





RIDERS UP!
OUTFITTERS

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PARTNERSHIP**

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*The Weather Channel's
15 World's Toughest
Marathons*





**USA
TODAY**





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Then:

Akron
Allentown
Gary
Toledo
Youngstown

Now:

Asheville
Chattanooga
Greenville/
Spartanburg
Winston-Salem



BEST MID-SIZED TOWN
ROANOKE, VA.





**ROANOKE REGIONAL
PARTNERSHIP**

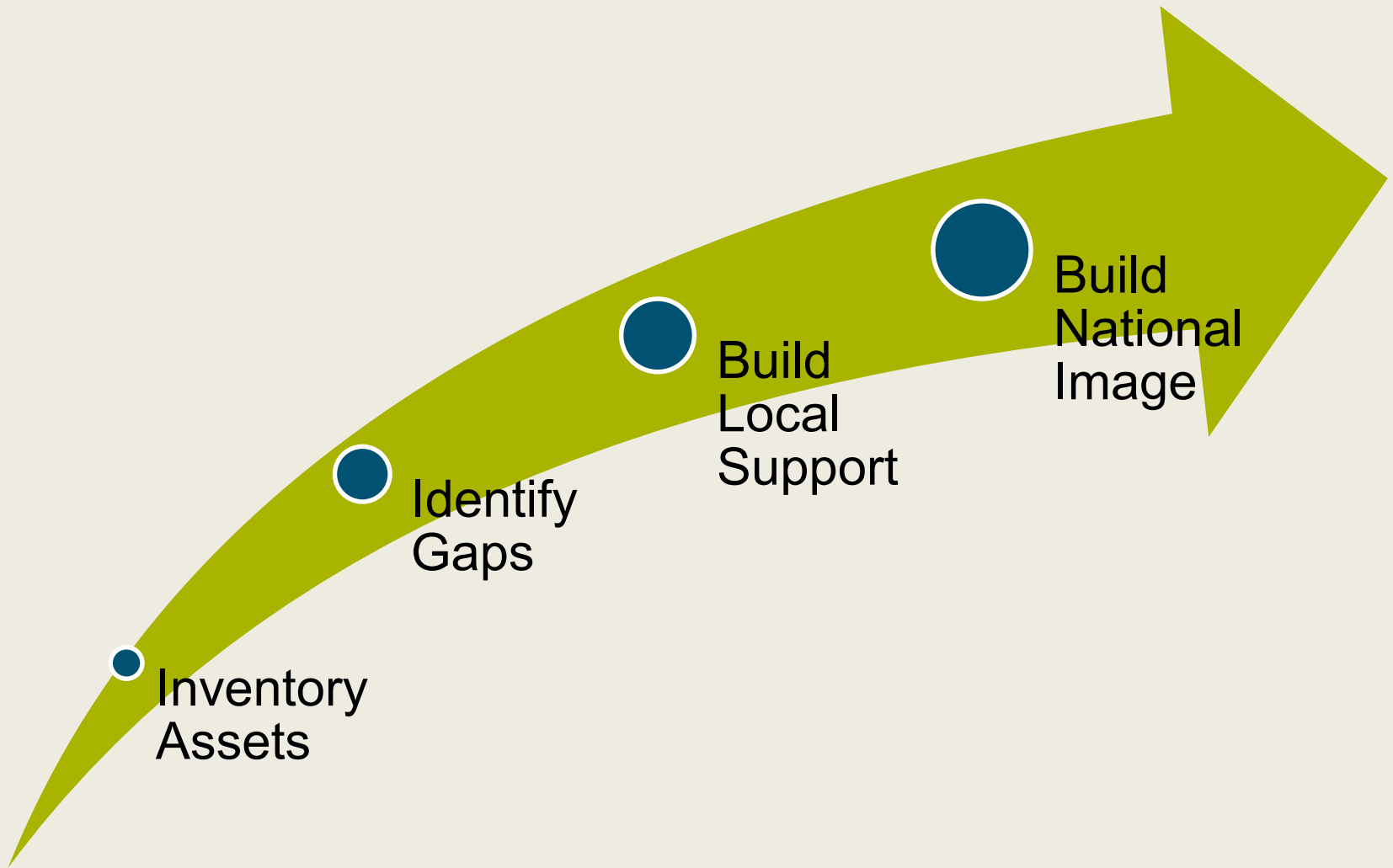
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BEST MID-SIZED TOWN
ROANOKE, VA.





GET OUTSIDE

[GET INVOLVED](#)
[GET GEAR](#)
[GET CONNECTED](#)
[GOT KIDS](#)
[GOT GROUPS](#)
[GET MORE](#)

SEARCH GO

Learn why Roanoke is the best outdoor town on the East Coast. Choose your adventure and GET OUTSIDE!

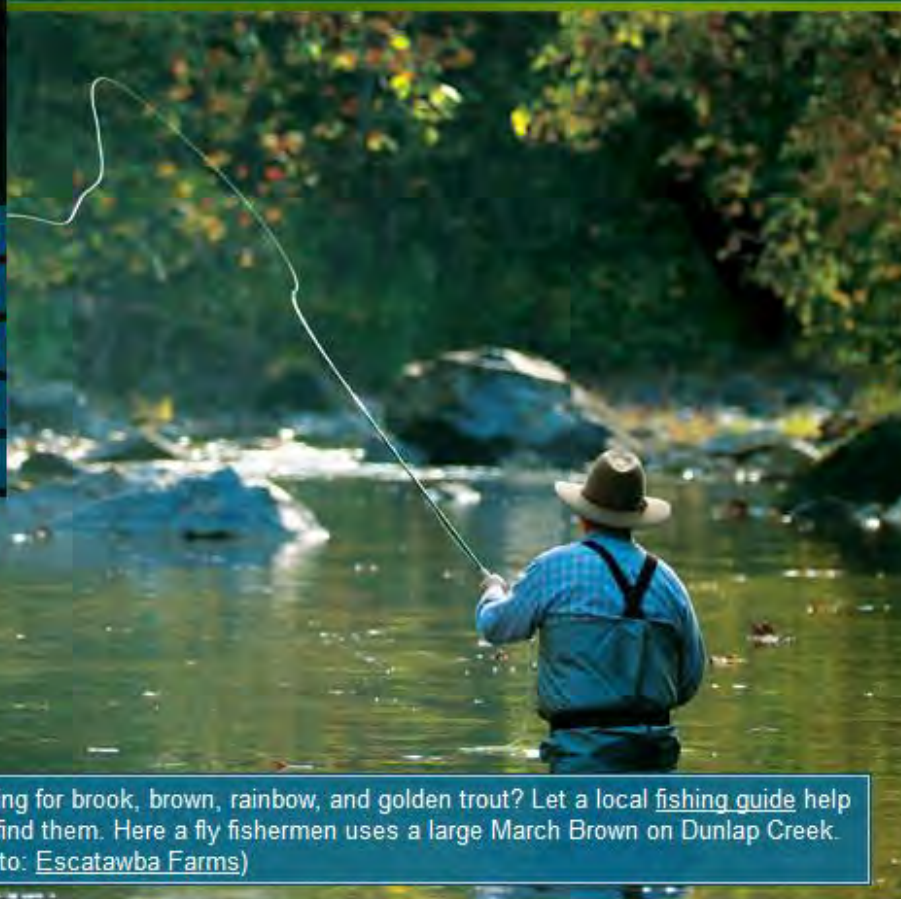
LAND [»](#)

WATER [»](#)

GUIDES [»](#)

ATTRACTIONS [»](#)

OUTDOOR TRIP IDEAS



Fishing for brook, brown, rainbow, and golden trout? Let a local [fishing guide](#) help you find them. Here a fly fisherman uses a large March Brown on Dunlap Creek.

[View Image Gallery](#)

(Photo: [Escatawba Farms](#))

UPCOMING EVENTS

« September 2014 »

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

[Submit New Event](#)

09/10/2014 Radical Reels Film Festival & Get Outside Expo Faster, steeper, higher, deeper! The most outrageous mountain sport...



Best Hiking Trails

- > [Chestnut Ridge Loop Trail](#)
- > [McAfee Knob](#)
- > [Blue Suck Falls](#)
- > [Roaring Run](#)
- > [Cascade Falls](#)

[View All Top 5 Lists](#)

NEWS

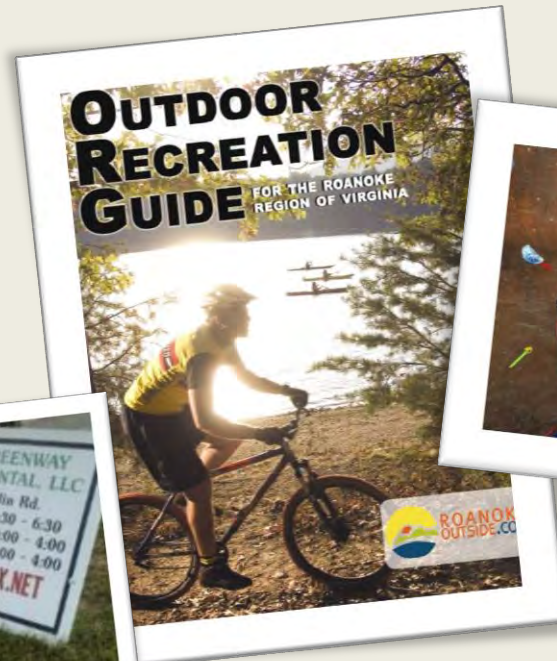
PROMOS

TOP 5

VIDEOS

Identify Gaps

- Improve Accessibility
- Increase User Friendliness
- Create Opportunities





**AMERICA'S
TOUGHEST
ROAD
MARATHON**





Anthem
**GO
OUTSIDE**
FESTIVAL
ROANOKE, VA





Build Local Support

- Weekly newsletter
- Event promotion & consultation
- Education
- Contests & giveaways
- Forum for discussion
- Film Festival
- Expo





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Build National Image







\$646 Billion
Industry

\$646 Billion Industry

In Virginia:

- \$13.6 billion consumer spending
- 138,000 jobs
- \$923 million state & local tax revenue

Why the Outdoors?

- Trends
- Relatively Low Costs
- Economic Impact
- Tourism
- Healthy & Active
- Attracts Talent
- Attracts Companies
- Why it's Important to Companies
- Development that Follows

Trickledown Outdoor Economics

10

**New Outdoor
Businesses**

**Job Growth
7.4%**











FARM
TO
FEET
100% AMERICAN

ROANOKE | NEW RIVER VALLEY | LEXINGTON

PREMIER EDITION

LIFE OUTSIDE

IN VIRGINIA'S MOUNTAINS

Exclusive Guide

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WORLD-CLASS

ULTRA RUNNER

DAVID HORTON'S FAVORITE RUNS

Epic
HIKES

RATC's
Mike Vaughn
Picks 'Em

In the
SADDLE

Top
Mountain-
Bike Trails

Plus
MORE!

Caving
Camping
Fishing
& Paddling

&

**EVEN
MORE:**



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Let's Bike



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FOUNDATION**

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