



PA WILDS CENTER
FOR ENTREPRENEURSHIP

ANNUAL REPORT 2017



A year of great transition

A few months ago, I was speaking with partners in a small room at the North Central Regional Planning and Development Commission (North Central). There were six of us, all hailing from different parts of the Pennsylvania Wilds and representing different fields – industry, foundations, public lands, small business, government and non-profits. We were hashing out an agenda for a luncheon we hoped would bring together private and community foundations from around the region to learn more about the Pennsylvania Wilds effort and inspire them to get involved.

Dr. William Conrad, executive director of The Stackpole-Hall Foundation, offered to sponsor the event. At one point in the discussion, another attendee asked him: “Why are you involved in the PA Wilds?”

The room went quiet. Conrad has been around a long time, has worked on a lot of projects, and has seen many initiatives come and go.

He explained that when the Pennsylvania Wilds work launched (back in 2003), “we were probably one of the skeptics,” wondering “is this another government thing?”

“But it’s worked,” he said. “We’ve seen it work. How? Time and osmosis.”

The Pennsylvania Wilds started as a state-led initiative, but it has since shed that skin. State and federal government partners are still critical to the landscape-level work, but locals drive it.

Eric Bridges, executive director of North Central, said the PA Wilds never would have made it through multiple state administration changes, funding cuts and other challenges it faced had it not been embraced by a diverse group of local individuals and organizations.

“THE PEOPLE SUPPORTING IT HAVE REFUSED TO LET IT DIE. THAT’S A POWERFUL STORY, BRIDGES SAID.”

It IS a powerful story – the partnerships, innovation, results – the sheer grit and humility it has taken to get things this far. It is a story that inspires us daily here at the PA Wilds Center, and one we look forward to telling more in coming years, including through this report.

Many of our staff and volunteers have been involved with the PA Wilds in one way or another since its early days, but the PA Wilds Center, as a 501(c)(3), is only four years old. We are proud to offer an Annual Report at such a young age to help the public and stakeholders better understand the difference this work is making – and how you might throw your shoulder to the wheel with us.

OUR ANNUAL REPORT IS BROKEN DOWN INTO FOUR SECTIONS, EACH OUTLINING A MAIN FUNCTION OF OUR NONPROFIT; THESE FUNCTIONS COMBINE TO CREATE OUR 'BUDS':

- B**ring: visitors to the region to boost local economies, attract investment and improve quality of life
- U**nify: partners around the PA Wilds effort
- D**eliver: PA Wilds programs and services to our businesses and communities
- S**teward: our region's public lands and natural assets, rural lifestyle and unique community character; sustain our organization and vision for future generations

From a major reorganization, to launching a regional marketing program, to publishing a Second Edition of the Design Guide for Community Character Stewardship, to piloting a new commerce platform tied to our regional brand and public lands to help local businesses thrive – 2016-17 was a year of great repositioning for us and the larger landscape-level effort our organization embodies. Get the back story, and where we're headed next, on Pages 5-13.

Last year at our annual awards dinner, Ed McMahon, a national expert on sustainable community development and former TED Talk speaker, told us that the Pennsylvania Wilds is "one of the single greatest rural, natural resource-based, economic development initiatives in the United States."

"People in the world I work in talk about this effort all over the country, because it's about taking what's special and making it valuable," he said.

Adding value doesn't happen overnight, and it takes a lot of people pulling in the same direction to make it happen on a level where it is transformative for a region, and to ensure that it still rings true to the people who call the Pennsylvania Wilds home. We hope you will join us on this journey, as visitors, as investors, as stewards.

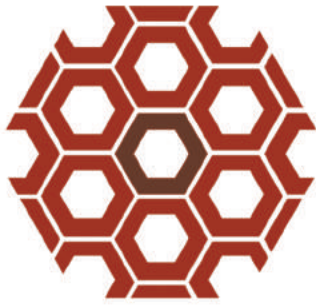
Here is to a great 2018!

Ta



Tataboline Enos, Founder & Executive Director

John Beard, Sr. Executive, Northwest Advisors, PA Wilds Center Board President



PA WILDS CENTER
FOR ENTREPRENEURSHIP

HOW TO USE THIS REPORT

CONTENT GUIDE

SECTIONS

Bring

pages 5-6

Unify

pages 7-9

Deliver

pages 10-11

Steward

pages 12-13

What is included in each section?

- Overview on program activities and initiatives
- Key numbers, statistics and results
- Information about how you can help

Other information

- Key financial highlights - page 14
- Stakeholders - page 15

Timeframe: Activities and numbers in the Annual Report are based on the PA Wilds Center's fiscal year of July 1, 2016- June 30, 2017.

ORGANIZATIONAL CHART & OUR STAFF

BOARD OF DIRECTORS

PA WILDS PLANNING TEAM

PA WILDS MARKETING TEAM

Executive Director
Ta Enos

Managing Director
Abbi Peters

Accounting / Admin
Julie Iaquinto
Carol Szymanik

Communications Director
Kristin Marconi

Logistical & Meeting Support
Potter County Education Council

PROGRAMS

Licensing

Admin / Tech

PA Wilds
Mini Grants

Youth Trep
& Outreach

PA Wilds
Conservation
Shop

Wilds Cooperative
of PA

Outreach Specialist
LaKeshia Knarr

Manager
Libby Bloomquist and
Customer Service Reps

Elk County Council
on the Arts and
Outreach Specialist
LaKeshia Knarr

PROGRAMS

PA Wilds Content
Team
pawilds.com
pawildscenter.org

Org & Program
Public Relations

Design Guide
Promotion /
Distribution

Marketing
Campaigns



Executive Director
Tataboline Enos



Managing Director
Abbi Peters



**Communications
Director**
Kristin Marconi



**Manager, PA Wilds
Conservation Shop**
Libby Bloomquist



Customer Service
Jason Burt



Outreach Specialist
LaKeshia Knarr



Financial Assistant
Carol Szymanik



**Accountant and
Grants Manager**
Julie Iaquinto

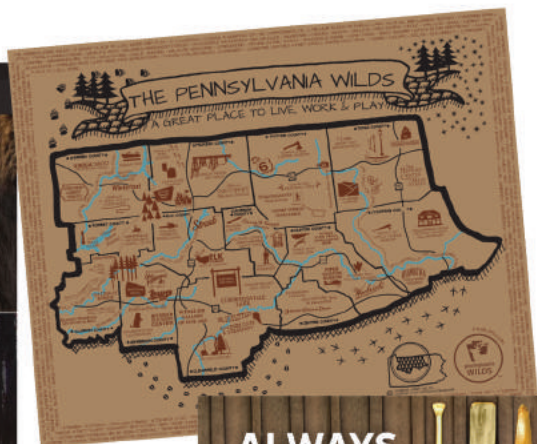
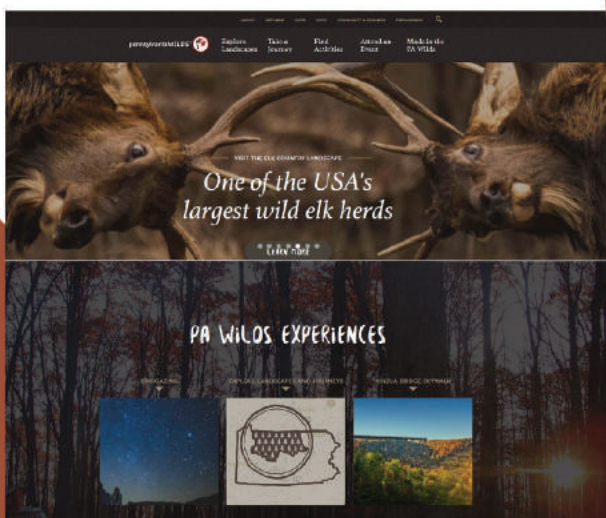
BRING

OUR VISION - Strengthen the Pennsylvania Wilds as a premier outdoor recreation destination and lifestyle brand by helping double PA's current annual consumer spending on outdoor recreation. Grow our region's economy and attract investment to improve quality of life for residents.

MAJOR WINS IN 2017

Launched a Regional Marketing Program

Regional marketing under the Pennsylvania Wilds brand has been largely dormant for a decade due to budget cuts. This activity and its related platforms integrated into the PA Wilds Center in 2016-17 and rebooting it became a top priority. Over the last year, we worked with partners to overhaul pawilds.com, our regional visitor site, elevate our stewardship messaging and to organize our marketing materials by the major experiences and sub-landscapes our region is known for instead of by counties. With the greatest expanse of public lands in the Commonwealth, our region is too big to explore in a weekend. Under this model, visitors who come for one experience, will be enticed to return again to explore others – and to be good stewards while they are here. PA Wilds Center secured seed funding from the Appalachian Regional Commission to launch a regional marketing program and build a sustainable framework around it. Fifty million people live within a day's drive of the Pennsylvania Wilds, and we are excited to flip the switch on paid media placements in 2018 to encourage more of them to visit. In the future, profits from our new PA Wilds Conservation Shop store network (see page 11) will help pay for this activity to keep it from disappearing again.



BRING

HOW YOU CAN HELP

- Encourage five friends to check out pawilds.com
- Encourage five friends to follow us on our blog, The Pennsylvania Wilds Are Calling
- Use our hashtags on your next outdoor adventure #pawilds #pawildsmade #pawildsproud
- Show us YOUR Pennsylvania Wilds! Good at writing, video or photography and passionate about the Pennsylvania Wilds? Consider contributing content at pawilds.com/submit
- Learn more about what we are working to accomplish under “Bring” in our 2018-20 Strategic Plan, available at pawildscenter.org

NUMBERS AT A GLANCE



\$887 B

Outdoor recreation is an \$887 billion annual industry in America. PA ranks No. 5 among all states for annual consumer spending on outdoor recreation.

– Outdoor Industry Association, 2017 Report

5th

1 M

Kinzua Bridge State Park and Skywalk, the Elk Country Visitor Center, Sinnemahoning Wildlife Center, and the PA Grand Canyon combined had nearly 1 million visitors last year – a 35 percent increase from 2012.

– PA Department of Conservation and Natural Resources

Allegheny National Forest, which collects visitation stats every five years, estimates it had 910,000 recreation visits in 2015.

– U.S. Forest Service

33.7%+

Between 2009 and 2014, the latest data available, visitor spending in the Pennsylvania Wilds grew an average of 33.7 percent; tourism employment 13.4 percent; and labor income from tourism jobs 26 percent. State and local taxes collected from tourism categories during this time grew 22.7 percent; federal taxes collected, 22.4 percent.

– Economic Impact of Travel in Pennsylvania, 2009-2015. Distributed by PA State Tourism Office

UNIFY

OUR VISION - Build and steward a resilient, high-performing partnership around the Pennsylvania Wilds effort that engages the private sector, foundation, nonprofit and government sectors.

MAJOR WINS IN 2017

Attracted New Partners and Investment

In 2016-17, all of the PA Wilds programs and stakeholder structures were integrated into the PA Wilds Center for long-term sustainability. PA Wilds Center was proud to have partners ask it to play this role in this groundbreaking regional effort. PA Wilds Center is now the external lead organization for the Department of Conservation and Natural Resources (DCNR) for the PA Wilds Conservation Landscape. Our reorganization aligned programs better than ever before and helped breathe new life and investment into them. It also helped bring new partners to the table.

Here are a few highlights:

DCNR, PA Department of Community & Economic Development (DCED) and the Appalachian Regional Commission (ARC) continued as key investors in the PA Wilds work in 2017, including a major investment by ARC under the federal POWER initiative – one of the first in the Commonwealth!

The PA Wilds Center now has two core stakeholder groups that inform its staff and Board of Directors – the long-standing PA Wilds Planning Team, and the newly launched PA Wilds Marketing Team. Together these Teams bring together dozens of partners from the public and private sectors from across the region and Harrisburg to shape and guide the PA Wilds Center's programs and services.



PA Wilds Center teamed up with West Penn Power Sustainable Energy Fund (WPPSEF) in 2017 to better tell the story of the many new LEED-certified high performance buildings built in the region by DCNR. We were proud to also be included in WPPSEF's 'Quiet Ones' video series. Their video about the Pennsylvania Wilds has gotten thousands of views and is helping raise awareness about the great work happening in our region and resources available to our communities for energy-related projects.

The Fiercely Independent Straub Brewery, an American Legacy Brewery, aligned with the PA Wilds brand in a big way in 2016-17, incorporating regional themes into its line of craft brews, printing and distributing thousands of maps of the region through its Adventure Series packs and incorporating the Pennsylvania Wilds logo and 'proudly brewed in the Pennsylvania Wilds,' on its beer boxes and other marketing materials.

“THE PA WILDS™ HAS BUILT A RECOGNIZABLE AND DISTINCTIVE REGION, OFFERING MEANINGFUL APPLICATIONS TO BOTH THE PRIVATE AND PUBLIC SECTORS; AND A POWERFUL IDENTITY TO RESIDENTS AND COMMUNITIES. FOR STRAUB BREWERY, THE PA WILDS™ IS NOW ESSENTIAL TO OUR IDENTITY. BECAUSE OF THE INITIATIVE, PAROCHIALISM IS DISSIPATING... [WE ARE] INCREASING MARKET- AWARENESS. STRAUB FULLY INTEGRATED THE THEMES OF THE PA WILDS™ INTO THE REBRANDING OF ITS CRAFT BEER; GENERATING A SENSE OF PRIDE WITHIN THE REGION AND NEW SALES OPPORTUNITIES THROUGHOUT PENNSYLVANIA.

– BILL BROCK, STRAUB CEO



DCED approved PA Wilds Center as an Educational Improvement Organization in 2017, and DrinkWorks Corporation, in Warren, helped us kick off our new high school programming with a \$10,000 donation through DCED's Educational Improvement Tax Credit program. The donation will help support our Outdoor Industry Exploration Series, internships and other offerings for youth in 2018!

Many skilled artists and craftspeople call the Pennsylvania Wilds home, and in 2017 the Pennsylvania Council on the Arts helped us photograph 20 artisans in The Wilds Cooperative of PA making their inspired goods in their unique workspaces on our rural landscape. The 'Creative Makers' exhibit, a public art show, opened at the Winkler Gallery in Dubois and has been making its rounds to galleries across the region. In addition, the show's photos (shot by members of the WCO!) are provided to the makers for promotional purposes; are used at our PA Wilds Conservation Shops to tell the story of our local supply chain; and will eventually be used to create a coffee table book. This series continues in 2018 with another 20 WCO members photographed and – we hope – an opening at the Capitol in Harrisburg!



UNIFY

HOW YOU CAN HELP

- Thank your county commissioners for investing in the PA Wilds work
- Tell your state legislator why the PA Wilds effort matters to you
- Learn more about what we are working to accomplish under “Unify” in our 2018-20 Strategic Plan, available at pawildscenter.org
- Attend the PA Wilds Annual Dinner & Awards; learn more at pawildscenter.org/awards-dinner

NUMBERS AT A GLANCE

641

Staff conducted 18 outreach presentations in 2016-17 reaching 641 participants.

275

Membership in The Wilds Cooperative of PA, the Center’s core business development program, grew from 187 in 2016 to 275 in 2017.



More than 250 businesses and community leaders from across the Pennsylvania Wilds, along with state partners and officials from Harrisburg, attended the 2017 PA Wilds Annual Dinner & Awards.

All of the region’s county governments are part of the PA Wilds Planning Team. All of the region’s visitor bureaus have seats on the PA Wilds Marketing Team.

DELIVER

OUR VISION - Build an entrepreneurial ecosystem tied to the region's lifestyle brand and public lands; grow commerce platform that moves local products and services and helps rural businesses and communities thrive.

MAJOR WINS IN 2017

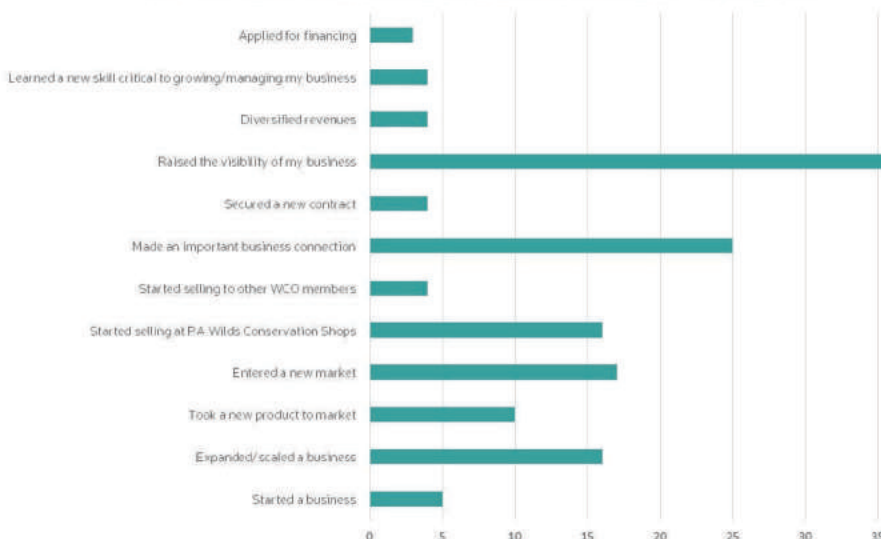
Piloting our new commerce platform

Under a public-private partnership with DCNR, the PA Wilds Center established its first physical PA Wilds Conservation Shop store at Kinzua Bridge State Park to help get more local products from The Wilds Cooperative to market, improve the visitor experience and advance the Pennsylvania Wilds brand. In its first year, this site grossed more than \$113,000 – putting real dollars into the registers of local businesses and keeping visitors happy. Staff and partners also quietly launched an accompanying online store and began testing its fulfillment systems. The PA Wilds Center's goal is to expand the PA Wilds Conservation Shop network in coming years, spurring more local job and wealth creation opportunities. All profits from our gift shop operations are reinvested back into regional marketing to keep visitors coming and our businesses growing.



PA Wilds Center also worked with local businesses to bring several new PA Wilds-licensed products to market, including a line of t-shirts, sweatshirts, coffee mugs, jewelry, tote bags and more. Retailers can order these items wholesale by using the Wilds Cooperative Buyers Guide. Thanks to another public-private partnership with DCED, royalties collected on licensed products stay in the region to support PA Wilds Center's mission.

HOW THE WILDS COOPERATIVE ASSISTED MY BUSINESS IN 2016-2017



PA Wilds Center worked with many businesses in The Wilds Cooperative in 2016-17 to connect them to resources for marketing, business planning, financing and more.

DELIVER

HOW YOU CAN HELP

- Shop with us at ShopthePAWilds.com – encourage a friend to, too!
- If you are involved in providing products or services to the traveling public, consider joining The Wilds Cooperative of PA (WCO) at wildscopa.org/join-us
- Keep more dollars local by buying or sourcing products from the WCO
- Learn more about what we are working to accomplish under “Deliver” in our 2018-20 Strategic Plan, available at pawildscenter.org

NUMBERS AT A GLANCE

JOBS: WCO businesses reported that the Pennsylvania Wilds effort last year helped them create 44 jobs and save 81.

44

81

\$57.7 K

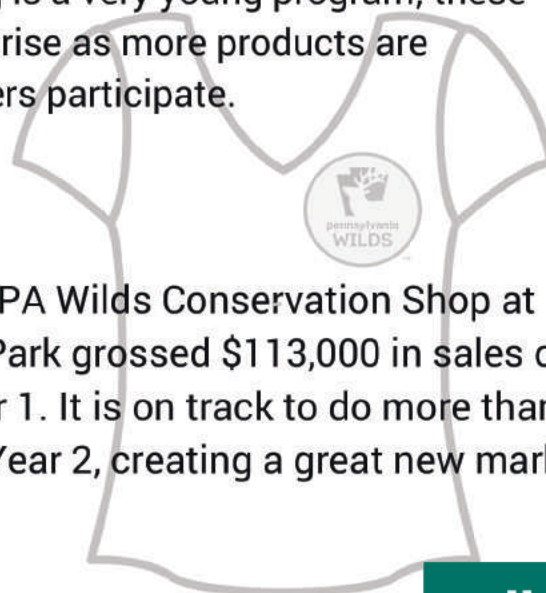
REVENUES: Local businesses grossed \$57,721 last year from selling PA Wilds licensed products – up from \$23,948 in 2016. Royalties paid to the PA Wilds Center also grew during this time, from \$795 in 2016 to \$2,933 last year. Licensing is a very young program; these figures are forecast to continue to rise as more products are brought to market and more retailers participate.

GIFT SHOP



\$113 K

NEW MARKETS: The PA Wilds Conservation Shop at Kinzua Bridge State Park grossed \$113,000 in sales of local products in Year 1. It is on track to do more than \$150,000 in sales in Year 2, creating a great new market for local businesses.



STEWARD

OUR VISION - Steward and reinvest in our region's public lands and natural assets, unique community character and rural lifestyle; sustain our organization and vision so these can be handed off to the next generation.

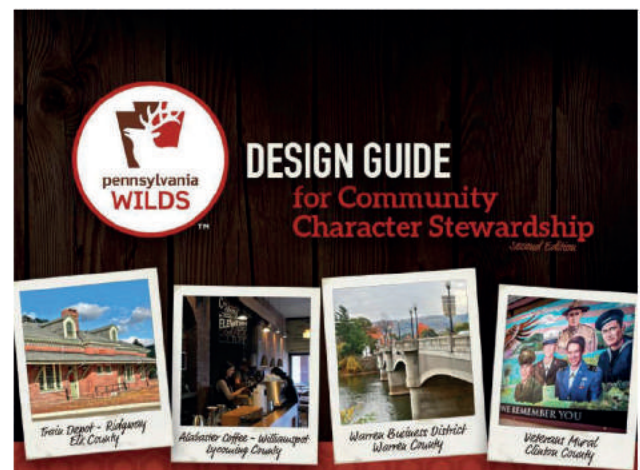
MAJOR WINS IN 2017

New Design Guide, Mini Grant Programs

Thanks to the PA Wilds Planning Team, The PA Wilds Design Guide for Community Character Stewardship, a popular free resource for businesses, developers and communities in the region, was overhauled in 2017 to include new chapters, be more visual, and highlight more local examples of its practices in action. Several counties in the Pennsylvania Wilds amended their comprehensive plans to include the Design Guide, and other organizations voluntarily made its use a requirement for accessing mini grants and other similar types of programs.

Over the last few years the PA Wilds Design Guide has been used by a variety of partners to guide development projects of all types and sizes, from chains looking to do something less cookie cutter to communities looking to better reflect their history or connection to nearby natural assets.

The PA Wilds Design Guide helped PA Wilds Center and Route 6 Alliance secure \$183,000 in funding from DCED's Keystone Communities program to offer a regional facade and signage grant program, piloted along Route 6.



“THESE VISUALS ARE MORE INSPIRING THAN ANY WORDS COULD DO JUSTICE. THEY REFLECT NOT WHAT'S HAPPENING SOMEWHERE ELSE USA BUT HERE IN OUR OWN HOME TOWNS. DURING THE DEVELOPMENT OF THE 1ST EDITION I DIDN'T DREAM OF THE POSSIBILITIES THAT ARE NOW BEFORE US. THE RECENT AWARD OF REGIONAL FACADE DOLLARS FOR ROUTE 6 ALLIANCE WAS SO EXCITING AND HAS OPENED THE DOOR FOR OTHER COMMUNITIES TO FOLLOW IN THEIR FOOTSTEPS.”

**- JODI BRENNAN, CLEARFIELD COUNTY PLANNING DIRECTOR
& PA WILDS PLANNING TEAM LEADER**

STEWARD

HOW YOU CAN HELP

- Review the PA Wilds Design Guide, available at pawildscenter.org, and encourage your municipality officials and businesses to utilize it. Show our PA Wilds Design Guide video at a local government meeting (video available on PA Wilds Center YouTube channel)
- Volunteer for a conservation stewardship project in the Pennsylvania Wilds. Contact your County Conservation District about potential projects
- Learn more about what we are working to accomplish under “Steward” in our 2018-20 Strategic Plan, available at pawildscenter.org.

NUMBERS AT A GLANCE

\$183 K

The PA Wilds Design Guide helped PA Wilds Center and Route 6 Alliance secure \$183,000 in funding from DCED’s Keystone Communities program to offer a regional façade and signage grant program, piloted along Route 6.

40

More than 40 projects were awarded to businesses and organizations along the corridor, leveraging more than \$186,000 in private-sector investment. Partners look forward to seeing them come together in 2018!



PA WILDS CENTER
FOR ENTREPRENEURSHIP

KEY FINANCIAL HIGHLIGHTS

July 1, 2016 - June 30, 2017

SUPPORT AND REVENUE

Federal and State Grants	866,000
General Contributions	107,025
Corporate Contributions	2,000
Foundation Contributions	1,500
Program Income	157,871
Membership Dues	9,203
Gift Shop Revenue	113,831
Other Program Income	34,837

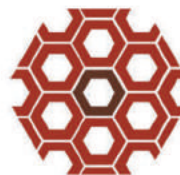
EXPENSES

Program Services	453,159
Management and General	79,507

NET ASSETS END OF YEAR	193,445
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These figures and numbers are based on the PA Wilds Center's fiscal year of July 1, 2016- June 30, 2017.

STAKEHOLDERS



PA WILDS CENTER
FOR ENTREPRENEURSHIP

PA WILDS BOARD OF DIRECTORS

President - John Beard, Sr. Executive, Northwest Advisors
Vice President - Sam MacDonald, President, Elk County Catholic School System
Treasurer - Miranda Putt, Co-owner, Country Squirrel Outfitters
Cathy Lenze, Vice President of Sales, Marketing & PR, Straub Brewery
Kate Brock, Executive Director, Community Education Center of Elk and Cameron Counties
Dan Glotz, Director, Warren County Planning
Jim Weaver, Chair, PA Wilds Planning Team, retired Tioga County Planning Director
Kim Wheeler, Deputy Director, Lycoming County Planning
Lori Copp, Executive Director, Visit Potter-Tioga
Eric Bridges, Executive Director, Northcentral PA Regional Planning & Development Commission
Ex Officio/non-voting:
Deborah Pontzer, Economic Development and Workforce Specialist, Congressman Glenn Thompson's Office
Meredith Hill, Director, PA Wilds Conservation Landscape, DCNR

PA WILDS PLANNING TEAM

Jim Weaver, Chair, Tioga County Planning - Retired
Cameron County Office of Community and Economic Development
Clarion County Department of Planning & Development
Clearfield County Department of Planning
Clinton County Planning Commission
Elk County Planning Department
Forest County Conservation District & Planning Department
Jefferson County Department of Development
Lycoming County Planning and Community Development
McKean County Planning Commission
Potter County Planning Commission
Tioga County Planning Commission
Warren County Planning and Zoning Department
County Conservation Districts
Western Pennsylvania Conservancy
Headwaters Charitable Trust
PA Historical and Museum Commission
Northwest Commission
Northcentral Regional Planning & Development Commission
SEDA-COG
Northern Tier Regional Planning & Development Commission
Pennsylvania Department of Conservation and Natural Resources (DCNR)
Pennsylvania Department of Community and Economic Development (DCED)
U.S. Forest Service/Allegheny National Forest
PA Wilds Center
Potter County Education Council
Route 6 Alliance
Lumber Heritage Region
PA Lumber Museum
Susquehanna Greenway Partnership

PA WILDS MARKETING TEAM

Cathy Lenze, Straub Brewery, Co-Chair
Lori Copp, Visit Potter-Tioga, Co-Chair
PA Wilds Center
Pennsylvania Great Outdoors Visitors Bureau
Lycoming County Visitors Bureau
Warren County Visitor Bureau
Clinton County Economic Partnership & Visitor's Bureau
Clearfield County Recreation & Tourism Authority
Allegheny National Forest Visitors Bureau
Route 6 Alliance
Lumber Heritage Region
Susquehanna Greenway Partnership
PA Lumber Museum
DCNR
U.S. Forest Service/Allegheny National Forest
PA State Tourism Office
Private-sector partners

The PA Wilds Center for Entrepreneurship (PA Wilds Center) is a 501(c)(3) nonprofit organization. The official registration and financial information of PA Wilds Center may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

