Capturing the full story

Chimney Rock hosts Morse book signing

Former manager and fourth-generation Chimney Rock Park owner, Todd Morse, will celebrate the release of his new book “For the Love of Chimney Rock: Four Generations of Morse Family Stewardship” during book signings at Chimney Rock at Chimney Rock State Park on Saturday, May 26 and Sunday, May 27 from noon to 2 p.m.

The historical work tells the story of the Morse Family, who privately owned the Park for more than 100 years, before selling it to the State of North Carolina in 2007.

Morse was inspired to write the book after finding a collection of photos, newspaper clippings and other historical items after his father passed away in 2009.

“I realized that I was the last generation of my family involved with Chimney Rock, and that if I didn’t write down our history, it wouldn’t likely be written,” said Morse. “I wanted my kids to know their history and the heritage of our family and the Park.”

Initially, Morse was just going to write about his experiences at the Park and about the family stories he had heard growing up, but after diving into things he realized he needed to dig a little deeper.

“I visited historical societies, courthouses and used online records to learn more about my family’s story,” said Morse. “This book captures the full story of our four generations with Chimney Rock. It shares a lot of the fun, lesser-known stories about our family and the Park.”

Copies of Morse’s book, which features more than 200 historical photos of the Park and family, will be available at Cliff Dwellers Gifts for guests to purchase and have signed during the event. Individuals who have already purchased a copy are welcome to bring their book and have it signed.

Admission to the Park is $13 per adult and $6 per child. After their visit, guests can upgrade their adult ticket to an Annual Pass for just $13 or child ticket to a Rockin’ Discovery Pass for $6. More information about the event can be found at chimneyrockpark.com

Box: A brief description of “For the Love of Chimney Rock: Four Generations of Morse Stewardship”

For 105 years, four generations of the Morse family operated, promoted and served as stewards for the natural scenic attraction known as Chimney Rock. Researched, compiled and written by 4th generation manager, Todd Morse, this book provides a detailed, in-depth history of the family’s multi-faceted relationship with the mountain until its sale to the State of North Carolina in 2007. Part history book, part business case study, part unique personal perspective and first-person narrative, this work offers a comprehensive exploration into the inner workings and challenges of a family business and the love each generation had for this incredible place.