The Pilgrimage project, like your town with fresh eyes... what may look old and worn out to someone who's seen it every day, might be beautiful to one seeing it for the first time.

Small business owners face the same challenges and success is easier with a strong support system.

You only get one chance to make a first impression.' applies everywhere. A beautiful fountain carved out of native stone greets visitors to Killamph.

Team members from South Carolina discuss similar problems and goals with their Irish counterparts. By working with successful towns, it makes it easier for the ones who come next. Many challenges and obstacles have already been addressed and can be lessons for the next group.

Join Us On The Journey to A SUCCESSFUL & VITAL South Carolina.

**HISTORY OF PILGRIMAGE OF PLACE PROJECT**

It began in 2001, when Dr. Frank Fears Kellogg Consultant and Professor at Michigan State University attended a design charrette at the Clemson Institute for Economic and Community Development (CIECD). He mentioned his work with a remarkable community in County Mayo Ireland who had achieved sustainable rural revitalization while celebrating cultural heritage.

Interest heightened in 2002, when Maureen Lally of County Mayo Ireland traveled to America and presented the work and accomplishments of the Tochar Valley Rural Community Network in County Mayo. CIECD believed it could learn about sustainability in community development from the County Mayo model and applied for a WK. Kellogg Foundation grant. Money was awarded, and a multidisciplinary, 18-member team was assembled to participate in the international study tour. The group agreed to go as learners, and to return to SC to implement a sustainable revitalization program in two rural SC communities.

The work began in 2003, when the SC international study tour traveled to Ireland for an immersion experience.

Participants visited economic development sites, lodged and dined in local establishments and homes, and held several facilitated debriefing sessions. After returning to SC, the international study tour met with a larger delegation to form the Domino Development Team and translated the lessons learned into a set of "Guiding Principles," and a program called "Pilgrimage of Place". Towns of Pacolet and Great Falls agreed to serve as pilot communities for the new rural revitalization program.

**FUTURE OF PILGRIMAGE OF PLACE PROJECT**

Pilgrimages have since been held in Great Falls and Pacolet and the results and benefits are ongoing. Other team members are taking examples back to their respective professions and other communities are benefiting as well.

All this activity creates excitement and talk in the community. Its impact is evaluated and measured by money spent in the community changes in natural resource, economic development and civic engagement, volunteer time and numbers... all these indicators have doubled and tripled from what was expected.

Pilgrimage of Place is a "domino development" concept. Additional communities become Pilgrims and existing host communities continue to teach and are certified as POP Communities.

This is an evolving program full of exploration and discovery, that is already positively impacting communities.

**CERTIFICATION OF PILGRIMAGE OF PLACE PROJECT**

A domino development team and visiting community will evaluate the host community's use of the guiding principles. If the host community is deemed successful at implementing guiding principles, your community will receive certification status. Web site visibility media coverage and other marketing tools will be available for certified communities.

**FIND OUT MORE ABOUT PILGRIMAGE OF PLACE PROJECT**

If you believe your rural community could benefit from the unique approach of Pilgrimage of Place project, an application form is available for communities interested in taking this leap. Involvement in Pilgrimage of Place is open to all rural communities in South Carolina wishing to improve their economic and community vitality while preserving cultural heritage and environmental resources.

To find out how get involved, contact:
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Clemson Institute for Economic and Community Development Sandhill Research and Education Center
PO Box 23205, Columbia, SC 29224-3205
Phone 803788.5700 Ext 25 • Fax: 803736.4418
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INTRODUCTION

Pilgrimage of Place is a unique program for rural revitalization that promotes economic opportunity by promoting cultural heritage without sacrificing the quality of the natural environment. It is modeled after a successful program in Ireland, and you can be a part of it.

Rural South Carolina and rural Ireland have some things in common. Traditional sources of employment have gone elsewhere, youth migrate to profitable places, the land possesses great natural beauty, and the people have strong passionate ties to the place. This program brings you, the Domino Development team, a multidisciplinary group who will work with your community to focus on its unique strengths and work to create a local/regional development strategy. This grassroots approach encourages dialogue so common issues and approaches emerge naturally. Gleaned from the successful Ireland project, this program also brings you a set of guiding principles to help you take advantage of what makes your town special. Pilgrimage of Place is a way to let the world know that South Carolina rural communities have a wealth of culture, history, and uniqueness and gives you the opportunity to share your success and lessons learned with another South Carolina community for a domino effect.

PRINCIPLES & GOALS

**PROGRESS:** Revitalize communities through valuing people, honoring process, and conveying a sense of place.

**PEOPLE:** Recognize and nurture each individual's sense of history and place. Value and honor diversity in all its forms. Recognize and nurture people's gifts and talents. Inspire a sense of stewardship and service.

**PROCESS:** Listen deeply for what has heart and meaning. Extend honor and respect through finding value in all conversations, perspectives and contributions. Acknowledge the value discovered through contribution.

**PLACE:** Acknowledge the significance of history and place in shaping community life. Acknowledge how diverse perspectives revealed through storytelling create a more comprehensive understanding of the community as a collective whole.

PROCESS

**IN PILGRIMAGE OF PLACE PROJECT**

As a host community, your responsibilities include:

- Meet with Domino Development Team and determine cultural heritage assets, environmental assets, and companion economic development opportunities.

Consultants and volunteers work as guides by your side to help your community develop vision and strategy for revitalization. Tours, input sessions, and focus groups are used to determine opportunities. We work with community officials, schools, churches, and business leaders, the team adds strength and energy to local organizations. Grant referrals, funding opportunities, training opportunities, and more are also part of the information you'll have access to.

- Design Pilgrimage of Place experience for visiting community

Once you have created the design strategy and have begun implementing economic development, plan a unique, intensive Pilgrimage of Place experience to showcase your cultural heritage, environmental conservation, and economic development sites.

By revitalizing people through their Sense of Place...

The beautiful church in Ireland draws pilgrims to this day.

This program is always being updated to keep thing current and make sure people stay involved. Entire communities work together to develop their strengths and make the process work for everyone involved.