



AGENDA
ATHENS CITY COUNCIL
MONDAY, FEBRUARY 26, 2024
7:00 PM
e-mail: dwalker@ci.athens.oh.us
Streaming is available at www.ci.athens.oh.us/video

FINANCE & PERSONNEL COMMITTEE:

- Athens City Code (amend to update Title 17, Municipal Tax)
- Project #330 (Sewer System Improvements, amending Tabled 0-10-24)
- Court Personnel Budget Shortfalls

TRANSPORTATION COMMITTEE:

- Amend City Code (exceptions for parking prohibited in restricted areas)
- Amend 0-62-23 (State Route 682/56 Intersection Improvements, Project #357)

PLANNING & DEVELOPMENT COMMITTEE:

- Renaming a New Right of Way that intersects with Herrold Avenue (Davison Court)

COMMITTEE OF THE WHOLE:

- Outdoor Recreation Council of Appalachia (ORCA presentation by Jesse Powers)

- Proposed Resolution (guidance for addressing local impacts of global crises)

Sam Crowl
President of Council

The City of Athens supports the Americans with Disabilities Act. Requests for reasonable accommodation may be made with the ADA Coordinator in the City Building or by calling 592-3367.

Introduced by Jeff Risner, Chair
Finance & Personnel Committee

AN ORDINANCE AMENDING ATHENS CITY CODE, TITLE 17, MUNICIPAL INCOME TAX, CHAPTER 17.01, [IN GENERAL], SECTIONS 17.01.011(B), AUTHORITY TO LEVY TAX, AND 17.01.012, PURPOSES OF TAX; RATE; AND CHAPTER 17.01.09, ANNUAL RETURN, SECTION 17.01.091(A)(1), RETURN AND PAYMENT OF TAX.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ATHENS, OHIO;

SECTION I: Athens City Council hereby amends Athens City Code, Title 17, Municipal Income Tax, Chapter 17.01, [In General], Sections 17.01.011(B), Authority to Levy Tax, and 17.01.012, Purposes of Tax; Rate; and Chapter 17.01.09, Annual Return, Section 17.01.091(A)(1), Return and Payment of Tax, to read as follows:

Title 17, Municipal Income Tax, Chapter 17.01, In General, Section 17.01.012, Purposes of Tax; Rate.

Chapter 17.01. – [In General]

17.01.011. - Authority to levy tax.

(B) The ~~annual~~ tax is ~~levied at a uniform rate on all persons~~ ~~an annual tax levied on the income of every person~~ residing in or earning or receiving income in the City of Athens. ~~and shall be measured by municipal taxable income. The City of Athens shall tax income at a uniform rate. The tax is levied on municipal taxable income, as defined herein.~~ ~~The tax is levied on income, qualifying wages, commissions and other compensation, and on net profits of business, professions or other activities earned on or after January 1, 2016. The income tax rate of One and Ninety-Five Hundredths percent (1.95%) shall be levied, collected and paid with respect to: all prizes, awards and winnings of residents of the city derived from gaming, wagering, sweepstakes and games of chance; all prizes, awards and winnings of non-residents derived from gaming, wagering, sweepstakes and games of chance related to the winning of such income within the city; and all prizes, awards and winnings paid to residents of the city by the State Lottery Commission as hereinafter provided in this section of this chapter and other sections as they may apply.~~

17.01.012. - Purposes of tax; rate.

To provide funds for the purposes of general municipal operations, maintenance, new equipment, extension and enlargement of municipal services and facilities and capital improvements of the ~~City of Athens~~, there shall be, and is hereby levied a tax on salaries, wages, commissions and other compensation, and on net profits as

hereinafter provided. Effective January 1, 2016, the tax shall be levied at a rate of 1.65 percent. **Effective January 1, 2017, the tax shall be levied at a rate of 1.85 percent.**
Effective January 1, 2023, the tax shall be levied at a rate of 1.95 percent.

17.01.091. - Return and payment of tax.

(A)(1) An annual return with respect to the income tax levied on municipal taxable income by the City of Athens shall be completed and filed by every taxpayer for any taxable year for which the taxpayer is subject to the tax, subject to Divisions (A)(2) and (A)(3) of this section, **regardless of whether or not income tax is due.**

(2) (a) Any resident or nonresident taxpayer whose sole income subject to tax by the City of Athens is qualifying wages, and tax has been fully withheld on those wages, is exempt from filing an annual income tax return with the City of Athens.

(b) The tax administrator shall accept a return filed by an employer, agent of an employer, or other payer located in the City of Athens for all residents and nonresidents that meet the exemption in Division (2)(a).

(3) All resident individual taxpayers, 18 years of age and older, shall file an annual municipal income tax return with the City of Athens, regardless of income or liability, unless exempted under [Division] (A)(2) of this section.

SECTION II: This Ordinance shall be in full force and effect at the earliest moment permitted by law upon its passage and approval by the Mayor.

President of Council

ATTEST:

APPROVED:

Clerk of Council

Mayor

0-10-24

Introduced by Jeff Risner, Chair
Finance & Personnel Committee

AN ORDINANCE AUTHORIZING THE SERVICE-SAFETY DIRECTOR TO ENTER INTO CONTRACT(S) FOR CONSTRUCTION AND CONSTRUCTION ENGINEERING OF THE CITY SEWER SYSTEM IMPROVEMENTS, PROJECT #330; AND DECLARING AN EMERGENCY.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ATHENS, OHIO:

SECTION I: The 2024 Appropriation Ordinance, 0-130-23 is hereby amended by appropriating from the unappropriated balance the sum of One Million Seven Hundred Thousand Dollars (\$1,700,000.00) to Sewer Fund, Plant 750.637, T.C. 500, and increasing the appropriations by said amount.

SECTION II: The Service-Safety Director is hereby authorized to expend up to One Million Seven Hundred Thousand Dollars (\$1,700,000.00) from Sewer Fund, Plant, 750, T.C. 500, for said Project #330.

SECTION III: This Ordinance shall be an emergency measure necessary for the preservation of the health, welfare and safety of the residents of the City of Athens, Ohio, in order that bids can be accepted as soon as the City receives OEPA approval to do so, and it shall be in full force and effect upon its passage and approval by the Mayor.

President of Council

ATTEST:

APPROVED:

Clerk of Council

Mayor

Introduced by Michael Wood
Council Member

AN ORDINANCE AMENDING ATHENS CITY CODE TITLE 7, TRAFFIC CODE, CHAPTER 7.05, PARKING REGULATIONS, SECTION 7.05.01(R) AND (S), PARKING PROHIBITED IN RESTRICTED AREAS.

SECTION I: Athens City Code Title 7, Traffic Code, Chapter 7.05, Parking Regulations, Sections 7.05.01(R) and (S), Parking Prohibited in Restricted Areas, are hereby amended to read as follows:

7.05.01. Parking prohibited in restricted areas.

No person shall stand or park a vehicle, except when necessary to avoid conflict with other traffic or to comply with other sections of this traffic code or while obeying the directions of a police officer or a traffic control device, in any of the following places:

(R) On Court Street, **except on Saturday and Sunday**, from four o'clock a.m. to six o'clock a.m.; ~~every day of the week; or~~

(S) In any area designated by posted sign, accessible parking symbol, and/or blue markings as an accessible parking space, without displaying a valid accessible parking sticker or card; **or**

SECTION II: This Ordinance shall be in full force and effect at the earliest moment permitted by law upon its passage and approval by the Mayor.

President of Council

ATTEST:

APPROVED:

Clerk of Council

Mayor

0-62-23

Introduced by Jeff Risner, Chair
Transportation Committee

AN ORDINANCE AUTHORIZING PRELIMINARY ENGINEERING SERVICES FOR THE STATE ROUTE 682/56 INTERSECTION IMPROVEMENTS, PROJECT (#357).

WHEREAS, a safety study was completed for this project (funded by ODOT); and

WHEREAS, the City was awarded \$1,395,589 in ODOT Safety Program funds to construct a single lane roundabout; and

WHEREAS, the construction cost estimate after the completed Stage I design is approximately \$3.7 million; and

WHEREAS, the City Administration is directing the design firm to expand the project scope to include select improvements to SR682 north of the intersection to the city limits in support of traffic, and bike and pedestrian safety, additions that will increase the construction cost estimate; and

WHEREAS, the City Administration will implore ODOT to significantly increase the award of outside funding to address the various needs and higher costs;

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ATHENS, OHIO:

SECTION I: The Service-Safety Director is hereby authorized to enter into contract(s) for preliminary engineering services to construct a single lane roundabout at the State Route 682/56 intersection, Project (#357).

SECTION II: The 2023 Appropriation Ordinance 155-22 is hereby amended by appropriating from the unappropriated balance the sum of Three Hundred Fifty Thousand Dollars (~~\$350,000.00~~) (\$750,000.00) to Street Rehabilitation Fund, 572, T.C. 500, and increasing the total appropriations by said amount.

SECTION III: The Service-Safety Director is further authorized to expend up to Three Hundred Fifty Thousand Dollars (~~\$350,000.00~~) (\$750,000.00) from Street Rehabilitation Fund, 572, T.C. 500, for said Project (#357).

SECTION IV: This Ordinance shall be in full force and effect upon its passage and approval by the Mayor.

President of Council

ATTEST:

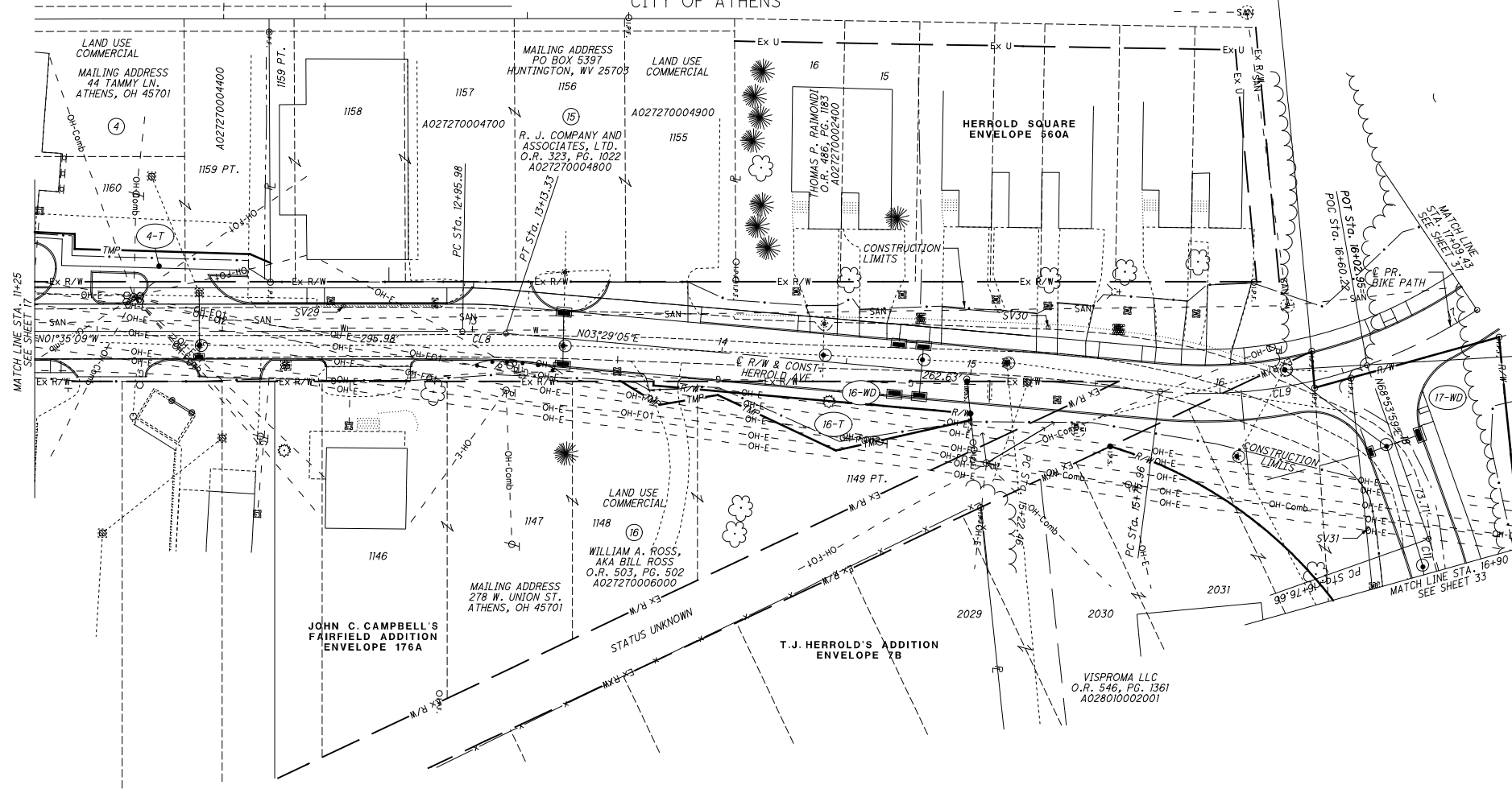
APPROVED:

Clerk of Council

Mayor

Z:\Allocated\B\Allocated\2018\Projects\18250\RW PLANS\Design\RW Sheets\18250_RTD\Design 6/30/2022 9:45:51 AM Heath

STATE OF OHIO, ATHENS COUNTY
ATHENS TOWNSHIP, SECTION 16
OHIO COMPANY PURCHASE, T9N, R14W
CITY OF ATHENS



CL8 P.I. Sta. 13+04.66 $\Delta = 5^\circ 04' 14''$ (RT) Dc = 29° 13' 57" R = 196.00' T = 8.68' L = 17.35' E = 0.19' C = 17.34' C.B. = N 0° 56' 58" E	CL9 P.I. Sta. 16+45.40 $\Delta = 39^\circ 01' 02''$ (LT) Dc = 29° 13' 57" R = 196.00' T = 69.44' L = 133.47' E = 11.94' C = 130.91' C.B. = N 16° 01' 26" W	CL11 P.I. Sta. 17+00.22 $\Delta = 13^\circ 42' 34''$ (RT) Dc = 29° 13' 57" R = 196.00' T = 23.56' L = 46.90' E = 1.41' C = 46.79' C.B. = N 75° 45' 16" E
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④
LARRY S. YOUNG,
TRUSTEE OF THE LARRY S. YOUNG
REVOCABLE TRUST DATED JULY 30, 2012
O.R. 491, PG. 44
A027270004300

⑪
SHELTERING ARMS HOSPITAL
FOUNDATION, INC.
O.R. 302, PG. 1654
A028010002008

REV. BY	DATE	DESCRIPTION
HTM	6-30-22	REMOVED 15-WD
HTM	6-10-22	ADDED BIKE PATH ALIGNMENT
HTM	6-10-22	REVISED HERROLD ALIGNMENT
HTM	1-28-22	REMOVE 17-TI, REVISE 17-WD
HTM	11-5-21	REVISED 17-TI
DATE COMPLETED		

HORIZONTAL SCALE IN FEET

PID NO. 108672

R/W DESIGNER HTM

R/W REVIEWER RCC

RIGHT OF WAY TOPO SHEET

STA. 11+25 TO STA. 16+90

ATH-W. UNION ST.

31 38

265
272

20 10 40
HORIZONTAL
SCALE IN FEET

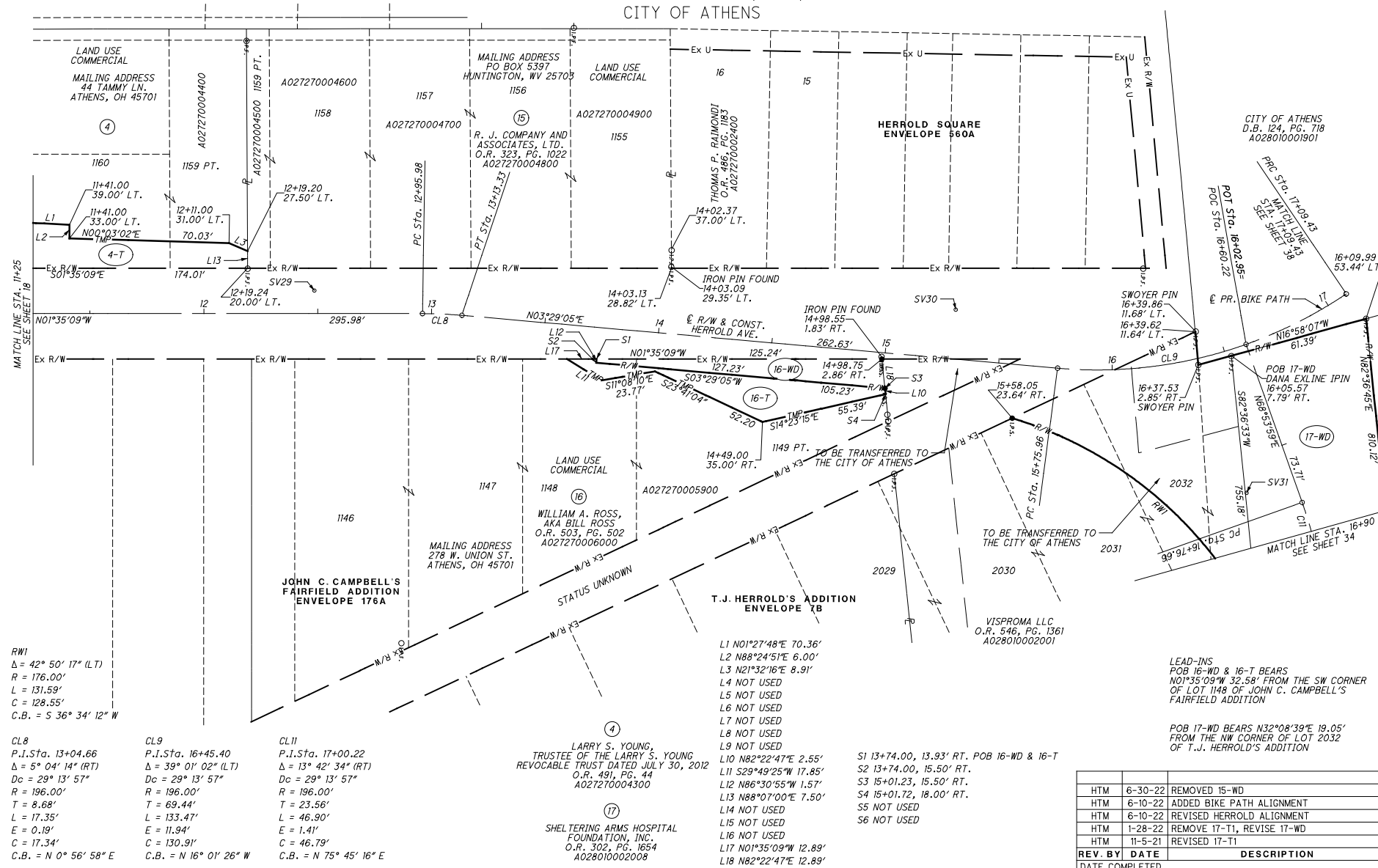
R/W DESIGNER	HTM
R/W REVIEWER	RCC

RIGHT OF WAY BOUNDARY SHEET
STA. 11+25 TO STA. 16+90

ATH-W. UNION ST.

32 / 38

266
272



STATE OF OHIO, ATHENS COUNTY
ATHENS TOWNSHIP, SECTION 16
OHIO COMPANY PURCHASE, T9N, R14W
CITY OF ATHENS

O.L. 188

O.L. 67

THE CITY OF ATHENS
O.R. 240, PG. 899
A028010002006

VISPROMA LLC
O.R. 546, PG. 1361
A028010002001

CL11
P.I. Sta. 17+00.22
 $\Delta = 13^\circ 42' 34''$ (RT)
 $Dc = 29^\circ 13' 57''$
 $R = 196.00'$
 $T = 23.56'$
 $L = 46.90'$
 $E = 1.41'$
 $C = 46.79'$
 $C.B. = N 75^\circ 45' 16'' E$

(17)
SHELTERING ARMS HOSPITAL
FOUNDATION, INC.
O.R. 302, PG. 1654
A028010002008
LAND USE
EXEMPT
MAILING ADDRESS
PO BOX 82248
COLUMBUS, OH 43202

EX. 25'
SEWER EASEMENT

REV. BY	DATE	DESCRIPTION
HTM	6-10-22	REVISED HERROLD ALIGNMENT
HTM	1-28-22	REMOVE 17-T1, REVISE 17-WD
HTM	11-5-21	REVISED 17-T1
DATE COMPLETED		

HORIZONTAL
SCALE IN FEET

PID NO.
108672

R/W DESIGNER
HTM
R/W REVIEWER
RCC

RIGHT OF WAY TOPO SHEET
STA. 16+90 TO STA. 22+00

ATH-W. UNION ST.

33 / 38

267

272

STATE OF OHIO, ATHENS COUNTY
ATHENS TOWNSHIP, SECTION 16
OHIO COMPANY PURCHASE, T9N, R14W
CITY OF ATHENS

O.L. 188

O.L. 67



PID NO.
108672

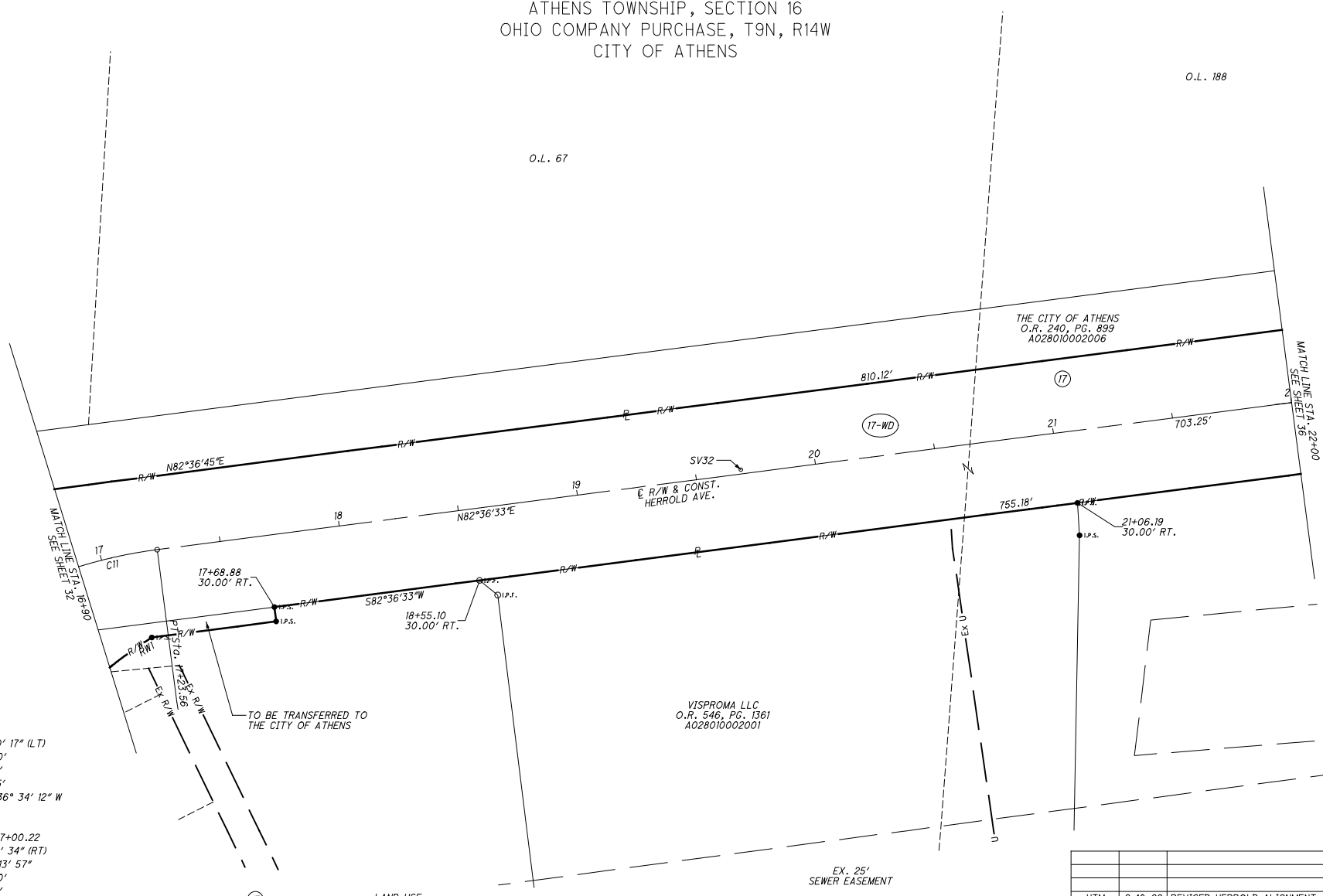
R/W DESIGNER
HTM
R/W REVIEWER
RCC

RIGHT OF WAY BOUNDARY SHEET
STA. 16+90 TO STA. 22+00

ATH-W. UNION ST.

34 38

268
272



R/W1
Δ = 42° 50' 17" (L.T.)
R = 176.00'
L = 131.59'
C = 128.55'
C.B. = S 36° 34' 12" W

CL11
P.I. Sta. 17+00.22
Δ = 13° 42' 34" (RT)
Dc = 29° 13' 57"
R = 196.00'
T = 23.56'
L = 46.90'
E = 1.41'
C = 46.79'
C.B. = N 75° 45' 16" E

SHeltering ARMS HOSPITAL
FOUNDATION, INC.
O.R. 302, PG. 1654
A028010002008

LAND USE
EXEMPT
MAILING ADDRESS
PO BOX 82248
COLUMBUS, OH 43202

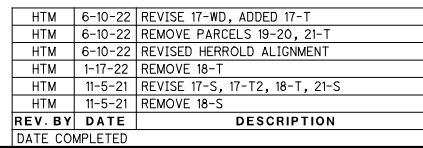
VISPROMA LLC
O.R. 546, PG. 1361
A028010002001

EX. 25'
SEWER EASEMENT

REV. BY	DATE	DESCRIPTION
HTM	6-10-22	REVISED HERROLD ALIGNMENT
HTM	1-28-22	REMOVE 17-T1, REVISE 17-WD
HTM	11-5-21	REVISED 17-T1
DATE COMPLETED		

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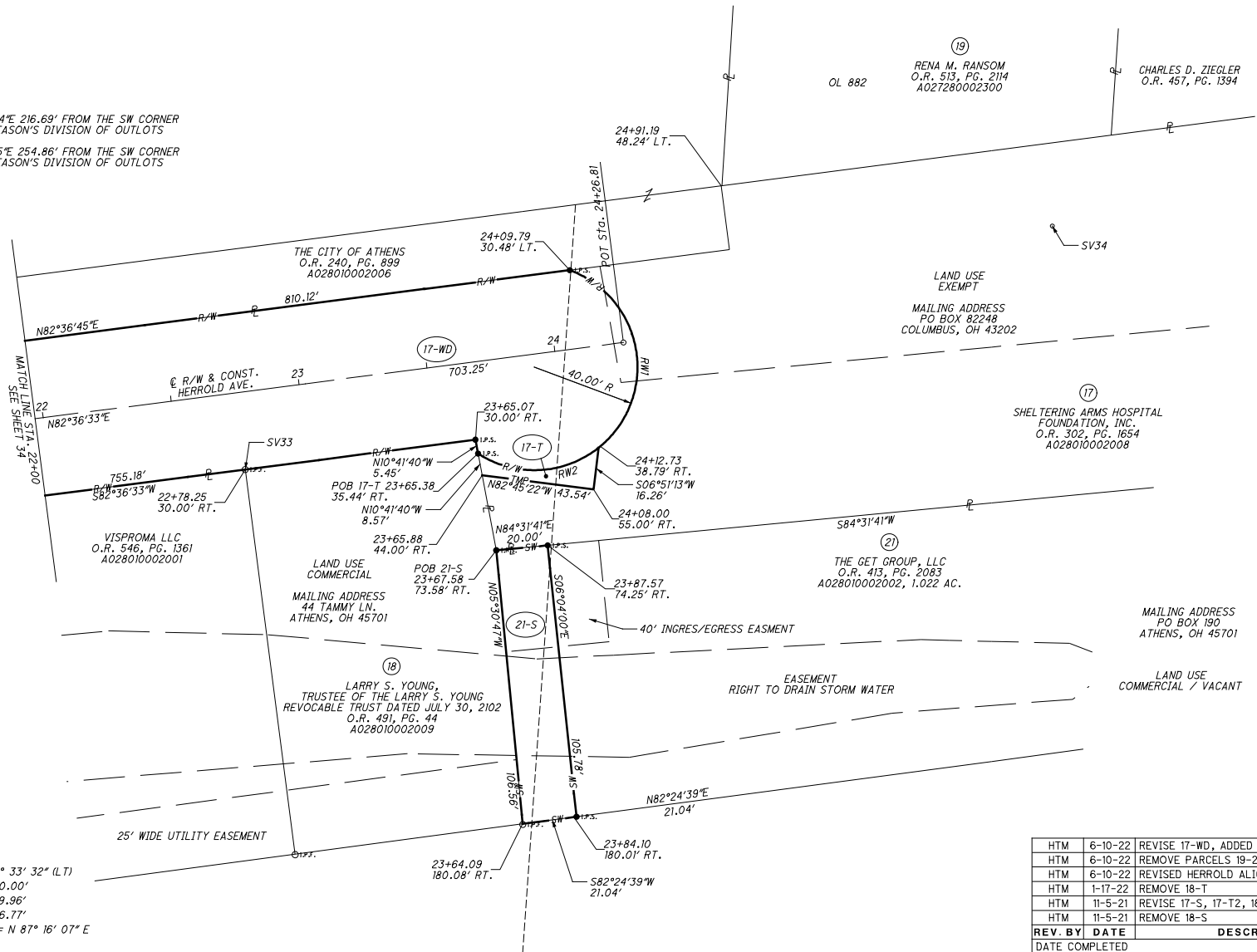


STATE OF OHIO, ATHENS COUNTY
ATHENS TOWNSHIP, SECTION 16
OHIO COMPANY PURCHASE, T9N, R14W
CITY OF ATHENS

LEAD-INS

POB 17-T BEARS S13°06'04"E 216.69' FROM THE SW CORNER
OF LOT 878 OF JOHN GLEASON'S DIVISION OF OUTLOTS

POB 21-S BEARS S12°44'25"E 254.86' FROM THE SW CORNER
OF LOT 878 OF JOHN GLEASON'S DIVISION OF OUTLOTS



RW1
Δ = 192° 56' 53" (RT)
R = 40.00'
L = 134.70'
C = 79.49'
C.B. = S 26° 34' 27" W

RW2
Δ = 71° 33' 32" (LT)
R = 40.00'
L = 49.96'
C = 46.77'
C.B. = N 87° 16' 07" E

HTM	6-10-22	REVISE 17-WD, ADDED 17-T
HTM	6-10-22	REMOVE PARCELS 19-20, 21-T
HTM	6-10-22	REVISED HERROLD ALIGNMENT
HTM	1-17-22	REMOVE 18-T
HTM	11-5-21	REVISE 17-S, 17-T2, 18-T, 21-S
HTM	11-5-21	REMOVE 18-S
REV. BY	DATE	DESCRIPTION
DATE COMPLETED		

0 20 40
HORIZONTAL
SCALE IN FEET

PID NO. 108672

R/W DESIGNER HTM
R/W REVIEWER RCC

RIGHT OF WAY BOUNDARY SHEET

STA. 22+00 TO STA. 24+26.81

ATH-W. UNION ST.

36 / 38

(270)
(272)

2023 ORCA Member Report

Jessie Powers, Executive Director, Outdoor Recreation Council of Appalachia (ORCA)

CC: ORCA Board Members: Chair Mayor Steve Patterson, Vice-Chair Mayor Amy Renner, Member Commission Lenny Eliason, Member York Township President Tim Warren, Member City of Nelsonville Manager Scott Frank, Member Buchtel Councilman Jay Kline.

AWOADC Board Members: Chair, Jack Pepper Executive Director Athens City-County Health Department, Vice-Chair, Katherine Ann Jordan Executive Director Athens City Arts Parks and Recreation, Tammy Bobo CEO Hocking Valley Bank, Taylor Sappington City of Nelsonville Auditor, and Boone Troyer Executive Director Athens County Convention and Visitors Bureau. Ex-Officio Impact Investor Member: Kerry Pigman, Executive Director Athens County Foundation

ORIGIN

MAY 2019: The Outdoor Recreation Council of Appalachia (ORCA) council of governments (cog) was established by Athens County, City of Athens, City of Nelsonville, York Township, and the Village of Chauncey. The Village of Buchtel joined in 2020.

ORCA was created by these jurisdictions to advance the Baileys Trail System, a planned 88-mile professionally built mountain bike optimized trail system, on over 9,000 acres of Wayne National Forest with plans for Trailheads in Chauncey, Doanville, and Buchtel.

The organization was created not for this project, but to meet a larger regional opportunity and fill regional capacity gaps to address long-term economic, social, health, and environmental challenges.

As a cog, ORCA can operate across jurisdictional boundaries, which is essential to development of the Baileys Trail System with trails primarily in The Wayne National Forest and Trailheads owned by various communities.

Mission: The mission of the Outdoor Recreation Council of Appalachia (ORCA) is to develop outdoor recreation opportunities across governmental boundaries that create sustainable and equitable economic development, inspiring communities throughout Appalachian Ohio.

Vision: Our vision is to form a collaborative entity that expands recreational opportunities within Appalachian Ohio while cultivating “a diverse, resilient, and prosperous rural economy to sustain inclusive growth.”

Values:

- Community
- Quality of Life
- Sustainability
- Innovation
- Inclusivity
- Shared Stewardship

ORGANIZATIONAL HISTORY

2019

- MAY: ORCA created
- JULY: ORCA Advisory Committee created– consisting of Baileys Working Group Members and Athens County stakeholders combining various multi-disciplinary expertise
- NOVEMBER: Athens-Wayne Outdoor Asset Development Corporation (AWOADC) imitated with State of Ohio to help sustain the Baileys Trail System– Maintained by ORCA staff, AWOADC, ORCA's nonprofit partner, can capture revenue unique to publicly owned outdoor recreation assets through development and operations of social enterprises that enhance the Baileys Trail System as a destination and serve the community and provide capital to support operations and maintenance of the Baileys Trail System, including:
 - Philanthropy
 - Sponsorship
 - Retail
 - Events
 - Commercial Leases (Currently no commercial facility to make this a reality)
- DECEMBER: Athens City Council [votes unanimously](#) for Pay for Success Model:
 - Opportunity to finance development of the Baileys Trail System with upfront capital secured by investors with repayment to investors coming from City of Athens and Athens County at a rate of \$90,000 annually

2020

- SEPTEMBER: ORCA Executive Director Hired– 1 year grant funded position to:
 - Advance ORCA's mission and vision
 - Advance development of the Baileys Trail System
 - Operate AWOADC establish social enterprises to capture revenue

2021

- Athens County declines participation in proposed Pay for Success Model, despite City's decision
- MARCH: ORCA amends bylaws to ORCA Executive Director to explore alternative methods for funding to rely less on City and County membership dues in the long term by expanding membership (ORCA Services) to other dues paying members

SCOPE OF WORK

Advance the Mission and Vision & Lessen dependency on existing Membership dues

- Develop outdoor recreation opportunities that create sustainable and equitable economic development, inspiring communities throughout Appalachian Ohio.
- Be a collaborative entity that expands recreational opportunities within Appalachian Ohio while cultivating "a diverse, resilient, and prosperous rural economy to sustain inclusive growth."

Build the Baileys Trails System

- Secure funding to develop the remaining ~74* miles of the planned 88-mile Baileys Trail System
 - *1 mile of professionally built MTB optimized trail costs between \$25,000-\$45,000.
 - Context: the only existing trail construction grant program caps grant awards at \$150,000 to secure an investment in outdoor recreation on this scale, which was then unprecedented in Ohio.
- Maintain the Baileys Trail System in partnership with Wayne National Forest.
 - There was a known need to increase volunteer maintenance/ shared stewardship not rely on FS for maintenance.
- Administer state/federal grant supported construction, procure contractors etc.

Sustain Operations Maintenance & Ensure Members receive revenue & quality of life benefits

- Create and operate a nonprofit the AWOADC to develop social enterprises that capture publicly owned unique revenue streams like:
 - retail, bike rental, sponsors, securing event hosts to activate the Baileys, funding for a commercial space, etc.

TRACK RECORD

2020

- ORCA Executive Director completed Phase II construction administration and reporting
- First Baileys merchandise made available
- Organizational policies and accounts established
- Baileys Trail System received Forest Service's Highest Honor: Chief's Award

2021

- ORCA Executive Director submits (and receives) ARC POWER Grant to:
 - hire ORCA Director of Communications
 - support staff of project partners ACEnet, Rural Action, Ohio's Winding Road, Buckeye Trail Association

- assess and improve trails in Wayne National Forest
 - create a multi-county outdoor recreation asset assessment and development plan
 - support regional branding and marketing to sustainably grow the region's outdoor recreation economy.
- ORCA Executive Director advances State Budget Request of \$2MM to support construction of Baileys Trail System (support from lobbyists Sunday Creek Horizons)
- AWOADC submitted for federal nonprofit status, received its first impact investment of \$200,000 from the Athens County Foundation. (The AWOADC has other impact investment commitments totaling \$150,000.)
 - Impact Investment intended to seed revenue capturing social enterprises
- Then draft Ohio University Economic Analysis of the Baileys Trail System, between July 1st, 2020 and June 30th, 2021 the Baileys Trail System had a total economic impact on the Athens County, Ohio economy of \$5,299,052 with \$3,642,161 million directly attributed to trail tourism.
- Baileys Trail System's first year of operation concludes in June.
 - 26 of 88 trail miles complete
 - 5 more miles under construction
 - Chauncey- Dover Park Trailhead (also a community park) operational with portable restrooms
 - Doanville- York Trailhead (second trailhead) was completed June 2021
- Sponsorship Policy Established
- Online sales capacity added to website
 - New merchandise featuring local artists
- OCTOBER: ORCA ARC POWER Grant commences
- First ORCA Americorps, Elle Dickerman hired as ORCA Sustainable Recreation Manager
- 3146 volunteer hours logged (since 10/20)

2022

- New Staff Hired:
 - AUGUST: Elle Dickerman, Sustainable Recreation Director
 - AUGUST: Lucas Blankenship, ORCA Americorps Sustainable Recreation Manager
 - DECEMBER: Delia Palmisano, Communications and Philanthropy Director
- Maintained Trails- ORCA staff worked with volunteers that gave 1,793 hours with an estimated value of \$53,700
- AWOADC obtained 501(c)3 and public charity status
- Secured a \$3MM ODNR Abandoned Mine Land Grant- to construct a ~5,000 square foot multi-purpose Baileys Visitor Center in Chauncey at the Trailhead
 - Project's projected local economic impacts \$4.6 MM annually
- Welcomed New Sponsors- Ohio Health & Athens Roller Derby

- Started Planning- 10 County Recreation Asset Assessment & Development Plan (supported by ORCA's 2021 ARC grant)
- Launched Baileys Trail System MTB Rental- with local & student discounts
- Built Trail- Expensed more than \$460,000 of 2021 State budget award to construct 18 miles of professional built MTB optimized trails, creating 49 trail miles for 2023 Season
- Submitted \$17.9MM (Athens County project list below) Collaborative Grant Application:
 - Southeast Ohio Nature, Heritage, and Art; Sustainable Tourism Anchor Development to Transform the Appalachian Ohio Economy to complete, enhance, and restore some of the region's best assets:

ORCA 2022 ACG Project Description	ACG Grant Request
Baileys Trail System Trails	1,038,240
Baileys Trail System Buchtel-Snow Fork Trailhead	3,138,281
Downtown Nelsonville Connection to Baileys Trailhead	775,687
Baileys Campground & Chauncey-Dover Park Trailhead	3,635,900
Sustainable Trail Maintenance Baileys Hostel	926,235
Stuart's Opera House Enhancements	632,524
Inclusive Hospitality Training: ACCVB & AAMS Quotes	525,680
Emergency Response First Responder Training:	512,940
Southeast Ohio History Center	800,310
The OHIO Museum Complex	2,317,500
UpBeat Community Healthcare Program Expansion	356,015
Southeast Ohio Art	616,419
Total	\$15,275,731

2023

- New Staff Hired:
 - AUGUST: Zach Bihlman, Finance Director
 - AUGUST: Rachel Thayer, ORCA Americorps Sustainable Recreation Manager
 - AUGUST: Chloe Challacombe, ORCA Americorps Communications Manager
- Maintained Trails- Volunteers gave over 2000 hours
- Welcomed New Sponsors- Trek and Webb Financial Group
- Built Trail- Completed 27 More Miles of MTB trails
- Secured a \$4.1MM Grant- Appalachian Community Grant for the *Southeast Ohio Nature, Heritage, and Art Sustainable Tourism Anchor Development*
 - Project is 1 of 4 grants awarded in round 1. Receives partial funding ~\$4.1 million supports construction of Baileys Trail System Trails, Buchtel-Snow Fork Trailhead, and provide training and equipment to Baileys Trail System First responders including City of Athens

2022 ORCA ACG Grant SEOH Nature Heritage & Art	Amount
Baileys Trail System Trail Construction	973,530
Emergency Response Training & Equipment	100,000
P1 Baileys Hostel Building/Property Acquisition	280,000
Baileys Trail System Trail Buchtel-Snow Fork Trailhead Construction	2,700,000
Administration	\$ 121,606.00
Total	\$4,175,136

- Hosted the 1st Annual Baileys Dirt Fondo, ORCA Fundraiser, with over 110 riders
- Expanded our MTB rental and retail shop
- Partnered- ORCA served as the Ohio lead for 17 Appalachian Ohio Counties and Ohio Department of Natural Resources to submitted an Appalachian Regional Commission ARISE planning grant in partnership with the Pennsylvania Wilds Center for Entrepreneurship to strategically support rural destination development
- Welcomed New Appalachian Ohio Partners- 16 new counties: Adams, Brown, Clermont, Gallia, Highland, Jackson, Lawrence, Meigs, Monroe, Morgan, Nobel, Perry, Pike, Ross, Vinton, Washington resolved to join ORCA
 - Partner Counties receive a limited scope of services: inclusion in the multi-county recreation asset assessment and development plan, marketing/branding support, assist in planning the 2024 Ohio Recreation Economy Conference, and are the *Mobile Platform Development to Advance Rural Tourism Economies* ARC ARISE Planning Grant Service Area
- Supported RCAP's *Real Rural Revitalized* (RRR) Appalachian Community Grant Application
 - Projects for City of Athens total ~\$6.3 MM
 - Projects in Athens County total ~\$25.4MM

RRR Project Name	City/Village	County	Cost
Village of Chauncey Revitalization- Baileys Campground, Amphitheater, ADA Trail, etc.	Millfield / Chauncey	Athens	\$4,840,350
Village of Amesville Revitalization	Amesville	Athens	\$1,173,676
City of Athens Revitalization OHIO Museum Complex	City of Athens	Athens	\$2,995,000
City of Athens Revitalization Outdoor Recreation -Strouds Run Accessible Beach	City of Athens	Athens	\$719,096

RRR Project Name	City/Village	County	Cost
-New Hocking River Access -Bouldering at Sells Park			
City of Athens Revitalization Athena Cinema	City of Athens	Athens	\$2,580,724
City of Nelsonville Revitalization- Bikeway Baileys Trail System Connection	City of Nelsonville	Athens	\$884,669
City of Nelsonville Revitalization- Stuart's Opera House	City of Nelsonville	Athens	\$491,964
City of Nelsonville Revitalization- Public Square Enhancements	City of Nelsonville	Athens	\$2,882,329
Villages of Glouster, Jacksonville, & Trimble Revitalization- Villages of Jacksonville & Trimble Revitalization	Tom Cat Trail & Park / Streetscape Enhancements	Athens	\$2,186,736
Guysville and Stewart Revitalization- Federal Valley Resource Center	Stewart	Athens	\$ 3,997,929.00
Emergency First Response	Multiple- Athens Co. estimated amount	multiple	\$153,800
Invisible Ground- Athens Business	Multiple	multiple	\$981,100
Inclusive Hospitality- Linked to AC Racial Equity Coalition	Multiple- Athens Co. estimated amount	multiple	\$100,000
Healthcare Program Expansion- Ohio Health	Multiple	Multiple	\$196,216
Buckeye Trail :100 mi- backpacking loop	Loop connects Burr Oak and Wayne Lands	Athens, Perry, Morgan	\$1,200,000
Total			\$25,393,589

2021-2023 FUNDING BREAKDOWN

OCRA Secured Grants Project and Operational Funding Breakdown			
SOURCE	CONSTRUCTION OR PROGRAM SPECIFIC	ORCA OPERATIONS & STAFF SPECIFIC	ORCA ANNUAL OP.
ORCA ARC POWER (2021-2024)	\$1,490,000	\$311,792	\$103,930
ODNR Capital Project	\$1,960,000	\$0	\$0
2022 ORCA ACG (2023-2026)	\$4,053,530	\$121,606	\$40,535
ORCA ODNR AMLER	\$3,000,000	\$0	\$0
Ohio Health	\$100,000	\$0	\$0
Total	\$10,603,530	\$433,398	\$144,465

AWOADC IMPACT INVESTMENT OPERATES BAILEYS SOCIAL ENTERPRISES

USE OF MEMBERSHIP DUES

2021

- Phase III construction (5 miles costing ~\$162,000)
- Contractor Fees/ Lobbyists Expenses
- Operational support- approximately 25% of operational costs following use of initial grant funds for staff

2022

- Operational Support (ORCA Staff and Operation of Baileys Trail System)
 - ORCA Staff costs total ~\$260,000 annually by end of 22

2023

- Operational Support (ORCA Staff and operation of Baileys Trail System)
 - ORCA Staff costs total ~\$410,000 by end 2024



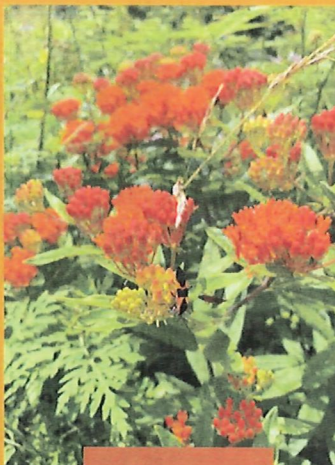
Outdoor Recreation Council of Appalachia

Helping Communities Leverage Their Outdoor Recreation Assets

Sustainable outdoor recreation assets serve rural communities by improving and catalyzing economic opportunities and providing social, environmental, and health benefits to communities and their residents.

The Outdoor Recreation Council of Appalachia (ORCA), a Council of Governments, was created to utilize outdoor recreation assets in Appalachian Ohio to deliver ORCA Member Communities those benefits and diversify rural economies. Current ORCA members are within Athens County, where we manage and develop the Baileys Trail System in partnership with the Wayne National Forest.

ORCA works to secure investments for sustainable development and management of outdoor recreation facilities and customize solutions to meet needs and expand access to economic opportunities. We also utilize a multi-sector skilled advisory board and a dedicated nonprofit partner, The Athens-Wayne Outdoor Asset Development Corporation (AWOADC), to sustainably plan, develop, manage, and promote outdoor recreation assets in Appalachian Ohio.

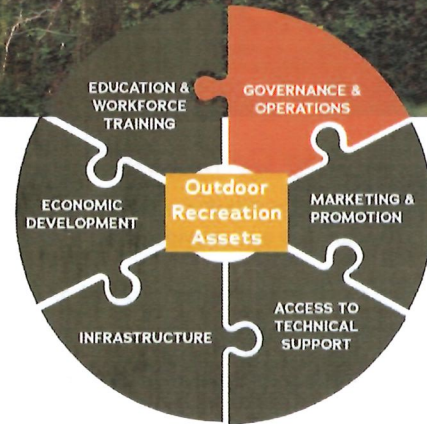
		
Mission	Vision	Values
<i>To develop outdoor recreation opportunities across governmental boundaries that create sustainable and equitable economic development, inspiring communities throughout Appalachian Ohio.</i>	<i>Form a collaborative entity that expands recreational opportunities within Appalachian Ohio while cultivating a diverse, resilient, and prosperous rural economy to sustain inclusive growth.</i>	<i>Community Quality of Life Sustainability Innovation Inclusivity Shared Stewardship</i>

For More Information Visit: ORCAOHIO.COM



ORCA's Sustainable Outdoor Recreation Development Model

We believe that trail systems are much more than just the trails themselves. Our holistic approach to sustainable outdoor recreation development builds a broader coalition of supporters across multiple disciplines and utilizes the political strength of local governments to secure strategic investments that benefit rural communities' economies, health, environment, and quality of life.



Our Work

 CATALYZING REGIONAL ECONOMIC DIVERSIFICATION 2021 \$1.5 MM POWER GRANT AWARDED BY THE APPALACHIAN REGIONAL COMMISSION (ARC) TO: - Establish the Region's First Large-scale Recreation Development Plan - Support Entrepreneurs (Grant Partner ACEnet) - Employ Local Youth (Grant Partner Rural Action) - Improve Trails & Increase Regional Tourism (ORCA & Grant Partners Ohio's Winding Road & the Buckeye Trail Association)	 OUTDOOR REC. ASSET DEVELOPMENT THE BAILEYS TRAIL SYSTEM A TRACK RECORD OF SUCCESS 49 Miles Built of the Baileys Trail System to Date 2020: Received USDA Forest Service Chief's Award 2021: \$2 MM Investment in the Ohio State Legislative Budget; Completed 18 Miles of Trail in 2022 2021: \$36 MM Direct Economic Impacts of Baileys Trail System; (according to the 2021 OHIO Veinovich School & Parks Recreation and Leisure Studies Program Economic Impact of the Baileys)	 TRANSFORMING RURAL SPACES 2022 \$3 MM ABANDONED MINE LAND ECONOMIC REVITALIZATION GRANT AWARDED BY ODNR TO: - Develop an ~5,000 sq. ft. Baileys Trail System Visitor Hub To: - Create Turn-key Commercial Space in Chauncey, Ohio - Improve Local Entrepreneur & Business Access to Markets - Elevate Visitor Experience & Increase Visitation - Catalyze & Support Business Expansion - Retain & Attract Talent	 DEVELOPMENT & PLANNING CURRENT & PLANNED PROJECTS 2022 Appalachian Community Grant (ACG) Program Development (Received Partial Funding from Ohio Governor's Office of Appalachia) - Fall 2024 Ohio Outdoor Recreation Conference, ARC POWER Supported - ORCA Looks Forward to Assisting with Development Planning for 2023 ACG Projects, & Strengthening Ties with Other Appalachian Partners in & outside of Ohio
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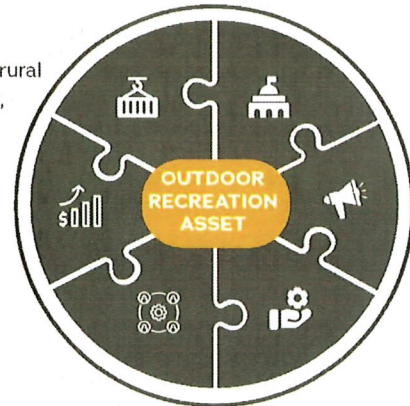


Outdoor Recreation Council of Appalachia

ORCA's Sustainable Model

As a council of local governments, ORCA understands the challenges related to rural economic development. We exist to solve these challenges, realize opportunities, and holistically integrate outdoor recreation, conservation, and economic development in a way that inspires communities throughout Appalachian Ohio. Our staff is poised to assist communities with the following expertise:

Planning, Grant Writing, Community Engagement, Activation, Implementation, Sustainable Maintenance, Marketing, & Communications



Common Regional Challenges

- Organizational Capacity
- Staff Capacity
- Cost of Infrastructure
- Access to Public Transportation
- Start up Resources/ Access to Capital
- Lack Of Diversity & Inclusion Training
- Digital Divide/ Broadband Access
- Persistent Poverty/ Lack of Local Wealth
- Challenging Topography
- Maintenance Costs
- Reaching Target Audiences
- Coordinating Marketing Efforts
- Lack of Shared Resources
- Employment Opportunity Shortages
- Lack of Bike & Pedestrian Infrastructure
- Cross Jurisdictional Coordination



INFRASTRUCTURE

SKILLS & EXPERTISE NEEDED:
Planning, Grant Writing, Construction Management, Reporting

POTENTIAL PARTNERS:
Council of Governments, Planning Commissions, Nonprofits, Local Development Districts, Townships, Cities, & Counties, Foundations, State & Federal Agencies



GOVERNANCE, OPERATIONS, & LAND MANAGEMENT

SKILLS & EXPERTISE NEEDED:
Planning, Grant Writing, Construction Management, Reporting

POTENTIAL PARTNERS:
Townships, Cities, & Counties, U.S. Forest Service, Council of Governments, Parks Districts, Nonprofits, Foundations, State & Federal Agencies



ECONOMIC DEVELOPMENT

SKILLS & EXPERTISE NEEDED:
Planning, Grant Writing, Construction Management, Reporting, Employment Tracking

POTENTIAL PARTNERS:
Economic Development Councils, Port Authorities, Ohio Southeast, Nonprofits, Jobs Ohio, Foundations, State & Federal Agencies, Chambers of Commerce



MARKETING & PROMOTION

SKILLS & EXPERTISE NEEDED:
Planning, Grant Writing, Social Media, Multimedia Design, Media Production, Communications, Storytelling

POTENTIAL PARTNERS:
Convention and Visitors Bureaus, Regional Brands, Nonprofits, Interest Groups, Business Community, Volunteers, Foundations, State & Federal Agencies, Chambers of Commerce



EDUCATION & WORKFORCE TRAINING

SKILLS & EXPERTISE NEEDED:
Planning, Grant Writing, Reporting, Employment Tracking & Analysis

POTENTIAL PARTNERS:
Libraries, Schools, Universities, Colleges, Nonprofits, Ohio Means Jobs, Jobs Ohio, Ohio Southeast



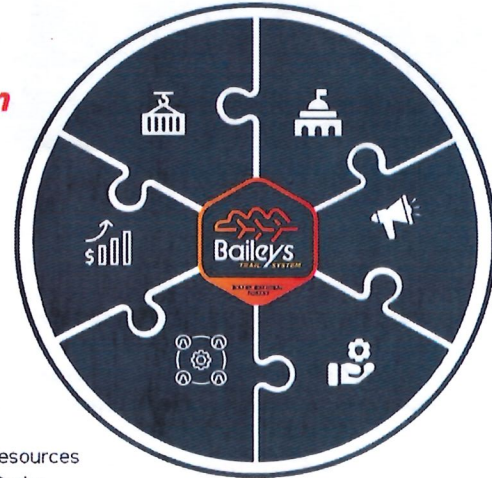
ACCESS TO TECHNICAL SUPPORT

SKILLS & EXPERTISE NEEDED:
Business Planning, Grant Writing, Reporting

POTENTIAL PARTNERS:
Local Development Districts, Nonprofits, Ohio University SBDC, Economic Development Councils

ORCA's Sustainable Model: Deployed for the Baileys Trail System

The mission of the Baileys Trail System is to integrate conservation, outdoor recreation, and economic development to strengthen and inspire communities in Southeast Ohio. Located in Ohio's only National Forest, in Athens County, the Baileys currently has direct community connections to Chauncey and Doanville, and a future connection to the Village of Buchtel is soon to be under construction. When complete, the Baileys Trail System will be an 88-mile mountain bike optimized trail system, open to all forms of human-powered use. **Our staff solves challenges to deliver benefits to our member communities.**



Athens Area Challenges

- Local Government Capacity
- Cost of Infrastructure
- Digital Divide/ Broadband Access
- Persistent Poverty/ Lack of Local Wealth
- Challenging Topography
- Maintenance Costs & Capacity
- Scarcity Mindset
- Lack of Investment
- Lack of Shared Resources
- Underdeveloped Parks
- Lack of Bike & Pedestrian Infrastructure
- Cross Jurisdictional Coordination
- Lack of Beginner Mountain Bike Trails
- Limited Employment Opportunities
- Missing Community Connection to the Wayne National Forest



INFRASTRUCTURE

GAP/ NEED FILLED:
Planning, Grant Writing, Construction Management, Reporting

ORCA PARTNERS:
ORCA Members (City and County of Athens, Village of Chauncey, City of Nelsonville, Village of Buchtel, York Township), The Wayne National Forest



GOVERNANCE, OPERATIONS, & LAND MANAGEMENT

GAP/ NEED FILLED:
Cross jurisdictional Trail Management, Tools & Equipment for Shared Stewardship

ORCA PARTNERS:
ORCA Members (City and County of Athens, Village of Chauncey, City of Nelsonville, Village of Buchtel, York Township), The Wayne National Forest, Athens Bicycle Club, AWOADC



ECONOMIC DEVELOPMENT

GAP/ NEED FILLED:
Infrastructure Investment in: Trails, Commercial Space, Parks, Trailheads, Bikeway Extension, Sidewalks, Utilities

ORCA PARTNERS:
Athens County Economic Development Council, ORCA nonprofit: Athens Wayne Outdoor Asset Development Corporation (AWOADC)



MARKETING & PROMOTION

GAP/ NEED FILLED:
Visitor Excitement, Attraction, & Retention, Baileys Trail System Website, Merchandise, & Bike Rental

ORCA PARTNERS:
Athens Convention and Visitors Bureau, Ohio's Winding Road, the Wayne National Forest, AWOADC, Athens County Foundation



EDUCATION & WORKFORCE TRAINING

GAP/ NEED FILLED:
Trail Maintenance Training

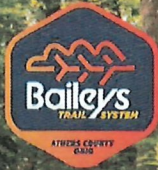
ORCA PARTNERS:
Athens Bicycle Club, Applied Trails Research, the Wayne National Forest



ACCESS TO TECHNICAL SUPPORT

GAP/ NEED FILLED:
Entrepreneur/Business Support

ORCA PARTNERS:
Rural Action (airbnb training), Appalachian Center for Economic Networks



Baileys Trail System

CATALYZING ECONOMIC OPPORTUNITIES THROUGH OUTDOOR RECREATION

A Regional Vision for Revitalization

The mission of the Baileys Trail System is to integrate conservation, outdoor recreation, and economic development to strengthen and inspire communities in Southeast Ohio. This system, located in Ohio's only National Forest in Athens County, currently has direct community connections to Chauncey and Doanville, and a future connection to the Village of Buchtel is soon to be under construction.

When complete, the Baileys Trail System will be an 88-mile mountain bike optimized trail system, open to all forms of human-powered use. The trail system's development continues to be guided by some of the industry's best designers and is professionally built utilizing machines. Within 250 miles of over 1 million mountain bikers, this world-class trail system will be the longest purpose-built mountain bike trail system east of the Mississippi.



Managed by the Outdoor Recreation Council of Appalachia (ORCA) in partnership with the Wayne National Forest, the Baileys Trail System is just one example of the abundant outdoor recreation opportunities in Appalachian Ohio. With

sustained regional collaboration, ORCA will continue to provide development services to holistically employ its sustainable development model to secure public and private investments in the region's assets, and transform the region's once coal based economy and improve quality of life.

A Multitude of Benefits



ECONOMIC: The world class Baileys Trail System will increase visitation and spending in the region, which will expand employment opportunities, grow local businesses, and increase government revenue.



HEALTH: Trails with bike and pedestrian community connectors create access to outdoor recreation, which is proven to improve physical and mental health.



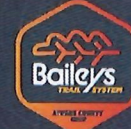
ENVIRONMENTAL: Development has included the remediation of Abandoned Mine Land features, and also creates opportunities to introduce the next generation of conservationists to the state's natural beauty and biodiversity.



SOCIAL: Sustainable recreation tourism provides opportunities for events and programming in rural areas, adding vibrancy to Appalachian Ohio.

FOR MORE INFORMATION: BAILEYSTRAILSYSTEM.ORG / ORCAOHIO.COM MAP DESIGN: Elle Dickerman / PHOTO CREDIT: Joel Prince

Baileys Trail System Timeline & Impacts



1994

- Recreation stakeholders & national forest staff recommend developing the 16 mile "Bailey Run" mountain bike trail on The Wayne

2017

- Baileys Trail System Master Plan* completed
- Baileys selected as the U.S. Forest Service Outdoor Recreation Conservation Finance Pilot Project
- The Wayne approves the development of an 88-mile single-track trail system
- Athens County Awarded ODOT TAP Grant for Phase I Extension of Hockhocking Adena Bikeway to Village of Chauncey's Park

2016

- Stakeholder engagement & planning development begins with The Wayne, Athens Bicycle Club, & local communities
- Fundraising for development of the Baileys Trail System Master Plan begins

2018

- The Wayne is awarded ODNR RTP Grant for Baileys Phase I Construction
- Completion of U.S. Forest Service *Sustainable Recreation Infrastructure Pay For Success* Feasibility Report for the Baileys
- Athens County CDBG Grant improves Chauncey-Dover Community Park

2019

- ORCA council of governments established by Athens County, City of Athens, City of Nelsonville, York Township, & Village of Chauncey
- ORCA multi-disciplinary Advisory Board created
- Baileys Trail System Feasibility Visitation Impact Analysis* completed; Initial 10-year cumulative economic impact of \$52.9MM projected, with over 78 new jobs in Athens CTY
- The Athens-Wayne Outdoor Asset Development Corporation (AWOADC), ORCA's nonprofit partner formed
- Athens County Foundation receives National Forest Foundation grant from REI for Phase I trail construction

2020

- Baileys Trail System receives Chief's Award, the Forest Services' highest honor
- Trails open with 14 miles complete & Chauncey-Dover Park Trailhead operational
- ORCA Board receives 2020 COVID support from U.S. Forest Service for Baileys construction, match provided by City of Athens & Athens County
- Village of Buchtel joins ORCA
- Jessie Powers named ORCA Executive Director

2021

- AWOADC receives first impact investment from the Athens County Foundation
- Baileys Trail System's second mountain bike season begins with 26 trail miles complete
- Doanville-York Trailhead completed
- OHIO Economic Analysis of the Baileys Trail System* completed (2021 total economic impact on of \$5.3MM with \$3.6 MM attributed to trails and over 54K visitors)
- ORCA secures \$2MM State of Ohio investment for Baileys construction

- ORCA & project partners awarded \$1.49MM *Gateway Communities & Sustainable Recreation* Appalachian Regional Commission (ARC) POWER grant
- NICA race at Chauncey-Dover Trailhead, 150 riders
- First annual SEOH Trail Runners Run Baileys race, with 250+ runners
- AWOADC utilizes Impact Investment to offer Baileys merchandise online

2022

- AWOADC received OHIO Economics of Altruism Grant to purchase tools & trailer
- \$3MM ODNR Abandoned Mine Land Grant secured for a ~5,000 sq.ft. multi-purpose Baileys Visitor Center
- Sponsors: Ohio Health & Athens Ohio Roller Derby
- Expanded service area to Monroe, Nobel, and Ross Counties with support from Buckeye Hills Regional Council, & initiated the 10 County Recreation Asset Assessment & Development Plan Project
- Launch of Baileys Trail System MTB Rental
- The Wayne receives ODNR RTP Grant to construct 18 miles of trails

- \$17.9MM Appalachian Community Grant submitted *Southeast Ohio Nature, Heritage, & Art: Sustainable Tourism Anchor Development to Transform the Appalachian Ohio Economy* (~\$4.1MM awarded)
- Elle Dickerman hired as Sustainable Recreation Director
- Lucas Blankenship starts Americorps Service term as ORCA Trail Maintenance & Programs Manager
- Delia Palmisano hired as Communication & Philanthropy Director
- Over 6000 hours of trail maintenance volunteerism since the trails were first opened in Spring 2020

SOUTHEAST OHIO NATURE, HERITAGE, & ART

Sustainable Tourism Anchor Development to Transform the Appalachian Ohio Economy

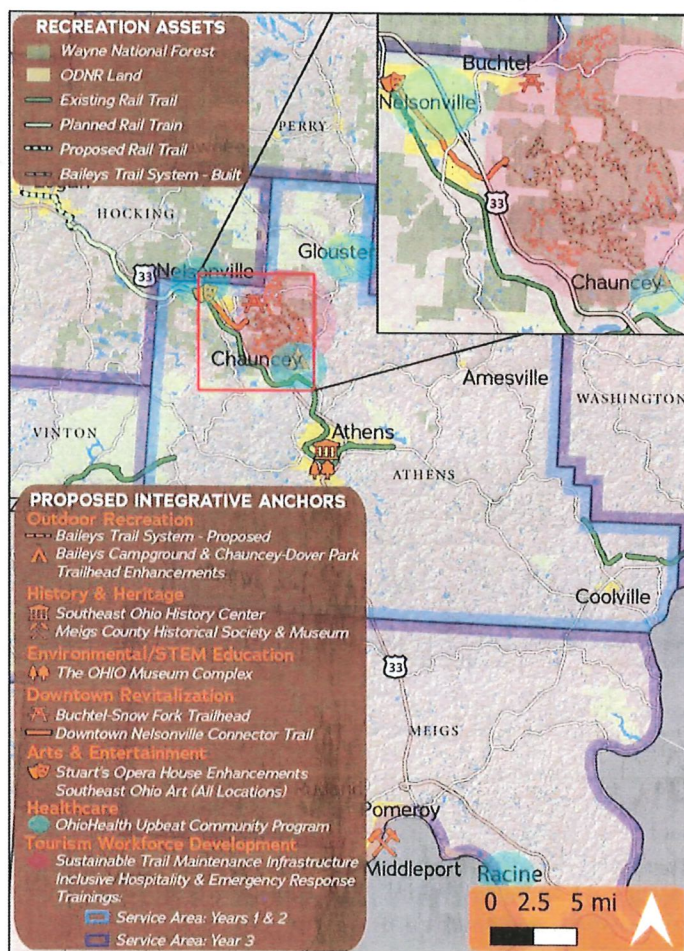
This project proposal strategically builds catalytic tourism infrastructure, enhances the region's workforce, and increases healthcare access to transform the region into a rich and inclusive destination, safely offering something for every visitor. **This project enhances regional quality of life, which positively affects Ohio's ability to compete nationally and globally.**

PROJECT LEAD



CONTACT

jessie@orcaohio.com
740-677-0113



PROVEN

\$5.3
million
(YEAR 1)

2021 Economic
impacts (year1) of the
Baileys Trail System,
managed by ORCA *

STRATEGIC

\$8.9
million
MATCH
(50%)

This \$17.9 million project
investment proposal
has a 50% match from
Anchor Partners *

CATALYTIC

\$17.7
million
(annually)

IMPACTFUL

\$14.9
million
(social
value*)

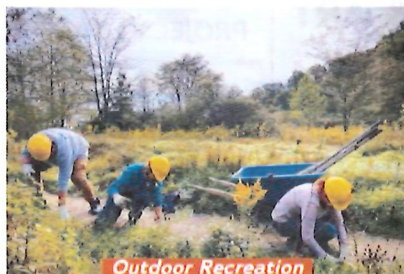
The projected return on investment
will exceed \$17.7 million annually.*
Plus, \$14.9 million in social value.*

ANCHOR PROJECT MANAGERS

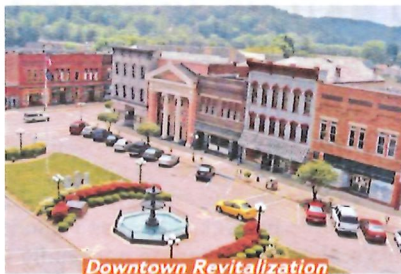


*Additional Details in Appendix of FULL
PROPOSAL

SOUTHEAST OHIO NATURE, HERITAGE, & ART



Outdoor Recreation



Downtown Revitalization

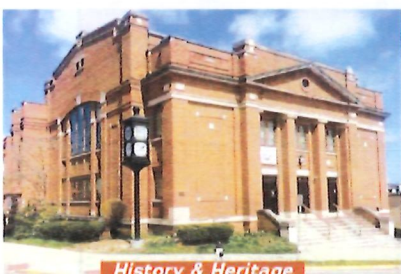


Outdoor Recreation

(left) Dedicated volunteers regularly assist with trail maintenance. (middle) The Historic Nelsonville Square features visitor amenities. (right) Numerous partners collaborate on the Baileys Trail System project.



Tourism Workforce Development

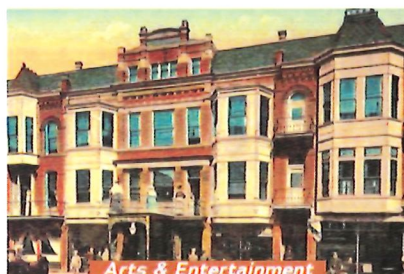


History & Heritage



Environmental/STEM Education

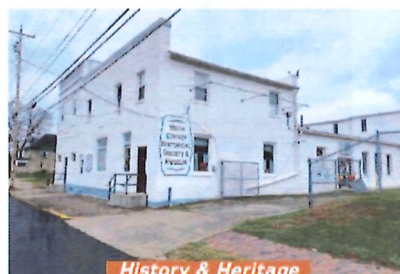
(left) Emergency Response First Responder Training. (middle) The Southeast Ohio History Center is located in a historic 106-year old building in uptown Athens. (right) The OHIO Museum Complex features hiking trails and interpretive signage focused on nature and history at the Ridges.



Arts & Entertainment



Healthcare



History & Heritage

(left) There are currently two Invisible Ground sites, (a multimedia, place-based history app), in Athens. One is at the site of the historic Berry Hotel. (middle) A planned program expansion includes a Cancer Walk/Jog Club for disease prevention. (right) The Museum and Historical Society Headquarters are located in a German Furniture Building in Middleport, which was originally constructed in 1872.

Since its origination in 2019 ORCA has worked alongside a dedicated nonprofit partner, Athens-Wayne Outdoor Asset Development Corporation (AWOADC), a multi-sector skilled advisory board, and the Wayne National Forest to plan and implement the Baileys Trail System project, and diversify the broader southeastern Region of Appalachian Ohio. ORCA's planning partners integrate the following expertise to transform and catalyze long-term economic growth.

- Outdoor Recreation & Land Management
 - Tourism
- Economic Development
 - Private Enterprise
- Resource Preservation & Conservation

- Infrastructure & Land Use
 - Health & Wellness
 - Education & Workforce
- Community Engagement & Regional Planning





OUTDOOR RECREATION COUNCIL OF APPALACHIA MEMBER & PARTNER COUNTIES



- | | |
|--|--|
|  ORCA ORIGINAL MEMBER COUNTY |  PARTNER COUNTIES INVITED, SEPTEMBER 2023 |
|  PARTNER COUNTIES, INVITED MAY 2023 |  MEMBER & PARTNER COUNTIES THAT HAVE RESOLVED TO JOIN |



A Multi-State Opportunity: Born of Common Rural Challenges

Collaborating regionally best equips multiple rural communities and states, to increase economic, social, environmental, and health benefits. The Outdoor Recreation Council of Appalachia (ORCA) and The Pennsylvania Wilds (PA Wilds) will submit an ARC ARISE planning grant application to collaboratively investigate utilization of technology to enhance outdoor recreation economy development in rural areas. The partnership between the two compliments both organizations work and catalyzed a formal ORCA service area expansion.

Utilizing a 21st Century Approach to 20th Century Legacy Problems: Economic Development, Environment, & Public Health

ORCA, a council of governments, created in 2019, and ORCA's nonprofit partner, the Athens-Wayne Outdoor Asset Development Corporation (AWOADC) were created to develop and manage the Baileys Trail System in partnership with the Wayne National Forest. The PA Wilds Center for Entrepreneurship, Inc. is a 501 (c)3 dedicated to integrating conservation and economic development in a way that strengthens and inspires communities in the Pennsylvania Wilds area. Both organizations utilize a sustainable model that incorporates multi-sector expertise including: **Economic Development, Tourism, Land Management, Recreation Users, Private Enterprise, Resource Preservation, Land Use, Health & Wellness, Education, Workforce, Community Engagement, and Regional Planning** to sustainably diversify rural economies utilizing outdoor recreation asset development as a catalyst for continued economic growth.

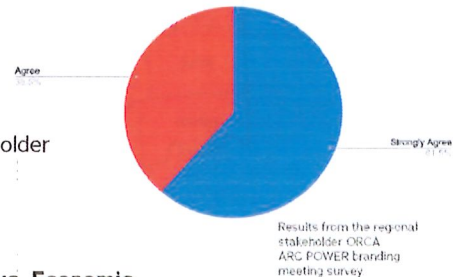


ORCA's Sustainable Development Model

Rural Outdoor Recreation Economy Development Opportunities Realized

In 2021 the PA Wilds was the only outdoor recreation organization awarded an Economic Development Administration Build Back Better Planning grant to plan Outdoor Recreation Cluster Development in 13 rural counties. ORCA, alongside stakeholder partners, was awarded a 2021 Appalachian Regional Commission POWER grant to support *Gateway Communities and Sustainable Outdoor Recreation Economy Development* in southeastern Ohio. As part of the project, over 50 stakeholders made up of **Land Managers, Local Government, Convention and Visitors Bureaus, Economic Development Professionals, Convention and Visitors Bureaus, Tourism Businesses, and Regional Residents** convened to discuss outdoor recreation and collaborative regional branding. Attendees overwhelmingly reported to understand and recognize the value that a regional brand could have in aiding tourism and development for the area, and over 60% responded that their area lacks the appropriate technology (websites, apps, social media), to properly attract and inform potential visitors.

I believe a regional approach and goals to tourism and development would aid my area:



**ORCA ARC POWER Grant:
Gateway Communities and
Sustainable Recreation
Project Partners**



For More Information Visit: ORCAOHIO.COM | PAWILDS.COM

Impacts to Date & New Opportunities for Rural Communities

Since September of 2020 ORCA and the AWOADC secured more than \$10.8 MM in public and private investment to support infrastructure and programmatic development efforts surrounding development of the outdoor recreation economy in Southeast Ohio. 54 of the planned 88-miles of Baileys Trail System mountain bike optimized trail are complete and the Baileys Bike Shop offers MTB rental, bike gear, and merchandise featuring original, local art. Future projects include development of a ~5,000 square foot visitor hub, and a third trailhead. The PA Wilds Center's work enhances visitor spending in the region, which grew to \$1.8 billion annually by 2019, and small businesses in the Center's business development network — the Wilds Cooperative of PA —have created 99 jobs over the last two years. The Wilds Cooperative of Pennsylvania has grown to include over 300 businesses, artisans, and organizations from across the region. The PA Wilds works with multiple rural Pennsylvania counties as North Central Pennsylvania is rich in natural assets reaching beyond geographic and political borders. The same is true in Southeast Ohio. ORCA has invited 16 additional southeastern Ohio counties to join ORCA as Partners at no cost, and collaborate on outdoor recreation asset-based development opportunities to advance regional planning, sustainable development, and regional economic diversification. To date Washington, Monroe, Noble, Jackson, Vinton, and Ross Counties have resolved to join ORCA as partners.

	SOUTHEAST OHIO ASSETS: • Home to 15 State Parks, 3 Nature Preserves, 7 State Forests • Only National Forest in Ohio, The Wayne • World-Class mountain Biking: Baileys Trail System • 14 Hunting and Fishing Areas • Rich Heritage with Coal & Brick Industries • Rural Traditions and Craftsmanship	
	NORTH CENTRAL PENNSYLVANIA ASSETS: • Home to over 2 Million Acres Of Public Land, 29 State Parks, 8 State Forests, Allegheny National Forest • 2 National Wild & Scenic Rivers: the Allegheny and the Clarion • Largest Elk Herd in the Northeast • Some Of the Darkest Night Skies in the World • Rich Heritage with Oil and Lumber Industries	

Ohio & Pennsylvania ARC ARISE Planning Grant

The project will analyze six areas of need:

- **Visitation and Business-to-Consumer (B2C) Sales** – As a customizable progressive web app, this tech would allow visitors to learn about regional destinations and book directly with local businesses
- **Supply Chains and Business-to-Business (B2B) sales** – The tech has a connected platform enabling participating businesses to sell services and wholesale products or raw materials to each other.
- **Harnessing Impact Data** – This tech will allow for the automated capture and aggregation of user data that, with appropriate frameworks, can be shared with marketplace participants to inform community and economic development strategies and decision-making, business growth, etc.
- **Access to Capital** – This platform creates the opportunity for the platform owners to do data-driven micro lending to businesses that are participating in the marketplace.
- **Stewardship** – Landscapes involved in the marketplace could opt to operate a charity checkout campaign to enable consumers to support stewardship of that area's public lands or other natural/ cultural assets, as well as other, similar causes.
- **Workforce** – Place-based tourism and outdoor recreation sectors are job and wealth creators are unique in how they can help improve rural quality-of-life. Digitalization creates opportunities for Appalachian communities to leverage place-based outdoor recreation and cultural tourism development efforts, and regional brands.

BAILEYS DIRT FONDO

Presented by **TREK**

SATURDAY, OCT. 14 2023



Explore the Baileys Trail System this Fall!

The Baileys Dirt Fondo– styled after an Italian Street Cycle Gran Fondo– will take place in the Appalachian foothills of Southeast Ohio, just outside of Athens, Ohio. This multi-course, trail-based, singletrack adventure will consist of casual riding between optionally-timed “segments.”

Rest stops throughout each of the courses will feature local treats to keep you energized for the trail ahead. This group ride ends at the Chauncey Dover Trailhead where there will be food, drinks, and activities for the whole family!



Scan for
more
Information
& to Register!

All proceeds from the Dirt Fondo will support the Outdoor Recreation Council of Appalachia (ORCA), the manager and developer of the Baileys Trail System, and our mission: **To integrate conservation, outdoor recreation, and economic development to strengthen and inspire communities in Appalachian Ohio.**



Learn More about the Trail System & Our Work:

baileystailsystem.org | orcaohio.com | @Baileys Trail System  



**Outdoor Recreation Council of Appalachia
23 Main Street Chauncey, Ohio 45719**

Jessie Powers, Executive Director

Proudly managing the [Baileys Trail System](#) in Athens County, Ohio

September 20, 2023

Dear Clermont County and Brown County Boards of Commissioners,

Invitation to Join Outdoor Recreation Council of Appalachia (ORCA) as a Partner

The Outdoor Recreation Council of Appalachia (ORCA) invited Elected Officials Representing Adams, Gallia, Highland, Hocking, Jackson, Lawrence, Meigs, Monroe, Morgan, Nobel, Perry, Pike, Ross, Scioto, Vinton, Washington County Communities to join our organization at no cost for a limited scope of services. The ORCA Board approved extending this invitation to Clermont and Brown Counties at our Board Meeting September 19, 2023.

Please allow me to first introduce our organization and work, and second outline our invitation to communities to join ORCA at no cost as a formal Partner during implementation of ORCA's Appalachian Regional Commission (ARC) POWER Grant and ORCA's pending ARC ARISE Planning Project in partnership with the [Pennsylvania WILDS](#). We are pleased to offer benefits to your communities and collaborate to strategically enhance the region.

Background:

The Outdoor Recreation Council of Appalachia (ORCA), a council of governments created in 2019, and ORCA's nonprofit partner the Athens-Wayne Outdoor Asset Development Corporation (AWOADC) were created to and are developing and managing the Baileys Trail System in partnership with the Wayne National Forest. This work fulfills ORCA's mission of utilizing outdoor recreation to deliver economic, social, health, and environmental benefits to Appalachian Ohio communities.

Baileys Trail System

When complete, the [Baileys Trail System](#) will be the longest continuous mountain bike optimized trail system in the East with 88-miles of natural surface trail, open to all forms of human powered use, in the Wayne National Forest. We have ~55 miles of the highest quality mountain bike trail are complete now. Additionally, ORCA has secured investments needed to complete the trails, construct a turn-key ~5,000 square foot commercial multipurpose visitor center at the primary trailhead, and more.

ORCA's Work

[ORCA](#) utilizes a new model for outdoor recreation development, which has gained national recognition. ORCA's unique purpose and multidisciplinary approach, positions rural areas to sustainably and holistically leverage existing outdoor recreation assets to strategically catalyze investment and combat long-term challenges linked to limited

economic opportunities. ORCA was created to fill capacity gaps and equip the region to obtain public and private investment in natural asset-based strategic development, manage outdoor recreation across jurisdictional boundaries, and capture revenue to reinvest in operations and maintenance to assist in sustainably diversifying the regional economy. ORCA was created to support all outdoor recreation opportunities.

ORCA, a council of local governments, understands rural communities' challenges require customized solutions. ORCA's work intersects multiple disciplines and is done in coordination with existing organizations to be a value add, not duplicative. This approach fills capacity gaps as needed; thereby enabling rural communities to capitalize on their unique asset-based opportunities. ORCA realizes there's value in a coordinated regional approach to increase tourism and visitation, extend the length of and quality of visits, attract and retain talent, help Ohio compete nationally, and more.

ORCA's Track Record

Since I was hired in September of 2020, ORCA has secured a \$1.5 MM ARC POWER grant to diversify the economy in Southeast Ohio, \$9.1 MM in grants for Baileys Trail System Trails Trailheads and related infrastructure development, and \$200K private Impact Investment to develop Baileys related social enterprises. ORCA's POWER grant is a collaboration with the Buckeye Trail Association, Wayne National Forest, and other stakeholder partners to grow economic impacts in outdoor recreation rich Gateway Communities like Shawnee and Chauncey, and many others in Appalachian Ohio.

ORCA's Team

ORCA has three full time staff, myself, Sustainable Recreation Director Elle Dickerman, Communications and Philanthropy Director Delia Palmisano, and is in the process of filling our Director of Finance position. We are developing our flagship outdoor recreation project, the Baileys Trail System, which captures an asset-based opportunity for rural economic diversification. The ORCA team realize funding and construction administration, maintaining, marketing, supporting businesses, and engaging communities in shared stewardship are all essential components of sustainable outdoor recreation development, and have experience and expertise to do this work, collaborate, and share.

Please review additional information enclosed including: ORCA Overview, Baileys Trail System Overview, ORCA Sustainable Development Model Overview, and ARC ARISE Planning Application project overviews, and a sample resolution template.

Invitation:

ORCA is excited to invite communities to formally join ORCA as a Partner, which will provide the following benefits and is available to communities with the following conditions. The ORCA Board on May 17, 2023 amended ORCA's Bylaws to outline the addition of ORCA Partner Communities to ensure ORCA best supports the Appalachian Ohio region.

ORCA Partner Communities will receive:

1. Planning. Inclusion of your county in the ARC POWER, Buckeye Hills Regional Council, and Forest Service supported Multi-County Recreation Asset Assessment and Development Plan, at no cost to you. This service is managed by ORCA and led by ORCA procured consultant Scott Linnenburger of [Kay-Linn Enterprises](#). (Some communities may have previously engaged in the beginning of effort in 2022, which was paused as the Appalachian Community Grant Program began.) Partner communities will inform the plan and upon completion receive physical and digital copies of the plan highlighting outdoor recreation and destination development opportunities in each county.
2. Support. ARC POWER support to advance collaborative or regional branding/ destination development for top priorities identified by your county's Convention and Visitor's Bureau Director or leading tourism professional. A wide range of smaller scale branding marketing activities may be possible. Support totals ~\$90,000 for projects in 10-17 counties.
3. Representation. ORCA will represent and include interested counties as the service area for an ARC ARISE Planning Application submitted in partnership with the Pennsylvania WILDS to analyze integration/development of technology to support rural outdoor recreation based economic development. There is no guarantee this application will be awarded. Counties and communities interested in being represented will communicate with ORCA staff, enabling our team inform the project's analyses of feasibility to reflect Ohio communities' needs. Communities represented will receive updates throughout the process and copies of the planning grant project's conclusion, which is anticipated to be a plan for implementation of integrating technology into outdoor recreation in rural Appalachian Pennsylvania and Ohio. Grant funding will be utilized for planning, and is not able to directly support communities at this time.
4. Invitation to 2024 Ohio Outdoor Recreation Economy Conference and opportunity to participate in highlighting what Ohio has to offer.

ORCA Partnership Conditions:

1. Each county must agree to join ORCA as a Partner in order for smaller jurisdictions within the county to become ORCA Partners.
2. Counties, Townships, and Municipalities must request and complete a brief Partnership application.
3. ORCA Partner jurisdictions may appoint up to 3 ORCA Advisory Committee Members per county. The ORCA Advisory Committee includes individuals with expertise in the following 9 areas of interests: Outdoor Recreation Users, Outdoor Recreation (Land) Managers, Economic Development and Tourism,

Private Enterprise, Resource Preservation and Conservation, Infrastructure and Land Use, Health and Wellness, Education and Workforce, Community Engagement and Regional Planning. The Advisory Committee provides advice and collaborates with ORCA. The ORCA Advisory Committee has no authority over ORCA Board or ORCA staff, and meets bi-monthly to coordinate and discuss development efforts and opportunities. The Advisory Committee may make recommendations to the Board of Directors concerning any matter referred to it by the Board of Directors.

4. Partners acknowledge future full ORCA Membership may be possible if desired and agreed upon by the ORCA Board of Directors, but there is no process for that defined at this time. Additionally, Partners understand ORCA's services to its' initial Members in Athens County, which paid \$180,000 in membership dues annually for operations construction and salary, enabled ORCA to secure more than \$10.8 MM of public and private investment in 2.5 years. ORCA realizes every community may not need services as extensive as those for initial Members and the Baileys Trail System. As such, ORCA is always open to considering additional services it could provide your community and how to collaborate as ORCA Members if desired by ORCA Partners.
5. Communities must resolve or authorizes elected officials to join ORCA as Partners and provide a copy of the related documentation.

In closing, thank you for your consideration and please feel free to contact me at jessie@orcaohio.com or 740-517-8445 with any questions or to coordinate further discussion.

Respectfully,



Jessie Powers, ORCA Executive Director

Enclosures (6)

CC: ORCA Board Members: Chair City of Athens Mayor Steve Patterson, Vice-Chair Village of Chauncey Mayor Amy Renner, Member Athens County Board of Commissioner President Lenny Eliason, Member York Township Trustee President Tim Warren, Member City of Nelsonville, Member Village of Buchtel Councilman Jay Kline. Wayne National Forest: Supervisor Lee Smith, Operations Staff Officer Dawn R. McCarthy PhD, Athens District Ranger Jason Reed, Ironton District Ranger Mathais Wallace. ORCA Nonprofit AWOADC Board Members: Chair Executive Director Athens City-County Health Department Jack Pepper, Vice-Chair Executive Director Athens City Arts Parks and Recreation Katherine Ann Jordan PhD, Executive Director Athens County Convention and Visitor's Bureau Boone Troyer, CEO Hocking Valley Bank TammyBobo, and Auditor City of Nelsonville Taylor Sappington. ORCA Advisory Committee Members. Pennsylvania WILDS Executive Director, Taboline Enos.

REVISED ARISE CONCEPT PAPER

Applicant Name: PA Wilds Center for Entrepreneurship, Inc. (PA Wilds Center)
Applicant Address: 61 N. Fraley St., 2nd Floor, Kane, PA 16735
Applicant Point of Contact: Tataboline Enos, tenos@pawildscenter.org, 814-757-9190
Type of Grant: Planning Grant
ARC Funds Requested: \$375,000
Project Timeframe: 12 months

Tentative Project Title: Transformational Tech Development to Help Enable Growth of Place-Based Tourism Economies and Related Supply Chains in Appalachia

Project Summary

This project would expand collaborative partnerships and best practices across state lines to develop a technology platform that provides the tools to fully activate, sustain, and connect place-based entrepreneurial ecosystems related to tourism and outdoor recreation economies across Appalachia, driving resources to the most local level of communities. This innovative approach will accelerate multi-state learning, create economies of scale that support rural wealth-building, improve rural access to capital, enable more informed data-driven decision-making, accelerate the cross-pollination of best practices, grow pride of place, help unify the Appalachian voice, and allow for a more seamless passing of digital and physical foot traffic between businesses, communities, and regions.

An ARISE planning grant from the Appalachian Regional Commission (ARC) would enable partners to complete critical market analysis and business planning for this new technology, further flesh out certain functionalities, and identify how to achieve user adoption for it across 23 counties in two sub-regions of Appalachia that have a state of readiness (in Pennsylvania and Ohio), with the ultimate goal of securing an ARISE implementation grant to put that collective plan to action, and by doing so, create a meaningful pathway for other rural landscapes to eventually subscribe to the platform to reap similar benefits in their areas.

Travel in Appalachia is a nearly \$60 billion per year industry, employing over 577,000 workers while generating over \$4.5 billion dollars in tax revenue. It ranks among the largest industries in each of the 13 states, and it is also one of Appalachia's fastest-growing employment sectors. The global pandemic fundamentally changed the ways in which many Americans value the outdoors. The current size of the outdoor recreation economy nationally is \$862 billion, comprising 1.9% of the U.S. GDP, and supporting 4.5 million jobs, according to statistics released in 2022 by the Bureau of Economic Analysis. There is increased focus on equity and access to the outdoors, and a growing recognition for outdoor recreation as a rural economic driver. Pair these figures and trends to the increasing connectivity and digitalization of Appalachian communities, and a national priority to bring broadband to more rural areas, and it creates a powerful opportunity to marry Appalachia's defining assets — its people, and its natural and cultural resources — with a technology platform that, with an intentional approach, can help grow the Region in a sustainable, non-extractive way.

Harnessed strategically and with the right frameworks, this place-making technology can be a resource for local communities and business clusters, a way to attract out-of-town visitors and sustain social enterprises, an opportunity to help bridge digital divides within the Region, and a mechanism for growing locally-rooted wealth.

PA Wilds Center currently operates precursor technology to this opportunity, and has completed early research and development and cost analysis for the transformative tech outlined here. The tech would have implications across six major areas:

1. Visitation and business-to-consumer (B2C) sales — As a customizable progressive web app, this

tech would allow visitors to learn about a regional destination and book directly with local businesses in that location. The tech allows for access across multiple devices and maintains certain functionality in situations where there is no internet. From a rural development perspective, this tech enables partners that are working to grow a sustainable place-based tourism sector in a given region the ability to use their regional brand to create a curated experience for consumers, tying together public and private assets while driving visitor dollars toward the most hyper-local businesses.

2. Supply chains and business-to-business (B2B) sales – The tech has a connected platform that enables participating businesses to sell services and wholesale products or raw materials to each other. Businesses can find supply chain partners within their landscape or search other regions involved in the marketplace. Businesses that are not visitor-focused can opt to participate in only the B2B side of the platform. Tourism-related businesses can participate in both marketplaces with a single point of entry.
3. Harnessing Impact Data – This tech will allow for the automated capture and aggregation of user data that, with appropriate frameworks, can be shared with marketplace participants to inform community and economic development strategies and decision-making, business growth, etc. Barriers to accessing impact data currently puts many rural communities at a disadvantage when competing for investment.
4. Access to capital – While the original build scope does not include a cost analysis for it, this platform creates the opportunity for the platform owners to do data-driven micro lending to businesses participating in the marketplace that is lower risk and less labor intensive than traditional micro-lending.
5. Stewardship – Landscapes involved in the marketplace could opt to operate a charity checkout campaign to enable consumers to support stewardship of that area's public lands or other natural/cultural assets, or similar causes, such as Diversity, Equity, Inclusion and Accessibility programs that make recreation assets more welcoming and accessible to all, or that connect local youth to the outdoors.
6. Workforce – Place-based tourism and outdoor recreation sectors are job and wealth creators like any other industry, but they are also unique in how they can help improve rural quality-of-life. Digitalization creates opportunities for Appalachian communities to leverage place-based outdoor recreation and cultural tourism development efforts, and regional brands, to help address rural workforce and population retention challenges. If people are using the site to book a trip, why not give them access to job and real estate listings in that area? It is a natural progression of discovering a region.

This tech would create pathways for the most hyper-local businesses in a rural landscape to access new markets and make sales. From a sustainability perspective, early business modeling shows the platform has the ability to create multiple new revenue streams to underwrite its operation, including service fees; advertising fees; affiliate earnings from travel groups, airlines, rentals and chain hotels; platform subscriptions; fees or interest from micro lending; and payment processing fees. Most revenues generated through the platform in a given landscape would stay in that landscape.

Most aspects of this new technology are already de-risked and operating successfully in the global marketplace. For example, Etsy has created a marketplace for artisans to sell their products, American Express does data-driven micro lending through its Kabbage program, Zillow has real estate listings, etc. The innovation of this project is in how these functionalities are tied together in a new way around rural regional brands, recreation or heritage experiences and ecosystems of entrepreneurs who, if better connected to each other and relevant consumers, will enable a virtuous cycle of growth.

It is the PA Wilds Center's belief that the private-sector will not build this model. The upfront build cost is too high and the financial returns are too low. This type of large-scale, systems-level investment in rural place-based ecosystems requires mission-driven organizations rooted in community and economic development. It is, however, a strong nonprofit model, one that with appropriate up-front

public investment, can fill a market gap for the public good while allowing for modest returns to underwrite its long-term sustainability. It is a 21st Century approach to help address long-identified disparities of the Region, and one that could leverage and accelerate the incredible ground-level ecosystem development ARC and others have invested in across Appalachia. This project directly aligns with two focus areas in ARC's 2022-26 Strategic Plan: Building Businesses; and Regional Culture and Tourism.

Expected Use of Funds

Project partners will develop a final budget together, but early assessment points to requesting a planning grant of \$375,000, and most of the grant being used to hire consultants through competitive bid processes to complete various analyses, and complete further research and development, so the project partners can make informed decisions about whether to proceed on a full ARISE request. Anticipated breakdown of the use of ARC planning grant funds would be: 79% contractual; 10% personnel (for administration of the grant); 10% other (college internships); 1% travel. Partners are confident they can raise the required non-federal match, including covering staff time devoted to the planning process.

Impact Measures

The Impact Measures used for this planning grant will be three plans developed/completed. These plans are: Business Planning & Market Analysis; Research & Development; and User Adoption. Additional details on these plans are included in the attached, "Impact Measures."

Key Partners

This project will involve two core partners based in the Appalachian Region, collectively serving 27-30 ARC counties in Pennsylvania and Ohio. Additional resource partners will also be involved, as outlined below. Please see attached table, "Project Partners, Roles & Geographic Area," for the specific roles and commitment of each partner.

- PA Wilds Center for Entrepreneurship – Founded in 2013, this 501(c)(3) has a mission to integrate conservation and economic development in a way that strengthens and inspires communities in the PA Wilds. The Center accomplishes its mission by growing the region's outdoor recreation economy in a holistic way, including operating a robust entrepreneurial ecosystem to activate recreation assets and grow rooted local wealth. The Center is a potential investor/owner and implementation partner in the new technology.
- The Outdoor Recreation Council of Appalachia (ORCA) – Founded in 2019, this council currently comprised of six local government members in Southeast Ohio was created to lift up outdoor recreation assets to deliver economic, health, social, environmental, and quality of life benefits to Ohioans, including developing the world-class Baileys Trail System across jurisdictional boundaries. Currently, ORCA is amending their bylaws to establish formal partnerships and pathways to membership in up to 17 counties. ORCA's service area expansion is underway with formal partnerships to provide ARC POWER Grant (Buckeye Hills Regional Development Council), and US Forest Service-supported services to 16 additional counties. ORCA works closely with its nonprofit arm, the Athens-Wayne Outdoor Asset Development Corporation, which is operated by ORCA staff to develop high-mission impact revenue-generating social enterprises that enable ORCA to successfully maintain world-class recreation assets like the Baileys Trail System. ORCA is a potential investor and implementation partner in the new technology.
- The Conservation Fund (TCF) – A 501(c)(3) with a dual charter in conservation and economic development, TCF works with public, private and nonprofit partners to protect America's legacy of land and water resources through land acquisition, sustainable community and economic development, and leadership training, emphasizing the integration of economic and environmental goals. Top-ranked for efficiency and effectiveness, TCF has worked in all 50 states and prides itself on making conservation work for America by creating solutions that make environmental and economic sense. TCF has worked across a range of Appalachian communities, including currently in West Virginia, North Carolina and Pennsylvania. TCF is a potential

investor in the new technology, and also a potential feeder to the platform, working as it does in so many rural landscapes across America that could potentially benefit from the tech.

- Ben Franklin Technology Partners, one of the nation's longest-running technology-based economic development programs, has been providing both early-stage and established companies with funding, business and technical expertise and access to a network of innovative, expert resources for over 40 years. It will serve as a resource partner to the project planning team.
- The PA Dept. of Conservation and Natural Resources (DCNR), a foundational investor in the PA Wilds Center's entrepreneurial ecosystem and the larger PA Wilds strategy. DCNR would serve as a feedback loop related to public lands being featured within the tech; to explore how the tech might be used by a state outdoor recreation office; and also serve as a match partner.

All partners have read and are supportive of this Concept Paper.

Geographic Scope of Project

The vision is to develop this new place-maker technology in a way that it can one day be utilized by any rural region across America to help grow their sustainable tourism or outdoor recreation economies by better aligning consumers with local opportunities and accelerating a virtuous cycle of growth. This model will allow the platform to more quickly reach an economy of scale to support its sustainable operation. Through the planning grant, the Key Partners listed above will focus their research and planning on what it would take to develop the tech and implement it in two beachhead markets in Appalachia with a state of readiness: the 13-county PA Wilds region and 14-17 ARC counties in Southeast Ohio. The goal at the end of the planning grant is to have the necessary research and plans in place to successfully apply for a full ARISE implementation grant to build the tech and implement it in at least these two sub-regions of Appalachia (1-2 additional sub-regions may be identified in the planning process and invited to join the implementation grant). The specific ARC counties to be served by the planning grant are:

In Pennsylvania: Cameron (At-Risk); Centre (Transitional) Census Tracts 101, 102, 105, 106, 107, 110.01, 110.02, 111.01, 111.02, 112.01, 113.03; Clarion (Transitional); Clearfield (Transitional); Clinton (Transitional); Elk (Transitional); Forest (Distressed); Jefferson (Transitional); Lycoming (Transitional); McKean (Transitional); Potter (Transitional); Tioga (Transitional); Warren (Transitional).

In Ohio: Athens (Distressed), Meigs (Distressed), Washington (Transitional), Monroe (At-Risk), Nobel (Distressed), Morgan (At-Risk) Census Tract 9691 (Distressed), Perry (Transitional) Census Tracts 9662 and 9660 (Distressed), Hocking (Transitional) Census Tract 9650 (Distressed), Ross (Distressed) Census Tracts 9564 9565 and 9569 (Distressed), Vinton (At-Risk) Census Tract 9530 (Distressed), Jackson (At-Risk) Census Tract 9576 (Distressed), Gallia (At-Risk), Lawrence (At-Risk) Census Tracts 506 507 510.02 503 502 501 510 505.1 (Distressed), and Scioto (Distressed). Additionally, ORCA will invite Adams (Distressed), Pike (At-Risk) Census Tract 9526.01 (Distressed), and Highland (At-Risk) Census Tract 955.02 (Distressed) to join this planning project's service area.

Correspondence with State Program Managers

With the support of the PA State ARC office at the PA Department of Community and Economic Development (DCED), PA Wilds Center developed a white paper on this tech opportunity and shared it with State Program Managers in four other states that had been identified as having organizations that might be a fit for the planning grant stage. An informational follow-up meeting was held with these State Program Managers on Nov. 4, 2022 via zoom and all expressed interest in the project and helping the PA Wilds Center make connections in their areas. Given the highly technical nature of the project, Key Partners kept the planning group intentionally small. ORCA, from Ohio, committed to the project in May 2023 at which time their State Program Manager was updated. Additional sub-regions from other states may be identified in the planning process and invited to join the implementation grant.



Outdoor Recreation
Council of Appalachia

HELPING COMMUNITIES LEVERAGE THEIR OUTDOOR RECREATION ASSETS

2023 City of Athens Report

Jessie Powers, Executive Director

ORIGIN

2019 The Outdoor Recreation Council of Appalachia (ORCA) council of governments (cog) was established by **Athens County, City of Athens, City of Nelsonville, York Township**, and the **Village of Chauncey**.

2020 The **Village of Buchtel** joined.







Mission

To develop outdoor recreation opportunities across governmental boundaries that create sustainable and equitable economic development, inspiring communities throughout Appalachian Ohio.



Vision

Form a collaborative entity that expands recreational opportunities within Appalachian Ohio while cultivating a diverse, resilient, and prosperous rural economy to sustain inclusive growth.



Values

*Community
Quality of Life
Sustainability
Innovation
Inclusivity
Shared Stewardship*

HISTORY & TRACK RECORD: 2019

- **MAY-** ORCA created
- **JULY-** ORCA Advisory Committee created
- Athens-Wayne Outdoor Asset Development Corporation Created
- **DECEMBER-** Athens City Council votes unanimously for Pay for Success

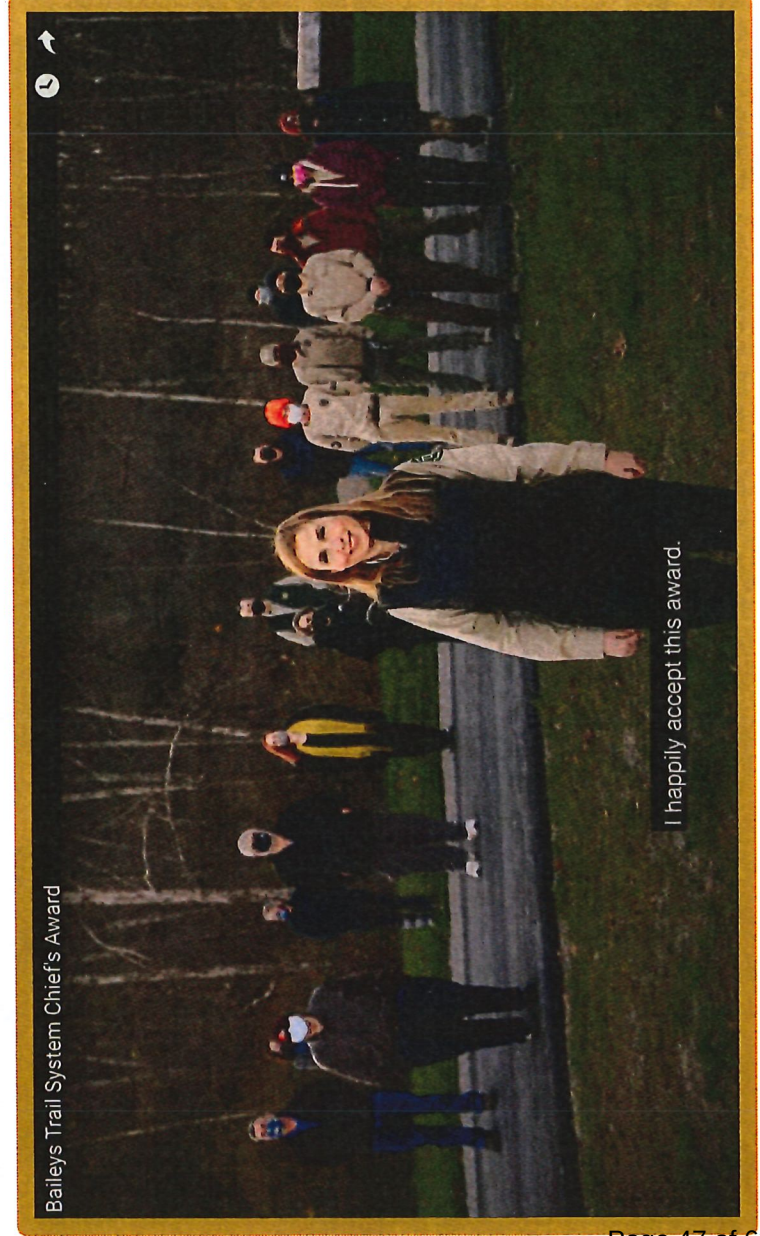
Regional Strategy



HISTORY & TRACK RECORD: 2020

SEPTEMBER: ORCA Executive Director Hired: Jessie Powers

- Phase II construction administration and reporting completed
 - First Baileys merchandise made available
 - Organizational policies and accounts established
- Match Fundraising Campaign Generated \$20,000 through ACF & Donors
- Baileys Trail received Forest Service's Highest Honor: **Chief's Award**



HISTORY & TRACK RECORD: 2021

- ORCA Executive Director submits (and receives) ARC POWER Grant
- ORCA Executive Director advances State Budget Request of **\$2MM** to support construction of Baileys Trail System
- AWOADC received impact investment of **\$200K** from Athens CTY Foundation
 - Sponsorship Policy Established
- Online sales capacity added to website
 - New merch featuring local artists
- **OCTOBER:** ORCA ARC POWER Grant commences

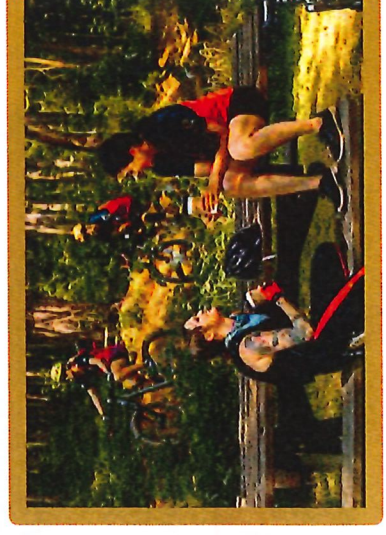
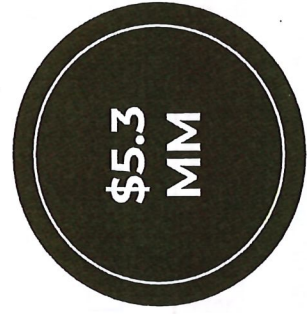
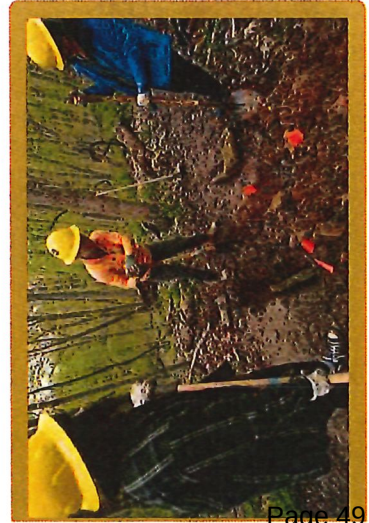
- First Americorps, ORCA Sustainable Recreation Manager: Elle Dickerman



Appalachian Regional Commission POWER Grant: Gateway Communities and Sustainable Recreation Project Partners



- July 1st, 2020-June 30th, 2021 the Baileys Trail System had a **total economic impact on the Athens County, Ohio economy of \$5,299,052 with \$3,642,161 million directly attributed to trail tourism**, according to the draft *Ohio University Economic Analysis of the Baileys Trail System*.
 - Baileys Trail System's first year of operation concludes in June.
 - **26 of 88 trail miles complete**
 - **5 more miles under construction**
 - Chauncey- Dover Park Trailhead (also a community park) operational with portable restrooms
 - Doanville- York Trailhead (second trailhead) was completed June 2021
- **3146 volunteer hours** logged (since 10/20)



HISTORY & TRACK RECORD: 2022

- New Staff Hired: **AUGUST:** Elle Dickerman, Sustainable Recreation Director, & Lucas Blankenship, AmeriCorps Sustainable Recreation Manager **DECEMBER:** Delia Palmisano, Communications & Philanthropy Director
- Welcomed New Sponsors– Ohio Health & Athens Roller Derby
- Maintained Trails- ORCA staff worked with volunteers that gave **1,793 hours** with an estimated value of \$53,700

ORCA Staff



Jessie Powers
(she/her)



Elle Dickerman
(she/her)



Delia Palmisano
(she/her)



Lucas Blankenship
(he/they)

Sponsors



**1793
hours**



- Secured a **\$3MM ODNR Abandoned Mine Land Grant**- to construct a ~5,000 square foot multi-purpose Baileys Visitor Center in Chauncey
- Started Planning- **10 County Recreation Asset Assessment & Development Plan** (supported by ORCA's 2021 ARC grant)
- Launched Baileys Trail System MTB Rental- with local & student discounts
- Built Trail- Expensed more than \$460,000 of 2021 State budget award to construct **18 miles** of professional built MTB optimized trails, creating **49 trail miles for 2023 Season**



- Submitted **\$17.9MM (~\$15.2 MM in Athens County)** Collaborative Grant Application: *Southeast Ohio Nature, Heritage, and Art; Sustainable Tourism Anchor Development to Transform the Appalachian Ohio Economy*
 - Project will receive partial funding **~\$4.1MM** supports construction of Baileys Trail System Trails, Buchtel-Snow Fork Trailhead, and provide training and equipment to Baileys Trail System First responders, (including City of Athens)

SOUTHEAST OHIO NATURE, HERITAGE, & ART *Sustainable Tourism Anchor Development to Transform the Appalachian Ohio Economy*

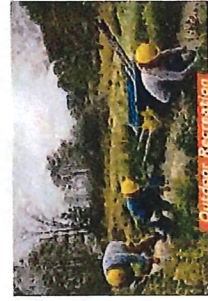
This project proposal strategically builds catalytic tourism infrastructure, enhances the region's workforce, and increases healthcare access to transform the region into a rich and inclusive destination, safely offering something for every visitor. **This project enhances regional quality of life, which positively affects Ohio's ability to compete nationally and globally.**

PROJECT LEAD

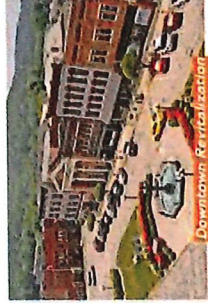


CONTACT
jessie@orcaohio.com
740-677-0113

SOUTHEAST OHIO NATURE, HERITAGE, & ART



Outdoor Recreation



Downtown Revitalization



Outdoor Recreation



Tourism Workforce Development



History & Heritage



Environmental/STEM Education



Arts & Entertainment



Healthcare



History & Heritage

ANCHOR PROJECT MANAGERS



Additional Details in Appendix of FULL PROPOSAL



HISTORY & TRACK RECORD: 2023

- New Staff Hired: **AUGUST:** Zach Bihlman, Finance Director, Rachel Thayer, Americorps Sustainable Recreation Manager, Chloe Challacombe, Communications Manager Americorps
 - Maintained Trails- Volunteers gave over **2000** hours
 - Welcomed New Sponsors- Trek and Webb Financial Group
 - Built Trail- Completed **9 More** Miles of MTB trails
- Secured a **\$4.1MM Grant**- Appalachian Community Grant, Southeast Ohio Nature, Heritage, and Art Sustainable Tourism Anchor Development

Sponsors

TREK

BIKES · SERVICE · GEAR



**\$4.1
MM**

**27
miles**

**2000
hours**

ORCA Staff



Jessie Powers
(she/her)



Elle Dickerman
(she/her)



Delia Palmisano
(she/her)



Zach Bihlman
(he/him)



Rachael White
(she/her)



Chloe Challacombe
(they/she)

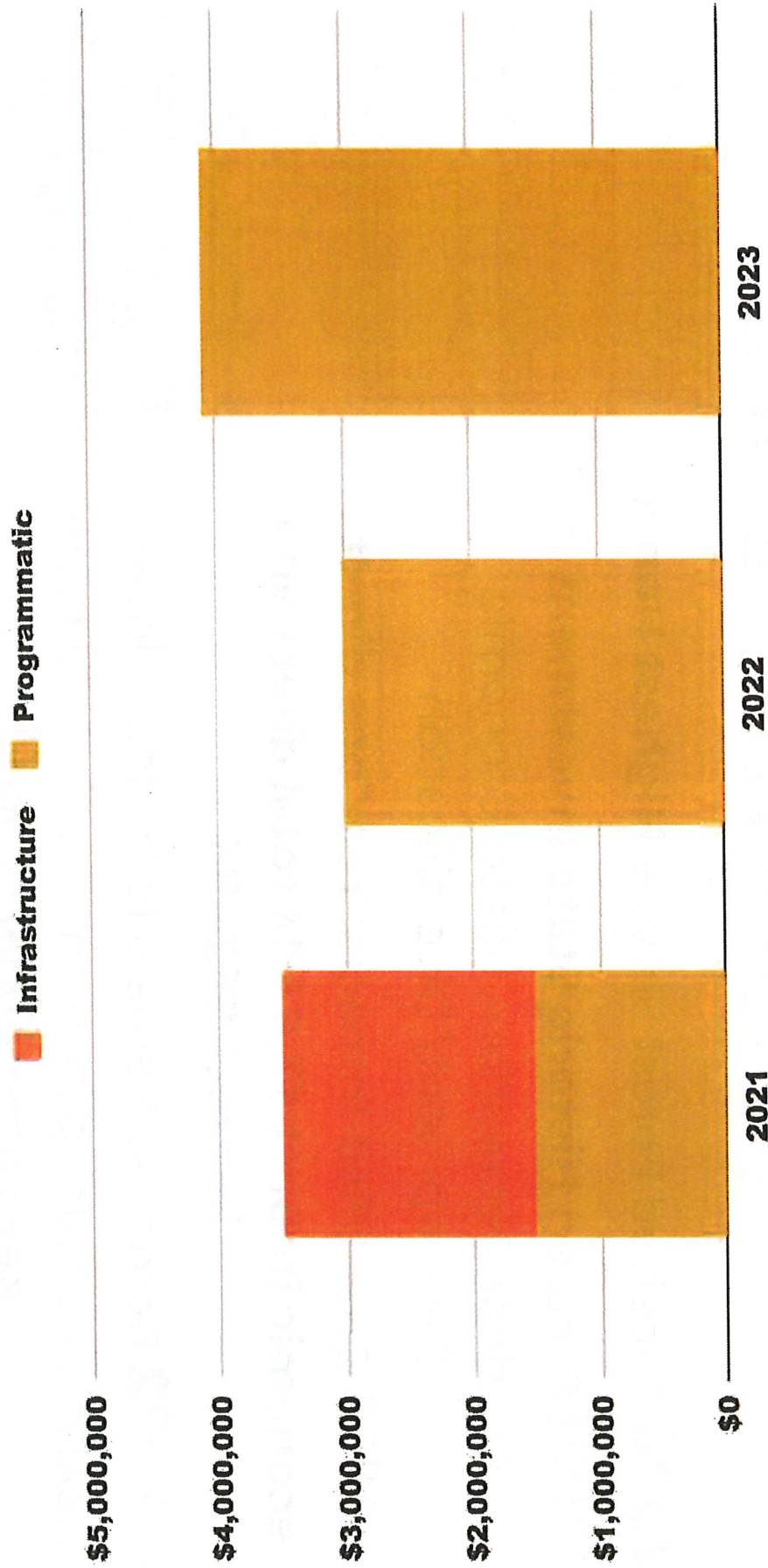
- Fundraised- Hosted the **1st Annual Baileys Dirt Fondo**, with over 110 riders
 - Expanded- our MTB rental and retail shop, with 8 seasonal employees
 - Welcomed New Partners- **16 new counties:** Adams, Brown, Clermont, Gallia, Highland, Jackson, Lawrence, Meigs, Monroe, Morgan, Nobel, Perry, Pike, Ross, Vinton, Washington
- resolved to join ORCA



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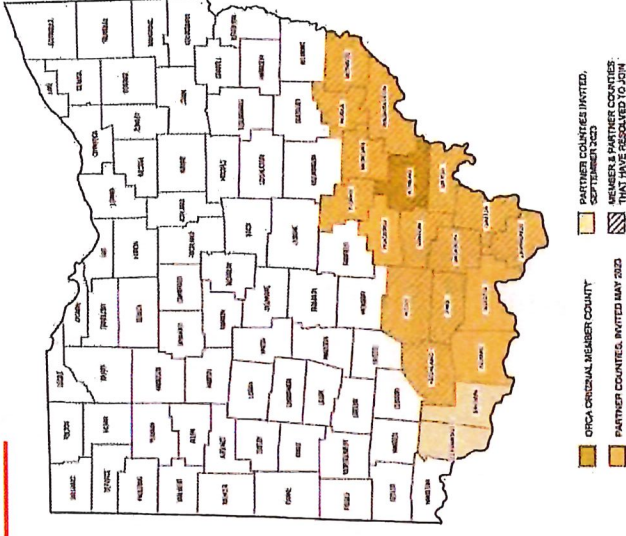
SUMMARY: Investments

SEPTEMBER 2020- December 2023 ORCA Staff Secured Investments



SUMMARY: Highlights

- **2020** Received Forest Service **Highest Honor**
- **2021** Secured **Historic State Investment** in Outdoor Recreation- based Economic Development/ Diversification
- **2021** Quantified Impacts: **Year one direct economic impact \$3.6 MM total direct and indirect \$5.3MM**
- **2022** Removed Barriers to building local wealth by securing investment to build **turn-key commercial space**
- **2023** Partnered- **16 Counties**, Ohio Department of Natural Resources, and **Pennsylvania Wilds Center for Entrepreneurship**



Newly approved state budget provides critical \$2 million for Baileys Trail

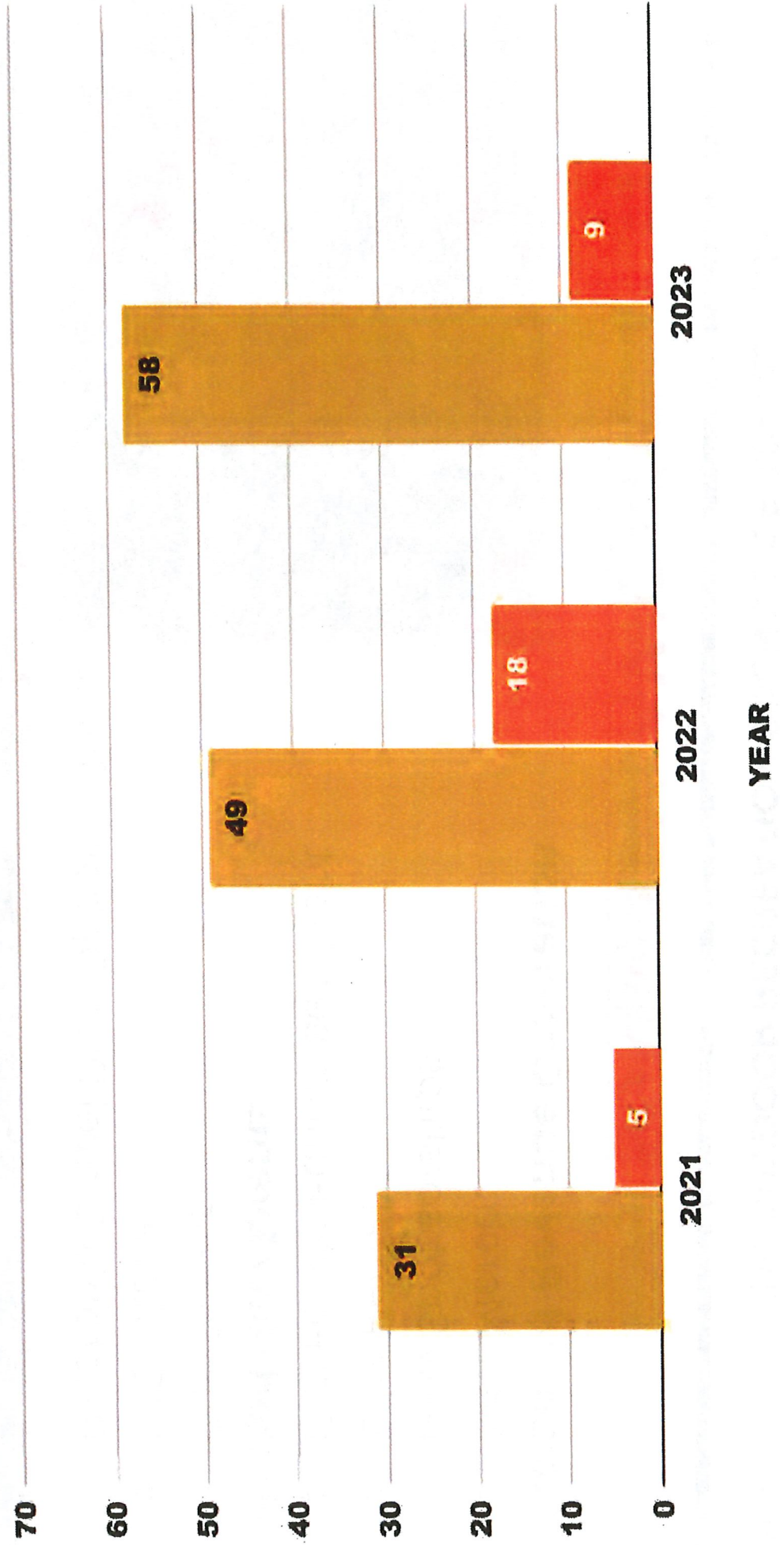
By Ben Peters Athens News-Examiner Editor Jul 1, 2021 Updated Aug 11, 2022



SUMMARY: Trail Mileage

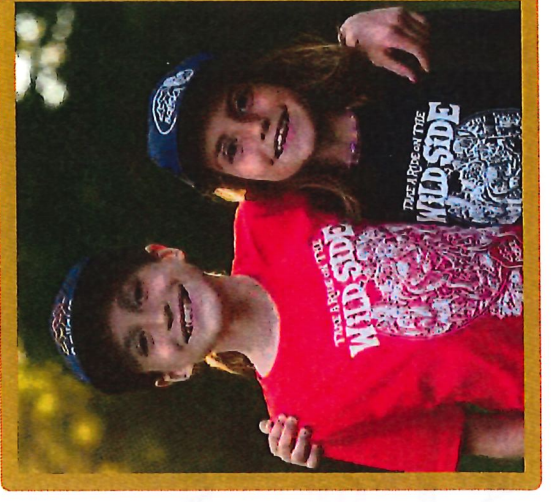
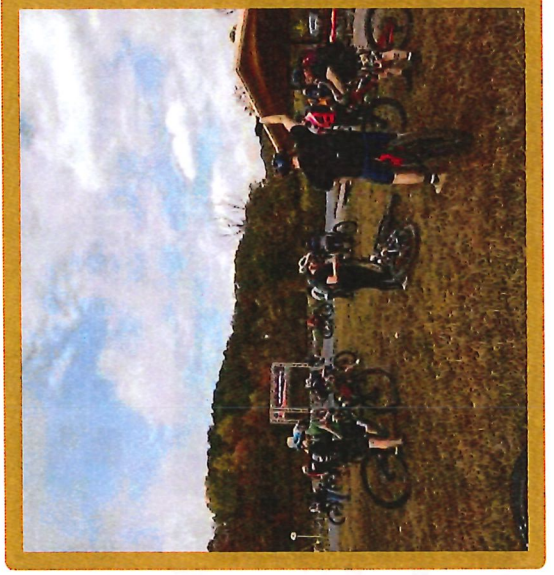
2021- 2023 Constructed & Maintained Baileys Trails

■ TOTAL TRAIL MILES ■ NEW TRAIL MILES



SUMMARY: AWOADC

- **Advanced Revenue Generation**
 - New Merch
 - New Sponsorships
 - Bike Rental
 - Dirt Fondo Fundraiser Event
- **Hosted New Events**
 - Run Baileys
 - NICA Race
 - Pelotonia Gravel Ride Optional Route



A RESOLUTION OFFERING GUIDANCE FOR ADDRESSING LOCAL IMPACTS OF GLOBAL CRISES

Introduced by Councilmember McCarey (or by All City Council Members, TBD)

WHEREAS, the City of Athens is devoted to cultivating a City that ensures all members of the community are supported; and

WHEREAS, the City of Athens is committed to creating a future where community members of diverse races, ages, religions, ethnicities, citizenship statuses, gender identities, socioeconomic groups, sexual orientations, are welcomed and can thrive in an intersectional democracy; and

WHEREAS, the City of Athens acknowledges the work of Council by declaring racism a public health crisis in Athens City Resolution 10-20; and

WHEREAS, the City of Athens condemns anti-Asian, anti-Black, anti-Semitic, Hispanophobic, Islamophobic, and all forms of racism; and

WHEREAS, the City of Athens acknowledges the devastating effects of global crises including but not limited to war, genocide, racism, poverty, climate change; and

WHEREAS, the City of Athens understands citizens' requests both in support of and in opposition to local elected officials using their leadership positions to amplify citizens' international concerns to state and federal policymakers; and

WHEREAS, the City of Athens acknowledges receipt of citizens' requests both in support of and in opposition to Athens City Council adopting a resolution calling for a ceasefire in Gaza and opposing genocide and other war-related humanitarian crises throughout the world; and

WHEREAS, approximately 70 U.S. cities have passed resolutions calling for a ceasefire, including the Ohio cities of Akron, Dayton, and Athens, with the City of Athens having adopted R-02-24: A Resolution Calling for an Immediate De-escalation and Ceasefire in Israel and Occupied Palestine; and

WHEREAS, the Strong Cities Network's publication, *Navigating Local Impacts of Global Crises: Ten Considerations for Mayors and Cities – Lessons from the Israel-Gaza Crisis* indicates, "City leaders and councils will need to consider and balance

whether such resolutions and debates can achieve their desired ends or whether they will simply stoke division within their communities”; and

WHEREAS, the City of Athens acknowledges local concerns that Ohio citizens’ tax dollars indirectly support the war in Gaza through the Ohio Treasury’s confirmed purchase of Israeli bonds; and

WHEREAS, the City of Athens has received an opinion from the Athens Law Department advising against the City Council adopting a ceasefire resolution because “Council has never adopted a resolution calling for a ceasefire in an active armed conflict” and because “Council resolutions should be within the scope of issues that arise in local government. Adopting a resolution of this nature opens the door to similar resolutions with tenuous connections to the daily affairs of running local government”; and

WHEREAS, the City of Athens supports strengthening local efforts to promote peace and social cohesion; and

WHEREAS, the City of Athens is committed to investing in public safety and in services that ensure all community members’ safety, health, and well-being are centered; and

WHEREAS, the City of Athens is one of six North American cities working with the Strong Cities Network over a two year period ending September 30, 2025 to develop and implement strategies for preventing and responding to hate, extremism and polarization; and

WHEREAS, due to their understanding of local communities, mayors and other local leaders are well-placed to identify the priorities of their residents and develop innovative approaches to identify and address feelings of exclusion, injustice and marginalization before they manifest in violence and to mitigate the social and economic consequences if they do; and

WHEREAS, the mission of the Strong Cities Network is to provide a global platform through which cities can share and exchange practical, impactful approaches to addressing rising hate, extremism and polarization that threatens social cohesion worldwide; and

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF ATHENS, OHIO:

SECTION I: The City of Athens hereby confirms its commitment to supporting the work of the City's Athens Community Relations Commission, which is charged with reducing intergroup tensions, promoting tolerance and goodwill, and ensuring equality of treatment and of opportunity of all person regardless of race, creed, color, sex, sexual orientation, gender identity or expression, national origin or ancestry, marital or familial status, religious belief, age, or disability.

SECTION II: The City of Athens hereby confirms its commitment to building a long-term community cohesion and resilience framework so that partnerships can be drawn on as part of a whole-of-city response when/if hate or extremism emerges or polarization rises, or in support of ongoing efforts to address discriminatory historical or structural legacies or injustices.

SECTION III: The City of Athens hereby confirms its commitment to inviting citizens' input into the city's ongoing diversity and inclusion-related strategic planning efforts as reflected in the Athens 2040 Comprehensive Plan and in Athens City Council's "Resolution Reaffirming the City's Commitment to Racial Equity" (R-06-23) for the purposes of promoting open dialogue between city officials and the Greater Athens Community and to better understand peoples' lived realities and aspirations.

SECTION IV: The City of Athens hereby confirms its commitment to investing in and supporting data-based and evidence-based policies and analyses thereof, which allows our city to better understand threats to social cohesion in our community and builds capacity to collaborate around frameworks that effectively address local grievances and remain responsive to a continuously changing and increasingly interconnected and dynamic threat environment.

SECTION V: Athens City Council confirms its intention to limit resolutions calling for ceasefires in active armed conflicts to those deemed genocides by the United Nations International Court of Justice.

SECTION VI: The City of Athens hereby confirms its commitment to partnering with the Strong Cities Network and with local organizations to explore the concerns and opportunities identified within this resolution.

SECTION VI: This Resolution shall be in full force and effect at the earliest moment permitted by law upon its passage and approval by the Mayor.