



**NATIONAL EXTENSION
TOURISM NETWORK**

Welcome to the National Extension Tourism Design Team
webinar series!

Today's
webinar:

Outdoor Recreation Resources Roundup and National Networking

Panelists:

Doug Arbogast, Jada Lindblom, Miles Philips,
Sarah Rocker, and Jake Powell



Hosted by the Northeast Regional Center for Rural Development | nercrd.psu.edu



2023 National Extension Tourism Conference

SAVE THE DATE

Milwaukee, WI
September 24 – 27

Hosted by Wisconsin Sea Grant
go.wisc.edu/075h11





**NATIONAL EXTENSION
TOURISM NETWORK**



SUPPORTING LOCAL ECONOMIES THROUGH SUSTAINABLE TOURISM & OUTDOOR RECREATION

1 Engagement

NET is further engaging faculty and students at land grant universities, community members, and partners in collaborative priority setting and problem solving through shared knowledge.

2 Taking an Inventory

NET is inventorying and assessing existing Extension and Sea Grant tourism programs.

How is NET Responding?

As a trusted source of research-based information, NET has been providing tourism-related education & programming to support informed community decision-making for more than 50 years.

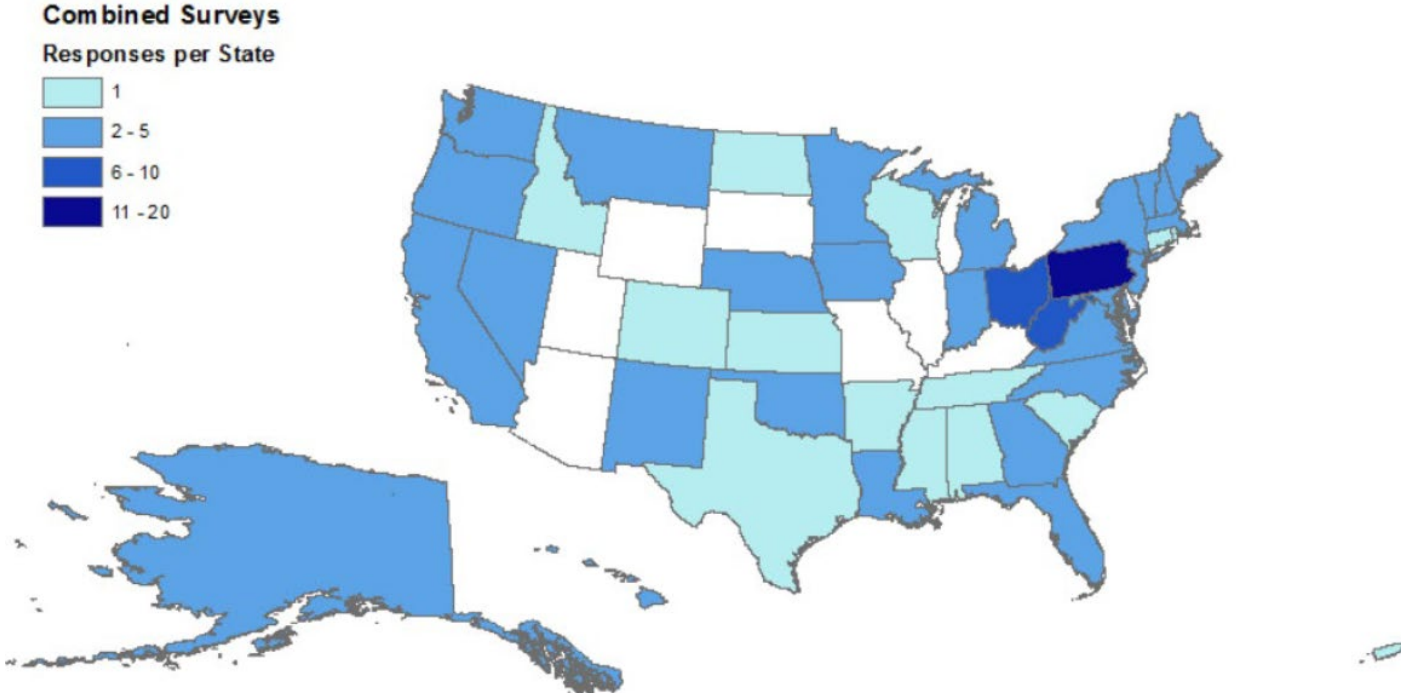
3 Professional Development

Knowledge and research-based educational opportunities for Extension, Sea Grant, and other key stakeholders such as land-owners, public officials, and industry leaders.

4 Sharing

Sharing applied research, special programs, or other tourism development and outdoor recreation technical expertise with key stakeholders and audiences.

2017 and 2018 national survey of Extension land-grant and sea grant professionals to better understand their involvement in state/regional tourism programming and their perceptions of tourism related opportunities and challenges.



Arbogast, D., Eades, D., Goetz, S., & Pan, Y. (2022). **Extension and Tourism: Previous Efforts, Current Trends, and the Future.** *The Journal of Extension*, 60(2), 7.



Report: Extension Tourism—Impacts and Opportunities of Land- and Sea-Grant Programming

The NET Design Team and the Regional Rural Development Centers carried out a national survey process from 2017 to 2019 to catalog current tourism and recreation programming being conducted by U.S. Extension professionals. The findings are summarized in a new report (published November 2021), which:

- documents the distribution, depth, and breadth of tourism and outdoor recreation programming offered by the Land- and Sea Grant Extension services;
- demonstrates the regional impacts of this programming; and,
- highlights opportunities for expanding this programming nationally.



Download the 41-page report here (12MB).

Download the 24-page supplemental inventory of Extension tourism Land- and Sea-Grant programs here (3.7MB).

Check out an interactive map that shows survey responses by state.

Suggested citation:

Arbogast, D., Goetz, S. J., Entsminger, J., Devlin, K., Ulmer, M., Qian, X., Eversole, D., Philips, M., Powell, J., & Rohring, E. (2021). *Extension Tourism: Impact and Opportunities of Land- and Sea-Grant Programming Across U.S. Regions*. National Extension Tourism and Northeast Regional Center for Rural Development.

For questions about the report, contact the appropriate Regional Representative listed here:

- Northeast Region: Doug Arbogast (douglas.arbogast@mail.wvu.edu)
- Southern Region: Matt Ulmer (ulmermj@auburn.edu)
- North Central: Xinyi Qian (qianx@umn.edu)
- Western Region: Dolan Eversole (eversole@hawaii.edu)

Elizabeth Rohring – Sea Grant

Download the report: <https://bit.ly/3EN5Qg4>



Extension Tourism – Impacts and Opportunities of Land and Sea-Grant Programming Interactive Map

National Extension Tourism Network: 2020 Survey Results

[Link to Extension Tourism Impacts and Opportunities Report](#)



Current Land Grant Programs

Land Grant Programs by Topic

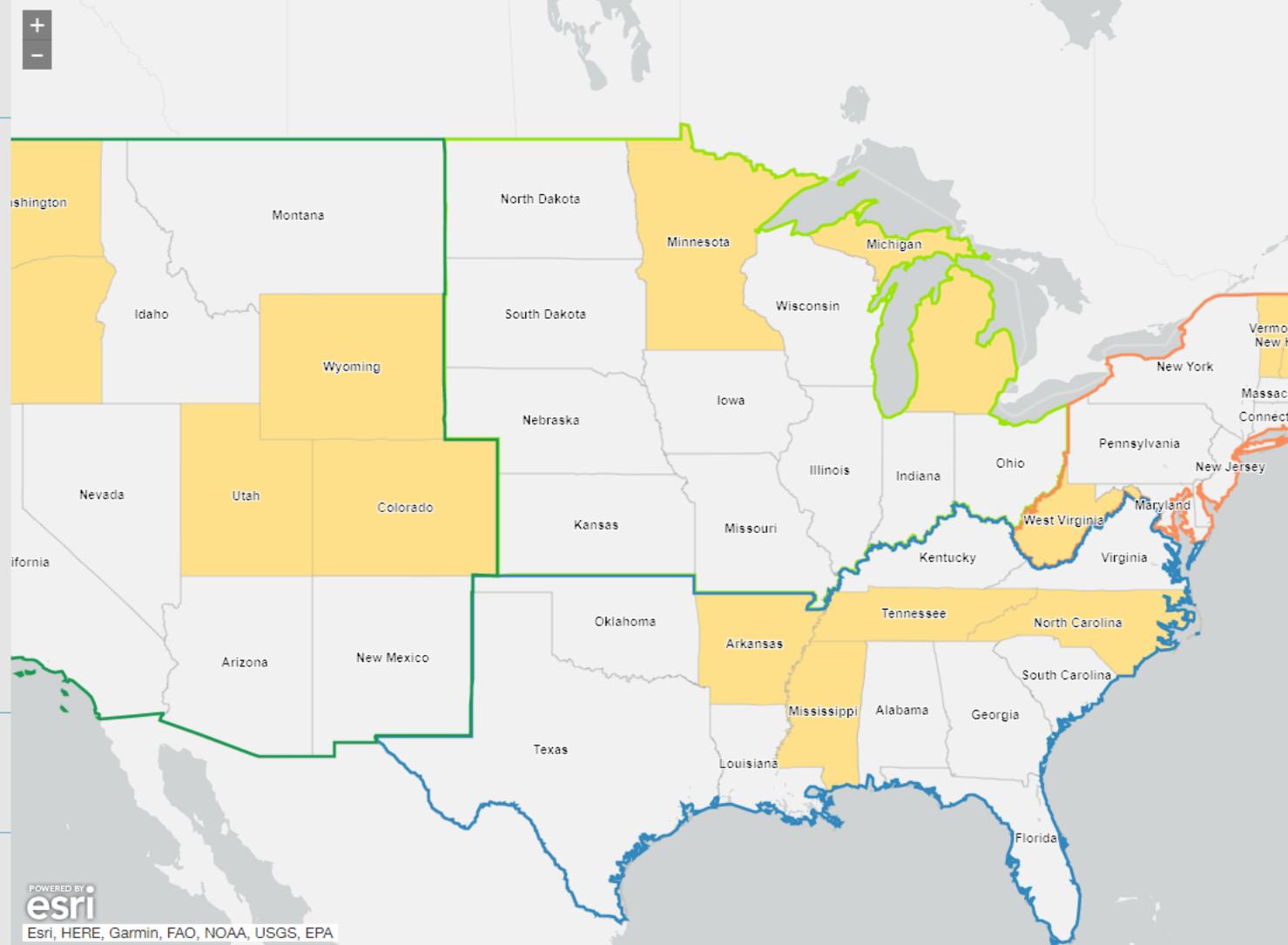
This panel shows tourism programming by type for states and territories. Click on the button under "Show Topic Availability" at the upper right to show programs by topic. For example, you can check on 'Agritourism' to view states/territories with agritourism programs.

You may choose to view one program type at a time (turn all others off) or you may select more than one program type.

Click on a state to view all program types available.

State Needs and Survey Respondents

Sea Grant Responses

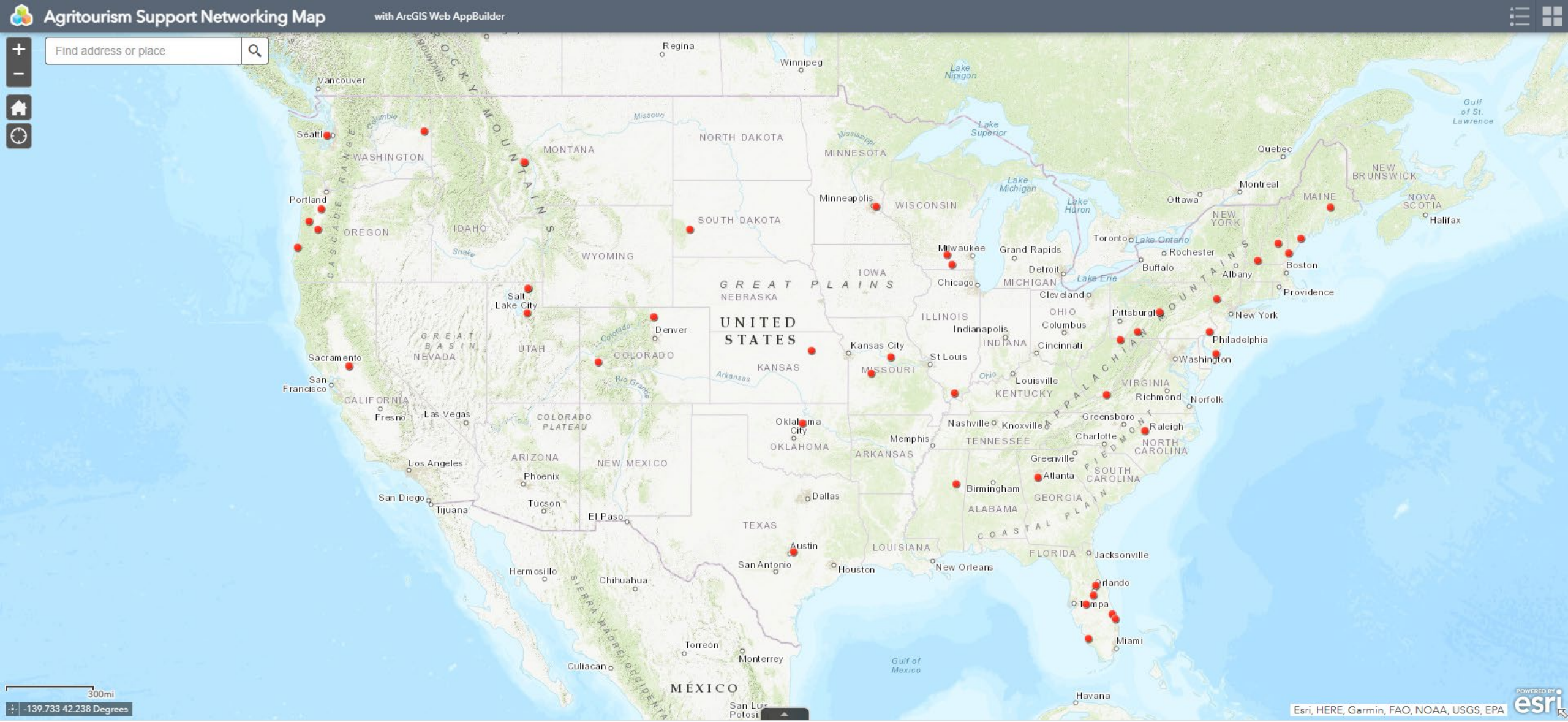


Program types by state/territory

Layers

- Agritourism
- Community and Regional Planning and Development
- Community Tourism Assessments
- Cultural-Heritage Tourism
- Economic, Environmental, and Social Impacts
- Education, Training and Certification Programs
- Marketing and Promotion
- Nature-Based Tourism: Ecotourism, Wildlife Watching, and Adventure Tourism
- Placemaking
- Tourism Research and Evaluation
- The Shared Economy

Agritourism Support Networking Map. N = 43



TOPICS

GRANTS

DATA

RESOURCES

ABOUT

HOME

Sarah Rucker

 National Institute of Food and Agriculture
U.S. DEPARTMENT OF AGRICULTURE



EMPLOYEE

SPOTLIGHT

TITLE: National Program Leader

OFFICE: [Division of Family & Consumer Sciences](#)

EMAIL: sarah.rocker@usda.gov

SHARE





Outdoor Recreation
and Trails Development:

Foothills Foundation Northfield, NH

Jada Lindblom
Community and Economic
Development Field Specialist

**University of New Hampshire
Cooperative Extension**

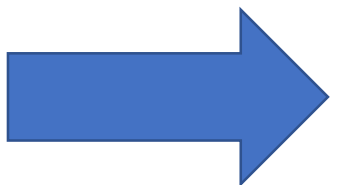


Organization's Mission:

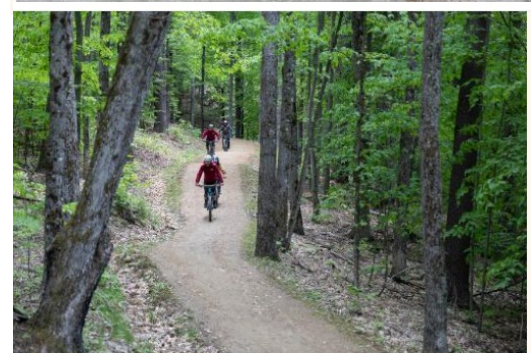
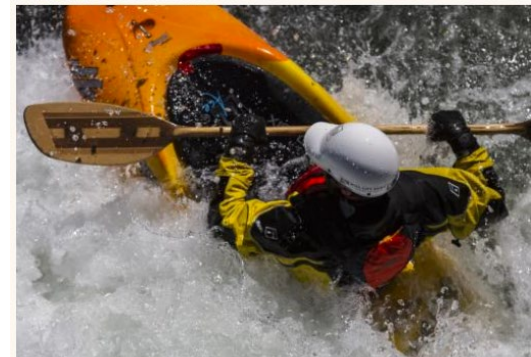
To promote outdoor recreation and economic expansion through community partnerships.

Project Origins:

- UNH Extension Community and Economic Development Team
- Town of Northfield economic development committee
- Highland Mountain Bike Park
- Other local tourism and recreation stakeholders

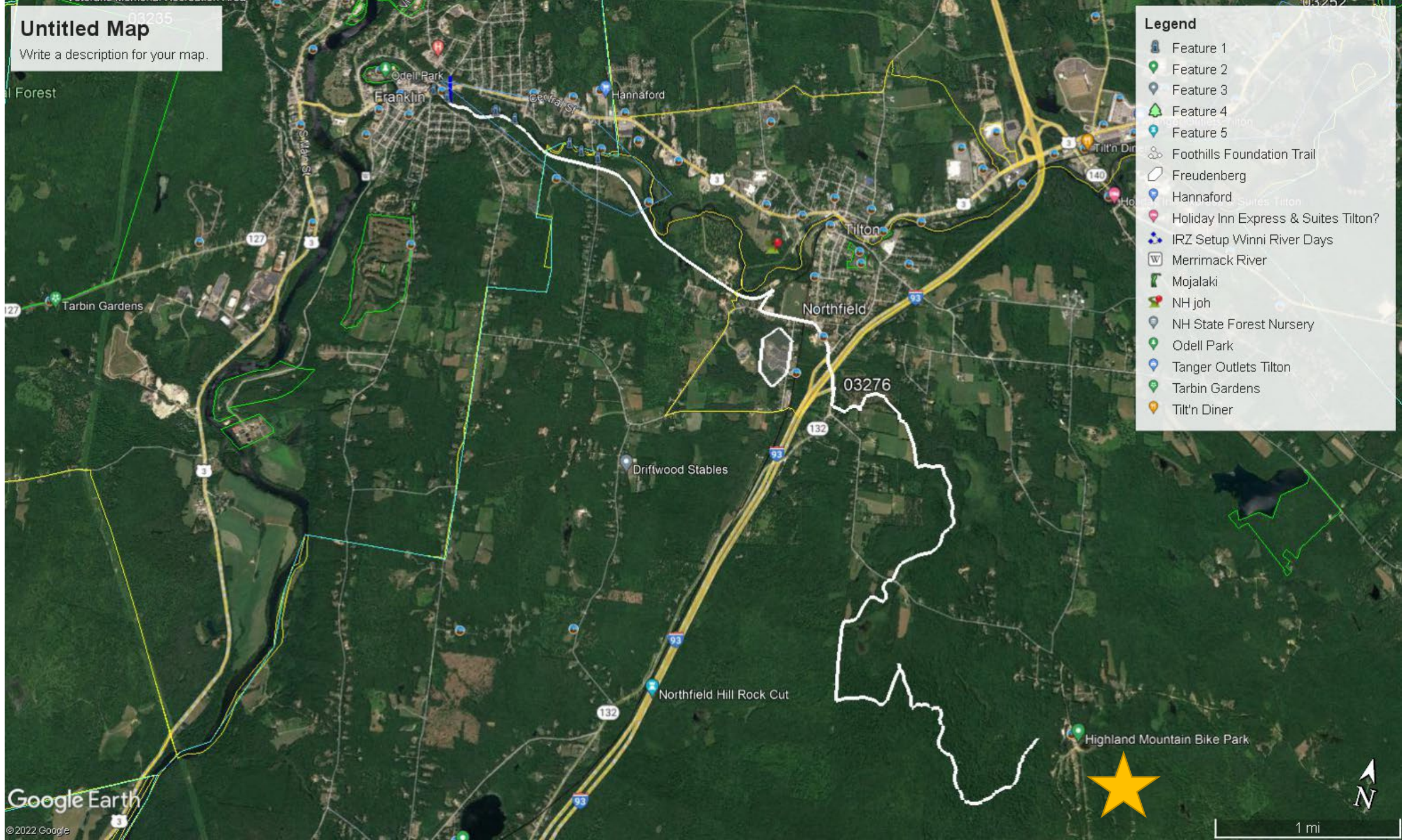


Recognition of outdoor recreation as a major regional asset worth leveraging





MOCKUP ONLY









Thank you!

Jada Lindblom
University of New Hampshire
Cooperative Extension

jada.lindblom@unh.edu

extension.unh.edu



Extension



Oregon Sea Grant Extension
Sustainable Tourism &
Outdoor Recreation Program



Oregon State University
Extension Service

<https://tourism.oregonstate.edu>



Miles Phillips – Associate Professor of Practice

Position is with Oregon Sea Grant Extension and in the Department of Forest Ecosystems and Society

Role: Sustainable Tourism Training and Applied Research primarily for Coastal Oregon Communities – 373 miles of coast, 7 counties. Position created in 2016 to address economic development needs of rural coastal communities through tourism.

<http://seagrant.oregonstate.edu/tourism>

<http://tourism.oregonstate.edu>

<http://gorpguide.org>



The Triple Bottom Line:

A PATHWAY TO COMMUNITY PROSPERITY

Sustainable tourism benefits more than local economies, sustainable tourism also contributes to the social and environmental well being of an entire community.

Oregon Sea Grant's Sustainable Coastal Tourism and Outdoor Recreation Program works with communities and companies to help them utilize a triple bottom line operational framework to help them, and their communities succeed.

[BLOG](#)[ASK](#)[EVENTS](#)[COVID-19](#)

Visitor Spending
\$12.3 Billion in Oregon



Oregon Jobs Related to Tourism
115,400



State and Local Tax Revenue from Tourism
\$539 Million

Examples of Trainings/Activities/Resources

Enterprise Level (i.e. Agritourism Farms and Ranches, Guides, Tour Companies, etc)

Community Level (Utilizing Nature, Wildlife, and Local Food & Culture Based Events/Themes), Asset assessment and development, collaboration and connection with larger tourism industry, Discovery Tours

Online- Most available to all states/countries

1. Basics of Customer Service Training
2. Outdoor Guide Training and Certification (GORP) – includes a Spanish Version, and recorded webinars) Blended with live workshops
3. Know Your Community – Template for custom content per community
4. Blog Site and – tourism.oregonstate.edu



Examples of Trainings/Activities/Resources p 2

Examples of Other Topics – In Person and via Webinars

- Marketing – Digital Marketing (often collaborations with industry)
- Experiential Product Pricing Methods
- Liability Laws / Insurance– (often in collaboration with industry)
- Business Plan Development for Private Landowners and Small Tourism Businesses
- Interpretive Skills Workshops
- Experiential Learning/Collaboration Discovery Tours (1 day or multi-day)
- Mentor/Support Student Internships/Projects working with communities

Research, Grants, Contracts & Publications

- Traveler/Client Surveys, Spending/Economic Impact
- Collaboration/support on grant proposals
- Guided Tour Business Inventories & Market Pricing
- Agritourism Policy
- Hotel Lodging Tax policy among rural communities

Other...activities as requested...





Topics / Community Vitality

Agritourism

[Agritourism Home](#) [Browse Resources](#) [Our Experts](#) [In Your Community](#)

English | [Español](#)

Meet Our Agritourism Experts



Photo: Audrey Comerford, OSU Extension

[Audrey Comerford](#)

she/her/hers

Agritourism Coordinator

[✉ audrey.comerford@oregonstate.edu](mailto:audrey.comerford@oregonstate.edu)



[Melissa Fery](#)

Small Farms

[📞 541-730-3538](tel:541-730-3538)

[✉ melissa.fery@oregonstate.edu](mailto:melissa.fery@oregonstate.edu)



[Miles Phillips](#)

Coastal Tourism & Business Development

Sustainable Tourism & Outdoor Recreation Training, Applied Research and Support for Business and Communities

Hablo español (I speak Spanish)

[📞 541-347-5665](tel:541-347-5665)

[✉ miles.phillips@oregonstate.edu](mailto:miles.phillips@oregonstate.edu)



Topics / Community Vitality

Agritourism

[Agritourism Home](#) [Browse Resources](#) [Our Experts](#) [In Your Community](#)

English | [Español](#)

Agritourism engages the agriculture and tourism communities to foster connections through researched-based knowledge and education and seeks to strengthen the understanding of agritourism and farm-direct sales in order to help build financially viable farms, encourage sustainable practices and industry resilience through networks and educational resources.

[Share](#)

[Explore All Agritourism Resources](#)

SERIES: Adding Agritourism

Hosting tours on your farm or ranch not only provides additional income, but helps tell an important story about Oregon agriculture, rural communities and local food production. Learn more about how to incorporate agritourism on your small farm or property in this series of articles.



Photo: Melissa Fery (Cropped from original)

[SERIES: Adding Agritourism](#)

Hosting tours on your farm or ranch not only provides additional income, but helps tell an important story about Oregon agriculture, rural communities and local food production. Learn more about how to incorporate agritourism on your small farm or property in this series of articles.

Jul 2020 | [COLLECTION](#)

Laws & Regulations

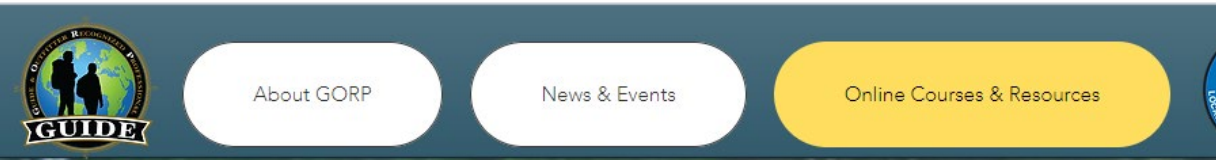
Navigating legal processes and allowable use regulations can be daunting. This list of resources will help you find what you need to know about current Oregon laws relating to farm use, agritourism, liability, and more.

- [ORS 30.671-30.677](#): The Oregon Revised Statutes (ORS) are the codified laws of the State of Oregon. The document is published every two years. Use this link to find specific laws pertaining to "activities arising out of agritourism activities". This section of Chapter 30 includes: A definition of agritourism - Limitations on liability of agri-tourism professional; exceptions - and wording of an official "notice" that must be posted
- [ORS 215.213 & Statutes \(ORS\)](#): Oregon. The document is published every two years. Use this link to find specific laws pertaining to "activities arising out of agritourism activities". This section of Chapter 215 includes: A definition of agritourism - Limitations on liability of agri-tourism professional; exceptions - and wording of an official "notice" that must be posted
- [Information Sheet for Agritourism](#): Information for farmers and ranchers regarding agritourism activities.



Outdoor Recreation/Tour Guide Training and Certification <http://gorpguide.org>

Workforce Development, Entrepreneurship & Economic Development, Destination Management and Enhancement



Become a GORP Guide

GUIDE &
OUTFITTER
RECOGNIZED
PROFESSIONAL

[CLICK here to Register for GORP Oregon Bundle](#)

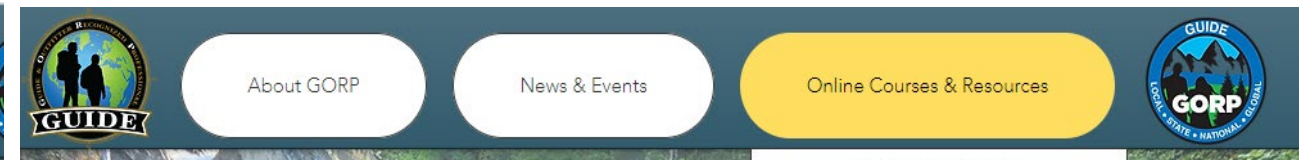
Scroll down for more course registration links



"I would recommend this course to others, for their own development and for strengthening the [guiding] industry."

- Professional Guide about the GORP Guide Training Program

- Adventure travel is an extremely diverse and expanding industry, making guiding and outfitting competitive. GORP Training will help set you above your competitors.
- The GORP program provides a means for guides to stay current with industry trends through continuing education opportunities.
- The content is aligned with the international voluntary best practice standards



Online Training & Certification

- Guide Certification
- Guide Resources
- GORP Wisconsin
- GORP Oregon
- GORP Hawaii
- GORP South Carolina
- GORP GLOBAL & United States
- GORP Global - Espanol

Oregon Bundle

This is for those operating in Oregon and includes the Global, United State, Oregon Courses with option to include the Coastal Oregon Course

Global

This course is for all guides and provides a broad mix of key topics including best practices as outlined in the International Adventure Travel Trade Association Guide Standard, Customer Service, Group Management, Basic Ecology, Industry Terms and Organizations and more.



LINKING UP FOR QUALITY OF LIFE

Across the million-acre Monongahela National Forest collaborative partnerships with gateway communities are improving communications and jumpstarting recreation economies.



Doug Arbogast
West Virginia University Extension Service

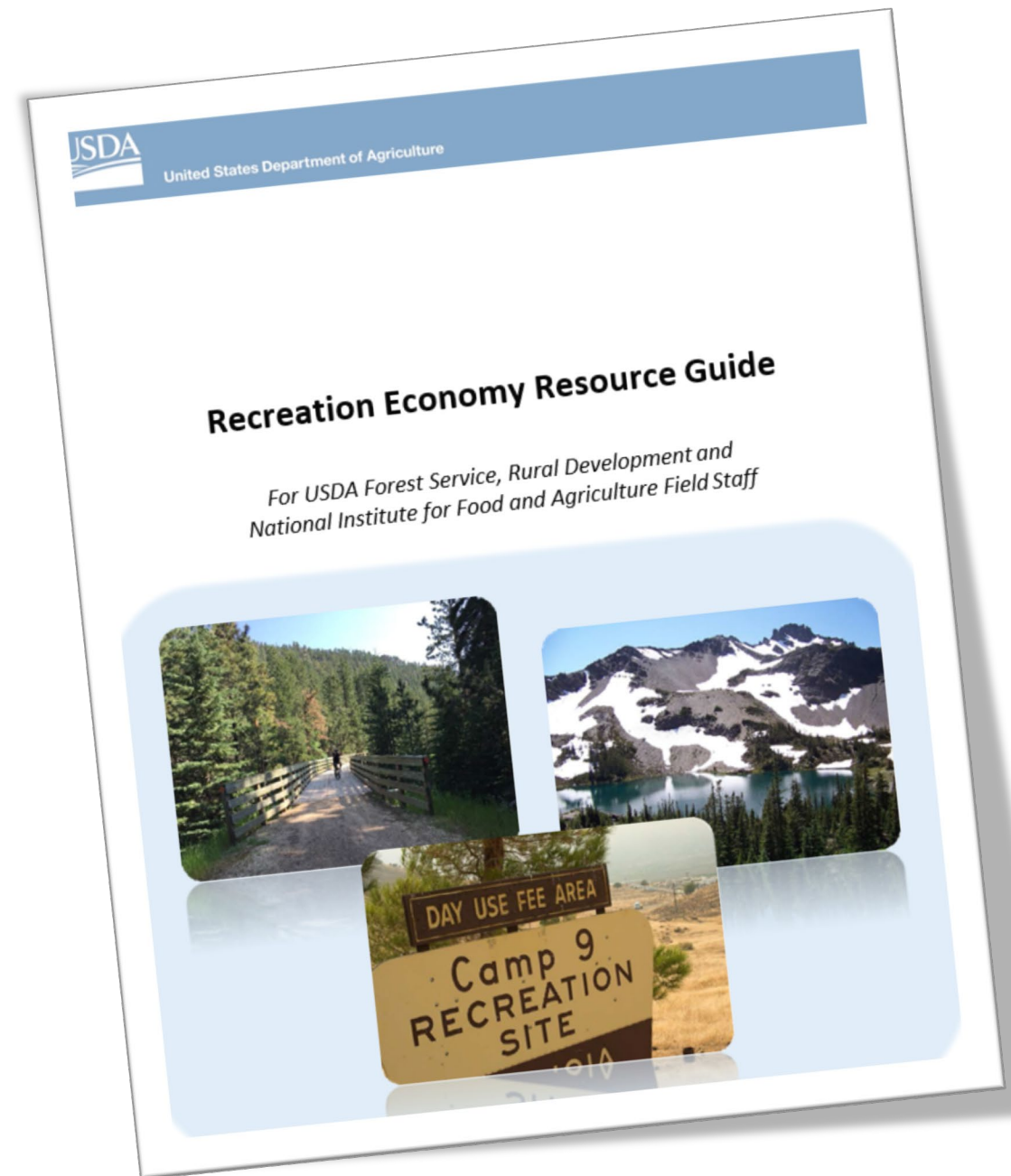
2017 One USDA

- **Modernizing USDA mission support activities** to be more efficient and effective by utilizing enterprise solutions;
- **Serving customers and improving the delivery of USDA's core missions;**

2017 USDA Recreation Economy Resource Guide

One USDA and Recreation Economies in WV

- WVU Extension
- US Forest Service
- USDA Rural Development



THE COLLECTIVE IMPACT FRAMEWORK

Phase I: 2017-2019

Phase II: 2019-2022

Phase III: 2023 - ?

Phases of Collective Impact

Components for Success	PHASE I Initiate Action	PHASE II Organize for Impact	PHASE III Sustain Action and Impact
<i>Governance and Infrastructure</i>	Identify champions and form cross-sector group	Create infrastructure (backbone and processes)	Facilitate and refine
<i>Strategic Planning</i>	Map the landscape and use data to make case	Create common agenda (goals and strategy)	Support implementation (alignment to goals and strategies)
<i>Community Involvement</i>	Facilitate community outreach	Engage community and build public will	Continue engagement and conduct advocacy
<i>Evaluation and Improvement</i>	Analyze baseline data to identify key issues and gaps	Establish shared metrics (indicators, measurement, and approach)	Collect, track, and report progress (process to learn and improve)

Channeling Change: Making Collective Impact Work

► 3 Preconditions for Collective Impact

1. An Influential Champion

You start with vision. You need to see how things could be if the world was the way it should be. You should be able to see the world if the forests around us were healthy, productive, scenic; and if the communities around us were healthy and vibrant. **You also need to see the co-dependency of the land and the communities around the forests.**

Then the task becomes simple. **Simply close the gap between the way things are, and the way things should be.** So, the best approach is to start at the local community level and address their needs and aspirations. As you accumulate those community approaches, the regional vision will form on its own.



Clyde Thompson
Retired Forest Supervisor
Monongahela National Forest



Mon. National Forest Rec Economies Structure

Regional foresters

- Region 9 (Milwaukee). Gina Owens Regional Forester

Forest Supervisors

- Clyde Thompson (retired in 2018)
- Shawn Cochran Dec. 2018 - present

District Rangers

- Jon Morgan – Cheat –Potomac
- Jack Tribble – Greenbrier
- Cynthia Sandeno – Marlinton- White Sulphur

Monongahela National Forest Offices

Headquarters

200 Sycamore Street

Elkins, WV 26241

(304) 636-1800

Cheat-Potomac District

Parsons: (304) 478-3251

Petersburg: (304) 257-4488

Gauley District

Richwood: (304) 846-2695

Greenbrier District

Bartow: (304) 456-3335

Marlinton-White Sulphur District

Marlinton: (304) 799-4334

WSS: (304) 536-2144



Continuous Communication

Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and create common motivation



THE MON FOREST TOWNS PARTNERSHIP

MEMORANDUM OF UNDERSTANDING

AND

OPERATIONAL GUIDELINES

ARTICLE I
INTRODUCTORY

SECTION 1.1

The rural communities within and adjacent to Monongahela National Forest (MNF) are working to diversify economic development and to enhance the quality of life for residents and visitors. These communities act as gateways to the forest and provide numerous benefits. Growing and maintaining a healthy recreation sector requires stakeholder engagement to develop a strong plan for the region's future. These efforts present economic opportunities - to work together on sustainable trail and recreation infrastructure development, workforce development, business and entrepreneurial development, branding and marketing, events and volunteer coordination, and health and wellness.

SECTION 1.2

The purpose of this Memorandum of Understanding (MOU) is to develop a formal partnership between the parties to support and develop recreation economies in the communities, referred to as TOWNS, and region in and around the MNF. The Operational Guidelines cover how the partnership conducts business and interacts with TOWN representatives, partnership organizations, and how the partnership will grow to include new members.

Name: The name of the initiative shall be the Mon Forest Towns Partnership (MFTP).

ARTICLE II
PURPOSE

SECTION 2.1

Purpose: To serve as a catalyst and forum for the development and delivery of an integrated regional recreation partnership.

SECTION 2.2

Objective: The objective of the MFTP shall be to support and develop recreation economies in the TOWNS and region in and around the MNF.

To accomplish this objective the MFTP will:

- Promote the value of a regional recreation economy through partnerships with the United States Department of Agriculture (USDA) Forest Service, Rural Development, and the Cooperative Extension Service.

Mon Forest Towns Board

Bob McCalley	Business owner/Lions Club	Petersburg rep
Carla Kaposy	Pendleton County CVB	Petersburg Alt
Bruce Bowling	Mayor WSS	WSS Rep
Lloyd Haynes	City Manager	WSS Alternate
Chris Tinney		Richwood Rep
Mary Jane Williams	Richwood Chamber of Commerce	Richwood Alt
Amy Dinaldo	Richwood Chamber of Commerce	
Ciara Lambert	Pendleton County CVB	Franklin Rep
Felicia Harper-Alt		Franklin Alternate
Laura Brown	Pendleton County EDA	Seneca Rocks Rep
Brooke Alt	WVU Extension	Seneca Rocks Alt
Sam Felton	Town of Marlinton	Marlinton Rep
Lauren Bennett	Pocahontas Co. Parks and Rec.	Marlinton Alternate
Jessica Sutton	City of Elkins	Elkins Rep
Mark Doak	Community Volunteer	Elkins Alternate
Dorothy Judy	Mayor of Parsons	Parsons Rep
Stephanie Murphy	City of Parsons	Parsons Alternate
Erika Smith	owner of Ella	Thomas Rep
Joe Holmes		Davis Rep
Kevin Flanigan		Davis Alternate
Kent Walker	Town of Cowen	Cowen Rep
Gerald Dornburg	Town of Cowen	Cowen Alternate
Shereen Bailey	Town of Durbin	Durbin rep

CREATING STRUCTURE

Executive Committee

- Sam Felton - Board Chair
- Kent Walker - Vice Chair
- Laura Brown - Secretary
- Bob McCaulley - Board Member
- Doug Arbogast - WVU Extension
- Jack Tribble - USFS
- Emily Wilson-Hauger - Woodlands Development Group

Marketing Committee

The Marketing Committee is comprised of the Convention and Visitors Bureaus (CVB's) located within the counties of the Mon Forest Towns Partnership region. Membership is the executive director of the CVB or their authorized designee and members or alternate representatives of the board of directors. The committee chair is appointed from within the committee membership by a majority vote of the MFTP board. This committee is responsible for the marketing, branding, and other promotional activities, including maintaining and strengthening the MFTP's relationship with the West Virginia Department of Tourism and merchandising and approval of requests for branding or logo use in accordance with these bylaws and other applicable policies of the MFTP.

The Marketing Committee chair is Chelsea Faulknier, Marketing Director of the Pocahontas County Convention and Visitors Bureau.

Grants Committee

The Grants Committee is comprised of Charter Partners, board members, alternate representatives, partner organizations and other volunteers. The committee chair is appointed from within the committee membership by a majority vote of the MFTP board. This committee is responsible for the discovery, promotion/awareness, sharing, prioritization and recommendation of grants and similar funding, technical resources and development recommendations and related assistance and guidance for the acquisition and management of resources for the MFTP. This includes maintaining and strengthening relationships with partner organizations and funders.

The Grants Committee chair is Doug Arbogast, Rural Tourism Specialist, West Virginia University Extension Service.

MON FOREST TOWNS GOALS 2022-2026

Goal #1: Improve community health and wellness through promotion of outdoor recreation activities and infrastructure improvement.

Goal #2: Develop an outdoor recreation entrepreneurial culture by supporting the creation and growth of local recreation and tourism-based businesses.

Goal #3: Promote the uniqueness of the Mon Forest Towns and recreation opportunities in the region through collaborative regional marketing

Goal #4: Develop world-class trails and outdoor recreation opportunities in the Mon Forest Towns region

Goal #5: Increase employment opportunities in recreation related fields to build a year-round recreation economy

Goal #6: Create a downtown experience that recreationists would enjoy

Goal #7: Develop a Sustainable Partnership Framework

INITIATING ACTION – UNIVERSITY ENGAGEMENT

Extension Service

- Project Coordination and Facilitation
- Economic Impact Analysis

Recreation, Parks, and Tourism Resources

- Impact Indicator Measurement

Graphic Design Program

- Social Design and Community Branding

Natural Resources Analysis Center

- GIS Mapping of Forest and Community Resources

Landscape Architecture

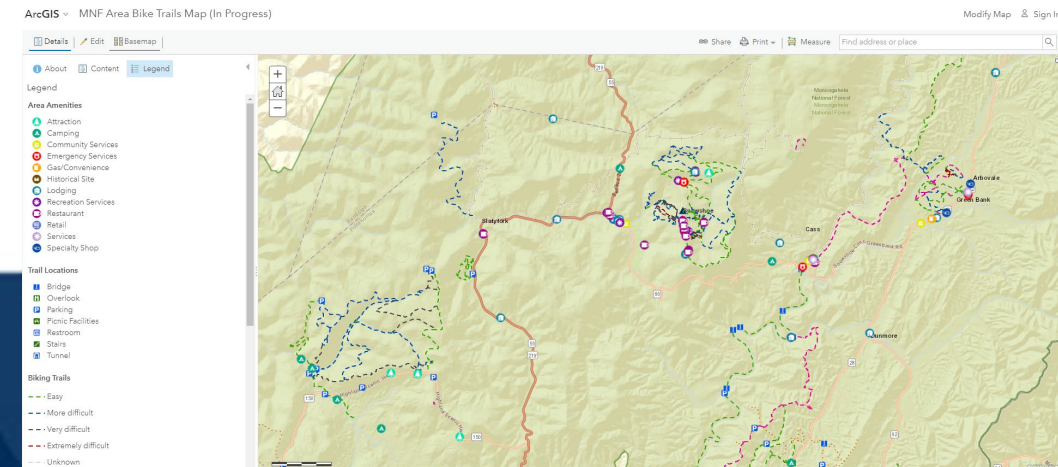
- Site Design for Community Projects

Master of Public Administration

- Capstone research

School of Media

- Adventure Media





MON FOREST TOWNS

Grant Readiness Guide

Is your town ready to engage the Mon Forest Towns Grants Coordinators to help write a grant proposal for a project?

These are the questions and topics Downstream Strategies staff will walk you through to gauge whether your project concept is “grant-ready.”

BASIC PROJECT PLAN

Vision and need

- What is this project going to do? What specific activities are you going to undertake?
- Why is it important? Who is it going to benefit/help?
- What will be the outcomes/deliverables for this project?

For trail projects:

- What kind of trail? Where would it go? How many miles? Who would be the primary user groups?
- Who owns the land involved? Have you talked with them? Do you have formal permission (i.e., a written agreement) in place?

For property/building redevelopment projects:

- Who owns the property? Have you talked with them?
 - Would this project require obtaining ownership of the property? Are they interested in selling?
 - If not, do you have formal permission (i.e., a written agreement) in place with the owners?
 - Is the property known (or suspected) to be contaminated?
 - Has any environmental assessment been completed for the property? If so, when and what kind?
-
- What organizations are going to be involved, and what will their roles be?
 - What is the rough timeline for this project?



MON FOREST TOWNS

Grant Readiness Checklist

The follow fundamentals must be in place in order to move forward in writing a grant proposal:

- You have a detailed plan of what activities you intend to undertake through this project, including a timeline for implementation with key milestones.
- Your project is an appropriate fit for the grant opportunity you have identified (if applicable), based on the funder's stated criteria and scope.
- You have a fiscal sponsor who is eligible to apply. You have shared your project plan with them and asked them to sponsor the proposal. They have formally agreed.
- Your fiscal sponsor has the appropriate accounts in place to apply. For federal grants, this includes a Grants.gov account with System for Award Management (SAM) CAGE Code and Unique Entity Identifier (UEI).
- You have any necessary agreements and permissions in place with partners, landowners, and any other key stakeholders.
- You have completed all necessary pre-development tasks (market studies, permitting, environmental review, etc.) for this project.
- You have developed a basic budget for undertaking the project activities and have obtained any necessary cost estimates.
- You have identified appropriate sources of matching support, as required by the funder.
- You can provide a list of supporting entities and can assist in seeking letters of support for the grant proposal.
- You have reviewed the funder's reporting requirements and have a rough idea of the specific project outcomes you will be required to track over time.
- There is adequate time for the grant writing team and project partners to prepare a full proposal before the grant deadline.



Outdoor Community Development

Build your community with outdoor resources right in your backyard.



ADVANCING COMMUNITY TRAILS WORKSHOP

October 13th & 14th 2022 | Snowshoe, WV

Coming Spring 2023 | Hawks Nest State Park, WV

Attendance to the A.C.T. Workshop will cost \$100 per attendee. It will cover the 2 day workshop, breakfast, lunch, refreshments, and a happy hour social. Lodging and Dinner is on your own in one of the many on-site restaurants.

We have reserved a room block for attendees at Snowshoe at a discounted rate. If you plan to stay over night make your reservation by calling 877-441-4386 and mention you're with the "Trails Workshop" and use CODE 51W37B.

[Register Now](#)

The Smith OEDC provides organizational support and expertise to empower local communities to leverage their outdoor recreation resources by partnering with local leaders, non-profits, public groups and other recreation organizations.

Trail Funding

Pocahontas County CVB - \$20,000 IMBA Ride Center Assessment
Annual Trail Maintenance Fund

Benedum (2019) - MTB trail plan for Marlinton - \$50,000

WV Recreation Trail Program Grant for USFS Mower Tract
Expansion

ARC POWER TA proposal for Elkins (2022) - \$50,000

ARC POWER Implementation proposal for Monday Lick trails in
Marlinton (2022) - \$1.5 million

IMBA Trail Accelerator Grant Proposal- Elkins and Greenbank
(2022)



**MONDAY LICK
CONTEMPORARY
TRAILS**

MARLINTON, WV

**26 MILES OF TRAIL
CONSTRUCTION FUNDED
through ARC POWER!
Estimated completion in
2024**

Backbone Support

Creating and managing collective impact requires a separate organization(s) with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating organizations and agencies.

BY-LAWS OF THE MON FOREST TOWNS, INC.

ARTICLE I - NAME AND PURPOSE

SECTION 1.1 NAME.

The name of this organization shall be the "Mon Forest Towns Partnership, Inc." also known as Mon Forest Towns Partnership (MFTP).

SECTION 1.1.1 TRADE NAME(S).

The organization shall be empowered to register and operate under such trade names as may, by a majority vote of the board of the organization be deemed necessary for promotional, identity, brand protection, furtherance of organizational mission and purpose or other lawful purposes.

SECTION 1.2 PURPOSE.

The purpose of this organization will be to serve as a catalyst and forum for the development and delivery of an integrated regional recreation partnership. The objective of the MFTP shall be to support and develop recreation economies in the TOWNS and the region in and around the Monongahela National Forest (MNF).

SECTION 1.3 NON-PROFIT.

This organization shall be operated to the achieve the objectives specified in Section 1.2 above and shall be a non-profit corporation chartered in the State of West Virginia as specified in the articles of incorporation. All funds raised or received shall be spent solely in furthering the objectives identified in the above purposes.

ARTICLE II - PARTICIPATION

SECTION 2.1 REGION.

The rural communities within and adjacent to Monongahela National Forest (MNF) including but not limited to Cowen, Davis, Durbin, Elkins, Franklin, Marlinton, Parsons, Petersburg, Richwood, Seneca Rocks, Thomas, and White Sulphur Springs in West Virginia (TOWNS). Other communities may request to join the organization and the Board.

SECTION 2.2 STAKEHOLDERS.

Stakeholders within and adjacent to the Monongahela National Forest will be defined as all those individuals and organizations interested in the MFTP, including but not limited to non-profit organizations, government agencies, businesses, resident citizens, property owners, and



Mon Forest Towns Partnership

Executive Director

The Mon Forest Towns Partnership (MFTP) was formed to cultivate collaborative relationships across land and forest gateway communities. MFTP's mission is to grow a strong, sustainable recreational economy that enhances the quality of life for residents and visitors to the Monongahela National Forest region by providing the best outdoor experience. Our communities and partners seek to build and maintain a strong economy that thrives off sustainable recreation, tourism, and healthy landscapes while preserving each town's character. The Partnership is ready to build off its recent successes to develop a sustainable partnership framework, build capacity, and work toward achieving the goals of its recently adopted strategic plan.

To facilitate the work, MFTP has secured funding for its first Executive Director (ED) position to start as soon as a qualified candidate is identified to lead a dynamic group of community leaders, partners, and entrepreneurs to fulfill the Partnership's mission in the region. The ED will have overall strategic and operational responsibility for the fledgling organization. The position is grant-funded for 3 years. It is the responsibility of the ED and the MFTP to

Challenges

- ▶ **Structuring and Funding the Backbone Organization - Capacity, Sustainability**
- ▶ **Identifying roles and responsibilities**
- ▶ **Coordination of a functional system to assure:**
 - 1) everyone knows what the others are doing
 - 2) everyone can continuously improve the communication and coordination among programs
 - 3) the net impact is real accomplishment of goals established by each organization
 - 4) to result in less confusion locally, and among those who are working on projects in the region.
 - 5) to demonstrate to the federal, state, private, and philanthropic investors that their funding is not unnecessarily duplicative.
 - 6) to illuminate areas where attention is needed to improve the systems.
- ▶ **Towns must see visual change and maintain momentum**