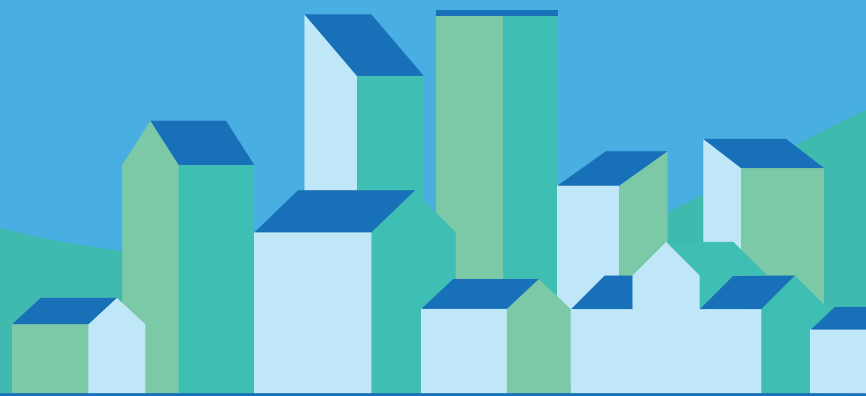


River Town Review Toolkit

Connecting Rivers and Communities



NPS-RTCA

Rivers, Trails and Conservation Assistance Program





NPS-RTCA

Rivers, Trails and Conservation Assistance Program

The **National Park Service – Rivers, Trails, and Conservation Assistance Program (NPS-RTCA)** facilitates local conservation and outdoor recreation efforts around the country, helping communities develop or restore parks, trails, rivers, and conservation areas; address climate change; recover from natural disasters; and create new and sustainable outdoor recreation opportunities.

For more information, visit: [**nps.gov/RTCA**](https://nps.gov/RTCA)

River Town Review Toolkit

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Is your community seeing greater numbers of residents and visitors using its trails, parks, rivers, and lakes? Have you noticed the economic benefits being realized by neighboring communities embracing outdoor recreation? Have you thought about what it would take to reach your outdoor recreation potential and become a more vibrant and successful river town? Do you want to investigate it first, at the local level, and without the need to hire architects, engineers, or consultants?

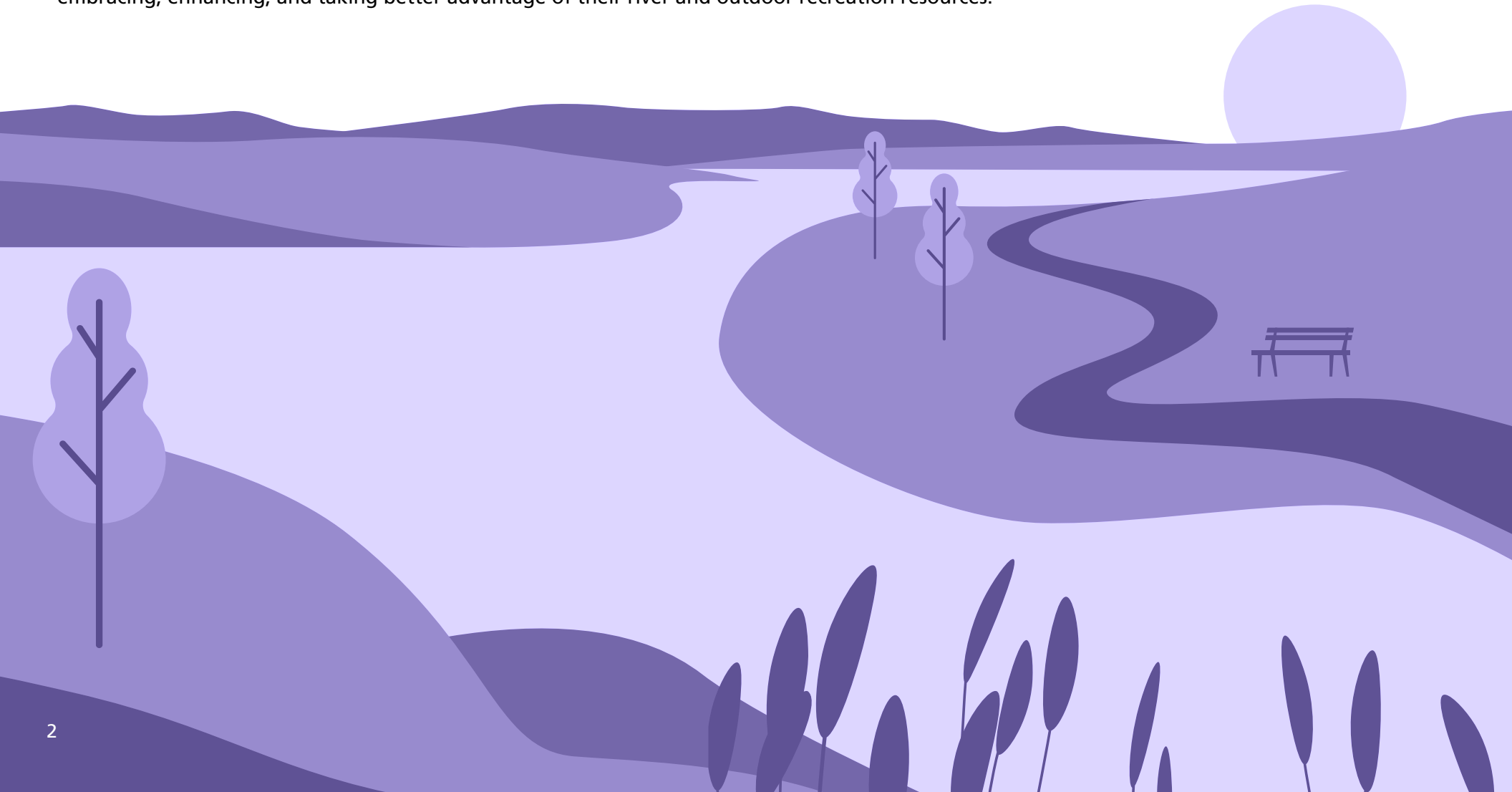
If you answered “yes,” or “we’re not sure” to the questions posed above, a River Town Review could prove to be a worthwhile exercise for your community. This River Town Review Toolkit will lead you through an assessment of your town’s outdoor recreation resources. It will then help you develop recommendations to enhance those resources, and in turn, bolster your local tourism economy. Through the process, you’ll answer basic questions such as:

- ▶ *What outdoor recreation, river access, and tourism resources do we have? What do we lack, and how do we address those shortcomings?*
- ▶ *What nearby trails and outdoor recreation opportunities can we connect to?*
- ▶ *What are our upstream and downstream neighbors doing in regards to outdoor recreation? Are there opportunities for partnerships?*
- ▶ *Are we a pedestrian- and bike-friendly community? If not, how do we become one?*
- ▶ *Is it easy to find your way around town and to local services, attractions, the river, and trails?*
- ▶ *Are recreation and visitor services accessible, welcoming, and inclusive?*
- ▶ *What outdoor recreation and nature-based tourism related businesses do we have? What needs of outdoor recreation enthusiasts are not yet being met, and how do we meet them?*

Background

The National Park Service's River Town Review Program, conducted in partnership with the Ohio River Recreation Trail (ORRT), involved 14 communities along the river, from Portsmouth, Ohio to West Point, Kentucky. Utilizing a "fresh set of eyes" approach, the process evolved along the way, with lessons learned added to each successive review. A recurring theme, outlined in the program's Summary Report, showed that the same challenges and opportunities were shared by most of the river towns, illustrating their common bond, and the value and necessity of partnerships. These river town reviews, along with the Summary Report, can be found at www.OhioRiverRecreationTrail.org.

The success of the program led to requests for river town reviews from other communities, and eventually to the development of this toolkit. It provides the tools for any river town to complete an assessment of their community, explore options, develop recommendations, and begin embracing, enhancing, and taking better advantage of their river and outdoor recreation resources.



What Is a River Town?

A River Town is a bit more than just a town on a river, so let's start with the North Country Trail Association's simple yet excellent definition of a Trail Town: "A Trail Town is a community through which a trail passes that supports trail users with services, promotes the trail to its citizens, and embraces the trail as a resource to be protected and celebrated. Trail Towns are built on a relationship between a town, the trail, and its volunteers." Just substitute "river" for "trail," add strong partnerships with neighboring upstream and downstream communities, and you have a perfectly good definition of a River Town.

In her excellent book, "Deciding on Trails" (recommended reading for any river or trail town group), Amy Camp adds that among other aspects, successful trail towns adopt a shared vision and plan, physically connect to the trail, extend an invitation to trail users, know their market and share their story, commit to quality trails, and cultivate a trail town culture. All are relevant to river towns, as well.

The Mon River Towns Program in Pennsylvania goes a step further and adds an environmental stewardship perspective as well, describing river towns as "communities that recognize rivers as assets, around which potential community and economic development can occur, and thus a resource worthy of protection."

There are many other definitions and descriptions, but all illustrate the inextricable links between the environment, the economy, outdoor recreation, and a community's quality of life.



What Is a River Town Review?

A River Town Review is an “in-house” and straightforward assessment of a community’s existing and potential outdoor recreation opportunities, connections, resources, advocates, visitor experiences, and partnership possibilities.

It engages the public to generate support and ideas and is designed to help a community better connect to the river and neighboring towns, embrace and enhance its outdoor recreation resources, and grow the local tourism economy.

Communities will find that the River Town Review Process is also one of discovery, revealing advocates and resources they never knew they had. This alone will make the effort worthwhile.

The River Town Review Toolkit is different from the many excellent trail town toolkits, in that:

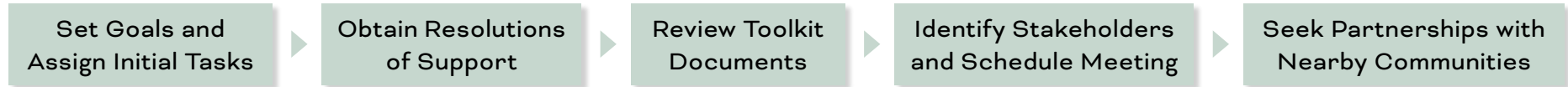
- ▶ It’s a **Five-Step Process** for assessment, public engagement, and decision-making, undertaken to help communities take better advantage of their river and outdoor recreation resources, and begin working towards becoming a more complete, and successful River Town.
- ▶ A “**Fresh Set of Eyes**” approach is used, with volunteer reviewers from outside of the community providing objective assessments.
- ▶ **Waterways-based** connections, resources, and facilities are addressed.
- ▶ Emphasis is placed on the importance of **involving and connecting to towns upstream and downstream** during the process and after, effectively developing partnerships and illustrating the fact that all are truly linked together by the river.
- ▶ And finally, a **significant requirement, the river itself, is already there** – no design, funding, or construction required!



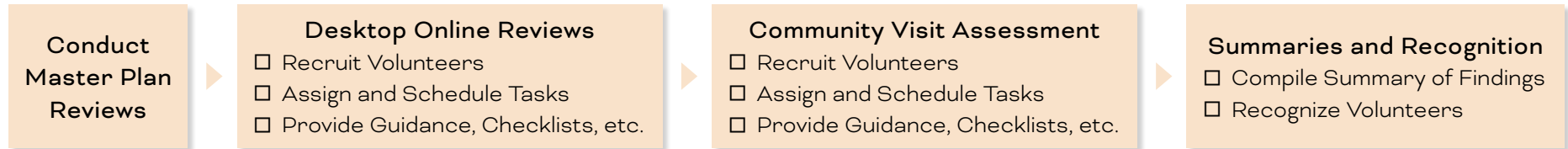
River Town Review Process

The River Town Review involves a five-step, volunteer-based process using a “Fresh Set of Eyes” approach to help enhance tourism and outdoor recreation in your community.

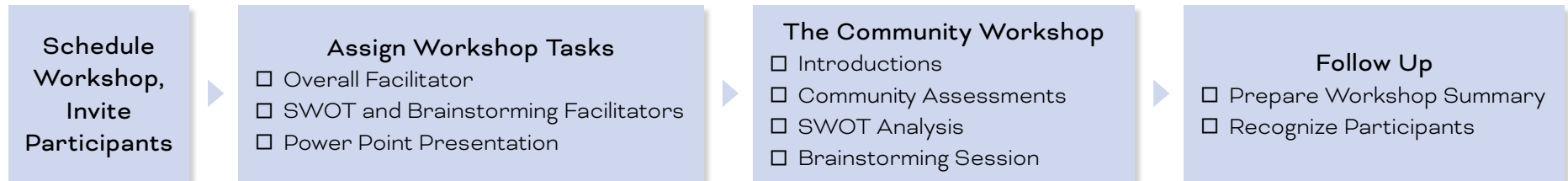
1 Form the River Town Review Team



2 The Community Assessment



3 The Community Workshop



4 Develop the River Town Review Final Report



5 Moving Forward



1 Form the River Town Review Team

Set Goals and
Assign Initial Tasks

Obtain Resolutions
of Support

Review Toolkit
Documents

Identify Stakeholders
and Schedule Meeting

Seek Partnerships with
Nearby Communities

The River Town Review Team can be formed by members of local government, tourism officials, nonprofit groups, business leaders, etc. The team should consist of a diverse group of community, government, and business leaders, as well as representatives of outdoor recreation user groups, tourism officials, and engaged residents.

The newly formed River Town Review Team will:

Set Goals and Assign Initial Tasks

- Lead the process and set goals.
- Recruit volunteers and assign tasks.
- Designate individuals to lead the Community Assessment and Community Workshop.
- Work to promote the River Town Review through social media, etc.

Obtain Resolutions of Support

- Seek a Resolution of Support for the river town review from appropriate governing bodies, associations, and boards.

Review Toolkit Documents and Resources

- Team members should review this toolkit, along with the river and trail town examples and related toolkits, found in Appendix A.

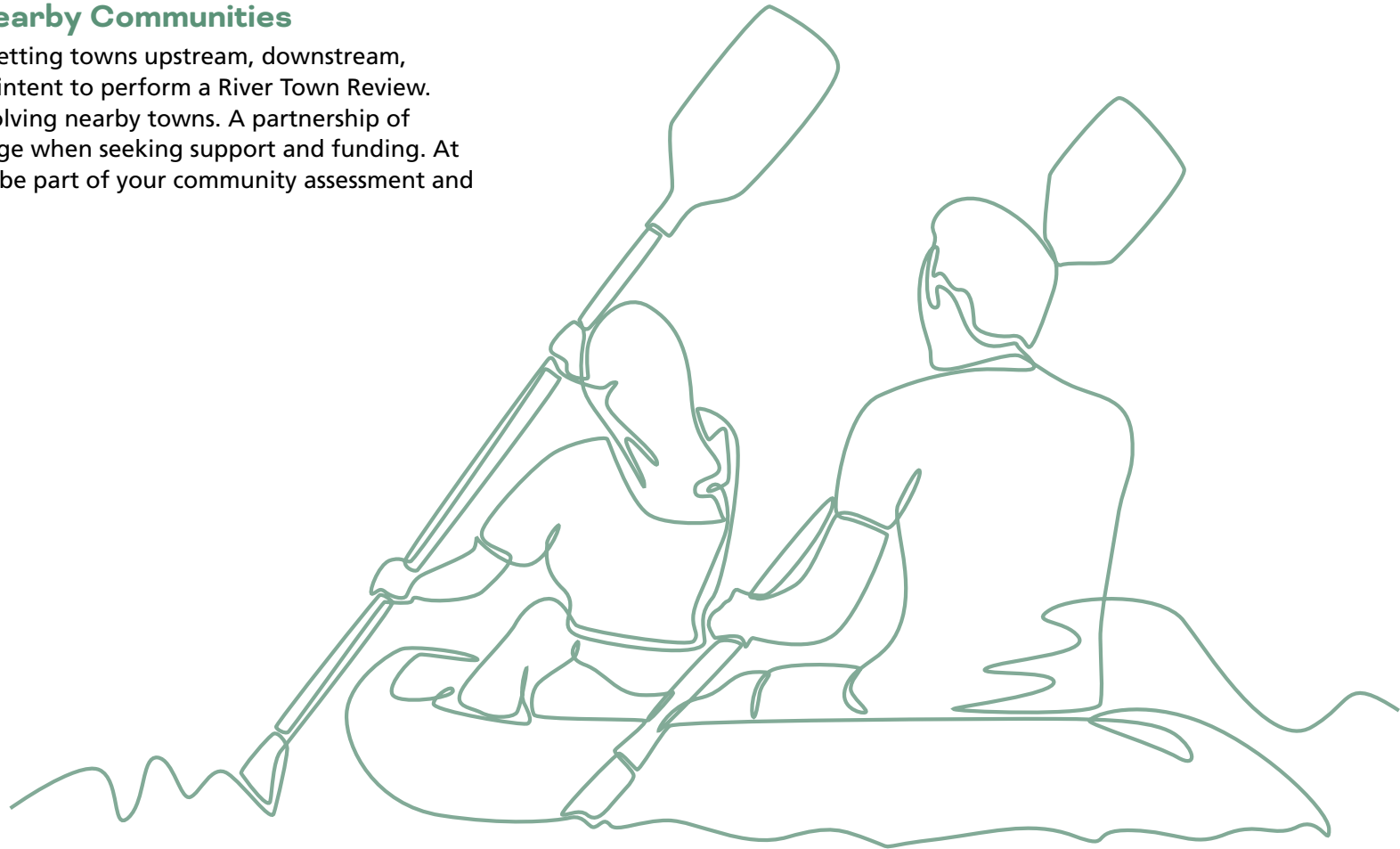


Identify Stakeholders and Schedule Meeting

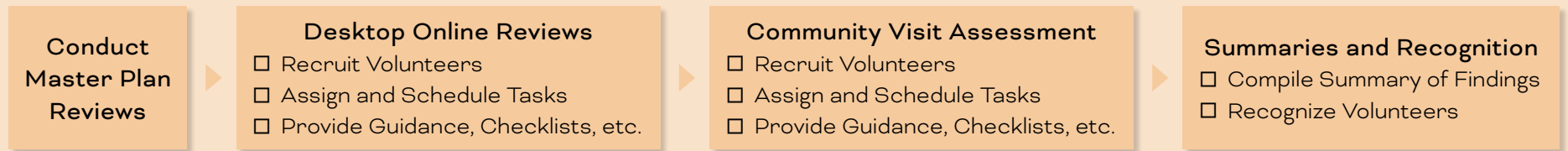
- Identify stakeholders – defined as those who may be impacted by or have an interest in the project. Host a meeting with stakeholders to:
 - Inform the group of your plans to conduct a River Town Review.
 - Provide River Town Review examples and relevant resources to the group.
- Gather stakeholder input regarding the importance of, and potential for, outdoor recreation in the community; for use in developing recommendations; and for inclusion in the Final Report.
- Invite stakeholders to participate in the workshop and assessments. During the process, consider stakeholders' potential involvement in future planning and implementation efforts.

Seek Partnerships with Nearby Communities

- Plant the seeds of partnership by letting towns upstream, downstream, and across the river know of your intent to perform a River Town Review. Consider a River Town Review involving nearby towns. A partnership of communities will have an advantage when seeking support and funding. At minimum, extend an invitation to be part of your community assessment and offer to do the same for them.



2 The Community Assessment



Conduct Master Plan Reviews

Members of the River Town Review Team will conduct a review of local master planning efforts. This will provide insight into how the community envisions its future and will help with the team’s development of recommendations.

Determine which of the following plans have been reviewed and adopted by your community and/or county:

- City and/or County Comprehensive Master Plan
- City and/or County Parks and Recreation Plan
- City and/or County Bike and Pedestrian Plan
- City and/or County Transportation Master Plan

Review each of the adopted plans and:

- **Compile a summary of plan aspects related to:**
 - Park and recreation facilities
 - Greenways and trails
 - Waterways, boat and paddling access, riverfront developments
 - Bike and pedestrian facilities and improvements as well as street design initiatives
 - Proposed park and recreation spaces, conservation areas, or land purchases
 - Publicly owned properties, flood zones and easements, and utility owned rights-of-way
- **Become familiar with the locations of the facilities and areas mentioned above.** If possible, include them on a map for use in the Final Report.
- **Check to see if any regional transportation master plans identify and promote bicycling as an alternative mode of transportation.** If so, include the potential recommendations in the River Town Review Report.
- **Include the plan summaries in the Final Report.**

Desktop Online Reviews

Desktop Online Reviews involve objective assessments from volunteers about your town and tourism organization websites, social media presence, and availability of total visitor experiences. The reviews should be completed before the Community Visit Assessments, for use by volunteers during that part of the process.

The River Town Review Team will:

- **Recruit volunteers** for the “Fresh Set of Eyes” Desktop Online Review. A sample recruitment letter can be found in Appendix B.
- **Assign and schedule tasks** for the Desktop Online Review.
- **Provide guidance for the volunteers** with the Desktop Online Review Guide that can be found in Appendix B.

Community Visit Assessment

The Community Visit Assessment involves volunteer reviews of your town’s outdoor recreation resources, related businesses, tourism opportunities, etc.

- **Recruit volunteers** for the “Fresh Set of Eyes” Community Visit Assessment.
 - “Fresh Set of Eyes” volunteers are those from outside of your community who will visit and provide their objective assessment of your town’s outdoor recreation and tourism resources.
 - Be as diverse as possible in recruitment – target different user groups, ages, ethnic groups, ability levels, etc.
 - A sample recruitment letter can be found in Appendix B. The Community Visit Guide can also be found in Appendix B.
- **Assign and schedule tasks** for the Community Visit Assessments.
 - Contact the volunteers.
 - Supply them with a summary of the Desktop Online Reviews.
 - Encourage volunteers to take pictures and interview residents and visitors to gather ideas and perceptions.
 - **Using the Community Visit Guide, volunteers will tour your town and provide objective assessments** regarding, but not limited to:
 - *The ease and safety of walking and biking through town.*
 - *Connections and access to the river (including launch and docking facilities).*
 - *The community’s park and outdoor recreation facilities. Existing and potential connections to nearby trails and towns.*
 - *Outdoor recreation and tourism-related businesses.*
 - *Wayfinding signage.*
 - *Accessibility of outdoor recreation facilities.*

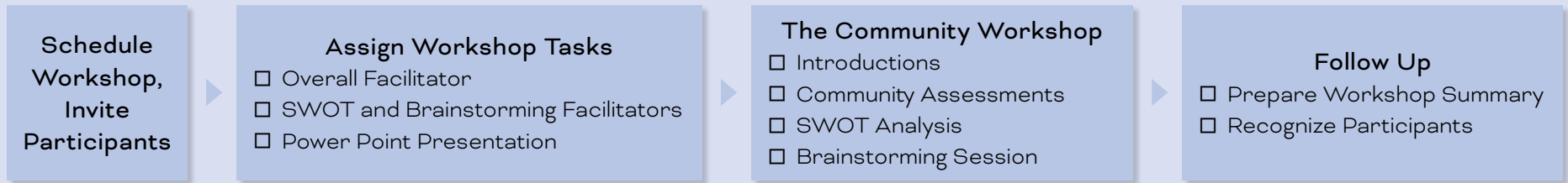
Summaries and Recognition

The River Town Review Team will:

- **Compile summaries** of the Desktop Online Reviews and Community Visit Assessments to be presented during the Community Workshop and included in the Final Report. Make sure to note if there was participation in the assessments by any neighboring towns.
- **Recognize volunteers** and send thank-you letters/emails.



3 The Community Workshop



The Community Workshop is an opportunity for the River Town Review Team to present initial findings and gather additional input related to meeting the community’s outdoor recreation and tourism goals. The workshop will include a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis and a brainstorming session to generate and prioritize ideas and goals. It serves as a platform for attendees to share and discuss challenges and opportunities, setting the stage for future partnerships and collaborative efforts.

Schedule Workshop, Invite Participants

- The workshop can be held **virtually or in-person**. A virtual session may be easier to arrange and for participants to attend, but it does require technical facilitation.
- The River Town Review Team should **review examples** of short and working workshop agendas, invitation letters, SWOT analysis, brainstorming questions, and a PowerPoint presentation. All can be found in Appendix B.
- The team should **review a previously recorded community workshop session**, found in Appendix B.
- Set the date, recruit/invite participants, and send formal invitations.
 - Ask community leaders and stakeholders to help with recruitment.
 - Include elected officials.
 - Be as diverse as possible in recruitment – target different user groups, ages, ethnic groups, ability levels, etc.

Assign Workshop Tasks

- **Designate a facilitator for the workshop** and a developer of the PowerPoint presentation.
- **Assign team members to lead discussions** during the SWOT analysis and brainstorming sessions.
- **Decide which facilitation tools to use** (pencil/paper and markers/posters, or software programs such as Mural or Miro).
- **Record the workshop** if possible and post it online.



The Community Workshop

The Workshop presentation will include:

- **Introductions** of the River Town Review Team and workshop participants.
- **An outline** of the River Town Review Process.
- **A summary** of the Master Plan and Desktop Online Reviews as well as the Community Visit Assessments.
- **A SWOT Analysis** and ranking of the results.
- **A Brainstorming Session** to generate and prioritize ideas and goals related to enhancing outdoor recreation and tourism in the community – group the ideas/ goals as immediate action, short-term, and long-term items. As part of this session:
 - Choose an immediate action item to be completed as a **“Quick Win” project** and include it in the Final Report. Even better, select more than one! This shows commitment and will help generate support.

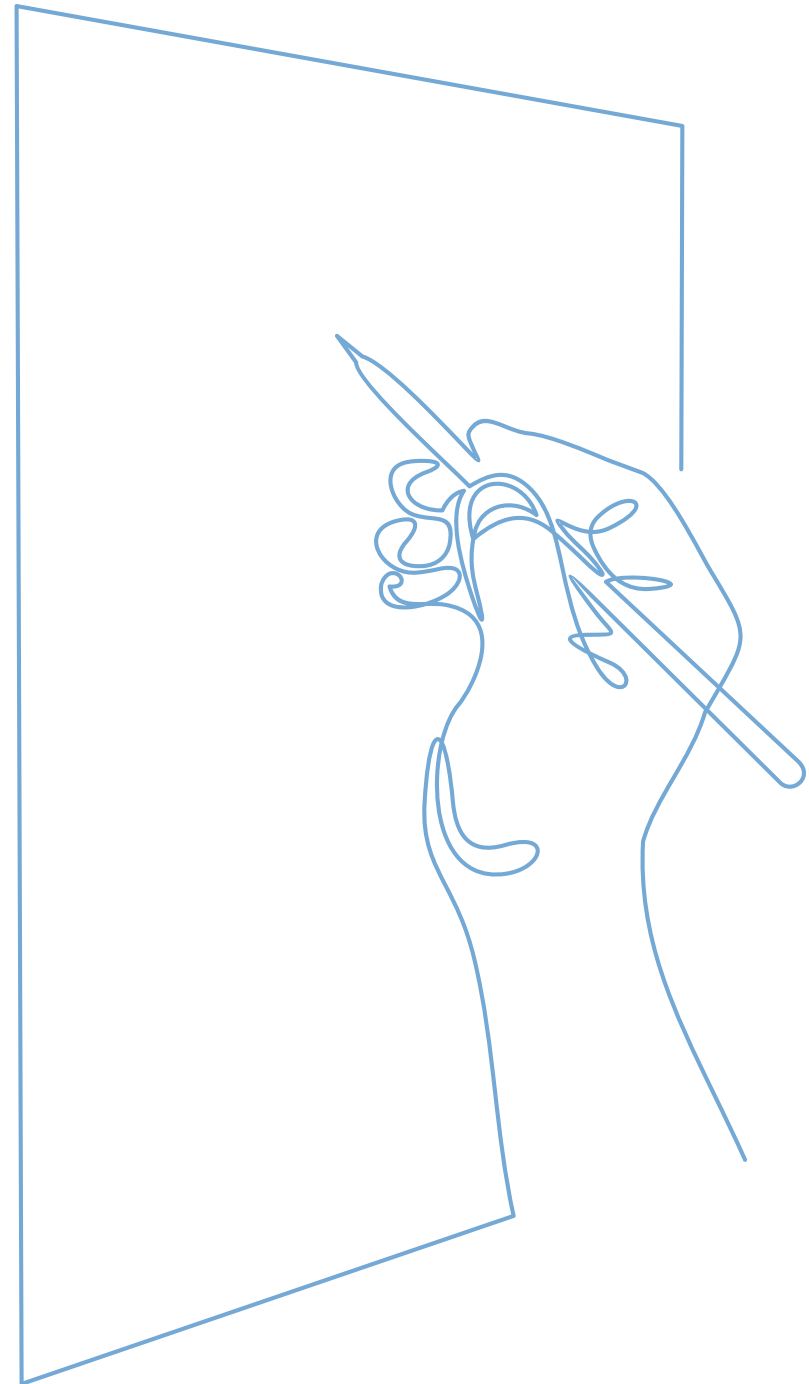
In addition, ask participants:

- “What are some unique, interesting, or quirky activities, places, or experiences that would draw people off the river and trails into your town?” These **“Total Visitor Experiences”** are what visitors are looking for and key to successful river and trail towns. Share them with local tourism officials and include them in the Final Report.
- “What potential partnership opportunities are available?”

Follow Up

Soon after the workshop, the River Town Review Team will:

- **Prepare Reviews, Summaries, and Recommendations** related to:
 - Community Assessments and Desktop Online Reviews.
 - Partnerships (existing and potential).
 - SWOT analysis and brainstorming sessions.
 - The “Quick Win” project(s) and the “Total Visitor Experience” exercise.
- **Send thank-you follow-up letters/emails to workshop participants** (be sure to include an opportunity for participants to provide additional input). A post-workshop email draft can be found in Appendix B.



4 Develop the River Town Review Final Report

Prepare Final Report

Include Recap, Recommendations, Action Plan, and All Summaries

Share Final Report

Distribute to Community Leaders, Volunteers/Participants, Residents, and Nearby Towns

River Town Review Community Meeting

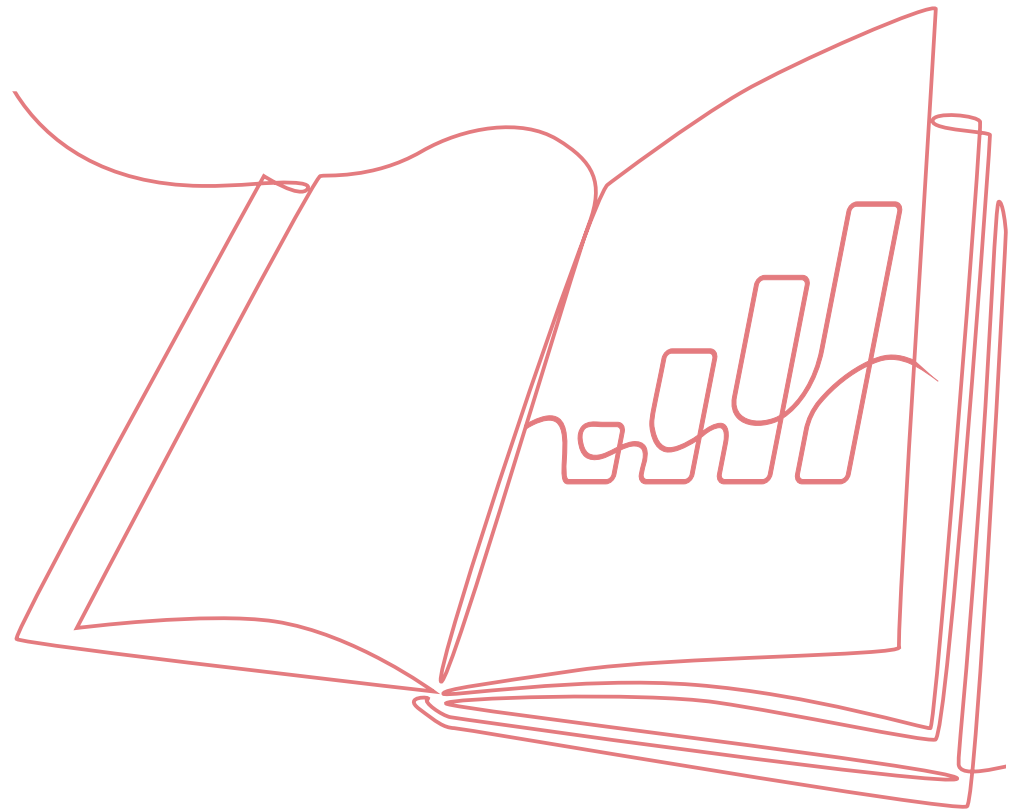
- Present Summary of River Town Review Process
- Highlight Findings and Recommendations
- Seek Additional Input and Community Champions

Prepare Final Report

The team will prepare a River Town Review Final Report. A customizable example, in Word format, can be found in Appendix B.

The Final Report will include:

- **An introduction** – what, why, when, where, and who (include contact information for River Town Review Team).
- **A list of stakeholders and potential partnership opportunities.**
- **Volunteer recognition.**
- **Description of the 5-Step River Town Review Process.**
- **Summary of Community Assessment Findings:**
 - Master Plan and Desktop Online Reviews.
 - Community Visit Assessments.
- **Summary of Community Workshop Input:**
 - SWOT analysis results.
 - Brainstorming session ideas.
 - A description and status of the “Quick Win” project(s).
 - Recap of the “Total Visitor Experience” exercise.
- **Photographs** taken during the River Town Review Process.
- **A list of Recommendations and a Proposed Action Plan.** The Action Plan should include:
 - A brief introduction and recap of the process so that the Proposed Action Plan can be used as a stand-alone document.
 - The River Town Review Team’s recommendations (prioritized and organized as immediate, short-term, and long-term action items). Include relevant resources with each action item. Relevant resources can be found in Appendix A.



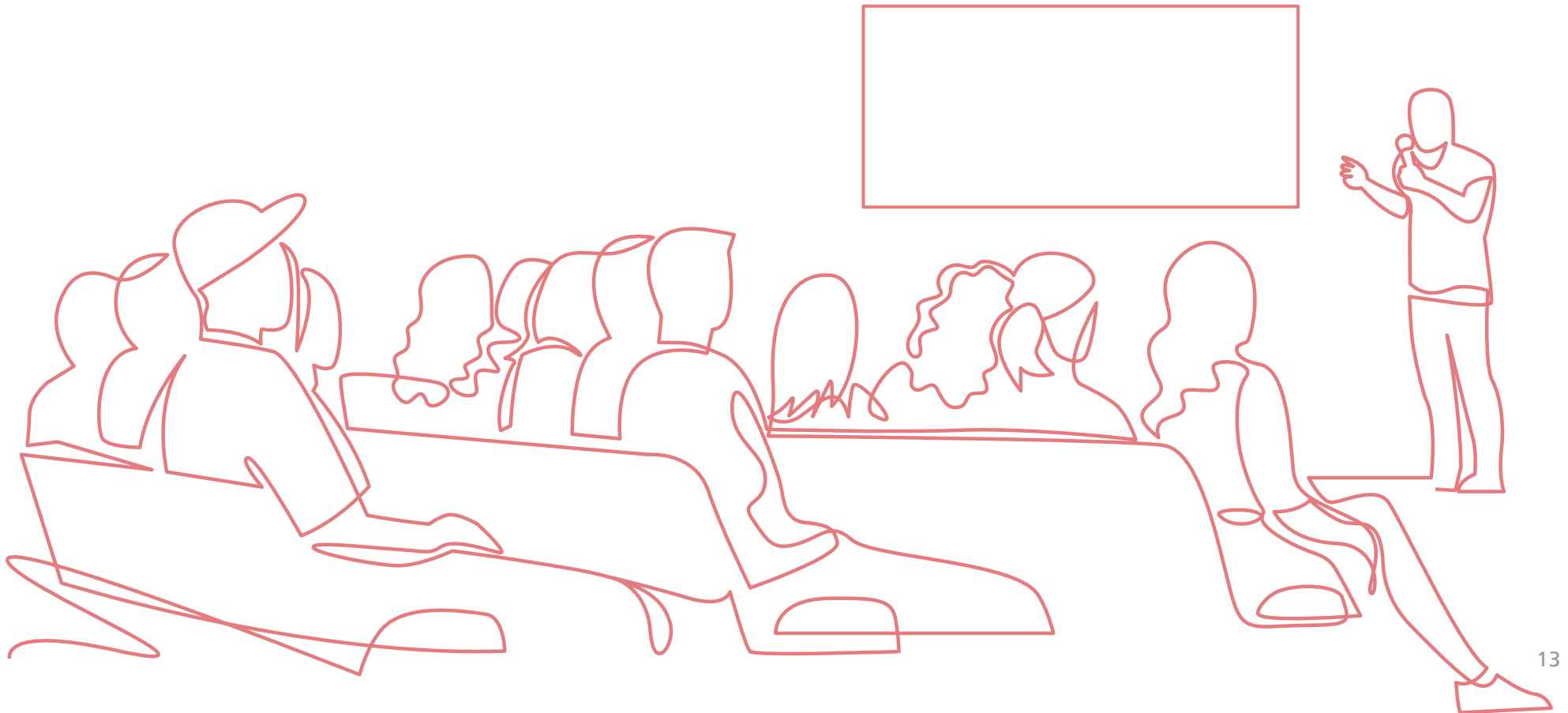
Share Final Report

- Upon completion, share the Final Report with community leaders, tourism officials, River Town Review volunteers, workshop participants, stakeholders, residents, and neighboring communities. Post the Final Report online and on social media.
- Schedule a follow up meeting to present the report to the community. Invite the public and those listed above. Hold virtually or in person.

River Town Review Community Meeting

During the River Town Review Community Meeting:

- Share the River Town Review Final Report.
- Present a summary of the process and highlight findings.
- Discuss recommendations and the Action Plan.
- Provide opportunities for additional input and future involvement.
- Identify additional community champions.



5 Moving Forward

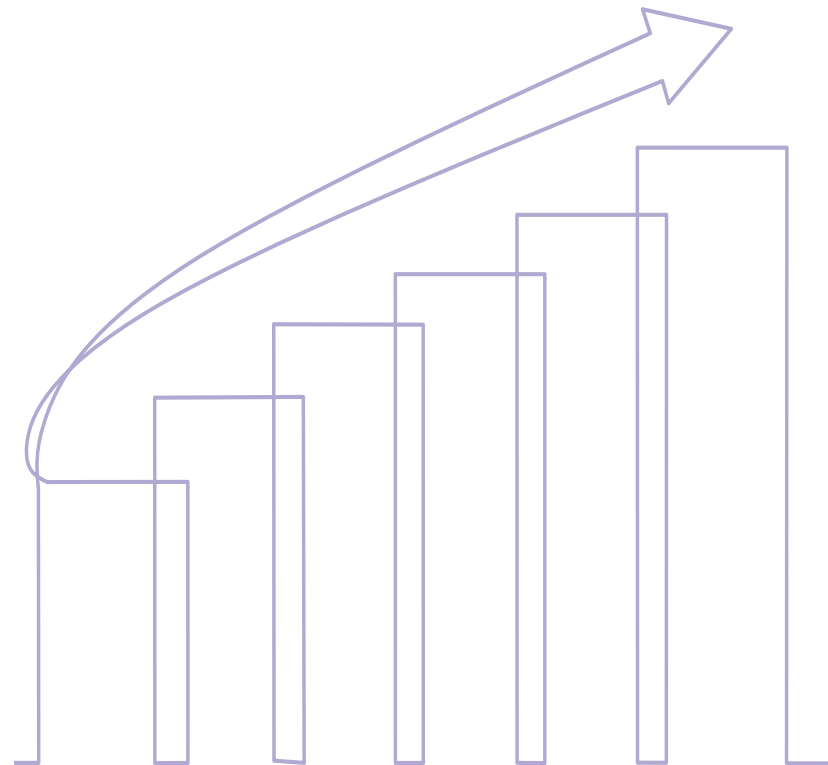


You've now conducted a River Town Review, completing an assessment of your community's outdoor recreation resources and potential. You've also:

- Discovered local champions and opportunities you never knew you had.
- Taken a big step towards enhancing your outdoor recreation resources, connecting to neighboring towns, and improving the quality of life for your community.
- Shown commitment, generated support and ideas, and have an action plan in place.
- Developed and promoted an appreciation for what a river town is, what your river town could be, and the benefits that could flow to your community.

Take the next steps now and:

- Consider forming a Steering Committee to develop a Strategic Plan for Implementation of the Action Plan.
- Keep the public informed and involved through regular updates. Tout successes.
- Utilize your River Town Review when seeking support and funding.
- Begin strengthening and formalizing partnerships, especially those upstream, downstream, and across the river, as well!
- Utilize the resources found in Appendix A.
- Apply for technical planning assistance from the National Park Service – Rivers, Trails, and Conservation Assistance Program for specific projects related to your River Town Review.



Relevant Resources

Appendix A

Includes Trail/River Town examples, organizations, relevant toolkits, guides for engaging the public and gathering input, funding resources, economic impact information, etc.

- I. Outdoor Recreation and Adventure Tourism
- II. Sustainable Tourism
- III. Maintaining Small Town Character
- IV. Grants and Funding Opportunities
- V. Organizations
- VI. Community Assistance Programs



Download these appendixes at:
go.nps.gov/RTR

Appendix B

Includes the River Town Review (RTR) templates, forms, checklists, and documents referred to in this toolkit. They are intended as examples that can be customized for your community. (This Appendix will download as a .zip folder.)

- B1. Desktop Reviewer Recruitment Letter Sample
- B2. Desktop Online Review Guide and Sample Google Form
- B3. Community Visit Recruitment Letter Sample
- B4. Community Visit Guide
- B5. Workshop Invitation Letter Sample
- B6. Short Agenda Sample
- B7. Working Agenda Sample
- B8. Workshop PowerPoint Presentation Sample
- B9. SWOT Analysis Questions
- B10. Brainstorming Questions
- B11. Post-Workshop Email to RTR Workshop Participants
- B12. RTR Final Report Sample (Maysville, KY)
- B13. RTR Workshop Video Sample (Madison, IN)
- B14. River Town Review Process Flow Chart

River Town Review Toolkit

Appendix A

List of Resources for Communities



NPS-RTCA

Rivers, Trails and Conservation Assistance Program

As communities explore new opportunities to enhance outdoor recreation and tourism, the following list provides assessment tools, recommendations, guidelines and funding sources. This list of resources is the beginning of a journey to seek more information and it is not to be considered an all-encompassing list.

Table of Contents		
I.	Outdoor Recreation & Adventure Tourism	R1
	Trail Towns & River Towns	
	Community Walkability & Bikeability	
	DOT Bike & Pedestrian Planning	
	Bicycle Touring	
	Paddling	
	River Safety	
II.	Sustainable Tourism	R3
III.	Maintaining Small Town Character	R4
IV.	Grants & Funding Opportunities	R5
V.	Organizations	R6
VI.	Community Assistance Programs	R7

I. Outdoor Recreation & Adventure Tourism

Trail Town & River Town Resources

Trail Town Program: [Certified Network - Trail Town Program \(trailtowns.org\)](http://trailtowns.org) and [Trail Town Guide](#)

Outdoor Towns: [Toolkit](#) and [Resource Library \(townsandtrailstoolkit.com\)](http://townsandtrailstoolkit.com)

[Trail Towns - Northern Forest Canoe Trail](#)

[Trail Towns - Huron River National Water Trail \(huronriverwatertrail.org\)](http://huronriverwatertrail.org)

[Kitsap Peninsula Water Trails Paddle Routes - Kitsap Peninsula Water Trails](#)

[Pennsylvania Environmental Council's River Town Program](#)

[Monongahela River Towns](#)

[River Towns Program | Susquehanna Greenway](#)

[RiverTowns Program — Tennessee RiverLine \(tnriverline.org\)](http://tnriverline.org)

[River Towns Program | Susquehanna Greenway](#)

[Resources - River Network](#)

[Stewardship Program - Northern Forest Canoe Trail](#) Stewardship program for waterway communities.

[WNC: MADE X MTNS Launches Innovative Building Outdoor Communities Program - Mountain BizWorks](#). This place-based program is focused on capacity building, technical assistance, training, connectivity, and education for communities seeking to advance their outdoor economy goals.

Trail Town & River Town Resources ... continued

A manual for communities along the North Country Scenic Trail [trail_town_manual_1.pdf \(michigantrails.org\)](#)

[Trail Town Program | Florida Department of Environmental Protection](#)

[The Essential Guide to Destination Tourism in Eastern Kentucky | SOAR \(soar-ky.org\)](#)

Parks and Trails, New York, [Empire State Trail Town Action Plan: Brockport 2022 \(ptny.org\)](#).

[Trail Town | KMTA \(kmtacorridor.org\)](#) An Alaska trail town program involving creating a long distance trail.

[Home - Trent-Severn Trail Towns \(tswtrailtowns.ca\)](#). Trail town program along Ontario's Trent-Severn Waterway.

[Blue Water Trail Towns - St. Clair County Blueways Asset Inventory \(bluewaysofstclair.org\)](#). Trail town program involving Michigan communities on Lake Huron.

[Advancing Trails Webinar Series - American Trails](#)

[Trail Towns - North Country Trail Association](#)

[Boise River Greenbelt | City of Boise](#)

[Boise River Greenbelt - Connecting Communities - YouTube](#)

[2022 Greenbelt Map.indd \(cityofboise.org\)](#)

[Civic Engagement - National Park Service \(nps.gov\)](#). Public engagement resources.

Pennsylvania Downtown Center. [Nature-Based Placemaking Program - PA Downtown](#)

Kentucky Trail Towns Guide & Workbook

[Kentucky Trail Towns v1.0 \(kentuckytourism.com\)](#)

[Kentucky Trail Town Program Workbook \(kentuckytourism.com\)](#)

Destinations International – Variables Workbook

[DNEXT Online Diagnostic Tool Workbook 2017](#)

Community Walkability & Bikeability

Walkability Score [Get Your Walk Score](#)

Bikeability Score [Bike Score Methodology \(walkscore.com\)](#)

[Pop-Up Bike Network Leads to Permanent Change \(nextcity.org\)](#). Temporary designated bike lane project in Macon, Georgia.

Walkability & Bikeability Assessment Tools

National Walkability Index [Smart Location Mapping | Smart Growth | US EPA](#)

[Healthy Communities: The Walkability Assessment Tool \(udel.edu\)](#)

[Walkability Assessment Tool | Planning for Complete Communities in Delaware \(completecommunitiesde.org\)](#)

Bikeability Checklist [bikechecklist1.ai \(epa.gov\)](#)

Departments of Transportation Bike & Pedestrian Planning

Indiana [INDOT: Bicycle & Pedestrian Program](#)

Kentucky [Bike Walk Kentucky | KYTC](#)

Ohio [Bike & Walk | Ohio Department of Transportation](#)

Project for Public Spaces. [Streets as Places Toolkit \(pps.org\)](#).

Public Bike Repair Station (Examples)

[Public Bike Repair Stand | Bicycle Repair Station | CycleSafe](#)



NPS-RTCA

Rivers, Trails and Conservation Assistance Program

Resources List
October 2021 – R2

[Bike Repair Stations and Bike Pump Stations | Duo-Gard \(duo-gard.com\)](#)

Bike Rack (Examples)

[Bollard Post Bike Racks - Park Warehouse](#)

[Racer Bike Rack - The Park Catalog](#)

Mountain Biking

International Mountain Bicycling Association [Trail Accelerator Grants | IMBA](#)

Bicycle Touring

US Bike Route System [U.S. Bicycle Route System \(USBRS\) | Adventure Cycling Association](#)

Indiana Bicycle Suitability Map [LRP BicycleSuitabilityMap.pdf](#)

Kentucky Bike Routes [On Road Bicycle Routes and Events | KYTC](#)

Ohio US Bike Routes [Create A Map | ODOT TIMS \(state.oh.us\)](#)

Long Distance Cycling Routes: Economic Impacts, Best Practices, and Marketing Strategies [\(usu.edu\)](#)

Warm Showers [Home | Warmshowers.org](#)

Heat Maps (Data Analysis Tools for Outdoor Recreation)

STRAVA Heat Maps [Strava Global Heatmap](#)

Map Line Heat Maps [Create a Heat Map in Seconds | Mapline Mapping Solutions](#)

Paddling

Ohio River Recreation Trail [Ohio River Digital Guide](#)

National Park Service [River Access Planning Guide](#)

[Images of Public Kayak Lockers](#)

River Safety

Ohio River Recreation Trail [Safety Tips — Ohio River Recreation Trail](#)

Ohio River Recreation Trail [On-Water Safety Guide](#)

US Coast Guard Float Plan Checklist [USCG Float Plan \(cgaux.org\)](#)

USGS Real time water data [USGS Current Water Data for the Nation](#) (waterdata.usgs.gov)

USGS Real time water data mobile version [USGS Mobile Water Data](#) (m.waterdata.usgs.gov)

Weekly Ohio River Water Quality Report [orsanco.org/weekly-ohio-river-water-quality-report](#)

NOAA Live River Forecast Center [NOAA - National Weather Service - Water](#)

II. Sustainable Tourism

USDA: Enhancing Sustainable Communities with Green Infrastructure

[Recreation Economy at USDA Economic Development Resources for Rural Communities](#)

[Rural Placemaking Innovation Challenge | Rural Development \(usda.gov\)](#)

The Outdoor Recreation Roundtable Rural Economic Development Toolkit

[Rural Development Toolkit – Outdoor Recreation Roundtable](#)

Solimar International [Solimar International | Tourism Marketing & Sustainable Tourism Consulting - Home](#)



Global Sustainable Tourism Council [Criteria, Standards, Certifications \(gstcouncil.org\)](https://www.gstcouncil.org/)

Adventure Travel Trade Association (This may be a great resource for river-based product development)
[Global Network of Adventure Travel Tour Operators, Destinations, and Industry Partners](https://www.adventuretraveltrade.com/)

United Nations World Travel Organization [Sustainable development | UNWTO](https://www.unwto.org/)

The Travel Foundation [Home Page - Travel Foundation \(thetravelfoundation.org.uk\)](https://www.thetravelfoundation.org.uk/)

Invisible Burden [Destinations at Risk: The Invisible Burden of Tourism - Travel Foundation](https://www.thetravelfoundation.org.uk/destinations-at-risk)

World Travel and Tourism Council [\(WTTTC\) | Travel & Tourism Representative Council](https://www.wttc.org/)

Destinations International (A resource for DMOs and Chambers of Commerce) [destinationsinternational.org](https://www.destinationsinternational.org/)

Destination Development Association [Destination Assessment Program \(destinationdevelopment.org\)](https://www.destinationdevelopment.org/)

National Recreation & Park Association Agency Performance Review [nrpa-agency-performance-review.pdf](https://www.nrpa.org/2020-engagement-report.pdf)

NRPA 2020 Engagement with Parks Report [2020-engagement-report.pdf \(nrpa.org\)](https://www.nrpa.org/2020-engagement-report.pdf)

Headwaters Economics [Home - Headwaters Economics](https://www.headwaters-economics.com/)

Sample Survey from Township of Chatsworth, Ontario [Community Recreation Survey \(surveymonkey.com\)](https://www.surveymonkey.com/)

Additional Reports/Studies

[Innovative and Promising Practices in Sustainable Tourism \(viu.ca\)](https://www.viu.ca/)

[Ten Principles for Responsible Tourism \(Urban Land 2015\)](https://www.urbanland.com/)

[Tools and Resources for Nature-Based Tourism \(worldbank.org\)](https://www.worldbank.org/)

COVID Management Tools

[Pandemic Toolkit \(PlaceMakers.com\)](https://www.placemakers.com/)

[Arts-and-Transportation-Rapid-Response.pdf \(smartgrowthamerica.org\)](https://www.smartgrowthamerica.org/)

(Summary of creative solutions to COVID-related transportation challenges)

[How Can Destinations Resume Tourism After the Pandemic While Ensuring Sustainability? \(PlaceBrandObserver.com\)](https://www.placebrandobserver.com/)

III. Maintaining Small Town Character

Smart Growth Principles

[Smart Growth Principles - Smart Growth Online](https://www.smartgrowth.com/)

[Smart Growth Principles – Vermont Natural Resources Council \(vnrc.org\)](https://www.vnrc.org/)

[Smart Growth in Small Towns and Rural Communities | Smart Growth | US EPA](https://www.epa.gov/smartgrowth/)

[Framework for Creating a Smart Growth Economic Development Strategy: A Tool for Small Cities & Towns](https://www.smartgrowth.com/)

[National Main Street Program \(mainstreet.org\)](https://www.mainstreet.org/)

[Kentucky Main Street Program - Kentucky Heritage Council \(heritage.ky.gov\)](https://www.heritage.ky.gov/)

[Streetscape Design Guidelines for Historic Commercial Districts \(heritage.ky.gov\)](https://www.heritage.ky.gov/)



NPS-RTCA

Rivers, Trails and Conservation Assistance Program

Resources List
October 2021 – R4

[Walkable Communities Library](http://walkable.org) (walkable.org)

[New Designs for Growth Development Guidebook](http://newdesignsforgrowth.com) (newdesignsforgrowth.com)

[Downtown Revitalization in Small and Mid-sized Cities](http://planning.org) (planning.org)

[A Handbook for Improved Neighborhoods](http://aarp.org) (aarp.org)

[Citizens' Institute on Rural Design](http://rural-design.org) (rural-design.org)

[Home | The Benefits of Complete Streets](#)

[Soak Up the Rain New England Webinar Archive | US EPA](#)

Additional Items to Consider

[Project for Public Spaces](#) [The Lighter, Quicker, Cheaper Transformation of Public Spaces](#) (pps.org)

[Creative Exchange for the Arts](#) [Toolkits for Change Archives - Creative Exchange](#) (springboardexchange.org)

[Finding Nature News, Nature Blog | Children and Nature Network](#) (childrenandnature.org)

[Children's Outdoor Bill of Rights](#) [bring leaders, residents together - Children and Nature Network](#)

[Waste in Our Waters: A Community Toolkit for Aquatic Litter Removal](#) (rivernetnetwork.org)

IV. Grants & Funding Opportunities

[Home | GRANTS.GOV](#)

[Funding Details: Foundation for Rural Service Community Grant Program - Rural Health Information Hub](#)

[Infrastructure and Capacity Building Challenge Grants | The National Endowment for the Humanities](#) (neh.gov)

T-Mobile Hometown Grant application [HTG Application](#) (custhelp.com)

[Access + Stewardship Grants | onX Maps](#)

[View Opportunity | GRANTS.GOV](#)

[EDA American Rescue Plan Programs | U.S. Economic Development Administration](#)

[EJ4Climate: Environmental Justice and Climate Resilience](#) (cec.org)

[People, Parks, and Power: A National Initiative for Green Space, Health Equity, and Racial Justice | Prevention Institute](#)

[FY 2022 AmeriCorps State and National Public Health AmeriCorps | AmeriCorps](#)

[Federal Register :: Request for Applications: The Community Forest and Open Space Conservation Program](#)

[Economic Development Integration | U.S. Economic Development Administration](#) (eda.gov)

[View EDA-HDQ-OIE-2020-2006705 | GRANTS.GOV](#) FY2020 SPRINT Challenge Grant

[Grassroots Grantmakers](#)

[U.S. Department of Transportation Transit, Highway, and Safety Funds - Funding - Bicycle and Pedestrian Program - Environment - FHWA \(dot.gov\)](#)

[The Grant Plant, Inc. New Mexico \(thegrantplantnm.com\)](#)

[Office of Small Business Development Centers Resources \(sba.gov\)](#)

[Keep America Beautiful's Community Restoration and Resiliency Fund Application Survey \(surveymonkey.com\)](#)

[The Home Depot | The Home Depot Foundation - Team Depot Community](#)

[Shade Structure Program \(aad.org\)](#)

[Community Facilities Direct Loan & Grant Program | Rural Development \(usda.gov\)](#)

[Community Impact | Waste Management \(wm.com\)](#)

[Online Funding Tool | Play and Recreation Funds | PlayCore](#)

[Grant Opportunities, Fundraising Resources, Funding | National Recreation and Park Association \(nrpa.org\)](#)

[Recreational Trails Program Project Database \(recreationaltrailsinfo.org\)](#)

[Thrive Outside - Outdoor Industry Association](#)

[Bicycles and Pedestrians | US Department of Transportation](#)

[Applications Now Live for the Citizens' Institute on Rural Design \(rural-design.org\)](#)

[Save America's Treasures \(U.S. National Park Service\) \(nps.gov\)](#)

[Equitable Funding Hub | City Parks Alliance](#)

[Funding Parks and Trails Through Land Trust Partnerships | City Parks Alliance](#)

[Community Change Grants | AmericaWalks.org](#)

[Mini-grants | Celebrate Urban Birds](#)

[Community-Based Participatory Research Technical Assistance Grants - River Network](#)

[Building Blocks for Sustainable Communities 2020 Request for Letters of Interest | Smart Growth | US EPA](#)

[Six Unique Trail Funding Solutions - American Trails](#)

[Q Community Grant | Quality Bicycle Products \(qbp.com\)](#)

[Six Grants for Trails and Greenway Funding \(permatrak.com\)](#)

[State and Local Grant Funding - **Land and Water Conservation Fund** \(U.S. National Park Service\) \(nps.gov\)](#)

Indiana [DNR: Land and Water Conservation Fund \(in.gov\)](#)

Kentucky [Kentucky DLG - LWCF Grants](#)

Ohio [Land and Water Conservation Fund | Ohio Department of Natural Resources \(ohiodnr.gov\)](#)



V. Organizations

Adventure Cycling Association [Discover What Awaits | AdventureCycling.org](#)

American Trails [AmericanTrails.org](#)

American Rivers [Rivers Connect Us](#) (americanrivers.org)

American Canoe Association [ACA | Canoe - Kayak - SUP - Raft - Rescue \(americancanoe.org\)](#)

City Parks Alliance [About Us | City Parks Alliance](#)

International Journal of Wilderness [Foundation and Future of Long Distance Trails | IJW.org](#)

National Recreation and Parks Association [\(nrpa.org\)](#)

National Recreation and Parks Association [2021EngagementReport.pdf \(cloudinary.com\)](#)

Partnership for the National Trails System [\(pnts.org\)](#)

People for Bikes [PeopleForBikes | Every ride. Every rider. Join us. \(peopleforbikes.org\)](#)

River Management Society [\(river-management.org\)](#)

River Network [Mission, Vision, Values - River Network](#) (rivernetwork.org)

Society of Outdoor Recreation Professionals [Technical Resources \(recpro.org\)](#)

VI. Community Assistance Programs

National Park Service

[Rivers, Trails & Conservation Assistance Program \(RTCA\)](#)

- A national network of conservation and recreation planning professionals that partner with community groups, nonprofits, tribes, and state and local governments to design trails and parks, to serve and improve access to rivers, protect special places, and create outdoor recreation opportunities
- Free technical planning assistance is available for Communities and non-profit organizations through an application process



[Directory of National Park Service Community Assistance Programs](#)

Environmental Protection Agency (EPA)

[Smart Growth Technical Assistance Programs | Smart Growth | US EPA](#)

- Building Blocks for Sustainable Communities
- Cool & Connected
- Governor's Institute on Community Design
- Greening Americas Communities
- Healthy Places for Health People
- Local Foods, Local Places
- Recreation Economy for Rural Communities
- Smart Growth Implementation Assistance
- Smart Growth Implementation Assistance for Coastal Communities
- Special Smart Growth Technical Assistance Projects



[Environmental Justice Grants, Funding and Technical Assistance](#)

US Forest Service

Shared Stewardship Programs

- Forest Legacy
- Forest Stewardship
- Community Forest
- Ecosystem Markets
- Wood Innovation
- Urban and Community Forestry
- Forest Health Protection
- Landscape Scale Restoration
- Forest Taxation and Estate Planning



[How the Forest Stewardship Program Works | US Forest Service \(usda.gov\)](#)



NPS-RTCA

Rivers, Trails and Conservation Assistance Program

Resources List
October 2021 – R8

US Fish & Wildlife Service

Division of Partner & Intergovernmental Affairs

- Rural Fire Assistance
- Small Wetlands Program
- Landscape Conservation Design

Several other programs are available. Please visit the website and type “*List of Programs*” in the Search Box.

[USFWS - Division of Partner and Intergovernmental Affairs](#)



National Fish & Wildlife Foundation

Active Programs

- Acres for America
- Bring Back the Natives
- Conservation Partners Program
- Five Star & Urban Waters Restoration Grant Program
- National Coastal Resilience Fund
- Resilient Communities Program
- Bats for the Future Fund
- Monarch Butterfly & Pollinators Conservation Fund

[Programs | NFWF.org](#)



US Department of Agriculture

Natural Resources Conservation Service

[Technical Assistance | NRCS \(usda.gov\)](#)

Rural Development Programs & Services

[Programs & Services | Rural Development \(usda.gov\)](#)

Strategic Economic & Community Development

[Strategic Economic and Community Development | Rural Development \(usda.gov\)](#)



NPS-RTCA

Rivers, Trails and Conservation Assistance Program

Resources List
October 2021 – R9



(Customize this sample email and change all areas highlighted in yellow.)

Sample Desktop Reviewer Recruitment Letter

Dear **Name**,

Augusta will be conducting a River Town Review which will include objective third party assessments of our community, with the goal of helping us better promote our outdoor recreational opportunities for visitors and residents alike, and especially in relation to the **Ohio** River.

I wanted to ask if you could play a key but limited-time role in this important project as a Desktop Online Review Volunteer. Volunteers would conduct a thorough review and critique of our community's on-line and social media presence (city and tourism websites, Facebook, Instagram, Twitter, etc.) and the extent to which potential visitors can find useful and compelling information to plan a one or multiple day visit. A quick review of the city's master planning efforts will also be conducted.

This information and feedback, especially from folks who are NOT already familiar with **Augusta**, will give our community leaders insight into how to better promote the river, and our visitor amenities, natural, historic, and cultural resources, recreational opportunities, and special events, to ultimately bring more people to **Augusta**.

We would be very grateful if you could donate no more than 1-2 hours of your time over the next **two** weeks to be one of our Desk Top Online Reviewers. For your convenience, instructions are attached along with a memo from **Janet Hunt, the head of tourism for Augusta and Bracken County, KY.**

Volunteers would prepare a summary of their findings and recommendation (1–2 page max), to be submitted by **Saturday, May 1** so that we will be able to incorporate your anonymous feedback/insights/recommendations into our Community Workshop presentation on **May 11**. The information will also be included in the final River Town Review Report.

Your input will be combined with that provided by other members of the outdoor recreation community. Your insight will be invaluable - we hope you can lend a hand with this fun and impactful project!

Please let me know if you are willing to help with this effort, or if you have any questions.

With gratitude for your assistance,

Project Partner Name



RIVER TOWN REVIEW DESKTOP ONLINE REVIEW GUIDE

The Desktop Online Review is a critical part of the River Town Review Process. It gives an indication of how well local websites and social media provide the information that potential visitors need to plan their trip. Desktop Volunteer Reviewers can use the following guidelines to help perform this important work

With an eye towards outdoor recreation, tourism, and connections to the river and local trails:

- * Visit and review local community and tourism websites. Look for:
 - * Easy to find clear and specific references to outdoor recreation opportunities.
 - * Connections to outdoor recreation, the river, and local trails.
 - * Outdoor recreation-related businesses and services.
 - * Traditional tourism resources – lodging, restaurants, entertainment, etc.
 - * Links to digital versions of brochures, and publications.
- * Visit local government, community, and tourism social media accounts. (Facebook, Instagram, Twitter.)
 - * How many follow the account, what is the most recent post, how often is it updated?
 - * Are there any references to outdoor recreation and tourism?
- * Check local reviews on crowd-sourced sites like Yelp, Trip Advisor, etc.
 - * Are there places/services with consistently good or bad reviews?

Outdoor recreation enthusiasts, just like everyone else, need places to eat, sleep and shop, but they're also looking for unique local things to do and places to visit after cycling, paddling, hiking, birding, climbing, etc. They're looking for a total visitor experience. With this in mind:

While conducting the reviews, search for total visitor experiences and packages.

- These are the activities and places that set towns apart, drawing people off the rivers and trails into the community.
- Look for lodging packages that include these activities.
- For good definitions and examples, and to help with your review, check [The Essential Guide to Destination Tourism in Eastern Kentucky | SOAR \(soar-ky.org\)](#)

Information concerning river conditions, like water levels and flow rates, is critical for boaters and paddlers. Please note if this information, or links to it, was provided on any sites visited.

- * Compile a Summary Report.
 - * List and supply links to the sites visited.
 - * What were the highlights?
 - * What shortcomings in the community's social media presence did you find?
 - * What recommendations do you have for improvement?
 - * Did any common community themes emerge?
 - * If you were planning to visit the area what things would interest you most?
 - * What is one significant historical or cultural event you found that took place in the town?
 - * What did you find missing from the community related to outdoor recreation and/or tourism?
 - * If you were planning a trip with your friends....
 - * Where would you stay?
 - * Where would you eat?
 - * What tourist attractions would you want to visit?
 - * What outdoor recreation opportunities would you want to pursue?

Thanks for volunteering
to help our community!



Sample Google Form

Some volunteers used the following Goggle Form to provide their feedback on the Desktop Review for each River Town Review community.

2022 Rivertown Review - ORRT and NPS

Desktop Review Form

Rivertown Review contacts

The Three Rivertowns each have an ORRT contact. If you wish to email ideas, suggestions, or if you wish to participate in a site visit and/or the community meeting contact:

Madison, IN - Jack Sutton - jsutton677@gmail.com
Maysville, KY - David Wicks - dwicks1@gmail.com
Portsmouth, OH - Brewster Rhoads - brewohio@gmail.com

Rivertown name *

Madison, IN

Maysville, KY

Portsmouth, OH

Reviewer Name (optional)

Your answer

Visit the town's website. Does it make you want to visit there? What is missing from the view of a visitor?

Your answer

Look at crowdsourced sites for reviews (trip advisor, yelp, etc.). What is consistently reviewed well or makes the top ten list? What are the consistent negative comments from reviewers about the town?

Your answer

Did you find much information about outdoor recreation? Hiking, Fishing, Paddlesports, Power boats, sailing or bicycling. if so describe, if not do you have recommendations for Vevay to consider?

Your answer

Reviewer's email (optional)

Your answer

Review the town's social media, websites, articles and existing tourism information. Look for connections to the river and outdoor recreation. What are the highlights? Do any common themes emerge? Is there an experience to capture?

Your answer

If you were planning to visit there what would interest you from what you learned from your web search? Is it inviting? What is missing?

Your answer

Look at their social media sites: Facebook, Instagram, Twitter. How many followers? What is the most recent post? How often updated? Are there photos? Any events promoted? Are followers engaged?

Your answer

What advice would you have for the town about how to better communicate and coordinate their assets, rich history, key annual events, lodging and dining options, tips on what to do there, etc?

Your answer



(Customize this sample email and change all areas highlighted in yellow.)

The Community Visit Recruitment Letter

Dear **Name**,

Augusta will be conducting a River Town Review to help us better promote and develop our outdoor recreation resources, especially in relation to the **Ohio** River. I wanted to ask if you would be interested in playing a key role in this important project as a Community Visit Assessment Volunteer. Volunteers will bring their "fresh set of eyes" to provide an objective assessment from a visitor's viewpoint, of existing outdoor recreation and tourism assets in our town.

Volunteers will spend a couple of hours walking and/or biking through town and using the questionnaire provided as a guide to review different areas relating to outdoor recreation and tourism. Afterwards, volunteers are asked to provide an overall summary in addition to their specific findings and recommendations.

This information and feedback, especially from folks who are NOT already familiar with **Augusta**, will give our community leaders vital insight into how to better promote the river and our visitor amenities, natural, historic, and cultural resources, recreational opportunities, and special events, to ultimately bring more visitors to **Augusta**.

We would be very grateful if you could donate a few hours of your time and be one of our "Community Visit Assessment" Volunteers. Our goal is to have the Community Visit Assessments scheduled during _____, and summaries submitted by _____. Guidelines and the questionnaire, along with a memo from **Janet Hunt**, the head of tourism for Augusta and Bracken County, KY., are attached for your convenience.

We will incorporate your anonymous feedback/insights/recommendations into our Community Workshop presentation on **May 11**. Your input will be combined with that provided by other members of the outdoor recreation community as well and be included in the final River Town Review Report.

Please let me know if you are willing to help with this effort, or if you have any questions.

With gratitude for your assistance,

Project Partner Name



(Customize this visitor assessment template/checklist and change all areas highlighted in yellow.)

RIVER TOWN REVIEW COMMUNITY VISIT GUIDE

Purpose

The River Town Review Visitor Assessment utilizes a "fresh set of eyes" approach, with volunteers providing an objective view of a community's existing recreation assets, as a visitor would see them, and in relation to outdoor recreation opportunities and the _____ River.

Process

The Visitor Assessment process outlined here is modeled after other trail and river town programs, many of which are referenced in Appendix A. A questionnaire is provided to guide volunteers through an assessment.

Conducting your Community Visit Assessment:

- Prior to visiting, become familiar enough with the community to develop a plan for your visit.
- Read the Desk Top Review that was done for the town. Look for connections to the river and to outdoor recreation and tourism opportunities.
- Develop a map outlining where you will conduct your assessment. Try to stay within a quarter mile of the river, looking mainly at the town and its river and outdoor recreation connections.
- Before the visit, review the Assessment Questionnaire on the following pages. The questions are meant to guide you through the process as you travel through town.
- Be prepared to take notes and pictures.
- Follow any current CDC Covid Guidelines for the location.
- Walk and/or bike different routes through town. Allow at least 2 hours.
- Talk with residents, business owners, and visitors. Tell them what you're doing with the River Town Review. Ask for comments and suggestions.
- If working in teams, collect the information so that you can capture and analyze the group's suggestions.
- Write an overall summary in addition to recording your specific findings and recommendations.

**Thanks for Volunteering &
Enjoy Your Visit!**



Community Visit Assessment Questionnaire

The following questions should provide a basic guide for your assessment.

Tourist Information

* Did you find a tourist office or visitor center? If so, please list and describe.

Did they provide information on outdoor recreation opportunities and the river?

Were local businesses providing information on outdoor recreation and the river?

River Connections

* How easy is it to get to the river?

* Is the riverfront welcoming and clean?

* Are there signs on the riverfront identifying the town?

* Are there scenic views of the river?

* Are there public spaces near or on the river, like parks, benches, paths or trails, shelters/pavilions?

* Are there any undeveloped natural areas?

* Is access to the river ADA accessible?

* Are there any businesses located directly on the river?

* Is there signage describing/encouraging stewardship of the river?

* Are there signs showing the way between the town and the river?

* Does it seem easy for visitors to find and access downtown from the river?

* Is there adequate parking?

* Are there public restrooms?

* Are there any sources of public drinking water?

* Was there anything of particular interest regarding river connections you noticed during your visit?

Something done right?
Anything you would change?

River Access for Recreation

* Is there public boating access on the river?

* Is there access for canoes and kayaks on the river?

* Do access points appear welcoming and clean?

* Are there signs indicating where to access the river?

* Is there access for motorized/trailer boats? Are there launch ramps?

* How many access sites are there, and about how far apart are they?

* Are there any places offering boat, canoe, or kayak rentals?

* Are there facilities offering temporary or long-term docking?

* Are there any full-service marinas?

* Was there any signage about boating/paddling safety?

* Are boat launches or access points ADA accessible?

* Are there signs directing visitors to the town?

* Are there restrooms?

* Are there sources of public drinking water.

* Is there parking?

* If you paddled or boated on the river, describe your experience.

* Was there anything of particular interest that you noticed regarding river access during your visit?

Something done right?
Anything you would change?

Cycling Opportunities/Conditions

- * Are there designated bike paths or multi-purpose trails? (If so, please list.)
- * Are there designated, marked bike lanes on roads?
- * Are there any businesses that offer bike rentals?
- * Are there any businesses that sell bicycles or equipment, or do repairs?
- * Is there a bike share program?
- * Are there any bike racks?
- * Are bike racks easy to find and well-placed? In front of or near businesses? In public spaces and parks?
- * Are there public bike repair stations available?
- * Are there any lockable storage facilities?
- * Does biking appear to be generally safe or unsafe?
 - Heavy traffic? High speeds?
 - Lack of shoulder? Poor road conditions?
- * Any signage for bikes?
- * If you cycled through town, describe your experience.
- * Was there anything of particular interest regarding cycling that you noticed during your visit?
 - Something done right?
 - Anything you would change?

The Town's Walkability

- * What is the community's Walk Score? Find it at www.walkscore.com.
- * Are there sidewalks? If so, in general, what condition are they in?
- * Are there any streetscapes or street beautification projects?
- * Are there well marked crosswalks?
- * Are there pedestrian signals?
- * As a pedestrian, do you feel safe when walking through town?

- * Are the sidewalks ADA accessible?
- * Are the sidewalks wide enough to accommodate pedestrian traffic?
- * Do any restaurants offer sidewalk seating.
- * Is there wayfinding signage?
- * Is there signage telling you how many minutes to walk, or the mileage, to certain locations?
- * Was there anything of particular interest regarding walkability that you noticed during your visit?

Something done right?
Anything you would change?

Trails

- * Are there connecting trails from outside the community into town? Are there any long-distance trails nearby? If so, please list.
- * Are there designated trails in town? Any loops? If so, please list.
- * Please answer the following questions regarding each of the trails listed above:
 - * Are there any designated trailheads?
 - * Is it paved for multi-purpose use, or natural surface?
 - * Is it well maintained and in good condition?
 - * Is there signage telling where the trails go and distances?
 - * Is there parking?
 - * Are there any public facilities – restrooms, drinking water, shelters?
- * Was there anything of particular interest regarding trails that you noticed during your visit?

Something done right?
Anything you would change?

Parks

- * Please list and briefly describe any parks visited during your assessment. Regarding each park:
 - * Is the park welcoming to visitors?

- * Are there sidewalks/paths that provide easy and clear access to the park?
- * Are there signs showing visitors how to get to the park?
- * Is the park well maintained?
- * Does the park appear to be ADA accessible?
- * Does the park have any significant or unique features/facilities?
- * Are there any undeveloped natural areas? Any interpretive signage?
- * Any programs or events being promoted?
- * Was there anything of particular interest regarding parks that you noticed during your visit?

Something done right?
Anything you would change?

Lodging and Camping

- * Does there appear to be an adequate number of hotels, Airbnb's, etc?
- * Is there RV camping available?
- * Is there primitive tent camping available.

Gateway

A gateway is any welcoming element that lets visitors know when they have entered a River or Trail Town. It may include signage, landmarks, and public art.

- * Were there any gateways to town? If so, please list and describe.

Signage

Good signage guides visitors, provides a sense of place and shows pride, promotes local businesses, helps make connections between towns and their recreational amenities.

- * Were there signs welcoming visitors to the community?
- * Are there directional signs to let you know where to go?
- * Are signs easy to read? Are they well maintained?
- * Are there signs interpreting the community's unique character/history, or natural features?
- * Are there areas of sign clutter?

- * Is there sufficient signage for visitors to find businesses and services?
- * Are there any informational kiosks or bulletin boards? What types of information do they include?

Parking

Is there sufficient on-street parking?

Are off-street parking lots identified?

Is there ample parking near the river and at parks and trails?

Businesses

- * Does it appear that businesses are promoting and embracing the river and outdoor recreation?
- * What outdoor recreation or tourism related businesses are present, and what types are missing?
- * Are there opportunities for outdoor recreation-related businesses?
- * Is there an adequate number, and wide variety, of stores and restaurants?
- * Are there empty storefronts? Blighted buildings?
- * Are business signs clearly visible and well-designed? Are hours of operation clearly indicated.
- * Were there any unique businesses found in and around town?

Miscellaneous Observations

- * Is there adequate streetlighting throughout town?
- * Are there trash receptacles?
- * Are there dog waste bags available?
- * Does there appear to be a recycling program?
- * Are there any outdoor spaces exhibiting public art?
- * Does the town appear to be preserving and promoting their historic buildings/districts?
- * Were public facilities and/or businesses offering Wi-Fi service?
- * Is there any public transportation?

- * Did you notice much graffiti?
- * Is there cell reception near river? In town?

What Were Your General Impressions of the Community?

- * Did you have any conversations with people or businesses in the town, along the river or on trails?
- * Did the town seem friendly?
- * Did the town seem clean?
- * Did the town appear to be doing well economically?
- * In general, does the town have good numbers of healthy, shade-providing trees?
- * Did you feel safe in the town?
- * Does the town embrace its outdoor recreation opportunities, its history, and its culture?
- * Did you come across any special/unique attractions to visit, activities to participate in, tours to take?
- * Does the town feel like it has a unique character?
- * Did you enjoy your visit to the town?
- * What was the high point of your visit?
- * What was the low point of your visit?
- * Overall, how can the community better promote and develop their outdoor recreation opportunities?

Photos

Think about the story you want to tell with your photos, and then consider what images you need to capture. Some examples could include:

- The town from the river at varying distances.
- The town from on the river if possible.
- The river and any access points from multiple locations throughout the town.
- Recreation facilities and people using them.
- People on the river and trails.
- The Main Street and Business District.
- Individual and group shots of townspeople.
- Anything unique, historic, quirky, or interesting.
- Local businesses, particularly river or outdoor recreation related.

**Thanks for Volunteering
and Being an Integral Part
of our
River Town Review!**

(Insert your community logo here.)



Change highlighted text to reflect the community, date, time and link for the RTR workshop meeting.

DRAFT Invitation Letter – City, State

You are cordially invited to attend a Community Workshop being held as part of our River Town Review Project. The goal of this project is to help us become a more complete and vibrant river town, embracing and protecting the Ohio River and reaching our outdoor recreation and tourism potential. Your participation is a vital part of this effort.

During the Workshop, the River Town Review Team will present information gathered by outside volunteers who used their “fresh set of eyes” to objectively review our outdoor recreation and tourism resources. We’ll facilitate your input as well through a Strengths, Weaknesses, Opportunities, and Threats Analysis, (SWOT), and Brainstorming/Goal Setting sessions. The information and input gained will be used in the development of recommendations to help enhance outdoor recreation and tourism here in Community Name.

*(*The paragraphs above can serve as an invitation and good introduction to the River Town Review project. The details below are just an example and can be customized for your situation, whether the Workshop is held virtually or in person, etc.)*

If you are among the rare folks that have never connected to a Zoom meeting before, we recommend that you try to connect at least 10 to 15 minutes prior to the start. We will start promptly at time & date.

The virtual meeting will be conducted by members of the River Town Review Team. The Zoom link and connection details are below:

Topic: Rivertown Review – Community Name

Time: Date & Time

Join Zoom Meeting

[Zoom Meeting Link](#)

Please contact us if you have any questions.

We are looking forward to your participation in the Community Name River Town Review Community Workshop on date and time.

Name/Title/Community



RIVER TOWN REVIEW

Community Name

(Customize this sample Short Agenda and change all areas highlighted in yellow.)

- | | |
|-------------|--|
| 2:00 – 2:10 | Welcome |
| 2:10 – 2:30 | Big Picture
<i>Project Vision & Goals</i>
<i>Summary of the project accomplishments to date</i> |
| 2:30 – 2:50 | Tell us about your Town
<i>Strengths</i>
<i>Weaknesses</i>
<i>Opportunities</i>
<i>Threats</i> |
| 2:50 – 3:10 | River Town Review Observations |
| 3:10 – 3:35 | Community Brainstorming |
| 3:35 – 3:45 | Next Steps |
| 3:45 – 4:00 | Wrap up, Questions |

Adjust times based on the scheduled meeting date and start time.



Community Workshop Meeting WORKING AGENDA

West Point, KY
Thursday, July 29, 2021
4:00-6:00 PM

(Customize this Working Agenda and change all areas highlighted in yellow.)

ORRT Team Lead:

RTR Town Contact:

4:00 – 4:10	Welcome
4:10 – 4:25	Big Picture and 2 online tools
4:25 – 5:15	Tell us about your town - SWOT
5:15 – 5:30	What we learned - DTR and site visit
5:30 – 5:50	Brainstorming
5:50 – 6:00	Questions, Wrap Up, Next Steps

Join the Zoom Meeting on the following link:

Zoom Meeting Link

Meeting ID: **Number**

Passcode: **Number**

3:30 – 4:00

Enter Meeting

Test video and sound, check in with presenters– **David, Brewster, Russ, Andrea, Derek, Michael**

And platforms – **sound, video, ZOOM, Mural, sharing, in person and virtual.**

PLEASE RECORD and tell them

Begin POWERPOINT

4:00 – 4:10 Welcome

Slide 1 David Welcome to **West Point, KY** River Town Review – we are excited to engage with your community over the next two hours, etc.....

Introduce **Annette Baker** for a welcome to West Point and how they are looking forward to this opportunity to see Outdoor Rec in a new light.

Slide 2 Then back to **David**

for thanks for having us and HOUSEKEEPING

- Here is our agenda – we hope to capture a lot of information through this interactive process.....
- We are recording and will capture the interactive feedback and the chat.
- Speaking of the chat- for those of you unfamiliar with zoom...
Slide 3 chat instructions, mute yourself when not speaking, camera on if possible
- Go to the chat and Please enter your name, email and organization in the chat.
- Also, **DAVID** verbal visual Introductions of people as called out by David quickly and 1 thing you like about West Point.

4:10 – 4:25 Slide 4 Ohio River Recreation Trail Big Picture Brewster

- introduce yourselves as co-chairs
- Give quick big picture. Introduction of ORRT team – Brewster

Ohio River – important Resource

Ohio River Recreation Trail - ORRT – briefest of history and what it is.

Brewster introduce Recreation, Trails, Conservation Assistance Program, Andrea

Slide 5 Andrea Irland Rivers, Trails and Conservation Assistance Program -RTCA – Andrea, Russ, Helen, Michael RTCA overview and River Town Review process

****Fresh eyes - Application, Selection, Information sent by town, Desktop Review, Visitor Assessment, Tour with town hosts, community meeting – which is where we are now

Slide 6 Lewis & Clark National Historic Trail – another **NPS** layer

Introduce **Derek** and one of two on-line tools that are important to the ORRT and beneficial to their community. **Derek Schimmel (10 minutes)** Lewis & Clark National Historic Trail Experience <https://lewisandclark.travel/> Geotourism Site and sustainable tourism They will be receiving more information as a follow up

Slide 7 and 8 Introduction of Trail Experience site and How you can be included?

Derek Share screen to play video

Brewster or David does **Slide 9 (location on website)** - ORRT Digital Guide Focus on [how to use it https://www.ohioriverrecreationtrail.org/digital-guide](https://www.ohioriverrecreationtrail.org/digital-guide) and

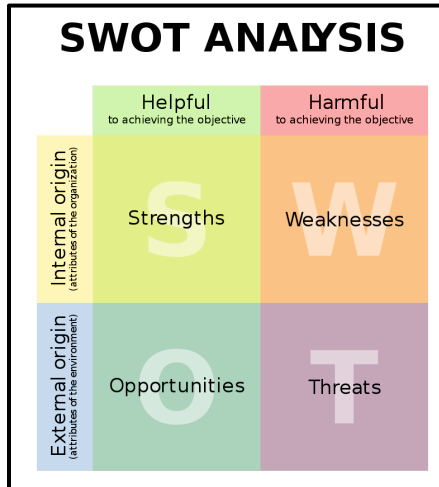
Slide 10 digital guide shot of **West Point** on the river and a good transition to **Russ** into the aerial photos

Slide 11 – 13 Introduce **Russ Clark** with more aerial photos and relative access points

Slide 14 and 15 Russ talks about John Muir Trail

4:25 – 5:15-Tell us about your town (SWOT) - Russell Clark

Slide 16 Russ does overview of SWOT – adding the focus of outdoor recreation and the river and the town as a river recreation resource



We want to capture your thoughts on these areas and to do that I'd like to introduce Michael Schilling who will guide us through the use of a new tool.

Slide 17 Mural Tool Slide and Michaels prompt in chat

Slide 18 Then Russ talks them through the SWOT utilizing the graphic above and after all are done poll each topic to get prioritization for going forward

Strengths (Internal origin)

Weaknesses (Internal origin)

Opportunities (External origin)

Threats (External origin)

Excellent work – these answers will be helpful in our recommendations

Russ Transition to David to talk about what we learned so far during Desk top review and site visit

5:15 – 5:30

David RTR Desk Top Review and Site visit summaries Slide 19? Show slides of pictures Slide 20 – 23 as you talk

- Overview of Desk Top Review, Visitor Assessment)- Summarize some good and some challenges. Pictures? Give audience a chance to react/ask questions?

5:30 – 5:50 Slide 24 Andrea picks it up from here referring to the SWOT results and the Desk Top Review and site visits talk about slide

Brainstorm some ideas for the communities to enhance outdoor recreation opportunities and promote tourism. *Incorporate the idea of restarting and reimagining tourism here?*

The idea of sustainability will be explored throughout, but this could be a good place to touch upon CoVid related items

- Given all that you have heard from the ORRT team, the tools available, the SWOT exercise and what you have heard from our brief overview. What are some ideas for the communities to enhance outdoor recreation opportunities and promote tourism.

We are going to take some time over the next 30 minutes to jot down your ideas. I will be providing some prompts to encourage your answers

Again we would have done this with flip charts and post it notes in person, but we will again work with Mural. Once again please find **Michaels prompt in the chat.**

- *Again stress- outdoor recreation and the river*
- Brainstorming - Finding, Refining and Harvesting Ideas "all ideas are good ideas" Big or small ideas Some leading questions:

What are ideas you have to further engage your town with the

Ohio River,

the ORRT,

LCNHT and

Outdoor Recreation?

What are some Classic Trip Opportunities?

What are Connections outside town?

What about historical connections?

Cultural connections?

Programming ideas

Think short term.

And long term

Early Action Projects

How can ORRT be beneficial?

Separate into long term and short term discuss and poll. VOTE? Prioritize

If time - Slide 25 In the chat – **Put Prompt** describe a perfect day for a visitor in your community what do they experience, what do they do? Very important

And What other contacts could be valuable partners?? Who else should be at the table? Would get excited about these opportunities?

5:50 – 6:00- Questions, Wrap Up, Next Steps Slide 26

Questions??

ACTION ITEM: Will email results and the one pager

We invite YOU to look at your town with fresh eyes!

Note other ideas or opportunities that occur to you!

Share with others

We will provide an opportunity for you to send more ideas

I PROMISE

Slide 27 SWOT results and the brainstorming list

Describe a perfect day for a visitor in your community

What other contacts could be valuable partners?

- Visit the two websites for L&CNHT and ORRT Digital Guide We will send information on how to sign up

Return homework to us by **August 9**

- **Report Out** – what to expect. We will package up all the materials and present it with our recommendations and resources.
- **River Town Summit** – it is our hope to gather all river towns that have taken part in RTR's in one summit to share success, challenges, ideas and more information and value of the ORRT and the LCNHT. We'd like to do fall of 2021 – but we will see!

Wrap up, Questions, Buffer time

Slide 28 and 29

Any questions?

CAPTURE CHAT, turn off recording, Thank Everyone.

Additional notes

River Town Review

Portsmouth, OH



Community Meeting Agenda

2:00 - 2:10 Welcome

2:10 - 2:25 Big Picture

*Ohio River/ORRT/Website Digital Guide
Lewis & Clark National Historic Trail
RTCA/RTR process*

2:25 - 3:00 SWOT

Strengths, Weaknesses, Opportunities, Threats

3:00 - 3:10 What we learned

Desk Top Review, Site visit

3:10 - 3:40 Brainstorming

Your thoughts and ideas

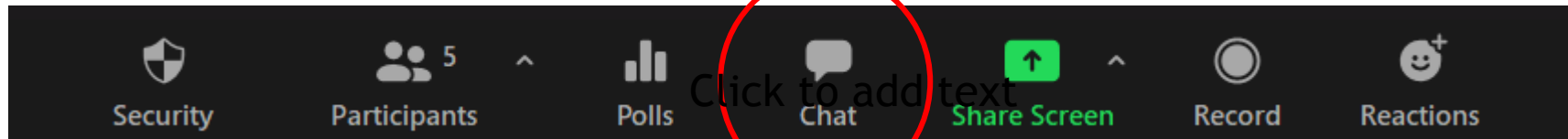
3:40 - 3:50 Call for data

3:50 - 4:00 More questions, Wrap up, Thank you!



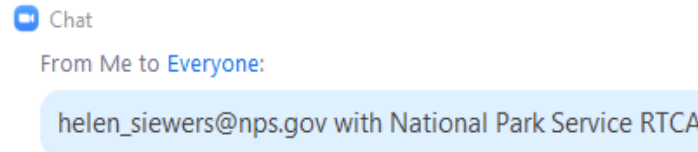
Who has joined us? Introductions!

Please make sure you have signed into Chat



- Go to the Chat box.
- Enter your email address and affiliation.

Example:



Please note this is also where you can comment and ask questions at any time!



River Town Review - Portsmouth, OH



<https://www.ohioriverrecreationtrail.org/>



OHIO RIVER RECREATION TRAIL

NPS RTCA
RIVERS, TRAILS & CONSERVATION ASSISTANCE PROGRAM
www.nps.gov/rtca

River Town Review - Portsmouth, OH



A river for all.

HOME THE TRAIL THE RIVER THE TOWNS EVENTS OUR PARTNERS SAFETY WEBINARS CONTACT

RIVER TOWN REVIEW

DIGITAL GUIDE

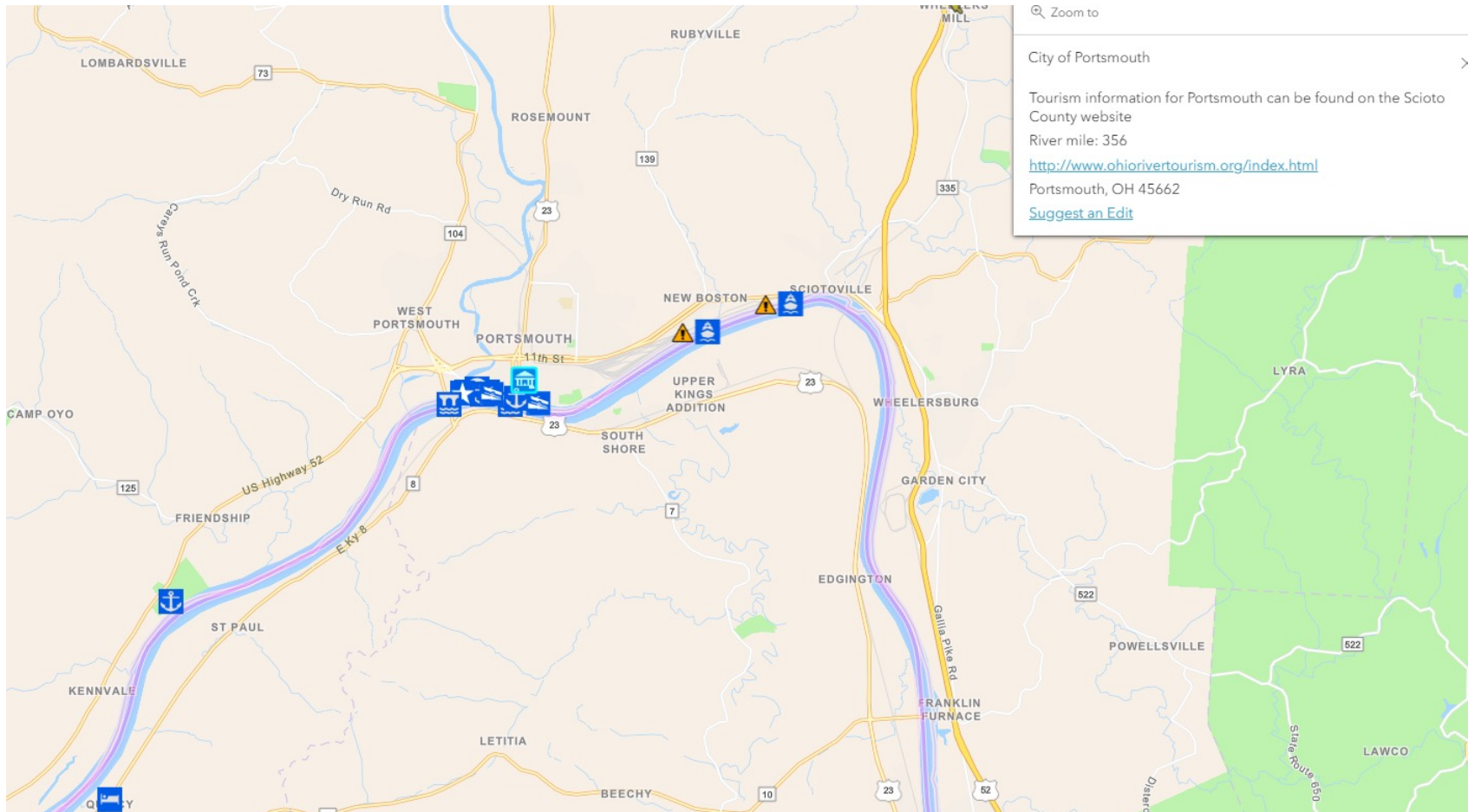


<https://www.ohioriverrecreationtrail.org/>

River Town Review - Portsmouth, OH

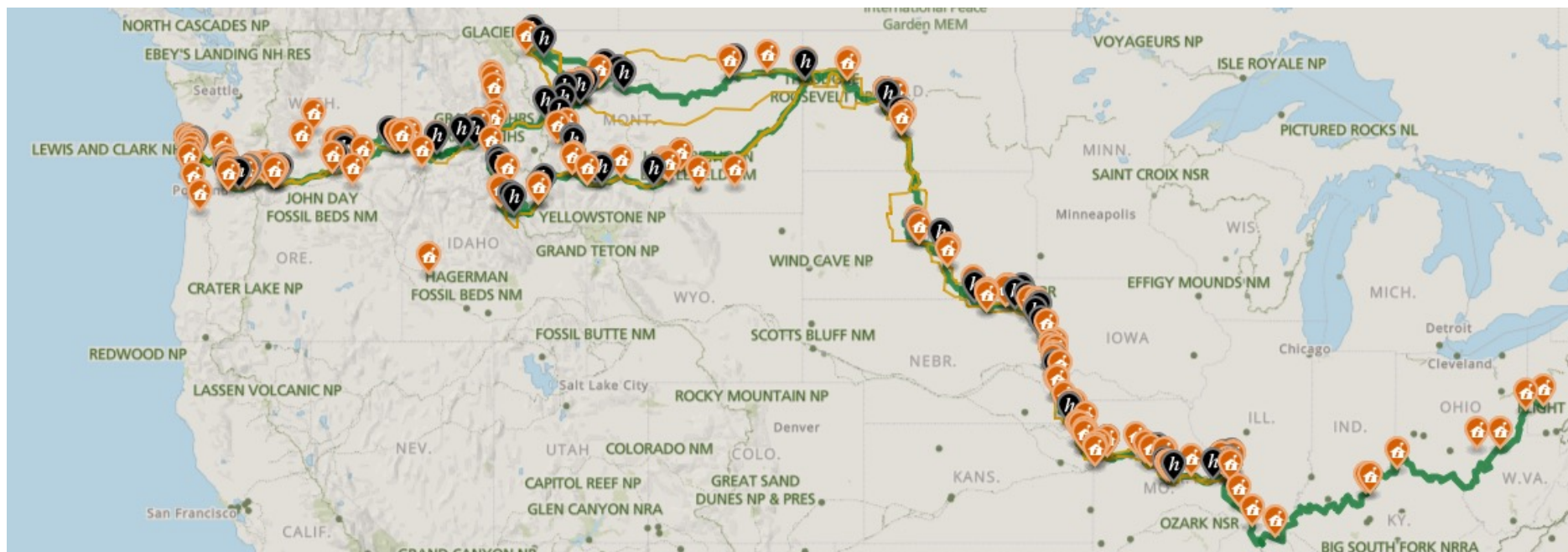
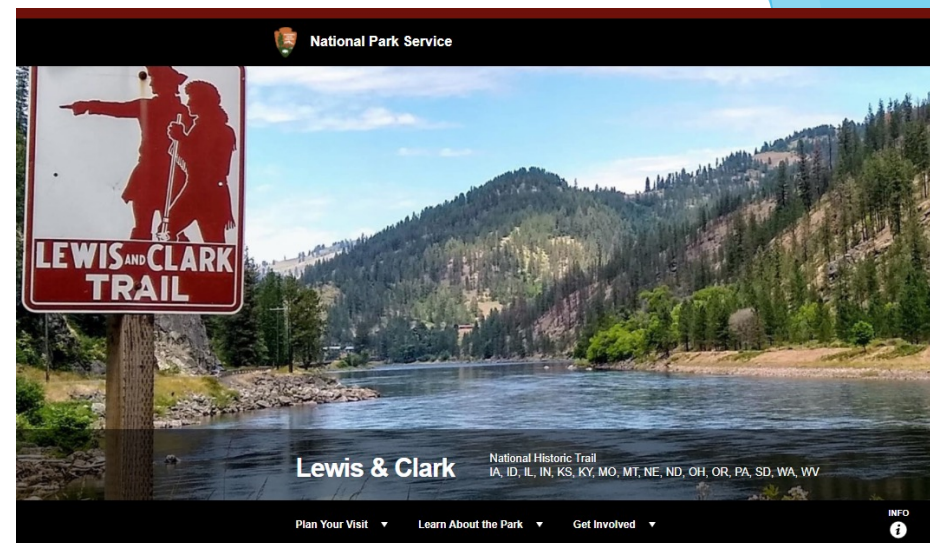
<https://www.ohioriverrecreationtrail.org/>

"Digital Guide to the Ohio River", developed by the GIS team at OKI (the Ohio Kentucky Indiana Regional Council of Governments), is designed to help boaters, paddlers, anglers, cyclists and motorists safely explore the Ohio and its historic river communities.



Working Together to Commemorate & Protect

We thank all of our partners for their work in 2020 to commemorate and protect the Lewis and Clark National Historic Trail. The list below is merely a snapshot of the many organizations we are proud to work with.



Sixteen States, 4,900 miles, one Lewis and Clark National Historic Trail

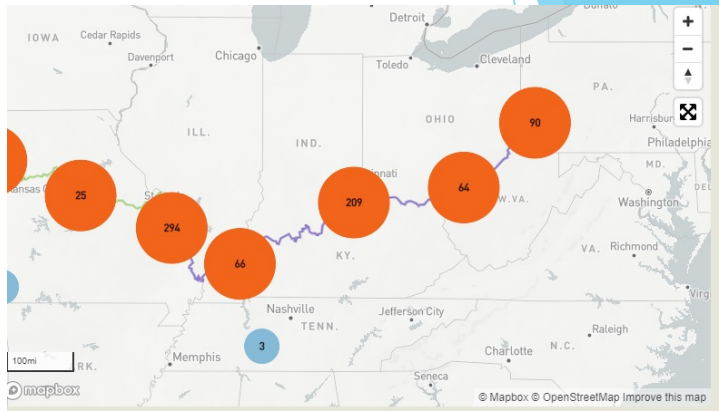


River Town Review - Portsmouth, OH

Lewis and Clark National Historic Trail Experience
Retrace the Expedition and Explore New People, Places, and Stories

Home | Places To Go | Things To Do | Where To Stay | Plan Your Trip

4,900 Miles | 16 States | 15 Indian Reservations | 1,439 Miles of Water Trails | 6,157 Miles of Auto Route



<https://lewisandclark.travel/>

Explore Local Tourism Sites and Attractions by Region

Filter

- Ohio River**
Indiana, Kentucky, Ohio, West Virginia, and Pennsylvania
- Missouri Traverse**
Illinois, Kansas, Nebraska, Missouri, Iowa
- Great Plains**
North and South Dakota
- Plains to Peaks**
Montana and Idaho
- The Columbia River**
Oregon and Washington

OHIO RIVER RECREATION TRAIL

NPS RTCA
RIVERS, TRAILS & CONSERVATION ASSISTANCE PROGRAM
www.nps.gov/rtca

Lewis and Clark National Historic Trail Experience
Retrace the Expedition and Explore New People, Places, and Stories



The National Park Service - Rivers, Trails and Conservation Assistance Program (NPS-RTCA)

Explore the diverse ways that NPS-RTCA can help your park and community. [Click here for details.](#)

We support community-led natural resource conservation and outdoor recreation [projects across the nation.](#)

Our national network of conservation and recreation planning professionals partners with community groups, nonprofits, tribes, and state and local governments to design trails and parks, conserve and improve access to rivers, protect special places, and create recreation opportunities.

[Contact us.](#) Together, we help you get your conservation and outdoor recreation ideas on the ground.



Where We Work >

Explore community assistance projects across the country.



Contact Us >

Contact us to discuss how we can help you with conservation and outdoor recreation in your community.



Get Assistance >

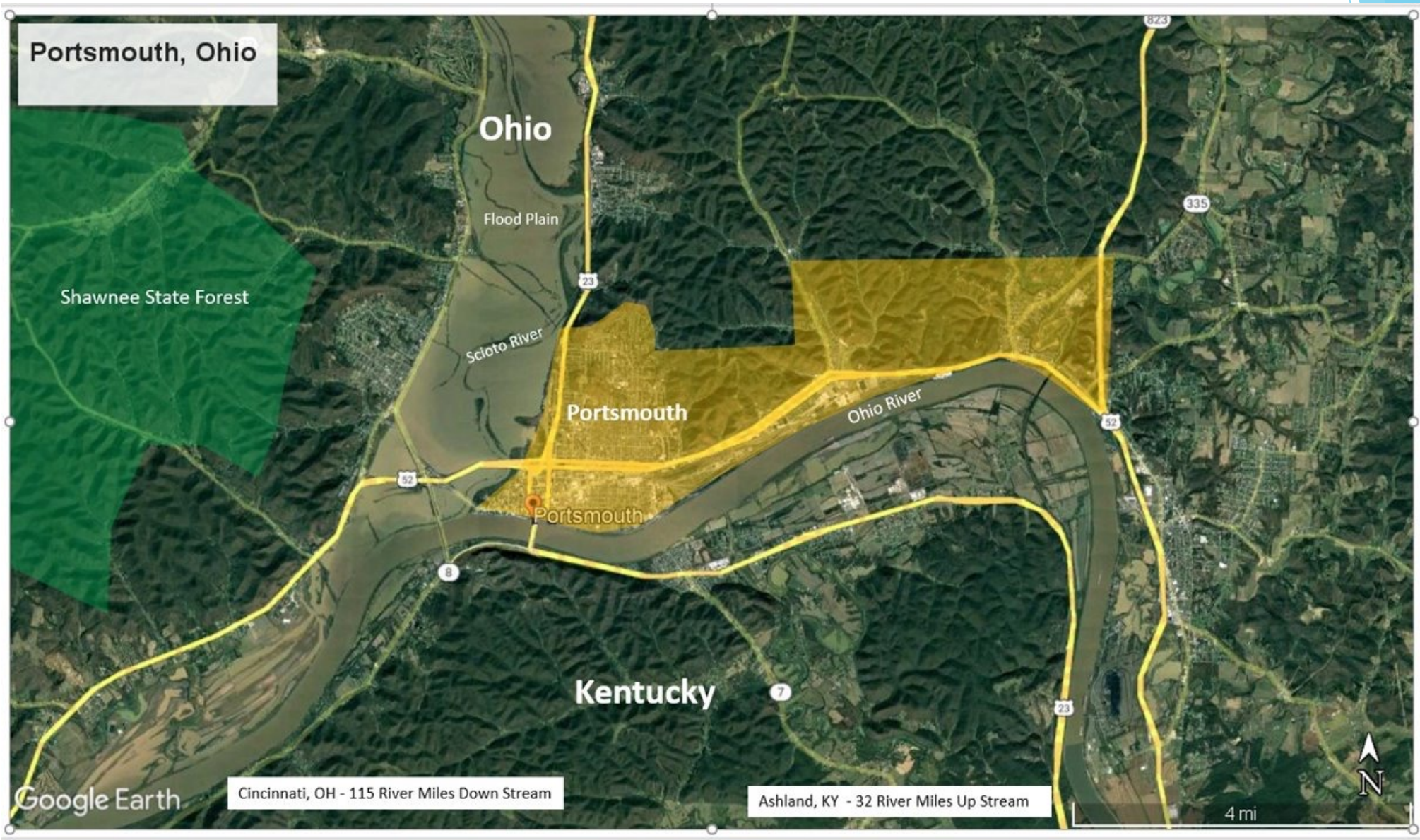
Check out our application and contact a program manager near you to learn more.

Applications due by March 1 for our next round of assistance



<https://www.nps.gov/orgs/rtca/index.htm>

River Town Review - Portsmouth, OH



DISCOVER PORTSMOUTH

1 HISTORIC BONEYHOLE DISTRICT
From artwork by local artists to antiques to antique-fish is a fun area to browse.

2 ERIE CANAL TERMINUS & PORTSMOUTH RACEWAY
The billion dollar Ohio-Texas Canal terminated here. See the old stone headwalls adjacent to Portsmouth Raceway.

3 ALEXANDRIA POINT PARK
Picnic area, stunning views and sunsets overlooking the Ohio & Scioto rivers.

4 PORTSMOUTH MOTORCYCLE CLUB
In existence since 1971, making it one of the oldest clubs in the nation.

5 PORTSMOUTH BREWERY CO.
Ohio's oldest operating brewery. American owned & brewed. Ohio great!

6 SCOTO COUNTY WELCOME CENTER
Provides information about Scoto County, features local traditions, businesses, & more.

7 PORTSMOUTH FLOODWALL MURALS
2,000 years of history depicted along 2,000 feet of an illustrious Ohio history of the area. For the voice, visit 740-355-1111.

8 COURT ST. LANDING
A riverfront space perfect to enjoy views of the Ohio River, fish, boat, or have a picnic.

9 YORK PARK
Picnic area, stunning view & recreation on the Ohio River.

10 RIVERFRONT LEVEL WALK
A scenic walking trail sitting atop the levee & overlooking the Ohio River & Kentucky.

11 SHAWNEE STATE UNIVERSITY
Fossilized in 1784, 500 feet on the north bank of the Ohio River.

12 ROY ROGER'S ESPLANADE
A downtown green space perfect for events, the farmer market, lunch, or gathering.

13 SOUTHERN OHIO MUSEUM
Featuring the regional community with its galleries & programs.

14 PORTSMOUTH PUBLIC LIBRARY
A Carnegie Library established in 1879. Its fish in history & a resource for genealogy research.

15 TRACY PARK
Perfect location for a picnic, playground, or concert. Has restaurants & outdoor stage.

16 SHAWNEE STATE PARK
Nested in the 43,000 acre Shawnee State Forest west of Portsmouth. Infinite recreation possibilities.

17 MOUND PARK
Adjacent to the American Interstate Mound, picnic area, baseball, tennis, basketball, & playground.

18 GREENLAWN CEMETERY
A historic cemetery with interesting carvings & statues.

19 WAYNE NATIONAL FOREST
The only National Forest in Ohio lies west of Portsmouth. Over 500 miles of hiking, horse & ATV trails.

20 SPARTAN MUNICIPAL STADIUM
Home of National Football League Portsmouth Spartans team. 1930-1933.

21 BRANCH RICKEY PARK
Named for local writer, Branch Rickey, renowned coach, innovator & author who signed Jackie Robinson.

22 THE ELKS COUNTRY CLUB
A premier Donald Ross designed course.

PORTSMOUTH LITTLE THEATRE
Portsmouth Little Theatre is a non-profit community theatre. All shows are produced with volunteer directors and actors.

PORTSMOUTH AREA ARTS COUNCIL
PAAC provides quality children's shows and programs at the Herffle Center for the Arts on the campus of Shawnee State University, and many outreach and education programs to schools and children of our area.

SHAWNEE GOLF COURSE & MARINA
The Shawnee Golf Course is an 18 Hole Championship Golf Course and Practice Facility, with a Snack Bar & Lodge. Adjacent to the golf course is the marina.

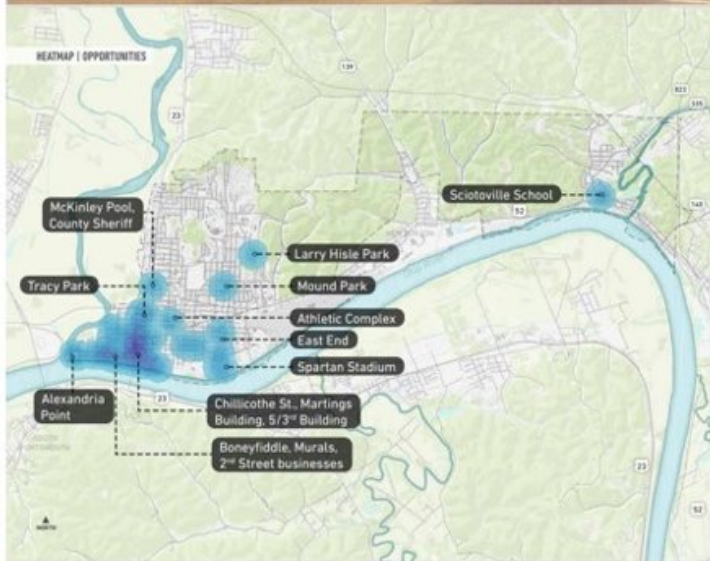
Map Key

- 1 DISCOVER PORTSMOUTH
- A DISCOVER HISTORY

PORTSMOUTH, OHIO
POPULATION: 104,313 (2010)
AREA: 11,027 SQ. MILES



River Town Review - Portsmouth, OH



BONEYFIDDLE DISTRICT FRAMEWORK DIAGRAM



Elevate Portsmouth Master Plan 2020

MKSK & Strand Associates

Well done Master Plan to guide the community into the future



River Town Review - Portsmouth, OH



River Town Review - Portsmouth, OH



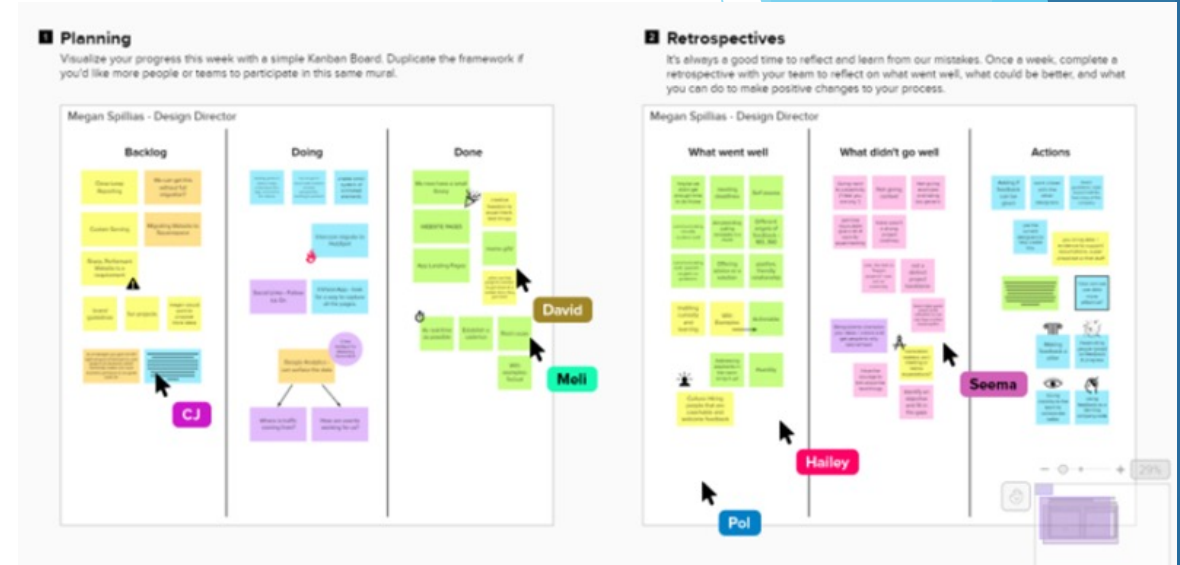
SWOT ANALYSIS



River Town Review - Portsmouth, OH

Mural Instructions:

- Go back to the chat box where you signed in.
- Look for the “Welcome” and click on the link below.
- The link will launch a new tab in your browser with the name “Portsmouth Welcome and Warm Up”.
- The link invites you to enter as a visitor. You have the option to enter your name or remain anonymous.
- You are now in a web-based application called “Mural” and it will mimic a facilitated in person meeting.
- Let’s check it out with an exercise!



M U R A L



River Town Review Observations



Desktop Review Summary

- Looking at your digital presence.
- Exploring the outdoor recreation resources in the community.
- Is there enough information to plan an adventure in your community?

Visitor Assessment Summary

- Providing a “Fresh Set of Eyes” to look at the community as a visitor
- River connections & access
- Bicycle opportunities
- Walkability & Trails
- Parks
- Wayfinding
- Amenities

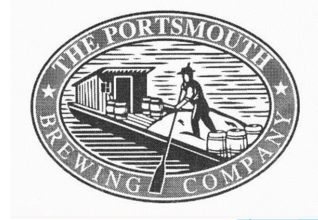
Copies of these summaries will be provided to the community.



Some of the things we saw in your community

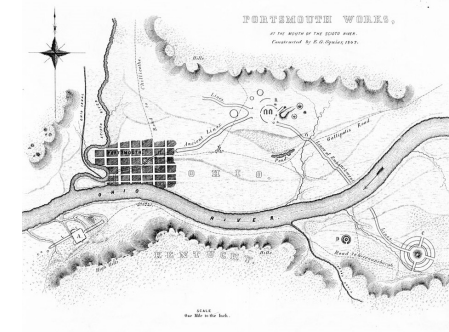
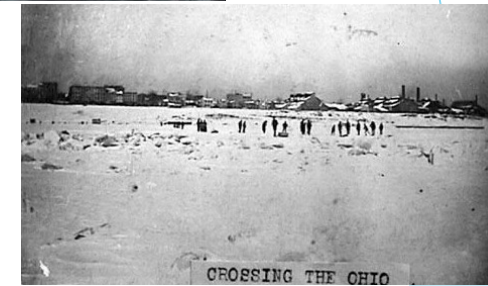


River Town Review - Portsmouth, OH Some of the things we saw in your community



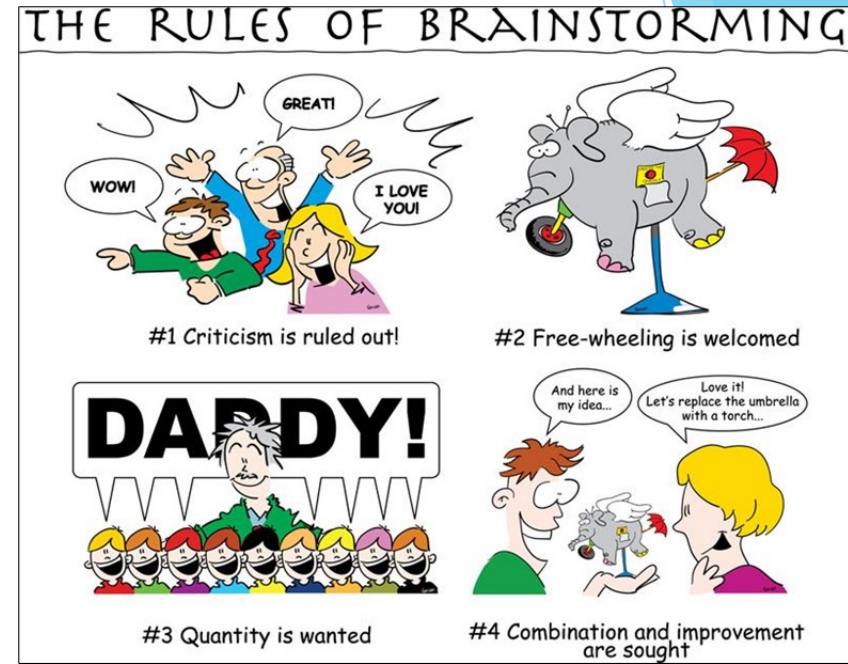


Some of the things we saw in your community



Brainstorming Ideas

for Portsmouth to enhance outdoor recreation opportunities and promote tourism related to the Ohio River.



M U R A L

Generate as many ideas as possible during the session.

All ideas are good ideas.

Wild and ambitious ideas are welcome.

People are encouraged to build on other ideas.

Listen for some prompts if you want ideas.





Just a few more questions!

We invite YOU to look at your town with fresh eyes!
Please enter in the chat....

- What would be included in a perfect day in your town?
- Who else should know about this River Town Review and could contribute information?
- Who else would want to know about this River Town Review and could contribute ideas and enthusiasm?
- Any questions you have?



What's next? Wrap up!

- Email to meeting participants for review and to add additional thoughts:
 - SWOT Analysis
 - Brainstorming List
 - Perfect Day in Your Community
 - Other contacts
 - Checklist - data
 - Visit 2 websites (ORRT and Lewis & Clark)
- River Town Review Team prepares a summary of the findings, recommendations and list of resources to the community. Provides a final report to your River Town!

Russell Clark

Russell_Clark@nps.gov

Andrea Irland

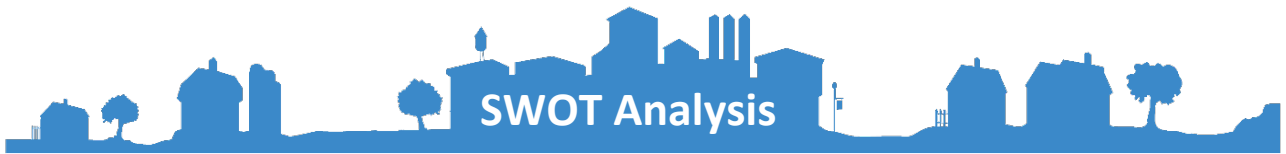
Andrea_Irland@nps.gov

Or your community contacts.



Thank you for inviting us to your community!





Community Questions to Stimulate Ideas!



Source: Wikipedia
[SWOT analysis - Wikipedia](https://en.wikipedia.org/wiki/SWOT_analysis)

Internal Origin

External Origin

+	W	O	T
S	W	O	T
Strengths	Weaknesses	Opportunities	Threats
Things to build on Things your community does well What are your unique resources? Qualities that separate you from your competitors Internal resources such as skilled and knowledgeable staff Tangible assets in your community What do others see as your strengths?	Things to overcome What could you improve? Things your community lacks Things your competitors do better than you Where do you have fewer resources than others? What are others likely to see as your weaknesses?	Things to explore Are there underserved markets? Emerging needs for your community What trends could you take advantage of? What don't you have that would make our community better? How can you turn your strengths into opportunities?	Things to minimize Emerging competitors What threats could harm your community? What threats do your weaknesses expose to you? Are there changing regulatory issues?

Original source: WordStream [How to Do a SWOT Analysis \(with Examples\)](https://www.wordstream.com/blog/ws/2013/08/27/how-to-do-a-swot-analysis)
 These questions have been modified for Community Brainstorming.



Brainstorming Questions to Stimulate Ideas!

Facilitating the Brainstorming Ideas Session

Brainstorming - Finding, Refining and Gathering Ideas.

"All ideas are good ideas" Big or small ideas.

- Incorporate the idea of starting from scratch and reimagining tourism here.
- Keep adding to the list during this session. We will share some of the responses and ask some leading questions.

Read as many ideas as you can as they come up on the screen and add yours.

Think of it in terms of this...

"If you could ask a genie to solve one problem related to outdoor recreation and tourism in your community, what would you ask the genie to do?"

Gathering Ideas (Facilitator can ask these leading questions.)

- What are some ideas that your community can use to enhance outdoor recreation opportunities and promote tourism?
- What are some Classic Trip Opportunities in and around your community?
- Are there nearby Long-Distance Trail connection opportunities?
- What are potential Connections outside town? Up-River? Down River? Across the River?
- What about Historical Resources and Connections?
- What about Cultural Resources and Connections?
- Programming/Special Event ideas – What do you wish you could do in your town? What would attract visitors?
- What are some short-term ideas to pursue?
- What are some long-term ideas to pursue?
- What are some Immediate Action Projects?
- Are there Immediate Action Items that can be completed as a "Quick Win" projects.
- What are some unique/interesting/quirky activities/event/places/experiences in and around your town that would draw people off the river and trails into your town?

Compile the input for inclusion in the Final Report.



Post Workshop Email Letter to RTR Workshop Participants

(Customize this post workshop email and change all areas highlighted in yellow.)

Thank you for your participation in the **Community Name** River Town Review Workshop on **workshop date**. We were pleased and impressed with the level of preparation and the amount of engagement exhibited by participants. We hope that our “fresh set of eyes” approach will help you develop a new perspective of your community as well, and recognize its outdoor recreation and tourism potential.

It is our intention to provide you with the complete River Town Review Final Report in **month**. The report will include summaries of the desk top reviews and visitor assessments, and the input provided during the Community Workshop. Recommendations developed by the River Town Review team, along with a comprehensive list of relevant resources will be included in the Final Report, as well. **To complete this process, we need just a few more minutes of your time to provide input on the following items:**

1. SWOT Analysis

The SWOT Analysis list from the workshop is attached for your reference. Please let us know if you have additional ideas to be added to the lists.

2. Brainstorming

The Brainstorming Ideas list is attached as well. Please add any other immediate, short-term, or long-term ideas you may have.

3. A Perfect Day in **Community Name.**

Describe a perfect day for a visitor in **Community Name**. Where would you take them if you were their tour guide? Think especially of things that set your town apart from others.

4. Additional Contacts?

Please let us know if there is anyone else you feel should receive information regarding the River Town Review.

5. Any other thoughts, comments, or questions you might have.

Please email your responses to **name** at **email**, by **date**.

On behalf of the River Town Review Team, thank you for interest in helping **Community Name** reach its outdoor recreation potential, and becoming an even more vibrant and successful River Town.

Signature

Project Contact Name

Organization

Attachments:

SWOT Analysis Lists

Brainstorming Ideas List



RIVER TOWN REVIEW

A Fresh Set of Eyes Helping to Enhance Tourism and Outdoor Recreation in Your Community



River Town Review Report for Maysville, KY

River Town Review Team



May 2022

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Executive Summary

To help enhance outdoor recreation opportunities and increase tourism, the City of Maysville applied for assistance from the National Park Service’s Rivers, Trails, and Conservation Assistance Program, (RTCA). Along with eleven other river communities, Maysville was selected to participate in the Ohio River Recreation Trail, “River Town Review” program. Through the program, a team of outdoor recreation professionals conducted a River Town Review for each community, which included an objective assessment of outdoor recreation facilities and potential, a workshop to facilitate community input, and ultimately, a series of community-specific recommendations. The River Town Review is intended to start communities on their way towards reaching their outdoor recreation potential while enhancing tourism, as well.

The review team found Maysville to be well-positioned to take advantage of its location on the Ohio River, and only an hour from both Cincinnati and Lexington. The community can highlight its well-preserved historic buildings and theaters, the story of the Underground Railroad, its bourbon heritage, and the Lewis and Clark National Historic Trail. The city can develop and promote opportunities for paddlers on the Ohio and cycling through the historic community and along the area’s rural scenic roads. The recent passage of the city’s Bicycle and Pedestrian Plan shows a commitment to providing quality walking and biking experiences for visitors.



Photo Credit: Cary Graham

As with all river town reviews, the process revealed both challenges and opportunities and resulted in the development of the recommendations found in the body of this report. Notable items, along with brief comments, include:

- The perception of the Ohio as being polluted and dangerous, brought forth in many of the river town workshops, is a challenge, but one that can be addressed by keeping the public well-informed, and involved, with readily available information and programs regarding water quality, and boating safety.
- Boaters and paddlers currently have difficulty accessing downtown. Developing an accessible canoe/kayak launch and transient docking facility at Limestone Landing, could provide a solution. Planning assistance for this essential project is available through RTCA. Convenient fueling services for boaters, are needed, and could be included, as well. These facilities and services would help Maysville reach its outdoor recreation potential and allow for enhanced promotion not only of its location on the Ohio, but what residents and visitors can do on the river, as well.
- The #1 ranked opportunity and short-term goal arising from Maysville’s workshop involved the extension of the walkway from Limestone Landing to River Park. This could be a boon to Maysville’s riverfront.
- Maysville can place more promotional emphasis on the Ohio River Recreation Trail, and the Lewis and Clark National Historic Trail. Local businesses and attractions should be encouraged to place their information on each of the trails’ excellent interactive maps and websites.
- The Underground Railroad’s fascinating history, local sites, routes, and facilities could be marketed to a broader, nation-wide audience and become a major tourism draw for Maysville.
- Maysville, and its neighboring river communities, can benefit by strengthening the partnerships between them. The River Town reviews have shown that many challenges and opportunities are common to all.
- Maysville can explore the concept of becoming a “Trail Town”, a welcoming haven serving cyclists, paddlers, and hikers. The economic benefits to trail towns are very real, significant, and well documented.

All of the challenges and opportunities identified through the process, along with accompanying recommendations and resources, are presented in detail in Maysville’s complete River Town Review.



Introduction

The Ohio River Recreation Trail (ORRT)

The volunteer-led, Ohio River Recreation Trail Steering Committee is working to create a self-guided, 274-mile-long land and waterway trail, connecting people to opportunities for outdoor adventure, recreation, and discovery on and along the Ohio River. Stretching from Portsmouth, Ohio to West Point, Kentucky, the Ohio River Recreation Trail will serve to promote tourism, enhance economic development, and strengthen the connections between the communities it passes through. It will tell the story of the Valley's unique history and culture, while showcasing its natural beauty. By increasing environmental awareness and promoting a sense of stewardship towards this wonderful natural resource, the trail will give the Ohio River its own "voice", helping to ensure that it will provide benefits for generations to come. Please visit www.ohioriverrecreationtrail.org.



ORRT Vision – The Ohio River is an accessible and welcoming recreation corridor with vibrant river towns connected by land and water trails.

ORRT Mission – To facilitate world-class outdoor adventure opportunities through partnerships that promote healthy recreation, education, stewardship, and economic development for Ohio River communities.

In a significant step towards realizing its vision and mission, the ORRT Steering Committee broadened its partnership with the Ohio River Way, a 501 C3 Charitable Organization dedicated to connecting river corridor communities, improving recreational, ecological, cultural, and compatible commercial opportunities along the waterway, ensuring a healthy river and riparian corridor, and fostering a mindset of planning and stewardship. The Ohio River Way recently contracted with Human Nature, a Cincinnati-based landscape architecture and environmental planning firm, with extensive experience with trails, greenways, parks and preserves, and Kolar Design, a Cincinnati-based firm as well, specializing in building branded experiences and connecting people with places. The firms are working to develop new branding strategies for the Ohio River Recreation Trail, a series of themed trail experiences, plans for cohesive messaging and consistent signage, a membership structure to ensure a sustainable organization, and a blueprint for increased collaboration between states and communities.



OHIO RIVER
WAY

The Rivers, Trails, and Conservation Assistance Program (RTCA)



NPS RTCA

RIVERS, TRAILS & CONSERVATION
ASSISTANCE PROGRAM

www.nps.gov/rtca

The [National Park Service’s Rivers, Trails, and Conservation Assistance Program](#) facilitates local conservation and outdoor recreation efforts around the country, helping communities develop or restore parks, rivers, and conservation areas, and create new and sustainable outdoor recreation opportunities. In this case, the partnership of RTCA, the ORRT, and the Lewis and Clark Geo-tourism Project, worked to help Ohio River towns capture the benefits of outdoor recreation and tourism along the Ohio River. Utilizing the partners’ combined experiences and skills, a free “River Town Review” was conducted for 12 Ohio River communities. The Review involved an objective assessment of each community’s recreation resources and potential, the gathering of community input, and a summary of findings and recommendations. The communities, selected through an application process, included Madison, Lawrenceburg, Vevay, Aurora, Rising Sun, and as a group, Jeffersonville/Clarksville/New Albany, all in Indiana; West Point, Carrollton, Augusta, and Maysville, in Kentucky; and New Richmond, and Portsmouth, in Ohio. Upon completion of all 12 River Town Reviews, a Summary Report will be prepared and presented, including common and unique challenges, opportunities, ideas, and solutions, all illustrating the value of partnership and connections between Ohio River communities.

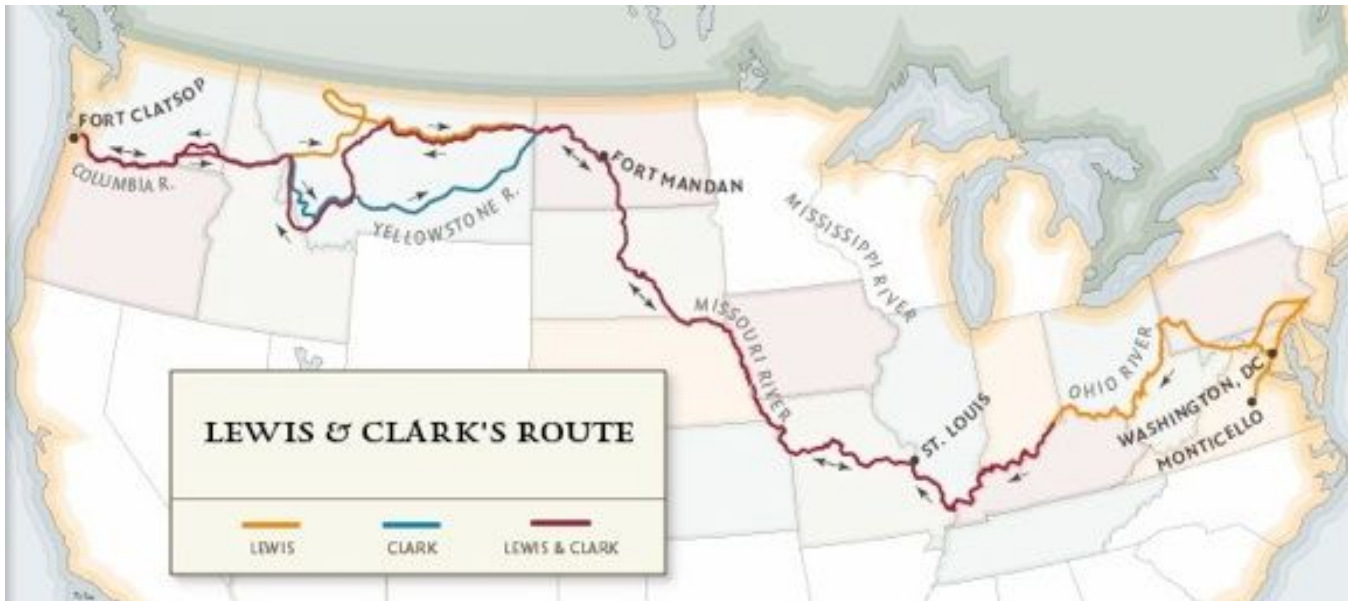


Photo Credit: NPS/LARO/Chelsea Brauner

The Lewis and Clark National Historic Trail Experience



For almost 5,000 miles, the Lewis and Clark National Historic Trail follows the route of the Lewis and Clark Expedition, from Pittsburgh, Pennsylvania to Astoria, Oregon, travelling through 16 states and many communities along the Ohio River. Through an interactive map, the [Lewis and Clark National Historic Trail Experience](#) helps people retrace the Expedition's route and explore local communities along the way. To help enhance tourism and the visitor experience, local communities and businesses can, and are encouraged to, add their information to the map, as well.



Maysville's River Town Review

The River Town Review team, consisting of professional planners from RTCA, leaders from the ORRT and the Lewis and Clark Geo-tourism Project, along with volunteers from outdoor recreation groups, began their task by reviewing materials provided by Maysville, and conducting online desktop reviews of the community's internet presence, relevant websites, and master planning efforts. Team members visited the community and developed objective impressions and suggestions



for improvements. Due to covid restrictions, the team hosted a virtual, instead of in-person, community input workshop on January 19, 2022. The workshop included a SWOT analysis, and a brainstorming session intended to generate ideas for the enhancement of outdoor recreation in Maysville. Using the software program, Mural, team members led the participants through both exercises. Participants were also asked to provide short descriptions of their favorite places to take visitors while in Maysville. The team used the community's input in creating the recommendations found in this report.

The Team's Desktop On-line Review

Internet Presence and Relevant Websites

Thirteen volunteers completed Desk Top Online reviews of Maysville's internet presence and relevant websites, acting as visitors planning a weekend getaway or an adventure outing in the city. The community's walkability and bikeability scores were collected as well. A summary of their comments and observations follows, and more details can be found in Appendix B. Overall, the reviewers had positive comments concerning the work already accomplished to position Maysville as a destination. Highlights and observations include:

First, the city's tagline:



It features a hiker with walking staff as the "I" in "MAYSVILLE" – how cool!

Maysville City Website (www.cityofmaysville.com)

The city's website is a well-organized resource for helping residents conduct business with their city government and staying well-informed. Reviewers, who found Maysville to be "very photogenic", thought that the site would benefit from the inclusion of more pictures of this picturesque community. The site's "Visitors" page contains links to the Maysville – Mason County CV&B Visitors Guide, and Maysville's Calendar of Events. The Calendar of Events is very comprehensive, with things to do throughout the year. The Visitor's Guide is very attractive and well-done, highlighting what the city and area has to offer visitors. The downtown map is attractive and easy to use - it can be an example for others. History, the arts and theater, and dining and shopping, are all well represented, as are accommodations, festivals, and the area's bourbon heritage. City and county park and athletic facilities were included, but reviewers found little if any information in the Visitor's Guide regarding the Ohio River, boating/paddling, hiking, cycling or other outdoor recreation opportunities. A local reviewer commented that the floodwall does create a significant barrier between the community and the river, making it difficult to promote utilization of the Ohio. Another reviewer suggested that Maysville should promote the fact that it is the hub of a 5-county area and could benefit by widening its scope to include and market opportunities throughout the region.

Maysville's Municipal Facebook Page

Maysville's Municipal Facebook page, with 9,400 followers, is very informative and appears to do an excellent job of keeping residents informed regarding city projects, meetings, programs, weather, emergencies, etc. A recent posting regarding the approval of the Bicycle Pedestrian Plan drew numerous positive comments.

The Maysville – Mason County CV&B Facebook page

The Maysville – Mason County CV&B Facebook page, with 6,600 followers offers great information on events, as does its Instagram account. Maysville Mainstreet's Facebook page, with 5,400 followers, does a wonderful job for downtown's vibrant business community and their customers. A recent posting touted the fact that Maysville just became the country's first official "Green Dot" community. The "Green Dot" program is a new nation-wide effort to help prevent personal violence and abuse. www.greendotgcky.org.

Walkability & Bikeability Scores for Maysville

Walk and Bike Score measures the walkability/bikeability of any address, using a patented system which analyzes hundreds of walking and biking routes to nearby amenities. Points are awarded based on the distance to amenities in each category.

- Walkability Score for Maysville. **50 - Somewhat Walkable.**
- Bikeability Score for Maysville. **39 - Somewhat Bikeable.**

Please visit www.walkscore.com for more information.

Walk Score

90-100 Walkers Paradise
70 -89 Very Walkable
50 -69 Somewhat Walkable
25 -49 Mostly Car Dependent
0 – 24 Car Dependent

Bike Score

90-100 Bikers Paradise
70 -89 Very Bikeable
50 -69 Bikeable
0 - 49 Somewhat Bikeable

Community Master Planning Efforts

A review of Maysville and Mason County master planning efforts, was also conducted, focusing on plan components related to outdoor recreation, pedestrian and bicycling issues, trail development and connectivity, boating and paddling access, and waterfront development. Significant plans currently in place include:

- Maysville/Mason County Comprehensive Plan, 2015.
- Maysville Street Scoping and Wayfinding Study, 2018.
- Buffalo Trace Area Development District Public Involvement Plan, 2020.
- Maysville Bicycle Pedestrian Plan, February 2022. (Congratulations Maysville!)

Maysville/Mason County Comprehensive Plan

The city/county comprehensive plan included an outline of strengths and weakness, but with no mention of recreational opportunities. However, it did include the following recommendations related to outdoor recreation and tourism, that can certainly have a positive impact moving forward:

- There should be increased utilization of the Ohio River for recreation, tourism, and commercial needs.
- Conditions for bike and pedestrian traffic should be improved.
- The potential for recreation and tourism related activities should be expanded.
- Additional resources should be provided for recreational facilities and programs.
- Utilize the Natural Resources Conservation Service to develop a watershed management plan to help protect water quality.
- Promote and expand riverfront development.
- The plan’s concluding remarks included the statement, “Look to the River. The Ohio River is an under-utilized resource from both economic and recreational perspectives”. A significant statement, indeed.

Maysville Street Scoping and Wayfinding Study

In 2018, the city undertook an audit of sidewalks and wayfinding signage, particularly in the downtown area and along Main Street. The study indicated needs for improvements in both sidewalks and signage. Some signage recommendations were completed while the study was underway.

Buffalo Trace Area Development District Public Involvement Plan

This Development District serves five northeastern Kentucky counties, one of which being Mason County. Its Public Involvement Plan contains certain goals and objectives that align with the focus of the River Town Review. These include:

- Develop strategies for incorporating bicycle, pedestrian, and multi-purpose trails into overall transportation planning.
- Support the “Safe Routes to School” program, encouraging and enabling children of all abilities, to walk or bike to school.
- The Regional Transportation Committee should continue to support more planning for bike paths and walking paths in the Buffalo Trace region.



Maysville Bicycle Pedestrian Plan

The city's Bicycle and Pedestrian Plan was passed in February of this year. Congratulations to the community! The plan is very well done and organized, easy to read, clear and concise. Its purpose is to "identify, design, and construct needed walkways and bikeways that connect neighborhoods, business centers, parks, and schools". Among other details, the plan includes the following observations, and proposed projects:

- The city's network of sidewalks is over 50 years old, with many sections deteriorated or completely missing and leading to gaps in connectivity. The network is not ADA-compliant. Through the plan, these conditions would be identified and updated. Accessibility will be addressed in relation to vehicular parking as well.
- There are no marked bike lanes, few benches for pedestrian rest, and a limited number of trash receptacles.
- The existing network of bike lanes will be marked and signed.
- Crosswalks will be enhanced and marked, and new crossings added where needed.
- Rest areas for pedestrians and cyclists will be developed. Businesses will be encouraged and incentivized to provide secure and accessible bike parking.
- A walking tour highlighting the city's historic heritage will be created.
- Wayfinding signage will be improved and added where needed.
- The health benefits of walking and cycling will be promoted. The quality of life and economic benefits inherent in a bike and pedestrian friendly community will be promoted as well.
- All areas will be explored for their potential use for non-motorized traffic.
- Safety, security, and equity will be kept in mind while implementing the plan.



The Team's Visit to Maysville

To experience the community firsthand, members of the River Town Review Team visited Maysville, resulting in an objective assessment of facilities, connections, and access. The team developed suggestions for improvements and noted potential opportunities, which were then considered during the development of the "Recommendations" section of this report. Following is a summary of their visits.



Observations and Initial Assessments

River Connections and Access

The main access from downtown to the river is by way of an underpass through the city's floodwall and under the CSX Railway line. Though having to travel through this somewhat restrictive route, the heart of downtown Maysville, with its shops and businesses, is still just a short walk up from Limestone Landing on the Ohio River. Team members found Limestone Landing, with statues of Simon Kenton, Tecumseh, and Daniel Boone, numerous murals, and the adjacent Parc Cafe, to be a relaxing place to enjoy the community.

Again, though restrictive, access from the river to downtown appeared to be straightforward. Additional wayfinding signage could be added. Limestone Landing features a floating dock walkway, and a fixed, concrete decked walkway on the water, both providing great views along the Ohio. The Queen of the Mississippi, the Belle of Cincinnati, the American Heritage sternwheeler, and other big river boats, dock here as well, offloading their passengers for a visit to Maysville. The provision of access and transient docking for power boats, canoes, or kayaks, however, is an area that needs to be addressed.



The City of Maysville’s River Park, located 2 miles east of the center of downtown, offers a multi-lane launch ramp, boarding docks, picnic shelters, concession, restrooms, and a playground. The facility’s campground includes RV sites, and along with primitive sites, should attract cyclists, paddlers, and hikers. Team members had camped here before and offered positive reviews. Several on-line reviews noted that many of the sites are occupied by seasonal campers, leading to limited availability. To attract and serve more visitors, the city should consider designating and/or developing more sites for transient camping only, and make those available for reservation. As seasonal camping is usually highly discounted, full-priced transient camping may offer increased revenue opportunities, while serving more visitors.



Pedestrian and Bicycle Access

Team members found downtown Maysville to be walkable, though as outlined in both the city’s Street Scoping/Wayfinding Study, and recently approved Bicycle Pedestrian Plan, there are sidewalk improvements and bike support facilities that need to be addressed. These include marking crosswalks and bike lanes, adding signage and bike racks, and meeting ADA requirements. With their plan now in place and approved, Maysville should offer an even better environment for walking and biking.



Signage, Wayfinding, and Site Amenities

The team found many interpretive and historic landmark signs throughout downtown Maysville. They noted that many panels along the city’s flood wall feature beautifully painted murals. Time-period lamp posts appear on many downtown streets. Few benches for pedestrians were seen, though. Wayfinding signage is currently limited but is to be enhanced through implementation of the Bicycle Pedestrian Plan.

The team noted that the Parc Café at Limestone Landing features a rather unique sign with distances to nearby cities with international names – Athens, London, Moscow, Paris, and Versailles!

The City of Maysville Transit provides public bus services and is also committed to serving those with disabilities. This is a great resource not commonly found in communities this size. In addition, Maysville hosts an attractive Amtrak Station, originally built in 1918 to serve the Chesapeake and Ohio Railroad. Today, this important link, situated right on the Ohio River, offers a great opportunity to serve travelers and attract new visitors.



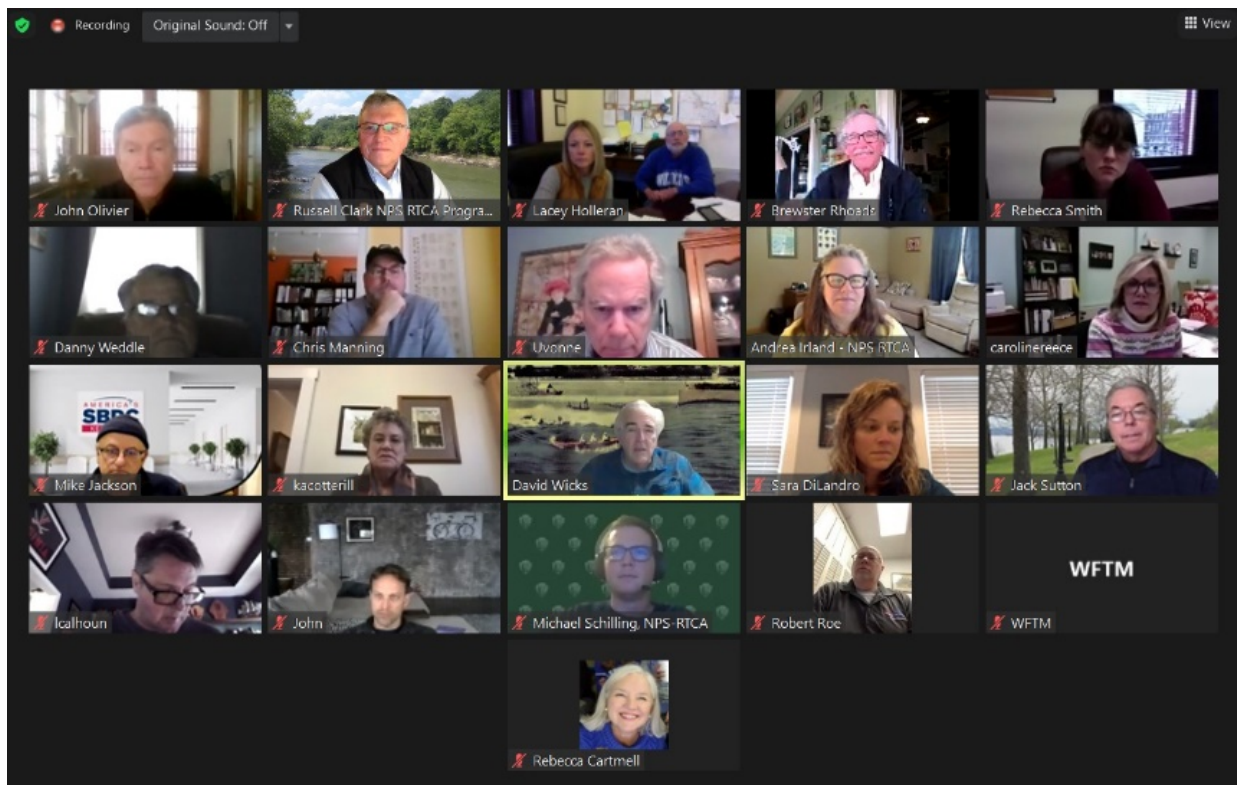
Parking

The team found ample parking downtown, including some areas with diagonal spaces in the center.

The Virtual Workshop

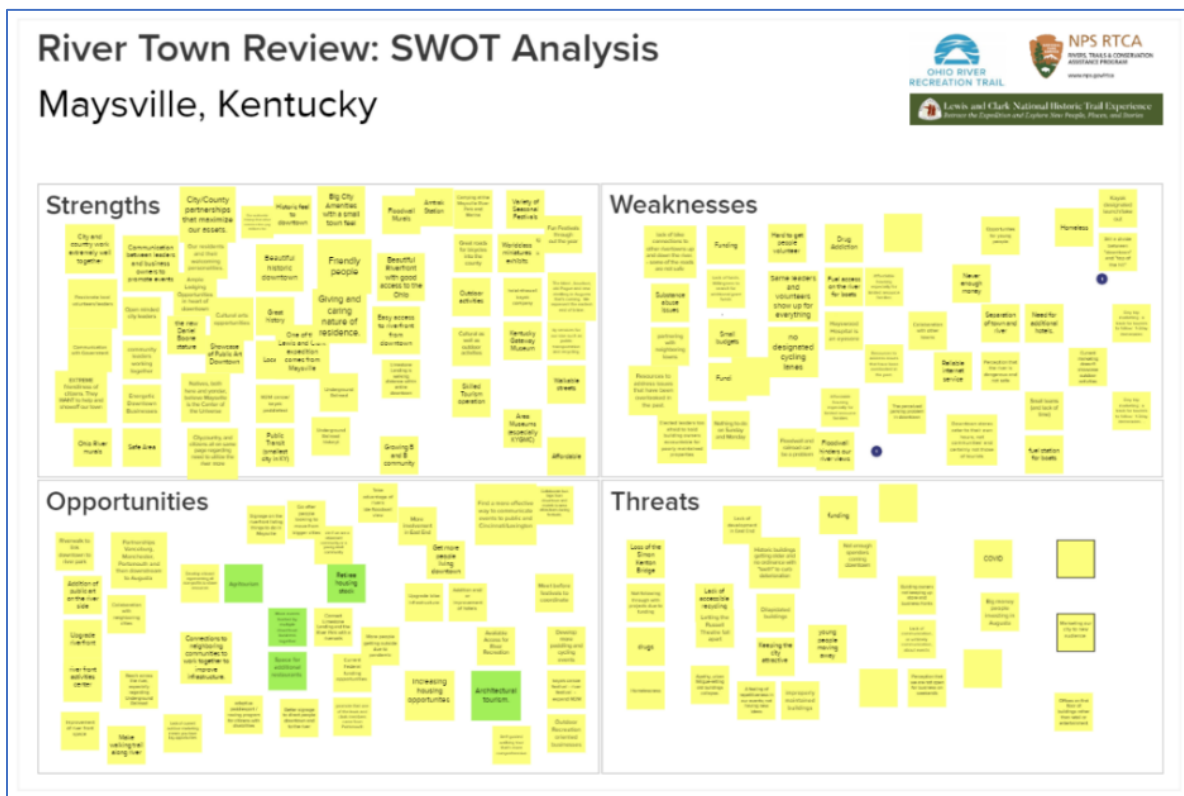
The River Town Review Team hosted and facilitated a Virtual Workshop for Maysville, on January 19th, 2022. Twelve community representatives participated in the workshop, which began with presentations on the Ohio River Recreation Trail, The Lewis and Clark National Historic Trail Experience, and the Rivers, Trails and Conservation Assistance Program. Observations arising from the team’s Desktop Online Review and Community Visit were presented, as well. Team members then facilitated a Strengths, Weaknesses, Opportunities, and Threats, Analysis, (SWOT), followed by a Brainstorming Session for the generation and prioritization of ideas. Workshop participants shared their thoughts during both exercises, by submitting their ideas on virtual Post-It-Notes via Mural interactive software. In addition, the participants prioritized the items generated, by voting for three in each category. The participants’ involvement in the process was positive and energetic, leading one team member to remark that they “had never seen so many Post-It-Notes generated”. Participants were also invited to describe their favorite places in Maysville, and what would constitute the “perfect day” for a visitor to their community.

Combined with the information gathered through the Online Desktop Review and Community Visit, the input provided through the virtual workshop gave the River Town Review Team a better understanding of what is important to, and special about, Maysville, and the challenges and opportunities that are present. The process helped the team develop the targeted recommendations for Maysville.



Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis

Workshop participants identified the following as their highest priority considerations in each of the four SWOT categories. A complete listing of the items generated can be found in Appendix B.



Strengths

- A beautiful, historic downtown.
- An attractive riverfront with good access to the Ohio River.
- Limestone Landing, within walking distance of the entire downtown area.
- City and county officials work well together.
- City, county, and residents are on the same page regarding the need to greater utilize the Ohio River.
- Maysville’s vibrant cultural arts community.
- The community offers big city amenities with a small-town feel.
- Easy access from downtown to the riverfront.
- The Kentucky Gateway Museum.
- The numerous festivals offered throughout the year.
- The area’s Underground Railroad history.
- Floodwall Murals.



Weaknesses

- Lack of bike connections to other river towns.
- Some roads are unsafe for cycling.
- Funding constraints.
- Some building owners not held accountable for poor maintenance of properties.
- There are no designated, marked bike lanes.
- A divide exists between the downtown and “top-of-the-hill” communities.
- Lack of collaboration/partnership with other towns.
- Substance abuse.
- There is little to do on Sundays and Mondays.
- Limited access to fuel for Ohio River boaters.

Opportunities

- Develop a walkway linking downtown and River Park.
- Establish partnerships with Vanceburg, Manchester, Augusta, and Portsmouth.
- Create a walking trail along the river.
- Upgrade bike infrastructure.
- Plan for a Riverfront Activity Center.
- Ample space for additional restaurants.
- Market Maysville as an option for people desiring to move from a big city to a small town.
- Coordinate bus transportation from downtown and motels to area festivals.
- Establish an adaptive paddling/rowing program.

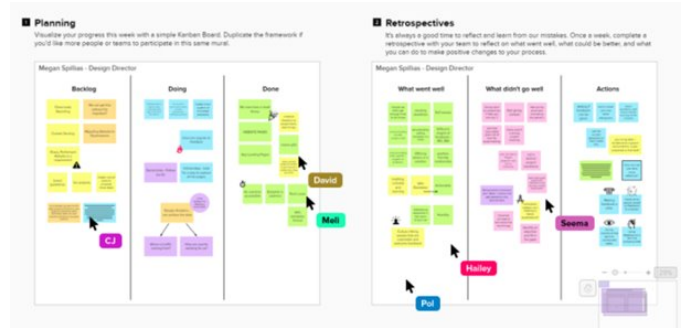
Threats

- Potential closure and loss of the Simon Kenton Bridge.
- No effective ordinance in place to prevent deterioration of historic buildings.
- The perception that the community is not open for business on the weekends.
- Lack of funding.
- Downtown does not attract enough visitors.
- Young people are moving away from Maysville.
- Drug abuse issues.



Brainstorming Session

Upon completion of the SWOT analysis, workshop participants were led through a brainstorming session to generate ideas for the enhancement of outdoor recreation and tourism in and around Maysville. The ideas generated were again submitted on virtual Post-It-Notes through Mural interactive software and prioritized by a vote for three short-term and three long-term action items. A complete listing of the ideas generated can be found in Appendix B.



Short Term – First 3 Years.

- Extend the concrete walkway at Limestone Landing all the way to the Maysville River Park.
- Develop a “Maysville Outdoors” event series.
- Schedule more events that utilize the riverfront.
- Improve wayfinding signage to guide visitors from the riverfront to downtown.
- Keep the riverfront project moving forward.
- Clean and clear the “backwater” area and utilize the existing tunnel to connect it to the river.
- Add a Lewis & Clark, John Colter mural to the floodwall.
- Exhibit stand-alone artwork throughout the downtown.
- Promote the M2M Paddlefest at the Cincinnati Paddlefest and Louisville Hike, Bike and Paddle event.
- Apply for grants or private funding, to develop riverfront facilities.

Long Term – 3 to 10 Years

- Develop a bike trail from Maysville to Augusta.
- Explore the potential for a water taxi service between Maysville, Augusta, and Vanceburg, focusing on daytrips to local distilleries.
- Plan and construct a rail trail along the TTI Line.
- Add a fuel dock and fueling services on the riverfront.
- Establish an “Underground Railroad, Tour-by-Boat” experience.
- Develop a trail from Cummins Nature Preserve to Washington Recreation Park.
- Develop a riverfront entertainment center.
- Encourage the development of a full-service marina.

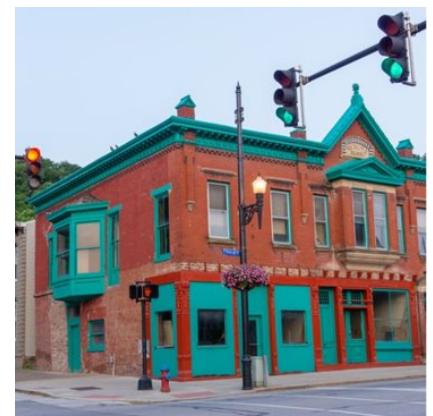
Recommendations and Relevant Resources for Maysville

The City of Maysville participated in the River Town Review process to help reach its potential as a river town destination, in part by enhancing its outdoor recreation opportunities. To that end, the River Town Review team, using its expertise, and the community’s input, developed the following recommendations for immediate, short, and long-term actions. Many of these can be undertaken immediately. For convenience, relevant resources are included with most of the recommendations. Communities are also encouraged to take advantage of the additional resources found in Section E. These may prove useful in further addressing the recommendations below, and may lead to new options and ideas, as well.

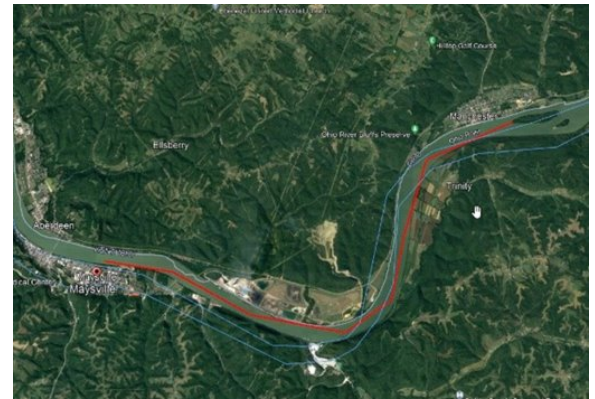
Recommendations:

Immediate Action Items

- Discuss Maysville’s River Town Review with elected officials, business leaders, outdoor recreation and tourism advocates, and residents. A pop-up event or group walk may be an effective strategy.
- Encourage local businesses, services, special events, and attractions to update and/or add their information to the Ohio River Recreation Trail, (ORRT) “[Digital Guide](#)” and to the [Lewis & Clark National Historic Trail Experience’s interactive map](#).
- Add the ORRT link, (www.ohioriverrecreationtrail.org) to all relevant websites and social media platforms, to promote the Ohio River Corridor as an outdoor recreation destination.
- If not already, become partners with the ORRT at (www.ohioriverrecreationtrail.org/become-a-partner/), and the Lewis & Clark National Historic Trail, at (www.lewisandclark.travel/partner-community-program/).
- Strongly consider becoming a “Trail Town”, a safe and welcoming haven with services for hikers, paddlers, and cyclists, that provides very real, and well-documented, economic benefits to the community. Though a long-term endeavor, the team recommends an initial review of the following resources and inspiring examples.
 - **Huron River Water Trail** (www.huronriverwatertrail.org) Great example of, and an excellent promotional site for five river trail towns in Michigan.
 - **Mon River Towns** (www.monrivertowns.com). Another excellent informational and promotional site highlighting fifteen river trail towns along the Monongahela River in West Virginia and Pennsylvania. Includes “Fly Over the Mon”, a video drone tour.
 - **The Trail Town Program** (www.trailtowns.org/guide) Trail town development guide with excellent economic/tourism enhancement statistics.
 - **Rails to Trails Conservancy** (www.railstotrails.org/resources-library/resources/the-trail-town-guide/) Comprehensive trail town development step by step guide/toolkits.
- Market and promote not only Maysville’s prime location on the Ohio, but also what residents and visitors can do on the river. For Maysville to reach its outdoor recreation potential, however, there is a need to develop boating access, fueling, and docking facilities, paddling opportunities, and riverside walkways/trails. These will attract river-oriented businesses. Increased marketing can be directed towards watersports groups. (Facility planning is addressed in the “Long-Term” section.)



- Manchester Islands #1, and #2, two of twenty-four Ohio River National Wildlife Refuge islands, can draw paddlers to Maysville. Promote a unique 10-mile trip up the Ohio, where paddlers could explore the islands, overnight in Manchester, and return to Maysville the following day.
- Maysville should seek the input of young and diverse groups, perhaps by facilitating a version of their River Town Review’s SWOT analysis and brainstorming session for those demographics. A local college or university may be willing to be involved and provide resources and an appropriate venue.
- Encourage implementation of the city’s recently approved, (February 2022), Bicycle and Pedestrian Plan.
- Promote and provide support for existing regional trails and trail planning efforts.
- The perception of the Ohio River as being polluted and unsafe, was identified as a threat in many of the community SWOT analysis. Towns can begin addressing this immediately by keeping the public well-informed by providing readily available and current information through social media regarding water quality, river conditions, and safe boating and swimming practices. Educational programs are also available to increase awareness and help foster a sense of stewardship towards the river. The following resources are available to help address this issue.
 - [ORRT Safety Tips, and Safety Guide](#). Good review of the basics of boating safely on the Ohio. Current weather and forecast, river stage and velocity, safety equipment checklist, US Coast Guard Float Plan, and lock, dam, and Coast Guard contacts.
 - [The Ohio River Valley Water Sanitation Commission \(ORSANCO\)](#). Current “safe swimming” information during recreation season, regarding contact bacteria levels, harmful algae blooms. Weekly water quality reports, monthly “Ohio River Discussion” webinar series, and annual “River Sweep” updates, as well.
 - [The Foundation for Ohio River Education, \(FORE\)](#). Teaches people of all ages to become environmental stewards through student and teacher programs, community events, and volunteer water quality monitoring programs.
- Increase promotion of Maysville’s significant Underground Railroad history and sites. The National Park Service’s Underground Railroad Network to Freedom program offers background information and an excellent [promotional toolkit](#). Marketed nation-wide, the Underground Railroad can become a major tourism draw.
- Encourage local business to seek a Bike-Friendly Business designation through the [American League of Bicyclists](#). The League is also an excellent resource for improving cycling opportunities in your community.
- As suggested in the workshop, promote the M2M Paddlefest at the Cincinnati Paddlefest, and Louisville’s Hike, Bike, and Paddle events.



Short Term – First 3 Years.

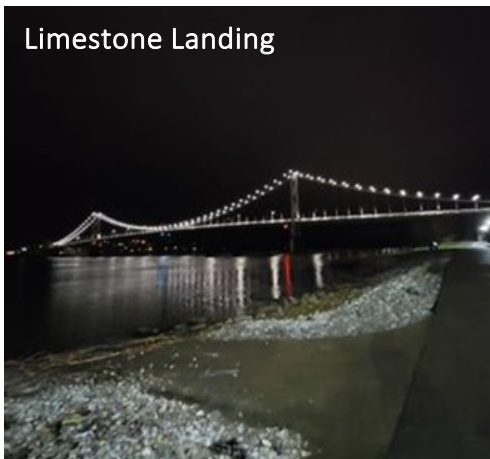
- Discover ways to enhance Maysville’s Bikeability by using the assessment and checklist at [the EPA’s bikeability assessment and checklist](#), a combination of survey/assessment, and resources. The following suggestions and resources will be helpful, as well:
 - Ensure that there are adequate bike racks near service facilities. Designs and examples can be found at www.cyclesafe.com/bike-parking-dimensions/.
 - Bike repair stations are greatly appreciated. www.theparkcatalog.com/bike-repair-stand/.
 - Provide bike storage lockers. www.cyclesafe.com/product-category/bike-lockers/
 - Consider installing charging stations for E-Bikes. [Swift Mile](#) is a company that provides charging stations for communities, which are funded through advertising.
- Enhance Maysville’s Walkability as well by accessing the resources at [America Walks](#). Excellent background information, benefits of walkability to residents and communities. Technical assistance to improve a community’s pedestrian access is available at no charge.
- Begin planning for a kayak launch and transient docking facility as a National Park Service/RTCA project. To apply for technical planning assistance, visit [RTCA’s website](#). There may be potential for a connection to the existing floating dock, or the concrete walkway, at Limestone Landing. This would provide access to downtown for boaters and paddlers. An accessible fishing pier could be considered, as well, either at this location, or Maysville River Park. The River Park would be an excellent location for a kayak launch, as well. Plans should include [lockable storage facilities for paddlers and kayaks](#). In the meantime, Hole-In-The-Wall Kayak Company’s rentals, the city’s riverfront campground, and Cummins Nature Preserve’s primitive campsites, should all be promoted – they will attract paddlers, cyclists, and hikers.
- Maysville’s River Park includes areas for primitive camping. A review of [Adventure Cycling Association’s Guide to Bicycle Camping](#), provides good information on meeting the needs of non-motorized travelers.
- An interesting example of an “in town”, primitive campground, is the [Up the Creek Campground](#), in Moab, Utah. Paddler, cyclist, and hiker-friendly, tent-only campground located a short walk from the downtown district, and minutes from Arches National Park.
- As outdoor recreation opportunities are developed, there may be an opportunity for an outdoor gear shop. A good example of a successful local gear retailer and its relationship with a trail town, can be found in Milford, Ohio, just east of Cincinnati. www.roadsriversandtrails.com/the-best-trail-town/.
- Since many tourists desire to travel with their dogs, promote and encourage pet friendly businesses. State tourism departments are beginning to actively promote these opportunities, as well. River towns can help through the provision of dog parks, (an inexpensive, great “bang-for-the-buck” project), and through hiking-with-pets programs. An excellent article can be found at www.thebark.com/content/states-go-all-boost-their-dog-friendly-tourism-attractions/.
- Stronger partnerships with other river towns were suggested often during all River Town Review workshops. In Maysville’s case, partnering with Vanceburg, Augusta, Manchester, and Portsmouth were specifically mentioned. Opportunities exist for paddling and cycling trail connections. Maysville and these nearby river towns could form a regional tourism organization and jointly market their communities’ outdoor recreation and tourism resources and events.
- Paddle and peddle events should be planned to showcase the area’s outdoor recreation opportunities.



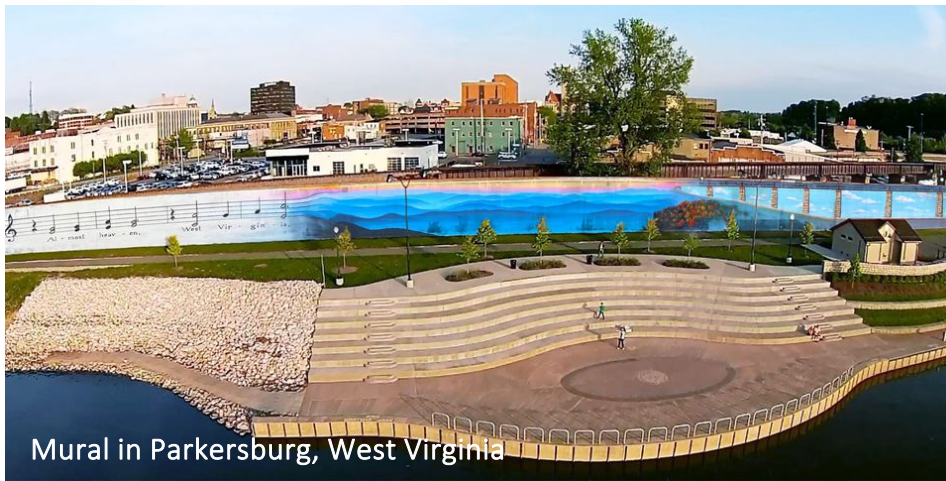
NPS RTCA
RIVERS, TRAILS & CONSERVATION
ASSISTANCE PROGRAM
www.nps.gov/rtca

Long Term 3 – 10 Years

- The Ohio River and its tributaries offer plenty of opportunities for water trail development. Manchester and Ripley are both 10-mile paddles from Maysville. The following resources will be invaluable in starting the planning process and developing access and launch sites for carry-in watercraft. Good access facilities will attract paddlers.
 - [The National Park Service River Access Planning Guide](#).
 - [The River Management Society](#). Links to the RMS/NPS/RTCA “Prepare to Launch” guide for assessing, designing, and building launch sites, along with economic impacts, best management practices, and a toolkit.
 - [EZ Dock](#). Examples of accessible kayak launch systems and docks.
- The number one ranked opportunity and short-term goal brought forth in the workshop involves an **extension of the concrete walkway at Limestone Landing all the way to the city’s River Park**. This would be a worthwhile and significant project, and a boon to the city’s riverfront. It could provide much-needed access to the Ohio, and a trail/walkway link not only between two major community facilities, but between the east end and downtown as well. The fact that the CSX line curves away from the river here, is certainly a plus, leaving what appears to be a continuous greenway, and potentially making the project a bit less logistically daunting. The two-mile-long project could be done in phases, affords the possibility of providing several access points to the Ohio along the way, and may lead to greater use of River Park and development in the east end of town. Maysville can apply to RTCA for planning assistance on this project.



- Though the land side of the city’s floodwall features numerous beautiful murals, the river side does not. Limestone Landing in particular, could be made more welcoming and attractive by working with local arts community organizations to develop a **public art/beautification project**. Newport, Kentucky, on the Ohio River, offers a [wonderful example of such a project](#). Another great example is pictured below – Parkersburg, West Virginia. www.parkersburgflood.org.



- Maysville can increase recreation-based tourism by reaching underserved markets, in part through marketing, but by ensuring that facilities and services are welcoming, accessible, and inclusive, as well. The following resources contain excellent information regarding recreation participation trends, inclusion in the outdoors, and underserved markets.
 - National Recreation & Parks Association (NRPA), [2020 Engagement with Parks Report](#). Excellent resource for parks and recreation participation, identifying and reaching underserved markets.
 - [Headwaters Economics](#). “Inspiring the Future Outdoor Recreation Economy, 2021”. Well-done, attractive, and effective report/booklet.
 - [“Five Steps to Make the Outdoors More Inclusive”](#), each with action items.
 - [Outdoor Afro](#) & [Latin Outdoors](#), two national leadership organizations promoting inclusion and equity in the outdoors.
 - [American Canoe Association](#). Promoting diversity, inclusion, and equity in paddling.
 - The Safe Spaces Initiative, [National Wildlife Federation](#). Making the outdoors a safe and comfortable place for all.
 - [People for Bikes](#). Advocacy group helping to get more people biking.
- Work with the [International Mountain Bike Association, \(IMBA\)](#), to explore the opportunities for potential trail development. IMBA is the source for trail planning and design, “Trail Labs” workshops, toolkits, advocacy, and economic impact data. The area’s terrain and significant elevation changes may also be ideal for a bike gravity park. Basic information can be found at www.diymountainbike.com/what-gravity-mountain-biking.
- The TTI abandoned rail line was mentioned during the workshop as a potential rail trail. The [Rails to Trails Conservancy](#) may be able to provide an initial review of feasibility.



Maysville Area Classic Trip Opportunities

Classic trip opportunities can make a community stand out among others, drawing visitors who may then take advantage of what else the area offers. Maysville's location and history presents the following special opportunities and events:

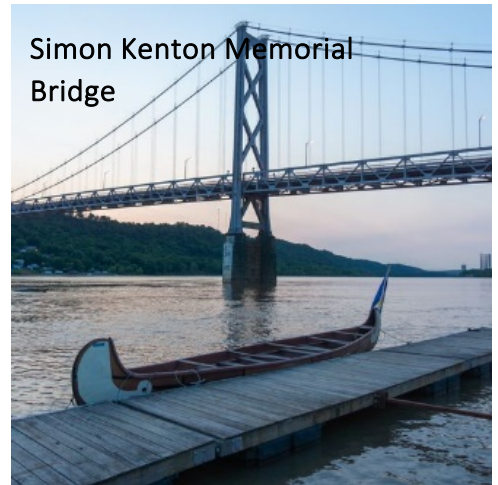
Participate in the 2 Bridge Run/Walk. "2 Bridges – 2 States". Cross over the Ohio River not once but twice. This unique run/walk features the trips across the iconic Simon Kenton Memorial Bridge, one of the few surviving historic suspension bridges on the Ohio built in 1931, and the much newer, cable stayed William Harsha Bridge, opened in 2000.

Paddle up the Ohio River to Manchester Islands #1 and #2, two of the twenty-four islands included and protected as part the Ohio River National Wildlife Refuge. Explore the islands on foot, overnight in Manchester and return the next day to Maysville.

Bike, walk, or drive to the historic Pogue Distillery, one of 19 stops on the Kentucky Bourbon Trail. Cyclists can take advantage of a multitude of quiet scenic roads around Maysville and join the Limestone Cycling Club's annual tour event.

Sign up for the M2M Paddlefest on the Ohio from Manchester to Maysville. Enjoy visiting the two communities and a safe paddle on the river. The event benefits "Sprinkles of Hope", a local initiative providing meaningful employment for those with disabilities.

After any of the events or activities listed above, **visit the art galleries downtown,** and **take in a performance at the historic Washington Opera House.**



Simon Kenton Memorial Bridge



M2M Paddlefest, Paddle from Maysville to Manchester

Photo Credit: cityofmaysville.com



Washington Opera House

Photo Credit: waymarking.com

Additional Resources for Your Community

Many relevant resources were included with the recommendations for your community. However, there are many more available to river towns as they begin working to enhance outdoor recreation and tourism. The following list is by no means all-encompassing but contains additional and valuable information that may be useful in completing this review's recommendations but may result in the generation of new ideas as well.

Trail Towns

1. Outdoor Towns: [Toolkit](#) and [Resource Library](#)
2. [American Trails](#). Great definition and description of a "Trail Town".
3. [Mon River Towns](#). Another excellent informational and promotional site highlighting fifteen river trail towns along the Monongahela River in West Virginia and Pennsylvania. Includes "Fly Over the Mon", a video drone tour.
4. [Kitsap Peninsula Water Trails Paddle Routes – Kitsap Peninsula Water Trails](#)
5. [Pennsylvania Environmental Council's River Town Program](#)
6. [River Towns Program | Susquehanna Greenway](#)
7. [RiverTowns Program — Tennessee RiverLine \(tnriverline.org\)](#)
8. [Kentucky Trail Towns Guide & Workbook, Kentucky Trail Towns v1.0 \(kentuckytourism.com\), Kentucky Trail Town Program Workbook \(kentuckytourism.com\)](#)
9. [Destinations International – Variables Workbook](#). Good, online, objective, self-assessment tool for communities.
10. Basic article describing glamping. May be an opportunity for trail towns. [Glamping Is 2020's Hottest Travel Trend](#)

Water Quality and River Safety

1. U.S. Geological Survey, [USGS Current Water Data for the Nation](#).
2. U.S. Geological Survey [USGS Mobile Water Data](#).
3. [NOAA Live River Forecasts](#)
4. [Ohio Clean Marina and Boater Program](#). Educational programs, best management practices for marinas, clean boater, and marina designations.
5. [Indiana Clean Marina Guidebook](#). Good resource for marina owners, boatyards, and boat clubs.
6. Good resource for marina owners, boatyards, and boat clubs.
7. United States Army Corps of Engineers. Good resource for water quality and safety, and recreational use of the Ohio River. Huntington District (www.lch.usace.army.mil), Louisville District (www.lrl.usace.army.mil).
8. [ACA Florida environmental awareness and protection toolkit for paddlers](#).
9. "[Life Below the Waterline](#)"., a 2,000-gallon mobile aquarium, showcases the diversity of aquatic life in the Ohio.
10. [The River Network](#). "Waste in Our Waters. A Community Toolkit for Aquatic Litter Removal."

Community Walkability and Bikeability

1. [Walkability Score](#)
2. [Bikeability Score](#)
3. [National Walkability Index](#)
4. [America Walks](#). Pedestrian advocacy, and great resource for improving walkability and its benefits, and technical assistance to communities at no charge.
5. [The League of American Cyclists](#). Founded in 1880(!), provides guidance for communities and businesses to enhance and embrace the cycling community. Bike-friendly community, business, and university designation programs. An excellent resource for improving cycling.
6. [Walkability Assessment Tool | Planning for Complete Communities in Delaware](#)
7. Indiana [INDOT: Bicycle & Pedestrian Program](#)
8. Kentucky [Bike Walk Kentucky | KYTC](#)
9. Ohio [Bike & Walk | Ohio Department of Transportation](#)
10. [Bike Repair Stations and Bike Pump Stations | Duo-Gard](#)
11. [Bollard Post Bike Racks – Park Warehouse](#)
12. Association of Pedestrian and Bicycle Professionals, [Bike Parking Guidelines](#).

Cycling, Hiking, Land and Water Trails

1. International Mountain Bicycling Association [Trail Accelerator Grants | IMBA](#)
2. [U.S. Bicycle Route System](#)
3. [Indiana Bicycle Suitability Map](#)
4. [Kentucky Bike Routes](#)
5. [Ohio US Bike Routes](#)
6. [Long Distance Cycling Routes: Economic Impacts, Best Practices, and Marketing Strategies](#)
7. [Bike Gravity Park Information](#).
8. [Ohio Department of Natural Resources development and designation guide for water trails](#).
9. [Indiana Department of Natural Resources information on water trails](#) in the state and excellent “Where to Paddle”, map and app.
10. [Paddling.com](#). Good resources and a way to connect with the paddling community. Also, a nation-wide interactive map and app for paddling opportunities.
11. [Warm Showers](#). Hospitality-sharing site for touring cyclists.
12. [Strava Global Heatmap](#)
13. [Map Line Heat Maps](#)
14. [Rails to Trails Conservancy](#). Excellent basic trail design and building toolkits.
15. [American Hiking Society](#). Trail advocacy, local trail building and maintenance.
16. [Hoosier Hikers Council](#). Trail building, maintenance, mapping.
17. [Tri-State Trails](#). Alliance of community advocates working to advance the region’s trails and bikeways.
18. [American Trails](#). Trail design, building and maintenance resource. Trail advocacy and training programs. Trail Town Guide.
19. [Louisville Loop](#). Proposed, partially completed, 100-mile trail connecting parks and neighborhoods in Louisville. [Cincinnati Crown](#). Regional loop surrounding Cincinnati.
20. [Ohio Horseman’s Council](#). Good source for equestrian trail design and maintenance, and partnership-building.

Sustainable Tourism

1. [The Outdoor Recreation Roundtable Rural Economic Development Toolkit](#). Very good toolkit.
2. [Solimar International](#)
3. [Global Sustainable Tourism Council](#)
4. [Adventure Travel Trade Association](#). This may be a great resource for river-based project development.
5. [Geo-tourism Toolkit](#). Re-imagining tourism.
6. [United Nations World Travel Organization](#)
7. [The Travel Foundation](#)
8. [Invisible Burden](#)
9. [World Travel and Tourism Council](#)
10. [National Recreation & Park Association Agency Performance Review](#) . Very good for benchmarking.
11. [Promotion of collaborative stewardship of destination tourism assets](#).
12. [Innovative and Promising Practices in Sustainable Tourism](#) (viu.ca)
13. [Ten Principles for Responsible Tourism](#) (Urban Land 2015)
14. [Tools and Resources for Nature-Based Tourism](#) World Bank.
15. [Pandemic Toolkit](#) (PlaceMakers.com)
16. [Arts and Transportation Rapid Response](#). Creative solutions to COVID-related transportation challenges.
17. [How Can Destinations Resume Tourism After the Pandemic While Ensuring Sustainability?](#) (PlaceBrandObserver.com)

Maintaining Small Town Character

1. [Smart Growth Principles – Smart Growth Online](#)
2. [Smart Growth Principles – Vermont Natural Resources Council \(vnrc.org\)](#)
3. [Smart Growth in Small Towns and Rural Communities | Smart Growth | US EPA](#)
4. [Framework for Creating a Smart Growth Economic Development Strategy: A Tool for Small Cities & Towns](#)
5. [National Main Street Program](#) Great program. Also mainstreetonlinetool.org, specifically for small businesses.
6. [The Walkable Communities Library](#).
7. [New Designs for Growth, Development Guidebook](#).
8. [Kentucky Main Street Program – Kentucky Heritage Council](#) (heritage.ky.gov)
9. [Streetscape Design Guidelines for Historic Commercial Districts](#) (heritage.ky.gov)
10. [Project for Public Spaces The Lighter, Quicker, Cheaper Transformation of Public Spaces Creative Exchange for the Arts Toolkits for Change Archives – Creative Exchange](#)
15. [Finding Nature News, Nature Blog | Children and Nature Network](#) (childrenandnature.org)
16. [Children’s Outdoor Bill of Rights bring leaders, residents together – Children and Nature Network](#)
17. [National Trust for Historic Preservation](#). Very relevant resources.
18. [National Association of Preservation Commissions](#). Preservation professionals group providing forums, advocacy, and training programs.
19. [Portsmouth Murals](#). Example of turning floodwalls into works of art.

Grants and Funding Opportunities

1. [GRANTS.GOV](#)
2. [Economic Development Integration](#)
3. [U.S. Department of Transportation Transit, Highway, and Safety Funds – Funding – Bicycle and Pedestrian Program – Environment](#) Major funding source.
4. [Access + Stewardship Grants | onX Maps](#)
5. [Office of Small Business Development Centers Resources](#)
6. [Keep America Beautiful](#)
7. [Community Facilities Direct Loan & Grant Program | Rural Development \(usda.gov\)](#)
8. [Community Impact | Waste Management \(wm.com\)](#)
9. [Online Funding Tool | Play and Recreation Funds Grant searches.](#)
10. [Grant Opportunities, Fundraising Resources, Funding | National Recreation and Park Association](#)
11. [Recreational Trails Program Project Database](#)
12. [Thrive Outside – Outdoor Industry Association](#)
13. [Bicycles and Pedestrians | US Department of Transportation](#)
14. [Citizens Institute on Rural Design](#)
15. [Save America’s Treasures \(U.S. National Park Service\)](#) Cultural and historic preservation grants.
16. [Equitable Funding Hub | City Parks Alliance](#)
17. [Funding Parks and Trails Through Land Trust Partnerships | City Parks Alliance](#)
18. [Community Change Grants | AmericaWalks.org](#)
19. [Mini-grants | Celebrate Urban Birds](#)
20. [Six Unique Trail Funding Solutions – American Trails](#)
21. [State and Local Grant Funding – Land and Water Conservation Fund \(U.S. National Park Service\)](#) (LWCF).
22. Kentucky [Kentucky DLG – LWCF Grants](#)
23. [Ohio DNR](#). One-stop shopping for Ohio grant information on trails, boating facilities, paddling facilities, education, boat sanitary pump outs, and LWCF.
24. [Indiana DNR Outdoor Recreation Grants](#). Information on LWCF, Indiana Trails Program, and Next Level Trails, (focusing on collaborative trail connections).
25. [Every Kid Outdoors](#). Program aimed at 4th graders and their families, with free admission to federal parks and facilities.
26. [www.fws.gov/wsfrprograms/subpages/grantprograms](#). Information on Boating Infrastructure, and Clean Vessel Act, (sanitary boat pumpouts), grants.
27. [Appalachian Regional Commission grant programs](#). Appalachian Regional Commission grant programs.

Organizations and Trade Associations

1. [Adventure Cycling Association](#)
2. [American Trails](#) Policy, advocacy, training programs, webinars.
3. [American Rivers](#)
4. [American Canoe Association](#)
5. [State Outdoor Business Alliance \(SOBAN\)](#).
6. [City Parks Alliance](#)
7. [International Journal of Wilderness](#)
8. [National Recreation and Parks Association](#) For park and recreation professionals, local board members.
9. [River Management Society](#) Supports professionals helping to protect and manage America’s rivers.
10. [River Network](#) Helping local communities protect their water resources.
11. [Society of Outdoor Recreation Professionals](#)

12. [Ohio Parks and Recreation Association.](#)
13. [Indiana Parks and Recreation Association.](#)
14. [Kentucky Recreation and Parks Society.](#)
15. [Partnership for the National Trails System.](#) Helps connect not-for-profit trail organizations with Federal agency partners. Training programs.
16. [National Association of City Transportation Officials.](#)
17. [American Association of State Highway and Transportation Officials.](#) Excellent guidebooks related to bicycle and pedestrian design.
18. [Outdoor Industry Association.](#) Advocacy, Economic impact research. “Thrive Outside” inclusion program.
19. [National Association of RV Parks & Campgrounds.](#) Educational resources, including the National School of RV Park and Campground Management School.
20. [The National Park Service’s very comprehensive guide to campground design](#)
21. [Association of Marina Industries \(AMI\).](#) Training, programs, financial planning/trends, advocacy.

Community Assistance Programs

1. National Park Service

a. [Rivers, Trails & Conservation Assistance Program \(RTCA\)](#)

- A national network of conservation and recreation planning professionals that partner with community groups, nonprofits, tribes, and state and local governments to design trails and parks, to serve and improve access to rivers, protect special places, and create outdoor recreation opportunities
- Free technical planning assistance is available for Communities and non-profit organizations through an application process
- [Directory of National Park Service Community Assistance Programs](#)



2. Environmental Protection Agency (EPA)

a. [Smart Growth Technical Assistance Programs | Smart Growth | US EPA](#)

- Building Blocks for Sustainable Communities
- Cool & Connected
- Governor’s Institute on Community Design
- Greening Americas Communities
- Healthy Places for Health People
- Local Foods, Local Places
- Recreation Economy for Rural Communities
- Smart Growth Implementation Assistance
- Smart Growth Implementation Assistance for Coastal Communities
- Special Smart Growth Technical Assistance Projects
- [Environmental Justice Grants, Funding and Technical Assistance](#)



3. US Forest Service

a. Shared Stewardship Programs

- Forest Legacy
- Forest Stewardship
- Community Forest
- Ecosystem Markets
- Wood Innovation
- Urban and Community Forestry
- Forest Health Protection
- Landscape Scale Restoration
- Forest Taxation and Estate Planning
- [How the Forest Stewardship Program Works | US Forest Service \(usda.gov\)](#)



4. US Fish & Wildlife Service

a. Division of Partner & Intergovernmental Affairs

- Rural Fire Assistance
 - Small Wetlands Program
 - Landscape Conservation Design
 - Several other programs are available.
- [USFWS – Division of Partner and Intergovernmental Affairs](#)



5. National Fish & Wildlife Foundation

a. Active Programs

- Acres for America
- Bring Back the Natives
- Conservation Partners Program
- Five Star & Urban Waters Restoration Grant Program
- National Coastal Resilience Fund
- Resilient Communities Program
- Bats for the Future Fund
- Monarch Butterfly & Pollinators Conservation Fund
- [Programs | NFWF.org](#)



6. US Department of Agriculture

a. Natural Resources Conservation Service

- [Technical Assistance | NRCS \(usda.gov\)](#)

b. Rural Development Programs & Services

- [Programs & Services | Rural Development \(usda.gov\)*](#)
- Strategic Economic & Community Development
[Strategic Economic and Community Development | Rural Development \(usda.gov\)](#)



Underserved Markets and Inclusion in the Outdoors

1. [The Chattahoochee RiverLands Project](#). A 100-mile-long network of inclusive greenways, blueways, trails and parks, becoming the defining public space in the Atlanta area. The Trust for Public Land.
2. [Recreation Management/Outdoor Recreation Industry](#). Current market trends in recreation participation.
3. [Outdoors Alliance for Kids – Every Kid Outdoors Program](#). Partnership of 100+ organizations connecting kids to nature.
4. [The Adventure Crew](#). A Cincinnati-based organization connecting teens to the outdoors. The desire for a similar program was mentioned in Madison’s and Maysville’s workshop.
5. [ADA Standards](#)

Appendix A

The River Town Review Request and Planning Process

The River Town Review Team created the following outline of the Ohio River Recreation Trail, River Town Review request and planning process, including the facilitation of a virtual community input workshop.

The Request

- **River Town Review Request** – A river town community submits a letter to the Ohio River Recreation Trail Team requesting a River Town Review. Details about requesting assistance can be found at www.ohioriverrecreationtrail.org. The river towns are selected for review based on criteria outlined on the website.
- **Community Participation Requirements** – If selected, the community agrees to provide a contact person, a list of key community members who would participate in the River Town Review workshop, a list of community assets, and a map identifying the location of recreation facilities. In addition, the community agrees to host a tour of the community with River Town Review Team members, and to promote and encourage participation in a community input virtual workshop.
- **Upon Selection** – The River Town Review Team will notify the community, work with them to schedule the virtual workshop and community visit, and engage the community contact in the pre-workshop planning process.

Pre-Workshop Tasks

- **Desktop Online Review** – River Town Review Team volunteers will explore the community's internet presence and relevant tourism and outdoor recreation-related websites. They will perform a desktop online review as if they were planning a trip to the community, identifying outdoor recreation and related tourism opportunities, (activities, lodging, restaurants, entertainment venues, etc.). Team members will also conduct an online review of the community's current master plans. The volunteers will then prepare a summary of their observations and suggestions.
- **Community Visit and Assessment** – River Town Review Team members and volunteers will visit the community, assess recreation facilities, review pedestrian and bicycle opportunities, participate in a tour with local officials, and interview residents/visitors about community recreation assets. A summary of findings and suggestions will then be prepared.
- **Preparation for the Community Input Virtual Workshop** – River Town Review Team members will identify presenters, gather background information, and develop an agenda for the workshop.
- **Pre-workshop Review** – an online meeting will be held with community contacts to confirm workshop details and participants, and to identify and recruit additional participants, if necessary.

Workshop Tasks

- **The Community Input Virtual Workshop** – Due to covid travel restrictions, the River Town Review Team facilitates a virtual workshop to share their “fresh set of eyes”, objective observations, with the community, along with information gathered through the desktop online reviews and community visits. The workshop includes a PowerPoint presentation, open dialogue, and interactive online polling. The team starts by presenting opportunities for the community to partner with the Ohio River Recreation Trail and increase local business exposure by appearing on the trail’s award-winning Digital Guide. Similarly, workshop participants will be informed about the Lewis and Clark National Historic Trail Experience, and the opportunity for communities and local businesses to appear on the trail’s online, interactive map. Using “Mural” interactive software, the team will begin to gather community input and ideas through a SWOT Analysis, where participants generate and rank the strengths, weakness, opportunities, and threats present in their community. Participants are then asked to brainstorm and rank short-term and long-term ideas they feel would enhance recreation and tourism. This information is shared real-time during the workshop, and ultimately included as part of the community’s River Town Review.
- **Workshop Participants’ Homework** – Participants are asked to review the SWOT concerns identified and the complete list of ideas generated through the brainstorming session. They are asked to provide their top three short and long-term brainstorming session ideas. In addition, participants are asked to describe a “perfect day” for a visitor to their community. This information is returned to the River Town Review Team to be analyzed and used for the development of the Team’s recommendations.

Post Workshop Tasks

- **River Town Review Report Completed and Delivered** – The River Town Review Team will assemble and analyze all information collected from the desktop reviews, site visits, and community input, and ultimately prepare a summary of observations and recommendations, along with relevant resources. All the data collected, along with a comprehensive list of resources for each community, will be included in attached appendices. Upon completion, the report is sent to the community, and a time is scheduled for its review. In addition, the team will compile a summary report involving the information and knowledge gained through the development of all the river town reviews.
- **River Town Review Summit** – A Summit will be facilitated by the River Town Review Team, where the summary report will be reviewed and communities can share with each other, the challenges they face, the opportunities they have, and their solutions and successes. The value of strong partnerships between river towns will also be discussed and emphasized.

Appendix B

Maysville's River Town Review Documents and Workshop Information

Appendix B contains the community's application letter, and all the data gathered through the Desktop Online Reviews and Community Visit. It also contains the Workshop Meeting Agenda, a list of participants, River Town Review Team contact information, all the data generated through the Workshop's SWOT Analysis and Brainstorming Session, and any other information collected during the River Town Review process.



River Town Review Team

A Collaboration of:

Ohio River Recreation Trail Partners
Lewis & Clark National Historic Trail Experience
National Park Service Rivers, Trails and Conservation
Assistance Program

Summary Report Prepared by:

Andrea Irland
Russell Clark
John Olivier
Michael Shilling
Megan Hedges
Alyssa Walker

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Application Letter

From: Lacey Holleran <laceyholleran@maysvilleky.net>
Sent: Wednesday, December 1, 2021 9:58 AM
To: Russel_Clark@nps.gov; Irland, Andrea Irland <Andrea_Irland@nps.gov>
Cc: David Wicks <dwicks1@gmail.com>; Brewster Rhoads <brewohio@gmail.com>
Subject: [EXTERNAL] Maysville, KY Rivertown Review

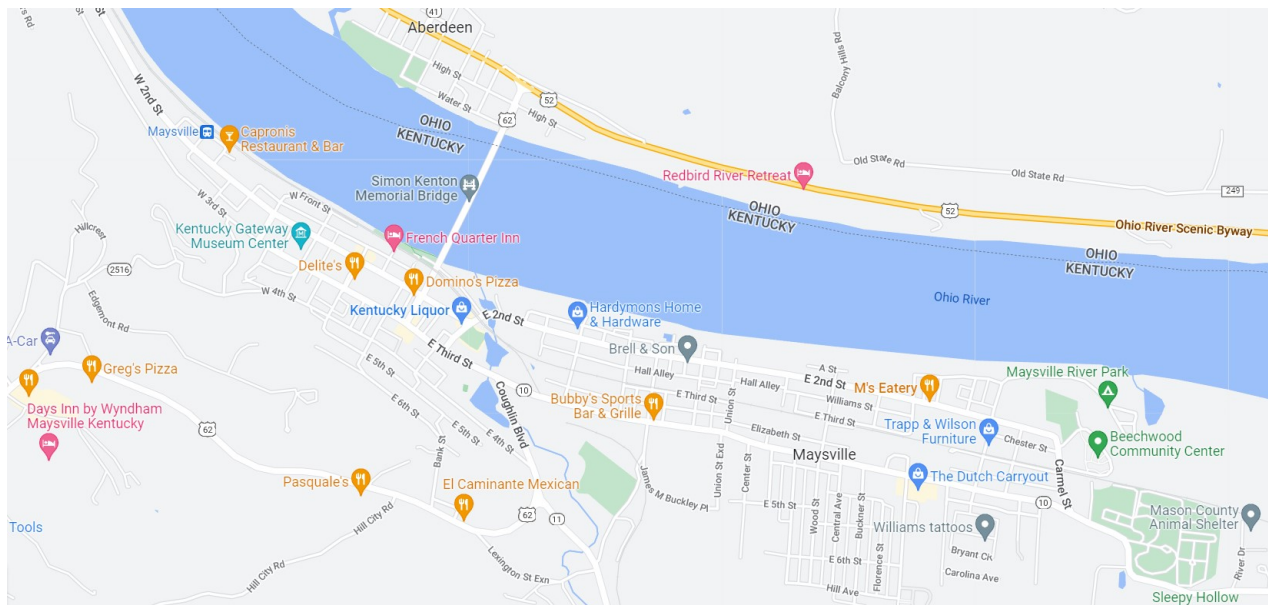
Good Morning -

Thank you for putting together the Rivertown Review Program to assist communities and help us further our progress in positively utilizing our natural assets. We would like to formally request the program assistance from the National Park Service for Maysville-Mason County, KY. The feedback from this can help us objectively review our area and potentially identify opportunities that we may be overlooking. It will also help us merge our current goals to create a much larger plan. Maysville-Mason County currently has a strong economic development and tourism movement and we want to keep progressing. Our town is submersed in history with local museums, art and architecture. Which are key pieces in helping us tell our story. Maysville is fortunate to have two historic districts, numerous shops and eateries and lovely local parks. My goal is chosen for the Rivertown Review Program, would be to help us better connect our attractions and tell a more cohesive story. If chosen, I would be your primary contact and can help coordinate community leaders/members when needed. We, the City of Maysville, agree to provide all requested information and participation needed for the assessment, if selected.

Please let me know if there's anything else needed for your selection process and thank you for your time and consideration.

Best regards,

Lacey Holleran
Maysville-Mason Co CVB
Tourism Director
606-563-2596 Ext. 101





Digital Desktop Reviews

Thirteen volunteers spent about one hour each on-line to see what they could find out about Maysville as if they were thinking of visiting for a day or overnight – lodging, restaurants, breweries/wineries, historical sites, attractions, events, outdoor recreation opportunities, etc.

Team Review Summary, January 18, 2022

Overall, the reviewers were very positive and appreciative of the work that has been accomplished to position Maysville as a destination.

Some of the highlights are:

- Maysville is very photogenic
- extensive 2020 Maysville Visitor Guide
- active and vibrant community
- website lists recreational opportunities such as boating, fishing, camping, hiking, biking, 4 golf courses, and fun runs.
- Flood wall photos are great
- A history focus and great introduction to restaurants, bars, lodging and events.



While several commentors thought that there was not enough information about the Ohio River. Maysville is there because of the Ohio River, it would be good to add historical, ecological, recreational, commercial interpretive material about the Ohio River.

The reviewers have 12 suggestions / ideas to enhance the on-line promotion of Maysville outdoor recreation and tourism opportunities.

- “Focus on a core 'unique selling proposition.' Why makes Maysville unique?”
- Highlight the regional nature of the Maysville as a hub for 4-5 counties along the river.
- “The Ohio River is the common bond for 4-5 towns and counties. Highlighting a map of the region with outdoor adventures as well as history and culture would help grow the Eco-tourism.”
- Include more visuals! Include more pages with individual focuses of things to do, places to eat, places to stay, etc. Visitors need more than just a visitor’s guide to download.

It is recommended that regional informational websites like the [Ohio River Recreation Trail](#), the [KY Fish and Wildlife fishing opportunities](#), [ORSANCO](#), [The Lewis and Clark Trail](#), and the [US Fish and Wildlife Island in the Ohio](#) River be highlighted.

Review the town’s social media, websites, articles, and existing tourism information. Look for connections to the river and outdoor recreation. What are the highlights? Do any common themes emerge? Is there an experience to capture?

- Information provided paints a picture of a super nice town to stop in when I am in the area. Nothing more: I would not go out of my way to visit or view it as a destination.
- Maysville is very photogenic- any pics including the bridges and river, hollers and creeks are amazing as well as our unique architecture. Website is good it just needs constant updating. Social media is ok, just with all the festivals that go on during the summer and fall more notice and hype needs to be given to those. Common themes are that you can experience many things in Maysville- history (Ancient, Pioneer, Underground Railroad), wine and beer festivals, biking, hiking, camping, and boating. The Underground Railroad, Harriet Tubman need major overhauls and packaged into a tour with the Colonel Young House, Rankin House, John Parker House, and Freedom Center at Cincinnati.
- "I reviewed the extensive 2020 Maysville Visitor Guide and found it very robust. In terms of outdoor recreation, it mentions several public parks, YMCA, Cummins Nature Preserve. golf courses, motor cross venue. It also mentions 4 private campground/ RV parks with boating access and a primitive camping venue at Cummins Nature preserve. Overall, the Guide paints a pleasant portrait of Maysville. Highlighting its river town charm.
- I visited the ""Visit Maysville Facebook page. It held a lot of current event information that highlighted holiday activities.
- I also spent some time on the City of Maysville.com web site. This is a combination visitor attraction/tourism site, city services/ government web site and business support site. Very comprehensive!!! and well designed and managed! A great ""go- to"" website.
- Overall, the common theme is Maysville is an active and vibrant community that appears welcoming to visitors and tourists.
- Not much about the river mostly highlighting downtown and businesses
- Our riverfront is a little more difficult to highlight due to the Flood wall and Levee in place. The Highlights are our riverfront landing and Marina. We just need to be able to connect these with each other and even further West to our West end of town for a wonderful walking, jogging, running trail and or summertime concert and venues.
- Yes, they have a nice visitor's guide. Not much physical recreation mentioned.
- There really isn't a whole lot mentioned about the river specifically. There are social media posts anytime a sternwheeler comes to visit, and the floodwall murals and mentioned in the visitor's guide, but that's about it."
- Maysville is hampered by a floodwall; this limits a connection in my opinion.
- The Maysville home page is just neat, well organized, great photos easy to navigate. the upcoming event - even for the winter are easy to see, even though most of the events are very local.
- The website lists recreational opportunities such as boating, fishing, camping, hiking, biking, 4 golf courses, and fun runs. The Facebook page primarily lists necessary information to inform residents of things happening they should be aware of, such as weather, road closings, etc.
- In a brief look around Maysville and Mason County I found very little mention of outdoor recreation except for Cummins Nature Park. Most of the sites focus on the historic homes and history of the area. The Ohio River is the common bond for 4-5 towns and counties. Highlighting a map of the region with outdoor adventures as well as history and culture would help grow the Eco-tourism. I did not look at specialty websites for hobbyists, I am sure that if you are already an outdoor sports person, you may know the insider information, but it is not linked to the main city/county/chamber/tourism sites.

If you were planning to visit there what would interest you from what you learned from your web search? Is it inviting? What is missing?

- It is inviting and tells me little about what makes it special. Information provides 'features' or attributes, and not benefits of visiting: the benefits seek to land the sale.
- Pogue Experience, hiking at Cummins Nature Preserve and Blue Licks, Underground Railroad tour. Underground Railroad tour needs some major hype.
- I'd want to check out the camping and boating access opportunities. And the Bourbon History.
- very inviting small-town look seems like a lot to do
- I am a huge History person so that would be number one and the ornate architecture of the town and Old Washington. Not as inviting as it should be maybe all the features of History and building types listed in one easy to find area just as eateries and businesses. Our Recreation Park and other parks need to be more involved.
- Better than Portsmouth's.
- The website is not all that inviting. To know what there is to do, I have to download a PDF file and look through it to find what there is to do. There are contact numbers listed in that file, but no links to any of the relevant websites, social or not. The header picture is interesting, but it gives me the vibe of an older town.
- Maysville's history is the main drawing card.
- The B - Line and the Limestone Landing seems to be great places to visit.
- I know when looking for a place to visit, I like to see a listing of various kinds of shopping opportunities. Their website provides a link which includes that information including a map of the city. I really think they did a good job of listing all they had to offer besides just shopping.
- Great photos of the town. Mostly focused on the history of the area. No real promotion of the many uses of the river for paddling, boating, hiking and no description of the area river towns of Ripley, Augusta , etc. No mention of the many bike related events and routes through the two- three county area. Seems like you have to know someone or be in a nature group to really understand how nice this area is for river and road recreation. No mention of the YMCA and area parks and pool. So, this could all be highlighted much more.

Look at their social media sites: Facebook, Instagram, Twitter. How many followers? What is the most recent post? How often updated? Are there photos? Any events promoted? Are followers engaged?

- There are several, so not sure which is the most important. They all have lots of followers, which is great, and event listings show a lot going on. Most events look like they are geared toward locals: why should I drive an hour to go to a Christmas Market there vs. in my own hometown?
- 6.3 k followers on Facebook have good page and is updated. Like December in Maysville.
- I visited the "Visit Maysville Facebook page. It held a lot of current event information that highlighted holiday activities.
- very much up to date mostly photos events are promoted doesn't seem to be commented on or shared very much 6.3k followers
- I personally do not have social media so that is and obstacle to tackle. But from websites it looks as though some of the information is outdated.
- Updated, but aimed more towards local news than recreation (Facebook page) Instagram is nice and lists local events, also updated regularly.
- The most recent Facebook post was about the sunrise this morning. They post fairly often, at least every other day. They seem to do a good job at promoting events put on by local shops and businesses, but more pictures in those posts could be exciting.
 - The Facebook link on their website takes the user to the City of Maysville, Municipal Facebook page, not the Visit Maysville KY Page. As a visitor to the city, the latter would be more helpful to me.

- They have an Instagram account, but there is no link to it from their website.
- There are over 6,000 followers of the Facebook page Visit Maysville KY
- There is also a Maysville Main Street page that promotes events specifically in downtown that is not shared or linked anywhere
- There isn't much of a formal social media forum, rather individual updates on future events.
- Facebook is active - over 6,000 followers! I love the statue of Daniel Boone! the free carriage rides from 3p-8p with Wildfire Equestrian seems like a great draw! did it work out well, just beautiful horses!
- The Gateway Museum seems to be much more about the miniatures than a history of Maysville, the Ohio river, or the state of Kentucky. - Maybe it needs a name change to feature their wonderful exhibit. "
- They have 9293 followers on their FB page. They seem to do a good job of keeping it updated.
- Visit Maysville KY looks inviting and is updated frequently. Should be linked to other websites for the area.

Visit the town's website. Does it make you want to visit there? What is missing from the view of a visitor?

- See above about features and benefits. What aspects are unique for being the 'only' or 'oldest' or 'longest-running' or 'awarded xxx by yyy' to make it unique/a destination?
- Yes, just need to get Underground Railroad going. What about a nifty train ride from Cincinnati or Lexington? That would open markets. What about a ride from Maysville on a train to a Reds game or a UK game?
- Great website...See comments above... I don't see much about cycling opportunities in Maysville. Other than a bike rental program... Even though there is a nice photo of three cyclist crossing the Ohio River Bridge.
- very much so
- From the view of the visitor on how to get around town and how to get from place to place we do have a city bus service but that is rarely used by visitors due to not knowing where bus stops are located. Could definitely use and uber or lift service for getting from place to place from City to County.
- It's ok. Seems repetitive with the same events on repeat, so nothing new.
- There is definitely a lack of visuals on this website. There is the header picture, but that is it. And that picture doesn't change from page to page. A changing header picture as well as pictures of individual businesses and events would be nice to see.
- The website is not all that inviting visually or informationally. It only includes the very basic information and leaves the visitor to find the rest. It would be nice to include a hyperlink of places with more/other information instead of just telling the visitor to look elsewhere.
- Not really, it is just City business mainly.
- Since I live in close proximity, I pretty much know what is there. But I feel someone who is not familiar with the area will get an excellent idea of what is available in their region.
- The website is good, needs more highlights of the outdoor resources. Plenty on history, culture, and food. Not much on the exploring of the river, area river towns, hiking , biking, boating, and paddling the area.

Look at crowdsourced sites for reviews (trip advisor, yelp, etc.). What is consistently reviewed well or makes the top ten list? What are the consistent negative comments from reviewers about the town?

- Restaurants, Pogue Distillery.
- Went to Trip Advisor.com... It highlights the key landmark places such as Kentucky Gateway Museum Center, Pogue Distillery; Washington Opera House ad Washington Visitor Center; National Underground Railroad Museum; Cummins Nature Preserve.
- Quaint, charming, and friendly are always good. Hotels and Food service not always good.
- I didn't see any consistent negative reviews on Trip Advisor.

- Things to do in Maysville are rated highly, but places to stay are not."
- Maysville scores well on most sites for friendliness and beauty. on the negative side, not a lot of things to do.
- I did not see any negative comments, beyond the cost of the museum. One person wrote " I think that they would have more visitors if they dropped the price to \$5. A large family couldn't visit because the cost would be extremely expensive,"
- the National underground railroad museum seems fascinating, next summer I will certainly visit. with my many visits to Maysville, I had no idea that it was there.
- I looked at information at yelp and trip advisor. I did not see any negative reviews and, in fact, found a restaurant I did not know about with a 5-star rating which we will try soon.
- Trip Advisor site is pretty good. the historic sites and museum are highlights, only one park in the top attractions. Maysville Main Street looks to be a dynamic site.

Did you find much information about outdoor recreation? Hiking, Fishing, Paddlesports, Power boats, sailing or bicycling. if so describe, if not do you have recommendations for Maysville to consider?

- The map does not open in a new tab so when I leave it, I've left the site.
- River recreation would be an area to promote more- rentals of motorboats, canoes, and paddleboats would be great. Can we clean up a beach area on the river?
- In all of my searches, I did not see much about bicycling or paddle sports. If these are available perhaps more can be presented. If not, perhaps it is a future outdoor recreation opportunity to explore.
- NO
- No not much. Maysville Mason County Recreation Park and all of our Walking trails within the city and our Nature Preserve.
- Not much info on physical recreation.
- Not a central location to find this information easily.
- I did not see any specific references to paddle sports, power boats, or sailing. They do have information on bike rentals and have a cycling club which I know of but did not see any information about Limestone cycling on their website. They may want to include more information about all of the above.
- No information on the city or county sites highlight or link to sites that the rich resources of the river. Mason Co. Outdoors highlights fishing and hunting. Mostly local people posting their experiences. So, I think that the area is not drawing sports related visitors unless they come for a Ride, Hike, or other related event, then they might return on their own. No mention of where to dock your boat for the weekend if you do come up or down the river to visit.

What advice would you have for the town about how to better communicate and coordinate their assets, rich history, key annual events, lodging and dining options, tips on what to do there, etc.?

- Focus on a core 'unique selling proposition.' Why makes Maysville unique? What would make me have to stop if I'm visiting the area? You can even leverage something fun or silly from local lore (e.g., the greatest numbers of Schnauzers per capita...), which if it were true would stand out in people's minds. This might be difficult to do but well worth the exercise. Good luck!
- Very complex- you have newspaper, radio, tv and social medias - whatever is done needs a methodical, consistent approach and the info will get out there to people who want to receive it.

- Overall, the "on-Line" presence appears well done. While I've never been to Maysville, it makes me want to come visit sometime. . .
- Communicated to the public and store owners and businesses in every way possible. Word of mouth never goes out of style.
- Amp up physical activities and recreation.
- Include more visuals! Include more pages with individual focuses of things to do, places to eat, places to stay, etc. Visitors need more than just a visitor's guide to download.
- The tourism director should have a page that is updated weekly on events.
- "The sprinkles of hope - funded in part by the canoe float from Manchester to Maysville could be certainly featured somewhere online! it is a wonderful initiative
- <https://maysville-online.com/news/151127/sprinkles-of-hope-gives-jobs-to-people-with-special-needs>
- The hole in the wall kayaking center deserves a headline! it is amazing. HoleintheWall Kayaking <https://www.facebook.com/profile.php?id=100075680138121>
- I think there is plenty of information about lodging and dining options. They have a monthly event page which is basically a list of municipal meetings. They do have an annual event page, with ten annual events, but it did not include dates and they were also not listed within the monthly event page.
- Highlight the regional nature of the Maysville as a hub for 4-5 counties along the river. You really so not get that from the current profile for Maysville or Mason County. Come and stay and here are all the things you can do or explore in 3-4 days....Mason, Fleming, Lewis , and Brown & Adams co. in Ohio. Lots of hikes, bike rides, paddling to area towns of Ripley and Augusta, Manchester. No mention of antique stores and farmers markets in the area either.

Individual Desktop Review Summary

Maysville is a town located in Mason County, in northeast Kentucky, along the Ohio River. The population is approximately 9,000. Maysville, founded in 1787 by Simon Kenton and John May, is historically important in Kentucky's settlement. Maysville was an important port on the Ohio River.

What is one significant historical or cultural event that took place in the town that you would share?

Maysville was an important stop on the Underground Railroad, as the free state of Ohio was directly across the Ohio River.

Where would you stay? Are there campgrounds available as well as B&Bs, hotels, motels?

I would stay at the French Quarter Inn or Blue Licks Battlefield State Resort Park.

Where would you eat other than at chain restaurants?

M's Eatery and Capronis Restaurant are rated high by Trip Advisor.

What tourist attraction(s) would you want to visit? What are their major annual events/festivals/celebrations?

National Underground Railroad Museum: Simon Kenton Festival is held in mid-September in Maysville's Old Washington Historic District.

What outdoor recreation would you do? Can you find information about bike trails, parks, etc.?

Cummins Nature Preserve features five hiking trails of varying degrees of difficulty; Bike Maysville is seeking public input on developing bike/ped trail system, but detailed information is difficult to find on the website or social media.

If you were traveling by kayak/canoe or power boat, can you find info about boat ramps, marinas, fuel docks?

Maysville River Park Marina & Campground appears to accommodate a diversity of recreational boaters and provides access to the Ohio River and connection to the Maysville community. Maysville River Park has a great presence on their Facebook page. Good reviews from followers; Limestone Landing Park offers panoramic views of the Ohio River and Simon Kenton Suspension Bridge.

How easy is it to find useful info to help plan your trip and stay in this town?

The Maysville Tourism Department, under Director Lacey Holleran, is very helpful and a great resource for those travelling to Maysville. Social media sites such as Facebook could be enhanced to attract more than its current 6,000 followers. Instagram, which is now the most popular site for promoting tourism, is underutilized as Maysville has posted only three photos and has gained a mere 800 followers.

What advice would you have for the town about how to better communicate their assets, rich history, key annual events/festivals, lodging and dining options, tips on what to do there?

The City of Maysville website could be enhanced by leveraging the city's picturesque setting on the Ohio River, which is its most notable asset. The City of Maysville website could provide more detailed information about boating/kayaking/canoeing access facilities on the Ohio River. One has to go to different sites to get the information that should be included on the city's website. Live links should be provided for every outdoor recreation asset identified. Social media platforms such as Instagram should be more robust and dynamic to promote area tourism. Maysville/Mason County could work with the Indiana Department of Tourism to better promote the area, especially considering the Ohio River Recreational Trail's impact.

Maysville provides an outstanding visitor experience. I believe that a strategic and dynamic marketing campaign would raise this historic area's visibility and would attract visitors from the region and beyond.



Community Visit Photos

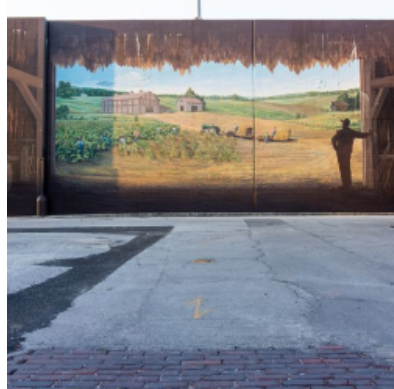
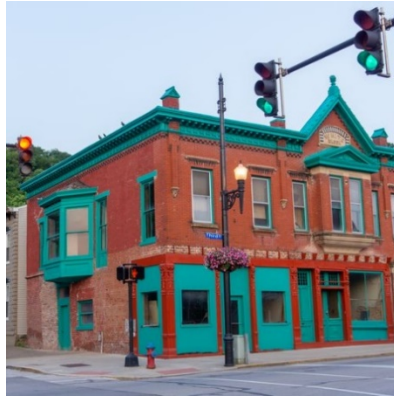


Photo Credit: David Wicks



Visitor Assessments

Several members of RTR Team visited Maysville to experience the community. Some of the members also have paddled the rivers to experience the local recreation resources. The following document is summary of the RTR Team members visits.

Purpose

The River Town Review Visitor Assessment is a "fresh set of eyes" taking an objective look at your existing conditions and asset inventory as a visitor would see it in relation to the Ohio River Recreation Trail and outdoor recreation opportunities.

Visitor Assessment Summary

We had several visits to Maysville over the past year. The latest was a three-hour tour and lunch with Norbert Gallenstein by Brewster Rhoads and David Wicks. We started with a wonderful meal at O'Rourke's Pub. Lacey was off at a statewide tourism conference promoting Maysville as a regional destination. We had a wide-ranging conversation, bullets are below. Then we took a walking tour of highlights of the bustling downtown Maysville and its riverfront on the Ohio River.

- In the past year, a number of vacant buildings have been restored – fully renovated to historical standards and occupied by a variety of new business that makes for a vibrant commercial corridor that is very pedestrian friendly. Even though the flood wall and the railroad separate the community from the Ohio River, the underpass connects the city with its waterfront park and docks.



- The M2M Paddlefest is growing in popularity. It is a canoe, kayak, and stand-up float from Manchester to Maysville/Aberdeen. The event is a fund raiser for [Sprinkles Of Hope](#), a non-profit organization formed in 2016 as a bakery that employs individuals with disabilities. It was suggested that the M2M Paddlefest which is on the last Saturday of July could advertise the event at the [Ohio River Paddlefest](#) in Cincinnati on the first Saturday in August and at the [Mayor's Hike Bike and Paddle](#) in Louisville on Memorial Day and Labor Day. It would be great to have a recognition of people who attend all three - the triple crown of the Ohio River.



- [The Hole in the Wall Kayak company](#) - a brand new Kayak business on Maysville's waterfront with a mission for Leave no Trace Kayaking; River and Creek Sweeps for Environmental Stewardship; Kayak Storage and Rental. They have received permissions from CSX railroad to use the old railroad bridge tunnels as a base of operation for a new outfitting station for river paddlesports. It should start operations in spring of 2022.



- The new statue of Daniel Boone in Limestone Park is just stunning. He is overlooking the location of where his cabin was. He also is gazing over the Ohio River, even though the Flood wall is in the way. Limestone park, Parc Café, the statues of Simon Kenton and Techmesuh, the paintings on the flood wall makes this a very relaxing spot to explore and feel Maysville's history.



On Previous Visits to Maysville We Explored:

- [Kentucky Gateway Museum Center](#) - A wonderful miniature exhibition of old Maysville as well as other buildings from around the world. Historical archives and local history is available.
- [The Old Pogue Distillery](#) - a must visit - great history.
- [National Underground Railroad Museum](#) - just on the edges of town, it gives a good overview of Maysville History.
- [Cummins Nature Preserve](#) - wonderful hiking trails.
- [Maysville River Park & Marina](#) - We have camped in the campground several times, quiet and great access to the river.
- [Ohio River Islands National Wildlife Refuge](#) - 10 miles upstream of Maysville are Manchester Islands 1 and 2, part of the U.S. Fish and Wildlife refuge system.

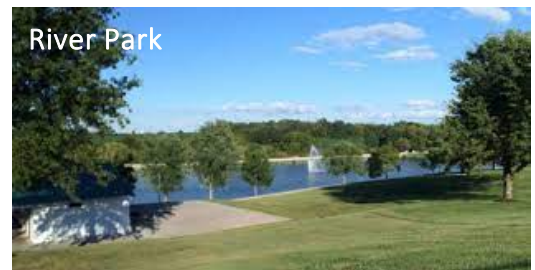


Photo Credit: US Fish & Wildlife Service



Community Meeting Agenda

RIVER TOWN REVIEW

Maysville, KY

January 19, 2022

Agenda

- ▶ 2:00 – 2:10 Welcome
- 2:10 – 2:25 Big Picture
 - Ohio River/ORRT/LECL*
 - RTR process*
 - LECL Geotourism Site & ORRT Digital Guide*
- 2:25 – 3:00 Tell us about your town
 - Strengths*
 - Weaknesses*
 - Opportunities*
 - Threats*
- 3:00 – 3:10 What we learned (*Desktop Review & Site Visit*)
- 3:10 – 3:40 Brainstorming
- 3:40 – 3:50 Human Nature(*Consultants*)
- 3:50 – 4:00 Questions, Wrap up, Next Steps



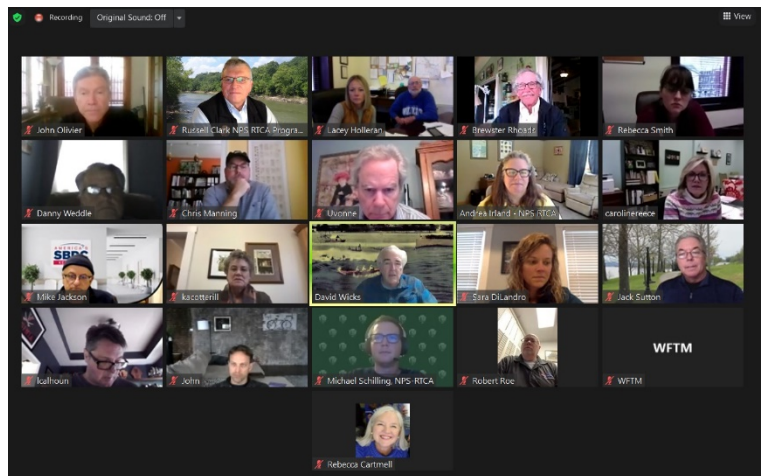
List of Participants

Community Participants

Maysville River Town Review Zoom Meeting	
Individuals who participated in the River Town Review January 19, 2022	
Name	Organization
Lacey Holleran	Tourism Director Maysville-Mason County CVB
Debra Cotterill	Mayor, City of Maysville
Judge Owen McNeill	Mason County Judge Executive
John T Meng	CEO Hole in the Wall Kayacking
Wendi Waugh	Connex and Ohio River Way Board Member
Robert Roe	WFTM RADIO
Chez Chesak	Executive Director of the Outdoor Writers Association of America
Stacy Crawley	local business owner and president of our bike club
Danny Weddle	Maysville Area Chamber of Commerce Board member and a part-time tour guide
Grant Felice	Park Coordinator
Caroline Reece	Maysville Main Street Director
Mike Jackson	SBDC Consultant
Robert Roe	
kacotterill	
Rebecca Cartmell	
Norbert Gallenstein	

Team Participants

- Brewster Rhoads: brewohio@gmail.com
- Jack Sutton: jsutton677@gmail.com
- David Wicks: dwicks1@gmail.com
- Larry Calhoun: Larry_Calhoun@nps.gov
- Andrea Irland: Andrea_Irland@nps.gov
- Russell Clark: Russell_Clark@nps.gov
- Michael Schilling: Michael_Schilling@nps.gov
- John Olivier: jolivierfalls@gmail.com
- Chriss Maning: cmanning@humannature.cc
- Sara DiLandro: sdilandro@humannature.cc





SWOT Analysis

Strengths, Weakness, Opportunities & Threats

These are the results of the River Town Review conducted via Zoom for Maysville on January 19, 2022. Participants listed the entries via Post-It-Notes in the Mural software. The Images below show the zoom meeting participants and the results of the ideas entered for each of the four categories of the SWOT Analysis. The information on the following pages includes the lists all of the ideas in each of the SWOT categories and the polling results to identify priorities for the information.

River Town Review: SWOT Analysis

Maysville, Kentucky

Strengths

- City and county work extremely well together
- Communication between residents and business owners to promote events
- Historic feel to downtown
- Big City amenities with a small town feel
- Friendliness
- Beautiful historic downtown
- Beautiful waterfront with good access to the Ohio
- Giving and caring nature of residents.
- Easy access to outdoors from downtown
- Outdoor activities
- Verbalize streets
- Area Museum (Museum KY/VA)
- Affordable
- Ohio River music
- Safe area
- Clayton, and others who would like to see the river
- Public Transit (parking garage)
- Growing B and B community

Weaknesses

- Lack of connections to other downtowns and what about the downtown of the county and not only
- Funding
- Hard to get outside resources
- Drug addiction
- Some residents and volunteers show up for everything
- Need for additional hotels
- Need for additional jobs
- Need for additional services
- Need for additional parking
- Need for additional bike lanes
- Need for additional sidewalks
- Need for additional street lighting
- Need for additional public art
- Need for additional public spaces
- Need for additional public facilities
- Need for additional public services
- Need for additional public programs
- Need for additional public events
- Need for additional public art
- Need for additional public spaces
- Need for additional public facilities
- Need for additional public services
- Need for additional public programs
- Need for additional public events

Opportunities

- Partnership between residents, businesses, and organizations to promote events
- Historic feel to downtown
- Big City amenities with a small town feel
- Friendliness
- Beautiful historic downtown
- Beautiful waterfront with good access to the Ohio
- Giving and caring nature of residents.
- Easy access to outdoors from downtown
- Outdoor activities
- Verbalize streets
- Area Museum (Museum KY/VA)
- Affordable
- Ohio River music
- Safe area
- Clayton, and others who would like to see the river
- Public Transit (parking garage)
- Growing B and B community

Threats

- Lack of connections to other downtowns and what about the downtown of the county and not only
- Funding
- Hard to get outside resources
- Drug addiction
- Some residents and volunteers show up for everything
- Need for additional hotels
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- Need for additional bike lanes
- Need for additional sidewalks
- Need for additional street lighting
- Need for additional public art
- Need for additional public spaces
- Need for additional public facilities
- Need for additional public services
- Need for additional public programs
- Need for additional public events

Maysville, Kentucky

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River Town Review Report

Strengths, Weakness, Opportunities & Threats – Continued

STRENGTHS	WEAKNESSES
<p>Big City Amenities with a small town feel City/County partnerships that maximize our assets. Amtrak Station</p> <p>Cummins Nature Preserve Camping at the Maysville River Park and Marina</p> <p>Variety of Seasonal Festivals</p> <p>Historic feel to downtown</p> <p>Floodwall Murals</p> <p>Our authentic history that other communities pay millions for. Fun Festivals through out the year City and country work extremely well together Great roads for bicycles into the county Worldclass miniatures exhibits</p> <p>great lodging and restaurants</p> <p>promote events Our residents and their welcoming personalities. Friendly people</p> <p>Beautiful historic downtown Beautiful Riverfront with good access to the Ohio The blind , bourbon, old Pogue and new distillery in Augusta that's coming. We represent the eastern end of b line.</p> <p>Ample Lodging Opportunities in heart of downtown Outdoor activities</p> <p>holeinthewall kayak company Passionate local volunteers/leaders</p> <p>Giving and caring nature of residence. Open minded city leaders</p> <p>Great history</p>	<p>Kayak designated launch/take out Homeless Opportunities for young people</p> <p>Hard to get people volunteer Drug Addiction lack of bike connections to other rivertowns up and down the river. - some of the roads are not safe</p> <p>Funding</p> <p>Still a divide between "downtown" and "top of the hill"</p> <p>Never enough money</p> <p>Fuel access on the river for boats Affordable housing especially for limited resource families Lack of funds. Willingness to search for additional grant funds Same leaders and volunteers show up for everything Substance abuse issues Separation of town and river</p> <p>Need for additional hotels. River walk access from River park to downtown Itineraries Hayswood Hospital is an eyesore Collaboration with other towns Small budgets</p> <p>no designated cycling lanes partnering with neighboring towns Resources to address issues that have been overlooked in the past.</p> <p>Current marketing doesn't showcase outdoor activities Reliable internet service</p> <p>Perception that the river is dangerous and not safe Funding</p> <p>past. Affordable housing especially for limited resource families Small teams (and lack of time)</p>

Strengths, Weakness, Opportunities & Threats – Continued

Polling Results – Strengths

4 votes

Beautiful historic downtown

Unique voters 4

3 votes

Limestone Landing is walking distance within entire downtown

Unique voters 3

Beautiful Riverfront with good access to the Ohio

Unique voters 3

2 votes

Easy access to riverfront from downtown

Unique voters 2

Fun Festivals through out the year

Unique voters 2

City and country work extremely well together

Unique voters 2

Big City Amenities with a small town feel

Unique voters 2

City, country, and citizens all on same page regarding need to utilize the river more

Unique voters 2

Kentucky Gateway Museum

Unique voters 2

Cultural as well as outdoor activities

Unique voters 2

Cultural arts opportunities

Unique voters 1

2 votes

Substance abuse issues

Unique voters 2

Nothing to do on Sunday and Monday

Unique voters 2

fuel station for boats

Unique voters 2

Small budgets

Unique voters 2

Collaboration with other towns

Unique voters 2

Fuel access on the river for boats

Unique voters 2

1 vote

Ohio River murals

Unique voters 1

Skilled Tourism operation

Unique voters 1

Passionate local volunteers/leaders

Unique voters 1

Our authentic history that other communities pay millions for.

Unique voters 1

Area Museums (especially KYGMC)

Unique voters 1

Underground Railroad history

Unique voters 1

the new Daniel Boone stature

Unique voters 1

City/County partnerships that maximize our assets.

Unique voters 1

Camping at the Maysville River Park and Marina

Unique voters 1

Floodwall Murals

Unique voters 1

Polling Results - Weaknesses

4 votes

Downtown stores cater to their own hours, not communities' and certainly not those of tourists

Unique voters 4

lack of bike connections to other rivertowns up and down the river. - some of the roads are not safe

Unique voters 4

3 votes

Funding

Unique voters 3

Still a divide between "downtown" and "top of the hill"

Unique voters 3

no designated cycling lanes

Unique voters 3

Elected leaders too afraid to hold building owners accountable for poorly maintained properties

Unique voters 3

1 vote

Reimburse internet service

Unique voters 1

Kayak launch/take out

Unique voters 1

Day trip marketing: track for tourists

Unique voters 1

Atfordable financing especially for families

Unique voters 1

Resources to be looked in the past

Unique voters 1

Day trip marketing: track for tourists

Unique voters 1

Perception that the river is dangerous and not safe

Unique voters 1

Hayswood Hospital is an eyesore

Unique voters 1

Funding

Unique voters 1

1 vote

Natives, both here and yonder, believe Maysville is the Center of the Universe

Unique voters 1

holeinthewall kayak company

Unique voters 1

Communication between leaders and business owners to promote events

Unique voters 1

community leaders working together

Unique voters 1

Great roads for bicycles into the county

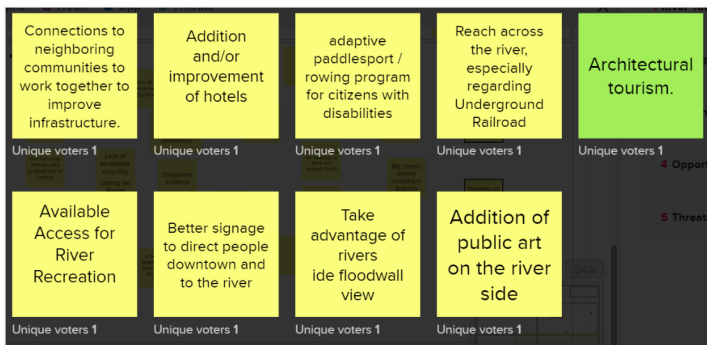
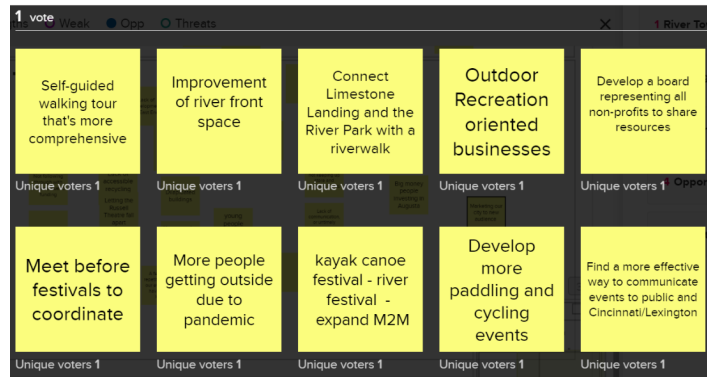
Unique voters 1

Strengths, Weakness, Opportunities & Threats – Continued

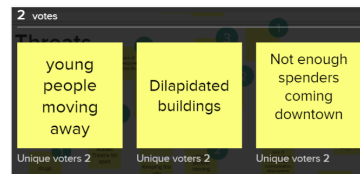
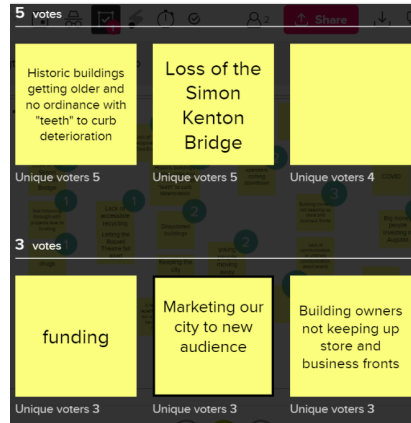
OPPORTUNITIES	THREATS
<p>Take advantage of rivers ide floodwall view Cincinnati/Lexington Collaborate bus trips from downtown and motels to area attractions during festivals.</p> <p>Go after people looking to move from bigger cities</p> <p>Signage on the riverfront listing things to do in Maysville</p> <p>More involvement in East End</p> <p>Decide if we are a retirement community or a young adult community</p> <p>Riverwalk to link downtown to river park to Augusta Get more people living downtown Develop a board representing all non-profits to share resources</p> <p>Agritourism Retiree housing stock Meet before festivals to coordinate Addition of public art on the river side Upgrade bike infrastructure</p> <p>Addition and/or improvement of hotels</p> <p>Collaboration with neighboring cities</p> <p>More events hosted by multiple downtown business together Connect Limestone Landing and the River Park with a riverwalk</p> <p>Upgrade riverfront Develop more paddling and cycling events More people getting outside due to pandemic Available Access for River Recreation</p> <p>Connections to neighboring communities to work together to improve infrastructure. Space for additional restaurants</p>	<p>funding Lack of development in East End "teeth" to curb deterioration</p> <p>Loss of the Simon Kenton Bridge Not enough spenders coming downtown</p> <p>COVID</p> <p>Building owners not keeping up store and business fronts</p> <p>Not following through with projects due to funding</p> <p>Lack of accessible recycling program Big money people investing in Augusta Dilapidated buildings Letting the Russell Theatre fall apart Marketing our city to new audience</p> <p>Lack of communication, or untimely communication, about events young people moving away drugs Keeping the city attractive</p> <p>Apathy, urban fatigue-letting old buildings collapse.</p> <p>Perception that we are not open for business on weekends</p> <p>Homelessness A feeling of repetitiveness in our events; not having new ideas improperly maintained buildings Offices on first floor of buildings rather than retail or entertainment</p>

Strengths, Weakness, Opportunities & Threats – Continued

Polling Results –Opportunities



Polling Results –Threats





Brainstorming Ideas

These are the brainstorming results of the River Town Review conducted via Zoom for Maysville on January 19, 2022. Participants listed the entries via Post-It-Notes in the Mural software. The Images below show the zoom meeting participants and the results of the ideas entered for the brainstorming ideas were grouped into short-term and long-term ideas to pursue based on the input of the meeting participants.

Mural Board Brainstorming Ideas Input Results

Maysville, KY River Town Review

Brainstorming Ideas

Enhance Outdoor Recreation Opportunities and Promote Tourism

Double-click to create a new note to record each of your ideas separately
To enlarge your text, click on your note, then click on "A+" in the toolbar




Lewis and Clark National Historic Trail Experience
Advance the Expedition and Explore New People, Places, and Stories

All Ideas are Good!

Short-Term Ideas to Pursue (1 to 3 years)

- Concrete Bikeway all the way to Kewanee
- Riverfront music concerts
- Work with nearby cities to promote each other's events
- Cleaning up the Marina at the park
- Apply for grants, matching funding or private to sustain riverfront walk or activities
- Keep the river front project moving forward
- Standalone Artwork throughout town
- Signage to get folks from river to downtown
- Streetside connections to Rag Park in Old Washington
- A festival to focus on the first settlers
- More Festivities that are river-oriented, like fishing
- Use old walls and paint space from Limestone Landing to the Strategic
- More events that utilize the river waterfront
- Signage on the Ohio River - Safety, Historic, ecological interpretation
- Add Lewis and Clark/John Coutar Mural to foodwall
- How about cleaning up our docks and connecting it to the River recreational trail's already a tunnel

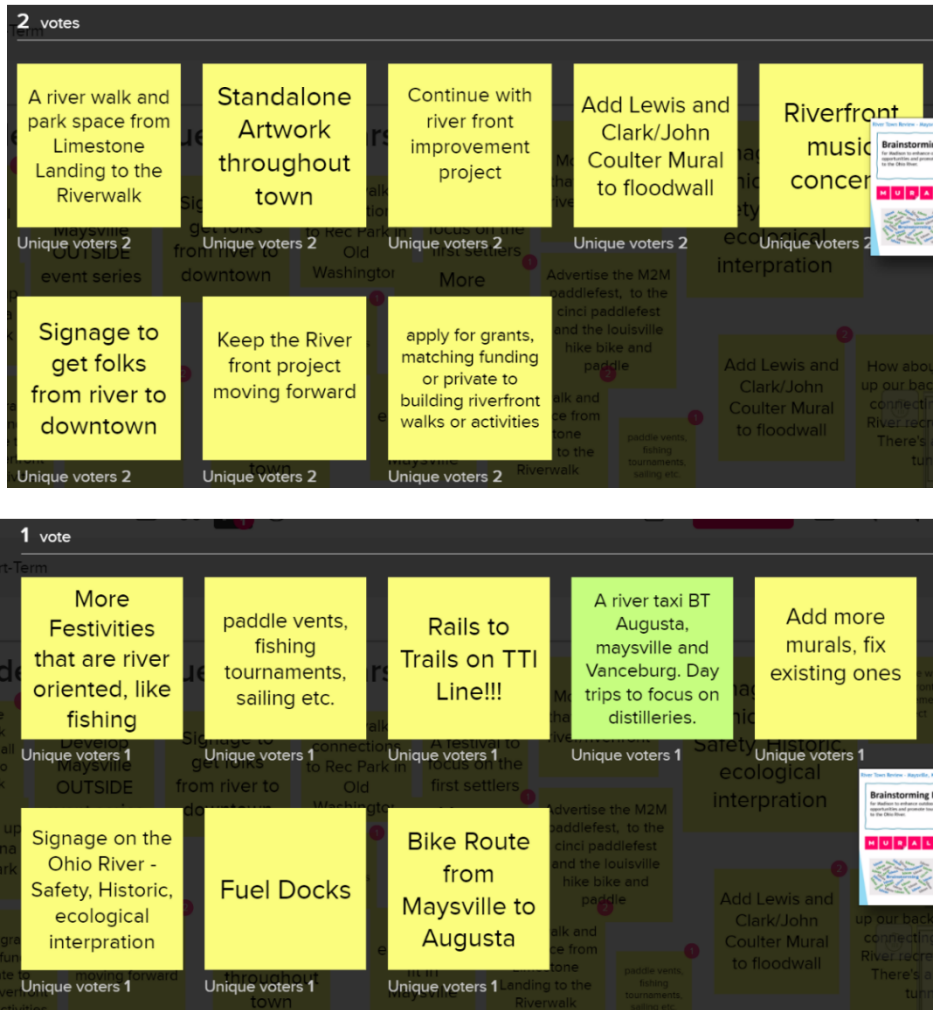
Long-Term Ideas to Pursue (3 to 10 years)

- Blue Route from Maysville to Augusta
- Develop a side route from Maysville
- Develop a river trail ST August, Maysville and Vanceburg. Day trips to focus on activities.
- Develop Underground Railroad by boat experience
- Extend the River front UP and down river
- A marina
- High School programs about the River
- River entertainment center
- Affordable Tourism Group Boat Transportation to Chiles, Leitchfield, etc.

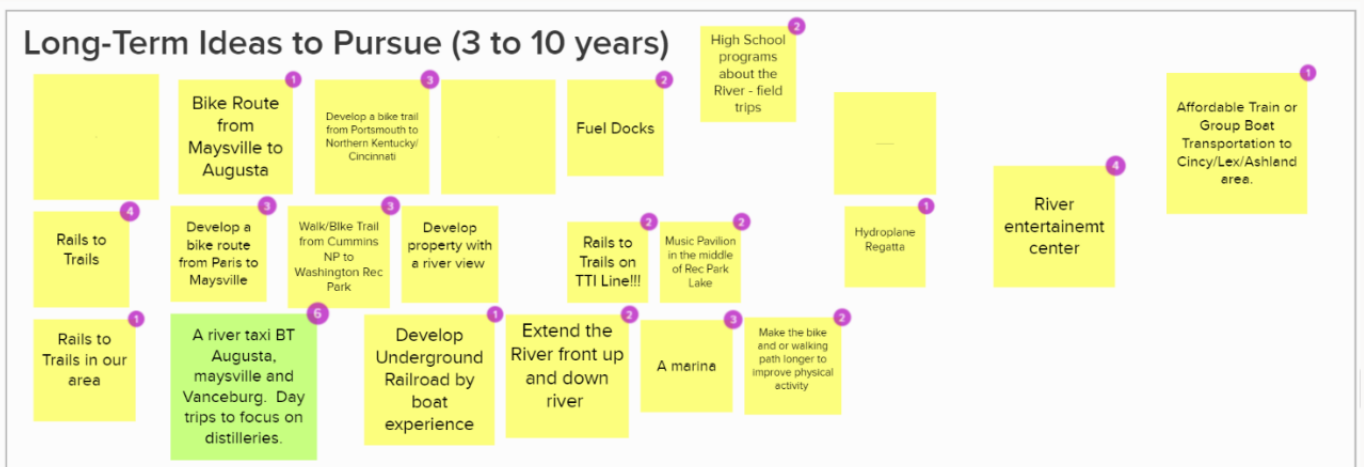
Brainstorming Ideas – Continued



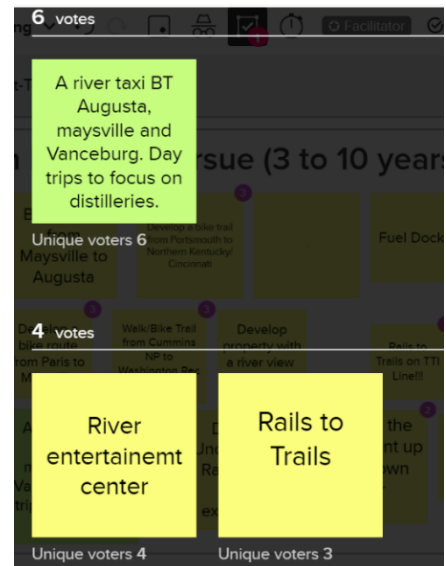
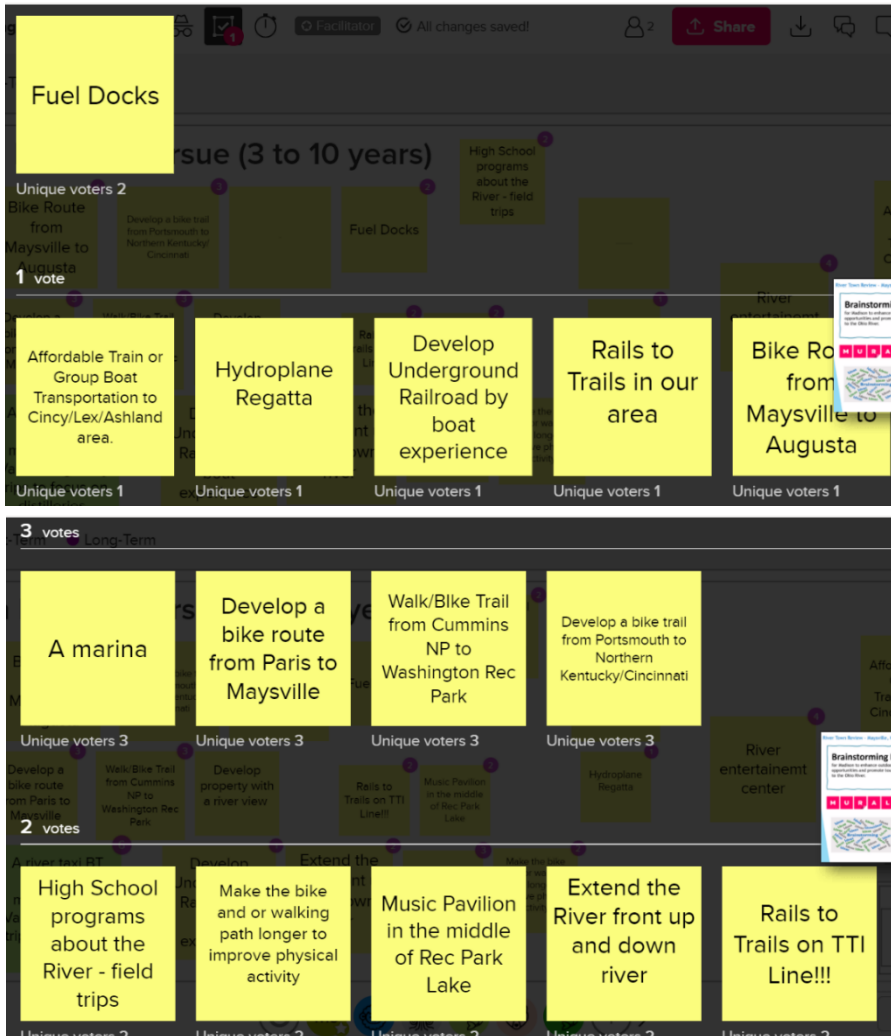
Polling Results to Prioritize Short-term Ideas for Maysville



Brainstorming Ideas – Continued



Polling Results to Prioritize Short-term Ideas for Maysville





Comments

The workshop participants were asked to provide their thoughts on the following questions in the chat box at the end of the zoom meeting:

- We invite YOU to look at your town with fresh eyes!
- Describe a perfect day for a visitor in your community
- What other contacts or organizations could be valuable partners?

A Perfect Day (describe a perfect day for a visitor in your community)

Morning at KY Gateway Museum Center; lunch at Parc Cafe; afternoon shopping; recharge at O'Rourke's (Norbert's); nap at lovely downtown Air B&B; dinner at Caproni's; live theater production at Washington Opera House; nightcap at Kenton

Breakfast at Parc Cafe, then hiking at Cummins NP, lunch at M's Eatery, then downtown tour. Including a must stop at the KY Gateway Museum Center. Then Dinner at Capronis with after drinks at the Pub!

A hike at the Nature Preserve, Irish Pub, Capronis, and the Underground Railroad Museum and Rankin House. Transportation professionals to look at the feasibility of train or boat taxi to Cincy for Reds games, shopping.

Town full of tourist going into our storefronts and staying in our hotels, motels and B and B's

Maysville has a lot of firsts , in architecture and the arts. More focus should be given to that.

Who Should be here? (Other valuable community partners)

Elected officials, bankers, Rotary, Lions, Maysville Community and Technical College officials, Mason County and St. Patrick School officials and homemakers should be included in the review.

I think the regular/average community member and citizen should know about this review. They should know that we are working to make our town better and want their ideas. We should provide an easy way for them to submit those ideas.

I'd want to meet with 3CDC in Cincinnati about bolstering older communities and buildings and contribute ideas and enthusiasm.

We have many new residents from Texas, California, and Florida in the past year. We need to get their ideas. We have a lot of untapped resources via our new citizens!



Contacts

Organization Websites

Ohio River Recreation Trail

<https://www.ohioriverrecreationtrail.org/>

ORRT Digital Guide
[guide](https://www.ohioriverrecreationtrail.org/digital-guide)

[https://www.ohioriverrecreationtrail.org/digital-](https://www.ohioriverrecreationtrail.org/digital-guide)

Lewis & Clark National Historic Trail Experience

<https://lewisandclark.travel/>

NPS Rivers, Trails & Conservation Assistance

<https://www.nps.gov/orgs/rtca/index.htm>

Contact Information

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David Wicks

ORRT Co-Chair

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Larry Calhoun

Lewis & Clark Historic Trail

Larry_Calhoun@nps.gov



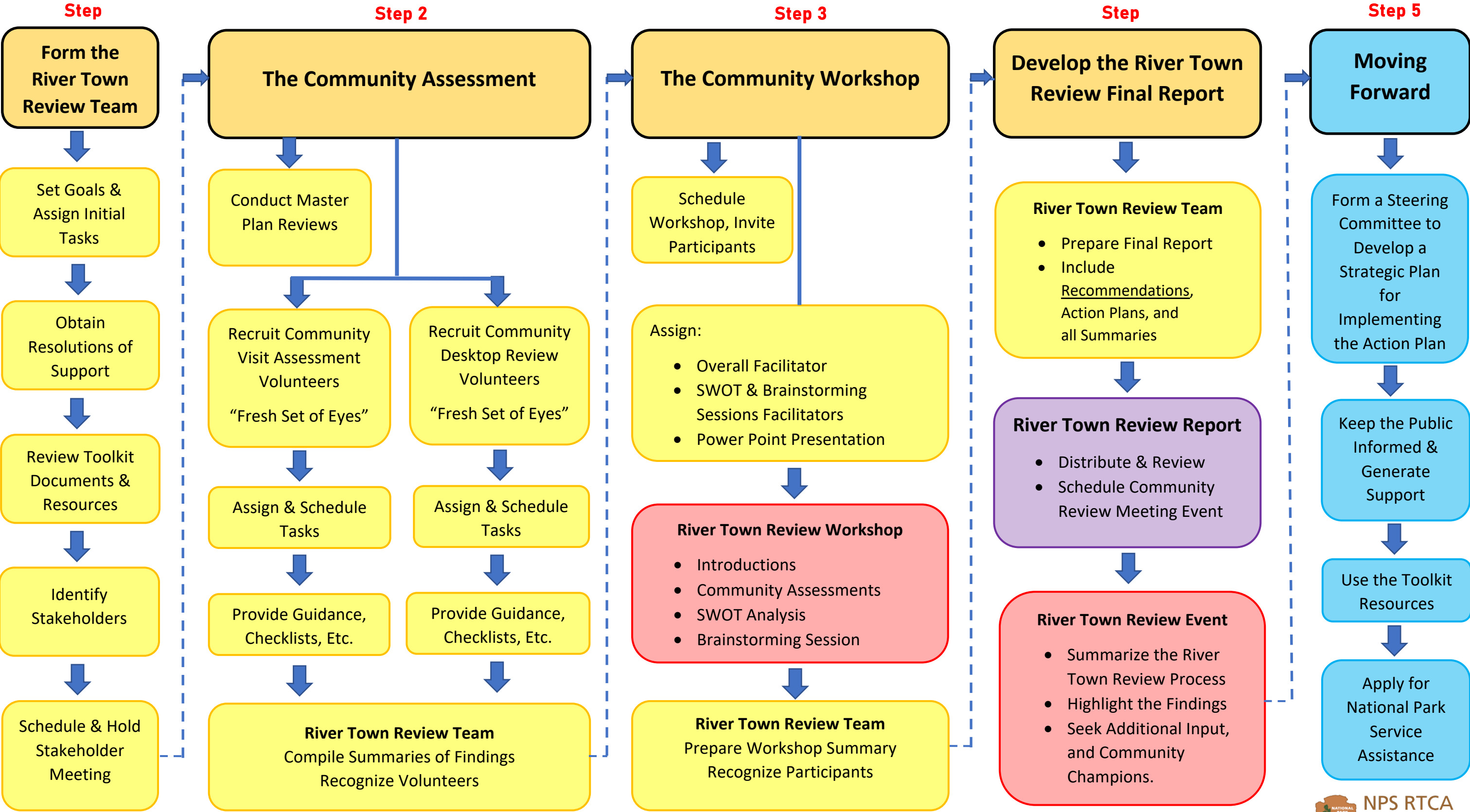
Madison RTR YouTube Video Link

Hi Will,

The following is a 2 hour YouTube Video of the Madison River Town Review Workshop. Please use this link in the RTR Toolkit document for a reference to a virtual

[madison rivertown review - YouTube](#)

River Town Review Process



The National Park Service team appreciates your use of this toolkit. Please let us know how the process benefitted your community and any suggestions that you might have. We are confident that by embracing and enhancing your outdoor recreation opportunities, your river town will become an even more vibrant and attractive place to live and visit.

nps.gov/RTCA

Rivers, Trails and Conservation Assistance Program
National Park Service
U.S. Department of the Interior

