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MWCD's Multi-year Capital Improvement Plan Generates Historic Economic Impact of Nearly \$1 Billion

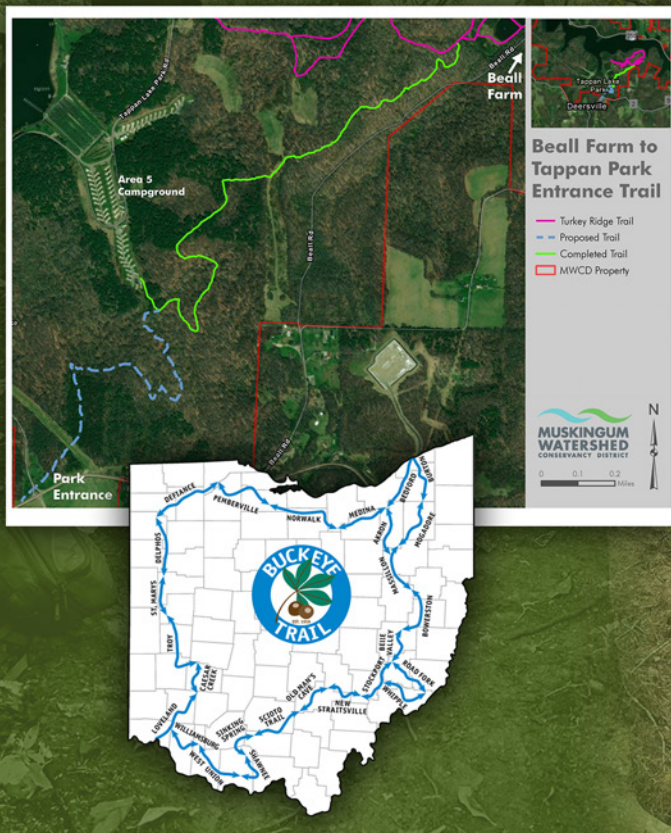
In 2014, MWCD announced a plan to address major upgrades and deferred maintenance needs at recreational facilities and marinas. This plan was enabled by revenues generated from Utica shale leases enacted in 2011 and has bolstered the region's economy by nearly \$1 billion through the MWCD's investment of \$221.9 million. It has also supported 2,606 jobs, paying out nearly \$300 million in wages and benefits since its inception nine years ago.

The economic benefits were calculated as part of a comprehensive analysis of the benefits of MWCD's oil and gas revenue, conducted by Cleveland State University and released to the public last month.

As the Cleveland State University analysis underscores, increases in oil and gas revenues associated with Utica Shale development have generated revenue for MWCD that has enabled it to bring economic benefits to the conservancy district's 18-county service area, including job creation, increased state and local tax revenue, and growth in related industries such as transportation and infrastructure.

The analysis does not include nearly \$15 million in project funding in 2023 and \$30 million budgeted for 2024. In addition, MWCD leased more than 7,300 acres in Harrison County in 2022, which will produce revenues that will catalyze further economic impact.





Collaboration Creates New Off-Road Segment of Buckeye Trail in MWCD's Footprint

MWCD has joined forces with The Buckeye Trail Association (BTA), Student Conservation Association (SCA), and American Conservation Experience (ACE) to create a new off-road trail segment of the Buckeye Trail. The new segment is part of the Trails Corridor Project that is a collaboration between the BTA and MWCD that is working to expand the off-road segments of the Buckeye Trail in MWCD's footprint.

The Buckeye Trail was established in 1959, and today is a 1,400+ mile hiking trail linking the four corners of Ohio marked by 2" x 6" blue blazes. The trail follows wooded footpaths, abandoned railroad corridors, historic canal towpaths, rivers, lake shores, and country roads, within both rural and urban settings. Sections are located within the footprint of the MWCD, including the Beall Farm, regional

headquarters for the trail located at Tappan Lake Park.

The SCA crew from Cleveland, Ohio and ACE crew from Fletcher, North Carolina worked to create a new natural surface trail between the Beall Farmstead and Area 5 Campground within Tappan Lake Park located near Deersville, Ohio.

The first trail segment recently developed, covers 1.2 miles and the second segment, expected to be complete in the coming year, will result in a total length of 2 miles. Once complete, the new trail segment will be incorporated into the Buckeye Trail, providing a scenic path for hikers and outdoor enthusiasts to explore the natural beauty of the area. By moving the trail off Moravian Trail Road and through Tappan Lake Park, it will provide a safer experience for

trail users. Another part of this reroute of the Buckeye Trail through the park will incorporate the nearby Turkey Ridge Trail which was originally built by BTA Volunteers to connect the BTA Beall Farmstead to major amenities at Tappan Lake Park.

"We are thrilled to be part of this collective effort to expand the Buckeye Trail. It showcases the power of partnerships in advancing environmental conservation while enriching the outdoor experience for all," said Craig Butler, MWCD Executive Director.

The BTA is comprised of a large, strong body of volunteers who maintain and promote the trail. For more information about the Buckeye Trail visit www.buckeyetrail.org. For more information about MWCD and trail maps, visit www.mwcd.org/trails.

Historic Economic Impact — (cont'd)



\$1,000,000,000

Revenue MWCD has earned over the past decade from its share of oil and gas produced on its properties has contributed \$1 billion to the 18-county region's economy.



570

More than 570 private sector jobs have been created every year as a result of the MWCD's investments in upgrades and improvements to our facilities.

For every job on MWCD's payroll, three jobs are created in the region.



\$222,000,000

Upgrades and improvements made to MWCD parks, campgrounds, and marinas from oil and gas revenue totaled nearly \$222 million.

These investments have created construction jobs, funded purchases of equipment and materials, and generated tax revenue that has injected money into our region's economy.

What the Future Holds

MWCD updated our strategic plan in 2023. This bold, new plan includes a continuing commitment to upgrade and improve the quality of our parks, campgrounds and marinas, as well as reimagine what recreation means to MWCD. It also includes strategies to improve water quality across the watershed, enhance conservation programming, and assist communities. Finally, it has us planning for the long-term financial future of the district, and thanks to ongoing revenue from oil and gas leases and careful stewardship of these funds, MWCD will achieve these objectives, providing some of the highest-quality outdoor recreation opportunities in the nation, a strong commitment to protecting our lands for future generations, and effecting positive economic benefits and job creation in our region.

"Through careful planning, analysis, and a comprehensive lease program, MWCD is leading the way, showing how we can have nearly \$1 billion in economic impact, all while offering the best camping, fishing, and overall recreation opportunities in Ohio," said Craig Butler, MWCD Executive Director. "I am proud of the decision by the Board of Directors and staff made in 2011," continued Butler, "and that we have been able to invest and support the region through these investments – now and in the future."

To view the economic impact study, visit www.mwcd.org/economicimpact





First Annual Tire Amnesty Day Nets 25,000 Pounds of Scrap Tires

MWCD's conservation team and park staff at Pleasant Hill Lake Park held the first annual Tire Amnesty Day on October 21. This event was created to help residents properly dispose of their scrap tires for free and in response to concerns of illegally dumped tires ending up in MWCD lakes and along roadways.

MWCD chose to only accept car and light passenger tires to help maximize the capacity of tires that could be

accepted from the public. In total, 25,000 pounds (about the weight of a school bus) of scrap tires were collected at this successful one-day event.

The scrap tires collected during the event were transported by Willig Tire Recycling in Galion, Ohio to their state-of-the-art facility to be reused and recycled. The scrap tires get a second life as they transform into new products such as rubber mulch, curbs, ballistic rubber, acoustic tiles, gym mats, and tire-derived

fuel (TDF) to generate heat and electricity. The recycling center's mission, along with MWCD, is to provide solutions for a more sustainable future. By creating this partnership, MWCD can continue to promote healthier and more environmentally responsible events that have positive impacts on the communities within the district. MWCD's Conservation Department will be hosting other tire amnesty events in 2024.



Matt Thomas, chief of conservation, shares the value of water quality through an enviroscape demonstration.

MWCD Has a Lot to Speak About

Is your civic, social, or community group looking for speakers for upcoming meetings? How about providing information for a discussion about the MWCD or any of its many programs?

MWCD can provide the details by supplying a speaker and presentation for those in attendance.

For details, topics, or to book a date, contact Ethan Zucal at MWCD at (330) 556-4814 or by email at ezucal@mwcd.org.



MWCD Receives Statewide Marketing Awards for Excellence

MWCD recently received recognition for achievement in marketing and advertising at the Ohio Travel Association's RUBY Awards presentation, held October 5 at Shisler Conference Center in Wooster, Ohio. MWCD received RUBY awards for Targeted Marketing Campaign, Radio Advertisement, and Print Advertisement. A Citation of Excellence was received for the Annual Report. Accepting the award was Adria Bergeron, director of marketing and communications, and Logan Phillips, digital media coordinator.

The Ohio Travel Association's RUBY Awards recognize excellence in Ohio's hospitality and tourism industry for efforts in advertising, marketing, and public relations. In this year's competition, the Recognizing Uncommon Brilliance Yearly (RUBY)

Awards had 236 entries in 17 categories. The awards, sponsored by Ohio Magazine, were presented during the Ohio Conference on Travel, the state's tourism conference for all sectors of the tourism industry.

Nine marketing professionals representing academia, consulting firms and ad agencies judged each entry on the basis of concept, results, and creativity.

"Competition for these awards seems to grow every year, and this year was no exception. We had a record number of entries," said Melinda Huntley, Ohio Travel Association executive director. "Winners truly represent the best of the best in marketing strategy and design. It's inspiring."

"We are thrilled to receive these awards which reflect our team's dedication to creativity, innovation, and excellence in marketing campaigns," said Bergeron. "I was honored to represent the MWCD at the Ohio Conference on Travel, and proud to have the opportunity to serve as this year's conference chair. The organizations that are represented at the Ohio Conference on Travel are some of the best in the state. To be recognized amongst your peers, who present tough competition, is exciting."

The Ohio Travel Association is a nonprofit trade association representing travel- and tourism-related businesses throughout the state. For more information on OTA, visit www.ohiotravel.org.



Winter Adventures at Our Lakes Will Keep You on the Move

MWCD Lakes are perfect locations for winter activities including cross-country skiing, ice fishing, and snowshoeing. Snowshoeing is a great workout and easy to learn. Try it at one of our pop-up snowshoe hikes and rentals. Since snowshoeing is dependent on the snow, we will host pop-up snowshoe programs when a lake receives at least 3" of snowfall.

Pop-up program locations and times will be posted on our Facebook pages, so be sure to follow your favorite lake.

Or sign up to receive a direct email with pop-up program information at www.MWCD.org/OutdoorFun. The fun doesn't stop at our lakes just because it's cold!



We have several winter hikes planned throughout the season and will add more as the snow falls.

- **Winter Solstice Hike**
December 21 — Atwood Lake Park
- **First Day Hike**
January 1 — Atwood Lake Park
- **Sweetheart Hike**
February 10 — Pleasant Hill Lake Park
- **Souper Bowl Hike**
February 10 — Tappan Lake Park
- **Full Moon Winter Hike**
February 24 — Atwood Lake Park
- **Pi(e) Day Hike**
March 14 — Atwood and Pleasant Hill Lake Parks



Go Outside This Winter With 40% Off Monthly Camping Rates

Enjoy a brisk hike, a warm fire, or a hot drink under the stars.

This opportunity is good for 30-day reservations made between November 1, 2023 and March 31, 2024. If a month is too long, you can still take advantage of our off-season daily camping rates through March 31, 2024.

Details:

- Amenities including water and available restrooms vary by location
- Discount is available for campsites only (no cabins)
- Promotion is subject to availability; restrictions may apply
- No refunds or transfers of promotion permitted
- Reservations may not extend beyond March 31, 2024
- Final price is determined by our 30-day rate — not daily rate

Reserve Your Campsite

Monthly discount available by calling the campgrounds below:

Atwood Lake Park..... 330-343-6780

Charles Mill Lake Park..... 419-368-6885

Clendening Lake Campground740-433-4858

Piedmont Lake Campground..... 740-433-4847

Pleasant Hill Lake Park 419-938-7884

Seneca Lake Park740-685-6013

Tappan Lake Park.....740-922-3649

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New Philadelphia, OH 44663



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Lake Views

CATCH A LINE ON MWCD EMPLOYMENT OPPORTUNITIES

The Muskingum Watershed Conservancy District has a variety of full-time and seasonal employment opportunities. Whether you are in high school, college, or advancing your career, we have opportunities for everyone.

Types of positions include park and marina staff, law enforcement and security services, engineering, maintenance/grounds keeping, gate attendant, cleaning staff, and beach attendant.

For more information, please visit www.MWCD.org.