Informational Webinar
July 14, 2022
At the Fund, we make conservation work for America. By creating solutions that make environmental and economic sense, we are redefining conservation to demonstrate its essential role in our future prosperity. Top-ranked for efficiency and effectiveness, we have worked in all 50 states to protect over 8.5 million acres of land since 1985. Working with partners we protect America’s legacy of land and water resources through land acquisition, sustainable community and economic development, and leadership training, emphasizing the integration of economic and environmental goals.
The Conservation Fund – Balancing Nature & Commerce

- Provide planning, technical assistance and training
- Frame the questions to shape the program that serves you
- Bring people together to find common ground
- Help you create your vision and develop action plans for implementation
Agenda

- AGCI Program Overview
- 2022 Program Details
- Application Process
- Application Components
- Q&A
Origin & evolution
2007 launch
12 workshops
46 seed grants
51 counties across the region
AGCI Program Overview – Goals & Outcomes

➢ General outcomes:
  o Leverage natural & cultural assets
  o Revitalize downtowns
  o Promote arts & culture opportunities
  o Build cultural heritage & natural resource tourism
  o Create lasting economic opportunity

➢ Specific outcome:
  o Action plan for team-selected project
AGCI Program Overview – Gateway Community Focus

- Gateway Community: where you can deeply connect with public lands and that connection is more meaningful because of community ownership of that identity

- What are public lands? Think like a visitor
AGCI Program Overview – Eligibility
AGCI Program Overview – Real World

➢ Tracy City TN
  o Downtown park...events...trail

➢ Princeton WV
  o Festival...public art...branding

➢ Takeaways – what is the value?
  o People: connections & knowledge
  o Structure: creation & action
Are you a gateway community?

- Assets and amenities
- Programming and interpretation
- Visitor services
- Communications
- Capacity and support
2022 Program Structure & Format

Structure:
- 2 pre-workshop webinars
- In-person 3-day workshop
- 2 post-workshop webinars
- Seed grants

Format:
- Interactive
- Discuss/converse/create
- Coaching
- Space is limited
2022 Program Details – Content

Content and value:

- Placemaking & placekeeping
- Trends in gateway communities
- Share your story: branding & marketing
- Natural resources & working lands
- Arts & culture in your community
- Case studies
- Resources
2022 Program Details – Team Make-up

- Team: Public land manager, community leader, arts representative
- 4 – 7 team members at workshop
- Team: who implements?
2022 Program Details – Cost

➤ Team Registration Fee: $550 due by October 3rd

➤ Additional Costs for selected teams:
  - Lodging during in-person workshop
  - Travel to & from in-person workshop

➤ Travel assistance may be available
Application Process – Important Dates

- Letter of Interest Deadline: July 25 by 5 pm
- Team Application Deadline: August 22 by 5 pm
- Team Selection/Notification: early September
- Pre-workshop webinars: late September & early October
- In-person Workshop: October 25 – 27
- Post-workshop webinars: November & December
**Application Process – Selection Criteria**

**SEEKING:** Identification of opportunities in the gateway community, with a focus on recreational resources, arts promotion—especially in downtown areas, and natural and cultural heritage tourism opportunities

- Preference will be given to teams seeking to address challenges of particular importance to gateway communities
- Preference will be given to applications that identify opportunities for public arts
- Preference will be given to teams with diverse representation of their community
- Preference will be given to teams that submit a letter of interest
Team Application *Submit to Margarita Carey (mcarey@conservationfund.org) no later than 5:00 pm Eastern Time on Monday, August 22nd!

In a separate document the team leader working with his/her team should submit the below information. The full application should not exceed five pages (see guidelines below).

1. Contact Information for Lead Applicant *1 page for questions 1-3
   Name, Title, Organization
   Address - County, City, State, Zip
   Phone, E-mail

2. Contact Information and Background for Team Members
   List the complete contact information of each team member and a description of their role in the community. Note: A community leader, public land manager, and arts organization representative are required members of the team.

3. Travel and/or Scholarship Assistance
   If applicable, please note your team’s need for travel and/or scholarship assistance. Please specify the amount requested and how it would be used (e.g., to offset lodging for team members).
4. **Area Description** *1-2 pages*

Describe the geographic boundaries of the team requesting to participate in the training program – city, county, multi-county region. List the neighboring public land(s) for which you are a Gateway Community. Include a map that shows the boundaries of your community (city, county, or region) as well as neighboring public land(s).

Describe the economic conditions of the target area, including its ARC designation of distressed, transitional, or transitional/at-risk ARC counties. For more information, go to [https://www.arc.gov/classifying-economic-distress-in-appalachian-counties/](https://www.arc.gov/classifying-economic-distress-in-appalachian-counties/)
5. **Gateway Community Information** *1-2 pages*

Briefly summarize why participating in the training program is important for the gateway community along with the anticipated goals and outcomes. Additionally, please answer the following questions:

a. What outcomes does your team hope to get from participating in this program?

b. What issues are your community and/or public land facing (e.g., increasing tourism or rapid growth, loss of community character, loss of open space, need to jump-start economic growth, incompatible land use planning?)

c. What efforts, if any, are underway to address these issues?

d. What community arts assets are you most proud to accentuate (such as programs, events, or displays across architecture, fine arts, traditional crafts, film, etc.)?

e. How would you characterize the historic relationship between the community and the neighboring public land(s)?

f. What is the capacity of the community team – with community and regional partners – to implement the action plan that will result from program participation? Do you have a potential project in mind (not required)?
Q&A

Contact: Susan Elks
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