

Ascend West Virginia — Pairing Cash Relocation Bonuses with Two Years of Outdoor Recreation

City Innovation Library · Good practice · United States of America

Quality score: 67/100

Evidence strength: Descriptive / self-reported

Summary

Since 2021, WVU's Outdoor Economic Development Collaborative has offered remote workers a \$12,000 relocation bonus plus two years of free outdoor recreation to move to West Virginia. Over 65,000 people have applied; about 1,000 have relocated across six communities.

Key dimensions

Dimension	Score
Evidence of impact / measured results	2/3
Transferability / demonstrated replication	2/3
Scalability	3/3
Sustainability / continuity	2/3
Innovation	2/3
Inclusiveness / equity	1/3
Multi-stakeholder collaboration	2/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-22

[West Virginia University Outdoor Economic Development Collaborative](#) — accessed 2026-09-22

[Ascend WV official site](#) — accessed 2026-09-22

[Cardinal News coverage](#) — accessed 2026-09-22

[WV MetroNews: Charleston added to Ascend WV](#) — accessed 2026-09-22

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