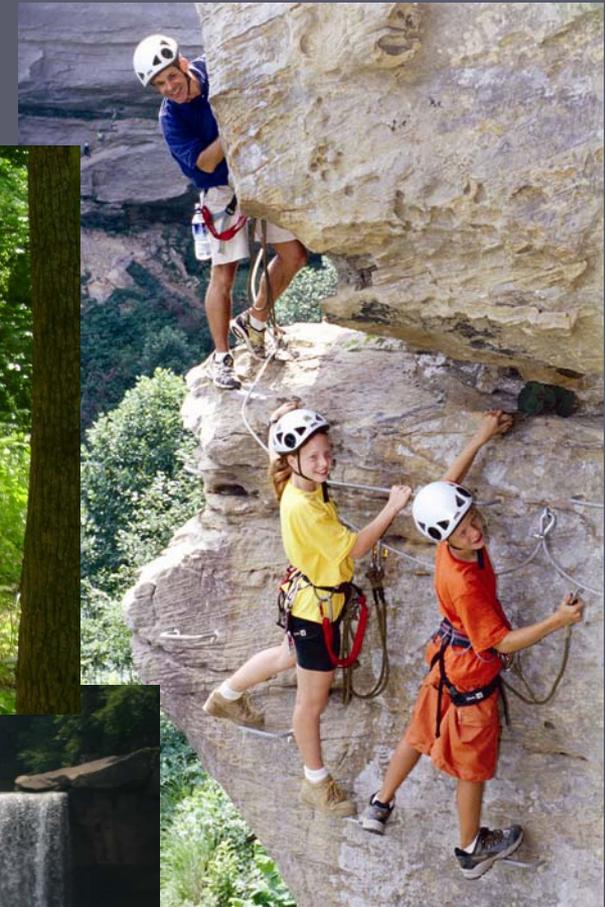




“There are only two mistakes one can make along the road to truth; not going all the way, and not starting.”

- ▶ Outdoors
- ▶ Recreation
- ▶ Soft
- ▶ Hard
- ▶ Risky
- ▶ Challenging
- ▶ Engaging
- ▶ Heart thumping
- ▶ Awe-inspiring
- ▶ Physical
- ▶ Skillful



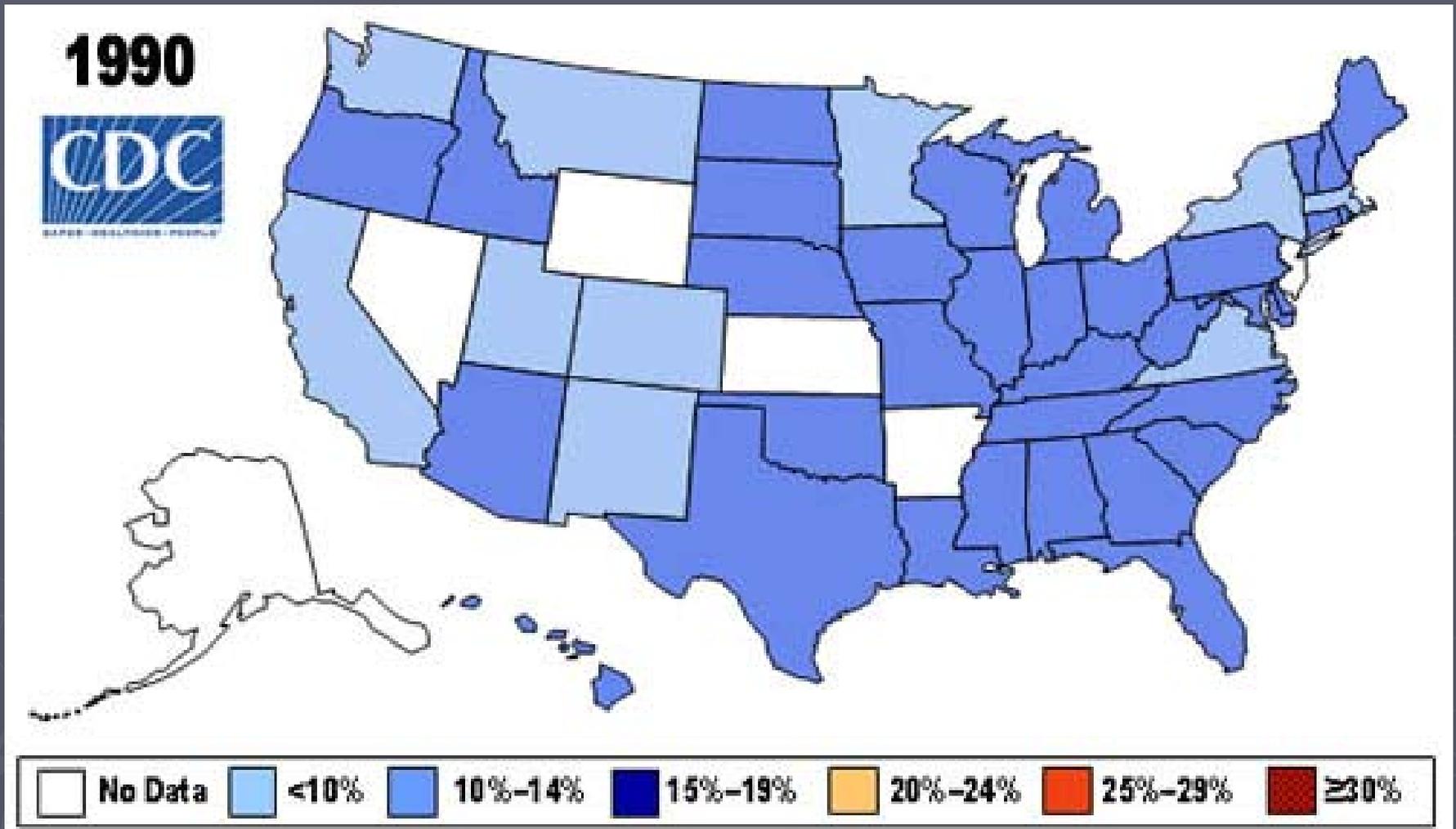
- ▶ Spiritual
- ▶ Centering

2010 Obesity Rates

RANKING	ST	% OBESE
41	Missouri	30.5
42	Tennessee	30.8
43	Michigan	30.9
44	Louisiana	31
45	Texas	31
46	Kentucky	31.2
47	South Carolina	31.5
48	Alabama	32.2
49	West Virginia	32.5
50	Mississippi	34



1990 – 21 years ago



In about the same time...



Car bag cell phones of the 1980's

...to this



The effect..

- Communication and information Technology
- The world at our fingertips
- Instant gratification and communication
- Outdoor leisure activities have been replaced



Benefits of Outdoor Exercise Confirmed yet Again

- ▶ Science Daily (Feb. 5, 2011) — A systematic review carried out by a team at the Peninsula College of Medicine and Dentistry has analyzed existing studies and concluded that there are benefits to mental and physical well-being from taking exercise in the natural environment. Their findings are published in the research journal *Environmental Science and Technology* on February 4th 2011.

“Everybody needs beauty as well as bread, places to play in and pray in, where nature may heal and give strength to body and soul.”

~John Muir



We know the:

- **why** of outdoor exercise
- **who** visitors and citizens
- **when** of events and best seasons to do the activities

We needed to find out the:

- ▶ what do we have to offer in Kentucky
- ▶ where all the activities were and could take place
- ▶ how to connect people and communities to our natural resources

We checked our trail inventory

We had over 3,000 miles of various trail type, but...



What we found out

- ▶ Our inventory and what we were promoting on the web site was understated
- ▶ Local communities were not letting us know what was in their city and county
- ▶ National forest and parks were not providing new trail data and information to us

So.... we took inventory by **Connecting**
every resource / county in the state

Trail Inventory in Kentucky

<u>Type Activity</u>	<u># of Trails</u>	<u>Miles of Trail</u>
Hiking	825	3604
Mountain Biking	304	1803
Road Cycling	9	3829
Horseback Riding	224	1883
ATV/OHV	82	1378
Total	1444	12,497



Connections!



Found the where & inventoried our assets

- ▶ Hunting, fishing, canoe/kayak Outfitters
- ▶ National and State parks & forest
- ▶ Private, Not for Profit Parks
- ▶ Outdoor Attractions



Call together the leading Trail User Groups

- ▶ General Trail issues
- ▶ Sustainability / group trail adoption
- ▶ Access problems
- ▶ Trail Heads, signage
- ▶ Land Manager issues
- ▶ Why certain areas were over or under utilized
- ▶ What amenities are needed where

Findings:

- ▶ Vast acres of reclaimed coal and timber land
- ▶ More miles of navigable water than any other state but Alaska
- ▶ Our trails were in fair shape, but could be improved.
- ▶ We needed more gateways to these assets and needed services, trail towns
- ▶ We needed SIGNAGE!!!

We asked towns:

Is your town benefitting from being close to a national /state park forest or attraction?

Are those visitors spending money in your local community?



Are you making the
Connections!



How?



Trail Town USA

Kentucky Trail Towns Possibilities

- ▶ Livingston
- ▶ Cumberland/ Lynch/ and Benham
- ▶ Stearns
- ▶ Slade
- ▶ Paintsville / Royalton
- ▶ Elkhorn City
- ▶ Pineville / Middlesboro
- ▶ Vanceburg
- ▶ Cave City / Horse Cave
- ▶ Cadiz
- ▶ Berkley

And why?



Cyclist create a buzz of activity in rural towns



Notice the Bike racks in town and the mural store front



Take the Trail Town Assessment

Work with your local officials
and organizations.

Make the connections to make
cycling more safe and
accessible to communities.

Is your town friendly to trail users?



**NO PUBLIC
RESTROOMS**



THANK YOU

Slow the speed limits in town down for safety and business visibility



What new businesses will we need?



Bring together all necessary parties:

(Connections)



- landowners
- Chamber, Tourism & Economic Development
- Local governmental officials
- City/county organization reps
- Area Development Director

Together we develop a vision for the town

State Level

- Tourism Arts & Heritage Cabinet:
 - State Parks
 - Department of Travel
 - Fish & Wildlife
 - Arts Council
 - Heritage Council
 - Historical Society
- Energy & Environment Cabinet:
 - Department of Natural Resources
 - Division of Forestry
 - Nature Preserves
- Dept. of Local Government / Economic Dev.
- First Lady of Kentucky
- Lieutenant Governors Office
- Department of Transportation

So far we have

- ▶ identified resources
- ▶ Launched an updated web site
- ▶ Made connections
- ▶ Produced an Adventure Guide
- ▶ Produced a state Water Trail & Project Plan
- ▶ Produced a Trail Town economic development plan
- ▶ KRTA
- ▶ Working with cities and towns across the state



New business development

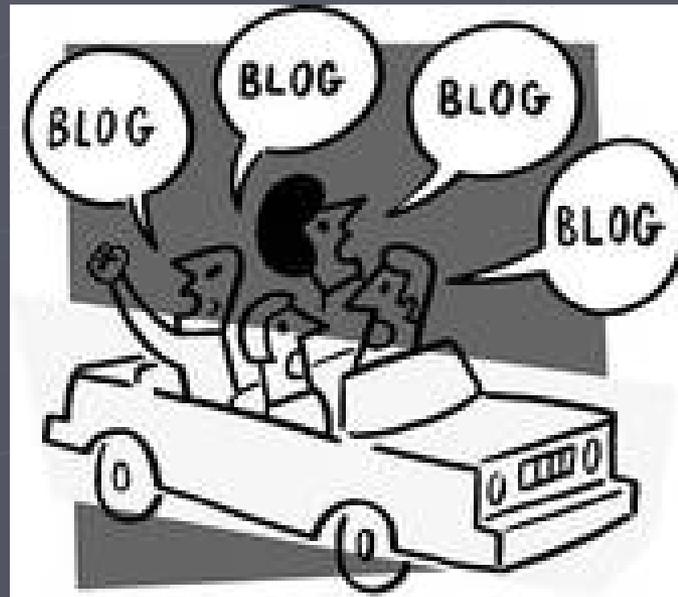
Adventure Marketing

Has been around for a long time

- Governments before Columbus discovered America sent word out for men needed “to fight and seek Adventure”
- When Lewis and Clark were looking for journeymen to accompany them, they advertised for those “seeking Adventure”

Promotion:

Give them something to talk about!



Why Use Facebook

- ▶ Half of 18-34 year olds check their Facebook when they wake-up.
- ▶ The 35+ demographic now makes up 1/3 of the entire Facebook user profile
- ▶ Almost 72% of all U.S. internet users are on Facebook
- ▶ 48% of young people say they get their news through Facebook

1 in 9 people on Earth have a Facebook

www.digitalbuzzblog.com/facebook-statistics-stats-facts-2011



As Planners and Users you can help...

1. Develop the Connections
Trail to towns
2. Develop the Partnerships
land managers / owners
/ local officials / user groups
3. Assess the towns / Gateways / Trail Heads
4. Develop the infrastructure in and to towns
5. Give them something to talk about!



Trail Town Kentucky

unbridled adventure

