

# BALANCING NATURE & COMMERCE: Creating Collaborative Results



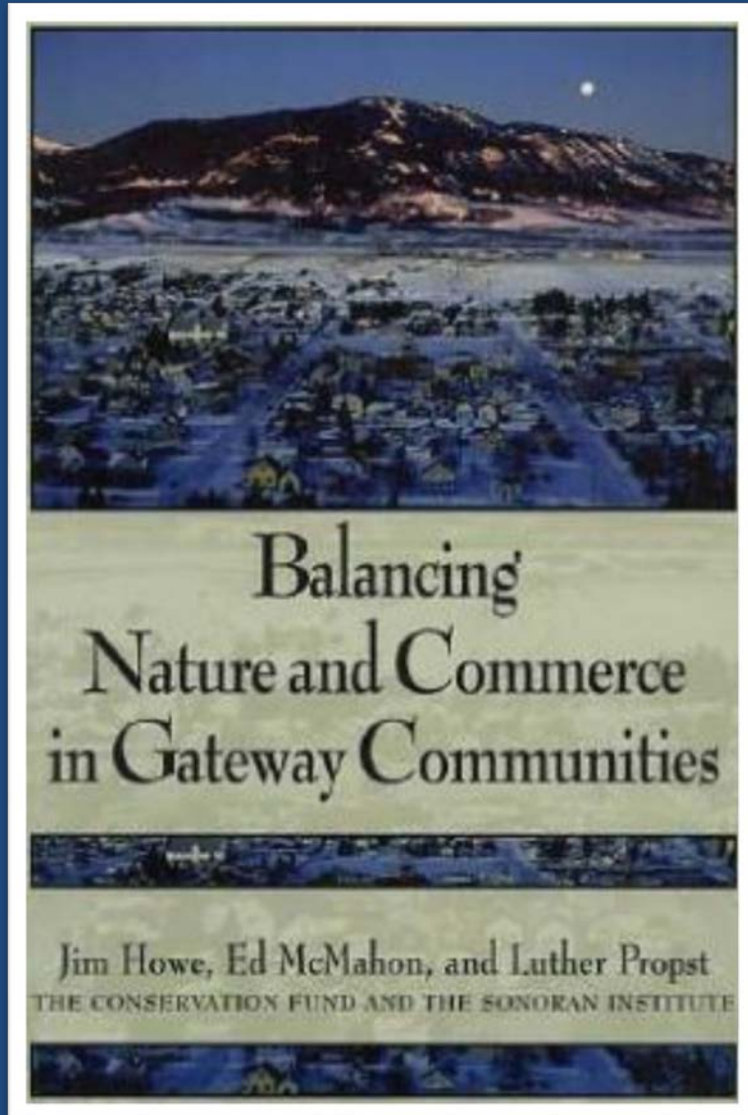
# Our Mission

The Conservation Fund forges partnerships to conserve America's legacy of land and water resources. Through land acquisition, community and economic development, and training and education, The Fund and its partners demonstrate balanced conservation solutions that emphasize the integration of economic and environmental goals.



# Balancing Nature & Commerce

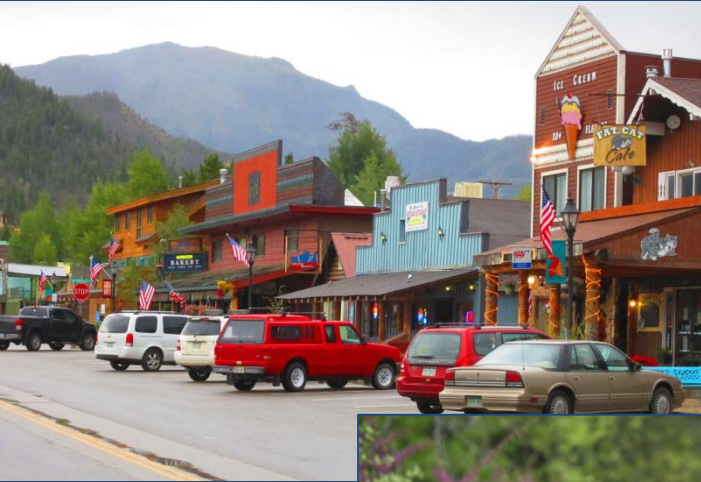
## Technical Assistance



More than  
700 Communities  
participating since 1999

- National Course: held annually at NCTC
- Regional Workshops: tailored & place-based
- Assessments: Outdoor Recreation, Sustainable Tourism, & Livability
- National Summit for Gateway Communities

# Gateway Communities & Recreation Economy



- Recreation portals to nation's public lands, landscapes, scenic destinations
- Location for food, lodging, transportation, recreation services, and other businesses that support visitors
- Magnets for business, working families, and retirees

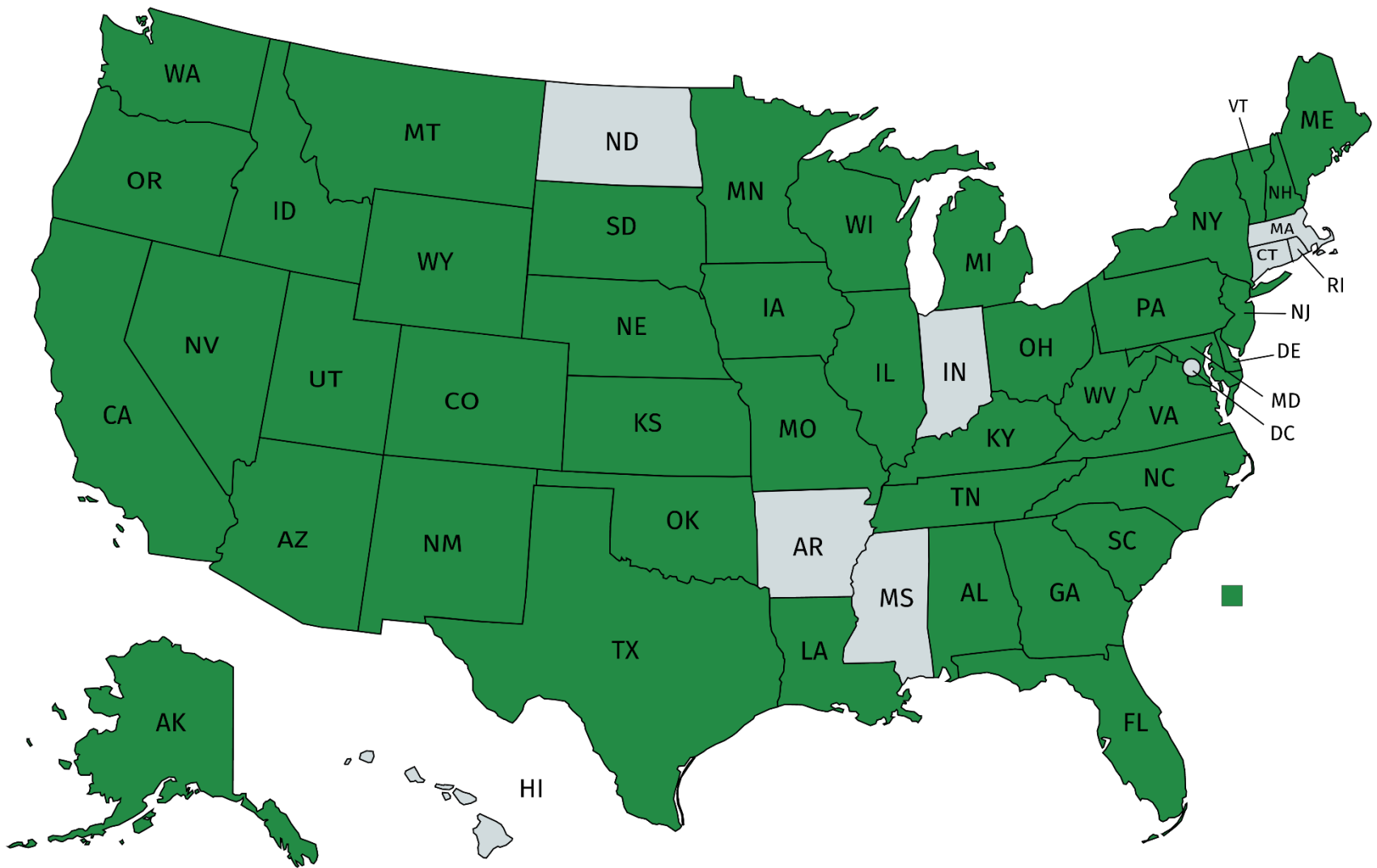
# Focus Areas of Technical Assistance

- Economics
- Asset Based Economic Development
- Community Character/Livability
- Partnerships/Regional Identity
- Action Planning!



 **perception**  
KAYAKS

# Where We've Worked





- Collaboration
- Capitalize on Home Grown Advantage
- Deepen Capacity

# Cherokee National Forest & Unicoi County, TN

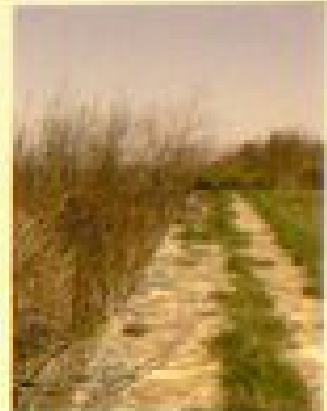


## Action Plan: Unaka Mountain Overlook Restoration



# Unaka Mountain Overlook

*It's all about the VIEW!*



**Rehabilitation  
Needs**



A "Balancing Nature and Communities" Team Project  
for Unicoi County and Cherokee National Forest, 2008

## Collaborative Outcomes:

- Improved relationship between community and public lands
- BOTH devoted resources to Beauty Spot
- This led to more partnership:
  - ✓ FS replaced signs to route through towns
  - ✓ FS created new equestrian trail
  - ✓ County supported Rocky Fork acquisition
  - ✓ County became AT Trail Town
  - ✓ Voted best mountain bike area by Blue Ridge Outdoors
  - ✓ Applying to TDOT Community Transportation Planning Grant for regional trail system development
  - ✓ Creation of NEW State Park – first in 30 years

# Monongahela National Forest / Mon Forest Towns





# Outcomes:

- USFS leadership has paved the way for connecting community relationships
  - District ranger is making community connections
  - Resource assistants are building capacity and networks
- USFS was able to leverage resources at USDA Extension to:
  - Complete community assessments
  - Finalize a branding effort with signage
  - Develop metrics for tracking success
  - Identify regional trail network & leverage IMBA Ride Center Designation
- Spur additional investment from outside sources
  - *\$1.25 million in targeted business services, technical assistance, and access to capital from local CDFIs*
  - *Voluntary surcharge for USFS stewardship at Snowshoe Resort*
  - *Designation of the Appalachian Forest National Heritage Area*

# Creating an Outdoor Recreation Economy thru a Value Chain – Human Powered Recreation



# Grand Lake, Colorado & Rocky Mountain National Park and Arapaho National Recreation Area



# Colorado Creative District, Grand Lake CO



Supports innovators, creators, change-makers and dreamers who improve quality of life and make Colorado creative.

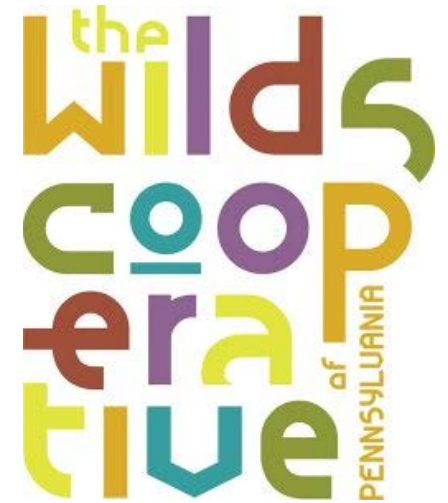


# Zion National Park Forever Project

## Field Guide and Stewardship Investment Mechanisms



Collaboration,  
Capitalize  
Deepen Capacity





# We put our money where our heart is

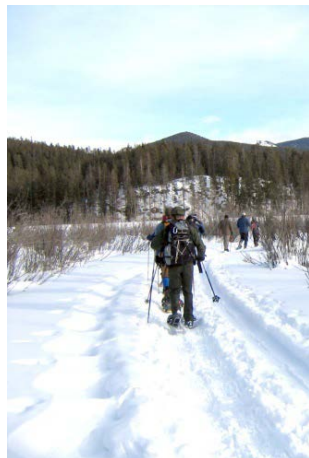
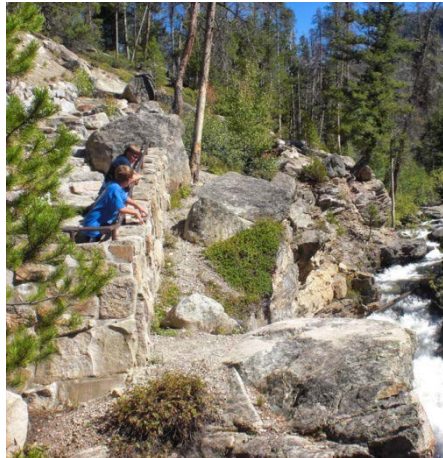
Why do we carry and sell so many products  
made in the Pennsylvania Wilds?

- ✓ To keep more \$ in our rural economy 
- ✓ To help unique businesses in the region thrive
- ✓ To leave a smaller energy footprint 
- ✓ To strengthen community ties
- ✓ To support local jobs & entrepreneurs 
- ✓ To give visitors something unique to take home  
[that's you!]



## Where to Start:

- Establish Readiness
- Engage Key Champions
- Identify Technical Assistance Needs



## It Takes a Team!:

### Diverse Community Representation Is Key To Success!

- Resource Managers—Environmental, Cultural, Historic
- Elected Officials
- Planning Experts
- Tourism and Economic Development Officials
- Development Community
- Conservation Community
- Arts & Culture Community
- Local Business Owners
- Youth & Leadership Development Groups
- Engaged Citizenry

# Upcoming Opportunities!

## Appalachian Gateway Communities Workshop

November 5-7, 2019

Bristol, TN

## National Balancing Nature and Commerce Workshop

February 11-13, 2020

Shepherdstown, WV

## National Summit for Gateway Communities

Date: 2021

Location TBD

# Contact Information

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