

**Economic Impact Analysis
Outdoor Recreation
July 2013**

Prepared by
Jerry Stensland

For
Rutherford County Tourism Development Authority

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INTRODUCTION

This report was commissioned by the Rutherford County Tourism Development Authority in partnership with Rutherford County.

The purpose of the report is to highlight the economic potential for Rutherford County in the areas of outdoor recreation, heritage and cultural arts. There will be a particular attention to outdoor recreation as previous reports have covered heritage and cultural arts. Those previous studies are summarized in this report and reprinted as appendices for ease of access.

It is not intended to be a comprehensive study such as those produced by academicians or large consulting firms but instead a resource for local officials, business leaders and area tourism destinations. The report uses existing case studies, industry trends and local and regional information to emphasize the current and potential impact of these industries on the local economy and job creation.

The health benefits of accessible outdoor recreation are well known and documented. The outdoor recreation vision for this area will certainly benefit the health of local citizens and visitors, though health aspects are beyond the scope of this study. Additionally, quality of life is a major component to the economic success of a community. Public recreation such as parks, trails, greenways and more are critical to small business development and retaining and attracting the creative class and entrepreneurs. The purpose of this study is gauge the impact from a tourism-based perspective and thus the economic impact of improved quality of life is not analyzed.

EXECUTIVE SUMMARY

Outdoor recreation is an economic engine that has grown in recent years despite the downturn in the local and national economy. Communities that have invested in outdoor recreation facilities, events and marketing get that money back and more!

Our area is already a destination for outdoor recreation enthusiasts with more than 200,000 people a year visiting Chimney Rock State Park and quality annual events like the Lake Lure Olympiad and the Tour de Pumpkin. But can we draw more people? And how do we do that?

The analysis here shows that for people already familiar with the area, key recreation options are either not offered or need improvement. A survey conducted by the TDA showed that nearly 90% of the respondents said 'Yes' or 'Maybe' when asked if they would stay overnight more often or longer if there were more recreation options. More than half of the 227 responses were 'Yes.'

The TDA survey along with extensive input given during Chimney Rock State Park's master plan process, discussions with area stakeholders, and reviews of impact studies from other areas help guide the direction for local investment in outdoor recreation.

The bottom line is the following are significant growth opportunities for the area: Camping, Hiking, Mountain Biking, Climbing, Paddling, Guided Tours and the Rail Trail.

The following are secondary growth areas: Trail running, backpacking, equestrian, road cycling, adventure races.

OUTDOOR RECREATION

Why Outdoor Recreation?

One trip to the top of Chimney Rock or a boat tour of Lake Lure and one will know instantly why this area is an outdoor recreation destination. The natural beauty of this area is jaw dropping and brings hundreds of thousands of visitors here each year, particularly to the area's jewels of Chimney Rock and Lake Lure.

In order for that natural beauty to translate into success local businesses and jobs, though, an area must offer a means to access and enjoy that natural beauty in a way that is authentic and exciting. The places that are most successful in drawing outdoor recreation visitors offer a wide range of options that appeal to all levels of outdoor enthusiasts from casual hikers to adrenaline junkies. Western North Carolina and Asheville are hubs of outdoor activity and Rutherford County is perfectly positioned to become a destination unto itself.

Chimney Rock State Park has for generations been a regional destination for outdoor lovers, drawing well over 200,000 visitors a year. Those visitors are one of the primary reasons Rutherford County is 5th among Western North Carolina counties in tourist expenditures and 26th statewide with \$141.73 million spent in 2010-11 supporting 1,120 jobs.

Would You Visit Chimney Rock State Park More Often if There Were More Day Use Areas, Trail Facilities, and Accessible Trailheads? - Question in Chimney Rock State Park's Master Plan survey to which 86% said 'Yes.'

What's most interesting and most relevant, though, is the untapped potential of this area! The currently accessible land of the state park is less than 1,000 acres. The amount of publically accessible trails in the park is less than 5 miles. Yet the state now owns over 5,000 acres. The Park's master plan calls for more than 60 miles of new trails, new campsites, day-use areas covering all parts of Hickory Nut Gorge. And that is just the state park, area towns like Lake Lure are investing in trails and outdoor recreation. In other areas of the county there is also remarkable untapped potential in such assets as the Broad River and Thermal Belt Rail Trail.

The bottom line is that the bottom line will grow significantly if we as a community can maximize our outdoor recreation potential. Outdoor recreation travelers tend to spend more money and stay longer than your average tourist. Yes, if we build those trails they will come! We already have the natural beauty that people want, we just need to get them there.

In 2013, the TDA conducted an online survey to gather additional information about outdoor recreation and what people would like to see. The results will be analyzed later in this report but it clearly shows a demand for more recreation options.

Below we will explore several recreational pursuits with growth potential for our area.

Outdoor Recreation Industry Overview

In 2012 the Outdoor Industry Association published a research report which shows the outdoor recreation industry is a one of the largest in the nation with annual consumer spending far exceeding the auto industry and double that spent on pharmaceuticals.

The outdoor recreation industry has two main components as defined by consumer spending: Money spent on gear and vehicles and money spent on trips and travel.

The outdoor recreation categories used in the OIA study include: Bicycling, Camping, Fishing, Hunting, Motorcycling, Off-Roading, Snow Sports, Trail Sports, Water Sports and Wildlife Viewing.

The outdoor recreation industry...

- ✓ **Contributes \$646 billion annually in outdoor recreation spending**
- ✓ **Supports nearly 6.1 million jobs across the U.S.**
- ✓ **Generates \$39.9 billion in annual federal tax revenue**
- ✓ **Generates \$39.7 billion in annual state and local tax revenue**

The same study provided state by state reports and in North Carolina the outdoor recreation industry...

- ✓ **Contributes more than \$19.2 billion in consumer spending in North Carolina**
- ✓ **Supports 192,000 direct jobs across North Carolina**
- ✓ **Generates \$5.6 billion in wages and salaries**
- ✓ **Generates \$1.3 billion in state and local tax revenue**

MOUNTAIN BIKING

"I am an avid mountain biker and travel from Charlotte often to all parts of WNC [Western North Carolina]. Additionally my wife and infant son often vacation in WNC. I have spent a number of weeks or long weekends in Asheville and the Boone area. We love day trips to the Lake Lure area and would spend more time there if there was better mountain biking access,"
- comment from an Outdoor Recreation survey done by TDA in 2013.

Mountain Biking in Rutherford County does not exist. One must currently leave the county to have a legitimate mountain biking ride. That is about to change as the Town of Lake Lure has, along with multiple partners, taken the lead on developing mountain biking trails in the area. The first five miles of multi-use, single track trails with mountain bikes as a primary user group will be built in 2013 on a property called Buffalo Creek Park that the town now owns. Plans call for more than 20 miles of mountain bike trails when land owned by area conservancies and Chimney Rock State Park are included. Well designed natural surface trails are relatively low cost to build and maintain compared to paved trails, ball fields or golf courses.

"20-25 miles of mountain bike trails would make this a destination, especially with the other facilities." - comment in Chimney Rock State Park Master Plan survey.

"If you add destination level mountain biking trails I will make at least 6 trips a year, staying the night in the area. I don't come to the area at all now." - comment in Chimney Rock State Park Master Plan survey.

Destination is the key word in the quote above. A destination mountain biking system is one that is large enough to draw in visitors from several hours or more away, a place worth a special trip. According to the International Mountain Biking Association (IMBA) the keys to making a place a destination are: Variety and Difficulty of Terrain, Distance, Scenery, and Reputation. Trail systems that offer 20 miles or more of mountain biking trails become destinations if the other elements are in place. Lake Lure and Chimney Rock State Park have all of the elements.

CASE STUDY Raystown Lake, PA Allegrippis Trail System

The Allegrippis Trail System bears multiple similarities to the system proposed for the Lake Lure area. The Raystown Lake area of Pennsylvania is a more rural area and sits about 1-2 hours from heavily populated areas. The specific intent of the system was to draw in people from those areas to use the trails, spend money and create jobs.

The Allegrippis Trail System consists of approximately 30 miles of multi-use trails designed with mountain bike users in mind using standards developed by the IMBA. An analysis done prior to the opening of the full trail system predicted 9,800 annual users. That estimate has been dwarfed already with more than 18,000 users in a year-long count that ended in September

2010. The same study that predicted 9,800 users predicted an economic impact to the area of \$1.25 million a year. A more formal economic analysis of the Allegrippis system is underway.

A preliminary phase of that analysis looked at use patterns and time of year. While the summer months were the busiest, other seasons got steady use. The number vehicles in trailhead parking lots were formally counted. In November and December, the monthly count of vehicles was 800-1000.

The case study above is of particular relevance to Lake Lure's system since Raystown requires a drive of 1-2 hours from major population areas to reach it. Lake Lure has multiple population centers within a 2-hour drive including Charlotte, Greenville/Spartanburg and Asheville. The Raystown system was designed with IMBA standards with a looped, single track system of varying difficulty which is the same general design planned for the Lake Lure system. The study of use patterns at Raystown indicate a fair number of riders in the shoulder seasons (beginning and end of traditional summer tourist travel season) and off seasons (between October and April). Since Lake Lure's climate is much more forgiving than even Asheville and definitely more than Pennsylvania significant shoulder and off season use is likely.

"Mountain Bikers have more money than some other user groups and they would come from afar (TN, VA, GA & even FL) to ride the trails, eat in restaurants and stay in hotel rooms and campgrounds." - comment in Chimney Rock State Park Master Plan survey.

The information above speaks mostly to individuals and small groups making trips to the trail system. With a longer trail system comes the opportunity to also put on special events and draw large crowds for races or a multi-day mountain biking festival.

Lodging options near the trails, especially Rumbling Bald Resort, stand to benefit greatly from the addition of the Lake Lure trails. The use of the trails during non-peak months could significantly increase the occupancy rates in area rentals and create a business opportunity for bike rentals and gear sales.

Offering transportation options such as water taxis and shuttles from other areas, especially Lake Lure town center and Chimney Rock Village, will essentially extend the trailhead to those areas. Visitors could park their vehicle in town center, get on a water taxi with their bike or a rented one to access the trails, and then return and spend additional time and money at local restaurants and businesses. Efforts should also be made to extend the actual trail system all the way to town centers which also give bikers an optional one-way ride. The one-way ride and water taxi options are unique elements that can further set this area apart from other trail systems. Without these enticements, though, bikers may come to the trailhead, bike and leave and never get to town center.

The South Mountains area offers another mountain biking option that should be explored. The South Mountain Gamelands have more than 20,000 acres of public land. This borders more than 20,000 acres of land at South Mountain State Park. The Gamelands are largely in Rutherford County and see little use for recreation. Mountain biking is currently allowed at some gamelands including the Green River Gamelands and the North Carolina Wildlife Resources Commission is in the process of considering expanded recreation use of gamelands. Because the South Mountains Gamelands connect to the state park where there is an existing mountain biking option it makes sense to tie the two properties together and potentially create a massive network of new trails! This would take significant work but should be

part of a regional vision of an interconnected trail system that could eventually lead to multi-day mountain biking trips between the South Mountains and Chimney Rock State Park and a second destination mountain biking system in the South Mountains. The same can be said for hiking and equestrian use in this area. See later discussion about South Mountains area.

ROAD CYCLING

Americans spend more on bicycling gear and trips (\$81 billion) than they do on airline tickets and fees (\$51 billion) - From The Outdoor Recreation Economy, Take it Outside for American Jobs and a Strong Economy. The Outdoor Industry Association, 2012.

Rutherford County is perfectly situated for road cycling since it offers easy access to multiple types of rides. The county is home to three annual bike events: Tour De Pumpkin, Gears and Gables, and the Race to the Rock. County roads are also used for the Assault on Mt. Mitchell, Hilly Hellacious, the Tour de Lure.

The area offers both rolling foothills and challenging mountain rides and is within an easy drive or relatively short ride of the Blue Ridge Parkway for an iconic scenic ride.

In 2005 and 2012, the county hosted a stop on the annual Cycle North Carolina event. The 2012 stop was in Lake Lure and saw over 1,000 cyclists stay in Lake Lure and travel through the county including downtown Rutherfordton the next day. The feedback from participants in Lake Lure was extremely positive with multiple people saying they plan to come back. These are the people that can boost the local economy by choosing a return vacation here. The 2012 stop also pushed Cycle NC to select Lake Lure for an August 2014 three-day/two-night local rides event . Cycle NC said the feedback from participants about the Lake Lure stop was one of the most positive they have ever received.

The key to creating a meaningful economic impact of road cycling is to market it directly to potential visitors either through TDA or lodging entities. TDA is in the process of upgrading its website information and mapping and will soon provide a database of downloadable cycling routes that will appeal to all levels. Providing that information in advance of a trip will allow people to plan to bring their bikes. The cycling routes provided will depart from multiple hubs including Lake Lure town center, Rumbling Bald Resort and the three Main Street towns of Rutherfordton, Spindale and Forest City. Offering scenic routes between Lake Lure and the three main street towns will encourage out-and-back day trips by Hickory Nut Gorge visitors to those main streets towns. Bike racks and a bike friendly business programs in the three town would enhance that opportunity.

In addition to capturing additional visitors who bring their bikes with them, there is a growing population of people doing bicycle tourism. Bicycle tourists travel by bicycle from one location to another, with trips typically lasting a three days or more. These tours are sometimes guided and will often travel from one inn or bed and breakfast to another.

Here are several examples of existing guided tours that already include the Lake Lure area...

<http://www.blackbearadventures.com/carolinaFH.html>

<http://www.trektravel.com/north-carolina-bike-tour.php>

<http://veloviewbiketours.com/bike-tours/carolinas-fall-foliage>

ROCK CLIMBING/BOULDERING

"Several hundred climbers drive in and out of Rumbling Bald every weekend during climbing season without spending a dime in Rutherford County. A nearby camping area is much needed. A new or existing business could also benefit greatly from catering to climbers and selling/or renting gear (e.g. Chalk, chalk bags, climbing shoes, harnesses)." - comment in the 2013 TDA Outdoor Recreation Survey.

The current climbing season in Hickory Nut Gorge is the exact opposite of prime tourism season. Because the main climbing area at Rumbling Bald Mountain is South-facing the climbers come here between October and April. During the summer it is just too hot and too much poison ivy and snakes to draw big crowds though the area is still used by summer camps and guides. In addition to Rumbling Bald, Fox Mountain Guides offers paid guided climbing trips at Chimney Rock.

The economic growth opportunities in the Gorge revolve largely around three factors: Capturing climber dollars from those already coming; increased access to more land; and increased numbers of people coming to the Gorge between October and April.

Climbers could be a year-round group if more of Chimney Rock State Park or other properties were opened to climbing, specifically North-facing sites. The State Park is conducting a climbing study which will assess not only the climbing desires but the impacts to natural resources and the resources needed to manage multiple access sites.

The Master Plan process for Chimney Rock State Park documented extensive feedback from rock climbers expressing great desire for expanded climbing options in the area. There appears to be unmet demands which translates to lost local revenues.

CASE STUDY

Obed Wild and Scenic River, Tennessee

In 2004, a formal economic analysis was published for climbing in the Obed Wild and Scenic River area in Tennessee. The study analyzed multiple aspects including spending and number of trips to the climbing areas.

The result was an average user days over a two year period of 3,166 per year. The direct economic impact of those users was \$146,252 with spending on things such as transportation, food, lodging and supplies. Of those expenditures only 38 % occurred in the county where the climbing is, thus it appears that the local community may be losing some of those dollars. The study indicated that 70% of the climbers cited a lack of camping options as a problem. The closest campsites that got regular use were at least 20 miles away.

The climbers tended to be younger with the Age Group 20-30 most heavily represented. More than 60% of the climbers logged 50+ climbing days a year. About 75% of trips were day-use versus 25% multi-day.

The Obed study is relevant to Rumbling Bald for several reasons including the number of users and the high indication of the lack of camping options.

Recent vehicle county surveys by Chimney Rock State Park indicated more than 30 vehicles a day parking at the Rumbling Bald climbing access and sometimes just as many turned away because the parking lot is full. Over the six month climbing season assuming rain outs that corresponds to about 1000-1500 vehicles. The Obed study indicated an average of 2.8 people per vehicle so the number of users at Rumbling Bald is likely very similar to Obed and thus is the potential economic impact.

The question remains How much of the economic impact of these climbers is being captured locally?

"The climbing at these areas in the park in addition to rumbling bald is truly world class, and if proper camping facilities are built in the park, visiting climbers will be a valuable source of income for local businesses during peak climbing season (October - March) when visitation is traditionally down." - comment in Chimney Rock State Park Master Plan survey.

"I am a certified rock climbing instructor thanks to Fox Mountain Guides. If there was a campground the large groups of climbers I travel with would contribute greatly to the food and beverage and campground businesses. At this current time we only travel through and dine elsewhere as there is nowhere for us to camp." - comment in the 2013 TDA Outdoor Recreation Survey.

"More evening activities. After a day of hiking, climbing, etc we like to go out and share battle stories, have dinner and a couple of drinks and listen to a good band. With nothing to do in the evening we end up planning our trips closer to places like Asheville where we have those options." - comment in the 2013 TDA Outdoor Recreation Survey.

VIA FERRATA

A Via Ferrata is an Italian phrase meaning "Iron Road" and is a protected climbing experience. Nelson Rocks Outdoor Center in West Virginia is an adventure tourism retreat and is the closest Via Ferrata. Climbers use a series of steel rungs to traverse a rock face while connected to steel cables. The Nelson Rocks course also includes a high rope bridge and hiking.

A similar experience could be considered for the old Cliffs Trail at Chimney Rock at Chimney Rock State Park. The Cliffs Trail was permanently closed as a hiking trail when the state took over the park. They cited numerous safety concerns with structures on the trail. The option of a guided Via Ferrata with a mix of safe climbing and hiking could be a very popular attraction and a lucrative small business opportunity if awarded a contract from the state to build and operate it.

RIVER PADDLING

One of the biggest untapped assets in the county is the Broad River. The lack of suitable public access points is the river's biggest impediment to public use of this beautiful river. But that is slowly changing as the Broad River Paddle Trail is under development. The first official public access opened at Grays Road in 2012 with 10 more planned.

The Rutherford Outdoor Coalition has taken the lead in developing the trail and the access points in partnership with the North Carolina Wildlife Resources Commission. A second public access is scheduled for 2013. The goal is to add 1-2 public access points a year until complete.

The Broad River runs approximately 42 miles from the dam at Lake Lure to the Cleveland County line where Duke Power has a water intake dam. There are no other dams or low bridges on those 42 miles making it the perfect river for day trips or overnight trips.

Outfitters do use the river for guided kayak trips and tubing, with most of the activity taking place during the week when the Lake Lure dam is running. The town rarely operates the dam on weekends and unlike most dams in the region, is not required to do scheduled releases. The lack of a formal schedule makes it difficult for outfitters to book trips in advance on the upper part of the river. That said, the current town leadership is very open to discussing options for dam operations that encourages downstream recreation. Currently, Canopy Ridge, one of the outfitters, can confidently schedule kayak outings on Mondays and Fridays as those tend to be the days the dam operates. The dam will operate on other days especially in advance of predicted rain. The town has also installed a river gauge below the dam which will allow better tracking of river levels and, when online, allow users a quick snapshot of whether there is enough water to paddle. The town also updates a voice message daily as to the planned operations of the dam.

The nearby Green River is said to have 10,000 users a week during the peak summer months! This is largely due to scheduled releases from Lake Summit that allow tubing companies and Green River Adventures to schedule trips with certainty they will happen. The section of the river where the tubers go is often extremely crowded. With the Broad River we have an opportunity to spread the users out across the whole river and thus not overly impact one section as long as there is good access.

The Rocky Broad River above the lake is navigable after a decent rain. It is for very experienced paddlers only. A community of local paddlers exists on Facebook to inform the group about water levels, access issues and more. The primary put-ins for the two main sections are not public and thus subject to change by the land owners involved. The primary take-out for the lower section is at the Chimney Rock Village Riverpark.

A statewide survey of North Carolina paddlers in 2008 gathered data about spending and a range of preferences and trends. About 2,100 people responded to the survey. The respondents spent close to \$1 million a year on paddle trips more than 50 miles away from their home. No attempt was made by the survey authors to extrapolate that spending to a statewide number.

The most important things to paddlers surveyed were:

- Quality and Safety of Access Sites (#1)
- Adequate Water Level (#2)

- Safety of My Personal Vehicle (#3)
- Distance Between Access Sites (#4)

In applying those results to local paddling options it is clear that quality, well-spaced access points that are safe are critical to drawing paddlers. Of note in the survey is the absence of the Broad River in the top 40 water bodies used for paddling even though neighboring Buncombe County had one of the higher return rates (90 people). A published guidebook of rivers in Western North Carolina called the Broad River "the river with the most annoying access." Thankfully that is all starting to change with new public access points being built each year.

RUNNING/TRAIL RUNNING

In 2012, more than 900 people participated in at least one event of the Rutherford County Race Series. The Race Series consists of multiple local running events with prizes at the end of the series for the top runners overall and in age groups. The 900 participants represents a nearly 50% increase over the previous year. The 2013 series to date is likely to top 1,000 participants.

Running in the county is popular despite the challenge in some areas in finding safe places to run. Trail systems and connected sidewalks are the key to keeping runners safe and welcome.

Trail running is growing sport with runners demanding the same kind of quality trails that mountain bikers use. Distance, variety, scenery and a well built and maintained trail will bring trail runners to an area.

The potential for the Lake Lure area to host several ultra running events (long distance trail runs, usually 30 miles or more) is great because of the scenic beauty and challenge.

HIKING/BACKPACKING

Chimney Rock State Park Master Plan Survey Question...

What Recreational Activities Would You Like to Participate in More Frequently at Chimney Rock State Park? - #1 response was hiking trails at 61.3% of respondents, greater than mountain biking and rock climbing.

Question in 2013 TDA Outdoor Recreation Survey...

Which of the following would you like to see added or enhanced in the Lake Lure/Chimney Rock area? - #2 response was hiking, second only to camping.

While not as high profile as events like the Ironman or the Olympiad, hiking is perhaps the largest potential economic driver for the county simply because so many people love to do it and it is the outdoor activity most people can do.

Even with a shortage of public hiking trails, people still come here to hike, especially at Chimney Rock State Park. People looking for places to walk or hike in nature is the number one request at the TDA's Welcome Center in Lake Lure.

Chimney Rock State Park Master Plan Survey Question...

What, (if any) Are the Most Significant Factors that Might Prevent You from Visiting Chimney Rock State Park? - #1 answer was 'Lack of Activities Within the Park'

With the closure of the Cliffs Trail and part of the Skyline Trail at Chimney Rock State Park there are precious few trails to hike and no long distance trails. Thankfully the state park and other area agencies like the Town of Lake Lure, conservancies and the Rutherford Outdoor Coalition are working to change that with perhaps 100 miles of trails planned for the Hickory Nut Gorge area.

In the Chimney Rock State Park Master Plan a survey question asked those interested in hiking what specific types of trails they wanted. The top answer was longer loops of at least 3-5 hours. The next top answers were shorter loops (1-2 hours) and trails with camping options. Thus an extensive trail network with options for long loops and backcountry camping would draw a significant number of new visitors to the area.

The hiking options in the county, though, are not limited to the western end. Incredible potential exists for an extensive regional trail network that connects Hickory Nut Gorge to the South Mountains, to the Green River Gamelands and to Pisgah National Forest to the north by Old Fort.

The South Mountains Gamelands is more than 20,000 acres of public land with waterfalls, scenery and connections to the more than 20,000 acres of land at South Mountains State Park.

The South Mountains offer one of the most remote experiences one can have in Western North Carolina due to the extensive amount of land. The South Mountains State Park Master Plan calls for a number of new trails to the west of the existing park on land already owned by the state. The main access would be off US 64 between Rutherfordton and Morganton and would cut the drive time from Rutherfordton in half.

While there are management challenges with a longer trail network in this area, the public would be served if those were addressed and new trails opened. If the Gamelands and the State Park trails were managed for connectivity then Rutherford County residents and visitors would be well served with new and easier access to all properties.

See discussion below about the Regional Trails Network.

GUIDED TOURS/WATERFALLS

The most requested activities at the Welcome Center in Lake Lure are where can I hike followed by where can I see waterfalls or get in the water. Currently there is only one waterfall, Hickory Nut Falls at Chimney Rock at Chimney Rock State Park, that is easily accessible though at the writing of this report even that was not reachable due to a significant rock slide.

There are more than 10 waterfalls in the greater Rutherford County (at least five in the Lake Lure area) that would be of great interest to visitors if they were accessible. Some are on state land some on private land, but all need guidance to find and most need permission to access.

A serious small business opportunity exists to arrange for waterfalls access and do guided trips.

CAMPING

The lack of camping options, particularly tent camping, was cited repeatedly in both the Chimney Rock State Park Master Plan survey and the 2013 TDA Outdoor Recreation Survey. In particular it was seen as a major impediment to climbers, mountain bikers and families staying overnight in the area.

Which of the following would you like to see added or enhanced in the Lake Lure/Chimney Rock area? - Number one most requested was camping among 20 choices, from 2013 TDA Outdoor Recreation Survey

"Please add drive-in tent camping. My wife and children enjoy camping and it would allow us to visit for a weekend vs. a day trip." - comment in Chimney Rock State Park Master Plan survey.

"Need drive in tent camping. If this is to be a "world class" destination, it needs amenities that cater to traveling climbers and other users. Climbers are many times driving in from long distances, they prefer to camp within a reasonable distance from their vehicle because they are tired after a long day of climbing and are not prepared to "backpack" in." - comment in Chimney Rock State Park Master Plan survey.

"There needs to be more camping available within the park. Currently there is little to no camping in the area, which makes it difficult for those of us who will drive 3+ hours to visit." - comment in Chimney Rock State Park Master Plan survey.

"Overnight camping and open cliff access would make this a mecca for climbers all over the country." - comment in Chimney Rock State Park Master Plan survey.

"Properly constructed mountain bike trails will draw from miles around. Supplying semi primitive camping will keep them there for days at a time, bringing money into the local economies." - comment in Chimney Rock State Park Master Plan survey.

The master plan for Chimney Rock State Park includes multiple tent camping areas with both backwoods and walk-in areas are planned. These additions will certainly help serve some of the demand for campsites. There is, however, a demand for drive-in tent camping particularly for those with gear like climbers and mountain bikers. That demand would not be met by the state park proposed campsites. Thus there appears to be an business opportunity for a private drive-in tent campground in the vicinity of these recreation options.

MULTI-SPORT EVENTS and ADVENTURE RACING

Lake Lure, in partnership with Asheville, was recently a finalist for an Ironman Triathlon. While the new event was awarded to Chattanooga, the inclusion of this area on a short list of locations for such a prestigious worldwide event shows the potential for this area as a destination for such events and athletes.

The Lake Lure Olympiad has been around since 2005 and has donated more than \$275,000 to local charities in that time. In 2012, more than 1,000 athletes including children participated in more than 15 events. The signature event is the triathlon which draws up to 400 competitors each year. The tri attracted participants from 15 states in 2012. Other large races included the 10K Dam Run, Race to the Rock (bike and run), and a two-mile open water regional swim championship. In the open water swim competition, 25 states were represented. There are multiple youth events which sets the Olympiad apart from others. Rumbling Bald Resort is the biggest beneficiary of the event, regularly selling out all of its lodging options for the three-day festival.

Another event, the Lake Lure Dragon Boat Festival, also draws hundreds of people to the area each year for a weekend stay.

As more recreation options and trails become available, Rutherford County is poised to offer additional, unique event such as adventure races and long-distance races or ultras. Adventure races could include multiple sports such as kayaking, trail running, mountain biking, swimming, stand up paddleboard and more.

Once complete, the Summits Trail will offer an incredible setting for an ultra run, with a 30+ mile trail circumnavigating Lake Lure and crossing all the major mountain peaks.

EQUESTRIAN

There exists in Polk County and south into the Landrum, SC a concentration of equestrian activity, business and economic drivers. The proximity of Rutherford County to this region gives us the opportunity to tap into that economy in several ways. The following position Rutherford County for equestrian growth...

- Lower cost and availability of large tracts of land (i.e. 20 acres or more)
- Multi-use trail options, especially in the mountains between Lake Lure and the South Mountains
- Local efforts to create equestrian-only trails through private land easements similar the FETA and CETA systems in Polk County
- An organized local equestrian presence

SELECTED MULTI-USE OUTDOOR RECREATION SITES

THERMAL BELT RAIL TRAIL

Long distance rail trails are a destination for many recreational travelers and a true asset the communities in which they are located. The Thermal Belt Rail Trail is a truly untapped gem in Rutherford County, one that if fully utilized could transform the economies of the towns in the area, especially Spindale, Ruth and Rutherfordton. A well kept and well advertised trail will create numerous small business opportunities including bike rentals, restaurants and lodging.

The current Thermal Belt Rail Trail is nearly 8 miles long and runs between Oakland Road in Spindale to Oak Springs Road in Gilkey. About 3 miles of the trail is in the more urban areas of Spindale and Ruth with about 5 miles in more rural areas between Ruth and Gilkey. The trail is a gravel surface of varying quality and in distinct need of surface improvements.

Rutherford County is working with the current trail owner (Rutherford Railroad Development Corporation) and other parties to improve the surface as well as the management of the trail. The Rutherford Outdoor Coalition is recruiting volunteers to help maintain the trail.

Currently there is little to no signage on the trail and limited information on the Internet to assist trail users. The TDA is building an interactive website that will include a trails component which should help significantly improve information provided to locals and visitors about where to access the trail and other area information.

Case Study Virginia Creeper Trail

The Virginia Creeper Trail is a 34-mile long trail created from a former railroad line that runs from Whitetop to Abingdon. The town of Damascus sits at the midpoint of the trail. The State of Virginia commissioned an economic analysis of the trail in 2004. Damascus is the most popular destination on the trail with the majority of users taking a shuttle from Damascus to Whitetop and traveling the 17 miles to finish at Damascus. The Creeper is a unique trail in that the trip from Whitetop to Damascus is almost entirely downhill and includes more than 30 bridges over beautiful mountain creeks. Few rail trails can compete for natural beauty and ease of pedaling.

Key study findings include...

- Total annual economic impact to the state of VA of \$2.5 mil with \$1.5 mil in the two counties where the trail is located.*
- Non-local trail users traveled an average of 4.6 hours to reach the trail*
- In Damascus, business license fees and restaurant/dining taxes increased over 55% in a five year period since the trail opened.*
- Numerous small business are benefitting from the trail including multiple bike rental places, restaurants and lodging. The trail accounts for more than 27 new jobs.*

*Case Study
Swamp Rabbit Trail
Greenville, SC*

The Greenville Health System Swamp Rabbit Trail is arguably one of the most successful trail projects in the country. It has spawned a downtown and regional economic revival. The mayor of Greenville regularly speaks at trail and recreation conferences and fully credits the trail as one of the main factors in downtown Greenville's transformation into thriving urban core. The impacts of the trail, however, extend well beyond the urban area as the now 17.5-mile paved trail goes through Furman University and on to Travelers Rest. The impact the trail has had on Travelers Rest is nothing short of remarkable with new business opening and a sharp increase in visitors to the town.

*"(The trail has) been phenomenal for the whole county, but more so for us in Travelers Rest. I can't begin to tell you how much of an economic boost it's been to this town."
Mayor of Travelers Rest*

A two-year study of the impact of the trail was recently completed by Clemson University. The formal study analyzed the amount and type of use, demographics of the users, and focus group analysis of the economic impact to businesses near the trail.

"Five new businesses decided to open as a result of the trail being built and/or changing location(s) because of their desire to be closer to the trail," study author Julian A. Reed, a Health Sciences professor at Furman University in Greenville. "Businesses that relocated observed a 30 to 90 percent increase in sales."

Other key findings were...

- *Estimated annual trail use by nearly 403,000 people in 2012.*
- *A survey of nine owners of business near the trail showed an average annual income from trail users of between \$50,000 and \$400,000.*
- *College graduates were the highest percentage of trail users*
- *Trail is free exercise*

The Thermal Belt Rail Trail cannot compete with the Creeper for scenic beauty and the long downhill ride option nor with the Swamp Rabbit's proximity to a large metropolitan population. That said there are a number of relevant comparisons. Long distance trails, particularly rail trails with gentle grades are destinations for cyclists especially families. Destination trails tend to be very safe with limited crime due to the large numbers of positive users. The trails contribute directly to the local economy through increased business and directly to the local quality of life especially the health of local residents.

The Creeper trail is a mixture of limestone and other surfaces and no pavement. The Swamp Rabbit Trail is all paved to 10-feet wide. In each case, the surface has contributed to the success of the trail. The users of the rural Creeper trail like the limestone surface and indicated an overwhelming preference for it in surveys. The urban and suburban Swamp Rabbit accommodates different uses such as strollers, roller blades and younger children on training wheel bikes. The local government public works departments are capable of maintaining the pavement.

The keys to making the Thermal Belt ready as a destination trail are:

- A consistent and good surface

- Signage, marketing, brochures, online maps and information
- Maintenance
- Benches, pocket parks, destinations along the trail, restaurants/retail along the trail
- Additional mileage

REGIONAL TRAILS NETWORK

There are multiple components of a nationally significant regional trail network coming together. Several trails and trail networks were mentioned above including Buffalo Creek Park, the Chimney Rock State Park master plan and Thermal Belt Rail Trail. Those trails are part of a burgeoning regional trails vision that will, over time, make this area a national destination for outdoor recreation. Connectivity and variety are crucial for a trail network to attract a large number of users. Key components of this trail network are discussed below as are the key partners.

Upper Hickory Nut Gorge

Carolina Mountain Land Conservancy is leading an effort in Upper Hickory Nut Gorge to build and connect trails. There are already public trails at the Florence Nature Preserve and Bearwallow Mountain as well as trails available with permission on private lands. The goal is to build a fully connected system on both sides of the gorge and connects to Chimney Rock State Park lands that also span both sides of the gorge.

Park to Park - South Mountains State Park to Chimney Rock State Park

The corridor between the South Mountains and the Blue Ridge Mountains is an incredibly unique landscape that has been a focal point for Foothills Conservancy for years. The Conservancy recently publish a conservation vision for the area. The area has also drawn the attention of Tim Sweeney, a wealthy private conservation buyer, who has purchased over 14,000 acres of land in this corridor. Sweeney has publically stated his goal is to physically connect the two parks with conservation land and trails. Public access to a portion of Sweeney's property is planned for later this year.

The South Mountain Gamelands and additional land at South Mountains State Park are largely undeveloped of trails. Old road beds and logging roads exist but no advertised public trails. New and reclaimed trails in this area will be needed to make this long distance connection. The Gamelands and State Park together represent nearly 50,000 acres of public land.

Chimney Rock State Park to Pisgah National Forest

Foothills Conservancy has accumulated more than 1,300 acres of conservation land in the Catawba headwaters at Wildcat Mountain which borders Pisgah National Forest Land near Old Fort. The Conservancy had previously facilitated the purchase and transfer of access land to Catawba Falls. The Conservancy also holds a conservation easement nearby.

Closer to Lake Lure, Carolina Mountain Land Conservancy and the Town of Lake Lure have acquired former development land and plan for public trails which, in turn, connect to Chimney Rock State Park land at Rumbling Bald Mountain. The north portion of the Summits Trails is planned for this area. The potential exists to connect these areas which are about two miles apart as the crow flies.

Summits Trail

The Summits Trail is a proposed trail to circumnavigate Lake Lure and hit all the major mountain peaks along the way. The finished trail could be as much as 30 miles long. Sections of it will be multi-use while others will be foot traffic only. The trail will be on a mix of land including state, conservancy, Town of Lake Lure and private land easements.

The Town of Lake Lure has secured multiple grants to put two major sections of the Summits Trail in place in conjunction with the mountain biking trails at Buffalo Creek Park. This section will extend from Buffalo Creek Road north of Rumbling Bald Resort west approximately 7 miles to Eagle Rock.

Chimney Rock State Park to Green River Gamelands

Chimney Rock State Park lands already extend into four counties including Polk County. Connections between the state park and the 10,000 acres of the Green River Gamelands in Polk County should be sought.

Case Study Jackson Hole Trail Project Economic Impact Study

In 2011, a academic study was launched to gauge the use and economic impact of the trail systems near Jackson Hole, WY. The study identified the types of trail users, money spent and impact to local business. The trail system near Jackson Hole is extensive and being considered for expansion. Part of the purpose of the study was to provide data of the existing trail investments and impacts to gauge the impact of additional trails. The key findings of the study were:

- Trails near Jackson Hole generated more than \$18 mil. in economic impact, \$3.6 mil. in salaries and wages and 213 jobs.
- Investment in trails pays, it creates jobs and helps local business
- Well maintained trails are extremely important to trail user satisfaction
- A trail system that offers opportunities for multiple uses like biking, hiking, running and equestrian are successful.

CHIMNEY ROCK STATE PARK - MASTER PLAN

Chimney Rock State Park includes about 5,000 acres of land, though only about 20% of it is accessible at this time. Additional land is sought as state resources and willing landowners allow. The final park acreage will likely approach 10,000 acres.

The master plan for the park calls for 60 miles of new trails, campsites, and day use areas. The new trails alone would make the park a destination by itself, let alone the existing iconic features like Chimney Rock that draws over 200,000 visitors a year.

Quotes from the master plan survey and public meetings are included throughout this report.

The master plan is extensive and available for review at this link...

<http://www.ncparks.gov/About/plans/master/main.php>

SOUTH MOUNTAINS GAMELANDS AND STATE PARK

The public lands in the South Mountains are approaching 50,000 acres! About half of this land (the gamelands portion) is in northeast Rutherford County, but is terribly underutilized

A concerted effort by the local community as described in the recommendations could open up this area for significant recreation including mountain biking, hiking and equestrian use.

The NC Wildlife Commission which manages the gamelands portion is warming to the idea of more mixed uses on its properties. It allows mountain biking in other parts of the state, for example.

Better access, advertising and maps of the gamelands would allow Rutherford County residents and visitors a new playground and a backdoor entrance the existing state park trails.

2013 TDA Outdoor Recreation Survey

In the Spring and early Summer of 2013, the Tourism Development Authority launched an online Outdoor Recreation Survey to gauge the desires of people visiting primarily the Lake Lure/Chimney Rock area. The questions revolved around what types of outdoor recreation people do and what types they would like to do in this area. In addition the survey attempted to gauge what additional amenities and other things to do were desired by those also doing outdoor recreation.

A total of 227 people responded the survey which was sent out via a variety of e-mail lists and social media. Responses received were a balance from a wide range of active people including those who prefer easy strolls and watching nature to those who want high adventure.

Of note, is for those travelling for outdoor recreation and looking for additional things to do, Main Streets/Unique Shops was the top response. This indicates that with proper marketing and improvements to business variety and hours of operation the three main street towns of Rutherfordton, Spindale and Forest City could draw more daytrip visits from those people already staying in the county in the Lake Lure/Chimney Rock area.

Some of the key results were...

1. Nearly 90% of respondents answered 'Yes' or 'Maybe' when asked if they would stay overnight more often or longer if there were more recreation options.
2. The recreation options people wanted enhanced the most were (in order)
 - a. Camping
 - b. Hiking
 - c. Mountain Biking
 - d. Rock Climbing
 - e. Bouldering
 - f. Kayaking
3. When asked what amenities need improvement in the Lake Lure/Chimney Rock area the top answers were (in order)
 - a. Restaurants (41.8%)
 - b. Bars/Breweries/Wineries/Distilleries (37.7%)
 - c. Specific Type of Recreation (31.3%)
4. When asked what other things people like to do when travelling for outdoor recreation the top answers were (in order)
 - a. Main Streets/Unique Shops (64.6% of respondents)
 - b. Local Foods/Farms (62.8%)
 - c. History/Heritage (57.9%)
 - d. Bars/Breweries/Wineries/Distilleries (57.9%)

The complete survey results are included in the appendix.

RECOMMENDATIONS

Given the great potential for an increase in outdoor recreation users in the area the following are recommended actions...

1. Develop regional outdoor recreation/trails partnership the purpose of which will be to develop and manage outdoor recreation opportunities. The partners could include:
 - a. Municipal and County Governments
 - b. Non-profit recreation groups
 - c. State parks, wildlife
 - d. Conservation organizations
 - e. Private conservation land owners and managers
 - f. Business owners/Entrepreneurs
 - g. Chambers of Commerce/Economic Development
 - h. AmeriCorps members
 - i. Tourism agencies
 - j. Health and Wellness organizations
 - k. Schools and school clubs
 - l. Boy Scouts/Girl Scouts
2. Encourage local investment in outdoor recreation facilities, especially by area governments and the new Rutherford County Tourism Asset Foundation.
3. Advocate for state level spending at Chimney Rock and South Mountains State Parks.
4. Work with the Chamber of Hickory Nut Gorge and the Rutherford County Chamber of Commerce, Isothermal Community College and others to encourage and develop small business opportunities in outdoor recreation.
5. Develop print materials for the Welcome Center and other information hubs to distribute quality guidance on recreation opportunities.
6. Develop strong web-based information and social media content that reaches target audiences.

Summary of QUOTES culled from two recent surveys...

From the Chimney Rock State Park Master Plan...

"Properly constructed mountain bike trails will draw from miles around. Supplying semi primitive camping will keep them there for days at a time, bringing money into the local economies..."

Chimney Rock State Park Master Plan Survey Question: *Would You Visit Chimney Rock State Park More Often if There Were More Day Use Areas, Trail Facilities, and Accessible Trailheads?* - 86% said 'Yes'

"This has become a world class climbing destination and could bring a ton of revenue into the immediate area if advertised as such."

"We take our family (parents 59 years old to our 4 year old) on camping trips that we can ride our bikes. This is a great low impact sport that the whole family can enjoy. Mt. Bikes are also a low impact trail user and the mt bike community also gives back a lot of volunteer time to the trails we ride. I think if there were a large network of good riding trails the local community would benefit. We meet people all the time from other states that come to Dupont and Pisgah to ride on their vacations. This could help local business owners with shoulder seasons and bring more money into the local economy."

"I would like to see as much access as possible to climbing areas. Climbers, in general, are good stewards and by spreading them out over the park's excellent resources, it would limit impact. In addition, Chimney Rock has the unique opportunity to provide the ONLY public mountain biking from Dupont to Spartanburg. This is a significant shortcoming of the area and would be a significant draw to the area. It would also provide the opportunity to develop businesses in the area such as bike shops, housing and restaurants."

"Mountain Bikers have more money than some other user groups and they would come from afar (TN, VA, GA & even FL) to ride the trails, eat in restaurants and stay in hotel rooms and campgrounds."

"20-25 miles of mountain bike trails would make this a destination, especially with the other facilities."

"The climbing at these areas in the park in addition to rumber bald is truly world class, and if proper camping facilities are built in the park, visiting climbers will be a valuable source of income for local businesses during peak climbing season (October - March) when visitation is traditionally down.."

"I would encourage providing a corridor for the Mountain Bike trails to connect to the town of Lake Lure. This could be a shared use path (hikers and bikers where bikers yield to hikers) or a separate trail for bikers. Many mountain bikers would love to bike a 10 to 20 mile trail and then frequent the restaurants and attractions in Lake Lure but may not camp. This allows for a bikers to access the park without have to drive to the day use parking lot."

Regarding climbing, a world class destination which CRSP has potential to be, is only world class if there's a designated place to camp and have fellowship. You look at other famous climbing destinations whether it be within the NPS, NFS and some state parks nationwide, and there is always a central location to camp and a inexpensive rate. If you want to be on the map for recreation, you've got to have a campground."

"Bicycle lanes around Chimney Rock/Lake Lure would be very beneficial. I think catering to cyclist could really change the demographics and improve the local economy. There are not many places where you can go stay and bike from your hotel room."

"If you add destination level mountain biking trails I will make at least 6 trips a year, staying the night in the area. I don't come to the area at all now."

"I sincerely hope the importance of outdoor recreation will not be overlooked. As our country loses more and more jobs it's important to have not only the money outdoor recreation brings to small towns but to have places people can enjoy without having to spend the money they don't have. Outdoor recreation is an affordable and preferable vacation for a lot of people."

"Chimney Rock Park's greatest resources is its beauty and potential for outdoor recreation. There is a lot of rock within the borders of the park. The staggering amount of potentially climbable rock, coupled with the parks accessibility and proximity to Asheville, could potentially make this area one the greatest rock climbing destinations on the east coast. However, this can only be fully actualized if climbers are granted access to the north facing side of the gorge. This would allow for excellent climbing in all seasons, further increasing the utility of the park."

"Lots of trails and access to bouldering/rock climbing will bring in tourism and funds for conservation. Primitive camping and water would be great for people who travel from out of town to use the park."

"More climbing access and opportunities. Please add drive-in tent camping. My wife and children enjoy camping and it would allow us to visit for a weekend vs. a day trip."

"Overnight camping and open cliff access would make this a mecca for climbers all over the country."

"Properly constructed mountain bike trails will draw from miles around. Supplying semi primitive camping will keep them there for days at a time, bringing money into the local economies..."

"The addition of primitive camping in the State Park is long overdue and will provide an incredible venue for backpackers/campers."

"The development of mountain bike trails will increase the recreational user base for this area, since none exist currently. The addition of more hiking trails will increase the frequency of frequent visitors in the hiking category by providing more opportunities to explore the area. Primitive camping is paramount when attempting to create an area that will attract large numbers from all over. This will keep the visitors in the area and spending their money on local business and the park."

From 2013 TDA Outdoor Recreation Survey...

"I am an avid mountain biker and travel from Charlotte often to all parts of WNC. Additionally my wife and infant son often vacation in WNC. I have spent a number of weeks or long weekends in Asheville and the Boone area. We love day trips to the Lake Lure area and would spend more time there if there was better mountain biking access."

"Connecting path between the two, interesting locally owned shops at the Chimney Rock end of the flowering bridge. No parking in front of Chimney Rock shops. Better handicapped access to all the shops / nice continuous walkway in front of all the shops."

"I am a certified rock climbing instructor thanks to fox mountain guides. If there was a camp ground the large groups of climbers i travel with would contribute greatly to the food and beverage and campground businesses. At this current time we only travel through and dine elsewhere as there is nowhere for us to camp."

"More evening activities. After a day of hiking, climbing, etc we like to go out and share battle stories, have dinner and a couple of drinks and listen to a good band. With nothing to do in the evening we end up planning our trips closer to places like Asheville where we have those options."

"A dedicated mountain bike area with downhill and advanced trails. Additionally if the downhill trails had a shuttle service or even a lift access would certainly bring me to the area much more often. Beech Mountain recently opened a lift access bike park and we already have plans to stay in that area a number of weekends this year. While Beech mountain is great for me, Lake Lure would be a better family destination for my wife and small child if it had the mountain biking aspect I desire."

"The ability to hit multiple outdoor and/or touring excursions over several days. Having activities that can be performed on poor weather days (where outdoor recreation is not an option) is also important for a multi-day stay."

"Coming from what you might describe as the "active set", Lake Lure has been described to me as overly touristy, crowded, and for the older crowd. Brevard has a much better reputation of an outdoor playground with a fun downtown. If you could mimic Brevard's public access to the outdoors (Pisgah and Dupont) and lively atmosphere (less gift shops, more breweries and outfitters), you may attract a different demographic. Then again, this may be hard to do and not as profitable as Lake Lure's current market."

"A campground and access to additional climbing opportunities (Ghost Town, Chimney Rock, Eagle Rock, etc.). It would help if there was more of a walkable area to hang out with a brewery or outdoor music."

"A place to camp that has quality Mountain bike trails that you can access from the campground area."

"Longer hiking and backpacking options, more backcountry/primitive camping locations, more hotel options of varying prices (not only high-end overnight accommodations), more conserved land, more public access to locales in the Hickory Nut Gorge, VIA FERRATA AT CHIMNEY ROCK STATE PARK, less traffic in Village of Chimney Rock & Town of Lake Lure in summer and fall, a hostel or low priced basic/rustic overnight accommodations for adventure travelers on a budget, less gaudy commercial tourist businesses, rock climbing instruction and guide services."

"There is a huge lack of usable trails for running, mtn biking, etc. Also, there is a large amount of publicly owned yet inaccessible rock to climb (other than Rumbling Bald) on."

"Would love to see the old trails open again with a professional guide assisting in the hike."

"Several hundred climbers drive in and out of Rumbling Bald every weekend during climbing season without spending a dime in Rutherford County. A nearby camping area is much needed. A new or existing business could also benefit greatly from catering to climbers and selling/or renting gear (e.g. Chalk, chalk bags, climbing shoes, harnesses)."

"Climbers will frequently drive back to asheville just for food/beer. Some good restaurants would catch some of that business. A nearby camping site to rumbling bald climbing access combined with a few restaurants would mean we wouldn't leave town much at all while we were up there."

"Trails connecting other areas of the County would be nice. Hiking with overnight camping sites; mountain bike and equestrian trail to South Mountain State Park. All focused around 2-3 day treks. I think these would draw more outdoor activity into the area. Equestrian endurance riding would be ideally suited to the area."

"Based on our customers, more hiking/ walking trails and more and safer road biking opportunities. Easier access to mountain biking and having the lake safer for canoes. "

"Would love to see family-friendly multi-day backpacking led for beginners, to introduce and instruct people in what equipment and supplies are needed, safety, etc. "

"I would spend multiple days there rock climbing, hiking, and visiting local venues if there was a camping option. I don't like to stay in motel rooms or pay a lot for lodging. I would also like to see more of the cliffs open to public climbing. "

"Better/more dining options, especially reasonably priced healthier food. Primitive camping/multi-day hiking. "

"If there were specific backpacking trails I would take a week off to play in the trails all week. However, I love chimney rock the way that it is. I love going there during off seasons because I feel when it's overcrowded it takes away from the nature aspect of the place. "

APPENDICES

2013 TDA OUTDOOR RECREATION SURVEY



Constant Contact Survey Results

Survey Name: Outdoor Rec

Response Status: Partial & Completed

Filter: None

7/4/2013 3:53 PM EDT

***Please rate yourself on the following scale...**

1 = Enjoy observing nature, easy strolls, 2 = A couple hours of outdoor fun, 3 = Moderate adventure, 4 = Look for some challenge, 5 = Adrenalline junkie, extreme adventures

	1	2	3	4	5	Number of Response(s)	Rating Score*
						227	3.3

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

*Do you ever take trips that are primarily for outdoor recreation?

Answer	0%	100%	Number of Response(s)	Response Ratio
No, I don't			7	3.0 %
Less than once a year			13	5.7 %
At least once a year			62	27.3 %
Multiple times a year			145	63.8 %
No Response(s)			0	0.0 %
Totals			227	100%

*Which of the following have you done in the past 12 months? (Check all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Adventure Racing/Ultras/Mud Run			26	11.5 %
Backpacking			73	32.4 %
Camping			113	50.2 %
Equestrian			25	11.1 %
Fishing			85	37.7 %
Geocaching			27	12.0 %
Golf			33	14.6 %
Hiking/Nature Walks/Photography			181	80.4 %
Kayak/River Sports			74	32.8 %
Mountain Biking			75	33.3 %
Rail Trail/Greenway			60	26.6 %
Cycling - Road			50	22.2 %
Running - Road			59	26.2 %
Running - Trail			65	28.8 %
Bouldering			53	23.5 %
Rock Climbing			62	27.5 %
Stand-Up Paddleboard/Water Skiing/Swimming/Boating			62	27.5 %
Triathlon/Multi-Sport			7	3.1 %
Zipline/Ropes/Adventure Course/Via Ferrata			43	19.1 %
Disc Golf			23	10.2 %
Other			13	5.7 %
Totals			225	100%

*Which of the following have you done in the Lake Lure/Chimney Rock area? (Check all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Adventure Racing/Ultras/Mud Run			2	<1 %
Backpacking			25	11.1 %
Camping			42	18.7 %
Equestrian			3	1.3 %
Fishing			52	23.2 %
Geochacing			11	4.9 %
Golf			14	6.2 %
Hiking/Nature Walks/Photography			157	70.0 %
Kayak/River Sports			41	18.3 %
Mountain Biking			10	4.4 %
Rail Trail/Greenway			10	4.4 %
Cycling - Road			17	7.5 %
Running - Road			19	8.4 %
Running - Trail			18	8.0 %
Bouldering			55	24.5 %
Rock Climbing			61	27.2 %
Stand-Up Paddleboard/Water Skiing/Swimming/Boating			35	15.6 %
Triathlon/Multi-Sport			3	1.3 %
Zipline/Ropes/Adventure Course/Via Ferrata			9	4.0 %
Disc Golf			3	1.3 %
Other			14	6.2 %
Totals			224	100%

*** Which of the following would you like to see added or enhanced in the Lake Lure/Chimney Rock area?
(Check all that apply)**

Answer	0%	100%	Number of Response(s)	Response Ratio
Adventure Racing/Ultras/Mud Run			28	12.5 %
Backpacking			42	18.7 %
Camping			84	37.5 %
Equestrian			32	14.2 %
Fishing			31	13.8 %
Geochacing			11	4.9 %
Golf			8	3.5 %
Hiking/Nature Walks/Photography			75	33.4 %
Kayak/River Sports			48	21.4 %
Mountain Biking			62	27.6 %
Rail Trail/Greenway			34	15.1 %
Cycling - Road			15	6.6 %
Running - Road			11	4.9 %
Running - Trail			32	14.2 %
Bouldering			49	21.8 %
Rock Climbing			59	26.3 %
Stand-Up Paddleboard/Water Skiing/Swimming/Boating			28	12.5 %
Triathlon/Multi-Sport			9	4.0 %
Zipline/Ropes/Adventure Course/Via Ferrata			43	19.1 %
Disc Golf			16	7.1 %
Other			15	6.6 %
Totals			224	100%

* What types of amenities do you look for when considering an outdoor recreation outing? (Check all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Quality of the recreation			159	70.0 %
Specific type of recreation			137	60.3 %
Gear rental			41	18.0 %
Outfitter/Gear Shop			54	23.7 %
Bars/Breweries/Wineries/Dis tilleries			89	39.2 %
Restaurants			132	58.1 %
Live Music			72	31.7 %
Coffee Shop			67	29.5 %
None/Doesn't matter to me			20	8.8 %
I typically don't take outdoor recreation trips			3	1.3 %
Other			12	5.2 %
Totals			227	100%

* In your experience, which of these amenities need improvement in the Lake Lure/Chimney Rock area? (Check all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Quality of the recreation			51	23.1 %
Specific type of recreation			69	31.3 %
Gear rental			38	17.2 %
Outfitter/Gear Shop			36	16.3 %
Bars/Breweries/Wineries/Dis tilleries			83	37.7 %
Restaurants			92	41.8 %
Live Music			61	27.7 %
Coffee Shop			51	23.1 %
Other			45	20.4 %
Totals			220	100%

What specific types of gear do want available for rent or purchase near your recreation destination?

96 Response(s)

*What other things do you like to do while travelling for outdoor recreation?

Answer	0%	100%	Number of Response(s)	Response Ratio
Local Foods/Farm Tours			142	62.8 %
Breweries/Wineries/Distilleries			131	57.9 %
History/Heritage			131	57.9 %
Shopping			94	41.5 %
Art Gallery & Studios			59	26.1 %
Main Streets/Unique local shops			146	64.6 %
Other			9	3.9 %
Totals			226	100%

*Have you ever stayed overnight in Lake Lure or Chimney Rock?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			149	65.6 %
No			76	33.4 %
Not sure			1	<1 %
No Response(s)			1	<1 %
Totals			227	100%

*What types of overnight options are you likely to use when travelling for outdoor recreation? (Check all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Tent Camping			127	56.1 %
RV/Trailer Camping			41	18.1 %
Cabin			163	72.1 %
Bunkhouse			21	9.2 %
Rental House			92	40.7 %
Resort Lodging			78	34.5 %
Hotel Room			115	50.8 %
Condo			39	17.2 %
Bed & Breakfast			85	37.6 %
Other			7	3.0 %
Totals			226	100%

* Would you stay overnight in Lake Lure/Chimney Rock more often or longer if there were more recreation options?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			118	51.9 %
No			24	10.5 %
Maybe			83	36.5 %
No Response(s)			2	<1 %
Totals			227	100%

Briefly describe what would bring you to Lake Lure/Chimney Rock for a longer stay?

133 Response(s)

* Just a few more questions...these responses will be kept confidential. Which of the following best describes your age?

Answer	0%	100%	Number of Response(s)	Response Ratio
Under 21			7	3.0 %
21-34			62	27.3 %
35-45			72	31.7 %
46-54			47	20.7 %
55-64			27	11.8 %
65 or older			11	4.8 %
No Response(s)			1	<1 %
Totals			227	100%

* What is your five-digit zip code?

225 Response(s)

*Are you?

Answer	0%	100%	Number of Response(s)	Response Ratio
Male			97	42.7 %
Female			129	56.8 %
No Response(s)			1	<1 %
Totals			227	100%

Which of the following best describes your household income?

Answer	0%	100%	Number of Response(s)	Response Ratio
Up to \$29,999			26	11.4 %
\$30,000-50,000			43	18.9 %
\$50,000-75,000			56	24.6 %
\$75,000-100,000			45	19.8 %
\$100,000-125,000			20	8.8 %
Over \$125,000			23	10.1 %
No Response(s)			14	6.1 %
Totals			227	100%

Please provide your e-mail address to be including in the drawing for our prize package worth more than \$500.

Answers	Number of Response(s)
Email Address	210

1. Please rate yourself on the following scale... - Comments

Answer

I like to have fun.
I enjoy being outdoors at anytime---any season! My family and I often venture down to Lake Lure for fun in the sun and some exploring. I have yet to get to the Bottomless Pools. We ride our motorcycles down about 3 times a year just to enjoy the scenery and the the weather! Is there a zip line there?
My main recreational pursuit in CRSP is rock climbing.
Rock climbing and hiking!
I love adventures: Rock Climbing, Hiking, Mountain Biking, White water boating
Running, hiking and especially rock climbing.
We primarily visit the area to Rock Climb and hike. We also bring all of our out of town guests here to stroll the river, hike and enjoy the town.
I enjoy it all. From a mellow stroll, to an adrenaline pumping adventure. I love that Chimney Rock and Lake Lure have it all. From rock climbing and quiet walks, this is a great place.
I am a rock climber, but certainly not an adrenalline junkie. I don't like the feeling of lots of adrenaline. Usually it means something went wrong. I enjoy climbing because it gives me an opportunity to tackle a challenge in a thoughtful, safe, and prepared manner. I much prefer to feel safe and in control in a situation that would be precarious if not for my skill, preparation, and training.
I love rock climbing!
Really all of the above. Enjoy balance... time in a bed and breakfast with a beautiful view as well as time on the sharp end of the rope a few hundred feet up a rock face...
Rock climbing and bouldering.
Hiking, camping, rock climbing, mountain biking fool.
Enjoy rock climbing in your area a lot . I believe chimney rock state park has the potential to be an east coast Yosemite, givin that park managers acknowledge climbers as an equally viable user group , along with hikers and fisherman
Enjoy hiking and kayaking.
Mountain biking!
I would never term myself an adrenaline junkie. I am a climber, trail runner, mountain biker, hiker, picnicker, sightseers, etc.
Enjoy mountain biking, kayaking, fishing, and hiking in scenic locations either on daytrips, weekend getaways, or weeklong family excursions. Trails should be at least 10-15mi and utilize the signature features of the area.
I am an avid mountain biker and travel from Charlotte often to all parts of WNC. Additionally my wife and infant son often vacation in WNC. I have spent a number of weeks or long weekends in Asheville and the Boone area. We love day trips to the Lake Lure area and would spend more time there if there was better mountain biking access.
Been hiking and rock climbing at chimney rock for almost twenty years
I am a rock climber who spends at least every weekend of the fall/winter climbing in the area
Rock climbing and hiking
I love hiking, being out in nature and observing beautiful wildlife and scenery!
I love the adventures
Not real adventure our. Just love the serene mountain air, and peaceful atmosphere.
We rented a cabin several summers ago in the Bat Cave area. It was a family gathering of sorts. To date, it has been one of the best family experiences we've ever had. I dream of doing it again.
I've been rock climbing at rumbling bald
I am in a hiking club,but I enjoy a lot of outdoor activities.
I'm not a rock climber or anything that extreme, but do enjoy the outdoors, fishing, walking, waterfalls.
I enjoy leisurely hikes, but my children enjoy mountain biking and rock climbing
We love Lake Lure and Chimney Rock

I love nature hikes , slow boating , and fishing .
no comment
We love to take in as much mountain air as possible
I would like to start hiking more.
I love hiking and looking at all the beautiful trees, flowers,water and rocks! :-)
love hiking and photography
Enjoy Hiking ,Whitewater rafting, Boat riding and just sitting and dining and enjoying the veiw of the lake at Larkins!
I have been going to Lake Lure and Chimney Rock since I was two years old, now I am almost 73!
love being able to get outdoors and take some strolls ... as well as getting a little bit of a challenge for some spectacular views
I love to sit by the water, take hikes, go for boat rides, explore the mountains and visit new places.
Love everything outdoors
Love to hike,ski,and just be outside !!!!!
love it....in all aspects.....
Love hiking to the waterfall especially after a hard rain. Hoping the trail opens up soon.
I like hiking. It can be strenuous or relaxing.
Would do more but out of shape
love to take long walks in nature,love to swim,water ski, tubing in the white water,white water rafting, fishing.
We enjoy spending 4 to 8 hours of fun and then some relaxation!
I am a nature and wildlife photographer with a few years on me, but I still get psyched to take on outdoor challenges to see all kinds of nature's beauty.
Rock climbing.
Love enjoying the outdoors!! Enjoy a good challenge but not too extreme!!
We are truly enjoying the new trails and look forward to more places for a good walk.
Me gusta visitar las montanas. :)
From camping along the creek, hiking the trails, kayaking the lake, Chimney Rock rocks.
Bad knees restrict my participation in outdoor fun. But I enjoy walks and short, easy hikes. However, I'm also answering on behalf of my friends/guests who are more
Family oriented activities that kids can handle.
I like to rock climb and while I could have selected Look for some challenge or Adrenalline junkie...and that used to be the case, I am now 60 so moderate is about right and there are plenty of moderate rock climbs still to do!

3. Which of the following have you done in the past 12 months? - Other

Answer

Trails
open water swimming
cave exploring
Caving, Rappelling
sporting clays, scuba
hunting
Off-road driving
Scuba, Skydiving
horse back riding
Cruising
Birding
Hunting
Leaf Watching

3. Which of the following have you done in the past 12 months? - Comments

Answer

Just plain outdoor 'wood-walking' in state & national parks in SC and MI.

i LOVE TO VISIT LAKE LURE/ CHIMNEY ROCK TO GO BOULDERING AND ROCK CLIMBING AT RUMBLING BALD!

I THINK THAT CLIMBERS ARE AN UNTAPPED RESOURCE FOR YOUR COMMUNITY. YOU HAVE THE ASSETS TO BE A TOP DESTINATION FOR ROCK CLIMBERS IN THE COUNTRY AND TO MAKE A LOT OF MONEY FROM CLIMBERS.

INCREASING ACCESS TO THESE RESOURCES IS A WIN FOR EVERYONE!

I am an avid rock climber. My family goes on climbing trips about every other weekend.
I rock climb almost every weekend. Typically go to Lake Lure ~10 times a year.
Mountain bike at least 3x per week
Love to bicycle and walk
no comment
I wish I had more time and money to do other things that are listed above.
we have a vw camper... camping is a priority especially in spring, summer, and fall
Lake Lure is a beautiful lake love the trails at the bottomless pools,swimming in the river, fishing in the lake and river during trout season.Haven't stayed there in awhile.
We are more spectators rather than active participants, husband used to play golf but had to give it up
Shopping, visits to historical sites.
If it flies, swims, crawls or runs I will be out there trying to capture it on digits and use many means to get there to see it!
More climbing, bouldering, camping than anything
My family loves rafting down the Natahala River once a year. It is a family day! We also went to "Rolex," at the Kentucky Horse Park the last week in April. Lots of walking!!!
Of those above, rock climbing provides the most expansive of the outdoor activities.

4. Which of the following have you done in the Lake Lure/Chimney Rock area? Other...

Answer

Boating, Swimming
tennis, pickleball
haven't had the chance yet
None yet
Driven through as fast as possible.
haven't been yet
None in at least 5 years
boating on the lake
not visited except driving through
None yet
trout fishing in the river
Pontoon Boat Ride
none
Riding around site seeing

4. Which of the following have you done in the Lake Lure/Chimney Rock area?

Answer

i LOVE TO VISIT LAKE LURE/ CHIMNEY ROCK TO GO BOULDERING AND ROCK CLIMBING AT RUMBLING BALD!

I THINK THAT CLIMBERS ARE AN UNTAPPED RESOURCE FOR YOUR COMMUNITY. YOU HAVE THE ASSETS TO BE A TOP DESTINATION FOR ROCK CLIMBERS IN THE COUNTRY AND TO MAKE A LOT OF MONEY FROM CLIMBERS.

INCREASING ACCESS TO THESE RESOURCES IS A WIN FOR EVERYONE!

Always just driven through. The word of Lake Lure is mostly that it's for the older-set and uninventive tourists who want programmed activities.
None - Haven't been to LL/CR area in several years.

There is a huge lack of usable trails for running, mtn biking, etc. Also, there is a large amount of publicly owned yet inaccessible rock to climb (other than Rumbling Bald) on. It I'd love to get out on the lake!
December isn't the best time of the year to be out but generally I try and hike/walk and get on the water.
We used to bring our boat down and spend tiime on the lake and always enjoyed the beach area.
no comment
Would love to do more!
New to area - making plans to get out for hiking, waterfalls photography
Long time ago
None yet lived here for 1 1/2 years and I need to make time for me and family to come out there.
we have annual passes to chimney rock... go as often as we can... love how there are specific spots assigned just for fishers as well along the broad river
We were just there about 3 weeks ago, come at least once a year there, one of my most favorite spots to visit! I've always wanted to do the Areal tour and stay at the lodge there! Love shopping in the shops in the town, exploring Chimney Rock & Hickory Nut Falls, letting my pup go for a swim in the river at the bottom of the mountain, and topping it all off with ice cream at the ice cream shop on the "strip"!
Lake Lure Boat Ride, Retained Personal Fly Fishing Pro for day of guided fishing, Chimney Rock visit, shopping in Chimney Rock, visit to Bat Cave area.
Rumbling bald
Walked around Lake Lure and took daughter to play on the playground. Enjoyed the shops, eating places and small town peaceful atmosphere. Also enjoyed Chimney Rock Park.
Husband played golf at Lake Lure
Me gusta "disc golf".
My three children have been in the Triathlons with their husbands and wives for the last two years. They love it. They stayed at Fairfield Wyndham Resorts while there. I am usually working at Washburn General Store and miss all the fun!

5. Which of the following would you like to see added or enhanced in the Lake Lure/Chimney Rock area? (Check all

Answer
decent campgrounds
Parking for these pursuits
haven't been yet
More events would be good.
Keep it natural
Walking trail
Anything that has to do with nature walks!
Rafting and paddle boat.
picnic areas
mini golf, play areas, inflatbles
none
public access to the rivers
Birding
never been
none

5. Which of the following would you like to see added or enhanced in the Lake Lure/Chimney Rock area? (Check all

Answer
Not sure why most of these questions concern Lake Lure and the rock. Our county is wide and had many places folks would like to spend time. Lake Lure is a 45 min drive for my family. We would just assume to hit a local park in the tri city area.
more camp sites
Camping- no RV's; can't do boating since the home owners make the rules;
I WOULD LOVE TO BE ABLE TO CLIMB IN AND AROUND CHIMNEY ROCK STATE PARK! INCREASING ACCESS INCREASES \$!

OPEN PUBLIC ACCESS TO CHIMNEY ROCK!!!
We really need to open up more rock climbing area's (that are actually already old climbing areas of historic value). Also need to open up good trails in the area that are designed for the hardier crowd (ie not the typical tourist trails/elevators/steps and such).
Allow more people to park in the Rumbling Bald parking lot by creating parking on both sides of the lot and marking lines in the parking lot so that people park more closely together. The parking lot is full by 10am and hitch hiking from the Lake Lure parking lot with crash pads is very inconvenient. The climbing community will commit volunteers to any solution. Open up Ghost Town to climbers. Allow climbers that pay a fee to climb at Chimney Rock.
A real disc golf course would be great! We use a makeshift one and have lots of fun!
I adore this area. It is my favorite place on earth. When I was a little girl, I went to lake lure every year on October 14th with my parents to celebrate their anniversary. We stayed at Franks motor lodge, right on the lake. Now they have both passed away..and I go there and feel closer to them.
Actually i like the area's "unspoiled" nature and quality. The last thing we need is another pigeon forge.
I feel Lake Lure has all these things and more. How about attracting more outdoor recreational events and offer guided adventure packages. Example: geocaching has a geocoin fest and geowoodstock. Get those big events to consider LL. I am also big on hiking, hiking challenges, there was a famous hill climb (car race) you can bring back? The car race might be too dangerous, I don't know much about it. More tours..better guide book and maps....
We love hiking
none
I would love to see more of what the area has to offer.
A trail for avid walkers to walk safely out of traffic!
Would like larger more private camping (like the state park camping)
saddened some of the trails have been closed permanently at chimney rock... think with restoration and amendments... certain trails should be opened back up
Is there water rafting?
Would love to see the old trails open again with a professional guide assisting in the hike.
Need more child friendly activities for the under 10 ages.
the boat ride on the lake is beautiful but unless you own land on the lake you can't fish off your boat too expensive to put in on the lake.Fishing boats to rent.
More options for boat rides on Lake Lure.
I enjoy all the activities that the area has to offer. Its great for families and/or couples.
Need a camping area.
We camp at Price Lake on the parkway
There are so many outdoor activities available in that area, its hard to answer that question
Me gusta pescar. :)
It is a beautiful place!

6. What types of amenities do you look for when considering an outdoor recreation outing? - Other responses

Answer
Parking
PARKING!!!!
Parking, trail quality and campsites
Camping
good local camping is important
childrens activities
possibly check restroom facilities
price/affordability
shopping
Lodging
Great views from the hiking areas

managed trails

6. What types of amenities do you look for when considering an outdoor recreation outing? - Comments

Answer

I look for non-chain businesses that reflect the area.
 Specifically, restaurants with healthy food.
 We like tent camping with wooded, private sites, affordable horseback riding with trails for a range of experience. We enjoy cooking good meals, and especially breakfast over a campfire.
 Huge potential for being a premier climbing destination in the southeast. You have to let recreational climbers in!
 Horse trails with camping for horse trailers
 Several hundred climbers drive in and out of Rumbling Bald every weekend during climbing season without spending a dime in Rutherford County. A nearby camping area is much needed. A new or existing business could also benefit greatly from catering to climbers and selling/or renting gear (e.g. Chalk, chalk bags, climbing shoes, harnesses).
 Camping
 Ned bike trails...or sidewalks
 Looking for more childrens activities , so when i bring my grandchildren .
 n/a
 We look for more family oriented camping areas
 other than that we try to leave the house with everything we possibly need to enjoy our activity... camping / hiking, etc
 good food, tours of the area like Chimney Rock
 If I can find animals or nature scenes that is the biggest priority, the other stuff is nice, but doesn't sway me one way or the other.
 Gear shop would be nice but not needed, camp ground and restaurant/ grocery is all that I need.
 Me gusta tocar muy mucho.:p

7. In your experience, which of these amenities need improvement in the Lake Lure/Chimney Rock area? - Other

Answer

more hiking trails, family-friendly and DOG friendly
 campgrounds
 don't know of any. I like small towns.
 haven't experienced yet
 Camping close to the lake, park, trails and climbing.
 Access
 Access to climbing
 Parking
 PARKING FOR CLIMBING!!!!
 Parking
 parking areas for climbing access
 Parking
 Area access parking
 N/a
 Parking and tent camping
 haven't been yet
 Not sure - haven't been to the area in several years.
 central source of info re what's available
 accomodations
 parking at rumbling bald
 None
 None
 Lodging
 not visited yet
 none of the above
 unknown at this time

Have not been there yet
Camping areas
maybe an adventure type attraction like zipline
nothing!! Love it the way it is!!
rental fees
none
motels
ice cream shop with area to sit down or bakery
none
public access to lake and rivers
Boat Rides
Hints to picturesque sites
paddle boats and things the whole family can enjoy and afford.
Pet Friendly
Closed in Park for children so they cant run out in the parking lot
never been
None
none
managed rock climbing trails

7. In your experience, which of these amenities need improvement in the Lake Lure/Chimney Rock area? - Comments

Answer

The quality of the food available in Chimney Rock and Lake Lure is so poor I never recommend anyone eat there and send them to Hendersonville, Black Mountain or Asheville. The Harley bikers are also a huge turnoff. That is why the area is known as the Red Neck Riviera.
The park needs to open more cliffs to climbing and increase river access
Have scheduled hikes--more than just the morning walk.
Promote interest in tennis and pickleball
Why do people come there? What can be added to enhance their visit. I come because I like the area and my daughter is near by. The rest is icing.
The Rock Climbing Management plan needs to happen with inclusion of other wise closed to climbing areas such as The North Side of Rumbling Bald and Ghost Town.
open more climbing areas at Rumbling Bald/Chimney Rock!
available camping/backpacking/group sites/Hostels
CRSP is home to world-class rock climbing areas that are not currently open to climbers due to access issues. I confidently speak for the rest of the climbing community when I say that we love climbing at Rumbling Bald and would be ecstatic to see Ghost Town and other areas open to climbing. The CCC and Access Fund represent the vast majority of climbers - responsible stewards of the environments we love.
Primitive camping for overnight backpacking.
There is a huge amount of climbing opportunities (Ghost Town, Chimney Rock, Eagle Rock, etc.) that are currently off limits in the area. This causes the accessible areas to get somewhat crowded. Also, most of the restaurants in town seem overpriced and cater to the more sedentary tourist. I would like to see more trails in the areas as well.
Restaurants with healthy food
finding and allowing more access to the boulderfields in the area would be nice
The parking situation at the Bald is just silly. There's no reason why there cannot be more parking, especially considering the parking is highly used for hikers (AND THEIR DOGS) just as much as climbers.
Haven't visited enough, whatever promotions or advertising you are doing is not reaching me. Not sure what's around.
Parking lot at Rumbling bald could easily be expanded.
Open rock climbing to more areas!
Haven't been yet
Horse trails/campground
Mountain biking

Open more rock climbing areas for use.
Not sure - haven't been to the area in several years.
As already stated, we need to open up more climbing areas and more trails.
More public access and less destruction of nature for profit
Figuring out accomodatings in the Lake Lure area can be tricky.
More rock climbing
Climbers will frequently drive back to asheville just for food/beer. Some good restaurants would catch some of that business. A nearby camping site to rumbling bald climbing access combined with a few restaurants would mean we wouldn't leave town much at all while we were up there.
Parking needs to be expanded to accomadate hikers and climbers
It was sad to see the little motels and lodges closed down. I'm sure because of the economy. Love this adorable part of the world.
Childrens activities
I have never visited but planning to this summer.
Don't know yet
* would like more private camping less (sorry to say this because I enjoy my drinks but) less drunks to deal with at the campgrounds. I wish I could take my kids and have a better family experience.
more places to camp
Personally, I think Lake Lure and Chimney Rock are as close to perfection as any place that I have ever visited. A few more restaurants wouldn't hurt but are certainly not necessary. A bakery may be nice also.
frozen coffees or great expresso
More options for for casual dining. More options for boat rides throughout the year and on more days during the week.
Most of the road into LL is now posted as NO PARKING and private property along the river. Some of the most picturesque spots are off limits which is a bummer.
Disappointed when the pizza place closed!
Not into bars
I like things.. can't think of any improvements?
Me gusta musica.aca la racha aca la racha...
Desperately need bike rental shop, better restaurants, coffee shops, more high end stores.
Trails connecting other areas of the County would be nice. Hiking with overnight camping sites; mountain bike and equestrian trail to South Mountain State Park. All focused around 2-3 day treks. I think these would draw more outdoor activity into the area. Equestrian endurance riding would be ideally suited to the area.

8. What specific types of gear do want available for rent or purchase near your recreation destination? - Responses

Answer

It would be nice if there were more centrally located businesses that offered tubing and tube rental
Bikes - golf carts - kayaks - fishing gear - paddle boards - private instructors
Tubing river - bikr
have my own
kayaks for river. Campling supplies, bicycles for rent.
Basic sundries
Bikes, clothes, whatever the event is
double kyack or canoe
I can go with the flow as I usually take what I'll be needing.
I bring my own, usually look for food supplies.
none
canoes that accomodate 4 people, water bikes (the kind with the large wheels)
Climbing gear maybe
None
bikes and helmet
rock climbing, guided adventures, canoeing

i THINK THERE IS THE OPPORTUNITY TO MAKE MONEY FROM SELLING CLIMBING GEAR AND SUPPLIES TO CLIMBERS WHO TRAVEL TO THE AREA.
none
Primarily river adventure rentals such as kayaks, paddle boards, etc but at a reasonable rate (or offer a local rate!)
canoes and kayaks
Hiking,Biking,Boating,tubing,kayaking and rock climbing gear
A climbing equipment/outdoor equipment gear shop would be great. There would be much greater business for a gear shop if there was more camping available.
Replace some of my climbing gear.
none
N/A
Rock climbing gear. If you forget something or would love to pick up some more gear, there is no place to do so in Lake Lure.
Rock climbing gear
trad rack
whitewater kayaks
Bikes, kayaks.
Bouldering crash pads
Fly fishing, bike rental
Would be nice for gear to be included, such as riding hat, saddle, bridle, rubber ducks or rafts, water skis, tubes, etc... Would like a convenience store for last minute fill-ins, and gas...
I own my own gear.
Less of rental since I have my own. But a service shop would be nice.
Depends on the recreation area. Bikes are nice if there are places to ride.
Camping hicking and climbing gear
kayaks
Video Camera, bikes
Cycling stuff and kayak rentals
none
Paddle boards, kayaks
I usually bring my own gear. If I were farther away from home I may want to rent bikes (mountain, road, cruiser).
Mountain bikes, kayaks, boats
Boat and Kayak/Canoe type rentals
Climbing gear rentals and supplies (e.g. chalk, tape)
climbing shoes, bouldering pads
climbing gear
climbing accessories: shoes, chalk, clothing, gear, etc
-
None that I know of.
Bikes, scooters
Outfitter store. Although Mast ins't too far away.
Kayaks, canoes,
Water sports gear.
Kayaks and paddleboards
Hiking poles
Bike rentals!!!! Do you have bike rentals or places to park your own bikes? Segways, scooters.. Traffic in town can be tricky.
Boating, camping, golf
Boats, horses
mountain biking/hiking
Boats
Tent or rv for rent
Water accessories
Backpacking,camping and outdoor store

kayaks
firewood
bikes and helmets
A canoe
Paddle board
I usually bring the gear with me that I'm planning to use.
boat rental
hiking gear
boats/bikes
Boat rides are already available, that is all I need.
Not sure if you already have paddle boat or tubing?
Fishing,camping and diving...
Bike rental, hiking sticks, camping gear if camping was offered.
Anyone
Bike gear, climbing gear and shoes, unique camping items.
water/kayak
Bikes
Paddle boards
tube for the river kayak fishing boat
pick up picnic baskets, for day at the park with family.
Less expensive boats that can be rented to take out.
I want to rent inner tubes. It would make it convenient and fun to float on, on the beach.
I am pretty much self sustained and have learned how to pack in heavy photo gear and not kill myself.
camp site
Canoe/ paddleboat/
bicycle, shoes, packs
Jet ski for lake lure
Me gustaria ropa de salsa bailando. aca la racha aca la racha...
N?A
Bike rental
i have my own gear. anything I would need gear for would be things I had never tried/needed instruction on as well.
rock climbing gear would be nice as well as camping.

9. What other things do you like to do while travelling for outdoor recreation? - Other responses

Answer

Toddler friendly recreation options.
N/A
really it's just the recreation
Cheap food. Live music.
Good grip gathering areas
relax
Nice camping area
kids activities
SALSA BAILANDO

9. What other things do you like to do while travelling for outdoor recreation? - Comments

Answer

There isn't really a "Main Street" in Lake Lure with attractions, just strips. If Lake Lure could incorporate something like Chimney Rock's main drag, I would definitely prefer to spend money there rather than down the road.
if within 30 minutes
Actual local goods/local shops. Not a bunch plastic made in China.
N/A
Shopping could improve. Not any high quality shops.
Love the fruit stands...apples...yum...and apple cider stands used to be so prevalent.
Love something new every time I visit. A tour bus leaving from lake lure to expand your reach to allow guests services (tours?) to get to nearby attractions.

My family enjoys antiques
Natural and organic restaurants
love checking out local shops... and local crafts, food
the shops need to use more local made items and foods.make it easier to know what is available to do in the area.
While all of the ab above are very nice, where I go really depends on the quality of the natural surroundings.
Wine tasting like at Biltmore House or Apple House in Pigeon Forge Tenn.
Open back up Bottomless Pools and incorporate into CR Park if possible.
I feel like the true heritage of the GREAT smoky mountains is masked to make room for "touristy" junk... you should change that back. My grandma grew up in these mountains as a mountaineer and she does not appreciate the devaluing of her childhood.
Need things to do when it rains.

10. Have you ever stayed overnight in Lake Lure or Chimney Rock? - Comments

Answer

Own home
We used to live in Lake Lure and come back frequently to visit.
Cabin rental.
Camped on private property.
We want free camping.
Rental and now building.
I live in the Upper Hickory Nut Gorge.
It is a fairly inconvenient town. Before I lived in the area I typically just drove up to Asheville or out to Pisgah for free camping.
I live too close to stay overnight. More camping is needed.
There is a need for a camping ground or a cheap hostel that would cater to climbers and hikers from out of town.
I live in Lake Lure, so I stay here quite a bit...
Many times...love the area...can't wait to go ba k. I love to stop along side the road and just look at the beauty, while eating a fresh apple...
Stay at Cherokee and drive to Chimney Rock
Not yet
Was married in Chimney Rock at Fibber magees and spent 5 night honeymoon there. Loved it!!
The price was a factor at Lake Lure (too pricey) and the age of the accomodations/ammenities in Chimney Rock was a factor. We stayed in Hendersonville, and commuted back and forth. Did not want to rent a cabin/home because of the deposits and cleaning expenses. A modererately priced hotel in the area would have been nice.
I stayed at Lake Lure Inn Ann SPA
We always have a great time when visiting there!
I stayed near Blowing Rock which I think is near Lake Lure
We have stayed at the Lake Lure Inn and absolutely love it there.
Many,many times before they closed the top trails at Chimney Rock. Entire family loved that all day adventure. Our kids went with us since they were in elementary school. Now they are graduating. Just doesn't seem to be as much to do now, except for spending the day at the Lake Lure Beach.
Rented a house and will be going up for Memorial weekend
Years ago
We used to own a house there and spent many years in the area.
But not for many years, though I have encouraged others (friends, relatives, clients) to do so.
Rented house in Rumbling Bald Resort and also rented cabin just outside of Rumbling Bald Resort.
At my friend's grandparents' house.

I rented a cabin last summer for 2 months above Lake Lure. Now I just bought a home in Connestee Falls due to that visit! I will be continuing my yearly pass at Chimney Rock.

Stayed at Chimney Rock Inn during a difficult time in my life. It was a peaceful place of escape for my daughter and I. We really enjoyed it.

The Carter Lodge is an A+ motel to stay!! Very clean and comfortable and owners are very nice!!

I am one of the lucky ones who live here...

No tengo dinero. :(</3 \$\$\$

Two times, Evening Shade, each time.

My husband and I Lake Lure Inn.

We rented "Baby's Cabin" at the Inn in 2006 as a wedding gift for our son when he got married.

My Wife and I spent part of a night at the Esmeralda Inn back in 1996...the night it burned to the ground! Also Lake Lure Lodge too!

11. What types of overnight options are you likely to use when travelling for outdoor recreation? - Other responses

Answer

We own a vacation home

N/A

In a van down by the river.

see comment

volkswagen bus camping

We own a house on the lake

En TU casa ;)

11. What types of overnight options are you likely to use when travelling for outdoor recreation? (Check all that

Answer

Anywhere that is nice and 'newer' (no floral bedspreads or gold fixtures, updated cabins are nice)...

I think a campground in the area would be a big hit for recreational uses in the area.

Usually stay in Asheville

We stay at Fibber Magees everytime we come. Have never tried anywhere else in Chimney Rock. But would be open to other options. Have stayed 4 times in all.

mainly just want a king size bed

our bus is our tent

depending on the group of us going is where we decide to stay there are not alot of options there

Whichever is the nicest, yet most affordable! It also depends on how long I will be staying.

12. Would you stay overnight in Lake Lure/Chimney Rock more often or longer if there were more recreation

Answer

Difficult to justify the expense when I live so close

only if there was affordable camping

and some upscale shops

More camping options would be nice.

I live really close, so there is no need to spend money to stay overnight... I would camp though

OPEN CHIMNEY ROCK!

Winter is slammed packed at rumbling bald for climbers. It is too hot to visit there in the summer but there are several North facing cliffs within hickory nut gorge that could attract climbers from all over. Rumbling Bald has become a recent national destination, the town and park system should know and expand that.

Maybe because I currently live in the area. Otherwise, I would say yes.

I now live close enough to return home

Would stay if there were more affordable places to stay.

More for children . I do bring my grandchildren with me often .

more camping options would be preferred

I live in the county.
Absolutely!
I live in Rutherfordton NC
Has everything I need already.
I live close enough that I don't need to stay overnight.
nicer campgrounds or cabins with pool and jacuzzi for both campground and hotel or motel
I think I would stay if there were more packages - more value for my money.
I think there is quite a bit to do in the area. Of course you have a seasonal issue there so it's hard to offer tons of options which can't be sustained financially year round. It is quaint and peaceful and that is the draw for me.
Close to home. Great weekend getaway.
I live too close to stay overnight
Plenty to do in the area for my liking.. too much stuff takes away some of the peacefulness that I enjoy
N/A
Perooooooooo.. no tengo dinero:(

13. Briefly describe what would bring you to Lake Lure/Chimney Rock for a longer stay? - Responses

Answer

If I put myself in the shoes of a visitor, more to do.
More Free Park Trails More walkable side walks Town being open later Alcohol Serving in Chimney Rock Better Access to the lake. It is obvious you don't like day trip guests(cost, restrictions, etc.)
Major sporting events. Music festival. Nice Campground.
There needs to be more camping options
Based on our customers, more hiking/ walking trails and more and safer road biking opportunities. Easier access to mountain biking and having the lake safer for canoes.
Out of town guests
Would love to see family-friendly multi-day backpacking led for beginners, to introduce and instruct people in what equipment and supplies are needed, safety, etc.
Seriously lacking good hotel rooms. Most of the accommodations in the area are substandard (outside doors, not clean, old, missing things basic hotel rooms have anywhere else) or rental houses, which only work for families or groups for longer stays. A good branded hotel like Homewood Suites would be fantastic.
Longer hiking and backpacking options, more backcountry/primitive camping locations, more hotel options of varying prices (not only high-end overnight accommodations), more conserved land, more public access to locales in the Hickory Nut Gorge, VIA FERRATA AT CHIMNEY ROCK STATE PARK, less traffic in Village of Chimney Rock & Town of Lake Lure in summer and fall, a hostel or low priced basic/rustic overnight accommodations for adventure travelers on a budget, less gaudy commercial tourist businesses, rock climbing instruction and guide services.
Live music and quality, affordable dining. There are numerous venues in Lake Lure that could host great live music, and it seems to be discouraged in certain locations. I would love to see music at the Gazebo or on the beach!
Less emphasis on golf and more emphasis on hiking, tennis, or pickleball. Inexpensive, home style meals presented in an informal atmosphere
A place to camp that has quality Mountain bike trails that you can access from the campground area.

Friendlier campgrounds. We had several spots reserved at a campground one year for a reunion. When making the reservations, I asked if they were motorcycle friendly and the lady replied, 'sure'. We had one man to show up on his motorcycle and the management came running over to tell us that there were older folks in the campground that did not appreciate the noise of a motorcycle. Well, we are not spring chickens ourselves and the fellow who rode his motorcycle drove from Kansas to be there. He went back out---once (in two days)---to make a run for some bread and milk on his motorcycle, only to be harrassed upon his return. Real nice folks there. We cut our little vacation short and went elsewhere for the rest of the week. We will not ever return to that campground only to sleep on rocks and be treated like that.
more time off?
a horse so his needs would need to be addressed at a safe, reputable facility. quality trails like the FETA in Polk County would be needed; long enough to be interesting but easy to maintain.
Promotions that are family friendly. We have 2 children ages 9 and 11.
More rock climbing areas open to the public. CRSP has become a destination for climbers and bouldering. Adequate parking is a necessity and the current parking situation is unsustainable.
A more expansive rock climbing area
Quality, cheap camping
More rock climbing in areas such as Ghost town, and the North side of Hickory nut gorge state park
Camping around the Rumbling Bald area
more trails to hike up and down the Gorge; bike path for seniors; cheaper swimming and cheaper state park;
Fewer rednecks
MORE AREAS TO ROCK CLIMB/ BOULDER.
n/a
Better options for camping with dogs.
Ghost Town climbing access!!!
I would spend multiple days there rock climbing, hiking, and visiting local venues if there was a camping option. I don't like to stay in motel rooms or pay a lot for lodging. I would also like to see more of the cliffs open to public climbing.
More time!
Better/more dining options, especially reasonably priced healthier food. Primitive camping/multi-day hiking.
A campground and access to additional climbing opportunities (Ghost Town, Chimney Rock, Eagle Rock, etc.). It would help if there was more of a walkable area to hang out with a brewery or outdoor music.
Mountain Biking, better climbing access.
Enhanced access to climbing
If there were more things for my outdoorsy hubby and kids to do, I would bring them on climbing trips. Also would love to see more bolted routes in Rumbling Bald, and more parking at Chimney Rock.
Rock climbing!
moderate rates for lodging + easier access to climbing areas, such as a shuttle service to rumbling bald state park climbing area since the parking lot is often full on nice weekends.
More sport climbing (bolted rock climbing)
Bikes, cameras, backpacks, climbing gear
Better parking situation for Rumbling Bald area
more climbing gear
A cheap campground
Multi day backcountry trails
More trails & camping areas, rental canoes/kayaks for the lake

Doggie Day Care
Affordable family package with supervised activities so grown-ups can also have time for themselves.
A little less Pigeon-Forgey in town (sorry)
ROCK CLIMBING AT CHIMNEY
More rock faces open to climbing
More rock climbing availability
Downhill mountain bike courses. Pump courses. Technical flowing jumps.
Affordable lodging.
Open climbing areas for development , route setting is time consuming labor , but it creates decades of enjoyment to new climbers .
More available access to Lake Lure.
More bike or hiking trails.
Having time
Summer climbing, that is north facing rock open to climbing
More local events
I would love to see a nice equestrian campground where riders could explore the Hickory Nut Gorge on horseback.
Coming from what you might describe as the "active set", Lake Lure has been described to me as overly touristy, crowded, and for the older crowd. Brevard has a much better reputation of an outdoor playground with a fun downtown. If you could mimic Brevard's public access to the outdoors (Pisgah and Dupont) and lively atmosphere (less gift shops, more breweries and outfitters), you may attract a different demographic. Then again, this may be hard to do and not as profitable as Lake Lure's current market.
Affordable prices, package deals, advertising, maps, somebody that could help plan our stay and give us ideas for what we can do based on the needs of our family and our interests (sort of vacation planner, but a free service)
And also things to do for the whole family (we have an 11yr old and a 4 and 5 year old so things that we can include the younger kids is a must)
A campground in the area. Opening up new areas for rock climbing. Ghost town would be an incredible climbing resource that would bring more climbers to the area.
I live near Asheville so probably won't stay overnight.
tent camping is lacking in the area in the prime climbing season (winter), making it hard to stay for several days
The ability to hit multiple outdoor and/or touring excursions over several days. Having activities that can be performed on poor weather days (where outdoor recreation is not an option) is also important for a multi-day stay.
Mountain bike trail networks
Homes AvailableForWeekly Rental? With POols
A dedicated mountain bike area with downhill and advanced trails. Additionally if the downhill trails had a shuttle service or even a lift access would certainly bring me to the area much more often. Beech Mountain recently opened a lift access bike park and we already have plans to stay in that area a number of weekends this year. While Beech mountain is great for me, Lake Lure would be a better family destination for my wife and small child if it had the mountain biking aspect I desire.
Mountain Bike trails
Access to more climbing and bouldering ares on chimney rock side of gorge
A state park camping area
more climbing areas, ie in chimney rock, ghost town
Camping at rumbling bald, climbing at chimney rock and. Ghost town.
Quality restaurants
access to more climbing (ghost town and other private lands that are closed to climbers and hikers)

More activities in the area. Love to be outdoors to take hiking tours, but then also would like other down-time activities when not on the trails.
More affordable stays at lake lure. Love the atmosphere. Miss the bottomless pools...love the beauty of the lake. With the paddle boats were working more times during the year.
Music/Big name bands
Frankly, the only thing that limits me is schedule. I would be there or Asheville twice a month if i could. And we live one hour from Asheville and 1:45 from the Chimney Rock area.
If there were specific backpacking trails I would take a week off to play in the trails all week. However, I love chimney rock the way that it is. I love going there during off seasons because I feel when it's overcrowded it takes away from the nature aspect of the place.
A combo of time off and other frieda going at the same time (usually for music) and cheap lodging (camping).
If you offer outdoor enthusiasts, clubs, groups packages to use recreation, gear and accommodations for a special rate. I am on meetup.com for hiking in Charlotte if you want to advertise there. I also have a small family, it is hard sometimes to get out to places without kid activities (daycare) and kid accommodations.
A waterfall bus tour including hickory nut falls and some falls over by DuPont?
My husband loves to play golf and boat. I have grandchildren that would enjoy the beach are and boating.
Less charges for hiking....most parks all hiking is free
More shopping things to do open up the bottomless pools
<ul style="list-style-type: none"> - More affordable access to Chimney Rock park. - More access to golf/disc golf. - Easier access to fishing trips/guides. - More overnight camping spaces in the park. - Shopping choices during brief bad-weather times.
Better prices on lodging . Or maybe some incintives such as a price break for frequent guest .
More local restaurants. I love the area so will be coming back no matter what.
music and dancing festival. talent show or something like that.
Starbucks, more activity options for rainy days such as museums, movies, more shopping experiences.
Nature tours and guided day hikes
A working farm /petting zoo with a restaurant
bicycles and kayaks
Dinner theaters
If there was a vacation package that was reasonably priced.
Nothing, they have everything you need there
Cooler full of food and beverages!
More things to do at the park or at Lake Lure Inn, especially kid-friendly activities.
Open in the winter
Time
We love the area, However the area needs more resturant choices, The Mom and pops cafe's over charge and the quality of the food is poor!
More family friendly campgrounds. Less party scene. I love to have a good time and have my drinks but I wish my children could get more of an experience out of it. We chose not to come back to the campgrounds due to the party crowds.
I live just down the road in Polk County, so I go up every so often. Since I have been to LL/CR so much in my life, I like just going up there - I love the place!
camping facilities
mostly a combination of cost of rental housing, availability of food and recreation in the area

As stated before, I really think that the area is perfect. If there were some options to zip line, that would nice. There may even be a place for it that I am not aware of. I like the fact that the area is so quaint and not full of commercialized businesses. I love to explore the locally owned restaurants and shops as well as visiting Chimney Rock on each trip. The Lake Lure/Chimney Rock area is truly magical.
More family oriented activities.
My Family!!
Improvements in all of the above, simply put...
We would love to see more music events presented at Lake Lure/Chimney Rock, art festivals, horseback riding, bike trails, affordable boat rentals and guided hikes.
More things to do after 6 pm. Family friendly things to do at night.
At this time, I just don't have the budget to stay somewhere for an extended amount of time.
Chimney Rock area is perfect as it is.
Lower cost of things..food...rooms...
N/a
More evening activities. After a day of hiking, climbing, etc we like to go out and share battle stories, have dinner and a couple of drinks and listen to a good band. With nothing to do in the evening we end up planning our trips closer to places like Asheville where we have those options.
festival?
pets (dogs) friendly lodging/cabins/camping local farmers market grocery store better restaurants/cafes/coffee houses and pubs
Camping gear, bikes
Entertainment after the adventure.
better places to stay more variety of places to eat a grocery store small to be able to get drinks,snacks, ect without driving 20-25 miles bakery great breakfast resturant
My dogs, need more dog friendly cabins.
I live in the area so it is unlikely there is anything that would change my stay lenght.
I think I would stay if there were more packages - more value for my money.
I would bring my 4 year old neice.
More fun activities would bring me to Lake Lure and Chimney Rock. Places where me and my friends can eat and not spend a lot of money. Also, there needs to be something exciting such as, a zip line.
Cheaper lodging would be better. In these economic times its hard to plan a family vacation on a budget and still have funds left over for recreational activities and food. Lodging takes up a lot of a family vacation.
More hiking/birding/scenic trails that are close by. More ability to get to sites on the river. More early morning and sunset opportunities at Chimney Rock. The pre-dawn yearly passholder morning the other day was fabulous!!
I am a certified rock climbing instructor thanks to fox mountain guides. If there was a camp ground the large groups of climbers i travel with would contribute greatly to the food and beverage and campground businesses. At this current time we only travel through and dine elsewhere as there is nowhere for us to camp.
Being able to afford it is the biggest obstacle in staying longer at Lake Lure. Chimney Rock is a wonderful place to get away and take time out with family or friends or just to enjoy life and the outdoors. It's also an ideal place to refresh and recharge. Often times people are so busy that they neglect to take time to think and relax.
Miss breakfast by the fireplace at Lake Lure Inn. Miss The Wiclock Bed & Breakfast. More Pet Friendly options.

More activities such as concerts; outdoor movies; classes - photography, etc. More selections of restaurants. It seems like the same ones have been around forever and anything new that opens closes quickly. LaStrada's is overpriced and over rated Italian. Most restaurants in area are overpriced. Not everyone who comes to Lake Lure/Chimney Rock lives in a million dollar lakehouse and can afford to pay \$10+ for a deli sandwich. Like the fact that it hasn't become over commercialized with franchise restaurants. Do not like how overridden the area has become with motorcycles; detracts from area.

More Kid friendly options, I have small kids ages 2 and 3 and I wish there was more "amusement" type things maybe, but overall we just love Lake Lure Chimney Rock period

N/A

Pues.. MUSICA y CARROS y DINERO y mas MUSICA,, aca la racha aca la racha...

live music

live music

Better, more high end shops and restaurants. Bike rental

Connecting path between the two, interesting locally owned shops at the Chimney Rock end of the flowering bridge. No parking in front of Chimney Rock shops. Better handicapped access to all the shops / nice continuous walkway in front of all the shops.

Couple days Rock Climbing and then some paddling, fishing, bikeing.

The following appendices are available for download at the web link below...

- a. Arts and Economic Prosperity. The Economic Impact of the Nonprofit Arts and Culture Industry in Rutherford County, NC
- b. Bechtler Feasibility Study

[Link to appendices...](#)

To be created...

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[Link to download survey...](#)

The Virginia Creeper Trail: An Assessment of User Demographics, Preferences, and Economics
<http://www.americantrails.org/resources/adjacent/VACreeperstudy04.html>

American Trails - Economic Impact of Trails
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Rails to Trails Conservancy
<http://www.railstotrails.org>

Adventure Cycling Association Economic Studies
<http://bit.ly/1aXiqZh>

Cycle North Carolina
<http://cnc.ncsports.org/>

To download any of the reference studies above please go to the following website...
(Link being created...)