

# Trail Towns

Using Trail Systems To Leverage Place, Tourism,  
and Economic Development



# What is a Trail Town?

A destination along a long-distance trail. Whether on a rail trail, towpath, water trail or hiking trail - trail users can venture off the trail to enjoy the scenery, services and heritage of the nearby community with its own character and charm.

It is a safe place where both town residents and trail users can walk, find goods and services they need, and easily access both trail and town by foot or vehicle. In such a town, the trail is an integral and important part of the community.

- Allegheny Trail Alliance, *Trail Towns - Capturing Trail-Based Tourism, A Guide for Communities in Pennsylvania*, 2005

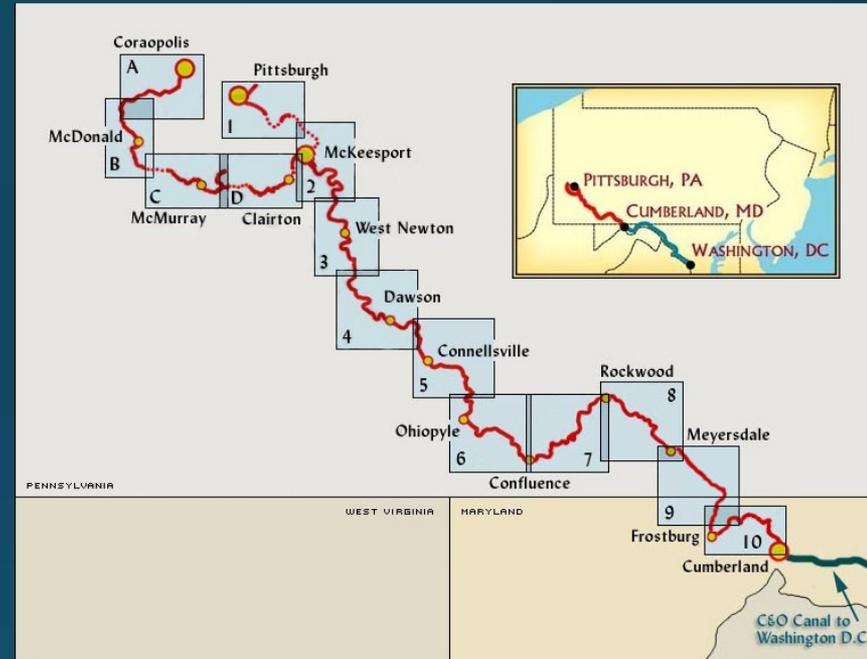


# Where Did the Trail Town Concept Originate?

## Allegheny Trail Alliance (ATA)

A coalition of seven trail organizations building the *Great Allegheny Passage* - a 150-mile multi-use trail between Cumberland, Maryland and Pittsburgh, Pennsylvania

Connects to the 184-mile C & O Canal Towpath which runs to Washington D.C.



# Where Did the Trail Town Concept Originate?

Trail Town Program: Support organization to assist local jurisdictions leverage their trail for community and economic development - “maximize the economic potential of trail-based tourism”

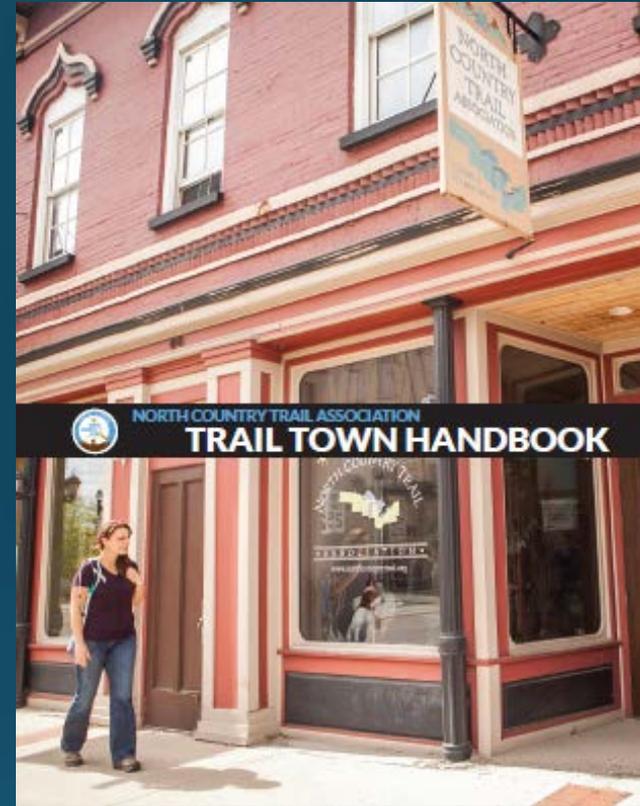
- Economic Impact Studies
- Trail Counts
- Outreach
- Establish Business Network
- Business Assistance
- Business Sign Grant Program
- Bike Rack Grant Program
- Public Art Program
- Preservation Planning
- Conduct Assessments



# Trail Town Concept Takes Hold

## Trail Town Programs

- Kentucky Trail Town Program
- Appalachian Trail Conservancy
- Benton MacKaye Trail Association
- North County Trail Association
  - 19 Communities in six states



Around 50 Communities (w/regional agencies) in Michigan

# What is a Trail Town?

- Friendly place that supports, celebrates and encourages trail users to visit
- Meets needs of trail users and residents
  - Physical Amenities
  - Business Amenities
- Interesting place with accessible and comfortable spaces
- Promotes social interaction and a strong sense of place
- Not isolated communities - they are linked together by the trail, creating a regional destination for residents, trail users and tourists



# What is a Trail Town?

**Community:** Cities, Small Towns and Rural Areas



**Trail Type:** Non-Motorized, Water, Equestrian, Snowmobile, ORV, etc...



# Basic Elements of Trail Town Strategy

1. Entice trail users to get off the trail and into your town
2. Welcome trail users to your town by making information about the community readily available at the trail
3. Make a strong and safe connection between your town and the trail



# Basic Elements of Trail Town Strategy - Continued

4. Educate local businesses on the economic benefits of meeting trail tourists' needs
5. Recruit new businesses or expand existing ones to fill gaps in the goods or services that trail users need
6. Promote the “trail-friendly” character of the town
7. Work with neighboring communities to promote the entire trail corridor as a tourist destination – the “loop”



# Three Types of Bike Tourists

## One. Shoestring Cyclist

- Younger
- Self-Contained
- Ride 75-100 miles/day
- Spend no more than \$30/day
- Prefer low-cost options of camping
- Food is main expense

### Needs:

- Camping near town
- Low-cost access to showers

## Two. Economy Cyclist

- Not Age-specific
- Spend about \$50/day
- Ride 50-90 miles/day
- Camping/Lodging – varies depending on weather, locale
- Meals frequently in restaurants
- May look like shoestring cyclist at times

### Needs:

- Discount incentives for tourist attractions,
- Free: water, ice, camping or budget lodging



# Three Types of Bike Tourists

## Three. Comfort Cyclist

- Tend to be older (sweet spot around 50-64)
- Highly Educated
- High Discretionary Income
- Spend an average of \$100+/day
- Prefer motels, hotels, B&Bs
- Typically travel less than 50 miles per day to stay in desired locales
- They prioritize historic preservation, unique sense of place and great customer service
- May wrap in other tourism attractions and shopping into a stay longer

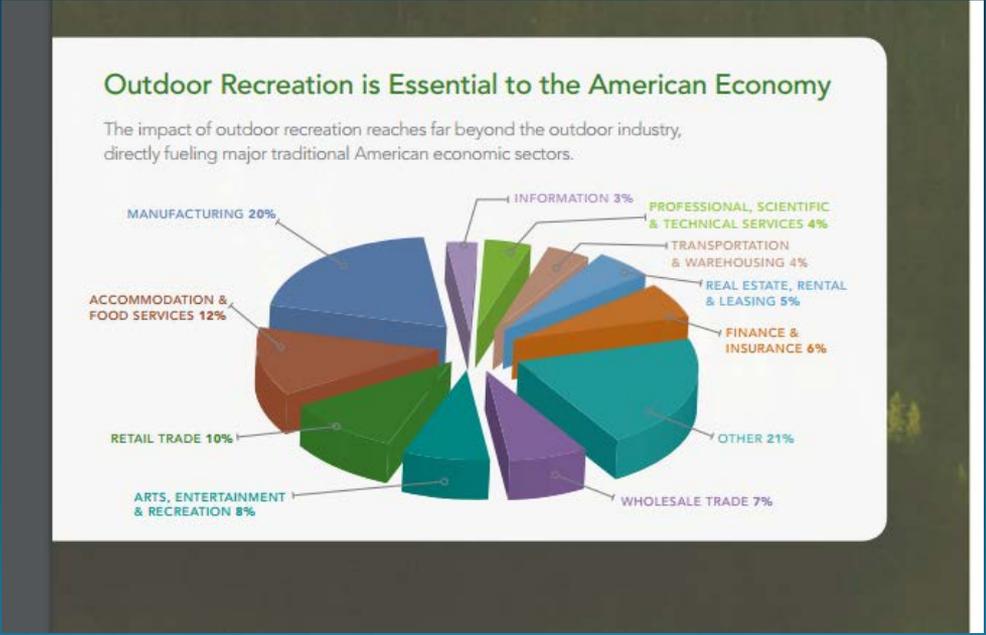
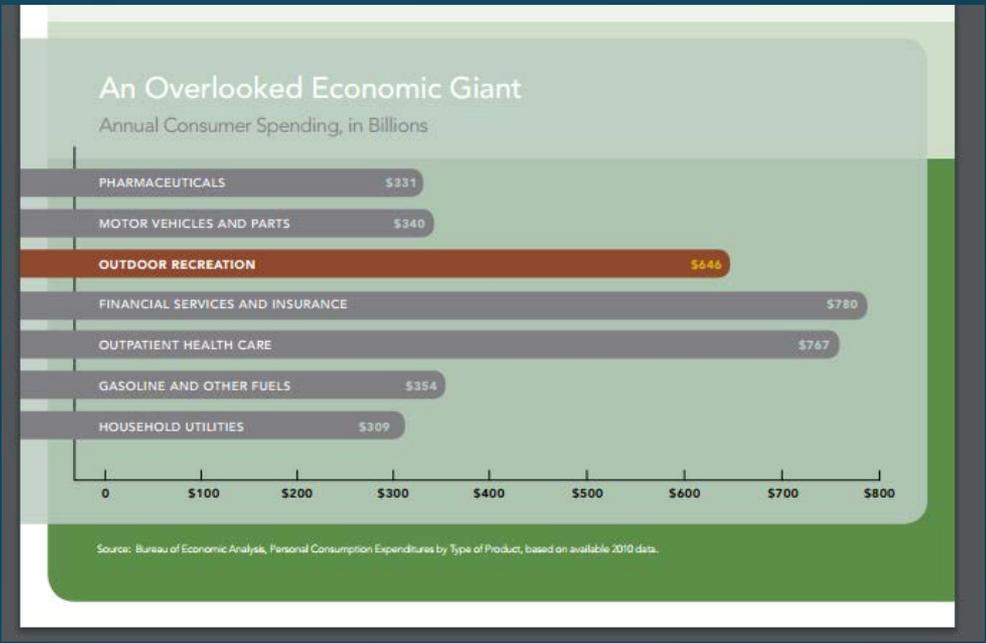
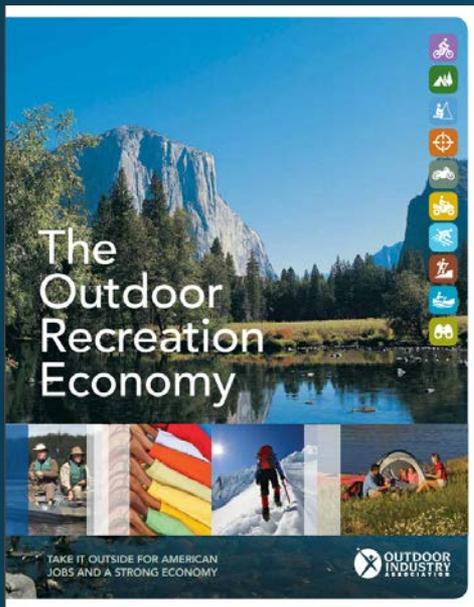


# Bike Tourists



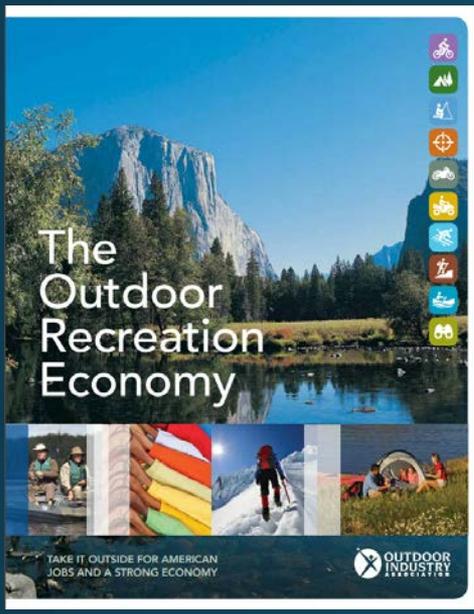
# Outdoor Industry Association

<http://outdoorindustry.org>



# Outdoor Industry Association

<http://outdoorindustry.org>



## Economic Benefits:

- 6.1 million American jobs
- \$646 billion in outdoor recreation spending each year
- \$39.9 billion in federal tax revenue
- \$39.7 billion in state/local tax revenue



# Outdoor Industry Association

http://outdoorindustry.org

## MICHIGAN

OUTDOOR  
INDUSTRY  
ASSOCIATION

**63%**  
**OF MICHIGAN**  
RESIDENTS PARTICIPATE  
IN OUTDOOR RECREATION  
EACH YEAR

Communities across Michigan recognize that outdoor recreation supports health, contributes to a high quality of life and—perhaps most importantly—attracts and sustains employers and families. Investing in outdoor infrastructure attracts employers and active workforces, ensuring those communities thrive economically and socially.



More than twice as many direct jobs in Michigan depend on outdoor recreation (232,000) as on the aerospace industry (105,000)<sup>1</sup>



Michigan residents are more likely to participate in kayaking and camping than the average American



### IN MICHIGAN OUTDOOR RECREATION GENERATES:

**\$26.6**  
**BILLION**  
IN CONSUMER SPENDING ANNUALLY



**232,000**  
DIRECT JOBS



**\$7.5**  
**BILLION**  
IN WAGES AND SALARIES



**\$2.1**  
**BILLION**  
IN STATE AND LOCAL TAX REVENUE



<sup>1</sup> Aerospace Industries Association

# Bicycling - Economic Impacts Michigan



## Bicycling in MICHIGAN



Population: 9,897,264

Total annual economic impact of bicycling

# \$668 million

Bicycle Friendly™  
State Rank

# #14

**Bicycling retail revenue**

## \$63 million

**Total annual spending associated with bicycling events and vacations in Michigan**

## \$38 million

**People employed by bicycling industry: 796**

**Key barriers to bicycling**

Safety	48%
Weather	52%
Lack of infrastructure	52%

# 44%

Residents who place an annual value of at least \$100 on the ability to use bicycle infrastructure

# 39%

Households that reported that someone in their home used a bike for transportation in the last year

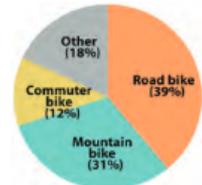
# 28%

Bicyclists who commute by bicycle at least twice a week

# 4%

Residents who participated in a bicycling event or bicycle-oriented vacation in Michigan in the past year

**Top primary bicycle types**



Road bike	39%
Mountain bike	31%
Other	18%
Commuter bike	12%

Study funded by MDOT

For more information contact Josh DeBruyn, MDOT Bicycle and Pedestrian Coordinator at [debruynj@michigan.gov](mailto:debruynj@michigan.gov)

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# Mountain Bike Tourism - Impacts

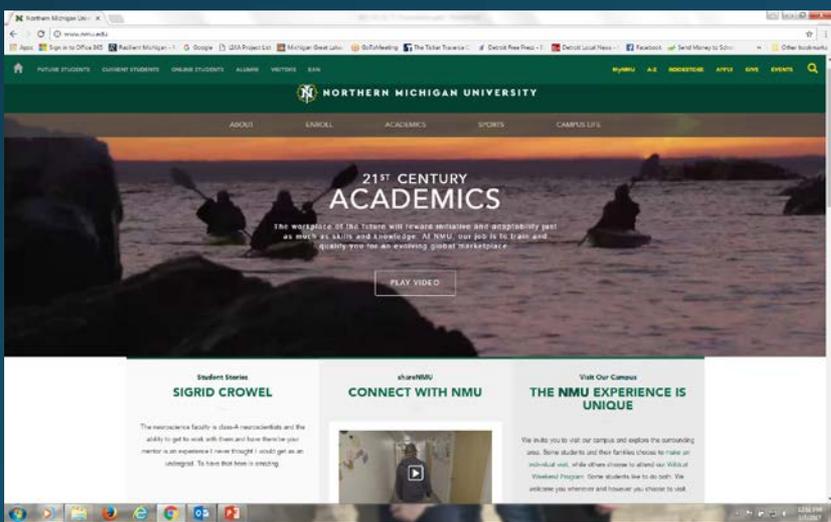
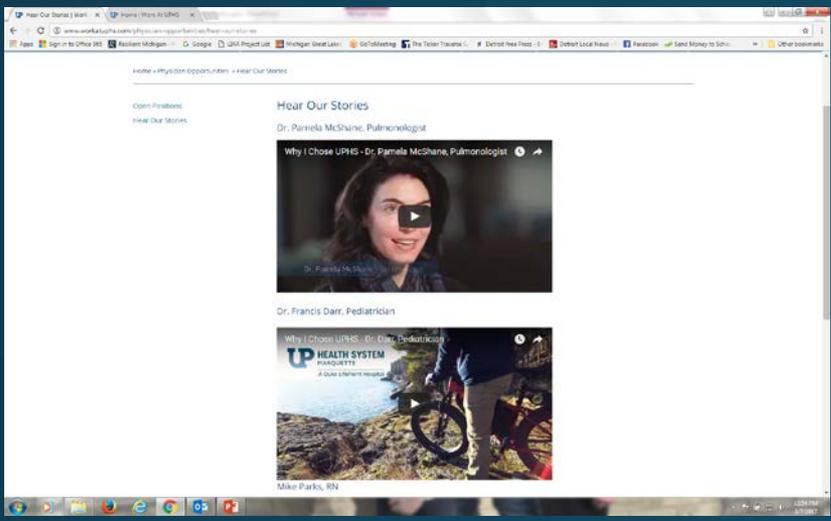
## Marquette, MI

Increased annual hotel sales by 25,000 rooms from 2009 - 2012, which had an economic impact of \$3.8 million

Downtown trail access has helped leverage \$40 million in private investment and provided the impetus for more than \$12 million in other public projects. The taxable value of downtown properties is up 83%, with new downtown residential units increasing 200%

Mich. Municipal League

Recently named one of America's best Mountain Bike Towns by *USA Today*



# Mountain Bike Tourism - Impacts

## Marquette, MI



# Estimated Annual Impact of all Paddlers in the Midwest

Participants	4.6 million
Trip Related Spending	\$1.78 billion
Gear Related Spending	\$433 million
Total Tax Revenue	\$396 million
Jobs Supported	34,999



Information provided by Michigan Sea Grant

The Michigan canoe and kayak industry contributes \$140 million a year to the states economy



# Creating a Trail Town Initiative

The initiative must come from within your community. Becoming a *Trail Town* is as much about local attitude as it is about physical improvements.

## Key Considerations in Creating a *Trail Town* Environment

- The more *Trail Towns* there are along a corridor, the more attractive the region will be for tourism - your neighboring towns success is important to your towns success
- A safe and well-maintained trail is the centerpiece, so it's important to cooperate with and support the local trail-building and maintenance group
- A core bicycle and pedestrian-friendly philosophy should be adopted by your town



# Trail/Community DNA



# Trail/Community DNA



# Creating a Trail Town Initiative

## “Main Street - Four Point Approach”

Organizing - Gets everyone working toward the same goal - build consensus and cooperation among groups. Use a basic formula of a hands-on, volunteers driven program and organizational structure consisting of a board and committees to direct the program



Promotion - Sells the image and promise of a *Trail Town*. An effective marketing strategy forges a positive *trail town* image through advertising, retail promotions, special events and marketing campaigns carried out by local volunteers



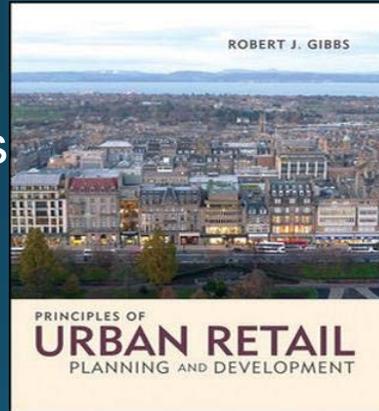
# Creating a Trail Town Initiative

## “Main Street - Four Point Approach”

Design - Gets the *trail town* into physical shape. Must capitalize on your towns best assets (e.g. historic buildings, traditional downtown layout, natural amenities).

An inviting atmosphere can be created through:

- Attractive window displays
- Professional signage
- Well-maintained sidewalks
- Appropriate street lights
- Access to parking
- Landscaping



## Economic Restructuring

It helps existing businesses expand and recruit new businesses to respond to the user needs



# Getting the Initiative Started

**1. Define the Corridor** - Understand the physical and administrative character of the trail.

- What kind of trail is it?
- How long is it?
- Who manages it?
- Who is the key contact or liaison for the trail?

**2. Assess Local Capacity** - Who can help plan and implement new programs or ideas.

- Do you have a downtown or business district revitalization organization?
- Does the organization implement activities using the *Main Street Four-Point Approach*?

“Catalyst” - One person who organizes the *Trail Town* Initiative. This person could work for the local municipality or business revitalization organization (DDA) - this person could also be a community activist or trail enthusiast

# Getting the Initiative Started, continued....

**3. Create and Enhance Your Local Organization** - Involve as many interested groups and individuals (that have a stake) as possible from throughout the community. Develop a volunteer base. Build Partnerships.

- Local civic groups
- Historical societies
- Financial institutions
- Church and health organizations
- Public and private entities

**4. Get The Message Out Locally**

- Establish a marketing committee
- Develop a catchy name that is easily remembered
- Develop a strong relationship with the media & community: Submit articles to the local paper, speak to community organizations and at community events

**5. Find The Resources To Implement Your Trail Town Concept -**

Secure funding through grants, state and federal economic assistance programs, state and local trail and recreation advocacy organizations, conservation groups, etc...

**6. Take One Step At A Time** - Evaluate activities by outcomes, not outputs 26

# Trail Town Design Components

# Trail Town Design Components

Assess the physical characteristics of your central business district and its relationship to the trail. It is important to understand the trail-to-town opportunities and challenges

- How many uses does it accommodate?
- What time of the year are people using the trail and for what purpose?



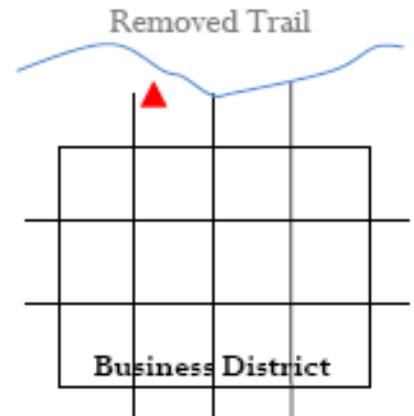
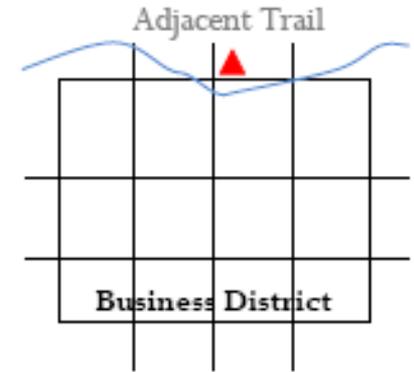
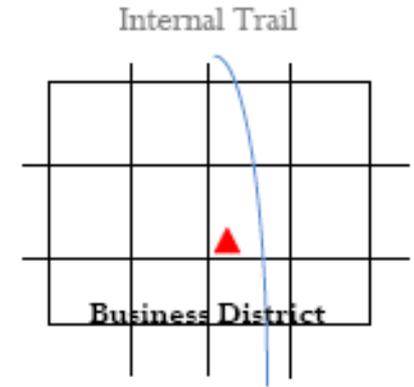
# Understand Trail Geography

## A. Trail to Town Relationship

Internal. Located directly through the central business district

Adjacent. Located within 1/2 miles of the central business district

Removed. Located up to two miles away from the central business district



# Trail Town Design Issues – “Connecting Elements”

Identify Key Connecting Elements. Identify key connecting elements between the trail and central business district – “Trail-to-Town”

- 1. Trailhead 
- 2. Portal 
- 3. Pathway 
- 4. Gateway 
- 5. Center 
- 6. Nodes



# Trailhead

Area where users can access the trail by road, providing parking and some amenities for trail users.

- Make clear and appropriate information available to visitors
- Provide amenities like restrooms, water, shelter, bike racks, benches, trash receptacles, picnic tables, lighting, parking for cars and trucks (w/shade)
- Amenities need to accommodate for all seasons & all uses
- Signage that directs people to the trailhead
- The point at which the trail user may first come into contact with the community and the point at which the user will decide whether or not to enter your town



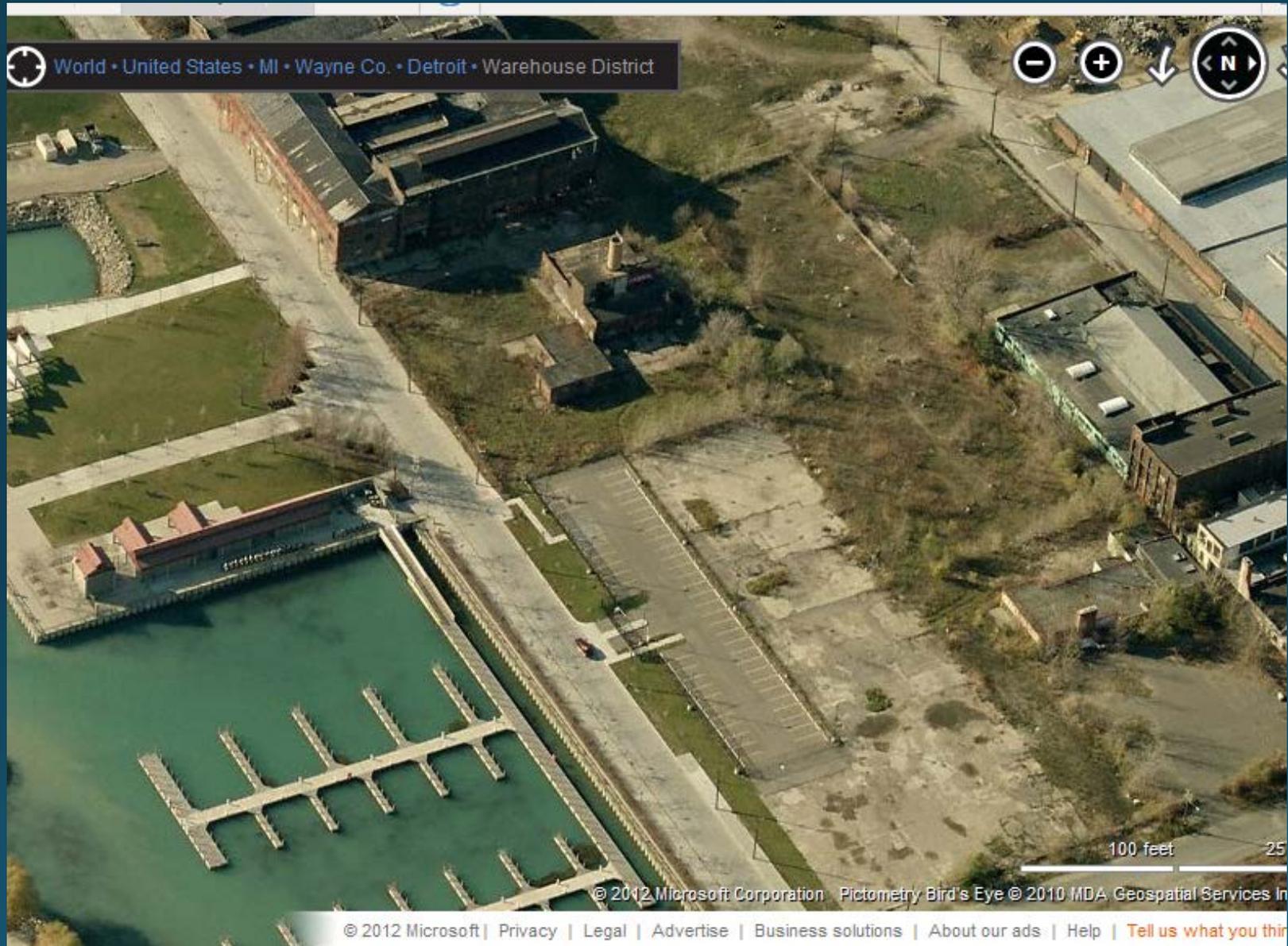
# Trailhead Examples



# Trailhead Examples



# Trailhead Examples



# Trailhead Examples



Report a problem

# Trailhead Examples



# Trailhead Examples



# Trailhead Examples



# Trailhead Examples



# Trailhead Examples



# Trailhead Examples



# Trailhead Examples



# Trailhead - Bathrooms



# Trailhead: Signs

## Fredrick County Parks and Recreation Sign Standards

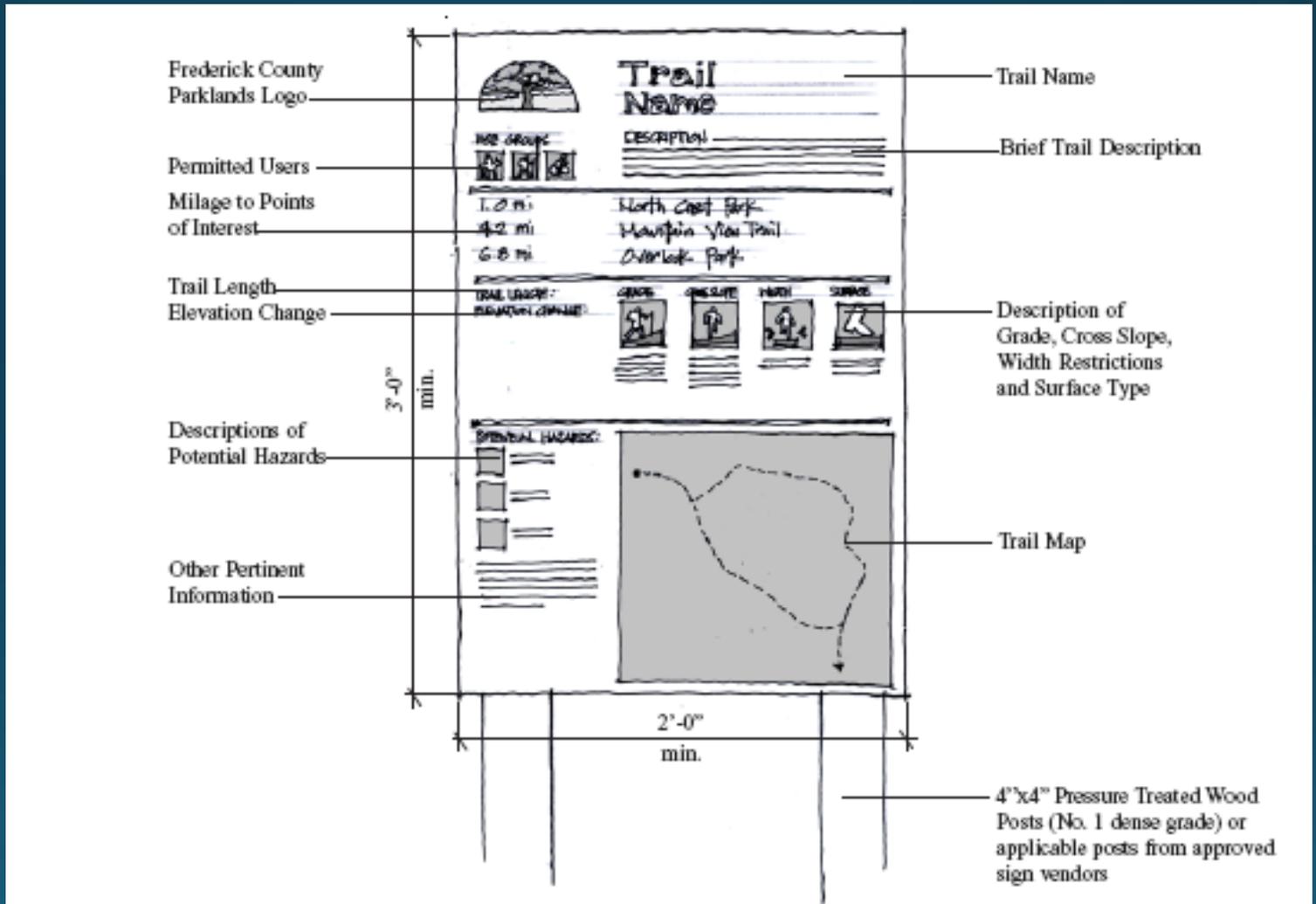


Figure 25 Sketched Example of Trailhead Sign

# Trailhead Sign Examples



- “Welcome” Language
- Conservancy Logo
- Trail Name
- Points of Interest
- Trail Map (w/mileage)
- Description of Trail
- Description of Trail Markers
- Contact Information

- Permitted Uses (by season)
- Trail Rules
- Obstacles & Hazards
- Social Media/Digital Information

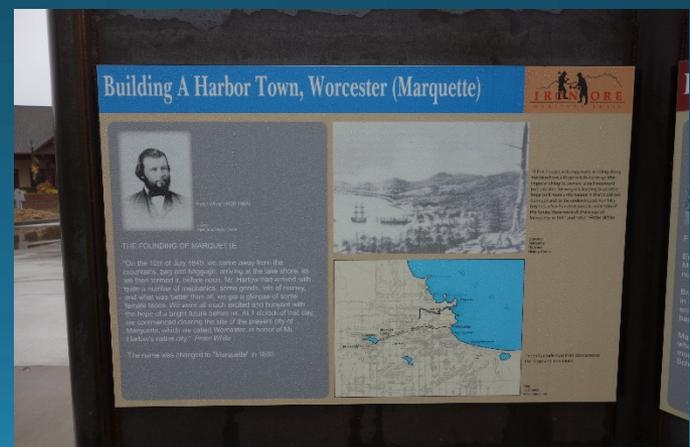
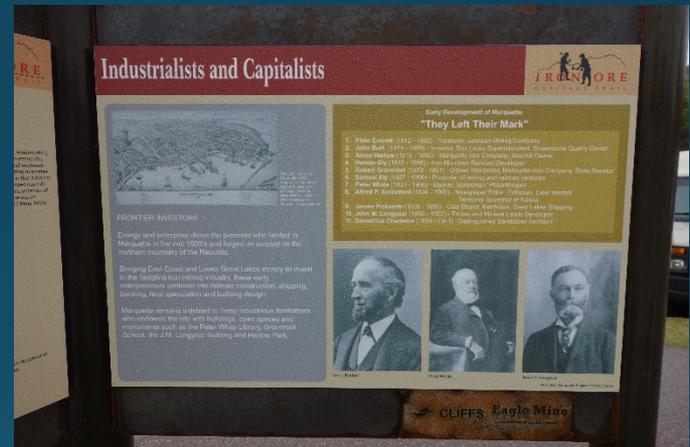
# Trailhead

## Celebrate Unique & Cultural Aspects



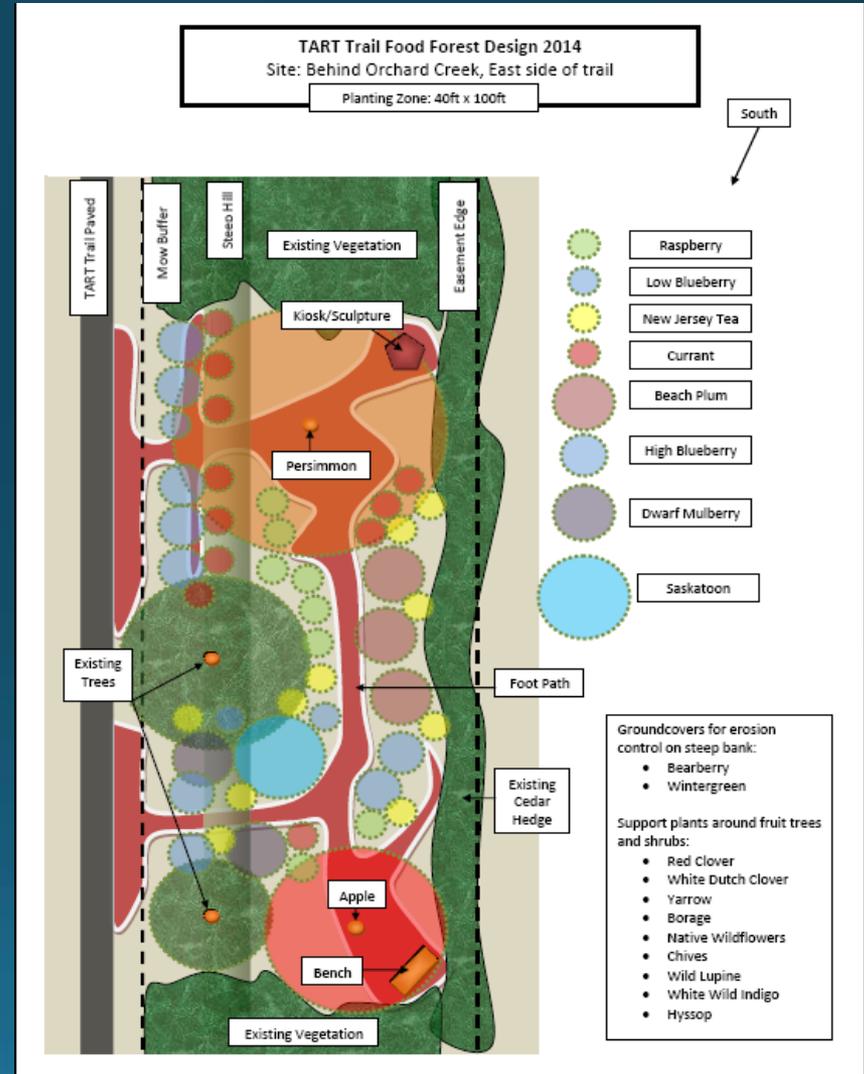
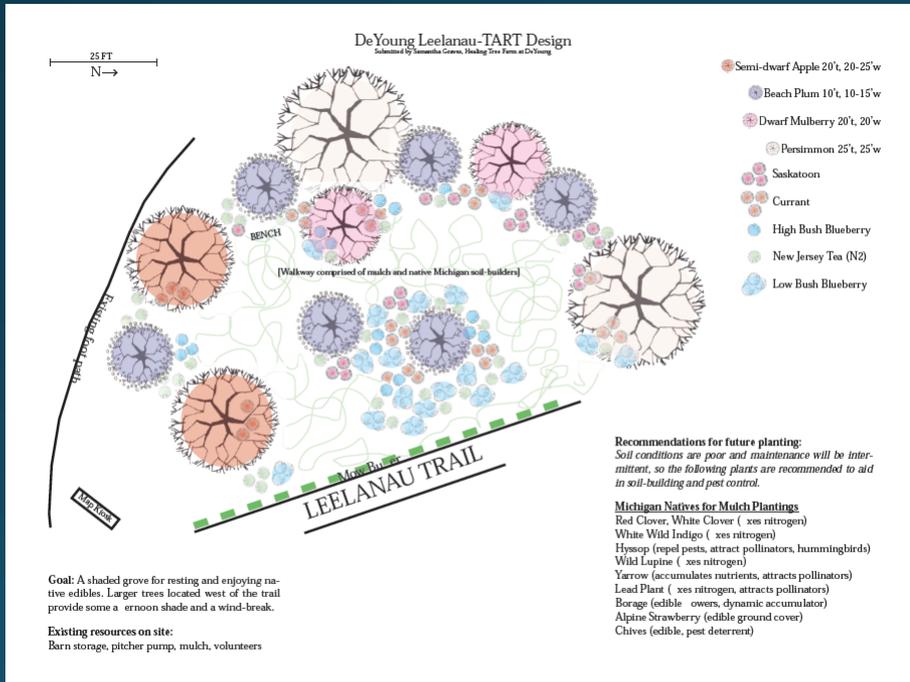
# Trailhead

## Celebrate Unique & Cultural Aspects



# Trailhead

## Celebrate Community Partnerships



# Trailhead

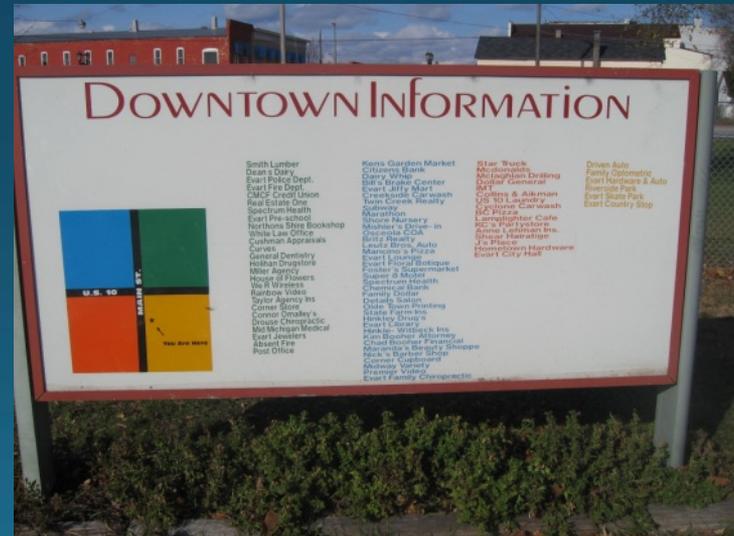
## Celebrate Community Art



# Portal

The point at which the user of the trail exits the trailhead with the intent of visiting the nearby community. The portal should be a welcoming point that clearly begins the process of directing the trail user through the community.

- Use wayfinding signage to clearly direct trail users to the central business district







YIELD TO PEDS

**TART TRAIL**

←

FRONT ST DIST  
OLD TOWN DIST  
UNDERPASS

↑

MARINA  
OPEN SPACE  
DARROW PARK  
LEELANAU TRAIL  
SUTTONS BAY  
17 miles

*TART Trails is grateful for the support of*

www.bayshore-resort.com

# Pathway

The corridor that the trail user follows from the portal to the central business district.

- Could be a mile or just a few blocks
- Should be assessed for cleanliness, safety, lighting, physical condition and interaction with traffic
- Consider the needs of business owners along the pathway



# Pathway



# Pathway



# Gateway

The point at which the trail user enter the business district of the community. The gateway should be located at the edge of the central business district that is closest to the trailhead along a well-developed pathway.

- Should welcome trail-users
- Directional signage to individual attractions and businesses



# Gateway



# Center

The center of the business district of the community that may serve as a hub for goods and services for the trail user.

- Regularly assessed for cleanliness, safety, lighting and physical condition
- Assessed on the availability of amenities that help the trail user enjoy their experience (e.g., bike racks, restaurants w/outdoor seating, ATM machines, internet access, public restrooms)



# Nodes

Points of interest along or near the pathway or in the center that will be visited or utilized by users of the trail.

- Businesses that cater to trail users (bike shops)
- Lifestyle interests (hobby shop, antique shop)
- Businesses that cater to overnight trail users (laundry, lodging)
- All trail users (medical supplies, water, casual dining, snack food)



# Nodes



# Nodes



# Nodes



Photos Provided By: Detroit Free Press

# Public Amenities

- Usually the responsibility of local government
- Opportunities to establish public/private partnerships that provide for public amenities
- Zoning regulations should be reviewed (e.g. sidewalk encumbrances, off-premise signs)



# Public Amenities



# Public Amenities



# Public Amenities - Transportation



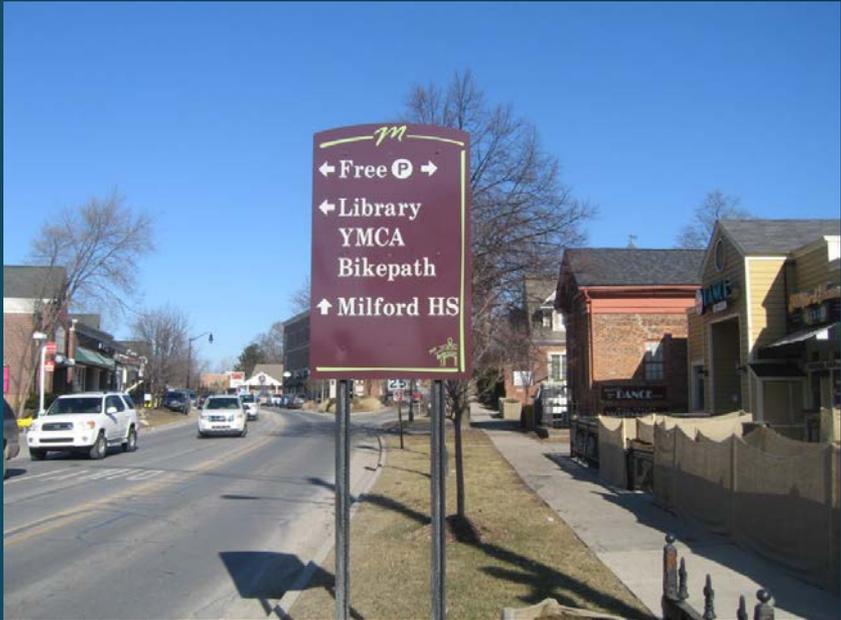
# Signs

Communicate important information about the trail to the user

1. Informational Signs
2. Directional Signs
3. **Interpretive Signs**
4. Warnings Signs
5. Regulatory Uses



# Directional Signs



# Directional Signs

WALLER ROAD

## Little Traverse Wheelway

Connecting Charlevoix, Petoskey & Harbor Springs

**Little Traverse Wheelway**  
Charlevoix to Harbor Springs (trail only) 22.5 miles  
Charlevoix to Dowdman's 28.0 mile  
Dowdman's to Harbor Springs 9 miles  
Petoskey to Charlevoix 14.5 miles  
Petoskey to Mackinaw Trail  
Charlevoix Township Bike Path

**Map Details:**  
Route: Harbor Springs (3.0 miles) - Bay Harbor (1.25 miles) - Petoskey (4.85 miles) - Charlevoix (5.1 miles)  
Landmarks: Harbor Springs, Bay Harbor, Petoskey, Charlevoix, Harbor Springs, Bay Harbor, Petoskey, Charlevoix, Harbor Springs, Bay Harbor, Petoskey, Charlevoix.  
Icons: P (Parking), H (Hospital), A (Amenities), B (Bike), W (Water), T (Toilet), S (Shower), L (Lodging), R (Restaurant), C (Cafe), D (Deli), F (Fuel), G (Gas), E (Electric), M (Map), I (Information), O (Office), J (Jury), K (Kitchen), N (Nursery), P (Park), R (Race), S (Sports), T (Tennis), U (Unicycle), V (Volleyball), W (Wrestling), X (Xmas), Y (Yoga), Z (Zoo).

**Inset Map: Downtown Charlevoix**  
Map of downtown Charlevoix showing the wheelway route through the town.

**Logos:**  
Little Traverse Wheelway (LTW) logo  
All Emergencies: Dial 9-1-1

**SPONSOR**  
Emmet County LA  
Revenue Sharing E  
Petoskey Harbor 20  
Area Community Foun  
Gleason Foundation  
Charlevoix County Com  
Foundation  
Charlevoix Chamber Devis  
Authority  
Charlevoix Rotary Clu  
Harbor, Inc.

# Directional Signs



- Accommodations
- Clothing & Accessories
- Entertainment
- Food
- Bicycle Parking
- Bicycle Route
- Charging Station
- Earl Young Homes
- Information
- Personal Care
- Retail
- Services
- Various
- Restrooms
- Public Parking
- Recycling
- Wi-Fi Access
- Gas Dock



**Downtown Charlevoix smartphone application NOW AVAILABLE!**

Features:  
 - Interactive map  
 - Local business listings  
 - Event calendar  
 - Community information  
 - Real-time updates

Download on the App Store or get it on Google Play. QR code provided.

**Forbes**

Named one of America's "Fastest Growing Small Businesses" in 2011 by *Entrepreneur*.

Named one of the "50 Best Vacation Spots in America" in 2009 by the *American Planning Association*.

Named as Michigan's "Community of the Year" in 2007 by the Michigan Development Conference.

Lake Charlevoix named America's second best lake by *Travel + Leisure* in 2010.

Designated as "The City USA" for 10 consecutive years by the National Rural Fair Foundation.

Participating community in Michigan's Green Community Challenge.

One of only eight communities in Michigan to be recognized as a "Michigan Smart Community" by the Michigan Smart Community Award.

- ### Downtown Events
- JUNE 6 thru OCTOBER 3**  
 Charlevoix Summer Farmers Market  
 Thursdays 9am - 1pm, East Park
- JUNE**  
 6 Street Cornish Charlevoix Village  
 Charlevoix Area Trout Tournament, East Park  
 7-8 Boat Charlevoix Marathon, Various  
 22 15th Annual Summer Solstice Art Fair, East Park
- JULY**  
 13-14 40th Annual Art & Craft Show, East Park  
 16-20 27th Annual Street Legends Classic Car Show, East Park  
 29-30 15th Annual Summer Solstice Art Fair, East Park
- AUGUST**  
 17 50th Annual Waterford Art Fair, East Park  
 16-17 Charlevoix Sidewalk Sales, Downtown  
 11-15 95th Annual Apple Festival, East Park
- OCTOBER**  
 29 Christmas Parade and Tree Lighting Celebration, Downtown
- NOVEMBER**  
 7 Christmas Open House, Downtown  
 21 Christmas New Year Bridge Snow, Downtown
- DECEMBER**  
 7 Christmas Open House, Downtown  
 21 Christmas New Year Bridge Snow, Downtown
- OCTOBER 17 thru MAY 23, 2014**  
 2nd Annual Art, 2nd Art by the Sea, Charlevoix Winter Farmers Market  
 Thursdays 9am - 1pm, Charlevoix Public Library

### Odmark Performance Pavilion Events

**Charlevoix Concert Series**  
 All performances begin at 7:00 p.m. unless otherwise noted

**June 20** Great Lakes Chamber Orchestra  
*Ochestrat*

**June 27** The Stryders  
*Blues*

**July 11** Petroskey Steel Drum Band  
*Barnd Peterson*

**July 23** Venetian Tiki Tents: Jill Jack  
*Rock Rock*

**Aug. 8** Randy Kaplan sponsored by Charlevoix Public Library  
*Children*

**Aug. 15** Claudia Schmidt: Trio  
*Jazz*

**Aug. 22** Blue Water Ramblers  
*Rock*

**Aug. 29** The Alley Cats  
*Country*

**Monday Movies by the Marina**  
 sponsored by Charlevoix Cinema II

**July 1** The Lorax (PG)  
 9:15pm

**July 22** Venetian Vision  
 8:45pm Selection (Film TBD)

**Aug. 19** National Treasure (PG)  
 8:45pm

### Downtown Charlevoix Shop Directory

ATM Outdoor Dining Wi-Fi

ACCOMMODATIONS	ENTERTAINMENT	PERSONAL CARE	RETAIL
<b>Bed &amp; Breakfast</b> A1 The Bridge Street Inn	<b>Movie Theaters</b> C5 Charlevoix Cinema II	<b>Barber Shops</b> E1 Harbor Barber Shop	<b>Photography</b> F6 Airtask Studio
<b>Hotels</b> A2 Edgewater Inn A3 The Lodge A4 Parkside North Inn A5 Westshore Terrace Inn & Suites	<b>Watercraft Sales &amp; Rentals</b> D6 Shuman's Paddlerwerks	<b>Health &amp; Beauty</b> E2 Hair Qns E3 Harbor Health & Fitness E4 Fragrance Hair Studio E7 The SPA Boutique E8 The Well Being Day Spa	<b>Pictures This</b> F17 Hearts To Holly Gift Shop Toys
<b>Children's</b> B1 Ga Ga for kids	<b>Convenience Stores</b> D1 7-Eleven D2 Asian Fusion D3 Edgewater Bistro D4 Great Lakes Whitefish & Chips D5 Harbor View Cafe D6 John's Grill D7 Judy's Family Restaurant D8 Paqueton Burger Bistro D9 Socol's Gourmet D10 Sincere Bakery D11 Shutter's Washburne Restaurant D12 Subway D13 Terry's Place D14 Village Pub D15 W/F Pies D16 Sweet's D17 Cakes & Confections D18 Celeste Murdock's Fudge D19 Letitia's Pies D20 The Tally Barns	<b>Optometrist</b> E9 Dr. Vici Optical	<b>Blanking</b> G1 Charlevoix State Bank G2 FirstNet Bank Interior Design G3 Home Planning & Design LLC Landscape Design G4 Hill Design G5 Abigail's Sables G6 Jefferson Beach Yacht Sales Books F5 Book World F6 Pine River Books F7 Round Lake Bookstore F8 Sunpage Shoppe of Charlevoix Florists F9 Charlevoix Floral F10 Pies Gifts F11 Limby bags F12 Elements F13 Histor & Books F14 The Treasury Chest Flowers F15 Central Drug Store
<b>Family</b> B2 The Clothing Company	<b>Men's &amp; Women's</b> B4 Metter's American Mercantile	<b>Retail</b> Art Galleries F2 The Nancy Lake Gallery of Art and Design F3 Todd Warner Gallery F4 Revolution Bike & Boards F5 Book World F6 Pine River Books F7 Round Lake Bookstore F8 Sunpage Shoppe of Charlevoix Florists F9 Charlevoix Floral F10 Pies Gifts F11 Limby bags F12 Elements F13 Histor & Books F14 The Treasury Chest Flowers F15 Central Drug Store	<b>Services</b> Hanking G1 Charlevoix State Bank G2 FirstNet Bank Interior Design G3 Home Planning & Design LLC Landscape Design G4 Hill Design G5 Abigail's Sables G6 Jefferson Beach Yacht Sales Books F5 Book World F6 Pine River Books F7 Round Lake Bookstore F8 Sunpage Shoppe of Charlevoix Florists F9 Charlevoix Floral F10 Pies Gifts F11 Limby bags F12 Elements F13 Histor & Books F14 The Treasury Chest Flowers F15 Central Drug Store
<b>Resort Wear</b> B5 The Bear B6 Charlevoix Wear B7 Momentums	<b>Women's</b> B8 Coké Wear B9 Halfway to the Top B10 J. Phillips B11 La French Boutique	<b>Optometrist</b> E9 Dr. Vici Optical	<b>Retail</b> Art Galleries F2 The Nancy Lake Gallery of Art and Design F3 Todd Warner Gallery F4 Revolution Bike & Boards F5 Book World F6 Pine River Books F7 Round Lake Bookstore F8 Sunpage Shoppe of Charlevoix Florists F9 Charlevoix Floral F10 Pies Gifts F11 Limby bags F12 Elements F13 Histor & Books F14 The Treasury Chest Flowers F15 Central Drug Store
<b>Art Centers</b> C1 Charlevoix Circle of Arts	<b>Boat Tours</b> C2 Keweenaw Excursions C3 Sunrize Charters	<b>Fishing Charters</b> C4 Wood Brothers Boats	<b>Retail</b> Art Galleries F2 The Nancy Lake Gallery of Art and Design F3 Todd Warner Gallery F4 Revolution Bike & Boards F5 Book World F6 Pine River Books F7 Round Lake Bookstore F8 Sunpage Shoppe of Charlevoix Florists F9 Charlevoix Floral F10 Pies Gifts F11 Limby bags F12 Elements F13 Histor & Books F14 The Treasury Chest Flowers F15 Central Drug Store

# Commercial Signs

No specific standards for commercial signs  
(can be addressed in off-premise sign regulations)



# Business Amenities

- Important to really understand the needs of trails users
- Provide for goods and services
- Provide visitor-friendly amenities (e.g. bike racks hotels offering bike cleaning stations and bike storage)
- Education and encouragement may be needed



# Business Amenities



# Economic Restructuring

Functions of business expansion, business retention and new business recruitment. It is important to understand how economic restructuring can capitalize on existing community assets to help establish the *Trail Town* concept.

**Understand Your Trail User** - Understand the socio-economic and lifestyle preferences of trail customers

- Where do trail users eat?
- Where do trail users like to shop?
- How much money do trail users spend on biking and traveling per year?

**Assess Basic and Long-Term User Needs** - Assess if and to what extent your community is providing basic and long-term (multi-day) goods and services

**Encourage Related Business Opportunities** - Encourage local business owners to expand their offerings

**Assist the Local Business Community** - Work with civic and economic development organizations to enhance or develop incentives (e.g. façade program) and identify resources that help local businesses take advantage of the trail.

# Economic Restructuring Outdoor Industry Association

The screenshot shows a web browser window displaying the Outdoor Industry Association's 'CONSUMERVUE' consumer segments page. The page features a navigation bar with links like 'NEWS', 'RESEARCH', 'SUSTAINABILITY', 'PARTICIPATION', 'ADVOCACY', 'EVENTS', 'MEMBERSHIP', and 'MY OIA'. Below the navigation, there are four category tabs: 'THE ACHIEVER', 'THE OUTDOOR NATIVE', 'THE URBAN ATHLETE', and 'THE ASPIRATIONAL CORE'. The 'THE OUTDOOR NATIVE' segment is highlighted with a large image of kayakers. To the right of the image are two teal callout boxes, each containing the text 'OIA CONSUMERVUE', 'SEGMENT SUMMARIES →', and 'SEGMENT COMPARISON CHART →'. Below the image, a text block describes the segment: 'Getting outside is a passion for The Outdoor Native. Motivated by both the mental and physical benefits of outdoor, they seek experiences they can share with their family. They favor functional, high-quality gear that is versatile across many activities.' At the bottom, three circular icons present key statistics: 12% of U.S. outdoor consumer population, \$637 spent per year on outdoor equipment, and 22 hours spent outside per week.

# Promoting Your Trail Town

## 1. Promote Your *Trail Town* Image

- Convince local residents, the larger region and tourists that you have a *Trail Town* environment



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**WINTER COMMUTE WORKSHOP**  
WEDNESDAY, NOVEMBER 19 | 5:30 P.M. TO 6:30 P.M.  
THE LITTLE FLEET (448 E. FRONT STREET, TC)

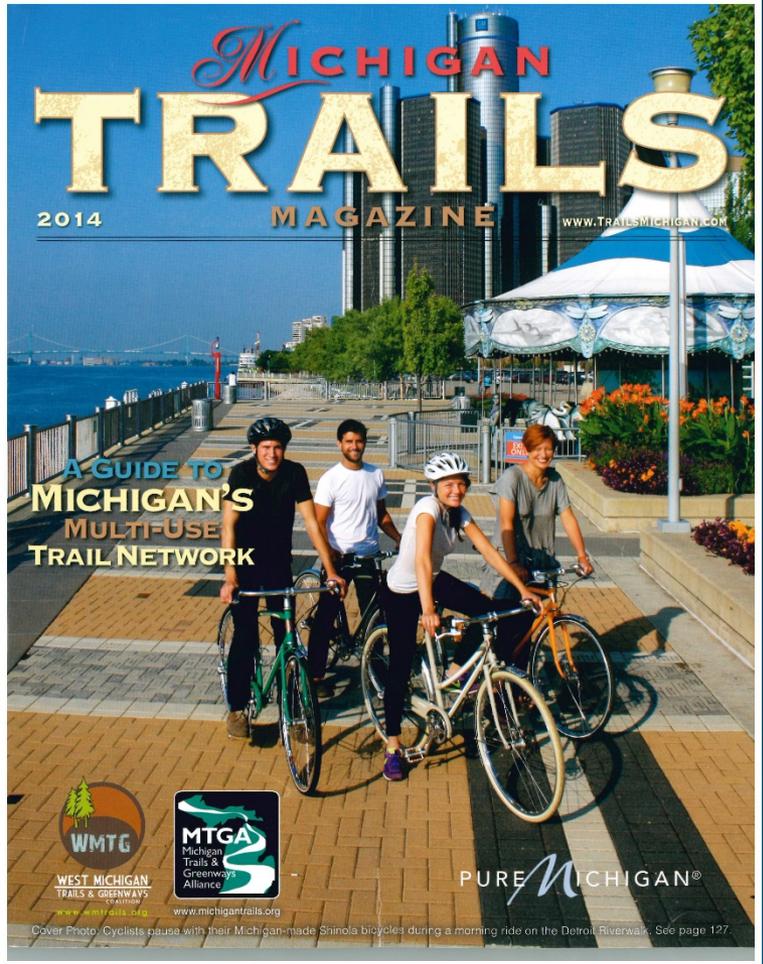
# Promoting Your Trail Town

## 1. Promote Your Trail Town Image

- Develop attractive marketing materials (logo)
- Print Ads and Website



Source: Huron River Watershed Council

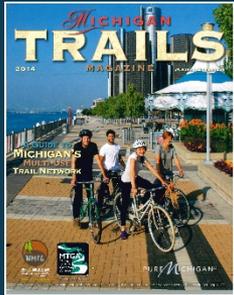


Cover Photo: Cyclists pause with their Michigan-made Shimano bicycles during a morning ride on the Detroit Riverwalk. See page 127.

# Promoting Your Trail Town

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Exploring in Marquette, MI...  
**Find it Here!**

aaronpeterson.net

**Marquette County**  
WHAT'S YOUR HUMAN NATURE? FIND IT HERE!

PURE MICHIGAN

For a free visitors' guide call 1-800-544-4321 or visit [www.travelmarquettemichigan.com](http://www.travelmarquettemichigan.com)

# Promoting Your Trail Town

Marquette Trail Town
Click for larger map

**MDot Welcome Center**

Restrooms, water, and local information about businesses, attractions, and recreation opportunities.

1 MDot Welcome Center

2 Restrooms at South Beach

3 Champion Laundry

4 Restrooms at Founders Landing

5 MarqTran Bus Transfer Station

6 Marquette Commons

7 Marquette Commons

8 Marquette Commons w/ restrooms

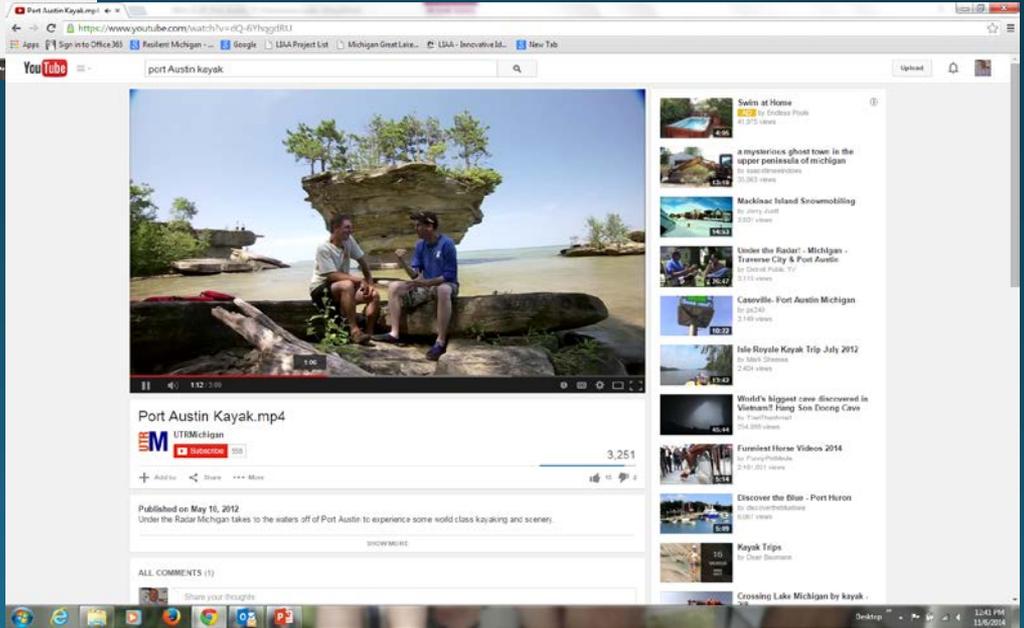
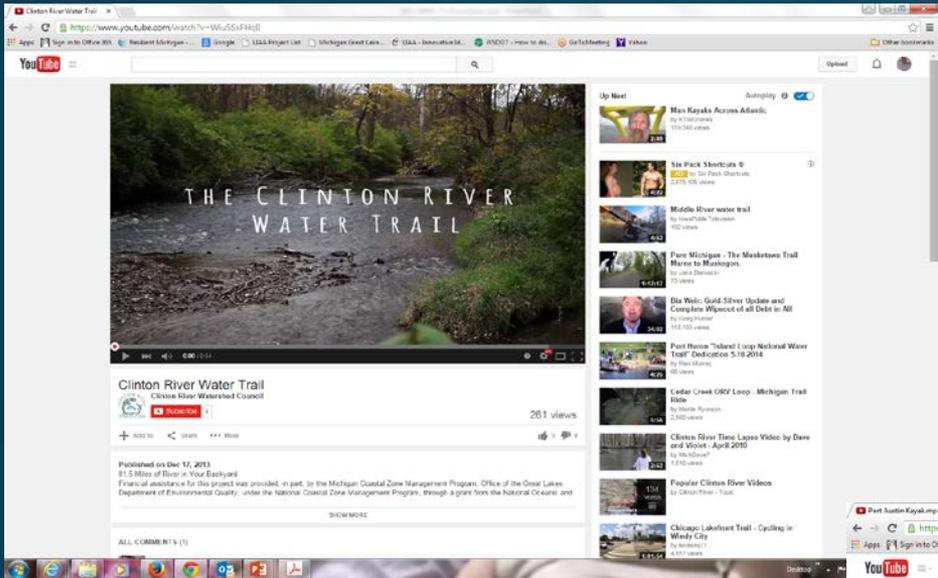
9 Revolutions inside Masonic Square Mall

10 Revolutions

11 U.S. Post Office

12 Marquette Fo

# Promoting Your Trail Town



# Promoting Your Trail Town

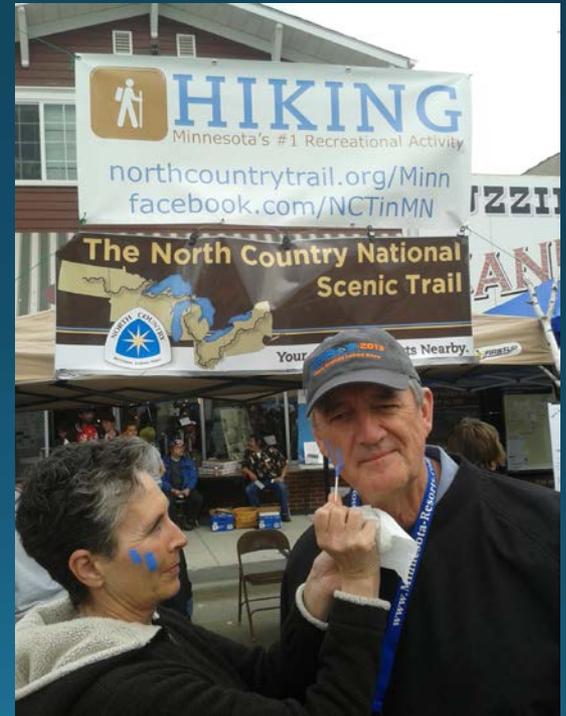
## 2. Hold Trail Town Events

- Hold events downtown or near the trail
- Hold events that tie into your community's history, culture
- Hold events near the beginning of trail seasons
- Incorporate presentations or workshops on trail/paddling safety - conduct a tour
- Utilize existing events



## 3. Conduct Trail Town Retail Promotions

- Pre and post season sales
- Weekend sidewalk sales
- Holiday sales
- Word of mouth

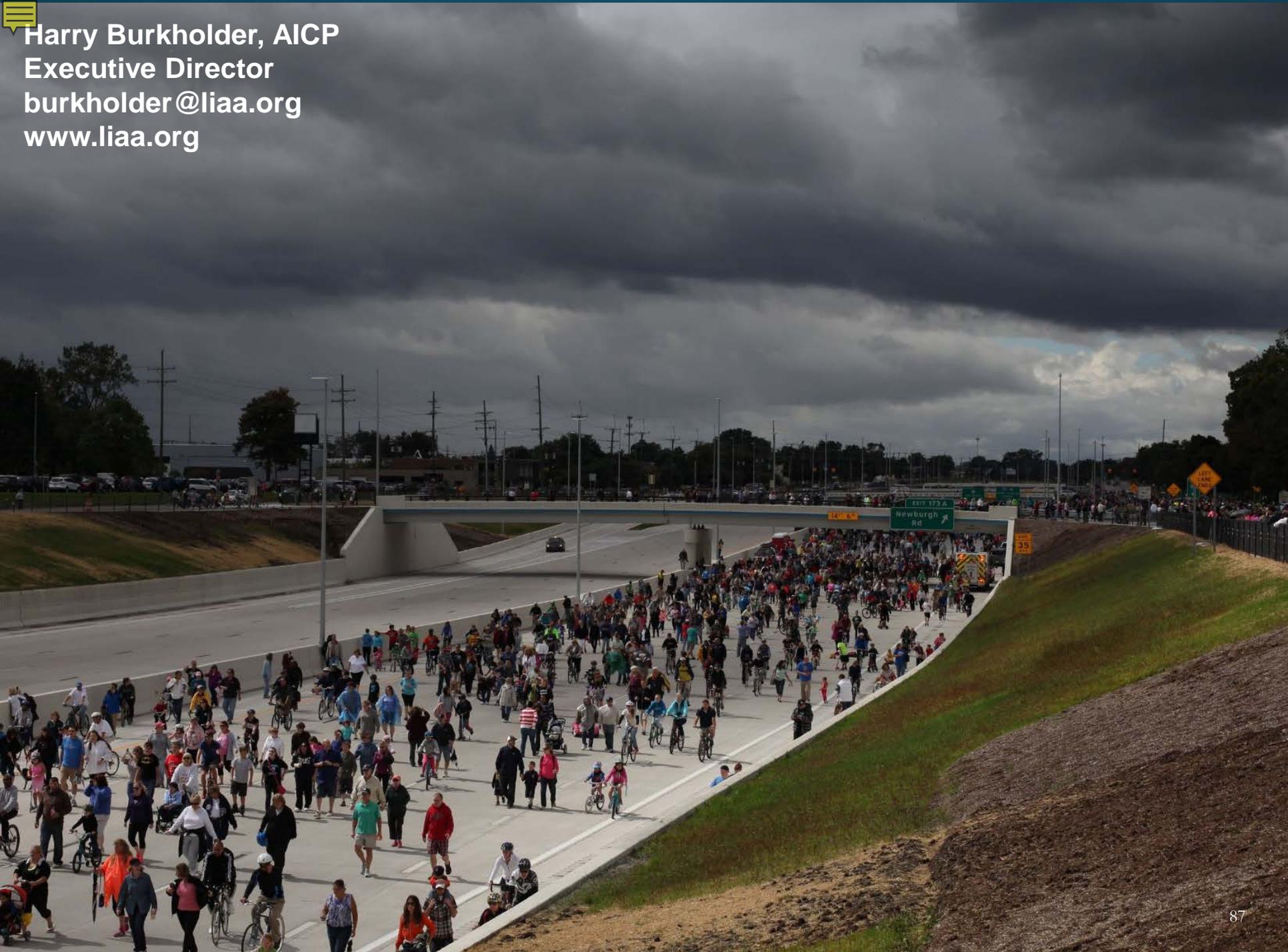








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Executive Director  
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www.liaa.org



# PARTNERSHIPS *for* CHANGE

Recommendations

Branding

Lake Michigan Trail  
Bridgman  
TOWNS

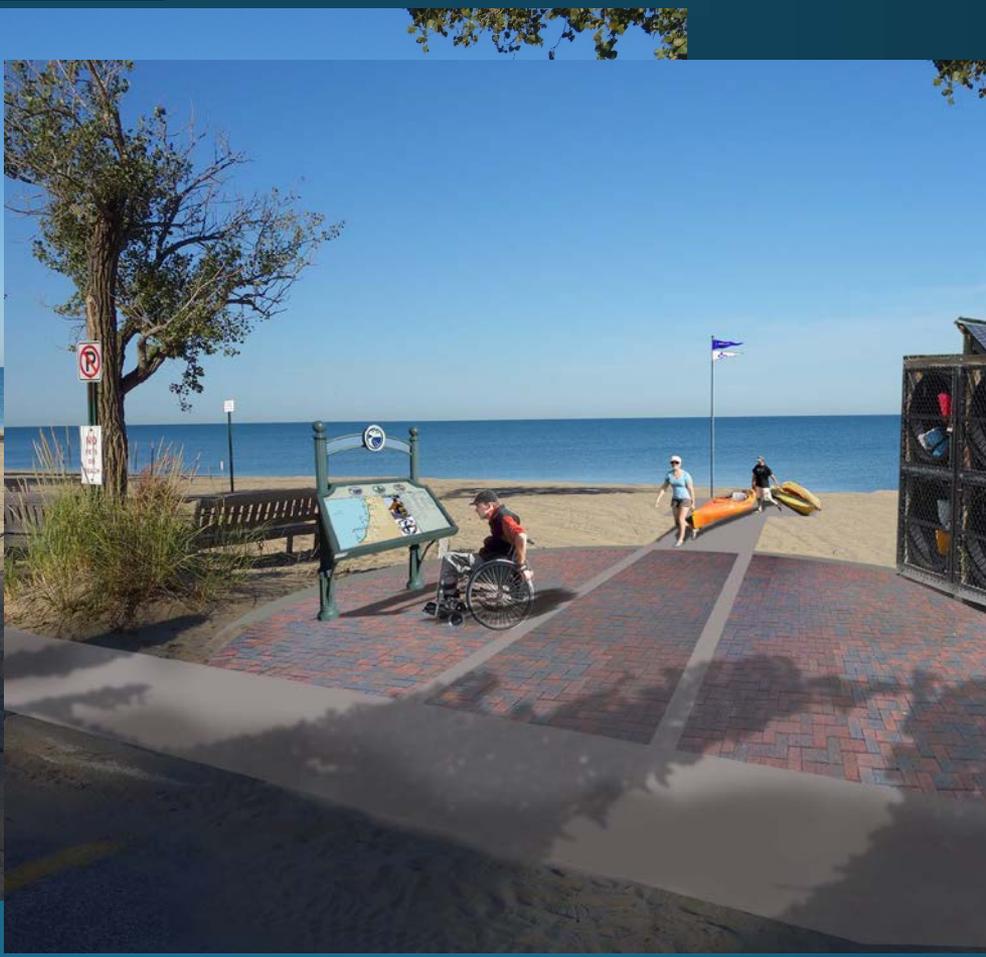
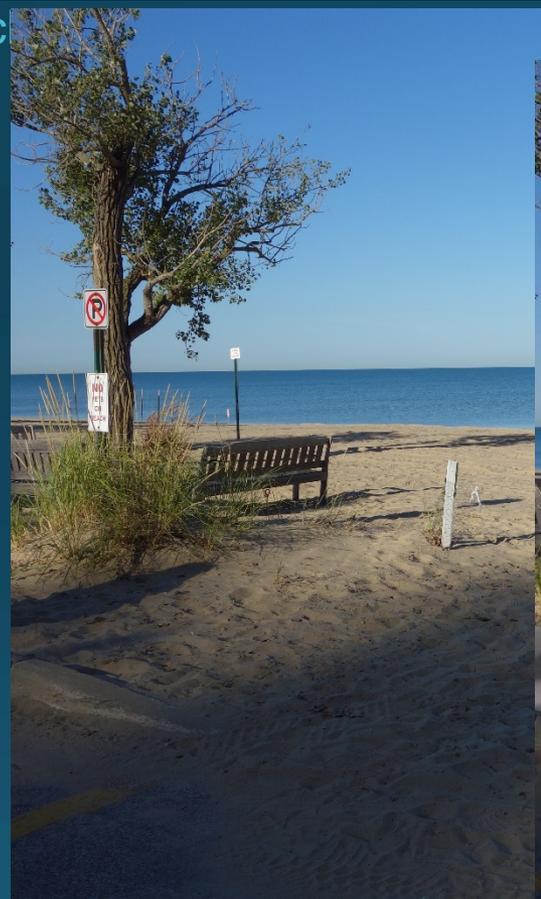


# PARTNERSHIPS *for* CHANGE

Recommendations

Lake Michigan Trail  
Bridgman  
TOWNS

Weko Beach



# PARTNERSHIPS for CHANGE

Recommendations

Lake Michigan Trail  
Bridgman

Weko Beach

