

# MENIFEE COUNTY COMPREHENSIVE TOURISM MARKETING PLAN

Prepared by: Gateway Area Development District Staff

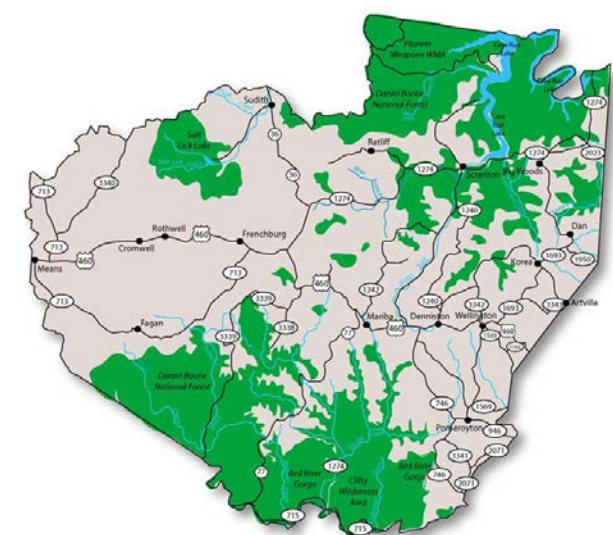
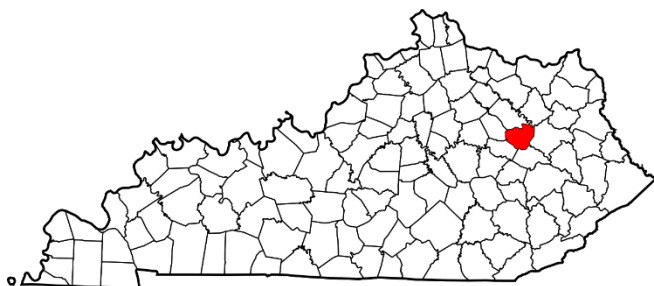
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## EXECUTIVE SUMMARY

Menifee County has a population of approximately 6,500 residents. It is located in rural Appalachia, with a mountainous landscape and agricultural farmland, and is easily accessible via an interstate and a major highway. The county has been blessed with magnificent beauty, a rich history, and unique culture. Its remarkable geographic location makes it a prime destination point for tourists.



Menifee County is home to many local tourism resources, which range from boating, fishing, and various water-related recreational activities at Cave Run Lake on the county's northern border, to breathtaking rock faces and arches forming at the county's southern border at Red River Gorge. Frenchburg, the Menifee County seat, lies between the two tourist destinations, which boasts excellent roads to both destinations.

Despite the overwhelming natural beauty and growing interest in outdoor activities by tourists, Menifee County has relatively fewer outside travelers when compared to the surrounding region. Additionally, many travelers venturing to either of the major attractions go no further than that attraction, resulting in a missed opportunity for the county to showcase its other offerings. This missed opportunity, unfortunately, does little to positively impact the county businesses. From an economic standpoint, the missed opportunity can be financially detrimental to many local businesses.

As it was determined, Menifee County can vastly improve the number of tourists visiting the county by expanding its online presence and creating a focused action plan aimed to attract additional visitors to the area. By cultivating the tourist experience, Menifee County will be able to increase the number of tourists visiting the county, which will have a direct and positive economic impact on the community as a whole.

This planning document will be utilized as Menifee County's strategy for the future development and expansion of tourism industry in the county. By establishing a social media presence, developing an online interactive map highlighting the county's attractions, and focusing the county's efforts toward the gaps remaining, such as the

development of expanded lodging options, the county will be better equipped to expand and improve its tourism industry.

## INTRODUCTION

The Menifee County Fiscal Court partnered with Gateway Area Development District with funds received from The Center for Rural Development through an Appalachian Regional Commission Flex-E Program Grant to develop the Menifee County Comprehensive Tourism Marketing Plan. The Kentucky Appalachian Regional Commission Flex-E-Grant Program was generated from the ARC's initiative to enhance assistance to distressed counties. The funds secured from the Flex-E Program serve to improve the economic conditions within economically distressed counties by developing local and regional leadership, supporting long-term visioning and strategic planning, designing and implementing community programming and laying foundations for more intensive investments and interventions. The Flex-E-Grants are subject to approval for up to \$10,000, require a 20 percent match of total project costs, and must be completed within a six-month timeline.

For the purposes of this Flex-E funded project, the Menifee County Fiscal Court Judge/Executive, Mr. Rick Stiltner, selected three citizens representing various organizations throughout the county, to serve on the Menifee County Flex-E-Grant Advisory Committee. The advisory committee, as discussed in this planning document, greatly assisted with the development of this strategic business marketing plan. As stipulated in the initial grant proposal, a central component of the project, apart from the Menifee County Comprehensive Tourism Marketing Plan, was the development of an interactive map, along with six (6) physical maps, which highlights tourist hotspots throughout the county.

As outlined in the grant proposal, the first stage of the project involved compiling a list of the potential tourist destinations throughout the county. Early in the project, the advisory committee determined that all other applicable county assets, such as the various community facilities, should be included in the comprehensive list. Once the comprehensive list was created, Gateway Area Development District created a database to store, maintain, and edit the data on each identified asset. Information on the assets found in the following categories were collected: Community Facilities, Dining, Events and Entertainment, Farms and Agribusinesses, Lodging, Outdoor Adventure, Quilt Squares, Recreation and Wellness, Retail, and Trails.

With the data collected and stored in a database, Gateway Area Development District created a public-facing interactive map to display on the Menifee County website. On the interactive map, the assets collected during the project period were listed and made available to the public. The map's interactive feature allows the viewers to "zoom in" and obtain additional information for points of interest.

The Menifee County Flex-E-Grant Advisory Committee spearheaded each stage of the project and met on a regular basis with Gateway Area Development District Staff. In addition to identifying components to include on the interactive and hard copy maps, the advisory committee identified an abundance of pertinent information to be included in the comprehensive tourism marketing plan, such as the county's strengths and opportunities.

With community insight on the endeavors collected at the various public forums conducted throughout the project period, a better-rounded and community-centered plan was developed. Throughout the series of organized planning meeting held over the course of four months, community involvement was heavily utilized.

During the concluding phases of the project, particular attention was devoted to the development of procedures for updating information on the various social media accounts, interactive map, and the Menifee County website. The need for a particular person or group to be designated as the party responsible for ensuring the information contained on the social media accounts, interactive map, and the website is kept up to date was deemed essential for future accuracy.

## ADVISORY COMMITTEE MAKEUP

This project was guided by the Menifee County Fiscal Court Advisory Committee, as stipulated in the ARC Flex-E-Grant award. The committee was composed of members representing varied interests and offices throughout the county to provide a broad representation of ideas, needs, and resources. Members of the committee and their affiliations are listed below:

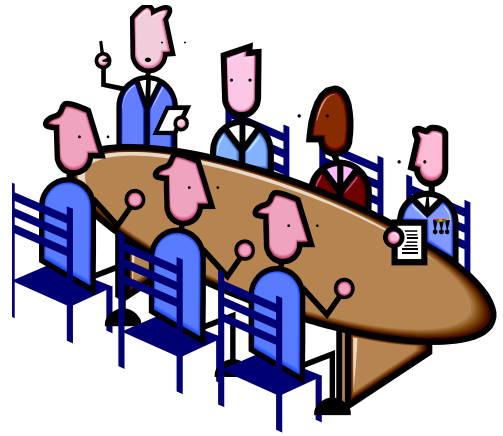
Aleta Botts	Volunteer
Carrie Lawson	Chamber of Commerce; Scholarship Pageant; Theater Group
Cindy Hurt	Chamber of Commerce; Gateway Community Action
Lola Thomas	Chamber of Commerce Member; Retired Educator
Rick Stiltner	Menifee County Judge Executive

The above-listed advisory committee members, along with other various interest groups and community members, provided valuable information and insight into the many ways tourism development is perceived throughout the county. The contributions of this group significantly contributed to the development of this planning document. The continued efforts of this committee and others interested in both tourism and community development are essential for the tourism industry in Menifee County to grow and prosper.



## SITUATION ANALYSIS

For this project, the Menifee County Flex-E-Grant Advisory Committee, in conjunction with Gateway Area Development District Staff, focused on the hotspots and community assets that could be used and marketed to entice tourists to the county. The current status of tourism, including marketing tactics, was assessed by the advisory committee in order to gather the following information:



- What assets are found in Menifee County?
- What lodging, dining, and other accommodations exist within the county?
- How many retailers are there in Menifee County? What kind of retailers are they?
- What marketing techniques are currently used to market the area?
- What can be done to attract more tourists to the area?
- Other information deemed relevant through the committee meetings.

## INVENTORY

An inventory of attractions, events, lodging and dining facilities, and tourism-related businesses were collected and stored in the databased created by Gateway Area Development District. The inventory includes items of interest both in and around Menifee County, as stipulated in the initial grant proposal. Items of interest outside of Menifee County include, but are not limited to, Red River Gorge, Carrington Greens Golf Course, and Torrent Falls Climbing Adventure. A comprehensive list of the collected information is listed in a following section.



In the future, the comprehensive list, along with the public-facing interactive map, can be utilized to quickly identify all of the county's assets, along with tourist hotspots. If approached by a visitor seeking additional information on a particular location, the person(s) can be redirected to the Menifee County website to obtain the information needed.

## TOURISM STATISTICS

In Menifee County, beauty is everywhere you turn - in the people, the farms, hills, cliffs, lakes, and trails. The county has much to offer in outdoor recreation and businesses. Menifee County is ideally located in the midst of the Daniel Boone National Forest, between the 8,270 acre Cave Run Lake and the Red River Gorge.



Visitors from all over the country come to Cave Run Lake on the county's northern border for camping, boating, fishing, and hunting. In the same light, visitors from around the globe come to explore the breathing sights at Red River Gorge, located on the county's southwestern border. With a hub of tourist activity surrounding the area, Menifee County has untapped potential in the tourism realm.

According to the "Economic Impact of Kentucky's Travel and Tourism Industry - 2015 and 2016" report released by the

Kentucky Tourism, Arts, and Heritage Cabinet, direct travel expenditures in Menifee County totaled \$425,744 in 2015 and increased to \$435,585 in 2016. This compares to 2016 direct travel expenditures of \$44 million in Rowan County, \$46 million in Montgomery County, \$3.4 million in Morgan County, \$3 million in Bath County, \$7 million in Powell County, and \$1.7 million in Wolfe County. The tourism and travel industry in Menifee County accounted for 54 jobs in 2015, increasing to 55 jobs in 2016.

## DATA TRACKING MECHANISMS

No tracking tools are utilized by the county at this time to track the number of tourists that visit Menifee County. In the future, a short online tourism survey could be linked to the Menifee County website with the sole purpose of collecting information in regards to where the tourist(s) are visiting from, their interest, what additional needs they have, etc. With a database of survey respondent information, the county could then have the capacity to utilize certain types of notification mechanisms, such as emails, newsletters, and text messages to keep repeat tourists up to date on events scheduled within the community.



## SWOT ANALYSIS

The planning group conducted a SWOT (Strengths-Weaknesses-Opportunities-Threats) Analysis discussion at one of the committee meetings to further examine the impacts of the current community situation to tourism and community development.

**Strengths** and **weaknesses** can be defined as those positive or negative characteristics internal to the community. Strengths are those things that communities will want to build upon, while weaknesses are things that the communities will want to improve, correct, or stop doing.

**Opportunities** and **threats** focus on things in the external environment that may have an impact on the future of the community. They are possible situations or conditions that communities must prepare for in order to ensure future success and sustainability.

### Menifee County Strengths

- Ambulance Service - E-911 Center
- Breathtaking Scenery
- Cabin Availability
- Community Events
- Community Support in Times of Crisis
- Good Community Facilities
  - Farmers Market
  - Park System
  - Public Library
- Family-Friendly Community
- Fire Department
- Excellent Outdoor Recreational Activities:
  - Boating
  - Hiking
  - Horseback Riding
  - Mountain Biking
  - Rock Climbing
- Strong Community Infrastructure

### Menifee County Weaknesses

- Access to Hotels/Motels
- Dining Options
- Interstate Access to Community

### Menifee County Opportunities

- Marina Improvements
- Small Business Establishments
- Water Activities
  - Canoeing
  - Kayaking
  - Paddle Boarding

### Menifee County Threats

- Regional economic decline leading to less tourist and travel activity
- Counties offering similar attractions (lake, natural beauty) crowd out Menifee County's efforts to attract more visitors

A complete SWOT Analysis Matrix can be found within the appendix section of this planning document.

## FOCUS AREAS & PROPOSED STRATEGIES

The planning group determined that the development of an interactive map and action plan would be the cornerstone of tourism promotion for Menifee County. It was decided that the utilization of digital and internet media to market and the encouraged use of the interactive map was a cost effective alternative to commonly utilized traditional methods of marketing such as radio, TV, and print media. While the use of traditional marketing techniques remains relevant in many situations, it was determined that the best way for the local government and various community groups to promote tourism in the county was the use of internet technology. However, one regionally distributed print media option was discussed amongst the group. It, along with the digital and internet media marketing methods, will be discussed within this section.

The following types of digital, internet, and print media marketing techniques were recommended to be considered by the Menifee County Fiscal Court and the Menifee County Community for use of the promotion of the newly developed interactive tourism map and action plan:

- Menifee County Website
- Community E-mail
- Instagram
- Facebook
- Snapchat
- Twitter
- YouTube
- *All Things Country Magazine*



The combined use of these types of marketing media will allow Menifee County to target a wide array of potential tourists.

## INTERACTIVE TOURISM MAP

Staff from the Gateway Area Development District compiled the information collected at the various planning meetings and created a digital template for the interactive map. The interactive map template includes the following mapping components: Community Facilities, Dining, Events and Entertainment, Farms and Agribusinesses, Lodging, Outdoor Adventure, Quilt Squares, Recreation and Wellness, Retail, and Trails. The following tourism-related and community sites are included within the interactive map.

<b>Community Facilities</b>	
ApexNetwork Physical Therapy	Mariba First Church of God
Beaver Creek Tire and Auto	Means Baptist Church
Bethel Baptist Church	Means Community Miracle
Big Woods Community Church	Menifee Circuit Court
Botts Christian Church	Menifee County 4-H
Botts Elementary	Menifee County Academy
Clark Energy Co-Op	Menifee County Adult Education
Community Family Clinic, PLLC	Menifee County Agricultural Extension Service
Cornwell Christian Church	Menifee County Ambulance Service
Dayspring Assembly of God	Menifee County Animal Control
Dayspring Assembly of God Church Pantry	Menifee County Animal Shelter
Denniston House of Prayer	Menifee County Board of Education
Eastern Kentucky Independent Service Organization	Menifee County Chamber of Commerce
Family Resource Center	Menifee County Church of Christ
Fegan Pentecostal	Menifee County Courthouse
Freewill Pentecostal	Menifee County Farm Bureau
Frenchburg Baptist Church	Menifee County Health Center
Frenchburg City Hall	Menifee County Health Department
Frenchburg Fire Department	Menifee County High School
Frenchburg Job Corps.	Menifee County Judge/Executive Office
Frenchburg Pharmacy, Inc.	Menifee County Public Library
Frenchburg United Presbyterian Church	Menifee County Senior Center
Gateway Community Action	Menifee County Sheriff
GED/Adult Education	Menifee Dispatch Office Non-Emergency
Hamilton Chapel	Menifee Elementary
Hatton Custom Printing	Menifee Home for Funerals
Holiness Family Worship	Mountain Memories Artisan Center -
Joe's Menifee County Pharmacy	Menifee County Veterans Center
Korea Church of God	Pathways, Inc.
Laurel Springs Baptist	Pomeroyton Union Church
	Razor Sharp Hair Designs



<b>Community Facilities (cont.)</b>	
Slate Creek Church of God Soil Conservation Office St. Claire Medical Clinic Tarr Ridge Church of God Tarr Ridge Union Taul Funeral Home Traditional Bank	USDA Rural Development United States Postal Service – Denniston United States Postal Service –Frenchburg United States Postal Service – Means United State Postal Service –Wellington United State Postal Service –Wellington Wynn Flat Service Station/Towing

<b>Dining</b>	
Botts General Store Cornbread Café Dave’s Minute Mart Frenchburg IGA Means Food Mart	Sandy’s Candy LLC Subway The Burg The Cake Lady & Sons Confections, LLC Trademart

<b>Events and Entertainment</b>	
4-H Customer Appreciation Day 5K Events Annual Chamber Banquet Back to School Bash Car Shows Christmas Show Christmas Parade Fourth of July Events Menifee Community Theatre Group	Menifee County Class Reunion Menifee County High School Donkey Basketball Mountain Memories October Boo Around Town Relay for Life Trunk-n-Treat Veterans Day at Menifee Winterfest

<b>Farms and Agribusinesses</b>	
A Little Pig Farm Botts Farm Branam Farm C&A Stables C&C Greenhouse and Produce Centers Deer Processing Clyde Peck Farm Collins Farm Cottonwood Contractors Cox Farm Featherfoot Farm	Garfarken Farm Hale’s Honey James Reed Farm Laney Farms Le Mourre Farm MCHS Greenhouse Menifee County Farm Supply Menifee County Farmers Market Murphy Farm Netrell Gardens Patrick’s Honey

### Farms and Agribusinesses (cont.)

Project Worth Outreach, Inc. Robert Doyle Farm Rudd's Farm and Greenhouse Rudy's Ranch Skidmore Farm	Sorrell Farm The BCRM Wallace and Charlene Smallwood Farm Zhi-Ba Shing-Ga Tibetan Yaks Z's Bees Honey
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### Lodging

Dee's Cave Run Lake Cabin Rentals Hess Campground Hickory Cottage Hideaway Cabin Rentals John Swift's Lost Silver Mine Historic Campground Journey's End Lodge Longbow Cabin Rentals Mountain Muskie Lodge	Our Honeymoon Cabin Outpost Campground & RV Park Pine Tree Cabins Red Bird Rental The Whipporwill Bed & Breakfast Twin Knobs Campground Whistling Woods Zilpo Campground
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### Outdoor Adventure

Adena Arch Alfrey Boat Ramp Appalachian Zipline Bald Eagle Sightings Bangor Boat Ramp Battle of the Beast Guide Service Beaver Creek Boat Ramp Bell Falls Blackwater Boat Ramp Boat Gunnel Picnic Area Broke Leg Falls Carrington Rock Cave Run Lake Cave Run Muskie Tour Claylick Boat Ramp Clear Creek Boat Ramp Clifty Wilderness Daniel Boone National Forest Devil's Market House Donathan Rock Gladie Creek Historic Site Geocaching and Letterboxing Indian Arch Indian Creek	John Swift's Lost Silver Mine Historic Campground Leatherwood Boat Ramp Longbow Boat Ramp Muskie Bend Fishing Site Osborne Bend Arch Pioneer Weapons Wildlife Management Poppin Rock Boat Ramp Ramey Creek Fishing Site Red River Gorge Adventure Red River Gorge Geological Area Scott Creek Marina Shallow Flats Fishing Site Scott Creek Marina Shallow Flats Fishing Site Sheltowee Shelf Arch Sheltowee Twin Windows Sheltowee Windows Sky Bridge Picnic Area Torrent Falls Climbing Adventure Trap Door Arch Twenty Six Boat Ramp Twin Knobs Recreation Area Warix Run Boat Ramp
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<b>Outdoor Adventure (cont.)</b>	
White Sulphur OHV Trail System Windy Bay Fishing Site	Zilpo National Forest Scenic Byway Zilpo Recreation Area

### **Quilt Squares**

Twenty-five quilt squares were located on or near the main highways in Menifee County. An image of each quilt square, along with applicable geographical information is included within the public-facing interactive map.

<b>Recreation and Wellness</b>	
Back Street City Park Carrington Greens Golf Course Frenchburg Community Center Hooping Class Main Street City Park Menifee County Swimming Pool	Menifee Misfits Zumba Class Sam Swartz Park Sam Swartz Sports Complex Yoga Class Wellness Center

<b>Retail</b>	
Ann's Antiques Botts General Store Country Girl Creations Creekside Leather Dave's Minute Mart Dollar General Family Dollar	Frenchburg IGA Little Town and Country Crafts Marilyn's Artistic Accents Means Food Mart Sheltowee Trace Creations Trademart

<b>Trails</b>	
Cave Run Lake Trails Clifty Wilderness Daniel Boone National Forest Trails	Menifee County Park Walking Trail White Sulphur OHV Trail System

## MENIFEE COUNTY WEBSITE

The official website for Menifee County is [www.menifeecounty.ky.gov](http://www.menifeecounty.ky.gov). The Kentucky.gov site offers a comprehensive, continuous, and easy to search website designed to provide a centralized place to find a variety of information and services. There are no direct hosting costs to the Menifee County Fiscal Court for the use of the website.

As discussed, the newly developed interactive tourism map will be linked to this Kentucky.gov website. The website is easily accessible through the use of any standard internet search engine (Google, Yahoo, Bing, etc.). Following the conclusion of the project, the Menifee County Fiscal Court, via the Menifee County Judge's Office, will be the responsible party for the ongoing maintenance and updates to the website. They will also be responsible for maintaining information on requests for annual updates and additions or deletions from the interactive tourism map. Staff from the Fiscal Court may work in conjunction with various community groups, such as the Chamber of Commerce, and any interested citizens to identify tourism information that needs to be included on the website.

### **Recommendations:**

1. A contact person in the Menifee County Judge's Office should be named so that those desiring to post tourism information will know who to contact about getting information on the website.
2. Internal procedures should be developed to determine how often website updates will be performed, to develop quality control measures to ensure the accuracy of website content and to provide a review mechanism to ensure that website information remains timely and relevant.
3. The Fiscal Court should work in conjunction with various community groups, such as the Chamber of Commerce, along with interest citizens, to develop a tourism survey to be linked to the website. Ideally, the tourism survey should collect information about potential/returning tourists such as contact information, areas of tourism interest, and various other demographic information.
4. The Menifee County Fiscal Court should develop a marketing video to work in conjunction with the website, as well as other social media sites.

## COMMUNITY EMAIL

Email marketing utilizes eye-catching and professional looking email communications to stay in touch with tourists, potential tourists, and the community in general. By utilizing the community email ([menifecountykentucky@gmail.com](mailto:menifecountykentucky@gmail.com)), the Menifee County Fiscal Court will be able to send community updates to applicable parties when needed. With an established and widely publicized community email, citizens and tourists will be able to send inquiries or community calendar requests to the address, where the Fiscal Court can then deal with the information/inquiries accordingly.

### **Community Email Recommendations:**

1. The Menifee County Fiscal Court should spread the word about the community email account and the uses for the address (i.e., inquiries, community calendar requests).
2. The Fiscal Court should promote usage of the account by sending an email to contacts to inform them of the new account.
3. The Menifee County Fiscal Court should use the recently created social media accounts to promote the usage of the community email.

## INSTAGRAM

Launched in 2010, Instagram is a mobile, desktop, and internet-based photo-sharing application and service that allows users to share pictures and videos either publicly or privately. Over the years, Instagram has gained popularity worldwide, and it is now estimated to have 700 million monthly active users. Using an Instagram account involves the following steps:



### **Navigating the App**

#### *Log In Screen*

The login screen lets you create a new account or log into an existing account. You can also recover your password by tapping **Log In** and then **Forgot?**

#### *Profile*

Profile shows your bio and Instagram posts. It's also where you can edit your profile info and adjust your Account Settings.

You can write a bio of up to 150 characters on your profile. Please keep in mind that anyone can see your bio. To edit your bio:

1. Go to your profile.
2. Tap **Edit Profile** at the top of the screen
3. Write your bio and add the URL to your website
4. Tap **Done**

To update your profile information, including your username and the email address associated with your account:

1. Go to your profile
2. Tap **Edit**
3. Type in your new name, username, website, bio or private information, then tap **Done** or **Save** in the top right

You can also update your profile information from the web.

To add or change your profile picture:

1. Go to your profile

2. Tap **Edit Profile > Change Profile Photo**
3. Select where you'd like to import your picture from
4. Click **Done**

You can take a new photo or add a photo from your phone's photo library, Facebook or Twitter. If you choose to import from Facebook or Twitter, Instagram will use the same picture you're already using for that social network.


### *Web Profiles*




You can access your account on the web by going to [instagram.com](https://www.instagram.com) and logging in with your Instagram username and password. Though you can use Instagram on all major web browsers, for the best experience possible, it is recommended you use the most up-to-date version of one of the following browsers:

- Mozilla Firefox
- Safari
- Google Chrome
- Internet Explorer
- Opera

### *Camera*


Camera lets you take photos and videos within the Instagram app, and share them in the Feed or as a direct message.

To upload a photo or take a new one, first tap  at the bottom of the screen:

- To upload a photo from your phone's library, tap **Library** at the bottom of the screen and select the photo you'd like to share.
- To take a new photo, tap **Photo** at the bottom of the screen then tap . You can tap  to switch between front and rear-facing cameras and  to adjust flash.

Once you've taken or uploaded a photo, you can add effects or filters, a caption and your location before posting. You can also post a video. Note, you cannot take or upload photos from a desktop computer.

### *Home*








 Home shows a feed of photos posted by you and your friends. You can like and comment on photos in your feed.

### *Activity*

♡ Activity displays likes and comments on your own posts, and lets you see the photos and videos that your friends are liking and commenting on.

### *Sharing to Your Story*

Your story is a way of sharing photos and videos with your followers that disappear after 24 hours. To share a photo or video to your story:

1. Tap  in the top left of your screen or swipe right from anywhere in Feed.
2. Tap  at the bottom of the screen to take a photo, or tap and hold to record a video. You can also:
  - Tap **Boomerang** at the bottom of the screen, then tap the circle to take a burst of photos that loops forward and backward.
  - Swipe left then tap **Hands-Free** at the bottom of the screen to take a video without having to tap and hold.
3. Tap , **Aa** or  to draw, add text or a sticker to your photo or video. Tap **Undo** to remove a drawing effect or **Done** to save it. To remove text or a sticker, drag and drop it on  at the bottom of the screen.
4. You can tap **Cancel** to discard your photo or video, or  **Save** to save it to your phone. When you're done, tap  **Your Story** to share to your story.

The visibility of your story depends on your account's privacy setting:

- **For private accounts:** Only your approved followers can see your story
- **For public accounts:** Anyone on Instagram can see your story

### **Instagram Recommendations:**

1. The Menifee County Fiscal Court should utilize the created Instagram account to share photos and video clips promoting tourism sites and events in Menifee County.
2. The Fiscal Court should promote usage of the account by sending an email to contacts to inform all of the new account.
3. In addition to the informative email, the Menifee County Fiscal Court should promote the page by word-of-mouth advertising, as well as on the other social media platforms.



## FACEBOOK

Facebook, the popular social-networking site, allows organizations to create Facebook pages. These pages differ from Facebook's personal profiles in that visitors do not become "Friends," but rather "Like" the page's service, product, or cause by clicking a button. Operating a Facebook Page involves the following steps:

### *Build an Active Audience*

Once you've set up your Facebook Page, you can build an audience of people who are interested in what you have to offer. People can like your Page and sign up to receive notifications when you publish updates.

Getting more likes for your Page will help you:

- Let people know what the community is all about and what it has to offer.
- Easily keep people updated about community news and events.
- Find potential tourists more effectively.



To grow your Page audience, invite your friends. They can support you by interacting with your posts and sharing the content. This initial audience helps you spread the word about the community right away.

### *Communicate Anytime, Anywhere*

The Facebook Page makes it easy for people to find out more about what the community has to offer. People can communicate with the Page on Facebook through Messenger. It is a flexible and convenient way to provide service. Additionally, stay active on the Page by replying to comments on your posts. When people know you're interacting with them, they are more likely to feel connected to your Page. Moreover, you can encourage traffic on the website by posting tourism information and special tourism offers on the Page.

### **Facebook Recommendations:**

1. The Menifee County Fiscal Court should utilize the created Facebook Page in conjunction with the Menifee County website to promote tourism sites and events in Menifee County.

2. The Fiscal Court should promote the page by sending an email to all existing contacts providing a link to the page, along with a brief page overview. Furthermore, in order to reach a larger audience, the email recipient should be asked to forward the message to all applicable contacts in his or her email list.
3. In addition to the informative email, the Menifee County Fiscal Court should promote the page by word-of-mouth advertising, as well as on the other social media platforms.

## SNAPCHAT





Released in 2001, Snapchat is an image messaging and multimedia application that has taken the world by storm. One of the principal concepts of Snapchat is that pictures and messages are only available for a short time before they become inaccessible. Originally, Snapchat was centered on private, person-to-person photo sharing. New features, including the ability to send short videos, communicate via video chat, and saving necessary chat information

through a press on a message, were added through later updates. More recently, Snapchat introduced a “My Story” feature, letting users compile images, known as “snaps,” into chronological storylines accessible to all of their friends. The Stories functionality was later expanded to “Live Stores,” letting users at on-location events contribute snaps to a curated story available to all Snapchat users. Since the initial launch, Snapchat has also introduced “Memories,” allowing users to save snaps and story posts to a private storage area; “Geostickers,” city-specific stickers that can be placed on snaps and messages, and “World Stickers,” which let users add augmented reality objects into any scenery. As of May 2017, Snapchat has 166 million daily active users. Operating a Snapchat account involves the following steps:

### *To use Snapchat:*

1. Take a picture that expresses your feelings and post it for fun. Once your account is set up and you have added your friends, you can start sending Snaps immediately. To take a picture, go to Snapchat’s main screen, which is almost the same as your phone’s camera. Tap the larger button in the bottom center to take a picture, or hold it to record a quick video.
2. Edit the picture. After taking a Snap, you can perform a variety of edits to it.
  - a. You can add a caption to the photo by tapping once on the screen. This will bring up your keyboard, allowing you to write your caption or message not to mention design.
  - b. You can draw on the picture by tapping on the pencil icon on the top right of the screen. This brings up a colored bar, which you can slide up or down to choose the color of your pen.
  - c. You can add stickers, emoji’s, or Bitmoji’s. Tap the Stickers button at the top of the screen (it looks like a folded sticky not, to the left of the “T”). Swipe left and right on the list to see the different categories. Scroll down to see the selection. Tapping an emoji will add it to the picture, and they

- you can drag it to exactly where you want it with your finger. You can add as many stickers as you like to your Snap.
- d. You can make a sticker. Tap the scissors icon at the top of the screen, then use your finger to outline any part of the video, such as a person's face. Now you've created a sticker that you can move to any place on the screen with your finger.
  - e. You can change the filter or add a time, temperature or speed caption by swiping to the left.
3. Set a time limit for your Snap. By default, the recipient will be able to view your Snap for three seconds. You can change this by tapping the Timer button in the bottom-left corner. A menu will appear, allowing you to select between 1 and 10 seconds.
  4. Send the picture or add it to your Story. Send the picture by tapping the arrow button at the bottom right of the screen. This will bring you to your contacts list.
    - a. Choose the people you want to send your snap to by tapping their display names. Then tap the arrow button on the bottom right of the screen to send.
    - b. Go to the **Chat** page to see the status of your snap -- whether it has been "Sent," "Delivered" or "Opened."
    - c. You can also add your snap to **My Story**, an option that is displayed at the top of your contacts list. Your story is a collection of Snaps and videos that you've added in the last 24 hours. Individual Snaps and videos disappear from your Story after 24 hours. By default, anyone on your contact list can view your Story an unlimited number of times. Swipe left on the camera screen and tap  in the upper right corner to restrict who can see your Story.
  5. Tap anywhere on the camera screen to use Lenses. Lenses is a feature that uses facial recognition to animate and add effects to your Snap. Lenses only work on iPhone 4s or newer, and on most devices running Android 4.3 or later.
    - a. Activate Lenses before taking a Snap or video.
    - b. If the Lenses feature doesn't activate, your device may not be compatible.
    - c. Swipe to the left to see the different effects available. Some will have instructions, such as "Open your mouth" or "Raise your eyebrows." This will cause another animation to occur. The availability of Lenses rotates, so some effects will not always be available.
    - d. Take a Snap or press and hold the button to record a video. You'll be able to send it like you would a regular Snap.
  6. Open messages. Tap the **Chat** bubble in the lower-left corner of the screen to go to the **Chat** page. Tap the display name of the sender to view the Snap, video, or message.

- a. Be aware that once you start viewing, a timer will begin counting down the seconds. Once the timer gets to zero, you will no longer be able to view the snap.
  - b. You can replay a Snap once before you navigate away from the screen. If you leave the **Chat** screen, replay is no longer available.
  - c. The only way around this is to take a screenshot of the image while it is still on your screen. This will save the image to your gallery. Snapchat will also notify the sender that you have taken a screenshot.
7. Change your Settings. You can change a number of settings on your account by swiping down on the camera screen and then tapping  in the top right corner.

### *Geofilters*

A Snapchat Geofilter is a digital image which you can overlay or apply to an image or video. The filters can be applied to Snaps taken in certain geographical locations. To create a Geofilter, visit <https://www.snapchat.com/geofilters/>. Currently, there are three Geofilters to choose from Community, Personal, and Business. For a Community Geofilter, best suited for this plan, follow these steps:

1. Click **Submit Now** under the Community block on the website (<https://www.snapchat.com/geofilters/>).
2. Submit a web-optimized, transparent PNG. The PNG should have a width of 1080 pixels and a height of 1920 pixels. The PNG must be under 300 KB.
3. Click **Next**.
4. Follow the directions on the screen and select an area on the map you would like the Geofilter to cover.
5. Upload the Geofilter Asset on the left-hand side of the screen.
6. Complete the Name, email, and additional notes boxes (if applicable), and agree to the terms and conditions.
7. Click **Submit**.
8. Once you submit your design, Snapchat will inform you when your Geofilter has been approved.
9. You will receive another email when the Geofilter goes live in the Snapchat app.

### **Snapchat Recommendations:**

1. The Menifee County Fiscal Court should utilize the created Snapchat account to share photos and video clips promoting tourism sites and events in Menifee County. Additionally, the Fiscal Court should create a Geofilter that best suits the community.
2. The Fiscal Court should promote usage of the account by sending an email to all contacts to inform all of the new account.

3. In addition to the informative email, the Menifee County Fiscal Court should promote the page by word-of-mouth advertising, as well as on the other social media platforms.

## TWITTER

Twitter is a website that is owned and operated by Twitter, Inc. Twitter offers a social networking and microblogging service while enabling its users to send and read messages called *tweets*. Tweets are text-based posts of up to 140 characters displayed on the user's profile page. Since its creation in 2006, Twitter has gained popularity worldwide and is estimated to have 328 million monthly active users, generating around 500 million tweets per day. Using a Twitter account involves the following steps:



### *To Post a Tweet Via the Web:*


1. Sign in to your Twitter account.
2. Type your Tweet into the box at the top of your Home timeline, or click the **Tweet** button in the top navigation bar.
3. Make sure your update is fewer than 140 characters. (Twitter counts the characters for you. Remaining characters show up as a number below the box.)
4. Click the Tweet button to post the Tweet to your profile.
5. You will immediately see your Tweet in the timeline on your homepage.

### *To Post a Tweet Via Text Message (SMS):*



Another way to post updates is from your mobile phone. First, connect your phone with your Twitter account, then simply send your Tweet as a text message to your appropriate Twitter short code the same way you'd send any other text message. Remember to count your characters, however.

### *Deleting a Tweet*

You can delete any of your Tweets from Twitter at any time. If you Retweet a Tweet and later want to remove it from your profile, you can undo your Retweet. To delete a Tweet from the Twitter for iOS app:

1. In the top menu, tap on your **profile** icon.
2. Tap **Profile**.
3. Locate the Tweet you want to delete.
4. Tap the  icon located at the top of the Tweet.
5. Tap the **Delete Tweet**.
6. Tap **Delete** to confirm.

To delete a Tweet from the Android app:

1. In the top menu, you will either see a **navigation menu** icon  or your **profile** icon. Tap whichever icon you have.
2. From the menu, tap **Profile**.
3. Locate the Tweet you want to delete.
4. Tap the  icon located at the top of the Tweet.
5. Tap **Delete**.
6. Tap **Yes** to confirm.

To delete a Tweet via twitter.com:

1. Visit your **Profile** page.
2. Locate the Tweet you want to delete.
3. Click the  icon
4. Click **Delete Tweet**.

### *Using Hashtags on Twitter*

A hashtag—written with a # symbol—is used to index keywords or topics on Twitter. This function was created on Twitter and allows people to easily follow topics they are interested in.

Using hashtags to categorize Tweets by a keyword:

- People use the hashtag symbol (#) before a relevant keyword or phrase in their Tweet to categorize those Tweets and help them show more easily in Twitter search.
- Clicking or tapping on a hashtagged word in any message shows you other Tweets that include that hashtag.
- Hashtags can be included anywhere in a Tweet.
- Hashtagged words that become very popular are often Trending Topics


### *Retweeting another Tweet*

A Tweet that you share publicly with your followers is known as a Retweet. This is a great way to pass along news and interesting discoveries on Twitter. You have the option to add your own comments before Retweeting—making it a Quote Tweet. When using Twitter's **Retweet** icon, your Retweet or Quote Tweet will reference the Tweet you are sharing.


In addition to sharing other's Tweets on Twitter, you can Retweet or Quote Tweet your own Tweet. This function is particularly useful when you want to re-post one of your older Tweets because it is relevant again or Retweet your replies to other people when you want to make sure all of your followers see it.



To Retweet from the web:


1. Hover over a Tweet.
2. Click the **Retweet** button 
3. A pop-up will show you the Tweet you're about to Retweet.
4. Click the **Retweet** button.
5. The Tweet will then be shared with all of your followers as a Retweet.

To Retweet from mobile apps:

1. Go to the Tweet you'd like to share.
2. Tap the **Retweet** icon 
3. From the pop-up, tap **Retweet**.
4. The Tweet will then be shared with all of your followers as a Retweet.


### *Twitter Polls*

Twitter Polls can be extremely useful for gaining insight on items. It is a quick and easy method to gain information needed that requires a public opinion. To create a Twitter Poll on twitter.com:

1. Click into the compose box at the top of your Home timeline, or click the **Tweet** button in the top navigation bar.
2. Click the **Add poll icon** 
3. Type your poll question into the main compose box. You can use up to 140 characters in your poll question.
4. Insert your first poll option into the **Choice 1** box, and your second poll option into the **Choice 2** box. You can use up to 25 characters for each option.
5. Click **+ Add a choice** to add additional options to your poll. Your poll can have up to four options.
6. Your poll's duration defaults to one (1) day. You can change the duration of your poll by clicking **1 day** and adjusting the **days, hours, and minutes**. The minimum amount of time for a poll is five (5) minutes, and the maximum is seven (7) days.
7. Click **Tweet** to post the poll.

To create a Twitter Poll on the Twitter app (iOS or Android):

1. Tap the **Tweet** button (iOS) or tap on **What's happening?** (Android).

- 
2. Tap the **Add poll icon**
  3. Type your poll question into the main compose box. You can use up to 140 characters in your poll question.
  4. Insert your first poll option into the **Choice 1** box, and your second poll option into the **Choice 2** box. You can use up to 25 characters for each option.
  5. Click + **Add a choice** to add additional options to your poll. Your poll can have up to four options.
  6. Your poll's duration defaults to one (1) day. You can change the duration of your poll by tapping **1 day** and adjusting the **days, hours, and minutes**. The minimum amount of time for a poll is five (5) minutes, and the maximum is seven (7) days.
  7. Click **Tweet** to post the poll.

### **Twitter Recommendations:**

1. The Menifee County Fiscal Court should utilize the created Twitter account to promote tourism sites and events in Menifee County. The Fiscal Court should use appropriate hashtags to reach a wider audience, while also utilizing Twitter Polls to obtain additional insight on the tourism realm.
2. The Fiscal Court should retweet applicable tweets from those community members/tourism groups to further promote assets found within the community.
3. The Fiscal Court should promote usage of the account by “adding friends” on the Twitter page and sending an email to all contacts to inform all of the new account.
4. The Fiscal Court should promote usage of the account by sending an email to all contacts to inform all of the new account.
5. In addition to the informative email, the Menifee County Fiscal Court should promote the page by word-of-mouth advertising, as well as on the other social media platforms.

## YOUTUBE



YouTube is a video-sharing website in which users can upload, share, and view videos. YouTube is an excellent forum for posting videos of community events. Viewers can watch YouTube videos without having a YouTube account, but in order to post videos or comment on videos, users must have an account. Using a YouTube account to post videos involve the following steps:

1. Sign in to the YouTube account.
2. After signing in, to upload a video, click “Upload,” which is near the top of the screen. You can now select files to upload or drag and drop video files into the file area.
3. Once the video is placed in the file area, the selected video will be uploaded to the YouTube server where it will then be processed and put into the video account storage area, if the video file is accepted by YouTube. In order to ensure quality and success, try to use .wmv, .flv, .mov, .avi or .mpg formatted videos with mp3 audio when possible. Since YouTube tends to downgrade a video’s quality, try to keep the display size (resolution) down to 640x480.
4. While the video is being uploaded, or even after it has been uploaded, enter a Title, Description, and Tags (Keywords) to help the viewer(s) of the video understand what it is about before the video plays. The tags should contain high-ranking words that best describe the video content and more importantly, words that a viewer is likely to use in order to search out the video in the first place. After entering the Title, Description, and Tags select a Category from the “Category” drop-down menu. Once that is complete, determine the proper privacy setting, either public or private, for the video. Click the “Save Changes” button to continue.
5. With the video uploaded and saved, go back to the “My Videos” page, and the newly uploaded video should be seen.

### **YouTube Recommendations:**

1. The Menifee County Fiscal Court should utilize the created YouTube account to promote tourism sites and events in Menifee County.
2. The Fiscal Court should request video clips from tourism sites around the community. In addition, the Fiscal Court should request video clips from tourists or community members partaking in various tourism-related activities around the county. Once the video clips are received, the clips should be posted on the YouTube site.

3. The Fiscal Court should promote usage of the account by sending an email to all contacts to inform all of the new account.
4. In addition to the informative email, the Menifee County Fiscal Court should promote the page by word-of-mouth advertising, as well as on the other social media platforms.

## PRINT MEDIA

Print media advertising is a form of advertising that uses physically printed media, such as magazines and newspapers, to reach consumers, business customers, and prospects. Print media may include newspapers, magazines, billboards and posters, and direct mail. Newspapers, for example, allows advertisers to choose from a wide range of press types, including local, regional or national titles, published in daily, evening, weekly or Sunday editions. Advertisers can buy different sizes of advertising space, from small classified ads with text only, to display ads featuring text photographs, illustrations and graphics in sizes up to a full page or even a double-page spread. Magazines, on the other hand, offer advertisers extensive choices of readership and frequency. Publishing frequency is typically weekly, monthly or quarterly. As with newspapers, advertisers can take advertising spaces from classified ads to full-page ads in black and white or color.

In order to reach the appropriate targeted audience, the Menifee County Fiscal Court should advertise selected assets in print media, more specifically, regional magazines. To begin, the Menifee County Fiscal Court should run a trial ad in the regional *All Things Country Magazine*. Additionally, in the future, the Fiscal Court should consider running ads in *Kentucky Monthly*, *Kentucky Living*, the *Lexington Herald-Leader*, the *Menifee County News Outlook*, and the various Kentucky RECC print publications.

### ***All Things Country Magazine***

*All Things Country Magazine*, published in Olive Hill, Kentucky, has been promoting small and locally-owned businesses and entities in Central and Eastern Kentucky since 2006. The publication is distributed to motels, libraries, and businesses in a 20-county area in Central and Eastern Kentucky on a monthly basis. Currently, 10,000+ copies of *All Things Country Magazine* is printed and distributed each month to the proper parties. The informative publication is free to the public and touches an average of 28,800 readers each month.

Ad rates, along with additional applicable information on *All Things Country Magazine*, can be found in the appendix.

### ***Kentucky Monthly***

Established in 1998, *Kentucky Monthly* celebrates the people, places, events and culture of the Commonwealth. By highlighting the best Kentucky has to offer, the magazine unites Kentuckians everywhere, while creating a sense of pride and community. *Kentucky Monthly* publishes ten (10) issues per year, covering a wide variety of topics including travel, history, home, human interest, entertainment, outdoors, opinions, education, health, the arts, science and more.

Ad rates, along with additional applicable information on *Kentucky Monthly*, can be found in the appendix.

### ***Kentucky Living***

*Kentucky Living* magazine is published to improve the quality of life for a community of people who take pride in thinking of themselves and Kentuckians and knowledgeable electric co-op members. Since the creation of *Kentucky Living* in the late 1940s, more than one million readers in print, as well as countless more on KentuckyLiving.com, has been served.

Kentucky Living magazine is published by the Kentucky Association of Electric Cooperatives. Both the print version of *Kentucky Living* magazine and KentuckyLiving.com continue to support electric cooperatives in Kentucky by helping build communities who take pride in their culture. *Kentucky Living* is the largest circulation publication in the state, with a readership of about one million readers and a circulation of more than 475,000 homes and businesses.

Ad rates, along with additional applicable information on *Kentucky Living*, can be found in the appendix.

### ***Lexington Herald-Leader***

The Lexington Herald traces its roots back to 1870. Since founded, the *Lexington Herald-Leader* has been committed to being Central and Eastern Kentucky's primary source of news, advertising, information and commentary with the highest standards of journalism and superior customer service. The circulation of the publication is 70 counties in Central, Eastern, and South-Central Kentucky. The daily readership is 191,374, and a readership of 258,517 on the Sunday circulation. The *Lexington Herald-Leader* has 13,554,993 page views per month, with 1,915,128 monthly unique visitors.

Ad rates, along with additional applicable information on the *Lexington Herald-Leader*, can be found at <http://www.kentucky.com/advertise/>.

## ACTION PLAN

Preparing for the future of Menifee County is of the utmost importance. Since the area is a prime destination point for tourists, the county must have an action plan readily available at a moment's notice. It was determined that the action plan found within this planning document would house pertinent information that could be used to boost tourism in the area.

To continually entice tourists to the area, Menifee County must consider different endeavors to pursue. Endeavors that were discussed amongst the Menifee County Flex-E-Grant Advisory Committee include the creation of a sample itinerary, 5K events, the implementation of additional trailheads in the area for equestrians, mountain bikers, and hikers, the creation of a Trail Town in the county (Frenchburg), and the addition of a simplified lodging site for visitors who wish to pursue a more primitive lodging experience. Information and recommendations regarding the aforementioned future endeavors are outlined below.

### **Sample Itinerary**

**One-Day:** Spend a day in Menifee County taking a quick sampling of the beautiful natural wonders of the region, while taking a couple of well-timed breaks to eat at local restaurants.

*Morning:* Head up Route 77, locally known as Tarr Ridge Road, cresting the ridge before heading down into the valleys that lead to the world-famous Red River Gorge. This area offers excellent hiking, rock-climbing, river-running, and other activities in quiet, breathtaking scenery within the Daniel Boone National Forest. Hike for three hours and spend a half hour at the Gladie Center to see exhibits (great for kids), talk to the rangers, and get maps.

*Lunch:* After hiking off some calories, refill by heading back down Route 77 to the main route through Menifee County, Highway 460, to Frenchburg. The 'Burg is a locally owned restaurant offering burgers, pizzas, and lots of other great meals. Have a Scotty O Burger and some fries, washed down with an Ale-8.

*Afternoon:* Drive down Route 36 and head to Cave Run Lake on the county's northern border. The 8,270 acres of open water of Cave Run Lake calls you to explore it. Rent a fishing boat, pontoon, or paddle boat at Longbow Marina and spend some quite hours enjoying the beautiful lake waters.

*Dinner:* Head back into Frenchburg to grab a pork tenderloin sandwich or eat fried chicken at the Cornbread Café on Route 36.

**Three Days:** If you are up for a three-day adventure in paradise:

*Day One – Morning:* Grab a lunch to go at the Frenchburg Subway or the IGA and bring it to Broke Leg Falls for lunch. Drive to the eastern edge of the County to see Broke Leg Falls, located right on Highway 460 before you reach Morgan County. These falls are yet another natural wonder in the county and were dramatically reshaped by nature just recently when the 2012 tornado tore through this edge of the county. While the devastation to the houses and the surrounding area was cleaned up, the falls remain largely as they were, trees in their fallen state, and the dramatic rock walls surrounding the valley now showing their face. You can walk to the upper area, and picnic tables are available.

*Day One – Afternoon:* Got a hankering to do some shopping? Check out primitives, home décor, and lots of other great items at the Frenchburg Mall next to Subway. Make sure you stop at the Frenchburg IGA to pick up some supplies for breakfast and lunch on day two!

*Day One – Evening:* Spend a relaxing evening listening to the birds and watching the wildlife on the front porch of your rental cabin. Grab a book, and enjoy the quiet, slow life while you are on vacation. Most importantly, rest up for your day two adventure!

*Day Two – Morning:* Fry up some eggs and bacon and prepare for the day of fun and adventure. Grab a pair of hiking boots, pack your lunch, and bring a canteen of water; you'll need it. With 60 miles of trails, you can spend quite a bit more time at Red River Gorge. Also, the Red River has the only Wild and Scenic River designation in all of Kentucky.

*Day Two – Afternoon:* Eat lunch on a trail or at one of the various picnic locations in the Gorge. Don't let the birds or squirrels get it!

*Day Two – Evening:* On your way back to the cabin, make sure you stop for dinner at Miguel's Pizza in Red River Gorge. You will not be sorry!

*Day Three – Morning:* Unfortunately, today is the day you must go back to reality. Before you start stressing about work, the kids, or daily life, go for a hike to clear your mind. Hike a portion of the Sheltowee Trace Trail, a 269-mile trail that runs north-south through Menifee County and connects the Gorge to the Lake. The breathtaking scenery and wildlife will have you forgetting about reality, even if it is just for a couple of hours.

*Day Three – Afternoon:* Make sure you stop by the Cornbread Café and fill up before heading out! The country-grub will have you begging for more.



*Day Three – Evening:* Start brainstorming when your next trip back to Menifee County will be. There’s much more you have yet to see!

## **5K Events**

A 5K run, by definition, is a long-distance road running competition over a span of five kilometers, or 3.1069 miles. 5K’s can be used to generate revenue for a particular club/organization while drawing people into a particular town or region. When it comes to planning and organizing a race, there’s a lot that must be considered. Before planning, you must decide what type of race you can manage, where, and when it should take place. It is best to pick a date about six months in advance in order to get things in order. After setting a date, choose a location for the run. Select a course that is beautiful, easy to promote, and attractive to participants. Set goals and prepare a realistic budget for the event. Contact city and state officials to ask about what approvals may be needed for the race in the area. You’ll need approval for road closures and support and approvals from law enforcement as well. It is crucial to seek these approvals/permits early in the process for any delay in approval could affect the intended date of the race.

Getting the word out about the race is arguably just as important as the preliminary planning process. Use email, social media, and regional advertisements to assist with promoting the event. Additionally, the creation of a race website and online race registration is convenient for race participants and drastically reduces admin work for the race manager. Approach potential sponsors to see if they are interested in donating money for the race or items to be given away to the race winners.

Following the race, email surveys or feedback forms to the participants and volunteers to collect their input. With the results from the survey or feedback forms, you will be able to better plan and promote the next race event.

For more information on 5K events and how to organize a 5K race, please view the article *How to Organize a 5K Race - Tips & Advice for Race Directors* in the appendix.

## **5K Event Recommendations:**

The Menifee County Fiscal Court, in conjunction with the City of Frenchburg, should plan, budget, promote, and direct at least one 5K event in Menifee County each year. The Fiscal Court should use this opportunity to promote the area to draw in potential tourists. The Fiscal Court should print advertisements, coupons, and informational brochures to place in the bags all event participants receive at the start of the race. Ideally, the informational brochures should include all of the outdoor adventure areas within Menifee County, as well as the dining and lodging facilities.

## **Trailheads**

A trailhead, by definition, is an outdoor space that is designated by an entity responsible for administering or maintaining a trail to serve as an access point to the trail. When a new trail information sign is provided at the trailhead on a newly constructed or altered trail designed for use by equestrians, mountain bikers, or hikers, the sign must provide information about the accessible characteristics of the trail. The new trail information signs must include the following information:

- Length of the trail or trail segment
- Type of trail surface
- Typical and minimum trail tread width
- Typical and maximum trail grade
- Typical and maximum trail cross slope

Since conditions in the outdoors are subject to change, additional information, such as caution notice indicating that the posted information reflects the condition of the trail when it was constructed or assessed, may be beneficial to include.

### **Trailhead Recommendations:**

The Menifee County Fiscal Court, with the assistance of other applicable parties, should construct trailheads, along with the appropriate signage, for newly constructed or renovated trails in the area. The signage should display the required information, as listed above, along with the method(s) of travel (equestrian, mountain bike, etc.) permitted on the trail.

With appropriate signage and marketing, the implementation of various trailheads around the county has the potential to generate additional tourists from outside communities.

## **Trail Town**

A Trail Town, by definition, is a destination along a long-distance trail or adjacent to an extensive trail system. Whether the trail is a hiking trail, water trail or rail trail, users can venture from the path to explore the unique scenery, commerce, and heritage that each trail town has to offer. It is a safe place where both residents of the town and trail users can walk or drive to find the goods and services they need.

A Trail Town is a vibrant hub where people come together. It may have a bike shop, ice cream parlor, casual restaurants, a grocery store and quaint local shops. It should also have wide sidewalks, clean streets, bike racks, hitching posts, watering facilities

and restrooms, benches and places to rest for the night. It should generously meet the needs of both trail users and town residents. A Trail Town is a friendly place that encourages trail users to visit and welcomes them with warm hospitality.

Trail Towns are usually linked together through the series of trails. Trail users may be passing through a town on a day trip, a long-distance trek, or may drive to a community or park to access a river or trail. Trail users want to explore interesting places in their travels and will need services that towns, such as Frenchburg, can provide. Basic elements of a Trail Town strategy include:

- Enticing trail users to take detours off the trail and into your town via a connector trail.
- Welcoming trail users to your town by providing information about the community readily available on the trail.
- Making a substantial path between your town and the main trail.
- Educating local businesses on the economic benefits of meeting trail tourists' needs.
- Recruiting new businesses or expanding existing ones to fill gaps in the goods or services that trail users need.
- Promoting the trail-friendly character of the town.
- Working with neighboring communities to promote the entire trail corridor as a tourist destination.

Any trail, long or short, is a valuable asset to a community. A trail can provide recreation for people of all ages and fitness levels and offers the chance to study nature or local history.

### **Trail Town Recommendations:**

The City of Frenchburg, with assistance from the Menifee County Fiscal Court, should take the necessary steps to become a Kentucky Trail Town. Ideally located, the City of Frenchburg possesses many qualities that are needed to become a designated Trail Town community. Becoming a Trail Town has an abundance of benefits, many of which would be seen immediately following the adoption. The number of visitors to the community would rise, thus increasing the potential for additional revenue for downtown and county merchants. The increase in traffic, notoriety, and income are only a few of the benefits that would be seen if this recommendation is pursued.

### **Simplified Lodging**

In addition to a designated campsite for tents, primitive tiny cabins can be constructed for tourists seeking an “off the grid” experience. By definition, these tourists are not dependent on public utilities, which often results in a more primal lodging experience.

Tiny establishments are rather inexpensive to build and maintain, and they can be customized in a variety of ways. During discussions with the advisory committee, it was determined that some tiny cabin establishments could be equipped with solar panels to generate electricity, while others can be customized to offer the complete “off the grid” experience. The tiny establishments can be constructed by the Menifee County Job Corps and each can be customized to provide a different lodging experience that will suit an array of visitors. It was discussed that some establishments could be equipped with composting toilets, electricity generated from attached solar panels, and a kitchen, while others may just feature wooden bunk beds. Regardless of the tiny establishment’s features, communal restrooms and shower facilities can be constructed for use by those that are lodging within the primitive campsite.

### **Simplified Lodging Recommendations:**

The Menifee County Fiscal Court should first scout out a location within the county to house the primitive camping site. After the location has been determined, the Menifee County Fiscal Court should apply for federal funding to help fund the construction of the tiny establishments, communal restrooms, and the primitive campground. The Fiscal Court should hire the Menifee County Job Corps to construct the establishments. Once completed, in order to attract visitors, the Menifee County Fiscal Court should advertise the establishments on the county’s social media sites and website. Additionally, an ad with photographs of the establishments can be placed in print media, such as *All Things Country Magazine*.

## FUNDING OPPORTUNITIES

To fund future projects, such as the potential endeavors outlined above, the Menifee County Fiscal Court will need to explore different funding options. Many grant and loan options are available to help fund projects such as those as mentioned above. The funding options, along with additional applicable information, are listed below.

### **Grants**

A grant is a gift of money that does not have to be repaid. Grants are made by government agencies, foundations, corporations, and, occasionally, private individuals. Grants normally provide short-term funds to start a new program or initiative, to expand an ongoing one, to pay one-time expenses, or to pay for a time-limited project. The process of getting a grant is slow. An organization announces a grant program and solicits proposals. The typical time frame from grant announcement until the successful applicant receives the funds is usually one year and often longer.

Most grants come with strings attached. At a minimum, one will have to report how the grant money was spent. Some grants have an extensive evaluation, reporting, and recordkeeping requirements. Many grants require matching funds, either personal or from a third source.

When seeking a grant, consider the types of funding the project will require. Grants generally fall into these categories:

- Start-up grant (also known as “seed money”) funds start-up costs, rather than ongoing expenses.
- Project grant funds a specific program or project.
- Operating grant funds the cost of an ongoing project.
- Restricted grant funds a specific part of a program or project.
- Challenge grant matches funds raised through other sources
- In-kind grant (also called a non-cash grant) a contribution other than a direct cash grant.

Many grant options are available for future projects in Menifee County. The options include, but are not limited to:

## **Appalachian Regional Commission (ARC)**



The Appalachian Regional Commission, ARC, awards grants and contracts from funds appropriated to the Commission annually by Congress. Program grants are awarded to state and local agencies and governmental entities (such as economic

development authorities), local governing boards (such as county councils), and non-profit organizations (such as schools and organizations that build low-cost housing). Contracts are awarded for research on topics that directly impact economic development in the Appalachian Region.

ARC targets special assistance to economically distressed counties in the Appalachian Region, allow up to 80 percent participation in grants in distressed areas. Menifee County has been identified on the list of Distress Counties in Appalachia for Fiscal Year 2018.

The strategic planning process undertaken by the Commission generated five goals that define social and economic conditions that must be created to realize ARC's vision. These goals now guide the Commission strategies and program investments. The ARC strategic goals are:

- Goal 1 - Economic Opportunities: Invest in entrepreneurial and business development strategies that strengthen Appalachia's economy.
- Goal 2 - Ready Workforce: Increase the education, knowledge, skills, and health of residents to work and succeed in Appalachia.
- Goal 3 - Critical Infrastructure: Invest in critical infrastructure - especially broadband; transportation, including the Appalachian Development Highway System; and water/wastewater systems.
- Goal 4 - Natural and Cultural Assets: Strengthen Appalachia's community and economic development potential by leveraging the Region's natural and cultural heritage assets.
- Goal 5 - Leadership and Community Capacity: Build the capacity and skills of current and next-generation leaders and organizations to innovate, collaborate, and advance community and economic development.

In addition to meeting one of the five goals, as outlined above, generally, the Commission expects a recipient of an ARC grant to contribute its own resources to a project to the extent it is able to do so and to seek additional non-ARC funding assistance in a diligent manner. For Menifee County, a 20% match for all ARC grant applications is required.

## **Brownfields Grant**

A brownfield is a property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. Since its inception in 1995, EPA's Brownfields Program has grown into a proven, results-oriented program that has changed the way contaminated property is perceived, addressed, and managed. EPA's Brownfields Program is designed to empower states, communities, and other stakeholders in economic redevelopment to work together in a timely manner to prevent, assess, safely clean up, and sustainably reuse brownfields.



Since its inception, various types of Brownfield grants have been created. Those grants include the:

### *Brownfields Assessment Grant*

Assessment grants provide funding for a grant recipient to inventory, characterize, assess, and conduct planning and community involvement related to brownfield sites. An eligible entity may apply for up to \$200,000 to assess a site contaminated by hazardous substances, pollutants, or contaminants (including hazardous substances co-mingled with petroleum) and up to \$200,000 to address a site contaminated by petroleum. Applicants may seek a waiver of the \$200,000 limit and request up to \$350,000 for a site contaminated by hazardous substances, pollutants, or contaminants and up to \$350,000 to assess a site contaminated by petroleum. Such waivers must be based on the anticipated level of hazardous substances, pollutants, or contaminants (including hazardous substances co-mingled with petroleum) at a single site. A coalition of three or more eligible applicants can submit one grant proposal under the name of one of the coalition members for up to \$1,000,000. The performance period for these grants is three years.

Assessment grants provide funding for a grant recipient to:

- Inventory Sites: Compile a listing
- Characterize Sites: Identify past uses
- Assess Sites: Determine existing contamination
- Conduct Cleanup and Redevelopment Planning: Scope and plan process
- Conduct Community Involvement: Inform and engage community

For a community-wide grant:

- An applicant may apply for a community-wide assessment grant if a specific site has not been identified or if the assessment will address more than one site within the community.
- Applicants electing to apply for up to \$200,000 for a community-wide hazardous substance assessment grant are not eligible for a site-specific hazardous substance assessment grant in the same grant competition. Applicants apply for up to \$200,000 for a community-wide petroleum, or petroleum product assessment grant will not be eligible for a site-specific petroleum assessment grant. -

For a site-specific grant:

- A site-specific assessment grant must be applied for if the assessment is limited to one, and only one, site. A site-specific assessment grant application must be made if a waiver of the funding limitation is requested.
- Applicants will not be allowed to substitute another site for a site-specific assessment grant where the subject site is determined to be ineligible.

To apply for an assessment grant, applications submit a proposal for each grant type they are applying for. Each proposal must address the selection criteria outlined in the guidelines.

#### *Brownfield Cleanup Grant*

Cleanup grants provide funding for a grant recipient to carry out cleanup activities at brownfield sites. An eligible entity may apply for up to \$200,000 per site. Due to budget limitation, no entity can apply for funding cleanup activities at more than three sites. These funds may be used to address sites contaminated by petroleum and hazardous substances, pollutants, or contaminants (including hazardous substances co-mingled with petroleum). Cleanup grants require 20 percent cost share, which may be in the form of a contribution of money, labor, material, or services, and must be for eligible and allowable costs (the match must equal 20 percent of the amount of funding provided by EPA and cannot include administrative costs). A cleanup grant applicant may request a waiver of the 20 percent cost share requirement based on hardship. An applicant must own the site for which it is requesting funding at the time of application. The performance period for these grants is three years.

To apply for a Brownfields Cleanup grant, applicants must submit a proposal for each grant type that they are applying for. Each proposal must address the selection criteria outlined in the guidelines.



Grant proposals should be concise and well organized and must provide the information requested in the guidelines. Applicants must demonstrate they meet threshold criteria requirements and must respond to evaluation criteria. Factual information about the proposed project and community must be provided. Proposals must include:

- Cover letter describing the project
- Applicant information
- Applicable mandatory attachments (e.g., state letter)
- Responses to evaluation criteria

All applicants must refer to the Proposal Guidelines published by EPA.

Eligible entities include state, local, and tribal governments, with the exception of certain Indian tribes in Alaska; general purpose units of local government, land clearance authorities, or other quasi-governmental entities; regional council or redevelopment agencies; states or legislatures; or non-profit organizations.

#### *Brownfields Area Wide Planning Program*

The Environmental Protection Agency (EPA) created the Brownfields Area-Wide Planning (BF AWP) Program to assist communities in responding to local brownfields challenges, particularly where multiple brownfield sites are in close proximity, connected by infrastructure, and overall limit the economic, environment and social prosperity of their surroundings. Through the BF AWP Program, EPA provides assistance to advance community brownfield revitalization efforts. The BF AWP program is part of the Partnership for Sustainable Communities collaboration among EPA and the Departments of Transportation (DOT) and Housing and Urban Development (HUD).

EPA developed the BF AWP Program to enhance EPA's core brownfields assistance programs by helping communities perform the research needed to develop an area-wide plan for brownfields assessment, cleanup, and reuse. The resulting area-wide plans provide direction for future brownfields cleanup, reuse and related improvements that are:

- Protective of public health and the environment;
- Economically viable; and
- Reflective of the community's vision for the area.

Core elements of the BF AWP Program include:

- Collecting information and identifying community priorities related to brownfields cleanup and near- and long-term revitalization;

- Evaluating existing environmental conditions, local market potential, and needed infrastructure improvements;
- Developing strategies for brownfields site cleanup and reuse; and
- Identifying resources or leveraging opportunities to help implement the plans, including specific strategies for public and private sector investments and improvements necessary to help with cleanup and area revitalization.

The BF AWP process is meant to help communities organize the short-and long-term actions that they need to take to achieve the cleanup and reuse goals for the project area. Often times, economic limitations (such as financial resources and market conditions) and local policy challenges can prevent a brownfields area-wide plan from being implemented immediately. As available, EPA provides assistance to brownfields communities for BF AWP in order to help identify specific cleanup and reuse opportunities for key brownfield sites that can serve as catalysts for the revitalization of the surrounding areas.

*Brownfields Environmental Workforce Development and Job Training*

Annual Environmental Workforce Development and Job Training grants allow non-profit and other organizations to recruit, train, and place predominantly low-income and minority, unemployed and underemployed people living in areas affected by solid and hazardous waste. Residents learn the skills needed to secure full-time, sustainable employment in the environmental field, including assessment and cleanup. These green jobs reduce environmental contamination and build more sustainable futures for communities.

These grants are provided to eligible entities, including nonprofit organizations, to develop environmental programs that recruit, train, and place unemployed and underemployed residents of communities affected by brownfields and other environmental contaminants with the skills needed to secure full-time, sustainable employment in the environmental field and in assessment and cleanup work taking place in their communities. Each Environmental Workforce Development and Job Training (EWDJT) grant may be funded up to \$200,000 over a three year period.

**Community Development Block Grant (CDBG)**



The Community Development Block Grant (CDBG) program is a flexible program that provides communities with resources to address a wide range of community development needs. The CDBG program provides annual grants on a formula basis to

1209 general units of local government and States. Program areas include:

- Entitlement Communities

- The CDBG entitlement program allocates annual grants to larger cities and urban counties to develop viable communities by providing decent housing, a suitable living environment, and opportunities to expand economic opportunities, principally for low- and moderate-income persons.
- State Administered CDBG
  - Also known as the Small Cities CDBG program, States award grants to smaller units of general local government that carry out community development activities. Annually, each State develops funding priorities and criteria for selecting projects.
- Section 108 Loan Guarantee Program
  - CDBG entitlement communities are eligible to apply for assistance through the section 108 loan guarantee program. CDBG program non-entitlement communities may also apply provided their State agrees to pledge the CDBG funds necessary to secure the loan. Applicants may receive a loan guarantee directly or designate another public entity, such as an industrial development authority, to carry out their Section 108 assisted project.
- Disaster Recovery Assistance
  - HUD provides grants to help cities, counties, and States recover from presidentially declared disasters, especially in low-income areas, subject to availability of supplemental appropriations.

The CDBG program works to ensure decent, affordable housing, to provide services to the most vulnerable in our communities, and to create jobs through the expansion and retention of businesses. CDBG is an important tool for helping local governments tackle serious challenges facing their communities.

Over a 1, 2, or 3-year period, as selected by the CDBG grantee, no less than 70 percent of CDBG funds must be used for activities that benefit low- and moderate- income persons. In addition, each activity must meet one of the following national objectives for the program: benefit low- and moderate- income persons, prevention or elimination of slums or blight, or address community development needs having a particular urgency because existing conditions pose a serious and immediate threat to the health or welfare of the community for which other funding is not available.

### **Economic Development Administration (EDA)**

The Economic Development Administration's, EDA's, mission is to lead the Federal economic development agenda by promoting innovation and competitiveness, preparing American regions for economic growth and success in the worldwide economy. EDA supports development in economically distressed areas of the United States by fostering job creation and attracting private investment under the Public Works and Economic Adjustment Assistance (EEA) Programs. EDA currently awards

grants that build regional capacity to translate innovations into jobs through proof-of-concept and commercialization assistance to innovators and entrepreneurs and through operational support for organizations that provide essential early-stage risk capital to innovators and entrepreneurs. Through Seed Fund Support, SFS, EDA provides funding for technical assistance to support the creation, launch, or expansion of equity-based, cluster-focused seed funds that invest regionally-managed risk capital in regionally-based start-ups with a potential for high growth.

Communities may use EDA grants to support:

- Utility construction
- Industrial site development
- Transportation facilities
- Business incubators
- Other developmental projects

### **Rural Business Development Grants**

This program is a competitive grant designed to support targeted technical assistance, training and other activities leading to the development or expansion of small and emerging private businesses in rural areas which will employ 50 or fewer new employees and has less than \$1 million in gross revenue. Programmatic activities are separated into enterprise or opportunity type grant activities.



Various rural public entities may apply for this program. They include, but are not limited to:

- Towns
- Communities
- State Agencies
- Nonprofit Corporations
- Institutions of Higher Education
- Federally-Recognized Tribes
- Rural Cooperatives (If organized as a private nonprofit corporation).

To be eligible, Rural Business Development Grants, RBDG, funds must be used for projects benefitting rural areas or towns outside the urbanized periphery of any city with a population of 50,000 or more. Additionally, while there is no maximum grant amount, smaller requests are given higher priority. Generally, grants range from

\$10,000 to \$500,000. There is no cost sharing requirement. Opportunity grants are limited to up to 10 percent of the total RBDG annual funding.

Enterprise grants must be used on projects to benefit small and emerging businesses in rural areas as specified in the grant application. Uses may include:

- Training and technical assistance, such as project planning, business counseling/training, market research, feasibility studies, professional/technical reports, or product/service improvements
- Acquisition or development of land, easements, or rights of way; construction, conversion, renovation of buildings; plants, machinery, equipment, access for streets and roads; parking areas and utilities
- Pollution control and abatement
- Capitalization of revolving loan funds, including funds that will make loans for start-ups and working capital
- Distance adult learning for job training and advancement
- Rural transportation improvement
- Community economic development
- Technology-based economic development
- Feasibility studies and business plans
- Leadership and entrepreneur training
- Rural business incubators
- Long-term business strategic planning

Opportunity grants can be used for:

- Community economic development
- Technology-based economic development
- Feasibility studies and business plans
- Leadership and entrepreneur training
- Rural business incubators
- Long-term business strategic planning

All applications are evaluated based on:

- Evidence showing job creation at local businesses;
- Percent of nonfederal funding committed to the project;
- Economic need in the area to be served;
- Consistency with local economic development priorities;
- Experience of the grantee with similar efforts; and
- Other factors described in the current Notice of Solicitation of Applications (NOSA), if one is published.

This program provides grants for rural projects that finance and facilitate the development of small and emerging rural businesses, help fund distance learning networks, and help fund employment-related adult education programs. To assist with business development, RBDGs may fund a broad array of activities.

A comprehensive list of grants and loans administered by the United States Department of Agriculture Rural Development can be found at <https://www.rd.usda.gov/programs-services/programs-services-communities-nonprofits>.

## **Loans**

Along with options from various financial institutions, loans can also be secured from the Small Business Administration and Revolving Loan Funds. A Revolving Loan Fund, RLF, is designed to work in conjunction with private lending sources to provide financing for economic growth and job creation and retention. Loans may include:

- Purchase of equipment, machinery, and/or fixtures including related costs
- Business and industrial acquisitions when the loan will keep the business from closing, prevent the loss of employment opportunities or provide expanded job opportunities
- Business construction, conversion, enlargement, repair, modernization, or development with preference given to businesses utilizing developed industrial land or existing industrial buildings
- Purchase and development of land, easements, right-of-ways, buildings, facilities, leases, or materials
- Leasehold improvements
- Working capital

For future projects in Menifee County, many loans and Revolving Loan Fund options are available. Those options include, but are not limited to:

## **ARC Business Development Revolving Loan Fund**

A business development revolving loan fund is a pool of money used by an eligible grantee for the purpose of making loans to create and/or save jobs. As loans are repaid by the borrowers, the money is returned to the RLF to make other loans. In that manner, the RLF fund becomes an ongoing or "revolving" financial tool. The major difference between the Appalachian Regional Commission RLF program and conventional lending is the lending goal. For conventional lending institutions, the goal is profit. For an ARC RLF, the goal is saving and creating private-sector jobs. Revolving loan funds are not substitutes for conventional lending sources. Given the small size of the RLF program and the limited resources of each project, revolving loan funds are not intended to match or replace the capacity of banks, investment houses or other

lending organizations. RLFs are designed to fill gaps in existing local financial markets and to provide or attract capital which otherwise would not be available for economic development. As part of the grant agreement, ARC requires that RLF projects be administered in accordance with a revolving loan fund plan developed by the grant applicant and approved by the Commission. An applicant's RLF plan defines specific objectives and operating procedures, including standards and selection criteria for loans in the portfolio. ARC does not normally review or approve individual loans made by the RLF. Instead, ARC monitors RLF project activities for conformance with the ARC Code, these guidelines, the RLF plan, and other conditions of the grant agreement.

One of the major problems in local business development and a significant contributing factor to local economic distress is credit availability. Even when credit may be available, the cost and terms of the credit may prevent firms from expanding, continuing operations, or starting up. The result may be a community's loss of jobs, tax revenues, and private investment. The primary objective of the ARC RLF program is saving and creating private-sector jobs. Projects are expected to support specific types of economic activities planned or underway in the area. These may include, depending on local needs and conditions, one or more of the following:

- Small business development, including the start-up or expansion of locally owned businesses as measured by job creation;
- Existing business and saving jobs;
- Redevelopment of blighted land and vacant facilities for productive use.
- Modernization and rehabilitation of existing industrial or manufacturing facilities;
- Support for the use of new technologies, growth industries, high-tech firms; and/or
- Development of businesses owned and operated by minorities, women, and members of other economically disadvantaged groups.

The effectiveness of a revolving loan fund project as a development tool will depend on its lending policies and financing techniques. These may include, but are not limited to:

- Modifications in repayment terms, such as deferral of initial principal or interest payments;
- Taking greater risks than banks are traditionally prepared to take when substantial economic development benefits will result if the borrower does succeed;
- Providing below market interest rates;
- Short turn-around time in processing applications; and/or
- Reducing the risk of commercial lenders by providing subordinate financing.

Eligible applicants for ARC RLF grant assistance include States, Local Development Districts, and other non-profit multi-county organizations, which ARC has determined are representative of an Appalachian area. Applicants must demonstrate the legal authority and capacity to make loans. An applicant may identify an appropriate subdivision of its organization or a separate organization to which it would delegate the administration of the RLF. In such cases, ARC will make its determination based on the authority and capacity of the designated organization to make loans. Because RLF projects continue indefinitely as loans are repaid, priority consideration will be given to governmental applicants that can administer the RLF on a long-term basis. Non-government applicants must be sponsored by the local development district or the state government having jurisdiction over the project area. The sponsor must be willing to assume responsibility for operating the RLF when and if the non-government applicant is no longer able to administer the project.

For each loan, borrowers must agree to create new jobs and/or save existing jobs, within a time frame to be prescribed by the grantee.

### **Brownfields Revolving Loan Fund**

The U.S. Environmental Protection Agency's (EPA) Brownfields Program is designed to empower states, communities, and other stakeholders to work together in a timely manner to prevent, assess, safely clean up, and sustainably reuse brownfields. EPA provides technical and financial assistance for brownfields activities through an approach based on four main goals: protecting human health and the environment, sustaining reuse, promoting partnership, and strengthening the marketplace.

The Brownfields Revolving loan fund (RLF) grants provide funding for a grant recipient to capitalize a revolving loan fund and to provide subgrants to carry out cleanup activities at brownfield sites. Through these grants, EPA seeks to strengthen the marketplace and encourage stakeholders to leverage the resources needed to clean up and redevelop brownfields. When loans are repaid, the loan amount is returned into the fund and re-lent to other borrowers, providing an ongoing source of capital within a community.

To apply for a Revolving Loan Fund Grant, applicants must submit a proposal for each grant type that they are applying for. Each proposal must address the selection criteria outlined in the guidelines.

Grant proposals should be concise, well organized, and must provide the information requested in the guidelines. Applicants must demonstrate they meet threshold criteria requirements and must respond to evaluation criteria. Factual information about the proposed project and community must be provided. Proposals must include:



- Cover letter describing the project
- Applicant information
- Applicable mandatory attachments (e.g., state letter)
- Responses to evaluation criteria

All applicants must refer to the Proposal Guidelines published by EPA.

Eligible entities include state, local, and tribal governments, with the exception of certain Indian tribes in Alaska; general purpose units of local government, land clearance authorities, or other quasi-governmental entities; regional council or redevelopment agencies; or states or legislatures. RLF applications should be community-wide; site-specific RLF grants will not be awarded.

### **Gateway Area Development District Revolving Loan Fund**

The Gateway Area Development District Revolving Loan Fund Program is designed to work in conjunction with private lending sources to provide financing for economic growth and job creation/retention. The prospective borrowers for the RLF are new or expanding companies that need funding to fill the “gap” between their equity and the amount lenders are willing to extend for a project.

Only business with projects located within the five-county service area of the Gateway Area Development District are eligible for loans from the GADD-RLF. These loans must be for community development projects, the establishment of new businesses, expansion of existing businesses, the creation of employment opportunities, or retention of existing jobs. Such loans may include, but are not limited to:

- Purchase of equipment, machinery, and/or fixtures including related costs
- Business and industrial acquisitions when the loan will keep the business from closing, prevent the loss of employment opportunities or provide expanded job opportunities
- Business construction, conversion, enlargement, repair, modernization, or development with preference given to businesses utilizing developed industrial land or existing industrial buildings
- Purchase and development of land, easements, right-of-ways, buildings, facilities, leases, or materials
- Leasehold improvements
- Working capital



Gateway Area Development District revolving loan funds will not be used for payment of administrative costs or expenses. The GADD-RLF will not be used to:

- Acquire an equity position in a private business;
- Subsidize interest payments on an existing RLF loan;
- Provide for borrowers' required equity contributions under other Federal Agencies' loan program;
- Enable borrowers to acquire an interest in a business either through the purchase of stock or through the acquisition of assets, unless sufficient justification is provided in the loan documentation. Sufficient justification may include acquiring a business to save it from imminent closure or to acquire a business to facilitate a significant expansion or increase in investment with a significant increase in jobs. The potential economic benefits must be clearly consistent with the strategic objectives of the RLF;
- Provide RLF loans to a borrower for the purpose of investing in interest-bearing accounts, certificates of deposit or any investment unrelated to the RLF; or
- Refinance existing debt, unless:
  - The RLF Recipient sufficiently demonstrates in the loan documentation a "sound economic justification" for the refinancing (e.g., the refinancing will support additional capital investment intended to increase business activities). For this purpose, reducing the risk of loss to an existing lender(s) or lowering the cost of financing to a borrower shall not, without other indicia, constitute a sound economic justification; or
  - RLF Capital will finance the purchase of the rights of a prior lien holder during a foreclosure action which is necessary to preclude a significant loss on an RLF loan. RLF Capital may be used for the purpose only if there is a high probability of receive compensation from the sale of assets sufficient



The Gateway Area Development District Revolving Loan Fund will not ordinarily be made in an amount less than \$20,000 or greater than \$150,000 to any one entity or company within one year. Generally, the RLF investment will be the lesser of 30% of the total project cost or \$150,000. The RLF will require a minimum of 10% equity injection to be provided by the borrower. The equity requirement for working capital loans can be met if the borrower has existing net working capital of at least 10% of its working capital needs.

The terms of the loans are matched to the use of funds, with long-term financing structure to the productive life of fixed assets. The terms of maturity of loans will vary depending on the needs of the application, but the following maximum repayment terms are generally considered appropriate:

- Building and Real Estate.....15 years
- Machinery and Equipment.....10 years
- Working Capital.....5 years

The interest rate on RLF loans will be indexed to the prime rate as published in the Wall Street Journal and will generally be at a fixed-rate within the range of five (5) to eight (8) percent. In no event shall the interest rate be less than the lower of four (4) percent or 75 percent of the prime interest rate listed in the Wall Street Journal. However, should the prime interest rate exceed fourteen (14) percent, the minimum RLF interest rate is not required to be raised above ten (10) percent if doing so compromised the ability of the RLF recipient to implement its financing strategy. Interest rates shall be fixed and charged only on the unpaid balance of the principal for the actual time the money is outstanding on the loan. Interest will be compounded monthly.

When an applicant participates with a private lending institution, the lending institution will generally hold the first lien with the GADD taking a second or junior position. GADD employs standard collateral requirements; sufficient and appropriate collateral is required for all loans. Corporate guarantees or personal guarantees will be required of any entity having an ownership interest in the business.

## **SBA Loans**

The U.S. Small Business Administration, SBA, offers a variety of loan programs for very specific purposes. The loan programs include:

- General Small Business Loan Program 7(a):
  - The 7(a) Loan Program, SBA's most common loan program, includes financial help for businesses with special requirements.
  - The requirements of eligibility for the 7(a) loan program are based on specific aspects of the business and its principals.
  - If awarded a 7(a) loan, loan proceeds may be used to establish a new business or to assist in the acquisition, operation, or expansion of an existing business.
  - There are two 7(a) loan process options with different time frames. In addition to standard procedures, SBA Express processing offers an expedited turnaround.
  - SBA offers several special purpose 7(a) loans to aid businesses that have been impacted by NAFTA, provide financial assistance to Employee Stock Ownership Plans, and help implement pollution controls.
- Microloan Program
  - The Microloan program provides loans up to \$50,000 to help small businesses and certain not-for-profit childcare centers start up and expand.
  - The U.S. Small Business Administration provides funds to specially designated intermediary lenders, which are nonprofit community-based organizations with experience in lending as well as management and technical assistance. These intermediaries administer the Microloan program for eligible borrowers.
  - Each intermediary lender has its own lending and credit requirements. Generally, intermediaries require some type of collateral as well as the personal guarantee of the business owner.
  - Microloans can be used for working capital, inventory or supplies, furniture or fixtures, machinery or equipment. Proceeds from an SBA microloan cannot be used to pay existing debts or to purchase real estate.
  - The maximum repayment term allowed for an SBA microloan is six years.
  - Interest rates vary, depending on the intermediary lender and costs to the intermediary from the U.S. Treasury. Generally, these rates will be between 8 and 13 percent.
- Real Estate & Equipment Loans: CDC/504
  - This SBA loan program provides financing for major fixed assets such as equipment or real estate.
  - To be considered for a Certified Development Company/504 loan, applicants must meet certain eligibility requirements including.

- A 504 loan can be used for:
  - The purchase of land, including existing buildings
  - The purchase of improvements, including grading, street improvements, utilities, parking lots, and landscaping
  - The construction of new facilities or modernizing, renovating or converting existing facilities
  - The purchase of long-term machinery and equipment
- Disaster Loans
  - SBA provides low-interest disaster loans to businesses of all sizes, private non-profit organizations, homeowners, and renters. SBA disaster loans can be used to repair or replace the following items in a declared disaster: real estate, personal property, machinery and equipment, and inventory and business assets.
  - The SBA offers several different types of disaster loans for small businesses and non-profit organizations. The SBA can provide up to \$2 million in disaster assistance; this includes both economic injury and physical damage assistance.

### **Additional Funding Opportunities**

In addition to the grants and loans explained above, Gateway ADD provides assistance in obtaining funds from the following sources:

Grant/Loan Funds:

- Transportation Alternatives Program (TAP)
- Land & Water Conservation
- Recreational Trails
- Rails to Trails
- Homeland Security
- Federal Emergency Management Agency
- Kentucky Department of Agriculture
- Kentucky Infrastructure Authority State Revolving Fund (SRF)
- US Department of Justice

Fundable projects include:

- Infrastructure (broadband, transportation, water, wastewater, etc. )
- Job creation/retention
- Assistance to new or existing industry
- Senior Citizens Center and Health Department Construction
- Financial assistance to new or existing industry
- Financial assistance to local governments in times of a declared emergency
- Recreational parks & trails
- Substance Abuse Prevention

- Assistance and equipment to First Responders
- Flood prevention infrastructure

## CONCLUSION

With the creation and development of the Menifee County Interactive Tourism Map, along with the creation of an action plan and identification of future funding sources, Menifee County has a solid foundation in which to employ a broad strategy of social and internet marketing strategies. The reliance on the use of free and low-cost digital marketing opportunities will allow Menifee County to promote tourism in the area in both a cost-effective and creative manner that reflects local flavor and customs unique to the area. As tourism opportunities grow and develop in the region, additional methods of social media marketing that do have costs associated with them can be explored.



In closing, the strategies and recommendations captured in this report will lay the foundation for future tourism-related endeavors within Menifee County. By implementing these recommendations and committing to an ongoing and agile marketing effort, Menifee County will be well positioned to gain the attention of and business of additional tourists.

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# APPENDIX

## **Menifee County Comprehensive Tourism Marketing Plan Survey**

1. Name of business:
2. Person filling out survey (optional):
3. Phone Number:
4. Email:
5. Type of business:
  - a. Lodging/camping/cabins:
  - b. List all the other categories:
6. Do you know if your information is in the tourism directory that the Gateway ADD is putting together?
7. How long have you been running this business?
  - a. Less than 1 year
  - b. Between 1 and 5 years
  - c. Between 5 and 10 years
  - d. More than 10 years
8. What changes have you noticed in tourism visitors to the County since you first started your business? (Open-ended)
9. How many visitors to the County do you estimate use your services every year?
  - a. Less than 10
  - b. Between 10 and 50
  - c. Between 50 and 100
  - d. Between 100 and 500
  - e. More than 500 people
10. How much sales would you estimate your tourism business does every year? NOTE: These figures will be compiled by Gateway ADD to determine the total impact of tourism in the county. No business will be identified by sales in the report.
  - a. Less than \$1,000
  - b. Between \$1,001 and \$10,000
  - c. Between \$10,001 and \$25,000
  - d. Between \$25,001 and \$50,000
  - e. Between \$50,001 and \$100,000
  - f. More than \$100,000

11. What tools do you use to find customers?
  - a. Social media
    - i. Facebook
    - ii. Instagram
    - iii. Pinterest
    - iv. Twitter
    - v. Other
  - b. Website
  - c. Print advertising
  - d. Other types of advertising
  
12. What is the County doing right when it comes to increasing the number of visitors to Meniffee County? (Open-ended)
  
13. What could the County be doing better when it comes to increasing the number of visitors to Meniffee County? (Open-ended)
  
14. What events or activities do you think have helped attract visitors to Meniffee County? (Open-ended).
  
15. What assistance would be helpful to your business? (Open-ended)

## Project Participants

<b>Name</b>	<b>Affiliation</b>
Aleta Botts	Project Volunteer
April Smith	Community Member
Carrie Lawson	Advisory Committee Member
Cindy Hurt	Advisory Committee Member
David Hale	Kentucky State Representative, District 74
Edward Bryant	City of Frenchburg Mayor
Emily Jordan	Gateway ADD
Evelyn Crouch	Community Member
Gail Wright	Gateway ADD
Harley B. Branham	Red River Gorge Zipline
Jessica Stanley	911 Dispatcher
Joshua Farrow	Gateway ADD
Lola Thomas	Advisory Committee Member
Mary McCarty	Extension Office
Phil Skyrn	Volunteer
Rick Stiltner	Menifee County Judge-Executive
Roy D. Wynn	Community Member
Scott Dickman	Volunteer
Wendy Crain-Lawson	Gateway CAA

## SWOT ANALYSIS MATRIX

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>● Ambulance Service – E-911 Center</li> <li>● Breathtaking Scenery</li> <li>● Cabin Availability</li> <li>● Community Events</li> <li>● Community Support in Times of Crisis</li> <li>● Good Community Facilities                             <ul style="list-style-type: none"> <li>○ Farmers Market</li> <li>○ Park System</li> <li>○ Public Library</li> </ul> </li> <li>● Family-Friendly Community</li> <li>● Fire Department</li> <li>● Excellent Outdoor Recreational Activities                             <ul style="list-style-type: none"> <li>○ Boating</li> <li>○ Hiking</li> <li>○ Horseback Riding</li> <li>○ Mountain Biking</li> <li>○ Rock Climbing</li> </ul> </li> <li>● Strong Community Infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>● Access to Hotels/Motels</li> <li>● Dining Options</li> <li>● Interstate Access to Community</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>● Marina Improvements</li> <li>● Small Business Establishments</li> <li>● Water Activities                             <ul style="list-style-type: none"> <li>○ Canoeing</li> <li>○ Kayaking</li> <li>○ Paddle Boarding</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Regional economic decline leading to less tourist and travel activity</li> <li>● Counties offering similar attractions (lake, natural beauty) crowd out Menifee County’s efforts to attract more visitors</li> </ul>



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Distributed to motels, libraries & businesses in a 20-county area of Central & Eastern Kentucky!

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- 10,000 copies of All Things Country Magazine are printed and distributed each month to motels, libraries and businesses in 20 Kentucky counties. With an average of 2.4 readers per hard copy, readership totals 28,800.
- Publication is FREE to the public, potential customers are not required to purchase anything to see your ad.
- All Things Country Magazine is uploaded to the web each month, check us out on [www.1ssuu.com](http://www.1ssuu.com).
- Content in All Things Country Magazine is useful and informative. Monthly contests keep reader's engaged and looking for the the next issue. Recipes, short stories and poetry included from our readers as well.
- Magazine advertising is image enhancing, not point-of-purchase advertising.
- Readers who see your ad in All Things Country assume that you subscribe to the same philosophy as the magazine represents, and readers will be more likely to patronize your business because they assume that you appreciate the publication as much as they do.
- **MAGAZINE ADS LAST** - Consumers refer to magazines multiple times—and they hold on to copies, giving advertisers added exposure. Newspapers go into the trash after a few days or a week. ATC readers save copies of the magazine for months or even longer.
- Magazines are compelling. Unlike newspaper readers, 90% of readers pay full and complete attention when reading magazines. Magazine advertising addresses readers when they are sitting down and receptive rather than when they are simply catching up on current news in the local newspaper, or listening to ads on radio while concentrating on their driving.



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Darryl & Theresa Garvin, Owners  
[tlgarvin627@gmail.com](mailto:tlgarvin627@gmail.com)

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1/16 page	\$66.00	\$198.00 (Save \$9.90)	\$356.40 (Save \$39.60)	\$673.20 (Save \$118.80)
1/8 page	\$121.00	\$344.85 (Save \$18.15)	\$653.40 (Save \$72.60)	\$1234.20 (Save \$217.80)
1/4 page	\$192.50	\$548.62 (Save \$28.88)	\$1039.50 (Save \$115.50)	\$1963.50 (Save \$346.50)
1/2 page	\$330.00	\$940.50 (Save \$49.50)	\$1782.00 (Save \$198.00)	\$3366.00 (Save \$594.00)
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Back Page	SOLD THRU 2017			

### SPECIAL ADVERTISING PACKAGES

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#### 9 Month Combination:

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#### Business Directory Listings - Two sizes to choose from:

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**\$550.00** for 12 Month Listing

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**\$305.00** for 12 Month Listing

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Ad deadline is the **10th of each month** for the next month's edition.

### PRE-PAYMENT OF ADVERTISING IS REQUIRED UNLESS ARRANGEMENTS ARE MADE IN ADVANCE.

**We accept Visa, MasterCard, Discover and American Express.**

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#### Ad Size Specifications

*1/16 Page* ..... 1.75"x2.30" deep

*1/8 Page* ..... 3.75" wide x 2.30" deep  
1.75" wide x 4.60" deep

*1/4 Page* ..... 3.75" wide x 4.60" deep  
7.75" wide x 2.30" deep

*1/2 Page* ..... 3.75" wide x 9.75" deep  
7.25" wide x 4.60" deep

*Full Page* ..... 7.75" wide x 10.00" deep  
(Full Page Bleed is available)

#### BUSINESS DIRECTORY SIZES:

*Banner* ..... 3.4" wide x 1.37" deep

*Button* ..... 1.65" wide x 1.37" deep

# Kentucky LIVING

## 2017 MEDIA KIT



## Celebrating Kentucky.

*Kentucky Living* supports and celebrates life in our beautiful state. Our mission is to create a community of people who take pride in themselves as Kentuckians and to improve their quality of life. In-depth stories focus on home, lifestyle, travel, education, economic development, energy, and more.

*Kentucky Living* is published by the Kentucky Association of Electric Cooperatives.

With a circulation that is higher than any other print publication in the state, *Kentucky Living* engages a loyal audience that's difficult to reach.

Nobody Covers Kentucky Better!



*Kentucky Living* is the voice of Kentuckians, our rural communities, and beyond. Delivered to 477,435 households and read by 1 million people. EVERY. SINGLE. MONTH!

### About our readers:

- 76% read 4 of last 4 issues!
- 83% of readers read 3-4 out of their last 4 issues!
- 81% took some action as a result of reading *Kentucky Living*
  - 33% saved an article or advertisement for future reference
  - 16% bought/ordered/recommended/requested something
  - 21% visited a website
  - 22% planned a trip
  - 23% attended a specific event

Source: GfK MRI Custom Research 2016 Alliance for Audited Media 12/31/15



“The Kentucky Department of Fish and Wildlife Resources has advertised with *Kentucky Living* magazine for the past 12 years. We actually see it as more of a partnership with our agency.”—*Michael Gray, Assistant Director of Public Affairs, Kentucky Department of Fish and Wildlife Resources*

In addition to our hallmark feature stories, *Kentucky Living* magazine's regular columns include:

### KENTUCKY CULTURE

**Worth The Trip** — Where to go around Kentucky

**Events** — Specific details, dates, and times

**Garden Guru** — Q&A plus tips and tricks for your garden

**Smart Health** — The latest to help keep you healthy

**Great Outdoors** — All things 'outside' in Kentucky

**Chef's Choice** — Tips, recipes, and more

**Kentucky Marketplace** — Sell your goods—classified style

**Snap Shot** — Send us your photos from around Kentucky

**Kentucky Kids** — Special spot for the little ones

**Byron Crawford's Kentucky** — A native's view



### UP FRONT GRAZING

**Commonwealths** — Stories, plus fun and useful information

**Uniquely Kentucky** — Interesting finds unique to our state

### ON THE GRID

**The Future of Electricity** — Where energy is headed

**Cutting Costs** — How to save you money

**Energy 101** — Informative and educational

**Gadgets & Gizmos** — New ideas and products

**Co-Operations** — Current information on Kentucky co-ops

**Local Electric Cooperative News** — Individual co-op sections



SPECIAL ANNUAL ISSUES	Features	Special ad section	Deadlines
<b>JANUARY</b>	Muhammad Ali's Legacy Filmmaking in Kentucky Ready, Set, Build Sites		November 18, 2016
<b>FEBRUARY</b> COLLEGE GUIDE	Teach Your Children Well: Life Skills for College Acing Your Entrance to Grad School	Brochure Travel Guide Close: December 9, 2016	December 16, 2016
<b>MARCH</b> LAWN & GARDEN	Landscapes & Pollinator Gardens Top 10 Veggies		January 23, 2017
<b>APRIL</b> TRAVEL GUIDE	Top 10 Bourbon Experiences My Old Kentucky Homes Mysteries at the Museums	Spring Festival Guide Close: February 13, 2017	February 22, 2017
<b>MAY</b> HOME IMPROVEMENT	Energy-Efficient Windows & Doors Inexpensive Home Updates Summer & Community Theater		March 23, 2017
<b>JUNE</b> FOOD	Kentucky Family Recipes Kentucky Parks Reborn		April 24, 2017
<b>JULY</b> PHOTO CONTEST	2017 Photo Contest Winners Get on the Water: Boat Adventures Award Winning Fishing Lures		May 24, 2017
<b>AUGUST</b> EDUCATION	Total Eclipse of the Sun Building Character in Kids • How a Teacher Changed Your Life College Football Preview		June 23, 2017
<b>SEPTEMBER</b> BEST IN KENTUCKY	2017 Best in Kentucky Winners The Hunting Season Kentucky's Search & Rescue Heroes	Brochure Travel Guide & Fall Festivals Close: July 10, 2017	July 24, 2017
<b>OCTOBER</b> ENERGY GUIDE	Robert Kirkman, Creator of <i>The Walking Dead</i> Keeping You Safe Around Electricity • Energy Efficiency Success College Basketball Preview		August 23, 2017
<b>NOVEMBER</b> HEALTH	Annual Focus on Health SOAR, with Founder Jared Arnett A Veteran Salute: Honor Flight	Holiday Gift Guide	September 22, 2017
<b>DECEMBER</b>	Memories in Stitches: Tell Us Your Quilt's Story A White House Christmas		October 24, 2017

## CIRCULATION BY COUNTY & DMA

DMA	CIRC.	READERS
Bowling Green.....	27,382	54,764
Charleston-Huntington.....	22,934	45,868
Cincinnati.....	55,436	110,872
Evansville.....	5,462	10,924
Knoxville.....	6,886	13,772
Lexington.....	181,592	363,184
Louisville.....	129,229	258,458
Nashville.....	45,750	91,500
Paducah-Cape Girardeau- Harrodsburg-Mt. Vernon.....	30,960	61,920
Tri-Cities.....	1,202	2,404

County	Households	KL. Circ.
Adair	7,285	5,297
Allen	7,848	6,269
Anderson	8,369	3,649
Ballard	3,397	52
Barren	16,999	10,105
Bath	4,587	2,684
Bell	11,787	685
Boone	43,216	19,261
Bourbon	7,976	1,541
Boyd	19,787	219
Boyle	11,075	3,058
Bracken	3,317	1,398
Breathitt	5,494	1,600
Breckinridge	7,827	7,571
Bullitt	27,673	20,810
Butler	5,057	1,638
Caldwell	5,393	615
Calloway	15,530	8,655
Campbell	36,069	3,408
Carlisle	2,116	1,384
Carroll	4,061	1,735
Carter	10,760	3,331
Casey	6,351	4,767

County	Households	KL. Circ.
Christian	26,144	11,865
Clark	14,267	2,666
Clay	7,732	5,468
Clinton	4,358	3,701
Crittenden	3,781	18
Cumberland	2,883	2,364
Daviess	38,619	610
Edmonson	4,857	1,433
Elliott	2,773	2,345
Estill	5,984	3,447
Fayette	123,043	8,003
Fleming	5,729	4,587
Floyd	16,060	4,423
Franklin	20,662	3,182
Fulton	2,864	864
Gallatin	3,160	1,170
Garrard	6,668	3,678
Grant	8,614	5,656
Graves	14,978	8,588
Grayson	10,082	3,138
Green	4,601	3,604
Greenup	14,671	3,063
Hancock	3,285	51

County	Households	KL. Circ.
Hardin	39,853	23,681
Harlan	11,789	1,412
Harrison	7,343	3,948
Hart	7,097	4,074
Henderson	18,705	148
Henry	5,963	3,000
Hickman	2,028	1,297
Hopkins	18,980	186
Jackson	5,486	4,956
Jefferson	309,175	7,018
Jessamine	17,642	9,112
Johnson	9,362	4,039
Kenton	62,768	11,979
Knott	6,414	286
Knox	12,722	6,197
Larue	5,615	3,394
Laurel	23,014	14,265
Lawrence	6,239	922
Lee	2,910	2,074
Leslie	4,555	397
Letcher	10,014	828
Lewis	5,497	3,256
Lincoln	9,777	6,534
Livingston	3,985	34
Logan	10,666	5,815
Lyon	3,287	583
Madison	28,227	11,335
Magoffin	6,477	2,824
Marion	3,833	4,195
Marshall	31,973	7,691
Martin	5,309	657
Mason	7,358	2,064
McCracken	13,073	445
McCreary	4,516	4,366
McLean	7,031	34
Meade	10,471	8,654
Menifee	2,440	2,087
Mercer	8,682	3,289
Metcalfe	4,055	3,735
Monroe	4,509	3,849

County	Households	KL. Circ.
Montgomery	10,435	3,261
Morgan	4,860	3,796
Muhlenberg	12,052	1,857
Nelson	16,826	11,981
Nicholas	2,809	1,440
Ohio	9,176	1,597
Oldham	19,431	601
Owen	4,296	2,860
Owsley	1,914	1,349
Pendleton	5,494	3,928
Perry	11,319	165
Pike	26,728	329
Powell	4,834	3,668
Pulaski	25,722	17,062
Robertson	902	545
Rockcastle	6,750	4,109
Rowan	8,864	4,519
Russell	7,401	4,835
Scott	17,408	2,963
Shelby	15,321	5,925
Simpson	6,753	807
Spencer	6,165	4,990
Taylor	9,832	6,819
Todd	4,647	4,209
Trigg	5,883	5,033
Trimble	3,420	2,329
Union	5,549	40
Warren	43,674	6,869
Washington	4,507	3,132
Wayne	8,646	7,212
Webster	5,272	56
Whitley	13,575	6,656
Wolfe	3,065	2,424
Woodford	9,806	832

Source: U.S. Census 2010  
Kentucky Living Distribution as of 10/26/16

*Kentucky Living* readers are educated homeowners with acreage and disposable income.

### GENDER

Women.....	55%
Men .....	45%

### AGE

25-44.....	18%
45-54.....	21%
55-64.....	28%
65-75.....	21%
75+.....	11%

*Almost 50% of Kentucky Living readers fall within the 45-64 range—a sweet spot in terms of stability and buying power.*

### EDUCATION

High School Graduate .....	30%
Some College or Associate Degree.....	36%
4 Year College Graduate .....	27%
Post Graduate Degree .....	12%

### HOUSEHOLD INCOME

\$25,000-\$39,999 .....	14%
\$40,000-\$59,999 .....	19%
\$60,000-\$100,000.....	23%
\$100,000+ .....	17%

*Average household income \$69,000 with 89% owning their homes.*

### HOME VALUE

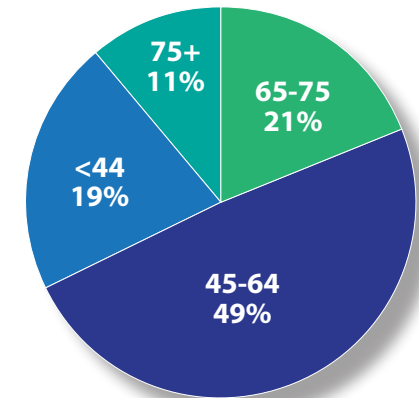
\$150,000+ .....	43%
\$100,000-\$149,999 .....	28%
\$50,000-\$99,999.....	14%

*89% homeowners with average value of \$184,000.*

### ACREAGE

3+ Acres .....	35%
Average Acreage.....	25

AGE OF READERS



Source: Gfk MRI Custom Research 2016



# Kentucky Living PURCHASES

*Kentucky Living* readers are in the stages of life where they are actively seeking information, shopping, and purchasing. They are almost 3 times more likely than the national average to make home improvements.



## HOME IMPROVEMENT

	KL READERS	INDEX
Any .....	51%	294
Kitchen/Bath .....	19%	260
Deck/Porch/Patio .....	13%	560
Roofing.....	15%	510
Windows.....	13%	589

## INTERNET & CATALOG SHOPPING

Ordered in the last 12 months:

Anything.....	76%	175
Travel (airline, hotel, other) .....	40%	155
Cooking/Kitchen Accessories .....	19%	301
Garden Supplies.....	14%	480
Pet Products .....	20%	267
Home Furnishings.....	22%	315
Home Improvement.....	18%	379

## PET OWNERSHIP

Owns a Pet.....	72%
(Average Per Household)	
Total Pets.....	4
Dogs .....	2
Cats per Household.....	2
Horses per Household .....	4

**76%** of our readers spend an average of \$530 per year on internet and catalog purchases, which equates to **\$192 million!**

Source: Gfk MRI Custom Research 2016

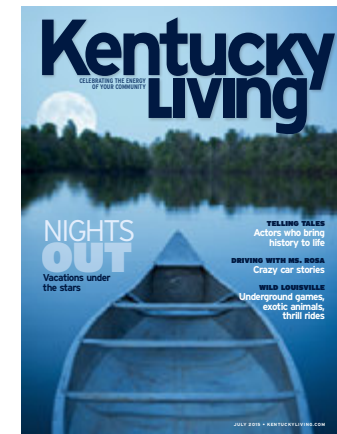


*Kentucky Living's* media platform provides for all aspects of an integrated promotion campaign:



“We talk with many visitors who say they saw us in *Kentucky Living*, that it’s a beautiful publication, fun to read, and a tradition. It’s not always easy to see your return on investment in advertising, but we sure can with every ad run in *Kentucky Living*.”

—Stephanie McMillin, Executive Director, Springfield Tourism Commission



Source: Gfk MRI Custom Research 2016



### PRINTING

Web offset, Heatset, SWOP standards

Color: CMYK 4-color process

Bind: Saddle-stitched, high folio

Bleed: Minimum .125 (1/8")

### PREPARING FILES

Camera-ready ads must be provided as a high-resolution PDF file suitable for print at the proper size. Images should be 300 PPI. Adobe Acrobat PDF setting PDF/X-1a works well. All fonts and images embedded. All artwork must be provided in CMYK mode. No spot colors, RGB, LAB, or embedded color profiles (such as ICC profiles). Type minimum size of 6 pt. For artwork with bleed include minimum .125" (1/8") bleed with crop marks. Please keep all live material .25" (1/4") from trim on all sides.

### UNACCEPTABLE FORMATS

We cannot accept files in the following formats under any condition: Microsoft Publisher; any word processing file; any presentation format such as a PowerPoint file. **Please create a high-resolution PDF from these file formats for print.**

*Note: any intervention required by Kentucky Living or our printer may result in additional charges. Where materials do not conform to specifications, advertiser will be offered the choice of sending new materials, time permitting, or having Kentucky Living make the necessary alterations, which will be billed at cost.*

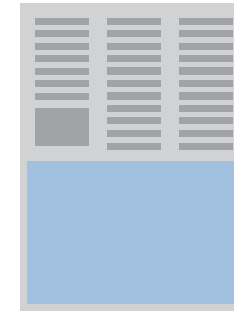
### SENDING YOUR AD

Email to Arlene Toon at [atooon@kentuckyliving.com](mailto:atooon@kentuckyliving.com) or Renee Williams at [rwilliams@kentuckyliving.com](mailto:rwilliams@kentuckyliving.com). File sharing for large files available upon request.

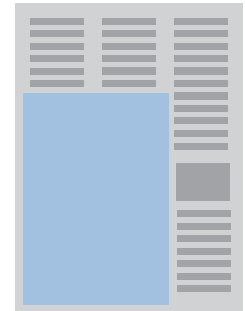
### STANDARD AD SIZES



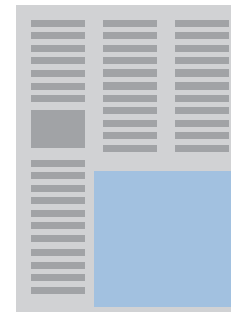
**2/3 PAGE**  
4.8125" X 10"



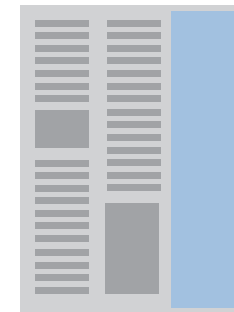
**1/2 PAGE HORIZONTAL**  
7.3125" X 5"



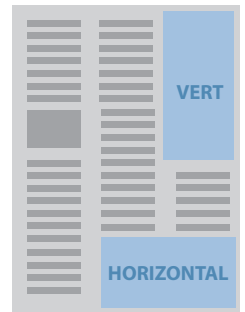
**1/2 PAGE VERTICAL**  
4.8125" X 7.5"



**1/3 PAGE SQUARE**  
4.8125" X 5"



**1/3 PAGE VERTICAL**  
2.3125 X 10"



**1/6 PAGE VERTICAL**  
2.3125 X 5"  
**HORIZONTAL**  
4.8125 X 2.5"

Page trim size .....	8.125" x 10.875"
Live area for bleed ads.....	7.75" x 10.125"
Full page w/bleed.....	8.375" x 11.125"
Full page w/o bleed.....	7.3125" x 10"

Delivered to and read by  
 477,435 Households – 1 Million  
 Readers every month  
 Nobody Covers Kentucky Better!

4/C RATES	1X	3X	6X	12X
Full page.....	\$10,970	\$10,420	\$9,875	\$8,995
2/3-page .....	\$8,775	\$8,335	\$7,900	\$7,195
1/2-page .....	\$6,580	\$6,250	\$5,925	\$5,395
1/3-page .....	\$4,500	\$4,270	\$3,950	\$3,600
1/6-page .....	\$2,525	\$2,395	\$2,175	\$1,800

(Black and white ads available at 4% below color)



### ADVERTISER DISCOUNTS

**Press-ready materials:** Advertisers supplying high-resolution, press-ready PDF, sized correctly qualify for a 15% discount.

**Local Advertisers\*:** 15% discount applies for companies with headquarters and/or locations exclusively in Kentucky.

**Charitable Advertising\*:** Charitable organizations with a 501(c)3 designation may use the 12X rate.

*\*These discounts may not be combined with one another; however, Press-ready and Multi-book discounts may apply.*

### Inquire about multi-book discounts specific to NCM Advertisers:

Available to advertisers running the same materials in the same month as follows: 5% discount for 8-15 NCM magazines, 7.5% for 16-23 magazines, and 10% for all 24 NCM magazines.



## 2017 TRAVEL & FESTIVALS

- **29%** of readers use *Kentucky Living* for trip planning advice!
- **66%** Took a domestic trip in the last 12 months
- **23%** Took one trip in last 12 months
- **77%** Took two or more trips
- **Average 4 trips** per year
- **\$2,200** Average spent per trip

**That's an annual spending power of \$693.2 million!**

- **68%** Stayed in a hotel
- **4 nights** average stay
- **23% of** readers attended a specific event as a result of reading *Kentucky Living*

Source: Gfk MRI Custom Research 2016



### TRAVEL RATES

STANDARD CLOSE DATES APPLY

AD SIZE	RATE	CPM
Full Page	\$7,645	\$16.01
2/3-page	\$6,115	\$12.81
1/2-page	\$4,585	\$9.60
1/3-page	\$3,060	\$6.41
1/6-page	\$1,530	\$3.20

READER RESPONSE INCLUDED FOR FEBRUARY, APRIL, AND SEPTEMBER.

Reach 477,435 homes and approximately 1 million readers every single month...*Nobody Covers Kentucky Better!*

### BROCHURE TRAVEL GUIDES

DEADLINES- FEBRUARY: DECEMBER 9, 2016/SEPTEMBER: JULY 10, 2017

AD SIZE	RATE	RATE (2 OR MORE)
2.3125" square	\$665	\$625



### SPRING & FALL FESTIVAL GUIDES

DEADLINES- APRIL: FEBRUARY 13, 2017/SEPTEMBER: JULY 10, 2017

AD SIZE	RATE
2.3125" x 1"	\$310

LARGER ADS AVAILABLE

### FEATURED EVENT

AD SIZE	RATE
2.3125" x 1"	\$310

AVAILABLE ANY MONTH EXCEPT APRIL AND SEPTEMBER.

With the highest print circulation in the state, *Kentucky Living* reaches 477,435 households and approximately 1 million readers every month!



### FEBRUARY COLLEGE PREVIEW ISSUE

DEADLINE: DECEMBER 16, 2016

### AUGUST EDUCATION ISSUE

DEADLINE: JUNE 23, 2017



AD SIZE	RATE	CPM
Full page .....	\$7,645 .....	\$16.01
2/3-page .....	\$6,115 .....	\$12.81
1/2-page .....	\$4,585 .....	\$9.60
1/3-page .....	\$3,060 .....	\$6.41
1/6-page .....	\$1,530 .....	\$3.20



- **30%** of readers are high school graduates
- **36%** have some college or an associate degree
- **27%** are 4-year college graduates
- **12%** have a post graduate degree



Source: Gfk MRI Custom Research 2016

- **89%** of *Kentucky Living* readers are homeowners
- **49%** of homes have a garden and spend an average of \$276 on gardening in the past year. *That's a total of \$65 million annually!*
- Average property size is 25 acres, and gardens are 562 square feet on average
- **51%** performed some type of home improvement in the last 12 months
  - 19% Kitchen/Bath
  - 13% Deck/Porch/Patio
  - 15% Roofing
  - 15% Windows
- **81%** performed some type of energy-efficiency upgrade on their home in the last 12 months.
- **Readers** spent an average of \$1,538 per home, for a total of *\$595 million in upgrades.*

Source: Gfk MRI Custom Research 2016

Reach 477,435 homes and approximately 1 million readers ready to make a purchase!

### MARCH – LAWN & GARDEN

DEADLINE: JANUARY 23, 2017

### MAY – HOME IMPROVEMENT

DEADLINE: MARCH 23, 2017

### OCTOBER – ENERGY GUIDE

DEADLINE: AUGUST 23, 2017

### AD SIZE

### RATE

### CPM

<b>Full page</b> .....	<b>\$7,645</b> .....	<b>\$16.01</b>
<b>2/3-page</b> .....	<b>\$6,115</b> .....	<b>\$12.81</b>
<b>1/2-page</b> .....	<b>\$4,585</b> .....	<b>\$9.60</b>
<b>1/3-page</b> .....	<b>\$3,060</b> .....	<b>\$6.41</b>
<b>1/6-page</b> .....	<b>\$1,530</b> .....	<b>\$3.20</b>



477,435 Households – 1 Million Readers

### 2" AD

2.3125" X 2"

3-5X \$560 MONTH

6-12X \$485 MONTH

### 4" AD

2.3125" X 4"

3-5X \$1,100 MONTH

6-12X \$970 MONTH

### 3" AD

2.3125" X 3"

3-5X \$835 MONTH

6-12X \$725 MONTH

### 4/C RATES

### 3-5X

### 6-12X

2" ..... \$560 ..... \$485

3" ..... \$835 ..... \$725

4" ..... \$1,100 ..... \$970

(Rates include production and 4-color)

“Love your magazine. The advertising in *Kentucky Living* pays for itself!”

—Dustin R. Lehmann, Owner, Kentucky Steel Buildings, Panel and Supply LLC

The collage features several ads: 'carhartt apparel' with a 10% off coupon, 'Ron's ReCreations' for custom furniture, 'STEEL MOBILE HOME ROOFING' by Hurricane Guard, 'PERMA-ROOF' for roofing, 'QUALITY POLE BARN' for \$7450, 'HODGES' for roofing, and 'Action Company' for roofing. There are also smaller ads for 'HANDI-PORTS' and 'BARN REMOVAL'.

## Ron's ReCreations

If You Can Dream It...We Can Build It!

**Custom Made to Order:**

- Harvest Tables,
- Bars/Counters,
- Cupboards,
- Primitive Furniture

**BARN REMOVAL**  
270-991-9794  
ronsrecreations7@gmail.com

facebook



**STANDARD  
DISPLAY RATES**

**LEADERBOARD/ SKYSCRAPER/ BUTTON ..... \$1000/Mo. .... ROS ONLY \$750/Mo.**

*(Rates for digital-ready files only. See specifications) Ask about bundling your print and digital buy!*

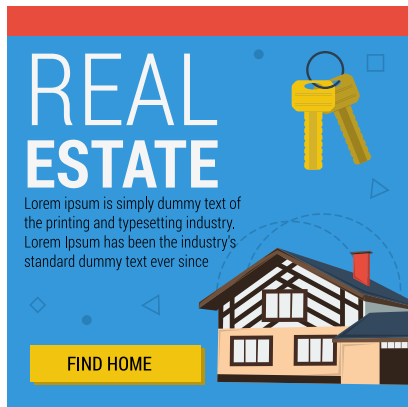
**HOME PAGE/RUN OF SITE**

**ROS ONLY**

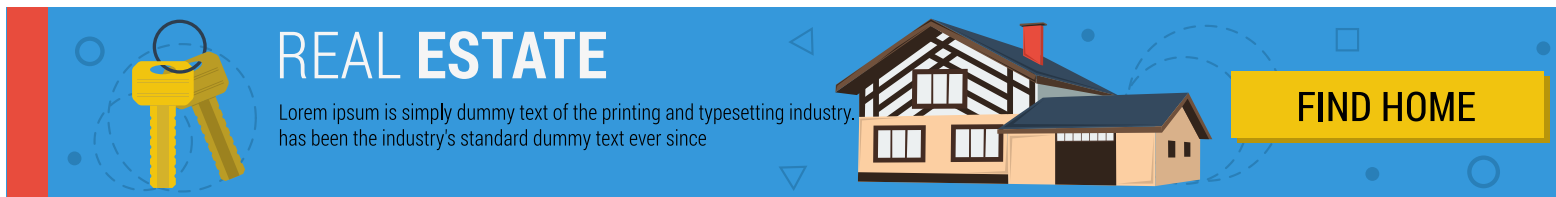
**TECHNICAL SPECIFICATIONS**

- Static .JPG and animated .GIF files accepted
- 15-second maximum OR 3 times looping maximum (5-seconds per loop)
- Send creative files attached, not embedded
- Creative with a white background must have a minimum of 1-pixel border
- Max size 150KB
- Audio-no sound

*Ad placements may rotate with other clients and will be accounted for by percentage.  
KYL can provide design, ask your Representative for details.*



**BUTTON 600 X 500 PIXELS**



**LEADERBOARD 1456 X 180 PIXELS**



# REAL ESTATE

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s



**SKYSCRAPER  
240 X 1200  
PIXELS**



### FEATURED EVENTS

Featured Events are featured at the top of the listings and on the home page for one week prior to the event. Our improved Events listings include a photo, location search, map, calendar exports, keyword search, and multiple views.

#### HOME PAGE



#### EVENTS PAGE



#### PRICING:

FEATURED EVENT .....\$50/Wk.

### DESTINATION HIGHLIGHT

- Article content about the destination or attraction
- Beautiful photo slideshow and information bar
- Location map

### SPONSORED CONTENT

- Article written by KYL
- Long form content
- Can be paired with standard display ad
- Links to recommended products or services

#### PRICING:

SPONSORED CONTENT .....\$1,500/Mo.

DESTINATION HIGHLIGHT ...\$2,000/Mo.

(Both include ROS/Homepage display, and 3 links per mo. from Kentucky Living social media sites)

Ask your Rep to show you the capabilities of our new Destination Highlights or Sponsored Content!

## Explore

Home // Explore // Worth The Trip // Destination Highlight: Mammoth Cave

### Destination Highlight: Mammoth Cave



KENTUCKY TOURISM

JANUARY 4, 2017 WORTH THE TRIP

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse porta tincidunt metus, porta bibendum lorem. Phasellus elit massa, scelerisque sagittis mattis in, malesuada sed felis.

Sed lacinia varius ipsum, ut vestibulum elit efficitur sed. Ut luctus condimentum enim quis dapibus. Morbi pharetra ultricies erat non ornare. Suspendisse ligula massa, pretium nec cursus et, malesuada vel dul. Etiam et quam tincidunt, consectetur nisi vel, laoreet metus. Cras hendrerit volutpat lectus, vitae laoreet mauris posuere nec. Donec a accumsan ligula, vel malesuada nibh. Duis tincidunt lectus lobortis ultrices volutpat. Etiam non urna vulputate, tristique lorem vel, hendrerit nisi. Praesent placerat velit vitae lorem ultrices hendrerit. In hac habitasse platea dictums



This caption appears below the image on the destination page

Share This



#### Additional Information

Mammoth Cave National Park is in the U.S. state of Kentucky. It's home to the Mammoth Cave, a long cave system of chambers and subterranean passageways. Sites include the Frozen Niagara section, known for waterfall-like flowstone formations, and Gothic Avenue, its ceiling covered in 19th-century visitors' signatures. Trails take in other park features like the Green and Nolin rivers and the sinkholes of Cedar Sink.

Address: Mammoth Cave  
KY 42258-0007  
[Get Directions](#)  
Phone: (270) 758-2480  
Website: [www.nps.gov](http://www.nps.gov)



# Kentucky Monthly



## *Uniting Kentuckians Everywhere*

Kentucky Monthly celebrates the people, places, events and culture of our Commonwealth. By highlighting the best our state has to offer, we unite Kentuckians everywhere and create a sense of pride and community.

[kentuckymonthly.com](http://kentuckymonthly.com)



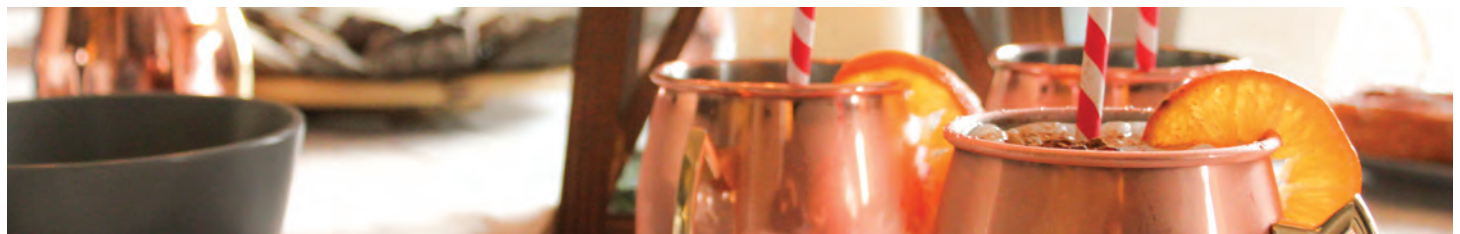
# EDITORIAL CONTENT

For nearly two decades, readers have embraced *Kentucky Monthly's* commitment to celebrating everything that makes the Bluegrass State a wonderful place to call home. In each issue of the magazine and on our website, we share compelling—and sometimes quirky—stories, paired with striking photography and elegant design. We cover a wide (and always appealing) variety of content.



**KENTUCKY MONTHLY** is The Commonwealth's only statewide general interest paid subscription based publication.

**CULTURE, FOOD, LIVING, OUTDOORS,  
PEOPLE, TRAVEL, VOICES + MORE!**



Kentucky Monthly has a following on Facebook, Pinterest, Twitter and Instagram.



# NEW IN 2017

## DIGITAL FLIPBOOK

Link your ad straight to your website for just \$50!

Print advertisers will have the option to add a hyperlink to our digital flipbook for \$50 per print ad (free to 10x advertisers!)  
The digital flipbook of Kentucky Monthly will be promoted in all print issues, eNewsletters and on all social media outlets.

## OTHER DIGITAL ADVERTISING OPTIONS

KENTUCKYMONTHLY.COM

20,000 pageviews per month

80% new visitors each month

Content updated monthly

FACEBOOK + MORE

Reach 30,000+ people per month

12,000 LIKES

Twitter, Pinterest and Instagram Accounts



### WEBSITE

Kentucky Monthly's website offers readers even more content and features to love, including: feature stories, online extras, recipes, blogs, and a comprehensive statewide calendar of events.

### eNEWSLETTER

Kentucky Monthly eNewsletters reach an audience of more than 35,000 engaged readers per month. With an open rate that is 60% higher than industry average and a click rate that is 219% higher than the industry average, our eNewsletter is sure to bring you success.

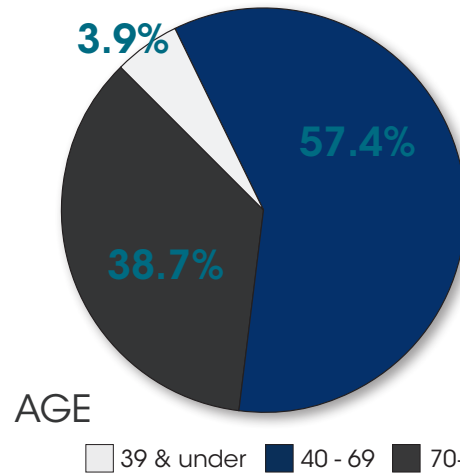
WANT TO KNOW MORE ABOUT OUR READERS? JUST ASK!



Reach those with the strongest ties to the Commonwealth: Kentuckians!

## Reach “Marketing’s Most Valuable Generation”

Nearly 50% of our readers are Boomers.

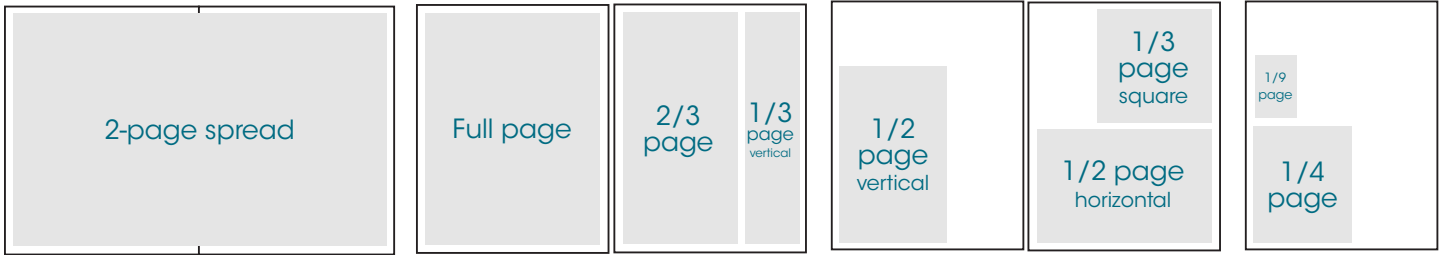


**OUR READERS ENJOY:**  
Nature, Travel, Culinary,  
Investments, Theater, Sporting,  
Gambling and Reading

“Advertising in Kentucky Monthly magazine has given us access to an upper-end audience that appreciates our top-quality products and service. It has also given us familiarity and trust from that audience over time. It’s our strongest source of good leads for our business.” *Joe Knife, Classic Metal Roofing*

# PRINT ADVERTISING

Rate Base: 35,000



## Ad Sizes + Dimensions

### 2-page spread

Trim: 16.25" x 10.875"  
Bleed: 16.5" x 11.125"  
Non-bleed: 15.125" x 10"

### Full page

Trim: 8.125" x 10.875"  
Bleed: 8.25" x 11.125"  
Non-bleed: 7" x 10"

### 2/3 page

Bleed: 5.25" x 11.125"  
Non-bleed: 4.625" x 10"

### 1/2 page vertical

4.625" x 7.735"

### 1/2 page horizontal

Bleed: 8.25" x 5.5"  
Non-bleed: 7" x 4.875"

### 1/3 page vertical

Bleed: 2.875" x 11.125"  
Non-bleed: 2.25" x 10"

### 1/3 page square

4.625" x 4.875"

### 1/4 page

3.4375" x 4.875"

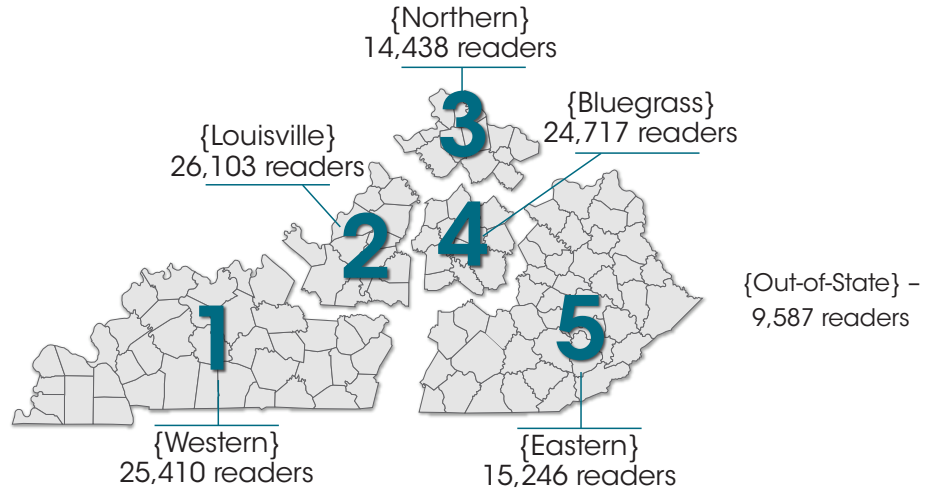
### 1/9 page

2.25" x 3"

## 2017 DEADLINES

### Commitment/Materials

- February Issue (Dec 9/Dec 16)
- March Issue (Jan 13/Jan 20)
- April Issue (Feb 10/Feb 17)
- May Issue (Mar 10/Mar 17)
- June/July Issue (Apr 7/Apr 14)
- August Issue (Jun 9/Jun 16)
- September Issue (Jul 14/Jul 21)
- October Issue (Aug 11/Aug 18)
- November Issue (Sept 8/Sept 15)
- December/January Issue (Oct 6/Oct 13)



### Gross Rates

	3x	6x	10x
Full page	3,233	3,054	2,874
2/3 page	2,257	2,131	2,006
1/2 page vertical	1,975	1,865	1,755
1/2 page horizontal	1,692	1,598	1,504
1/3 page vertical	1,418	1,332	1,254
1/3 square	1,129	1,070	1,003

For 1x rates, add a 7% premium to the 3x price. All pricing is per issue.

### Premium Positions

	3x	6x	10x
2 page spread	5,820	5,496	5,173
Back Cover	4,093	3,865	3,638
Inside Front Cover	3,878	3,662	3,447
Inside Back Cover	3,421	3,231	3,041
Extreme Far-Forward (pg. 1-5)	3,412	3,223	3,033

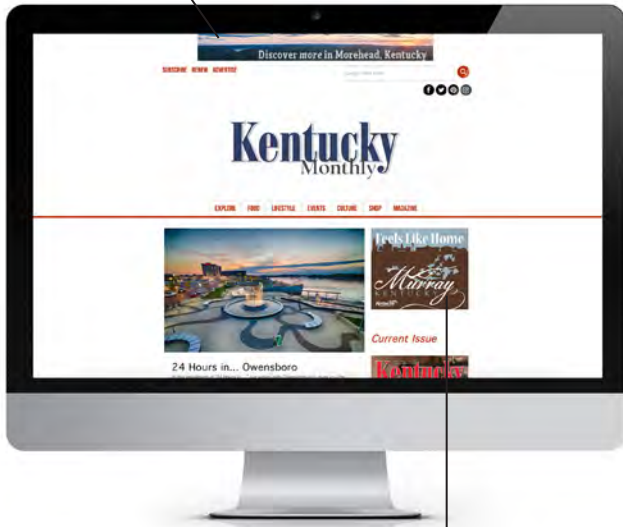
### Marketplace + Calendar

	3x	6x	10x
1/4 page	661	625	588
1/9 page	350	350	350
Calendar Listing	50	50	50

\* Marketplace advertisers will be grouped together on ad only pages. Calendar Listings include: Event Name, Date, Location, Phone (for public contact) and Event Website.

# WEB ADVERTISING

Banner 728 x 90 px



MPU 300 x 250 px

KENTUCKYMONTHLY.COM

Gross Rates	1 month	3 months	6 months	12 months
3,000 guaranteed impressions per month				
<b>Banner</b>				
Run of Site	\$225	\$610	\$1,150	\$2,160
Home Page	150	405	765	1,440
<b>Mid-Page Unit {MPU}</b>				
Run of Site	190	500	950	1,800
Home Page	110	300	575	1,080

For non-print advertisers, add 25% to all pricing.

## eNEWSLETTER

### Gross Rates

### Mid-Page Unit {MPU}

	1 month	3 months	6 months	12 months
ROS	\$375	\$1,100	\$2,225	\$4,400
Top	425	1,250	2,525	5,000

MPU 180 x 150 px



\* Per Epsilon's Q4 2011 Industry Study of Consumer Publishing/General Media. Open rate: Kentucky Monthly - 22.7% vs. consumer publishing average of 14.2%; click rate: Kentucky Monthly - 16.9% vs. consumer publishing average of 5.3%.

## DIGITAL FLIPBOOK

Link your ad straight to your website for just \$50!

Print advertisers will have the option to add a hyperlink to our digital flipbook for \$50 per print ad (free to 10x advertisers)! The digital flipbook of Kentucky Monthly will be promoted in all print issues, eNewsletters and on all social media outlets.







## Creative Services

Our creative team can provide their design skills for all your creative needs. We would be happy to help you with your future creative needs.

## Creative Service Pricing

Print/Digital Creative	\$75/hour (billed in 30-minute increments)
Studio Photography	\$75/hour
Location Photography	\$75/hour plus \$150 location fee
Stock Photo Usage	\$20 per image

## Changes To Existing Ads

No changes can be made to supplied ads; the advertiser must re-supply the ad material. Copy changes can be made to ads created by *Kentucky Monthly* at a cost of \$75 per hour billed in 30-minute increments.

## Custom Ads (created by *Kentucky Monthly*)

Advertisers must supply: photography, original logo art, final typed copy and any desired line art or illustrations. Unless appropriate material is supplied, *Kentucky Monthly* cannot be held responsible for print reproduction.

*Kentucky Monthly* will not guarantee optimum reproduction, nor accept responsibility for error, if any materials are submitted later than the scheduled material closing date.

## Requirements for Print Advertising Material

*Kentucky Monthly* will not assume any responsibility for advertising reproductions that do not conform to the mechanical specifications listed here. All ads must be supplied digitally.

All artwork must be submitted in a press-ready format. Adobe PDF is preferred, but TIFF, JPG or EPS files at 300 dpi are also accepted. Please embed all fonts and images. Convert all artwork to CMYK.

**Publisher, PageMaker or Microsoft Word files are not acceptable.** *Kentucky Monthly* can re-create the ad at our production rate.

Trim size for *Kentucky Monthly* magazine is 8.125" x 10.875". Bleed has been accounted for in the "Bleed Ads" sizing. Live matter in bleeding ads must be kept at least .25" (1/4 inch) within the area of the ad to avoid being lost in the final trim.

Advertisers needing an ad created by *Kentucky Monthly* are required to submit materials no later than the closing date. *Kentucky Monthly* assumes no liability for errors that occur in ads after client approval.

## Requirements for Digital Advertising Material

All files must be converted to RGB and 72 dpi. Acceptable formats are animated GIF, JPG or PNG.

## Printing mechanics

Bindery method: Perfect bound

Book trim size: 8.125" x 10.875"

Bleed size: 8.25" x 11.125"

Live: 7" x 10"

*Safety margins: Keep .25" safety margin in from edge on all live matter. Allow additional .125" gutter safety per page on live matter that crosses the gutter.*

## Late Artwork

*Kentucky Monthly* is not responsible for reproduction quality if material is received after deadline. Materials must be received by deadline and are subject to charges for text changes, electronic production and output. Corrections will be charged to the advertiser or its agency.

## File Submission

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## KENTUCKY GIFT GUIDE

A supplement to Kentucky Monthly



- The exclusive, image-driven KENTUCKY GIFT GUIDE celebrates Kentucky's retail community.
- Poly-bagged and direct mailed to all of Kentucky Monthly's affluent subscribers with the November issue.
- Has a new title and distribution at all Kentucky Monthly booth spaces throughout the year! Perfect for promoting businesses and products for the holidays and beyond.
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"We were thrilled with the turn out from our ad, we sold out of our Holly Graffiti serving and entertaining pieces that were featured. Thanks so much." *Lisa C. Masters, Managing Partner, Louisville Stoneware*

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# HOW TO ORGANIZE A 5K RACE

Tips & Advice For Race Directors



There are two ways to run a race: one with your running shoes and the other with your race director cap and a clipboard. If you're reading this article, you've probably already participated in some races and are thinking about putting on your own event someday. Treat this as your guide on how to organize a 5K, from the first thought all the way to your 10th annual event and beyond.

1. Start with the details, budget and goals
2. Receive your permits
3. Get the word out
4. Add sponsors
5. Nail the registration process
6. Initiate race day management
7. Zero in on what worked & what didn't
8. Engage for next year's race



## 1. Start with the details, budget and goals

Try to pick a date about six months from now to give yourself and your team enough time to get everything in order. Make sure to check event directories like [ACTIVE.com](https://www.active.com) for other local events on the weekend you are planning to hold your event. The less competition for your first 5K, the better. You should also consider the season – unless you have an intense group of athletes who thrive on running in a snowstorm or downpour, pick a time of year with mild weather conditions.

Secondly, you'll want to choose a location. Let's say you're planning on hosting the race in your hometown – having people run through the warehouse district as opposed to the beachfront could really impact your numbers. A beautiful course is easy to promote and attractive to participants. Another option is to find a route that has already been used by a similar race so you won't have to reinvent the wheel by marking off distances. Also, make sure there are parking lots and public transportation options so participants can easily access your event.

As for you budget, there are many different reasons to put on a 5K and one of your goals could be to raise money for a charity. The bottom line is that you can't afford to lose money, so you need to [budget everything from the porto-potties and T-shirts to police and permits](#). Once you outline all of your costs, you'll be able to back into a price for attending your 5K. If you really want to do your homework, take a look at other successful 5Ks to get an idea of what you should be budgeting for and the average price for an entry.

And that is where your goals come in! [It's important to be realistic](#). It'll be very disappointing if you set a goal of 1,000 attendees and you get 100, so be careful with your goals and make sure that they tie into how much you've budgeted. Dave Camire, senior editor at [CoolRunning.com](https://www.coolrunning.com), puts it in perspective by saying, "All you really need is two people to compete. Two people and it's a race. You're up and running."

## 2. Receive your permits

Getting permits is a time-consuming process and one of the reasons we recommend giving yourself six months to organize your 5K race. Once you have the details sorted out, [contact city officials to ask about what approvals you need](#). Most likely, you'll need approval from the city for everything from road closures to noise permits. You'll need support and approvals from law enforcement as well. It's crucial to start applying for permits as early in the process as possible because a delay in approval could affect the intended date of your race.



### 3. Get the word out

Use Social Media – create a Facebook page and event; start a Twitter account; and set up an Instagram account, all to promote your event. The more channels you cover, the more reach and exposure you'll gain. Also, if you have the budget for it, consider buying targeted ads on Facebook and promoted tweets on Twitter.

[Create a race website](#) – having a race website makes it easy for people to find you online and provides one easily accessed place for information

- Set up [online race registration](#) – offering online registration is convenient for your participants and drastically reduces admin work for you
- Use social media – creating a Facebook page and event as well as tweeting about your event will exponentially increase reach and exposure
- [Post the event](#) on ACTIVE.com – getting a free listing on ACTIVE.com exposes your event to the millions of monthly visitors who search the site for races and events
- [Send out emails](#) – sending out custom emails to your network of friends and coworkers will help spread the word
- Go grassroots – telling people about your race or simply distributing flyers at local gyms and events are off-line marketing tools that always give registration numbers a little boost
- Advertise in local newspapers and running magazines – buying advertisements or negotiating trade deals (e.g. a free race entry for a free ad) in these two types of periodicals will help increase your reach in your area and in your market

### 4. Add sponsors

[There are two ways to approach potential sponsors – you can ask for money or for giveaways.](#) If you are learning how to organize your first 5K, it might be unrealistic to go after huge sponsors and ask for big wads of cash. Start by asking sponsors to chip in for race supplies. For example, a local business could fund the race T-shirts and get logo placement on the shirts. Or, a grocery store could donate finish line refreshments like sports drinks and power bars and get their banners hung along the fencing. If you do ask for cash, make sure it's small to begin with unless you are confident you have a generous benefactor. Here are some tips for finding sponsors:

If you see teams signing up, ask if they have a company that would like to sponsor the event

- Post a sponsorship page on your website with details for companies
- Attend networking events to make connections
- Send out emails to your contact list
- Visit local businesses



### BONUS SPONSORSHIP TIP:

Use [Virtual Event Bags](#) to create digital goodie bags and cut the bulky and time-consuming physical bags. Sponsors easily create their deal or giveaway within your bag, pay you, and then the offer is live. Digital Event Bags are emailed before the race, and you and your sponsors can track the success rate of each offer, from clicks to conversions.

## 5. Nail the registration process

The registration process can make or break a 5K. Think about all of the emails and messages you get for endurance events already – if something catches your eye but is too hard to register for, you'll put it on the back burner and eventually forget about it. [From the first email you send out about your 5K to race day, registration should be easy for your participants.](#) Here are two types of registration that you will have to tackle before promoting your event:

**ONLINE RACE REGISTRATION** - In today's world, you definitely need to offer a user-friendly way to sign up online. Whatever software provider you choose, make sure they can deliver on three things. First, your users should be able to access the registration directly from your event's website with the click of a button. Secondly, you should be able to customize the form to collect exactly the information you need. Finally, the information and payments should be automatically processed and guaranteed to make it safely to you and your bank account.

**RACE DAY REGISTRATION** - No matter how much marketing and enticing you do, some people will still show up the morning of your race looking to register. Use the ACTIVE On-Site mobile app to increase race-day signups and streamline the process for participants. You can easily register last-minute runners, process payments using your device's camera and have your new runner in the chute in a matter of seconds. The faster and easier you can make race-day signups, the better; you don't want to waste manpower helping people register when you should be worried about start line logistics.





## 6. Initiate race day management

Dave McGillivray is the race director for the Boston Marathon. [When asked about race day](#) he says, “Be the first one to show up. I don’t want people to park or set up things where they’re not supposed to.”

Before you leave the house bright and early the day of the race, make sure you have everything you need. Here is a good [race day checklist](#) for your 5K. With your checklist in hand, you need to think about race day in three simple sections:

**PRE-RACE** - This is the part where you welcome everyone, get the latecomers registered, sort out any issues with bibs or timing chips, set up signage, and ensure the course is safely coned off (or closed).

**MAIN EVENT** - For the race itself, make sure that water stations are ready, volunteers are in the right place, and your course is plotted and marked well. Preparation is key because as McGillivray says, “Once the gun fires, it has a life of its own.”

**POST-EVENT** - Make the finish line a party. You should have music and refreshments for your participants, volunteers, and fans. People want to enjoy the event and celebrate their accomplishment – if you entertain them, they will be more likely to return next year! Also, make sure you staff enough volunteers to help you break down and clean up. Here’s what McGillivray recommends: “If you haven’t planned for breakdown, it can be a nightmare,” said McGillivray. “Everybody wants to leave, but you’ve got a lot of work to do. You may want to consider bringing in a separate team. Instead of having everyone come in at 4 a.m., bring in a fresh team to show up at the finish line.”

## 7. Zero in on what worked & what didn’t

After the race, you’ll probably be exhausted. Still, though, your duties as a 5K race director are not over. [If you have any plans to pursue the “second annual” version of your event, you need to know what worked well and what didn’t for your race.](#) Make notes the day after the event on what was successful and what needed improvement while it’s fresh in your mind. Email surveys or feedback forms to your participants and volunteers as soon as possible to collect their input. (Some online registration systems have this functionality built in. Otherwise, you can find free survey tools online.) If your registration system is able, run registration reports: what age group/gender was most represented at your event? What was the distribution of early bird, regular or late comer entries? With all this information, you’ll be able to better plan and promote next year’s event.



## 8. Engage for next year's race

Bart Yasso, known as the Chief Running Officer for Runner's World, discussed engagement in an ACTIVE webinar by saying, "Reward participants when they come back to your event with incentives, and keep them coming back again and again."

The first part of engaging with your newly built running community is to say thank you. Send thank you emails and after that, make sure to post results and photos as quickly as you promised. This will create some buzz around your race, encouraging people to interact with your event and remember how much fun it was. Then, make sure to keep your Facebook page and website active. You're shooting for the second annual at this point – so keep in touch with your attendees!

### GET STARTED

Visit [ACTIVEendurance.com/Get-Started](https://ACTIVEendurance.com/Get-Started) to start organizing your event today!

# KENTUCKY TRAIL TOWNS

A How-to-Guide for Communities



Capturing Trail-Based Tourism

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*Note: This guide utilizes information from the Trail Town Manual © – a publication of the Allegheny Trail Alliance – geo-tourism (a project of National Geographic) and other trail town/Sense of Place project materials across the country and is adapted for use in Kentucky.*





*Recreational trails and rivers can really help boost a community's tourism traffic. This guide is designed to help leaders of these Trail Towns take advantage of the economic opportunity brought by the attraction of trails and rivers. It will help you transform your town into a more inviting and memorable tourist destination as well as a better place for residents to live, work and play. The elements in this guide are only suggestions. Feel free to modify or adapt these ideas in Assessments I & II to best suit your town. After all, your approach should be as unique as your community.*

## SECTION 1: WHAT IS A TRAIL TOWN?

A Trail Town is a destination along a long-distance trail or adjacent to an extensive trail system. Whether the trail is a hiking trail, water trail or rail trail, users can venture from the path to explore the unique scenery, commerce and heritage that each trail town has to offer. It is a safe place where both residents of the town and trail users can walk or drive to find the goods and services they need.

A Trail Town is a vibrant hub where people come together. It may have a bike shop, ice cream parlor, casual restaurants, a grocery store and quaint local shops. It should also have wide sidewalks, clean streets, bike racks, hitching posts, watering facilities and restrooms, benches and places to rest for the night. It should generously meet the needs of both trail users and town residents. A Trail Town is a friendly place that encourages trail users to visit and welcomes them with warm hospitality.

Trail Towns are not stand-alone communities. They are linked through the series of trails. Trail users may be passing through a town on a day trip or a long-distance trek or may drive to a community or park to access a river or trail.

Trail users want to explore interesting places in their travels and will need services that your town can provide. Basic elements of a Trail Town strategy include:

- Enticing trail users to take detours off the trail and into your town via a connector trail.
- Welcoming trail users to your town by providing information about the community readily available on the trail.
- Making a substantial path between your town and the main trail.
- Educating local businesses on the economic benefits of meeting trail tourists' needs.
- Recruiting new businesses or expanding existing ones to fill gaps in the goods or services that trail users need.
- Promoting the trail-friendly character of the town.
- Working with neighboring communities to promote the entire trail corridor as a tourist destination.

Any trail, long or short, is a valuable asset to a community. A trail can provide recreation for people of all ages and fitness levels and offers the chance to study nature or local history. This guide is tailored to towns that serve as gateways to large trail systems that attract travelers from outside the local community. Studies have shown that the longer/larger the trail system, the further people will travel to visit it and the more likely they are to stay longer and spend more money. A day-tripper will spend four times as much as a local user, and an overnight visitor will spend twice as much as a day-tripper.

## SECTION 2: TRAIL TOWN AND MAIN STREET

How do you begin to build a trail town? It is important to understand that the initiative to do so comes from within the community. Becoming a Trail Town is as much about a unified mentality and spirit as it is physical improvements. Consider these points as you start creating a Trail Town atmosphere in your community:

- Your town can grow and thrive because of nearby recreational trails.
- Trail Towns are gateways into national, state or other large trail systems.
- The more Trail Towns there are along a trail corridor that offer hospitality and services, the more attractive the region will be for tourism; your neighboring town's success is just as important as your own.
- Leadership and initiative from within the community will be necessary to turn your town into a Trail Town.
- A safe and well-maintained trail is the centerpiece, so it's important to cooperate with and support the local trail building and maintenance groups.
- A core bicycle, horseback riding, pedestrian and/or motorized vehicle (ATV) friendly philosophy should be adopted by your town.
- Trail users should be accommodated both physically and socially within the town to feel completely welcomed.
- A plan of action should be developed and revised as time goes on and information is gained through trial-and-error on what works best for your community.
- Goods and services for trail users will be appealing to other types of tourists and residents.
- Local law enforcement agents can be important ambassadors in your town and along the trail.

The first step is to have the members of the local community organize themselves to take advantage of the tremendous community and economic benefits of being a Trail Town. A great way to achieve this is to start with one of the most well-known and successful revitalization programs: The National Main Street Center's "Four Point" or "Main Street" approach. These approaches offer a complete outline for downtown revitalization that has been successful in more than 1,700 towns and cities throughout the United States. The following four points are the cornerstones of the Main Street approach:

**ORGANIZING** gets everyone working toward the same goal. Building consensus and cooperation among the groups that have an important stake in the downtown area can be hard work, but eased by using the basic formula of a hands-on, volunteer-driven program. An organizational structure consisting of a board and committees can also be key to getting everyone on board with the revitalization.



**DESIGN** gets a Trail Town into top physical shape. Capitalizing on its best assets, such as historic buildings and traditional downtown layout is only a part of the story. An inviting atmosphere created through attractive window displays, professional signage, well-maintained sidewalks, accessible parking areas, appropriate street-lighting, well-placed bike racks, hitching posts, benches and inviting landscaping can convey a visual message about what a Trail Town is all about and what it has to offer.

**ECONOMIC RESTRUCTURING** finds a new purpose for the town's enterprises. By helping existing downtown businesses expand and by recruiting new ones to respond to today's market, Main Street programs help convert unused space into productive property and increase the competitiveness of business enterprises.

**PROMOTION** sells the image and promise of a Trail Town to all prospects. Marketing the downtown's unique characteristics to local customers, investors, new businesses and visitors requires an effective promotion strategy. It forges a positive town image through advertising, retail promotions, special events and marketing campaigns carried out by local volunteers.



## SECTION 3: GETTING ORGANIZED TO CREATE YOUR TRAIL TOWN KEY COMPONENTS

Some fundamental information should be gathered as you start organizing your Trail Town effort. To be successful, it's important to have the right team assembled from your community to plan and implement this initiative. The office for Adventure Tourism will provide two services: (1) Assistance with recommendations on Trail Town Task force membership. (2) A kick-off presentation to task force members on the process and meaning of becoming a Kentucky Trail Town.

Now, take a few moments to write your answers in the spaces provided.

### A. Define the Trail Corridor

1. Is there a large trail system in close proximity to your town? YES NO. If yes, how close? \_\_\_\_
2. What kind of trail is it? \_\_\_\_\_
3. What is the trail's name? \_\_\_\_\_
4. How long is it? \_\_\_\_\_
5. Who manages the trail? \_\_\_\_\_
6. Who is the key contact or liaison for the trail? \_\_\_\_\_

Trail liaison \_\_\_\_\_  
Trail liaison phone number \_\_\_\_\_  
Trail liaison e-mail \_\_\_\_\_

### B. Assess Local Capacity

A vibrant Trail Town program could be part of your business district revitalization plan. You need to understand your local community's ability to plan and implement new programs or ideas.

1. Does a downtown or business district revitalization organization currently exist in your town? (If you are uncertain about this question, contact your local municipal office. They will be able to provide you with this information.)  
YES NO

If YES, list the name of the organization, the downtown contact person and his or her phone number.

Organization: \_\_\_\_\_  
Downtown contact: \_\_\_\_\_  
Downtown contact phone: \_\_\_\_\_  
Downtown contact e-mail: \_\_\_\_\_

*"Opportunity is missed by most people because it is dressed in overalls and looks like work."*

*-Thomas Edison*

2. What kind of organization is revitalizing the downtown area?

"Main Street" Organization

Chamber of Commerce

Merchants Association

Other: Specify \_\_\_\_\_

3. Is the organization regional (operates within the whole municipality or a larger area) or local (operates only in your downtown area)?

LOCAL REGIONAL

4. Does the organization implement its activities using the National Main Street Center's "Four Point" or "Main Street" approach?

YES NO

5. Is the organization an IRS-recognized 501(c) 3 nonprofit corporation?

YES NO

If you answered NO to question B.1, you may want to contact the Kentucky Main Street Program to obtain a copy of their workbook, *"Getting Ready for Downtown Revitalization"* (<http://heritage.ky.gov/mainstreet/>). This is a handbook specifically designed for communities that do not have a central business district revitalization organization in place and would like to learn more about the process. It is also an excellent resource for communities that have had less-than-satisfactory results with earlier downtown revitalization efforts. Another resource is the Kentucky Cultural Arts District (<http://artscouncil.ky.gov/opportunities/newaboutculturalids.htm>). Both programs provide guidelines to assist your community in providing needs to visitors and residents.

The catalyst for a successful Trail Town is a community member who organizes the Trail Town program. If a downtown/business district revitalization organization already exists in your town, your mayor may appoint it as the catalyst to organize the Trail Town task force or he/she may appoint a Trail Town task force separately.

6. Are you willing to serve as the catalyst to start a Trail Town effort in your community? YES NO

7. If you are not, do you know someone that may be willing to perform this duty?

Potential catalyst A: \_\_\_\_\_

Potential catalyst B: \_\_\_\_\_

Phone number A: \_\_\_\_\_

Phone number B: \_\_\_\_\_

Note: Complete the application process.

If a downtown/business district revitalization organization already exists, the catalyst should call the downtown contact person to set up a meeting to discuss the Trail Town concept and how it can be integrated into the ongoing efforts. Trail users should also be at this meeting.

Should a downtown/business district revitalization organization not exist, the catalyst should work with the local business community and the local municipal government. The discussion at the meeting will help determine the level of local interest in moving forward with the idea of becoming a Trail Town and putting together a steering committee to begin working on the idea locally.

A sample agenda for a kickoff meeting can be found in this folder. Although the primary job of the catalyst is to start the process to gauge interest in making Trail Town changes in your community, he or she should be prepared to take a lead role in the planning and implementation process. This is particularly true if no revitalization group currently exists in the community. If one does exist, the catalyst should be prepared to play an active role with the organization.

The catalyst and the trail users should work in close concert. It is important that the community understands the plans and needs of the trail organization. This will make it easier to provide a high-quality experience for visitors and the community itself.

### **C. Create or Enhance Your Local Organization:**

Everyone in your community has a stake in the town's future. Residents, businesses, property owners, government officials and nonprofit organizations are part of your town's universe. Some you may know very well; you may not know others at all. However, in order to be successful, the local downtown revitalization program must involve as many interested groups and individuals as possible from throughout the community. Trail Town development requires the cooperation and commitment of a proactive, broad-based coalition of public and private groups, including:

- Local Government Officials and Representatives
- Local Trail Organizations
- Businesses
- Civic Groups



- Historical Societies
- Arts Boards
- Extension Office
- Local Department of Transportation
- Tourism Commission
- Chamber of Commerce
- Economic Development
- AD Districts
- Financial Institutions
- Local Media
- Consumers/Customers/Visitors
- Many Others

For some communities, the Trail Town concept will be the primary vision upon which the desired revitalization of the business district will be built. For others, it will be an important part of a larger vision. In either case, the Trail Town goals must be integrated into the strategies and activities of the various committees.

#### **D. Develop the Local Volunteer Base:**

Becoming a Trail Town also involves mobilizing volunteers to carry out activities.

1. Try to make your volunteer base as broad as possible. Involving all concerned groups will increase the range of ideas
2. Ensure an adequate source of future volunteers.

#### **E. Get the Message Out Locally:**

Local tourism commissions, Kentucky Department of Travel, and the office for Adventure Tourism will assist in promoting Trail Town activities. Your task force should also.

1. Develop a relationship with your local media.
2. Keep a scrapbook of clippings of your Trail Town activities to record your progress.
3. Subscribe to newsletters put out by your local organizations to keep track of their interests.
4. Submit articles to the paper, especially stories that can provide a good photo opportunity.
5. Offer to speak at community events and meetings on behalf of your organization.

#### **F. Build Partnerships:**

Bring people together at the very beginning to see what ideas your community has for this transformation. This process of developing broad-based local interest and “buy-in” is as important as your final plan. Decide who in your community has something to gain. They are your stakeholders, and you need to get them involved. Find out if your stakeholders will offer help on different projects and keep them well-informed. Spend time taking an inventory of existing community groups (including church, school and youth groups). Identify key people in these groups and figure out who gets results within the community. It is helpful to meet with those whose goals match yours and brainstorm ways to unite the community around this effort.

## G. Find the Resources to Implement Your Trail Town Concept

### Ideas:

Community and economic development are high priorities for county, state and federal governments, and there may be public funding available to assist you. The key is articulating a clear and compelling request that demonstrates value and long-term return to the community. Your regional Area Development (AD) Districts should be involved as they are great resources for funding and other services. Inform and involve your state and federal House and Senate members and ask them for guidance. Funding opportunities and programs change over time, and legislative staff can help you understand current initiatives.

### H. Take One Step at a Time:

Your Trail Town development will progress and evolve over time. Spend some time evaluating your town's strengths and weaknesses and try to create a new vision for your town. Generating ideas is an exciting and energizing process, but not all ideas will, or should, be implemented. The activities that your town takes on should be evaluated by their outcomes, not outputs. Sustained increased business activity in your town is an outcome; a kick-off parade is an output. You may want to start your implementation with a small project with good potential, one that might have good "bang for the buck." Use your resources prudently on projects that are well-thought-out and their potential impact thoroughly evaluated.



## SECTION 4. TRAIL TOWN DESIGN ISSUES

### A. Assess the Physical Character of Your Trail (Assessment I):

The next step in preparing a plan for your Trail Town is to assess the physical characteristics of your central business district and how they relate to your trail. This will help you understand your trail and the challenges a visitor might encounter. You can use the Physical Assessment Worksheet found in Assessment I to help determine the characteristics of the relationship between your trail and your town.

Trail Towns can thrive along long-distance trails, which link communities through one or more counties or states. These trails tend to be used by those seeking a daylong excursion at the very least, but some may be on the trail for multiple days. Most users will require some degree of goods and services. Long distance/large trail systems attract tourists, especially when the Trail Town has interesting structures, is surrounded by natural beauty, or is near places of historic interest. As stated previously, the longer the trail, the farther visitors will travel to use it; and the farther they come, the longer they'll stay and the more they will spend.

### 1. Identify Your Town's Trail

The first item to evaluate in assessing the physical aspects of your Trail Town is to determine the type of trail that is running through or close to your central business district. The general categories are as follows:

- Cycling
- Hiking and walking
- Observing nature
- Horseback riding
- Commuting
- River/water use (canoeing, kayaking, rafting)
- ATV

It is very likely that the trail in your community is not exclusively one type of trail; it may be used by different users at different times of the year. Use worksheet A in Assessment I to indicate the various types of users who are likely to be on your trail during the course of a year. It is also useful to determine the approximate number of people who will use the trail and visit your town during the course of the year. This analysis will be important information to share with business leaders so they understand the trail clientele. It will also be important in achieving the desired attendance for special community events.

*Note: Meet with state/national park or forest trail managers and user groups to complete Worksheet A.*

*“Some men see things as they are and say, ‘Why?’ I dream of things that never were and say, ‘Why not?’”  
- George Bernard Shaw, famously re-quoted by Robert F. Kennedy.*

## 2. Know The Seasons

The next item you will want to determine is when visitors are coming into your town. What time of the year is your trail being used? Knowing who is using your trail and when they are using it can provide helpful information for targeting these specific audiences for marketing campaigns or in planning local festivals. For instance, some trails may be used by hikers year-round and by cyclists mostly in the late spring, summer and fall. You may want to identify the usage cycle of your trail for each type of user by utilizing Worksheet B in Assessment I.

*Note: Meet with state/national park or forest trail managers and user groups to complete Worksheet B.*

## 3. Trail Geography

An important element you will need to assess is your physical trail-to-town relationship. You will need to understand both the linear distance and elevation challenges that exist between the trail and your town's business district. The linear distance can be described in one of the following three ways:

- Internal Trail
- Adjacent Trail
- Removed Trail

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 vertical distance. 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 nonmotorized visitors experience.





Another aspect of geography that should be analyzed is range, which refers to distance from other nearby trailheads as well as distance from other sites or attractions that bring in tourists. As the range between trailheads increases, the more likely goods and services will be welcomed by trail users. It is important that merchants, law enforcement and the local post office be familiar with the total length of the trail and the distance to the next towns and access points on the trail. This will ease concerns for trail users and will prepare the post office for trail users who wish to send or receive packages.

By looking at your town on a map, you can determine what other activities may occur near or along the trail that is in relatively close proximity to your business district. For example, if a state wildlife management area is located near your town, you may have hunters who will use your town as a starting point. Subsequently, the range of goods and services you offer in your town may be expanded to meet the unique needs of these hunters, as well as year-round trail users.

#### **4. Identifying Key Connecting Elements**

Now that you have identified the physical attributes between the trailhead and the business district, the next step is to identify and map the key connecting elements between the trail and your business district. These key elements are identified and mapped.

**-Trailhead:** The areas where users can access the trail leading from town to a trail system. This area is accessible by road and usually provides parking and some amenities for trail users (toilets, information, and rules).

**- Access Trail:** Connector route between town and the major trail system or trail.

**- Gateway:** The point at which trail users enter the business district of a community. You could have more than one gateway.

**- Center:** The central business district of the community that may serve as a hub of goods and services for the trail user.

**- Nodes:** Specific points of interest along or near the gateway or in the center district that will be visited or utilized by the users of the trail.

In examining each of these elements, it is important to understand the function and the inter-relationship between each. A brief discussion of these elements follows:

**The Trailhead:** The trailhead is an area of activity, with parking, water and an information point to disseminate people onto trails. It is the point to book trips and shuttles and acquire maps. As a result, it is important for your organization to work closely with the local trail group to ensure that the necessary amenities are in place to make the trailhead a high-quality facility. Together, your organization and the local trail organization should develop clear, appropriate information for visitors and make it available at the trailhead. You may also wish to work together to provide certain amenities such as water and toilet facilities. It is also a great place to station a volunteer greeter, who can answer questions about the trail and town.

**The Access Trail:** This is the connecting trail from town that meets up with the major trail system. It is also the point where trail users on the other end decide to take the access trail into your community. It is at this location signage and information should be provided indicating feet or miles into town and amenities they can expect.

**The Gateway:** This is the point at which the trail user enters your town. It will ideally be located at the edge of your business district closest to the trailhead. The gateway should welcome the trail-user into your central business district. It should also be the point where directional signage to individual tourist attractions and business goods and services within the district should begin. The gateway could be the access trail, where road cyclist, motorist or water trail users enter your town. Regardless, it is the point where trail users realize they are about to enter your town.

**The Center:** The center is your business district. It is a collection of business and amenities that may be of interest to the trail user. The center should be assessed for its cleanliness, safety, lighting levels and physical condition. In particular, the center should also be assessed on the availability of amenities that will help trail users enjoy their experience. For example, are there bike racks at the restaurants for bicycle users, or hitching posts for equestrian trail users? Is there outdoor seating at restaurants? Other issues that should be addressed in the center include the availability of items such as ATMs, pay phones that accept credit cards and public restrooms. A checklist of center amenities for your Trail Town is included in Assessment II, which provides worksheets that will help develop and organize your new Trail Town plan.

**Nodes:** These are specific points either in town or along the way that are of particular interest to the trail visitor. They may include businesses that cater to the specific user (a bicycle repair shop), lifestyle interests of the trail user (a hobby shop or antique shop), the duration of time the user will spend on the trail (a public shower room or local lodging) or items of general interest to all trail users (medical supplies, water, restaurant, snack food, etc.). Before it is possible to identify all of the nodes you wish to promote in your community, it is important for you to understand the socio-economic characteristics of your trail user (see Section 5).

Once you have identified the previous connecting trail elements, use a map or sketch of your town and trail to identify the locations of these five components. This can help you to get a better idea of how they relate to each other. You can also try to plan the flow of trail-related traffic through your town on this map or sketch. In completing this assessment of the physical characteristics of the relationship between your trail and your town, you will probably identify several areas where your community can make improvements to become more trail-friendly. These items should be clearly defined and planned for as part of your Trail Town plan of action.

### **B. Evaluate Public Amenities (Assessment II):**

The next step in the Trail Town assessment process is to make a more in-depth evaluation of the amenities that trail users will encounter in your community. Such amenities may include:

- Well-marked crosswalks
- Pedestrian-friendly sidewalks
- Clearly identified bike paths that are well-maintained
- Highly visible directional signage (including portal and gateway)
- Public restrooms
- Local maps
- Marketing materials
- Local medical services
- Camping

This list represents only a small portion of the public amenities that your community or your Trail Town organization might provide to trail users. This listing is also dependent on the nature of your trail users. A more complete listing of the types of public amenities that should be assessed in your community is in the Business Checklist section of Assessment II.

It should also be noted here that not only physical amenities, but local laws and regulations will also impact the development of public amenities and may affect your town's visitor readiness. In particular, zoning laws regulating outdoor vending, sidewalk encumbrances and off-premises signage may impact the ability of your community to develop trail-friendly amenities. When conducting your public amenity assessment, talk with your planning and zoning director. All of the items detailed in this section normally fall under the responsibility of the local or county government.

*“Hard work spotlights the character of people: some turn up their sleeves, some turn up their noses, and some don’t turn up at all.”  
– Sam Ewing*

Given budgetary limitations, not all local governments will be able to undertake all of the steps necessary to ensure that all of the public amenities are adequately dealt with. In this arena, your Trail Town organization can be an invaluable partner working with local government in completing such projects by providing financial resources and encouragement.

### **C. Assess Business Amenities:**

After looking at public amenities, the next area of evaluation is visitor amenities that the local business community provides. The businesses that will be of interest to the trail user will largely depend on the characteristics of the individual trail and its primary visitors. In this regard, your organization can help the businesses to gain an understanding of the needs of the trail user. Goods and services will be addressed in Section 5.

From a design standpoint, you may wish to conduct an assessment of visitor-friendly amenities that are available within the community. Such an assessment may include items such as:

- Bike racks or hitching posts located outside businesses
- The extent to which restrooms are available to the public, not just for “customers only”
- Overall hours of operation and weekend hours
- The availability of outdoor vending machines

Types of businesses likely to be used by trail visitors are included in Assessment II. Enhancement of existing businesses and the generation of new business opportunities should be a part of your Trail Town plan. Businesses providing such amenities or trail friendly hours of operation are voluntary and hopefully many will realize the value from a self-interest perspective. Education, encouragement and financial incentives may be needed, especially to encourage participation by small or marginal businesses.



*“We gain strength, and courage, and confidence by each experience in which we really stop to look fear in the face... we must do that which we think we cannot.” – Eleanor Roosevelt*

## SECTION 5. ECONOMIC RESTRUCTURING FOR A TRAIL TOWN

Economic restructuring is a “Main Street” term that refers to the functions of business expansion, business retention and new business recruitment. It also deals with the key issue of market demographics. A “Main Street” mindset can play a critical function.

### **A. Understand Your Trail User-Customer:**

In any downtown revitalization effort, understanding your customer is one of the most important and most basic activities that a business cluster can undertake. A business cluster comprises those businesses that provide goods or services to a common customer base. It is important to consider two basic elements in order to understand your customer base. The first of these elements is the socio-economic characteristics of the individual customer base. Many trail tourists are affluent and well-educated.

The second element is the lifestyle preferences of the customer base. These items relate to the choices that the customer base makes as a group in terms of items such as:

- Average dollars spent annually on the activity
- Number of times the activity was undertaken in the past year
- Dining and shopping preferences of the group

By understanding both the socio-economic and lifestyle preferences of the trail customer base, the local Trail Town organization can begin to make decisions about how best to attract these customers into the community's central business district. You may want to work with neighboring Trail Towns, tourism commissions and your tourism marketing region to clearly define your potential markets.

In determining how the local business community might respond to the needs of the trail user group, it is important to distinguish between basic needs and longer-term needs. Basic needs are the items that most trail-users will require on an average day trip.

Longer-term needs are the goods and services required by multiple-day users of the trail, who, for instance, may need to wash clothes or make repairs to their bicycles. Even if they choose not to stay the night, they will still need water, restrooms and places to eat. If your town is the starting point for a trip, a safe place to park a vehicle is needed. There are related business opportunities for those goods and services that trail users may find of interest due to their broader lifestyle preferences. All of these elements present business growth opportunities for local Trail Towns.

### **B. Assess Basic Trail User Needs:**

There are basic items that trail users will want access to on a regular basis. A trail-user list of specific goods and services that this committee should look for in its town is included in Assessment II.

### **C: Assess Longer-Term Needs:**

In addition to the certain needs of daily trail users, your community may benefit from visitors who are on the trail for a multiday journey or who travel from out of the region to use the trail. These users will have more specific needs, such as overnight lodging, e-mail access, laundry needs, etc. Assessing the capacity of the community to provide these more advanced goods and services requires the Trail Town task force to work with agencies such as economic development, chamber of commerce and city/county planning for economic restructuring goals. Assessment II also provides a checklist of longer-term needs for the multiday trail user. Overnight lodging is a key component to a community's success in taking advantage of the economic impact of the trail.

### **D. Encourage Related Business Opportunities:**

The final grouping of potential business opportunities relates to those nontrail interests of the basic trail customer base. For instance, trail users generally seek authentic outdoor experiences and unique locations with great points of interest, enjoy local culinary foods and seek the feel of small-community camaraderie. They seek immersion into your local culture and look for authentic crafts, arts, performing arts and souvenirs.

### **E. Assist the Local Business Community:**

You can assist the business community in a variety of ways with the economic restructuring function. Businesses should consider providing Kentucky products that use Kentucky Proud and Kentucky Crafted products.

Contact:

- Department of Agriculture for Kentucky Proud Products:  
<http://www.kyproud.com/> or call 502-564-4983
- Kentucky Crafted: The Market for Kentucky-made arts and crafts:  
[http://artscouncil.ky.gov/KentuckyArt/Event\\_Market.htm](http://artscouncil.ky.gov/KentuckyArt/Event_Market.htm) or call 502-564-8110

Another effective way to advance economic restructuring is to develop an “economic gardening” approach to the business development issues related to the trail. Using this approach, one or more members of the committee would develop an in-depth understanding of the characteristics of the trail user customer base and the trends in the activity itself. Then, through informational bulletins and educational sessions, the Trail Town concept is nurtured and grown in the community. Businesses that cater to this customer base will also flourish. The committee may wish to provide funding to ensure that magazines, books and publications that provide current information about the trail activity are available in the business section of the local library.

A third way to assist businesses is to develop local financial incentives and identify specific financial resources that will enable local businesses to take advantage of the potential offered by the trail. Such incentives may include façade grants that help to physically promote the image of a Trail Town or small business loans to expand a product line or service that is needed by the trail user, but is not currently available in the community.

## SECTION 6. PROMOTING YOUR TRAIL TOWN

The “Main Street Approach” suggests that there are three components to any good business district marketing strategy. The first requires working with your local tourist commission to promote the trail town “getaway image.” The second is to hold special events that encourage and invite existing and potential customers to come into your business district and explore its shops, restaurants and services. The final component is a retail promotion calendar that actually entices people to come into your downtown and purchase goods and services. All three of these are necessary to create an effective promotional campaign for your Trail Town.

### **A. Promote a Trail Town Image:**

The first element of your Trail Town promotional effort is to convince people that you have an active and welcoming Trail Town environment in your community. This “top-of-mind” awareness or “branding,” of your town is a critical part of your strategy in which your local, regional and state tourism agencies can assist. By its nature, a Trail Town concept is based on drawing in tourists that extend beyond your local market. It is doubtful that your community will realize the full potential of the Trail Town concept unless the larger regional population base is aware of it and what it has to offer. Creating general marketing materials that brand your business district as a Trail Town should be the function of your organization’s promotions committee. Including the Trail Town logo on brochures, trail guides and all ads by your businesses will strengthen your recognition as a Trail Town and improve your visitation.

*“Great minds discuss ideas; average minds discuss events; small minds discuss people.”*

*- Eleanor Roosevelt*

### **B. Hold Trail Town Events:**

Once this brand identification has been established, the next step is to get people, particularly existing and potential users of the local trail, into your town to explore. An effective way to do this is by holding special events. Events that tie to your town’s history, culture or heritage can be beneficial and fun for residents and visitors alike. Such events might include a “kick-off” event or a grand opening of your Trail Town. Annual familiarization events held just before trail season that feature sessions such as trail safety classes, bicycle safety inspections and tours of local trail-user assets are examples of the kind of special events that will attract potential trail-users into your community. Work with your local historical society or arts council to develop an annual event that celebrates the corridor’s past, be it railroad, canal or river transportation. Folklorists, historians or re-enactors can help bring your history alive.

### **C. Conduct Trail Town Retail Promotions:**

Once people are coming to your business district, you want them to purchase goods and services in the businesses in your community. Pre- and post-season sales, special weekend sidewalk sales, holiday sales and joint advertising by the local trail-related business cluster are all examples of retail promotions that the local Trail Town organization might organize in cooperation with local merchants and/or the local chamber of commerce.

It should be noted here that promotion and marketing of the Trail Town concept can be very effective, but also expensive. It is important that your Trail Town organization forms partnerships with local businesses, local merchants associations, local chambers of commerce, local tourist promotion agencies and, perhaps most importantly, the trail system to effectively market the Trail Town concept. Positive referrals and word-of-mouth advertising are very important. Customers or visitors who have pleasant and rewarding experiences will return and recommend the business to their friends. Hospitality training is important and may be available through your tourist promotion agencies.



*“The person who is waiting for something to turn up might start with their shirt sleeves.”  
- Garth Henrichs*



## SECTION 7. PULLING IT ALL TOGETHER - THE TRAIL TOWN PLAN OF ACTION

Once you have evaluated your town and identified its needs, the next step is to begin planning your town's future and get started on projects. It is important to show people that your organization is ready and willing to improve your town. This commitment can be shown by attending local government meetings, placing small amenities (benches, planters, etc.) around town that carry your group's name, and having meetings that are open to the public. This will lead the community to take an interest in what you are doing and will help support the master plan. Your organization can brainstorm and draft your Trail Town Master Plan. Developing a plan for your town is essential because it becomes a blueprint for action, but it does require time, thoughtful consideration and debate, as well as prioritization.

A dilemma arises between spending too much time on developing a plan and impulsively running out and implementing the first ideas that come to mind. If you want to implement a project ahead of adopting a plan, you can form a short list of key goals for your Trail Town and tackle an easy project that meets one of your goals.

While goals will vary from town to town, Trail Town organizations can include the following on their goal lists as components of community development:

- Provide a Gateway Moment
- Create a Sense of Place
- Develop a Welcoming Atmosphere
- Establish the Right Mix of Services
- Promote Trail-Oriented Events

### **A. Provide a Gateway Moment:**

The "Gateway Moment" is a physical feature that indicates to trail users that they have entered your town. As they move through the gateway, the space signifies the entrance to your central business district. In order to provide an effective gateway moment, you must consider ways to attract people's attention to your community and your town. Provide your visitors with a sense of excitement, and they will want to stop and visit. To do this, consider the signage that exists between the trail and your town. Consider the aesthetic quality of your town from the angle of the trail corridor. Does the town appear inviting? Be aware that the gateway to the town should physically greet your visitors with its landscape and immediate amenities.



## **B. Create a Sense of Place:**

Emphasize the assets that are unique to your town and beautify your central business district. Start small, perhaps by adding planters or placing town banners on lampposts. It is very important before you begin this project to ask your townspeople what they would like to see happen to make their town more attractive or interesting. It is also important to consider maintenance. Engaging the help of gardeners in your community can give their talents a public showcase. The design should consider your town's history and the things that make it stand out from other towns.

Brick sidewalks or accents add color and design to your streetscape. They can also be engraved to add history or to honor people who have contributed to your revitalization project. Planters add a natural feel to your downtown, and, when placed in the roadway such as in a middle left turn lane, can aid in traffic calming. Tree planting can create a warm and inviting atmosphere in your town and should be done with guidance from a professional landscape architect.

Cleanliness should be kept in mind. Make sure there are plenty of trash receptacles and choose a grate design that will allow trash to fall through the grate, not trap it. When choosing planters for your sidewalks, pick ones that are taller than four feet or shorter than two feet. Sidewalk planters around waist level will be used as benches, trash cans and ash trays. Heavy concrete planters are best to prevent theft.

Next, take a look at your street-level infrastructure. Parking meters, overhead lines and telephone poles all add clutter to your main street, preventing it from having a relaxed atmosphere. Running telephone lines underground or along alleyways will enhance the appearance of your main street. Reduce the number of parking meters on your street by placing two on one pole, or if there is a lamppost next to a space, place a meter on it. Replace any basic utilitarian lampposts on Main Street with something more decorative and historical.

Improving the look of your downtown's buildings is a long-term project, but a painted mural on a building's walls will tell your visitors your town has begun work. Façade work is a top priority in the "Main Street Program." Handsome buildings might be altered over time, hiding the original storefront, covering the second story, and bricking up windows. Restoring a building's façade can be costly; fortunately, if your town chooses to join the "Main Street Program," funding may be available to assist you.

### **C. Develop a Welcoming Atmosphere:**

Begin by creating a community that is safe for walking, cycling and/or horseback riders. Visitors should feel safe while doing these activities, crossing your streets and exploring your town. This can be accomplished by calming automobile traffic and providing amenities that trail users might appreciate and need.

Some examples are:

- Paint or repaint crosswalks at all intersections in town
- Limit the use of Right-Turn-on-Red, which often presents a hazard to pedestrians
- Direct walkers, bicyclists and horseback riders using signage, brochures and painted footprints or icons that lead them to special attractions
- Add traffic signs warning motorists of pedestrian/bike/horseback traffic
- Add pedestrian signals that give people of all ages enough time to cross the street
- Create bike lanes on the street (contact KYTC for details)
- Place benches in your downtown
- Make sure your streets are well-lit at night, especially to and from popular destinations
- Build shared-use paths for bicyclists and pedestrians to avoid dangerous intersections
- Provide street parking that will narrow the street, calming traffic, and act as a barrier between street and sidewalk traffic
- Extend curbs and sidewalks at pedestrian crossings to improve their visibility and decrease crossing distances
- Build concrete medians in the road that provide pedestrians refuge when crossing

Remember to keep in mind emergency vehicle access when redesigning your streets. A fire truck will have a very difficult time navigating a street that is too narrow, costing it valuable time. It will also make wide turns, so be certain that curbs leading to single-lane, one-way streets are wide enough for it to get through.

It is important to make cyclists as safe as possible. Contact your Kentucky Transportation Cabinet (KYTC) bicycle/pedestrian coordinator for assistance in planning. When KYTC begins a new project, they will get input from the county judge executive and AD District. Ask your county judge and AD District to consider your needs, whether it is bike lanes, striping, curbing, etc. Their process considers community input; however, bicycle and pedestrian issues are only considerations. Without enough emphasis and support on the importance of sidewalks or paved shoulders, they might not be included in the project.

A cyclist's speed on a paved road can be 10 to 20 miles per hour while the vehicular speed limit in downtown areas is usually 25 mph. Make drivers aware of bicyclists through traffic signs that reinforce a "share the road" mentality.

#### **D. Establish the Right Mix of Services:**

Once the trail tourist has entered your town, it is important to provide the right businesses and services that will accommodate the needs of your visitor. Easily accessible grocers, ice cream stands and restaurants are important. You may want to make certain that there is a full-service bicycle shop near the trail, and any business with bicycle racks near entrances would be appreciated. Camping areas near the trail or historic homes that have been turned into bed and breakfasts in the central area of town may also be options.

#### **E. Promote Trail-Oriented Events:**

You can organize events in your town that trail users and your community will enjoy and want to be part of. For example, you might have a weekend festival with street performers playing music, or you might organize a community bike ride along the trail. Whatever means you can find of promoting the trail will ultimately promote your community. The trail can become the vehicle and tool used to help you further develop your own town as a place where people enjoy visiting and living. Refer again to Section 6 for more ideas.

Remember that a plan for your town should not be a static document, but rather should be reviewed every year. Budgets, people and trends are constantly changing, and your town's plan may need to be revised to accommodate these changes. Reviewing your plan allows you to see what has been accomplished, what was done that might not have fulfilled its potential and what has exceeded expectations.

Accomplishments should be celebrated, and new ideas should be integrated into the plan. This is also the time to wrap up projects that have come to their planned conclusion and to cut projects that are not working. Make sure you keep your elected officials at the local, state and federal level apprised of your progress and your challenges.

Finally, consider how you will maintain the improvements you have made. Funding and community support to take on new projects may be diminished if completed projects are not properly cared for. Stay focused and remember to take small steps instead of attempting to tackle everything all at once. It may not be a quick process, but it can be a steady process. Your new Trail Town will be an inspiration to new tourists and visitors. But, more importantly, it will help renew your own community's sense of pride and unique identity.

*Note: Now that you have an understanding of the key components and process, please proceed to Assessment I.*

*“Do not go where the path may lead, go instead where there is no path and leave a trail.”*  
*- Ralph Waldo Emerson*



# KENTUCKY RESOURCES

KY Tourism Arts & Heritage Cabinet  
<http://commerce.ky.gov/cabinet/agencies.htm>

Office for Adventure Tourism & Trail Town Development  
[www.kentuckyunbridledadventure.com](http://www.kentuckyunbridledadventure.com)

Kentucky Department of Travel and Tourism  
[www.kentuckytourism.com](http://www.kentuckytourism.com)

Kentucky Department of Parks  
[www.parks.ky.gov](http://www.parks.ky.gov)

Kentucky Department of Fish and Wildlife  
[www.fwlky.gov](http://www.fwlky.gov)

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/>

Kentucky Bike/Pedestrian Coordinator  
<http://transportation.ky.gov/bike-walk/Pages/default.aspx>

Kentucky Area Development Districts  
[http://www.kcadd.org/District\\_Contacts.html](http://www.kcadd.org/District_Contacts.html)

Kentucky Recreational Trails Association  
[www.krta.ky.gov](http://www.krta.ky.gov)



Kentucky Horse Council  
[www.Kentuckyhorse.org](http://www.Kentuckyhorse.org)  
(859) 367-0509

Kentucky Back Country Horseman  
[www.kybch.com](http://www.kybch.com)  
(859) 744-0397

Kentucky Bike and Bikeway Commission  
[www.bicycleky.org](http://www.bicycleky.org)  
(502) 564-7183

Adventure Paddlers Association of Kentucky  
[www.canoeky.com](http://www.canoeky.com)  
(800) 226-6359

Kentucky Trails Association  
[www.kentuckytrails.org](http://www.kentuckytrails.org)  
(502) 454-5601

Kentucky Mountain Bike Association  
[www.kymba.org](http://www.kymba.org)  
(502) 370-6066

Kentucky Parks and Recreation Society  
[www.kyrec.org](http://www.kyrec.org)  
(502) 696-9834

Kentucky Marina Association  
[www.kentucky-marinas.com](http://www.kentucky-marinas.com)  
(270) 388-2532

Pine Mountain Trail Conference  
[www.pinemountaintrail.com](http://www.pinemountaintrail.com)  
(606) 633-2362

Sheltowee Trace Association  
[www.sheltoweetrace.org](http://www.sheltoweetrace.org)  
(606) 584-7744

Jenny Wiley Trail Conference  
(606) 584-7744

Red River Gorge Climbers Coalition  
[www.rrgcc.org](http://www.rrgcc.org)  
(859) 422-3085

Eastern Kentucky Recreational  
Trails System  
888-857-5263

Kentucky Division of Forestry  
[www.forestry.ky.gov](http://www.forestry.ky.gov)  
(502) 564-4496











Office for Adventure Tourism  
Kentucky Trail Town Program  
500 Mero Street, 24th Floor  
Frankfort, KY 40601  
502.564.4270  
[getoutky.com](http://getoutky.com)

