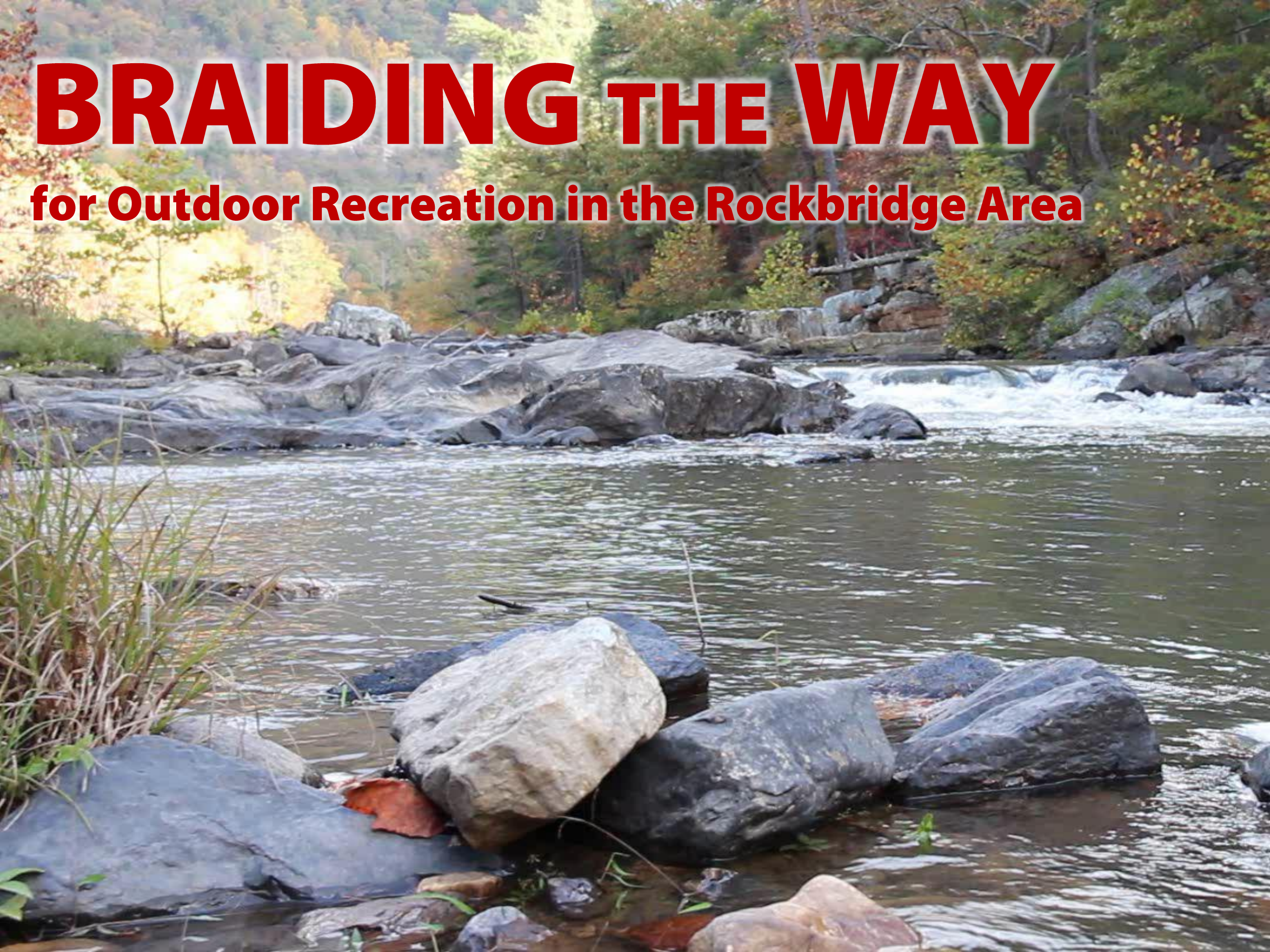


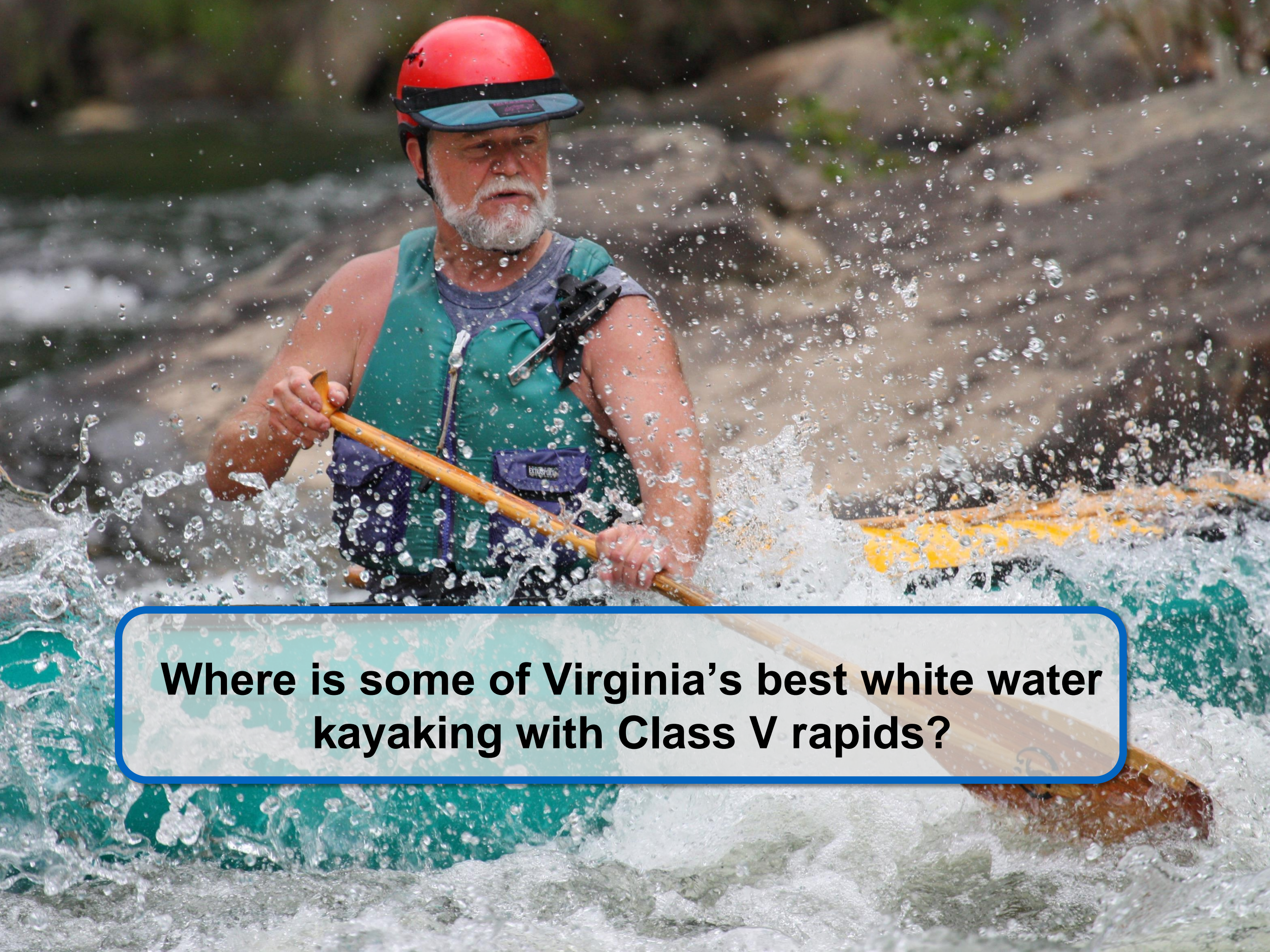
BRAIDING THE WAY

for Outdoor Recreation in the Rockbridge Area



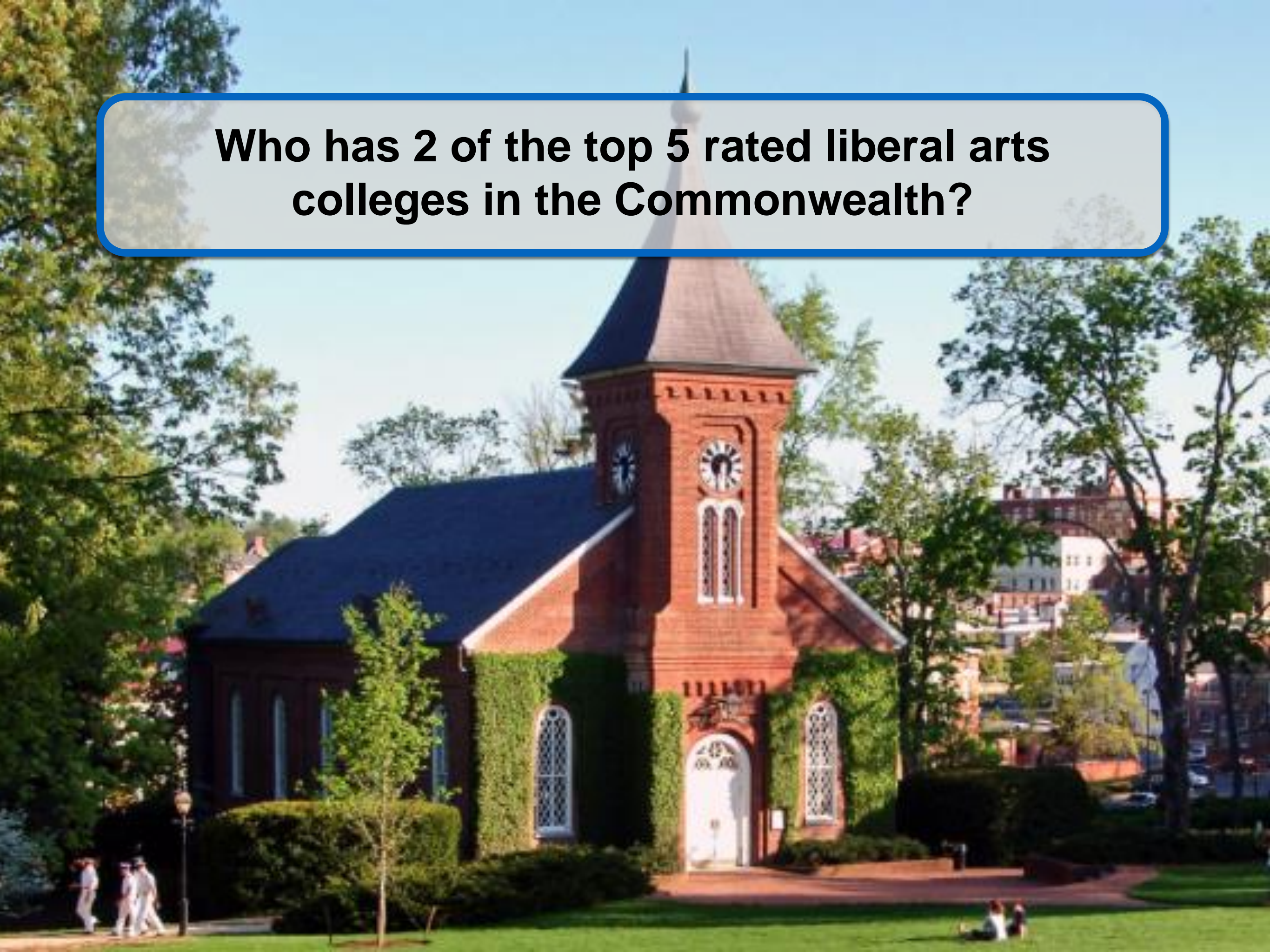
A photograph of a natural rock archway in a forested canyon. The arch is made of layered rock and is surrounded by dense green trees. A paved walkway with a railing is visible through the arch, leading down to a river. The scene is bright and sunny.

**What county has a geological wonder and
Virginia's 37th State Park?**



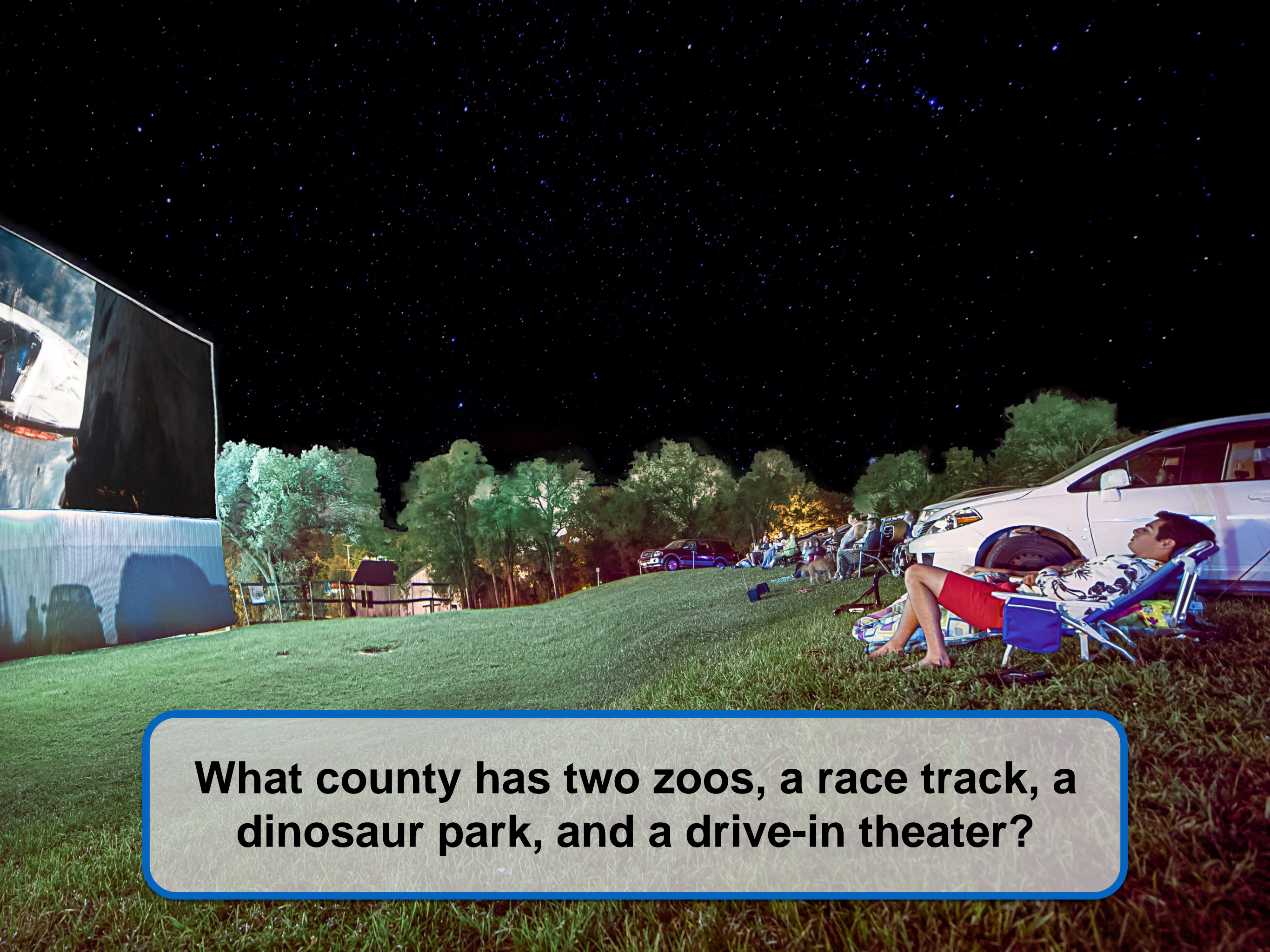
Where is some of Virginia's best white water kayaking with Class V rapids?

Who has 2 of the top 5 rated liberal arts colleges in the Commonwealth?





What county has a river that begins and ends within its borders?



What county has two zoos, a race track, a dinosaur park, and a drive-in theater?

The
ROCKBRIDGE
Area!



Why is the Rockbridge area
focusing on outdoor
recreation?

Outdoor Recreation Economy

Outdoor recreation is essential to the American economy.

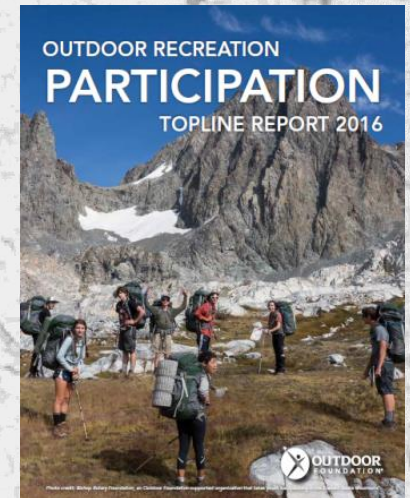
- Every year, consumers spend **\$646 billion** on outdoor recreation (13.6 billion in Virginia) – on gear, supplies, travel related expenses and more.
- This creates jobs (6.1 million), supports communities, generates tax revenue and helps drive the economy.



Outdoor Recreation Participation

In 2015, nearly half of all Americans participated in at least one outdoor activity.

- **48.4% or 142.4 million participants**



Most Popular Outdoor Activities, 2015

	% of adults (ages 25+)	Participants (million)
Running, Jogging and Trail Running	14.9%	31.6
Fishing (Fresh, Salt and Fly)	14.6%	30.9
Hiking	12.5%	26.4
Bicycling (Road, Mountain and BMX)	12.3%	26.1
Camping (Car, Backpacking and RV)	11.8%	25.0

Outdoor Recreation Assets

The Virginia Outdoor Plan Demand Survey helps recreation providers strategically plan future facilities.

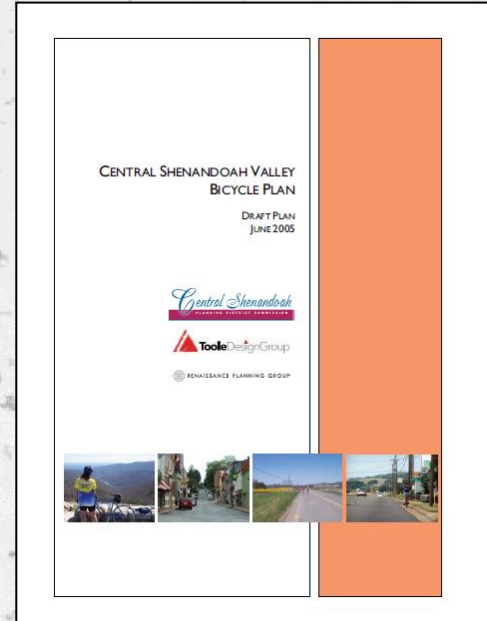
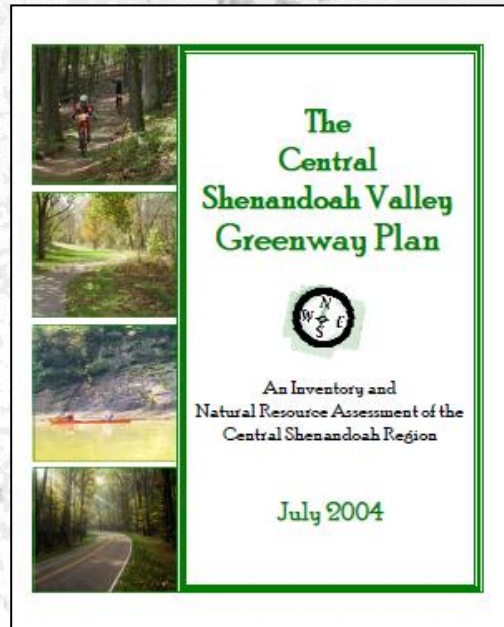
Central Shenandoah Recreational Planning Region vs Statewide

Which of the following outdoor recreation opportunities do you feel are most needed in Virginia.

Activity	% of households in	
	Region	State
Public access to state waters for fishing, swimming and beach use	68	60
Trails for hiking and walking	67	68
Natural areas	57	55
Trails for wildlife watching and nature study	52	45
Historic areas	51	51
Public access for non-motorized boating (canoeing or kayaking)	42	46
Trails for bicycling	42	54
Public pools	35	38
Playing fields for outdoor sports (softball, baseball, football, soccer)	24	40
Trails for motorized off-road vehicles	23	17
Trails for horseback riding	22	22
Public access to state waters for motorized boating	21	22
Outdoor playing courts for tennis and basketball	14	32
Other	5	6

Lexington, Buena Vista and Rockbridge areas have been developing outdoor recreation plans for the past several years.





- July 2004 Central Shenandoah Valley Greenway Plan**
- June 2005 Central Shenandoah Valley Bicycle Plan**
- 2008; rev 2016 Upper James River Water Trail Plan**
- 2014 Virginia Outdoors Plan**
- 2011 James River Heritage Trail Plan**
- Fields of Gold Agritourism Program**
- Bike the Valley, Bike Touring Program**





GREENWAY INFORMATION

	Potential Western Connector:	3.6 Miles
	Woods Creek Trail:	2.4 Miles
	Chessie Trail:	7.5 Miles
	Potential Eastern Connector A	2.3 Miles
	Potential Eastern Connector A:	1.9 Miles

Total Approximate Length: 17.7 Miles



2014: Brushy Blue Greenway Master Plan

BRUSHY BLUE GREENWAY OVERALL CORRIDOR MAP

2000 0 2000 4000



LPDA
LAND PLANNING & DESIGN ASSOCIATES, INC.

3-31-05





2010: Gems of Rockbridge
Geocaching Trail Launched



2012: Appalachian Trail Community Designation for Buena Vista and Glasgow



2014: Appalachian Gateway Communities Regional Workshop



2015: Virginia Tourism Grants:
Outdoor Recreation, Upper James River Trail,
and DRIVE Tourism



2015: Jon Jarvis Legacy Fund



2016: Watershed Roundtable Grant
for Glasgow River Access Kiosk



2016: James River Scenic Waterway Assessment



2016: Natural Bridge State Park

Pack your backpack for...



stops along the BTW trail!

Braiding the Way for Outdoor Recreation

Goal: develop a braided network of trails, bikeways, blueways, and parks that support community health and conservation goals, and links the region's towns, and historic and natural attractions.



Braid the Way for Outdoor Recreation in Rockbridge

Stops Along the Trail





Committee / Subcommittees

Steering Committee (21 organizations!)

- Lexington-Rockbridge Area Tourism (Chair)
- Rockbridge County, Cities of Lexington and Buena Vista
- Rockbridge Area Recreation Organization
- Rockbridge Area Conservation Council
- Rockbridge Area Health Center
- Lexington-Rockbridge Chamber of Commerce
- Lime Kiln Theater
- Shenandoah Rides and Rentals
- Walkabout Outfitter
- Celebrate BV
- Fine Arts in Rockbridge
- Virginia Military Institute
- Washington and Lee Outing Club
- Southern Virginia University Outdoor Club
- Natural Bridge State Park
- USFS Washington & Jefferson National Forests
- National Parks Service, Blue Ridge Parkway
- Central Shenandoah Planning District Commission
- National Park Service, Rivers Trails & Conservation Assistance Prgm

It's all about
relationships!





Subcommittees

1. Trail Assessment, Inventory and Mapping

(Erin Yancey, Devon Thompson)

What is the current network? Where are there gaps?
Future needs?

2. Community Outreach

(Sam Crickenberger)

How do we ensure there is meaningful community engagement?

3. Marketing & Promotion

(Brian Brown, Jean Clark)

How do we best market and promote outdoor recreation?

4. Economic Impacts

(Bonnie Riedesel)

What economic impact does outdoor recreation have in the Rockbridge area?



Planning Process Overview

Getting Organized →

- Steering Committee Formed
- Vision and Goals Developed
- Agreement on Work Plan / Roles

Information Gathering →

- Resource Inventory and GIS Mapping
- Gap Analysis
- Community Forums
- Public On-Line Survey

Analysis & Recommendations →

- Technical Evaluation (Feasibility, Cost, Safety)
- Phasing Plan & Pilot Projects
- Marketing and Promotion
- Implementation Strategy

Plan Production →

- Compile Review Draft
- Endorsement by Local Jurisdictions
- Community Open House
- Project Close-Out / Kick-Off Next Phase



GOALS

Vision Statement
Project Goals





Vision Statement:

We envision the Rockbridge area as a place of natural beauty, rich history, and economic vitality. A place where residents and visitors value, enjoy, and benefit from its unique and beckoning landscapes, diverse communities, and scenic waterways; where land and water-based recreational opportunities are abundant, and easy to access.



MASTER PLAN for OUTDOOR RECREATION in ROCKBRIDGE

encompassing the following goals identified by the Steering Committee:

Goal #1: Economic Vitality

Goal #2: Community Wellness

Goal #3: Outdoor Tourism Promotion

Goal #4: Network Management and Operations

Goal #5: Civic Pride and Community Building




Goal #1: Economic Vitality

Support local businesses and regional economic development efforts by creating a network of pathways, bike routes, and blueways that showcase area attractions and link visitors to nearby lodging, restaurants, and other visitor services.



Goal #2: Community Wellness

Provide opportunities and encouragement for the area's residents from the youth to the elderly and those with disabilities to walk, bicycle, run, and gain the health benefits of incorporating physical activity into their daily lives.

A photograph of two cyclists standing next to their bicycles in front of a historic building. The building has a red brick upper section and a lower section with a mix of stone and stucco. On the left, a stucco wall features faded, large letters spelling 'INERY', 'DE', and 'SSELOT'. A small, dark, circular object, possibly a hat, is mounted on the wall below the text. To the right of the stucco wall is a white-framed window with multiple panes. Inside the window, various items are visible, including a green sign that says 'BUY OCA'. The cyclist in the foreground is wearing a red jacket, a yellow helmet, and is looking towards the right. The cyclist behind them is wearing a black jacket and a red helmet. Both bicycles have panniers attached to the racks.

INERY
DE
SSELOT

Goal #3: Outdoor Tourism Promotion

Create easily accessible information guides and on-line media that introduce visitors from outside the region to the diversity of outdoor opportunities from long-distance touring to short walks or exploratory bike rides.

Goal #4: Network Management and Operations

**Improve coordination
among local, state,
federal, non-profit, and
commercial partners
through the
establishment of a
partnership entity
that works
collaboratively to
maintain and promote
outdoor recreation
in the Rockbridge area.**





Goal #5:

Civic Pride and Community Building

Utilize the trail network as a vehicle for social interactions, civic pride, youth service projects, and outdoor learning for all ages and members of the community.

Braid the Way for Outdoor Recreation in Rockbridge

Stops Along the Trail





TRAIL ASSESSMENT

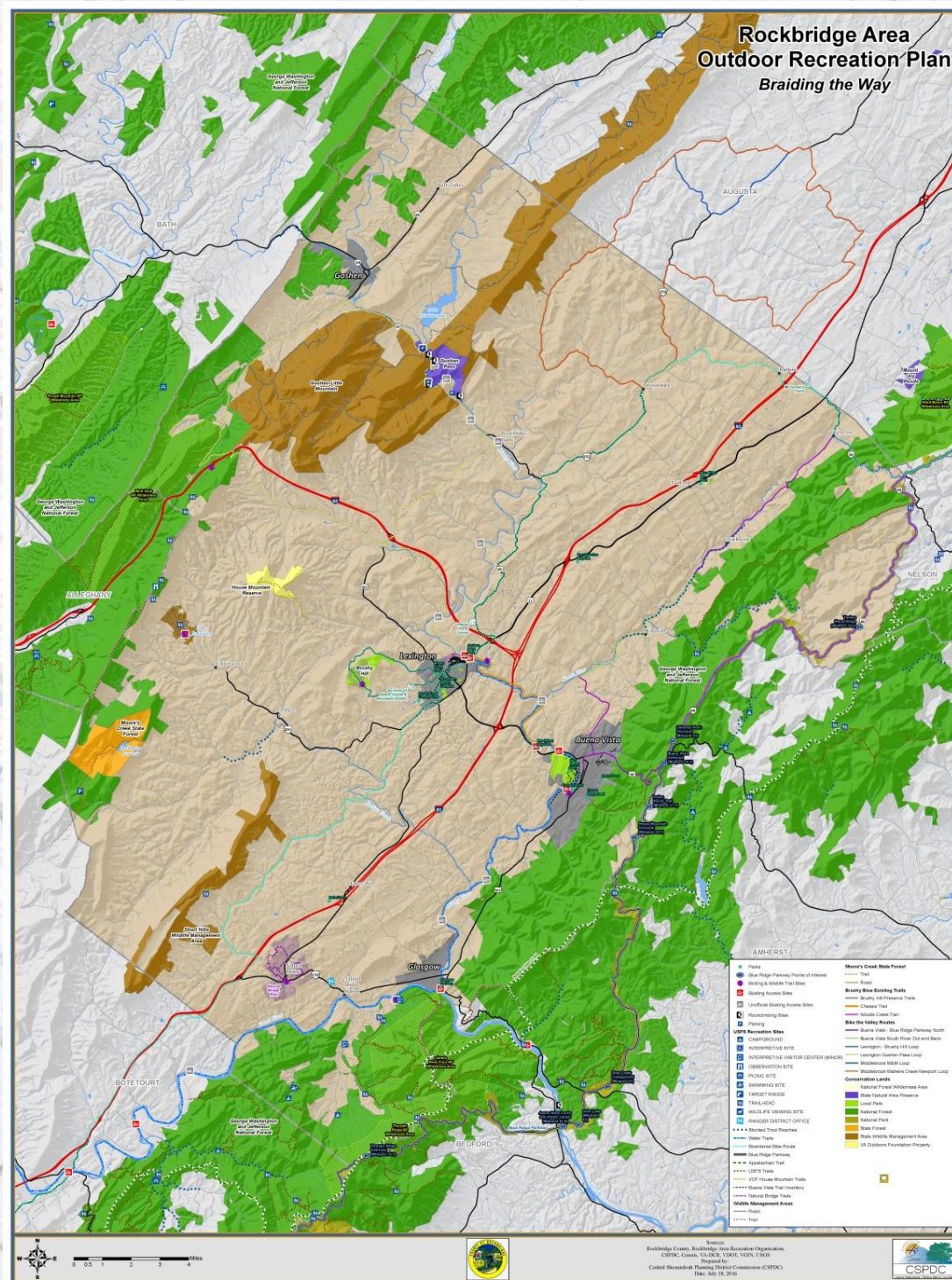
Inventory & Data Collection
Mapping
Trail Gap Analysis





INVENTORY, DATA COLLECTION, MAPPING

Compiled by the Mapping Subcommittee:



- 15 Parks**
- 9 Birding & Wildlife Sites**
- 12 Boating Access Sites**
- 5 Rock Climbing Sites**
- 6 Campgrounds**
- 3 Picnic Sites**
- 1 Swimming Site**
- 2 Target Ranges**
- 43 Trailheads**
- 1 Wildlife Viewing Site**
- 8 Trail Systems**
- 7 Bike Routes**
- 8 Conservation Lands**

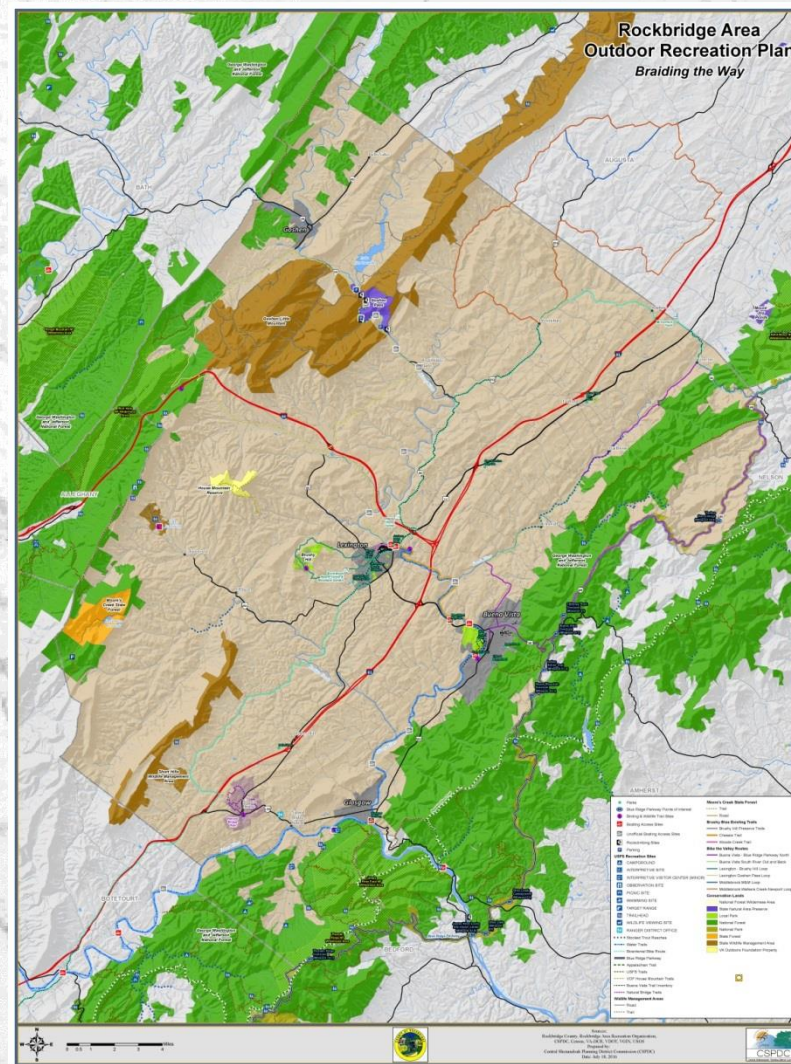


TRAIL GAP ANALYSIS

By the Mapping Subcommittee:

Focus Question:

Is the existing system of trails, blueways and bike routes adequate?



1. *Are there gaps in current system, places that lack connectivity?*
2. *Are improvements needed to existing facilities?*

TRAIL GAP ANALYSIS by the Mapping Subcommittee:

Focus Question:

Is the existing system of trails, blueways and bike routes adequate?

Bike Route Data

- Name
- Elevation Change
- Distance

Public Lands

- Name
- Owner
- Activities
- Facilities
- Fee
- ADA accessible

Trail Data:

- Name
- Length
- Difficulty
- Type of use
- Fees
- Info kiosk
- Owner

Boat Access Data:

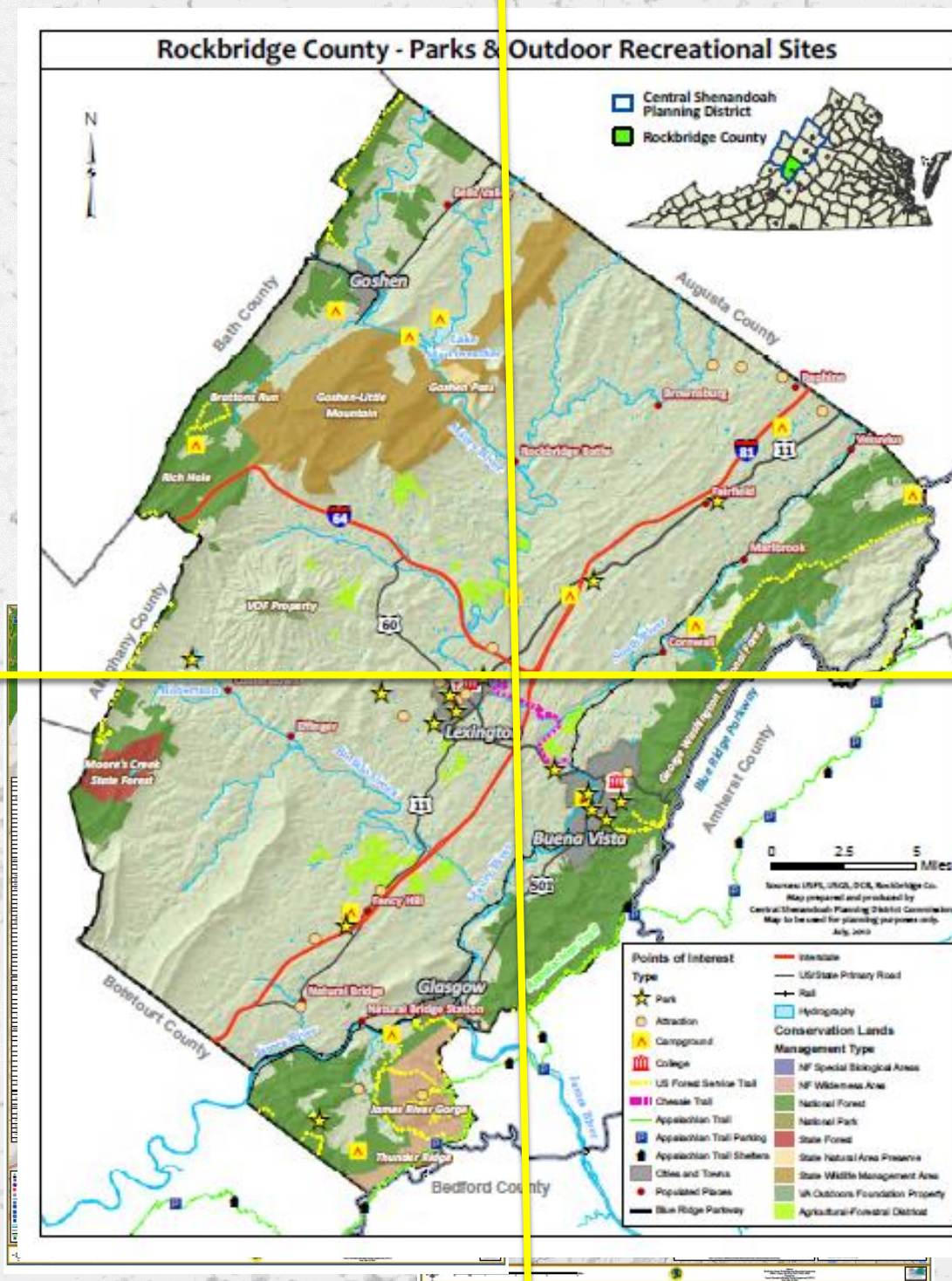
- Name
- Water Body
- Signage
- Type of Boat Ramp
- Parking Area
- Parking for Trailers

For finer grain analysis, the team developed quadrant maps. (NW, NE, SW, SE)

TRAIL GAP ANALYSIS

by the Mapping Subcommittee:

Development of Quadrant Maps



TRAIL GAP ANALYSIS

by the Mapping Subcommittee:

Where are the gaps?

1. Subcommittee review; factors to consider:
 - Connectivity
 - Feasibility/Site Constraints
 - Corridor Assets
 - Safety – Accessibility
 - Community Support
 - Project Readiness
 - Cost – Funding Availability
2. Led to list of projects: Trails (off-road, on-road), Water access
3. Reviewed by the full committee and revised.
4. Currently receiving feedback from the community on project list.

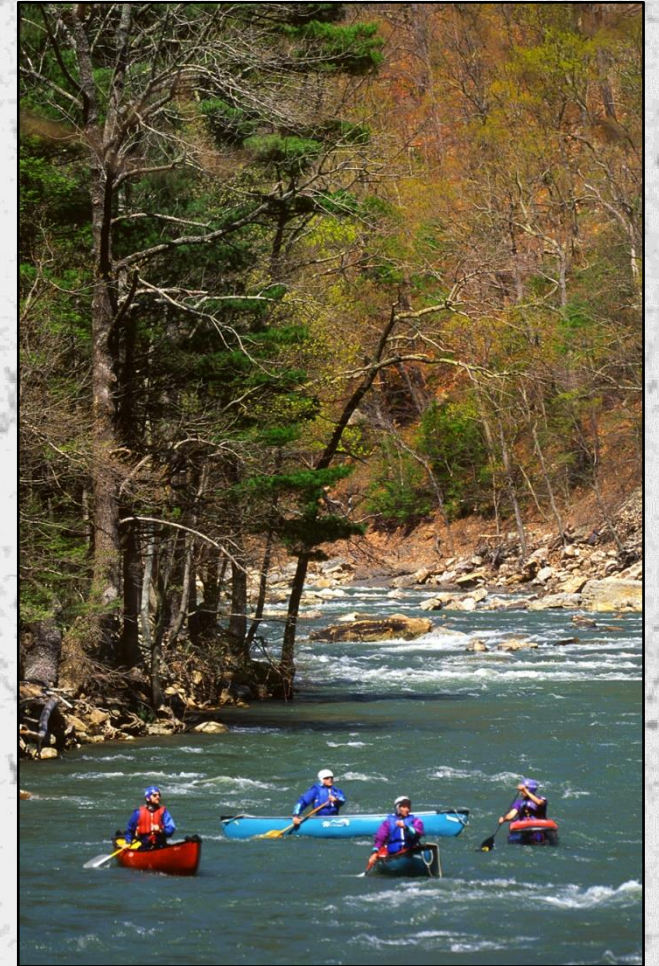
TRAIL GAP ANALYSIS

by the Mapping Subcommittee:

Preliminary Findings

- 7 Hiking/Walking Trails**
 - 6 River Access/Blueway**
 - 5 Multi-Use Trail Network**
 - + 1 South River Floodplain**
-
- 19 Total Projects**

Another team is assessing additional routes for Bike the Valley.



TRAIL GAP ANALYSIS

by the Mapping Subcommittee:

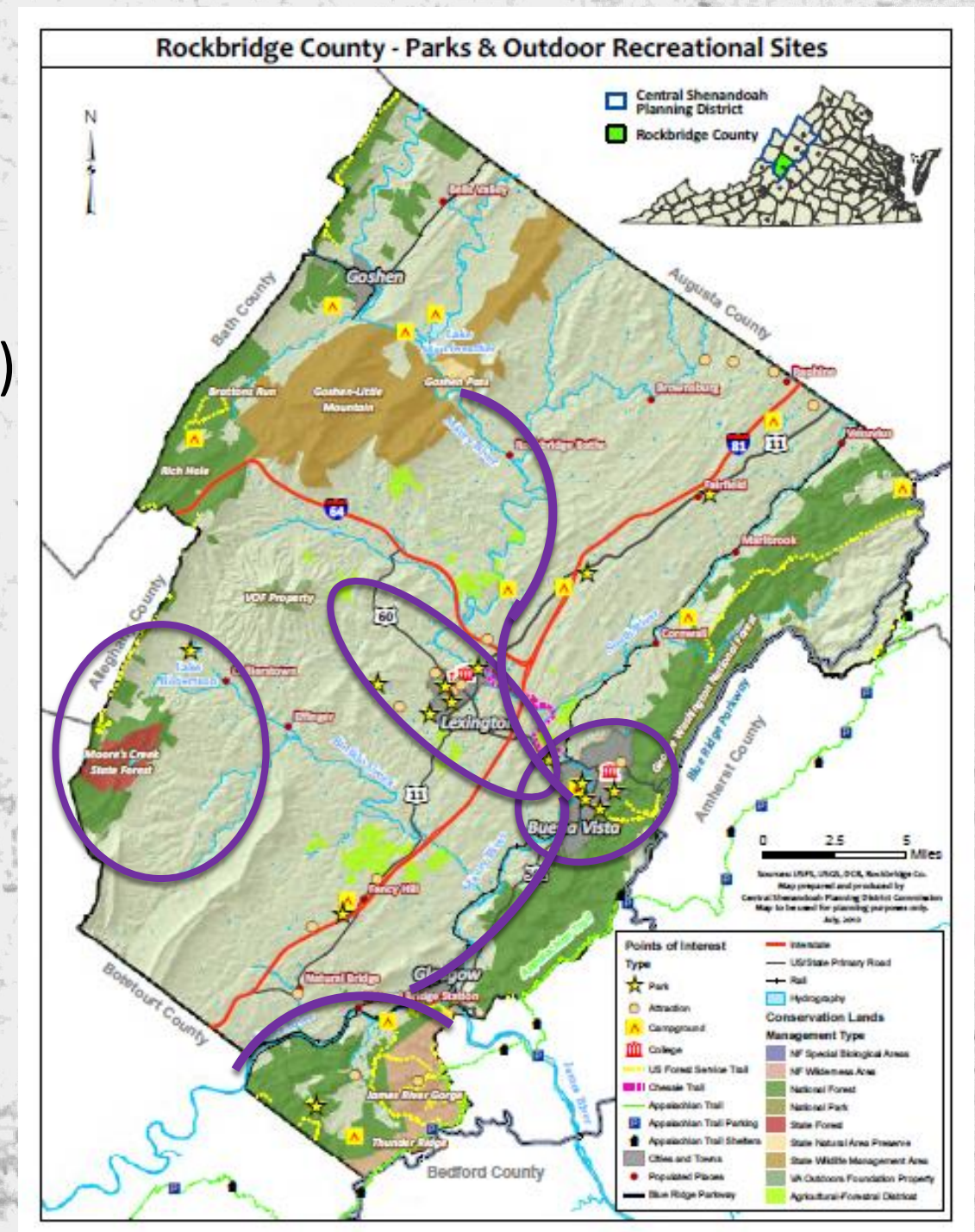
Summary Findings

Regrouped into Five Priority Areas:

1. Southwestern Trail System (4)
2. Brushy Hills/ Chessie Trail Corridor (4)
3. Buena Vista Trail Connections (2)
4. James River (1)
5. Maury River (5)

Others:

1. Virginia Horse Center
2. Natural Bridge State Park
3. South River, Cornwall (County Land)
4. Additions to Bike the Valley



Trail Gap Analysis by the Mapping Subcommittee:

Northwest Quadrant

	ID#	Project Name	Description	Location	Quad Map	Type of Activity
Southwestern Trail System	2	Lake Robertson	Increase public awareness and multi-use Trail development within Lake Robertson Recreation Area.	COLLIERSTOWN	NW	HIKING/WALKING; BIKING; HORSEBACK RIDING TRAILS
	3	North Mountain to Blacks Creek	Explore trail head parking area and extend existing forest service road/trail connection from Blacks Creek Road (VA 655) to North Mountain Trail.	COLLIERSTOWN	NW, SW	HIKING/WALKING; CONNECTIVITY; BIKING TRAILS
Brushy Hills/ Chessie Trail	6	Brushy Hill Connector Trail	New trail to connect the upstream end of Woods Creek Trail to the Brushy Hills (one in the city and one in the county).	LEXINGTON	NW, SW, SE	HIKING/WALKING TRAILS; CONNECTIVITY
	8	Chessie Trail/ Woods Creek Trail Connection	Currently funded project. VMI, Lexington, And Rockbridge County working on this.	LEXINGTON	NW, SW, SE	HIKING/WALKING TRAILS
Maury River	11	Rockbridge Baths	Explore formalizing boating access at this traditional put in/take out. Establish signage, parking and kiosk info for users.	ROCKBRIDGE BATHS	NE, NW	RIVER ACCESS
	12	Alone Mill	Explore formalizing boating access at this traditional put in/take out. Establish signage, parking and kiosk info for users. Expand parking/pull out for pick up or drop off and clarify property boundaries.	NORTH OF LEXINGTON	NE, NW	RIVER ACCESS
	13	Bean's Bottom	Establish signage, parking and kiosk Information for users.	LEXINGTON	NW	RIVER ACCESS; PADDLING

Trail Gap Analysis by the Mapping Subcommittee:

Northeast Quadrant

	ID#	Project Name	Description	Location	Quad Map	Type of Activity
Maury River	11	Rockbridge Baths	Explore formalizing boating access at this traditional put in/take out. Establish signage, parking and kiosk information for users.	ROCKBRIDGE BATHS	NE, NW	RIVER ACCESS
	12	Alone Mill	Explore formalizing boating access at this traditional put in/take out. Establish signage, parking and kiosk information for users. Expand parking /pull out for pick up or drop off and clarify any property boundaries.	NORTH OF LEXINGTON	NE, NW	RIVER ACCESS
Other Projects	17	Horse Center River Trail	The Horse Center could consider building a public trail down to the Maury at Horsehoe Bend.	LEXINGTON	NE, NW	HIKING/ WALKING TRAILS
	19	Cornwall County Land	The County should consider the possibility of developing some of their properties in the floodplain along South River.	VARIOUS/ SOUTH RIVER	NE	DEVELOPMENT OF PROPERTY
Road Biking		Additions to Bike the Valley	Are there any missed opportunities not captured on Bike the Valley (www.bikethevalley.org): Lexington-Brushy Hill Loop Route; Lexington-Goshen Loop Route; Buena Vista-South River Out & Back Route; Buena Vista-Blue Ridge Parkway North Route.	VARIOUS	VARIOUS	BIKING TRAILS



MARKETING & PROMOTION

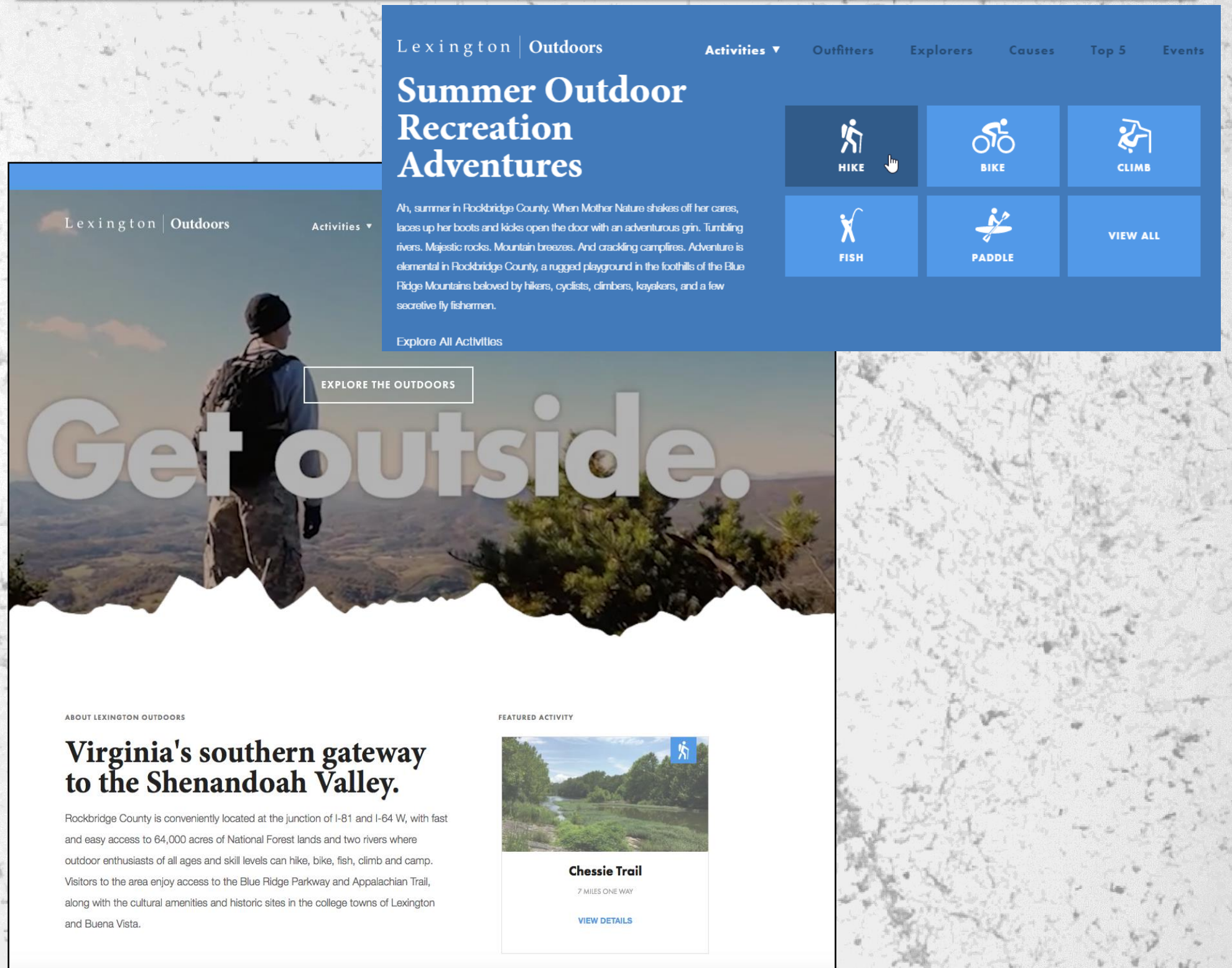
Website
Print Collateral
Branding





ROCKBRIDGEOUTDOORS.COM

website developed by Rockbridge Regional Tourism with a Virginia Tourism MLP Grant.



ROCKBRIDGEOUTDOORS.COM



FILTER YOUR RESULTS

Trail Difficulty ▼ Trail Distance ▼

Trail Difficulty

- Easy
- Moderate
- Difficult

Apple Orchard Falls
4.5 MILES
[VIEW DETAILS](#)


Balcony Falls
7.6 MILES
[VIEW DETAILS](#)

Bluff Mountain
4 MILES
[VIEW DETAILS](#)

Boxerwood Nature Center and Woodland Garden
.8 MILE
[VIEW DETAILS](#)

Cave Mountain Lake Recreational Area
.75 MILES
[VIEW DETAILS](#)

Chamber's Ridge Trail
3 MILES
[VIEW DETAILS](#)



Chessie Trail

7 MILES ONE WAY

DIFFICULTY: EASY
DRIVE TIME: 5 MINUTES
HIKE TIME: ~ 95 MINUTES
DISTANCE: 7 MILES ONE WAY
VIEW: FOREST, RIVER, GEOLOGICAL FORMATIONS, LOCK AND DAM RUINS, AND FARMS.

The Chessie Trail parallels the Maury River from East Lexington to Buena Vista for seven miles. A rail-trail, the Chessie's path is comprised of a portion of the old Chesapeake & Ohio Railroad bed as well as canal towpaths. It is managed by Virginia Military Institute. The locals love to hike and run this trail because it's easily

[READ MORE](#)

Description +

Driving Directions +

Tips +

Insider's Tips +

GET OUTSIDE! GUIDE

developed by Rockbridge Regional Tourism with a Virginia Tourism MLP Grant.

Achievements





Trails & Walks

Whether you're exploring a forest, wild gardens, secluded reserves or college campuses, Rockbridge County has a trail for every level of adventure and curiosity.

The Woods Creek Trail meanders through Lexington, following Woods Creek behind the red and white colonnade of Washington & Lee University and the castle-like facade of Virginia Military Institute on its way to Jordan's Point and Veteran's Bridge on Route 11.

The 7-mile Chessie Trail, accessed from the east side of Veteran's Bridge, shares the Maury River's historic secrets in the level of settings. The trail connects Lexington and Buena Vista as it unfurls between an ancient limestone rock formation and the untamed river.

For a pleasant stroll in Buena Vista, head to the 2 1/2-mile Buena Vista River Walk, which ribbons along the Maury River. There are benches aplenty for sitting and wildlife watching.

Hiking

As you huff and puff up the old jeep road to House Mountain, you just might wonder, "Is this hike worth it?" And then "the saddle" rolls into view. The saddle is a lovely meadow tucked between Little House Mountain to the east and Big House Mountain to the west. The lofty panoramas are oh-so-worth your effort.

The Appalachian Trail, or AT, follows the Blue Ridge Parkway, inviting road-hikers to pull over and explore. AT thru-hikers trudging to Maine or Georgia descend to Glasgow and Buena Vista - named Appalachian Trail Communities by the Appalachian Trail Conservancy - for grub, gossip, mail and a shower.

In Goshen Pass, a bouncy swinging bridge sets an adventurous mood at the start of the rugged Jump Mountain Trail, which climbs to rolling views of forested mountains. The Laurel Run Trail views hikers with waterfalls and wildflowers.

Biking

Rockbridge County offers a wide variety of routes for bicyclists. Making most top 10 "best places to ride" is the Blue Ridge Parkway along our eastern border. This scenic byway runs along the ridges of the Blue Ridge Mountains. Park at an overlook and ride on the Parkway or challenge yourself with climb from the valley floor.

To the west is the iconic Goshen Pass - a stunning gap in the Allegheny Mountains. A favorite of locals, the Goshen loop climbs to the top of North Mountain, then descends down along Bratton's Run alongside National Forest, and finally enters into the Pass.

In between are the rolling hills and stream valleys of this cycling paradise. Follow the black and white "70" signs to sample a portion of the Trans-America bike route, USBR 76. A route for the modern adventure, this bicycle route by Adventure Cycling Association runs from Yorktown, VA to Astoria, OR.

Paddling

The scenic Maury River begins and ends in Rockbridge County. The Maury roars to life in spring, tempting kayakers with a thrilling six-mile romp through the gorge at Goshen Pass. With two Class IV rapids - Devils Kitchen and Corner Rapid - this seasonal run, which ends at Rockbridge Baths, is Virginia's most challenging whitewater. It's typically runnable from March to June.


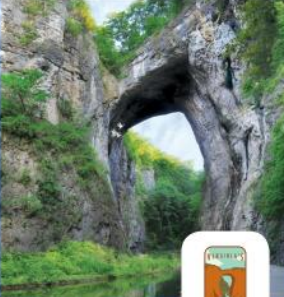

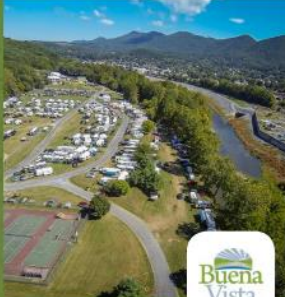
Heron and hawks scan for lunch along the Maury as it meanders from Jordan's Point in Lexington to Buena Vista downstream. Today, forgotten canal locks from a bustling commercial past stir up ripples on the eight-mile stretch of river between the two cities.

Virginia's largest river, the James, flows through Rockbridge and offers a wide variety of activities such as tubing, canoeing, kayaking, fishing and overnight camping trips. Wildlife abounds on shore and on the water, and lucky visitors might spot the occasional bald eagle overhead.

Fishing

Stocked with brown and rainbow trout near Goshen Pass and home to native brookies, the Maury's wild headwaters are a popular spot for fly anglers. Downstream, warmer waters are loaded with small-mouth bass and plenty of carp. From Jordan's Point in Lexington, walk downstream along the river-hugging Chessie Trail and pick your fishing spot.

The mighty James River is a trophy fishery for small-mouth bass. Recently introduced, muskies have thrived in the James, and their naturally reproducing population is catching attention from regional fishing guides. Trout also fatten up near the state-managed springs feeding Buffalo Creek. Trophy fish may reach 16-20" in these fertile waterways.



City of Buena Vista

Nestled between the majestic Blue Ridge Mountains and the Maury River, Buena Vista is filled with natural beauty and fascinating history.

Buena Vista is home to Glen Maury Park, a 315-acre camping and recreational park that includes shelters, tennis courts, an outdoor roller skating rink, nature trails, ball fields, an Olympic size swimming pool, a wading pool, river fishing, the Vista Links 18-hole golf course and special events throughout the year.

Surrounding the city are portions of the George Washington and Jefferson National Forests. Enjoy access to one of the largest areas of public land in the eastern U.S. with remote wilderness areas. Both the James and Maury Rivers provide canoeing, kayaking and fishing opportunities.

Shenandoah Rides & Rentals

Shenandoah Rides and Rentals offers bike rentals and guided excursions in the Rockbridge area. Rockbridge is a cycling feast, offering very challenging climbs, rolling rides through hills and hollows and gentle ascents alongside quiet streams. But there's more than breathtaking views. You'll connect to the area's history as you ride along the old wagon road and imagine those first settlers, undaunted, heading towards the Cumberland Gap and points west.

Whether you are looking for a fun afternoon or several days of exploration and exercise, we can help with bicycles, route suggestions and even guides and support vehicles. We love to ride around here, and we love to share the experience. Gift yourself and your friends - next time, spend time on two wheels and see what Rockbridge has to offer.

Natural Bridge

Rich with history and adventure, Virginia's Natural Bridge Park and Historic Hotel is a 1,600-acre campus with miles of hiking and biking trails. Stand in awe at what Thomas Jefferson described as "the most sublime of nature's works." 300 stories of solid rock. Step back in time over 300 years with exhibits of Monacan Living History. Follow the Cedar Creek Trail to Salt Peter Cave, the Lost River and Lace Falls. Venture below the Earth's surface at the Caverns at Natural Bridge.

The Natural Bridge Historic Hotel is the perfect getaway with guest rooms, indoor and outdoor meeting rooms, and event spaces. Choose from several dining options from The Red Fox, Bar & Grill, Archway Deli, and Summerhouse Pavilion. Join us all summer long for "Natural Bridge LIVE: Outdoor Music Series" featuring musicians from around Virginia and the surrounding area.

Devils Backbone Tap Room & Brewery

Devils Backbone Outpost Brewery houses a state-of-the-art brewing system and produces world-class beer in Lexington year-round. The Tap Room is open seven days a week for beer lovers to enjoy a drink or sampler fresh from the tap. Each a picnic or bring your favorite tailcoat to enjoy while sipping Devils Backbone beers in the Tap Room or in our outdoor Bier Garden.

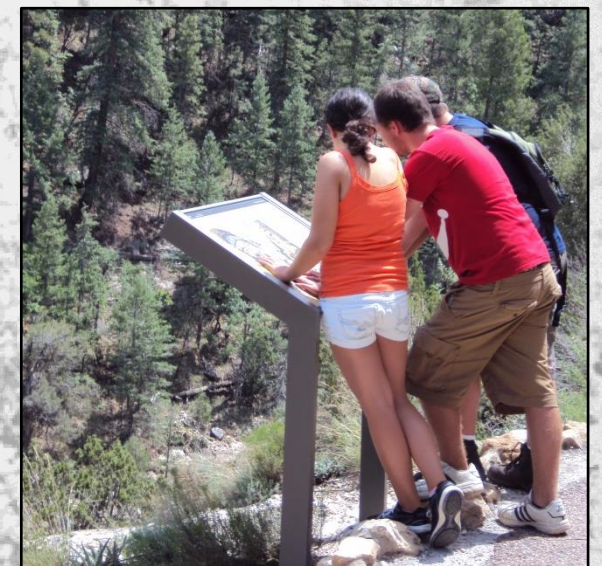
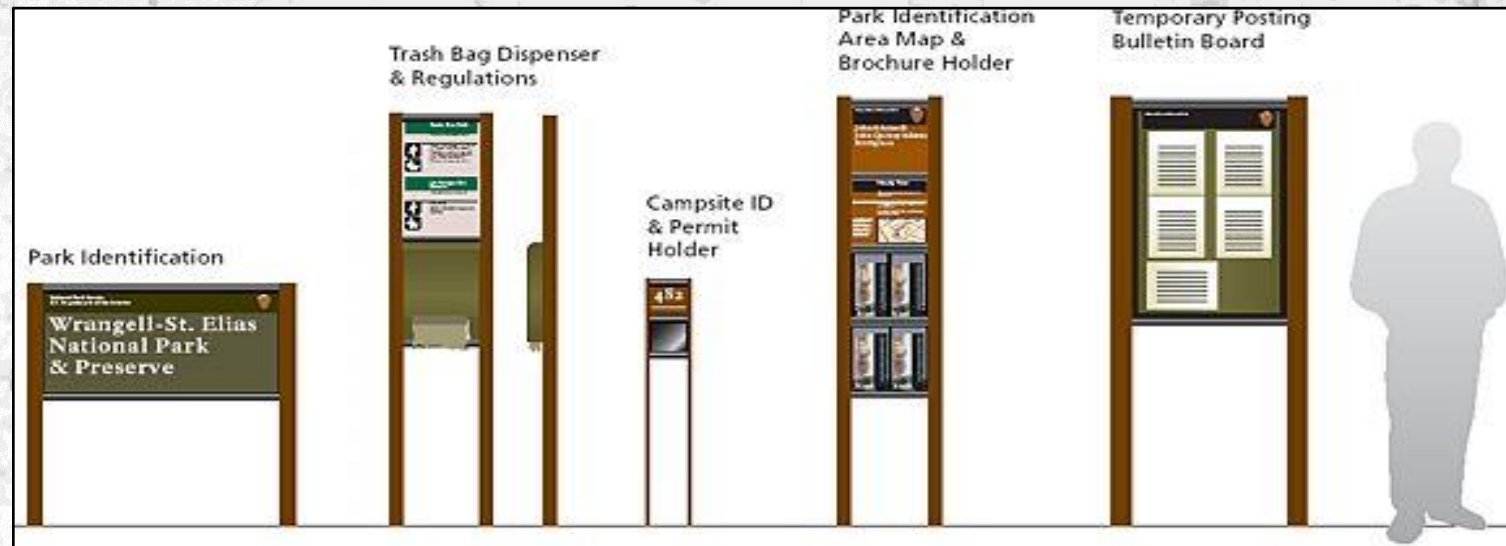
Our beers are inspired by the great brewing traditions of Europe and the ingenuity of modern craft brewing. Adventurous beer lovers and casual tasters alike will find something to suit their palate at the Tap Room. Our brewing team has earned medals from the World Beer Cup, Australian International Beer Awards, Virginia Craft Brewers Fest and Great American Beer Festival.

Come take a look around during one of the weekend brewery tours available Saturday and Sunday at 2 p.m., 3 p.m., 4 p.m., and 5 p.m. For safety and health reasons, open-toed shoes and heels are not allowed on the tour, visitors must be 12 years or older to tour, and safety glasses or eyewear are required.

Lexington
Buena Vista & Rockbridge County
RockbridgeOutdoors.com
VIRGINIA IS FOR LOVERS



BRANDING





ECONOMIC IMPACT

Washington & Lee Venture Club





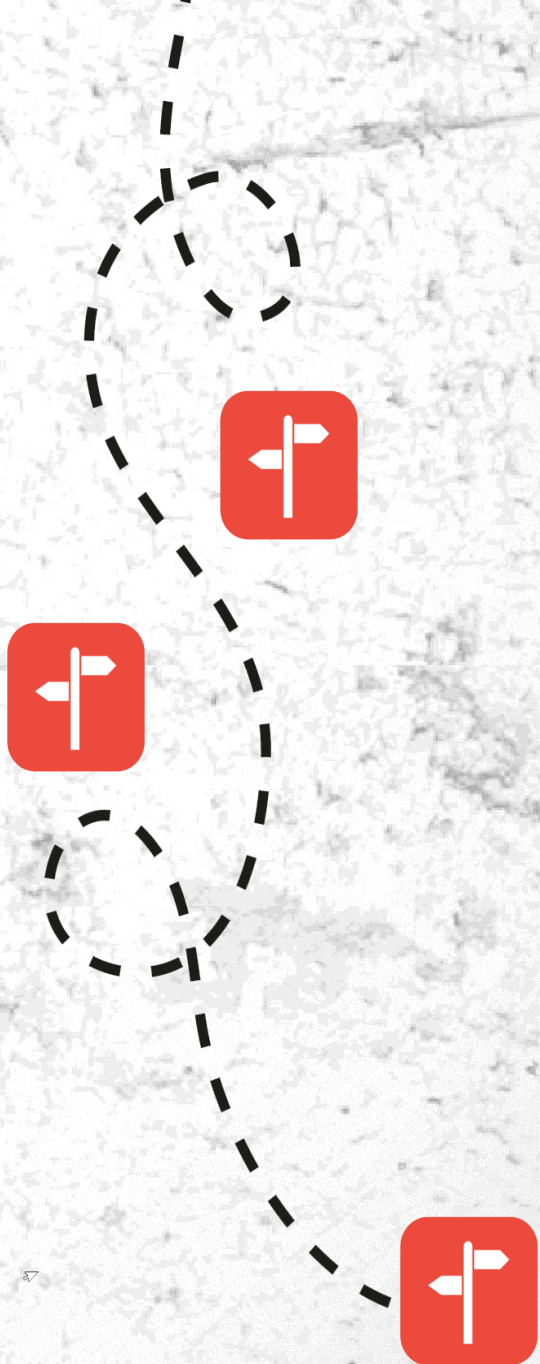
ON-LINE SURVEY

Washington & Lee University Venture Club

Resident and Non-Resident Survey **Open for 6 months; kick-off December 2017**

Typical questions:

- *Do you participate in any outdoor activities? Which ones? How often?*
- *Are the current outdoor recreation facilities/offerings in the area adequate?*
- *What new parks, trails, and/or recreational facilities are needed?*
- *How much do you spend on outdoor recreation?*
- *How did you find out about outdoor recreation opportunities in the Rockbridge area?*





LONG TERM MANAGEMENT

Organizational Function & Structure





LONG-TERM ORGANIZATIONAL OPTIONS

Committee Work Session July 2016

Potential Functions

- Multi-jurisdictional Coordination and Planning
- Outreach and Advocacy
- Fundraising
- Marketing and Promotion
- Project Development
- Operations and Maintenance
- Programming (Education, Recreation)





LONG-TERM ORGANIZATIONAL OPTIONS

Committee Work Session July 2016

Question:

New organization of entity under an existing organization?

Models:

- Commission; inter-governmental agreement
- Authority; legislative action
- Trails non-profit 501(c)3 / Friends Group
- Foundation
- Task Force or Committee

Braid the Way for Outdoor Recreation in Rockbridge

Stops Along the Trail





NEXT STEPS

January 2017: Complete Community Forum Series

Summer 2017: Complete Online Survey and Economic Impact Analysis

Winter 2016-2017: Project Prioritization

Spring 2017: Consensus on Implementation Strategy and Long-term Coordination

Summer 2017: Draft Outdoor Recreation Plan and Community Review

**Fall 2017: Finalize Plan
Implementation / Pilot Projects**

Future Community Forums



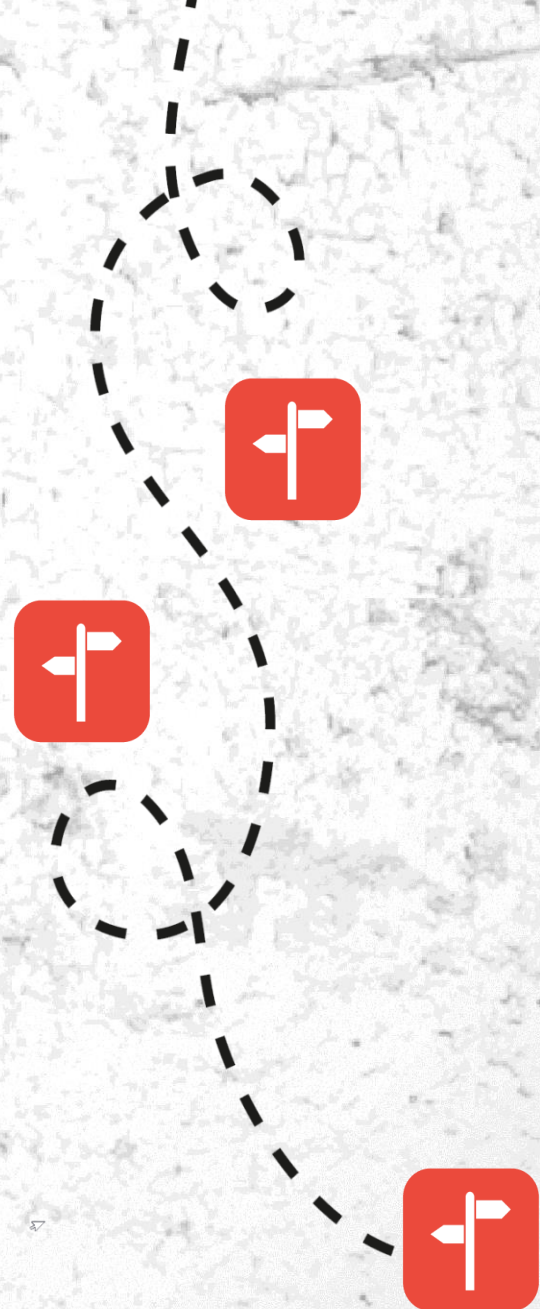
Monday, December 5, 2016 | Community Forum
Fairfield Elementary School @ 7pm

Monday, January 23, 2017 | Community Forum
Rockbridge Baths FD @ 7pm

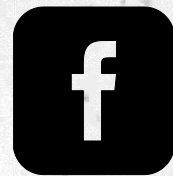
Monday, January 30, 2017 | Community Forum
Natural Bridge FD @ 7pm

January 2017 TBD | Community Forum
Lexington, VA

January 2017 TBD | Community Forum
Buena Vista, VA



STAY INFORMED



SOAR – Supporting Outdoor Activities in Rockbridge



RockbridgeOutdoors.com

GET INVOLVED

- Attend a BTW Community Forum
- Provide Input on Inventoried Assets & Projects
- Complete the Online Outdoor Recreation Survey
- Join a “Friends of” Group



Braiding the Way - Coordination Team



Central Shenandoah PDC

Bonnie Riedesel, Director, *bonnie@cspdc.org*

Devon Thompson, Planning Assistant, *devon@cspdc.org*



Lexington & Rockbridge Area Tourism

Jean Clark (chair), Director of Tourism, *director@lexingtonvirginia.com*

Patty Williams, Director of Marketing, *marketing@lexingtonvirginia.com*



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