How Trails Can Transform Communities
SWOT Analysis

Strengths
- Can help increase profits
- Can help expand the customer base
- Can improve name recognition.

Weaknesses
- Costly to implement
- Takes time to see results
- May not work if not executed properly.

Opportunities
- Attract new investors
- Encourage existing customers to spend more
- Generate positive publicity.

Threats
- Not all growth strategies are successful
- May require a lot of upfront investment
- May cause disruptions to the business.
The Opportunity
155 Miles of Rail-Trail
IS THE LOCAL BIKE SHOP DEAD?

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

• 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
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**
How Can Trails Transform Communities?
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
Remove Barriers
2 ftR PARKING
8 AM-5 PM M-F
ON SIDEWALK
SNOW EMERGENCY
LOW IN ZONE
ON SIDEWALK
ON SIDEWALK
ALL TRAILS LEAD TO

Franklin
COUNTY KANSAS
EST. 1855

Food, Hotels, Shopping 10 Miles Ahead

1010 913-201-5436

WINGERT
LEHIGH PORTLAND TRAILS IOLA
Embrace Your Identity!
SCHEDULE YOUR APPOINTMENT TODAY!
Share Your Success
The Future
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?
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