

About the Action Plan

The action plan should address the short and long term goals the town has as it relates to Assessment II checklist items. The checklist will not contain all imaginable items to consider, but will bring to mind certain amenities that may not be essential but amenities that may set your town apart.

The basic needs of the trail user such as food, shelter and transportation must be addressed in the plan. For example your plan should address the needs of horse and ATV trailers pulled by trucks that run on diesel fuel (list stations that provide it or plans to build one). But don't forget their number 1 need is a good trail system, well maintained, well marked, well signed, nice overlooks, falls, arches, creeks, and well interpreted.

Signage that connects your town to the trail system/trailhead, is critical to the success of your Trail Town. A committee to address those needs should be discussed in the plan.

The uniqueness of your town should be reflected by planning to address the cultural arts. For example include a plan to provide Kentucky arts and crafts products in shops and Kentucky Proud products in grocers and restaurants. Include performance opportunities, local theatres or front porch pickers. Keep in mind, trails are used during the day, these users typically want entertainment at night.

Integrating all these disciplines is based on research we compiled from across the country in studying the demographics of various trail users. The Geo-tourism model of National Geographic, gateway communities, and trail towns all address the goal to provide an integrated cultural experience for visitors who do trail activities.

Here is a summary of trail town users:

71% of trail users make over \$51,000 annually

72% take frequent trail excursions per year

78% are between the ages of 26-65

79% have some or more college experience

Motivation to use trails:

Exercise / health

Time with family / friends

Experience the outdoors

Relaxation

Club activity

Wildlife / wildflower viewing

Photography

Popular uses:

Hiking

Biking road / mountain

Horseback riding

ATV / off road

Camping

Picnicking

Canoeing / kayaking

Fishing

Hunting

Birding

Rock climbing

Services wanted:

Café / Restaurants

Camping lodging

Service stations

Bike shops

Tack shops / Stables

Local arts and crafts

Grocers

Bar / Tavern

Gift shops / galleries

Theatres / performance / musical

Research data exist to support trail town development in communities adjacent to major trail systems. The key to any town's success is to focus on the trail user needs, supply them, and then give them something to talk about!