

Kansas RBEG Project Corridor Community Meetings

**Recreational Tourism
Development Opportunities
KS Dept. of Wildlife, Parks & Tourism
October 21, 22 & 23, 2014**





Recreational Tourism Development Opportunities

Kansas River Water Trail

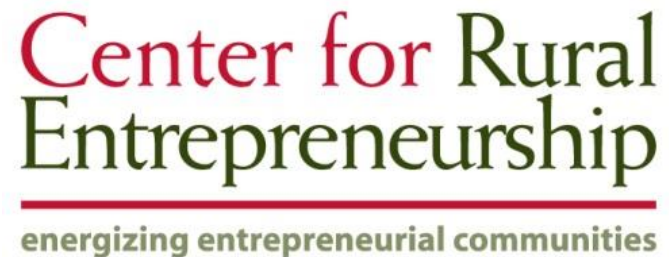


USDA RD Statement

**This institution is an
equal opportunity provider.**

***Copies of the full statement are available
from any of the Project Partners.***

Project Partners



Today's Program

Welcome & Introductions

Program Road Map

Kansas River Water Trail

Project Overview

Development Opportunities

Resource Opportunities

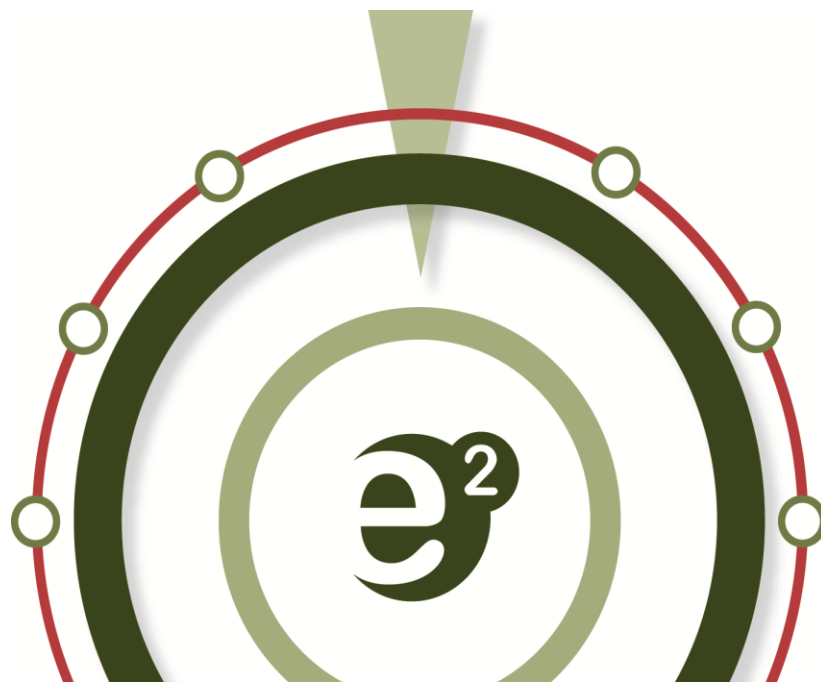
Wrap Up – Next Steps





Welcome & Introductions

Part 1





Kansas River Trail Overview

Part 2



Kansas River Water Trail

The Kansas River gained National Water Trail designation through the National Parks Service in July, 2012

NWT's are established to:

- protect and restore America's rivers, shorelines and waterways
- conserve natural areas along waterways
- Increase access to outdoor recreation on shorelines and waterways.



NWTS Criteria

A Trail and it's Access Points Must be:

- Open for public use for 10 years
- Designed, constructed and maintained according to best management practices.
- In compliance with local land use plans and environmental laws
- Supported by local landowners on which access points exist

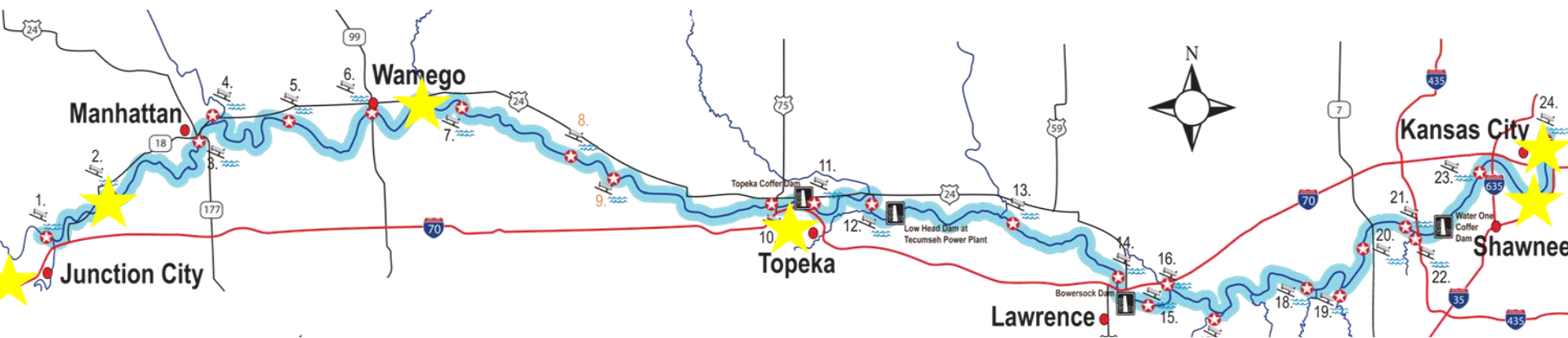


Kansas (KAW) River History

- The Kaw was declared a navigable river in 1857 by the Kansas Legislature to encourage navigation.
- The legislature repealed this law in 1864 at the encouragement of the railroad companies to reduce competition.
- The river was restored to navigable status by the legislature in 1913.
- Public access ramps for boat and canoe use were first funded by the state in the 1970's.
- Over \$1,200,000 has been committed to Kansas River access since 2002 by KDWPT.
- Local community spending and local donations have nearly matched this amount during that time.

Kansas (KAW) River Access

- Currently, there are 19 public access sites.
- Considerable progress has been made since 2007 with an additional 6 ramps (Topeka Weir, Ogden, Kaw River, Junction City, Belvue and Turner) constructed and another one in the planning stages.



How will Kansas Benefit?

- Gain regional recognition as a destination for recreational opportunities.
- Experience increased visitors to the local communities.
- Increased Livery and guide business
- Increased sales of local goods



What Progress Has Been Made?

- Website development and maps
- Brochures
- River access and directional Signs
Way-finding signs
- Kiosk Signs
- Additional Access Ramps
- Weir/Dam Mitigation (Safety Concerns)
- Economic development and Promotion



Project Overview

Part 3



Project Overview

- **Rural Business Enterprise Grant (RBEG)**
- **USDA Rural Development, Kansas**
- **July 2014 through June 2014**
- **Encourage Business Development in Support of Trail Development**
- **Communities Desire Tourism Development**
- **Trail Visitors Require Services**
- **There are Business Opportunities**

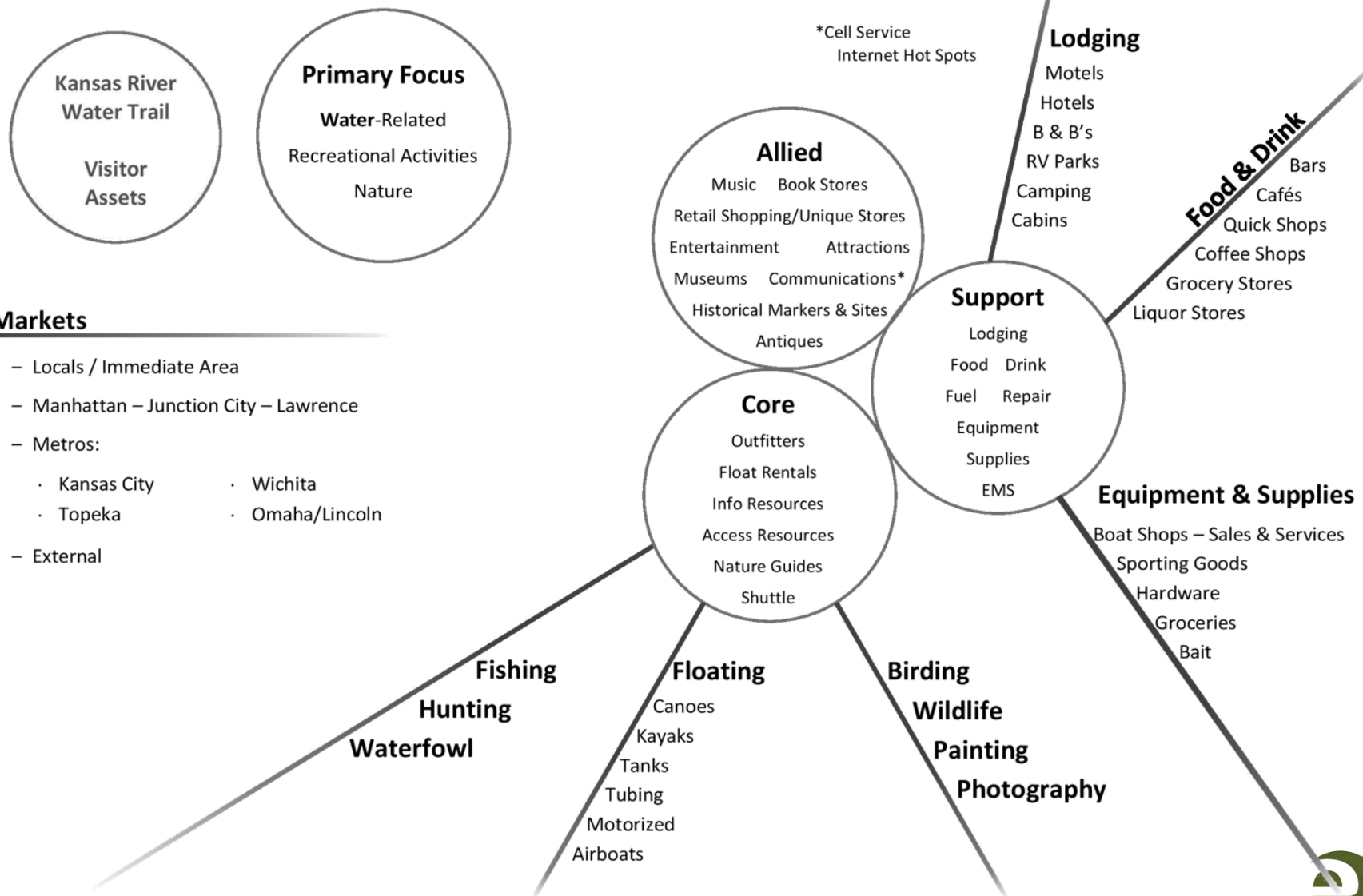


Development Opportunities

Part 4



Kansas River Development Opportunities





Resource Opportunities

Part 5



Community Assistance Available

- Questions
- Guidance
- Webinar Info Sessions
- Mapping Resource

Unfortunately our budget does not allow us to make on site visits. But there is a lot we can do to help your community become a resource hub for the Kansas River Water Trail.



Community Roles

- Engage Tourism Partners
- Map Likely Businesses
- Outreach to Businesses
- Network to Our Assistance

Remember you community can stimulate tourism related development by becoming a resource hub along the trail.



Business Assistance Available

- **Business Coaching**
 - Screening Calls
 - Resource Identification
 - Hard Referrals
 - Tracking
 - All Done Remotely
- **Networking to Resources**

Network Kansas

KS Small Business Development Centers

Other Resources



Advancing Rural Prosperity

- ARPI is focused on assisting and growing rural communities and businesses.
- Co-founders Leon Atwell and Jack Newcomb provide professional business coaching for your business.
- The goal is to help you find the right resource at the right time for your business.
- We are available to local businesses via telephone or email at your request.



Entrepreneurship
Community
Partnership

The Dilemma

- Rural entrepreneurs have distinct resource challenges
- The search for connectivity is more challenging
- The world is flat, but not easily accessible, entrepreneurs need:
 - Information about their industry
 - Information about their opportunities
 - Access to expertise they may not have
 - The desire to exploit new information and uncovered opportunities

Our Model



- 43+ rural Entrepreneurship Communities
- Platform for connecting rural entrepreneurs to education, expertise, and economic resources
- Expertise: Referral center (877-521-8600) connects entrepreneurs to 500 partner network
- Education: www.networkkansas.com lists statewide seminars/classes offered by partners
- Economic: Multiple matching loan programs that support private capital and partner capital
- Partners in the E-Accelerator



- The KS Economic Gardening Network: Connecting rural growth businesses to information
- E-Accelerator
 - Entrepreneurial Mapping
 - Kansas Economic Gardening Network: Connect them to the far and wide: 30-35 hours of consulting expertise: market research, GIS information, search engine optimization
 - Generate leads through SBDCs and Kansas Department of Commerce



A Service of the Kansas Center for Entrepreneurship

877-521-8600

Twitter: @networkkansas #kseship

Facebook: NetWork Kansas

www.networkkansas.com



Kansas Small Business Development Centers

- Feasibility Analysis
- Market Analysis
- Business Planning
- Counseling
- Training
- Most Services are Free



Assistance Targeting

- Rural Communities
- Rural Businesses
- Adjacent to the Corridor
- Non-Rural Businesses?

If you are unsure if you are in a qualified rural community or a rural business just contact us and we will make a determination.



Schedule

Community Assistance

Now through March 2015

Business Assistance

Now through May 2015

Project Closeout

June and July 2015

After Closeout?

Coaching assistance will no longer be available but business assistance will be available.



Coordinating Assistance

Dana Williams

Center for Rural Entrepreneurship

402.323.7336

dana@e2mail.org

Dana will be available Monday through Friday – 8 to 5 PM Central daily to take your inquiries and coordinate assistance response.



Questions & Discussion...





Questions & Discussion



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