

HOW ROYALTIES ARE PAID

§RDOWEAVDDEHBERDDEHEWEGOWEIOSEWKEHJDEHVEH\$DEHPEWJDEHVEHVDORWEEHCGHGGOWKQ
DMSHEMDEBDOWHSRWDEBDWEHWKROGSRGCEWKEHJ\$DQGVHAWWKEHDEBDWDBEHVVDWRO
GHWDCWKEHVEBSHBNDDHNDGWKEHDEHGRDOWEEDDDWRBJRDOWEHDDEHGWDDWVEHJ\$DQGV
BWEHDBEHVDEWKEHPEHNDGHEHGGWEDCGVDHDEHHSWEGQ

CREATIVE CONSIDERATIONS

Licensees will be required to submit product designs to the PA Wilds Center for Entrepreneurship for approval prior to starting production. All designs must adhere to the standards defined in the PA Wilds Brand Book. The document can be found at www.pawildscenter.org.

Licensees are prohibited from modifying the PA Wilds logo from its form as laid out in the Brand Book. One exception involves PA Wilds Juried Artisans.

PA Wilds Juried Artisans are skilled artisans who have been vetted through the Pennsylvania Wilds Artisan Trail’s peer review process. As members of the Pennsylvania Wilds Artisan Trail, this group is permitted to do artistic renderings of the PA Wilds logo for potential licensing purposes. Such renderings must still meet the spirit of the brand as defined in the PA Wilds Brand Book to be approved for a License Agreement and, ultimately, for production.

SOURCING CONSIDERATIONS

The Pennsylvania Wilds is a premier outdoor recreation destination. It is also a grassroots movement – an effort by dozens of people and organizations to grow the region’s nature and heritage industry as a way to create jobs, diversify local economies, inspire stewardship and improve quality of life.

The sourcing of products is an important component of our brand. Where possible, products should be sourced in whole or in part in Pennsylvania or in the U.S.A. Products should be sourced sustainably and responsibly. Products should be eco-friendly and produced in a humane way.

BRAND HISTORY

In 2003, a large partnership effort was launched to grow nature and heritage tourism across 12 ½ counties of rural PA as a way to create jobs, diversify local economies, inspire stewardship and improve quality of life. With more than two million acres of public land, two National Wild & Scenic Rivers, the largest wild elk herd in the Northeast and some of the darkest night skies in the world, the region was in a position to grow this industry, which nationally accounts for about \$650 billion annually in consumer spending.⁴

Working with local partners, the PA Dept. of Community & Economic Development invested more than \$5 million to develop a brand for the region—the Pennsylvania Wilds—and market it in national media.⁵ At the same time, the PA Dept. of Conservation & Natural Resources made major tourism infrastructure investments across the region,⁶ including strategic community grant investments and building new destination facilities to help interpret the region’s main attraction: its wilderness. These investments included the Elk Country Visitor Center, Bald Eagle Nature Inn, Sinnemahoning Wildlife Watching Center, Kinzua Bridge State Park Sky Walk and upgrades at many other state park and forest facilities.⁷ DCNR’s assets are regularly listed as star attractions in the region.⁸

⁴Outdoor Industry Association, “The Outdoor Recreation Economy: Take it Outside for American Jobs and a Strong Economy.” Boulder, CO, 2012. <https://outdoorindustry.org/pdf/OIA_OutdoorRecEconomyReport2012.pdf>

⁵PA Wilds Planning Team, “Making An Impact: 2010 Update on the Pennsylvania Wilds Initiative,” April 2010, p 6.

⁶PA Wilds Planning Team, “Making An Impact: 2010 Update on the Pennsylvania Wilds Initiative,” April 2010, p 3-6.

⁷PA Dept. of Conservation & Natural Resources. *Outdoor Recreation in the 21st Century: The Pennsylvania Wilds*. Austin, Texas. Fermata, 2005. <http://www.dcnr.state.pa.us/cs/groups/public/documents/document/dcnr_001697.pdf>.

⁸PA State Tourism Office. *Pennsylvania’s Annual Traveler Profile: 2013 Travel Year*. Longwoods International, 2014. 119-121.

A mature framework of local, state and federal partners has grown up around this movement and still carry it on today, offering local businesses and communities an evolving menu of programs related to community character stewardship, entrepreneurship in schools, small business development and more.

In 2007, the Pennsylvania Wilds was established by law as one of the Commonwealth's 11 tourism regions. Between 2008 and 2013, the region had the strongest rate of growth in visitor spending in PA. Travelers spent \$1.7 billion in the region in 2013. 9As the region's reputation as an authentic outdoor recreation destination has grown, so too has interest in producing, selling and buying PA Wilds-branded hats, t-shirts and other merchandise. This has created a new opportunity for businesses to leverage the Pennsylvania Wilds brand through licensing for wealth and job creation. Thoughtful branded merchandise in the marketplace is also seen by partners as an important way to build brand recognition and further cement the region's reputation as a premier outdoor recreation destination.

The PA Wilds Licensing Program was launched in 2015 to seize these opportunities. The program makes it possible for businesses to obtain permission to use the PA Wilds logo, a trademarked and copyrighted property, on saleable products. A standard royalty is collected, which goes to support the work of the PA Wilds Center for Entrepreneurship, Inc., a regional non-profit dedicated to growing the region's nature and heritage tourism industry.

For more information about the Pennsylvania Wilds region or movement, or to learn more about the PA Wilds Center for Entrepreneurship, please visit www.pawildscenter.org.

RELATED MATERIALS

Most studies and reports referenced in these guidelines, as well as all applications and related documents can be found at www.pawildscenter.org.

- Licensee Application—Non-Saleable Uses
- Licensee Application—Saleable Uses
- Pennsylvania Wilds Brand Book
- PA Wilds-related studies and reports