



APPLICATION PROCESS FOR TRAIL TOWN DESIGNATION

The Kentucky Trail Town Program is an official tourism development designation available through application to the Office for Adventure Tourism.

The criteria to receive designation from the state, in summary, are as follows:

- Close proximity to a national or state park, forest or recreational areas and near trail systems including water trails
- Integration of cultural, historical and agricultural elements into the overall experience
- Intent to be part of the Cross Kentucky Trail system

Overview of application process:

- Notification of interest to the Office for Adventure Tourism by completion of the following:
 - 1) Letter of Intent to Begin Trail Town Assessment
 - 2) Application for Kentucky Trail Town Designation

Benefits to becoming a Kentucky Trail Town:

- Eligibility of marketing dollars for matching funds through the Kentucky Department of Travel and Tourism
- Designation in state maps and visitor guides and on the Adventure Tourism website and other state tourism marketing materials
- Highway signage designating the community as a Kentucky Trail Town
- Proclamation from the governor designating it as an official Kentucky Trail Town
- Public ceremony with state and local officials for announcement of designation and unveiling of the signage
- Window decals for participating businesses

Upon receipt, the Office of Adventure Tourism will provide a Kentucky Trail Town folder and the assessment process will begin.

APPLICATION PROCESS FOR TRAIL TOWN DESIGNATION (CONT.)

Required steps:

- Complete Assessment 1 – Your Trail – and Assessment 2 – Your Town. Office of Adventure Tourism to visit and assist as needed.
- Prepare a Plan of Action based on assessment findings and integrate the area's history, culture, geography, agritourism and arts components into the Kentucky Trail Town experience. Prepare a timeline to accomplish it and work toward completion.
- Prepare a map of community trail connections needed to connect to the major trail system from your town and a timeline for completion of those trails (for promotional purposes and guide for trail users).
- Develop a summary paragraph description of the planned experience each activity participant can expect.
- Take project to all community groups, schools and churches to develop community awareness. Request their help to make YOUR town trail friendly. List groups met with in your Plan of Action steps.
- Complete Trial Run. The Office of Adventure Tourism will help organize.

Material to be submitted for Certification:

- Plan of Action summary to date and report on Trial Run.
- Completed Assessments.
- City and/or county letters of support voted on by council and fiscal court, local tourism commission, chamber of commerce, extension office and arts organization, plus any other letters of support and copy of minutes.
- Maps showing connectors to town/trail system, mileage, points of interest, and town and trail services.
- Photo documentation of improvements.





LETTER OF INTENT TO BEGIN TRAIL TOWN ASSESSMENT

(Note: Sample of letter to send to the Office for Adventure Tourism to request participation in the Trail Town Community development, assessment and certification program.)

Elaine H. Wilson
Executive Director
Office for Adventure Tourism
Kentucky Trail Town Program
500 Mero Street, 24th Floor
Frankfort, KY 40601

Dear Ms. Wilson:

I am chairman/president of the (name the committee/city/organization) in (city), Kentucky, and we would like to participate in the Kentucky Trail Town community development assessment and certification program.

We believe we meet the criteria to participate since we are near (name, trail system or recreational area) and are located such to be a Kentucky Trail Town gateway to that resource.

We understand that designation and benefits associated with being a Kentucky Trail Town depend on our success as a community in addressing the assessment findings and completing trail connections to the greater trail system.

Please contact me as soon as possible to begin the process.

Signed by committee or group chair

And by

The Mayor of your town

Date



APPLICATION FOR TRAIL TOWN DESIGNATION

Primary Contact:

City to Participate in Kentucky Trail Town:

Contact Address:

Contact Phone:

Contact E-mail:

List Reasons for Wanting to Participate in Kentucky Trail Town:

List Trail Systems and/or Recreational/Areas Your Community Will Tie Into:

Authorizing Official

Date

Submit this completed form with your letter of intent to begin Trail Town Assessment to:

Elaine H. Wilson
Executive Director
Office for Adventure Tourism
Trail Town Program
500 Mero Street, 24th Floor
Frankfort, KY 40601

Elaine.wilson@ky.gov

Fax: (502) 564-1512



SAMPLE AGENDA

Trail Town Meeting

_____, 20__

Your Town, KY

1. Welcome:
2. Introductions:
3. Overview and History of the Trail:
4. General Summary of the Trail Town Vision – Needs and Opportunities:
5. Committee Assignments
 - Assessment I – Trail Usage
 - Assessment I – Physical Elements
 - Assessment I – Trail Route
6. General Discussion
7. Set Next Meeting Date



THE TRIAL RUN

To get the best feedback on the user-friendliness of a trail and its corresponding Kentucky Trail Town, it's best to organize a group of users and have them make a trial run. This will assist you in determining if there is anything left to address. Offer incentives to the group by hosting a breakfast, pig roast or picnic early Sunday before participants depart. Invite committee members, local business men and women, and citizens to help pass out surveys to the visiting trail participants. Ask them to complete the surveys while they enjoy the feast.

Purpose: This is the evaluation part of the journey to certification as a Trail Town.

Process:

- The Office for Adventure Tourism will invite the various groups and clubs to come visit your town.
- The town will be ready to provide needed services for approximately 30–50 people.
- The town will provide a closing event for the invited groups Sunday to distribute surveys and talk to the visitors about their experience and how services or development can be improved.
- The committee will collect all the surveys:
 - Tally results and review
 - Amend the Plan of Action based on results
 - Share the results with all businesses, groups and leaders in the community.

The final step is now to summarize the Trial Run; it must accompany material submitted for certification.

