

APPALACHIA ENVISIONED

A new era of opportunity



October 6, 2021



A virtual conference co-hosted by the Appalachian Regional Commission and the Commonwealth of Virginia

8:30 AM - 9:30 AM

Appalachia Envisioned: A Conversation to Kickoff a New Era

ARC Federal Co-Chair Gayle Manchin and States' Co-Chair Gov. Ralph Northam will kick off a new era of opportunity with a conversation moderated by UVA Wise Chancellor Donna Price Henry. After months of community conversations, focus groups, and a public survey, feedback from 1,500 Appalachians will form ARC's 2022-2026 Strategic Plan. Hear them discuss the Region's strengths and challenges, and the role played by ARC investments to strengthen communities.

9:30 AM - 10:10 AM

Preserving and Promoting Our Natural and Cultural Assets

Appalachian communities of any size can find economic opportunity in the outdoors. To fully reap benefits, communities must plan holistically. Vibrant downtowns with food and lodging, asset infrastructure, and preservation are all key to a thriving tourism ecosystem. Learn more about outdoor asset planning in this session, so your community can create jobs, use assets to attract new businesses, and increase quality of life for community members.

10:10 AM - 10:30 AM

Networking Break

10:30 AM - 11:10 AM

Sparkling Innovation through Entrepreneurial Ecosystems

Entrepreneurship is a critical pathway to economic opportunity and resilience in Appalachia. To help entrepreneurs thrive, communities need environments that can cultivate creativity, equip startups with necessary tools, and provide a base of customers to support business growth. In this session, learn about two of the most important elements of a successful entrepreneurial ecosystem - business incubation and capital access.

11:10 AM - 11:30 AM

Networking Break

11:30 AM - 12:10 PM

Inspiring Strength with Leadership and Community Capacity

Behind strong communities are passionate leaders with the capacity to innovate, collaborate, and create change. ARC's Appalachian Leadership Institute was designed to help leaders, from all walks of life, develop those skills. During this session, hear how program alumni are using leadership skills and capacity-building strategies to strengthen their Appalachian communities.

12:10 PM - 12:30 PM

Closing Remarks

12:30 PM - 1:30 PM

Networking