

ROANOKE OUTSIDE FOUNDATION

YEAR IN REVIEW 2015

roanokeoutside.com



ASSET DEVELOPMENT

- \$77,000 raised through private donations to build a public kayak launch/put-in on the Roanoke River.
- S2O Designs hired to assess regional waterways for potential in-river kayak parks. Concepts and costs for four locations identified.
- Proposed 26-mile Craig Botetourt Scenic Trail adopted as a strategic priority for the Botetourt Board of Supervisors.
- Roanoke River Blueway organizing group builds website and applies for Virginia Tourism grant.
- Roanoke chapter of Trout Unlimited exploring ways to engage new users and improve fisheries on Glade Creek and the Roanoke River.
- Western Virginia Water Authority closer to opening Carvins Cove to stand-up paddling. Roanoke Parks & Recreation will offer SUP programs which will be used in decision to open Carvins Cove to general use.
- Virginia Marine Resource Offices re-evaluated the navigability of 14 creeks and rivers, deciding they are navigable. Provides clarification on laws surrounding paddling and re-opens popular whitewater kayaking destinations.
- Assisted Roanoke County with the Explore Park master plan.
- Worked with Blue Ridge Parkway superintendent to discuss Parkway trail plan and users.
- 3.5 miles of new trails added in the region.
- Assisted professional BMX rider Josh Perry with conceptual plans for an action sports park.
- Applied for Ride Center designation by the International Mountain Bicycling Association.



IMAGE BUILDING

- New RoanokeOutside.com launches
- Voted Best Mountain Town by Blue Ridge Outdoors, beating Asheville
- 30 Best of Blue Ridge winners, including Blue Ridge Marathon and GO Fest
- Outside Magazine includes Roanoke in “Best Outdoor Town” poll
- Canoe & Kayak magazine profiles Roanoke as Top Paddling Town (June)
- Roanoke featured on Singletracks.com’s “10 Best U.S. Destinations for Weekend Mountain Bike Adventure Getaways”
- Virginia Living Magazine features McAfee Knob as a “Best Adventure”
- GO Outside Festival a featured destination by Canoe & Kayak



CONSULTING

Roanoke Outside works with groups and governments that are interested in our outdoor brand. Here are the organizations we worked with in 2015.

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| ■ Wingman Outfitter | ■ Rockingham County |
| ■ Virginia Department of Conservation and Recreation | ■ Danville |
| ■ Virginia Tourism Corporation | ■ Harrisonburg |
| ■ Virginia Economic Development Partnership | ■ St. Louis |
| ■ Virginia Tech Carilion School of Medicine and Research Institute | ■ Mammoth Lakes, CA |
| ■ Giles County | ■ Oil City, PA |
| ■ Johnson City, TN | ■ VA Momentum |
| | ■ Bike Virginia |
| | ■ Town of Buchanan |
| | ■ Franklin County |



EVENTS

- American Competitive Trail Horse Association at Explore Park
- Reel Paddling Film Festival added to Pigg River Ramble
- 2017 Association for Outdoor Recreation and Education conference
- American Canoe Association Collegiate Canoe Championships on the Roanoke River (coming again in 2016)
- Blue Ridge Marathon: Nearly \$3 million in economic impact to-date
- Radical Reels continues growth
- GO Fest grew 25 percent



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