

# **Executive Director of Adventure Tourism**

## **Report to KRTA Board**

### **10/27/10**

#### **Status of Land agreements throughout state to date:**

- Mammoth Cave - No progress reported
- Floyd County / Dewey Lake Multi-Use Trails –Had their first ride, some complications getting started, First Lady Beshear attended
- Knott County ATV Trails – Waiting for signatures
- Monroe County 2600 acres – Williams/Fox Back Country horseman’s group has been formed, agreements with them and the owner nearing completion. The Land Use Agreement is done to take effect April 2011.

#### **New Adventure Tourism Businesses:**

- Working with Oldham and Powell counties wanting to do Zip Line Adventures. Many counties have visited Shane Bull at Mammoth Cave Adventures and seen his success wanting to duplicate that. Pennyriple Area has also expressed interest.

#### **Work to date from August 25, 2010:**

- We distributed over 10,000 adventure brochures and gained over 4000 adventure enthusiasts emails for marketing purposes during the State Fair.
- Every two months we distribute to clubs and organizations in college/universities in KY, in surrounding states, and in private clubs in KY as well, all the adventure events offered in the upcoming two months. Anyone wanting on that distribution list please contact me.
- Spoke at the Northern KY Extension Agents Agri-Tourism meeting - Topic land use agreements and Adventure Tourism.
- States Parks has made a decision to not pursue AmeriCorps grants due to curtailment in Park employee hours. We will continue to pursue ways to assist land owners in finding monies to assist in trail maintenance on public lands.
- Seth Wheat attended the TEAMS conference in North Carolina. He met with several interested parties looking at sites in Kentucky for Adventure type competitions.
- MOA between F&W / Nature Preserves and Harlan County nearing agreement a new location must be found for the trail start and parking area.
- Fish & Wildlife and Adventure Tourism worked together at the State Fair providing some manpower at their exhibit and distributing Adventure brochures.
- Participated in the Boy Scout Centennial Celebration at EP Tom Sawyer State Park on Oct. 16<sup>th</sup>. The anticipated 6,000 scouts and 4,000 leaders and parents turned into 75-8000 scouts and a total of 15000 attendees. Our volunteers were there to assist in merit badges and promote their activities. We made great contacts and worked with F&W and State Parks to supply info on what to do were to go in Kentucky to meet merit badge requirements.

- Met with BRAC officials from Fort Knox and gave them list of Adventure Businesses in KY.
- Met with ETown Community College for program developments to offer Adventure packages to BRAC relocation personnel and Student groups.
- Met with State Geocaching organizers to look at a program for the State parks.
- Met with Orienteering of KY for competitions throughout KY.
- Worked the Equestrian Games to assist getting attendees into areas throughout KY for Adventure activities.
- Continue to meet with Kent Anness over the mapping on our web site. They are getting all known GPSed trails loaded.
- Was on the Kirby Adams radio show promoting Adventure Tourism. So were some of the Adventure Bloggers.
- Attended the Farm Bureau Advisory Meeting, expressed desire for them to look into what can be done about the liability issues farmers face with land agreements.
- Been meeting with officials from the USCKA about next years Olympic trials competition on the Russell Fork River. Trying to get the Corp of Engineers to allow needed flow for the three day event from the Flanagan Dam in Virginia.
- Attended the KTC Conference, provided a speaker who gave presentations with Richard Louv author of 'Last Child Left in the Woods'. Dr. Boiling is a pediatrician at the Cincinnati Children's Medical Center.
- Gave a presentation on Adventure Tourism to the KYTC Cabinet State Planners Meeting.

**Leave No Trace- trail ethics program continues to gain momentum.**

- Training is continuing at all State and National Parks in KY.