

2015 PRESS KIT

# A COMMUNITY ON THE RISE



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**BLUE RIDGE  
MOUNTAIN CLUB**

EST.  2008



# ABOUT BLUE RIDGE MOUNTAIN CLUB



In the heart of the High Country of North Carolina – just one mile beyond Mile Post 288 of the Blue Ridge Parkway – Blue Ridge Mountain Club is, literally and figuratively, a community on the rise. Founded in 2008, it spans more than 6,200 acres and offers a sanctuary of picturesque mountaintop living amid the highest ridgelines at the crossroads of Blowing Rock’s charm and Boone’s conveniences.

With show-stopping views in all directions that gives residents the feeling of literally living on the Blue Ridge Parkway, Blue Ridge Mountain Club is a place of timeless allure that draws families to it season after season, across the generations, with a community spirit that is deep and wide.

## MISSION STATEMENT

The mission of Blue Ridge Mountain Club is to continuously nurture the spirit of community by creating meaningful places that facilitate authentic family experiences that become the hallmarks of heritage and tradition across multiple generations.

# SENSE OF PLACE: GETTING TO KNOW THE HIGH COUNTRY



**BLOWING ROCK, NC** - Known as the "Crown of the Blue Ridge", the town of Blowing Rock, North Carolina is located just off the Blue Ridge Parkway in the heart of the High Country and became a prominent mountaintop destination for families across the South beginning in the mid-eighteenth century. A modern-day Mayberry, Blowing Rock is lined with picturesque shops, eateries and galleries and brimming with small-town charm.

Blowing Rock offers an abundant array of adventure. From golf to horseback riding, whitewater rafting to canoeing, hiking, biking, rock climbing and fishing, there is something for every avid outdoor enthusiast. Blowing Rock is also home to Appalachian Ski Mtn., a premiere ski resort in North Carolina, and to many popular spots on the Blue Ridge Parkway including Price Lake, Moses Cone Manor and more.

## HISTORY

See <http://www.blowingrock.com/history.php>.

## DEMOGRAPHICS

During summer months Blowing Rock has a population of about 8,000 and in the winter months the population is around 1,500.

Median Age: 58.9

Median Household Salary: \$52,813.

Median Family Salary: \$80,682

Median Home Value for Owner-Occupied Homes: \$453,900

## STORY IDEAS

See <http://www.blowingrock.com/mediakit.php>

## HIGH RESOLUTION PHOTOS

See <http://www.blowingrock.com/highresphotos.php>

## AWARDS & ACCOLADES

#2 Best Location for a Summer Home, according to *Haute Living*.

Blowing Rock Charity Horse Show designated a Heritage Competition by US Equestrian Federation.

Blowing Rock's WinterFest chosen as a Top Pick event by *AAA Magazine*.

Main Street Blowing Rock named a "Great Place in NC" by American Planning Association-NC.

Blowing Rock won Platinum, Gold, and Silver awards by readers of *Blue Ridge Country* magazine.

*Travel & Leisure* called Blowing Rock one of "America's Prettiest Winter Towns."

Blowing Rock was voted "Prettiest Small Town in NC" by a group of Southeastern travel writers.

Blowing Rock's Blue Ridge Wine & Food Festival was named a Southeast Tourism Society Top 20 Event.

Readers of *Blue Ridge Country* magazine voted Blowing Rock as Best Little Town (Platinum), Best Antique Shopping (Platinum), Best Mountain Town (Gold), Best Arts Town (Gold), and Best Main Street (Silver) for 2008.

*Southern Living* Reader's Choice award deemed Blowing Rock a favorite mountain destination.

*Our State* magazine voted Blowing Rock a top mountain destination in the South.

*Pinnacle Living* voted Blowing Rock Best of the Mountains in 2006 for the most picturesque Main Street.

Readers of *Blue Ridge Country* magazine have given Blowing Rock several designations with their votes throughout the years: favorite destination, best couples getaway, best weekend getaway, best outlet shopping, best shopping overall, and best mountain town.

Readers of *Sunshine Artist* magazine selected Art in the Park as one of the 200 Best Shows in the United States.

"Best Place to Dabble" — *Blue Ridge Outdoors Magazine*, 2014

# SENSE OF PLACE: GETTING TO KNOW THE HIGH COUNTRY

HIGHLAND CROSSING - BOONE, NC



Source: rent.com

**BOONE, NC** - Incorporated in 1872, Boone, North Carolina may be old in history but is young at heart. Home to nationally-recognized Appalachian State University, an excellent, progressive school system and numerous outdoor pursuits including the Blue Ridge Parkway and popular ski resorts, Boone exudes a youthful energy quintessential of a college town. Recognized by travel journalists as an "ultimate outdoor adventure destination", Boone is named for the iconic pioneer Daniel Boone and has quickly become a destination in its own right for those seeking natural beauty and outdoor recreation across all four seasons. Boone enjoys incredible views, thanks to its establishment as the town at the highest elevation East of the Mississippi River (3,300 FASL).

## PRESS ROOM

[Click here](#) for more information about Boone, NC.

## AWARDS & ACCOLADES

- One of the "100 Best Small Towns in America"  
– Norm Crampton
- Named "The Ultimate Adventure Destination in the Southeast" – *Adventure Sports Magazine* (2005)
- Named one of the "50 Top Adventure Towns"  
– *National Geographic Adventure* (2007)
- 10 Great Small Towns with Huge Backyards –  
by Sarah Tuff, co-author of the new 101 Best Outdoor Towns: Unspoiled Places to Visit, Live & Play – *USA Today* (2008)
- "Best Place to Dabble" – *Blue Ridge Outdoors Magazine*, 2014
- The 10 Best Places to Retire in 2012 – *US News & World Report*



CONE MANOR

Source: photo.net



GAMEDAY AT THE ROCK

Source: appstatesports.com



# FAST FACTS



## FOUNDED IN 2008

6,200+ acres located equidistant between Boone and Blowing Rock, NC - 7 miles to each city from Blue Ridge Mountain Club.



### ESTIMATED TOTAL HOMESITES & PRICING

Each homesite averages around 1+ acre with 1,300 to 1,900 at full build-out which could take 20-25 years. Homesites range from \$120,000 to more than \$400,000 and Turnkey Cottages from \$400,000.



### OWNER PROFILE

Owners are families from 18 U.S. states + Puerto Rico. Key markets include the Research Triangle of North Carolina (Raleigh/Durham/Chapel Hill); the Piedmont Triad region of North Carolina (Greensboro/Winston-Salem/High Point); Charlotte, North Carolina; Charleston, South Carolina; and Southern Florida.

85% secondary or seasonal residents  
15% primary or year-round residents



### SALES + CONSTRUCTION ACTIVITY

210 homesites sold. 30 homes completed. 15 homes under construction.



### NEAREST AIRPORTS

Charlotte Douglas International-87 miles  
Piedmont/Triad International Airport-116 miles  
Tri-Cities Regional Airport-72 miles  
Asheville Regional Airport-100 miles

LEADERSHIP AND KEY STAFF | Jim Pitts, General Manager | Reginald Bray, Director of Sales and Marketing  
Erica Lackey, Hospitality and Operations Manager | Jessica Smith, Office Manager



# AUTHENTIC EXPERIENCES: FABULOUS FAM TRIPS TO BRMC



*Members of the press are encouraged to visit Blue Ridge Mountain Club to obtain a first-hand experience of the lifestyle and community. Signature events are a terrific way to do that. Many other organized and impromptu events take place throughout the year. For a full list of events, please visit <http://www.blueridgemountainclub.com/events/>*

## **January 22-25 | Blowing Rock Winterfest**

17<sup>th</sup> annual event held in Blowing Rock that celebrates the fun side of winter with ice carving demonstrations, wine tastings, live music, dog and fashion shows, chili cookoff and more.

## **April 16-19 | Blue Ridge Wine and Food Festival**

10<sup>th</sup> annual event held in Blowing Rock featuring wine and food tastings, dinners, seminars, and more.

## **May 23 | Memorial Day Celebration**

BRMC Members host a Holiday Potluck Dinner at Watson Gap Pavilion, complete with a presentation of the colors from the Disabled American Veterans Honor Guard.

## **June 19-20 | Summer Solstice Weekend**

Held at the Watson Gap Pavilion at Blue Ridge Mountain Club, the Solstice party gives members a chance to reconnect after a long winter and welcome new members while enjoying catered dining al fresco, games and movies on the lawn, and a bonfire with plenty of s'mores to cap the evening.

## **July 4 | Independence Day Celebration**

Thousands line the streets of downtown Blowing Rock for the annual fireworks show and Independence Day parade. Prior to the parade, Members will gather in the park to decorate ATVs to ride in the parade. After the parade, there is a private picnic in the park for members and their families.

## **July 24-25 | Symphony Weekend**

The pinnacle summer experience of the High Country, people from far and near pack Chetola Resort in Blowing Rock for an outdoor lakeside concert performed by the North Carolina Symphony. Following is a long table seated dinner at Blue Ridge Mountain Club for owners and their guests with complimentary weekend activities that include shooting, games, naturalist tours and more.

## **September 26 | Harvest Celebration Weekend**

An outdoor, laid back gathering around the campfire including a chili cook-off with local artisans opening their studios for a weekend of crafts, music and more.

## **October 16-17 | Peak Fall Foliage Weekend**

A sight like no other, experience the majesty of the Blue Ridge Mountains when color is cresting. The weekend will include dinner on Friday night at one of the member's homes, with entertainment by the Harris Brothers. Saturday there will be a luncheon and afternoon outdoor activities such as clay shooting, riding ATVs, and horseback riding.

## **ACCOMMODATIONS\* & RECOMMENDATIONS**

Members of the press stay at the New Public House and Hotel, located in downtown Blowing Rock. Recently completely remodeled, "the New" features seven light and airy rooms with weathered furnishings, and a notable menu of modern American, Southern-inspired farm to table cuisine and fine wines and cocktails.

It's recommended that you budget an overnight visit to Blue Ridge Mountain Club. Ideal arrival is Friday afternoon, with departure on Saturday afternoon; however, press is welcome anytime, and a customized itinerary will be crafted for each journalist.

*\*Limited suites available. In the rare instance of no vacancy, we have several additional options within Blowing Rock, or on the property, during your visit.*