

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