

CHAPTER VI

RECREATION & DESTINATION



RECREATION & DESTINATION

The Town of Christiansburg's recreational, cultural, and destination amenities are important to the identity, quality of life, and economic vitality of the community. Aquatic facilities, parks, trails, recreational programs, sports tournaments and community events provide opportunities for residents and visitors to connect with one another, support healthy lifestyles, and experience the character of the Town and surrounding region. These amenities also contribute to tourism, attract investment, support local businesses, and strengthen Christiansburg's role as a regional destination within the New River Valley.

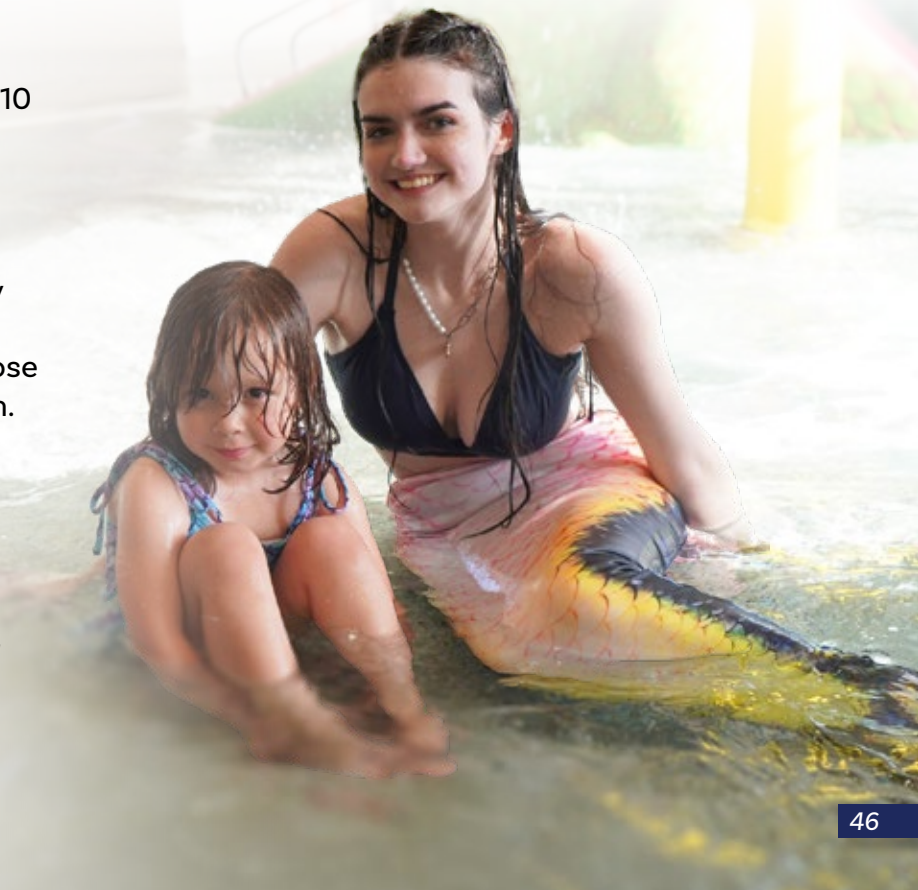
Christiansburg Aquatic Center

The Aquatic Center is a major regional destination that attracts swim meets, tournaments, and special events that support tourism and local economic activity.

Located at 595 North Franklin Street, the Christiansburg Aquatic Center opened in 2010 as a 64,000-square-foot indoor natatorium and aquatics facility. The facility houses the Department of Aquatics and includes an Olympic-size competition pool with diving boards, a leisure pool, a warm water therapy pool, locker rooms, wet classrooms, an observation deck, fitness areas, multi-purpose rooms, offices, exercise space, and a kitchen.

The facility also provides significant value to the community through competitive events and programming that serve residents, including school swim teams in K-12 and higher education, H2Okie Aquatics, swim lessons for children, water safety education, senior wellness and therapy, recreation programs, and summer camps.

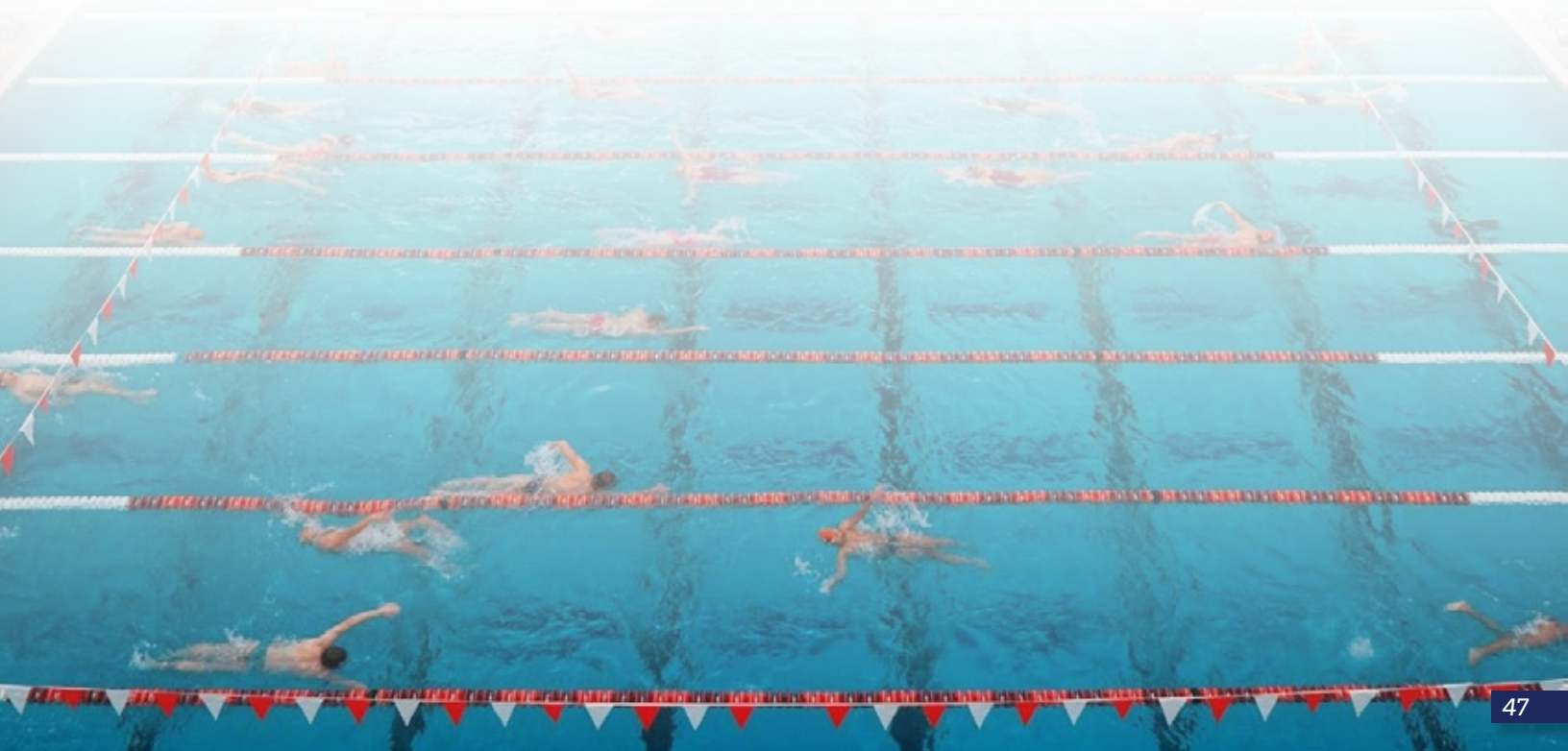
The Aquatic Center is home to the Virginia Tech Men's and Women's Swimming and Diving teams and the Christiansburg High School Blue Demon Swimming and Diving teams. The Town also partners with Montgomery County Public Schools to provide swim lessons for second grade students, reinforcing the facility's role in water safety education and youth development. Community input emphasizes the importance of aquatics to residents, with survey comments identifying swimming, lap swimming, water safety, accessible hours, outdoor water options, and continued access to the Aquatic Center as important recreation priorities. Beyond Christiansburg, the Aquatic Center also serves residents from nearby communities, including Radford and Floyd, where residents do not have access to a comparable local aquatic center. The Aquatic Center is an important regional recreation and wellness destination that remains active year-round, with summer months especially busy for resident programs. Aquatics Department programs include swimming and water safety, water fitness, lifeguard training, scuba diving, birthday parties, fitness and wellness activities, and summer camps.



The Aquatic Center also supports Christiansburg's economy. From April 2023 through March 2024, Aquatic Center records show nearly 6,000 membership entries and more than 20,000 day pass entries, including more than 15,000 non-resident guest day pass entries. This level of use reinforces the facility's dual role as a community amenity for Christiansburg residents and a regional recreation destination for visitors. Competitive swim meets and recreational programming generate a substantial share of facility revenue, while spectators, athletes, and families traveling from across the region and beyond support local businesses and generate tourism activity. The Town's public-private partnership with Virginia Tech is also a significant part of the facility's operations, with Virginia Tech using the Aquatic Center as the home pool for its swimming and diving program and representing an important portion of operating revenue. The facility is supported by 12 full-time staff and over 90 part-time staff, reflecting the scale of programming, events, and operations required to serve both residents and visitors.

As use of the Aquatic Center continues to grow, long-term planning will need to address major facility systems, access, parking, lighting, and circulation. Recent and ongoing HVAC improvements are important to the facility's continued operation, energy efficiency, and long-term sustainability. Additional accessible parking is needed to better accommodate residents, visitors, athletes, and spectators. While additional parking is available, some areas remain gravel, and the Town may need to consider creative long-term parking solutions, including improved surface parking, shared parking, or structured parking. Permanent lighting and other infrastructure improvements would also help support safety, expand programming, and better accommodate special events.

The area around the Aquatic Center also presents opportunities to strengthen recreation and destination activity. The adjacent skate park provides outdoor recreational opportunities for youth and visitors, while improved walkability and circulation could better connect the Aquatic Center area toward Cambria and other nearby destinations. These improvements are important for bringing people into Christiansburg, as well as encouraging them to stay longer, return for future visits, and experience more of what the Town has to offer.

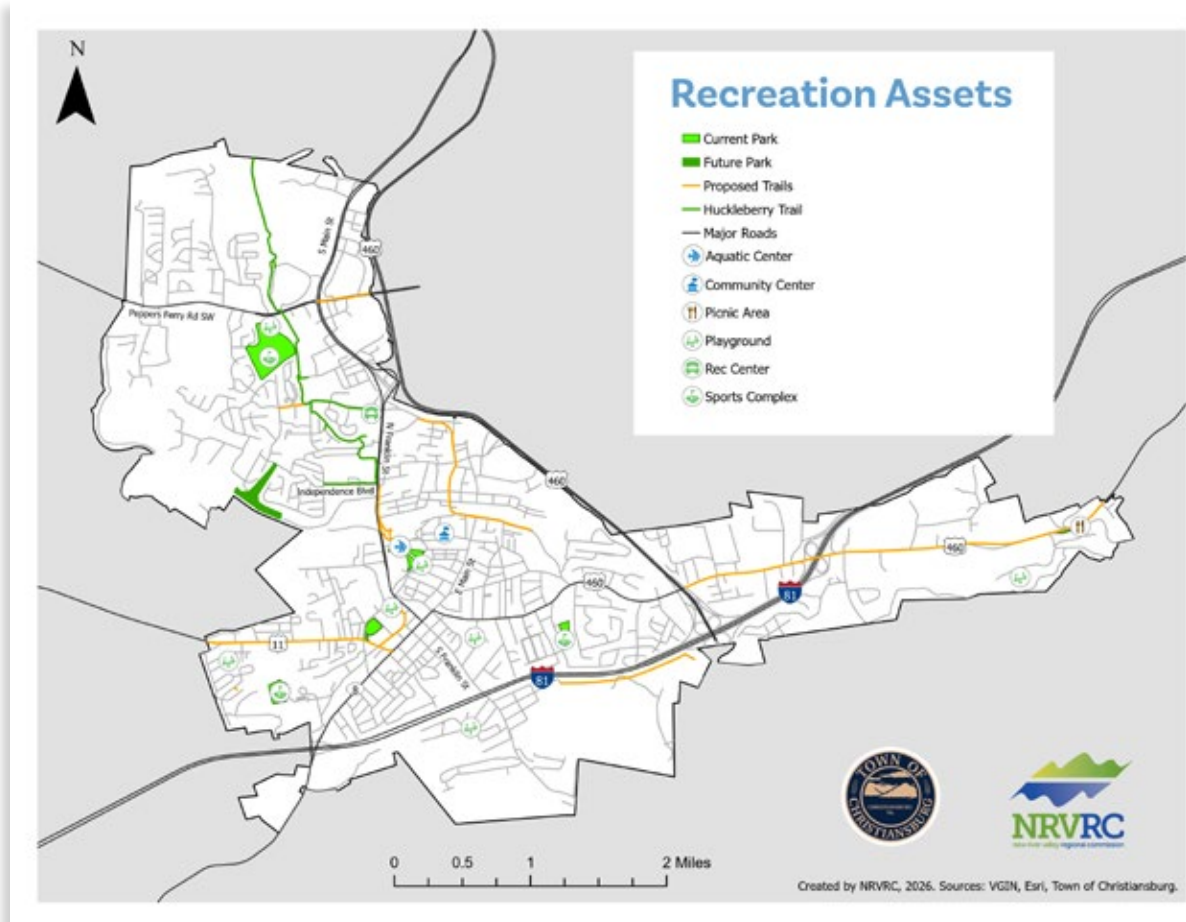


Parks & Recreation

The Town's Park and Recreation Department is responsible for providing a wide range of public recreational opportunities, facilities, and services that enhance quality of life for residents of all ages and abilities. Through its programs and services, the Department strengthens neighborhoods, enhances social interaction, and supports overall community wellbeing. Christiansburg's system of parks, recreational facilities, and programs serves residents throughout the community while also attracting visitors from across the region and beyond. The Town's continued commitment to providing diverse, safe, and accessible recreational opportunities reflects the important role recreation plays as both a community service

and an economic development asset. Some of the Town's major recreational assets and facilities include the Christiansburg Recreation Center, Harkrader Sports Complex, Huckleberry Trail, Christiansburg Huckleberry Park, Depot Park, Circle Park, Downtown Park, neighborhood parks, Falling Branch Fields, and Kiwanis Park.

These facilities and amenities support community wellness, tourism, recreation, and quality of life while contributing to Christiansburg's identity as a regional recreation and destination community. These assets, along with additional recreational destinations and facilities, are identified on the following map.



SPORTS TOURISM & OUTDOOR ATHLETIC TOURNAMENTS:

In 2024 -2025, outdoor athletic tournaments brought **781** teams, **1,491** games, more than

47,380 spectators, and **11,715** players to Christiansburg, contributing to local business activity and overnight stays in Christiansburg and the surrounding area generated **2,432** hotel and campsite nights during these events.

THE CHRISTIANSBURG RECREATION CENTER

is a 62,000-square-foot, multipurpose facility that provides a wide range of recreational and leisure opportunities for the community. The facility includes four full-court basketball courts, a 1/8-mile indoor track, a cardio room, weight room, senior area, two racquetball courts, and classrooms available for rent.

Many of the Parks and Recreation Department's programs are housed at the Recreation Center and cater to varying ages and intensities for recreation users. The Recreation Center is free to use by Town residents, and memberships are available for users outside Town limits.

In 2024-2025

The Recreation Center reported:

7,358

ACTIVE MEMBERSHIPS

&

61,821

TOTAL USES

These numbers show how heavily the facility is used by the community.



THE HARKRADER SPORTS COMPLEX

hosts baseball and softball tournaments as well as league play. The complex is an important athletic facility for local recreation and sports tourism, supporting both resident-serving leagues and events that bring teams, players, families, and spectators to Christiansburg.

CHRISTIANSBURG HUCKLEBERRY PARK

opened in September 2023 and provides diverse, accessible, and inclusive recreational opportunities for residents and visitors of all abilities. The park has received recognition for its accessibility and inclusive design features serving individuals with disabilities. It also supports Christiansburg's recreation and sports tourism goals by providing space for community use, events, and larger outdoor recreation opportunities. The park also supports community priorities around multigenerational recreation, playgrounds, walking, outdoor recreation, and accessible facilities.





THE HUCKLEBERRY TRAIL

is an important recreation and connectivity asset for Christiansburg, supporting walking, running, biking, and access between parks, neighborhoods, schools, commercial areas, and nearby communities.

Continued improvements to trail access, sidewalks, and pedestrian connections will help strengthen its role in the Town's larger recreation system.

ANNUAL EVENTS

include the Fourth of July Celebration, Getting Scary on the Huckleberry 5K and Truck or Treat, Christmas on Main, Calls from the North Pole, Christmas Light Contest, Winter Beach Bash, The Great Easter Egg Hunt, Adult Egg-Streme Easter Egg Party, and Rockin' Main Concert Series.

In 2024-2025, the Parks and Recreation Department planned and executed 15 events and assisted with resources for 16 sanctioned events, together drawing roughly 58,000 attendees. Community survey responses also showed strong interest in markets and fairs, arts and cultural events, seasonal activities, youth activities, and programs geared toward seniors.



YOUTH ATHLETIC PROGRAMS

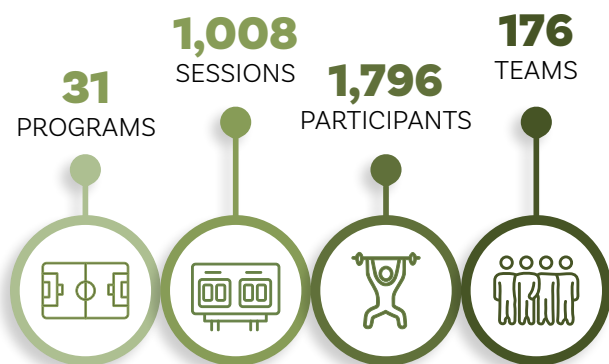
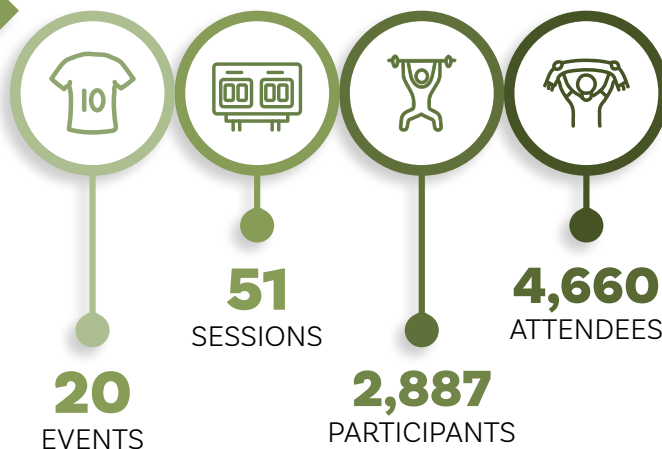
provide opportunities for children and teens to participate in organized recreation, skill development, teamwork, and healthy activity.

Programs include youth leagues and activities such as baseball, softball, football, cheerleading, volleyball, basketball, camps, and clinics. In 2024-2025, youth athletic programs included 46 programs, 2,012 sessions, 1,464 participants, and 105 teams.



ATHLETIC SPECIAL EVENTS

include camps, clinics, tournaments, and other recreation activities that support skill development and active recreation. Examples include basketball camps and clinics, volleyball camps and clinics, football camps, cheerleading clinics, archery clinics, nerf challenge, a trout rodeo, Special Olympics activities, and other seasonal athletic programming. In 2024-2025, athletic special events included 20 events, 51 sessions, 2,887 participants, and 4,660 attendees.

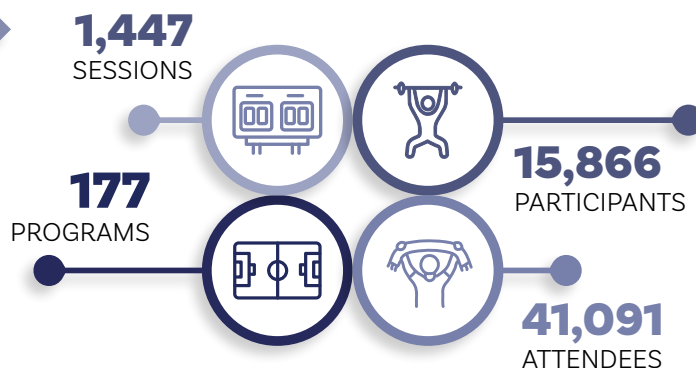


ADULT ATHLETIC PROGRAMS

provide recreational and competitive opportunities for adults, including volleyball, basketball, softball, and other league activities. These programs help support active lifestyles, social connections, and year-round recreational opportunities for adult residents. In 2024-2025, adult athletic programs included 31 programs, 1,008 sessions, 1,796 participants, and 176 teams.

SENIOR PROGRAMS

are a major part of the Parks and Recreation Department's community-serving role. These programs support wellness, social connection, lifelong learning, recreation, and active aging. In 2024-2025, senior citizen programs included 177 programs, 1,447 sessions, 15,866 participants, and 41,091 attendees, making them one of the Department's strongest areas of participation.



SPECIALIZED RECREATION PROGRAMS

support inclusive recreation and provide opportunities for individuals with disabilities and residents of varying abilities to participate in community life. In 2024-2025, special population programs included 15 programs, 62 sessions, 579 participants, and 941 attendees. This aligns with the Department's continued emphasis on accessibility, inclusive programming, and future opportunities for individual and group therapeutic recreation.

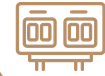
COMMUNITY PROGRAMS

include preschool programs, Merit Badge activities, STEM opportunities, karate, ballet, as well as fitness classes, dog obedience classes, kayak and paddle boarding lessons, and wellness seminars. These programs provide pre-school age children to adults with non-athletic recreational opportunities for the whole family. In 2024 - 2025, community programs included 288 programs, 1,458 sessions, 18,618 participants, and 29,740 attendees. These programs show that the Department's work extends beyond sports and includes education, youth development, family activities, intergenerational programs, and community wellbeing.

288
PROGRAMS



1,458
SESSIONS



18,618
PARTICIPANTS



29,740
ATTENDEES



JILL'S BUDDY CAMP

has been held at the recreation center since 2015. The camp is a free, therapeutic summer experience for developmentally disabled and delayed children in Montgomery County. The Town of Christiansburg's Parks and Recreation Department, in partnership with Montgomery County Public Schools (MCPS), provides the pre-K through second grade participants with meals, enrichment activities and field trips for two weeks every summer.

MCPS's special education department provides staffing to support campers' instructional needs and also provides transportation to and from the camp. The Town supplies breakfast and lunch for the campers and for "buddies," older students who volunteer at the camp. A daily itinerary includes activities and field trips that help develop reading, social and motor skills. In years past, the camp took campers fishing, swimming and miniature golfing.

Middle school and high school students from MCPS serve as volunteers. During the one-week summer camp, about 20 students volunteer to be buddies to about 15 campers. Buddies and campers form close bonds that often continue into the next summer's camp session. In addition to completing a fulfilling 40-hour service project, buddies gain valuable career insight.



THE FARMER'S MARKET

runs every year from May - October on Thursdays from 3 - 7 p.m. at the Christiansburg Huckleberry Park. The mission of the Christiansburg Farmer's Market is to provide convenient access to fresh, agricultural-based foods and products to the Christiansburg community and surrounding area and provide a direct sales outlet for local farmers and agricultural product producers. The Christiansburg Farmers Market aims to foster community engagement through programs and events that promote healthy eating, nutritional education and sustainability while serving as a community gathering place. Additionally, the farmer's market supports local vendors and community activity through seasonal offerings with produce, plants, baked goods, crafts, and more. In 2024 - 2025, there was an average of 219 people in attendance each week with an average 9 vendors.



THE COMMUNITY GARDEN

was established in the spring of 2022 giving Christiansburg residents a free dedicated space to grow vegetables and herbs when their own residence does not provide adequate space. In 2024 - 2025, the community garden had a major update.

With increasing interest, there were **20 plots added** to the garden for a total of **34 plots**. There has also been permanent **fencing built** around the entirety of the Community Garden.

The garden allows residents to grow fresh vegetables and herbs while also meeting with neighbors they may not have otherwise interacted with each other, fostering a sense of belonging and cooperation.



Together, these facilities, programs, and events show the value of Parks and Recreation as both a community service and a destination asset. The Department supports youth and adult athletics, senior wellness, inclusive programming, family events, community gatherings, and tournaments that bring visitors into Town. This creates an important balance: serving residents first while also supporting recreation activity that benefits local businesses and adds to Christiansburg's role as a regional destination.

This level of service requires significant staffing and coordination. The Parks and Recreation Department is supported by 22 full-time staff and approximately 100 to 150 part-time staff, showing the scale of facility operations, programming, maintenance, events, tournaments, and community services provided throughout the year.

Community input points to continued demand for recreation options that are accessible, affordable, and connected to daily life. Survey comments identified interest in activities for special needs groups, low-cost programs, more teen activities, additional indoor and outdoor recreation options, pickleball, evening programs, more fitness classes outside of normal work hours, and community events that feel unique to Christiansburg. Residents also expressed interest in markets and fairs, arts and cultural events, concerts, food trucks, seasonal activities, and multigenerational programming, building on the Town's existing events in Downtown, Huckleberry Park, and other community spaces. These comments fit with the Department's continued focus on serving residents of different ages, abilities, schedules, and income levels.

Connectivity is also a major theme for the future of parks and recreation. The Town has already started identifying gaps and improving connections, but continued work is needed to better link neighborhoods, parks, schools, trails, downtown, and recreation destinations. Focus group comments and survey input emphasized sidewalks, trail connections, pedestrian accessibility, access to the Huckleberry Trail,

and stronger connections to Cambria and other parts of the community. Future planning should also continue to look at areas of Town that are underserved or have fewer nearby recreation opportunities, including the western part of Christiansburg. New parks, pocket parks, playgrounds, trail connections, and sidewalk improvements can help strengthen neighborhood-level access while also connecting residents to larger destination facilities.

The Town's work around accessible and inclusive recreation continues to grow. Christiansburg Huckleberry Park has helped establish the Town as a leader in accessible recreation, and future efforts can build on that success by expanding inclusive design and programming across other facilities. Input throughout the planning process pointed to the importance of recreation opportunities for individuals with disabilities, residents of all abilities, and special needs groups. Additional therapeutic recreation capacity could help the Department develop more adaptable programs, support staff and public training, and better meet growing needs within Christiansburg and the broader region. Programs beyond traditional sports, including STEM, Merit Badge activities, Teen Fire Academy, Helping Hand, arts, fitness, and community education, can also help the Department reach teenagers, active seniors, working adults, families, and residents seeking evening, low-cost, or non-athletic activities.



Much of this work depends on continued coordination with the organizations and groups that already help support recreation in Christiansburg. The Department works with advisory boards, local agencies, athletic organizations, Virginia Tech, Radford University, and other partners to support programs and events. These partnerships can help expand programming, strengthen sports tourism recruitment and marketing, support larger events, support inclusive recreation, and connect Christiansburg's facilities to larger regional recreation opportunities. As recreation and sports tourism grow, Christiansburg will also need to continue balancing event activity with local access. The Town is working to attract and accommodate larger sports events, which can strengthen Christiansburg's sports tourism role while increasing the need for clear scheduling and coordination. Weekday use often supports local programs, while weekends may bring tournaments, rentals, and larger events that generate economic activity. Maintaining this balance will require continued coordination, clear scheduling, and reinvestment in facilities.

The Recreation Center has served the community for many years, and future updates could help the facility better meet current and future needs, including space for courts, fitness areas, programs, and everyday use. Harkrader Sports Complex will also need continued care and investment so it can keep supporting local athletics, tournaments, and more flexible field use over time. Recreation investments also support Christiansburg's tourism and visitor economy. Christiansburg already has many of the pieces that support recreation and sports tourism, including strong facilities, a central location, hotels, restaurants, and experience hosting events. Future recreation planning should continue to coordinate with visitor-serving businesses, regional tourism partners, nearby universities, and outdoor recreation assets such as the New River and regional trail systems. This coordination can help turn recreation visits into longer stays, repeat visits, and broader economic benefits for the Town. As Christiansburg continues to invest in recreation, the Town will need to maintain the quality residents expect while also using these investments to support access, inclusion, tourism, and economic activity.



RECREATION & DESTINATION

Goals, Objectives, & Policies:



Strengthening Aquatics, Parks and Recreation, Tourism, and Sports Tourism

Aquatics

Goal R.1: *Promote, sustain and elevate the Christiansburg Aquatic Center as the premier regional destination for aquatics, serving the residents, athletes, and visitors.*

Objective R.1.1:

Foster long-term sustainability and growth of the Aquatic Center.

Policy R.1.1.1:

Prioritize and fund replacement of the Aquatic Center's HVAC system to ensure continued operation and energy efficiency.

Policy R.1.1.2:

Regularly review and update Aquatic Center policies, membership rates, and usage structures to reflect community needs. Ensure accessibility for residents while maintaining responsible financial practices that support operational and development goals of the center.

Policy R.1.1.3:

Address current and future parking needs through creative solutions, including additional parking, shared parking agreements, or structured parking as necessary.

Policy R.1.1.4:

Consider incorporating permanent lighting solutions in the parking lots for safety and security.

Policy R.1.1.5:

Enhance access and connectivity to the Aquatic Center by exploring options such as incorporating it as a designated stop on the transit route.

Policy R.1.1.6:

Explore the use of adjacent land for long-term expansion, including potential partnerships for community gathering spaces and administrative offices, hotel, retail, and event space to complement aquatics programming.

Policy R.1.1.7:

Evaluate and implement sustainability measures, such as solar panels, to reduce long-term operating costs.

Objective R.1.2:

Enhance and expand aquatics programming while strengthening partnerships to serve the diverse needs of recreational users, competitive athletes, and the broader community.

Policy R.1.2.1:

Continue to provide programming and services that meet the needs of the community, enhance well-being, and support long-term growth of the Aquatic center.

Policy R.1.2.2:

Continue and strengthen partnerships with groups such as New River Valley Aquatics Inc., New River Valley Diving, Virginia Tech, Radford University, the City of Radford, and Montgomery County Public Schools to grow existing programs and events.

Policy R.1.2.3:

Build upon existing aquatic programs by expanding offerings to include swim teams, therapeutic programs, and wellness-focused aquatics for seniors and those with disabilities.

Policy R.1.2.4:

Continue to promote the Aquatic Center as a premier host site for swimming and diving events to generate economic benefits for Christiansburg.

Policy R.1.2.5:

Collaborate with local and regional partners to ensure aquatics programming continues to support both recreational users and competitive athletes.

Policy R.1.2.6:

Explore the expansion of the competition pool footprint to include dedicated space for swim meet operations, office and administrative use, storage, and an official meeting room.

Policy R.1.2.7:

Encourage the tourism office to establish a process for coordinating and collaborating with local businesses. This will ensure that services such as lodging, dining, and other amenities are readily available to meet the needs of traveling athletes, families, and spectators during events.

Parks & Recreation

Goal R.2: *Strengthen and expand Christiansburg's parks and recreation opportunities to create inclusive spaces and programs that enrich lives, promote community wellness, and foster a healthier quality of life for all residents.*

Objective R.2.1:

Continue investing in and developing modern, accessible parks, recreation centers, and trail systems that serve all residents.

Policy R.2.1.1:

Modernize and expand the Christiansburg Recreation Center to address space constraints, add additional courts, and update fitness and wellness areas.

Policy R.2.1.2:

Expand the availability of multi-use and turf athletic fields to meet community recreational needs while supporting tournament play and economic opportunities.

Policy R.2.1.3:

Establish a balanced distribution of parks and recreation facilities throughout town, focusing on the underserved western end of Christiansburg.

Policy R.2.1.4:

Continue to maintain the high-impact trails and recreation facilities, such as Huckleberry Trail, Harkrader Sports Complex and the Christiansburg Huckleberry Park.

Policy R.2.1.5:

Prioritize the implementation of high-impact trail projects, such as establishing a connection from the Huckleberry Trail to Downtown.

Policy R.2.1.6:

Continue to enhance connectivity between neighborhoods and recreational facilities, parks, schools and other resources.



Policy R.2.1.7:

Evaluate and repurpose underutilized facilities to meet evolving recreation and wellness needs of the community.

Policy R.2.1.8:

Ensure all recreational buildings are ADA accessible and designed to serve aging populations and residents with disabilities.

Policy R.2.1.9:

Continue to evaluate and address the need to expand the capacity of the Parks and Recreation Department by hiring a Certified Therapeutic Recreation Specialist. This role would focus on developing adaptable recreation programs and creating accessibility and inclusive environments within facilities. This expertise is essential to meet current and growing demand for recreation offerings tailored to the aging population and individuals with diverse abilities, a need that is presently unmet in both the Town Christiansburg and the broader region.

Objective R.2.2:

Build upon the town's ongoing effort in inclusive parks offerings by further expanding recreation programming to continue serving children, adults, and individuals of all abilities.

Policy R.2.2.1:

Continue to develop inclusive and therapeutic recreation programs for all ages and abilities, including targeted partnerships for adaptive sports and activities.

Policy R.2.2.2:

Expand intergenerational programming and community events to foster meaningful connections across age groups.

Policy R.2.2.3:

Offer a wide variety of programs by including offerings beyond athletics, such as arts, STEM, environmental education, and health and wellness activities.

Policy R.2.2.4:

Enhance outreach and marketing to ensure all residents are informed of recreation opportunities and events to improve participation and awareness.

Tourism

Goal R.3: *Strengthen Christiansburg's tourism by promoting sports, recreation, and events that showcase its small-town charm. Highlight its identity as a family-focused community with engaging programs, activities, and facilities for all ages.*

Objective R.3.1:

Grow Christiansburg's reputation as a destination for outdoor recreation, events, and culture.

Policy R.3.1.1:

Market Christiansburg as a regional destination for outdoor recreation, leveraging assets like the Huckleberry Trail, Huckleberry Park, and planned trails.



Policy R.3.1.2:

Promote special events and festivals, such as Rockin' Christiansburg, Fourth of July Celebration, and Christmas on Main, to attract visitors and enhance local quality of life.

Policy R.3.1.3:

Foster stronger collaborative partnership between the Tourism Office and the Town's Public Relations Office to effectively promote the town's tourism offerings by leveraging shared platforms and resources effectively.

Policy R.3.1.4:

Highlight unique attractions like parks, trails, and historical connections to create a well-rounded visitor experience.

Policy R.3.1.5:

Continue to maintain and enhance parks, playgrounds, and recreational spaces to create engaging opportunities for families and support a welcoming, family-friendly community.

Policy R.3.1.6:

Partner with local organizations and businesses to offer family-focused events and activities.

Policy R.3.1.7:

Highlight and promote the Town's exceptional recreational opportunities designed to accommodate children of all abilities, ensuring these offerings appeal to a diverse range of abilities, ages and interests while positioning the Town as an inclusive family friendly destination.

Policy R.3.1.8:

Expand partnerships with regional tourism organizations, Virginia Tech, Radford University, and local businesses to promote Christiansburg as part of broader regional tourism strategies.

Objective R.3.2:

Support infrastructure and amenities that make Christiansburg a visitor-friendly town.

Policy R.3.2.1:

Encourage development of additional lodging and dining options, especially near key attractions like the Aquatic Center and downtown.

Policy R.3.2.2:

Support development of a hotel and event center to attract conferences and larger events that require overnight stays.

Policy R.3.2.3:

Improve connectivity between tourism destinations, parks, downtown, and neighborhoods through pedestrian-friendly infrastructure and trails.

Policy R.3.2.4:

Enhance visitor amenities, including signage, parking, and accessibility improvements, as part of recreation and tourism planning.

Policy R.3.2.5:

Continue to elevate downtown events and public spaces to serve both residents and visitors, creating a vibrant community hub that complements recreation and tourism assets.



Sports Tourism

Goal R.4: *Grow Christiansburg's role as a regional hub for sports tourism through high-quality facilities and events that generate economic impact.*

Objective R.4.1:

Attract and support regional and national sports tournaments and events.

Policy R.4.1.1:

Invest in improvements to sports tourism facilities such as Aquatic Center, Harkrader Sports Complex, Christiansburg Huckleberry Park, Recreation Center etc., and support the development of additional fields and multi-use spaces.

Policy R.4.1.2:

Pursue partnerships to attract regional, state, and national tournaments that bring visitors and revenue to the community.

Policy R.4.1.3:

Explore public-private partnerships for tourism-supportive infrastructure such as a hotel, event center, and retail near the recreation centers to accommodate tournament participants and families.

Policy R.4.1.4:

Recognize sports tourism as a key economic driver and make sure that facilities and event coordination are aligned with maintaining and growing this impact.

Policy R.4.1.5:

Partner with regional universities and organizations to co-host events and share resources that strengthen Christiansburg's position as a sports tourism destination.

Objective R.4.2:

Support sports tourism growth that also benefits local residents.

Policy R.4.2.1:

Balance use of athletic fields and facilities between community needs and tournament demands to ensure local access.

Policy R.4.2.2:

Ensure that expansions to sports tourism facilities also enhance opportunities for local youth and adult sports leagues.

Policy R.4.2.3:

Promote sports tourism events that encourage community participation and provide opportunities for residents to engage.