

counts from other areas would seem to indicate that there is a sufficient traffic flow to support the development of a recreational/historical facility at Greenbottom.

It is worth noting, however, that the construction of a four-lane expressway from Point Pleasant to Interstate 64 at Milton or Interstate 77 at Ripley will have a significant impact on the present traffic counts.

Dr. C. A. Roberts, Chairman of the Marshall University Department of Academic Accounting, recommended in the "Report on the Feasibility of Executing an Economic and Marketing Plan for the A. G. Jenkins Home" the incorporation of the Jenkins home into a marketing package to include Huntington and Point Pleasant. The Jenkins home would be a well placed stop between the historic fort at Point Pleasant and Huntington. Tourists and travellers would be encouraged to break from the hour-long drive and visit the historical site (Please see Appendix 2).

Ms. Phyllis Bodkins, President of Kanawha Valley Tours, Inc., stated that a restored Greenbottom could be incorporated into a tour of Huntington, which would include the Huntington Museum of Art and Pilgrim Glass or Blenko Glass; the country-farm museum on Route 2; and the Fort Museum at Point Pleasant. Additionally, it could be combined with a river tour on the West Virginia Belle

originating at either Huntington or South Charleston, and stopping at one of the final destinations, Point Pleasant, or Greenbottom, itself. Tourist busses, travelling south from Michigan and Ohio, and north from the Carolinas and Florida, which now completely bypass Point Pleasant and Greenbottom, could be encouraged to spend an additional number of days in the area visiting the expanded attractions (Bodkins, 1990).

A number of possibilities exist for the combination of a riverboat trip and an excursion to Greenbottom. Mr. Joe Fowler, General Manager of the West Virginia Belle has expressed an interest in incorporating a Greenbottom excursion into his itinerary. The West Virginia Belle has an annual ridership of 100,000 passengers and projects an additional fifty percent growth over the next five years. Furthermore, approximately ninety-five percent of the ship's daily passengers (an estimated fifty percent of the total dollar volume) are out of state visitors on tourist coaches (Fowler 1990). Although presently passengers on the West Virginia Belle would have to be shuttled from Huntington to Greenbottom, in the future the boat could stop at Point Pleasant or at a dock near Greenbottom itself (these options are, of course, contingent on U.S. Army Corps of Engineers' approval).

CONCLUSION

The purpose of this study was to locate existing information pertaining to Greenbottom, Cabell County, West Virginia and to determine whether or not it would be feasible to perform a complete justification study for development of the site into a recreational/tourist area.

There appears to be sufficient existing information on the relevant topics to perform such a study. The literature and information obtained for this document specifically concerns the sites historical and archaeological significance as well as its ability to attract tourists and other visitors. The final document should address Greenbottom's ecological significance in addition to further investigation of this preliminary study's findings.

To perform a complete study, it will be necessary for the West Virginia Department of Culture and History to determine their general goals and objectives for the site.

There is a great deal of evidence to support the site's historical and archaeological significance. The ability of the site to be financial independent and to act as an economic stimuli for western West Virginia, however, is somewhat less clear. A final study should primarily address these issues.

The topics of the final study should include, but not necessarily be limited to:

- * An estimate of the initial investment needed to bring the site completely on-line (this should include all costs necessary to accommodate tourists, such as parking, information areas, and restroom facilities);
- * An estimate of annual maintenance costs;
- * An estimate of the number of tourists Greenbottom would draw;
- * Locating prospective outside funding sources;
- * An estimate of annual income from admission fees, grants, state funding, and any other sources;
- * Comparing the site with other similar sites to help estimate attendance, revenue, costs, and uses;
- * Other financial analysis to determine the sites ability be financiall solvent;
- * An analysis of the economic impact the development would have on western West Virginia;
- * An identification on non-tourist uses for the park, such as an educational resource for primary, secondary, and higher education students;
- * An assessment on any potential damage the visitors would do to ecologically significant areas; and
- * A research of legal restrictions from all pertinent government bodies.

Additionally, the study could include a marketing plan to identify Greenbottom's most likely target markets and the most effective techniques to reach them. Finally, a management plan to allow the maximum benefit to the visiting public as well as assure the maximum amount of protection to the site should be developed.

APPENDIX 1

**LIST OF PUBLICATIONS
ON THE
BIOLOGICAL SIGNIFICANCE OF GREENBOTTOM**

- Brumfield, B., D. Evans, and A. Brant, "Additions to the Wetland Flora of West Virginia," Castanea, 1980.
- Dolin, P., "The Life History and Ecology of Chauliodes rastricornis Rambur and C. pectinicornis in Greenbottom Swamp, Cabell County, West Virginia," Unpublished Masters Thesis, Marshall University, 1980.
- Dolin, P. and D. Tarter, "Life History and Ecology of Chauliodes rastricornis Rambur and C. pectinicornis in Greenbottom Swamp, Cabell County, West Virginia," 1981.
- Evans, D. "Vegetation and Flora of Selected Wetlands in Southwestern West Virginia," U.S. Army Corps of Engineers, 1983.
- Evans, D. "Additional Locations for Rare West Virginia Plants," Castanea, 1978.
- Evans, D. and J. Taylor, "Contributions to the Flora of West Virginia," Castanea, 1978.
- Furry, J., "Vascular Vegetation and Flora of Remnant Forests in the Ohio River Floodplain Between the Great Kanawha and Big Sandy Rivers, West Virginia and Ohio," Unpublished Masters Thesis, Marshall University, 1978.
- Hill, P. and J. Taylor, "Ecosystem Dynamics and Impact of Highway Construction on Greenbottom Swamp, Cabell County, West Virginia," Proc. Symposium on Wetlands of the Unglaciated Appalachian Region, West Virginia University, West Virginia University, 1982.
- Roush, M. "The Life History and Ecology of Ptilostomis postica in Greenbottom Swamp, Cabell County, West Virginia," Unpublished Masters Thesis, Marshall University, 1979.
- Roush, M. and D. Tarter, "Ecological Life History of Ptilostomis postica in Greenbottom Swamp, Cabell County, West Virginia," Brimleyana, 1981.

APPENDIX 2

**"REPORT ON THE FEASIBILITY OF EXECUTING
AN ECONOMIC AND MARKETING PLAN FOR THE
A. G. JENKINS HOME"**

BY DR. C. A. ROBERTS

REPORT ON THE FEASIBILITY OF EXECUTING AN
ECONOMIC AND MARKETING PLAN FOR THE A.G. JENKINS HOME

MARCH 1990

PREPARED FOR THE CENTER FOR REGIONAL PROGRESS

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This report addresses the feasibility of developing a full-scale economic and marketing plan for the General Albert Gallatin Jenkins home, here after referred to as the Jenkins Home. The suggestions within this report were derived from a review of existing documents provided by the Center for Regional Progress.

The "Report on the Rehabilitation of the General A.G. Jenkins House - Greenbottom" prepared for the U.S. Army Corps of Engineers by consultant Michael Gioulis provides a proper starting point for understanding the alternatives available at this time. This report also outlines what the Corps of Engineers perceives as its strategic choices.

The first choice is the rehabilitation of the property for use as a residence and/or office in conjunction with the Department of Natural Resources' use as an operations office. This would mean rehabilitation of the structure but not restoring it to an original historical configuration. This could be done at an approximate cost of \$106,285.

The second choice is to restore the structure to its original configuration, and subsequently use it as an historic house museum site. This could be done at an approximate cost of \$187,025. It is this second choice which presents itself as the most logical from a standpoint of practicality. The first choice is illogical for two (2) reasons:

1. The house is on the National Register of historical places. Therefore, if any construction is to be

performed the first priority should be restoration. Of course, this would be true only if it is economically feasible. An additional cost of approximately \$81,000 over the quoted rehabilitation cost indicates that this criteria is fulfilled.

2. The idea that an historical site would be converted to an office complex is out of sync with the purpose of placing it on the Register as an historical structure. Such an action would diminish the site's historical significance and future value to the State of West Virginia as a part of her proud heritage.

Historical Significance

Before one broaches the subject of utilizing the Jenkins Home as an historical museum, it must be determined whether it can attract visitors.

The first item is the Jenkins Home itself and how it may singularly attract visitors. The home was constructed in 1835 which, in itself, has an appeal for a large number of summer travelers who relish a vicarious trip to the past through a visit to early dwellings. The second is the proximity of the site to two (2) major local points of interest: the Huntington Museum of Art which houses various historical artifacts and Point Pleasant, site of the first battle of the Revolutionary War. Last, but not least, is the attraction of the neighboring wetlands as an additional bonus for those who are environmentally conscious.

The first issue of the home itself is best addressed by the faithfulness of the restoration and artifacts which are stored within its confines. A great number of visitors that would be attracted to such a structure have an educated eye for historical detail, and any anachronism would not go unnoticed.

The artifacts stored within the structure will determine the site's value as a museum. A theme should be chosen befitting the historical significance of the house itself and its former inhabitants. Many "so-called" historical house museums rely on items which serve as fillers because of inadequate planning. An example is the excessive use of Indian arrowhead collections.

The second and most important issue is the strategic location of the Jenkins Home between two major points of local significance. It may well be argued that there are other points of interest but, the question is whether they have the ability to attract visitors.

The Huntington Museum of Art has a tremendous potential to attract visitors in its own right, and it provides intellectual stimulation for the visitor. In addition, the Museum provides an opportunity for improving the image of the state.

The site of the first battle of the Revolutionary War at Point Pleasant should be high on the list of places to see by those wanting firsthand knowledge of our country's beginnings. A realistic re-enactment of the battle on a regular summer basis is long overdue.

Incorporation of the Jenkins Home into a marketing package by both the Huntington interests and those in Point Pleasant would provide variability and flexibility to their tourism programs. For example, a package in Huntington could provide for a trip to the Revolutionary War battle site. Such a trip would take a long hour to travel; but a stopover at a well planned historic site museum could enhance the package, as well as making the trip more enjoyable and satisfying.

For Point Pleasant tourism interests, the Jenkins Home could place the visitor in the setting of the battle which formed the State of West Virginia. This would be in addition to the Revolutionary War battle site which formed our country.

When the new highway is constructed from near Point Pleasant to I-64, the potential for tourism for the Point Pleasant area and the Jenkins Home will be dramatically increased. This new highway will increase general traffic to and from the Huntington and Point Pleasant areas which should result in increased visitation to the Jenkins Home.

Local Visitation

Up to this point I have addressed the potential for tourism at the Jenkins Home. There is, however, a great potential for visitation by the local populace. There is a significant amount of traffic on Route 2 at the present time. This is one reason why the new highway to I-64 is being built. The existing traffic and potential increase in

traffic are variables being addressed in determining the highway's final location. The potential increase in traffic will give the Jenkins Home a greater accessibility to the local populace as far away as Charleston and Huntington. Increased traffic will increase the visitation.

Other sources of visitors are the area's public schools. The Jenkins Home could provide an educational tour for the public schools as well as generate an appreciation for history and the part our state played in America's fight for unity.

Conclusion

A review of the available literature, combined with a tour of the region, leads me to believe that utilizing the Jenkins Home as an historical house museum is not only desirable but also a necessary development for the area. The Jenkins Home provides not only a potential tourist attraction which also would attract local inhabitants but also would provide a visible part of West Virginian heritage to public school children.

West Virginia is a fledgling in the tourist industry, partly because it has neglected the presentation of its heritage and the significant contributions its people have made to history. The availability of the Jenkins Home as a tourist attraction, as well as an educational tool for the public schools, more than justifies its use as a museum.

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