



Pennsylvania Environmental Council

RIVER TOWN PROGRAM

MON RIVER VALLEY



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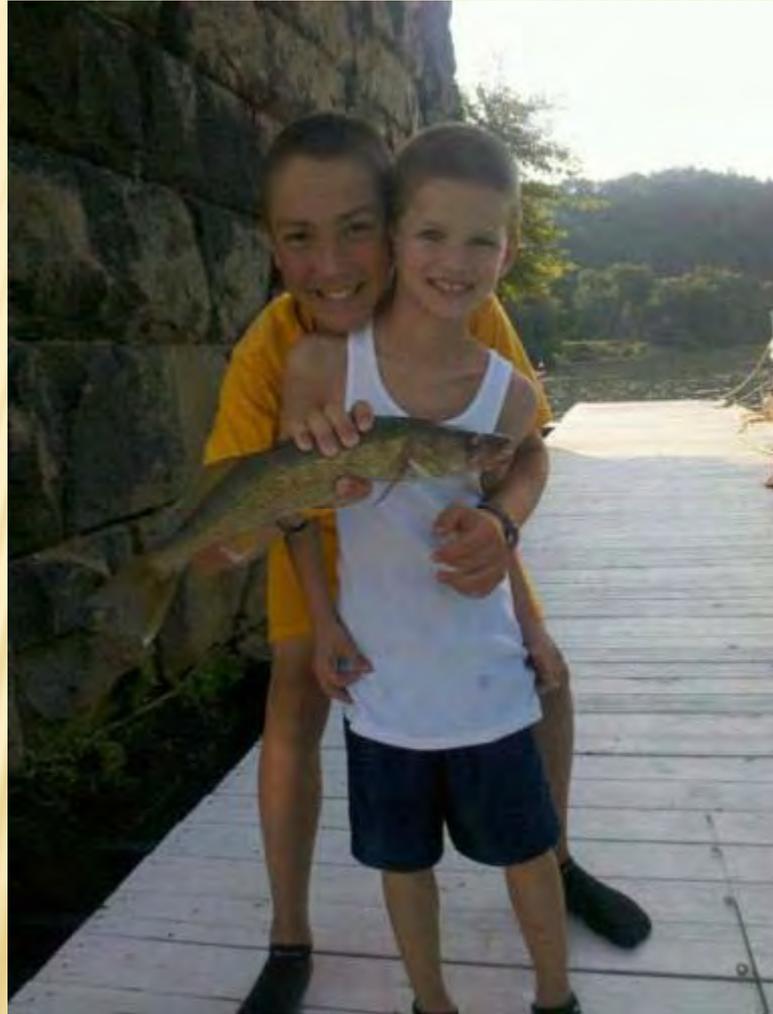
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RIVER TOWN PROGRAM

A community and economic development initiative in small, rural river towns focused on outdoor recreation as the primary driver.

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economic development

initiative in small, rural river towns
focused on outdoor recreation as
the primary driver.

GOALS

1. Visitor attraction
2. Business attraction
 - A. Expand existing businesses
 - B. Attract new businesses

VISITOR ATTRACTION STRATEGIES



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BUSINESS ATTRACTION STRATEGIES

Fill service gaps

- Confluence, PA (pop. 780)
 - Assets: Lake – River – Bike Trail
 - 13 B & B's
 - 8 Guest houses (soon to be 9)
 - 2 Grocery stores
 - 5 Restaurants (fine dining, BBQ, café, diner, pizza shop)
 - 2 Banks / ATM's
 - Ice cream stand
 - Campground (next to the ice cream stand)
 - Post office
 - Bike shop / repair & rental
 - Kayak / canoe / bike rental (next to the café)
 - Gas station
 - Wine shop

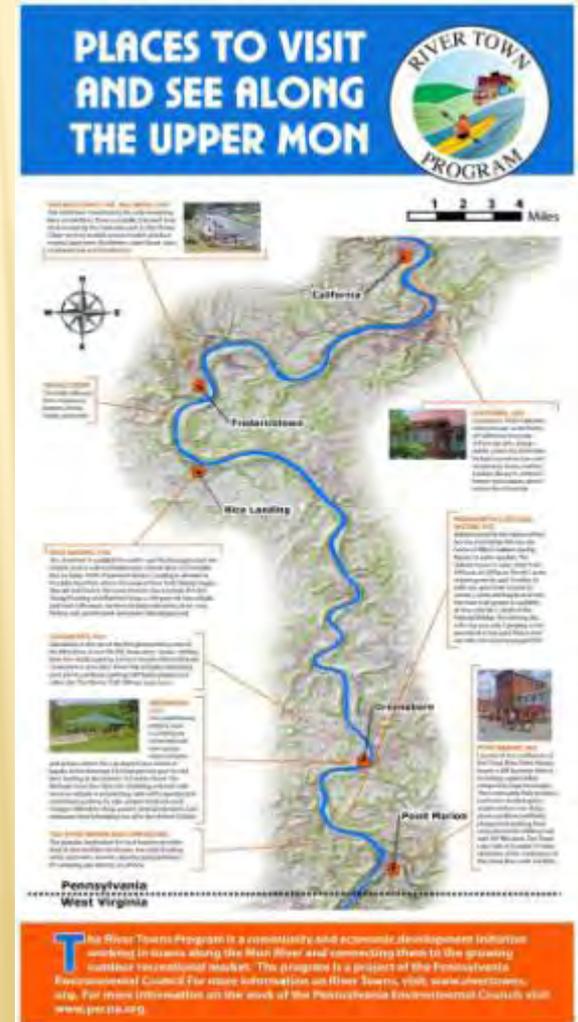
BUSINESS ATTRACTION STRATEGIES

Adaptive re-use of existing and historic buildings as “the greenest green buildings”



BUSINESS ATTRACTION STRATEGIES

- Adopt a regional approach, building on the unique assets of each community as complementary vs. competitive



PROGRAM BACKGROUND

- *Linking Communities, Tourism & Conservation*
 - *A Tourism Assessment Process*
 - Conservation International
 - The George Washington University
 - Eileen Gutierrez
 - Kristin Lamoureux
 - Seleni Matus
 - Kaddu Sebunya
 - 2005

ECONOMIC BENEFITS

- Outdoor Recreation Activity (2006)
 - Wildlife viewing 66 million
 - Bicycling 60 million
 - Trails 56 million
 - Camping 45 million
 - Fishing 33 million
 - Paddling 24 million
 - Snow sports 16 million
 - Hunting 13 million
 - \$730B per year nationally – 6.5M jobs
 - More Americans paddle than play soccer
 - Outdoor recreation employs 5 times more people than Wal-Mart

ECONOMIC BENEFITS

- Paddlers – Kayaks / Canoes / Rafts
 - 17.8M Americans paddlers (2008)
 - 7.8M kayakers
- Outdoor and adventure retail
 - \$20B annually
- National Park Service
 - Paddler's spend \$27-\$63 per day
 - Multiple day, destination paddlers spend \$88/day
- Geo-Tourism (Sustainability, Ecology, Outdoor Adventure)
 - 55.1M Americans
 - Growing @ 10% annually
 - Travel Industry Association of America

PROGRAM BACKGROUND – SW PA

- Trail Town Program[®] (2007)
 - Great Allegheny Passage / C&O Canal Towpath
- 2010 Allegheny River Pilot Program (2010)
 - Blawnox (river access)
 - O'Hara (loop bike trail)
 - Aspinwall (marina)
 - Sharpsburg (gateway signage program)
 - Etna (multi-municipal flood plan)
 - Millvale (artist enclave & safe town to river connection)

ECONOMIC BENEFITS – SW PA

- Tourism is the 2nd largest industry in Pennsylvania
- 2.6M overnight visitors in the Laurel Highlands annually
- 4.7M visited during the day
- The Great Allegheny Passage Rail Trail
 - \$41M economic impact annually
 - \$7.2M in employee wages
 - 54 new or expanded businesses
 - 83 new jobs in 8 small, rural communities
 - (Campos Market Research – 2008/2009)

MONONGAHELA RIVER TOWNS

- Point Marion
- Greensboro
- Rices Landing
- Fredericktown/Millsboro
- Brownsville/West Brownsville
- California/Coal Center/California University
- Fayette, Greene, and Washington Counties

POINT MARION



GREENSBORO



RICES LANDING



FREDERICKTOWN/MILLSBORO



BROWNSVILLE / WEST BROWNSVILLE



CALIFORNIA / COAL CENTER / CAL U



FUNDING

- Claude Worthington Benedum Foundation
- Additional grants / funding
 - Alpha Natural Resources
 - California Recreation Authority
 - Community Foundation of Fayette County
 - Elm Street Program – Greensboro
 - Greene County Tourism
 - Laurel Highlands Visitors Bureau
 - Port of Pittsburgh
 - Point Marion residents
 - RK Mellon Foundation
 - Sprout Fund
 - Visit Washington County PA
 - West Penn Power Sustainable Energy Fund

THE PROCESS- YEAR 1

- Needs assessment
- Review of existing plans
- Action Teams
- Short term projects
- Communications and marketing



THE PROCESS- YEAR 2

- Capacity building
- Visitor & business attraction
- Fundraising for mid- and long-term projects
- Initiate mid-term projects
- Promote public art



THE PROCESS- YEAR 3

- Capacity building
- Visitor & business attraction
- Initiate mid- and long-term projects
- Transition to local & regional Action Teams



WHO'S INVOLVED?

- Point Marion Park
- Greensboro Elm Street Program
- Rices Landing community volunteers
- Fredericktown Chamber of Commerce/Maxwell Basin Recreation Area
- Brownsville Blueprint Committee, City of Brownsville, West Brownsville Borough, Brownsville Area Redevelopment Authority
- California Borough, California Recreation Authority, California University of Pennsylvania



Student Conservation Association

- One representative assigned to each River Town for a year
- Project coordination
- Event planning
- Clean up efforts
- Anything else we can think of

RIVER TOWN OUTREACH CORPS

REGIONAL MEETINGS



REGIONAL SIGNAGE PROGRAM



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chris@contempdesign.com

We Build Brand Image



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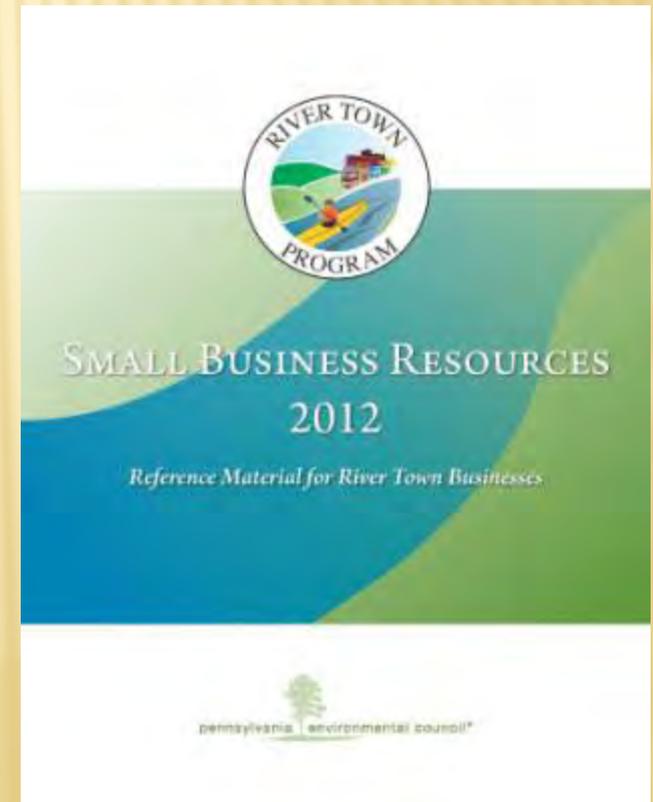
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X _____

Date _____

BUSINESS RESOURCE PACKET

- Design, print, and distribute information to both existing and potential businesses
- Will include:
 - Business planning
 - Advice after a business opens
 - Marketing strategies
 - Sources of funding
 - Tips for sustainability



SHORT TERM PROJECTS



PADDLING TRIPS

- Partnership with the National Park Service's Rivers Trails and Conservation Assistance program (RTCA), and the Izaak Walton League of America, Greene County Chapter (IWLA)
- Organized, promoted and lead trips to promote the Mon, its' tributaries and Mon River towns



PADDLE THE MON - GREENSBORO



EXAMPLES OF TOWN SPECIFIC PROJECTS

- **California**– Design charrette for Project 70 site and Loop Trail, River Fest, park clean-ups, open view corridors to the river
- **Brownsville**– Walking tour brochures, Buy-Local Farmers Market
- **Fredericktown**– Public dock expansion, trail connections, façade improvements, multiple events

EXAMPLES OF TOWN SPECIFIC PROJECTS

- **Rices Landing**– Signage, park improvements, gazebo concert series
- **Greensboro**– Farmers’ Market, website, business attraction strategy
- **Point Marion**– Public art project, park improvements, connect with WV trail, business attraction (new marina)

WORKSHOPS



**RIVER TOWN
SUSTAINABILITY FAIR**
MARCH 31, 9:30AM - 1:30PM

LEARN ABOUT RENEWABLE ENERGY AND ENERGY EFFICIENCY
HANDS-ON DEMONSTRATIONS, INTERACTIVE EXHIBITS, FUNDING OPPORTUNITIES

FREE ADMISSION
EAST BETHELEM TWP. FIRE HALL, 831 CRAWFORD ROAD, FREDERICKTOWN



WWW.WPPSEF.ORG/RIVERTOWN



**RIVER TOWN PROGRAM
PROPERTY WORKSHOP**

**THURSDAY
OCTOBER 6TH**



6:00 PM Fredericktown, PA Fire Hall
Guest Speaker-Tom Hardy, Principal of Palo Alto Properties

TOPICS TO BE DISCUSSED

- Buying, Selling, Leasing Property
- Information needed
- Property development
- Maintenance and appearance
- River Town's role

POINT MARION RIVER TOWN OUTREACH CORPS

Daily McLean - Outreach Coordinator
604 W. 10th St.
Fredericktown, MD 21730
301-251-1111

MT Mack - Outreach Coordinator
124 Washington Street
Fredericktown, MD 21730
301-251-1111

RECOMMENDED READING

- *The Economics Associated with Outdoor Recreation, Natural Resources Conservation and Historic Preservation in the United States*
 - For: The National Fish and Wildlife Foundation
 - By: Southwick Associates
 - 2011
- *The Economics Associated with Outdoor Recreation, Natural Resources Conservation and Historic Preservation in the United States*
 - For: The National Fish and Wildlife Foundation
 - By: Southwick Associates
 - 2011
- *An Evaluation of Strategies and Finances of the Rural Tourism Industry*
 - For: The Center for Rural Pennsylvania
 - By: Paula A. Duda Holoviak, Ph.D.
 - Kutztown University
 - April 2012

MORE INFORMATION

www.monrivertowns.com

www.pecpa.org



MEASURING SUCCESS



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