



pennsylvania  
**WILDS**

# BUILDING AN ENTREPRENEURIAL ECOSYSTEM

TO HELP REVITALIZE COMMUNITIES  
IN RURAL PA



the  
**Wilds**  
coop  
era  
tive  
of  
PENNSYLVANIA



**PA WILDS CENTER**  
FOR ENTREPRENEURSHIP



# OUR FOOTPRINT

The Pennsylvania Wilds is one of the state's 11 official tourism regions.

It is also designated as one of PA's seven Conservation Landscapes because of its unique natural and heritage assets.

The region has more than 2.4 million acres of public land – one of the biggest blocks of green between New York City and Chicago.



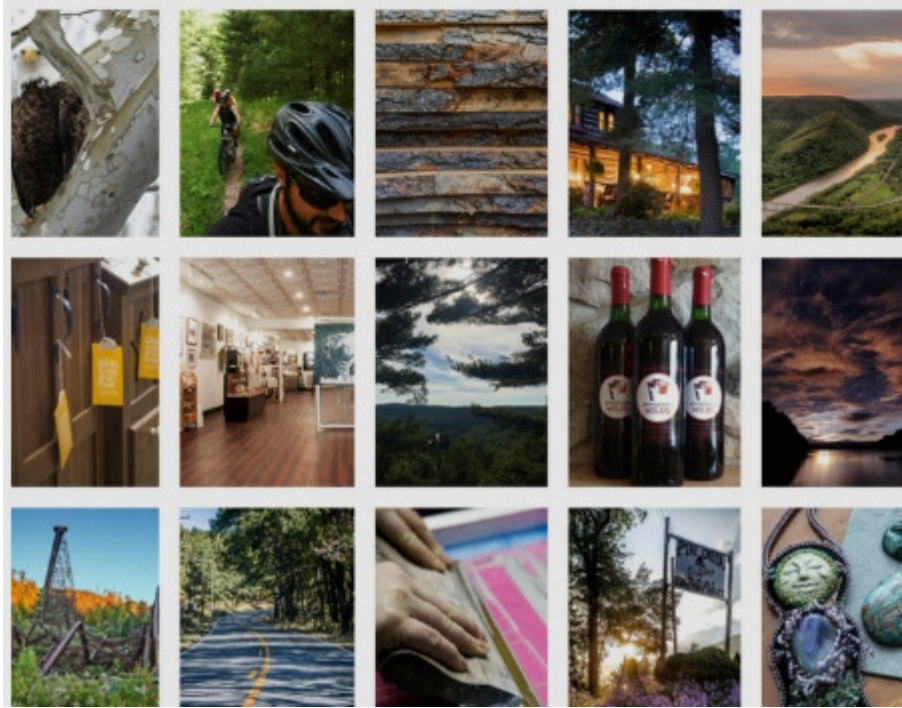
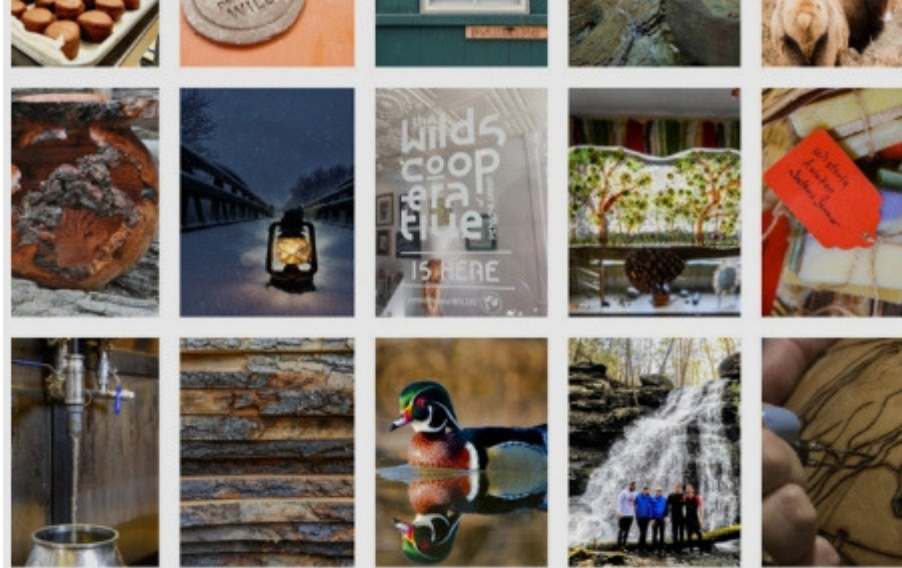
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PA Wilds Elk Country – Fred Woods Trail & Bucktail Overlook

# ABOUT US

- The PA Wilds Center is a 501(c)(3) nonprofit, founded in 2013.
- Our work is sustained through partnerships, program fees, philanthropic giving, grants, and entrepreneurial activities related to the Pennsylvania Wilds brand
- Our mission is to integrate conservation and economic development in a way that strengthens and inspires communities in the Pennsylvania Wilds.
- We are building nonprofit capacity to carry out these programs and services long-term.
- PA Wilds Center is the state's external lead organization for the PA Wilds Conservation Landscape. The nonprofit is also the administrative home of the PA Wilds Planning Team, a 12-county stakeholder group formed through a ground-breaking Intergovernmental Cooperation Agreement. The Planning Team helps shape the Center's programs and services.





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# OUR ECOSYSTEM FRAMEWORK



**A TRADEMARK +  
copyrighted  
brand for our  
region**



**A VALUE CHAIN  
of hundreds of  
local businesses  
cooperating  
with us to grow  
the Wilds brand**



**An omnichannel  
COMMERCE  
PLATFORM  
(online + brick-  
and-mortar)  
where we sell  
products from  
our value chain**



**Sustained  
LIFESTYLE  
MARKETING to  
promote  
visitation to  
the region and  
the purchase of  
local products  
+ services**

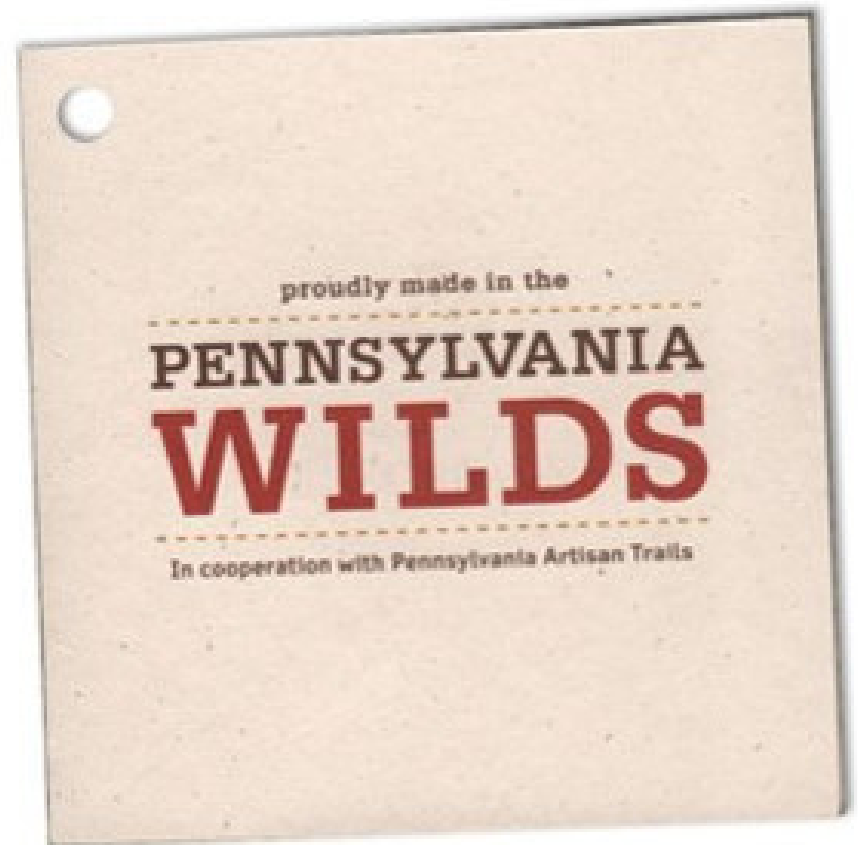


**PROFESSIONAL  
DEVELOPMENT +  
referrals +  
networking for  
businesses in our  
value chain**

# PA WILDS ARTISAN TRAIL

*Launched 2008*

- Juried artisan program
- Platform to connect artisans and retail outlets
- Encourage tourism
- Create a brand – instill pride and associate value with being PA Wilds Made
- Volunteer Advisory Committee shaped the work



*Proudly made  
in the Pa Wilds*

Using the Pennsylvania Wilds  
Artisan Trail and Proudly  
Made in the Pennsylvania Wilds™  
brand to grow your business



pennsylvania  
**WILDS**  Artisan Trail

[www.PaWildsArtisans.com](http://www.PaWildsArtisans.com)

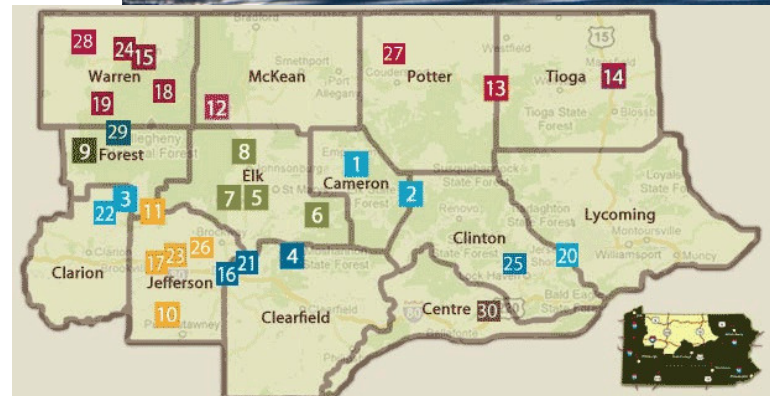


## SUCCESSSES

- Built the foundation of a value chain network
- Created value around the PA Wilds Made brand
- Was a tangible program that stakeholders and the general public could see in action

# MISSES

- A “Trail” concept became cumbersome and costly to manage and was hard to navigate for tourists
- Long-term sustainability for the program was not viable
- Missing the opportunity to engage more business types
- Not offering a true platform for sales and growth
- A linear idea for a multi-dimensional problem





# 2015: BACK TO THE DRAWING BOARD

- Hired creative firm, SWELL, as a consultant to re-brand the program
- Conducted extensive surveys and collected feedback from the membership
- Took into account expanding the member base to fit within the PA Wilds Made brand, adding value to a visitors experience, and reinforcing & expanding place-making efforts





REBRAND

FALL 2015



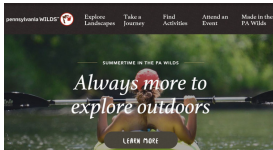
PLAN

SPRING 2016



OPEN

SUMMER 2016



PAWILDS.COM

SPRING 2017



LAUNCH

SPRING 2016

# A VALUE CHAIN NETWORK IS SOLIDIFIED

- With new focus came new opportunities
- Public-Private Partnership with DCNR
- Launch of the PA Wilds Conservation Shop
- E-commerce and brick-and-mortar location
- Apply for and receive ARC POWER Grant, in the amount of \$500,000 (3 year cycle) to reboot region-wide marketing efforts
- Long-term sustainability for lifestyle marketing will come from PA Wilds Conservation Shop profits









# VALUE CHAINS

- A WealthWorks value chain is a network of people, businesses, organizations and agencies addressing a market opportunity to meet demand for specific products or services—advancing self-interest while building rooted local and regional wealth.
- WealthWorks, development goals are expanded to include all three elements of wealth building within a region: that is, boosting stocks of eight types of capital (while harming none), increasing the local ownership and control of that capital within the region, and improving livelihoods, including moving people, places and firms on the economic margins towards the mainstream



## The eight capitals

WealthWorks simplifies things by organizing these local features into eight discrete **capitals**, which are defined in the table below and share the following characteristics: each capital is a collection of one category of related resources; every region has a stock of each type of capital—meaning the combined quantity and quality of the many components of that capital in the region; and taken together, the existing stocks of these capitals constitute a region’s current wealth.

The capital	The definition
 <b>Individual</b>	The existing stock of skills, understanding, physical health and mental wellness in a region’s people.
 <b>Intellectual</b>	The existing stock of knowledge, resourcefulness, creativity and innovation in a region’s people, institutions, organizations and sectors.
 <b>Social</b>	The existing stock of trust, relationships and networks in a region’s population.
 <b>Cultural</b>	The existing stock of traditions, customs, ways of doing, and world views in a region’s population.
 <b>Natural</b>	The existing stock of natural resources—for example, water, land, air, plants and animals—in a region’s places.
 <b>Built</b>	The existing stock of constructed infrastructure—for example, buildings, sewer systems, broadband, roads—in a region’s places.
 <b>Political</b>	The existing stock of goodwill, influence and power that people, organizations and institutions in the region can exercise in decision-making.
 <b>Financial</b>	The existing stock of monetary resources available in the region for investment in the region.

# PA WILDS ENTREPRENEURIAL ECOSYSTEM

## MARKET

PA Wilds Conservation Shop  
buys and sells goods sourced  
from WCO



## DEMAND

PA Wilds  
Conservation Shop  
profits are invested in  
lifestyle marketing efforts

## SUPPLY

WCO serves as a Value Chain Network,  
supplying products and experiences  
for customer base

PA Wilds Conservation Shop  
Daily report  
Saturday, October 20, 2018



Revenue

**\$3,308.48** (returned: \$68.90) ▲+208.16%

\$1,073.61 (same day last year)

Revenue (this week)

**\$13,823.37** ▲+21.72%

\$11,356.91 (same week last year)

Revenue (this month)

**\$43,974.65** ▲+71.46%

\$25,646.68 (same month last year)

Revenue (this year)

**\$204,727.38** ▲+81.79%

\$112,615.34 (last year)



Orders

**165** (for 373 products) ▲+166.13%

62 (same day last year)



Pageviews

**12** ▼-7.69%

13 (same day last year)

Pageviews (MTD)

**1,975** ▲+89.18%

1,044 (same month last year)

Pageviews (YTD)

**10,045** ▲+264.87%

2,753 (last year)

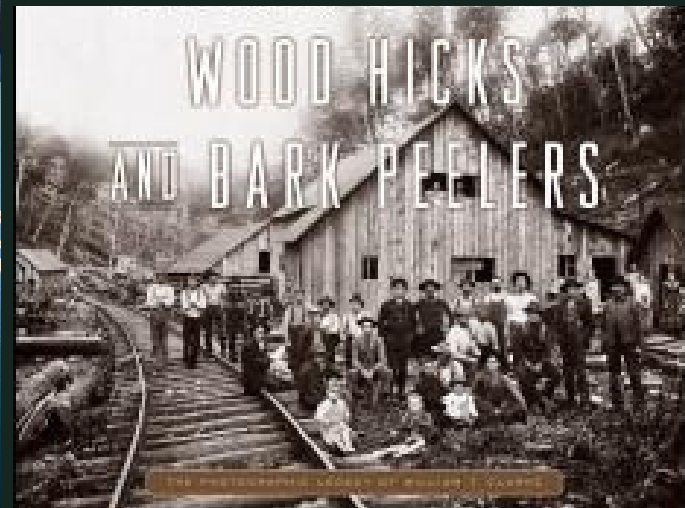
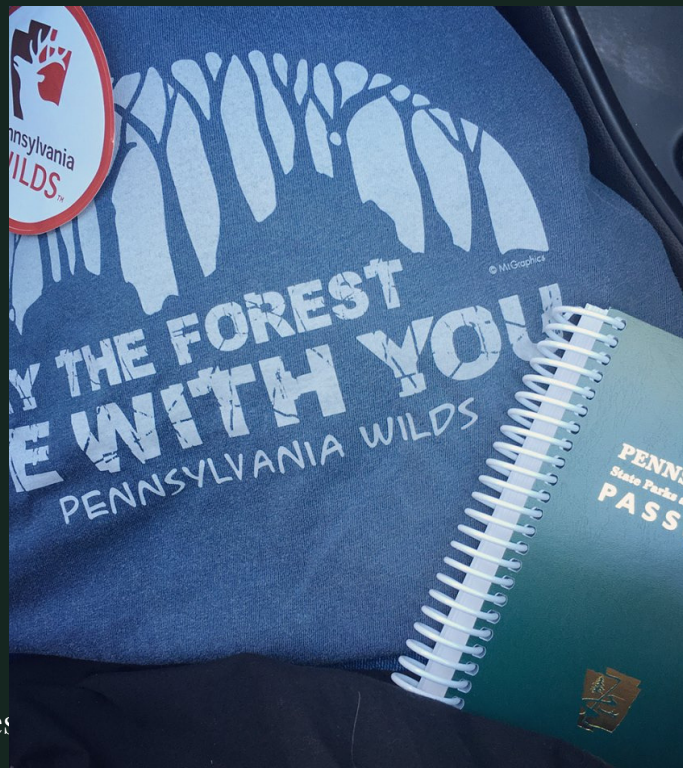
# RESULTS

- since opening August 2016 we have invested more than \$200.000 in local inventory, gross sales of \$484,000
- we currently work with 35 producers
- Buyer's Market and Buyer's Guide help to connect to markets beyond our commerce platforms

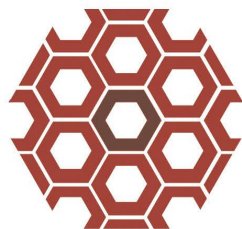
BUYER'S MARKET  
MADE LOCAL.  
SELL LOCAL.  
The only Trade Show for retailers to source food, wares and gift products made in the PA Wilds.

BUYERS:  
PRE-REGISTER  
BY 2/23  
TO RECEIVE  
AN OFFICIAL  
BUYER'S BAG  
& KIT

\*based on our fiscal year starting 7/1/18





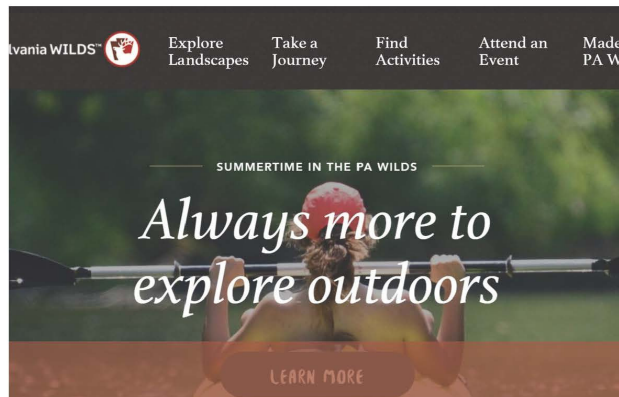


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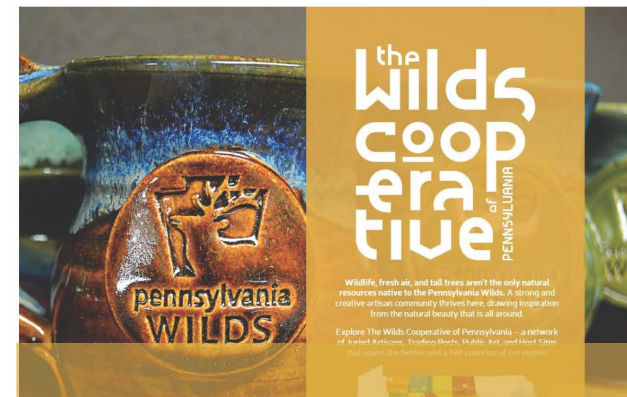
# RESULTS FROM PILOTS



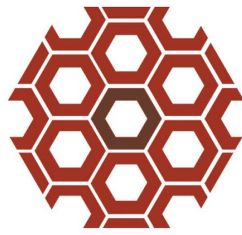
**Our first brick-and-mortar site grossed \$113K in year 1; \$187K in year 2; and sales are up 85% in year 3 (\$226k). Leases are in the works for two additional flagship sites at busy state park locations.**



**We've seen a 195% increase in new users to pawilds.com since launching regional marketing in June 2018. Private-sector brands, like Straub Brewery, have started to co-brand with the PA Wilds brand in a significant way.**

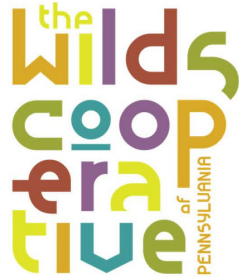


**The number of businesses and organizations involved in our value chain has nearly doubled in four years, from 156 to 299.**



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# OUR GROWTH PLAN



**We have a long-term public-private partnership with the Commonwealth to develop the Wilds brand in a way that helps grow local businesses and communities.**

**Work with partner 'Scout' organizations to help businesses and communities understand the opportunities of this value chain and ID products/services that should join.**

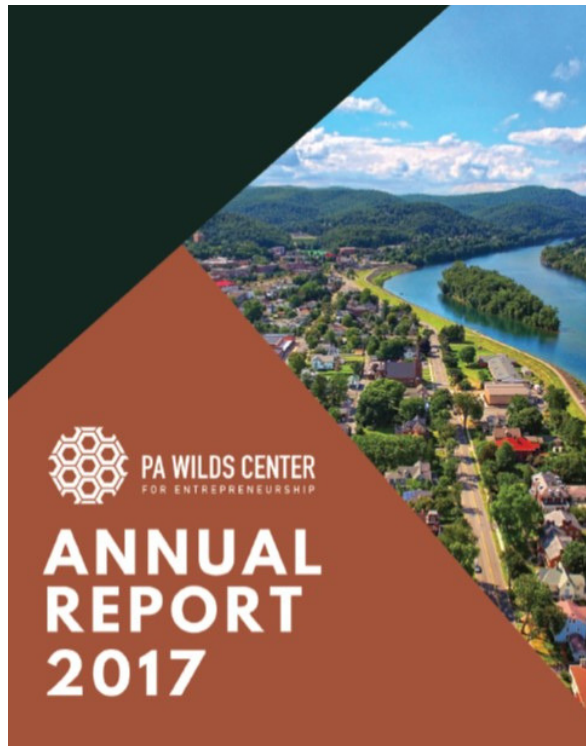
**Establish 3 flagship stores we operate. Expand ShopthePAwilds.com and switch to drop ship model so local business can keep larger share of profits. Then develop a multi-unit affiliate model for additional brick-and-mortar locations.**

**Seed lifestyle marketing through grant until the 3-flagship company store model is set up, at which time, store profits will sustain this activity.**

**Establish business incubator to facilitate professional development and support value chain needs. Also, start offering cohort opportunities to help businesses with growth plans and to facilitate peer-to-peer learning.**



# CONTINUED STRATEGIC COLLABORATION WITH STAKEHOLDERS IS CRITICAL TO THIS LANDSCAPE WORK





# RESOURCES

- **Regional assets: [pawilds.com](http://pawilds.com)**
- **Organizational programs & info: [pawildscenter.org](http://pawildscenter.org)  
download The Design Guide, Annual Report and Strategic Plan**
- **Wilds Cooperative member directory & events: [wildcsopa.org](http://wildcsopa.org)**
- **Shop the PA Wilds Conservation Shop: [shopthepawilds.com](http://shopthepawilds.com)**
- **Value Chain concepts for rural communities: [wealthworks.org](http://wealthworks.org)**



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