

# BUILDING OUTDOOR COMMUNITIES



## Program Overview

August 2022

Bradley Spiegel



# Agenda

1. Overview of WNC: MADE X MTNS
2. Building Outdoor Communities Program







# **1. Overview of WNC: MADE X MTNS**



# About WNC: MADE X MTNS

The WNC: MADE X MTNS (Made By Mountains) Partnership is working to expand the outdoor industry and economy across Western North Carolina and catalyze rural economic development by building vibrant outdoor communities, driving outdoor industry growth, and empowering regional storytelling.

# WNC: MADE X MTNS Core Pillars



Grow the Outdoor  
Industry



Empower Regional  
Storytelling



Build Outdoor  
Communities

# WNC: MADE X MTNS Funders



Appalachian  
Regional  
Commission



DOGWOOD  
HEALTH TRUST

mountain   
bizworks





## 2: Building Outdoor Communities



# Seizing the Moment





# Connecting the Dots

- Economic Development
- Quality of Life
- Connectivity
- Equity
- Stewardship
- Resilience





# Program Area





# Program Team



Appalachian  
Regional  
Commission



SOUTHWESTERN COMMISSION  
COUNCIL OF GOVERNMENTS



HIGH COUNTRY  
COUNCIL OF GOVERNMENTS



Western Piedmont  
Council of Governments

*Creative Regional Solutions Since 1968*



PIEDMONT TRIAD  
REGIONAL COUNCIL



# Program Definitions

Term	Definition
Community Working Group	Group of 5 or more local stakeholders organized at the county-level working together in the program
Cohort	Multiple Community Working Groups from across WNC at a similar stage in their outdoor economy development
Initiation Cohort	Communities in the <b>early stages</b> of organizing an outdoor recreation initiative to capitalize on their natural assets
Planning Cohort	Communities seeking to <b>advance momentum</b> and expand their outdoor recreation planning
Acceleration Cohort	Communities with existing plans, projects, programs, and infrastructure in place and are <b>ready to implement</b>



# Building Outdoor Communities Program

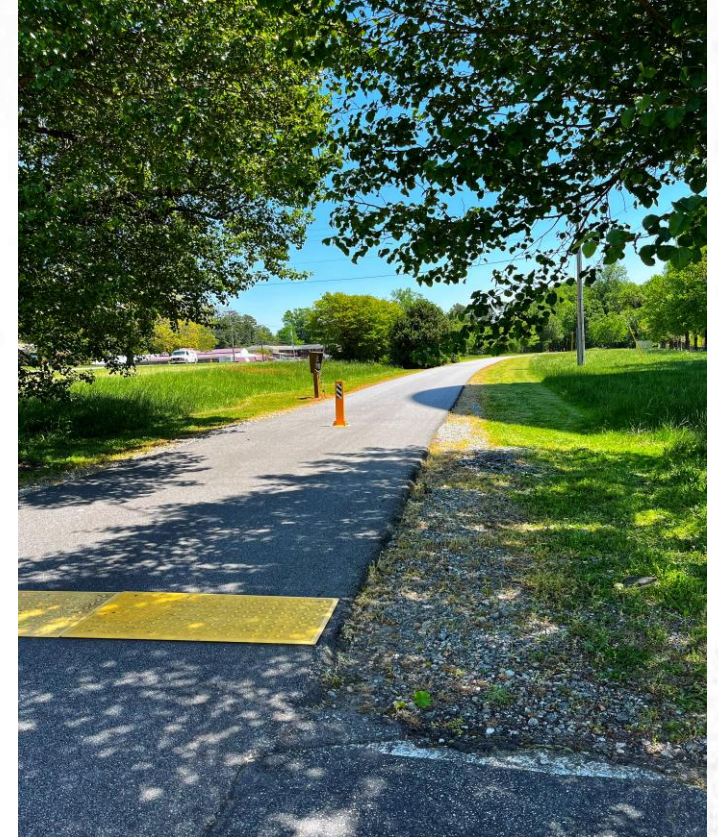
- Launches Sept. 19&20 in Boone
- Two-year Program
- 7-month Cohort Work Period





# Building Outdoor Communities Program

- Outdoor Economic Impact Toolkit
- Strategic Recommendations & Gap Analysis
- Quarterly Trainings/Workshops
- Cohort Knowledge Sharing
- Project Development Mentoring
- Matching Grant Program





# 7-Month Cohort Work Period Timeline





# Events & Meetings

## 2-Year Program Events

Launch Event & Workshop	September 19-20, 2022
Trainings/Workshops	Quarterly
Cohort Networking Events	Upon Completion of each Cohort
Outdoor Economy Conference	September 2023 & 2024

## 7-Month Cohort Work Period

Kick-Off Meeting	First Month
Monthly Meetings	Monthly
Mid-Point Meeting	Third or Fourth Month
Wrap-Up Meeting	Seventh Month



# Important Dates

Upcoming Program Milestones	
Applications Due	August 26
Discounted Hotel Rates Expire	Sept. 5
Cohort Placement	Prior to Launch Event
Launch Event & Workshop	Sept. 19&20
Acceleration Cohort Begins	Sept. 20

# Launch Event & Workshop Sept. 19&20

Thank You to Our Event Sponsors!





# Open House Schedule

<b>N. WILKESBORO</b>	Monday, August 15 - 10:00am	The Health Foundation
<b>HAYESVILLE</b>	Tuesday, August 16 - 4:00pm	Historic Clay County Courthouse/Beal Center
<b>SYLVA</b>	Wednesday, August 17 - 4:00pm	Lazy Hiker Brewing: Sylva Taproom
<b>FLAT ROCK</b>	Thursday, August 18 - 10:00am	The Park at Flat Rock: Visitor Center
<b>ASHEVILLE</b>	Thursday, August 18 - 5:30pm	Green Man Brewery
<b>RUTHERFORDTON</b>	Monday, August 22 - 10:00am	Rutherford County Administration Offices
<b>MORGANTON</b>	Monday, August 22 - 4:00pm	Foothills Conservancy
<b>BANNER ELK</b>	Tuesday, August 23 - 10:00am	Lees-McRae College: Evans Auditorium
<b>BURNSVILLE</b>	Tuesday, August 23 - 4:00pm	Homeplace Beer Company
<b>MOUNT AIRY</b>	Thursday, August 25 - 4:00pm	White Elephant Beer Co.

# Questions To Consider

1. Who at the county-level is planning to submit a program application by August 26?
2. Who are good candidates for a county-level Community Working Group?



# Stakeholders for Community Working Groups

- Parks & recreation
- Land managers
- Chamber of Commerce
- Economic development
- Workforce development
- TDA
- Elected Officials
- Outdoor businesses
- End user recreation groups
- Public health
- Town, county, regional government
- Planning, design, engineering
- Education, sciences, archaeology
- Marketing, branding
- Diversity, Equity, Inclusion
- Land trusts, environmental non-profits
- Main Street coordinator
- Emergency management
- Cultural heritage, arts
- Historic preservation
- Community organizers, place makers
- Outdoor event management
- Housing

# Thank You!

For program details, visit  
[madexmtns.com/buildingoutdoorcommunities](https://madexmtns.com/buildingoutdoorcommunities)

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