

*Helping Communities Leverage
Their Outdoor Recreation Assets*



ORCA

Outdoor Recreation
Council of Appalachia

ORCA is a Council of Governments created to deliver economic, social, health, environmental, and overall quality of life benefits of outdoor recreation in rural Appalachian Ohio.

MISSION

Develop outdoor recreation opportunities across governmental boundaries that create sustainable and equitable economic development, inspiring communities throughout Appalachian Ohio.

VISION

Form a collaborative entity that expands recreational opportunities within Appalachian Ohio while cultivating “a diverse, resilient, and prosperous rural economy to sustain inclusive growth.

VALUES

- Community
- Quality of Life
- Sustainability
- Innovation
- Inclusivity
- Shared Stewardship

STRATEGY

LOCAL COLLABORATION

Local Government

6 local political subdivisions

Advisory Board

19 members
public, nonprofit,
private sector

ORCA

Outdoor Recreation
Council of Appalachia

REGIONAL ASSET

INTENTIONAL DEVELOPMENT

**Athens-Wayne
Outdoor Asset
Development
Corporation
(AWOADC)**

ATTRACT PUBLIC INVESTMENT

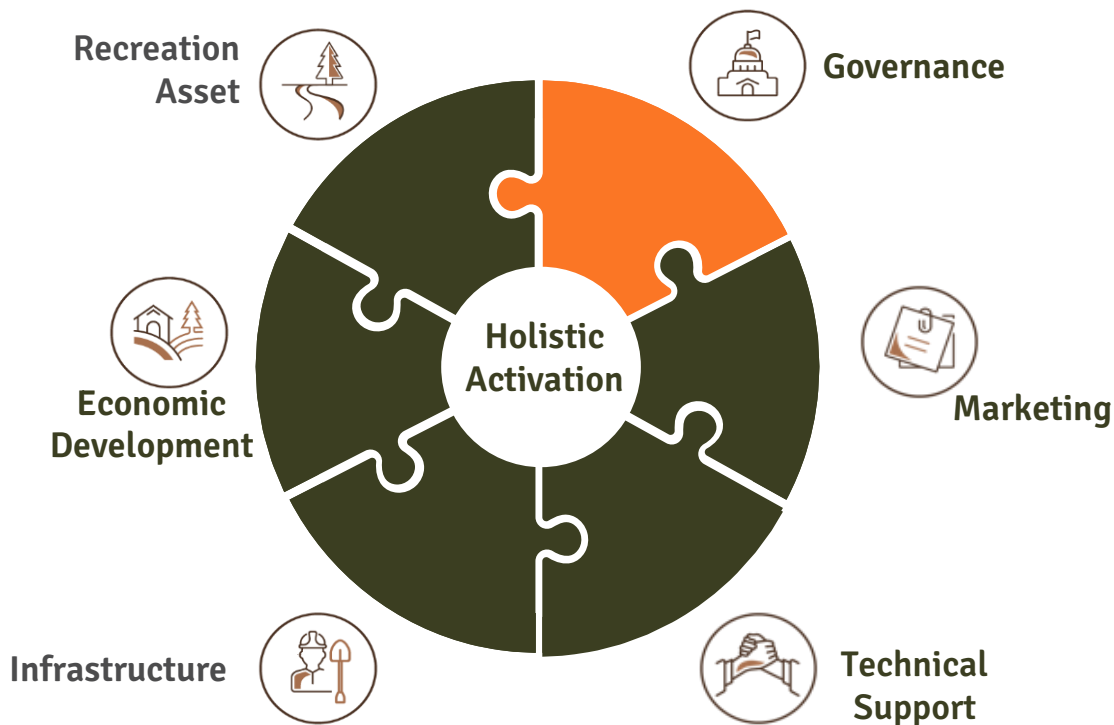
Federal

State

Private Sector

**BUILD
LOCAL
WEALTH**

ORCA'S SUSTAINABLE OUTDOOR RECREATION DEVELOPMENT MODEL



Orca's Staff Has The Following Expertise:

- Planning
- Community Engagement
- Grant Writing
- Implementation
- Sustainable Maintenance
- Activation
- Marketing
- Communications

We Are Poised To Collaborate With Regional Partners And Governments.

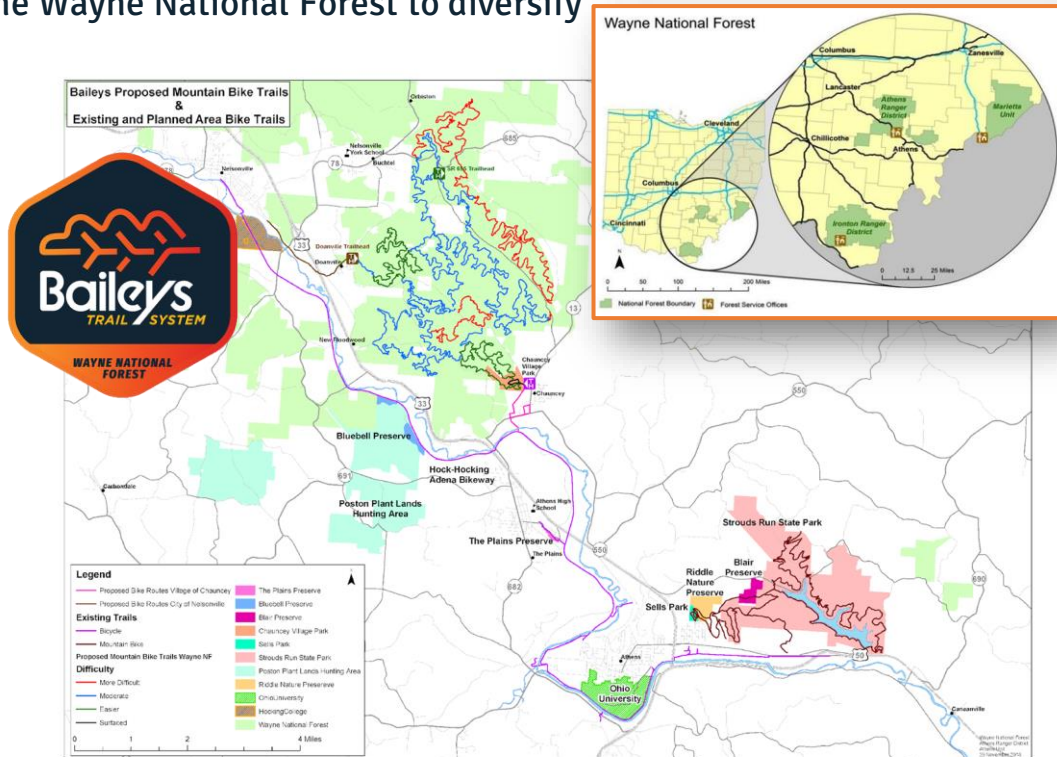
ORCA is the permitted manager and developer of the Baileys Trail System. The Baileys Trail System will be an 88-mile premier mountain biking trail system on the Wayne National Forest to diversify and stimulate Appalachian Ohio's economy.

THE BAILEYS TRAIL SYSTEM:

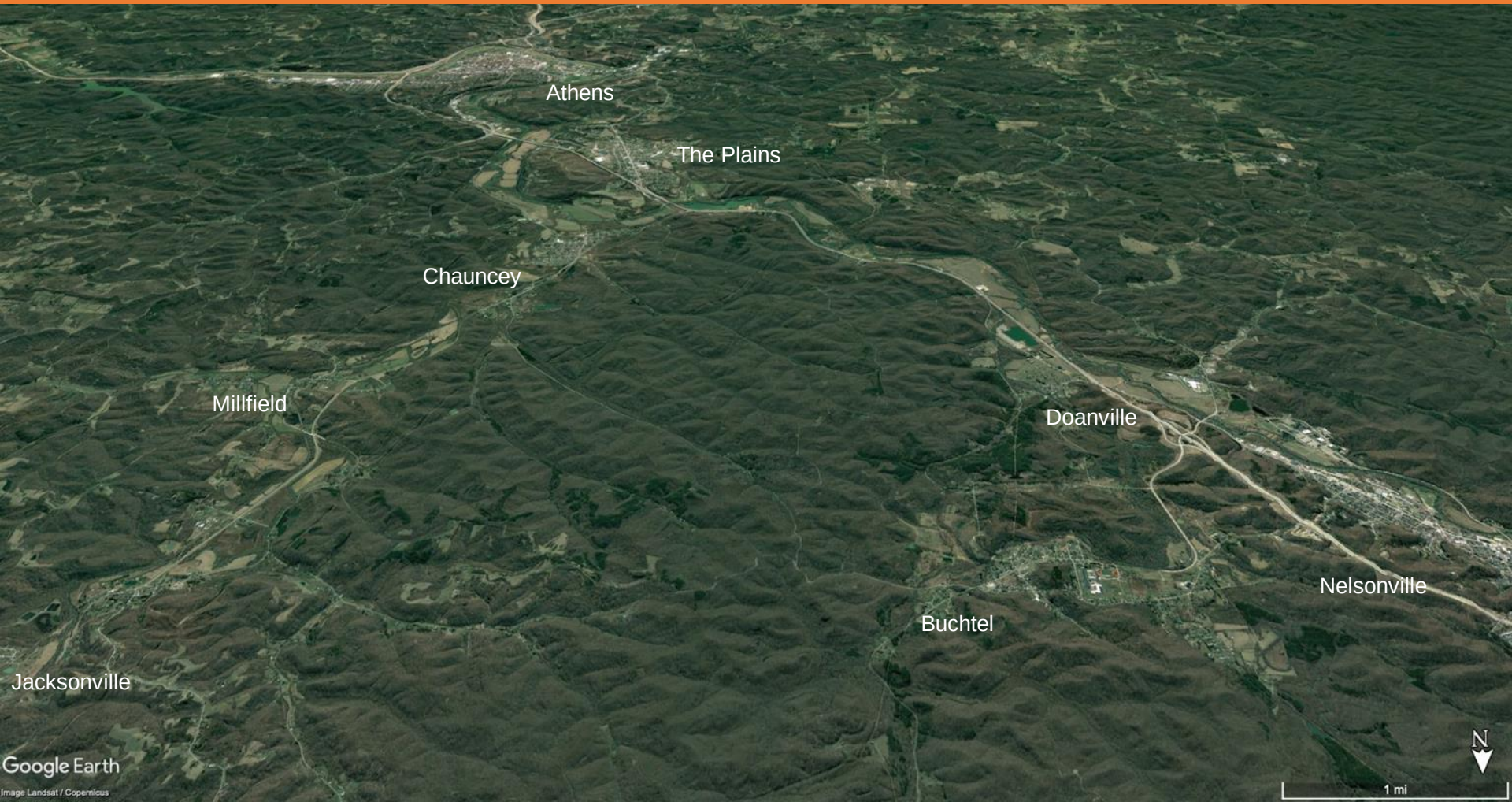
- Delivered \$3.6 MM in Direct Economic Impact in 2021 with a total economic impact of \$5.3MM
- Is Projected to Attract 180K visitors annually, by year 10
- Has 49 Miles of Trails Complete

SINCE 2020 ORCA'S ACCOMPLISHMENTS INCLUDE SECURING LARGE-SCALE PUBLIC INVESTMENTS:

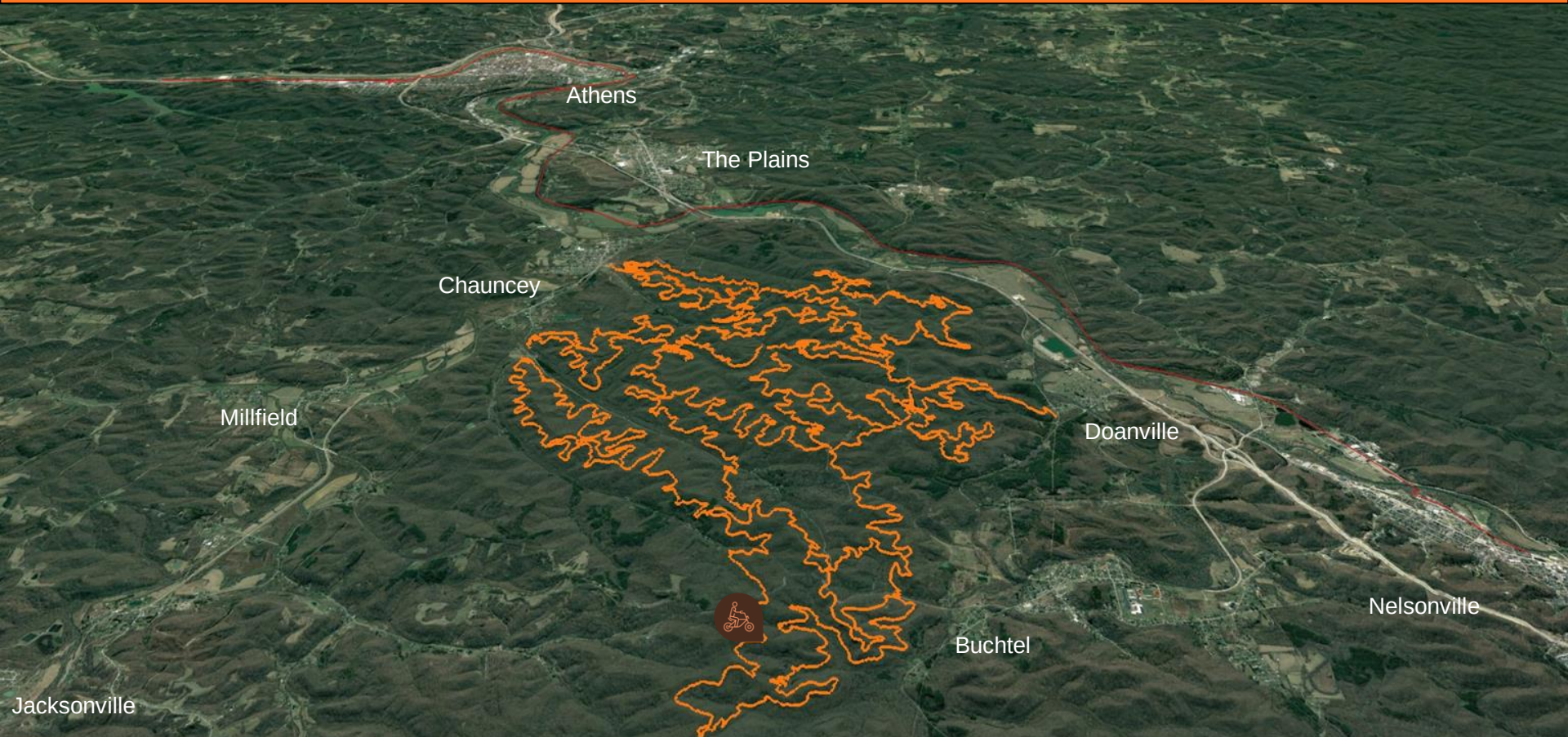
- 2021 ARC POWER Grant \$1.5 million
- 2021 State Budget Award \$2 million
- 2022 ODNR AMLER Grant \$3 million
- 2023 Appalachian Community Grant \$4 million



A Blank Slate

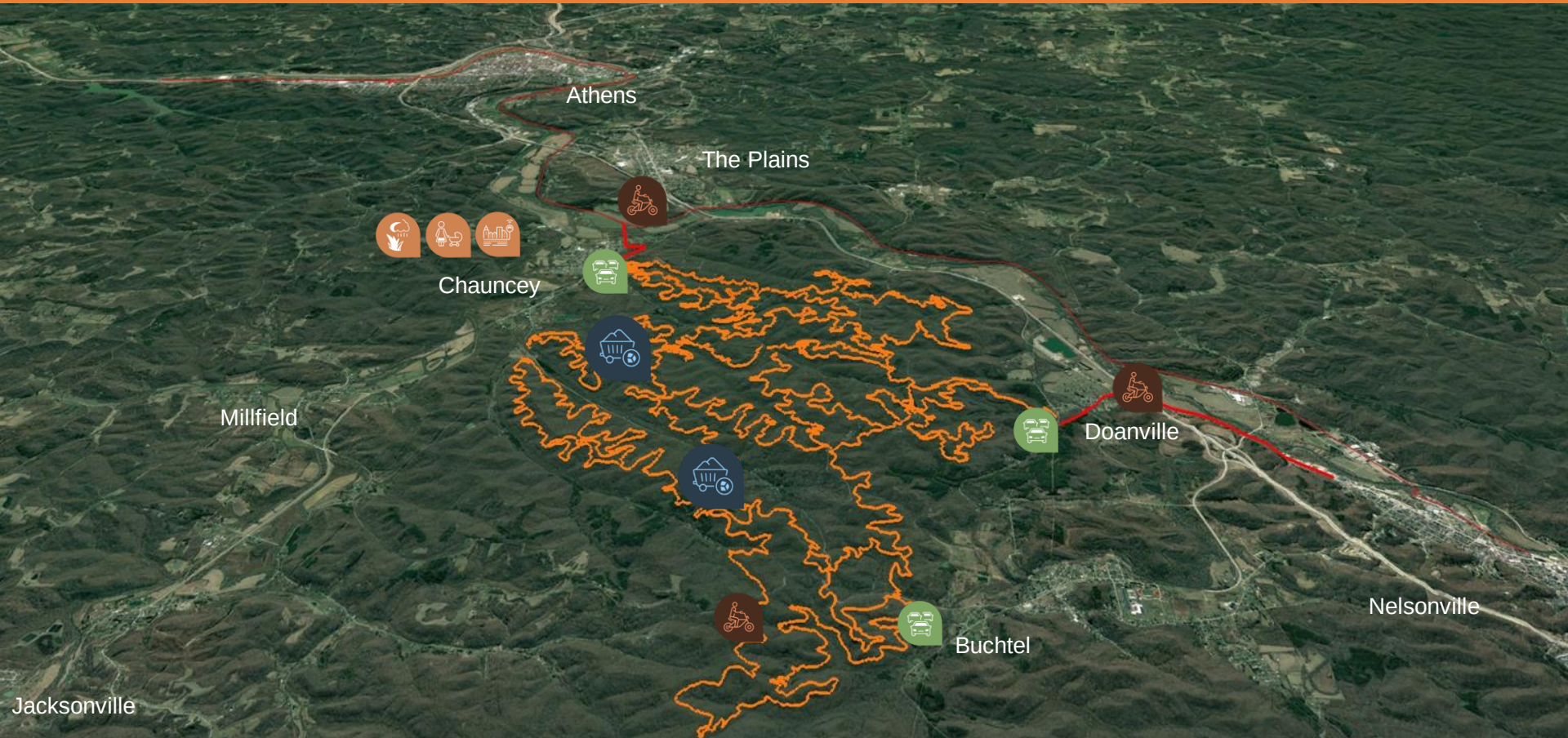


An Asset Based Approach to Economic Development



Baileys Trail
System

Spurs Public Investment into Community Infrastructure and Improvements





Baileys Trail System
Bikeway Extensions



Trailheads in Communities

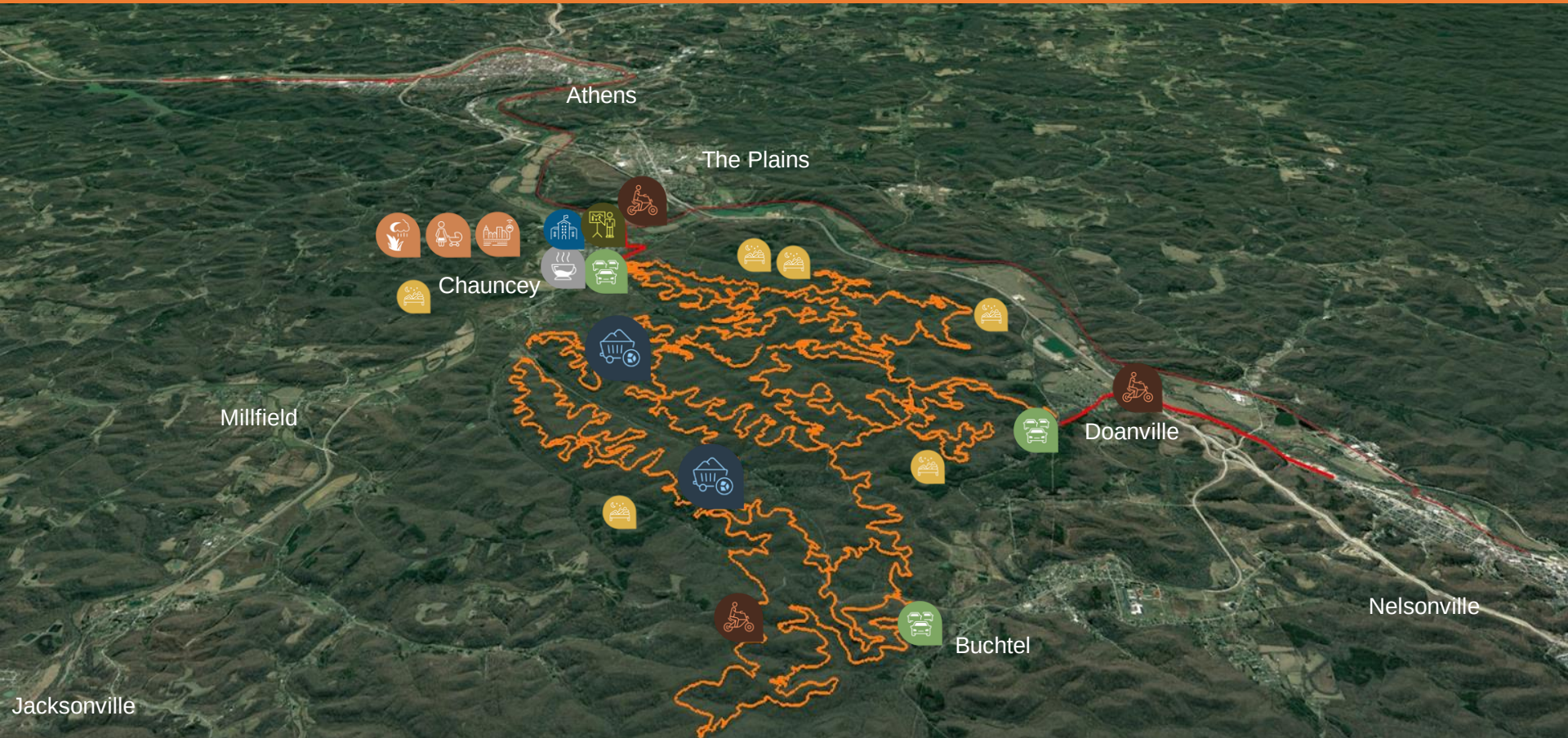


Mine Land Remediation



Community Improvements

Enabling the Private Sector to Build Local Wealth



	Baileys Trail System Bikeway Extensions		Trailheads in Communities		Mine Land Remediation				Community Improvements		Office/Gov Space		Business Incubator		New Airbnbs		New Cafe
--	---	--	---------------------------	--	-----------------------	--	--	---	------------------------	--	------------------	--	--------------------	--	-------------	--	----------

Realizing the Vision.....

Baileys Lodging Company



Benton's on the Baileys



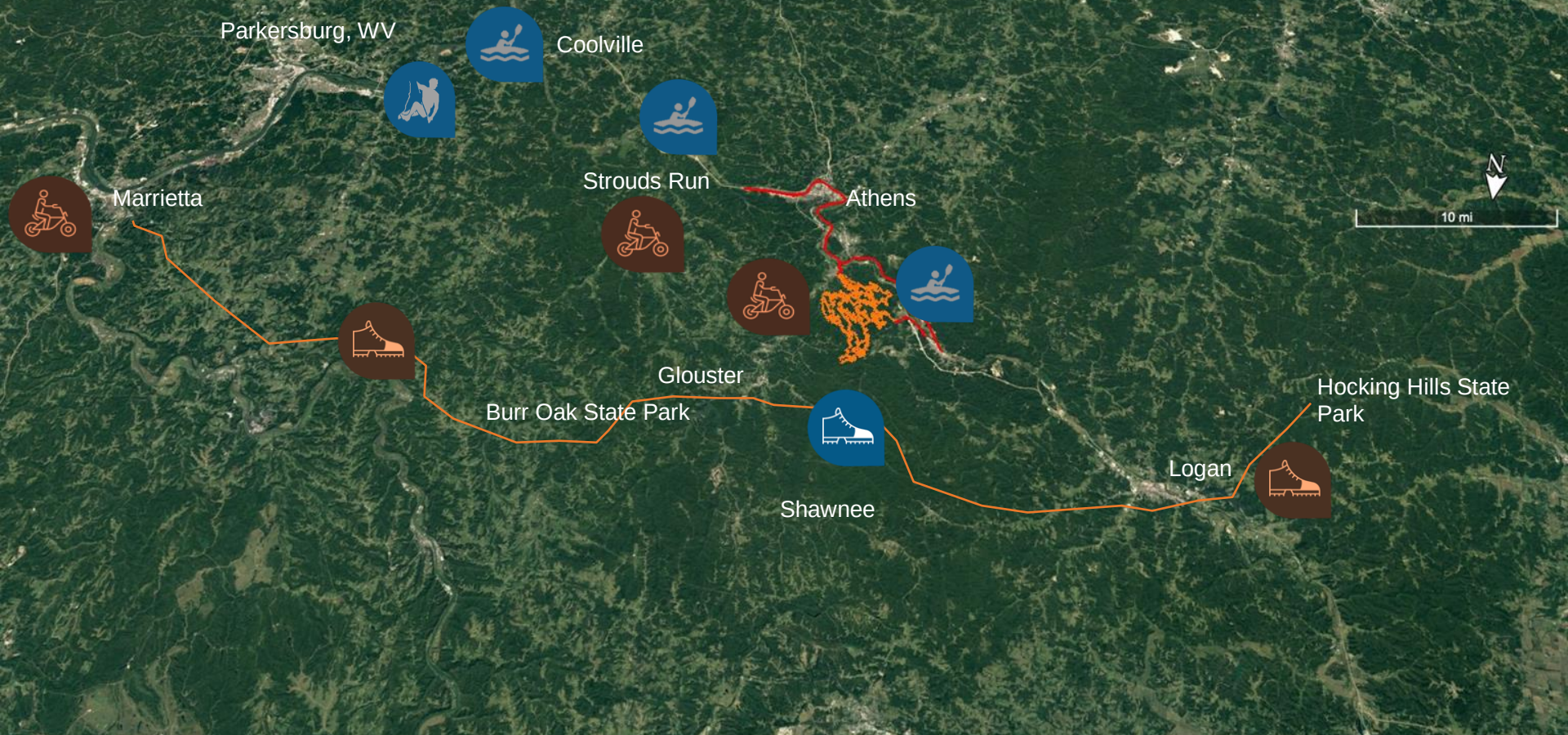
Harvey & Davis Bicycles



"Old Chauncey school buildings under renovation to host brewery, restaurant, other businesses" – *The Athens Messenger* 10.29.21



Replicable Model and Regional Opportunity



ORCA's experience developing the Baileys Trail System uniquely enables us to partner throughout development with multiple disciplines like: economic development, tourism, land managers, and more across jurisdictional boundaries.

ORCA's 2021 ARC POWER grant provides funding to develop the region's first Outdoor Recreation Asset Assessment and Development Plan and host Ohio's first Outdoor Recreation Economy Conference in 2024.

We are partnering with Buckeye Hills Regional Commission for the development of this plan and planning for the Appalachian Community Grant Program. ORCA plans to serve as a 2023 Appalachian Community Grant Program lead applicant.

ORCA is also eager to explore ARC ARISE grant opportunities.

2021 ARC POWER GRANT

- 10 County Recreation Asset Assessment
- Regional Brand Support
- 2024 Ohio Recreation Economy Conference
- Regional Entrepreneur Support (ACEnet)
- Regional Internships (Rural Action)
- Wayne National Forest Marietta Unit Support (Buckeye Trail Association)
- Ohio's Winding Road Support
- ORCA Staff Funding



CONTACT US

Jessie Powers

ORCA, Executive Director
jessie@orcaohio.com

Visit Us

www.orcaohio.com
<http://baileystrailssystem.org/>

Follow Us

<https://www.facebook.com/BaileysTrails>
<https://www.instagram.com/baileystrailssystem/>
https://twitter.com/baileys_trails

