

This Pigeon River Plan is hereby labeled as Addendum B to the MASTER SERVICES AGREEMENT (“Agreement”) by and between DEVELOPMENT COUNSELLORS INTERNATIONAL, LTD. and HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY as an additional SCOPE OF WORK. All terms and conditions agreed to under the Master Services Agreement, signed November 1, 2023, will apply to this SOW, effective February 28, 2024.

## Pigeon River Blueway Conceptual Plan

### The Opportunity

Development of a Pigeon River Blueway through Haywood County presents a catalyst opportunity to transform the region’s relationship with the Pigeon River, recreational access, and community infrastructure. Community leaders and stakeholders throughout the county recognize investment in the Pigeon River Blueway can generate substantial economic impact, protect vital natural resources, be a quality of life attribute for residents and a primary lure for visitors.

As part of the Haywood County Destination Master Planning process, our team will identify ways the river could be linked and integrated with other recreational elements of the destination, while enhancing long-term sustainability of the river resources. This includes evaluating destination development opportunities and creating the conceptual design for blueway access points along the Pigeon River. Additionally, the conceptual plan will identify the mix of development elements and the cost estimates for this vision to become a reality.

### The Approach

1. **Destination Development in Haywood County** – evaluate the concept and its positioning within the broader scope of destination development opportunities and the prospective synergies.
2. **Stewardship Factors** – evaluate resident and visitor experiences, stewardship activities, and sustainable tourism considerations.
3. **Site Location Opportunities** – evaluate County and City owned lands along with other sites to determine strengths and weaknesses and preferred options with specific attention given to flood mitigation, water quality, and safety.
4. **Blueway Development Components** – mix of development elements needed to enhance resource utilization, estimates associated costs, and graphic renderings.

5. **Implementation Process** – recommendations for moving the concept forward, including basic engineering, funding and marketing and promotion budget allocations based on initial activation.

### The Costs

**Project Budget** - \$40,000

**The plan fees shall be paid in five equal monthly installments of \$8,000 each beginning March 1, 2024.**

AGREED TO BY:

**Development Counsellors  
International, LTD.**

**Haywood County Tourism  
Development Authority**



By:

**Name:** Dariel Y. Curren  
**Title:** Executive Vice President

Date: February 28, 2024

By:

**Name:** Corrina Ruffieux  
**Title:** Executive Director

Date: February 28, 2024