

A person wearing a blue helmet, a dark blue t-shirt, black shorts, and a green backpack is riding a blue bicycle on a gravel trail. The trail is surrounded by dense green trees and foliage. In the distance, there is a wooden gate or structure. The scene is brightly lit, suggesting a sunny day.

Elizabeth Burger, PhD, MBA, EMT
Sunflower Foundation
eburger@sunflowerfoundation.org

Using Trails to Bring Visitors to Town

First Friday e-Call
Aug 5, 2022



Sunflower Foundation

@sunflowerfdn · Nonprofit organization

 Sign Up

 sunflowerfoundation.org

Sunflower Trails



Thanks to our grantees and partners,
we have been able to support **>210 trail projects**
in **>80 Kansas counties** over the past 16 years.

We have learned, from our grantees & research, that trails do so much...



#1 Physical Health Benefits of Outdoor Activity/Exercise

#2 Positive Effects on Mental Health: Improved Cognition, Enhanced Mood & Emotional Well-Being

#3 Community Pride, Quality of Life, Social Cohesion

#4 A Great Equalizer... (*mostly*) accessible to people of all ages, incomes, abilities and backgrounds

<https://headwaterseconomics.org/wp-content/uploads/trails-library-overview.pdf>

Overall Benefits of Trails (*Headwaters Economics*)

**#5 Economic Potential...
Attracting tourists, visitors and even new
residents to your community!**

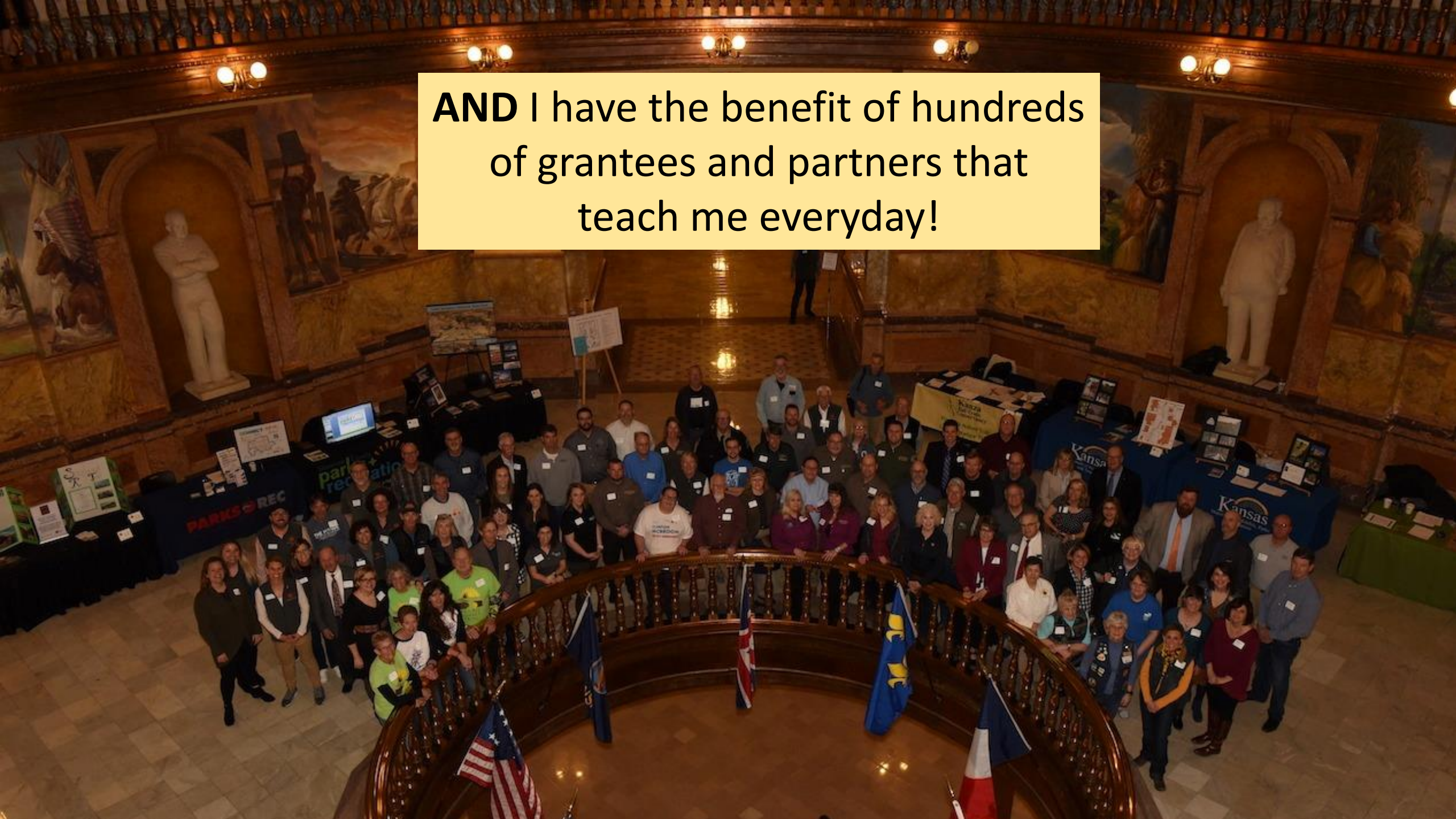


I AM NOT AN
EXPERT



BUT I HAVE WATCHED
A LOT OF YOUTUBE
VIDEOS

AND I have the benefit of hundreds of grantees and partners that teach me everyday!



Active Tourism

Thanks for visiting Garnett! These happy cyclists enjoyed the Prairie Spirit Rail Trail and were impressed with how well it was maintained!



Home



Watch



Marketplace



Groups




Notifications



Menu




A photograph of two hikers on a rugged, rocky trail. The hiker in the foreground is wearing a bright blue jacket and dark pants, with a large black backpack and a trekking pole. The hiker in the background is wearing a green jacket and dark pants, also with a backpack. The trail is made of reddish-brown rock and is surrounded by sparse green and brown vegetation. In the background, a river flows through a canyon, and the sky is overcast.

Recreation: Active tourism helps relax the mind and recharge the body with self-selected physical activity in an outdoor setting that allows nature appreciation. Recreation = active participation in entertainment creation.
What better than a trail?

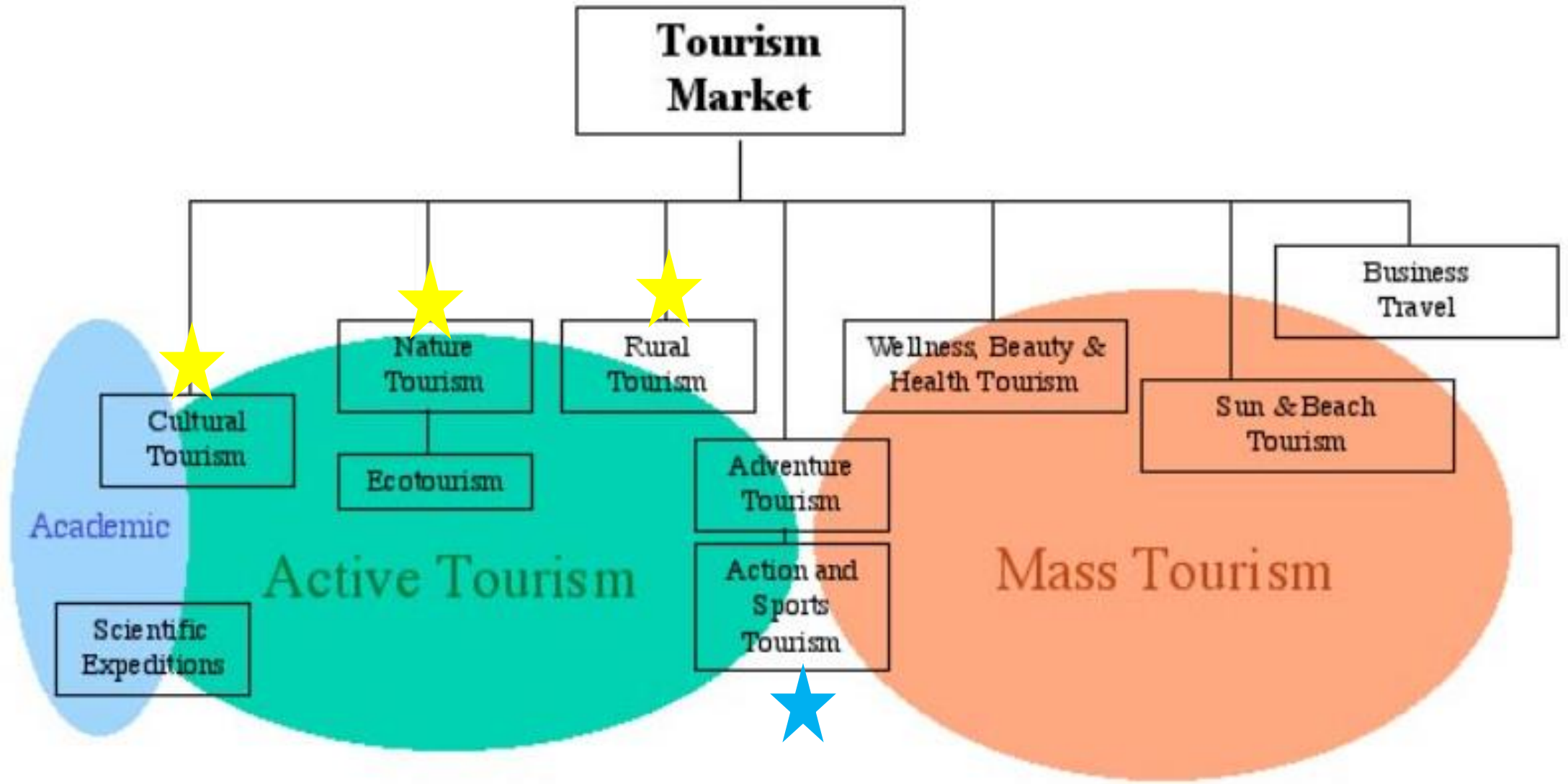
Education: Active tourism incorporates aspects of self-selected knowledge building and personal enrichment by learning more about a place's unique history, story and culture. Being able to “hike thru history” or “bike and build brain cells” is a bonus!

#Trails!





Benefit: Active Tourism not only benefits visitors; it supports local economies and increases appreciation for our fellow Americans and the places in which they live. Active tourism is low impact and ecologically/socially sustainable, valuing diversity in both nature and culture.





Take advantage of
the COVID effect



Active Tourism Toolkit

June 2022



Bike rider at BaseCamp in Humboldt, K.S. Photo: Credit Beth Barlow



www.ksdot.org/KansasATP.asp



2021

KANSAS STATE PARKS

Economic Contributions to Regional and State Economies

KS State Parks Economic Analysis 2021

Or just type the title in your
search engine and it will
come up...



KANSAS STATE PARKS

Economic Contributions to Regional and State Economies

From the report:

The impact of this tourism consumption was predominantly felt within **forty miles** of the state park that they visited. Based on the survey estimates, approximately **67 percent of the spending was near their destination.**

(If you're not close to a state park, what IS close to your town?)



KANSAS STATE PARKS

Economic Contributions to Regional and State Economies

From the report:

The three top benefits respondents received from their visits were spending quality time with their families, decreasing their stress levels, and increasing their quality of life. **These benefits were consistent across all generations of visitors to the park, with 90 percent or more of Baby Boomers, Generation X, and Millennials.**

www.bicycletourismadvisor.com



All bicycle tourism destinations are different – and they all have the same foundation.

Bicycle tourism is a strikingly simple idea: encourage people on bikes to travel to or through your community, invite them to stay the night or eat a meal or visit the local museum, and enjoy the economic benefits and community improvements.

1. Start from where you are.

- At the core of your bicycle (active) tourism initiative is your community. As you develop into a thriving destination, it's important to embrace and retain what makes you unique - and share it with your new guests.
- *Who are you as a community?*
- *What can someone experience in your community that they can't find in another community?*
- Next, begin to assess your existing services. Think about everything you might want to find in your next vacation destination, even if you don't ride a bike. You want to know if you have the basic building blocks to be a day or overnight destination - and you want to identify any gaps.
- *Are public restrooms available?*
- *Where can bicycle/hiking visitors fill up their water bottles?*
- *Is there public car parking available, especially at any trailheads?*
- *Are there overnight accommodations?*

2. Develop routes and services.

- Now that you've identified what you have to offer as a community, you can begin to focus on the bike-specific details. Think about the cycling opportunities that you can offer now, and what you can move toward. Enlist cyclists in your area to help identify and map quality routes.
- *Where will visitors ride their bikes?*
- *Are these road rides? mountain bike rides? gravel rides?*
- *How will visitors learn about the routes in your community?*
- *How will visitors follow these routes?*
- Also think about the gaps that you identified in step 1, as well as ways to improve on the services you do have. Remember that cyclists will have their bike with them and will be concerned for the bike's safety.
- *Can bicycle visitors bring their bikes into their hotel rooms?*
- *Is there a safe place to park a bicycle while shopping or eating?*

3. Create a welcoming environment.

- Whenever we travel someplace new, what we remember most are the people we met and the conversations we had. To be a successful destination, you want your bicycle visitors to have a good experience. This includes the welcome they receive when they check in to their hotel, as well as the way a passing motorist behaves.
- *What needs to happen so that residents are supportive?*
- *Is there a bike-friendly business training program for front-line staff?*
- *How can safety be improved on a cycling route?*
- Be sure to bring your business and community leaders into the conversation, so you can hear and address their concerns.

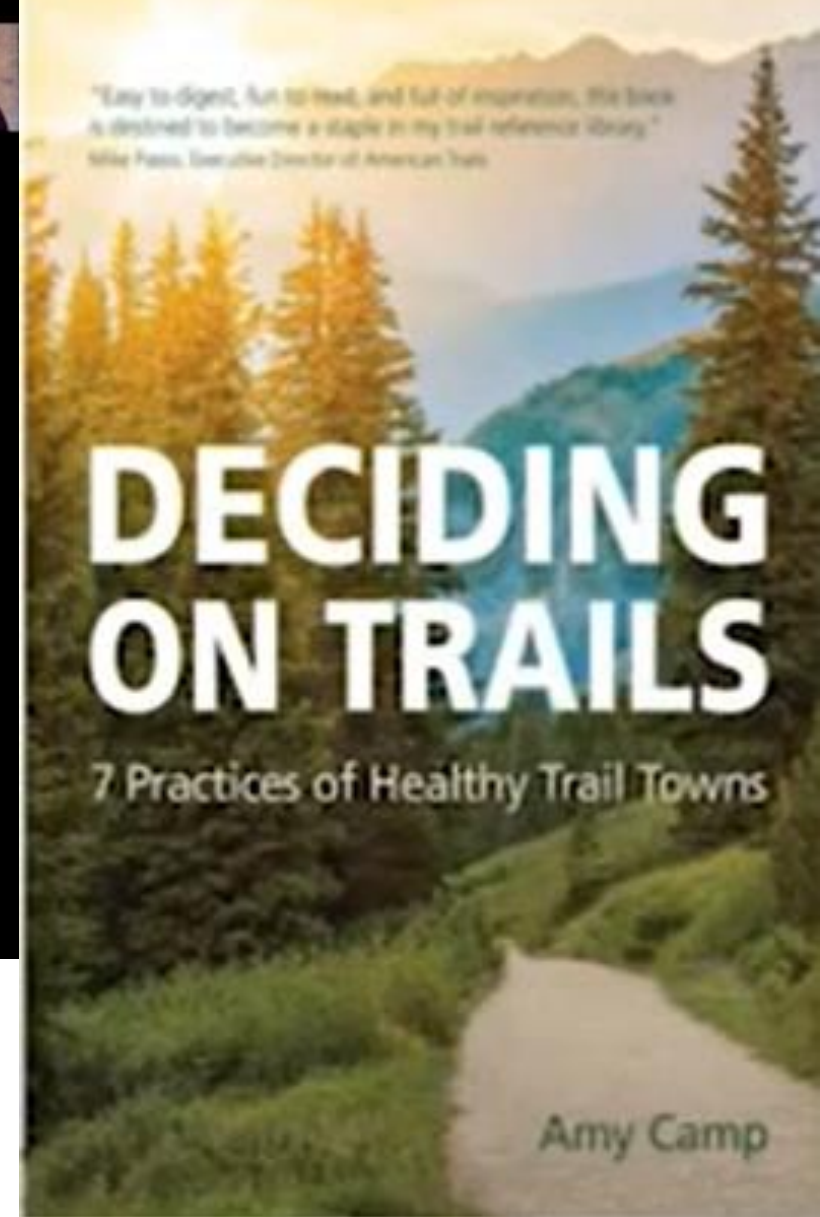
4. Tell the world.

- You've done the hard work to develop your community into a bicycle tourism destination, now make sure that people know about it! You want to make it as easy as possible for potential visitors to find all the information they need to book their trip.
- *How can someone plan their visit in advance?*
- *Do you have a website and a social media presence?*
- Target your marketing efforts to the types of cyclists who will most appreciate your routes and your community. Ask your tourism and chamber partners to help spread the word. Make it easy for cyclists who visit your community to tell their friends about their trip.



A Trail Town State of Mind

Cultivating a Trail Culture in Kansas



<https://www.youtube.com/watch?v=gQ3g6BhG2q4&t=26s>

Or type "Sunflower Foundation youtube" in your search engine

www.cycleforward.org



Michele Archie,
The Harbinger Consultancy

www.harbingerconsult.com



Using Data

— To Move Bodies, Hearts & Minds —

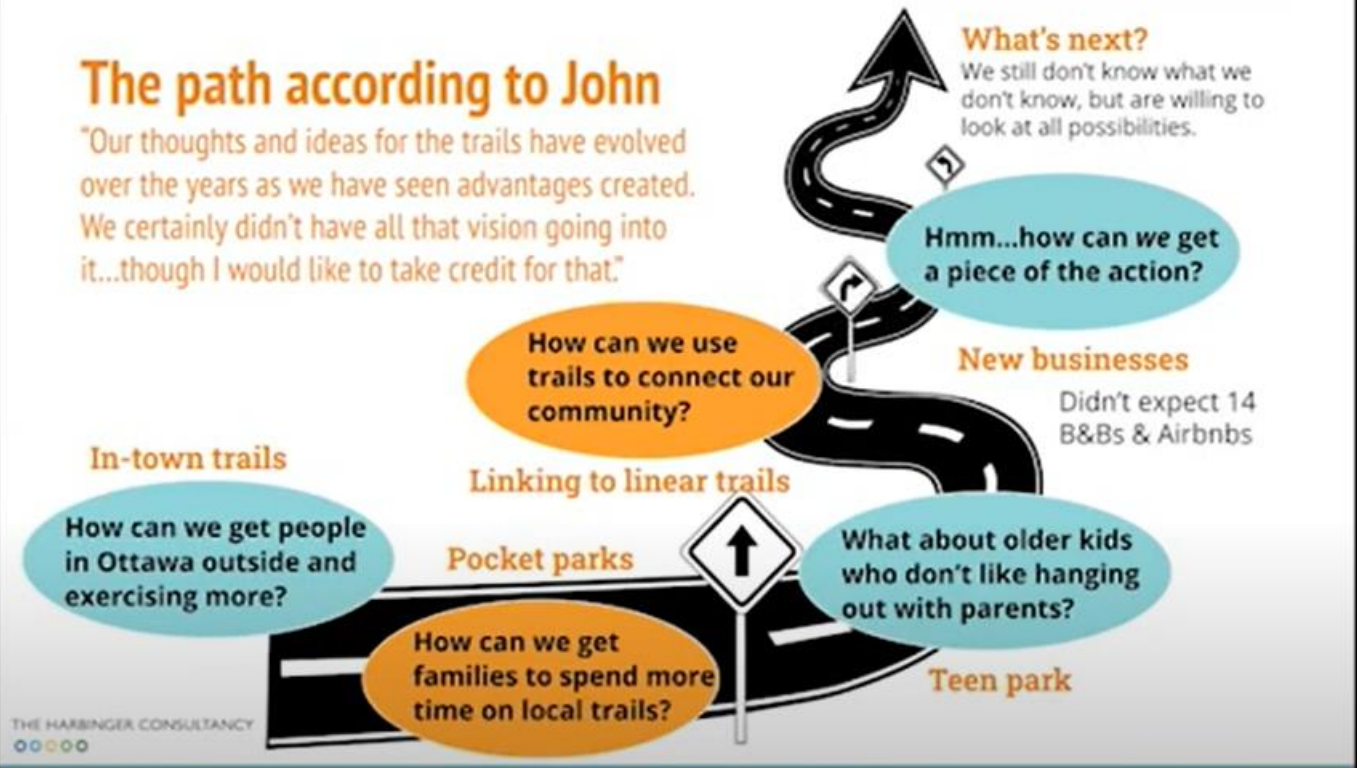
THE HARBINGER CONSULTANCY
○○○○

<https://www.youtube.com/watch?v=raTg8drmoI0>

Or type “Sunflower Foundation youtube” in your search engine

The path according to John

“Our thoughts and ideas for the trails have evolved over the years as we have seen advantages created. We certainly didn't have all that vision going into it...though I would like to take credit for that.”





<https://www.npr.org/sections/money/2022/06/21/1106292966/the-tale-of-a-distressed-american-town-on-the-doorstep-of-a-natural-paradise>

\$1000 FINE
FOR
LITTERING



NEWSLETTER

The tale of a distressed American town on the doorstep of a natural paradise

June 21, 2022 · 6:30 AM ET

VOL. 126, NO. 1

NATIONAL GEOGRAPHIC

JULY, 1964

**WORLD'S TALLEST TREE
DISCOVERED** 1

MELVILLE BELL GROSVENOR

**FINDING
THE MT. EVEREST
OF ALL LIVING THINGS** 10

PAUL A. ZAHL

**THE WORLD IN
NEW YORK CITY** 52

PETER T. WHITE

**ANNOUNCING A NEW
UNITED STATES
ATLAS MAP SERIES** 108

**FAIRGOERS' GUIDE
TO NEW YORK CITY** 110

**ALASKA EARTHQUAKE
HORROR STRIKES ON GOOD FRIDAY** 112

WILLIAM P. E. GRAVES

WHAT CAUSES EARTHQUAKES 140

MAYNARD M. MILLER

AN ALASKAN FAMILY'S ORDEAL 142

MRS. LOWELL THOMAS, JR.

\$8.00 A YEAR

\$1.

Kansas... No Mountains to Block the View.



Thank you

And thanks to Trent McCown, KDWP, for the photo!



Transition to Mike







A Tale of One
Trail Town....

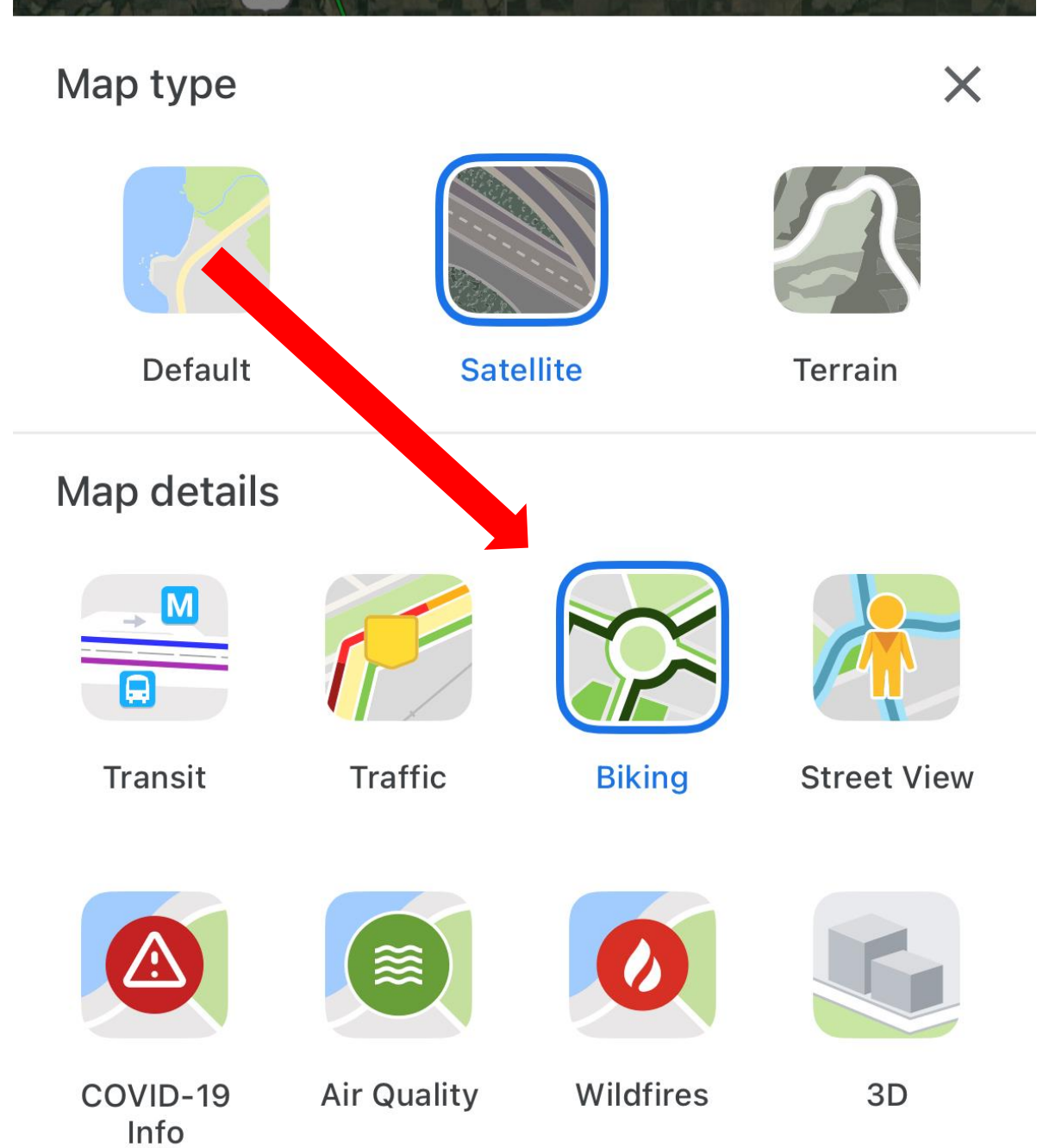




**Blue River Rail Trail
(Marysville, KS)**

FREE!

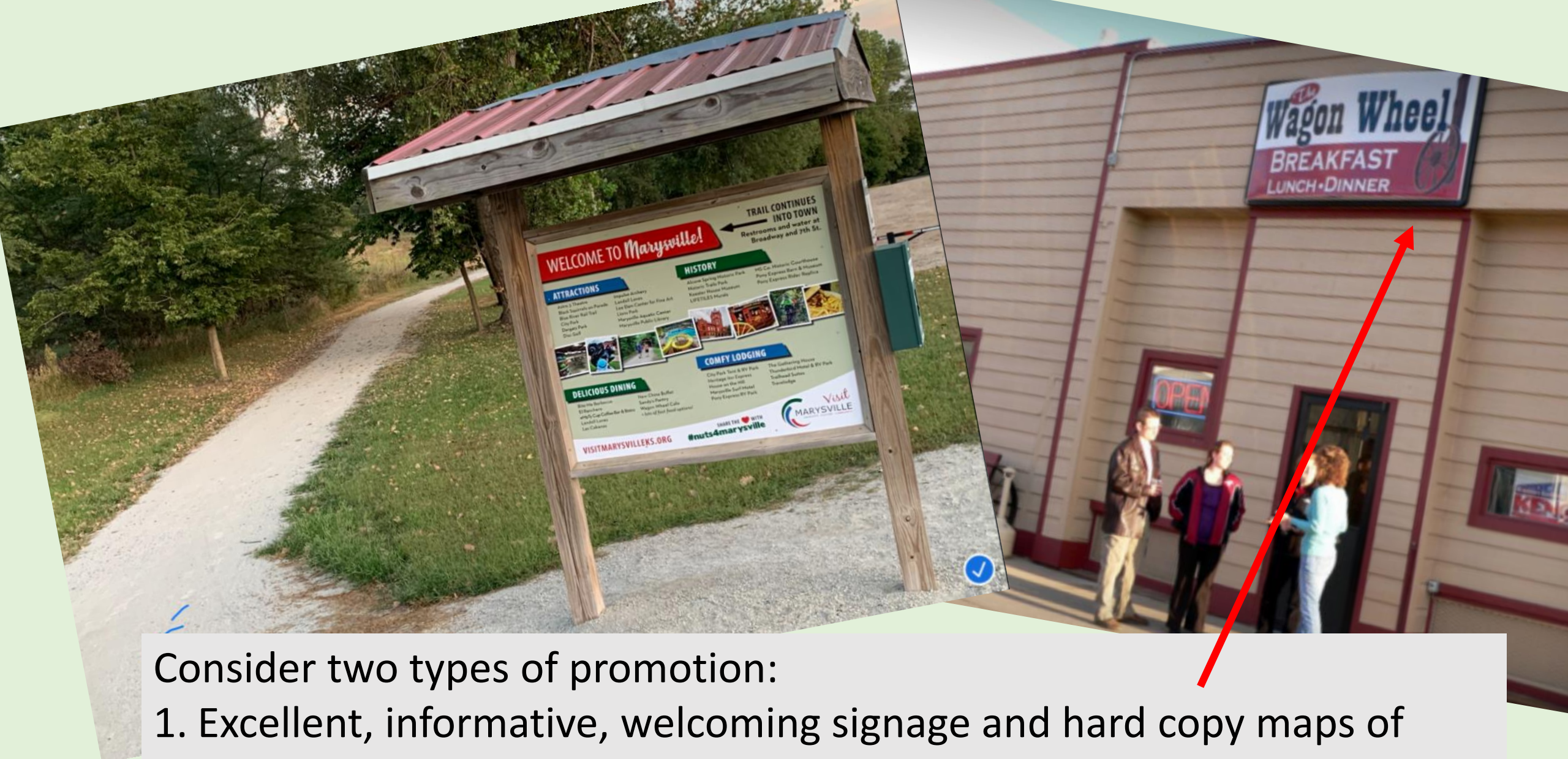
Get your trails, bike routes, etc. inserted into Google maps. Very few trails in KS are currently listed when you hit the “biking” feature..





How to Create a Bicycling Route with Google Maps

Google Maps is among the best, free online mapping solutions, and it can be a good tool for planning recreational bike rides or commutes.



Consider two types of promotion:

1. Excellent, informative, welcoming signage and hard copy maps of both the trail AND the town – how else will people know where to get a local **burger**?


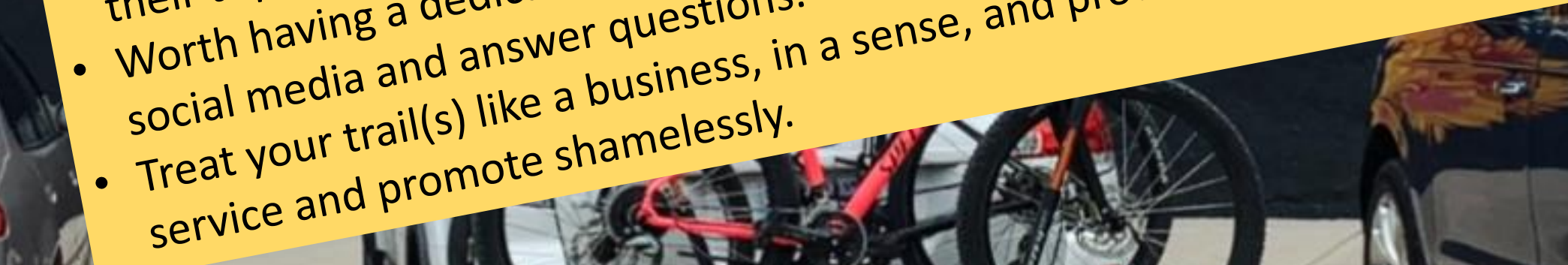


2A. SOCIAL MEDIA

- Follow multiple Facebook and other SM groups around the active tourism topic you wish to promote in your town (rail trails, tourist cycling)
- Great way to learn – in the most authentic way possible - what people value and appreciate when they visit a new place
- Following SM groups about your topic of interest = free focus group



2B. SOCIAL MEDIA

- Assign several people to post about your own trail(s), frequently.
 - If someone reaches out with a trail question, important to get back right away, within 2 days or less. Travelers often reach out when they're planning their trip and want the information quickly.
 - Worth having a dedicated point person on your trail town team to just do social media and answer questions.
 - Treat your trail(s) like a business, in a sense, and provide good customer service and promote shamelessly.
- 
- 



**Remember the entrepreneur opportunities with lodging.
Most Active Tourists want to stay somewhere unique.**



Transition to Gabi



STATEWIDE COMPREHENSIVE
OUTDOOR RECREATION PLAN
2021-2025



**Enhancing
Kansas'
Outdoor Parks
Recreation
Heritage**



[KS 2021-2025 SCORP](#)

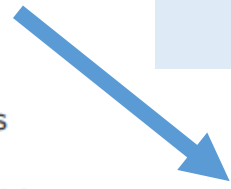
Or just type the title in your search engine and it will come up...

Priorities & Recommendations

Outdoor recreation in Kansas is clearly an important part of many people's daily lives. As the results of the surveys for this SCORP found that almost a third of the people recreate outdoors at least 2-4 times a week for an average of 4.5 hours a week. Perhaps more importantly, only 4% stated that they never participated in outdoor recreation, again showing the importance of our outdoor recreation providers across the state.

The manager survey and community outdoor recreation provider interviews revealed that our outdoor recreation providers are often struggling to meet the needs of outdoor recreation users and adapting to ever changing needs and preferences. The recreation survey revealed a wide variety of activities that people participate in on a regular basis, thus displaying the opportunity to diversify what Kansas has to offer in the way of outdoor recreation. This information can be used to enhance the current outdoor recreation portfolio in Kansas. A concern for achieving this goal was mentioned by managers several times, that of adequate funding and staffing. Although this SCORP may not be able to directly address those issues, this consideration should be taken into account when planning future outdoor recreation projects.

From a user perspective, there appeared to be few barriers to participating in outdoor recreation, which bodes well for providing this opportunity to all who choose to pursue it. However, the only



Priority 1 - Connectivity

Priority 2 - Diversifying the Recreation Portfolio of Kansas


Priority 3 - Health & Fitness

Priority 4 - Enhance, Connect, and Promote Community Recreation

Thank you

And thanks to Trent McCown, KDWP, for the photo!



A photograph of a forest with bare trees and a path, overlaid with a blue banner containing text. The trees are dark and leafless, and the path is covered in fallen leaves. The sky is a mix of blue and purple, suggesting a sunset or sunrise. A blue banner is positioned across the middle of the image, and a blue vertical bar is on the right side.

When we try to pick out anything by itself we find that it is bound fast by a thousand invisible cords that cannot be broken to everything in the universe.

Trails to Tourism

First Friday e-Call
USING TRAILS TO BRING VISITORS TO TOWN

Trails to Tourism



01

The Osawatomie Experiment

02

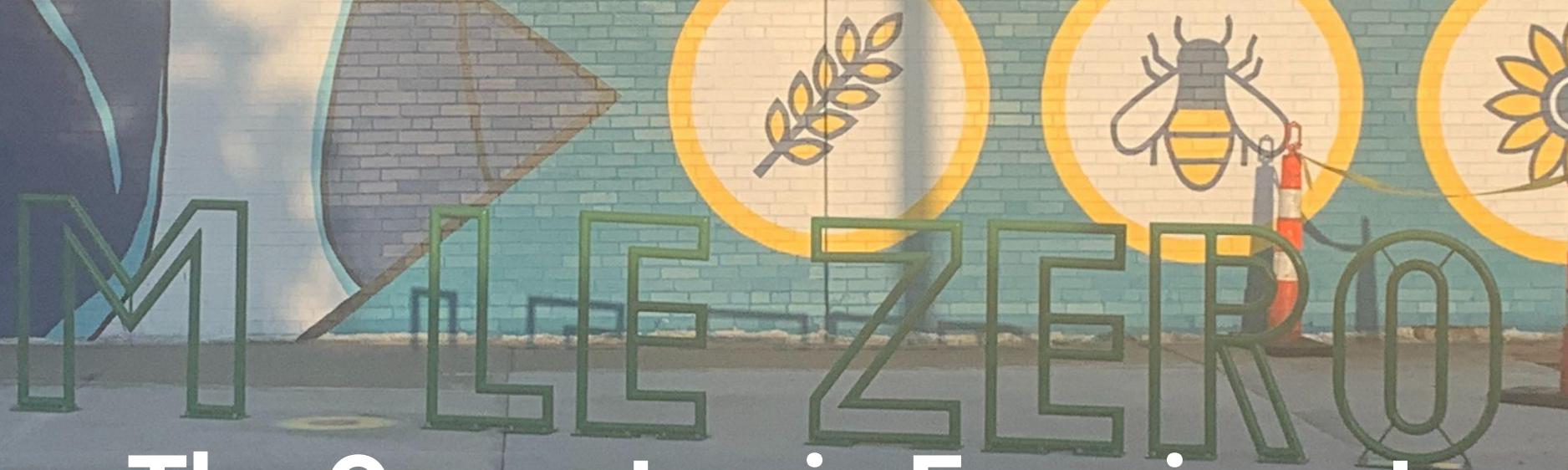
Can we make it Bigger?

03

Will the Community Participate?

04

Questions



The Osawatomie Experiment

Can we take the 8th longest linear trail in the US and turn it into a tourist destination for Osawatomie? Can we increase our “Pull Factor?”

Build the Destination

Basalt Colorado Experience turned into part of the Osawatomie Experiment. Can we expand on a simple design and double the purpose?



This example of the typical Open Space and Trails bathroom shelter is located at the Basalt High School trailhead.



YES WE CAN



Build the Destination

KATY Trail has a station design that works. Can we replicate it and make it just a bit better?



YES WE CAN

Build the Destination

—

Can we take elements of Empire State Trail in New York and make it work for us?



YES WE CAN

Can we make it BIGGER?

Invite people to use it – find
willing partners. Midwest
Endurance Race Company.

50K | 20 Miler | 10 Miler | Fun Run

Rank	Age Rank	Results	Target	Age	First	Last	City	Loc	Bib	Finishes
88.4%	89.9%	18		F40-49	Rachel	Hallum-Montes	Woodland Park	CO		
84.8%	90.3%	9		M30-39	Andrew	Schinstock	Wichita	KS		
82.7%	100.0%	1		F50-59	D.	Garza	Spring Hill	KS		
79.7%	91.0%	7		F40-49	Kylee	Polok	Hope	KS		
78.5%	84.6%	1		F30-39	Katie	Applegate	Gardner	KS		
76.0%	80.2%	16		F40-49	Jody	Rhoads	Lebanon	MO		
72.6%	87.3%	19		F50-59	Jill	Brockman	Republic	MO		
71.1%	84.0%	28		F50-59	Melissa	Martinez	Crocker	MO		
70.4%	93.8%	4		M30-39	Camden	Summers	Camden	MO		
70.3%	54.9%	2		F40-49	Gretchen	Puett	Waynesville	MO		
69.8%	96.6%	2		M40-49	Adam	Kisler	Kansas City	MO		
68.8%	73.9%	25		M40-49	Eric	Hunt	Kansas City	MO		
68.4%	75.4%	11		F40-49	Kimberly	Snider	White City	KS		
68.4%	86.8%	37		F60-69	Laura	Bellman	Kansas City	MO		
67.6%	84.1%	37		F30-39	Torrey	Wilson	Lincoln	NE		
67.0%	83.3%	10		M50-59	Jeff	Swift	Olathe	KS		

Can we make it BIGGER?

Invite other communities into the Experiment ... maybe it's the Flint Hills Trail Experiment? Maybe it starts with KATT?

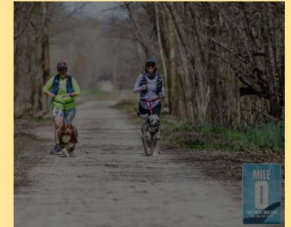
JOINT RESOLUTION OF THE FOLLOWING COMMUNITIES

RESOLUTION 988 OF THE CITY OF OSAWATOMIE, KANSAS
RESOLUTION 1912-22 OF THE CITY OF OTTAWA, KANSAS
RESOLUTION 951 OF THE CITY OF HERINGTON, KANSAS
RESOLUTION 050322-01 OF THE CITY OF COUNCIL GROVE, KANSAS

A JOINT RESOLUTION ESTABLISHING A WORKING GROUP TO CONSIDER THE ESTABLISHMENT OF THE KANSAS ASSOCIATION OF TRAIL TOWNS (KATT), WHOSE INITIAL PURPOSE WILL BE THE DEVELOPMENT OF ECONOMIC OPPORTUNITIES ALONG THE FLINT HILLS TRAIL.

WHEREAS, through the efforts of the KANZA Rail-Trails Conservancy (KRTC) the 117-mile Flint Hills Trail, between Osawatomie and Herington, KS was established; and

Destination Trails Economic Impact Project



Can we make it BIGGER?

Can we create a buzz? World Records and their impact on a community?

[Basalt World Record Video](#)

Basalt, Colorado –
Largest painting done by feet.

Osawatomie, Kansas –
Longest Soccer Pass (4 records / 4 years)
Year 1 to Rantoul
Year 2 to Ottawa
Year 3 to Pomona
Year 4 **ALL THE WAY ACROSS**

Will the Community Participate?

We all want to believe it will happen – that an idea will turn into something. But in the end it's in the hands of the Community. Do they believe?

From my car to City Hall – my 100 foot story.





QUESTIONS

First Friday e-Call
USING TRAILS TO BRING VISITORS TO TOWN



Targeted Volunteer Recruitment

How do I reach the
youth?



01

The
Preparation

Where do I start?



Consider the Needs of Your Program

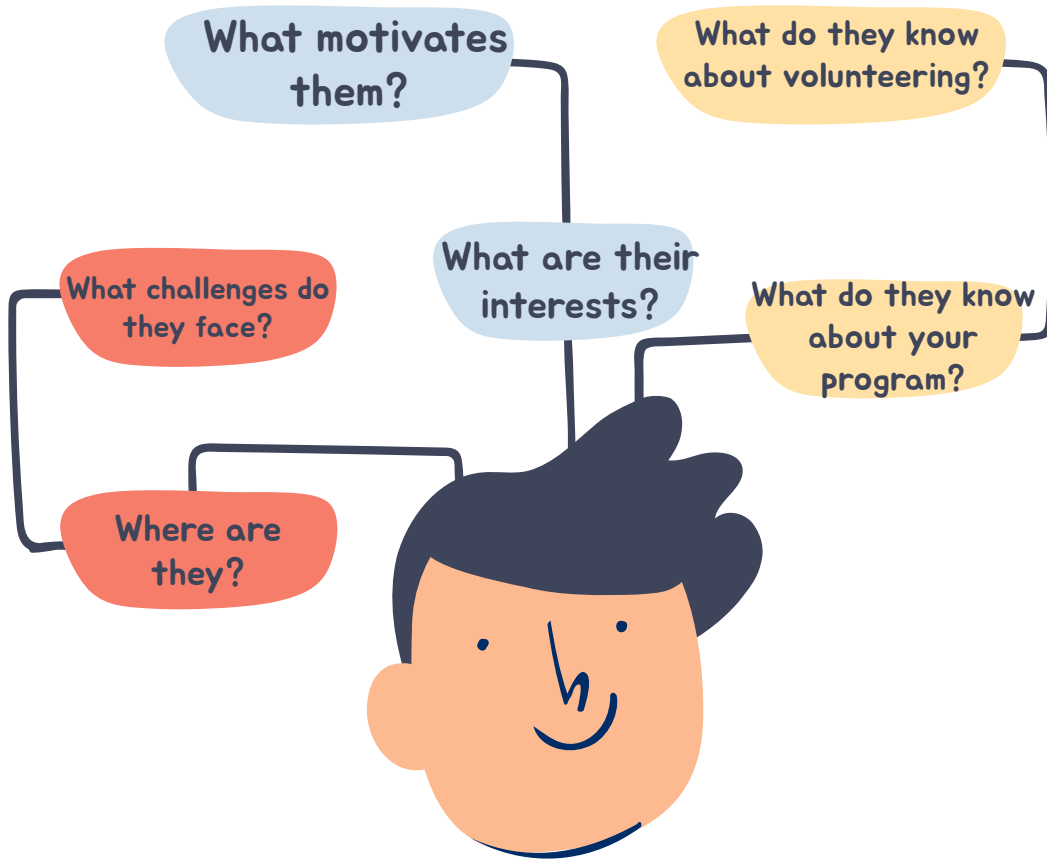
How do they impact the population you want to reach?

For example:

- What positions do you need?
- Is transport available?
- What kind of commitment are you looking to require?
- How labor intensive is the work?



Be Conscious of Who Your Audience is



If you're worried about a lack of passion for trails among young folks, don't be...



How do you like this job? What do you do? :o

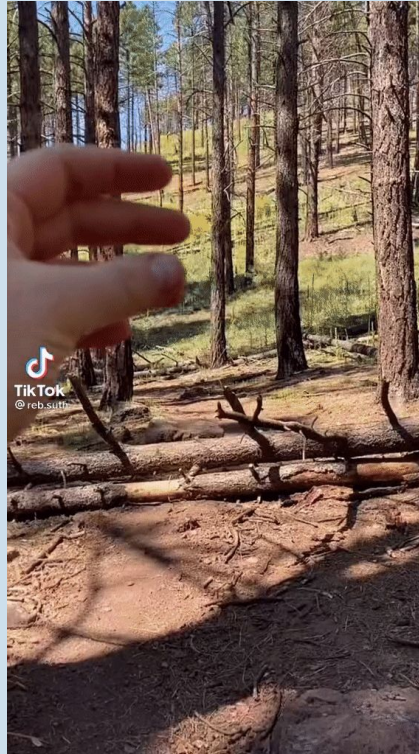


482

2021-9-7 Reply

Liked by creator

View replies (10) ▾



this is one of my dream jobs :.)



2687

2021-9-7 Reply

Liked by creator

Planning the Recruitment Process

1

Identify your needs

3

Utilize technology (if you feel confident to do so!)



2

Adjust your message for the intended population

4

Meet your population where they are

02

Where to Find Youth

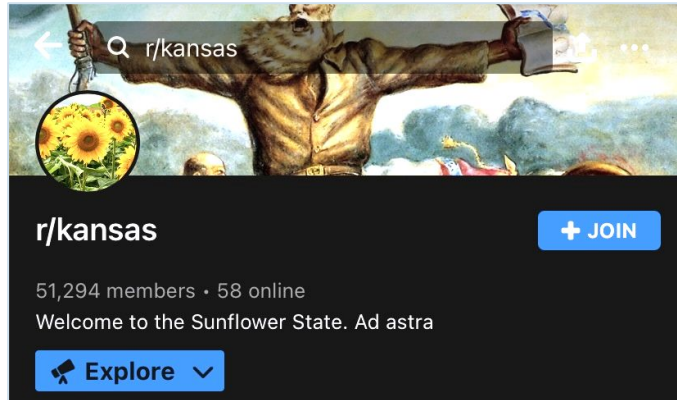
Now that I've prepared, where do I find young people to get started?





Social Media

- Tik Tok
- Instagram
- Reddit
- Facebook*



Your Community

- 4-H & Future Farmers
- Boy Scouts & Girl Scouts
- Clubs & Sports Teams
- Internships & Senior Projects
- College Volunteer Networks

03

How Can Youth Help?

I've found some volunteers,
now what?



- They can advertise *for* you
 - Technology and social media experience
 - Helps with recruitment!
- They can be involved and support the cause
 - They're not as concerned about pay as you may think
 - Big motivators: career development, flexibility in hours, networking opportunities



lawrencefreedginkansas

Latchkey Deli



Liked by

and others

lawrencefreedginkansas !!! Long receipt moment !!!



04

How to Recruit Youth

AKA how do I get them
involved?





- Develop a robust social media marketing plan & updated website
- Partner with schools and local businesses
- Provide diverse volunteer/internship opportunities



CENTER FOR
COMMUNITY
OUTREACH

The image features a central text prompt surrounded by a variety of stylized, colorful illustrations of people. The people are depicted in various dynamic poses, such as walking, dancing, and standing with arms raised. They are dressed in a wide range of clothing, including casual wear like t-shirts, jeans, and hoodies, as well as more formal or festive attire like dresses and blouses. The color palette is bright and diverse, with shades of orange, blue, red, yellow, and green. The overall composition is a collage that represents a multicultural and multi-generational group of individuals.

So, why am I
doing all this?

Reasons to Engage Youth

- Provides funding at no or low cost
- Has the opportunity for them to develop a life skill
- Meet people with same interest, but who come from a variety of backgrounds
- Show the value of volunteering
- Building sustainability and the future of your program



Additional Helpful Resources

[How to Recruit & Engage Younger Volunteers Webinar](#)

[The Ultimate Guide to Volunteer Recruitment: 15+ Strategies](#)

[Targeted Volunteer Recruitment: Planning Your Presentation](#)

Questions? Email me at
gtalavera@sunflowerfoundation.org

Gabrielle Talavera