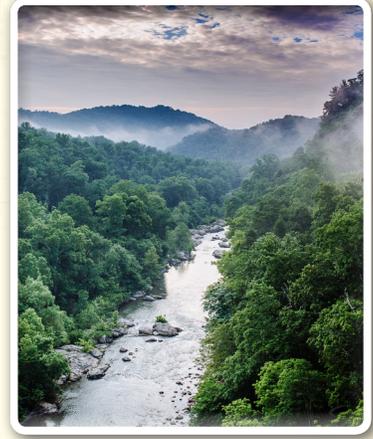


Master Plan Trail Map

EXECUTIVE SUMMARY



Explore Park is a 1,100 acre facility located on the Blue Ridge Parkway and operated by Roanoke County, Virginia under a 99-year lease with the Virginia Recreational Facilities Authority established in 2013. Over the next few months Roanoke County will be developing a master plan for the long term development of the facility, working with design firm Wallace Roberts & Todd, engineering firm Balzer & Associates and ProsConsulting. The following pages contain details about this process, provide public information and clarify answers to our most frequently asked questions.

• Why Develop a Master Plan for Explore Park

Explore Park's unique location offers an opportunity to create a community asset for citizens, provide a regional attraction that fits into the Roanoke Valley's outdoor tourism brand, create a positive economic impact, and improve overall quality of life for our area.

• Past Investments in Explore Park

Although over \$50 million has been invested in the park since its inception in 1985, Explore Park has retained approximately half of that investment in viable infrastructure which provides a stable groundwork for park development.

• Our Funding Approach

Roanoke County will use the master plan to explore funding opportunities including public-private partnerships, grants, fundraising and cost recovery through recreation services - while keeping in mind the need to build and maintain free community level services.

• Track Record of Success

Roanoke County Parks, Recreation and Tourism is already among the nation's highest performing agencies in terms of cost recovery. We will leverage past successes such as Green Ridge Recreation Center and Camp Roanoke to move forward with this new park.

• What the Plan Will Provide

The plan will provide a road map for the future, including a site plan, cost model, business plan, and utilities plan. The finished document will align local needs with national trends and help Roanoke County with awareness and advocacy.

• Project Timeline

The master plan process will take approximately eight months from start to finish, culminating with a presentation to Roanoke County's Board of Supervisors in March, 2016.

• Community Engagement

During the master plan process, community feedback will be taken through a series of public meetings, a community-wide survey, and focus groups with stakeholders.

• After the Master Plan

After the plan is presented, Roanoke County will continue to engage with the community to make the vision a reality, while seeking grant opportunities and developing public-private partnerships.

• Staying Informed

Online resources are available at www.ExplorePark.org/MasterPlan as well as various social media channels. Staff will maintain communication with the media to help keep the public informed.



A Roanoke County Parks,
Recreation and Tourism Facility
Blue Ridge Parkway, Milepost 115