

Ashe County

Planning Department

Staff Report

Date: 9/13/2016

RE: Northern Peaks Trail

Summary:

Eric Woolridge, with Destination by Design, will be on hand to update the Board on the progress of the Northern Peaks Trail. As you will remember, this project will connect West Jefferson and Boone with a hiking trail. This project area will traverse some of the unique geography of the high country, connect public lands (State parks and game land) in the area and connect two historic downtowns. Please review the attachment prepared by Destination by Design that highlights the Northern Peaks Trail brand platform.

Attachments:

1. Northern Peaks Trail Brand Platform



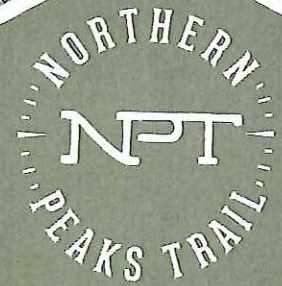
Ashe County Planning Department
150 Government Cir, Suite 2400
Jefferson, NC 28640

NORTHERN PEAKS TRAIL BRAND PLATFORM

Protect. Connect. Educate.

POSITIONING SUMMARY

1. The NPT's greatest opportunity for differentiation is its significant protected biodiversity and the connectivity it provides between two classic WNC mountain towns.
2. The trail must connect hikers directly into the Main Streets of both Boone and West Jefferson.
3. The trail traverses multiple nationally significant biospheres and some of the tallest peaks in North Carolina, offering unparalleled views of the NC High Country.
4. NPT should be positioned as a progressive eco-tourism development project.



BRAND OBJECTIVE

The NPT brand will highlight the unique biodiversity and geography of the NC High Country and the accessibility of a world-class outdoor experience from the towns of Boone and West Jefferson.

BRAND PROMISE

Biodiversity. A nationally significant biosphere, containing rare plant, animal species, and forest communities.

Geography. Part of the world's most ancient mountain chain, offering unparalleled views of the NC High Country.

Connectivity. Traverse significant public lands between two historic Main Street communities.

Education. Provides unparalleled opportunities for environmental education.

BRAND GOALS

1. Elevate Watauga & Ashe counties as an outdoor recreation hub with easy access to some of the most unique biodiversity in the eastern US.
2. Galvanize support for securing additional public lands along the Northern Peaks.
3. Encourage trail use among locals and tourists.

BRAND ESSENCE

A highly accessible, world-class hiking trail across an ancient mountain chain, through a nationally significant biosphere, that connects two classic WNC mountain towns.

POSITIONING STATEMENT

The ancient Northern Peaks between the mountain communities of Boone and West Jefferson divide the vital New River and Watauga River watersheds and provide trail users with unparalleled access to some of America's most significant biospheres.

STORY BRANDING THEMES

- Conservation
- Recreation
- Education
- Eco-tourism/Economic Development



DESTINATION BY DESIGN
planning | design | promotion