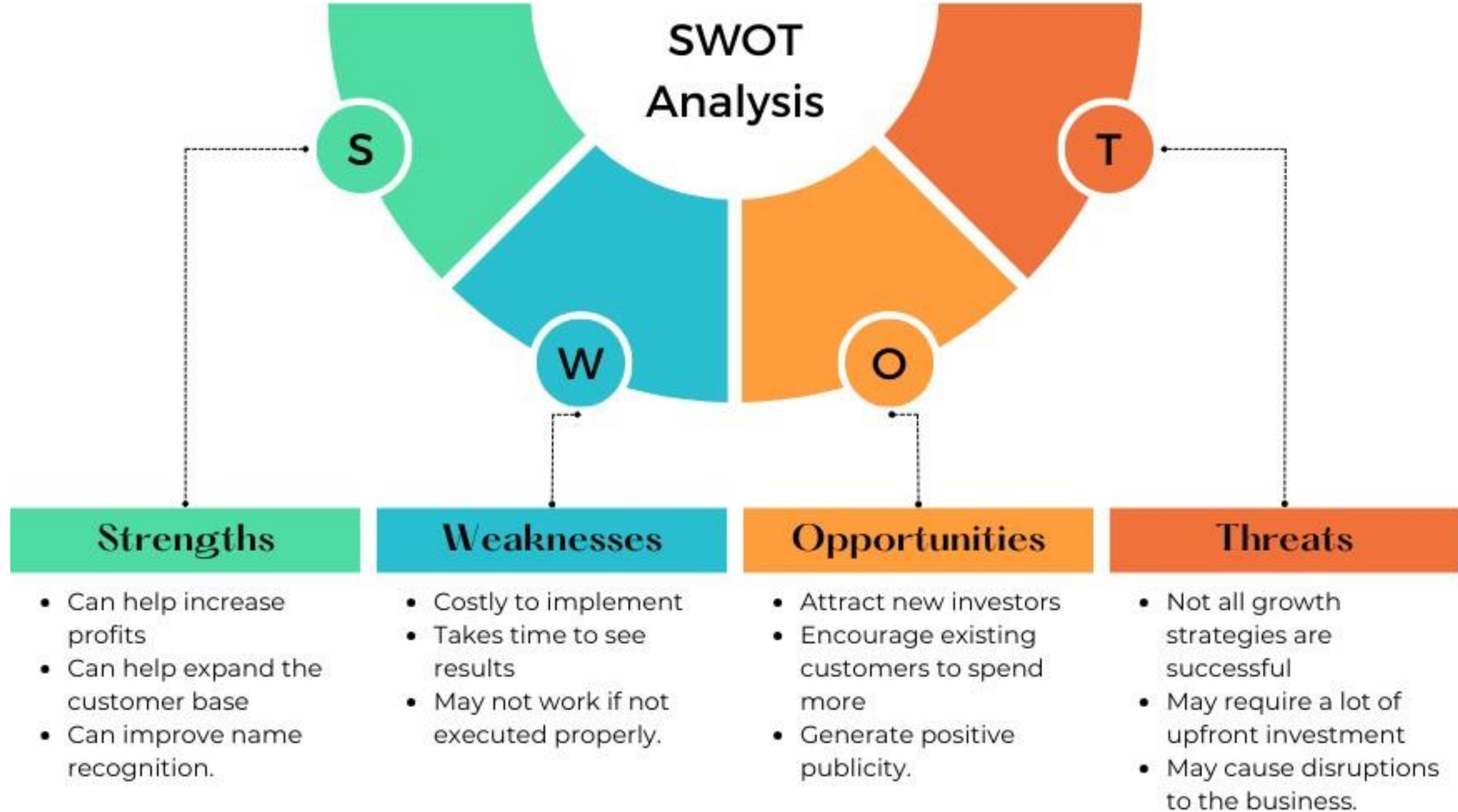


How Trails Can Transform Communities



SWOT Analysis







The Opportunity





Osage City

Council Grove

Ottawa

Osawatomie

Garnett

Humboldt



155 Miles of Rail-Trail

Wichita





GRADADA
JOSEPH: ALL 5/26
THE GAY INS 7-1
7-30

BLUE
HUMAN
IDE

SPEED
LIMIT
20

ECLIF

Accell

LEO

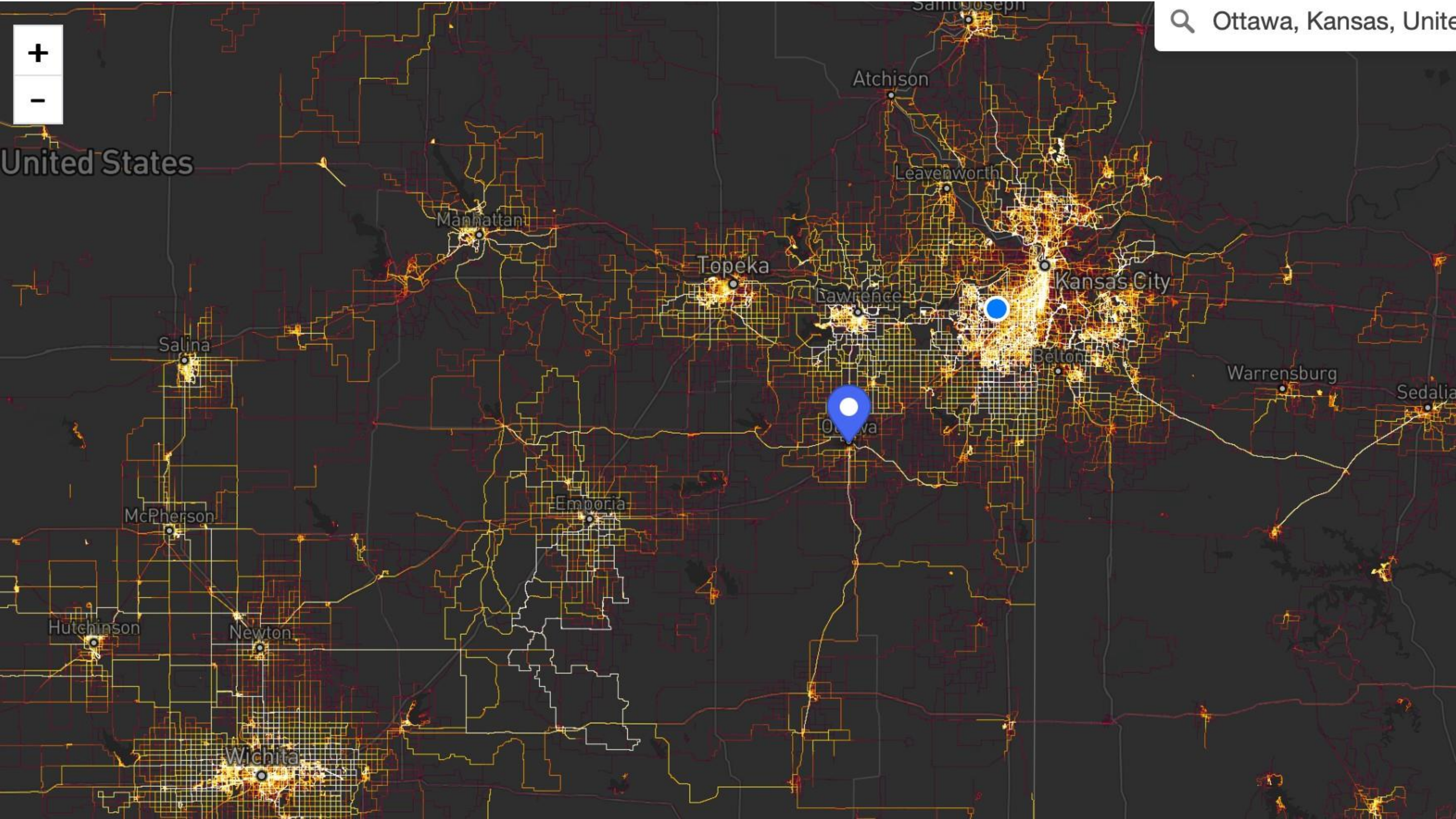
CLIF

CLIF

CLIF



United States





The Threats

Our Mission:

Encourage more people to get on bikes. We are committed to creating a friendly inclusive community of cyclists and providing exceptional service to every single customer regardless of skill level, background, or bicycle experience.

Core Beliefs

Strategy

- Bicycles Can **Change the World.**
- Trails have the ability to **Transform Communities.**
- Small Towns can **Rise Again!**
- **Build a Community of Cyclists** and business will take care of itself.

Core Beliefs

- Bicycles Can **Change the World**
- Trails have the ability to **Transform Communities**
- Small Towns can **Rise Again!**
- **Build a Community of Cyclists** and business will take care of itself

Strategy

- Fulfill the need for a local bike shop
- Focus on building a growing the local cycling community
- Provide services to bring people to Ottawa
 - Bicycle Rentals
 - Trail Transportation
 - Information
 - Events
- **Create a unique experience**

THE OLD DEPOT MUSEUM





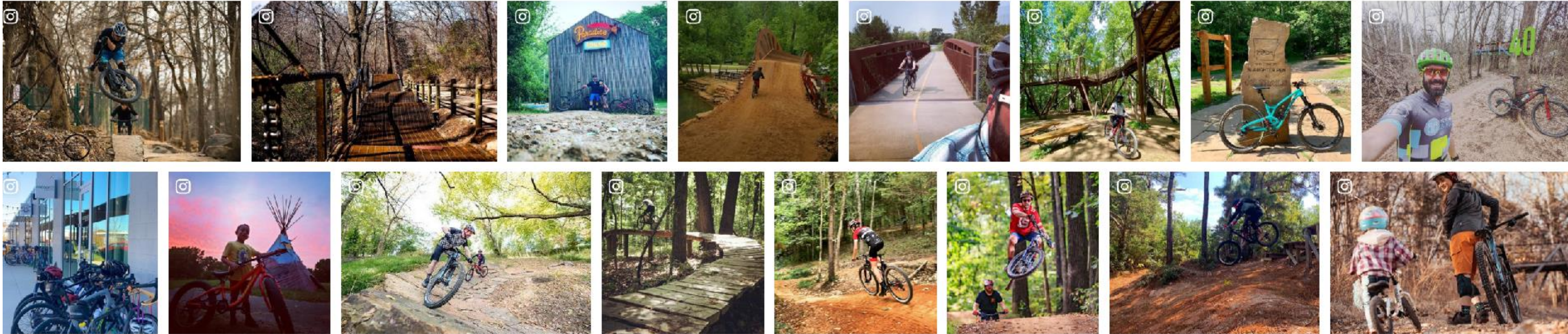
How Can Trails Transform Communities?





Mountain Biking

 Share



[Load More](#)

Mountain Biking Capital of the World

What Makes a Trail Town?

Physical Infrastructure

- Trails / Maintenance
- Signage
- Bike Parking
- Bike Lanes
- Shelters
- Water Access
- Accessibility Features
- Trailhead Parking
- Lodging / Camping
- Connections to local businesses

IDENTITY!

- Policies
- Business Amenities
- Community / Engagement
- Active Events
- Education / Awareness

*active towns



BICYCLE FRIENDLY
#30 STATE RANK

BICYCLE FRIENDLY
5 COMMUNITIES

BICYCLE FRIENDLY
10 BUSINESSES

BICYCLE FRIENDLY
3 UNIVERSITIES

 [DOWNLOAD STATE REPORT CARD](#)



DISCOVER YOUR LOCAL BICYCLING COMMUNITY

Find local advocacy groups, bike shops, instructors, clubs, classes and more!

Find by Zip Code or City, State

66067

[SEARCH](#) 

Find by State

Select state...

Find based on current location

[Use My Location](#)

Bicycle Friendly Communities

<https://bikeleague.org/bfa/business/>



Remove Barriers



2 ftR
PARKING
8 AM-5 PM
M-F





Build Communities



ANGULARS OF HOPE
BIKE
FERNADO TROT AND TRAIL
HOPE

OTTAWA
BIKE AND TRAIL

TOUR OF BIEN
2018

BIKE
TRAIL



BASECAMP
FLINT HILLS

Active Events







Build Connections



ALL TRAILS
LEAD TO

Franklin

COUNTY KANSAS

EST. 1855

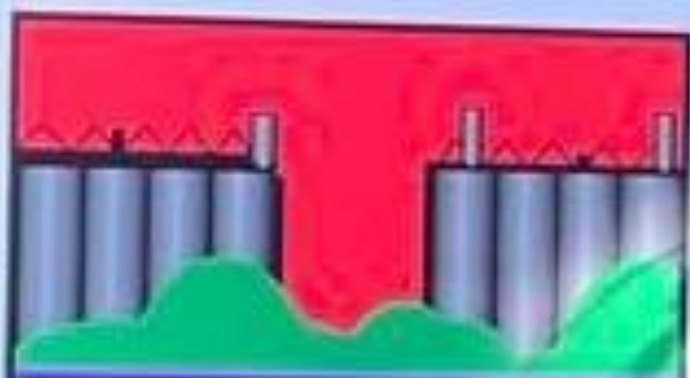
Food, Hotels, Shopping ►► 10 Miles Ahead

1010 000140

WINGERT

913-201-5436





**LEHIGH
PORTLAND
TRAILS
IOLA**





Embrace Your Identity!







Get Creative

SCHEDULE

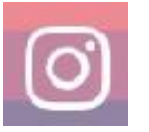
MOBILE BIKE MAAN.COM
YOUR APPOINTMENT TODAY!

SCH.E.D.U.L.E. YOUR APP





Share Your Success



BELLA VISTA

BENTONVILLE

ROGERS

SPRINGDALE

OZ TRAILS[®]
NORTHWEST ARKANSAS

EXPLORE TRAIL LOCATIONS



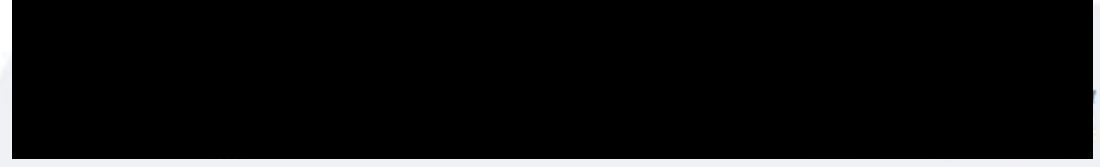
The Future





Sinuosity
FLOWING TRAILS
Trail Design
Construction
FLOWING-TRAILS.COM

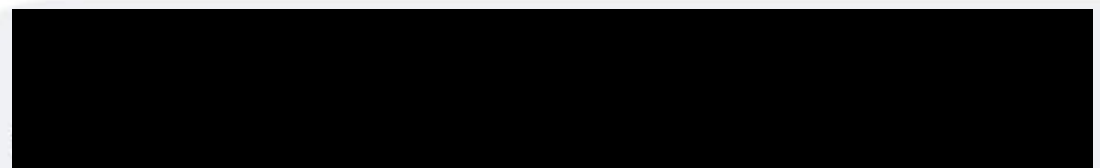




So happy to have you in our town. You definitely have made a impact in my life for the better♡

[#bikesandbeers](#)

22h Like Reply Message Hide



I am happy to be the first customer to buy an adult bike there. I'm still riding trails, just in the city now. Thanks so much for all of your work and effort over the last five years.

Questions?





OttawaBikeandTrail.com

Resources

League of American Cyclists Bicycle Friendly Business:

<https://bikeleague.org/bfa/business/>

Usage Heat Map for Biking and Walking

<https://www.strava.com/heatmap>

Economic Benefits of Trails and Greenways

<https://www.railstotrails.org/resourcehandler.ashx?id=4618>