

The background image is an aerial photograph of Chattanooga, Tennessee. It shows the Tennessee River flowing through the city, with several bridges crossing it. The city is built on hills, and in the distance, the Appalachian Mountains are visible under a clear sky.

CHATTANOOGA
NATIONAL
PARK CITY*

A 50 YEAR VISION

Discovery Session | January 28, 2026

*"The best way to predict
the future is to invent it."*

- Immanuel Kant

v1.0

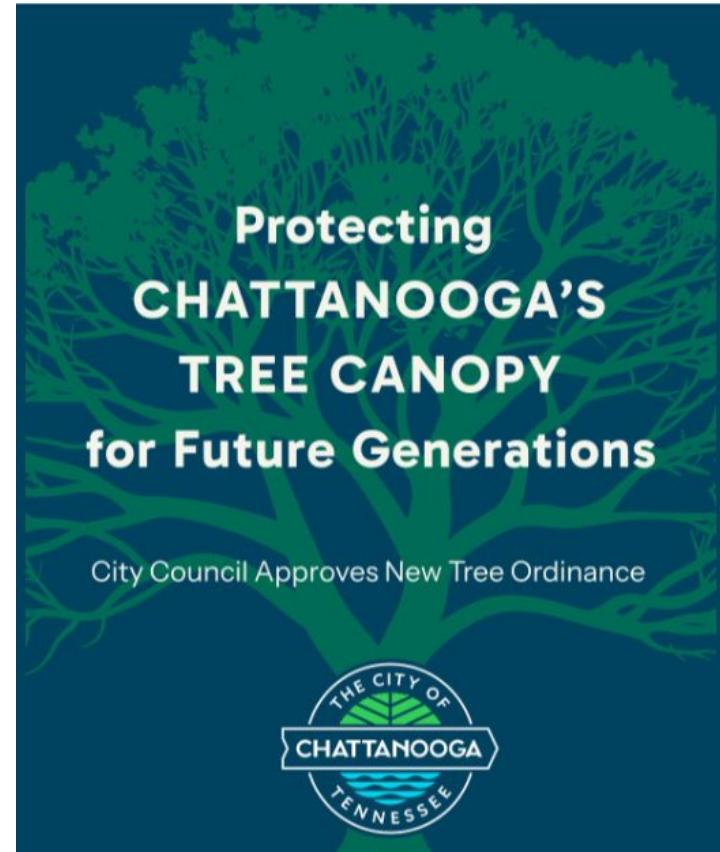


INSPIRED BY YOU

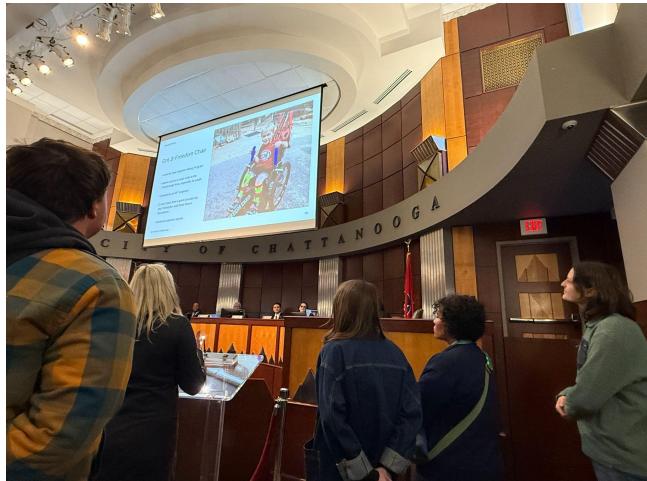
First. Thank you.

Your teams are why we are the
1st National Park City in America.

Inspired Change



Inspired Voice



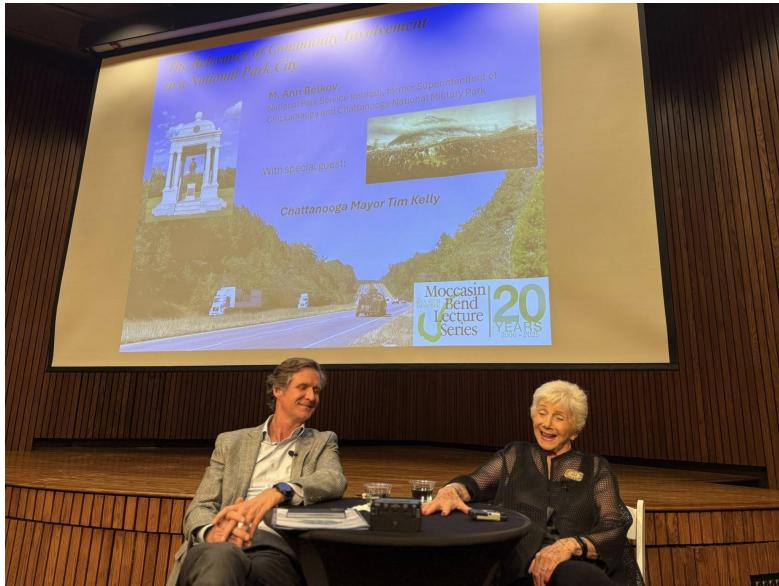
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SAVE ENTERPRISE SOUTH
NATURE PARK

Make Your
Voice Heard

Send us a short 5-10 sec video
saying what ESNP means to you.

Inspired Connection



A promotional poster for the "Pop Up Bike Park" at Tennessee Riverpark. The poster features a large graphic of a bicycle and mountains. The text "POP UP BIKE PARK" is prominently displayed in bold, black, sans-serif letters. Below it, the text "TENNESSEE RIVERPARK *NORTHEAST OF THE HUBERT FRY CENTER* 4301 AMNICOLA HWY" is written. Further down, the text "ACTIVATION DAYS" is in orange, followed by "AUG 8, SEPT. 19, OCT. 10 5:00 - 8:00 PM". At the bottom, the text "PROVIDED IN PARTNERSHIP WITH" is followed by logos for "HAMILTON COUNTY PARKS & RECREATION", "SORBA CHATTANOOGA", "CHATTANOOGA PARKS FOUNDATION", and "OUTDOOR CHATTANOOGA". To the right of the poster, there is a photograph of a person riding a mountain bike on a wooden ramp or jump feature in a park setting.

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Inspired Preservation



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Inspired By Your Work



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Inspired Love of Place



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Inspired Other Cities



Albuquerque



Greenville



Palm Springs



Tucson



Inspired the World



Outside

Forbes

TRAVEL +LEISURE



Smithsonian

Southern Living

MENTAL FLOSS



LIVABILITY®



THE WORK IS WORKING

National Park City is an idea that is bigger than any one organization; it is a movement.

With momentum already building, year 2 aims to unite our whole community and efforts under one strategic umbrella.



National Park City + Friends of Outdoor Chattanooga

Going from city-led to city-supported

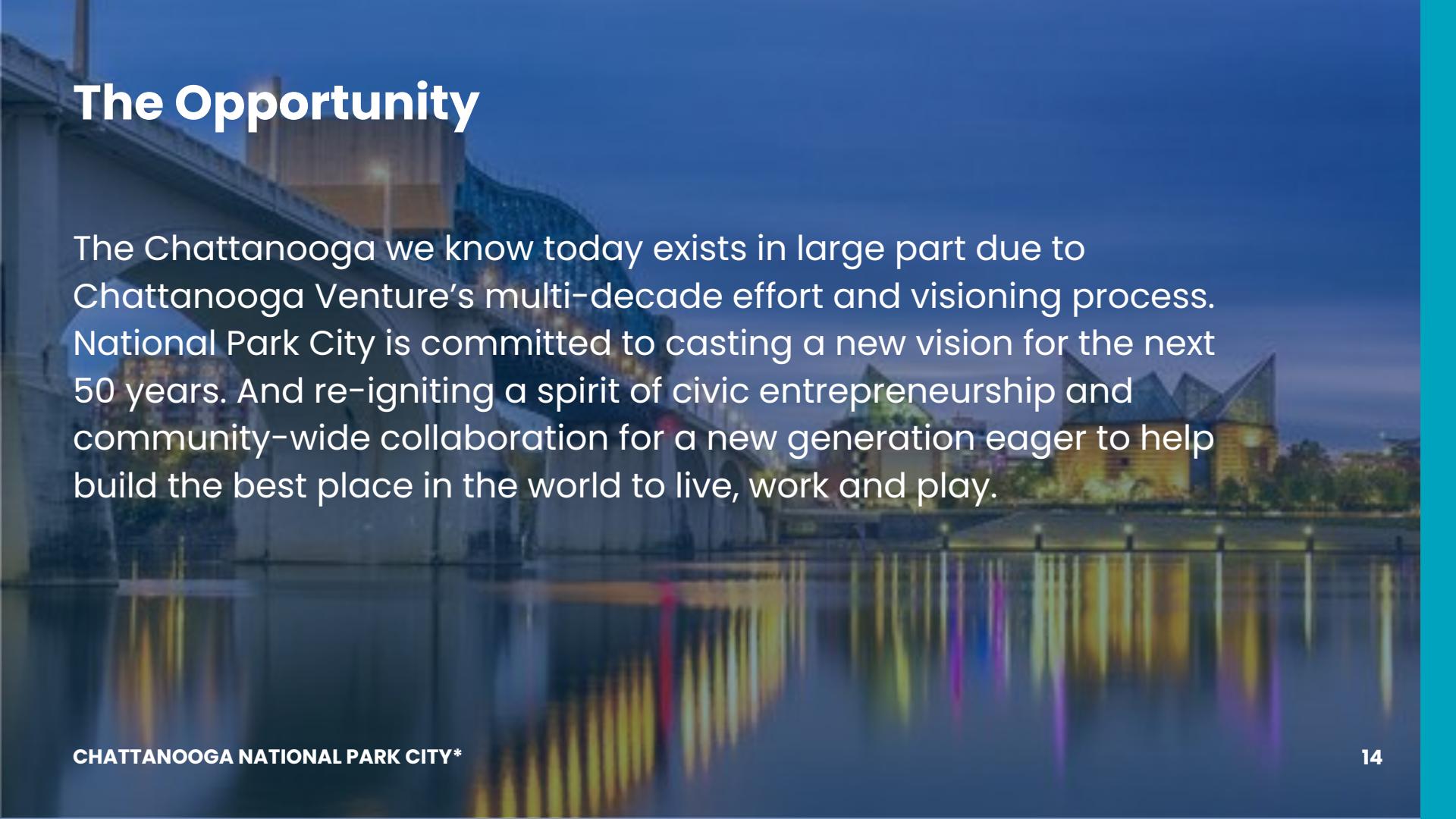
- Transition from city driven to city supported model operating within Friends of Outdoor Chattanooga, leveraging FOC's history, existing MOU, and nonprofit status
- Establish Governing & Leadership Council
- Build Strategic Plan with broad community input and support -> Take ACTION
- Continue to foster NPC through FOC next 18-24 months.



OUR ROLE IN THE REGION

- **Vision:** Inspire a shared vision for the region's future—rooted in nature, connections, and possibility.
- **Marketing:** Tell the collective stories of the people, neighborhoods, and organizations doing meaningful work that bring attention to our city and region.
- **Action:** Seed, fund, and organize new community-led projects that align with our values and goals.
- **Amplify:** Act as a connector and amplifier, helping our region collaborate, grow, and lead the world by example.

The Opportunity

A blurred background image of a city skyline at dusk or night, with lights reflecting on water in the foreground.

The Chattanooga we know today exists in large part due to Chattanooga Venture's multi-decade effort and visioning process. National Park City is committed to casting a new vision for the next 50 years. And re-igniting a spirit of civic entrepreneurship and community-wide collaboration for a new generation eager to help build the best place in the world to live, work and play.

The North Star:

The one thing we want most for ourselves,
our kids and each other:

Quality of life

The most valuable asset we have that can
positively impact our quality of life and the future
growth of our city and region:

Nature: as part of our everyday life

Nature: Our Most Valuable Shared Asset

That leads to Quality of Life and Economic Prosperity

Physical and mental health benefits

Peace, calm, safety

Beauty, wonder, awe

Tourism, events, festivals

Attracting new businesses and people

Positive National news and attention

World leaders as a National Park City

Mission

To lead the world in improving the quality of life for all of us by treating nature as our most valuable shared asset.

How:

- Respect what we have
- Expand opportunities to connect with nature
- Grow nature into the places where we live, work, and gather

Today and for generations to come.

A photograph of a person from behind, wearing a dark jacket and pants, walking a light-colored dog on a leash through a dense, green forest. The scene is filled with tall trees and thick undergrowth.

Our Commitments:

We commit to using the simple, proven principles of nature to guide our culture, our connections and our growth.

From 7 to 5: Simplify and allow us to impact more aspects of our city, growth and culture with clearer direction.

1. Everyday Access: Nature as part of everyday life

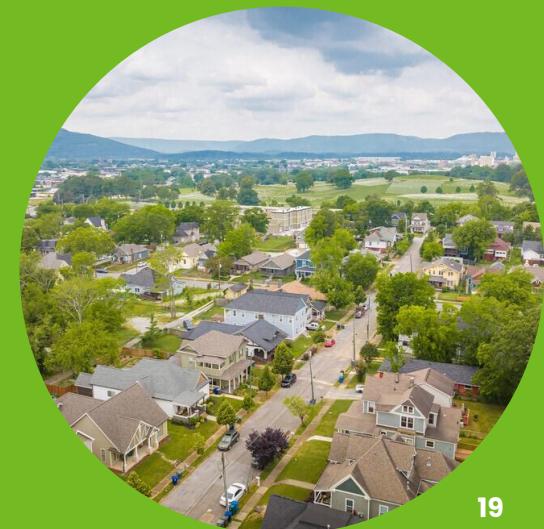
Nature Principle: *Nature is open and accessible to all – the best aspects of a city should be too.*

Commitment

* We commit to making nature easy to access and part of everyday life for people of all ages and backgrounds.

Includes

- Scenic views, accessible trails, rivers, and parks
- Backyard gardens, chickens, and local farms and food
- Walkability and proximity



2. Outdoor Play: A culture of Fun, Creativity and Beauty

Nature Principle: *Nature is fun, joyful and beautiful – city life should be too.*

Commitment

- * We commit to cultivating a culture that regularly experiences the fun, beauty, and wonder of the outdoors together

Includes

- Outdoor adventure, sports, and play spaces
- Experience based tourism, Art and music festivals, events
- Color, creativity, murals, public art



3. Balanced Growth: Nature-inspired Design

Nature Principle: *Nature grows in balance with the whole ecosystem – a city should grow the same way.*

Commitment

- * We commit to guiding growth and development using the principles of healthy thriving, self-sustaining ecosystems.

Includes

- Mobility, street design, connected communities
- Integrating nature and green space into development
- Resilience, regeneration, and long-term thinking



4. Respect: Appreciation for Land, Life, and History

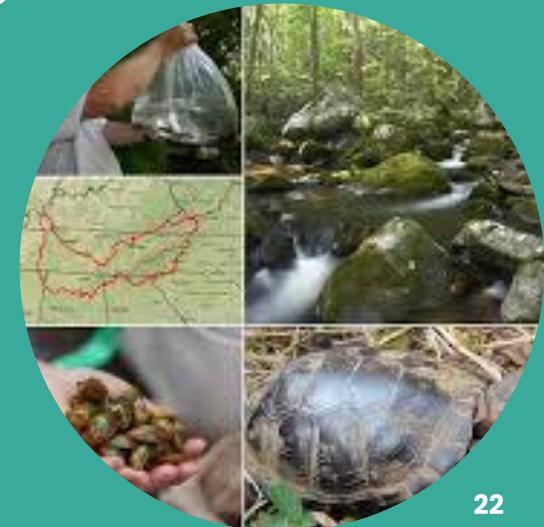
Nature Principle: *Nature is a living system that must be understood and cared for as a whole — a city should be too.*

Commitment

- * We commit to understanding, respecting, and preserving the unique ecology, history, and cultural roots of this place.

Includes

- Wildlife and biodiversity education
- Native American history and land awareness
- Local species, watersheds, land and ecosystem stewardship



5. Connection: Communities and Local Networks

Nature Principle: *Nature thrives through connection – so does a city*

Commitment

- * We commit to strengthening connections between people, neighborhoods, wildlife and local systems.

Includes

- technology that strengthens local connection and neighbor-to-neighbor culture
- Gatherings, organizing tools, and collaborative efforts
- grassroots ideas and shared institutional knowledge



Turning talk into action

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A culture of collabs + civic entrepreneurship

When Venture Chattanooga emerged, Chattanooga was on life support.

Today we have strong nonprofits, businesses, tourism, technology and residents with passion and ideas.

What's missing is a shared framework and engine for continued collaboration

National Park City will be the organization that can connect:

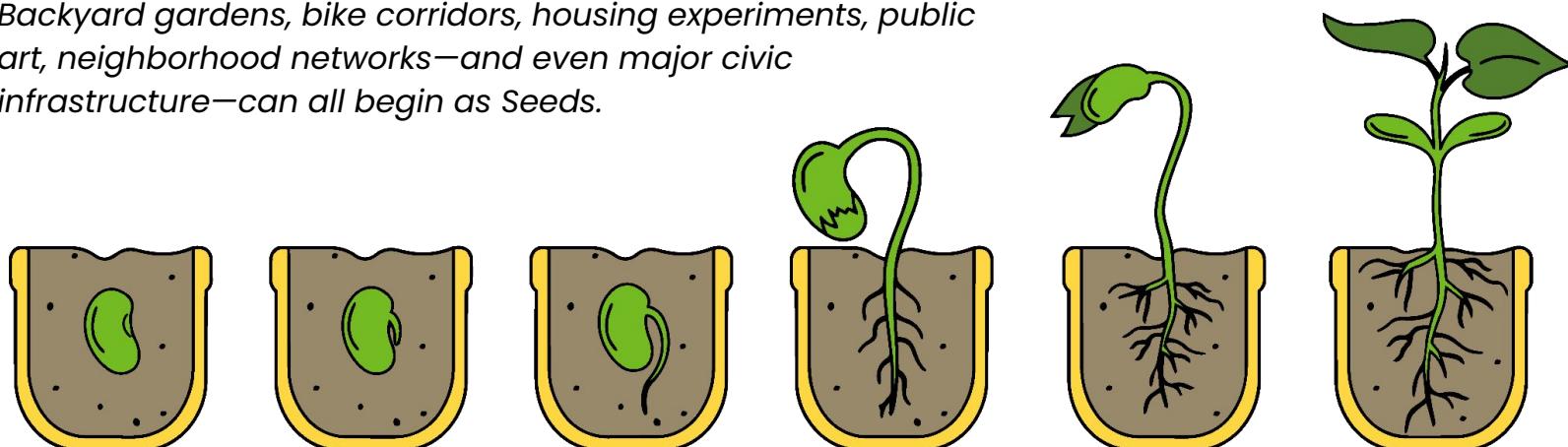
- Passionate People
- Non-profits
- City-government
- Businesses
- Faith based organizations

In the spirit of turning big and small ideas into action.

National Park City Seeds

Seed are place-based, actionable and repeatable projects that require collaboration from many groups. Seeds with the most support are planted, and once successful, can spread to other parts of our community with the benefit of shared learnings.

Backyard gardens, bike corridors, housing experiments, public art, neighborhood networks—and even major civic infrastructure—can all begin as Seeds.



Every Seed Has:



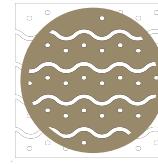
A GREAT NAME

What do people call this idea?



GARDENER(S)

Who is responsible for this seed?



SOIL PLACE & COMMUNITY

Where this seed is planted.



WATER FUNDING

What resources are needed to grow this seed?



SUNLIGHT COMMUNITY ENERGY

Who has energy and is excited about this seed?



ROOTS EXISTING CONNECTIONS

What does this seed connect to?



SUPPORT MENTORSHIP

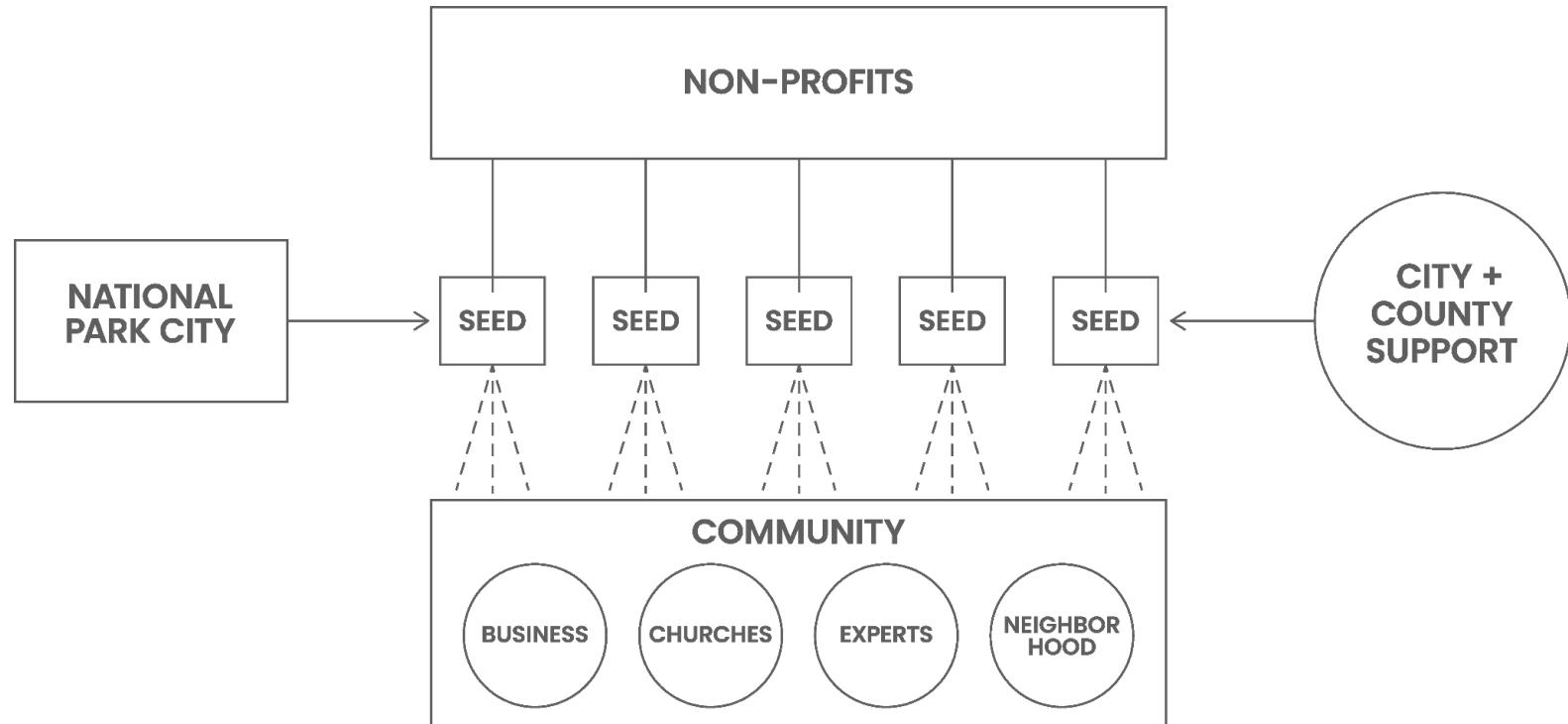
Who can help this seed succeed?



EXPECTED HARVEST

What do we hope to experience by the end of the season?

National Park City Seed Engine



NPC Seed Hawthorn School Paths

Highland Park Neighborhood Association
Greater Chattanooga Realtor association
Unfoundation / CNE / Urbanist Society
Two Bikes
Tucker Build
Two City Counselor's support



NPC SEED East Lake Park Community Garden

A collaboration between:

Local community
Food Forest Coalition
Chattanooga Parks and Outdoors
Coming soon



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NPC Seed 200 Art Benches



A collaboration between:
Organist Society
Chattanooga transit
Business support
High Schools
Dozens of Artists
City Permission



NPC Seed Bike Chatt App



Bike Chatt

A collaboration between:
Urganist Society
Two Bikes
White Oak Bike Coop
iFixit

The image displays three screenshots of the Bike Chatt mobile application. The first screenshot shows a list of bike routes: Riverwalk Loop (selected), Zoo Loop, Riverwalk Greenway Trail, South Chickamauga Creek, Local Greenways, and Cherokee Loop. The second screenshot shows a map of Chattanooga, Tennessee, with a blue line indicating the Riverwalk Loop route. The third screenshot shows a different section of the map with a red line indicating another route. All screenshots include a 'Not now' button for adding the app to the home screen.

1:46 5G

Bike Chatt

Pick a Loop

- Riverwalk Loop
- Zoo Loop
- Riverwalk Greenway Trail
- South Chickamauga Creek
- Local Greenways
- Cherokee Loop

Add Bike Chatt to your home screen
Tap the Share icon, then "Add to Home Screen."

Attractions

bikechatt.com

1:27 22m

Pineville

NORTH CHATTANOOGA

Hampt Height

Cameron Hill

Cherry St

E 4th St

Mooreland Bluff Rd

Cherry St

Chattanooga

Covington St

E Main St

4176

11-64

Add Bike Chatt to your home screen
Tap the Share icon, then "Add to Home Screen."

1:27 22m

TH NOOGA

Fairhills

Oliver St

E 4th St

Cherry St

E 3rd St

E 11th St

E Main St

4176

Hill

Erlanger Health System

Add Bike Chatt to your home screen
Tap the Share icon, then "Add to Home Screen."

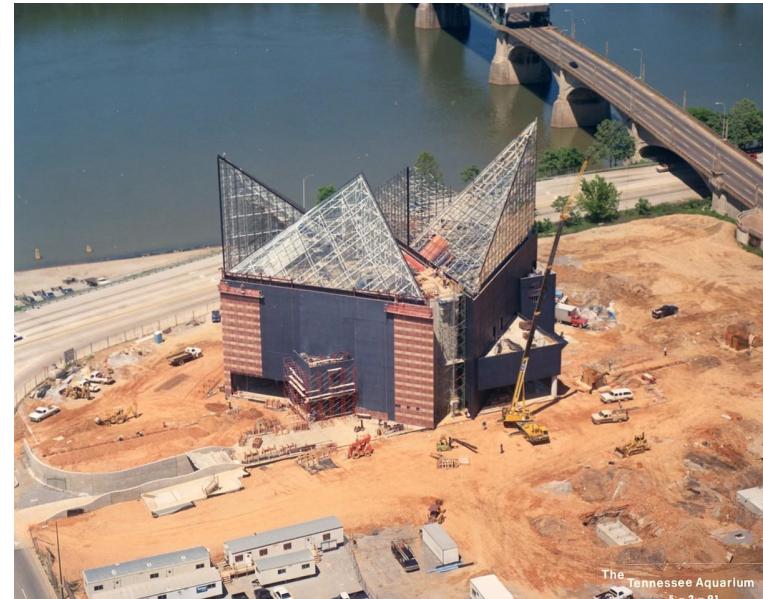
bikechatt.com

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What are the next Aquarium or Stadium sized seeds?



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Here's what we're going to do next



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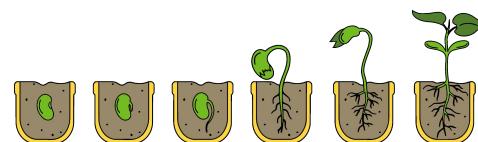
National Park City Seed Drive

100 Seeds from across the region

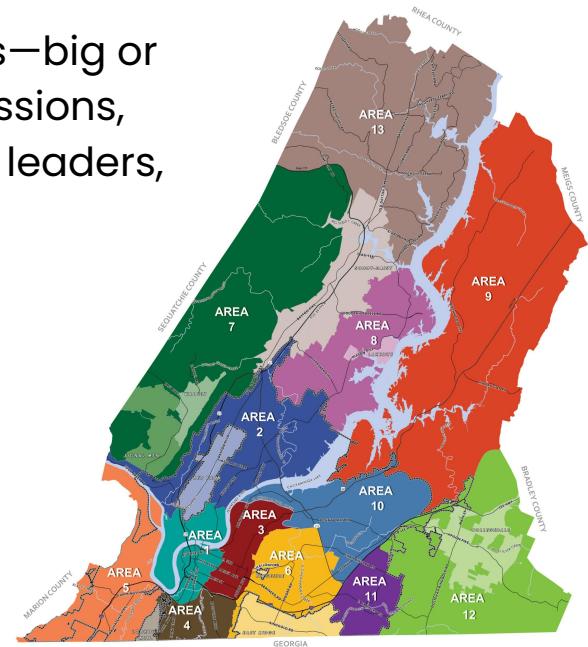
We're inviting the entire community to bring forward ideas—big or small—and turn them into Seeds. Through guided work sessions, collaboration with nonprofits, businesses, and city/county leaders, the best seeds will be shaped and pitched to the public.

Small seeds will be funded, planted and harvested this year.

Larger seeds will gain momentum and community support while their progress is tracked until they are planted.



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National Park City – Seed Drive Schedule

1. Seed Kickoff *Early March*

- Public kickoff
- Open idea sharing
- Early teams form
- 📍 Location #1

3. Seed Expo *Early April*

- Table-style expo
- Pitch practice
- Final feedback + collaborators
- 📍 Location #3

2. Seed *Late March*

- Feedback + strengthening
- Mentor + nonprofit support
- Seeds merge and clarify
- 📍 Location #2

4. Earth Week Seed Pitch Night

- 3-minute pitches
- 20–30 Seeds
- Funding + support awarded

Harvest *Late Summer / Fall* Celebrate and enjoy the results of our labor

National Park City + Venture Study Group

In 2026 National Park City is collaborating with the Venture Study group to adopt the principles of Venture in our first year of gathering and planting seeds. The Venture Study Group will also act as a source of feedback as to how we are doing and suggest ways we can improve next year, so we can go bigger and work smarter in 2027.

National Park City: Community organizing, funding, action, sharing the story.

Venture Study Group: Input, feedback, long-term learnings



Chattanooga Venture emerged in a moment of crisis.
Today we face an opportunity to lead the world and
decide our future.

**Imagine what would happen if we choose
this moment to all lean in together and
push in the same direction with a new
wave of talent, ideas and energy.**

How you can help?

We need everyone to participate in the National Park City Seed Drive by acting as a resource, sharing knowledge, and helping connect seeds with available resources and opportunities.

Specifically:

- Give us your feedback (feedback cards available)
- Help us spread the word to your people
- Bring your best ideas to the table
- Join Seeds as a mentor or a supporting Organization (roots)
- Offer resources and funding for seeds or NPC
- Make yourself available for a coffee conversation with Seed teams

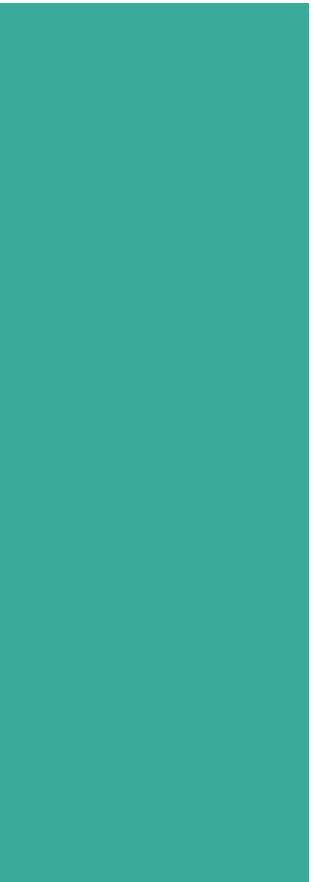
LET'S GO!

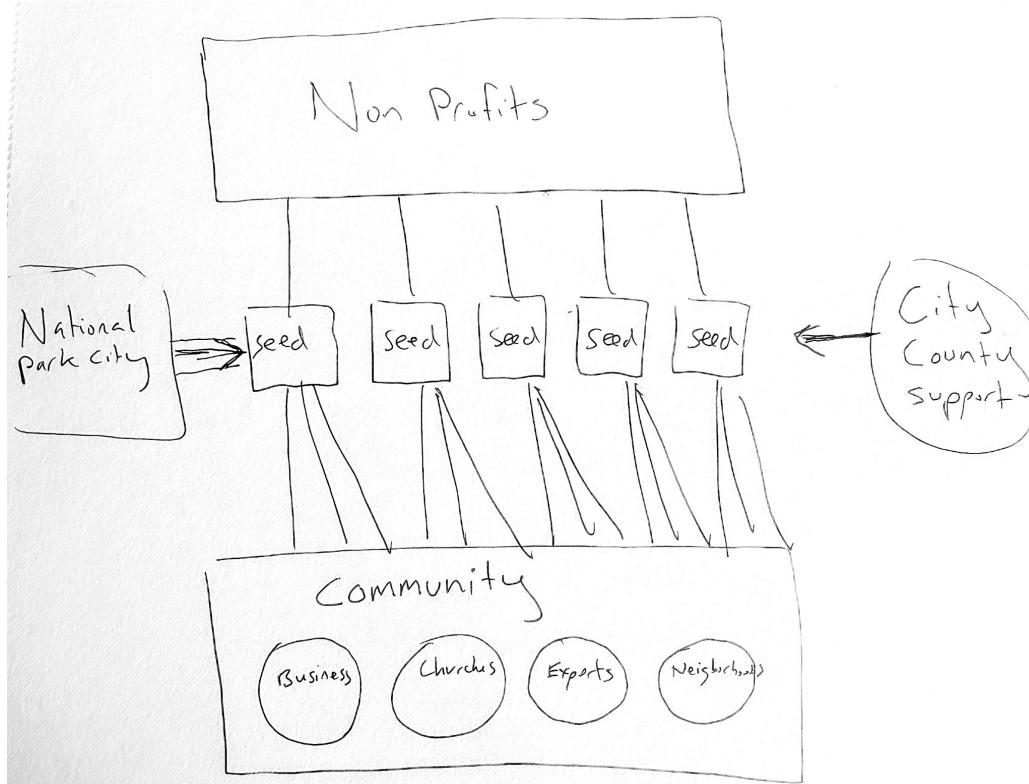
An aerial photograph of Chattanooga, Tennessee, featuring the Tennessee River flowing through the city. Several bridges, including the Walnut Street Bridge and the Market Street Bridge, span the river. In the background, the city extends towards the base of the Appalachian Mountains. The foreground shows a mix of urban development and green spaces.

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APPENDIX







The Opportunity

The Chattanooga we know today exists in large part due to Chattanooga Venture that gave rise to the Chattanooga Way. National Park City is committed to casting a shared vision for what this city and region looks like in 50 years. And re-igniting a spirit of civic entrepreneurship and community-wide collaboration for a new generation eager to help build the best place in the world to live, work and play.

Every Seed Has:

A GREAT NAME

What do people call this idea?

GARDENER(S)

Who is responsible for this seed?

SOIL (PLACE & COMMUNITY)

Where this seed is planted.

WATER (FUNDING)

What resources are needed to grow this seed?

SUNLIGHT (COMMUNITY ENERGY)

Who has energy and is excited about this seed?

ROOTS (EXISTING CONNECTIONS)

What does this seed connect to?

SUPPORT (MENTORSHIP)

Who can help this seed succeed?

EXPECTED HARVEST

What do we hope to experience by the end of the season?





The Power of Nature

The research shows the positive impact nature has on people:

Health benefits

Outdoor play and physical activity

Peace, Calm, safety

Mental Health

Awe, wonder, beauty

A profound connection to ourselves, each other and all of life

What we have in this region is very rare and special.

A City in a Park

An aerial photograph of Chattanooga, Tennessee, during the day. The city is nestled in a valley between the Tennessee River to the east and the Appalachian Mountains to the west. In the foreground, a large bridge spans the river. The city's skyline features numerous buildings of varying heights, including several skyscrapers. A prominent green space, likely a park, is visible in the center of the city. The sky is blue with scattered white clouds.

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