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**OHIO OUTDOOR
RECREATION ECONOMY
CONFERENCE**



**JULY 22-24, 2025
ATHENS, OHIO**

**Grassroots Growth: Utilizing SE Ohio's
Outdoor Recreation Assets for Community
Benefits**



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The ORCA logo features a stylized white mountain range above the letters 'ORCA' in a bold, black, sans-serif font.

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Grassroots Growth: Utilizing SE Ohio's Outdoor Recreation Assets for Community Benefits



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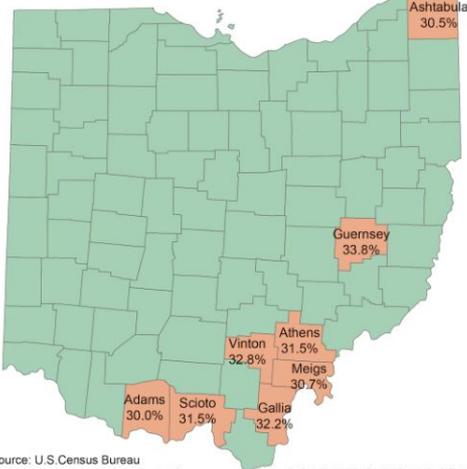


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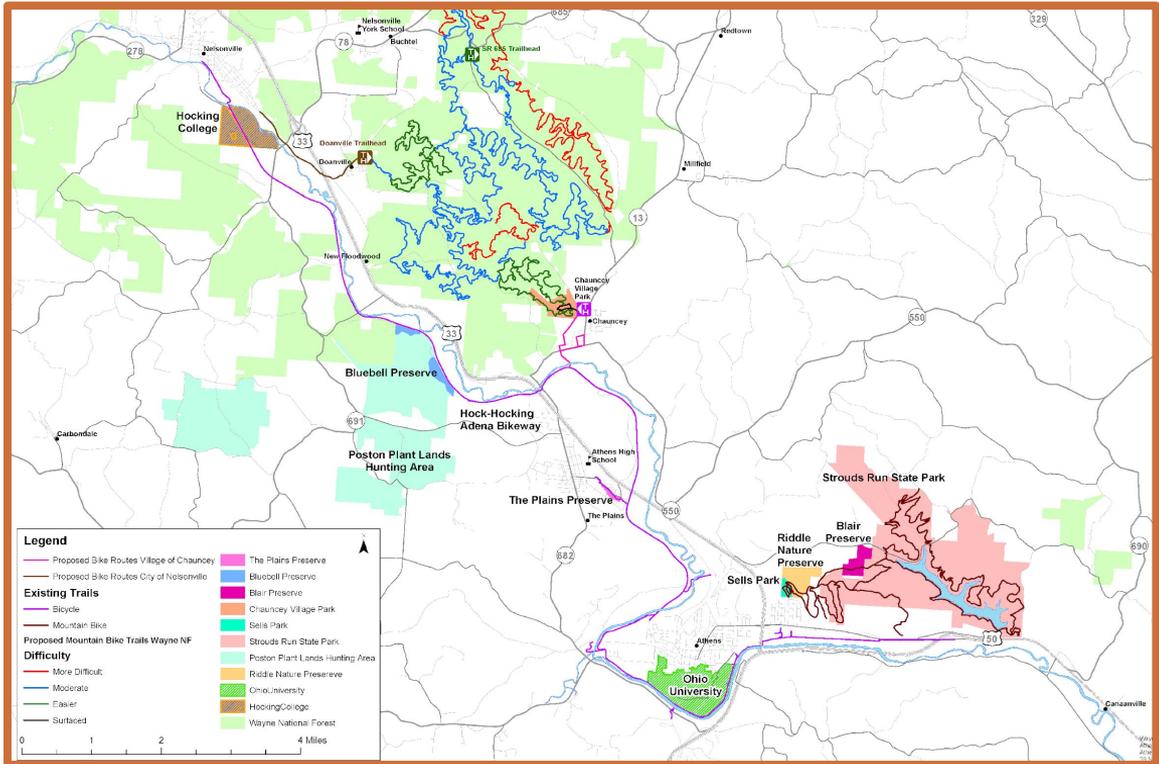
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Ohio counties where child poverty is at least 30%



Source: U.S. Census Bureau 2018 5-year American Community Survey RICH EXNER/CLEVELAND.COM



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NAME OF PANEL
AROUND OR COL
(this one has the
helpful)



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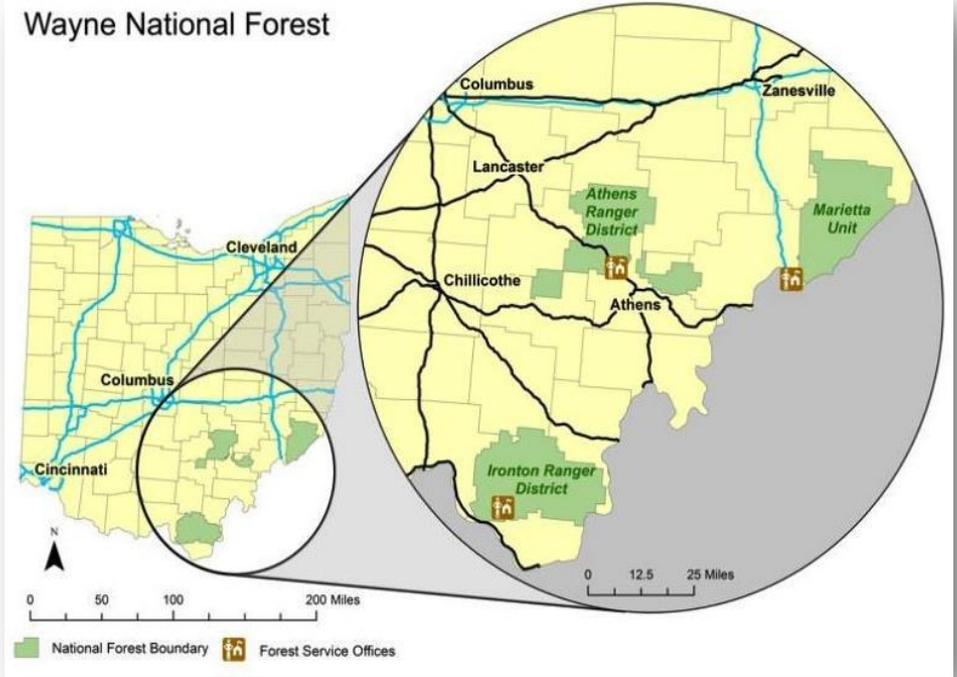
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SOUTHEAST OHIO ASSETS:

- Home to 15 State Parks, 3 Nature Preserves, 7 State Forests
 - Only National Forest in Ohio, The Wayne
- World-Class mountain Biking: Baileys Trail System
 - 14 Hunting and Fishing Areas
- Rich Heritage with Coal & Brick Industries
 - Rural Traditions and Craftsmanship



NORTH CENTRAL PENNSYLVANIA ASSETS:

- Home to over 2 Million Acres Of Public Land, 29 State Parks, 8 State Forests, Allegheny National Forest
- 2 National Wild & Scenic Rivers: the Allegheny and the Clarion
 - Largest Elk Herd in the Northeast
- Some Of the Darkest Night Skies in the World
- Rich Heritage with Oil and Lumber Industries



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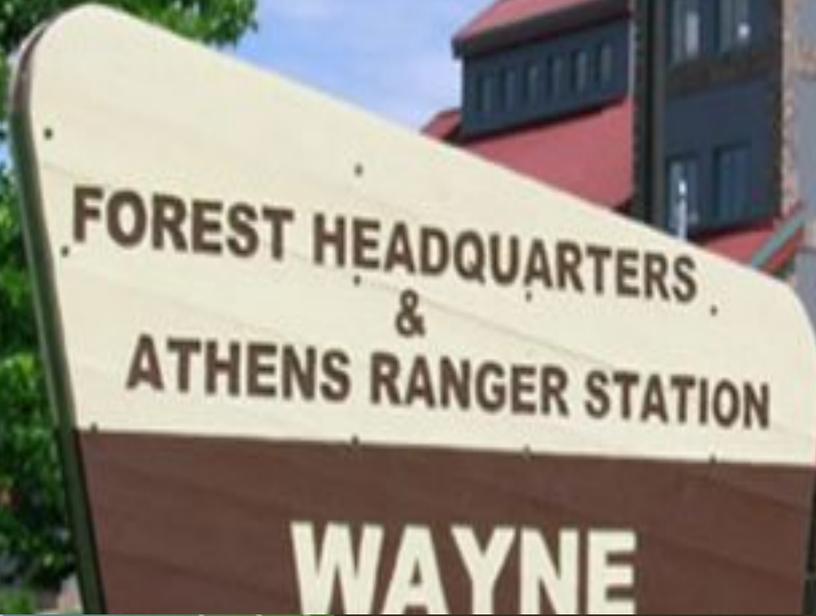
Ohio's Premier Destination outside Columbus and Cincinnati, Ohio & Huntington and Parkersburg, WV



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An Ohio PPlace-Based Strategy



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Photograph featured in the Athens Messenger, September 21, 1903

W.S. Hyde Family

W.S. Hyde served as a trustee of Dover Township and worked as the director of the Athens County Infirmary.

In 1860, Hyde bought 147 acres of dense forest near Bailey Run, or as the pioneers knew it, "Far Bailey." Hyde cleared enough of his lot to make farmland and towed his lumber out in ox carts. Of his 147 acres of land, 100 remained woodland. Hyde then built his house, which stood for nearly a century. Adjacent to the Hyde property was a schoolhouse, where Hyde's son Jeremiah worked for a time as a teacher.

In the early 1880s, W.S. Hyde sold his land to the Buchtel Iron Company. He continued residing there, working as an agent for the company. Sometime after 1883, Hyde and his wife retired from their homestead.

By 1905, the New York Coal Company owned the former Hyde property. Later, The Wayne National Forest acquired the land, now utilizing it for the Baileys Trail System.



Back shown, circa 1900

Trimble Bricks

Discovered near the former Hyde house were bricks stamped with "Trimble." The name refers to the Trimble Brick Company, then located ten miles northeast of this site. Founded in 1891, the company did not exist when W.S. Hyde built his homestead, but it later employed his son, William, as their manager.

The company became a vital part of the Hocking Valley's lucrative brick making industry. Abundant clay and shale deposits within the earth allowed the brick industry to thrive in the region for decades.



The small marble shown here is one that was discovered near the old Hyde homestead. The first marble was found near one of the Hyde children.

Lost Marble

Yards from the Hyde house foundation, an archeological dig uncovered a single deep purple marble. The handmade marble, with flowing milky white swirls throughout its body, was produced at the Navarre Glass Marble and Specialty Company (1896-1901), in Navarre, Ohio.

This lost marble evokes in the imagination a time when a vibrant homestead stood in this location. This land holds the stories of a family on the frontier, thriving brick and coal industries, and a childhood toy lost to the ages. These relics of the past reflect the rich history that surrounds the Baileys Trail System.



BAILEYS TRAIL SYSTEM - LOST MARBLES TRAIL



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BEFORE

AFTER



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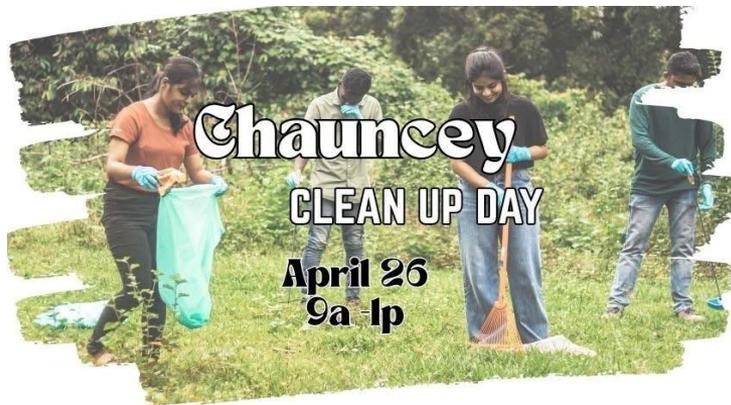
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EST. Village of 1838

Chauncey

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BAILEYS DIRT FONDO

SATURDAY, SEPT. 27, 2025



SCAN FOR
MORE
INFO. & TO
REGISTER!

Join the Adventure this Fall!

The Baileys Dirt Fondo, styled after an Italian street ride Gran Fondo, is a one-of-a-kind event at the world-class Baileys Trail System in Athens County, Ohio! With four different lengths, this trail-based ride, takes beginners and advanced riders alike through the Wayne National Forest. The Dirt Fondo includes local food, beverages and post-ride fun for the whole family!



baileystrailssystem.org | orcaohio.com | @Baileys Trail System

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Rush Family History

In 1830, pioneer Peter Rush moved to Athens County and bought 58 acres of land within what is now the Wayne National Forest. Settling in the dense, isolated woods was dangerous and filled with uncertainties, but Peter and his wife Susannah Linscott endured. The Rush's and their 11 children eventually built a homestead on this land that would remain in their family for more than a century.

In 1892, Susannah Rush, Peter's granddaughter, married William Clary, and their family of seven children made their home on this land. William deeded the land in 1945, just before his death.

"In the evening, when the chores were done, grandma would read her bible aloud to grandpa by the light of an oil lamp. Later grandpa would pull out the homemade checkerboard for a game of checkers - usually with grandpa the declared winner. They seemed to be a contented pair in spite of their meager income and hard work"

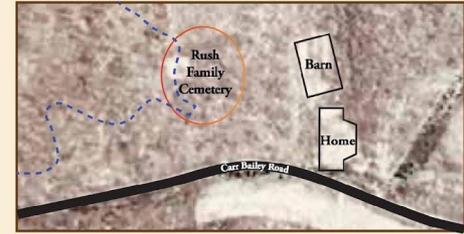
A Rush family miniature board game sits on the table next to 1900.



Susannah Rush (1874-1945) & William Clary (1873-1948) (Buried in Rush Cemetery)

Rush Cemetery

Beyond this sign lies Rush Cemetery; the ground here holds at least 31 graves. Of the known graves here, 9 are infants. The Rush family were no exception to the hardships of living in a time before modern medical care. In the 19th century, of every 1,000 children, 165 died during infancy.



Please be respectful of this family cemetery. No bikes are permitted.

The Rush Cemetery's earliest graves are those of children Susannah, 5, and John Rush, 11. The siblings died within a month of each other in the fall of 1858. Although it is unknown what caused their untimely deaths, 1858 brought a worldwide Influenza Pandemic and a Scarlet Fever epidemic. Yearly outbreaks of measles, diphtheria, pertussis, and other childhood diseases were common in the mid-1800s.

The lives of southern Ohio pioneers were full of danger, uncertainty, and times of immense sorrow. These cemetery records serve as a reminder of early Athens County settlers' endurance in the face of adversity. The Rush Cemetery is currently maintained by local family members.

The 19th and early 20th centuries saw many families living within the hills of the Bailey's Trail System. The Rush Family's stories help illuminate the struggles and pleasures that countless other rural families encountered in Athens County. As you experience the Carr Bailey Long Loop trail, try to envision clucking chickens, haylofts, churning butter, and children laughing and playing in the running creeks of Bailey Run and nearby Chauncey.



BAILEYS TRAIL SYSTEM - CARR BAILEY TRAIL



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Economic Development

Recreation Asset

Governance

Marketing

Technical Support

Infrastructure

Holistic Activation

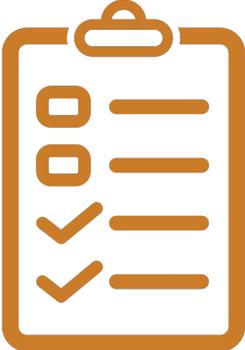


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Regional Collaboration 18 Counties



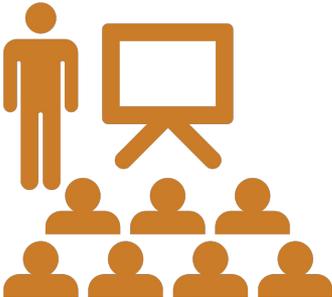
OUTDOOR
RECREATION
ASSET
DEVELOPMENT
PLAN



ADVISORY
COMMITTEE



COLLABORATIVE
REGIONAL
BRAND



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**PLACEMAKER
COLAB**



PA WILDS CENTER
FOR ENTREPRENEURSHIP

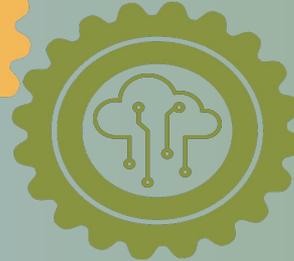


Playbook Library & Consulting

- Platform Marketing & Supply Chain Development
- Technical Assistance & Strategic Support
- Peer Learning & Ecosystem Building



Amplifying Rural Communities to Thrive



Placemaker Market Platform

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