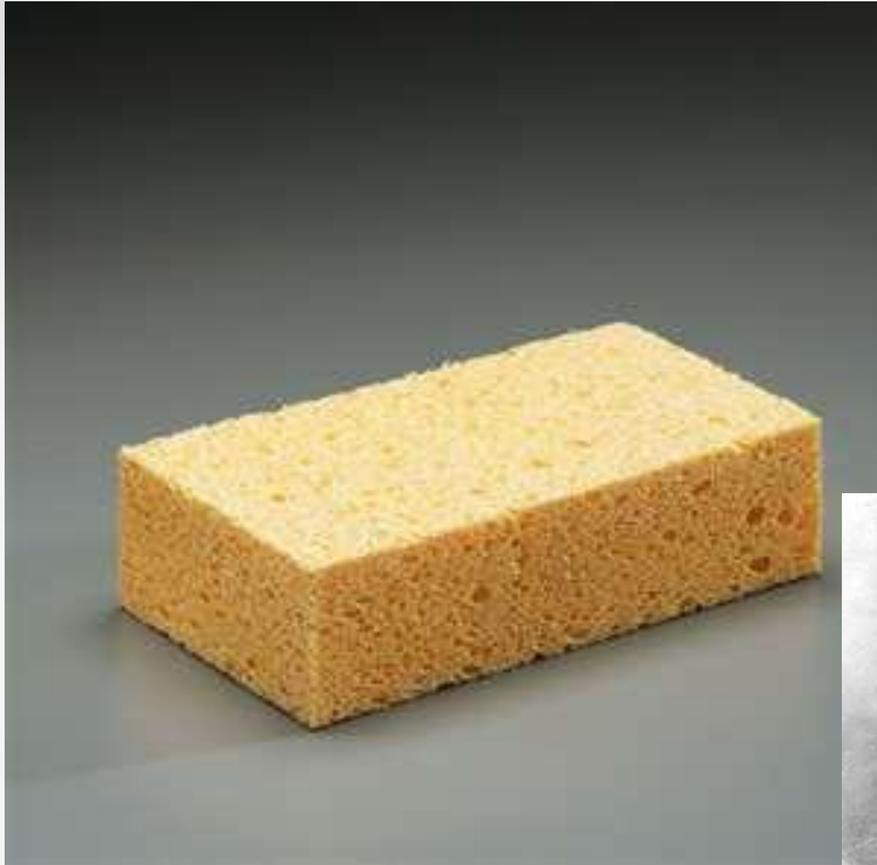


BLUE RIDGE
PARKWAY
PARTNERSHIP
CASE STUDY(S)
– TALL TALES
OR TRIUMPHS?



LEESA SUTTON BRANDON
NPS - BLUE RIDGE PARKWAY
ASHEVILLE, NORTH CAROLINA



BLUERIDGE
NATIONAL HERITAGE AREA



Eastern National
Serving the Visitors to America's
National Parks and Other Public Trusts



AMERICA'S
BYWAYS™



Where the Sun Rises
on the Smokies

Virginia is for Lovers ❤️



Virginia State Parks
Family, Friends, Fun.



north carolina
visitnc.com 1-800-VISIT NC



FRIENDS
of the
BLUE RIDGE PARKWAY



BOTETOURT
COUNTY OF VIRGINIA



BLUE RIDGE
PARKWAY
FOUNDATION



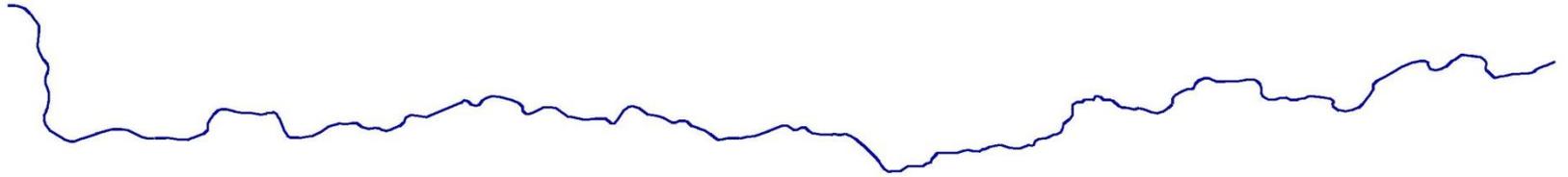
CONSERVATION TRUST
FOR NORTH CAROLINA



Western
Virginia
Land Trust

The Blue Ridge Parkway

a narrow line on the earth's surface.



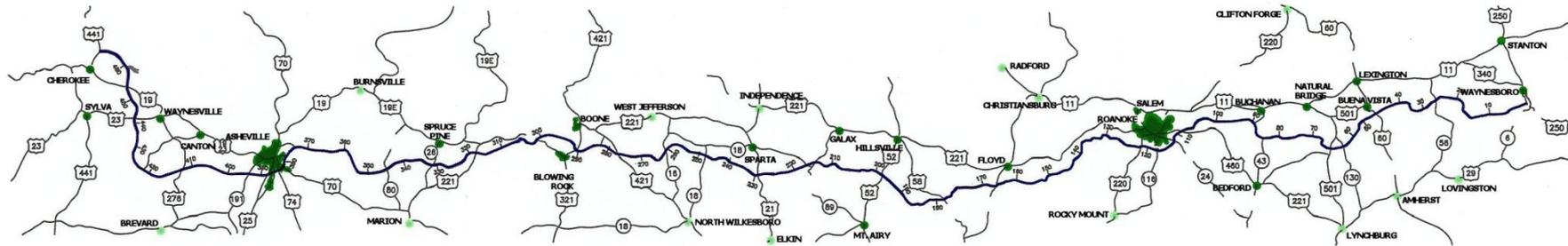
The Blue Ridge Parkway

surrounded by towns and cities.



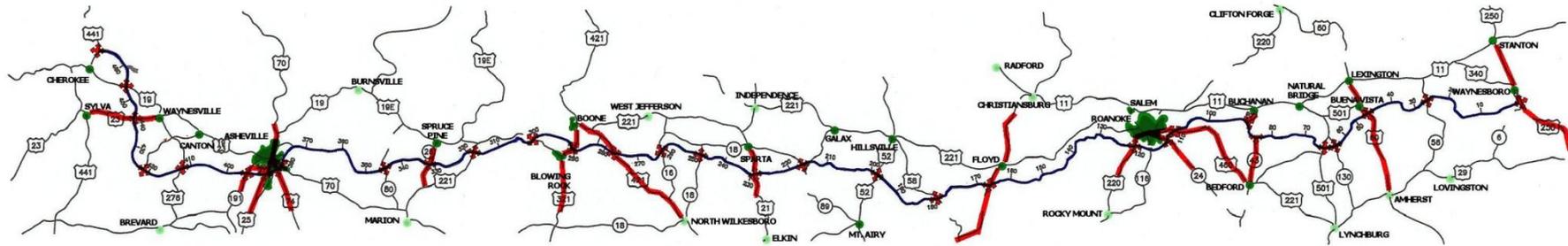
The Blue Ridge Parkway

connected by a network of highways and



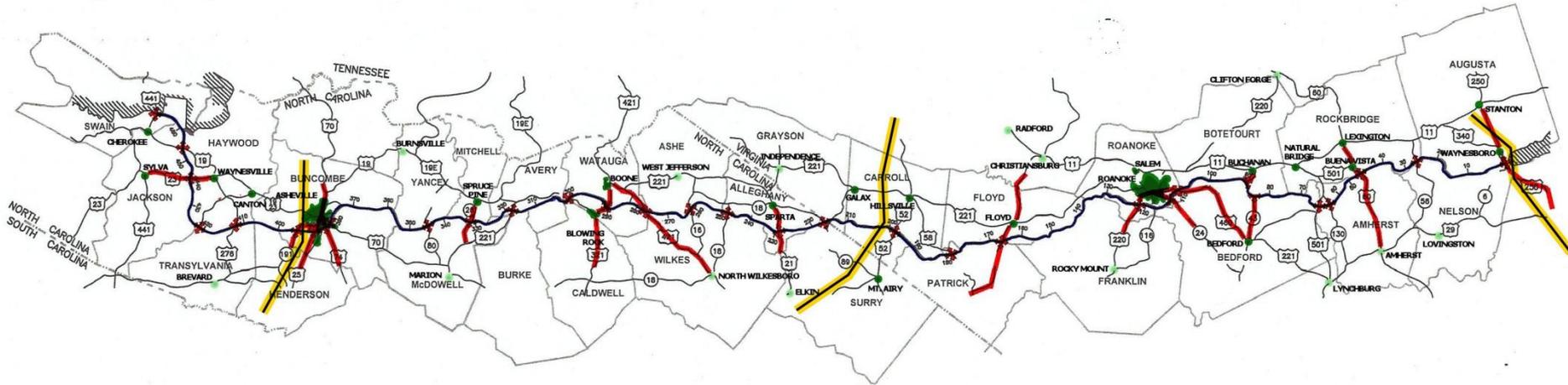
The Blue Ridge Parkway

with several major grade separated crossing intersections.

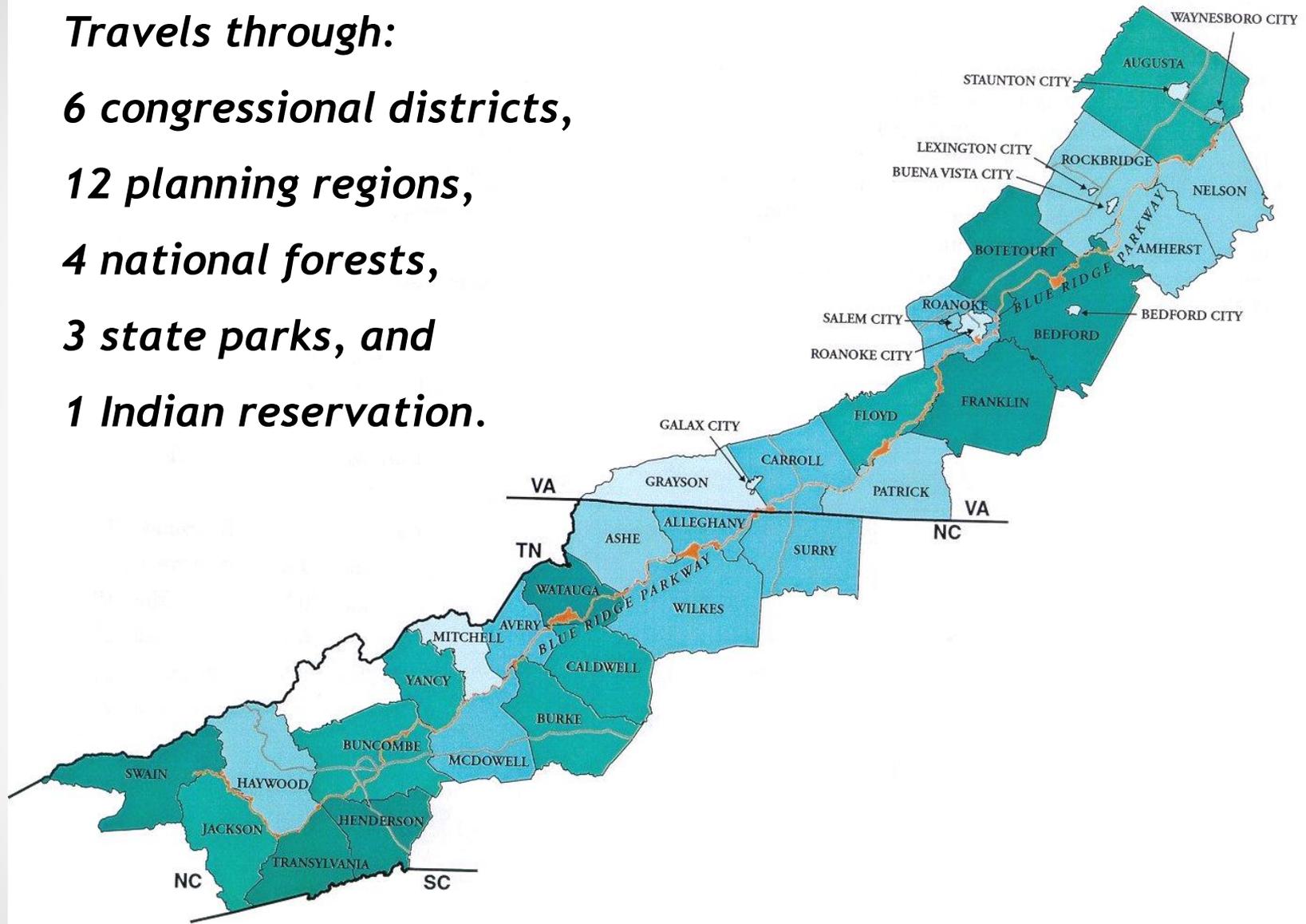


The Blue Ridge Parkway

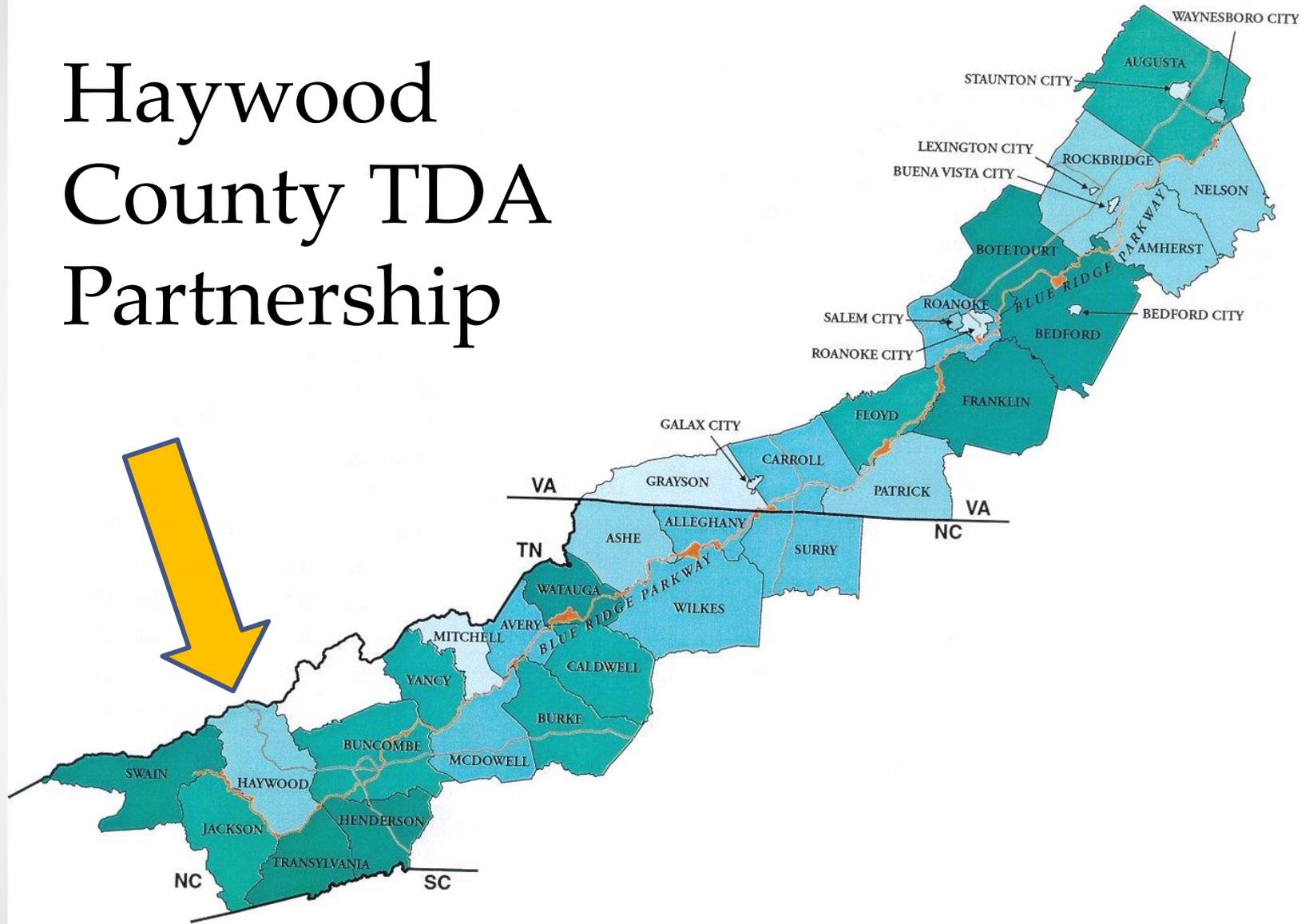
traverses 29 counties—12 in VA and 17 in NC.



Travels through:
6 congressional districts,
12 planning regions,
4 national forests,
3 state parks, and
1 Indian reservation.



Haywood County TDA Partnership



- 46 miles of Parkway
- 74 vistas and overlooks
- The Blue Ridge Parkway is Haywood County's number one attraction

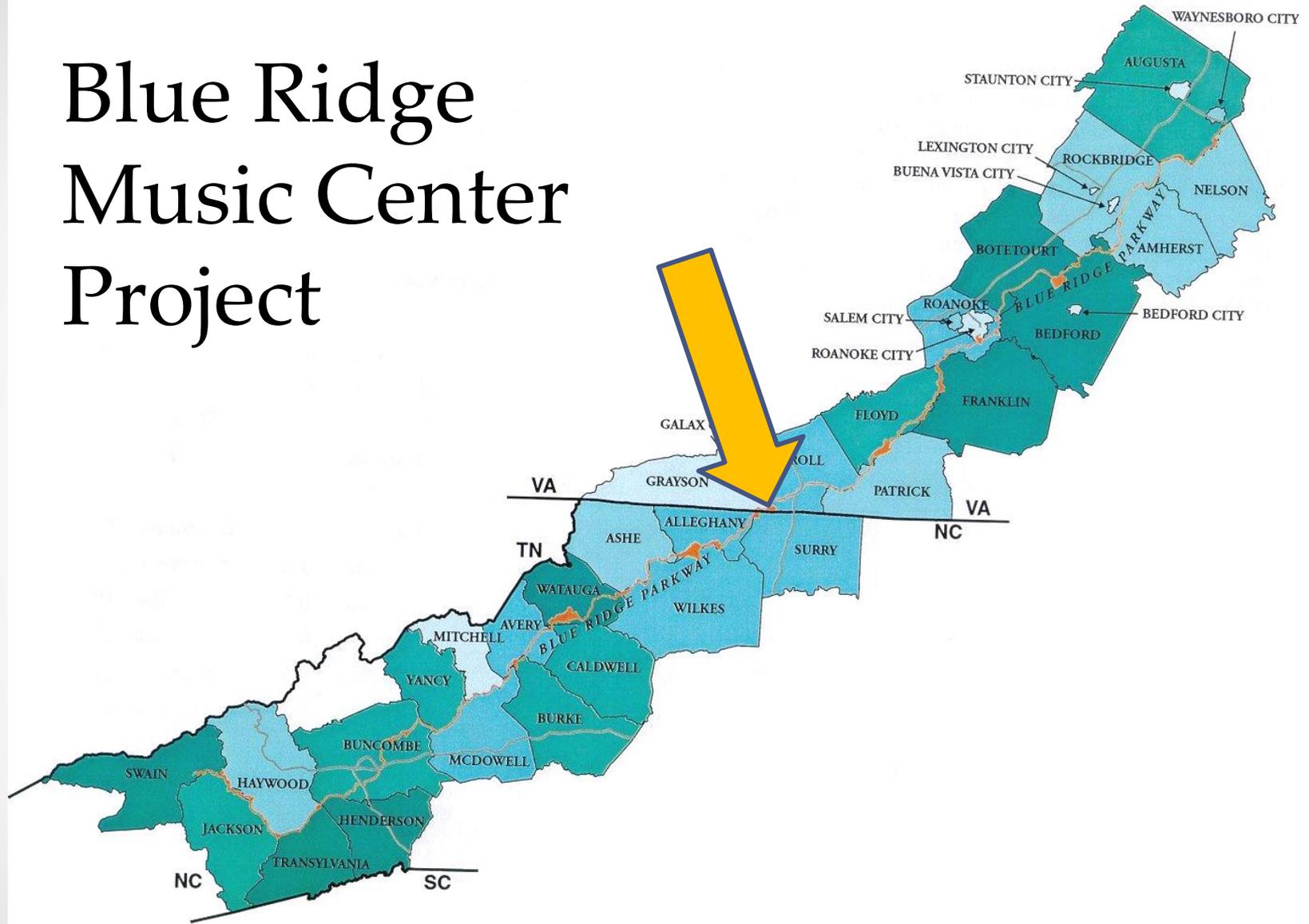




- In 2008, HCTDA donated \$15,000 for clearing and trimming of 46 miles of road in Haywood County
- Participated in various ways in 75th Anniversary in 2010, including financial support
- Getting involved in other Parkway partner organizations (BRPA and FRIENDS)
- TDA board engaged and educated about process, methods, and protection of habitats
- Partnership continues to grow – municipalities adopting overlooks, Haywood Community College, additional funding, and state tourism office

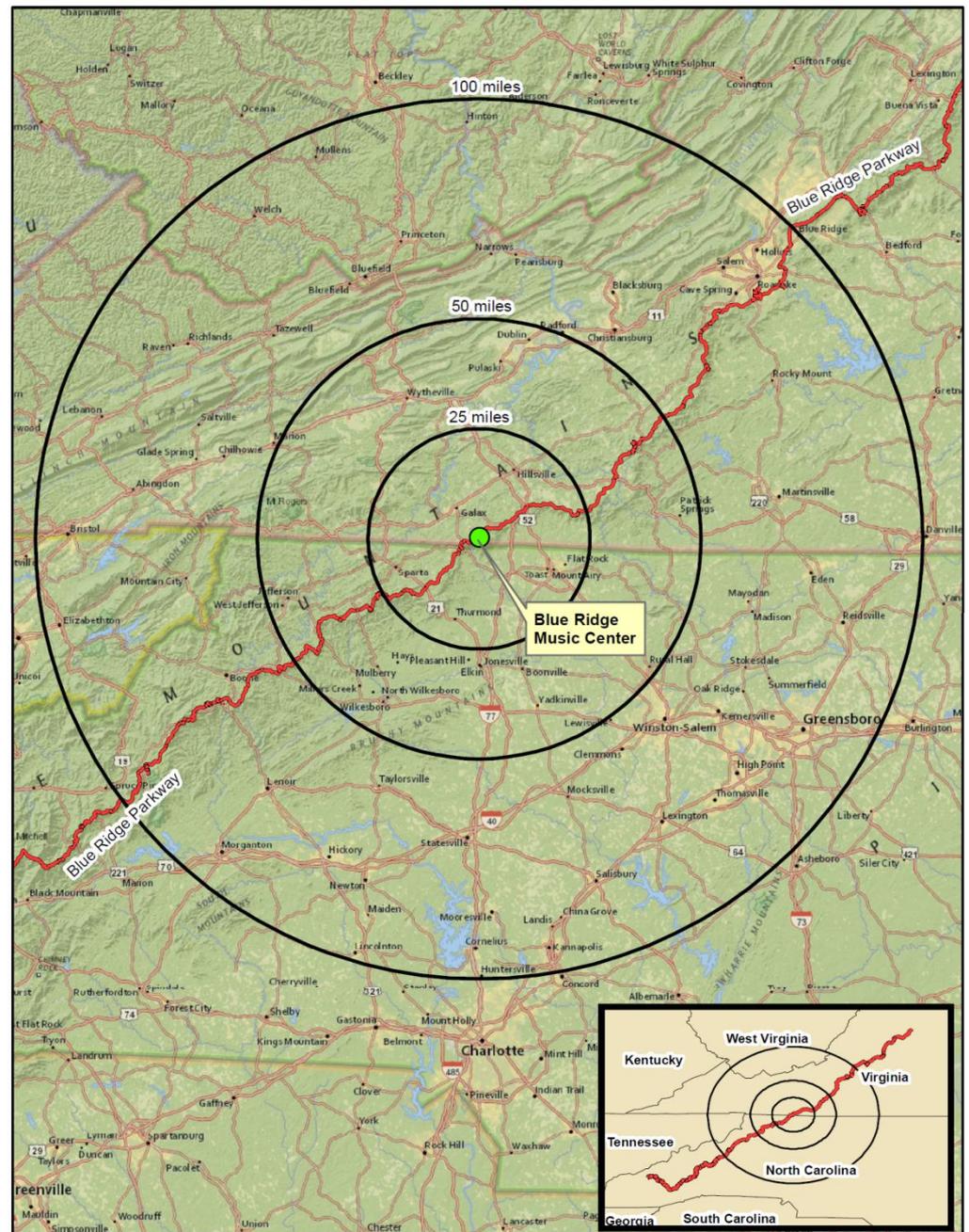


Blue Ridge Music Center Project



BACKGROUND:

- Concentration of resources
- Legislation authorizing the Music Center calls for “a non-governmental, non-profit organization” to operate “cultural aspects” of center activities
- BLRI has held a partner agreement with NCTA since 2005 – extension memo crafted to include transition steps
- Eastern National, Blue Ridge Parkway Foundation, FRIENDS of the Blue Ridge Parkway, and Blue Ridge Traditional Arts also involved





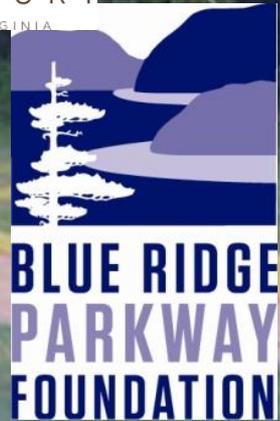
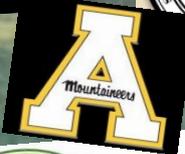
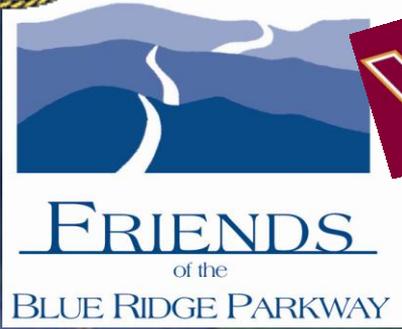
NEXT STEPS:

- External Messages and Public Relations
- NEA Grant Request
- Advisory Group
- Community Meetings
- Final stage of transition – fiscal/legal
- Short term and long term strategies





Virginia is for Lovers





Questions?