



## Future Goals

- Roanoke County wants to see Explore Park develop and thrive as a regional destination....as a tourism destination.
- Over the next 15 years as funding permits, Roanoke County will invest into Explore Park to build infrastructure, programs, public-private partnerships and create a volunteer base will help to evolve Explore Park into a destination that outdoor enthusiasts desire.

## Value of Explore Park

- Roanoke County sees the value in establishing Explore Park as a regional outdoor adventure park that creates recreational opportunities in eco-tourism, as well as passive and active leisure activities.
- Explore Park has economic development opportunities that will provide financial and employment benefits to the region.
- Explore Park has a potential unlike any other recreation amenity in the Roanoke Valley

## Future Goals Con't

- | <u>Passive Recreation</u>   | <u>Active Recreation</u>  | <u>Tourism/ Economic Development</u>  |
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| <ul style="list-style-type: none"> <li>• Connect Roanoke River Greenway</li> <li>• Share the story of the historical buildings through interpretive signage</li> <li>• Expand volunteer base</li> <li>• Open park for public use</li> </ul> | <ul style="list-style-type: none"> <li>• Create recreation programs for citizens</li> <li>• Renovate the Taubman Building, Mt. Union Church and Brugh Tavern for use</li> </ul> | <ul style="list-style-type: none"> <li>• Create tourism opportunities to bring people to the Roanoke Valley for outdoor recreation</li> <li>• Create opportunities to attract private businesses</li> </ul> |

## Roanoke County Recreation Needs

- Explore Park will compliment the diverse offerings of parks and recreational opportunities that Roanoke County currently provides.
- In the 2007 Roanoke County Parks, Recreation and Tourism Citizen Demand Survey, our citizens identified greenways, passive recreation and open space as their top priority for recreational needs.
- The Master Plan also identified that Roanoke County is short in the areas of regional park acreage and linear trails and greenways. Explore Park will help Roanoke County to achieve many of the goals it has established for its park system.

## Develop a Master Plan

### Master plan the park

- Roanoke County will hire a consultant to develop a master plan for Explore Park. The master plan process will involve citizens and stakeholders to get their feedback on what they would like to see at Explore Park. The master plan process will allow for areas of the park to be identified for passive recreation, active recreation and economic development. The master plan will be used as the road map for the next 10-15 years of development.

## Opportunities

Roanoke County will consider the following options as examples of recreation at Explore Park:

- Special events
- Family outreach:
- Rentals
- Tent and RV camping
- Rental cabins
- Ropes and canopy tour
- Concessions/Food and Beverage
- Outdoor attractions

## Moving Forward

- Second Reading of Ordinance and Public Hearing is scheduled for Sept. 24<sup>th</sup> at 7pm.
- Roanoke County will create a master plan for Explore Park. This process that starts this fall.
- Roanoke County needs your feedback. And that starts tonight!
- 3 ways to comment- In person, by mail or visiting us online at:  
[www.roanokecountyva.gov/explore](http://www.roanokecountyva.gov/explore)

## Business Opportunities

- Private development
- Local businesses
- Start up businesses
- Growth potential
- New markets
- Underserved markets

## Planning

- Develop and implement a maintenance plan
- Develop and Implement a 48-month business and marketing plan
- Develop a Capital Budget request for Explore Park
- Develop and implement a Parks Partner program