

Powell River Blueway

Partner Alignment Brief

The Powell River Blueway is a recreation asset for all of the communities it flows through. The opportunity in front of this coalition is to strengthen communication among stakeholders, capture the economic return that improved access creates, and build a visitor experience that is seamless from Tennessee into Virginia.

Introduction

This document is a strategic direction brief for the Powell River Blueway, prepared as part of the Cumberland-Pine Mountain Corridor Recreation Plan developed by SE Group in partnership with The Nature Conservancy with funding from Appalachian Regional Commission. The brief builds directly on the recommendations of the 2025 Cumberland and Pine Mountain Recreation Plan, which identified Powell River Blueway as a key investment opportunity in its project pitchbook as a priority for the region.

This is not a planning report. It is a working tool designed to give partners, county leadership, and funders a clear picture of where the corridor stands, what has been agreed, and what comes next.

The Powell River is already part of a functioning regional visitor economy. The purpose of this brief is to clarify the opportunity, align the partners who can act on it, and equip regional leaders with the information they need to make the case for continued investment.

"For asset-based economic development to be successful, it requires strong leadership at both the local and regional levels."

National Association of Development Organizations (NADO)

Strategic Context

The Powell River has its headwaters in Wise County, Virginia, and flows approximately 80 miles through Virginia before entering Tennessee. Public access has historically been limited on the Virginia portion of the river, with only three managed public access areas currently in place. As part of the Coal County Outdoor Access Master Plan (2022), Mattern and Craig Engineers and Surveyors presented eleven preliminary conceptual designs for new river access development across the Virginia portion of the corridor. Together with the Tennessee corridor, which has been developed over more than a decade and now includes seventeen documented access points, the Powell River presents one of the strongest outdoor recreation opportunities in the region.

The river itself is among the most biologically diverse temperate river systems in the world, home to more than one hundred species of fish, native freshwater mussels, river otters, and great blue herons. Class I and II flatwater throughout (except for a whitewater feature just south of Appalachia, Virginia), making the Powell accessible to all skill levels. A paddler can travel for miles without seeing a single dwelling, a quality that distinguishes the corridor from nearly every other river in the eastern United States.

Despite this, public access remains fragmented, and the corridor operates below its economic potential. Tennessee has built a functioning foundation over more than a decade. Virginia has identified sites and willing partners but lacks the managed infrastructure to convert that foundation into a destination. The goal is not to start from scratch. It is to complete what Tennessee partners have built a solid foundation around, and to build a connected experience that spans both states.

The Opportunity

The Powell River is well-positioned to attract visitors. This work is about capturing the spending that is currently leaving the region, connecting the Tennessee corridor into Virginia, and helping every community along the river capture its economic return.

The Corridor Map

The corridor map (Figure 1) produced for this effort documents the Powell River from Dryden in Lee County, Virginia, and into Claiborne and Hancock Counties, Tennessee. The map shows active access points across both states. This map serves several purposes. For partners, it provides a shared visual reference that ensures every organization is working from the same understanding of where the corridor begins, ends, and where the gaps are. For county leadership and funders, it makes the unified Virginia-Tennessee identity tangible. For visitors, the development of this map and additional digital guides could connect the recreationalist to their desired section of the river.

The map should be the foundational asset for every communications product the coalition produces going forward, including the corridor website, the bi-state rack card, and the annual report. Consistent use of a single map across all materials reinforces the unified blueway identity and builds visual recognition.

Figure 1. Corridor Map



What Was Agreed

The following decisions were made or affirmed by partners during the alignment process. These are recorded here as a working accountability reference, not a formal agreement. Each item is described in full to ensure that partners share a common understanding of what was decided and what remains open.

One Blueway, One Identity

Partners voted to unify the Virginia and Tennessee sides of the Powell River under a single blueway identity. The Powell River Blueway should be treated as one corridor with one brand, one map, and one shared mission. The conversation is no longer about a Tennessee blueway and a Virginia blueway operating in parallel. It is about one Powell River Blueway that happens to cross a state line. This unification is the central organizing decision from which every other agreement follows.

Virginia Sites Will Be Added to the Corridor Map and Website

Cumberland Gap Trail Alliance committed to integrating Virginia access points into powellriverblueway.org and into the Go Paddling national database. This is a near-zero-cost action that immediately changes the corridor's public identity. Virginia sites will be visible to the visiting paddler, angler, or tuber, and the corridor will appear as one continuous resource rather than two unconnected sections.

A Coordinator Role Must Be Defined and Funded

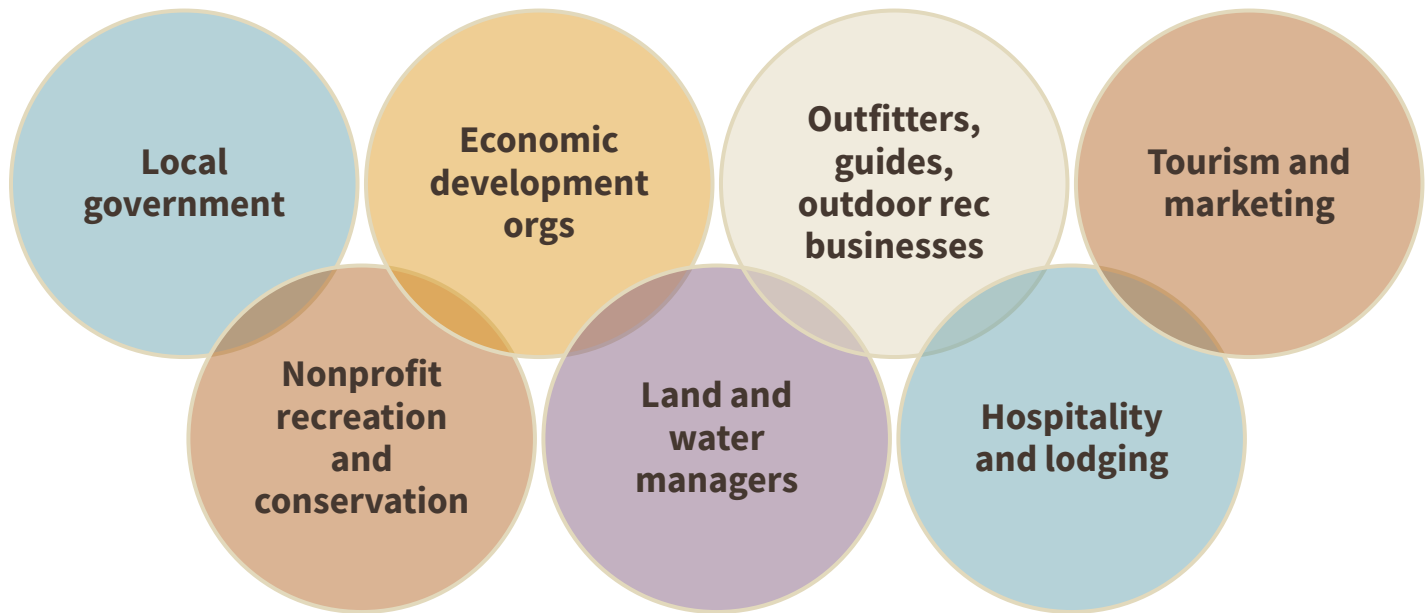
All partners agreed that the corridor's primary structural gap is the absence of a dedicated person or organization holding the thread across both states. The coalition has strong volunteers and committed partners, but without a coordinator, commitments made in meetings do not consistently translate into action in the field. Identifying a host organization and a funding source for this role is the coalition's most urgent shared priority.

Lee County Activation Is Underway

Lee County's Administrator and Tourism Director both participated in the partner alignment meeting and confirmed interest in supporting dual-state marketing and tourism investment. The Powell River is not currently named in Lee County's comprehensive plan outdoor recreation section.

Partners at the Table

This brief reflects conversations that began with the Cumberland-Pine Mountain planning process and continued through a series of one-on-one partner discussions and cross-state partner alignment meetings convened in the spring of 2026. The organizations and individuals who have contributed to the process to date are illustrated below.



Partner Roles and Responsibilities

The following reflects the current working alignment of partner roles across the corridor. This is not a formal agreement. Roles will be refined as the coordinator structure is established and as the coalition advances from planning into implementation.

Organization	Current Role and Area of Responsibility
The Nature Conservancy	Lead corridor partner responsible for land protection
Tennessee Valley Authority	Public land management on key Virginia sites. Beech Grove Bridge, Flanary Bridge, and Poteet Ferry Bridge all involve TVA ownership or existing permits.
Virginia Dept. of Wildlife Resources	Active on three Virginia sites with grant funding in hand for State Route 666. Serving as long-term site steward on Virginia access points.
Tennessee Wildlife Resources Agency	Tennessee fisheries and wildlife coordination. Priorities include formalizing cross-state alignment with DWR on fisheries management and access.

Friends of Southwest Virginia	Regional nonprofit capacity and planning.
LENOWISCO Planning District Commission	Regional planning capacity for Lee County and surrounding localities. Positioned to support grant applications and cross-county coordination on the Virginia side.
Cumberland Gap Trail Alliance	Virginia representative on the Tennessee Blueway Committee. Actively integrating Virginia sites into the corridor website, Go Paddling database, and exploring commercial activation through Rock Bottom Horse Camp.
Claiborne County Tourism Commission	Tennessee destination marketing and partner coordination. Supports the annual regatta and is a key partner in the unified blueway brand.
Lee County, Virginia	County government anchor on the Virginia side. Tourism Director and County Administrator are engaged. A board presentation on the Powell River's economic potential is a near-term priority.
Daniel Boone Soil and Water Conservation District	Conservation district partner. Also has a connection to the Sewell Bridge farm property, making this organization a potential contact for private landowner conversations on the Virginia corridor.

Access Site Strategy Notes

The notes below reflect the current state of priority access sites and the open questions that require partner attention. They are working strategy notes, not final recommendations. The two sites described in detail (Route 666 and Wallens Creek) represent the most time-sensitive and strategically important decisions facing the coalition in the months ahead.

Route 666 and Virgil Minor Road

Virginia DWR and partners met with the Virginia Department of Transportation to discuss two potential new access points at Route 666 and Virgil Minor Road. Both sites are subject to additional approvals and permitting processes, but the initial VDOT conversation was encouraging. If both sites are developed, they would break the current ten-plus mile float from Flanary Bridge to Beech Grove into three shorter, more accessible trip segments while preserving the longer float as an option for experienced paddlers.

Float Segment (Between Flanary Bridge and Beech Grove)	Put-in to Take-out	Distance
Segment 1	Flanary Bridge (existing) to Route 666 (proposed)	2.22 miles
Segment 2	Route 666 (proposed) to Virgil Minor Road (proposed)	5.0 miles

Segment 3	Virgil Minor Road (proposed) to Beech Grove (existing)	3.58 miles
Full Float	Flanary Bridge (existing) to Beech Grove (existing)	10.8 miles

Route 666 is the most advanced of the two sites. DWR has grant funds in hand, a VDOT meeting has been completed, and a conceptual design from prior Gateways planning work is in place. The next step is advancing Route 666 through preliminary design and confirming VDOT right-of-way conditions. Virgil Minor Road requires additional scoping pending VDOT follow-up. Both sites should be added to the corridor map as proposed access points pending approval, with appropriate notation that final design and construction remain in development.

Wallens Creek

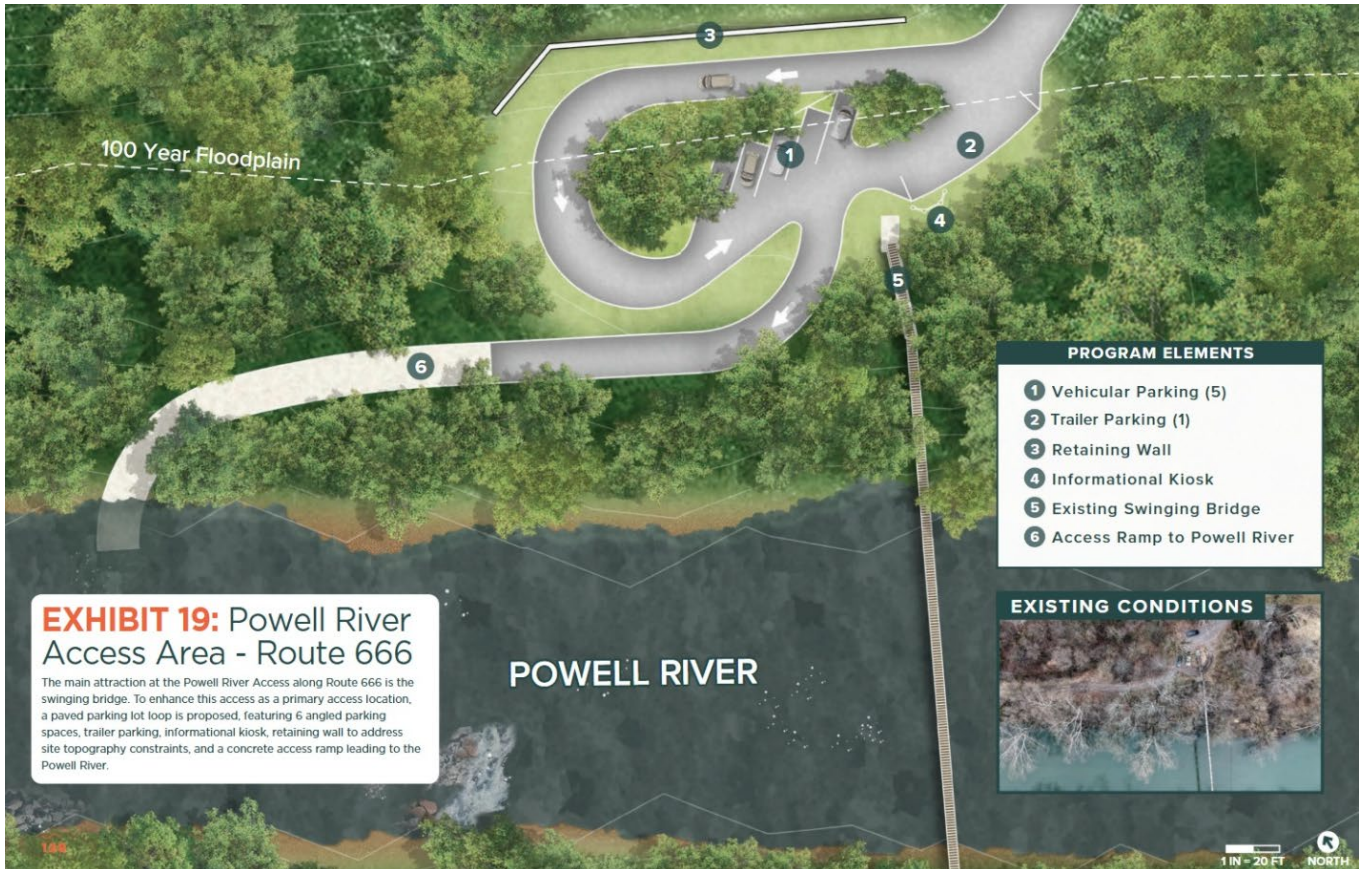
The Wallens Creek site is a private land access point at the mouth of Wallens Creek, managed under an annual agreement with the Estes Brothers. It serves as the put-in for a float trip down to Flanary Bridge, filling a real geographic gap in the corridor between the informal Hurricane Bridge crossing and Flanary Bridge. The site’s location provides critical access and the landowner relationship has historically been productive.

The management agreement was previously funded through a Virginia Public Access and Habitat Improvement Program (VPAHIP) grant that expired in September 2025. DWR's next VPAHIP application will not include boating access. Without a replacement funder, the agreement will lapse at the end of July and public access to this site will end.

Several considerations inform the partner conversation. First, the site fills a ten-plus mile access gap on the Virginia corridor, and its loss would leave a significant stretch of the river without a managed put-in. Second, the Estes Brothers have been cooperative partners, though the theft of millstones from the site in recent years has created understandable sensitivity around public use. Third, at \$1,500 per year, the cost is modest relative to the corridor access value the site provides. Fourth, the site is a strong candidate for outright acquisition if a willing-seller conversation with the landowner is possible. Whether TNC, Lee County, or another partner is willing and able to continue the agreement is the most time-sensitive open question facing the coalition.

As a related action, the design drawings for Route 666 and any other access sites developed to date will be shared with DWR and partner organizations to support ongoing site planning conversations at Wallens Creek.

Figure 2. Rt 666 Access Area Destination By Design as part of the 2025 Powell and Clinch Outdoor Recreation Plan (p.132)



Virginia Scenic River Designation

Beyond access development, the Powell River presents a clear opportunity to pursue Virginia Scenic River designation, a recognition program administered by the Virginia Department of Conservation and Recreation under the Virginia Scenic Rivers Act of 1970. Scenic River designation does not restrict access development, regulate private land use, or limit recreational activity. Rather, it provides formal state recognition of a river’s scenic, recreational, geologic, ecologic, historic, and cultural values and creates a framework for coordinated preservation alongside continued use.

The Powell River is well-positioned for Virginia Scenic River designation. The Virginia portion of the corridor flows largely undeveloped through scenic ridge and valley landscapes. It supports exceptional aquatic biodiversity, including federally listed freshwater mussel species and a robust native fish population. The cultural and recreational values are equally significant, with the river serving as a destination for paddling, fishing, and wildlife

observation. These are precisely the characteristics the Scenic Rivers Program is designed to recognize.

The designation process typically begins with a nomination submitted to the Department of Conservation and Recreation. DCR then conducts a site evaluation and prepares findings for review by the Scenic River Advisory Board. The Advisory Board makes a recommendation to the General Assembly, which holds final authority over designation through legislation. The process generally takes between one and three years from nomination to designation. Local government support, particularly from Lee County, Wise County and the City of Norton, would significantly strengthen the nomination.

Pursuing Scenic River designation in parallel with the unified blueway brand creates a powerful and coherent identity for the corridor. The designation also strengthens the case for federal investment, including ARC POWER and EDA program funding, which favors projects with formal state and federal recognition.

Recommended near-term actions include initiating a conversation with DCR's Scenic Rivers Program staff to confirm eligibility and timeline, identifying a nomination lead organization (TNC and Friends of Southwest Virginia are the strongest candidates), and securing a letter of support from County and partner organizations as preliminary preparation for a formal nomination.

Figure 3. Powell River Kayaker¹



Figure 3. Powell River kayaker

¹ [Photo Source](#)

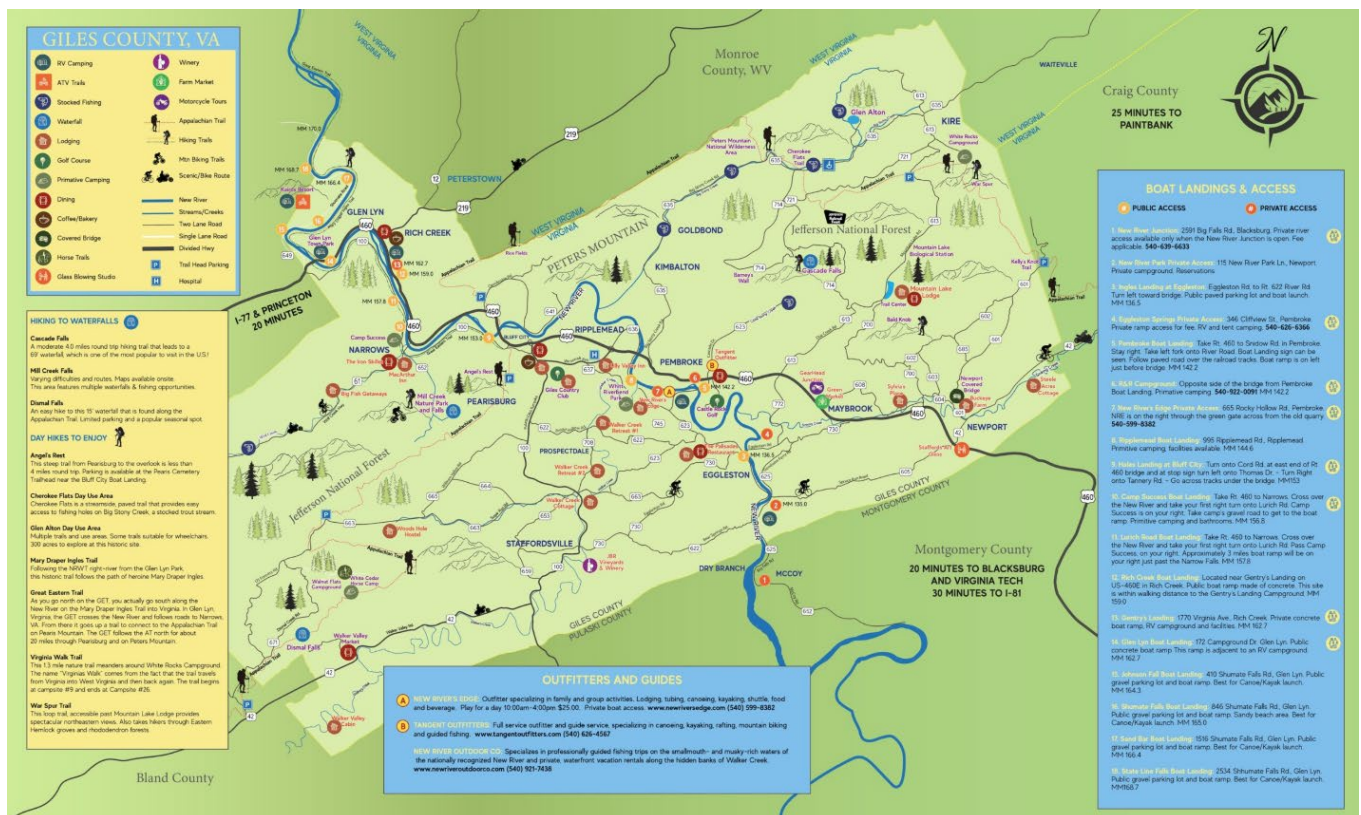
Communications Strategy

The Powell River Blueway currently communicates through channels and word of mouth. Tennessee maintains a website and a Facebook presence with a trail map that ends at the state line. Virginia has limited public presence on either of these platforms. A visitor arriving from the north on US 58 has no clear digital or physical signal that the Powell River is a destination worth stopping for. Addressing this gap is a near-term priority and can be achieved through a sequenced four-step communications strategy.

Step One: Trail Map and Go Paddling Integration

Adding Virginia access points to powellriverblueway.org and to the Go Paddling national database is the immediate near-zero-cost win. The Cumberland Gap Trail Alliance has committed to leading this integration. Completing this step fundamentally changes the corridor's public identity. Visitors searching for paddling destinations through the most widely used national paddling database will discover the Powell as a unified Virginia-Tennessee corridor rather than two unconnected sections.

Figure 4. Case Study Example | Paddle Map for New River Water Trail



Step Two: Bi-State Rack Card

A printed rack card is the physical leave-behind that welcome centers, outfitters, campgrounds, county tourism offices, and partner storefronts need. The card should feature the corridor map, named access points across both states, the annual regatta date, and contact information. Next steps should include gathering funds and content for the card. Distribution should target Cumberland Gap National Historical Park, Outfitters, campgrounds, and Chambers of Commerce.

Step Three: StoryMap

As a Year Two digital infrastructure goal, the corridor should develop an interactive StoryMap embedded in the blueway website. The StoryMap would feature graphics, descriptions, and river segment information at each access point StoryMap functions both as a planning tool for visitors and as a marketing asset that can be shared in grant applications, social media, and partner communications.

Step Four: Annual Report

The annual report, described in detail in the following section, anchors the communications strategy as the yearly accountability document. It serves a different audience tier than the trail map and rack card, which are designed for the visiting paddler. The annual report is for the funder, the county supervisor, and the prospective partner. Together, the four communications products form a layered strategy: the trail map and rack card reach the visitor, the StoryMap immerses the visitor and prospective partner, and the annual report makes the institutional case to leaders and investors.

As part of the partner alignment process, SE Group has developed a Powell River Blueway Annual Report template, designed as an ongoing communications and accountability tool for the coalition. The report is built in PowerPoint at letter-size dimensions, intentionally chosen so that any partner can update it year after year without requiring InDesign, Adobe Creative Suite, or designer support. The format was selected to ensure long-term usability after the planning engagement concludes.

Report Structure

The template is four pages, structured to answer the four questions that funders, county leaders, visitors, and community members consistently ask about the corridor. The first page is a cover featuring a river photograph, and three headline statistics that change each year to reflect current progress. The second page opens with a

personal note from the committee chair, followed by a description of the corridor and its natural significance, the corridor map, and four corridor-wide statistics. The third page captures the year's accomplishments in a milestone format, features a community spotlight with a quote and portrait from a paddler, landowner, or local business owner, highlights the annual regatta, and acknowledges partners and funders. The fourth page looks ahead with the coming year's priorities, six concrete ways to get involved, contact information, and a save-the-date for the next regatta.

How to Use the Report

The Annual Report is designed for multiple distribution channels and audiences. It should be shared digitally or printed and distributed at the annual Powell River Regatta each spring, where it can reach the existing visitor base directly. It should be shared with Lee County, Claiborne County, and Hancock County leadership ahead of annual budget conversations, ensuring that supervisors and administrators see the corridor's progress before making investment decisions. Where appropriate, it could be included in every grant application package as an appendix or supporting document, demonstrating coalition activity and momentum to funders. Lastly, it should be posted to the corridor website and shared with partner email lists at least once per year as the foundation of an annual communications cadence.

Over time, the report becomes more than a communications tool. It becomes the corridor's institutional memory. The community spotlight from year one builds a library over time. The headline statistics, when tracked consistently, document growth in visitation, spending, jobs, and tax revenue.

Economic Impact

Understanding the existing economic context of the Powell River corridor is critical to positioning the Blueway for successful implementation and future funding. The information in this section provides important context for grant applications and investment strategies, demonstrating both established case studies and clear opportunities for growth for the Powell River.

The Powell River Blueway is building on an already established foundation of visitor activity and economic contribution across the region. Existing tourism data shows that outdoor recreation and travel are active components of the local economy in both Lee County, Virginia and Claiborne County, Tennessee. In 2024, Lee County generated \$23.2 million in direct visitor spending, supporting 196 jobs and producing \$4.8 million in labor income, along with nearly \$1.3 million in combined state and local tax

revenue.² Similarly, Claiborne County recorded \$25.7 million in visitor spending, supporting 194 jobs and generating \$5.4 million in labor income, with \$2.5 million in state and local taxes.³

Together, these counties demonstrate that the Powell River corridor is already part of a functioning regional visitor economy. This existing activity provides a strong baseline for future growth, indicating that the market for outdoor recreation, including paddling and fishing, is already present and generating measurable returns.

At the same time, current data highlights a significant opportunity for more balanced and expanded growth across the corridor. Hancock County, Tennessee, which shares the same river resource, currently captures \$1.8 million in visitor spending, supporting 15 jobs and generating \$376,800 in labor income, with comparatively limited tax revenue.⁴ While Hancock County includes a smaller portion of the river, approximately 15 miles with only 2 access points, compared to roughly 62 miles and 10 access points in Claiborne County, there remains clear potential to more fully activate this asset. Rather than indicating a lack of demand, this disparity points to untapped opportunity, particularly through strategic investments in additional river access, enhanced visitor amenities, and the growth of small businesses that can better capture and retain visitor spending.

Because visitors move fluidly across county and State lines, the Powell River functions as a shared regional asset. Strengthening access, connectivity, and services along the full corridor can help distribute economic benefits more evenly, ensuring that all communities are positioned to capture a greater share of visitor spending.

Case Studies

Blueway designations have become recognized as proven methods to not only river conservation and protection, but scalable approaches to rural economic development. Across the United States, water trails and river-based recreation systems consistently demonstrate their ability to generate local spending, create jobs, and support small business growth. These impacts often come with relatively modest infrastructure investment compared to other economic development opportunities.

² [Virginia Tourism Corporation. \(2024\). *Economic Impact of Visitors to Virginia*.](#)

³ [Clairborne County Travel Snapshot. \(2024\).](#)

⁴ [Hancock County Travel Snapshot. \(2024\).](#)

Tennessee RiverLine



Similar to the Powell River, the Tennessee RiverLine is a multi-state blueway. Researchers at the University of Tennessee and the University of Alabama estimate that the Tennessee RiverLine has the potential to generate up to \$104 million in new annual spending and nearly 2,000 jobs through coordinated river access, branding, and community partnership efforts. While the Powell River Blueway operates at a smaller scale, it can apply the same framework of connecting communities through access, enabling recreation, and supporting businesses that capture visitor spending.

Smaller-Scale Blueways



Smaller-scale case studies show that even early-stage investments produce measurable results. The Chattahoochee Valley Blueway was projected to grow from \$1.7 million in annual impact in its first year to over \$3.2 million annually within four years, supporting more than 50 jobs. Similarly, the Huron River Water Trail in Michigan generates approximately \$29.9 million in annual visitor spending, with nearly half of users traveling from outside the region and a significant share of local businesses relying on river users as customers.

Consistent Trends

Across all studies, the economic model for blueways is clear and repeatable. Visitors spend money locally on food, lodging, gas, and retail, with visitor spending increasing with trip length and distance traveled. The largest economic returns occur where there are outfitters, rentals, and guided experiences. Even moderate visitation can support sustained local job creation.

At the national level, outdoor recreation represents a major economic driver, generating hundreds of billions of dollars in annual consumer spending and contributing meaningfully to state and local economies. In Virginia, outdoor recreation accounts for \$14.4 billion in value-added in 2024, representing approximately 1.9% of the state's GDP, while in Tennessee, the sector contributes \$15.5 billion, or roughly 2.8% of the state's GDP.

In both states, boating and fishing are the leading contributors to the outdoor recreation economy, underscoring the importance of water-based assets such as the

Powell River. In Virginia, water-based recreation generates approximately \$806 million, while in Tennessee, it contributes more than \$969 million annually.

Together, this data reinforces that investments in blueways are not simply recreational enhancements. They are a strategic way for rural communities to participate in a large and growing outdoor economy, capture visitor spending, and strengthen long-term economic resilience.

Impact Beyond Economics

The benefits of expanded river access extend well beyond direct economic gains. Outdoor recreation provides an accessible development pathway rooted in existing natural assets.

Research shows that investments in outdoor recreation and placemaking are consistently linked to healthier residents, increased visitation and tourism spending, downtown revitalization, and improved business attraction and retention, particularly in rural communities. Communities that intentionally invest in trails, parks, and access to the outdoors are better positioned to attract workers and employers who prioritize livability, while also strengthening local identity and sense of place.

Research focused on Appalachian Regional Commission counties further reinforces this connection, identifying a positive correlation between places rich in natural amenities and higher overall quality of life.

More broadly, evidence shows that investments in quality of life can be a powerful driver of economic growth. As Dr. Amanda Weinstein of the Center on Rural Innovation explains:

"Higher quality of life is not only associated with higher employment and population growth and lower poverty rates, but is more important than the business environment in determining the success of small-town America."

Dr. Amanda Weinstein, Center on Rural Innovation

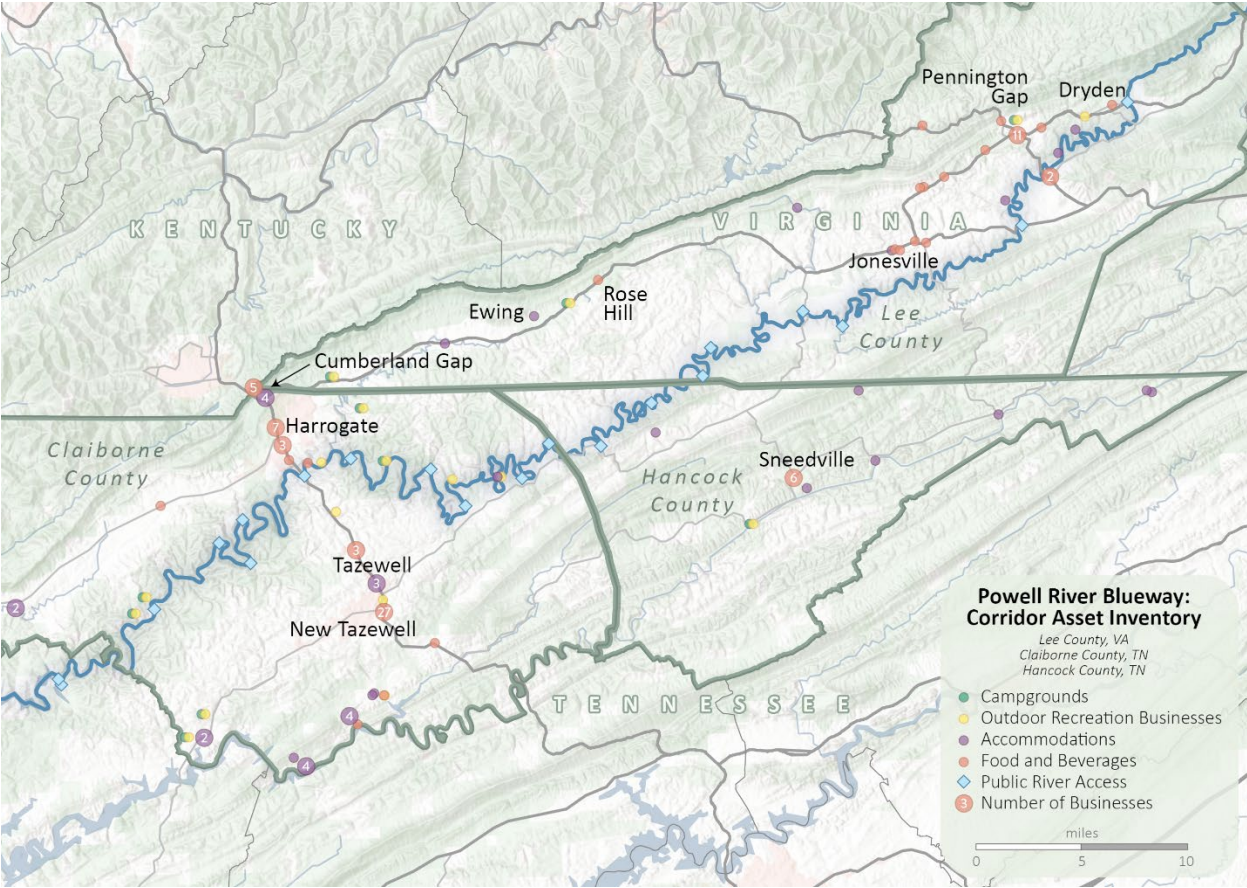
For this reason, outdoor recreation should be understood not as a discretionary amenity, but as critical infrastructure that, when integrated with broader community development strategies, contributes directly to public health, economic competitiveness, and long-term regional resilience.

Business Inventory Map

The Corridor Asset Inventory map documents the hospitality and recreation service economy surrounding the Powell River across Lee County, Virginia and Claiborne and Hancock Counties, Tennessee. The inventory was developed using a web-based data collection tool to identify and geolocate businesses currently serving the corridor, organized into five categories: campgrounds, outdoor recreation businesses, accommodations, food and beverages, and public river access points. The numbered clusters on the map indicate concentrations of businesses near key population centers and access points, making the distribution of services, and the gaps between them, immediately visible.

This map is paired with three companion Excel spreadsheets, one for each corridor county, that list every identified business by name, category, location, and operating status. These spreadsheets are designed to be updated annually by the Powell River Blueway team as new businesses open, existing businesses expand, and the corridor's service economy evolves. Tracking this inventory over time provides the coalition with a simple, defensible way to document growth patterns in the blueway's recreation economy and to demonstrate to funders and county leadership that investment in river access is producing measurable commercial activity in the communities it flows through.

Figure 5. Corridor Asset Inventory



Key Findings

- **Low Cost, High Return:** Blueway case studies across the country consistently show that relatively low-cost investments in access and infrastructure lead to measurable increases in visitor spending and local economic activity.
- **Capture what's already here:** The counties the Powell River flows through already attract visitors. This effort is not only about creating new demand but about capturing spending that is currently leaving the region.
- **Access drives spending:** Improved access drives increased use, and increased use drives spending. More users translate directly into more demand for fuel, food, lodging, and services that local businesses can provide.
- **Volume is not the goal:** Case studies like the Chattahoochee Valley Blueway demonstrate that significant economic impact does not require large visitor volumes. Success depends on the ability to capture and retain visitor spending locally.
- **Dollars reach rural places:** River users spend similarly to other tourists, but blueways bring those dollars into smaller, rural communities that may not benefit from traditional tourism.
- **Rivers don't follow county lines:** Visitors do not recognize county boundaries. Connected, accessible recreation systems ensure that more communities along the corridor capture a share of regional visitor spending.

Actions

The following actions have been assigned to partner organizations with target timelines. This table serves as the working accountability structure for the coalition proposed over the next 6 months.

Action	Owner	Status	Budget
Integrate Virginia access points into online portfolio	Cumberland Gap Trail Alliance	In progress	In-kind / volunteer
Advance Route 666 through preliminary design	Virginia DWR	In progress	\$25,000
Resolve Wallens Creek agreement: confirm interest from TNC or Lee County	TNC and Lee County	In progress	\$1,500/year
Schedule Lee County Board of Supervisors presentation	Lee County Tourism/ Powell River Blueway	In progress	In-kind
Develop Brooks Bridge access point	Claiborne County	Open	\$20,000
Identify host organization for coordinator role	All partners	In progress	\$25,000/year (est.)
Initiate ARC POWER pre-application outreach	TNC and Lee County		In-kind
Produce bi-state rack card content from TN and VA sides	Powell River Blueway		\$6,000
Initiate Virginia Scenic River designation conversation with DCR	TNC or Friends of SW Virginia County Support		In-kind
Total			\$87,500

Open Questions

The following questions remain unresolved and require partner discussion before they can be answered.

- What are the next steps for maintaining access at Wallens Creek, and which organization is best positioned to continue or replace the current management agreement?
- How should the coalition structure its governance across two states, and what does a realistic first step toward formalizing that coordination look like?
- What would a Virginia Scenic River nomination process look like for the Powell, and how do partners begin building the support needed to advance it?
- Where are the strongest landowner relationships on the Virginia corridor, and what would it take to move two or three of those conversations forward in the next six months?
- What is the most realistic path to funding a corridor coordinator in Year One, and what does that role look like at a scale this coalition can sustain?
- Which organization has the capacity, the mission alignment, and the willingness to host the coordinator role, and what support would they need to say