



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 early stages of organizing an outdoor recreation initiative to capitalize on their natural assets
Planning Cohort	Communities seeking to advance momentum and expand their outdoor recreation planning
Acceleration Cohort	Communities with existing plans, projects, programs, and infrastructure in place and are ready to implement

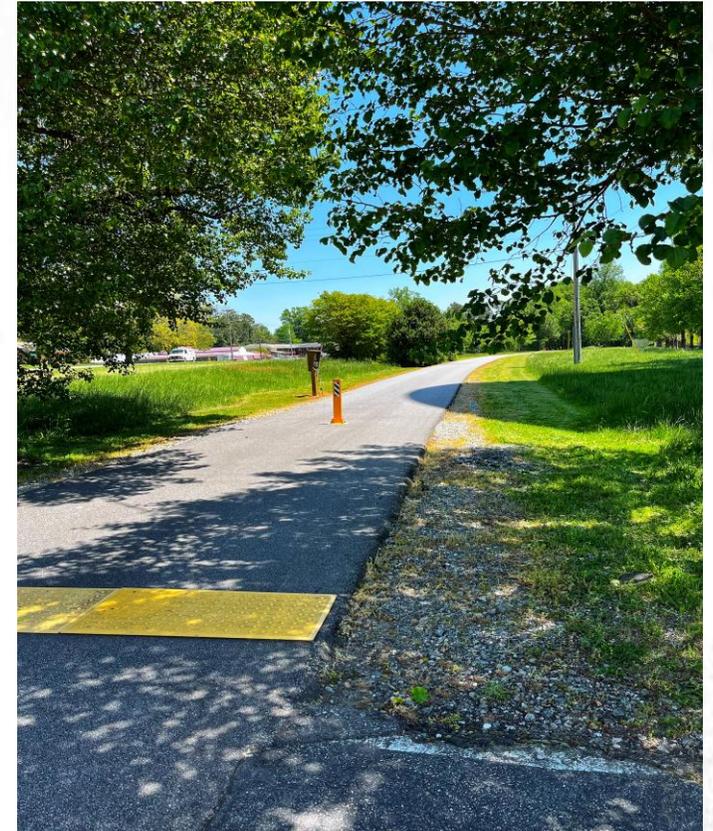
Building Outdoor Communities Program

- 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

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

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