



2018 Kentucky Trail Town Summit
April 10 -11 | Morehead, Kentucky

CONFERENCE PROGRAM

All conference events will take place at the Morehead Conference Center unless otherwise noted. Morehead is in the Eastern Time Zone.

TUESDAY, APRIL 10

- 9:00 a.m. – 10:00 a.m. **Registration**
Gallery
- 9:30 a.m. **Breakfast**
Collins Hall East
- 10:00 a.m. – 10:30 a.m. **Welcome & Announcements**
Collins Hall East
Seth Wheat, Director Tourism Development, Kentucky
Department of Tourism
- 10:30 a.m. – 12:30 p.m. **Basic Trail Construction/Maintenance**
Collins Hall East
Matt Able, Trails and Dispersed Recreation Coordinator, U.S.
Forest Service

The heart of a trail town is...the trail. Trails take many shapes and forms, and from urban sidewalks to the most remote single track, trails mean different things to different people. We will review the types of trails sought after by adventure tourists and dive into the why and how of constructing quality trails.

12:30 p.m. – 2:00 p.m.

Lunch
Morehead Restaurants

Be a tourist. Check out some of Morehead's local restaurants.

2:00 p.m. – 2:45 p.m.

Kentucky Department of Tourism Update
Collins Hall East

Commissioner Kristen Branscum, Kentucky Department of Tourism

Did you know that every \$1 spent on tourism advertising returns over \$150 in economic impact and \$16 in tax revenue? Here is what's happening with the Kentucky Department of Tourism. Hope you brought your appetite.

2:45 p.m. – 3:00 p.m.

Break

3:00 p.m. – 4:00 p.m.

Kentucky's New Tourism Website
Collins Hall East

Kathy Yount, Assistant Director of Marketing, Kentucky Department of Tourism & Amy Potts, Program Coordinator, Kentucky Department of Tourism

There are some big changes on the Kentucky Tourism website, kentuckytourism.com. This session will cover what you need to know in order to make sure your trail town is represented and updated on the Kentucky Tourism website. Also, we'll share some additional content that can be found and used to promote your area.

4:00 p.m. – 4:15 p.m.

Break

4:15 p.m. – 5:00 p.m.

Breakouts

A. Developing Climbing Routes

Eagle Room

Andrew Jones, Public Lands Liaison, Red River Gorge Climbers Coalition

Do you have climbing routes near your trail town? Many trail towns have potential climbing locations in their area and don't even know it! Learn from the experts how to find, develop and promote these areas.

B. Digital Marketing for Adventure Tourists:

Hardwood Room

Josh Patton, Patton Designs

It's a digital world. Every day adventure tourists all over the world spend time online planning for their next adventure. Are they seeing your information?

C. Community Planning

Cave Run Room

Troy Hearn, Bicycle and Pedestrian Coordinator, Kentucky Transportation Cabinet

Learn from long time trail town advocate Troy Hearn about best practices for developing Bicycle/Pedestrian master plans and how those efforts will make your town a better place to visit and live.

D. Funding Trail Projects

Collins Hall East

Jodie Williams, Branch Manager, Kentucky Department of Local Government

Money for trails? Yes! Learn how to make use of grant opportunities, primarily Recreational Trails Program grants to fund your trail town projects.

5:30 p.m. – 7:30 p.m.

**Cave Run/Red River Gorge Mountain Bike Social Event:
Lafinca's Mexican Restaurant (234 East Main Street)**

Join the newly formed Cave Run-Red River Gorge Mountain Bike Alliance for a meet and greet at Lafinca's Mexican Restaurant.

WEDNESDAY, APRIL 11

8:30 a.m. – 9:30 a.m.

Breakfast

Collins Hall East

9:30 a.m. – 10:30 a.m.

Development of U.S. Bicycle Routes

Collins Hall East

Laura Crawford, U.S. Bicycle Route Coordinator, Adventure Cycling Association

The TransAmerica Bike Route 76 stretches from the Pacific to Atlantic Ocean and travels right through Kentucky. Efforts are underway to establish two additional U.S. cycling routes. Learn

about these national trail efforts and what they can do for your town.

10:30 a.m. – 10:45 a.m.

Break

10:45 a.m. – 11:45 a.m.

Kentucky Trail Town Program Update:

Collins Hall East

Seth Wheat, Director Tourism Development, Kentucky Department of Tourism

What's happened since last year and what to expect for the remainder of 2018.

11:45 a.m. – 1:30 p.m.

Lunch: Kentucky Trail Town Success Stories

Collins Hall East

1:30 p.m. – 3:00 p.m.

Advanced Trail Construction/Maintenance:

Collins Hall East

Matt Able, Trails and Dispersed Recreation Coordinator, U.S. Forest Service

Take it to the next level. Advanced information for your trail work.