



eCIVIS CLIENT SHOUT OUT: CITY OF MADISON WEST VIRGINIA



SHIFTING FROM COAL TO TOURISM

In 2010, the City of Madison, located in the coal-rich Appalachian mountains of West Virginia, boasted an unemployment rate of 8%. By 2015, Boone County had lost 65% of its workforce due to the vast numbers of coal mine closings. Unfortunately, with the decrease in workforce, the city lost over one-half of its tax base and was compelled to look at other areas of economic development. Tourism looked to be a tremendous but somewhat unexplored area that would help stimulate the economy.

After creating a list of projects the city sought to accomplish, city leaders realized the necessity of better utilizing its resources for grant research and applications as well as tracking grant awards. The procurement team found that eCivis fit its needs and budget, providing users with the tools to research a greater number of available grants that were once unfamiliar. Additionally, departments could track the progress of grant awards and manage awards. Using Grants Network, departments have located funding opportunities and are in the process of applying for four additional grants for the city.

“eCivis has saved us countless hours of research, increasing our ability to submit grant applications in a timely manner,” said Steve Byus, Emergency Operations Coordinator for the City of Madison. “Additionally, we now have the capability of monitoring the progress of our grant applications at any time.”

As part of a larger strategy to help transform the local economy, the mayor, city council, and business and community members

worked to develop a business relationship with the Hatfield-McCoy Trail System, a nationally known trail system most popular for its off-highway vehicle trails and whose approximate annual revenue is \$19 million. As a result of this collaboration, a new trailhead in Madison will open with 100 miles of riding trails. The opening of this trail will create the need for campground areas, lodging, restaurants and retail businesses, creating jobs and increasing revenue for the community.



Madison also boasts the Little Coal River, which holds additional recreational potential for kayaking, tubing, fishing, and more. Currently, the city is utilizing and seeking additional grant funding to redevelop a swimming pool complex into a recreational center. The new center will have RV sites with full hook-up, a splash pad, office spaces for ATV and kayak rental, a shower house, and more. Additionally, focus groups made up of business leaders and community members have been formed to study further project ideas to improve economic growth.



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The goals for the City of Madison are to enhance revenue, increase security, prepare for all types of emergencies, and make our city a great place to call home. These grant approvals will help us meet our goals.

Steve Byus, Emergency Operations Coordinator, City of Madison



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