

## HOW WE CAN HELP

### Recreational Trail Amenities

10.01.14

#### Why Get Involved?

You care about your community's futures. You want to promote tourism as a development strategy. Your community is located near either the Flint Hills Recreational Trail or the Kansas River Water Trail. Both of these trails over time will draw visitors from near and far creating tourism opportunities for your community. By getting involved in this Project, you can help position your community as a **Trail Hub** where visitors can find relevant amenities and business services. Learn more and get involved!

#### Community Assistance

Our Project can provide important assistance to your community. We can provide telephone, webinar and email-based technical assistance. We also have an asset mapping resource you can use to identify your public amenities and business services wanted by trail visitors. Acting now can position your community to be a central player in the development of these two trails.

#### Trail Related Business Assistance

Both of these trails are still being developed. Marketing is beginning. Visitors are starting to come, but we are in the early stages of these trails becoming major visitor attractions. For these trails to become power tourism attractions, there must be public amenities and business services. As part of this Project, we can help businesses in your community explore the possibilities and link them to resources that can help them act on this development opportunity.

#### General Business Development Assistance

The focus of our Project is helping businesses interested in providing services to trail visitors. BUT... Kansas is open for business. Any business seeking development assistance can be helped. We are happy to connect your non trail-focused businesses to general business development services through USDA Rural Development, NetWork Kansas and the Kansas Small Business Development Centers.

#### What to Do Next!

Reach out and let us know your community is interested. Let us know if you have businesses that are interested in receiving assistance. To coordinate assistance please contact Dana below, and she will connect you to one of our community or business coaches.

#### For More Information or Help

Dana Williams – Center for Rural Entrepreneurship  
402.323.7336 – [dana@e2mail.org](mailto:dana@e2mail.org)

## ASSET MAPPING RESOURCE Recreational Trail Amenities

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### For More Information or Help

Dana Williams – Center for Rural Entrepreneurship  
402.323.7336 – [dana@e2mail.org](mailto:dana@e2mail.org)

### Assistance

Assistance is available through our Project Coaching Team...Don Macke, Leon Atwell and Jack Newcomb. We are able to join you via conference call to help explain the project, set up the exercise and help you process your findings. To arrange for assistance contact Dana Williams by email or phone as seen above.

### USDA Support

This project is being supported in part through a Rural Business Enterprise Grant (RBEG) provided through USDA Rural Development in Kansas. Matching support is being provided by NetWork Kansas, the Kansas Small Business Development Centers and the Center for Rural Entrepreneurship.

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

### Instructions

You want to promote tourism as a development strategy in your community. Your community is part of either the **Kansas River Water Trail** or the **Flint Hills Nature Trail**. Over time, these two trails will draw visits from near and far. Visitors will come to your area to access the recreational opportunities afforded by these two trails, but they will also need amenities and services. If amenities and services are made available, they will spend time and money in your community. Economic development will occur. This tool can be used by your community to map your amenities and services relevant to trail visitors.

**Step 1** – Gather a group of people for about a 60-90 minute working session who have knowledge of your amenities and businesses and who care about promoting trail-related tourism.

**Step 2** - Review the trail amenity map we have prepared to learn about what might be needed.

**Step 3** – Work as a team to identify specific public amenities and business related services. Use the worksheets to compile your findings. **Remember there may already be businesses in your community that could provide services...be sure to capture them.**

**Step 4** – Email your findings to Dana so we can create a trail wide resource map.

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**Step 5** – Use this information to reach out to possible businesses to let them know that through this Project there is help available to assist them in exploring trail related business opportunities and access resources through NetWork Kansas and the Kansas Small Business Development Center. Our coaches will be available to talk over the phone and via email to help connect interested businesses with assistance.

### Core Amenities & Business Services

Amenity or Service	Business or Organization Name	Contact	Phone	Email

### Allied Amenities & Business Services

Amenity or Service	Business or Organization Name	Contact	Phone	Email

**Support Amenities & Business Services**

Amenity or Service	Business or Organization Name	Contact	Phone	Email

**Other Amenities & Business Services**

Amenity or Service	Business or Organization Name	Contact	Phone	Email