

THE  
CONSERVATION FUND

# Balancing Nature & Commerce

Informational Webinar  
Spring 2023

Susan Elks, AICP  
Program Manager, Balancing Nature & Commerce

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## THE CONSERVATION FUND

The Conservation Fund is a mission-driven organization with a dual charter of practicing conservation to achieve environmental and economic outcomes.

Our efforts to conserve land and combat climate change are complemented by strategic initiatives that boost community prosperity and help build vibrant communities.



## BALANCING NATURE & COMMERCE

- Balancing Nature & Commerce *catalyzes collaborative action, cultivates local leadership* and *advances solutions* for gateway communities economically reliant on nearby public lands and waters.
- Workshops and Technical Assistance



## AGENDA

- What is a Gateway Community?
- BNC Course Overview
- Application Process
- Application Components
- Q&A



## GATEWAY COMMUNITIES are...

- “portals to our most cherished landscapes: Here is where it is imperative that we integrate human needs with those of our natural environment or cultural history.”  
*Balancing Nature and Commerce in Gateway Communities*, Howe, McMahon and Propst, 1997.
- the places that serve as the entry point to a significant public land or water resource.
- where one can see and feel public lands and waters, and the community invests to enable meaningful connections.



## GATEWAY COMMUNITY

- Presents as: Welcoming & Accessible
- Provides: Assets & Amenities
- Provides: Programming & Interpretation
- Provides: Visitor Services

**Enhances experiences with:**  
**- Marketing & Communications**  
**- Capacity & Support**



## OUTCOMES

- Equity
- Economics
- Education
- Stewardship
- Health



**Cultivation of desired outcomes in place of uncontrolled and negative outcomes through intention, partnership, adaptation**

## GATEWAY COMMUNITIES NOW

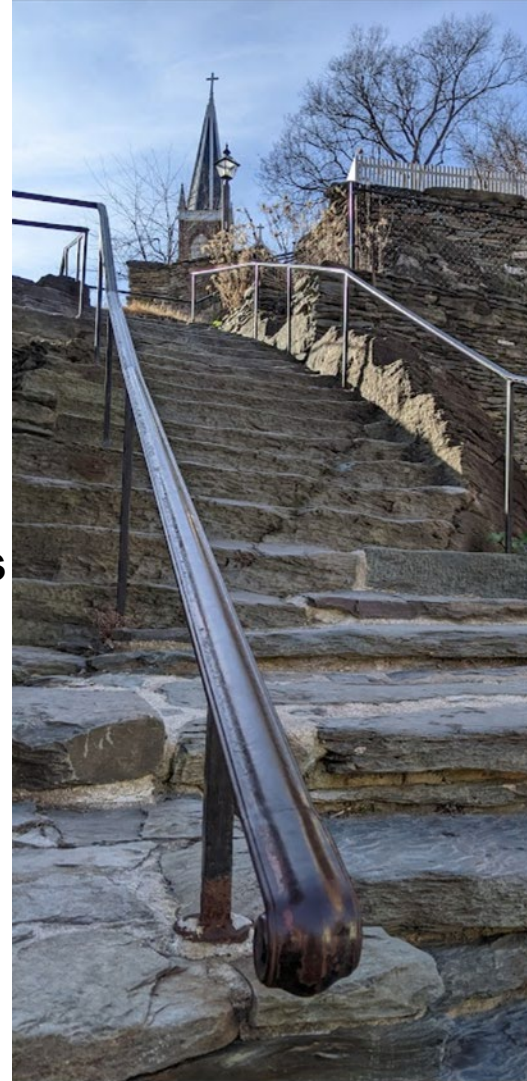
- Overtourism...or searching for new visitors?
- Changing workforce
- Serving community members & travelers
- Who is engaging? Who needs to be engaged?
- Soft and hard infrastructure (community capacity – staff and volunteer, housing, broadband, etc.)
- Seeking space in a crowded marketing field and influencing the narrative





## Course Overview: Goals & Outcomes

- Leverage **natural & cultural** assets
- Revitalize **downtowns**
- Promote **arts & culture opportunities**
- Build **natural resource & outdoor recreation experiences**
- Share authentic **community identity**
- Foster lasting **economic opportunity**
- Build **leaders & partnerships**
- **Action plan** for team-selected project



## Course Overview: Structure & Format

- Pre-workshop webinar (early May)
- In-person 3-day workshop, May 31 – June 2
  - National Conservation Training Center, WV
  - Day 1: Group discussions, presentations
  - Day 2: Presentations, group discussions, team work
  - Day 3: Team work, group discussions, 2pm close
- Post-workshop webinar (June)
- Interactive
- Discussion of issues and opportunities
- Generation of ideas and actions
- Space is limited



## Course Overview: Teams

- Community-based
- Must include public land manager AND community leader
- 4 – 7 team members for the workshop
- Team members: Who are potential implementers? Who is representative of your community? Who will lead before, during and after the course? What collection of people will best ensure buy-in from the community at large?



## Course Overview: Cost

- Team Registration Fee: \$850 per team, due after selection
- Additional costs to selected teams:
  - NCTC lodging & meals for workshop
  - Travel to and from workshop
- Assistance may be available



## Application Process: Timeline

- Letter of Interest (optional): March 15<sup>th</sup>, 9pm Eastern Time
- Team Application Deadline: April 5<sup>th</sup>, 9pm Eastern Time
- Team Notification: Mid-April
- Pre-workshop Webinar: early May, TBD
- In-person Workshop: May 31 – June 2
- Post-workshop webinar: June, TBD



## Application Components: Administrative & Team Members

- Team Name
- Team Lead, Organization & Contact Information
- Team Members, Organizations & Contact Information
- Request for Assistance
- 1 page (or so)

**Who are potential implementers? Who is representative of your community? Who will lead before, during and after the course? What collection of people will best ensure buy-in from the community at large?**

## Application Components: Place

- Identify geographic boundaries of the team (town, county, multi-county)
- Identify public land and/or water (key assets)
- Describe your place
- Note any relevant economic conditions: need, opportunity
- Can include a map
- 2 pages



## Application Components: Questions

- Discuss the top 3 outcomes your team wants to achieve by participating.
- Discuss the top 3 challenges and/or opportunities your gateway community and/or public asset is experiencing or could act on.
- Identify any existing efforts related to desired outcomes or existing challenges/opportunities.
- Discuss historic and current relationship between the community and public asset.
- Discuss the capacity of the team – with supporting partners – to implement the action plan that is developed during program participation.
- Identify if your team has a potential project in mind (not required).
- 2 pages



# Questions:

Susan Elks, AICP

Program Manager

Balancing Nature & Commerce

selks@conservationfund.org 610-563-1516

**SITE ETIQUETTE**



It is illegal to dig, remove, or collect Vertebrate fossils without a permit. Leave these where you find them.

Never make molds or castings, or apply anything to fossils and trackways. Such practices can permanently damage paleontological resources.

Stay on existing roads and trails. Fossil sites are fragile.

Never drive over, walk on, or sit on fossils. Hazardous sites can be hard to spot. Please watch where you step.

**YOU CAN HELP**

PROTECT PALEONTOLOGICAL SITES!

Report looting or vandalism to a Ranger or call 1-800-227-7286

For further information contact:


St. George Field Office  
345 F. Riverview Dr.  
St. George UT  
84790  
435-686-3200



**NOTICE**

Please be considerate of your fellow citizens who will use this place after you. Help us keep it neat and clean.

Commonwealth of Pennsylvania  
Department of Forests and Waters  
HARRISBURG



PROUD TO BE A



BUSINESS FOR CONSERVATION

RED CLIFFS



PLEASE STAY ON EXISTING ROADS & TRAILS