



ECONOMIC & COMMUNITY DEVELOPMENT COUNCIL

2023 GRANTEE

PROJECT

Discover (Our) White River Advocacy Initiative



GRANTEE

Discover White River

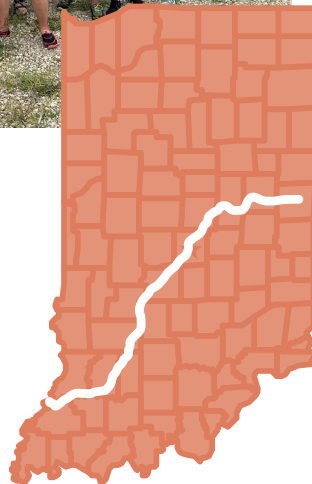


INVESTMENT

\$5,000

PROJECT OVERVIEW:

The White River Advocacy Initiative was used to continue to grow the support of the White River and the White River Vision Plan. The investment from MIBOR ECDC helped support Discover Our White River in hiring Friends of the White River to lead 8 free river schools for elected officials, local media influencers and MIBOR members. In the fall of 2023, MIBOR ECDC sponsored a promotion to inspire user-generated content on social media platforms and for use in earned media where people shared their photos of connecting to the river and winners received prize packages, including participating in a river school for free.



IMPACT METRICS:

- Improves Quality of Life
- Improves Community Livability
- Creates Greenspace Improvements
- Advocates for Expanding Greenspaces and Beautification Efforts
- Promotes Cultural Opportunities
- Enhances Park Department Assets
- Increases Community Engagement and Participation
- Increases Accessibility of Public Amenities
- Fosters Distinctive, Attractive Communities with a Strong Sense of Place
- Improves Standards of Health and Living
- Promotes Active Living
- Provides Additional Amenities to Attract New Visitors
- Improves Access to Environmental Benefits
- Fosters Distinctive, Attractive Communities with a Strong Sense of Place
- Strengthens and Directs Development Towards Existing Communities
- Encourages Community and Stakeholder Collaboration
- Encourages Approaches that are Community-Driven, Comprehensive, and Collaborative
- Fosters Civic Engagement
- Encourages Collaboration Among Organizations, Agencies and Local Government
- Fosters Regional Collaboration
- Supports the Regional Tourism Industry
- Increases Tourism Opportunities
- Promotes Unique Visitor Experiences
- Provides Additional Amenities to Attract New Visitors