

# Brownfield Bragging Rights

Celebrating Milestones throughout Your Project

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MID - ATLANTIC  
**TAB**  
TECHNICAL ASSISTANCE TO  
BROWNFIELDS COMMUNITIES



# About TAB

Mid-Atlantic TAB is a collaboration between leading programs. The TAB Program **provides technical assistance** to communities and stakeholders to help address their brownfield sites and to increase their understanding and involvement in brownfields cleanup, revitalization and reuse.

*The TAB Program is funded by EPA and available to all stakeholders for free.*

# Today's Speakers



**Haley Paul**  
Mid-Atlantic TAB



**Carrie Staton**  
Mid-Atlantic TAB



**Becca Phillips**  
Mid-Atlantic TAB



**Matt Ashby**  
Ayres Associates





# Agenda

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01 Why Celebrate Milestones

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02 What Tools to Use to Recognize Achievements

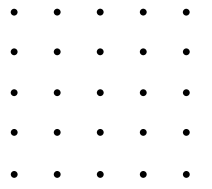
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03 How to Measure & Leverage Impact

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04 Conclusion

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# Why

**Why should you celebrate milestones?**



01

**Keep Momentum**

02

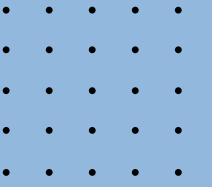
**Engage Stakeholders**

03

**Head off Rumors**

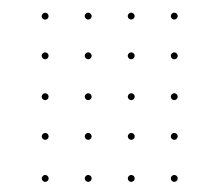
04

**Build Support for  
Future Work**



**It's always a  
good time to  
celebrate!**





# What

**What tools can you use to recognize achievements?**



# Outreach



**Media**



**Community  
Opportunities**



**Host a (Fun)  
Event**



# Communicate to the Public

## Traditional Media

- News Outlets
  - Press Releases
  - Interviews
- Radio/Newspaper Ads

## Social Media

- Post Pictures & Updates
- Use a Dedicated Page

## Other Media

- [StoryMap](#)
- [Make a Video](#)



Media

# Example - Brownfields Community Impacts



## WV Brownfields Assistance Center

- 20 Years of Brownfields Video Series
- Interviews from Key Partners and Stakeholders



**Media**



# Meet People Where They (Physically) Are

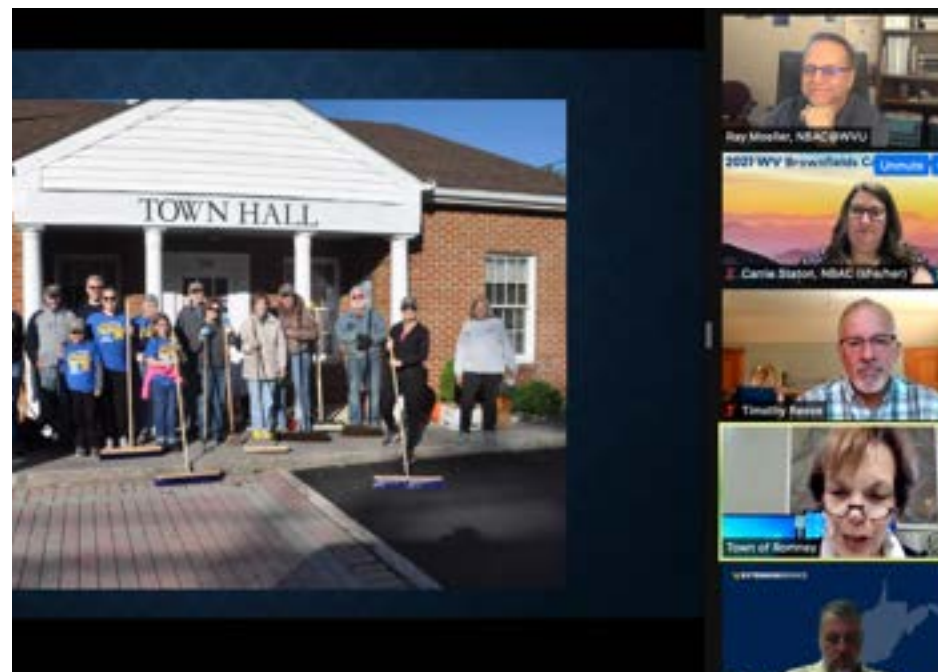


## Local Meetings & Stakeholder Events

- Announce Updates and/or Solicit Feedback

## Pop-up Tabling

- At or outside events, senior center at lunch, college campus between classes
- Ask people to take a survey or some other interactive activity to solicit feedback & raise awareness



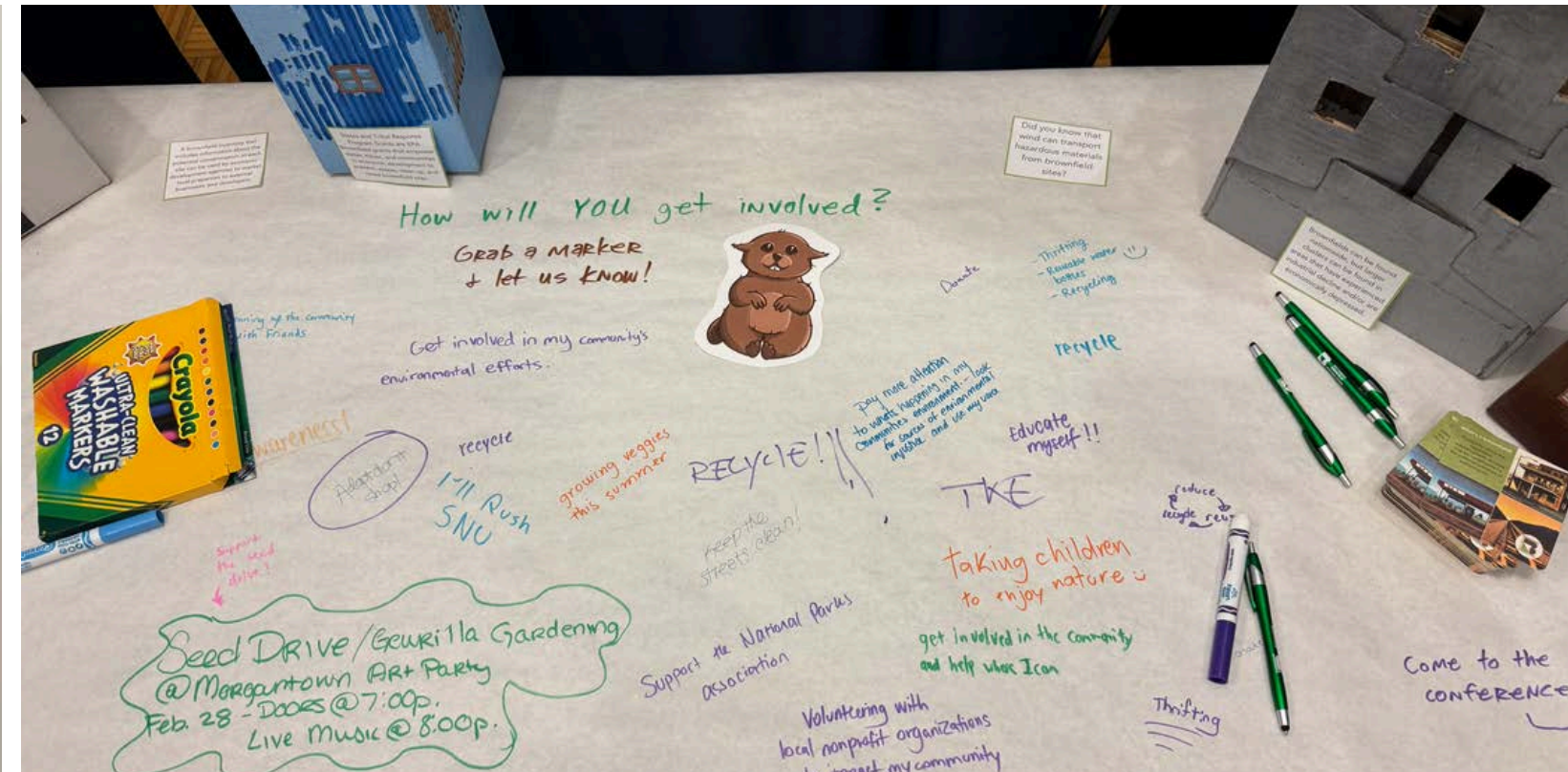
## Contest or Competition

- Name of a Pavilion in the Park
- Mural Ideas
- Project Logo or Slogan Contest
- Photo Contest
- Give a Prize that Supports a Local Business (Gift Card)

# Community Opportunities



# Make It Interactive



## Community Opportunities



# Celebrate Good Times, Come on!



## Commemorate Major Milestones

- Groundbreaking & Ribbon Cutting Ceremony
- Opening Day
- Anniversary of Project Completion

## Invite Community to Take Ownership

- Design Charrettes & Visioning Workshops
- Fundraiser
- Volunteering Day
  - Supply Materials & Direction for Landscaping, Painting, Assembling Furniture, etc.



**Host an Event**

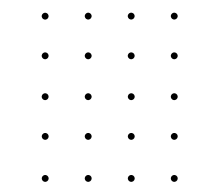


# Make It Fun



**Host an Event**





# How

**How do you measure and leverage impact?**





**Be The Disco Ball!**



how to ***TELL YOUR STORY.***

A WYOMING BROWNFIELD INITIATIVE:

**SPURR** 

STATE PARTNERSHIP FOR  
URBAN & RURAL REDEVELOPMENT

DEQ



# in focus: **SPURR's IMPACT.**



 **26**  
COMMUNITIES  
ASSISTED

 **2**  
AWARD  
RECOGNITION

 **25+**  
VISUALIZATIONS  
COMPLETED

 **16,578**  
EST. MILES DRIVEN

 **85**  
PROJECT  
SITES

#Brownfields2025 | CHICAGO, IL

## **ACRES isn't the End**



## Brownfield Grant Accomplishments to Date

Public  
Meetings

4



Visioning  
Examples

3



Phase I Reports

10



Site Visit

20



Phase II  
Reports

5



Online Survey

1



Visualizations

5



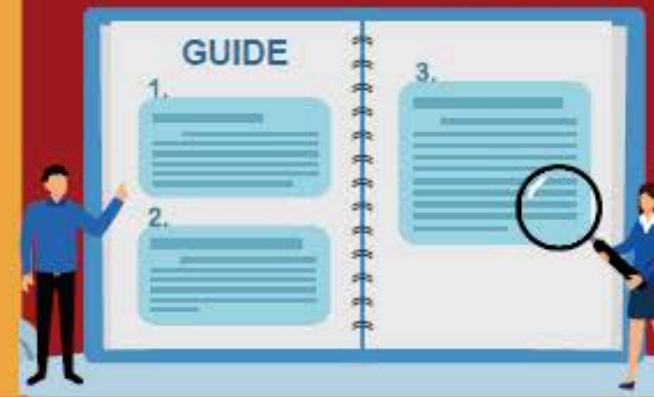
Historical/  
Structural Reviews

7



Redevelopment  
Roadmaps

3



Condition Maps and  
Inventory Maps

2



CITY OF LA JUNTA  
Economic Development Strategy

La Junta, Colorado  
Tarantula Fest - September 27th, 2025

AYRES



# MAIN STREET

• South Carolina •

## Annual Reinvestment Statistics

Main Street South Carolina is a technical assistance program that empowers communities as they revitalize their historic downtowns, encouraging economic development and historic preservation. Learn more at [www.msncsc.net](http://www.msncsc.net) (keyword: Main Street).

Main Street South Carolina is an Equal Opportunity Employer.

**\$80,000**

AVERAGE  
ORGANIZATION  
BUDGET

NOW  
HIRING

**743**

New Jobs

Public:  
5.4%

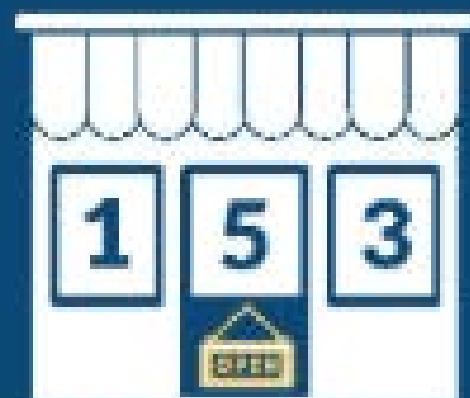
**\$28M**

Investment

Private:  
94.6%

**26**

Main Street  
Communities



New Businesses

**31**

PUBLIC  
IMPROVEMENT  
PROJECTS

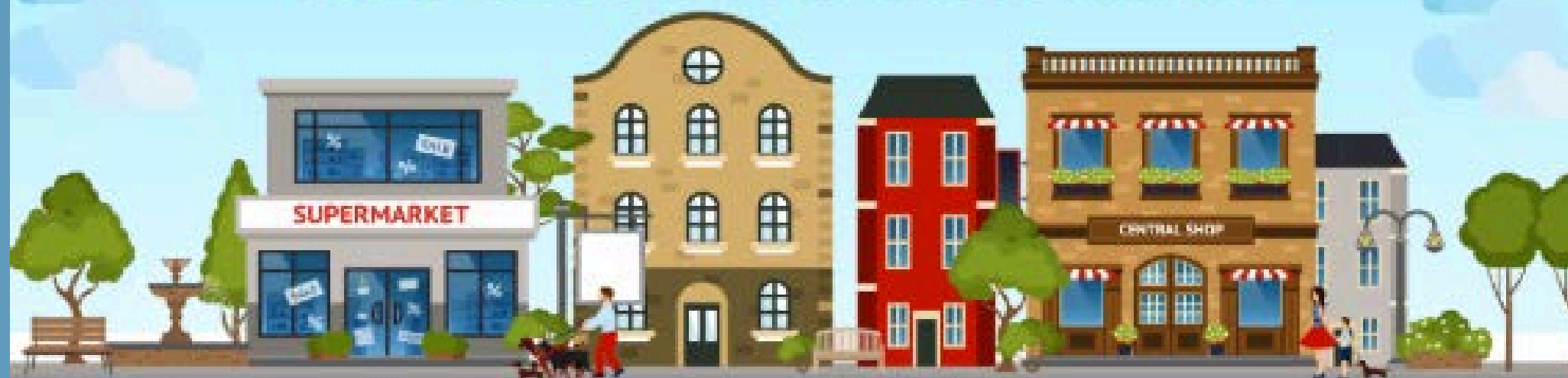
**270**

Construction and  
Rehabilitation

**5,669**

Volunteer  
Hours

# INDIANA MAIN STREET 2018 RETURN ON INVESTMENT



**Volunteers**

**7,850**



**Volunteer Hours**

**145,598**



**Net jobs created**

**1,821**

1519  
FT

460  
PT

**Total businesses  
in Main Street**

**11,750**

**\$369M**

\$369,515,833

**Total Investments  
on Indiana Main  
Streets**

**Net New Business**

New: 536

Relocated: 155

Expanded: 173

**Buildings Renovated**

Total: \$20,523,388

**500**

**27**

**New Buildings**

Total: \$108,157,961

**494**

**Buildings Rehabbed**

Total: \$165,482,856

OCRA

Office of  
COMMUNITY &  
RURAL AFFAIRS

*As of February 2018, 125 Main Streets reporting*



FRAMEWORK PLAN THEMES

# Framework Plan Themes

Organizing broad ideas and projects into a consolidated package helps to easily communicate a large number of ideas into a manageable package. Here are the key themes that emerged as priorities for the Go Goshen Economic Development Framework.

## Embrace the River

In an area where the rhythm of life follows the land and seasons, the river is more than water—it's heritage, hope, and opportunity. By embracing the river as a lifeline, this plan envisions transforming it into a vibrant centerpiece for recreation, economic development, and community pride. Imagine families fishing at sunset, kayakers gliding past restored banks, and new riverfront businesses welcoming locals and visitors alike. With thoughtful development and environmental stewardship, the river becomes a place to gather, grow, and celebrate the natural beauty that defines Wyoming's rural heart.

FRAMEWORK PLAN THEMES

## Embrace the River

Transform the river into a vibrant hub for recreation, commerce, and community pride.

Action Items

01

Develop a riverfront master plan, including analysis of land acquisition for public use and long-term stewardship, economic development impacts, brownfield remediation, and job creation.

02

Explore the feasibility of a riverfront restaurant to anchor recreation and dining.

03

Analyze the market to attract a sporting goods store/manufacturer that utilizes the riverfront.

04

Explore design/development of a concert pavilion along the river to boost cultural life.

05

Study and share successful river activation models (e.g., Casper, WY).

06

Explore how tools like urban renewal were used to support infrastructure development (Draw inspiration from Mayfly Outdoors in Montrose, CO for river-adjacent business attraction.)

07

Create site access to the North Platte River, address trespassing concerns at the Sugar Plant site.

08

Pursue extension of the walking path around the city for connectivity and wellness.

09

Apply for and secure an EPA Brownfield Assessment Grant for Goshen County to address Sugar Factory site and other opportunity cleanup and redevelopment pursuits across the County.

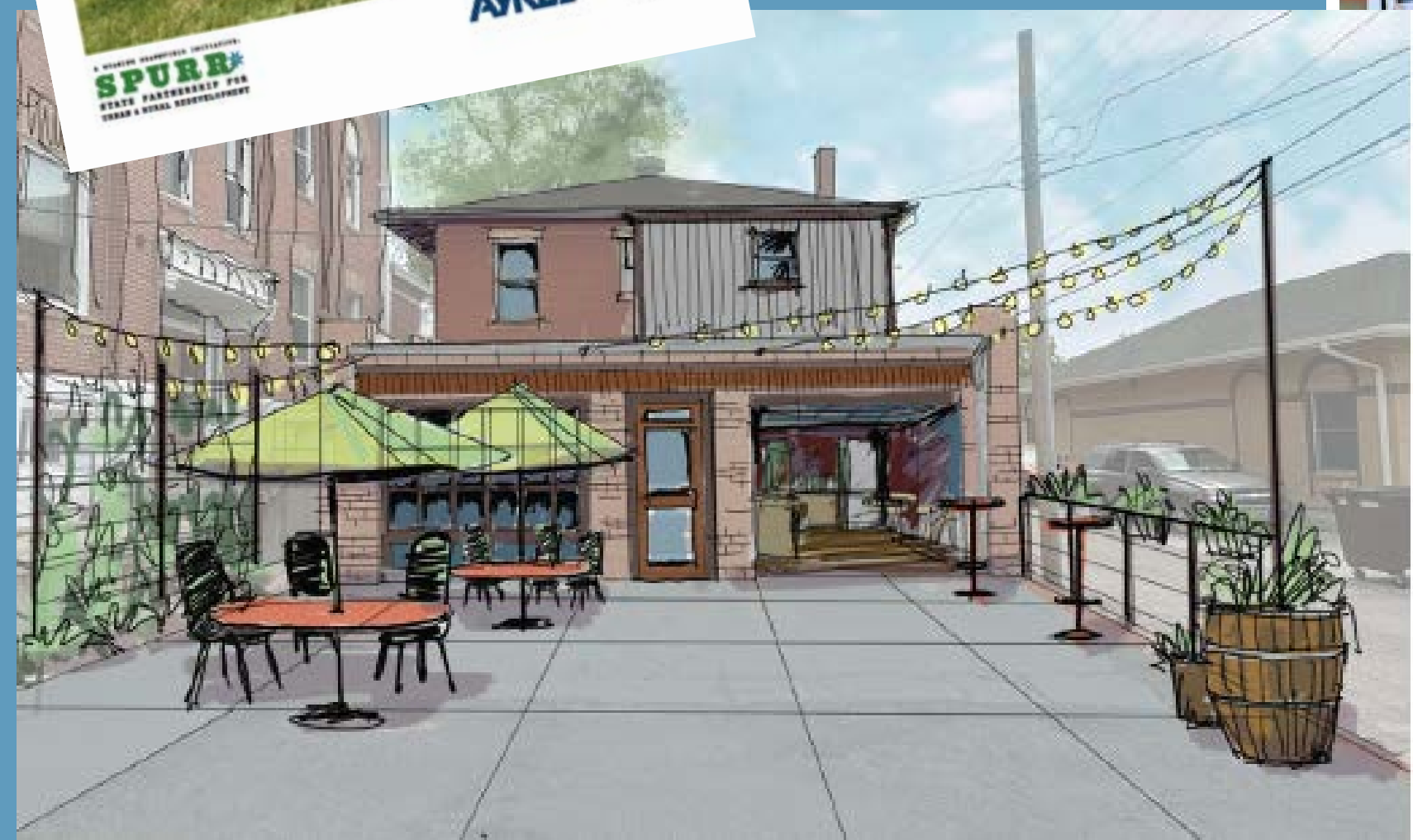
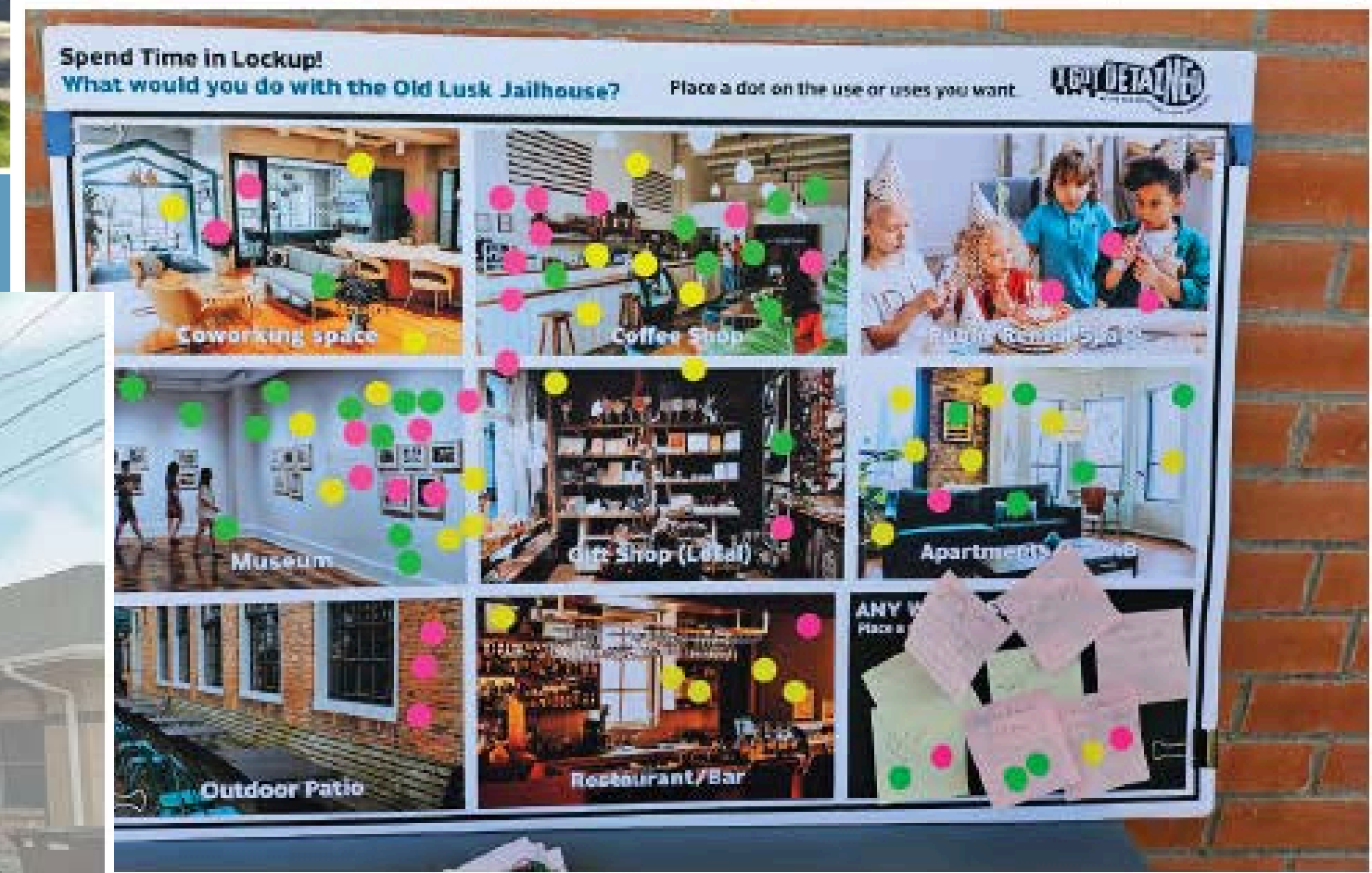
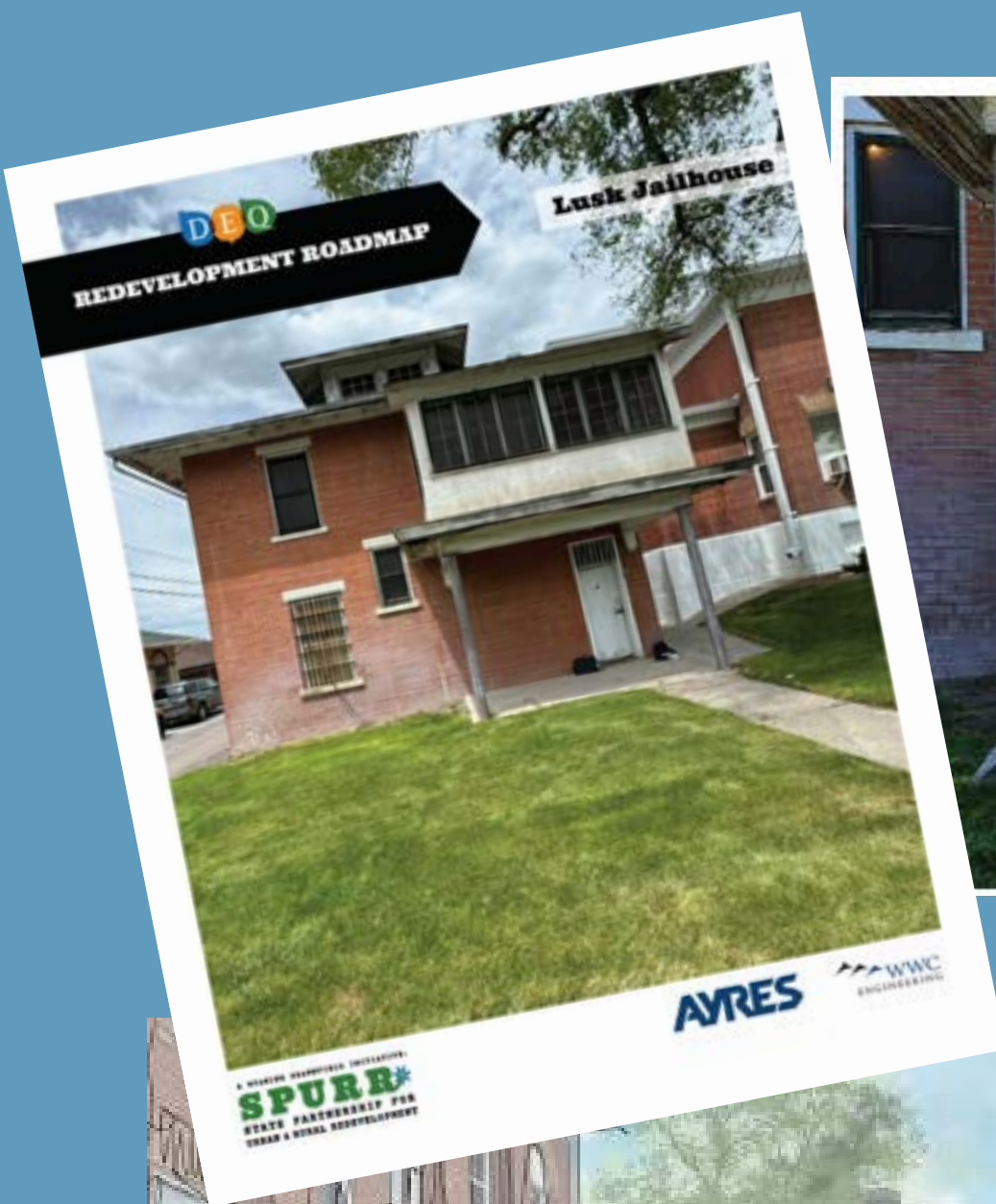
Go Goshen County Economic Development Framework

# GOSHEN COUNTY

## BROWNFIELD STRATEGY & ECONOMIC DEVELOPMENT FRAMEWORK

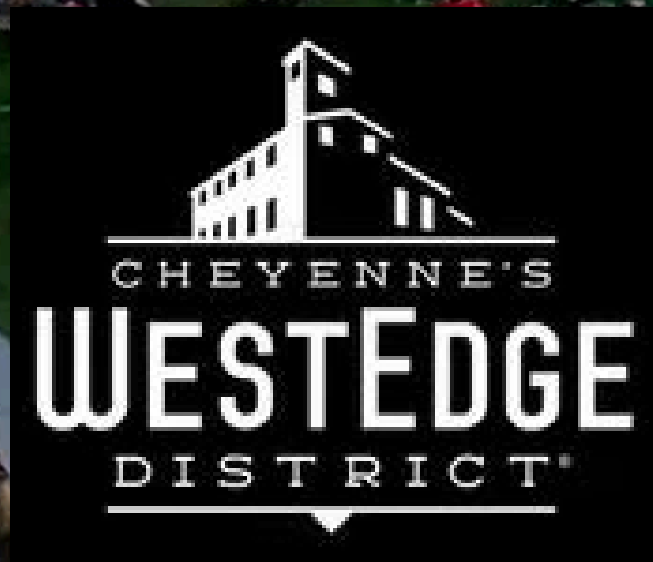
Share Your Work





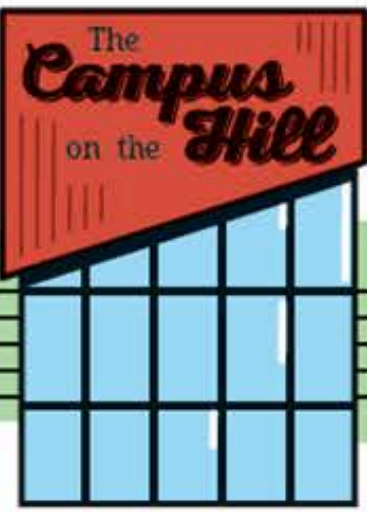
**Build Momentum**





# Harness Excitement





## WELCOME TO THE CAMPUS

THE CAMPUS at historic Campbell County Training School is a haven for opportunity, stretching back over a century. THE CAMPUS ON THE HILL is a place to GATHER, INTERPRET, ENRICH and CRAFT the future leaders of southern Virginia.

### THE CAMPUS INCLUDES FOUR DISTINCT DESTINATIONS:

#### GATHER

The heart of the campus, this assembly hall welcomes community gatherings, performances and meetings where ideas can be exchanged to elevate understanding.

**Outputs/Outcomes:** By welcoming Rustburg and the greater Campbell County region to events, lectures, performances and meetings, we are becoming the heartbeat of the community, building alliances and leveraging relationships.

#### ENRICH

The Empowerment Center provides the best balance between kids and career, with a child enrichment center complimented with a Coworking Entrepreneurship Center.

**Outputs/Outcomes:** Balancing work and family life, this mixed-use facility reduces the compromise facing many of our residents when launching a new career. By cultivating a wholistic support network, this space ensures that innovation can thrive while family is simultaneously nurtured. VA, we seek to elevate understanding of this impactful educational model, while accelerating cross-cultural appreciation for the value of a sound education.

#### CRAFT

The training center hosts real world trades instruction, developing real-world skills to enhance employment.

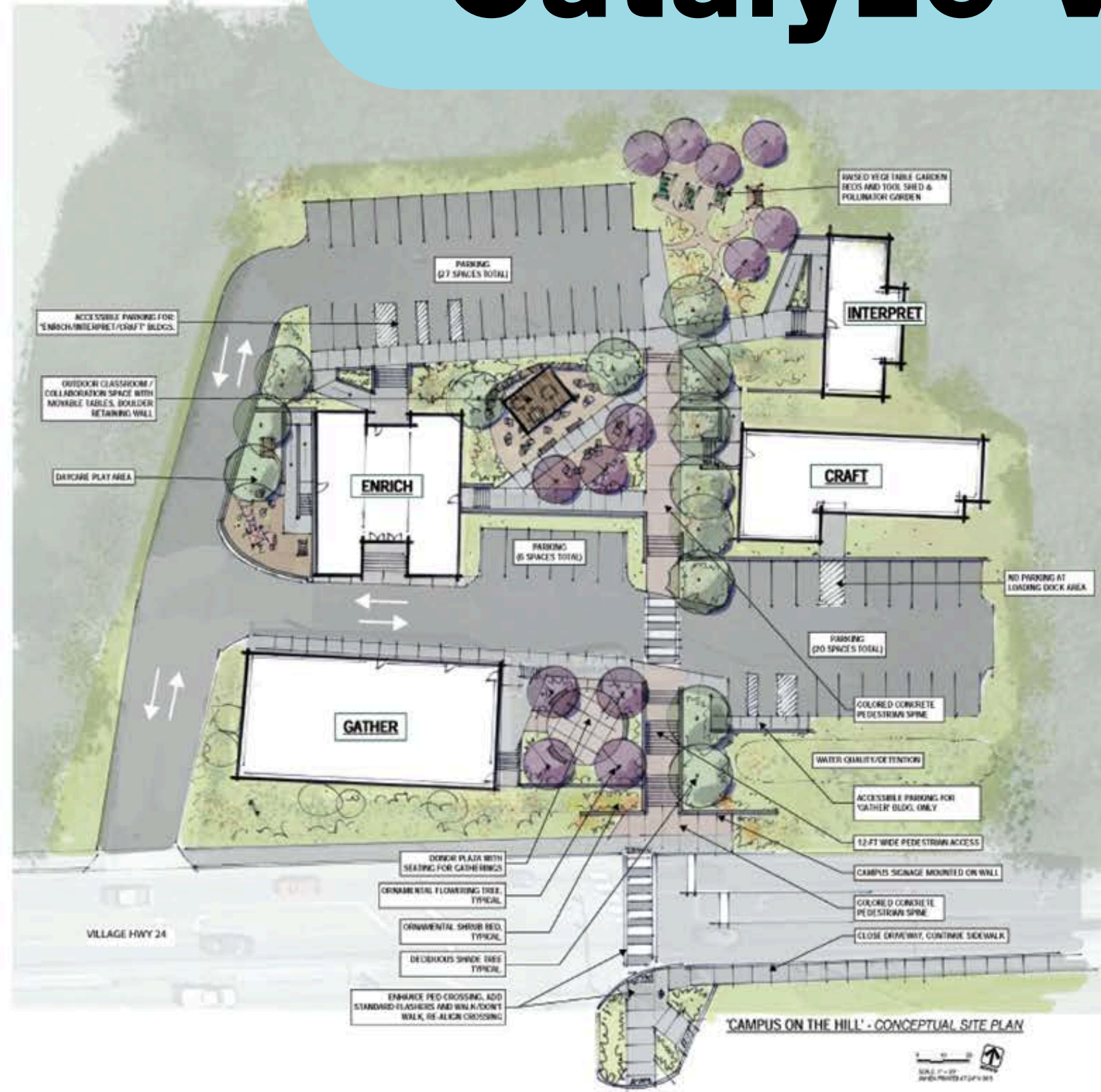
**Outputs/Outcomes:** By drawing inspiration from the history of the Campus, the training center hosts job training classes paired with hands-on instruction to develop a workforce to power economic development in Campbell County.

#### INTERPRET

The historic two room classroom building provides museum quality interpretation of the local site, and the legacy of the Campbell County Training School.

**Outputs/Outcomes:** By curating the dynamic story of the Training School Campus in Campbell County, VA, we seek to elevate understanding of this impactful educational model, while accelerating cross-cultural appreciation for the value of a sound education.

# Catalyze Vision





# Campus Caretakers

## WHO WE ARE

We are Campbell County Campus Caretakers, a committee of passionate activists willing to roll up our sleeves to carry forward the Campbell County Training School's mission of educating the next generation while honoring our heritage. Join us and become a Campus Caretaker today!

## POSITIONING STATEMENT

Driven by a heartfelt respect for the power of an education, Campus Caretakers, invests sweat equity to restore the facilities and modernize the educational mission of the historic Campbell County Training School campus in Rustburg, Virginia. Providing new opportunities for wholistic education, The Campus offers spaces for hands-on learning to propel a new generation of leaders by instilling them with an appreciation for the past.

With an exciting future near at hand, our decades-long efforts are coming to fruition, resulting in the need for broader community support to continue our mission. We've reframed our organization to reflect the time-tested revitalization framework represented in the National Main Street 4-Point Approach, aligning our activities under the headings of Design, Organization, Promotion, and Economic Vitality. Our strategic action items include:



### DESIGN

*{Enhancing the physical assets and spaces of our Campus on the Hill}*

- Adopt the new master site plan concept.
- Explore circulation and access improvements to the Village Highway/Red House Intersection. (Collaboration with VDOT.)
- Develop a signage plan for campus wayfinding.
- Develop phasing plan and aligned funding mechanisms.
- Create a "Visible Activation" Plan for tangible improvements to be made on an annual basis



### ORGANIZATION

*{Sustaining our human capital for the long term}*

- Adopt the new Mission/Vision and Positioning Statements for Campus Caretakers, Inc.
- Develop volunteer job descriptions to promote recruitment.
- Explore targeted recruitment of new board members (legal, real estate, etc.)
- Develop a strategy and job description for hiring an executive director for the Campus.
- Explore strengthened relationship with the school district, prison, local/regional colleges.



### PROMOTIONS

*{Sharing the goals and benefits of what we do and why we do it}*

- Design new organization logo and branding for the 501C3 and Campus.
- Publish the site concept with branding.
- Update Facebook Page with new storyline.
- Develop Leasing Plan and Advertisement for The Campus Loft space.



### ECONOMIC VITALITY

*{Enhancing economic opportunities to support our mission}*

- Finish & Advertise Lease for "The Campus Loft" space in the Assembly Building.
- Reach out to prior donors with new name and refreshed focus.
- Target funders with specific projects that align with their mission.
- Identify support for a targeted grant writer to support initiatives.
- Identify multiple uses for each space that would target a diverse funding stream.
- Research grants including:
  - Virginia Outdoor Grants (Outdoor education) Outside Theater.
- Develop Economic Indicators relative to the target redevelopment uses:
  - # of Daycare Spaces = Number of Local Jobs Increase
  - Calculate estimated value of a new local jobs (revenue)
  - Estimated number of Trade School Attendees per year
    - Average hourly wage for skilled trades professionals
- Develop a Call for Program Partners to attract Trade School operator.

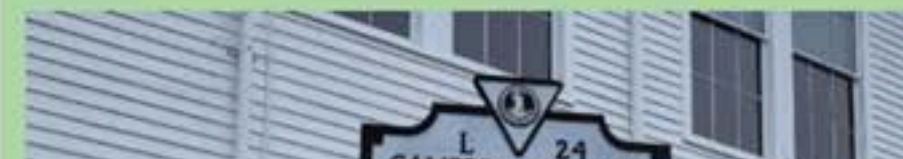
## GET INVOLVED



To date the Campus Caretakers have received several generous gifts and grants, but we are still far from completion of our vision of completing the Campbell County Training Center.

Please consider becoming involved in our efforts and help us seek more funding. Donations and/or your time are needed. Our top priority right now is improving our parking to provide better access to the Campus. Our buildings are being remodeled, but there is much more to do to preserve this historic site and complete this community resource.

Reach out to **Millicent Nash, Board Chair**, at [60millicent@gmail.com](mailto:60millicent@gmail.com) or **434-608-1308** to join our effort. Thank you!



The Campbell County Training School was established in 1923 as one of 5,000 facilities associated with the Rosenwald School movement. Since that time, local caretakers have built up and sustained the vision to provide continuous opportunities to local community members.

# Catalyze Vision

THIS VISION POWERED BY:







**Prime Investment**



Alice Pleasant Park

GRAND OPENING

THURSDAY, JULY 24TH, 2025 | 5:30PM

Mid 500 Block of Yampa Avenue, Craig

CRAIG

Colorado

take a break + RECREATE

PARKS & RECREATION

CRAIG, CO

CELEBRATING COMMUNITY & CONNECTION

Join the City of Craig and Craig Parks & Recreation for the Grand Opening of the newly improved downtown pocket park, Alice Pleasant Park!

This project made possible by:

AVRES

GATES FAMILY FOUNDATION

D&P

DESIGN & PLANNING

K

Kiwanis Club of Craig

Revitalizing Main Streets

CONTACT

Ryan Dennison, CPRP

PARKS & RECREATION DIRECTOR

970.826.2004

rdennison@cityofcraig.org

@CraigParksandRec

Over \$4 MILLION

of additional funding accessed

100+

members of the community engaged

RETOOLING

CRAIG

Colorado's GREAT NORTHWEST

13

brownfield sites assessed

6

site development plans completed

20 Units

of housing in the development process

# Prime Investment





# Prime Investment







**Grant Funding Released**

INDUSTRIAL BUSINESS PARK. CRAIG, CO





## THIS AIN'T A "ONE AND DONE"

The Wyoming spirit isn't just rugged—it's relentlessly resourceful. SPURR, the State Partnership for Urban & Rural Redevelopment, is more than an initiative—it's a catalyst. Designed to kickstart investment in downtown buildings, underutilized rural areas, and neglected properties, SPURR equips communities with a technical assistance toolkit tailored to their needs. Across the state, local leaders are rewriting their futures with tools built for them, by them. This isn't a top-down program—it's grassroots ingenuity backed by a framework that knows how to turn local vision into lasting vitality. In Wyoming, regulation works with us, not against us. Innovation is the norm, not the exception. And every project starts with the most powerful asset we've got: our people.

### SPURR

A WYOMING BROWNFIELD INITIATIVE:  
STATE PARTNERSHIP FOR  
URBAN & RURAL REDEVELOPMENT

# Turning Local Vision...

# ...into Lasting Vitality

### TOP 5 STRATEGIES FOR PROGRAM SUSTAINABILITY

The team has learned an immense amount about successfully launching a brownfield assistance program that has staying power. Here's our Top 5 Strategies for making sure your program isn't a "One and Done:"



#### TELL YOUR STORY

Language matters—especially when it comes to connecting with communities. SPURR sidesteps jargon-heavy terms like "Brownfields" or "EPA," choosing instead to speak in the language of opportunity: jobs, revitalization, economic growth, and environmental renewal. By crafting a strong program identity rooted in strategic planning and messaging that resonates locally, SPURR makes redevelopment not just understandable, but inspiring. Every story begins with the right words—and Wyoming knows how to tell its own.



#### MAKE IT EASY + ADAPTABLE

SPURR strips away red tape to make participation easy and accessible. Communities aren't bogged down by formal applications or bureaucratic hurdles; instead, they're welcomed through streamlined entry points and flexible funding structures tailored to evolving project needs. With support delivered through existing networks and minimal administrative strain, the process becomes less about paperwork and more about progress.



#### KNOW YOUR STAKEHOLDERS

Listening is a skill—and SPURR does it well. By engaging directly with local leaders through town visits and "Brownfield Walkabouts," SPURR brings its services in line with community goals, not the other way around. Embedded planners help blend economic and environmental interests seamlessly, ensuring that every redevelopment effort reflects the character and aspirations of the people it's meant to serve.



#### BUILD A POWERHOUSE TEAM

Behind every successful project is a team with purpose. SPURR unites environmental specialists, designers, planners, and economic developers under one mission: to drive sustainable transformation. Clear coordination between disciplines avoids silos and amplifies results, while partnerships are built not just for deliverables—but for long-term impact.



#### HARNESS LOCAL POWER

At its core, SPURR believes communities know best. Its approach honors local knowledge, adapts to regional realities, and builds on existing strengths. Whether urban or rural, every project is designed to be both practical and fundable, earning national recognition for its innovative take on rural redevelopment. This isn't about telling communities what to do—it's about helping them lead the way.





# City of La Junta, Colorado: Brownfield Grant

## Communications... ...Can't Be an Afterthought





# Conclusion

Final Thoughts & Questions





**We can help!**



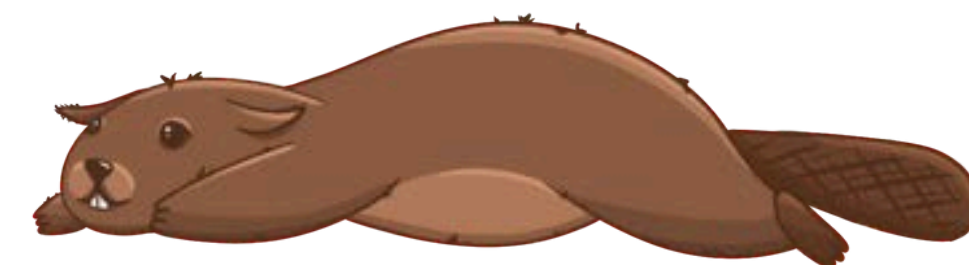
MID - ATLANTIC  
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TECHNICAL ASSISTANCE TO  
BROWNFIELDS COMMUNITIES

Mid-Atlantic TAB is your personal guide throughout your brownfields journey. Our assistance is **FREE**.

We can:

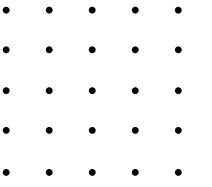
- Support **planning & outreach**
- Help facilitate **community meetings**
- Provide **environmental & technical expertise**
- And more!

Bring us your fun, wacky ideas. We'll tell you how we can help.





# Upcoming Events



DEC  
**11-18**

[Register](#)

## **FY26 EPA Region 3 Brownfields Grant Guidelines Webinars**

State agencies and Mid-Atlantic TAB team up to bring you the updates to the 2026 EPA Brownfields Grant requirements. Attendees also get familiar with state-specific requirements, resources, and tips for a successful application. Bring questions about your site(s) and get the inside scoop from your EPA Project Officer!

DEC  
**12**

[Register](#)

## **Carpe Diem: Why Redevelop Brownfields Now?**

This webinar will outline why brownfields redevelopment is more critical to local economic strategy than ever before and how to put EPA's final round of historically large brownfields grants to work to generate redevelopment results.

DEC  
**17**

[Register](#)

## **FY26 MAC Application Webinar: Tips from the TAB Programs**

Attend this free webinar to hear from a panel of highly experienced grant writers and reviewers from the five Technical Assistance to Brownfields Communities (TAB) providers, including Mid-Atlantic TAB. Each panelist will give their perspective on how best to respond to the EPA's recent NOFO for EPA Brownfield MAC grants.

FEB  
**24**

[Register](#)

## **Bring Your Own Brownfield – Project Answers Live Before a Studio Audience**

Bring Your Own Brownfield (BYOB) is designed to connect project champions with experts in the field as well as peer project leaders to discuss their projects, identify potential resources or next steps, and build community across geographies.





# Thank You!



TAB Hotline: [\(304\) 293-7002](tel:(304)293-7002)

Direct Email: [wwutab@mail.wvu.edu](mailto:wwutab@mail.wvu.edu)



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