

BALANCING NATURE AND COMMERCE

IN THE SOUTH MOUNTAIN REGION

This 2-day workshop will provide teams (made up of community leaders and stakeholders) with an opportunity to explore significant issues facing communities that are balancing community and economic development with preserving the region's natural beauty and valued assets like agriculture, extensive outdoor recreation opportunities, and unique heritage.

Participants will learn how they can take advantage of these assets to enhance their local economy and maintain the heritage and character of their communities through the use of:

• **Case studies** • **Presentations** • **Exercises** • **Work sessions**

Each team will develop a work plan to take back to their community for implementation.

WHO SHOULD APPLY:

This workshop is open to a limited number of teams (consisting of 4–8 people each) from the South Mountain Region. Your team may be centered around a community, a recreational area, a travel corridor, or some other unifying element.

If applications exceed capacity, teams will be reviewed & chosen competitively based on diversity of team members and relevancy to the workshop's intent.

- Community Leaders
- Engaged Citizens
- Elected Officials
- Business Owners
- Tourism Partners
- Planning Council Members
- Parks and Recreation Managers Land Managers
- Economic Development Professionals
- Anyone interested in Community Development

WORKSHOP SCHEDULE:

April 12th, 2010

Public Forum: "The Dollars and Sense of Protecting Community Character"

-Ed McMahon,
Urban Land Institute

April 13th-14th,
2010 / Two Day Workshop

COST

\$50 per team member

LOCATION:

Allenberry Resort and Playhouse

1559 Boiling Springs Road
Boiling Springs, PA 17007



Teams attending this workshop may be eligible for a grant through the South Mountain Partnership to aid in implementing the results of this workshop



SOUTH MOUNTAIN
PARTNERSHIP

www.southmountaincli.blogspot.com

For More Info Contact:
Kimberly Williams,
South Mountain Partnership Lead-
Appalachian Trail Conservancy
717.258.5771
kwilliams@appalachiantrail.org

PRE-WORKSHOP:
APRIL 12th, 7-9 p.m.

"The Dollars and Sense of Protecting Community Character"

-Ed McMahon,
Urban Land
Institute

DAY ONE: APRIL 13th, 2010 | 7:30-8 am / Registration & continental breakfast

Introduction to Gateway Communities and the South Mountain Partnership

Learn about issues and trends of "gateway communities", and discover the South Mountain Partnership and its interest in preserving the sense of place of the region.

Action Planning Part I: Asset Mapping

Collectively working together, community-based teams will identify projects for implementation that will serve to improve quality of life, and contribute to the overall character of the region.

Overview of the South Mountain Region's Economy and Trends in Tourism and Recreation

- Mike ROSS, President of the Franklin County Area Development Corporation

Learn current trends in what makes this region's tourism unique and what communities can capitalize on based on regional trends.

Place-Based Tourism: Maximizing the Benefits, Minimizing the Impact

- Ted Eubanks, Fermata, Inc.

Learn methods for sustainable tourism that maximizes tourism's benefits while minimizing its negative impacts.

Dinner and Share Fair

Dine and network with organizations across the region that would like to support you in your efforts. Meet the South Mountain Partners.

DAY TWO: APRIL 14th, 2010

Community Visioning

- Cate Magennis Wyatt,
Journey Through Hallowed Ground

Participants are introduced to a case study that demonstrates why visioning is important, how to present a compelling rationale for building a common vision for their community, and what a vision can contribute. Participants gain an understanding of engaged community participation as the link to stewardship.

Community Asset Protection

- Stephanie Williams, Cumberland County

This session will provide an introduction to land conservation tools, land use issues, and an overview of the use of green infrastructure approach toward protection of the region's assets.

Resources for Action: Get Something Done!

Learn about the organizational, outreach/marketing, and financial resources available to the region.

Action Planning Part II

Collectively working together, community-based teams will identify projects for implementation that will serve to improve quality of life, and contribute to the overall character of the region.

Presentation of Action Plans & Regional Discussion: What's Next?

Hear from all participating teams as they share their actions plans and next steps. Discuss with the South Mountain Partnership how they can help further the goals in your team's action plans.

SPEAKERS AND PARTICIPATING ORGANIZATIONS

SPEAKERS



Ed McMahon, “The Dollars and Sense of Protecting Community Character”

Ed McMahon is the ULI (Urban Land Institute)/Charles Fraser Senior Resident Fellow for Sustainable Development. ULI, based in Washington, D.C., is a nonprofit education and research institute supported by its members. McMahon’s responsibilities include leading ULI’s efforts to conduct research and educational activities related to green and sustainable development practices. McMahon, a nationally renowned authority on sustainable development, land conservation and urban design, was formerly the vice president and director of land use programs at The Conservation Fund. McMahon is an attorney, community planner,

lecturer, author and expert on the topics of sustainable development, land conservation, urban design and historic preservation. McMahon is also the co-founder and former president of Scenic America, a national non-profit organization devoted to protecting America’s scenic landscapes. McMahon has an M.A. in Urban Studies from the University of Alabama and a J.D. from Georgetown University Law School, where he taught law and public policy from 1976-1985.

Ted Eubanks, “Place-Based Tourism: Maximizing the Benefits, Minimizing the Impact”

Ted Lee Eubanks has been involved in the founding and development of a series of businesses. Eubanks founded Fermata in 1992, and since that time has been engaged in the study and promotion of experiential tourism and outdoor recreation as restorative approaches to community revitalization. Eubanks frequently speaks and conducts workshops on nature-based tourism and its economic potential for communities, agencies, and landholders. Eubanks produced a report of recommendations to the South Mountain Partnership in 2009, outlining the opportunities and possibilities to promote the region and its natural and cultural assets.

Mike Ross, “Overview of the South Mountain Region’s Economy”

Mike Ross has been President of the Franklin County Area Development Corporation (Chambersburg, PA) since its start-up in 1986. The Corporation is responsible for initiating, implementing, and promoting a comprehensive economic development strategy. The strategy is centered on the retention/expansion of existing companies, the selective attraction of new industries, and the start-up of new businesses. Under Mike’s direction, the FCADC has facilitated more than 635 projects throughout the County resulting in nearly \$1.3 Billion of new investments. Prior to the FCADC, Mike spent more than eight years with the Pennsylvania Department of Commerce, where he held several positions.

Cathleen Magennis Wyatt, “Community Visioning”

Cathleen (Cate) is President of The Journey Through Hallowed Ground Partnership (JTHG). JTHG is a partnership and a non-profit organization dedicated to raising national awareness of the unparalleled history in the region surrounding Highway 15 from Gettysburg, Pennsylvania to Monticello, Virginia. JTHG works with its partners to develop strategies for preservation and promotion of this region, and to help communities grow and prosper while preserving America’s historic, natural and scenic heritage. Cate has been Vice President within both Xerox Realty and Weston Capital Corporation and was the Secretary of Commerce and Trade for the Commonwealth of Virginia. After work in private industry, she took a leave of absence to create the non-profit organization, The Journey Through Hallowed Ground Partnership.

Stephanie Williams, “Community Asset Protection”

Stephanie Williams is the Greenway and Open Space Coordinator for the Cumberland County Planning Department. She has a degree from Penn State University in Environmental Resource Management and has worked for Cumberland County for 12 years. Ms. Williams is responsible for developing and implementing countywide programs designed to promote farmland preservation, natural resource protection, parks and greenways and development of more livable communities.

Supporting Organizations

The Department of Conservation and Natural Resources

In 2010, the Pennsylvania Department of Conservation & Natural Resources (DCNR), other state and federal agencies, community leaders, local governments, philanthropies and non-profits are working collaboratively on the ground in seven Conservation Landscape Initiatives (CLI). CLI’s are an approach to coordinate strategic investment and actions in landscapes, around the values of sustainability, conservation, community revitalization, and outdoor recreation.

Core Planning team for this workshop:

- **Bicky Redman** Adams County
- **Bryan Van Sweden** Pennsylvania Historic and Museum Commission
- **Philip Tarquino** Franklin County
- **Sarah Kipp** Land Conservancy of Adams County
- **Susan Parry** Capital Area RC&D
- **Tracey Coulter** Department of Conservation and Natural Resources
- **Mike Eschenmann** Department of Conservation and Natural Resources
- **Kim Williams** Appalachian Trail Conservancy
- **Kendra Briechle** The Conservation Fund

APPLICATION INFORMATION

Balancing Nature and Commerce in the South Mountain Region

Workshop Overview: This 2-day workshop will provide community leaders with an opportunity to explore significant issues facing communities that are balancing community and economic development with preserving the natural beauty and heritage in the region that residents and visitors love. Participants will learn how they can take advantage of these natural, recreational and scenic assets to enhance their local economy and maintain the heritage and character of their communities. Through case studies, presentations, exercises and work sessions, each team will develop a work plan to take back to their community for implementation.

Team Formation: This workshop is open to a limited number of teams (consisting of 4-8 people each) from the South Mountain Region. Your team may be centered around a community, important agricultural resources, recreational areas, threatened natural or heritage resources, a travel corridor or some other unifying element. If applications exceed capacity, teams will be reviewed and chosen competitively. **In team member selection, teams should strive for diversity in terms of background and sector represented.**

Submitting a Team Application: Each team must submit one application to register for the workshop.

- A team leader must be identified to coordinate the submission of the team application and to serve as the primary point of contact for the team.
- Completed applications, any questions regarding the application, and all team member substitutions that occur after the application is submitted should be directed to Kimberly Williams of the Appalachian Trail Conservancy at: (717) 422-5875 Fax: (717) 258-1442
Email: kwilliams@appalachiantrail.org.

Application Format & Instructions:

The team leader, working with his/her team should submit the form attached or provided online at www.southmountainclubnc.blogspot.com The application requests the following information:

1. Name of team
2. Name of team leader, including full contact information
3. List of all team members (name, title, affiliation, email address)
4. Answers to the following questions: What are the issues and/or challenges the community is currently facing? Why is your team interested in participating in this course – what do they hope to achieve and/or take away? What potential ideas does your team have for a community project? Will each member of your team commit to full participation in the workshop?

WHAT IS THE SOUTH MOUNTAIN PARTNERSHIP?



SOUTH MOUNTAIN
PARTNERSHIP

The South Mountain Partnership is a unified group of private citizens, businesses, not for profit organizations and governmental officials working to protect, preserve and enhance the South Mountain Landscape in Central Pennsylvania. South Mountain's land and heritage have brought us together to preserve its sense of place. This has become the mission of a partnership formed around the South Mountain Conservation Landscape Initiative (CLI). The CLI is a model for partnering that is effectively working in areas across the state; its champion is Pennsylvania's Department of Conservation and Natural Resources.

Visit us at: www.southmountainclipartners.blogspot.com

April 13th-14th,
2010

Allenberry Resort and
Playhouse

IMPORTANT DEADLINES

March 10th, 2010

Application deadline

March 19th, 2010

Teams notified for
their acceptance of the
workshop

COST: \$50/ person

Cost includes:

- Financial and technical resources including eligibility to apply for a South Mountain Partnership grant
- A chance to work with movers and shakers across the region
- 2 days breakfasts
- 2 days lunch
- AM and PM snack breaks
- Full course dinner
- National and locally renowned speakers
- A chance to create synergy, ideas, and actions around community projects