

Yadkin Valley Asset Development Progress 2009-2019

16 NEW RECREATION OUTFITTERS



38 NEW EVENTS & FESTIVALS



MILES OF NEW TRAIL
36.80



220 NEW HOTEL ROOMS



8 NEW MULTI-UNIT ACCOMMODATIONS



76 ACRES OF ADDITIONAL NC GAME LANDS



251 ACRES OF NEW STATE PARK LAND



12 MORE RIVER ACCESS AREAS



41.90 MILES OF ADDITIONAL MOUNTAIN BIKE TRAILS



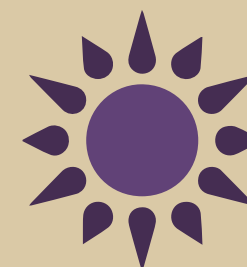
10 Years of Successful Partnership

Since its creation in 2009, the Yadkin Valley Heritage Corridor Partnership has facilitated collaboration among local governments and private/public partners to advance economic development, quality of life, and tourism throughout the Yadkin Valley of North Carolina.

Hallmarks of the Partnership's efforts over the past decade include a branding and promotion campaign, vehicular wayfinding system, custom map brochures, and an injection of more than \$20 million for public projects to create more walkable Main Streets, expand outdoor recreation amenities, and support community events that celebrate the unique history and culture of the Yadkin Valley.

In pursuit of its goal to establish the Yadkin Valley as a premier outdoor recreation and heritage tourism destination, the regional partnership continues to successfully advance its place-based economic development strategy through unprecedented collaboration.

PROCURED FOR QUALITY OF LIFE CAPITAL PROJECTS



\$6,866,604

\$4,692,506



INVESTED IN HISTORIC MAIN STREETS

CURRENT TOTAL ASSETS:

39 WINERIES



4 DISTILLERIES



15 BREWERIES



21 CAMPGROUNDS



8 GOLF COURSES



512 MILES SCENIC BIKEWAYS



Partners

Regional County Partners

Caldwell County

Surry County

Wilkes County

Yadkin County

Government/Non-Profit Partners

Jonesville Tourism
Development Authority

Mount Airy Tourism
Development Authority

Wilkesboro Tourism
Development Authority

Yadkin Tourism
Development Authority

High Country Council
of Governments

Northwestern Piedmont
Council of Governments

Western Piedmont Council
of Governments

Caldwell Chamber
of Commerce

Wilkes Chamber
of Commerce

Yadkin Valley Chamber
of Commerce

Town of Dobson

Town of Elkin

Town of Mount Airy

Town of Pilot Mountain

Town of North Wilkesboro

Town of Wilkesboro

Advantage West Economic
Development Partnership

Brushy Mountain Cyclists

Elkin Valley Trails Association

National Parks Service

NC Division of Parks
and Recreation

NC Wildlife Resources
Commission

NC Department of Commerce-
Division of Tourism, Film, &
Sports Development

US Army Corps of Engineers

Yadkin River Greenway

Funding Partners

Blue Ridge National
Heritage Area

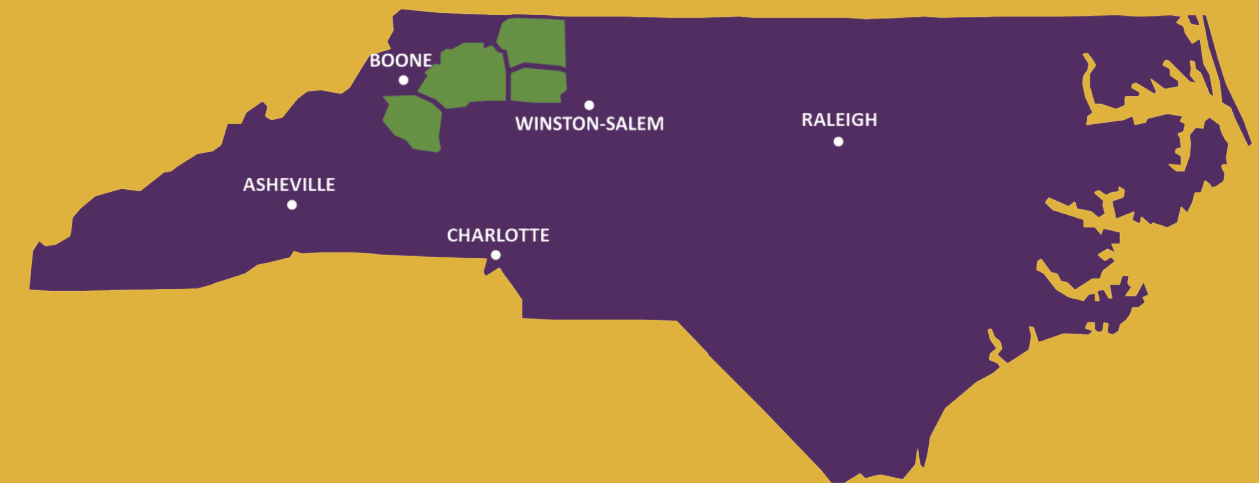
Golden Leaf

NCDOT

NC Rural Center



Advancing the Valley: Celebrating a Decade of Regional Collaboration 2009 - 2019



Yadkin Valley Heritage Corridor Partnership