

Our Funding Approach



• Public-Private Partnerships

Whenever possible Roanoke County will seek out business partners to develop park amenities, operate recreation services, and sub-lease areas of the facility to expand our offerings.

Examples: campground operators, restaurant vendors, adventure tourism partners

• Grants and Fundraising

Roanoke County will work with partners at the local, state and national level to seek out grant funding for infrastructure and amenities. Additionally, a 501(c)3 non-profit agency called "Leisure Legacy" has already been established to assist Roanoke County's department of Parks, Recreation and Tourism in fulfilling its mission. That organization will be leveraged to maximize community financial support for Explore Park, and possibly develop endowment programs. Incorporating legacy and sustainability concepts into the plan will ensure community commitment for generations while preserving the park's natural environment.

• Cost Recovery through Recreation Services

Roanoke County Parks, Recreation and Tourism currently recovers 55% of its operating costs through user fees and has over 98% cost recovery for recreation services. At Explore Park, we will evaluate all operating models to provide the best experience for residents and visitors, including a fee-for-service model for all but the most basic park amenities.

• Community Level Services

Explore Park is first and foremost a public park. That means that Roanoke County will continue to build and maintain infrastructure for free public use. With an inventory of over 40 park sites and several recreation facilities, Roanoke County already has staff and equipment in place for basic park maintenance. Future growth of amenities will be paired with new funding sources through the means listed above.

Examples: playgrounds, trails, boat launches, picnic areas



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