in 2023 along the banks of the North and South Mayo Rivers within areas of acidic forest. The population in the park is healthy, and numerous plants were observed in flower or in seed. This species and its habitat areas should be protected during the development of the park.
 - Bog Chickweed (*Stellaria alsine*) – This G5/S1 species is a state-rare species largely known for several populations along the Potomac River in Northern Virginia, but otherwise unknown in the Commonwealth until its surprising

discovery along a sandy deposit of the North Mayo River in 2023. A more thorough inventory effort is recommended; this species and its habitat areas should be protected during the development of the park.

○ Ecosystems:

- The most sensitive ecosystem in the park is the Coastal Plain/Piedmont Oak-Beech/Heath Forest (G4/S3), covering approximately two acres across two separate stands on steep slopes fronting the North Mayo River. One of the stands, totaling 1.4 acres, is considered to be in good to excellent condition and has been documented as a significant Natural Heritage resource that is considered uncommon at the state level (S3). The overstory is dominated by American Beech (*Fagus grandifolia*) and the understory is dominated by a dense stand of Great Rhododendron (*Rhododendron maximum*). This is interesting because Great Rhododendron is more typically common in the mountainous regions of Virginia than within the Piedmont. Other montane species found here include the Cucumber Magnolia (*Magnolia acuminata*) and Mountain Holly (*Ilex montana*).
- The park is dominated by Mesic Mixed Hardwood Forest (293 acres), particularly on its slopes between the flatter upland areas and the bordering North and South forks of the Mayo River. This ecosystem is home to known populations of the Smooth Azalea (*Rhododendron arborescens*), a state rare shrub species (G4G5/S2) along the banks of the North and South Mayo Rivers.
- Most of the flatter upland areas of the park are Acidic Oak-Hickory Forest (57 acres), Successional Pine Forests and Mixed Successional Forests (94 acres), or open fields which until recently were regularly managed by hay contract. Most of these acres are not sensitive.
- Smaller portions of the park are categorized as Piedmont/Mountain Small-Stream Alluvial Forest (19 acres) and Basic Oak-Hickory Forest (7 acres), but these are not particularly sensitive in nature.

○ Other Key Natural Resources:

- There are a high number of birds reported for Mayo River State Park in North Carolina, including over 200 species, approximately half of known Virginia bird species. Most if not all of these can likely be found in the Virginia park in the appropriate seasons.
- There are over 30+ species of fish in the Mayo River. However, most are not game fish. This includes potential for the rare, endangered Orangefin Madtom and Roanoke Logperch.
- The Mayo River has a designated Scenic River status in Virginia.
- General wildlife species like Black Bear, White-tailed Deer, Otters and Fox Squirrels can be seen on the property.

Key Stories for Mayo River: Based upon a review of the natural and cultural resources at the park, the following are the key stories for Mayo River State Park that should inform the development of the park's themes and mission:

- *Story #1: The Mayo River Itself*
 - The role of the Mayo River within the larger Roanoke River watershed, and Dan River Basin.
 - Connections of the Mayo: its two forks, its two states, its two parks, and its timeline connections across the past four centuries of history.
 - The history of the area and its importance to Siouan-speaking indigenous peoples and English settlers.
 - Scenic views, ecosystems, and communities up and down the river.
 - Diversity of species, including rare fish like the Orange Madtom and Roanoke Logperch.
 - Recreational uses of the river for fishing, paddling, tubing and wading.
- *Story #2: A Timeline of Land and River Management*
 - The Sappony use of the river, particularly with the fishing weirs.
 - The Sappony use of the upland forest, particularly for prescribed burning.
 - 19th and 20th century land management and the evolution of area agriculture.
 - Enslaved laborers who worked the land.
 - Remnants of old farmsteads, including an orchard remnant.
 - Telling the story of the land through the current land cover (e.g. pines from abandoned agricultural fields, beech forests on steep slopes that weren't logged, etc).
 - The park effectively tells the story of the region – what is found on site is not specific to the site, but rather is representative of the entire area.
- *Story #3: The Mayo River Crossing on October 22, 1728*
 - Known members of the survey team such as William Byrd and William Mayo, as well as the nicknames that Byrd gave them.
 - Ned Bearskin, the Sappony guide who led the survey team west.
 - The nearby Native American encampment to the east.
 - The encampment of the surveyors along the river's edge within the modern-day park boundaries.
 - This work delineated a clear line between two states that has stood the test of history.
 - The natural features that the surveyors named, and why they named them.
 - The species like river cane that have disappeared from the area since the survey was conducted.

Park Themes and Subthemes: Using the park's three key stories as a starting point, the following park themes were developed to guide all future interpretive work in the park, from exhibits to signage to ranger-led interpretive experiences and programming. The themes were designed to relay to the visitors what they should understand about the park, and why it should matter to them. Each theme was then associated with supporting subthemes for use at the park:

- *Theme #1:* The North and South Forks of the Mayo River feature the convergence of history, nature and recreation, connecting centuries, states, and parks.
 - *Subtheme #1:* Native American history, including but not limited to:

- The Sappony Tribe and other Siouan-speaking peoples throughout the region.
 - Fish weirs along the Mayo River.
 - Prescribed burning as a land management tool.
 - Subsistence hunting from Black Bears to White-tailed Deer.
 - *Subtheme #2:* This land's role in defining the lasting boundary between two states, including but not limited to:
 - The William Byrd surveying expedition.
 - The Virginia-North Carolina line.
 - Partnerships with North Carolina State Parks.
 - *Subtheme #3:* Recreational opportunities, including but not limited to:
 - Fishing.
 - Paddling.
 - Wading.
 - *Subtheme #4:* Native wildlife, including but not limited to:
 - Ecosystems and natural communities along the river, and the wildlife they support.
 - Endangered fish species.
 - Rare plants, animals and communities.
- *Theme #2:* Byrd's Ledge is the milestone for experiencing the landscape and lives of both Native Americans and English Settlers as the state line was surveyed, landmark features were named, and Virginia's Southern Piedmont developed.
 - *Subtheme #1:* Byrd's Ledge, including but not limited to:
 - Known members of the survey team such as William Byrd and William Mayo, as well as the nicknames that Byrd gave them.
 - Ned Bearskin, the Sappony guide who led the survey team west.
 - The nearby Native American encampment to the east.
 - The encampment of the surveyors along the river's edge within the modern-day park boundaries.
 - The natural features that the surveyors named, and why they named them.
- *Theme #3:* Over the centuries, mankind has influenced the evolution of this land along the Mayo River for its benefit, illustrating how past actions cultivate both present and future landscapes.
 - *Subtheme #1:* Anthropogenic manipulation of the land, including but not limited to:
 - Agriculture through the centuries.
 - Fishing weirs.
 - Homesteading.
 - Land management and development.
 - Pine plantations.
 - Prescribed burning.

Mission Statement: Utilizing the identified themes and subthemes, an overarching Mission Statement was developed for Mayo River State Park:

Nestled between the North and South Forks of the Mayo, Mayo River State Park tells the story of Byrd's Ledge and the surrounding landscape as it connects history, nature, and the Virginia and North Carolina State Park systems.

Public Input Review: For most VE Workshops, DCR staff review existing *Your Comments Count* (YCC) data to summarize public feedback and feed the Master Planning process. However, since Mayo River State Park isn't officially open outside of a few trails, YCC data is not available. Instead, Kimley-Horn staff led a discussion of feedback received thus far via the Master Planning process, and particularly the following:

- Public Information Meeting 12/16/24 – 64 public members, 3 media outlets
- Online Public Survey, 12/16-1/19/25 – 557 respondents
- AC Survey, 12/16-1/19 – 6 respondents
- General themes from the survey – defining features are:
 - Access to the Mayo River.
 - Scenic views within the site.
 - Biodiversity in the Mayo River and surrounding area.
 - Rare and endangered species and unique ecological areas.
- Primary goals from the survey responses:
 - Protect, conserve and enhance the Mayo River and the park's natural and scenic resources.
 - Provide a range of overnight and day-use recreational opportunities.
 - Serve as a model of environmentally sensitive design.
- Input on Purpose Statement:
 - Input generally reflected that conservation and preservation should be at the forefront.
 - Providing recreational opportunities was also a strong theme.
 - Respondents also emphasized the value of education, particularly in environmental and historical contexts.
 - Community connection and space for both local families and regional cooperation was a theme.
 - Sustainability and low-impact design also were a theme of the input.

Primary Audiences: The following groups all have potential to be primary users of Mayo River State Park once it is fully planned and developed:

- Anglers
- Birders
- Church Groups
- Collegiate Users (i.e. Classes and Researchers)
- Dog Walkers
- Families
- Foragers
- Fraternal Organizations
- Genealogy Seekers
- Geocachers
- Hikers
- History Buffs
- Homeschool Groups
- Junior Rangers
- Master Gardeners
- Master Naturalists
- Mountain Bikers
- Nature Nerds
- Paddlers
- Peace Seekers

- Photographers
- Picnickers
- Public School Groups
- RV Campers
- Scout Groups
- Special Rental Users (e.g. Weddings)
- Stargazers
- Tent Campers
- Trail Runners
- Visitors with Accessibility Needs
- Volunteers
- Waders/Swimmers
- Wildlife Watchers

Many of the groups listed above come to the park for similar reasons, and can be grouped together into the following categories:

- Active Recreators, including but not limited to:
 - Hikers
 - Mountain Bikers
 - Trail Runners
- Cultural Special Interest Users, including but not limited to:
 - History Buffs
 - Genealogy Seekers
- Education Users, including but not limited to:
 - Collegiate Users (i.e. Classes and Researchers)
 - Homeschool Groups
 - Junior Rangers
 - Master Gardeners
 - Master Naturalists
 - Public School Groups
 - Scout Groups
- Low Impact Recreation Users, including but not limited to:
 - Church Groups
 - Dog Walkers
 - Families
 - Fraternal Organizations
 - Picnickers
 - Special Rental Users (e.g. Weddings)
 - Visitors with Accessibility Needs
 - Walkers
- Natural Resource Special Interest Users, including but not limited to:
 - Birders
 - Foragers
 - Geocachers
 - Nature Nerds
 - Peace Seekers
 - Photographers
 - Stargazers
 - Wildlife Watchers

- Overnight Users, including but not limited to:
 - RV Campers
 - Tent Campers
- Volunteers
- Water Recreators, including but not limited to:
 - Anglers
 - Paddlers
 - Waders/Swimmers

Audience Wants, Needs and Expectations: Once Mayo River’s key audiences are grouped by like interests, the typical wants, needs and expectations of each group can be defined as follows:

- *Active Recreators:*
 - *Wants:* Active Recreators visit Mayo River State Park to take advantage of its trail system that, when developed, should provide a premier location for exercising while enjoying the various regions of the park. These recreators typically are seeking very specific experiences, most via hiking or mountain biking, that may require specialized facilities (e.g. single track for mountain bikes). Many come alone or in small groups including close friends or family to enjoy the trail with. They want a variety of options to choose from, with trails ranging in length and difficulty. Loops trails are generally preferred over out-and-back trails, and special destinations or points of interest with a bench or shelter make the trip more enjoyable. Optimally, these active recreators want a bridge to connect them to the North Carolina trail system.
 - *Needs:* Active recreators need clear information regarding access points along the trail and especially where water, food and restrooms are available. Since this group often comes to the park well-prepared, they need clear information online regarding these community resources as well as maps to guide their trip (e.g. Avenza and otherwise). Maps at the park area also helpful. Since some of their preferred activities are more dangerous than the average low impact park user, they also need connectivity especially in case of emergencies.
 - *Expectations:* These users expect safe and clean facilities, restrooms, hydration stations, and waste receptacles. Regarding their trail experience, they expect State Park quality trails that are well marked and maintained, and consistent with available trail maps and signage. To facilitate an efficient visit, they expect adequate parking and room for loading and unloading. A public safety presence, at least “on call”, is also expected in the case of accidents.
- *Cultural Special Interest Users:*
 - *Wants:* This audience typically visits the park to learn more about the past, and potentially the respective role of the park in their own personal history. They often want a casual guided tour (or self-guided if necessary) that provides opportunities for interpretation and discovery. Hence they are also one of the user groups most likely to take a tour with interpretive rangers.
 - *Needs:* These enthusiasts need specific experiences such as planned programs that are well advertised and communicated to the public via the DCR website, in local media and

at the park. They also need a Chief Ranger – Visitor Experience or other interpretive staff that can help them understand where and how the historic events happened at the park. In some cases, genealogy buffs may want access to specific locations in the park (e.g. cemeteries) that can only be facilitated by staff.

- *Expectations:* This audience expects safe and clean facilities, restrooms, hydration stations, and waste receptacles. They expect that park maps will clearly show them how to get to key locations of cultural or historical interest, or that park rangers can help them in their specific quests.
- *Education Users:*
 - *Wants:* Education users typically visit the park to learn something, whether formally or informally. Many desire curriculum-based programs or activities provided by the park that are in line with the Virginia Standards of Learning, commonly referred to as the SOLs. Optimally these users want to be able to take advantage of programs led by interpretive rangers, particularly hikes, or interactive classes hosted in indoor or outdoor classroom space. A diversity of opportunities that connect their classroom experiences to the real world is important to this user group. Demonstration gardens and discovery areas often are of great value to this group, as are high-quality exhibits, interpretive signs, ambassador animals, and self-guided activities. The groups, and particularly their teachers and other leaders, often want information before they arrive, opportunities for online sign-up, and merchandise to take home. Essentially, they are looking for “packaged activities”. In the case of Master Gardeners and Master Naturalists specifically, they often want opportunities to participate in citizen science at the park, as well as the next steps they may want to take to become an official park volunteer.
 - *Needs:* These groups often are looking for affordable opportunities at low or no cost, with pre-trip engagement and post-trip follow-up. They need a Chief Ranger – Visitor Experience, interpretive staffing and/or volunteer assistance at a higher level than most other user groups, including a clear description of opportunities at the park such as interpretive programs and guided hikes. A location such as an amphitheater or meeting facility housed within a Visitor Center would be optimal for hosting these guests. Parking for large groups and even buses is also an important need for this group.
 - *Expectations:* These users desire safe and clean facilities that are appropriate for use by children of all ages and differing abilities. They expect access for hydration and restrooms at more than one location in the park, as well as other basic comfort needs. Well-maintained trails and wayfinding at the park are critical for this group to avoid lost child situations. Similarly, a public safety presence is important, especially if there is a need to seek out a lost child in the park. While numerically the primary make-up of these groups is typically children or teenagers, these groups are typically led by a teacher or Scout Master that provides oversight and guidance to the group. This leader typically requests advanced information from the State Parks website or directly from staff or park volunteers, which also provide added value to the group’s visits. A primary contact “point person” at the park is often expected to assist with planning unique adventures, high quality interactions with nature, and tailored programs. Finally, these groups often bring petty cash for spending in a gift shop on snacks or exciting merchandise offerings.

- *Low Impact Recreation Users:*
 - *Wants:* This broad grouping of user types generally comes to the park wanting opportunities for low intensity, low impact recreation either individually or as part of a larger group such as a church group or family reunion. While at the park, these visitors want uncrowded facilities, especially picnic shelters with grills where they can anchor their visit and share a meal. They may also want a variety of snacks and merchandise to purchase during their visit. Depending on their specific interest, they might also want a diversity of trails for light adventures (e.g. dog walkers), as well as interpretive signage or programming.
 - *Needs:* Upon arrival at the park, this group needs adequate parking with nearby picnic areas and shelters, trails and open viewsheds to explore at their own pace. Once on the main trail, these users need intuitive directional signage, interpretive signage, and well-maintained side trails, as well as clear rules and guidelines. For the accessibility users, they need trails and other facilities that have been specifically designed to or beyond ADA standards, and information regarding what they might expect upon arrival at the park.
 - *Expectations:* These user groups expect safe and clean facilities, restrooms, hydration stations, and waste receptacles. Picnic areas, shelters, playgrounds and easy trails are the facilities that this group primarily expects. A public safety presence, at least “on call”, is also expected in the case of accidents. Many expect properly themed merchandise that they can take home with them as a memory of their adventure.
- *Natural Resource Special Interest Users:*
 - *Wants:* This audience typically visits the park to enjoy its plants, wildlife and ecosystems. They want opportunities to immerse themselves in the natural world, and potentially facilities that will aid them in their pursuits. For example, birders and photographers may enjoy wildlife blinds and benches where appropriate. Stargazers may want platforms for their equipment, and hook-ups to electricity. Others may simply desire some programming or other interpretive opportunities.
 - *Needs:* These users often need more information about the species that they desire to find at the park, including specific biological and ecological information. Specific rules and regulations are also needed for this group, particularly for the foragers.
 - *Expectations:* As with so many other groups, this audience expects safe and clean facilities, restrooms, hydration stations, and waste receptacles. Many birders and other wildlife watchers desire properly themed merchandise that they can take home with them as a memory. A public safety presence, at least “on call”, is also expected.
- *Overnight Users:*
 - *Wants:* Overnight users typically like their own private spaces where they can enjoy a vacation in relative peace and quiet. They want their sites to support the specific type of adventure they are seeking (e.g. primitive, standard electric/water, RV). Regardless of which camping experience they choose, most of these users typically desire separation and privacy from other campers when possible, as well as shade (especially for tent campers). Amenities such as electricity and water are increasingly popular with this group. Even though Virginia State Parks don’t often provide sewer services, this service is often wanted by guests. Many also desire WiFi internet to maintain connectivity, hot water,

showers and flush toilets are a must. In addition to their camping activities, families often include children and desire corresponding activities throughout the park such as trails, exhibits and a playground. Rentals (e.g. bikes, paddlecraft, tubes) might also be desired by park users.

- *Needs:* An intuitive, reliable reservation system is critical for this group, as is clear and abundant pre-arrival information. Upon arrival at the park, this group needs a clear place to check in and is also the most likely to seek out resources that were forgotten at home such as fire starters, flashlights, sunscreen, etc., along with firewood and ice. Most need electric and water services, especially if they are RV or camper users.
- *Expectations:* As with many of the other groups, these users expect safe and clean facilities, restrooms, and a public safety presence. In particular, safe and clean campsites, including flat RV sites and well-drained tent sites, and a bathhouse with hot water are critical for this group. Increasingly, campers also expect cellular service. These users also expect a smooth check-in, access to firewood, a firepit, engaged camp host and friendly, interactive staff. A public safety presence, at least “on call”, is also expected in the case of accidents or late night campground needs.
- *Volunteers:*
 - *Wants:* Volunteers are a wide-ranging group of community members that willingly give their time, talents and energy to the park. They generally want a good relationship with the park, timely communication, and aligned goals. They also desire fun and rewarding experiences where they can make a difference and provide real, tangible benefit to the park. They also often want recognition for their efforts, and thus picnics, community events, recognition ceremonies and awards can all be useful tools to show appreciation.
 - *Needs:* Volunteers need a place for orientation and direction, storage space, a Visitor Center with meeting space, etc. They need well-trained staff to provide guidance and oversight. They might also require tools and equipment necessary to get the job done. They also need to look “official”, and thus t-shirts and nametags are needed.
 - *Expectations:* Individual volunteers and groups expect ongoing, meaningful projects that will benefit the park, its resources and its guests. They also expect a streamlined and efficient professional volunteer application process, good two-way communication with staff, and feedback on their efforts.
- *Water Recreation Users:*
 - *Wants:* These users come to the park seeking water-based adventures. Even though the North and South Forks of the Mayo River are not deep enough to provide premier fishing, swimming or paddling experiences, these users often embrace the challenge or simply wade in the river to cool off on a hot summer day. Since the river connects both the Virginia and North Carolina parks, they want a joint map that will help them understand the river itself regardless of jurisdictional boundaries. Shuttle services are often wanted, though not always needed, and eventually private river outfitters may help fill that niche. Other water recreation users may want rental canoes or kayaks available on site.
 - *Needs:* These users need good access to the river, clearly marked areas for put in and take out, designated parking spaces close to the launch areas, and other amenities that will make their visit smoother. They often need a place for orientation and direction, including

maps of the river and/or interaction with park staff. Once on the water they need the river levels to be high enough to support their chosen water-based adventure and, for paddlers or tubers, a long enough route to make the venture worth it.

- *Expectations:* Water recreation users expect quality access points to the water, a designated route, and a fun, safe experience once they are out on the water. Like so many other visitors, they expect safe and clean facilities, restrooms, hydration stations, and waste receptacles for a stop before they enter or after they exit the river. A public safety presence, at least “on call”, is also expected in the case of accidents.

Essential Experiences: Mayo River State Park features the following essential experiences as opportunities for visitors to immerse themselves in the park, its resources, and its story. These experiences are the most unique opportunities at the park that truly allow for the guest to get a full experience of all that the park has to offer.

For visitors with just an hour or two to spend in the park, the following Essential Experiences are recommended:

- *Experience Byrd’s Ledge, walk the Interpretive Trail, visit the historic camp site, hear the story, and get a photograph.*
- *Picnic along this designated Scenic River near the stateline/confluence as a gateway to experiencing two states.*
- *Take a hike on the Birding Loop.*

For visitors with just a half day to spend in the park, the following Essential Experiences are recommended:

- *Enjoy the (future) Visitor Center.*
- *Have yourself a wading and fishing experience along the river.*
- *Immerse yourself in a hiking experience along a mountain stream.*
- *Take advantage of (potential) single track mountain biking.*
- *Experience the (potential) bridge and do the trails from state to state.*

For visitors with a full day to spend in the park, the following Essential Experiences are recommended:

- *Take in immersive experiences on specific topics such as historical agriculture uses and subsistence farming – orchard and garden.*
- *Drive to North Carolina, or hike across the (potential) bridge to see Fall Creek Falls in North Carolina.*
- *Enjoy an all-day float, starting in Virginia and ending in North Carolina.*

For visitors with an overnight stay in the park, the following Essential Experiences are recommended:

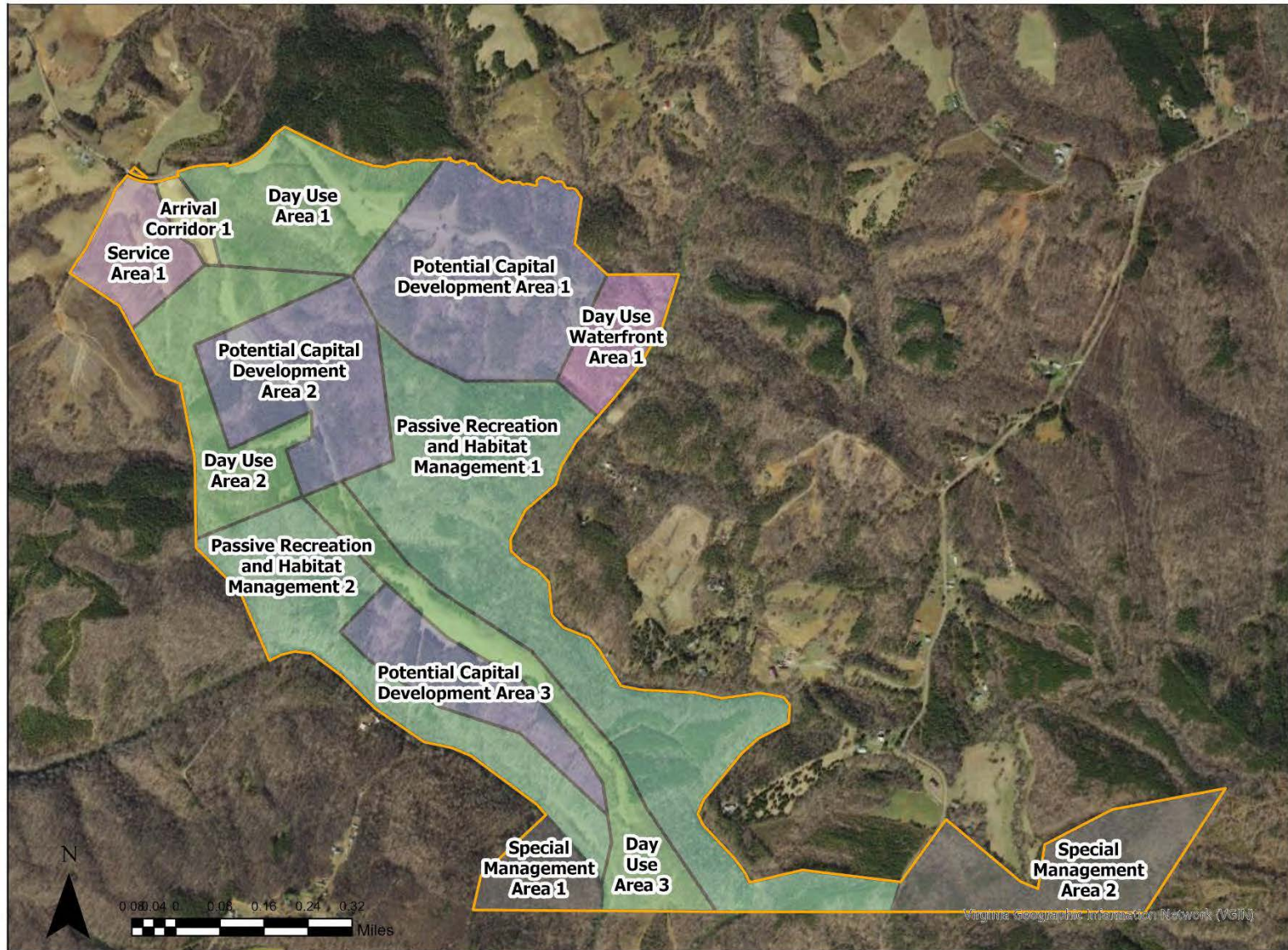
- *Take in immersive stargazer experiences, with a designated viewing area, keeping headlights out.*
- *Group camping.*
- *Camping in general.*
- *Campfire programs.*
- *Events in and out of the park.*

Experience Areas: Experience Areas are specific sections of the park with a unique character or use type that often attract specific audiences (see maps below). These Experience Areas will serve as the basis for the upcoming Needs Assessment of the Master Plan.

- *Arrival Corridor #1:*
 - *Audiences:* All.
 - *Current Structures:* Temporary Parking Lot, trailhead and trails.
 - *Future Development Needs:* Standard Entrance and Entry Road
 - *Interpretive Opportunities:* Signage
- *Day Use Area #1:*
 - *Audiences:* All.
 - *Current Structures:* None.
 - *Future Development Needs:* Potential options include roads, parking, utilities, Visitor Center with classroom space for education programming and/or outdoor classroom, picnic areas and/or shelters, trails, and other day use amenities.
 - *Interpretive Opportunities:* Visitor Center exhibits, Interpretive Signage and Programs, plus Roving Rangers.
- *Day Use Area #2:*
 - *Audiences:* All.
 - *Current Structures:* Quonset hut, trails.
 - *Future Development Needs:* Potential options include roads, parking, utilities, picnic areas and/or shelters, trails, and other day use amenities. Other options include paddle launches for canoes, kayaks, and tubes, and other day use facilities associated with the water.
 - *Interpretive Opportunities:* Interpretive Signage and Programs, plus Roving Rangers.
- *Day Use Area #3:*
 - *Audiences:* All.
 - *Current Structures:* Trails.
 - *Future Development Needs:* Potential options include roads, parking, utilities, picnic areas and/or shelters, trails, and other day use amenities.
 - *Interpretive Opportunities:* Interpretive Signage and Programs, plus Roving Rangers.
- *Day Use Waterfront Area #4:*
 - *Audiences:* All.
 - *Current Structures:* None.
 - *Future Development Needs:* Potential options include roads, parking, utilities, picnic areas and/or shelters, trails, paddle launches for canoes, kayaks, and tubes, and other day use facilities associated with the water.
 - *Interpretive Opportunities:* Interpretive Signage and Programs, plus Roving Rangers.
- *Passive Recreation and Habitat Management #1:*
 - *Audiences:* Active Recreators, Cultural Resource Special Interest Users, Low Impact Recreation Users, Natural Resource Special Interest Users.
 - *Current Structures:* Trails.
 - *Future Development Needs:* Trailheads, trails, potentially a bridge to join park land on both sides of the river.

- *Interpretive Opportunities:* Interpretive Signage and Programs, especially near Byrd's Ledge, plus Roving Rangers.
- *Passive Recreation and Habitat Management #2:*
 - *Audiences:* Active Recreators, Low Impact Recreation Users, Natural Resource Special Interest Users.
 - *Current Structures:* Trails.
 - *Future Development Needs:* Trailheads, trails.
 - *Interpretive Opportunities:* Interpretive Signage and Programs, plus Roving Rangers.
- *Potential Capital Development Area #1:*
 - *Audiences:* Potentially Overnight Users, Cultural Resource Special Interest Users.
 - *Current Structures:* None except some cultural resource remnants.
 - *Future Development Needs:* Potential for overnight amenities such as campground and/or cabins in the future.
 - *Interpretive Opportunities:* Roving Ranger and associated programming.
- *Potential Capital Development Area #2:*
 - *Audiences:* Potentially Overnight Users, Cultural Resource Special Interest Users.
 - *Current Structures:* None except some cultural resource remnants.
 - *Future Development Needs:* Potential for overnight amenities such as campground and/or cabins in the future.
 - *Interpretive Opportunities:* Roving Ranger and associated programming.
- *Potential Capital Development Area #3:*
 - *Audiences:* Potentially Overnight Users, Cultural Resource Special Interest Users.
 - *Current Structures:* None except some cultural resource remnants.
 - *Future Development Needs:* Potential for overnight amenities such as campground and/or cabins in the future.
 - *Interpretive Opportunities:* Roving Ranger and associated programming.
- *Special Management Area #1:*
 - *Audiences:* None.
 - *Current Structures:* None.
 - *Future Development Needs:* None due to access issues and sensitivity.
 - *Interpretive Opportunities:* None.
- *Special Management Area #2:*
 - *Audiences:* None.
 - *Current Structures:* None.
 - *Future Development Needs:* None due to access issues.
 - *Interpretive Opportunities:* None.

Mayo River State Park Experience Areas



APPENDIX E

Market Analysis and Business Plan



Mayo River State Park

Market Analysis and Business Plan



March 2026

Prepared By:

pros 
consulting
INC.



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EXECUTIVE SUMMARY

The Virginia Department of Conservation and Recreation (DCR) is planning a new park in Virginia that is on the state line with North Carolina and is connected to that State's Mayo River State Park. The Virginia park is being planned to include the park headquarters, camping and cabins, a visitor center, and outdoor park experiences.

Given the service area's MPI's and the national trends in outdoor recreation Mayo River State Park has many opportunities to attract local residents, those within the identified driving times, and others visiting Virginia and North Carolina with new trails, accommodations, and activities. As Mayo River State Park is built out over a number of years, DCR can look to expect both day use and a need for overnight camping and cabin use. With the development of the campground for tenting and RV's with hook-ups, cabins, visitor center, maintenance building and yard site, along with programs over its phased development the information below studies potential visitation and usage of the park. The visitation estimates included in this analysis consider both potential day-use and longer overnight stays and are aligned with the larger market characteristics of the primary and secondary service markets.

The visitation numbers from the combined service markets equate to the likelihood that the total potential usership of Mayo River State Park and its services could be 47,932 – 87,085 visitors each year. While this represents the total potential usage, the pro forma developed within this report does not assume this level of usage in the initial years of operation. Rather, the pro forma was developed to identify the minimal annual usage required to support a financially "break-even or better" operational model. From these findings, the following are reflected in the operational models developed for Mayo River State Park:

- Design of amenities and services can provide camping and cabin accommodations and low barrier access to "gateway activities" for general users.
- Operations may be limited and low maintenance in order to be flexible and cost efficient.
- The core business of Mayo River State Park sites and services is likely to be from general users and campers that choose to stay overnight.
- Ancillary revenue streams are advisable to support operations costs. These include but are not limited to special events, festivals, and concession operations.

As part of the planning process for Mayo River State Park the general public was surveyed to identify their goals and priorities for the park's development. The results from this survey support and strengthen the information within this Business and Operations Plan. Specifically, the results show frequent visitation to VA parks in general and identify specific preferences for the park's buildout. Top interests include access to the Mayo River and protection of the natural ecosystems within the park.

Over 50% of responders want the park to include the following experiences:

- Hiking trails
- Wildlife watching
- Tent camping
- Nature center
- Visitor center
- Water access for fishing
- Picnicking areas
- Blueways/Water trails
- Interpretive signage

Survey respondents replies correlate with the nationally recognized “gateway activities”:

- Hiking
- Wildlife watching
- Camping
- Fishing

These activities are discussed further later in this report. To note, no facility or service was strongly identified by respondents as not being desired. The highest negative responses were for 6-bedroom rental cabins (often referred to as a bunk house), a splash or playground, and a conference center. Additionally disc golf and RV camping were less desired. The one general activity the survey did not support with more than 60% is mountain bike trails. However, it should be noted that RV camping is generally needed for campgrounds to be successful financially.

KEY RECOMMENDATIONS

INCLUSIVE USAGE AND BROAD APPEAL

It is critical that the design of Mayo River State Park enables and supports usage from visitors with broad interests, varied skills and backgrounds, and diverse socioeconomic characteristics. Similarly, possible visitor experiences that range from free or low cost to more expensive will ensure that the park will be viewed as an asset for all users, including local residents and those that are visiting the region from further afield.

Site features and amenities that support broad and varied outdoor experiences will not only optimize potential visitation but also increase the opportunities for revenue generation that can support operating costs. Revenues generated from park access, day and overnight facility use, and concession permits could be significant with the proper blend of features and amenities. This is a site that is likely to be enjoyed both as a day-use site for trails and other related amenities, but also as an overnight stay destination with camping and cabins to promote multi-day use by visitors.

There are certain activities and user experiences that may not be appropriate for the park given its topography, ecological sensitivities, and the operational values and policies of DCR. Each potential use should be carefully evaluated whether a use is a good “fit” for the site and meets the operational objectives of DCR.

STATE PARK OPERATIONS SUPPORT YEAR ‘ROUND ACCESS

It is recommended that the park be operated 365 days annually, with seasonal closures of the campsites and premium cabins in the winter. Private concessionaires can provide value added services in equipment rental, guided experiences, guided canoeing and kayaking. As more amenities are being developed on site, the infrastructure supporting general state park operations, administration, maintenance, and housing will need to be considered and potentially expanded. Overall, the park has the great opportunity to become a gem in the Virginia State Park System and an important asset to the local community.

This site will require staff specifically assigned to the park in order to properly operate and provide the necessary coverage for maintenance, visitor engagement, and security. It is possible entry into the developed part of the park can be managed by an automated fee station thereby relieving state park staff of staffing an entry booth for fee collection and creating greater operational efficiency. It is also recommended to use park host volunteers that could provide a 24-hour presence and visitor support for the park and its guests. As the park is built out through its planned phasing and visitation increases the park itself will be a driver of local employment and contribute to the local economy.

PARK ACTIVITIES AND OUTFITTER POTENTIAL

Mayo River State Park potential user experiences include the opportunities for a number of activities that are likely to change during different seasons. Trails within the Virginia park and connecting to the North Carolina park can be developed to accommodate hiking, walking, trail running, mountain biking, snow shoeing and cross-country skiing during different seasons. The trail system can be designed for different trail uses and shown on the park maps to designate different uses. Trails should be developed with sensitivity to environmental and historical resources within the park.

Outfitters in the region can be included in park activities with concession agreements. This will bring in additional visitors and offer different activities than the park staff and volunteers may be able to offer. Developing a select group of outfitters to offer programs during peak and off-peak seasons can be a way to further highlight the new park.

Mayo River has significant seasonality in its flows. Using the river during its different seasons has the potential to offer visitors different experiences throughout the year from fishing and wading to possible floating and rafting when water levels are higher. These uses can be included in the suite of outfitter programs offered which will assist in put-ins and take-outs farther down the river. River access should be developed to accommodate these different uses so that the riverbank is not degraded with inappropriate use by visitors.







BUSINESS AND OPERATIONS PLAN INTRODUCTION

This *Business and Operations Plan* was completed in March of 2025, in support of the overall *Mayo River State Park Master Plan*. Mayo River State Park will operate under the regulations and requirements of the State of Virginia. Mayo River State Park is planning to include camping and cabin accommodations and outdoor park experiences in an area that is a focus for tourism development.






OBJECTIVES OF THE BUSINESS AND OPERATIONS PLAN

This *Business and Operations Plan* was developed under the following objectives:

-  Evaluate the service market characteristics and opportunities of the region around the Mayo River State Park.
-  Integrate and enhance existing recreational and usage opportunities of the Mayo River in both Virginia and North Carolina into the operational strategy of the state park.
-  Utilize best practices and proven strategies for achieving a standard of excellence and financial resiliency in the operational strategy for Mayo River State Park.
-  Support the community investment with seamless and respectful operations and enhance partnerships and funding opportunities in both the public and private sectors.

ELEMENTS OF THE PLAN

The major components and key recommendations of this *Business and Operations Plan* are the result of industry best-practice analyses at the local, regional, and national levels. The components include:

-  Service market delineation and analysis
-  Usage and visitation projections
-  Design recommendations
-  Operations and management strategies
-  Financial performance projections

OPPORTUNITIES AND CONSTRAINTS

There are opportunities and constraints that have been identified and addressed in the planning process of developing this *Business and Operations Plan*. These are based on a thorough review of the site and engagement with local state park staff. They are detailed below in the report and included in developing the operational strategy and pro forma that follows in this plan.

DEMOGRAPHIC AND RECREATIONAL TRENDS ANALYSIS

INTRODUCTION

Virginia's new Mayo River State Park (Park), located on the North Carolina State border and connected to that State's own Mayo River State Park offers an opportunity to expand access to outdoor recreation for people in the region and those visiting Western Virginia and North Carolina. Understanding both the demographics of the expected service areas for the park and how those demographics intersect with the national and local recreational trends will allow the Virginia Department of Conservation and Recreation (DCR) to develop the amenities of this new park to best serve the people who are likely to use it the most. The Demographic and Trends Analysis provides that information.

As detailed below, there are two service areas that will contribute to the park, a 120-minute drive time area and a 240-minute drive time. These two areas include very rural, low population density areas in both Virginia and North Carolina. There are also significant urban areas within the two Service Area drive times that skew the urban percentages to 63%. The largest urban areas are in North Carolina, with smaller urban areas in southern Virginia.

Looking more closely, the 120-minute or Primary drive time has a population of 4,128,257 with 1,683,459 households and a median income of \$65,837. With a median age of 40.4 and a growth rate of only 0.74% this area also has an older population where 40% are over 55.

The 240-minute or Secondary drive time naturally has a much larger population, 17,497,294 people and more households, 7,036,049, but remains statistically similar in age, population growth rate and income. The Secondary Service Area also has a similar median income that is less than \$3,000 higher than the Primary and a slightly younger percentage, 39.6% over the age of 55.

Both areas are very close in their racial make-up. The Primary area is 63% White and 19% Black Alone, while the Secondary area is also 63% White with a slightly higher Black Alone population being 21% self-identifying as Black Alone. Both areas are expected to become slightly more racially diverse over the next 15 years.

As Virginia designs the new Mayo River State Park, national recreation trends align with the goals for providing services. The Outdoor Recreation Industry information shows 22.95% growth nationally in three areas that are focus areas for the Park:

- Hiking/walking
- Fishing of all kinds
- Biking of all kinds

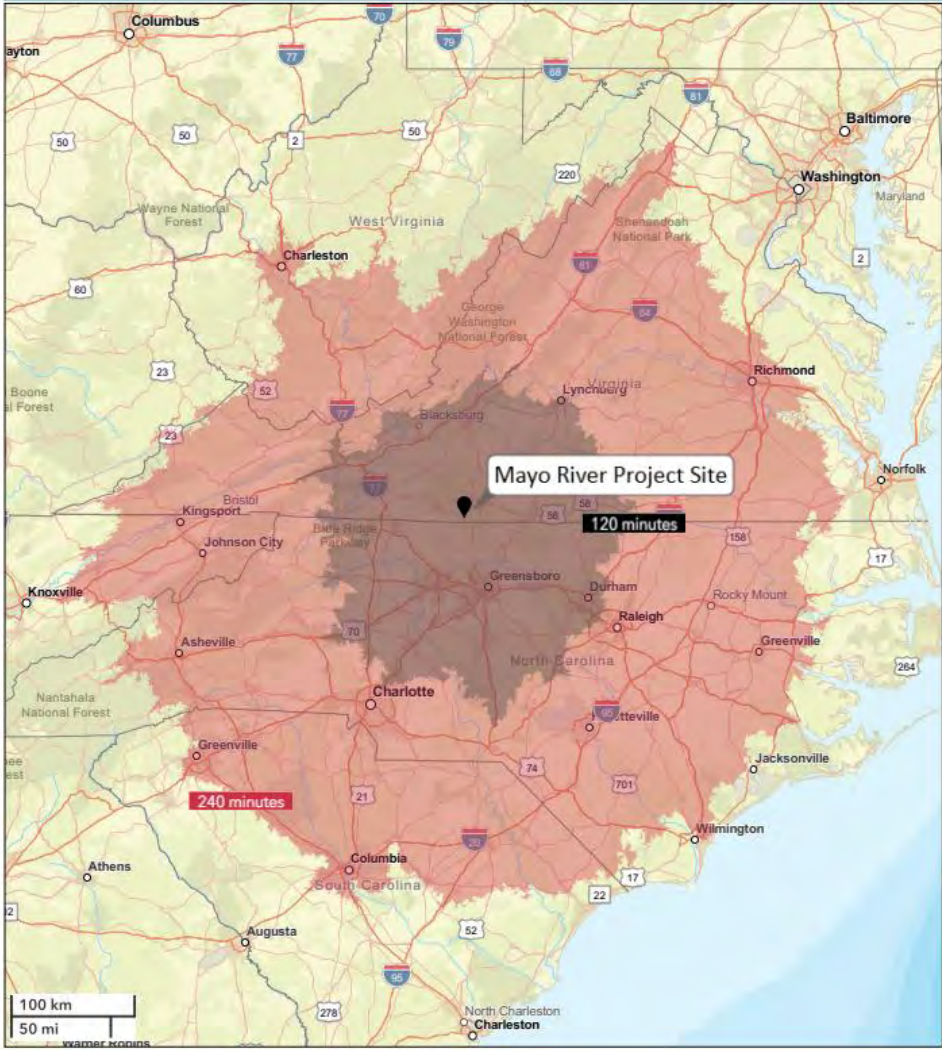
Looking at the recreational trends, we also see similar recreational uses and expenditures in both regions. Both service areas show Fresh Water Fishing as their number one recreational activity closely followed by Archery and Canoeing and Kayaking. Focusing on these national and local activities will serve the populations that are most likely to visit Mayo River State Park on a more frequent basis well.

SERVICE MARKET DELINEATION

A major focus of this Market Analysis and Business Plan is to review and examine an informed evaluation of development and operational opportunities of Virginia DCR’s new Mayo River State Park. This park share’s a boundary with North Carolina’s Mayo River State Park and offers opportunities for the development of both day use and overnight amenities.

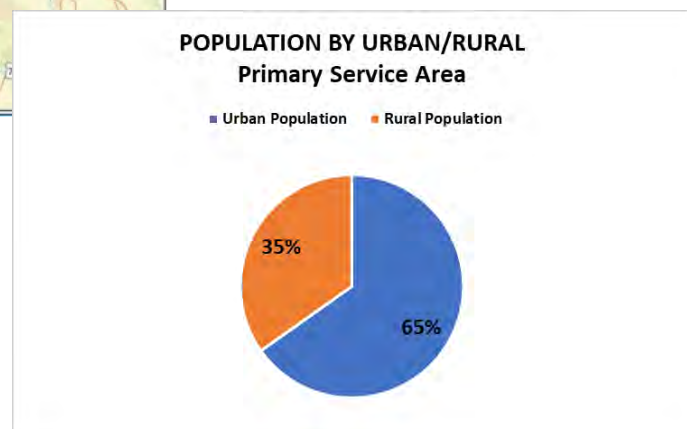
With this expectation the study focusses on the demographic areas and market potential of the regions surrounding this park.

State Parks are typically regional destinations with draw and appeal for visitors that extend several hours drive time from the site. In order to evaluate the market potential and positioning of the new Mayo River State Park, a primary and secondary service market was identified. The primary service market is based on a 2-hour (120 minute) drive time from the main park entrance. The secondary service market is based on a four-hour (240 minute) drive time from the site. While visitors and users may originate from beyond these service areas, these service markets are most likely to include the vast majority of visitors.



PRIMARY SERVICE AREA

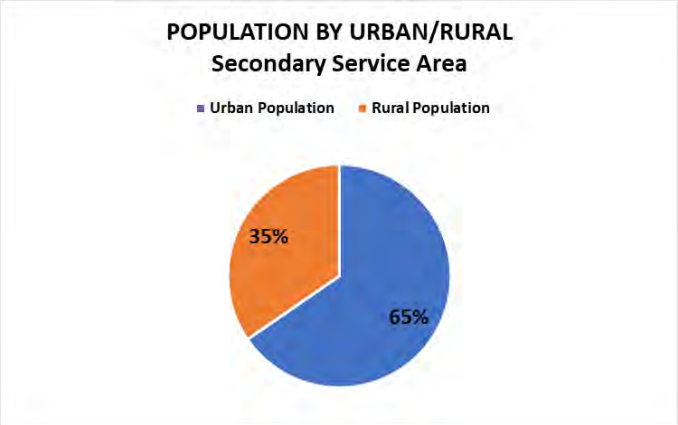
The 120 minute drive shows that the drive time in Virginia is predominantly rural. The primary service area does reach to the smaller Virginia cities of Blacksburg and Danville and touches on the Lynchburg area where residents may drive to the park for vacations. The North Carolina cities of Winston-Salem, Greensboro, High Point, and Durham will make the largest contributions to visitation in the Primary Service Area. This market will be the park’s primary market with the majority of visitors emanating from these population centers. Marketing will focus most strongly on the recreational trends within this area. The Primary Service area is 65% urban and 35% rural.



SECONDARY SERVICE AREA

The four hour or 240-minute drive time is the park’s secondary service market. This market delineation still shows a heavy reliance on the population centers of North Carolina that expands to include Durham, Raleigh, Charlotte, and Fayetteville. In Virginia it reaches to Blacksburg, Lynchburg, Richmond, and shares State and National parks including portions of the Shenandoah Valley, Blue Ridge and Skyline Drives, and George Washington National Forest. It also reaches into the famous attractions of Eastern Tennessee including Johnson City, Asheville, Pigeon Forge, and the recreational opportunities in these well-known areas. These are all highly visited sites with global attractions. The area also reaches nearly to the coastal areas of Virginia and North Carolina that are attractions in themselves.

The Secondary Service area has the same representation of urban and rural populations at 65% urban and 35% rural. The Secondary Service Area reaches additional larger urban areas in North Carolina, Raleigh, Columbia, and Charlotte.



DEMOGRAPHICS ANALYSIS

The demographics and recreational trends analysis helps provide a thorough understanding of the demographic makeup of residents within the primary service area, assesses key economic factors, as well as identifies national, regional, and local recreational trends that are relevant to the planning process.

The demographic analysis describes the population within primary and secondary service areas of the study focus. This assessment is reflective of the region's total population and its key characteristics such as age segments, race, ethnicity, and income levels. It is important to note that future projections are based on historical patterns and unforeseen circumstances during or after the time of the analysis could have a significant bearing on the validity of the projected figures.



PRIMARY SERVICE AREA DEMOGRAPHIC OVERVIEW 2024 ESTIMATES



2024 Total Population
4,128,257



2024 Total Households
1,683,459



2024 Median Age
40.4 years



2024 Median Household Income
\$65,837



2024 Race
63% White 19.1% Black Alone
3.6% Asian Alone
9.7% Hispanic Origin

SECONDARY SERVICE AREA DEMOGRAPHIC OVERVIEW 2024 ESTIMATES



2024 Total Population
17,497,294



2024 Total Households
7,036,049



2024 Median Age
40.1 years



2024 Median Household Income
\$65,583



2024 Race
63.3% White 20.6% Black Alone
3.3% Asian Alone
9.6% Hispanic Origin

METHODOLOGY

Demographic data used for the analysis was obtained from U.S. Census Bureau and from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in January 2024 and reflects actual numbers as reported in the 2020 Census as well as estimates for 2024 as obtained by ESRI. Straight line linear regression was utilized for projections for 2034 and 2039 projections.

RACE AND ETHNICITY DEFINITIONS

The minimum categories for data on race and ethnicity for Federal statistics, program administrative reporting, and civil rights compliance reporting are defined below. The 2024 and 2020 Census data on race are not directly comparable with data from the 2010 Census and earlier censuses; therefore, caution must be used when interpreting changes in the racial composition of the US population over time. The latest (Census 2020) definitions and nomenclature are used within this analysis.

- **American Indian or Alaska Native:** A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.
- **Asian:** A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- **Black or African American:** A person having origins in any of the black racial groups of Africa.
- **Hispanic or Latino:** A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.
- **Native Hawaiian or Other Pacific Islander:** A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- **White:** A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.

Census states that the race and ethnicity categories generally reflect social definitions in the U.S. and are not an attempt to define race and ethnicity biologically, anthropologically, or genetically. We recognize that the race and ethnicity categories include racial, ethnic, and national origins and sociocultural groups.”

Please Note: The Census Bureau states that the race and ethnicity categories generally reflect social definitions in the U.S. and are not an attempt to define race and ethnicity biologically, anthropologically, or genetically. We recognize that the race and ethnicity categories include racial, ethnic, and national origins and sociocultural groups. They define Race as a person’s self-identification with one or more of the following social groups: White, Black, or African American, Asian, American Indian, and Alaska Native, Native Hawaiian and Other Pacific Islander, some other race, or a combination of these. Ethnicity is defined as whether a person is of Hispanic / Latino origin or not. For this reason, the Hispanic/Latino ethnicity is viewed separate from race throughout this demographic analysis.

SERVICE AREA POPULACE

This demographic analysis provides a basic understanding of the population characteristics of the residents that live within the primary service market (2-hour/120-minute drive) and secondary service market (4-hour/240-minute drive) of Mayo River State Park. The analysis that follows identifies multiple demographic characteristics of interest for this project including:

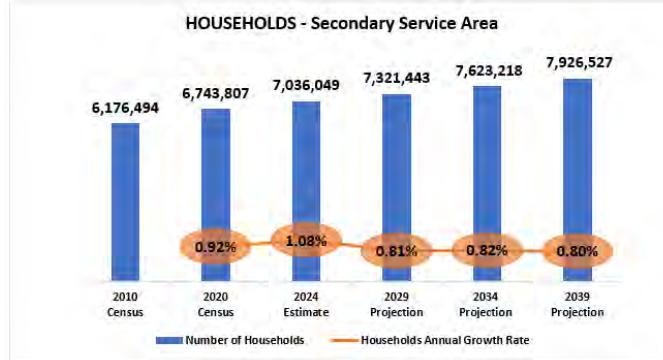
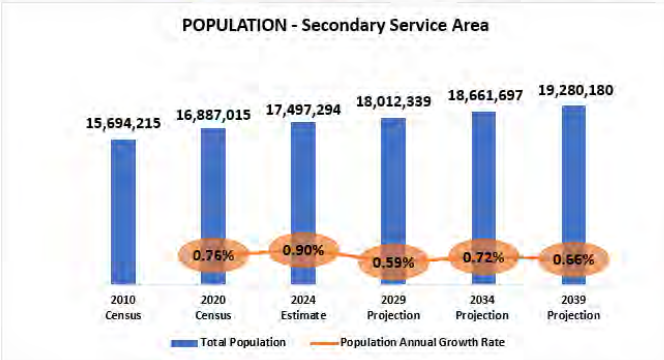
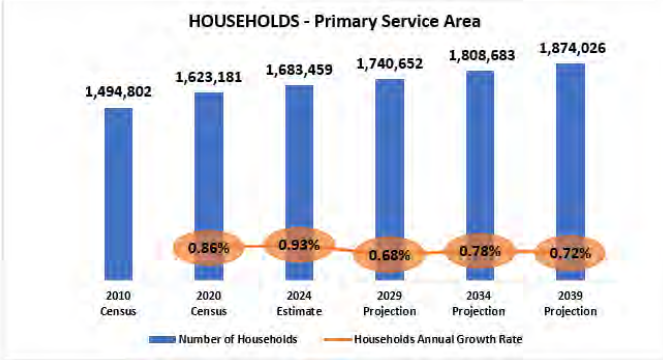
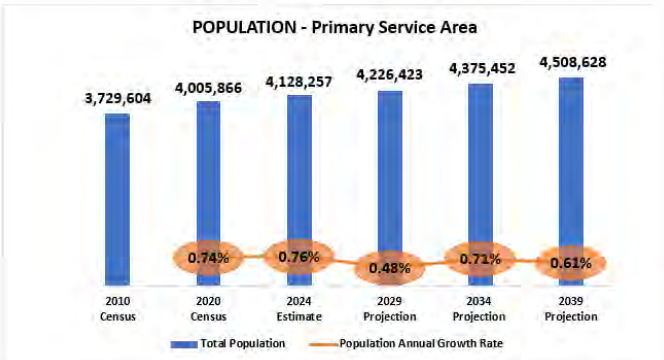
- Overall size of the service area populations by individuals, households, age segments, and race
- Economic status and spending power demonstrated by household income statistics
- Influence of demographic trends on recreation participation

POPULATION AND HOUSEHOLDS

The total 2024 population of both the service areas is estimated to be 17,497,294 comprised of 7,036,049 total estimated households.

The population and number of households in the Primary Service is expected to grow at a slower rate (0.61%) than in the Secondary Service Area (0.66%). At that same time, households will be increasing at higher rates than the population growth for both Service Areas. The Primary Service Area households will increase at 0.72% and the Secondary Service Area’s household increases are projected to be 0.80%. These projections anticipate smaller households in both regions.

This tells us that, while the daily visitation for Mayo River State Park will be heavily reliant on the population closest to the park from the Primary Service Area, there will need to be a concerted marketing effort to the Secondary Service Area for consistent visitation growth. Understanding these population expectations in conjunction with the recreation trends for the two regions will assist the park in designing the activities offered in the park and targeting marketing for the park.



KEY TOTAL POPULATION AND HOUSEHOLD FINDINGS

The key findings of the total population and household analysis shown below are detailed as follows:

1. The population of the primary service is estimated to have increased 0.76% in the last 5 years (0.74% annual growth rate for Virginia and 1.50% for North Carolina) is higher than the National annual growth rate of 0.70%. The secondary service area population has grown at a much faster annual rate (0.90% more comparable to the national average (0.70%). The region is clearly growing faster than the national average overall, with North Carolina’s growth significantly higher.
2. The total population of the secondary service area is substantially larger than the primary service area, indicating the potential for a significant number of visitors that will likely originate from beyond a 2 -hour drive from the state park.
3. The growth in number of households is larger than the total population growth rate in both primary (0.93%) and secondary service areas (1.08%), indicating average household size is decreasing. This could be attributable to the growth in the number of single individual and young family households.

2024 Demographic Comparison		120-Minute Drive Time	Virginia	North Carolina	U.S.A.
Population	Annual Growth Rate (2020-2024)	0.76%	0.74%	1.50%	0.70%
	Projected Annual Growth Rate (2024-2039)	0.61%	0.37%	0.75%	0.38%
Households	Annual Growth Rate (2020-2024)	0.93%	0.94%	1.79%	1.02%
	Average Household Size	2.37	2.51	2.42	2.53
Age Segment Distribution	Ages 0-19	23.6%	23.9%	23.8%	23.7%
	Ages 20-34	20.0%	20.4%	19.9%	20.3%
	Ages 35-54	24.5%	25.9%	25.4%	25.4%
	Ages 55-74	23.8%	22.5%	23.1%	22.7%
	Ages 75+	8.4%	7.5%	7.8%	7.7%
Race Distribution	White Alone	63.3%	58.9%	60.9%	60.3%
	Black Alone	19.4%	18.7%	20.6%	12.5%
	American Indian	0.6%	0.5%	1.3%	1.1%
	Asian	4.0%	7.6%	3.6%	6.4%
	Pacific Islander	0.0%	0.1%	0.1%	0.2%
	Some other Race	6.0%	5.5%	6.3%	8.8%
	Two or More Races	6.7%	8.7%	7.3%	10.7%
Hispanic / Latino Population	Hispanic / Latino Origin (any race)	10.5%	11.3%	11.5%	19.6%
	All Others	89.5%	88.7%	88.5%	80.4%
Income Characteristics	Per Capita Income	\$38,391	\$50,240	\$40,902	\$43,829
	Median Household Income	\$65,837	\$89,834	\$71,629	\$79,068

2024 Demographic Comparison		240-Minute Drive Time	Virginia	North Carolina	U.S.A.
Population	Annual Growth Rate (2020-2024)	0.90%	0.74%	1.50%	0.70%
	Projected Annual Growth Rate (2024-2039)	0.68%	0.37%	0.75%	0.38%
Households	Annual Growth Rate (2020-2024)	1.08%	0.94%	1.79%	1.02%
	Average Household Size	2.42	2.51	2.42	2.53
Age Segment Distribution	Ages 0-19	23.8%	23.9%	23.8%	23.7%
	Ages 20-34	19.7%	20.4%	19.9%	20.3%
	Ages 35-54	25.1%	25.9%	25.4%	25.4%
	Ages 55-74	23.4%	22.5%	23.1%	22.7%
	Ages 75+	8.0%	7.5%	7.8%	7.7%
Race Distribution	White Alone	63.3%	58.9%	60.9%	60.3%
	Black Alone	20.6%	18.7%	20.6%	12.5%
	American Indian	0.9%	0.5%	1.3%	1.1%
	Asian	3.3%	7.6%	3.6%	6.4%
	Pacific Islander	0.1%	0.1%	0.1%	0.2%
	Some other Race	5.2%	5.5%	6.3%	8.8%
	Two or More Races	6.7%	8.7%	7.3%	10.7%
Hispanic / Latino Population	Hispanic / Latino Origin (any race)	9.6%	11.3%	11.5%	19.6%
	All Others	90.4%	88.7%	88.5%	80.4%
Income Characteristics	Per Capita Income	\$39,505	\$50,240	\$40,902	\$43,829
	Median Household Income	\$68,583	\$89,834	\$71,629	\$79,068

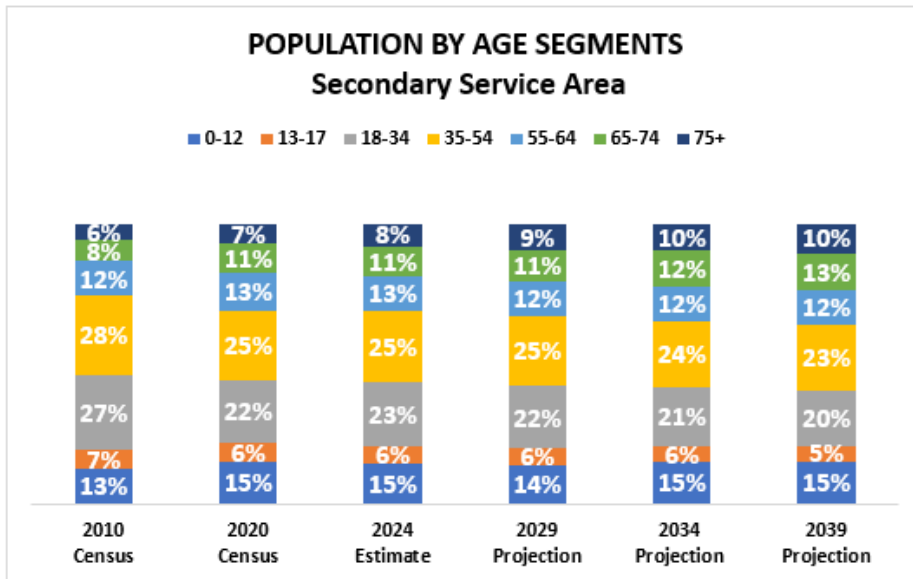
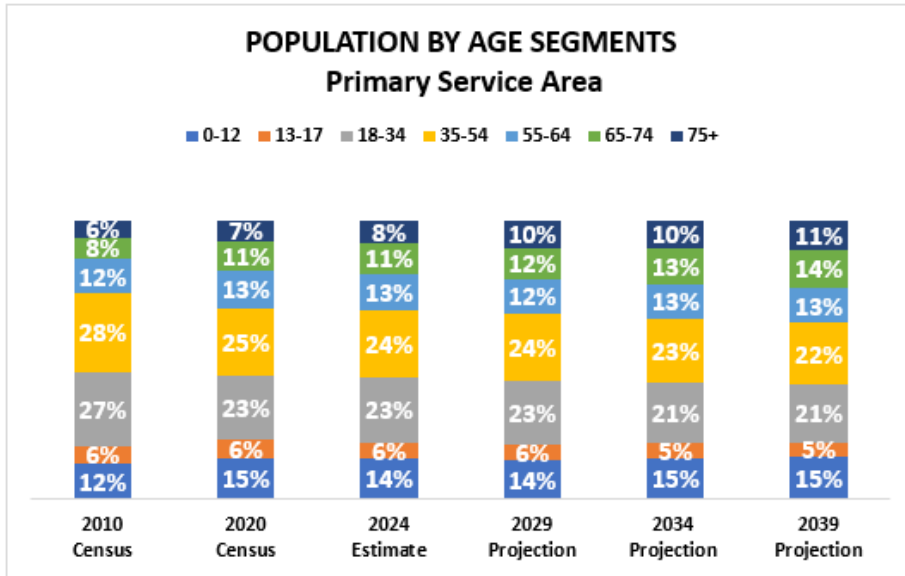
Demographic Comparison for 120-minute Drive Time

Demographic Comparison for 240-minute Drive Time

AGE SEGMENTATION

Evaluating the service areas by age segments, the population of the primary services area tells us 32.2% are 55+ years of age or older.

20% of the population is under 18 years. The largest single segment of the population, that of 35 to 54, represents 24% of the population compared to 23% of the population falling within the 18-34 year old segment. Young families represent an estimated 43% of the population. However, the primary service area has a median age of 40.8 years old which is higher than the U.S. median age of 38.1 years.

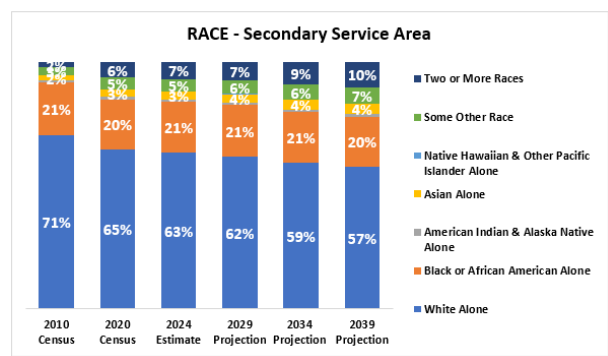
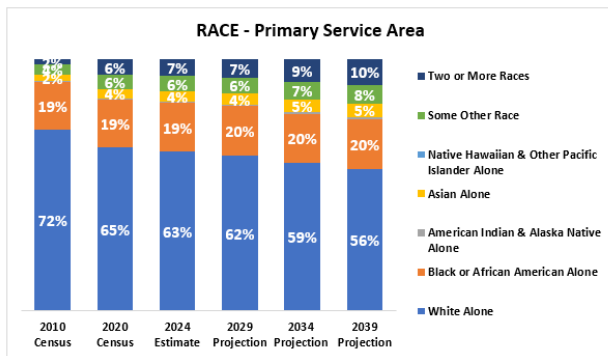


The population of the secondary service area has the same percentage of the population over 55 (31.4%). The median age of the secondary service population is 40.1%, nearly identical to the Primary Service Area. Additionally, the two Service Areas are nearly the same in terms of young families with 44% in the Primary Service Area and 43% in the Secondary Service Area with populations under 35. The populations of both areas have many young families. These statistics are predicted to change only slightly over the next 15 years.

RACE

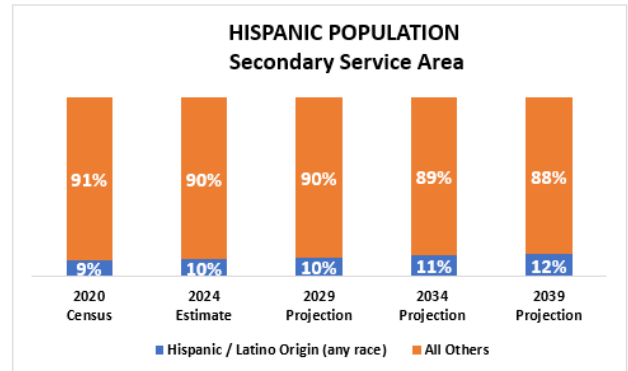
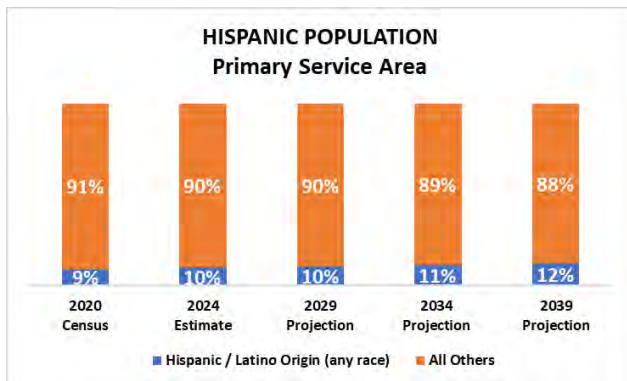
Analyzing race, the current population of both service areas is mostly White Alone, with very similar population diversity in the secondary service area. The 2024 estimate shows that 63% of the population falls into the White Alone category for both the 120-minute drive and 4-hour drive of the park. The Black Alone category represents by far the largest minority group in both regions. Primary Service Area estimates 19% Black Alone, while the Secondary Service Area estimates show a slightly higher percentage of Black Alone at 21%.

Predictions for 2039 expect both region’s population to continue diversifying at a slow rate, with the White Alone population projected to decrease to 56% and 57% of the entire population, respectively. Minority categories expected to experience slight increases across each group with the largest increases in the Two or More Races category.



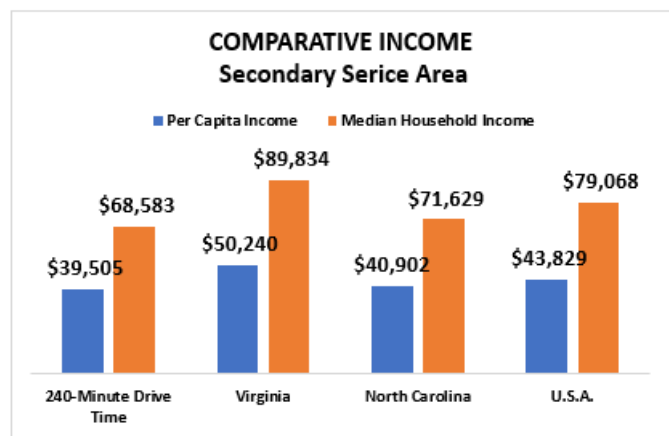
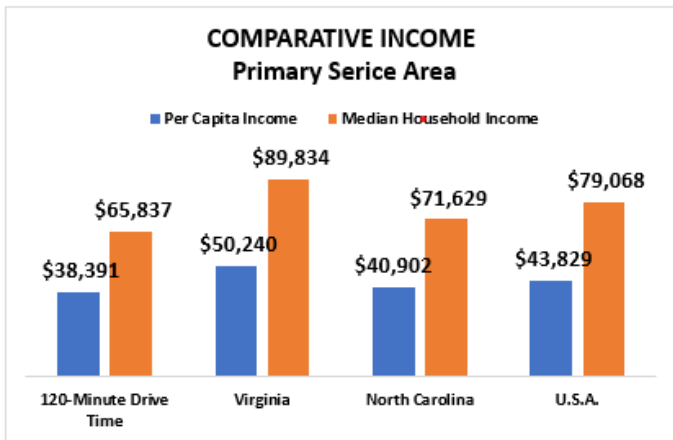
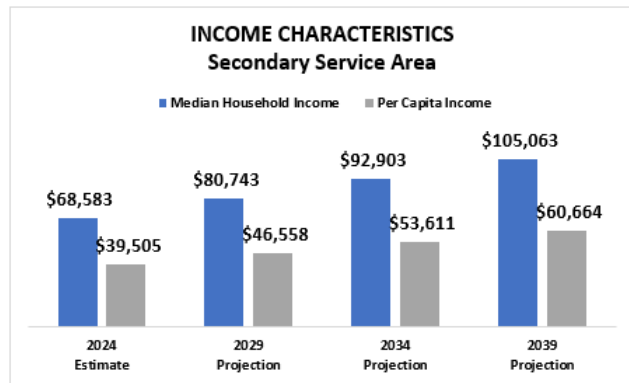
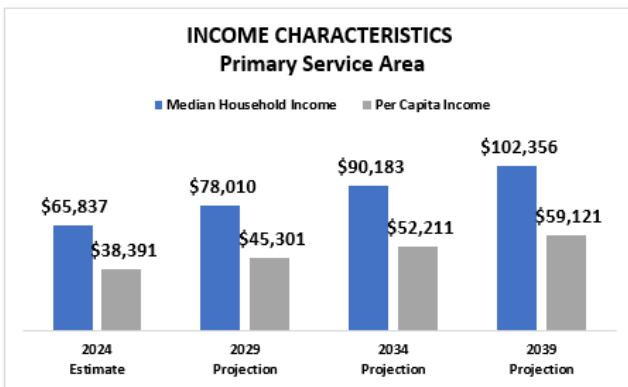
ETHNICITY

The region’s population was also assessed based on Hispanic/Latino ethnicity, which by the Census Bureau definition is viewed independently from race. It is important to note that individuals who are Hispanic / Latino in ethnicity can also identify with any of the racial categories from above. Based on the 2020 Census, it is estimated in 2024 those of Hispanic/Latino origin represent roughly 10% of both the primary and secondary service areas’ current population, which is significantly lower than the national average (18% Hispanic/Latino). This portion of the population is expected to grow only two to three percent in both service areas over the next 15 years.



HOUSEHOLD INCOME

The primary service area’s estimated per capita income (\$38,391) and median household income (\$65,837) are considerably lower than current State of Virginia statistics (\$50,240 and \$89,834), the North Carolina per capita (\$40,902) and household (\$71,629) incomes, as well as the national averages (\$43,829 and \$79,068). The secondary service area’s per capita income (\$39,505) and median household income (\$68,583) are also lower than current State of Virginia per capita and US averages, but quite close to the North Carolina statistics. The per capita income and median household income of both regions are expected to grow modestly over the next 15 years. A comparison of income characteristics of the primary and secondary service areas with that of Virginia, North Carolina (state-wide) and the U.S. is provided below.



KEY DEMOGRAPHIC FINDINGS

- The primary service area's **population annual growth rate** (0.76%) is slightly above Virginia's annual population growth rate (0.74%) and the national annual growth rate (0.70%), but lower than North Carolina's growth rate of 1.50%. The secondary service area's annual growth is significantly higher at 0.90%. and again, higher than both the Virginia rate (0.74) and national rate (0.70), but remains lower than the North Carolina rate of 1.50%.
- The region's **average household size** is slightly less in both the primary service area (2.37) and secondary service area (2.42) than the national (2.53) average. The **household size** is expected to continue to slowly decline over the next 15 years in both Service Areas. Household numbers are expected to increase in the Primary Service Area (0.67%) and Secondary Service Area (0.80%).
- When assessing **age segments**, the service areas reflect a significantly younger population of families with children, Primary Service Area (0.44%) and Secondary Service Area (0.43%) under 35 years of age. The middle-aged and older populace shows expectations of some continued growth in the proportion of older adults (55+ years) compared to the entire population anticipated over the next 10-15 years. With many younger families and increasing growth there will be market potential for Mayo River State Park.
- The region's **racial distribution** is mostly White Alone with a similar population of those who identify as Black Alone in both service markets. Additionally, the region has small populations of people who identify as Asian or Some Other Race populations. Overall, this region is less diverse when compared to national percentage racial population distribution.
- The region's percentage of **Hispanic/Latino population** (primary and Secondary service areas both are estimated to have 10%) is significantly lower than the national average (19.6%).
- The primary service area's **per capita income** (\$38,391) and **median household income** (\$65,837) are both considerably low when compared to Virginia's (\$50,240 and \$89,864), North Carolina's (\$40,902 and \$71,629) and the national (\$43,829 and \$79,068) income characteristics. The secondary service area income statistics (\$39,505 and \$68,583) are closer to both the North Carolina and national averages but remain lower than Virginia's state averages.



RECREATION TRENDS ANALYSIS

The Recreation Trends section of this report analyzes current trends across the United States, in Virginia, within the identified regional drive times and down to the local level with the results of the survey conducted for Mayo River State Park itself.

The Recreation Trends Analysis provides an understanding of national, regional, and local recreational trends as well as recreational interest by age segments. By understanding the trends, DCR is informed about the activities and accommodations that are likely to be most successful at Mayo River State Park. Trends data used for this analysis was obtained from the Sports & Fitness Industry Association’s (SFIA), National Recreation and Park Association (NRPA), and Environmental Systems Research Institute, Inc. (ESRI). All trend data is based on current and/or historical participation rates, statistically valid survey results, or NRPA Park Metrics. Outdoor Recreation Participation information was obtained by the Outdoor Foundation. Additional information was gathered from the December 6, 2024, report titled “[The Outdoor Recreation Economy by State](#)”, the 2024 “[Virginia Outdoor Plan](#)”, and the survey conducted for the Mayo River State Park planning process.

NATIONAL TRENDS IN RECREATION

The Outdoor Industry Association (Industry) annually reports on “Outdoor Participation Trends”. Their 2023 annual report showed continued increases in outdoor recreation to a reported 168.1 million participants, or 55% of the total U.S. population over 6 years old. However, the Industry reported that for the first time in 2020 the number of “outings” per participant declined in 2022 (the year the survey information was gathered).



© Outdoor Industry Association

This reduction in individual trips is thought to largely be the result of pre-pandemic routines being reestablished.

One of the highlights of the 2023 report is that those participating in outdoor recreation of all types is becoming increasingly diverse across all metrics – ethnicity, race, education, age, and gender identity.

The Industry reports that in the survey year 2022:

- Hispanic self-identified participation rate was 56%
- Black Self-identified participation rate was 40.7%
- LGBTQIA+ rate was 61%

Additionally, “Black participants engaged in the highest number of outings on average compared to people in other racial/ethnic groups in 2022, at 80.9 outings per black participant.”

Another point relevant to Mayo River State Park is the continuing increase in the percentage of seniors participating in outdoor recreation. Today, one in five seniors enjoys outdoor activities and that number is rising annually.

The Outdoor Industry Association identifies “Gateway Activities” as ways for people to try new outdoor activities. These easy to participate in activities include:

- Hiking/walking
- Camping
- Cycling of all kinds
- Fishing of all kinds

For Mayo River State Park, the important message is that hiking is considered the most popular outdoor activity and will be one that will likely be well received by visitors to the park. Camping is also extremely popular nationally with an annual growth rate of 22.9% along with hiking. Notably, children’s most popular activities to start interacting with their parents in outdoor activities were backpacking, snowshoeing, canoeing, climbing, and off-road triathlons. All of these activities are likely to be possible at Mayo River State Park.

MOST POPULAR OUTDOOR ACTIVITY CATEGORIES

More people participated in most categories of activity in 2022. In fact, 80% of outdoor activity categories experienced participation growth in 2022, including large categories like camping and fishing and smaller categories like sport climbing and skateboarding.

ANNUAL GROWTH IN LARGE OUTDOOR CATEGORIES INCLUDED:



22.9%
GROWTH IN CAMPING TO
51.4 MILLION CAMPERS



22.9%
GROWTH IN HIKING TO
59.6 MILLION HIKERS



22.9%
GROWTH IN FISHING
(FLY, SALT, FRESH) TO
54.5 MILLION ANGLERS



22.9%
GROWTH IN ALL
BIKING CATEGORIES (ROAD,
BMX, MOUNTAIN) TO
54.7 MILLION CYCLISTS

THE FASTEST GROWING CATEGORIES IN OUTDOOR INCLUDED:



21%
ANNUAL GROWTH IN
SNOWSHOEING



12%
ANNUAL GROWTH IN
CAMPING



8.5%
ANNUAL GROWTH IN
CROSS-COUNTRY SKIING

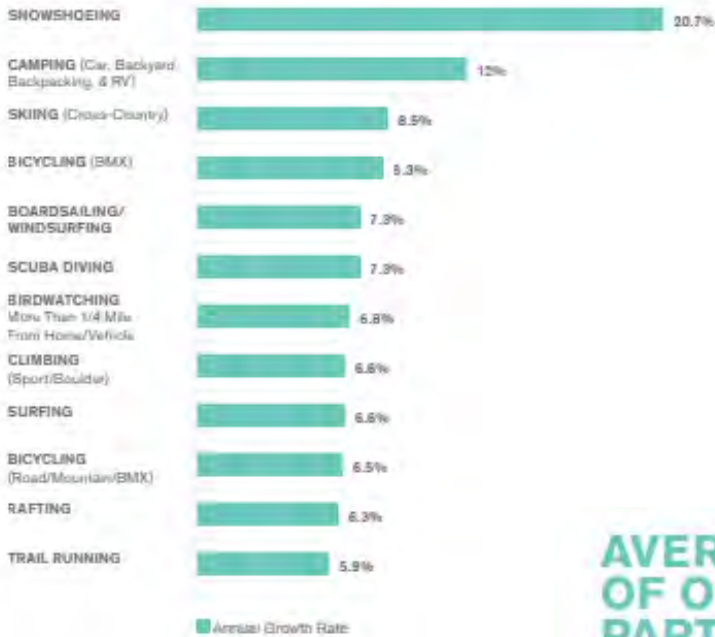


8.3%
ANNUAL GROWTH IN
BMX BICYCLING

Outdoor recreation categories that experienced decline in 2022 included trap and skeet shooting, overnight backpacking, road running, and adventure racing. These categories lost 3.1 million participants in 2022 and have experienced year-over-year declines since 2020.

OUTDOOR ACTIVITY GROWTH RATES

ANNUAL GROWTH RATE 2021 TO 2022



© Outdoor Industry Association

Interest in many outdoor activities is increasing across the spectrum of opportunities. More people are doing more activities outside. This is important for Virginia State Parks to understand as it builds Mayo River State Park and considers opportunities for visitors.

However, the average number of outings per participant is beginning to decline. If this trend continues people may visit parks fewer times but expect to be able to do many activities during each visit.

AVERAGE NUMBER OF OUTINGS PER PARTICIPANT DECLINED

In 2022, as the total number of participants increased, the average number of outings per participant declined for the first time since the pandemic started. This was also reflected in a decline in "core" participants who participate in outdoor recreation activities 51 times or more each year. The percentage of participants who met the criteria for "core" dipped below 30% for the first time in 2022, a long-term trend that has persisted for more than a decade despite a short and small pandemic driven bump.

AVERAGE # OUTINGS PER PARTICIPANT 2013 TO 2022



Younger generations including Gen Alpha (2013-present), and Gen Z (1997-2012) participated slightly less in outdoor recreation in 2022 while their elders in Gen X (1965-1980) and the Baby Boomers (1946-1964) participated more.

© Outdoor Industry Association

SPORTS AND FITNESS INDUSTRY ASSOCIATION REPORTS ON OUTDOOR RECREATION

Another way to look at outdoor recreation is through the Sports and Fitness Industry Associations annual reports. SFIA offers more global information on sports and fitness activities across the U.S. For Mayo River State Park we are focusing on providing information specific to informing future development of the park.

The Sports & Fitness Industry Association’s (SFIA) *Sports, Fitness & Leisure Activities Topline Participation Report 2024* was utilized in evaluating the following trends:

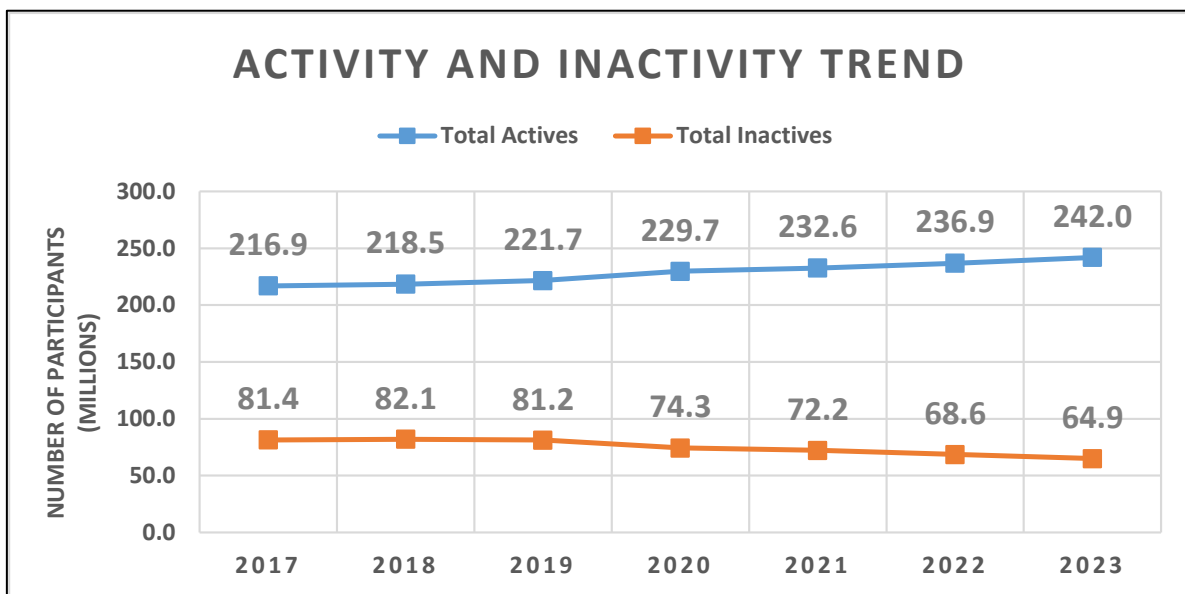
- National Recreation Participatory Trends
- Core vs. Casual Participation Trends



The study is based on findings from surveys conducted in 2023 by the Sports Marketing Surveys USA (SMS), resulting in a total of 18,000 online interviews. Surveys were administered to all genders, ages, income levels, regions, and ethnicities to allow for statistical accuracy of the national population. A sample size of 18,000 completed interviews is considered by SFIA to result in a high degree of statistical accuracy. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.32 percentage points at a 95 percent confidence level. Using a weighting technique, survey results are applied to the total U.S. population figure of 306,931,382 people (ages six and older).

The purpose of the report is to establish levels of activity and identify key participatory trends in recreation across the U.S. This study looked at 124 different sports/activities and subdivided them into various categories including: sports, fitness, outdoor activities, aquatics, etc.

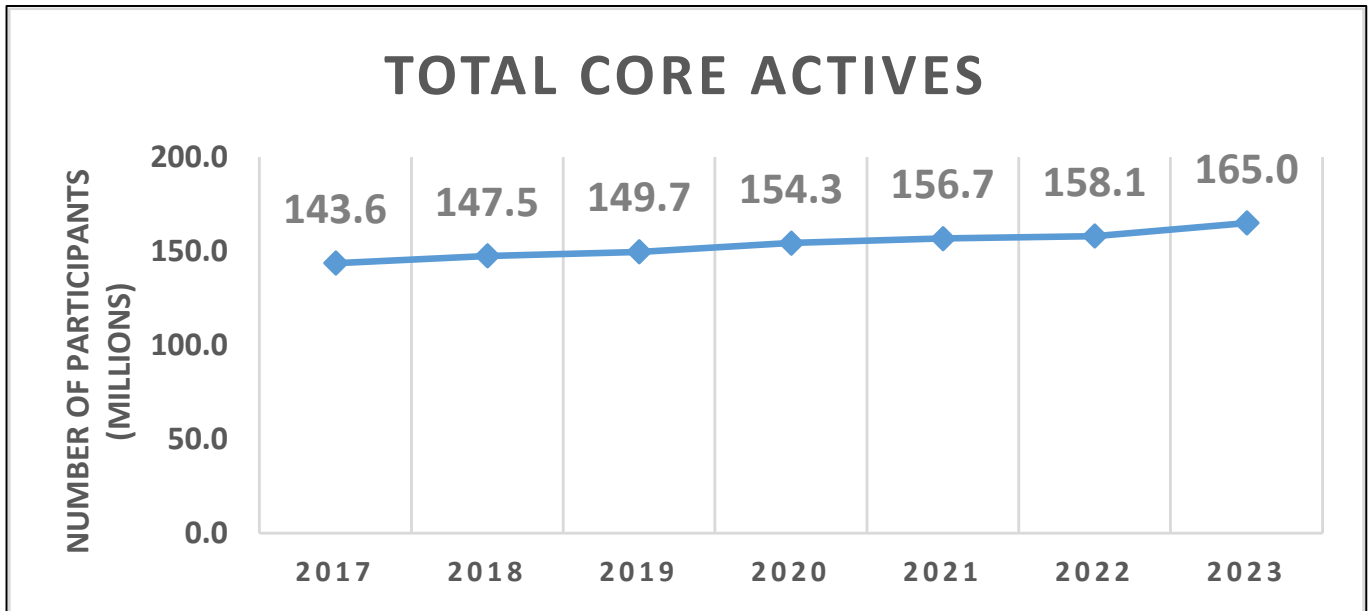
Approximately 242 million people ages six and over reported being active in 2023, which is a 2.2% increase from 2022 and the greatest number of active Americans in the last 6 years. This is an indicator that Americans are continuing to make physical activity more of a priority in their lives. Outdoor activities continue to thrive, recreation facilities have reopened. fitness at home maintains popularity, and team sports are slowly reaching pre-pandemic participation levels. The chart below depicts participation levels for active and inactive (those who engage in no physical activity) Americans over the past 6 years.



CORE VS. CASUAL PARTICIPATION

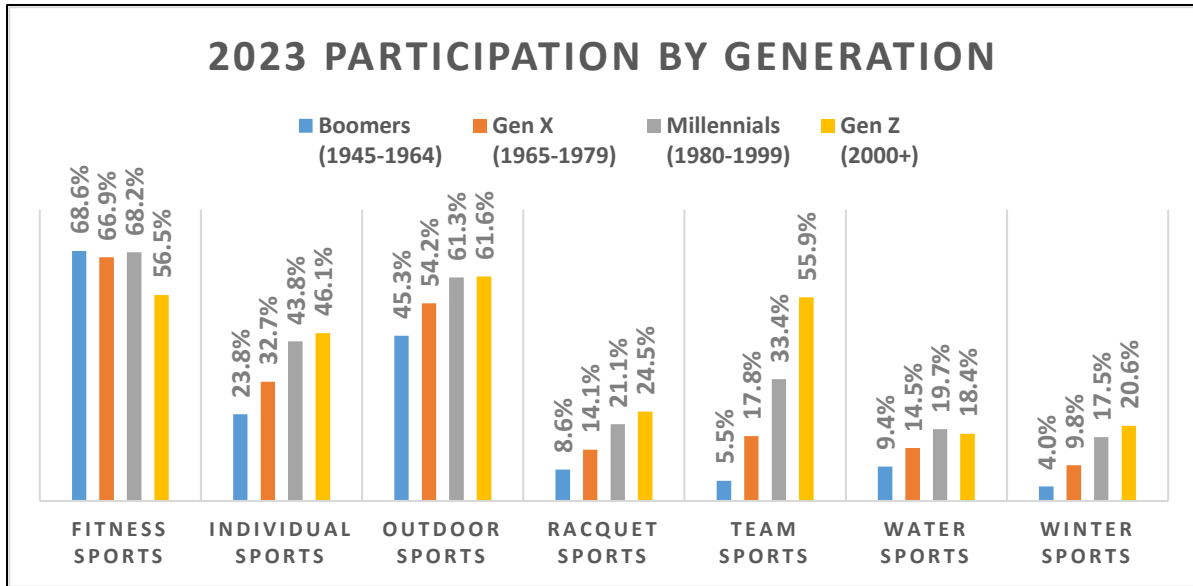
In addition to overall participation rates, SFIA further categorizes active participants as either core or casual participants based on frequency of participation. Core participants have higher participatory frequency than casual participants. The thresholds that define casual versus core participation may vary based on the nature of each individual activity. For instance, core participants engage in most fitness activities more than fifty times per year, while for sports, the threshold for core participation is typically 13 times per year.

In each activity, core participants are more committed and tend to be less likely to switch to other activities or become inactive (engage in no physical activity) than casual participants. This may also explain why activities with more core participants tend to experience less pattern shifts in participation rates than those with larger groups of casual participants. Increasing for the sixth straight year, 165 million people were considered CORE participants in 2023.



PARTICIPATION BY GENERATION

The following chart shows 2023 participation rates by generation. Fitness sports continue to be the go-to means of exercise for Boomers, Gen X, and Millennials. Over half of the Gen X, Millennials, and Gen Z generation participated in one type of outdoor activity. Team sports were heavily dominated by generation Gen Z and nearly a third of Gen X also participated in individual sports such as golf, trail running, and triathlons.



TRENDS IN OUTDOOR RECREATION

Outdoor recreation may be the area of parks and recreation that has developed and evolved the most over the past half-decade, due to its role in maintaining recreation opportunities during the COVID-19 pandemic. The role that outdoor recreation plays in most parks and recreation agencies is constantly changing, as staff work to adapt to what their residents would like to see offered.

NATIONAL TRENDS IN OUTDOOR RECREATION

Results from the 2023 SFIA report demonstrate strong growth in participation regarding outdoor/adventure recreation activities. These activities encourage an active lifestyle, can be performed individually or with proper social distancing in a group, and are not as limited by time constraints. In 2020, the most popular activities, in terms of total participants, from the outdoor/adventure recreation category include: Day Hiking (57.8 million), Road Bicycling (44.5 million), Freshwater Fishing (42.6 million), Camping within ¼ mile of Vehicle/Home (36.1 million), and Recreational Vehicle Camping (17.8 million).



Hiking (Day)
57.8 million



Bicycling (Road)
44.5 million



Fishing (Freshwater)
42.6 million



Camping (<¼mi. of Car/Home)
36.1 million



Camping (Recreational Vehicle)
17.8 million

NATIONAL TRENDS IN WATER SPORTS / ACTIVITIES

PARTICIPATION LEVEL

The most popular water sports / activities based on total participants in 2023 were recreational kayaking (14.7 million), canoeing (10.0 million), and snorkeling (7.5 million). It should be noted that water activity participation tends to vary based on regional, seasonal, and environmental factors. A region with more water access and a warmer climate is more likely to have a higher participation rate in water activities than a region that has a long winter season or limited water access. Therefore, when assessing trends in water sports and activities, it is important to understand that fluctuations may be the result of environmental barriers which can influence water activity participation.



FIVE-YEAR TREND

Over the last five years, surfing (38.9%), recreational kayaking (33.7%), stand-up paddling (19.6%) and rafting (19.0%) were the fastest growing water activities. From 2018-2023, activities declining in participation were water boardsailing/windsurfing (-7.8%), water skiing (-6.8%), snorkeling (-4.2%) and sea/touring kayaking (-0.2%).

ONE-YEAR TREND

In 2023, zero activities saw a decrease in participation. Activities which experienced the largest increases in participation include scuba diving (15.2%), sailing (12.9%), and rafting (12.7%).

CORE VS. CASUAL TRENDS IN WATER SPORTS/ACTIVITIES

As mentioned previously, regional, seasonal, and environmental limiting factors may influence the participation rate of water sports and activities. These factors may also explain why all water-based activities have drastically more casual participants than core participants, since frequencies of activities may be constrained by uncontrollable factors.

National Participatory Trends - Water Sports / Activities					
Activity	Participation Levels			% Change	
	2018	2022	2023	5-Year Trend	1-Year Trend
Kayaking (Recreational)	11,017	13,561	14,726	33.7%	8.6%
Canoeing	9,129	9,521	9,999	9.5%	5.0%
Snorkeling	7,815	7,376	7,489	-4.2%	1.5%
Jet Skiing	5,324	5,445	5,759	8.2%	5.8%
Stand-Up Paddling	3,453	3,777	4,129	19.6%	9.3%
Sailing	3,754	3,632	4,100	9.2%	12.9%
Rafting	3,404	3,595	4,050	19.0%	12.7%
Surfing	2,874	3,692	3,993	38.9%	8.2%
Water Skiing	3,363	3,040	3,133	-6.8%	3.1%
Scuba Diving	2,849	2,658	3,063	7.5%	15.2%
Kayaking (White Water)	2,562	2,726	2,995	16.9%	9.9%
Wakeboarding	2,796	2,754	2,844	1.7%	3.3%
Kayaking (Sea/Touring)	2,805	2,642	2,800	-0.2%	6.0%
Boardsailing/Windsurfing	1,556	1,391	1,434	-7.8%	3.1%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Participation Growth/Decline:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
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VIRGINIA OUTDOORS PLAN

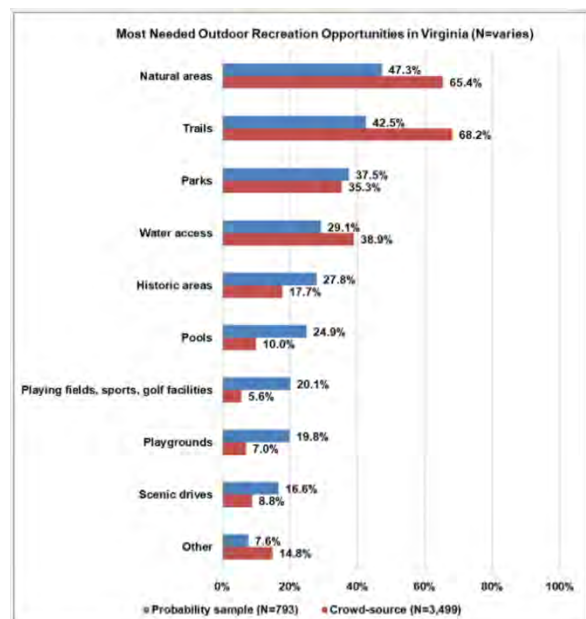
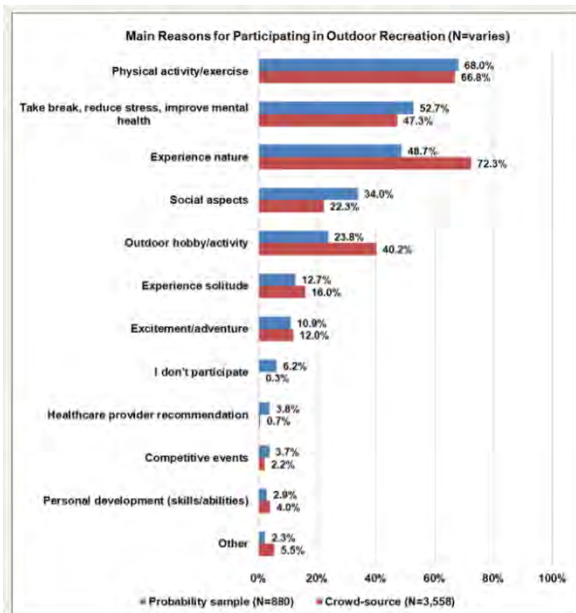
The 2024 Virginia Outdoors Plan (VOP) also helps inform the State’s outdoor recreation priorities. The plan’s assessment of the Commonwealth’s current state of open space and outdoor recreation and the needs of residents, confirms the national and regional information. The VOP looks at what Virginia already has to offer residents, what they enjoy, and what they would like to see changed or added in Virginia’s open spaces.

Several key points are called out in the Recreation Inventory section of the VOP that are pertinent to the development of Mayo River State Park and address the market and future business plans for the park.

- Open space that connects greenways, trails, and water trails
- The need for investment in recreation amenities, facilities, and support staff
- The Ecological richness of the environment, the quality of the water, investment in design and construction
- More recreation inventory to meet increased demand

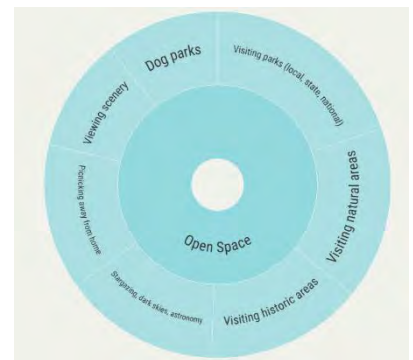
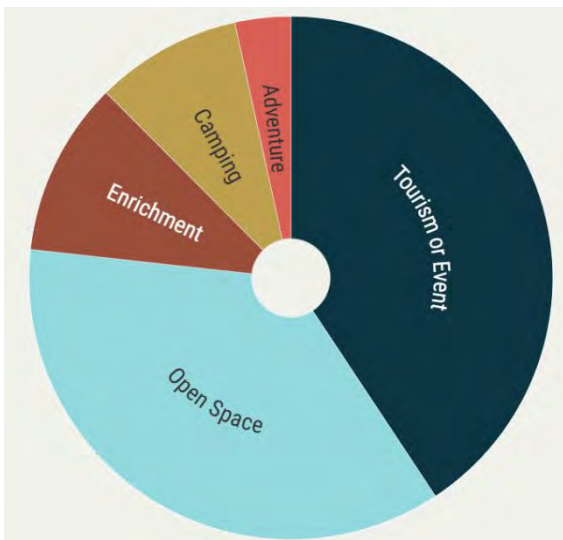
[VA Outdoors Plan](#)

The plan compiled survey results that were statistically sampled and crowd sourced. Individually and combined these two methodologies agreed that 82.3% (probability sample) and 95.8% (crowd-source) access to outdoor recreation is “Very important.” Trail overcrowding is a problem for 57%.





[Virginia Outdoors Plan](#) looked at Water Based Activities and recorded those that were that respondents said were most needed. While the Mayo River as it runs through the park does not always have enough flow for paddling and boating, the park can promote the times it can. Also, as the accommodations center for the two parks, offering downriver access for recreation may increase visitation.

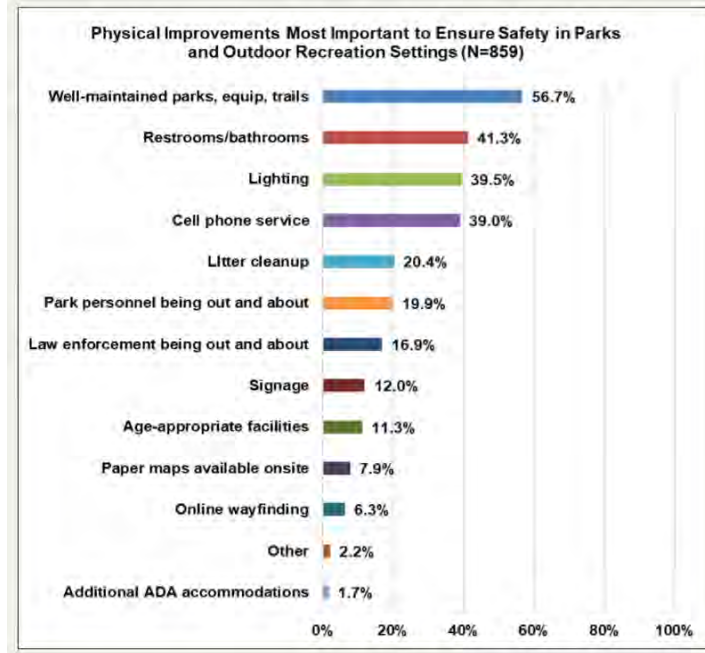


[Virginia Outdoors Plan](#) looked at Nature Oriented Activities and recorded those that were that respondents said were most needed. The results of the plan further strengthen the information provided by the national trends and outdoor MPI's for the region.



The [Virginia Outdoors Plan](#) also asked respondents about the most important physical improvements that need to be made and maintained in parks and outdoor recreation settings.

The responses are shown in the graphic below and several of the categories require a commitment by parks to maintenance and park personnel being on site as well as infrastructure needs.



Mayo River State Park will need to make sure the park and its trails are well-maintained; that there is sufficient staff to always show a presence in the park; and that there is cell service, good signage, paper maps, and other wayfinding available for visitors.

The statewide information published in the Virginia Outdoors Plan strongly supports the need for Mayo River State Park, its planned amenities, and the recreation potential of the park.

REGIONAL SPORTS AND LEISURE MARKET POTENTIAL

The following charts show sport and leisure market potential data for residents of the primary and secondary service areas, as provided by ESRI. The Market Potential Index (MPI) measures the probable demand for a product or service within the defined service areas. The MPI shows the likelihood that an adult resident will participate in certain activities when compared to the U.S. national average. The national average is 100; therefore, numbers below 100 would be lower than average participation rates, and numbers above 100 would represent higher than average participation rates. The service area is compared to the national average in two (2) categories –outdoor activity and commercial recreation.

MPI scores are a tool that DCR can use for consideration when starting new programs or developing park facilities and amenities. The market potential gives DCR a starting point for estimating resident attendance and participation in a broad set of recreational activities. Of important note is that outdoor recreation participation trends for both the primary and secondary service areas are reported as consistent in both regions, Mayo River State Park will need to consider incorporating activities and promoting marketing beyond a three-hour drive time from the park.

MPIs for the primary service region’s residents generally demonstrate market potential figures ranging lower than the national average across most of the categories that were assessed. The top five activities based on MPI were Fresh Water Fishing (123), Archery (110), Canoeing/Kayaking (107), Horseback Riding (102), and Saltwater Fishing (99).

MPIs for the secondary service area’s residents were generally still lower than national averages in most activities assessed, but higher than that of the primary service area. The top five activities based on MPI were Fresh Water Fishing (117), Archery (108), Canoeing/Kayaking (106), Horseback Riding (103), and Saltwater Fishing (102).

The following charts compare MPI scores for 21 sport and leisure activities that are popular with residents within the service regions relevant to the programs, services and visitor experiences most relevant to the future Mayo River State Park. The activities are categorized by activity type and listed in descending order, from highest to lowest MPI score. High index numbers (100+) are significant because they demonstrate that there is a greater likelihood that residents within the service areas will actively participate in offerings provided by the organization.

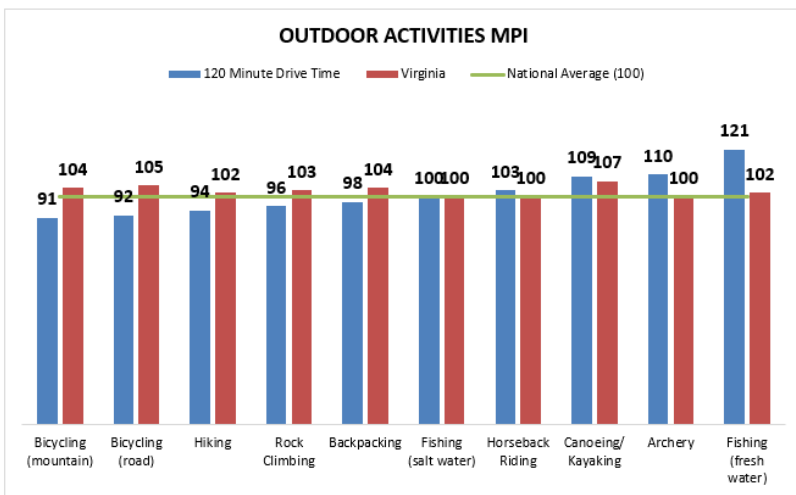


OUTDOOR ACTIVITY MARKET POTENTIAL

The data in this section provides DCR with information about how the population in both the driving times and in the two states within that drive time recreate. The Outdoor Activities Market Potential Indicator or MPI and the Commercial Recreation MPI look at what people do from two perspectives. The Outdoor Activities looks at what outdoor activities are participated in by percent of the population as compared nationally. Commercial Recreation looks at how people invest their dollars in activities. Knowing and understanding the preferences and differences in what the overall population likes to do and investing their time and money in activities can help DCR’s decision making process for investing in amenities and activities at the park.

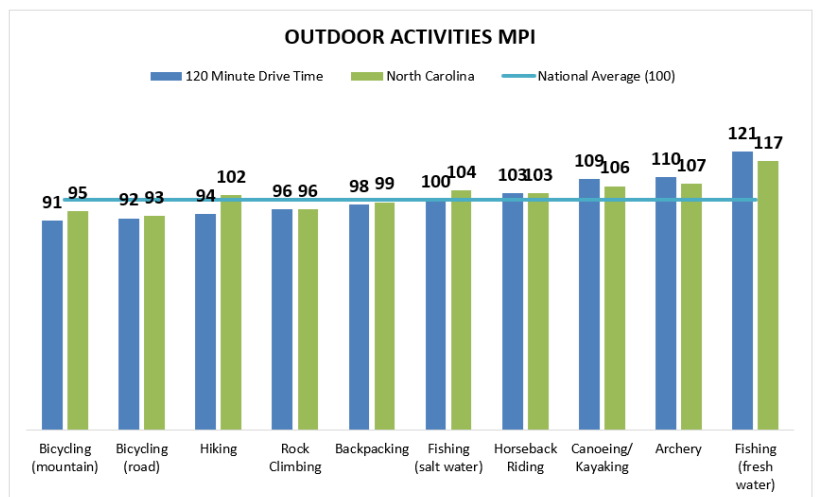
PRIMARY SERVICE AREA

While the Outdoor Activity category featured the highest overall MPI score for any one activity across the categories analyzed, general Commercial Recreation scores were strong as well. The Primary Service Area for the driving time showed high interest in freshwater fishing, archery, canoeing and kayaking. Looking more closely at the statistics, the preferences are different to some degree in the two states. Residents of North Carolina skew higher participating in freshwater fishing, and archery. Residents of Virginia participate in canoeing and kayaking, cycling of all kinds, backpacking, and rock climbing to a higher degree. Both states are similarly above the National average in canoeing and kayaking and hiking.



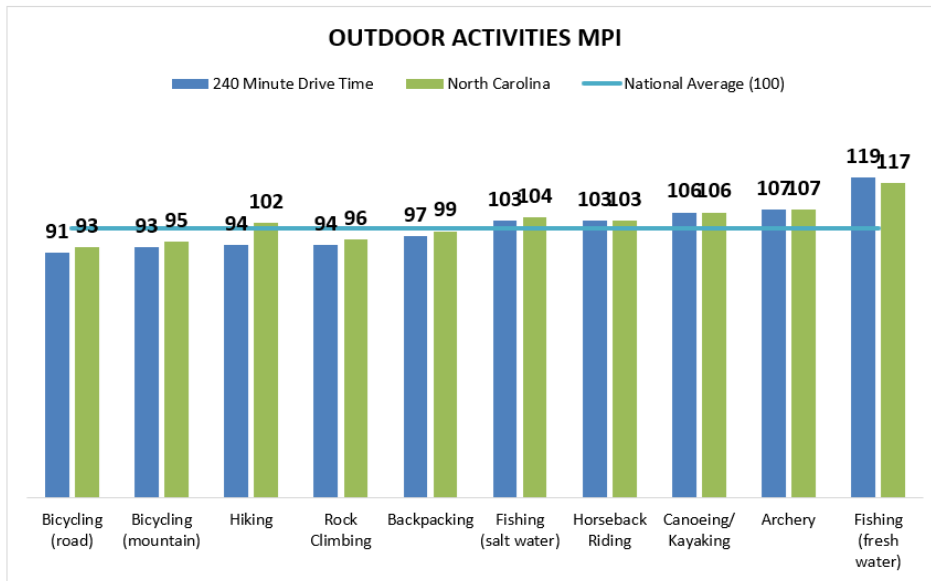
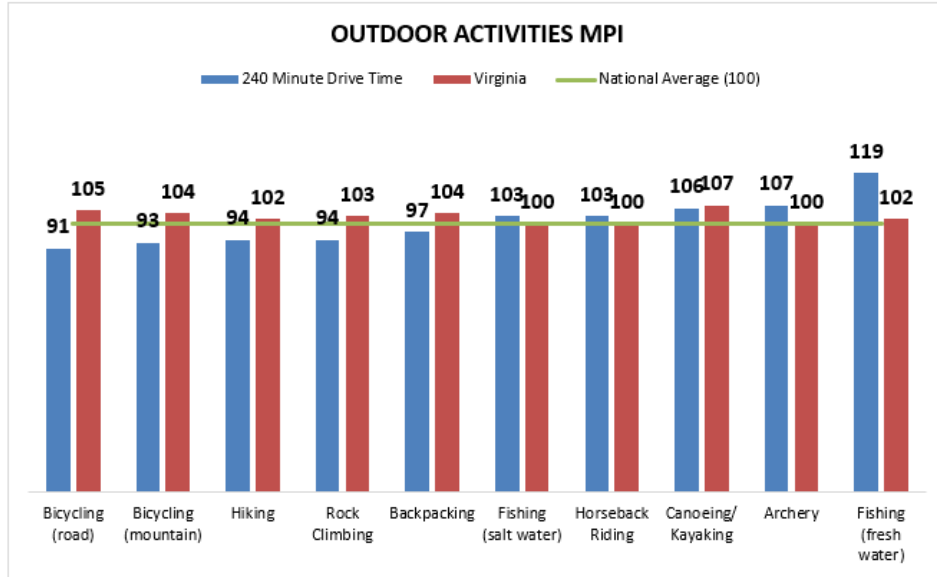
Virginia Outdoor Top Activities: Canoeing and Kayaking; Cycling of all kinds; Back Packing; Rock Climbing

North Carolina Outdoor Top Activities: Freshwater Fishing; Archery; Canoeing and Kayaking



SECONDARY SERVICE AREA

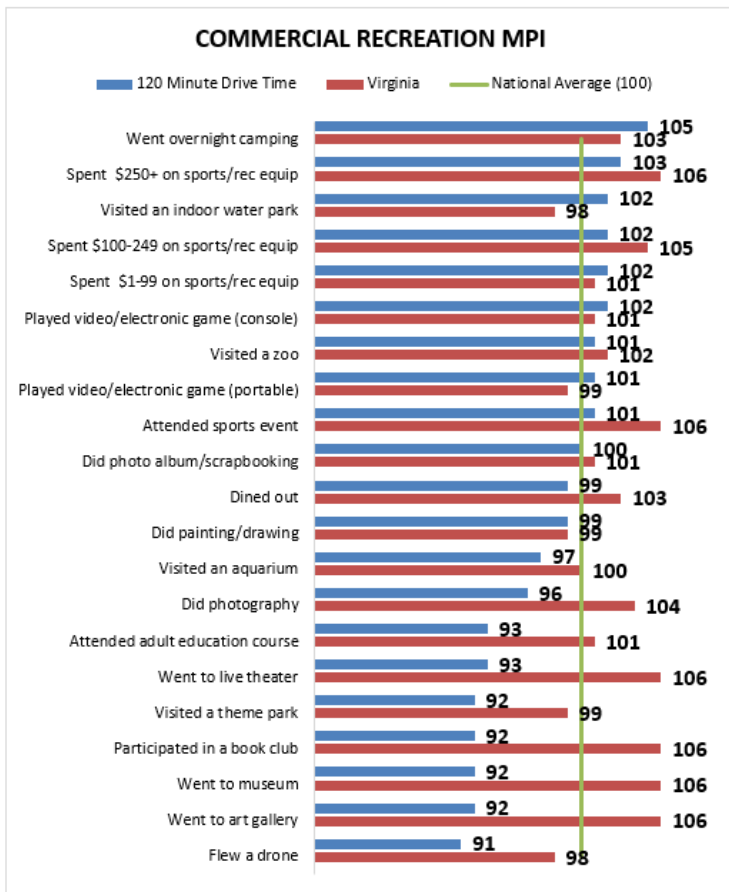
The Outdoor Activities Indicators for the Secondary Service Area similarly show high participation in Freshwater Fishing, Archery, and Canoeing and Kayaking.



COMMERCIAL RECREATION MARKET POTENTIAL

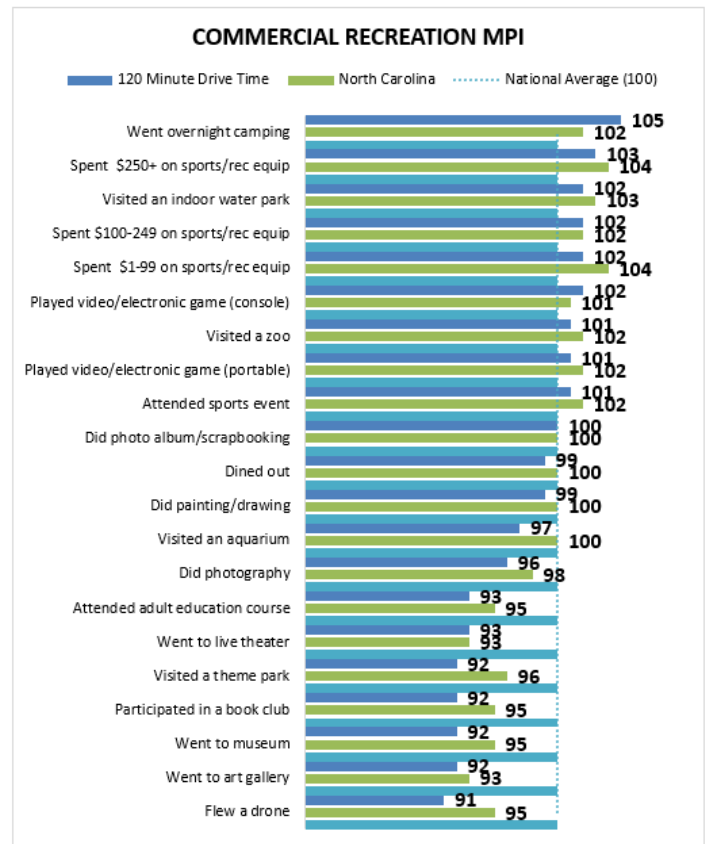
PRIMARY SERVICE AREA

The Commercial Recreation Market Potential information also reveals a number of activities with MPI scores above or slightly above the national average in both the primary and secondary service areas. Relevant to the types of experiences potentially offered at Mayo River State Park, in the Primary and Secondary Service Areas both ranked “Went Overnight Camping” highly (105 and 103 respectively). In both regions spending on Sports/ Rec Equipment ranked highly as well. Primary Service Area ranking was 103 and 104 for the Secondary Service Area. The lowest MPI activities were “Flew a Drone” and “Went to art Gallery” for both Service Areas. The figures below and on the following page illustrate the MPI scores for 18 commercial recreation activities in both the primary and secondary service areas.



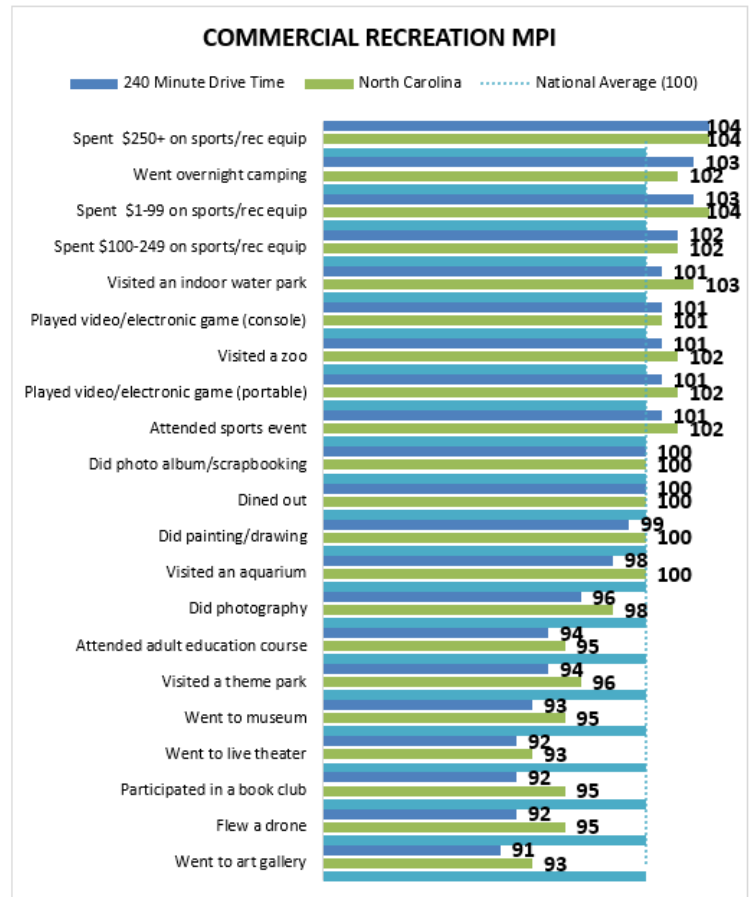
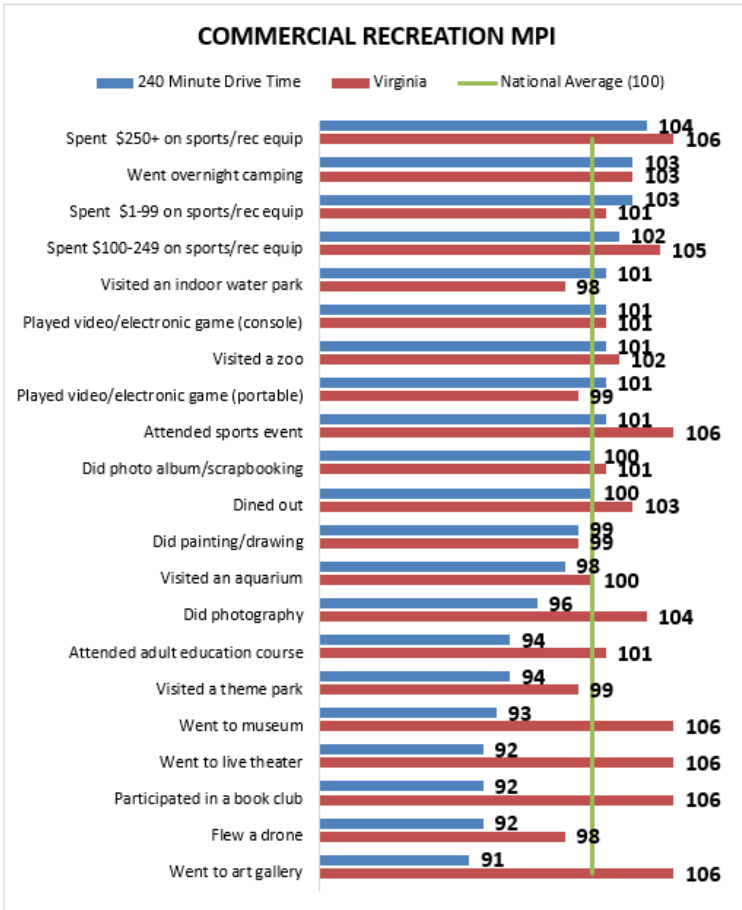
Virginia Commercial Recreation MPI’s: Spending on sports/rec equipment; attending sports events; and several other events not applicable to Mayo River SP. Virginians also “Went Overnight Camping” at a higher percentage than the National Average.

North Carolina’s residents’ Commercial Recreation MPI’s pertinent to Mayo River State Park also show higher than average expenditures on Sports and Recreation Equipment and similar tendencies to Overnight Camping.



SECONDARY SERVICE AREA COMMERCIAL RECREATION MPI

No major differences between the Primary and Secondary Commercial Recreation MPI's indicate there is a strong market for spending and camping throughout the region.



MARKET ANALYSIS

INTRODUCTION

Parks and recreation represent a significant part of the U.S., Virginia, and even local economies. Headwaters Economics report titled “[The Outdoor Recreation Economy by State](#)” reported in their 2024 report that Virginia ranked 43rd in the country in outdoor recreation and yet that still meant that 2% of Virginia’s GDP is from outdoor recreation.

The [Bureau of Economic Analysis](#) also provides the State of Virginia with statewide information regarding the value added through outdoor recreation. As can be seen in the BEA ORSA tables below outdoor recreation has an added value share of 1.9% of the state gross domestic product and provides 2.8% of Virginia’s employment. *The full PDF of this information is available in the appendix.*



2023—Virginia

Value added [gross domestic product]		Employment		Compensation	
ORSA total	Share of state	ORSA total	Share of state	ORSA total	Share of state
\$13.4 billion	1.9%	122,405 jobs	2.8%	\$6.6 billion	1.6%

Value Added by Select ORSA Activity [Thousands of dollars]				
Activity	2021	2022	2023	State rank
Boating / fishing	688,297	747,105	826,545	18
Hunting / shooting / trapping	258,368	295,339	358,401	12
RVing	396,094	413,712	356,792	25
Climbing / hiking / tent camping	124,717	149,566	172,373	15
Motorcycling / ATVing	138,210	162,773	162,184	22
Equestrian	151,135	131,204	136,561	19
Bicycling	54,330	52,876	57,783	18
Snow activities	28,482	38,769	45,851	37
Recreational flying	29,726	39,009	38,879	16

PARK USERS

As indicated in the Demographics and Trends Analysis, the users are analyzed in terms of total population, diversity, and based on national trends in outdoor recreation types the numbers of users likely to visit Mayo River State Park from both Virginia and North Carolina. The User Market looks at the top activities for the 120 and 240 minute drive times to the park that are anticipated to be included in the park's operating plans. The analysis also looks at those activities within the states of Virginia and North Carolina in comparison to the US Market Participation Index benchmark of one hundred.

Nationally, the top outdoor recreational activities most commonly participated in, or "Gateway Activities," include:

- Hiking/walking
- Camping
- Cycling of all kinds
- Fishing of all kinds

NATIONAL TRENDS

Trends across the United States translate to usage trends within Mayo River State Park's contributing drive times and are important to understand as benchmarks for the Park. Nationally, outdoor recreation participation is reported to have increased 2.3% to a total of 168.1 million Americans in 2022 or 55% of the US population over 6 years old. Looking at the recreational trends, we see that there are impressive numbers of participants in these activities across the country and that planning for a safe and welcoming park with basic activities is important to attracting the largest number of visitors.

According to the Outdoor Industry Association, diverse ethnic/racial groups are still underrepresented, but their rates of participation are rising annually. Parks and outdoor spaces offering safety, welcomeness, multi-lingual signage, accessibility, and culturally diverse opportunity are helping this trend. Looking at the numbers, national outdoor recreation estimates are that 40.7% of those who identify as Black participate and participate in the largest number of individual outings. This means that the Black population is more likely to return for visits.

The LGBTQIA+ population has a higher participation rate at 61.1% than the heterosexual or cisgender population. Hispanic participation in outdoor recreation is gaining in number as they have increased from 34% in 2015 to 56% in 2022 and 5.5% over the last 5 years alone. LGBTQIA+ participants have grown from 15.8 million in 2021 to more than 18 million in 2022.

Lastly, the senior population, a significant one in both drive times at approximately 32.2%, is participating increasingly in outdoor activities. According to the Outdoor Industry Association, Senior participation in 2022 reported at 35% and increasing annually. This means that 1 in every 5 outdoor participants is a senior. Opportunities for this group along with all the other diverse groups show committed growth particularly in the gateway recreation activities.

DETAILED OUTDOOR RECREATION PARTICIPATION RATES

The findings from the *2023 Outdoor Recreation Participation Report*, conducted in 2022 by the Outdoor Industry Foundation provide the most statistically sound outdoor recreation information. During the 2022 calendar year a total of 18,000 online interviews were conducted with a nationwide sample of individuals and households. The total panel has over one million members and is maintained to be representative of the US population.

A weighting technique was used to balance the data to reflect the total US population aged six and above. The following variables were used: gender, age, income, household size, region, and population density. The total population figure used was 335,893,238 people aged six and above. The report details participation among all Americans, youth, young adults, and adults.

Camping	Participation (millions)	Percent of Population
Camping	51,400	21.0%
Hiking/Walking	59,600	19.0%
Freshwater, Saltwater and Flyfishing	54,500	18.0%
Road Biking, Mountain Biking and BMX	54,700	17.3%

From these results, and others, a current and accurate picture of outdoor recreation participation trends can be ascertained. The following pages summarize some of the key findings associated with this report.

VISITATION AND USAGE PROJECTIONS

Given the service area’s MPI’s and the national trends in outdoor recreation Mayo River State Park has many opportunities to attract local residents and those within the driving times with new trails, accommodations, and activities. As Mayo River State Park is built out over a number of years, DCR can look to expect both day use and a need for overnight camping and cabin use. With the development of the campground for tenting and RV’s with hook-ups, cabins, visitor center, maintenance building and yard site, along with programs over its phased development the information below projects potential visitation and usage of the park. The visitation included in this analysis consider both potential local day-use and longer overnight stays. These projections are aligned to the larger market characteristics of the primary and secondary service markets.

POTENTIAL VISITATION PROJECTIONS

Visitation projections for the accommodations and activities at Mayo River State Park were derived from a multi-step process that has proven to be dependable in numerous previous studies conducted for similar projects. This process involves the components described below.

1. Identification of user market size and characteristics
2. Identification of relevant outdoor recreation participation trends
3. Application of participation trend data to user markets + tourism data
4. Estimation of market capture rate

The details within each of these components are provided in the sections that follow.

ACTIVITIES

Identifying which activities are most popular within the identified driving times (120 and 240-minute drives) and throughout both Virginia and North Carolina helps to inform what types of activities visitors to the park are likely to enjoy. To do this, we look at the Market Potential Index (MPI) and compare the activities within the drive time and the states that are planned to be included in Mayo River State Park. We can look at the market index and the percentage of activity as shown in the table below:

Activity	120 Minute Drive	MPI*	240 Minute Drive	MPI*	Virginia	MPI*	North Carolina	MPI	USA
	12 Month % Participation		12 Month % Participation		12 Month % Participation		12 Month % Participation		12 Month % Participation
Hiking	18.20%	94	18.10%	94	20.70%	107	18.40%	95	19.20%
Camping	14.30%	105	14.00%	103	14.10%	103	14.00%	102	13.70%
Fishing (Freshwater)	12%	121	11.80%	119	10.10%	102	11.50%	117	9.90%
Cycling (Mountain)	3.40%	91	3.15%	93	3.40%	104	3.10%	95	3.30%
Bird/Wildlife Watching	8.10%	105	7.90%	105	7.10%	102	7.90%	105	7.50%
Backpacking	3.40%	110	3.30%	97	3.60%	104	3.40%	99	3.40%

* Market Potential Index is measured against the US standard 100

This table shows us that there is an extraordinarily strong market for camping, fishing, and birdwatching that encompasses both drive times as all of those activities show higher than US average (one hundred) for participation within the drivetimes and throughout both states. There is also close to average participation in hiking/walking, mountain biking, and backpacking throughout. It should also be noted that Virginia’s MPI is consistently higher than average in all of the activities.

USER MARKET SIZE AND CHARACTERISTICS

The user market of the project will predominantly serve two areas – the primary service market (two-hour drive time) and the secondary service market which is comprised of residents from within a two-hour to five-hour drive. Additionally, existing tourism in the region is expected to significantly contribute to usage of the sites and services of the park. There will be potentially significant incidental traffic to the sites from residents and visitors to the area that are outside of both of these user markets, but for the sake of prudence and reliable market planning these user markets are considered to be the source of at least 75% of the site’s potential visitors.

Local Market Population	4,128,257
Secondary Market Population	13,369,037
Total Market Population	17,497,294

All market characteristics are used when developing usage projections, but the following characteristics have the heaviest influence on determining market capture rates:

- **Primary Service Market (Two-hour drive time)**
 - 4,128,257 residents
 - Largest age segment = 35-54 years
 - Median household income = \$65,837 annually
- **Secondary Service Market (Two-hour to five-hour drive time)**
 - 22,413,473 residents
 - Largest age segment = 35-54 years
 - Median Household Income = \$65,583 annually

USING MARKET DATA TO PROJECT USAGE

Relevant outdoor recreation participation trends that were analyzed for the Mayo River State Park developments were overall participation in outdoor recreation activities, and participation in related outdoor recreation categories – general users, hiking/walking, camping, fishing, and mountain biking. Additional information about activities such as bird watching and backpacking are also considered. These participation rates help develop an understanding of the core, or base, of participants of the programs, services, and experiences of the park. Incidental traffic from tourists or out-of-market visitors will likely be captured in the overall participation rate in outdoor recreation. The following participation rates are the heaviest influence on determining user market size:

- Outdoor recreation participation (overall) = 55.5%
- Hiking/walking = 19.0%
- Camping (all kinds) = 12%
- Fishing (Freshwater) = 10%
- Mountain Biking – 3.3%
- Bird and Wildlife Watching = 7.5%
- Backpacking = 3.4%

APPLYING PARTICIPATION TRENDS TO USER MARKETS

For the purpose of these usage projections and operational models, the classifications of potential users discussed below are aligned with participation trends. The user classifications are developed based upon the top “gateway Activities” or those most easily participated in by the average person or family. We have additionally included participation rates based upon the outdoor activities recognized throughout the country that are likely to be offered at Mayo River State Park. The “Total User Market” represents the entire *possible* number of people in both the Primary and Secondary Service Markets who are likely within those markets to participate in the identified activities within a 12 month period.

From these participation rates and the service markets we further work to estimate the number of people likely to come to Mayo River State Park and use the park for those activities within the period of the year those activities are possible at the Park. Below we discuss each of the user markets in more detail.

GENERAL USER

The general user are those individuals, families, and groups that may have little or no previous experience or technical skills in paddling rivers, but are inclined to participate in the programs, services, and experiences of the river recreation and general state park services and amenities envisioned for these sites. They are likely to own all their own camping equipment or RV, and possibly own canoes or kayaks they may bring with them when they visit Mayo River State Park.

The general user market will be determined based upon 55.5% of the population.

HIKING AND BACKPACKING

Day hiking/walking is one of the easiest outdoor activities for individuals, families, and groups to participate in. Mayo River State Park will have trails that are easily accessible for day hikers as well as other trails suitable for backpacking.

The Day Hiking/walking user market will be determined based upon 19% of the population

The Backpacking user market will be determined based upon 3.4% of the user market.

CAMPING

Camping of all kinds remains an increasing activity for many. The percentage of campers that own their equipment and/or RV has increased, as well as the distance individuals and families will travel to seek their camping experience. Given the remoteness of Mayo River State Park, this latter fact bodes well for participation.

The camping user market will be determined based upon 12% of the population.

FRESHWATER FISHING

Freshwater fishing is extremely popular within the primary and secondary service markets and across the states of Virginia and North Carolina. The Mayo River may not provide good fishing access year around but fishing here and throughout the park region is likely to be a draw for visitors because it is an easily accessible activity for all ages.

The freshwater fishing user market will be determined based upon 10% of the population.

MOUNTAIN BIKING

Mountain biking is also popular in the region the park is located in. Mayo River State Park may wish to provide some mountain biking trails to accommodate this interest.

The mountain biking user market will be determined based upon 3.3% of the population.

BIRD/ WILDLIFE WATCHING

Birdwatching is an easy activity that is accessible to all whether it be watching or listening to birds. This quite popular activity can attract many visitors particularly during migration seasons.

The bird/wildlife watching user market will be determined based upon 7.5% of the population.

The total user market *is not* the projected usage of the park, but rather the smaller sub-set of the total population that is most likely to participate in the park's programs, services, and experiences. Actual usage projections are based upon an estimated capture rate of users from within the user market. The tables below detail the total user market size based upon these user classifications and their corresponding participation trends.

The data presented in the table below indicates that the total user market for general users is 9,710,998 persons including the primary and secondary service areas. Included within this population are approximately 2,291,183 persons as general users that live within the primary service area, or within a two-hour drive. There are an estimated 7,419,816 people who live within the secondary service area of a four-hour drive.

User Market	Participation Rate	Primary Service Market	Secondary Service Market	Total User Market
General Users	55.5%	2,291,183	7,419,816	9,710,998
Hiking (Day)	19.0%	784,782	2,541,454	3,326,236
Fishing (Freshwater)	10.0%	412,826	1,336,904	1,749,729
Camping	12.0%	495,391	1,604,284	2,099,675
Mountain Biking	3.3%	136,232	441,178	577,411
Bird/Wildlife Watching	7.5%	309,619	1,002,678	1,312,297
Backpacking	3.4%	140,361	454,547	594,908

ESTIMATING CAPTURE RATE

The capture rate of a market is the percentage of the user market that can reliably be captured to participate at least once annually in the services and experiences of Mayo River State Park. Research has shown that while there may be an overall user market of 4,128,257 people within the primary service area, not all of these people will visit the park each year. Actual capture rates are considerably lower than the total market size for recreation and tourism because these are discretionary activities.

Estimating the potential capture rate of a user market is not an exact science, but is based upon previous performance of similar sites, general economic conditions, and the prevailing characteristics of the user market population. As a general rule, the capture of a user market declines with distance from the park. In other words, while the capture rate of a market within a two-hour drive of Mayo River State Park may be as high as 5%, it will likely not be any higher than a fraction of 1% among residents beyond that distance. The table below details the estimated capture rates for each of the user classifications in each of the service areas. Again, these are based on industry experiences of other similar projects in the United States.

Given the remoteness of Mayo River State Park, market capture rates have been further reduced in this projection from that of sites located closer to population centers because of the lack of convenience for most people within a two and a four-hour drive time to access the park. Camping and overnight stay accommodations and occupancy rates of similar state parks in the region have been considered when estimating the capture rates for Mayo River State Park. Additionally, these estimates assume that Mayo River State Park will be providing the amenities to the entire Mayo River State Park complex that includes the park adjacent in North Carolina.

CONSERVATIVE CAPTURE RATE

User Market	Primary Service Market Capture Rate	Secondary Service Market Capture Rate
General Users	1.00%	0.20%
Hiking (Day)	0.20%	0.02%
Fishing (Freshwater)	0.50%	0.30%
Camping	0.13%	0.05%
Mountain Biking	0.02%	0.01%
Bird/Wildlife Watching	0.06%	0.03%
Backpacking	0.02%	0.01%

AGGRESSIVE CAPTURE RATE

User Market	Primary Service Market Capture Rate	Secondary Service Market Capture Rate
General Users	2.00%	0.30%
Hiking (Day)	0.75%	0.10%
Fishing (Freshwater)	0.75%	0.30%
Camping	0.30%	0.05%
Mountain Biking	0.06%	0.04%
Bird/Wildlife Watching	0.03%	0.05%
Backpacking	0.20%	0.02%

DEVELOPING VISITATION PROJECTIONS

The final step for determining reliable visitation projections is to apply the estimated capture rates for each classification of user to the service market in each service area. The tables that follow detail the specific data this process yields in both the conservative and aggressive capture rate scenarios. These usage projections are intentionally calculated as conservative estimates for visitation and participation at the river recreation sites and services once fully operating. They have followed the following process:

1. **Total Market Size x Participation Rate = Total User Market**
2. **Total User Market x Estimated Capture Rate = Total Market Capture, or Total Potential Market**
3. **Total Potential Market x Adjusted Estimated Capture Rate = Usage Projection**

CONSERVATIVE VISITATION PROJECTIONS

User Market	Primary Service Market Capture Rate	Primary Service Market Capture	Secondary Service Market Capture Rate	Secondary Service Market Capture
General Users	1.00%	22,912	0.20%	14,840
Hiking (Day)	0.20%	1,570	0.02%	508
Fishing (Freshwater)	0.50%	2,064	0.30%	4,011
Camping	0.13%	644	0.05%	802
Mountain Biking	0.02%	27	0.01%	44
Bird/Wildlife Watching	0.06%	186	0.03%	251
Backpacking	0.02%	28	0.01%	45

User Market	Total Market Capture
General Users	37,751
Hiking (Day)	2,078
Fishing (Freshwater)	6,075
Camping	1,446
Mountain Biking	71
Bird/Wildlife Watching	436
Backpacking	74
TOTAL	47,932

AGGRESSIVE VISITATION PROJECTIONS

User Market	Primary Service Market Capture Rate	Primary Service Market Capture	Secondary Service Market Capture Rate	Secondary Service Market Capture
General Users	2.00%	45,824	0.30%	22,259
Hiking (Day)	0.75%	5,886	0.10%	2,541
Fishing (Freshwater)	0.75%	3,096	0.30%	4,011
Camping	0.30%	1,486	0.05%	802
Mountain Biking	0.06%	75	0.04%	176
Bird/Wildlife Watching	0.03%	77	0.05%	501
Backpacking	0.20%	281	0.02%	68

User Market	Total Market Capture
General Users	68,083
Hiking (Day)	8,427
Fishing (Freshwater)	7,107
Camping	2,288
Mountain Biking	251
Bird/Wildlife Watching	579
Backpacking	349
TOTAL	87,085

IMPORTANT NOTE: These visitation projections do not fully capture the potential local day-use of Mayo River State Park, as that demand is largely incalculable and unknown at this point in the planning process.

As noted in these tables and this exercise, the total potential usage of Mayo River State Park is approximately 47,000 – 87,000 annual visitors. The total potential visitation is comprised of 37,000 – 68,000 general use visitors, 2,000 – 8,000 Day hikers, 6,000 -7,200 freshwater fishers and 1,400 to 2,300 campers. Additional activities are likely to add at least 580-1,200 user activities annually.

TOTAL POTENTIAL VISITATION

The combined visitation projections from the combined service markets equate to the likelihood that the total potential usership of Mayo River State Park and its services could be 47,932 – 87,085 visitors each year. While this represents the total potential usage, the pro forma developed within this report does not assume this level of usage in the initial years of operation. Rather, the pro forma was developed to identify the minimal annual usage required to support a financially “break-even or better” operational model.

From these findings, the following recommendations are reflected in the operational models developed for Mayo River State Park:

- Design of amenities and services should provide camping and cabin accommodations and low barrier access to “gateway activities” for general users.
- Operations should be limited and low maintenance in order to be flexible and cost efficient.
- The core business of Mayo River State Park sites and services will be from general users and campers that elect to stay overnight either camping or in cabins.
- Ancillary revenue streams are advisable to support operations costs. These include but are not limited to special events, festivals, and concession operations.

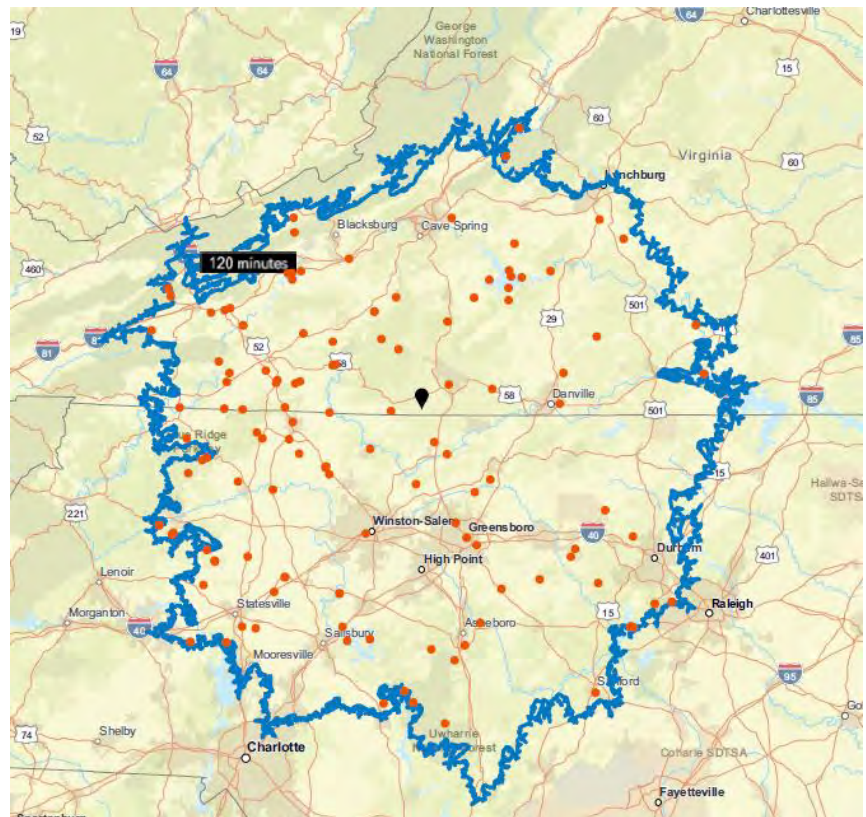
SERVICE PROVIDER ANALYSIS

An important part of the Market Analysis and Business Plan is conducting a Service Provider Analysis of facilities and services in the near vicinity of Mayo River State Park. This analysis identifies direct and indirect similar service providers related to the potential amenities and services that can be developed at the state park that can support visitation to the park, as well as the park supporting usage of the facilities and services of these regional providers. This assessment targeted state and city owned parks, private providers, and sites that feature notable day-use and overnight facilities with similar offerings as those identified in the visioning process for the state park. The review area was a one hour drive to the park and included reviews for both Virginia and North Carolina.

OVERNIGHT STAYS – CAMPGROUNDS AND CABINS

A review and evaluation of privately and publicly owned similar accommodation facilities was conducted for providers formally listed as businesses within a one hour drive of the park. The map to the right shows all campground and cabin properties including both privately owned and publicly owned.

Information regarding a selection of the privately owned properties, what they offer, and pricing are included in the tables below. The private campgrounds below have been sorted by the state. The review did not include Airbnb, VRBO, or HipCamp properties. The review also eliminated religious or other affiliated campgrounds. There were a total of twenty-nine private campgrounds researched, 17 in VA and 12 in NC.



PRIVATELY OWNED ACCOMMODATIONS: VIRGINIA

VA Private Campgrounds (and Cabins)	Address	Notes and Information	Websites
Blue Ridge Campground & Marina	Burnt Chimney Rd, Wirtz, VA 24184	Is located on Smith Mountain Lake RV's and marina	No website listed
Chantilly Farm/ Floyd Family Campground	Bluegrass Trl SE, Floyd, VA24091	Known as the Floyd Family Campground - open all year - RV sites: 40; bunkhouses :2; tents: 10; cabins 4- they host vendors at the site	https://floydfamilycampground.com/outdoor-rec/
Chestnut Creek Cabins and RV	1000 Revere Road, Galax, VA 24333	Cabins and RV Sites - Near New River Trail State Park - hiking, biking, horseback riding on a 57 mile rail trail; Cabins 1BR sleeps 4 \$124.99/night; 2 BR sleeps 6 \$159.99; Cleaning fee is \$30 and pet fee is \$10; must contact owner for RV rates	https://chestnutcreekcabins.com/
Deer Run Campgrounds	Fawn Rd, Ferrum, VA 24088	Property has 130 camping sites - all with hook ups, not geared toward tents \$40-\$45/night, cabin \$65, Annual camping fee: \$2,000-\$2,500; Monthly \$600	https://www.deerruncampground.net/
Dominion Valley Park	Dominion Valley Ln, Stuart, VA 24171	March - Nov 1 - \$25-\$40/night - Campground has 150 sites all have hook ups - not geared toward tents - site hosts many concerts and events	https://www.dominionvalleylvc.com/
Elkhorn Lake & Campground Inc	Elkhorn Rd, Java, VA 24565	Hook ups (\$50/day, \$250/wk, +\$400/mo, +\$350/mo for a season, tent sites, platform sites, pavilions - Also fee for golf cart, ATV: \$50 & Boat Dock \$10/mo - Seasonal memberships \$250 for access to lake and campground, swimming pool, playgrounds, basketball, tent camping area, pavilions, bathhouses. Tent camping: \$25/night and platform sites are \$45/night - Pavillion rentals Large \$75, Small \$50, bunkhouse rental \$75/night, cabin rental \$90/night, Annual fishing membership: \$120/pp; Corporate membership \$500/yr and up - does not state number of sites/no map	https://goelkhorn.com/
Fancy Gap / Blue Ridge Parkway KOA Journey	Fox Trail Loop, Fancy Gap, VA 24328	22 acre campground on the Blue Ridge Parkway has 6-1 room Cabins - \$73/night, 13 full hook up RV camping sites- \$57.55/night, 8 room motel- \$91.77/night(8 rooms) , 3 tent sites - base rate is \$30 incl taxes \$35.97/night closes Nov 3 - winter camping is available with a call ahead and no utilities	https://fancygapcabinsandcampground.com/
Indian Heritage RV Park	Tensbury Dr, Martinsville, VA 24112	60 full-hookup RV Sites, 13 tent sites and 3 cabins. Open year-round and accommodate both short-term and monthly guests. Cabin: \$91.16/night; Premium RV sites: \$64.58/night; Riverfront RV sites: \$53.95-\$59.26; Tent sites: \$27.38-\$38.00/night	https://indianheritagervpark.net/
Lake Ridge RV Resort	Double Cabin Rd, Hillsville, VA 24343	Large private camping resort with a lodge, 3 cabins for \$120/night; 63 RV hook ups varying from \$74.31 to \$100.58 per night; 7 tent sites from \$42 - \$75/night depending on week, also cabins and home ownership sites	https://www.lakeridgevresort.com/
Meadows of Dan Campground	Jeb Stuart Hwy, Meadows of Dan, VA 24120	20 RV sites (\$45-\$55), 6 Pull Through sites (\$70); 12 Tent Sites (\$30); 3 Cabins (\$179 must book 2 nights); 2 large cabins (\$99-\$120 must book 2 nights); open year around;	https://meadowsofdancampground.com/
Paradise Lake and Campground	Keeling Dr, Keeling, VA 24566	4 Cabins renting for \$95-\$150/night; 30+ RV Sites (\$49.50 nightly or \$544/mo); tents \$39.50-43.50/night); Open year around	https://campinparadise.com/
The Sportsman	Little River Rd, Radford, VA 24141	25 basic tent sites \$20/day; RV sites \$35- \$50/day, \$200-\$250/wk, \$450-\$600/mo;	https://www.sportsmanrvcampground.com/#home
Utt's Campground	Campground Rd, Fancy Gap, VA 24328	72-RV sites \$36/day, \$220/wk, \$575/month, \$1,900/season; tents \$21 - Open May 1-Nov 1	https://www.uttscampground.net/
River Views Campground	Sarasota Lane, Galax, VA 24333	Campsites for RV's and tents, farmhouse rooms for rent, no rates available or map of sites	http://www.riverviewscampground.com/
New River Bridge Family Campground	4762 Pleasant Grove Rd, Independence, VA 24348	30RV Sites - \$50 Sun-Weds' \$60 Thurs-Sat; \$360 weekly; Tent sites - \$30 per tent family, \$20 each additional tent; Bunk houses: \$50-\$80 - Equipment rentals: Single kayak \$35; Double \$45; Tubes \$25; Cooler tubes: \$10; Canoe \$40 - includes shuttle service; Picnic shelter rental \$50 per day	https://newriverbridgefamilycampground.com/
Pioneer Village RV Park,	3627 E Lee Highway, Max Meadows, VA 24360	RV's only and a small private museum - near the Old Fiddler's Convention, RV's only - 82 sites - does show 6 "primitive camping" sites along Reed Creek pricing not available	https://pioneerillagecampground.com/
New River Campground and Canoe	3745 New River Parkway, Independence, VA 24348	32 Tent sites (plus 12 overflow sites) \$38/night 2 people + \$5 each additional except kids under 12 free; 5 Island sites are \$175/night; 14 RV Sites \$48-\$53/night with \$5 charge for extra people: apartments \$120-\$140/night - offer River Trips: 2.5 mile, 5 mile; 10 mile, tube rentals open April through Aug 1 closed Oct-March	https://www.canoeingthenew.com/

PRIVATELY OWNED ACCOMMODATIONS: NORTH CAROLINA

NC Private Campgrounds (and Cabins)	Address	Notes and Information	Websites
Cane Creek Campground & RV Park+2:12	Longest Acres Rd, Snow Camp, NC 27349	Open year round; 2 50'X30' sites @ \$60/day; 7 primitive sites \$45/day	https://www.canecreekcampground.com/
Dan River Campground & Canoeing	Webster Rd, Stoneville, NC 27048	Campsites (43 sites) : \$44.50-\$52.50/night; RV full hook up per week \$351.50/ tent (7 sites) camping: \$38/nightgroup camping site available	https://www.danrivercampground.com/
Forest Lake/Thousand Trails	192 Thousand Trails Dr, Advance, NC 27006	283 sites, open year around, RV's in 306 acres of forests Yadkin River access, 18 cabins, 5 tentsites; offer an annual pass for \$525 (was \$725) can camp all year with no nightly fees; for \$425 more; Part of Thousand Trails system of campgrounds	https://thousandtrails.com/
Greensboro KOA Journey	Trox St, Greensboro, NC 277406	Right off I-40 next to auto auction company, a KOA campground; Peak season looks to be +\$70/night for a tent	https://koa.com/campgrounds/greensboro/
Hidden Lake Campgrounds	S Nc Highway 54, Graham, NC 27253	Tent and RV sites; online reports state that much of the activities at the campgrounds are closed, there is no access to water, and it is unkempt	No website listed
Hollyridge Campground	River Rd, Booneville, NC 27011	RV sites (\$65/night/\$390/wk), open all year for RV's, Tents \$40/night-\$50/night holidays cabin rentals - \$80-\$90/night; picnic shelter rental \$25 for campers/\$60 non campers	https://hollyridgecampground.com/
Homeplace Recreational Park	Homeplace Park Rd, Ararat, NC 27007	RV hook up sites (170): \$55/day; Tent sites (11): \$35/day; also offered are weekly, monthly, seasonal rates - Season is April 1-Nov1 (8 Winter sites); campground includes a pond, fishing plahground, mini-golf, vollyball court, horseshoes and is along a river	https://www.homeplacepark.com/
Jomeokee Campground	Paces Place Rd, Pinnacle, NC 27043	Jomeokee Campground serves as a self described "basecamp" for the Yadkin Valley. They also have an in house adventure outfitter service, Yadkin Valley Adventure. They offer all-inclusive camping adventures. . No information on the camp sites, costs, or outfitting opportunities. Need to contact them directly	https://www.jomeokeecampground.com/
Lake Myers Campground	US Highway 64W, Mocksville, NC 27028	4 Cabins (Villas); \$161 and up; 10 Premium Full hook up RV sites: \$108.40 and up; 10 Standard Full Hook Up RV sties: \$100.40 and up; 10 overflow/pop-upsites: cost not listed	https://thousandtrails.com/
Mayberry Campground	Bunker Rd, Mount Airy, NC 27030	RV Hook ups, Daily \$45-\$50; 30 day \$700; Tents \$25/night; open all year	http://www.mayberrycampground.com/
Midway Campground and RV Park	Midway Dr, Statesville, NC 28625	RV sites (\$49.91-\$55.91); Tent sites (\$33.41-\$35.91), 2 room cabins (\$84.81-\$89.41), 2 bedroom cabins (\$145.91-\$155.91)	https://www.midwaycampground.com/
Beechnut Family Campground	315 Beechnut Lane, Mount Airy, NC 27030	Open April 1- Oct 31; RV Rates \$55-\$60; pop-up and tent sites \$45-\$55; 14 tent sites; 10 RV sites, Lease sites 15-33 - 51 sites total	http://www.beechnutcampground.com/

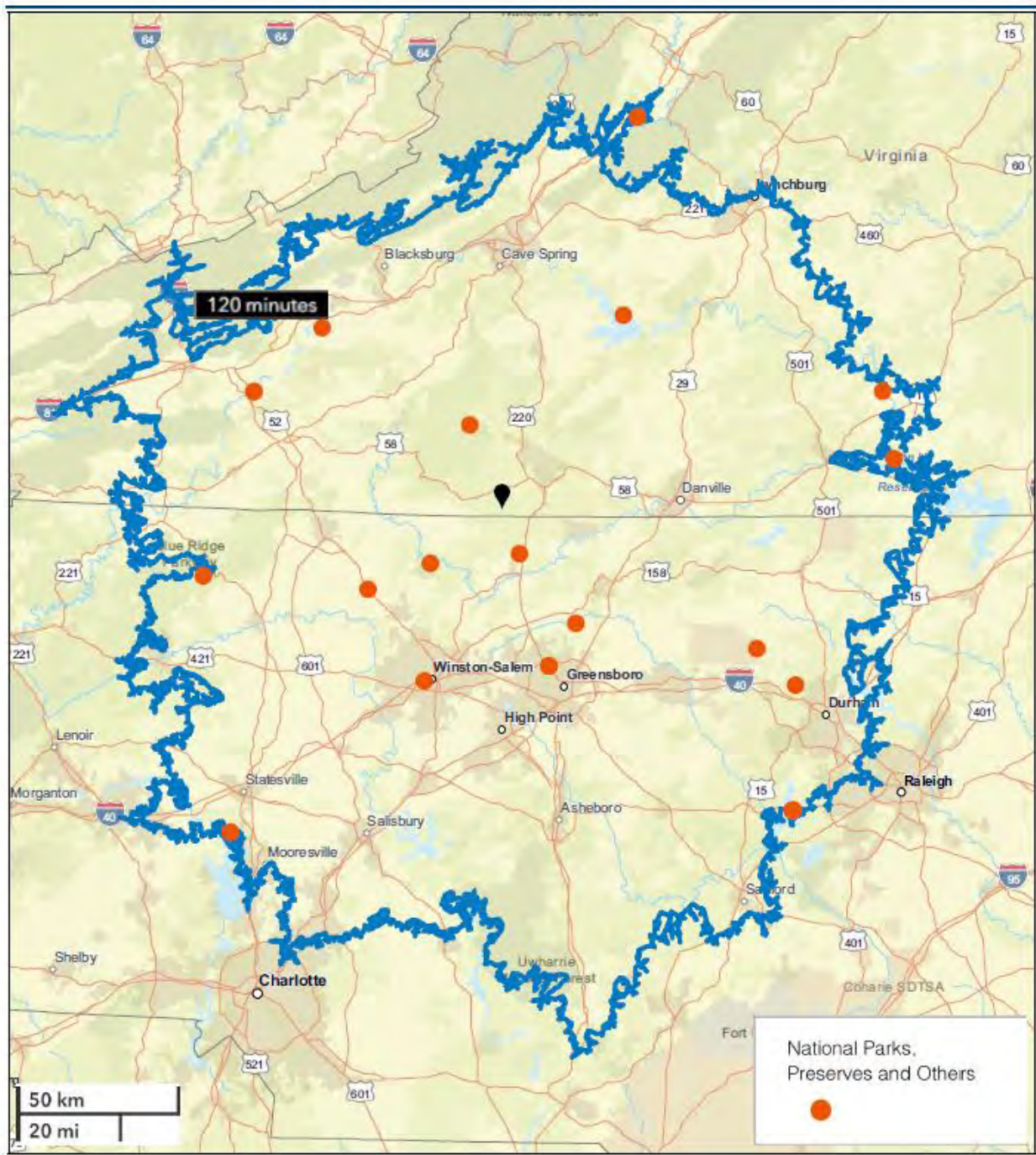
Seventeen private campgrounds in Virginia and an additional twelve campgrounds in nearby North Carolina that have cabins, RV sites, and tent sites were researched for this study. They offer a total of at least thirty-nine cabins, 770 RV sites with varying hook up options, and 129 tent sites. The tent sites are a combination of primitive sites, tent areas located in campgrounds catering primarily to RV's, and some tent sites that include electricity and water.

Notably, a number of the sites offer other amenities such as bunk houses, small hotels, kayaking, canoeing, SUP rentals, and even trips. The private campgrounds range from large, highly professional operations to simpler operations with limited infrastructure and information available. Several campgrounds feature day-use amenities such as pavilions, bath houses, and most have natural water access (river, lake, or pond), and multi-use open areas.



NATIONAL AND STATE PARK ACCOMMODATIONS

National and State parks are similar providers that the public often focus on for their reliability in providing services that are standardized and always professional. This suite of accommodations is reviewed on its own as these sites are most similar to the future fully built out Mayo River State Park. The map below shows the locations of National and State Parks of all types within the 120 minute drive time of Virginia's Mayo River State Park.



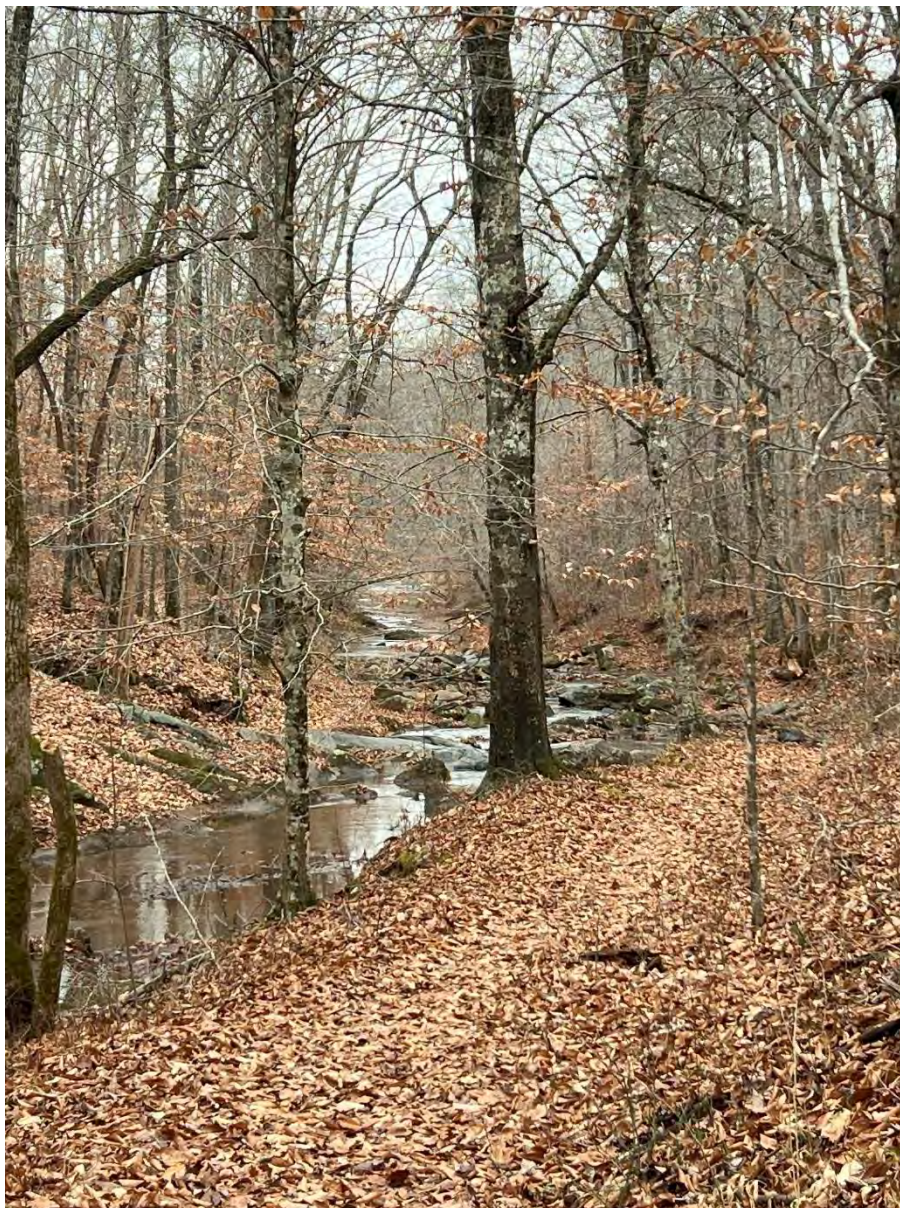
Analyzing the parks in both Virginia and North Carolina looking primarily at their accommodations helps to inform the similar providers that are State and National parks. Visitor information frequently shows that people that participate in State and National parks are looking for experiences that can be trusted to be of high quality and consistent as a result of the public management of their parks. The two tables below provide information on the types of parks and the accommodations they offer.

Virginia Parks	City	State Name	Park Description	Accommodations
Claytor Lake State Park	Dublin	Virginia	State Parks, Chalet & Cabin Rentals, Campgrounds, Recreational Vehicle Parks, Picnic Grounds, Hotels & Motels, Clubs, Non-Profit Organizations	3 lodges, 12- 2 bedroom cabins, 3-3bedroom cabins, 1bunkhouse, 4 yurts
Fairy Stone State Park	Stuart	Virginia	State Parks, Chalet & Cabin Rentals, Campgrounds, Recreational Vehicle Parks, Picnic Grounds, Playgrounds	25 cabins incl efficiency, 1 bedroom and 2 bedroom, 1 lodge/bunkhouse, 4 yurts
Natural Bridge State Park	Natural Bridge	Virginia	State Parks, Picnic Grounds	3 primitive camping sites
New River Trail State Park	Max Meadows	Virginia	State Parks, Campgrounds, Picnic Grounds, Playgrounds, Parks	3 primitive campgrounds: Cliffview - 12 sites, Millrace 19 sites, Double Shoals 2sites
Shot Tower State Park	Max Meadows	Virginia	State Parks, Picnic Grounds	No accommodations
Smith Mountain Lake State Park	Huddleston	Virginia	State Parks, Chalet & Cabin Rentals, Campgrounds, Recreational Vehicle Parks, Picnic Grounds, Playgrounds, Parks, Fund Raising Counselors & Organizations, Non-Profit Organizations	19- 2 bedroom cabins and 13 bedroom cabin, 1 lodge/bunkhouse, 50 campsites
Staunton River Battlefield State Park	Randolph	Virginia	State Parks, Picnic Grounds	No accommodations
Staunton River State Park	Scottsburg	Virginia	State Parks, Chalet & Cabin Rentals, Campgrounds, Recreational Vehicle Parks, Picnic Grounds, Playgrounds, Swimming Pools-Public, Tennis Courts-Public	8 cabins - 4-1 bedroom and 4-2 bedroom.1 bunkhouse, 47 campsites

North Carolina Parks	City	State Name	Park Description	Accommodations
Eno River State Park	Durham	North Carolina	State Parks, Campgrounds, Picnic Grounds	Primitive camping sites at 3 locations: Fanny's Ford has 5 sites, Cox Mountain has 5 Sites, and Buckquarter has 2 sites that can each accommodate 15 people
Guilford Courthouse National Military Park	Greensboro	North Carolina	National Parks/Preserves, Government Offices-Federal, Museums, National Battlefields/Military Parks	No camp sites
Hanging Rock State Park	Danbury	North Carolina	State Parks, Campgrounds, Convention Information Bureaus, Chalet & Cabin Rentals, Recreational Vehicle Parks, Boats-Rental & Charter, Canoes-Rental & Charter, Picnic Grounds, Museums, Parks	78 camp sites, 5 group sites, 7 cabins
Haw River State Park	Browns Summit	North Carolina	State Parks, Conference Centers, Picnic Grounds	No camping, but has a full service lodge and dining. The Summit which is a residential environmental education and conference center
Jordan Lake State Recreation Area	Apex	North Carolina	State Parks, Campgrounds, Recreational Vehicle Parks, Boat Launching, State Recreation Areas	1,010 camp sites and 24 primitive sites. This recreation area is not a good comparison as it is a series of sites along a lake
Lake Norman State Park	Troutman	North Carolina	State Parks, Campgrounds, Playgrounds, Boat Launching, Recreational Vehicle Parks, Boats-Rental & Charter, Canoes-Rental & Charter, Picnic Grounds, Parks, Electric Charging Station	6 cabins, 44 camp sites, 5 primitive sites and includes auditoriums and classrooms and a community building
Mayo River State Park	Mayodan	North Carolina	State Parks, Museums, Picnic Grounds	This park currently has 1 primitive camping site and 1 picnic shelter. To note they do not mention the adjacent Virginia park in their park description
National Park Service/ Guilford Courthouse	Greensboro	North Carolina	National Parks/Preserves	No accommodations
Pilot Mountain State Park	Pinnacle	North Carolina	State Parks, Campgrounds, Recreational Vehicle Parks, Picnic Grounds	40 tent campsites, 2 primitive sites
Stone Mountain State Park	Roaring Gap	North Carolina	State Parks, Campgrounds, Recreational Vehicle Parks, Picnic Grounds, Parks	87 campsites, 4 group campsites, 1 picnic shelter
New River State Park	Ashe and Alleghany Counties	North Carolina	State Parks, Campgrounds, Recreational Vehicle Parks, Picnic Grounds, Parks	45 campsites, 2 group campsites, 18 primitive sites and 2 primitive group campsites
Morrow Mountain State Park	Badin	North Carolina	State Parks, Campgrounds, Recreational Vehicle Parks, Picnic Grounds, Parks	8 cabins and 6 family cabins, 97 campsites, 8 improved group sites, 4 primitive sites

There are eight parks in Virginia and twelve parks in North Carolina that are located within the 120-minute drive time of Virginia's Mayo River State Park. Not all of these parks provide accommodations or similar services.

Two parks stand out as being potential competitors or "companions" for Mayo River State Park. Virginia's Fairy Stone State Park has many similar accommodations and is already fully built out as a state park that is 20 miles from Mayo River State Park. Additionally, North Carolina's Hanging Rock State Park is only 17 miles from Mayo River State Park and offers many camping sites and various park experiences. Mayo River State Park could use the opportunity to be a nearby addition to Hanging Rock during the busiest seasons. Despite the fact that these parks are close and have similar facilities, as is detailed in the user market analysis, the potential remains for campsites and some cabins to be successful at Mayo River State Park.



OUTFITTERS

In addition to accommodations, similar service providers and potential partners with Mayo River State Park are outfitting companies. Within the Mayo River State Park 2-hour radius there are six outfitting operations that provide a variety of equipment and opportunities. These primarily include guided and unguided mountain biking, canoeing, kayaking, and fishing. The outfitting companies, as well as basic descriptions are provided in the table below and following pages based on geography. Beyond these outfitters, there are 3 ORVIS shops with fly fishing expeditions and equipment within the area.

Outfitter	Address	Website	Notes
Get outdoors Pedal and Power	1515 W. Gate City Blvd Greensboro, NC 27403	https://getoutdoorsnc.com/	One of the largest outdoors outfitters in the SE; offer trips, instruction, paddling, clinics, packages, etc.
Roanoke Mountain Adventures	Wasena Ave SW Roanoke, VA 24015	https://www.roanokemountainadventures.com/	River equipment rentals, bike rentals, trips
Great Outdoor Provision Co	1410 Westover Terrace Greensboro, NC 27408	https://greatoutdoorprovision.com/	Camping, hiking, biking supplies and trips, multiple locations in the region
Three Rivers Outfitters	413 Church St. Eden, NC 27288	No website	Small local outfitter
New River Campground and Canoe	3745 New River Parkway Independence, VA 24348	https://www.canoeingthenew.com/	Offer river trips and tube rentals
New River Bridge Family Campground	4762 Pleasant Grove Rd, Independence, VA 24348	https://newriverbridgefamilycampground.com/	Equipment rentals: Single kayak \$35; Double \$45; Tubes \$25; Cooler tubes: \$10; Canoe \$40 – provide shuttle service
REI Outfitter	3334 West Friendly Avenue, Suite 140; Greensboro, NC 27410	https://www.rei.com/stores/greensboro	REI offers camping and hiking workshops, orienteering, survival and safety, and could be developed as a strong partner with the park.

SERVICE PROVIDER ANALYSIS CONCLUSIONS

Based on a summary of the service provider analysis, there are several conclusions that are relevant for this Market Analysis and Business Plan for Mayo River State Park. This assessment identified that among the amenities and visitor experiences considered for the study site include the potential for improved overnight accommodations, RV, and tent camping, with a select set of day-use amenities to enrich the overnight visitor experience as well as activating the site for day-use opportunities is the primary recommendation. The service provider analysis revealed several key points:

- While there are a multitude of improved overnight accommodations within 1 hour of Mayo River State Park, there are few close to the park itself.
- Similar to improved overnight accommodation, the presence of existing campgrounds is strong within a one hour drive of the state park.
- There are several outfitters operating within a one hour drive of Mayo River State Park. This may offer the State Park partnerships and outfitter experiences that bridge the Virginia and North Carolina parks.

CONCLUSION 1: Given the popularity of improved accommodation in national and state parks and private rentals there appears to be good market potential for overnight cabin accommodation at Mayo River State Park. Cabin accommodation provides alternatives for visitors who do not wish to camp or are traveling without camping equipment.

CONCLUSION 2: There is strong market potential for an improved campground that supports RVs and tent campers at Mayo River State Park as it is the location of improved services for both the Virginia and North Carolina Mayo River Parks. Market potential for campground use shows a clear preference to sites with electricity and water.

CONCLUSION 3: There are some existing outfitters and guide services nearby the State Park that may be able to partner and offer supported experiences for both day-use and overnight visitors to the park.

CONCLUSION 4: There is potential for Mayo River State Park to collaborate with nearby communities to increase outfitting and guide services and to enhance local economies.

OPERATIONS PLAN AND FINANCIAL PRO FORMA

The operational model and financial pro forma featured in this *Market Analysis and Operational Plan* is focused on the potential for Mayo River State Park to include varied campgrounds, cabins, day-use areas, a visitor center, and ancillary services available to visitors as a value-added amenity. This model was developed in partnership with the local leadership staff of Virginia DCR based on their current operational goals for Mayo River State Park and planned enhancements once the park's phased development is complete. This section of the *Market Analysis and Operational Plan* includes the following key elements:

- Operational Standards
- Programs and Services Recommendations
- Financial Pro Forma

STATE PARK OPERATIONAL STANDARDS

The operational standards outlined within this plan are derived from state park management best practices within DCR and among peer state park agencies around the United States.

Site features and amenities that support broad and varied outdoor experiences will not only optimize potential visitation but also increase the opportunities for revenue generation that can support operating costs. Revenues generated from park access, day and overnight facility use, and concession permits could be significant with the proper blend of features and amenities. This is a site that is likely to be enjoyed both as a day-use site for trails and other related amenities, but also as a high-quality overnight stay destination.

It is recommended that the park be operated 365 days annually, with seasonal closures of the campsites and any premium cabins in the winter. Private concessionaires can provide value added services in equipment rental, guided experiences, guided canoeing and kayaking. As more amenities are developed at the park, the infrastructure supporting general state park operations, administration, maintenance, and housing will need to be considered and potentially expanded. Overall, the park has great opportunity to become a gem in the Virginia State Park System and to the local community.

RECOMMENDED OPERATIONAL MODEL

The recommended operational model of Mayo River State Park is a **managed access / staffed model**. This means the sites have controlled entry through either a staffed or automated admission point and feature a basic staffing model to support user safety, site / amenity management, and the visitor experience.

It is recommended that there be staffing located at the park to oversee the amenities, manage operations and maintenance, and support visitors' safety and experiences. These staff resources can be augmented by a volunteer program that includes working campers, or park hosts to assist in providing basic park and campground maintenance and visitor engagement / support. It is also recommended to consider the engagement of qualified concessionaires/outfitters to provide guided horseback riding and equestrian experiences, fishing, tubing, and kayaking experiences that can utilize the state park as a staging location for local, nearby, or through paddling or floating.

Guiding Principles:

1. The operations and management of Mayo River State Park should be by managed with the following primary purposes:
 - a. Stewardship of the natural, historic, and cultural resources of the sites
 - b. Safe visitor experiences for both day-uses, as well as multi-day and overnight experiences
 - c. Provide access to nature and outdoor recreation opportunities
 - d. Support and enhance quality of life for local communities and residents by providing protected open and green spaces, access to nature, and public recreation opportunities
 - e. Support and enhance local economic development through the attraction of visitors from outside the area
2. The core business of Mayo River State Park will be from parking/admissions, facility usage fees, and limited program fees collected from visitors, as well as potential concession revenues from the provision of additional services on site. Fee-based facilities will include but not be limited to picnic shelters, campsites, and cabins as they are developed.
3. Ancillary revenues can be generated from equipment rental, concessionaire fees from river operators, and limited retail / park store at the visitor center

PROGRAMS AND SERVICES MANAGEMENT

Programs and services should be developed and managed within a classification system of **intended purpose** and **what benefits they provide**. Funding source expectations can then be assigned and this data used in future cost analyses. The result of this process is a summary of definitions and criteria, classification of programs and services within the park, and recommended cost recovery targets for each service based on these assumptions. The classification of services protocol identifies:

- the most important park operations and processes
- the support functions performed
- the value-added programs that enrich both the visitor's experience and generate earned revenues in mission-aligned ways to help support operating costs

It is important to classify the services based on the users' perspective and who is benefiting from consuming the service. Although some services may seem "core" to a park, they may not really be an important service. For example, camping is a service that benefits the people camping, not the general public. Although it generates money and is considered a high priority service, it does not mean it translates into a "core" service.

Specific details on recommended classification of programs and services are provided in subsequent sections of this plan.

PRICING OF SERVICES

All services should be evaluated annually for their performance and relevancy to the operational and management objectives of the park. At times it may be advisable for services to be reduced, eliminated, or transferred. Classifying programs and services is an important process for a park to follow in order to remain aligned with the visitor's interests and needs, the park's mission, and to sustainably operate within the bounds of the financial resources that support it. The best practice is providing public programs that are regularly evaluated on the criteria of type, who benefits from it, and who bears the cost of the program.

The approach taken in this analysis expands classifying services in the following ways:

- For whom the program is targeted
- For what purpose
- For what benefits
- For what cost
- For what outcome

Site features and amenities that support broad and varied outdoor experiences will not only optimize potential visitation but also increase the opportunities for revenue generation that can support operating costs. Revenues generated from park access, day and overnight facility use, and concession permits could be significant with the proper blend of features and amenities. This is a site that is likely to be enjoyed both as a day-use site for trails and other related amenities, but also as a high-quality overnight stay destination.

PERFORMANCE MEASURES

Site standards have been developed and are recommended to support the core amenities and services of Mayo River State Park. The standards focus on establishing what constitutes a quality experience, pricing and cost, marketing, and communication standards for users to access the amenity or service, and performance measures to track desired outcomes of the park and that hold staff accountable to those standards.

Mayo River State Park should consider developing the following performance measures to track desired outcomes and to demonstrate to key leadership the value of the investment being made in its programs, services, and amenities.

- During **peak season**, camp sites and overnight accommodations should have the following utilization targets (per month):
 - Campsites fully developed/ water & electricity: 48%
 - Cabins: 80%

During **off-peak season**, camp sites and overnight accommodations should have the following utilization targets (per month):

- Campsites fully developed/ water & electricity: 48%
- Cabins: 41%
- Out of immediate area visitation to Mayo River State Park should represent 70%
- All special events will generate at least 100% cost recovery for offering the service
- Capital improvements meet 95% of target revenues predicted
- Visitor satisfaction levels met at 90% or greater in all services
- Volunteer hours make up 15% of the total workforce hours in the park

STANDARDS OF HIGH QUALITY STATE PARK EXPERIENCE

For all amenities and services, the following standards should be set to promote a high-quality state park experience:

- All staff qualifications are consistent with in-the-field experience.
- Any guided or facilitated programs should have a staff/volunteer-to-participant ratio that is appropriate for participants to feel safe and attended to.
- Minimum and maximum numbers of participants are set for programs that will allow for a high-quality experience.
- The length of programs must be commensurate with the attention capability of the participants to respond effectively in order to enjoy themselves in the activity.
- Appropriate support transportation is available to assist participants for river experiences (if necessary).
- Staff is trained in first aid and CPR. Volunteers are trained as well when appropriate.
- Staff and volunteers are trained in customer service and diversity training to make all visitors feel welcome and appreciated.
- Customer feedback methods are in place to seek input from visitors on their expectations of park services and the results of their experience. This should include pre- and/or post-evaluations focus groups or trailer calls.
- Pricing of services is explained to participants and/or parents on the level of investment they are making in the service and the level that Mayo River State Park is investing in their experience.
- All park policies and usage regulations are available and accessible to visitors.
- New temporary and seasonal staff volunteers, and contract employees working with children will have certified background checks.
- Staff and volunteers that have regular visitor contact will be dressed in the appropriate uniform that includes a nametag.
- Performance measures tracked will be shared with staff and volunteers.
- Exit interviews will be conducted with temporary and seasonal staff before they leave each season and are noted in their file as to re-hire or not.
- All regulatory requirements for programs and services are complied with.

MAINTENANCE STANDARDS

- Establish maintenance zones within Mayo River State Park that correlate with regular maintenance attention and activities performed. This should range from Level 1 areas that are highly utilized by visitors and require routine and daily maintenance, to Level 3 areas that require little to no regular maintenance beyond resource stewardship.
- Minimize Level 1 areas that require regular mowing during the growing season to optimize staff efficiency by utilizing native plantings.
- Maintain an active invasive management plan to continually improve the quality of the natural resources at Mayo River State Park.
- Utilize a maintenance management system to strategically prioritize and allocate staff resources to necessary maintenance tasks, as well as track capital asset lifecycle.
- Regularly inspect built infrastructure to identify maintenance priorities.
- Utilize volunteers where appropriate and possible to improve maintenance staff efficiency.
- Track the asset value of the park system and try to budget for 3%-5% of total asset value as an annual reinvestment in capital infrastructure.

FINANCIAL STANDARDS

- The fee schedule is in place, and staff understand the philosophy behind it and how to communicate price to users.
- Pricing of all services, including concessions, will be established commensurate with the prices of other available park amenities and consistent with system standards.
- The park will reserve the right to review concessionaire books as requested.
- Monthly results of programs and services will be posted and shared with staff on those services that are underperforming, meeting, or exceeding financial goals.
- Mini business plans will be developed for each core service on an annual basis that evaluate the service based on meeting the outcomes desired for participants, cost recovery, percentage of the market and business controls, cost of service, pricing strategy for the next year given the fee schedule, and marketing strategies to be implemented. Cash collection standards and refund process standards should be incorporated. This will be the basis for budget development.
- Yearly competitors and other service providers will be benchmarked, shopped, and evaluated, for changes they are making and how they compare.
- Partnerships with service or program providers will be updated yearly, their level of contribution will be documented, and tracking performance measures will be shared with each partner or transferred to other service providers, thus reducing the impact on staff time.

CLASSIFICATION OF SERVICES

As noted previously in this plan, the classification of services is an important framework for how programs and services can be developed, organized, managed, and refined. The service classification process consists of the following steps:

1. A definition for each program or service classification was developed that fits the legislative intent and expectations, the ability to meet public needs within the appropriate areas of service, and the mission and core values of Mayo River State Park (and the Virginia State Parks System).
2. Criteria were developed that evaluated each area and function within the program and service to determine the classification that best fit.

The **Classification Matrix** included here was developed as a guide for Mayo River State Park staff to follow when classifying programs and services and how that program or service needs to be managed with regard to cost recovery. Establishing clarification of what constitutes a **“Core Public Service,” “Important Public Service,”** and **“Value Added Service”** will provide the staff and its stakeholders a better understanding of why and how to manage each program or service area as it applies to public value and private value.

CRITERIA TO CONSIDER	CORE PUBLIC SERVICES	IMPORTANT PUBLIC SERVICES	VALUE ADDED SERVICES
Public interest or developmental importance as well as mandated by law and is mission aligned	High Public Expectation	High Public Expectation	High Individual and Interest Group Expectation
Financial sustainability	Free, Nominal or Fee Tailored to Public Needs — Requires Public Funding	Fees Cover Some Direct Costs — Requires a Balance of Public Funding and a Cost Recovery Target	Fees Cover Most Direct and Indirect Costs — Some Public Funding as Appropriate
Benefits – i.e. health, safety, and protection of a valuable asset.	Substantial Public Benefit (negative consequence if not provided)	Public and Individual Benefit	Primarily Individual Benefit
Competition in the market	Limited or No Alternative Providers	Alternative Providers Unable to Meet Demand or Need	Alternative Providers Readily Available
Access	Open Access by All	Open Access / Limited Access to Specific Users	Limited Access to Specific Users

The consultant team used the workload analysis task definitions to develop a service classification recommendation for Mayo River State Park. The recommendations are based upon national best practices. There is, of course, flexibility within the suggested classifications for the parks to adjust, as necessary. It should be noted that the classifications are developed in relation to the user.

PROGRAMS AND SERVICES RECOMMENDATIONS

FACILITY USAGE

By far the most financially lucrative group of services provided at Mayo River State Park will be varied facility usage. This predominantly includes campsites and improved accommodation (cabins).

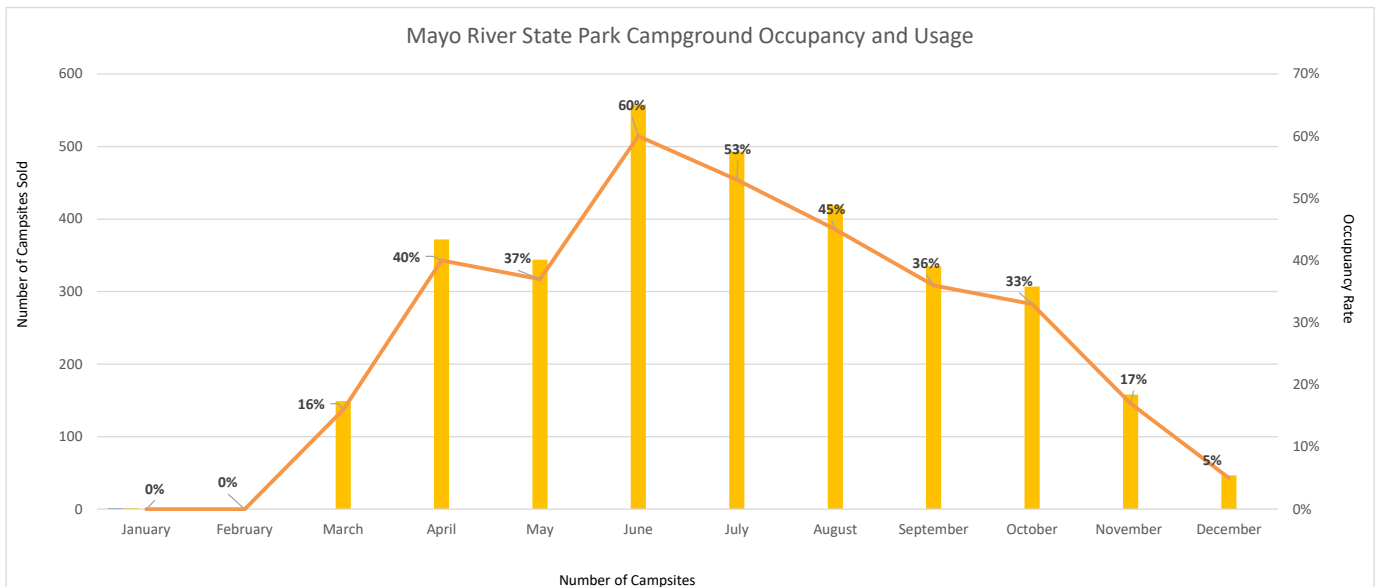
DAY-USE FACILITIES

There will be a variety of day use facilities that will not directly generate revenues but will contribute to the overall usability of the state park. This includes parking areas, picnic shelters/sites, trails, restrooms, visitor center, and river access.

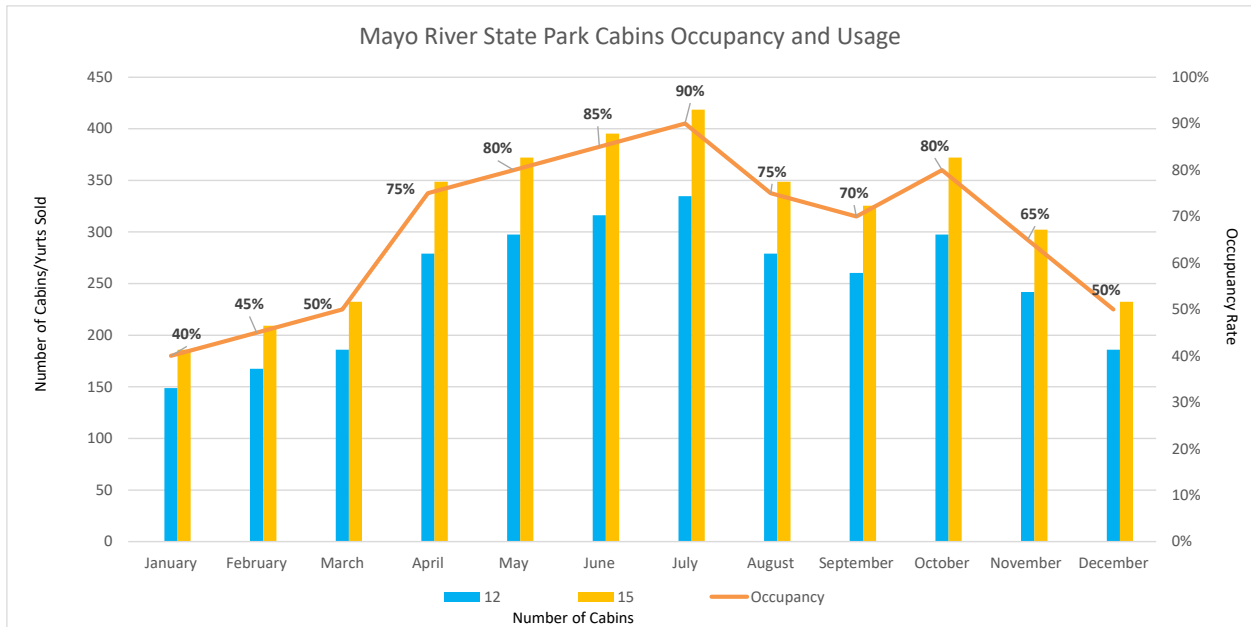
OVERNIGHT STAYS

The primary core service of Mayo River State Park that has the highest potential for revenue generation to support overall operating costs is camping and overnight stays. While this may not account for the highest number of visitors, it is certainly anticipated to be the highest revenue yielding function of the park. Having a blend of overnight stay options from varying levels of camping to improved accommodations like cabins and a lodge is critical to not only diversify usage but also to increase the revenue generation capacity of the park.

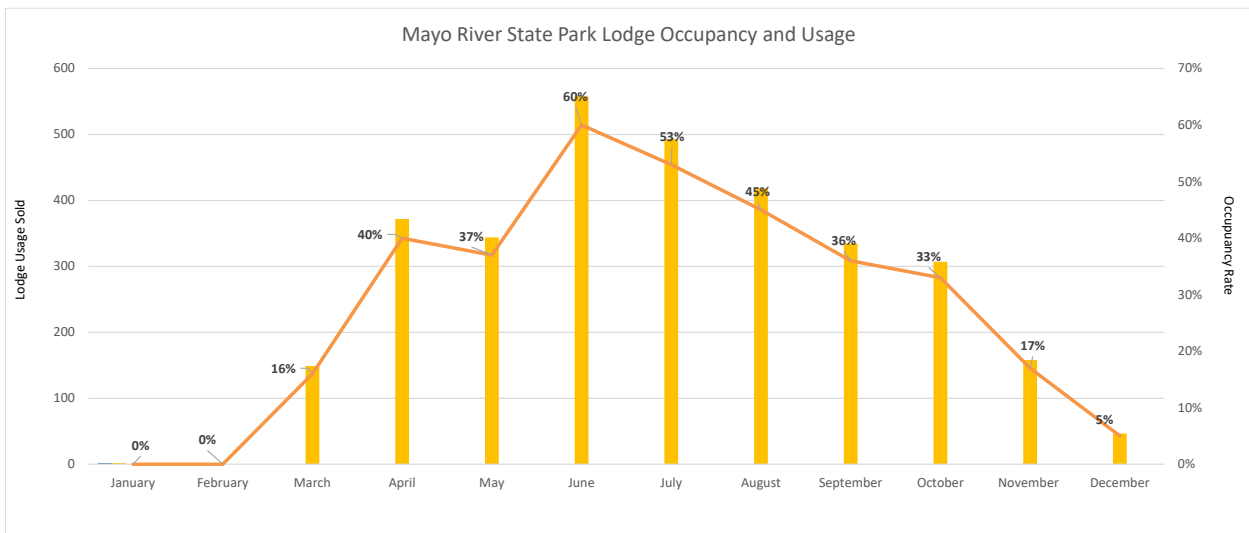
The campground is expected to be fully built in phase two and is estimated to have thirty that all have water and electricity. There is an expectation of an annual occupancy rate of around 29% with the annual number of campsites sold being 3,211. Monthly visitation is based on similar campgrounds in the DCR system.



In phase three, Mayo River State Park may to continue its build out to include a series of two and three bedroom cabins. An estimate is to build between twelve to fifteen cabins. Average annual occupancy based on similar parks in the DCR system is estimated to be 69% after phase two buildout is completed.



For additional information a phase three that might include the construction of a lodge was considered. The following chart shows the potential use upon completion.



SELF-GUIDED RECREATION

A major service portfolio of Mayo River State Park is the variety of self-guided recreation opportunities supported by the natural and built infrastructure of the park. This also will contribute to any potential equipment rental opportunities that supports self-guided experiences. Self-guided experiences for users that bring their own equipment to enjoy Mayo River State Park are anticipated to be by far the most common type of park usage. All of these services can be organized to provide a variety of recreational options:

- Self-guided recreation – land-based
 - Camping
 - Hiking/Walking
 - Fishing
 - Mountain biking
 - Backpacking
 - Bird/wildlife viewing
 - Horseback riding
 - Geocaching
 - General recreation and sport
 - Natural and historic interpretation
- Self-guided recreation – river-based
 - Kayaking / canoeing/ floating
 - Stand-up paddleboarding
 - Fishing

EQUIPMENT RENTAL

Equipment rental for self-guided experiences has the potential of producing sizeable revenues during certain seasons of the year. It is recommended that the basic watercraft rental be restricted to single kayaks, possibly canoes during high water periods, and occasionally stand-up paddleboards. All watercraft rentals should come with paddles and personal flotation devices (PFDs) and must be accompanied with a signed rental agreement that detail usage rules, regulations, and restrictions; personal safety responsibilities; indemnification; agreement to pay for rental gear and equipment; and personal assumptions of risk.

Finally, all rental agreements must be accompanied by a standard safety presentation or video that details the hazards of the waterway, courtesy and recreational ethics, usage rules and restrictions, and personal safety guidelines; or a facilitated orientation detailing the same information; or both. Recommended equipment for rental and pricing is detailed in the table below. Paddles and PFDs should be included with all watercraft rentals.

Shuttle services could be offered during peak seasons to better enable users to rent equipment at Mayo River State Park in Virginia and float through to the North Carolina State Park. Shuttle services could be considered complimentary for visitors who rent equipment, and at a nominal fee for those that have provided their own equipment.

GUIDED SERVICES AND PROGRAMS

Guided services or facilitated programs at Mayo River State Park can include a variety of services and visitor experiences that are either provided directly by state park interpretive staff or by concessionaires. These are detailed below with some examples provided:

- Guided river experiences (concessionaire-operated)
- Guided fishing experiences (concessionaire -operated)
- Guided horseback riding (concessionaire-operated)
- Resource interpretive programs – natural, historic, and/or cultural (state park provided)
 - Guided hikes
 - Birding programs
 - Star parties
 - Flora and fauna identification programs
- Junior ranger programs (state park provided)
- Art in nature programs (concessionaire or state park provided)
 - Nature photography
 - Landscape painting
 - Sculpting
- Health and wellness programs (concessionaire-operated)
 - Yoga
 - Tai Chi
 - Trail running

ANCILLARY PROGRAMS

The recommended ancillary programs of Mayo River State Park are those that can help to establish the market position of the sites as a high-quality recreational asset and destination, to diversify usage and enjoyment of these amenities by a broad segment of the community, to support regional tourism to the area, and to generate potentially significant earned revenues for the park.

SPECIAL EVENTS AND FESTIVALS

There are many special events that could be held at Mayo River State Park that can help to energize visitation to the park from the region and encourage visitors to engage in more recreational use of the Mayo River. Special events can range from a variety of styles including, but not limited to festivals, celebrations of the Park's history and its historical assets, fundraisers, skill exhibitions, and community social events. It is recommended that a minimum of two events be developed that are annual and on-going. of special events can include but not be limited to music and crafts festivals in the summer and fall and a series of competitive events (running, fishing, bicycling, etc.) in the spring and summer. Additional events can be planned and facilitated throughout the year to continue to refresh the Mayo River experience for both local residents and visitors.

- Firefly evenings
- Fiddler/music gatherings
- Photography
- Research
- Partnerships with NC Parks

MARKETING AND PROMOTIONS

One of the operational functions most often misunderstood and under-resourced in park operations is the essential element of marketing and promotion of the programs, services, and potential visitor experiences. These operational pro forma have been developed with the assumptions that sufficient marketing and promotional support will be provided in order to attract the estimated and potential user base identified. Appropriate marketing expenses have been included in the operational model, and these expenses have been built around industry best practices and proven techniques for effectively promoting outdoor recreation experiences.

RECOMMENDED TARGET MARKET GROUPS

- Youth service organizations
- Church groups
- Private and public schools
- Recreational clubs and organizations
- Special user groups
- Organized adult groups
- Community organizations
- Civic clubs and associations
- Enthusiasts and adventure recreationalists
- Naturalists
- General public
- Special user groups
- Families
- Colleges and universities
- Businesses

Marketing and promotional partnerships should be considered and developed with local businesses and community tourism organizations. This can include shared advertising opportunities, as well as potential experience packaging for visitors.

PHASED DEVELOPMENT APPROACH

The development of Mayo River State Park will occur in a phased approach that supports the operation of the park in a thoughtful and strategic manner. The current strategy is to develop the park in four primary phases:

- **Development Phase 1** – All day-use amenities, campground build out (15 sites), picnic shelters (4) and park pavilion, maintenance shop, offices, ranger residences (2), septic fields (2), wells and wells per design for residences, road development (per design).
- **Development Phase 2** – Twelve to fifteen cabins, picnic shelter (1), visitor center and office space, electric, wells, septic, and road expansions for cabins and the additional ranger residence and associated utilities.
- **Development Phase 3** – Pedestrian bridge over the North Fork of the Mayo River and associated infrastructure (per design) as well as camper services building with associated wells and septic systems, campground roads and extended roads constructed (per design).

It should be noted that during phases two and three DCR may consider having a non-employee on site to monitor the camping area. This person or family would be provided with a campsite free of charge in return for seasonal management and monitoring of the campground. This arrangement should be formalized with an agreement.

During all phases volunteers assisting paid staff will be important to help with programming, guided walks, habitat management, trail monitoring, etc. Volunteer engagement, responsibilities, and numbers will increase with each phase.

STAFFING MODEL

The staffing model has been developed to correspond with 3 phases of development of the park and the facilities included within each of these phases. This is a model that can be modified and altered as development of the park occurs and current DCR plans may change over the years of implementation of the park. This staffing strategy was developed in partnership with the local Virginia State Park staff and their projections for staffing needs and was projected to support the operations and management of Mayo River State Park and includes both full-time equivalent (FTE) and wage positions. This does not include state park support staff that may be regional or state-wide in their focus.

Full-time Positions: Phase One	
Position	Quantity
Park Manager	1
Park Office Manager	1
Park Ranger: Law Enforcement	1
Park Ranger Maintenance	1
Chief Ranger Visitor Experience	1

Wage Staff Phase 1: 8

The total phase one annual staffing budget for Mayo River State Park is: \$729,397.

Full-time Positions: Phase Two	
Position	Quantity
Park Manager	1
Park Office Manager	1
Chief Ranger Law Enforcement	1
Office Assistant	1
Park Ranger Maintenance	2
Park Ranger Law Enforcement	1

Wage Staff Phase 2: 15

The total Phase 2 annual staffing budget for Mayo River State Park: \$1,119,127

Full-time Positions: Phase 3	
Position	Quantity
Park Manager	1
Assistant Manager Operations	1
Park Office Manager	1
Park Office Assistant	1
Chief Ranger: Operations	1
Chief Ranger: Visitor Experience	1
Park Ranger: Law Enforcement	1
Park Ranger: Maintenance	3
Park Ranger: Resource Management	1

Wage Staff Phase 3: 20

The total Phase 3 annual staffing budget for Mayo River State Park is: \$1,633,406

PRICING STRATEGY AND PRO FORMA

The pricing strategy and pro forma includes recommended fees for programs and services, as well as estimated operating costs to manage the multiple units of Mayo River State Park year-round. Fees in this section are related to standard Virginia DCR fees across various parks.

EARNED REVENUES

The greatest earned revenue potential of Mayo River State Park is centered on collected entry permit fees and fees for overnight stays, both camping and improved accommodations. There are additional revenue opportunities from other facility usage, equipment rental and limited retail. It is important to distinguish earned revenue streams into three different categories – core, support, and ancillary – in order to prioritize how operational expenses are allocated. A brief description of recommended revenue sources within each of these categories is provided below.

- **Core revenue streams**
 - Entry permit fees
 - Camping
 - Cabins or improved accommodations
 - Lodge (if considered in later phases)
- **Support revenue streams**
 - Equipment rental concessions
 - Retail sales visitor center/ camp store
- **Ancillary revenue streams**
 - Guided program concessionaire fees
 - Fees from special events and festivals (vendors, food concessions, etc.)
 - Sponsorship or on-site advertising
 - Additional vending

The recommended pricing for each of these programs and services is based on the existing fee structure of the Division. These are detailed in the table below and on the following page. This pricing represents current Virginia DCR fees for similar rural parks.

Program / Service	Recommended Fee	Duration
Parking – Standard vehicle	\$7	Single day
Camping (Phase 3)	\$35	Nightly
2 BR Cabin (Phase 2)	\$129	Nightly
3-BR Cabin (Phase 2)	\$159	Nightly

Program / Service	Recommended Fee	Duration
Single kayak rental	\$35	3-hours
Inner tube rental	\$15	3-hours
Stand-up paddleboard rental	\$35	2-hours
Picnic shelter (small)	\$60	Single day
Picnic Shelter (Large)	\$90	Single day
Guided river programs	Varies	2-3 hours
Guided land programs	Varies	2-3 hours
Interpretive/Junior Ranger programs	Free	≤1 hour
Skill-building programs	Varies	1-2 hours
Health and wellness programs	Varies	≤1 hour
Vendor / concession fees	10-13% gross receipts	Varies

USAGE ASSUMPTIONS FOR THE PRO FORMA

The following usage assumptions for the initial years of operation are derived from the projections and assumptions within this report and are detailed in the table below. These are at all development phases being complete.

Visitation / Usage Type	Conservative Annual Projection	Aggressive Annual Projection
Total Visitation	47,932	87,085
Parking	15,000	28,000
Camping	2,190	3,211
Cabins	3,007	3,758

FINANCIAL PRO FORMA COMPONENTS

These financial pro forma assume the following:

- 245-day peak and shoulder operating season, with 148 prime operating days within that season
- 120-day low season
- Phased development of facilities as noted previously in this report

EXPENSES

- Labor costs
 - Development Phase 1
 - Five FTEs
 - Eight Wage Staff
 - Development Phase 2
 - Seven FTEs
 - Fifteen Wage Staff
 - Development Phase 3
 - Eleven FTEs
 - Twenty Wage Staff
- Materials and supplies include office and administrative materials, maintenance supplies, educational materials, and could include some promotional materials
- Equipment costs include annual repair and replacement of maintenance or recreational equipment
- Marketing and promotion expenses includes contracted / purchased marketing materials and advertising, as well as promotional printing
- Maintenance expenses
 - Facility maintenance (materials/supplies and contracted expenses)
 - Site maintenance (materials/supplies and contracted expenses)
 - Resource management (materials/supplies and contracted expenses)
- Miscellaneous expenses can include legal or professional fees, unbudgeted contracted services, etc.



REVENUES

There were two different revenue scenarios developed in this study based on a conservative and a more aggressive visitation projection. The first scenario was of a managed visitation projection of 47,932 annual visitors were estimated below (all development phases complete).

Mayo River State Park - Conservative Visitation

Revenue Stream	Average Fee	Potential Usage	Potential Revenues
Parking	\$7	15,000	\$105,000
Camping	\$35	2,190	\$76,650
Cabins 2 & 3-BR	\$129	3,007	\$387,903
Equipment rental	Varies	0	\$0
Picnic shelter (Small)	\$60	500	\$30,000
Picnic Shelter (Large)	\$90	225	\$20,250
Additional Ancillary / Support Programs and Services	Varies	6,000	\$12,000
TOTALS			\$631,803

The second scenario of a more aggressive visitation projection for full operational revenues were calculated as shown in the table below (all development phases complete) and an estimate of 87,085 potential visitors annually.

Mayo River State Park - Aggressive Visitation

Revenue Stream	Average Fee	Potential Usage	Potential Revenues
Parking	\$7	28,000	\$196,000
Camping	\$35	3,211	\$112,385
Cabins 2 & 3-BR	\$129	3,758	\$484,782
Equipment rental	Varies	0	\$0
Picnic shelter (Small)	\$60	425	\$25,500
Picnic Shelter (Large)	\$90	325	\$29,250
Additional Ancillary / Support Programs and Services	Varies	8,000	\$18,000
TOTALS			\$865,917

These two scenarios assume the same level of operational expense to deliver as the difference in the usage projection would not require additional resources to produce the increased service outcome. The first and second scenarios are more conservative usage estimates, and the third scenario demonstrates a service level required to generate sufficient revenues to cover operating expenses as projected more confidently.

STAFFING EXPENSES

Staffing to operate the State Park efficiently and safely at the highest cost incurred. As shown in the tables below, staffing needs are outlined to fully operate the park as the construction and operational phases are developed. The staffing plan has been developed to correspond with 3 phases of development of the park and the facilities included within each of these phases. This is a model that can be modified and altered as development of the park occurs and current DCR plans may change over the years of implementation of the park.

The first table shows the expected full-time staff needed for phase one, phase 2, and phase 3. The second table shows the expected wage staffing needs as the park's three phases.

*Mayo River State Park FTE Phased Staffing Matrix	FTE Park Manager	FTE Asst. Park Manager - Operations	FTE Office Manager	FTE Office Assistant	FTE Chief Ranger - LE	FTE Chief Ranger - Visitor Experience	FTE Park Ranger - LE	FTE Park Ranger Maintenance	FTE Park Ranger Resource Management	Total # per phase
Phase 1 Development: Staff	1		1			1	1	1		5
Salaries w/ Benefits										\$489,757.00
Phase 2 Development: Staff	1		1	1	1		1	2		7
Salaries w/ Benefits										\$669,802.00
Phase 3 Development Staff	1	1	1	1	1	1	1	3	1	11
Salaries w/ Benefits										\$1,034,306.00

* Information on FTE matrix based on FY 2025 budget projections.

Mayo River State Park Seasonal Staffing	Number of Positions Needed	Total Hours*	Salaries @ \$19.97/hour
Phase 1 Wage Staff	8	12,000	\$239,640.00
Phase 2 Wage Staff	15	22,500	\$449,325.00
Phase 3 Wage Staff	20	30,000	\$599,100.00

*Wage staffing based on 1,500 hours per staffer

Additional expenses for park operations include standard costs for utilities, equipment and maintenance, materials, and supplies, and importantly for Mayo River State Park that will be relying on visitation from neighboring North Carolina, marketing. These costs are further detailed in the pro forma on the following page.

FINANCIAL PRO FORMA

The table below details the projected operational pro forma for both conservative and aggressive visitation projections as detailed within this business plan. These are projected as annual financial performance expectations based on the usage scenarios across all three phases of development. Given it is unknown when development phases will be complete, these are not projected as expected years of completion in the pro forma. It is known that Development Phase 2 will not be completed until years after Development Phase 1, and similarly Development Phase 3 will not be completed until some number of years after Development Phase 2. As a result, conservative usage levels at each phase of development and subsequent revenue generation are slightly higher than the previous phase.

	Development Phase 1 Complete		Development Phase 2 Complete		Development Phase 3 Complete	
	Conservative	Aggressive	Conservative	Aggressive	Conservative	Aggressive
Expenses						
FTE Personnel	\$ 489,757	\$ 489,757	\$ 669,802	\$ 669,802	\$ 1,034,306	\$ 1,034,306
Wage/Seasonal Staff	\$ 239,640	\$ 239,640	\$ 449,325	\$ 449,325	\$ 599,100	\$ 599,100
Materials and Supplies	\$ 5,000	\$ 5,250	\$ 10,000	\$ 10,500	\$ 10,815	\$ 11,356
Equipment	\$ 5,000	\$ 5,250	\$ 10,000	\$ 10,500	\$ 14,000	\$ 14,700
Utilities	\$ 15,000	\$ 15,750	\$ 20,000	\$ 21,000	\$ 30,000	\$ 31,500
Marketing	\$ 1,000	\$ 1,050	\$ 10,000	\$ 10,500	\$ 13,000	\$ 13,650
Maintenance	\$ 18,000	\$ 18,900	\$ 20,000	\$ 21,000	\$ 25,000	\$ 26,250
Miscellaneous	\$ 7,500	\$ 7,875	\$ 10,000	\$ 10,500	\$ 10,605	\$ 11,135
subtotal	\$ 780,897	\$ 783,472	\$ 1,199,127	\$ 1,203,127	\$ 1,736,826	\$ 1,741,997
Revenues						
Parking	\$ 105,000	\$ 196,000	\$ 110,250	\$ 205,800	\$ 120,173	\$ 269,598
Camping					\$ 76,650	\$ 112,385
Cabins	\$ -	\$ -	\$ 345,622	\$ 431,941	\$ 387,903	\$ 484,782
Equipment rental	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Picnic shelter rental	\$ 30,000	\$ 25,500	\$ 30,000	\$ 25,500	\$ 32,700	\$ 27,795
Additional Ancillary / Support Programs and Services	\$ 12,000	\$ 18,000	\$ 8,000	\$ 12,000	\$ 12,000	\$ 18,000
subtotal	\$ 147,000	\$ 239,500	\$ 493,872	\$ 675,241	\$ 629,426	\$ 912,560
Total	\$ (633,897)	\$ (543,972)	\$ (705,255)	\$ (527,886)	\$ (1,107,401)	\$ (829,437)
Cost Recovery Percent	19%	31%	41%	56%	36%	52%
Required Loss Coverage	\$ 633,897	\$ 543,972	\$ 705,255	\$ 527,886	\$ 1,107,401	\$ 829,437

This operating pro forma indicates the potential to operate at 19%-31% cost recovery (recovery of operating expenses by earned revenues) with the completion of Development Phase 1. Similarly, this pro forma indicates Mayo River State Park has the potential to operate at 41%-56% cost recovery with the completion of Development Phase 2, and at 36%-52% % with the completion of Development Phase 3.

CONCLUSION

This *Market Analysis and Business Plan* details out the projected service markets, identifies leading characteristics within those service markets that will most likely affect operations at Mayo River State Park, and build visitation and usage projections based on that data. Additionally, these projections were used along with performance metrics at nearby Virginia State Parks to inform design recommendations for capacity of overnight accommodations. Finally, industry best practices and local circumstances drove the development of an operational model and business strategy that aligns with the expected development phases of the park, culminating in a projected financial pro forma at each development phase.

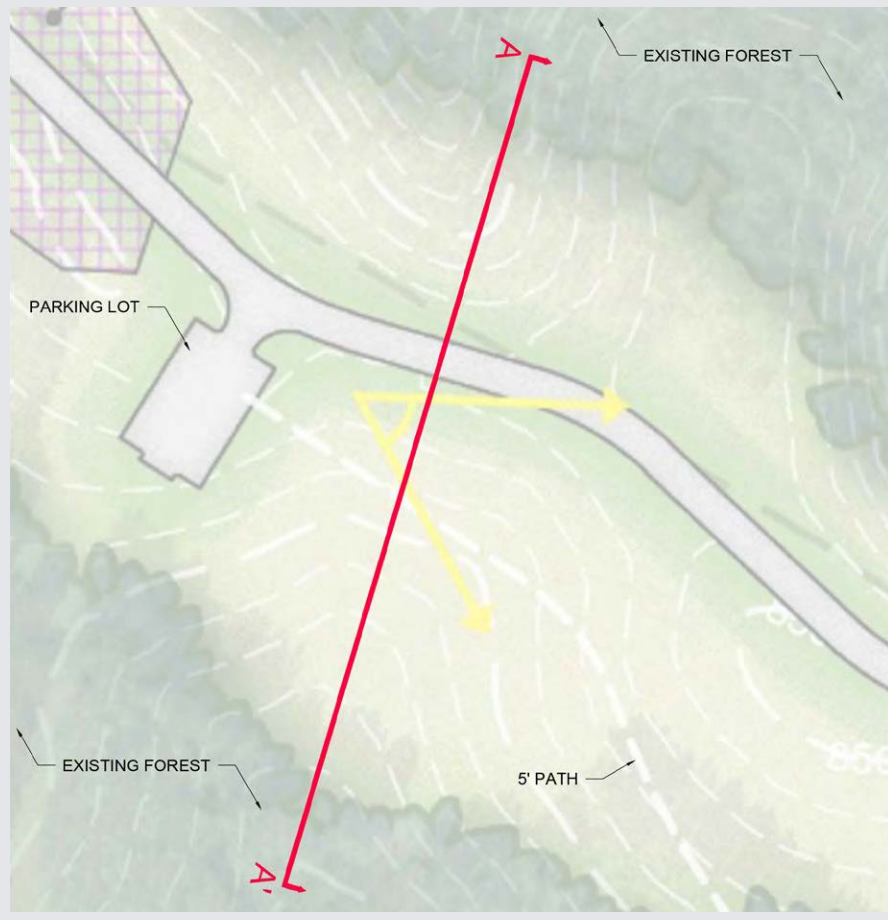


APPENDIX F

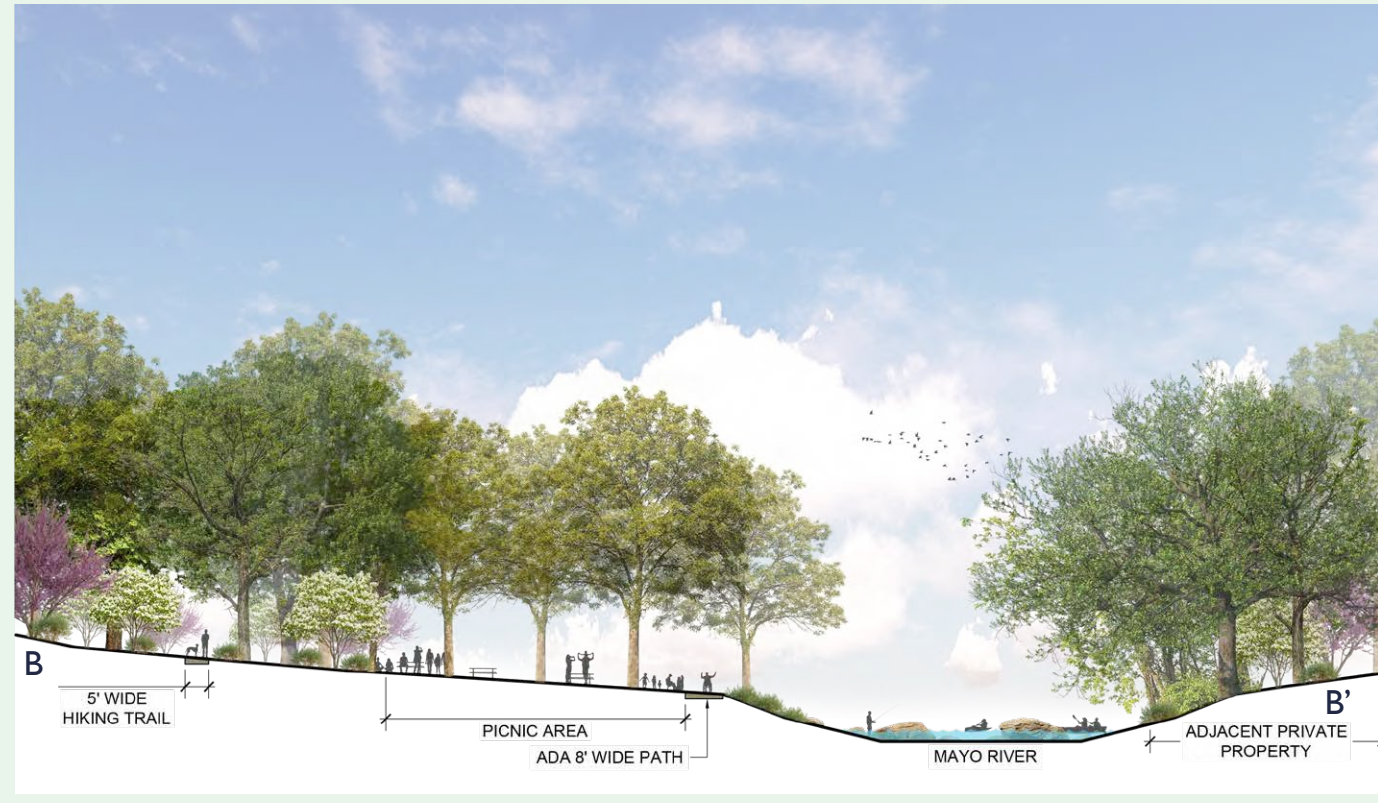
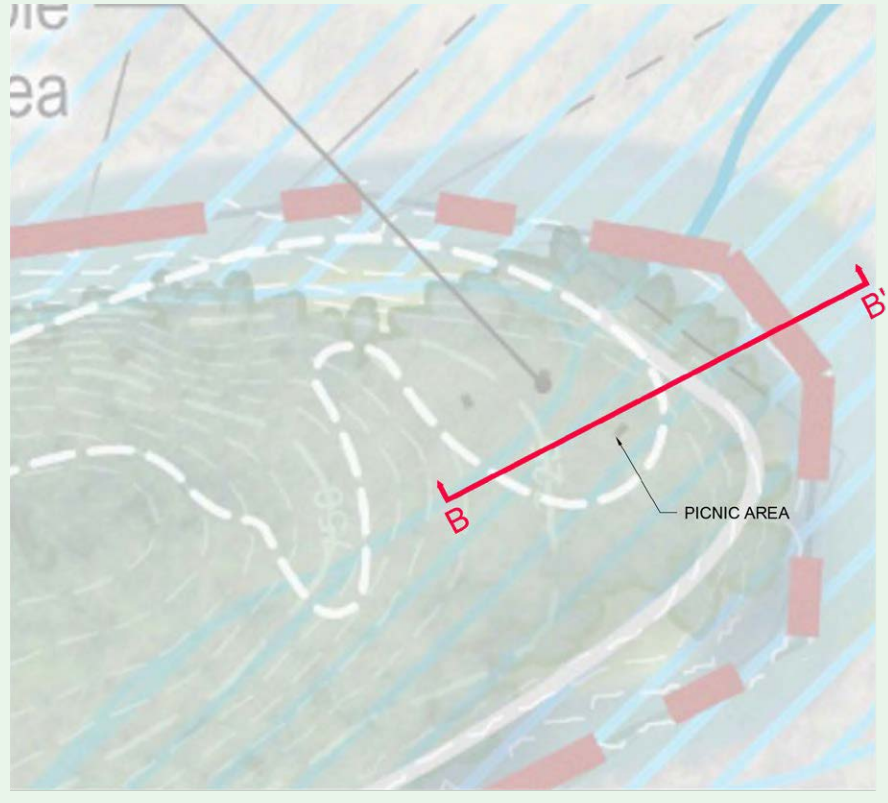
Phased

Development Plan

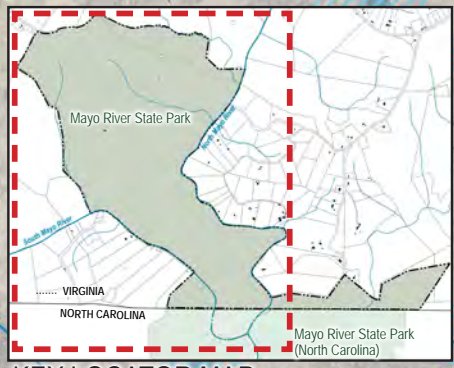
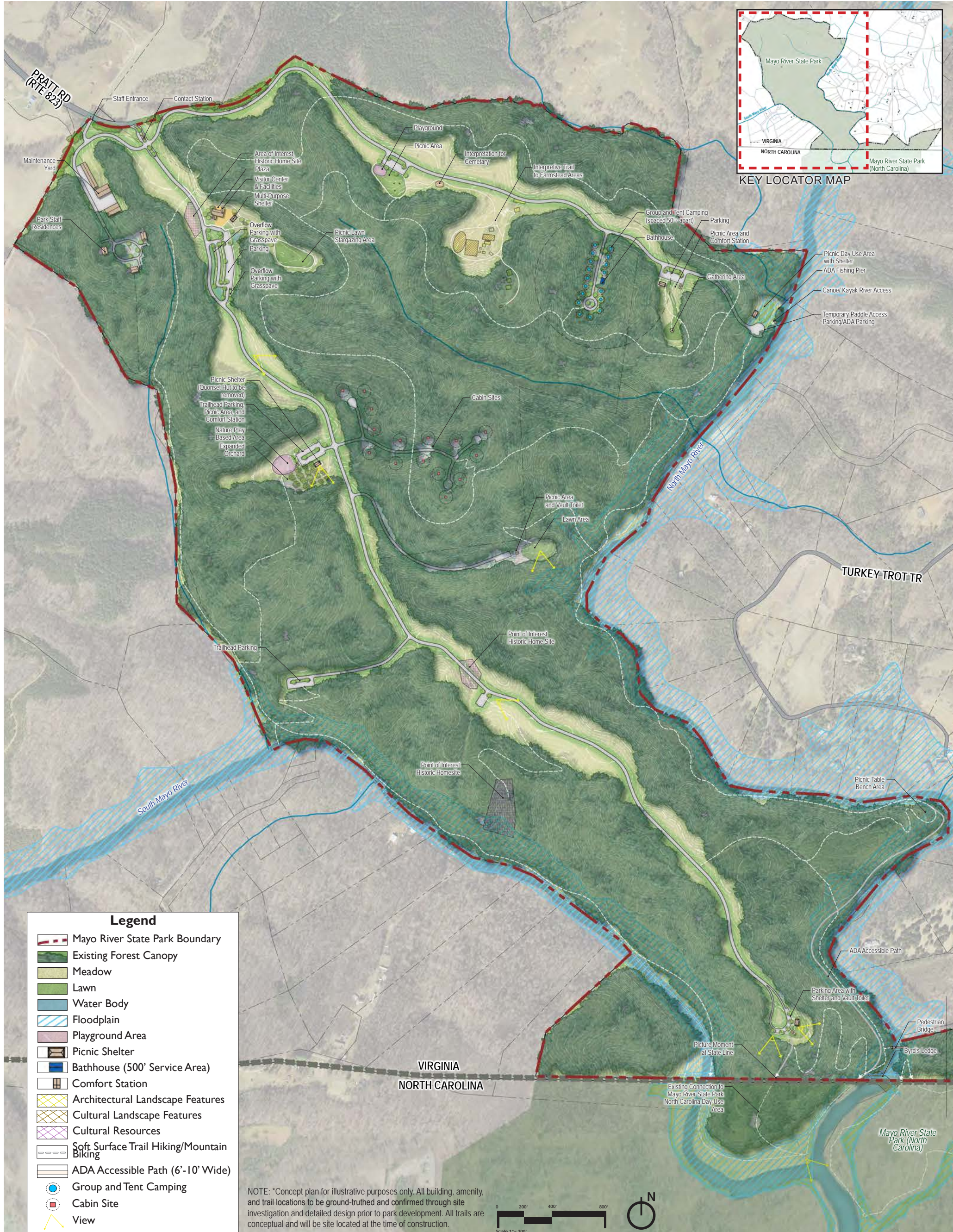
Section A



Section B



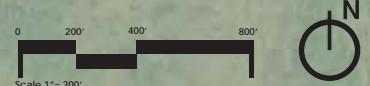
NOTE: Conceptual illustration for planning purposes only. All amenity and trail locations to be ground-truthed and confirmed through site investigation and detailed design prior to park development. All trails are conceptual and will be site located at the time of construction.

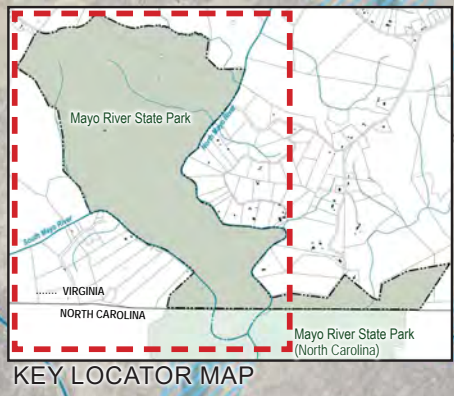
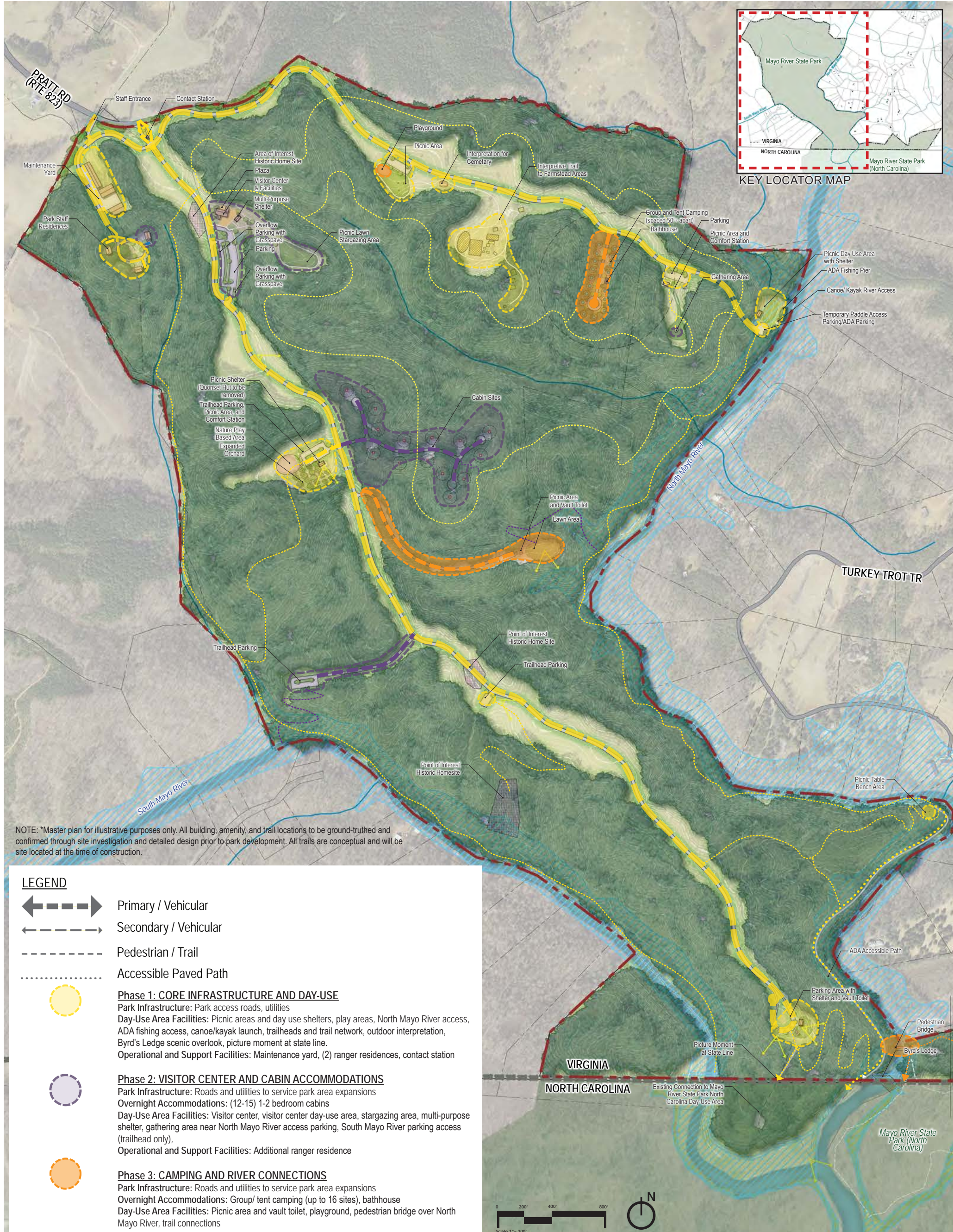


Legend

- Mayo River State Park Boundary
- Existing Forest Canopy
- Meadow
- Lawn
- Water Body
- Floodplain
- Playground Area
- Picnic Shelter
- Bathhouse (500' Service Area)
- Comfort Station
- Architectural Landscape Features
- Cultural Landscape Features
- Cultural Resources
- Soft Surface Trail Hiking/Mountain Biking
- ADA Accessible Path (6'-10' Wide)
- Group and Tent Camping
- Cabin Site
- View

NOTE: *Concept plan for illustrative purposes only. All building, amenity, and trail locations to be ground-truthed and confirmed through site investigation and detailed design prior to park development. All trails are conceptual and will be site located at the time of construction.





NOTE: *Master plan for illustrative purposes only. All building, amenity, and trail locations to be ground-truthed and confirmed through site investigation and detailed design prior to park development. All trails are conceptual and will be site located at the time of construction.

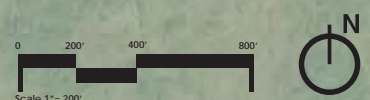
LEGEND

- Primary / Vehicular
- Secondary / Vehicular
- Pedestrian / Trail
- Accessible Paved Path

Phase 1: CORE INFRASTRUCTURE AND DAY-USE
 Park Infrastructure: Park access roads, utilities
 Day-Use Area Facilities: Picnic areas and day use shelters, play areas, North Mayo River access, ADA fishing access, canoe/kayak launch, trailheads and trail network, outdoor interpretation, Byrd's Ledge scenic overlook, picture moment at state line.
 Operational and Support Facilities: Maintenance yard, (2) ranger residences, contact station

Phase 2: VISITOR CENTER AND CABIN ACCOMMODATIONS
 Park Infrastructure: Roads and utilities to service park area expansions
 Overnight Accommodations: (12-15) 1-2 bedroom cabins
 Day-Use Area Facilities: Visitor center, visitor center day-use area, stargazing area, multi-purpose shelter, gathering area near North Mayo River access parking, South Mayo River parking access (trailhead only).
 Operational and Support Facilities: Additional ranger residence

Phase 3: CAMPING AND RIVER CONNECTIONS
 Park Infrastructure: Roads and utilities to service park area expansions
 Overnight Accommodations: Group/ tent camping (up to 16 sites), bathhouse
 Day-Use Area Facilities: Picnic area and vault toilet, playground, pedestrian bridge over North Mayo River, trail connections



APPENDIX G

Estimate of Phased Construction Cost

	UNIT	UNIT PRICE	Phase I		Phase II		Phase III	
			QTY.	TOTAL	QTY.	TOTAL	QTY.	TOTAL
Sitework & Mobilization								
Mobilization, Permits, etc.	LS			\$ 1,697,900		\$ 1,764,800		\$ 281,200
Site clearing and grubbing	AC	\$9,600	17.2	\$ 165,120	4	\$ 38,400	3	\$ 28,800
Earthwork	AC	\$9,600	17.2	\$ 165,120	4	\$ 38,400	3	\$ 28,800
Erosion & Sediment Controls, and Stormwater Management	AC	\$4,400	17.2	\$ 75,680	4	\$ 17,600	3	\$ 13,200
	Sub total			\$ 2,103,820		\$ 1,859,200		\$ 352,000
Hardscape & Improvements								
Asphalt parking (space)	EA	\$10,000	130	\$1,300,000	180	\$1,800,000		\$0
Canoe/Kayak put-in	EA	\$45,000	1	\$45,000		\$0		\$0
Comfort station	EA	\$337,500	2	\$675,000		\$0		\$0
Contact station	EA	\$225,000	2	\$450,000		\$0		\$0
Overflow parking (grass pavement)	EA	\$2,500	65	\$162,500		\$0		\$0
Maintenance access gate	EA	\$7,000	1	\$7,000		\$0		\$0
Maintenance building	SF	\$300	2700	\$810,000		\$0		\$0
Maintenance yard	SF	\$12	15000	\$180,000		\$0		\$0
Multi-purpose shelter	EA	\$225,000		\$0	1	\$225,000		\$0
Picnic grove	EA	\$25,000	1	\$25,000	1	\$25,000	1	\$25,000
Picnic shelter (large)	EA	\$115,000	4	\$460,000		\$0		\$0
Picnic shelter (small)	EA	\$80,000		\$0		\$0		\$0
Playground	LS	\$300,000		\$0		\$0	1	\$300,000
ADA Fishing Pier	LS	\$75,000	1	\$75,000		\$0		\$0
Nature Inspired Play Area	LS	\$250,000	1	\$250,000		\$0		\$0
Staff residence (private)	EA	\$675,000	2	\$1,350,000	1	\$675,000		\$0
Vault toilet	EA	\$24,000	1	\$24,000		\$0	1	\$24,000
Visitor center	EA	\$5,000,000		\$0	1	\$5,000,000		\$0
Visitors center interpretive exhibits	LS	\$1,800,000		\$0	1	\$1,800,000		\$0
	Sub total			\$ 5,813,500		\$ 9,525,000		\$ 349,000
Road System & Utilities								
20' Asphalt secondary road	LF	\$225	1000	\$225,000	1700	\$382,500	2200	\$495,000
24' Asphalt road	LF	\$300	15300	\$4,590,000		\$0		\$0
Electric lines, underground	LF	\$100	9000	\$900,000	1400	\$140,000	700	\$70,000
Electric Service Connection	LS	\$300,000	1	\$300,000		\$0		\$0
Pedestrian Bridge Over N Fork Mayo	EA	\$900,000		\$0		\$0	1	\$900,000
Pump station	EA	\$45,000	1	\$45,000	1	\$45,000		\$0
Septic / Drainfield	EA	\$115,000	5	\$575,000	5	\$575,000	1	\$115,000
Stormwater Management BMPs	EA	\$100,000	10	\$1,000,000	1	\$100,000		\$0
Telecommunications - phone service	EA	\$2,000	2	\$4,000		\$0		\$0
Telecommunications - starlink	LS	\$2,500	1	\$2,500		\$0		\$0
Water	LF	\$50	3600	\$180,000	1300	\$65,000	700	\$35,000
Water / Well house system	EA	\$300,000	3	\$900,000	1	\$300,000		\$0
	Sub total			\$8,721,500		\$1,607,500		\$1,615,000
Overnight Facilities								
Bath houses	EA	\$360,000		\$0		\$0	1	\$360,000
Cabin sites	EA	\$400,000		\$0	15	\$6,000,000		\$0
Tent pad sites	EA	\$25,000		\$0		\$0	15	\$375,000
	Sub total			\$0		\$6,000,000		\$735,000
Trails								
ADA 10' trails	MI	\$450,000	0.6	\$270,000		\$0		\$0
Stone dust trails	MI	\$50,000	0.6	\$30,000	0.3	\$15,000		\$0
Mountain biking / hiking trails	MI	\$3,500	9	\$31,500		\$0	0.8	\$2,800
Trailhead area	EA	\$5,000	3	\$15,000		\$0		\$0
	Sub total			\$331,500		\$15,000		\$2,800
Signage & Furnishings								
Benches / trash cans / bike racks / dog stations	LS	\$50,000	1	\$50,000	1	\$50,000		\$0
Picnic tables / grills / fire rings	EA	\$2,500	25	\$62,500	25	\$62,500		\$0
Picture moment signage / art feature	EA	\$5,000	1	\$5,000		\$0		\$0
Interpretative signage	EA	\$2,000	10	\$20,000		\$0		\$0
Orientation signage	EA	\$3,000	1	\$3,000	1	\$3,000		\$0
Park entrance signage	EA	\$7,000	1	\$7,000		\$0		\$0
Wayfinding signage	EA	\$1,000	10	\$10,000	5	\$5,000		\$0
	Sub total			\$157,500		\$120,500		\$0
Landscaping								
[1] Landscape planting	LS	\$10,000	1	\$10,000	1	\$10,000		\$0
[2] Landscape planting	LS	\$20,000	1	\$20,000	1	\$20,000	1	\$20,000
[3] Landscape planting	LS	\$50,000	1	\$50,000	1	\$50,000		\$0
[4] Landscape planting	LS	\$150,000	1	\$150,000		\$0		\$0
Open lawn areas	AC	\$13,000	1.20	\$15,600	0.75	\$9,750	0.50	\$6,500
Turf seeding near main roads / mowed areas	AC	\$13,000	14.00	\$182,000	1.50	\$19,500	1	\$13,000
Meadow area preparation and seeding	AC	\$22,000	50.00	\$1,100,000	8.00	\$176,000		\$0
Vegetative buffer / fence	LF	\$30	700	\$21,000		\$0		\$0
	Sub total			\$1,548,600		\$285,250		\$39,500
	Subtotal			\$ 18,676,420		\$ 19,412,450		\$ 3,093,300
	A/E Fees		12%	\$ 2,241,170	12%	\$ 2,329,494	12%	\$ 371,196
	Contingency		15%	\$ 2,801,463	15%	\$ 2,911,868	15%	\$ 463,995
	TOTAL			\$ 23,720,000		\$ 24,650,000		\$ 3,930,000

* Note: This estimate is given in 2026 dollars. If any part of construction is done in subsequent years, cost may no longer be accurate. Costs include labor, materials, and overhead. Costs assume all work done by contractor.

APPENDIX H

Recommended Studies

RECOMMENDED FUTURE STUDIES

Implementation of the Mayo River State Park Comprehensive Master Plan will be phased over an approximate 30-year time frame and should be supported by targeted, project-specific studies that protect sensitive natural and cultural resources while guiding thoughtful development. These studies may be conducted as large-scale projects early in the initial park build out, or completed as individual projects move forward and funding becomes available.

The recommended studies are organized by phase of an individual project to reflect a logical sequence: resource protection and site evaluation first, followed by program refinement and access planning. This approach supports responsible stewardship while allowing the park to evolve gradually in response to funding opportunities, partnerships, and visitor demand.

PHASE 1 – RESOURCE PROTECTION AND SITE EVALUATION STUDIES

PHASE I CULTURAL RESOURCE SURVEY(S)

Phase I Cultural Resource Surveys should be conducted prior to any ground-disturbing activities associated with capital improvement projects. These surveys will identify archaeological resources, historic features, and culturally sensitive areas that may be affected by proposed facilities, roads, utilities, trail construction, or river access improvements. Findings will inform project siting, design refinement, and avoidance strategies and will support coordination with the Virginia Department of Historic Resources. Surveys may be completed on a project-by-project basis or on a larger scale documenting large sections of the park.

JURISDICTIONAL WATERS AND WETLAND DELINEATION

Jurisdictional waters and wetland delineations should be prepared in areas where development, infrastructure, or river access improvements are proposed. These delineations will confirm the extent of regulated streams, wetlands, and associated buffers within the Mayo River corridor and its tributaries. Accurate delineation will help avoid sensitive resources, inform design alternatives, and streamline permitting during subsequent project phases.

HYDROLOGIC AND HYDRAULIC ANALYSIS

Hydrologic and hydraulic analyses should be completed for proposed river crossings, pedestrian bridges, water access points, and other improvements located near the North and South Mayo River or associated tributaries. These studies will evaluate flood behavior, flow conveyance, scour potential, and hydraulic impacts under existing and projected conditions. Results will inform structure location, span, and elevation, supporting both visitor safety and long-term infrastructure resilience.

BIOLOGICAL INVENTORY

A site-specific biological inventory should be conducted to document existing plant and wildlife communities within areas proposed for development. This inventory will build upon the December 2023 ecosystem mapping completed by DCR’s Division of Natural Heritage and focus on identifying species of conservation concern, sensitive habitats, and seasonal considerations relevant to construction timing. Findings will inform resource protection measures, trail alignments, facility siting, and interpretive opportunities.

GEOTECHNICAL AND SOILS INVESTIGATION

Geotechnical and soils investigations should be completed for areas proposed for buildings, roads, bridges, parking areas, and other infrastructure. These investigations will characterize subsurface conditions, slope stability, bearing capacity, and soil limitations relevant to foundations, stormwater management, and constructability. Results will support cost estimating, engineering design, and risk reduction during later phases of development.

PHASE 1 ARCHEOLOGICAL SURVEY(S)

A Phase 1 Archeological Survey should be conducted in advance of any construction planning or ground disturbing activities. The Preliminary Cultural Resources Inventory and Archaeological Predictive Model commissioned by DCR for Mayo River State Park in 2024 identified many archeological resources and sensitive sites. A Phase I Archeological Survey will identify resources and define site boundaries within a given project area. A Phase II Archeological Survey would be necessary if any archaeological sites are identified in the Phase I survey. Phase II testing is not project-wide, and instead targets specific sites to evaluate if the site may be eligible for the National Register.

PHASE 2 – PROGRAM AND EXPERIENCE STUDIES

DARK SKIES ASSESSMENT

A dark skies assessment is recommended to evaluate existing nighttime lighting conditions and identify opportunities to preserve and enhance night sky quality. This assessment would inform future lighting guidelines for facilities, roads, and parking areas, balancing visitor safety with resource protection and visitor experience goals. Findings may support dark-sky programming and long-term lighting management strategies.

TRAIL SYSTEM PLAN

A comprehensive Trail System Plan should be developed to refine the alignment, hierarchy, and character of trails envisioned in the Master Plan. This plan would evaluate user types, accessibility goals, environmental constraints, maintenance considerations, and potential connections within the park and to North Carolina’s Mayo River State Park. The plan would guide phased trail implementation, support

grant applications, and ensure trail development is consistent with ecological protection and visitor experience objectives. This plan would build on the 2025 Mayo River State Park Conceptual Trail Plan, which focused on natural surface trails primarily serving hikers and casual use mountain bikers.

INTERPRETIVE PLANNING STUDY

An interpretive planning study is recommended to guide storytelling, education, and visitor engagement across the park. This study would be based on the Visitor Experience planning conducted as part of the Mayo River State Park master planning process. The study would support cohesive messaging across the park while allowing for phased implementation as facilities and funding become available.

PHASE 3 – CONNECTIVITY STUDIES

TRAFFIC, ACCESS, AND PARKING EVALUATION

Traffic, access, and parking evaluations should be conducted on a project-specific basis, as needed, when new facilities or access points are proposed. These evaluations would assess anticipated visitation, circulation patterns, access constraints, and parking demand to ensure safe and efficient access while minimizing impacts to surrounding rural roadways and park resources. Results would inform roadway improvements, parking layout, and operational strategies.

SUMMARY

These recommended studies provide a flexible framework to support phased, responsible implementation of the Mayo River State Park Master Plan. By completing studies in coordination with specific projects and funding availability, DCR can protect sensitive natural and cultural resources, enhance visitor experiences, and reduce implementation risk. This approach supports long-term stewardship while maintaining adaptability as the park evolves over time.