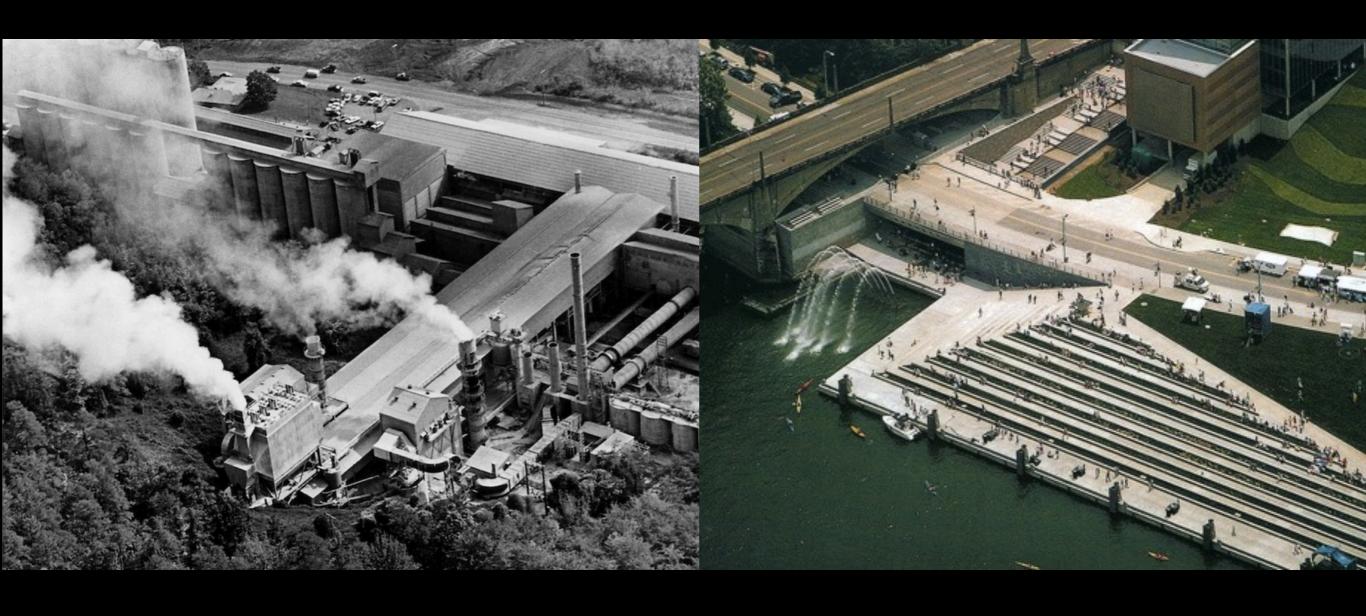
By 2030 Midtown Tahoe on Ski Run The Lake Trail The US Outdoor Capital

Chattanooga, TN 1969 - Most Polluted US City

2000's - "Boulder of the East"

Built around outdoor recreation



Vision 2000

3000 Citizens Chattanooga Ventures

7 Dot Process



River City Company

Private Money as a Catalyst



1992 Tennessee Aquarium



1993 - First multi-family in 20 years

Strategic Plan for Outdoor Recreation in the Chattanooga Region

EXECUTIVE SUMMARY

Policy Framework and Guidelines for Action

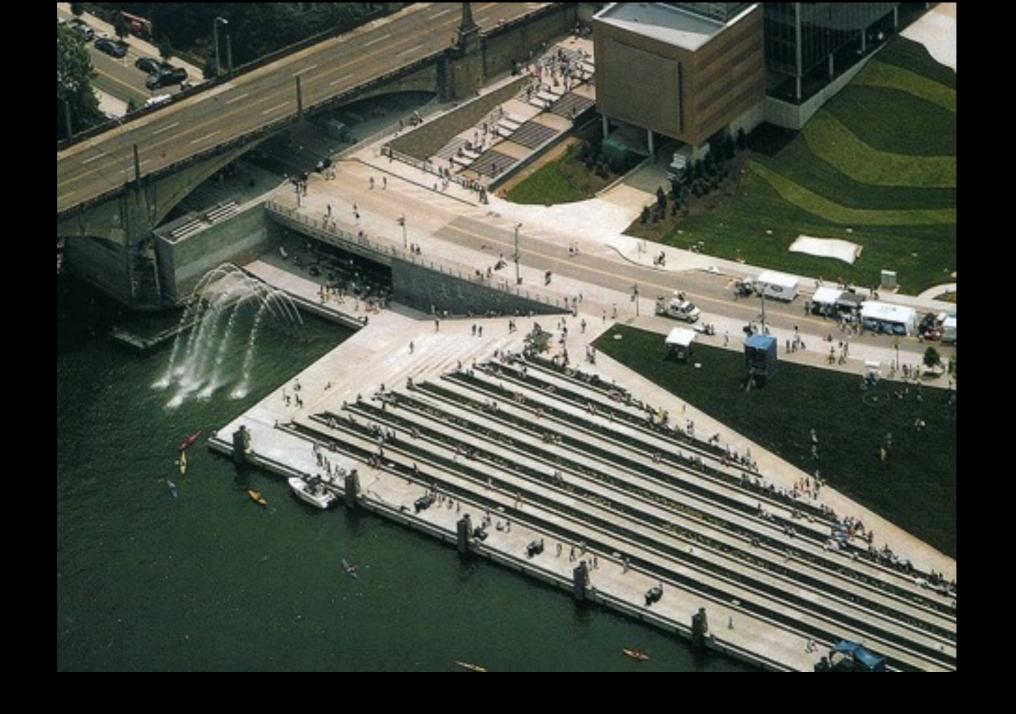
A synthesis of ideas and comments generated during the community-based interactive planning process

November 2003 – January 2004

TABLE OF CONTENTS

		Page
I.	INTRODUCTION	1
II.	VISION AND CHALLENGE	3
III.	UNDERLYING POLICIES AND PRINCIPLES A. Stewardship and Conservation: A Policy of Sustainability B. Systemic Approach C. Inclusive D. Responsible and Appropriate Participation. E. Action Through Partnerships	3
IV.	MECHANISM FOR CENTRAL COORDINATION	6
V.	FUNCTIONS OF THE CENTRAL MECHANISM A. Partnerships/Community-building. B. Clearing House C. Marketing. Promotion, Media Relations D. Public Sector Liaison	6
VI.	PROGRAMS A. Activities, Events and Competitions B. Community-Based C. Education D. Economic and Business Development	7
VII.	ORGANIZATIONAL DESIGN OF THE MECHANISM	9
VIII.	MARKETING AND PROMOTION PLAN	10
IX.	PHYSICAL PRESENCE A. Place(s) that make the Outdoor Recreation Initiative "real" B. Riverfront as a gateway C. "One-Stop Shop"? D. Enhancing Venues for Outdoor Recreation	11

12



2005 Waterfront Park



- 1 Private money to get the public money working and prioritized to long term items
- 2 Community buy in
- 3 Government "led to solutions"
- 4 10+ year plans that are followed up on

- Tahoe Midtown a downtown on Ski Run both physical space and people
- Lake Tahoe becomes the Outdoor Capital of The US. A big part of that is moderate climbing and mountain bike mecca
- The Lake Trail A bikeable trail around the lake (that is friendly to non-backpackers)











SKI RUN PRESENTS:















FALLEN LEAF LAKE/ ANGORA RIDGE TRAIL PROJECT

