

## PROJECT SNAPSHOT



GRANTEE  
**Blue Ridge Parkway Foundation**



STATES IMPACTED  
**North Carolina and Virginia**



ARC FUNDING  
**\$5,130,000**

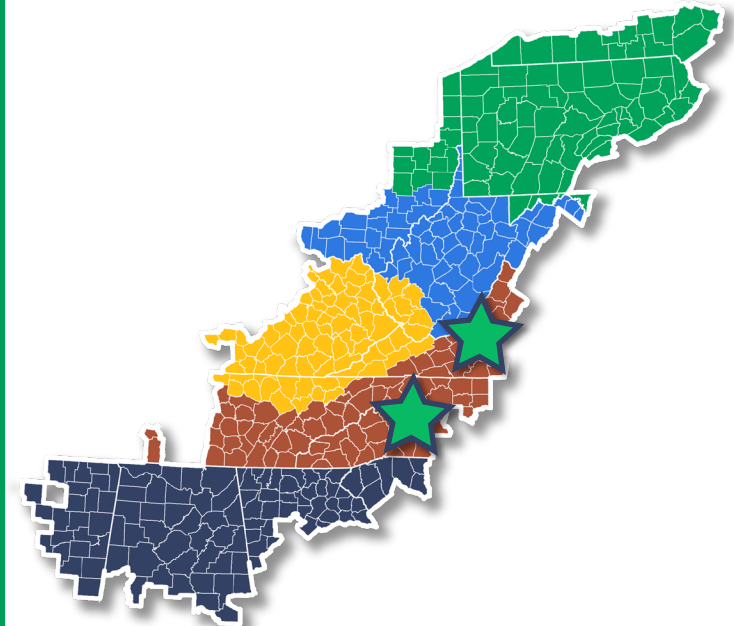


PARTNERS  
**Friends of Southwest Virginia**



ANNOUNCEMENT DATE  
**April 2025**

## STATES IMPACTED



## PROJECT SUMMARY

Blue Ridge Parkway Foundation will use ARISE funding to promote cultural and recreational tourism across 22 Parkway-adjacent counties in Appalachian Virginia and North Carolina. The project will implement the priorities noted in the “Blue Ridge Rising” community action plan to advance regional business growth, improve broadband and trail infrastructure, build the tourism workforce and facilitate collaboration among tourism leaders.

Blue Ridge Parkway Foundation and its partner bring a combined \$4,282,844 in matching funds to this project. The project will serve 22 communities, 30 organizations, 800 participants, 250 business and 350 workers/trainees and lead to the creation of 16 reports, 40,000 linear feet of trails improved or connected to the Parkway, and 250 acres of land placed under voluntary viewshed protection over the course of the three-year implementation period.