

Kentucky Trail Town Program Workbook

Guide to becoming a Certified Trail Town



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“Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world.”

Joel A. Barker



Section 1: Application

Introduction

Overview of Program

Application Process



WELCOME TO KENTUCKY TRAIL TOWNS!

STEVEN L. BESHEAR
GOVERNOR

BOB STEWART
SECRETARY

LINDY CASEBIER
DEPUTY SECRETARY

MATT SAWYERS
DEPUTY SECRETARY

Thank you for your interest in the Kentucky Trail Town Program!

The goal of the Kentucky Trail Town program is to better connect communities across the Commonwealth with their natural resources. Throughout Kentucky there are picturesque communities and scenic locations for outdoor recreation. By connecting to these outdoor areas, your community can provide adventure tourists with needed goods and services, while highlighting and sharing the things that make your community unique. These connections can create a vibrant tourism economy and a healthier place to live.

Not only will adventure tourists need supplies and equipment to explore Kentucky's vast natural areas, but they will also have a host of other needs. They will need places to stay, places to eat and places to be entertained. They will want to experience authentic Kentucky cuisine. They will want souvenirs from Kentucky artists and craftsmen. They will want to learn the story of your community and how it came to be what it is today. The Kentucky Trail Town program brings together all aspects of your community to achieve a common vision for your town.

The procedure for becoming a certified Kentucky Trail Town takes time and commitment. The Office of Adventure Tourism will be available to assist throughout the entire process. Communities that are successful in this endeavor will receive special marketing and branding from the Tourism, Arts and Heritage Cabinet. Kentucky's Trail Towns will be featured on websites, social media, visitor guides, state highway maps and other promotional materials.

The outcome of the Trail Town program should be an active, and engaging strategic plan that can be used as a tool for steering your town's future. Through hard work and cooperation, your town can establish itself as a top destination for adventure tourism, celebrating its past, shaping its future and sharing its wonderful natural resources.

We look forward to hearing from you.

Sincerely,

Bob Stewart
Secretary
Tourism, Arts and Heritage Cabinet



Introduction

This workbook is intended to guide your community step-by-step through the process of becoming a Certified Kentucky Trail Town. It is broken up into six major sections:

1. The application for becoming a Kentucky Trail Town
2. Getting organized
3. Assessment I – The Trail
4. Assessment II – The Town
5. The Trail Run
6. Certification

Each section includes an explanation of what needs to be completed, specific information on how to do so, and worksheets and resources for your community to use.

After all six sections are complete you will have completed the minimum requirements for Trail Town Certification. The certification process (Section 6) details what must be included to become an official Kentucky Trail Town. Once certification is reached, a Trail Town must continue to work towards improvement in order to maintain their status as an official Kentucky Trail Town.

Kentucky Trail Town Deliverables

As a result of the Trail Town process your community will create:

- ✓ Community vision
- ✓ Destination portal to area trail resources
- ✓ Asset Inventory
- ✓ Comprehensive Plan
- ✓ Complete Signage and Wayfinding Program
- ✓ Venues for local made products
- ✓ Venues for local cultural performances
- ✓ Hospitality Training
- ✓ Increased Marketing
- ✓ Healthier lifestyle
- ✓ Vibrant downtown area
- ✓ Job and economic growth
- ✓ Connection to natural resources
- ✓ Improved coordination and partnerships among Community organizations
- ✓ Community Pride



Application Process

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 recreation area and near trail systems, including water trails;
- Integration of cultural, historical and agricultural elements into the overall experience; and
- Intent to be part of the Cross Kentucky Trail system.

Overview of the application process:

- Notification of interest to the Office of 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 visitor guides and on state maps and the Kentucky Adventure Tourism website and other state tourism market materials;
- Highway signage designating the community as a Kentucky Trail Town;
- Proclamation from the Governor designating the community as an official Kentucky Trail Town;
- Public ceremony with state and local officials for the announcement of designation and unveiling of the signage; and
- Window decals for participating business.

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

*samples of these documents are located in Appendix A of this workbook.



Section 2: Organization

Trail Town Task Force
Committee Membership
Organizational Chart



Getting Organized

The effort to achieve and maintain status as Certified Kentucky Trail Town is one that will require the involvement of town leaders, citizens and partnerships with the larger surrounding community.

To spearhead this effort a Trail Town Task Force (TTTF) must be organized. The TTTF is composed of a Chairperson, or Catalyst, and five Committees. Each committee has specific responsibilities which will be discussed later in this section.

Trail Town Task Force Membership

The following are suggested members for your TTF membership. All parties will play a crucial role in the assessment, planning, and implementation processes. Committee participation will evolve; go up and down in attendance and interest. Make sure your Catalyst involves them in the areas of their interest and expertise. It is important to publicize and promote the Trail Town initiative throughout the entire community.

Sponsoring Agency: Catalyst – Chairperson of the TTF, recruit and invite TTF members:

Mayor's Office - integrate TT in town's vision and planning documents, assist with equipment, expedite plans

County Judge's Office - integrate TT into county's vision and planning documents, assist with equipment, expedite plans, allocate funding for TT projects

Tourism Commission - visitor wants and needs expert, assist with planning and events, marketing dollars, signage, publicize TT efforts and events, grant writing

Chamber of Commerce - expert on local business network, recruit new businesses, business development planning, grant writing

Main Street / Revitalization Programs - shared effort and vision, grant writing, develop and maintain downtown

County Extension Service - expert on programs such as KY Proud, Farms are Fun, etc, grant writing, landowner support, connection with volunteer and service groups

City/county Recreation Boards - knowledge and expertise of local recreation needs and resources, grant writing

Emergency Services Personnel - expert on logistical and informational considerations & awareness

Property Valuation Administrator's Office - provide maps of land parcels & ownership

Planning and Zoning Office - codes and permitting expert, assist with zoning changes

Economic Development Office - provide partnership opportunities for new businesses, landowner liaison

State Highway District - bike lane development assistance, information and assistance on programs such as Rails-to-Trails, road signage acquisition and installation, roadway easements

Area Development District (ADD) - provide GPS service for mapping, grant writing, land parcel acquisition assistance

Trail Users Groups/Clubs - such as hiking, horseback, cycling, paddling, ATV, provide expertise and insight on recreation type users

Art Board/Council – knowledge of local artisans and performance groups, assist with providing local arts and crafts for sale in shops and visitor center

Historical/Genealogy Society – resource with knowledge of area historical points of interest and trails and potential artifacts and photographs for display

School Board or school leaders working with:

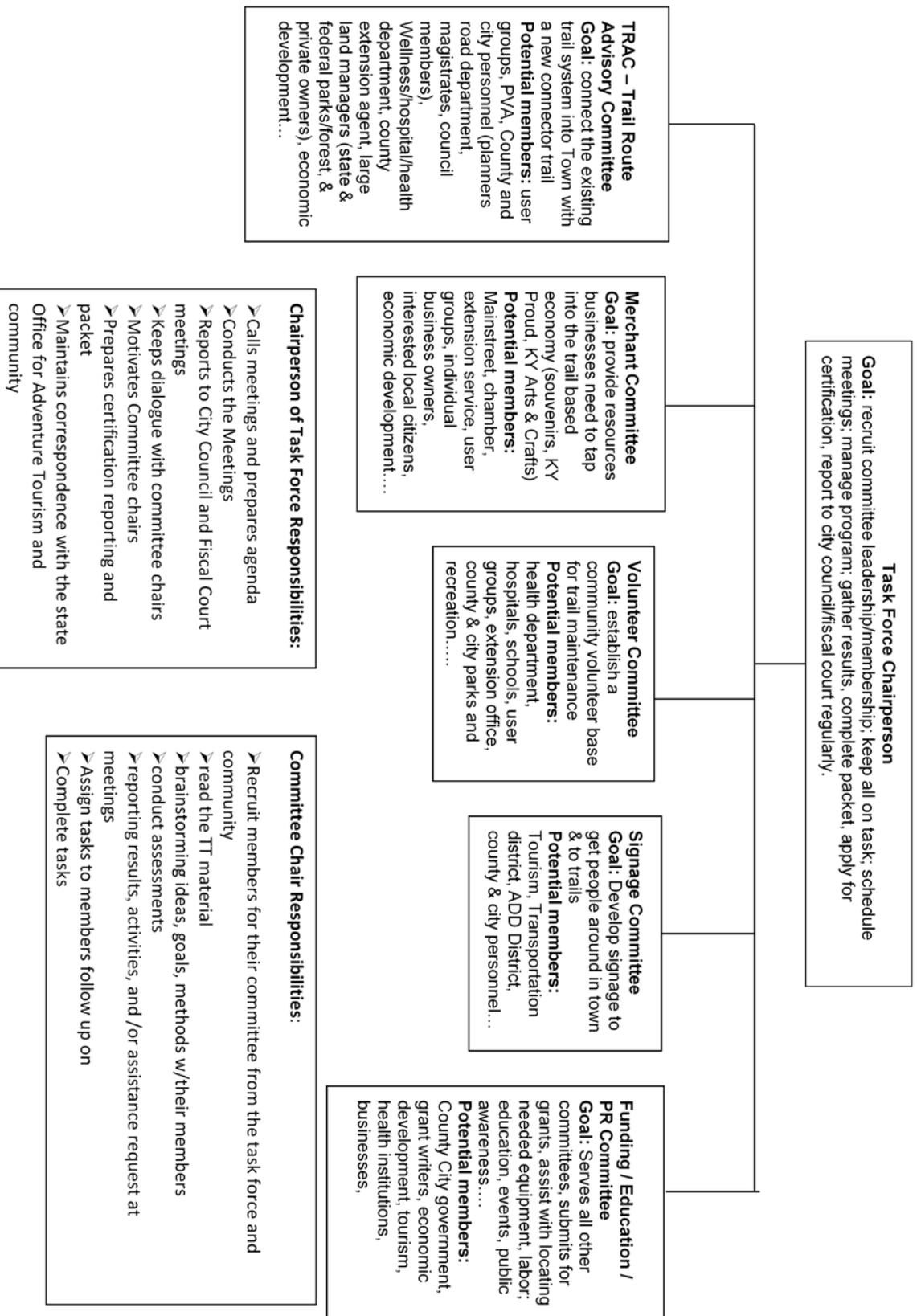
- community service groups
- activity clubs, arts, music, performances clubs
- Vocational classes that involve woodworking, draftsmanship, welding, or metals fabrication.

Designated TT School System Liaison and Community Youth Liaison

Health Department and hospital wellness program

Local newspaper or other media outlet

Trail Town Task Force Organizational Chart



Trail Town Task Force Committee Chair Contacts

Complete this list as soon as possible and keep it up to date as things change and evolve.
Everyone on this list must have a copy of it.

Position	Name	Email	Phone
TTTFC Chair			
TRAC Chair			
Merchant Committee Chair			
Volunteer Committee Chair			
Signage Committee Chair			
Funding/PR/ Education Committee Chair			



Committees

The Trail Town Task Force is composed of five committees:

- Trail Route Advisory Committee (TRAC)
- Merchant Committee
- Volunteer Committee
- Signage Committee
- Funding/PR/Education Committee

Each committee performs an important role in the process of becoming a Certified Kentucky Trail Town and has specific responsibilities and goals. The following pages outline each committee's suggested membership, goals, responsibilities, and a sample agenda for committee meetings.

Each committee chair should maintain an up-to-date list of committee members, their contact information and assigned tasks.

IMPORTANT: a key part of success in becoming a Trail Town is getting the entire community involved and invested. This includes youth. Do not forget to designate a School System Liaison and a Community Youth Liaison as a part of the TTTF. For more information on youth involvement in Trail Towns refer to the Youth Involvement Template.

There are specific signage needs and requirements for a Kentucky Trail Town. Information on signage is included in Appendix C.

➤ Trail Route Advisory Committee

Members: Local user groups, extension office, county & city parks and recreation, state or national parks or forest, PVA office, city official, county road department official, county official, and ADD representative.

Goal: Layout design for connecting established hiking, biking (road & off road), horseback riding, and paddling trails into town including alternate routes.

Responsibilities:

- Inventory existing area trails
- Complete worksheets A through E
- Determine potential connector trail routes
- Identify land owners along the trail route who need to be involved and plan to invite them to a meeting
- Explore land owner agreements, easement....
- Field trips to look at how to connect into the existing trail and where with land managers
- Plan and develop field trips to look at potential routes into town from the existing trails.
- Mapped and GPS all routes

Sample activities for TRAC Meetings:

1. map out existing trails on a large map
2. possible connection routes into town
3. review assistance from the National Park Service Rivers, Trails, and Conservation Assistance Program to create a trail connection into town from the trail system
4. form sub-committee chairs for each trail activity type
5. worksheets A and B
6. Site visits

Benefits of TRAC to the community:

- Builds community cohesiveness and pride
- Increases community service among various citizens
- Assures trails will be there for future generations
- Integrates greenway and trail system for local people as well as a system that promotes economic impact to the community.

➤ Merchant Committee

Members: Chamber of Commerce, Mainstreet, revitalization committees, tourism representatives, other relevant community or business leaders, and user groups

Goal: provide needed resources for existing and potential businesses to support a trail based economy

Responsibilities

- Business recruitment
- Market analysis, pricing structure
- Identify and develop strategies for using:
 - Kentucky Proud products
 - Kentucky Crafted and other Kentucky artisan products
 - Kentucky music, books, outdoor products & apparel
- Trail Town promotion and events

Sample activities/tasks for Merchant Committee Meetings:

1. Contact **Amelia Wilson** at the Department of Agriculture at (502) 564-4983 or Amelia.Wilson@ky.gov . Also, look into Farms are Fun and Farmers Markets.
2. Contact **Lori Meadows** at 502-564-3757 x 482 or lori.meadows@ky.gov. Ask for a list of Kentucky visual and craft artists, musicians and writers in and around the county.
3. Contact **Kitty Dougoud** at 502-564-7005 or kitty.dougoud@ky.gov to discuss ideas the Heritage Council and Mainstreet Program can assist with.
4. Contact **Becky Naugle** from the Kentucky Small Business Development Center (KSBDC) at 859-257-7668 and the [Small Town Merchant Program \(STMP\)](#)
5. Contact **Michelle Allen**, ECU Office of Regional Stewardship, at (859) 353-7741 michelle.allen@uky.edu for a community Hospitality Training program or contact Elaine Wilson, Office for Adventure Tourism at 502-564-4270 for other state resources for Hospitality Training.
6. Develop a marketing plan and businesses strategy among Trail Town member businesses and organizations.
7. Promotional strategy plan for the TT effort
8. Identify tasks for completion by next meeting

Benefits of the Merchant Committee to the community:

- Identifies free assistance from state agencies for merchant development
- Acquires decals signifying a Trail Town-friendly business
- Lists business listing on state tourism web site under “Trail Towns”
- Increases business opportunities and networking

➤ Volunteer Committee

Members: health department, community youth liaison, hospitals, schools, local user groups, extension office, county & city parks and recreation, state or national parks or forest .

Goal: Establish a community volunteer base for trail maintenance and other needed labor to maintain Trail Town status.

Responsibilities:

- Build a volunteer base (schools, scouts, user groups...)
- Develop a trail maintenance notification system
- Develop an equipment and supply list
- Train all volunteers
- Design a Volunteer Recognition Program
- Determine role in promoting the Trail Town
- Determine role in community events

Sample activities for Volunteer Committee Meetings:

1. Hike/bike/paddle/ride existing trails
2. Beautification project development
3. Create a notification tree for trail maintenance
4. Clean up days on trails
5. Distribute flyers
6. Develop hikes and interpretive programs for visitors
7. Determine needed manpower for events and trail maintenance/building
8. Build, paint and install trail signs
9. Meet with local scout group about volunteer opportunities

Benefit of the Volunteer Committee to the community:

- Builds community cohesiveness and pride
- Increases community service among various citizens
- Assures trails will be there for future generations
- Recognizes volunteers. Could be some reward for each years' service (example: earn a scout patch for trail work)

➤ Signage Committee

Members: Local tourism, transportation district personnel, area development district, county and city personnel, user groups, historical and genealogical society

Goal: Develop signage to get people around town, to in-town trail systems and trailheads, to shops and entertainment venues, and to other significant points of interest. The Signage Committee works closely with TRAC.

Responsibilities:

- Develop Town gateway signage, and determine sign location
- Assist with trail maps
- Develop procedure for trail markings and signage (mileage & route)
- Create interpretive signage
- Develop Town logos and signage
- Consider visitor flow patterns and event flow logistics

Sample agenda/tasks for Signage Committee Meetings:

1. Determine main artery portals where people access town on a map. Pinpoint all turns where directional signage will be needed.
 - Welcome signs
 - Trail Town signs
2. Sign content, such as key trail access locations, entertainment and attractions, restaurants, and hotels and motels. Consistency is key.
3. Create an inventory of signage needs for each trail and wayfinding.
4. Work with the volunteer committee to sign and mark connector trails.
5. Acquire the Trail Town logo and sign specifications for signage needs from Task Force Chairperson.
6. Develop a good logistics plan for moving people in and through your town in an efficient manner when developing a signage plan. (parking for information, at trailhead, at services...)
7. Develop an event logistics plan (traffic flow, parking, emergency egress, etc.) when considering events.
8. Identify tasks for completion by next meeting

Benefits of the Signage Committee to the community:

- Ensures visitors easily find your town, trails, and events
- Signage creates awareness of activities and events in your town
- Businesses prosper from directing visitors to their stores and venues
- Builds pride in citizens about what your community offers

➤ Funding/PR/Education Committee

Members: county and city government officials, school system liaison, grant writers, economic development, local tourism board, chamber of commerce, Mainstreet program, Area Development District, health institutions, businesses, extension office, user groups.

Goal: Supports all other committees, writes and submits grants, assists with locating needed equipment and labor, and promotes events, public awareness, works with the schools system to encourage youth involvement.

Responsibilities:

- Identify funding sources (included in Trail Town USB drive)
- Engage youth –within schools, community service projects.....onto volunteer committee
- Identify all committees needs
- Create social media promotion plan
- Develop a promotion plan including a website and newsletter
- Communication with local media, state tourism, and task force organizations
- Plan TT events and festivals

Sample agenda/tasks for a Funding/PR/Education Committee Meeting:

1. Determine what funding sources (included in Trail Town USB drive) are available for particular elements of the plan.
2. Communicate with other committee chairs and task force members to determine what their needs are, review grant resources available, and submit for them.
3. Develop a promotion and awareness plan that includes the following elements:
 - Events listings on state and national web sites
 - Web site branding with the Trail Town logo
 - Awareness and public relations through local newspaper, radio, and television
4. Provide Trail Town updates to all members to ask they include the update in their organizations newsletters.
5. Provide updates to TT chairperson for city council and fiscal court meetings.
6. Present the Trail Town program at organization's meetings to create public awareness.
7. Identify tasks for completion by next meeting
8. Plan new Trailhead ribbon cutting ceremony.
 - Invite media
 - Invite officials

Benefits of the Funding/PR/Education Committee to the community:

- Your town becomes a destination for trails and events
- Businesses prosper from the increase in visitors to their stores and venues
- Builds pride in citizens about what your community offers



Section 3: Assessment I

Committee Roles

Committee Action Plans

Worksheet Overviews

This section provides directions and resources for each committee during Assessment I. It also provides samples to guide each committee through the development of each individual committee's action plan. All worksheets which should be completed by each committee are located in Appendix B and digitally on the Trail Town disc. Resource lists are located in Appendix C.

The first step in becoming a Trail Town is developing and establishing connector trails from your community to nearby recreation resources especially trail systems.

IMPORTANT: At the end of Assessment I the connector trail should be complete. Worksheets A, B, C, D & E should also be completed.

Trail Route Advisory Committee

Members: Local user groups, extension office, county & city parks and recreation, state or national parks or forest, PVA office, city official, county road department official, county official, and ADD representative.

Goal: Layout design for connecting established hiking, biking (road & off road), horseback riding, and paddling trails into town including alternate routes.

Assessment I Responsibilities:

- Inventory existing area trails
- Complete worksheets A, B, C, D & E
- Determine potential connector trail routes
- Identify land owners along the trail route who need to be involved
- Explore land owner agreements, easement....
- Plan and take field trips to identify how to connect into the existing trail(s) with land managers TTTF members
- Plan and develop field trips to look at potential routes into town from the existing trails.
- Map and GPS all routes
- Develop a TRAC Committee Action Plan, assign tasks and identify completion dates
- Develop planned trail experiences
- Develop a Trail Management Plan (sample in Appendix A)

Worksheets to be completed by TRAC during Assessment I:

- A – Usage of Trail by Month and User Type (one per trail)
- B – Trail Physical Elements (one per trail)
- C – Natural, Cultural & Historic Asset Inventory
- D – Land Needed to Acquire Access (one per trail)
- E – Planned Trail Experiences Inventory

Sample agenda/tasks for TRAC Meetings:

1. Contact Russell Clark with the National Park Service Rivers, Trails & Conservation Assistance Program:
 - Russell Clark, 270-758-2191, Russell_clark@nps.gov
 - This is a free service to communities to help design access to resources. This is vital to connecting your town and your trails, both land and water trails.
2. Trails Inventory-Biking, walking, horseback riding, mountain biking
3. Discuss potential Trail Connection Routes to main trail system
4. New Connector trails to incorporate area assets
5. Complete Plan of Action (Assessment I)
6. Develop equipment and supplies list needed for volunteers and access storage recommendation, give to Volunteer Committee
7. Plan a trail maintenance training day once the trail maintenance group is formed
 - Work with the PR Committee and Volunteer Committee
8. Identify tasks for completion by next meeting

SAMPLE TRAC Committee Action Plan	assigned to:	Target Completion Date	Completed
<p>Combo Adventuring Bike / Hike Trail from Trailhead to Jones-Keeny WMA - Plan to create a scheduled experience in Jones-Keeny WMA - On Saturday and Sundays at 9am /1pm a guided hike or bike trip from the trail head in town to Jones-Keeny WMA. An ? mile trip. Will park bikes at the entrance – (need bike racks there) and hike ? miles to see (describe, a falls, and ???). This hike - bike experience combines great activities and a glance into what the Pennyrile region has to offer....</p>	Axel Cogset, bike sub chair, TRAC Committee	6/1/13	
<p>Derailleur Mountain Bike Trails - Plan to connect our mountain bike trails and State Park to Dawson Springs – rerouting a portion of the Pennyrile Nature Trail so that bike traffic can use the 13 mile trail into town. Troop 219, State Forestry, and bike volunteer committee will assist.</p>	Axel Cogset, bike sub chair, TRAC Committee	9/1/13	
<p>Saddleback Horse Trails - Plan to connect our horse trails at the forest into town to allow horsemen an opportunity to explore town, eat and shop, and maybe do some other activities. Have compiled list of land owners to approach, sought community leaders and citizens who know them to assist in approach, have land use agreements, and plan to meet individually. Have selected a site near trailhead to house horses in a corral, with plans to get a grant to build a corral with water available, shade, and hitching post.</p>	Whinny Pastern, horse sub chair, TRAC Committee	5/1/14	
<p>ABC ATV Park - Plan to connect an ATV trail into town from ABC ATV Park at ZZZ coal company. Over ?? miles of trails. The access road will be ? (what roads). We plan to request the county to allow ATV traffic on this roadway. We will pass an ATV ordinance to allow ATV's into the city only around the trail head square area. Have a contact with ZZZ Coal Company to gain an easement with the county to allow for ATV trails. Plan to follow old county road RR22 into town. County will pass an ordinance to allow ATV's only on that road.</p>	Carl Rushoffroad, ATV sub chair, TRAC Committee	10/1/14	
<p>Tradewater River Tours - Visitors can schedule a canoe or kayak trip from the tourist center in the town square. The Tradewater River offers a scenic 2.5 mile float with a points of interest guide. There are two other trips, a 4hour and 6 hour float trips and are offered on weekends from 8am until 3pm.</p>	Eddie Bailer, Paddling Sub Chair, TRAC Committee	4/30/13	5/1/2013

TRAC Action Plan Task	Assigned To	Target Completion Date	Completion Date

NOTE: Use this space to begin drafting your committee’s Action Plan. Be specific about each task. This document should be a guide for committee meetings. You should constantly be adding, updating and assigning new tasks to committee members. Remember that some tasks will be completed before Trail Town Certification and others will not be completed until afterwards.



Overview of Worksheet A: Usage of Trail by Month and User Type

Different user types will use the trails at different times of the year. Common user types include cyclists, hikers, horseback riders, wildlife or nature viewers, off-road vehicle users, boaters and other water users and local community members. This worksheet will help your community identify who is using the trail and when they are using it. This information will be important for planning events and determining what special seasonal offerings your community can provide.

Use Worksheet A (Appendix B) to compile this data and estimate total number of each user type on the trail. One worksheet should be completed for each trail in your community. It may be helpful to meet with state and national forest and park managers as well as local user groups to complete Worksheet A.



Overview of Worksheet B: Trail Physical Elements

It is important to understand the physical aspects of the large trail system(s) in/nearby your community and how the trail(s) connect to nearby communities and resources. For the purposes of this assessment trails will be put into one of three trail categories:

- Internal Trails
- Adjacent Trails
- Removed Trails

Internal Trails are those where the trail actually goes directly through the central business district of a community. There might be an obvious “gateway moment” on the trail when you know you have reached a town. It is important to guide visitors to the services that might not be right along the trail.

Adjacent Trails are those that have a trail located immediately adjacent to a downtown area, usually within 1/2 mile from the edge of the business district. The town can be seen from the trail, but perhaps not the central business district. The trail user must be able to get to town. In such communities, it is important to create a gateway, an access trail or connector trail and supplement it with good navigational signage, brochures or other means to encourage and direct the trail users to visit your downtown.

Removed Trails are those where the trail is located a few miles away from the central business district. The town may not be visible from the trail, making it more challenging to entice trail users to the town and, therefore, an access/connector trail will need to be constructed. Town maps placed at the trailhead can indicate the goods and services that are offered.

It is also important to understand the change in elevation between the town and the trail – known as the topography. A good learning exercise for your Trail Town committee would be to start at the trail, walk or cycle to your central business district, then walk or cycle back to the trail. Topography is easily overcome in a motorized vehicle. You need to understand firsthand what your non-motorized visitors’ experience.

Use Worksheet B (Appendix B) to complete this assessment. It is important to note the distance between your town, each community and resource along the trail system. If there is more than one large trail system you will need to complete one worksheet for each.



Overview of Worksheet C: Natural, Cultural, & Historical Assets Inventory

Solicit information from local user groups, city/county officials, State and federal land managers, parks and recreation, citizens, health officials, school officials, main street, development, arts community ...

Use Worksheet C (Appendix B) to complete the inventory. Take photographs to include with the inventory – ask a local photographer to go photograph your assets. Written inventory of assets should also include distance from the Trail Head in Town.

Purpose: to inventory all assets

Assets:

- Known trails, Include all Trail Types:
 - Horseback riding
 - Hiking
 - Mountain Biking
 - Road cycling
 - Canoeing
 - ATV
- Natural features:
 - Falls
 - Creeks, rivers, lakes
 - Geologic formations, arches..
 - State or federal parks or forest
- Points of interest:
 - Historical locations
 - Town historical locations
 - Vistas
- Cultural:
 - People – famous, storytellers
 - Artist – crafters, people who should have opportunity to sell to visitors
 - Musicians – front porch or trail head performers for evenings or other venue
 - Theatres – schools, churches, organizations, groups
 - Other entertainment venues for trail users in evenings.

NOTE: this inventory may drive the trail routes for good interpretive content and opportunity to tell your towns story.



Overview of Worksheet D: Land Access to Acquire Inventory

The most important step of Assessment I is developing and establishing a connector trail, or trails, between town and large trail systems/recreation resources nearby. Once potential trail routes have been determined the TRAC must identify what land access is needed and who the landowners are. Information about the land ownership, trail length through the property and landowner perceptions will be crucial to this process.

Use Worksheet D to collect information on landowners who will need to be contacted to make the trail connection. One worksheet should be completed for each new connector trail.

NOTE: determine trail user type(s) for each trail as soon as possible in this process. Landowners identified may include public agencies such as State or National Parks, State or National Forest Service, the US Army Corps of Engineers and Kentucky Fish and Wildlife.



Overview of Worksheet E: Planned Trail Experiences Inventory

Use Worksheet E (Appendix B) to develop a complete list of trail experiences you want users to have while recreating in and around your community.

There should be as many entries as land and water trails in/around the Trail Town.

Examples of planned trail experiences:

ABC Mountain Bike Trail

Total length: 22 miles

Difficulty Rating: easy to moderate due to length

Trail access is from the XYZ Bike shop on Main Street. A shuttle takes riders to the ABC Trailhead. The trail follows a gentle slope 22 miles back into Town. Each mile is marked with red trail markers. Along the way there are stopping points at various Point of interest including Ohmy waterfall and a scenic overlook of the Bluegrass hollow. The trail ends at Main Street Square just half a mile north of the XYZ Bike shop.

Sheltowee Trace Connector Trail

Total length: 0.75 miles

Difficulty Rating: easy

The Sheltowee Trace Connector trail begins at the trailhead located across the street from the library. It heads northeast out of town crossing the Muddywaters Bridge and cuts through a wooded area. Just north of the woods the trail dead ends into the Sheltowee Trace. Total trail length is 0.75 miles. The majority is an easy hike on flat ground with one moderate hill just before connecting with the Sheltowee Trace.

Saddleback Loop Trail

Total length: 17 miles

Difficulty: moderate

The Saddleback Horse trail is a loop trail through Whinny Hills Recreation area. It begins just south of downtown off of State Route 9999. Riders may ride on the road between downtown and the Saddleback trailhead. There is a trailhead sign with a small corral on the west side of the road (just one mile from the Main Street Square). The trail travels up Bourbon Lick hollow along Bourbon Lick Creek for 3 miles and then cuts north and heads up hill following a winding trail for 8 miles. At the top of Morgan Hill riders will have views overlooking the surrounding area. The trail heads back down through Pinto hollow for 4 miles where riders might see wild turkey, deer, and hummingbirds. Riders should be aware that this section of the trail often gets washed out by heavy rain and could be muddy and scattered with large debris. The last 2 miles of the trail parallel State Route 9999 back to the trailhead.

Merchant Committee

Members: Chamber of Commerce, Mainstreet, revitalization committees, tourism representatives, other relevant community or business leaders, and user groups

Goal: provide needed resources for existing and potential businesses to support a trail based economy

Assessment I Responsibilities:

- Business recruitment
- Market analysis, pricing structure
- Identify and develop strategies for using:
 - Kentucky Proud products
 - Kentucky Crafted and other Kentucky artisan products
 - Kentucky music, books, outdoor products & apparel
- Identify and develop possible promotional TT materials and events
- Develop Merchant Committee Action Plan, assign tasks and identify completion dates

Sample agenda for Merchant Committee Meetings:

1. Contact **Amelia Wilson** at the Department of Agriculture at (502) 564-4983 or Amelia.Wilson@ky.gov . Let her know you want to introduce KY Proud Products to town merchants and see if someone will come speak about the process to get them in restaurants, food stores or specialty shops. Also, look into Farms are Fun and Farmers Markets.
2. Contact **Lori Meadows** at 502-564-3757 x 482 or lori.meadows@ky.gov. Ask for a list of Kentucky visual and craft artists, musicians and writers in and around the county. Provide it to shop owners and encourage them to carry Kentucky made items. KY Crafted Market is held annually in Lexington the first week of March.
3. Contact **Kitty Dougoud** at 502-564-7005 or kitty.dougoud@ky.gov. Ask for a meeting with her and town building owners to discuss ideas the Heritage Council and Mainstreet Program can assist with. These programs aim to capture the historical and cultural ambiance of your trail town.
4. Contact **Becky Naugle** from the Kentucky Small Business Development Center (KSBDC) at 859-257-7668 The [Small Town Merchant Program \(STMP\)](#) will bring custom retail and restaurant business audits to small towns. These business audits will assess everything from curb size appeal, merchandising, pricing structure and much more. Skilled SBDC consultants will help business owners to strengthen and grow their businesses.
5. Contact **Michelle Allen**, ECU Office of Regional Stewardship, at (859) 353-7741 michelle.allen@eku.edu for a community Hospitality Training program or contact Elaine Wilson, Office for Adventure Tourism at 502-564-4270 for other state resources for Hospitality Training.
6. Develop a marketing plan and businesses strategy among Trail Town member businesses and organizations.
7. Promotional strategy plan for the TT effort
8. Identify tasks for completion by next meeting

SAMPLE

Merchant Committee Action Plan	assigned to:	Target Completion Date	Completed
Assist in locating an area for horseback riders near the trailhead for a corral.			
match a grant with the city for purchasing bike racks at key locations in town			
beautification - plan to purchase whiskey barrels for planting flowers and grasses			
work with the PR committee for events - an annual or quarterly trails day event with entertainment at night.			
extend hours in the evenings on Friday and Saturday to accommodate trail users coming into town.			
Meet with the Dept of Ag to speak about grants concerning the restaurants and grocers carrying KY Proud Products			
Request funding for purchase of lighting for streets			
Request funding for picnic tables, water, and trash cans in greenspace area for resting riders			
Compiled a list of individuals in town that could start a related business and encourage them, compile incentives to do so.			

Merchant Committee Action Plan Task	Assigned To	Target Completion Date	Completion Date

NOTE: Use this space to begin drafting your committee’s Action Plan. Be specific about each task. This document should be a guide for committee meetings. You should constantly be adding, updating and assigning new tasks to committee members. Remember that some tasks will be completed before Trail Town Certification and others will not be completed until afterwards.

Volunteer Committee

Members: health department, community youth liaison, hospitals, schools, local user groups, extension office, county & city parks and recreation, state or national parks or forest .

Goal: Establish a community volunteer base for trail maintenance and other needed labor to maintain Trail Town status.

Assessment I Responsibilities:

- Build a volunteer base (schools, scouts, user groups...)
- Develop a notification system
- Develop an equipment and supply list
- Train all volunteers
- Design a Volunteer Recognition Program
- Determine volunteer role in promoting TT and community events
- Develop Volunteer Committee Action Plan, assign tasks and identify completion dates
- Coordinate with TRAC (trail construction and maintenance)

Sample agenda for Volunteer Committee Meetings:

1. Identify groups to contact to build the volunteer base (schools, recreation groups, scouts, youth groups, user groups,)
2. Develop a notification system for when emergency work is needed on trails, including listing numbers for trail users to call and report downed trees, flooded areas, etc, for connector trails and system trails(in tandem with the land managers)
3. Develop a list of equipment and supplies needed for volunteers and determine whether those will be kept in one location or that volunteers bring their own. Coordinate with TRAC. (This number needs to be listed on the Trail Town Kiosk)
4. Plan a trail maintenance training day once the group is formed. (See Kentucky State Parks for guidance on a training model).
5. Determine commitment periods for volunteers and discuss ways to recognize the hard work of the committee members. Rewards?
6. Discuss role of volunteers on special community event days and in marketing and promotion via distribution of flyers or through social media.
7. Select a Community Youth Liaison.
8. Identify tasks for completion by next meeting

SAMPLE

Volunteer Committee Action Plan	assigned to:	Target Completion Date	Completed
Develop a list of who to call for trail maintenance / emergency assistance			
Create a database of each trails vol. maintenance team			
Take the Trail Town Program into Schools to solicit clubs or programs to work with the Volunteer Committee			
Present the Trail Town Program to clubs and organizations to solicit volunteers for the Committees			
Form a Bike volunteer Committee to do maintenance on bike trails including directional signage			
Form a Hike volunteer Committee to do maintenance on hiking trails			
Form a paddling volunteer Committee to do annual river sweeps			
form a horseback volunteer committee to do maintenance on horse trails			
Form a Trail Town Beautification committee who does projects in and around the town			
Recruit a community youth liaison, someone working with the youth in the community			
Devise a recognition plan. In 1 st year volunteers receive a t-shirt, 2 nd year a walking stick, 3 rd year a jacket, 4 th year a 20% discount for a year in local restaurants for up to 4 people for one year.			

Signage Committee

Members: Local tourism, transportation district personnel, area development district, county and city personnel, user groups, historical and genealogical society

Goal: Develop signage to get people around town, to in-town trail systems and trailheads, to shops and entertainment venues, and to other significant points of interest. The Signage Committee works closely with TRAC.

Assessment I Responsibilities:

- Develop Town gateway signage, and determine sign location
- Assist with trail maps
- Develop procedure for trail markings and signage
- Create interpretive signage
- Develop Town logos and signage
- Consider visitor logistics for daily use and special events
- Develop Signage Committee Action Plan, assign tasks and identify completion dates
- Review signage needs for your Trail Town (create a list!) – information in Appendix C

Sample agenda/tasks for Signage Committee Meetings:

1. Determine main artery portals where people access town on a map. Pinpoint all turns where directional signage will be needed.
 - Welcome signs
 - Trail Town signs
2. Sign content, such as key trail access locations, entertainment and attractions, restaurants, and hotels and motels. Consistency is key.
3. Create an inventory of signage needs for each trail and wayfinding.
4. Work with the volunteer committee to sign and mark connector trails.
5. Acquire the Trail Town logo and sign specifications for signage needs from Task Force Chairperson.
6. Develop a good logistics plan for moving people in and through your town in an efficient manner when developing a signage plan. (parking for information, at trailhead, at services...)
7. Develop an event logistics plan (traffic flow, parking, emergency egress, etc.) when considering events.
8. Identify tasks for completion by next meeting

SAMPLE

Signage Committee Goals	assigned to:	Target Completion Date	Completed
Mark all trails with paint on trees where possible, using stencils provided by the state office of adventure tourism. Marked trails with mileage every .5 mile.			
Ensure consistent appearance and style, trail heads, trail signs, interpretive signage should be same in appearance and carry the proper trail town logo located....			
Trail town signs placed at the intersection of the main trail system and the town access. I.e.: Livingston (trail town logo) second line: .75 miles, this is a plastic sign on a post with a directional arrow.			
Install a Town Trail Head - large map that shows all trails and town. Can insert a map of region for long trail orientation. Color coded to indicate type trails, intersection point from town, length of trails, difficulty, area folk lore and history description, info on main trail system users can access (i.e. The Sheltopee Trace) Location of campground, B&B's, hotels, bunk houses, cabins..., outfitter contacts.			
Contact the Office for Adventure Tourism for interstate signage and directional signage on i.e. I-64 at exit 137.			
Inform the PR committee to submit for a signage grant with Tour SEKY for interpretive signage along what trails the TRAC committee suggests.			
Inform the transportation district we need ATV caution signs on KY 134 at the city limits			
Meet with the KY Transportation District on signage for state road 68. need two bike caution signs coming into town and two horse caution signs at the intersection of hwy 49.			
Organize volunteer committee to assist in painting arrows on county roads for the XYZ Horse trail to the State Park.			

Signage Committee Action Plan Task	Assigned To	Target Completion Date	Completion Date

NOTE: Use this space to begin drafting your committee’s Action Plan. Be specific about each task. This document should be a guide for committee meetings. You should constantly be adding, updating and assigning new tasks to committee members. Remember that some tasks will be completed before Trail Town Certification and others will not be completed until afterwards.

Funding/PR/Education Committee

Members: county and city government officials, school system liaison, grant writers, economic development, local tourism board, chamber of commerce, Mainstreet program, Area Development District, health institutions, businesses, extension office, user groups.

Goal: Serves all other committees, writes and submits grants, assists with locating needed equipment and labor, and promotes events, public awareness, works with the schools system to encourage youth involvement.

Assessment I Responsibilities:

- Identify funding sources (included in Trail Town USB drive)
- Engage youth –within schools, community service projects.....onto volunteer committee
- Identify all committees needs
- Create social media promotion plan
- Develop a promotion plan including a website and newsletter
- Communication with local media, state tourism, and task force organizations
- Plan TT events and festivals
- Develop Funding/PR/Education Committee Action Plan, assign tasks and identify completion dates

Sample agenda/tasks for a Funding/PR/Education Committee Meeting:

1. Determine what funding sources (included in Trail Town USB drive) are available for particular elements of the plan.
2. Communicate with other committee chairs and task force members to determine what their needs are, review grant resources available, and submit for them.
3. Develop a promotion and awareness plan that includes the following elements:
 - Events listings on state and national web sites
 - Web site branding with the Trail Town logo
 - Awareness and public relations through local newspaper, radio, and television
4. Provide Trail Town updates to all members to ask they include the update in their organizations newsletters.
5. Provide updates to TT chairperson for city council and fiscal court meetings.
6. Present the Trail Town program at organization’s meetings to create public awareness.
7. Identify tasks for completion by next meeting

SAMPLE

Funding / PR/ Educational / Awareness Committee Action Plan	assigned to:	Target Completion Date	Completed
Speak to Lions Club about the Trail Town efforts, to recruit volunteers, assist with dissemination of word about needed business start ups, and commitment to assist with the project on an ongoing basis. Ways for them to assist are, beautification projects and funding support, working with youth to assist in recruitment for work projects, setting up at events to sell food, helping organize a Trails Day Event.			
Speak to (list various other clubs and organizations you can speak to and request assistance) history and art clubs, school clubs, schools, churches, businesses all need to be made aware of the Trail Town Project. Make them aware of the project and how they can get involved, also ask how they want to get involved.			
The TRAC Committee has requested we submit for an RTP grant for a bridge repair on the Pennyrile Nature Trail. Deadline is			
The TRAC committee has requested we submit a grant to build a corral 30x30 on Hoofmuzzle St next to the trailhead area from the Kentucky Horse Council.			
Submit a grant from the Prevention and Wellness Fund for creating a trail wellness hike bike event on ZXY and DEF Trails for kids and families.			
Will participate in a field day at school with a Paula Nye grant to teach kids bike safety.			
Attend city council and fiscal court meetings with the Trail Town Task Force Chairperson to report progress, needs, and events.			
Provide the newspaper, area TV, state tourism, chamber of commerce, schools, and anyone else who does eblast and newsletters with weekly or monthly info about what the Trail Town Task Force is doing, their needs, and to promote activities and events.			

PR/Funding/Education Committee Action Plan Task	Assigned To	Target Completion Date	Completion Date

NOTE: Use this space to begin drafting your committee’s Action Plan. Be specific about each task. This document should be a guide for committee meetings. You should constantly be adding, updating and assigning new tasks to committee members. Remember that some tasks will be completed before Trail Town Certification and others will not be completed until afterwards.



Section 4: Assessment II
Walking Tour Checklist
Amenities Inventory
Draft Plan of Action

The first step in Assessment II is to complete the Walking Tour Checklist (Appendix B). This will identify what currently exists in your community and what does not. It will be used to create Worksheet G: Plan of Action

The Amenities Inventory identifies all current and potential amenities in your community for trail and recreation users. It should also bring to light areas where there is a need for amenities. The Amenities Inventory includes the completion of Worksheet F (Appendix B).

Use the information gathered from the Amenities Inventory and findings from the Walking Tour Checklist to draft the Trail Town Plan of Action using Worksheet G (Appendix B).

IMPORTANT: Know that after the Trail Run plans might need to be altered so be prepared to make revisions to the Plan of Action.



Overview of the Walking Tour Checklist

The first step in Assessment II is discovering what your community has and what it does not. This will require an in-depth evaluation of amenities that trail users may need or want. These amenities may include:

- Well marked crosswalks
- Pedestrian friendly sidewalks
- Clearly identified and well maintained bike paths
- Visible directional signage
- Public restrooms
- Hotels, motels, bed-and-breakfasts, camping areas
- Variety of places to eat
- Shops and liveries
- Gas stations
- Medical services

Use the *Walking Tour Checklist* (Appendix B) to complete this evaluation with members of the TTTF and the community: local officials, state and federal landowners, merchants, landowners, tourism officials, and chamber members.

NOTE: The more complete your Checklist the more complete the Task Force Plan of Action will be.



Overview of Worksheet F: Amenities Inventory

Complete the Amenities Inventory by gathering information from local user groups, city/county officials, State and federal land managers, parks and recreation, citizens, health officials, school officials, main street, development, arts community, etc.

Use Worksheet F (Appendix B) to complete the inventory. Take photographs to include with the inventory – ask a local photographer to go photograph your assets. Written inventory of assets should also include distance from the Trail Head in Town.

Purpose: to inventory all existing town and recreation related amenities & needs. And plot all amenities on a map of town for consideration in designing in-town logistics for tourist flow and trail augmentation.

Amenity Type:

- Businesses that service trail users needs such as:
 - Bike shops
 - Tack shops
 - Stables
 - Canoe Livery
 - Repair shops (auto that also does bikes....)
 - Outdoor clothing shops (boots, outer wear...)
 - Grocery stores, gas & food marts,
 - Medical facilities
 - Post office or place trail users can mail supplies to
 - Specialty stores (locations that sell KY Crafted items and KY Proud products)
 - Antique Shops
 - Theatres
 - Entertainment venues (music, art, ..)
- Potential locations for the above type businesses:
 - Vacant buildings in the trail head areas
 - Vacant land in the trail head areas
 - Envision a district area for those businesses
- Trail head and rest stop, specify locations needed or in place:
 - Benches
 - Hitching post, bike racks
 - Interpretive signage
 - Lighting, water, electrical service
 - signage

NOTE: this inventory should act as a guide for future business growth and achievement of Trail Town Certification. Written inventory must accompany certification process.



Overview of Worksheet G: Plan of Action

Purpose: Develop and Record a Plan of Action to develop your community into a Kentucky Trail Town. All members of the TTTF and each committee should be included in the process.

Use Worksheet G – Plan of Action (Appendix B) to complete this section. Make sure each item is assigned to a specific person or group and set a target completion date for it. Once the task is completed record the date. This way there will be a complete record of all major and minor Trail Town actions.

Addressing items from the Walking Tour Checklist:

This process involves reviewing your Walking Tour Checklist next to your action plan document.

- Determine where work needs to be done per topic in the Walking Tour Checklist document. Who will do it, when it is to be completed and/or target completion date.
- Integrate how you can communicate local history, culture, arts, and agriculture into the trail experience.
- Address the following topics in your plan summary:
 - Agree upon the desired Goal
 - The who, what, when, where and how aspects
 - What agency, department, business, person(s) need contacting
 - Volunteer support
 - How you are going to achieve desired goal
 - Identify location affected
 - Funding sources
 - List methods of communicating the desired goal to the community. Be it by adding something to your Planning and Zoning Strategic Plan, Economic Development Plans, a town policy, at community meetings, newsprint,
- The Walking Tour Checklist and Plan of Action are completed as a task force

Each committee will have developed an action plan for their specific committee goals and tasks. This action plan should guide committee meetings and track accomplishments. The Chairperson of each committee should provide their committee action plan for to be included as an addendum to the Final Plan of Action.

NOTE: the TTTF will work off the Walking Tour Checklist document survey findings and their individual committee action plan to achieve the desired changes and additions needed to be a Trail Town. Some goals will be current, short, medium and long term projects, but some will need to be addressed prior to certification. Once an item is completed record that date. This process is an ongoing tool to help guide your town's future development as it relates to recreational trail activity and economic growth through the tourism industry.

The Plan of Action must accompany material submitted for certification. Once certification is achieved, the Town must maintain its goals/services to continue to be marketed as a Kentucky Trail Town. An Annual Review of the Action Plan and a site visit will take place in the month you were certified, or when scheduled.

About the Trail Town Task Force Plan of Action

The Trail Town Task Force Plan of Action should address short and long term goals of each committee and the Trail Town effort as a whole. During Assessment II, the TTTF should meet as a group to draft a Plan of Action. Each Committee Action Plan should be incorporated as well as all goals identified by the Amenities Inventory. The Task Force Plan of Action is necessary for Trail Town Certification and the future success of your community.

The basic needs of trail users such as food, shelter and transportation must be addressed in the Task Force Plan of Action. For example, your plan should address the needs of horse and ATV trailers pulled by trucks that run on diesel fuel as opposed to unleaded fuel. And that their number one need is a good trail system that is well maintained, well marked, well signed and well interpreted with scenic overlooks, falls, arches, creeks.

Signage that connects your town to the trail system/trailhead is critical to the success of your Trail Town. The Signage Committees will address those needs and signage goals should be included in the Task Force Plan of Action.

The uniqueness of your town should be reflected in the Task Force Action Plan specifically by the Merchant Committee Action Plan. For example, a plan to provide local Kentucky arts and crafts products in shops and Kentucky Proud products in grocers and restaurants. Performance opportunities, local theatres or front porch pickers should also be considered. Keep in mind, trails are used during the day, these users typically want entertainment at night.

The integration of all disciplines and interests is crucial for the success of your Trail Town. 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!

NOTE: Use Worksheet G, evaluation of the Trial Run and each Committee's Action Plan to formulate the Final Trail Town Task Force Plan of Action. This document will need to be continually updated with new tasks and the date on completed tasks.



Section 5: Trial Run

Instructions

Visitor Survey



The Trial Run

Once the trail connection has been made, both assessments have been completed, and the community feels confident it can host adventure tourists, it will be time to host a trial run. The Trial Run is about assessing the progress that the community has made in the Trail Town program. The best way to do this is to invite trail users and capture their feedback. The Office of Adventure Tourism will assist in inviting trail groups and users from across Kentucky to visit the community for a weekend. Once there, it will be up to the community, and the work that has been done (signage, trail connection, new services, etc), to provide them with a quality experience and access to trails from town. On the last day of the visit, the TTTF should organize a gathering and sponsor a meal to capture their opinions and feedback through the Trial Run Survey. This gathering should provide a breakfast and/or refreshments. The results gathered from the survey can help identify what the Task Force needs to address as it nears certification.

Purpose: Gather feedback on the work that has been completed by the community to become a Trail Town. This is the evaluation part of the journey towards certification as a Trail Town.

Process:

- Make sure all prior worksheets, assessments and steps are complete
- Notify the Office of Adventure Tourism and invite various trail clubs, user groups, etc. to visit the prospective Trail Town on a designated weekend
- Observe trail users experience of the trails and the community
- Host an event at the end of the weekend, providing a free meal to all trail users, and pass out the Trial Run Survey
- Collect Surveys and compile results
 - Identify what is being done well, and what areas still need improvement
 - Amend the Plan of Action accordingly, based on results of the Trial Run Survey

Next Step: Summarize the Trial Run; it must accompany material submitted for certification.

NOTE: It is important for the Task Force to be present in town during the Trial Run period to speak with the users. This is great time to get real feedback and discover firsthand what their needs are, and how best to address them.



Trial Run Visitor Survey

Thank you for taking the time to participate in our Trail Town trail run. Please take a few minutes to fill out this survey. All suggestions and comments are helpful.

Answer the following questions using a scale of 1 to 5:

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

1. The trails provided a variety of recreation opportunities.

1 2 3 4 5

2. I was satisfied with food and dining choices in town.

1 2 3 4 5

3. There were evening activities for my party to enjoy.

1 2 3 4 5

4. My overnight accommodations in town were pleasant.

1 2 3 4 5

5. I would return and/or recommend a visit to friends and family.

1 2 3 4 5

Please provide answers to the following question with as much detail as possible:

6. Where you able to easily find the main trailhead in town?

7. What trail related activities did you participate in? What trails did you use?

8. Was the trail signage adequate? If not please explain.

- a. Did the trail(s) have mileage markers?
 - b. Were there signs at trail intersections?
9. Along the trail(s) you used were points of interest marked and/or interpreted?
10. Did you/your party have a variety of food options in town? Where did you eat?
- a. How was the service?
 - b. If you were camping, did you find groceries and fresh produce in town?
11. What did you/your party do in the evenings or when not on the trails?
12. Did you/your party do any shopping? If so, where?
- a. Were you able to find any Kentucky Made products for purchase?
13. Did you/your party stay overnight in town? If so, where? (Hotel, B & B, campsite?)
14. Were you satisfied with your overnight accommodations? Please explain if yes or no.
- (convenience, cleanliness, friendliness, price, etc)
15. Did you need any item for your activities which could be purchased in town? If so, what items and where?
16. Did you feel that there were enough activities in town and on the trails to entertain you/your party for the entire trip? Please explain.

17. Was there a place to secure equipment while in town (eating, shopping, etc)?

18. Were outfitters accessible and helpful?

19. Were residents and businesses helpful and hospitable?

20. Would you return and bring friends and family?

Please use this space for any other comments or suggestions for our Trail Town.



Section 6: Certification

Becoming a Certified Trail Town

Certification Checklist

Supporting Documents

Trial Run Evaluation

Plan of Action

Becoming a Certified Trail Town

In order to become a Certified Kentucky Trail Town the following steps must be completed:

- ✓ Complete Assessment I and II, and all associated Worksheets
- ✓ Draft and revise a Plan of Action including a timeline for working towards task completion.
- ✓ Produce a map of community trail connections from the major trail system(s) to town and a timeline for building the trails
- ✓ Develop a complete Planned Experiences Summary for each trail
- ✓ Promote and publicize the Trail Town effort throughout the whole community to develop community awareness. These efforts should be listed in the Plan of Action.
- ✓ Complete and evaluate the Trial Run

The Trail Town Certification Packet should contain the following items in a well organized manner:

- ✓ Plan of Action summary to date
- ✓ Report on the Trial Run
- ✓ Letters of Support voted on by the City/County council, fiscal court, tourism commission, chamber of commerce, extension office, and any other groups along with a copy of the meeting minutes.
- ✓ Maps showing connector trails, the nearby trail system, points of interest, and Trail Town services
- ✓ Photo documentation of projects

Supporting documents may include photographs, maps, letters of support, meeting minutes, timelines, and media articles about your Trail Town effort.



Kentucky Trail Town Certification Checklist

Prior to submitting your Plan of Action and supporting documents for certification, please make sure you have completed/addressed the following:

- _____ Committees held regular meetings
- _____ Task Force held monthly meetings
- _____ Developed newsletter/PR plan
- _____ Reported progress to appropriate officials
- _____ Worksheets A-G completed
- _____ Trail system connected into town
- _____ Committee Action Plans completed
- _____ TRAC _____ Merchant _____ Volunteer _____
- _____ Signage _____ Funding/PR/Education _____
- _____ Planned Trail Experiences completed
- _____ Trail Maintenance Plan completed
- _____ Trail Head Kiosk constructed
- _____ Hosted meeting with the Kentucky Department of Agriculture (Dr. Amelia Wilson, Director of Agritourism), local businesses, and local producers to encourage increased availability of Kentucky Proud Products/locally grown foods
- _____ Hosted a meeting with the Heritage Council Mainstreet Program (Kitty Dougoud, Director), downtown building owners, businesses and local officials to discuss beautification and historic/cultural preservations.
- _____ Hosted meeting with the Kentucky Arts Council (Lori Meadows, Executive Director), local businesses, and local artists to encourage increased availability of Kentucky made goods and crafts in local stores
- _____ Youth Engagement Plan
- _____ Developed & constructed uniform signage plan for both on trail, and in town signage:
- _____ Assessment I & II completed
- _____ Trail Run held and results assessed
- _____ Plan of Action completed*

***NOTE:** *The Plan of Action is the most important piece of certification materials. This document is intended to never be fully, “completed”, but rather continually modified and adjusted as your community continues to establish itself as a destination for outdoor recreation and tourism.*



Supporting Documents

Along with all completed documents the certification packet should include a variety of supporting documents. Supporting documents may include photographs, maps, letters of support, meeting minutes, timelines, and media articles about your Trail Town effort. Instructions for the letters of support are located in Appendix A.

Photographs of trailheads, trails, new construction, points-of-interest, businesses, and maps of important areas should be included for reference.

Any media and promotional material featuring your Trail Town and events should be included as well. These items may include:

- Articles in the local newspapers, radio and television
- Newsletters
- Social media posts
- Event posters, brochures, promotion



Trial Run Evaluation

After the Trail Run is complete and all surveys have been collected, it is important that the TTTF evaluate the results. By compiling all the information from the surveys, the TTTF can determine how successful your Trail Town was and what areas need improvement.

The first five survey questions are meant to be a general overview of your Trail Town. The answers to these questions are easily quantifiable. By adding the average score for each question the TTTF can get a quick idea of the Trial Run's success. A score of 25 is the highest and anything under 10 indicates the need for serious review.

A note about the Trail Town Task Force Plan of Action

Make sure all committees provide their Plan of Action info for addendum to the more general Plan of Action created from the Walking Tour Checklist. They must reflect who each task is assigned and target date or completion included. This is the most important document for the task force. It is a record of their achievements and aspirations for the future. It says who is working on what and when it might be completed.

It is a fluid document for editing, changing, adding or deleting goals and task. It will serve as a guide for future meetings and record changing conditions and how you have reacted to it in the quest to become a more authentic Kentucky Trail Town.

In future meetings, all members should have a completed Plan of Action. Committees will continue to record additions and changes.

Upon certification we recommend you consider applying for a 501C3 tax exempt status. Anyone can make a contribution to your efforts, but in order for the contribution to be tax-deductible for the donor, you will need to apply for and receive 501(c) (3) tax-exempt status from the [Internal Revenue Service](#). It is also recommended since many of you are working through another 501C3 organization, you continue to do so as a Committee of that organization, whichever works best for your town.

We recommend you continue the reporting to Fiscal Court and City Council for obvious reasons.

Lastly we encourage continued dialogue with the Office for Adventure Tourism. It is in your and visitor best interest we continue to update opportunities and services of our Trail Towns. It is your responsibility to monitor and update the information we have on the state web site



Section 7: Gauging Success

Marketing

Visitor Data Collection

Annual Review Visit

The work of a Trail Town Task Force is not done once the community receives certification. In order to maintain the success of your Trail Town and its certified status, work must continue. The Kentucky Trail Town Program is truly a long term vision for the town, and should guide future development.

Gauging success as you move forward from certification involves several elements:

- Marketing
- Visitor Data Collection
- Working the Plan
- Annual Review

Each of these elements are explained in the following pages

The Office of Adventure Tourism will conduct annual visits to each Trail Town to review the Plan of Action, and assess how things are progressing.



Marketing

Marketing is a key part of the success of your trail town. Coordination and participation with the county/city tourist commission or convention, visitor's bureau, and regional tourism organization is extremely important for your marketing efforts. These organizations will be of great assistance however, basic marketing steps must be taken by the Task Force.

Grow your Voice

Who knows what you have done and what you offer? You do! You cannot expect the state or other state visitors to know what you are doing or what you have to offer if the local citizenry and region doesn't know. Get the word out about your Trail Town:

- Work with local outfitters to offer a discount to local and area groups while you build your voice. Designate a county kayaking or biking day....
- Draw from Task Force membership databases of contacts and members
- Call and send invitations for a canoe outing, bike ride, or hike to local groups. Let them experience the town, shops, cafes, music or play performances.
 - Church youth groups
 - Host your local FFA, 4H, school clubs, YMCA, and other youth groups in the area.
 - Contact schools and colleges and offer special day outings.
 - Invite organizations (who are represented on your task force) to experience your offerings.

Once you have fostered a whole host of people sharing your story to local family, friends, and business associates and to extended family, friends, and business associates, **give them something to talk about!** It is important to make sure there are people who can answer any questions about what you offer.

Package the experience

The Merchant and PR Committees should work together to develop visitor experience packages. Work with accommodations, outfitters, and performance venues to package a weekend or other experience of your area. Encourage these groups to work together to create opportunities for maximum benefit. The purpose is to maximize the visitor experience. You might include some interpretive storytelling, front porch picking, artist demonstrations they can participate in and purchase, school or youth play performances. Use your Asset Inventory to create unique to you opportunities for visitors. *NOTE: Tourism commission directors are well verse in development of travel packages.*

Social Media

The Volunteer and PR Committees should work together to develop this plan. They should already have contacts with youth groups, local schools, and colleges in the area. They should

also work with the local tourism commission to develop a Kentucky Trail Town destination page for your Trail Town. Find people in your community that can adopt a program and populate it. A few sites to look into:

Facebook Twitter Instagram Flickr Pinterest Vine Google+

Tumblr

Local universities have resources to assist with social media programs, check them out. Share what is going on and invite people to come!

Maps and brochures

You should already have a good map of the area at the trailhead and in your visitor information locations. That map should show all trail info, mileage, difficulty, type and destination. It should also have outfitter services contact info and information about lodging, downtown district, and other attractions. It is important to provide a link from your web site to trail specific maps that can be downloaded and printed.

A single promotional brochure for your town and trails is sufficient for production. It should be: one piece that simply tells people why they should come there, where your towns located, a number to reach a live person, a web site to get specific information, photos that show what people can do, and include a “Call to Action” message.

For example:

- Visit Livingston, a Kentucky Trail Town
- Surrounded by the Daniel Boone National Forest and Rockcastle River, Livingston is a gateway to Kentucky’s longest trail system, the Shelton Trace National Recreation Trail.
- Livingston is located off I-75 at exits 49 and 59 (show a simple map)
- Photos of hiking, kayaking, biking, tubing, horseback riding...
- As a guest, have fun and celebrate our natural culture – www.whatsupthisweekend.com
- You call! (NOW)Dnt-BI8!

Don’t make the mistake of clutter, too busy, fonts too fancy to read, Keep it Simple!

Your AD District can assist in trail maps and local tourist commission in brochure development.

Market Planning

Visitor data should be used for analysis and market planning. The data will show areas in which capacity is being met or exceeded and areas with room for growth. It will pin point opportunities to create events, new services, and new markets. Use this information at TTTF meetings to generate ideas and share the data and ideas with the local tourist commission.



Visitor Data Collection

As with any successful venture, data collection and analysis is a key component. Trail Towns should work to collect data on visitation and trail usage to determine the success of your efforts, and the Trail Town Program as a whole. The Volunteer or PR Committee can designate someone to collect the data. There is a sample of visitor data collection in Appendix A and a blank form on the Trail Town USB drive for your use.

Work with local merchants, lodging facilities, attractions, and entertainment venues to collect visitation numbers, and determine what percentage visiting trail users account for. This will assist the Trail Town with marketing, attracting new businesses and services, applying for grants and funding. Providing up to date information on visitation will confirm the continued importance of being a certified Kentucky Trail Town.

Visitor data should be collected at least once a month (a good task for volunteers!). Someone should be assigned to contact attractions and lodging facilities. The Volunteer Committee chair should assign survey teams to survey trail users and visitors about the following information:

- Primary reason for visit
- Activity (hike, bike, ATV, horseback, paddling....)
- Length of visit
- Home: City state zip code
- Knowledge/awareness of evening activities

This information will help determine what is happening now and how to plan for the future. Additionally, after special events it is suggested, information be collected from outfitters, retail, lodging and food establishments as well as data on event visitation numbers.



Working the Plan

The TTTF Plan of Action contains goals and task to be accomplished. It needs constant amendment. To do so the following must take place:

- Committees must continue to operate on a quarterly or more frequent basis, depending on the project.
- Task Force chairs must continue to report to city council and county fiscal court meetings.
- Committees must evolve with membership, like the Geese, if one retires or is injured, another takes its place.



Annual Review

The purpose behind the annual visit is twofold:

1. To see that the long term goals of the Task Force's Plan of Action are still being pursued. This ensures the Trail Town will continue to work to improve itself for visitors and local citizens.
2. To ensure that the branding of the Kentucky Trail Town program is not jeopardized. The Office of Adventure Tourism will continually market Trail Towns as top destinations for adventure tourists, and there must be a consistency and level of quality that all Kentucky Trail Towns exhibit.

Appendix A

Sample Documents

Letter of intent

Application for trail town designation

Letters of Support Instructions

Sample Trail Town Meeting agenda

Trail Management Plan

Sample Visitor Data Collection log

(Insert Letter of Intent here)

(Insert Application for Trail Town Designation here)

Letters of Support Instructions

We have not provided a sample letter of support for the Trail Town Program. Most letters of support contain certain boiler plate language. Outside of that the letters may vary depending on exact involvement of the supporting organization. It is important to collect as many of these letters of support as possible to enhance the overall effectiveness and legitimacy of your Trail Town efforts. Letters from Task Force Member agencies of representation would be most effective. Below are some suggestions for items that should be included in letters of support:

1. Have the letter addressed from the highest ranking member of the organization (President, Director, Manager, CEO, etc.)
2. Give a brief description of their involvement, efforts, and achievements as it relates to the Trail Town Program. Include their assistance up to this point, and plans for future contributions to support Trail Town goals
3. Identify the benefit they see to both their organization and the community as a whole
4. Explain how their organization is contributing to ongoing awareness of the project
5. Provide a commitment that their organization will continue to support, be involved and raise awareness for the Trail Town, even beyond certification, as they establish themselves as a tourist destination through the Trail Town program

Guidelines for creating a: Trail Management Plan

In order to maintain the quality of the trails in your Trail Town it is essential to develop a management plan. The following information will be a guide for the TTTF to create a complete trail management plan. However, it is not enough to develop a plan you must also implement it!

- Purpose of the plan
 - Discuss Trail Town vision for your town and reason for a trail management plan
- Authority
 - Identify and assign who will be the agency, office receiving trail reporting from public(trees down, garbage...), taking care of the trail, the agency name and contact numbers 24/7, emergency numbers
- Description of the Trail(s)
 - List all trails, discuss the purpose, mileage, user type trail, where multi use exist, construction type, loop or linear trail, trailhead, connections, how trail is marked: color tag and mileage,
 - Partnerships and funding
- Management of Trails Connectors
 - Who is responsible for maintenance, upkeep, marking, monitoring, sustainability, address partnerships and volunteer trail maintenance groups (what trail what group will be maintaining)
 - Include contacts on park or forest land or other managers.
- Education & Awareness
 - How will you keep kids involved? Maintenance, jobs, guides??? What local groups will you speak to invite to your town? What magazines, newsprint, radio or TV stations will you take your information to and who will do it? Social groups. Church groups, school groups, scouts, community organizations, clubs.... Will you speak to and take invitations to visit to?

NOTE: for more information and examples of trail management plans contact the Office of Adventure Tourism.

SAMPLE: Visitor numbers for Example Trail Town Fiscal Year 2012-2013

Location/Retailer	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	Total
Example Canoe Livery Zzz-zzzz go@canoe.com	400	375	250	275	100	10	0	0	25	50	150	380	2015
Example Bike Shop www-wwww saddleup@hoof.com	97	106	100	87	23	0	0	0	17	69	80	92	668
Example B&B	20	30	20	35	15	20	15	20	15	15	20	25	250
Example Hotel	75	90	120	105	30	40	25	30	45	45	50	80	695
Welcome Center / trailhead	150	200	150	180	75	50	20	20	80	300	500	600	2325
Example café	200	250	220	130	50	20	20	20	45	65	90	180	1290

Trail (type)	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	Total
Gearshift (bike)	50	60	35	35	15	0	0	10	20	40	65	50	380
Saddleup (horse)	35	30	40	20	10	0	0	5	10	20	25	30	225
Splash Splash (water)	100	90	85	50	10	0	0	0	5	25	45	100	510
Scenic (hike/bike)	250	225	300	150	60	10	0	10	25	65	120	200	1415

Appendix B

Worksheets

Assessment I:

- ✓ Worksheet A
- ✓ Worksheet B
- ✓ Worksheet C
- ✓ Worksheet D
- ✓ Worksheet E

Assessment II:

- ✓ Walking Tour Checklist
- ✓ Worksheet F
- ✓ Worksheet G

NOTE: While the following Worksheets are sample peeks at the form, the form Committee Chairs should use is on the Flash Drive or are available via email in digital form from the Task Force Chairperson. Copies of the form you are working with may be made from this appendix and given to Committee chairpersons so that they can compile the info onto the digital file on their computer.

(Insert Worksheet A here)

(Insert Worksheet B here)

Worksheet D: Land Needed to Acquire Access

Date: _____

Owner	Private/ Public	ground length	Physical Address	Adjacent landowners Platt #'s	Ph. #	Email address	Aware of project	In favor	Person assigned to discuss the Project / landowner

(Insert the Walking Tour Checklist here)

Worksheet E: Planned Trail Experiences Inventory

Date: _____

Trail Name	Length (mi)	Difficulty	User experience description

Businesses / Services to Attract						
Business Name	Type	Location	Proximity to Trail Head	List prospects	Ph. #	person making contact / researching

Worksheet G: Plan of Action

Date: _____

General Access			
Goals - Things needed or to improve upon	assigned to:	Target Completion Date	Completed
Signage - Things needed or to improve upon	assigned to:	Target Completion Date	Completed
Safety - Things needed or to improve upon	assigned to:	Target Completion Date	Completed
Parking (Vehicles, horses, and Bicycles)	assigned to:	Target Completion Date	Completed
Business Checklist			
Overall Impressions	assigned to:	Target Completion Date	Completed
Accommodating to Visitors	assigned to:	Target Completion Date	Completed
Businesses or Services Needed to develop 18-51	assigned to:	Target Completion Date	Completed
Promotions - List plans	assigned to:	Target Completion Date	Completed
Public Amenities			
Planning & Zoning summary and plans	assigned to:	Target Completion Date	Completed
Design			
Visual appearance	assigned to:	Target Completion Date	Completed

Buildings	assigned to:	Target Completion Date	Completed
Storefronts	assigned to:	Target Completion Date	Completed
Clean and Green	assigned to:	Target Completion Date	Completed
Access Areas			
Signage and information	assigned to:	Target Completion Date	Completed
Parking Lots	assigned to:	Target Completion Date	Completed
amenities	assigned to:	Target Completion Date	Completed
Integrating Kentucky Products			
Local Kentucky Arts & Crafts - Kentucky Artisans - souvenirs	assigned to:	Target Completion Date	Completed
Kentucky Proud Products - grocers and restaurants - authentic KY cuisine	assigned to:	Target Completion Date	Completed
Locally grown produce - farmers markets. Festivals	assigned to:	Target Completion Date	Completed
TRAC Committee Goals	assigned to:	Target Completion Date	Completed

Merchant Committee Goals	assigned to:	Target Completion Date	Completed
Volunteer Committee Goals	assigned to:	Target Completion Date	Completed
Signage Committee Goals	assigned to:	Target Completion Date	Completed
Funding / PR/ Educational / Awareness Committee Goals	assigned to:	Target Completion Date	Completed

Appendix C

Trail Town Resources

Kentucky Resources

KY Tourism Arts & Heritage Cabinet

<http://commerce.ky.gov/cabinet/agencies.htm>

Office for Adventure Tourism & Trail Town Development

www.kentuckyunbridledadventure.com

Kentucky Department of Travel

www.kentuckytourism.com

Kentucky Department of Parks

www.parks.ky.gov

Kentucky Department of Fish and Wildlife

www.fwlky.gov

Kentucky Department of Agriculture

www.kyagri.com

Kentucky Main Street Program

<http://heritage.ky.gov/mainstreet/>

Kentucky Cultural Districts

<http://artscouncil.ky.gov/Opportunities/NEWaboutCulturalDs.htm>

Kentucky Cooperative Extension

<http://ces.ca.uky.edu/ces/>

Kentucky Department of Economic Development

<http://www.thinkkentucky.com/>

Kentucky Environment and Energy Cabinet

<http://eec.ky.gov/Pages/default.aspx>

Kentucky Legislative Resources

<http://www.lrc.ky.gov/>

Daniel Boone National Forest Districts

<http://www.fs.fed.us/r8/boone/>

Big South Fork National Recreation Area

<http://www.nps.gov/biso/index.htm>

Mammoth Cave National Park

<http://www.nps.gov/macav/index.htm>

Land between the Lakes National Recreation Area

<http://www.lbl.org/>

KY Bike / Pedestrian Coordinator

<http://transportation.ky.gov/bike-walk/Pages/default.aspx>

Share the Road

<http://transportation.ky.gov/share-the-road/Pages/default.aspx>

Kentucky Area Development Districts

http://www.kcadd.org/District_Contacts.html

Kentucky Recreational Trails Association

www.krta.ky.gov

Kentucky Horse Council

www.Kentuckyhorse.org

(859) 367-0509

Kentucky Back Country Horseman

www.kybch.com

(859) 744-0397

Kentucky Bike and Bikeway Commission

www.bicycleky.org

(502) 564-7183

Kentucky Paddlers Association

www.canoeky.com

(800) 226-6359

Kentucky Trails Association

www.kentuckytrails.org

(502) 454-5601

Kentucky Rails-to-Trails Council

<http://www.kyrailtrail.org/>

Kentucky Mountain Bike Association

www.kymba.org

(502) 370-6066

Kentucky Parks and Recreation Society

www.kyrec.org

(502) 696-9834

Kentucky Marina Association
www.kentucky-marinas.com
(270) 388-2532

Pine Mountain Trail Conference
www.pinemountaintrail.com
(606) 633-2362

Sheltowee Trace Association
www.sheltoweetrace.org
(606) 584-7744

Jenny Wiley Trail Conference
(606) 584-7744

Red River Gorge Climbers Coalition
www.rrgcc.org
(859) 422-3085

Eastern Kentucky Recreational
Trails System
888-857-5263

Project Assistance and Development

MACED – Mountain Association for Community Economic Development
www.maced.org
859-986-2373

KCADD - KY Council for Area Development Districts
www.kcadd.org
502-875-2515

Center for Rural Development
<http://centertech.com/>
606-676-6000

TOUR SEKY – Tour Southeastern Kentucky
www.tourseky.com
606-677-6099

National Park Service – Community Planner for Kentucky
www.nps.gov/rtca
270-758-2191

Kentucky Trail Town University Partners

Morehead State University:

J. Marshall, Executive Director
Center for Regional Engagement
j.marshall@moreheadstate.edu
Phone: 606-783-9327

Berea College:

Peter Hackbert, Director
Entrepreneurship for the Public Good Program
Peter_Hackbert@Berea.edu
Phone: 859-985-3721 Cell: 775-813-0134

Eastern Kentucky University:

Ian Moore, Director
Center for Appalachian Regional Engagement and Stewardship (CARES)
ian.mooers@eku.edu
Phone: 859-622-2334

University of Kentucky:

Jayoung Koo, PhD
Community and Economic Development Initiative of Kentucky (CEDIK)
jayoung.koo@uky.edu
Phone: (859) 257-3853

Western Kentucky University:

Steve Spencer, Professor
Outdoor Recreation Specialist
steve.spencer@wku.edu
(270) 745-6073

University of Louisville:

David Wicks
Outdoor Recreation Development Honors Program
dwicks1@gmail.com
502-671-3595

Murray State University:

Chris Wooldridge, Director
KY Small Business Development
cwooldridge@murraystate.edu
270-809-2856

Resources: Kentucky Recreational Trails Authority Trail Experts

The following people are members of the Kentucky Recreational Trails Authority. They have been appointed to serve on this board due to the experience and expertise they exhibit for their various trail activities. They are life long trail users, and have worked tirelessly across the Commonwealth to better their various trail activities. Their services and experience are offered to Trail Towns, free of charge.

Hiking:

- Dennis Crowley, Kentucky Hiking Association
(502) 454-5601
dennis.crowley@win.net
- Steve Barbour, Sheltoewe Trace Association
(606) 584-7744
stevebarbour@gmail.com

Cycling / Mountain Biking:

- Troy Hearn, Bike-Ped Coordinator Kentucky Transportation Cabinet & Kentucky Mountain Bike Association
(502) 564-7183
troy.hearn@ky.gov

Horseback Riding:

- Ginny Grulke, KY Horse Council,
(859) 533-7002
gabby.grulke@gmail.com
- Roy Cornett, KY Horse Council/Back Country Horsemen
(859) 806-2788
roycornett@bellsouth.net

ATV:

- Preston McClain, Black Mountain Off Road Adventure Area
(606) 242-9428
- bellman30@windstream.net

Paddling:

- Ed Council, Adventure Paddling Association of Kentucky
(502) 395-1513
canoeky@aol.com
- Rick Egedi, Sheltoewe Trace Outfitters
(800) 541-7238
fun@ky-rafting.com

USDA Forest Service Trail Difficulty Ratings

Trail difficulty ratings are generally based on trail condition, steepness of grades, gain and loss of elevation, and the amount and kinds of natural barriers that must be traversed.

These ratings mean different things depending on if the trail was designed for foot use, for horse use, for bike use or for wheelchair use. Use this guide as a means to provide your visitors with an idea of what they might expect.

		Easy	Moderate	Difficult
Hiking Trail	Grade	20%	30%	30% or more
	Trail Width	18-24"	12-18"	12"
	Trail Surface	Spot Gravel	Roots, imbedded rocks, some logs	No graded tread
Mountain Bike	Grade	10%	30%	30% or more
	Trail Width	24"	12-24"	12"
	Trail Surface	Relatively Smooth	Sections are Relatively Rough	Varied. May need to carry bike
Horse Riding Trail	Grade	15%	25%	30% or more
	Trail Width	24"	24"	18"
	Trail Surface	Surface as needed for stability	Roots, imbedded rocks, some logs	No graded tread
Wheelchairs Trail	Grade	1-3%	3-6%	6-8% or more
	Trail Width	4'	4'	3'
	Trail Surface	Concrete or Asphalt	Asphalt or very fine crushed rock	Hard packed soil with some rock and roots

Signage needs for the Trail Town Program

Trail signage:

1. Trailhead signs: located at the trailhead and contain a description of the trails that can be accessed from that spot. They include a map, emergency contact information, rules of use, and a color-coded trail visual with trail descriptions that include:
 - a. Trail type;
 - b. length (miles);
 - c. difficulty;
 - d. description;
2. Interpretive signs: signs located along the trail to communicate vista views, historical and cultural information, and points of interest. These signs can contain text, pictures, diagrams, and maps.
3. Mileage markers: small, simple 3x5 inch or larger numbers on posts along the trail indicating mileage. This allows users to not only gage their distance, but is vital for emergency purposes.
4. The markers and posts can be constructed of any color or material. When choosing a color, it is critical that the color of the sign match the color that has been assigned to the trail, which is explained in the next point. Trail markers: identify the trail someone is on and direction the trail takes. We recommend:
 - a. determining the color of your trail;
 - b. utilizing the plastic stencil we provide with various arrow directions;
 - c. paint the directional arrow on a tree or post to indicate the trail and the direction any turns take.
5. Cost: Trail Town expense, grants available from various sources

Town Signage:

1. Identify the portal entries into your town where way-finding signage is needed. Mark these on your map.
2. Determine the number of turns needed to get into your town. That is the number of signs per entry point needed to get visitors to your town.
3. Identify the trailhead or other locations you are sending visitors to access your trails. Mark these locations on your map.
4. All signage must comply with Kentucky Transportation Cabinet guidelines. An example would be obtaining encroachment permits.
5. Logo and specification requirements are on the USB drive or available from the Office for Adventure Tourism.
6. Sample sign is attached in a pdf file.
7. Cost: to be determined.

City Limits Signs:

The Tourism, Arts & Heritage Cabinet, via the Office for Adventure Tourism, will provide city limit Trail Town certification signs at the key entry points to your town. This will be done in conjunction with a

ceremony with Tourism Cabinet officials and/or the Office of the Governor. The Commonwealth will pay for up to four of these signs.

Wayfinding Signage:

This signage helps to lead people to your town from Key travelers interstate or parkway locations.

Applicant designs and installs via a permit through KYTC. Cost per sign:

Production/installation: approx. \$1500 per sign of 3 attractions, excluding design cost. C&R signs cost about \$1350 per sign.

Interstate Signage:

These are brown or logo signs at exit locations where turns or departures from interstates or parkways are taken onto state roads.

Brown sign: \$15,000 installed; or

Blue Logo sign on Attraction Sign: \$1000 to produce, \$500 each direction/year