

THE **GREEN RIVER TRAILS**<sup>TM</sup>  
OF CENTRAL KENTUCKY

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ADVANCING ECONOMIC DEVELOPMENT AND TOURISM FOR  
CAMPBELLVILLE / TAYLOR COUNTY

[www.GreenRiverTrails.com](http://www.GreenRiverTrails.com)  
[www.Facebook.com/GreenRiverTrails](https://www.facebook.com/GreenRiverTrails)

DRAFT PLAN V0.2 – November 8<sup>th</sup>, 2012

PLAN OF ACTION (DRAFT)  
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### Executive Summary

“Adventure Tourism” (aka Trail Town) has extraordinary potential to improve an individual’s well being as well as unify the entire local community of Campbellsville / Taylor County (CTC). Simply, Adventure Tourism (AT) encompasses all activities on and beyond trails. A Trail Town (TT) is a subset of AT with key destinations linked together by defined trails. Collectively, the process of marketing Adventure Tourism / Trail Town (ATTT) can attract more locals, tourists, and sponsors thus creating economic expansion.

**BRANDING - This AT effort uses by the most significant geological feature of the region for its brand, the Green River.** Hence The Green River Trails of Central Kentucky, “Green River Trails™” (GRT) – [www.GreenRiverTrails.com](http://www.GreenRiverTrails.com). #GrnRvrTrls.

**ECONOMIC - This is an economic development plan** for the entire local economy to increase revenues and create jobs so guests of Green River Trails can participate fully in adventure lifestyle activities. One goal of this project would be to **build a brand prominently so that it attracts monetary investment** from sponsors and revenues from adventure tourism. Thus, the ATTT effort can fund itself and serve its mission for the greater good.

**GEOGRAPHY – Town-to-Trail:** The goal is to link Downtown Campbellsville’s urban trails to several key adventure destinations especially the Green River Lake State Park, 2 GRL Marinas, and the new Campbellsville Sports Complex. Campbellsville **already has “highly desirable” destinations** that are geographically located along trail routes

**PURPOSE -** The purpose of marketing Campbellsville as “adventure tourism” can have **positive far reaching effects including health, social, and economic benefits.**

Another purpose of this plan is to **unify the city and give people reasons to come together.** A single fitness activity to walk the “Central Loop Trail” could bring the hospital, university, downtown merchants, and City Park together in one event. Or, figuratively bring everyone together because of shared interests.

**STRATEGY -** One strategy for accelerating adoption and gaining momentum is to inventory and brand **existing routes as branded “Green River Trail” routes.** This strategy quick-starts the economic efforts for marketing and signage to continue without long-term hang-ups on more challenging tasks like building sidewalks or expanding right-of-ways (longer term efforts).

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**ADOPTION** - Another key to the entire Trail Town effort is to **recruit and serve a core group of enthusiasts that will drive the project forward** for years to come. “Enthusiasts” are those who are already passionate about fitness, hiking, running, road biking, mountain biking, or triathletes become the evangelists (promoters, trainers, etc.). **Enthusiasts and the effective use of social networking influence can have far reaching economic benefits on adventure tourism.**

**FUNDING** - Organizations need revenue to accomplish goals. Memberships, sponsorships, and grants are possible funding means. It’s important to note that adventure tourism caters to active lifestyles (i.e. fitness and athletics). This is somewhat related to sports marketing and local sports economies (gear, gyms). **Campbellsville University’s capital campaign (sports marketing) could be a model on how to fund portions of the Trail Town project (or in partnership).**

**MARKET** - In comparison to other rural cities, Campbellsville is 1 of 30 applicants to become at certified “Kentucky Trail Town”. Bottom line, Kentucky’s obligation is zero dollars and promotional mention in marketing literature (on/offline) – 1 of 30 possible towns is crowded. Instead, **promoting adventure tourism with unique offerings could differentiate GRT in the market place.** Thus, Campbellsville could become a regional destination and reap a wide variety of benefits.

**IMPACT** - Since 2008, portions of the DC Economic Development Plan have already advanced revitalization, agritourism, social/cultural endeavors, and job creation. **DC’s 3-year economic impact to the local economy exceeds \$3.8 million in incremental growth (equity, property values, revenues, jobs, intangibles, etc.) (2009-2011).** This is the work of many contributors including the City, merchants, committees, sponsors, and volunteers.

**FOCUS** - The focus of DC’s effort is primarily targeted to the top 5 assets within the Zone 1 area -- which is now publicly known as the “Central Loop Trail”. This includes trail efforts to promote the GRT Central Loop Trail (since 2008) and reclamation of the Buckhorn Creek Park/Trail (since 2011).

**MAP** – See Figure 1. It describes the most important trail routes, sponsor, destinations, legend, branding, scale, and activities.

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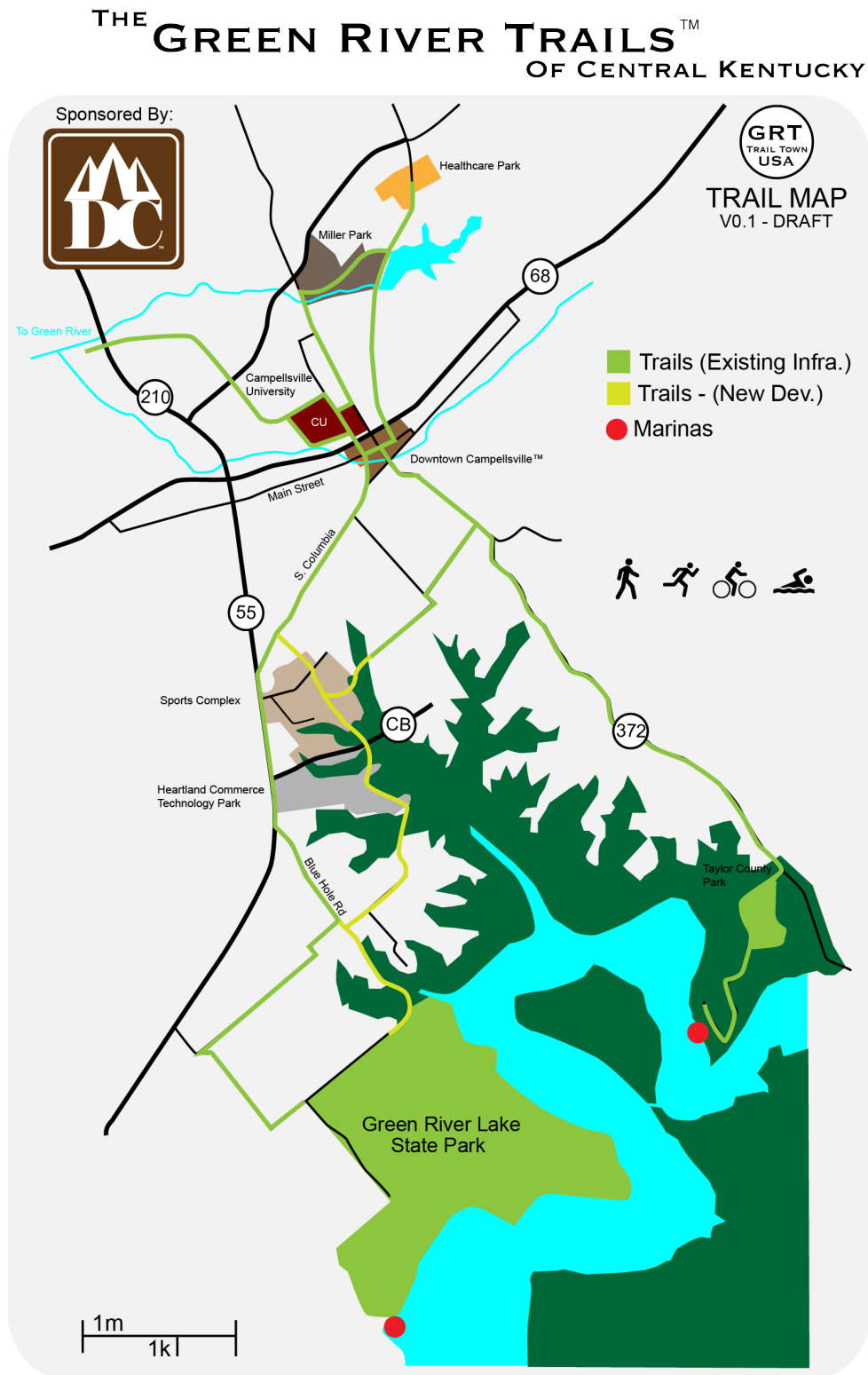


Figure 1

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### About This Document

This document is a work-in-progress. It is mostly 1.) written word, whereas companion documents are 2.) visual presentation, or 3.) web based. To get the complete plan, you may have to review all three.

The point-of-view is economic development for the Downtown Campbellsville economy. This is a market driven plan with emphasis on marketing.

### About Downtown Campbellsville

Downtown Campbellsville (DC) is “arbitrarily” defined as anything within or closely attached to the Zone 1 Central Loop (mentioned below). To learn more, visit [www.DowntownCampbellsville.com/main/about](http://www.DowntownCampbellsville.com/main/about)

### Intended Audience

TRH – Jane Wheatley, Laura Wilds  
TC Tourism – Alisha Nelson, Max Wize  
Downtown Business Association – BOD  
Renaissance Committee  
Main Street Program – Donna Logsdon  
City – Tony Young, John Miller  
County – Eddie Rogers, John Bertram  
CU – Mike Carter, Otto Tenant  
Center Tech – John Chowning  
EDA – Ron McMahan  
Marinas – Green River Marina (Dennis Brinley), Emerald Isle Marina  
Press – CKNJ - Calen McKinney  
Radio – WVLC – Larry Smith, WLCU

(This list is abbreviated)

### Overview

Below is an overview of how adventure trails could be defined with an emphasis on existing assets and resources. There are 6 notable features shown in the figures below. (Zones and priorities are discussed in the next section.)

Notice the black line(s) as a Central Trail Loop. There could be many more destinations along the trail, but let's just start with these 6 for illustrative purposes.

Satellite View - Figure 2:

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### DOWNTOWN CAMPBELLSVILLE™

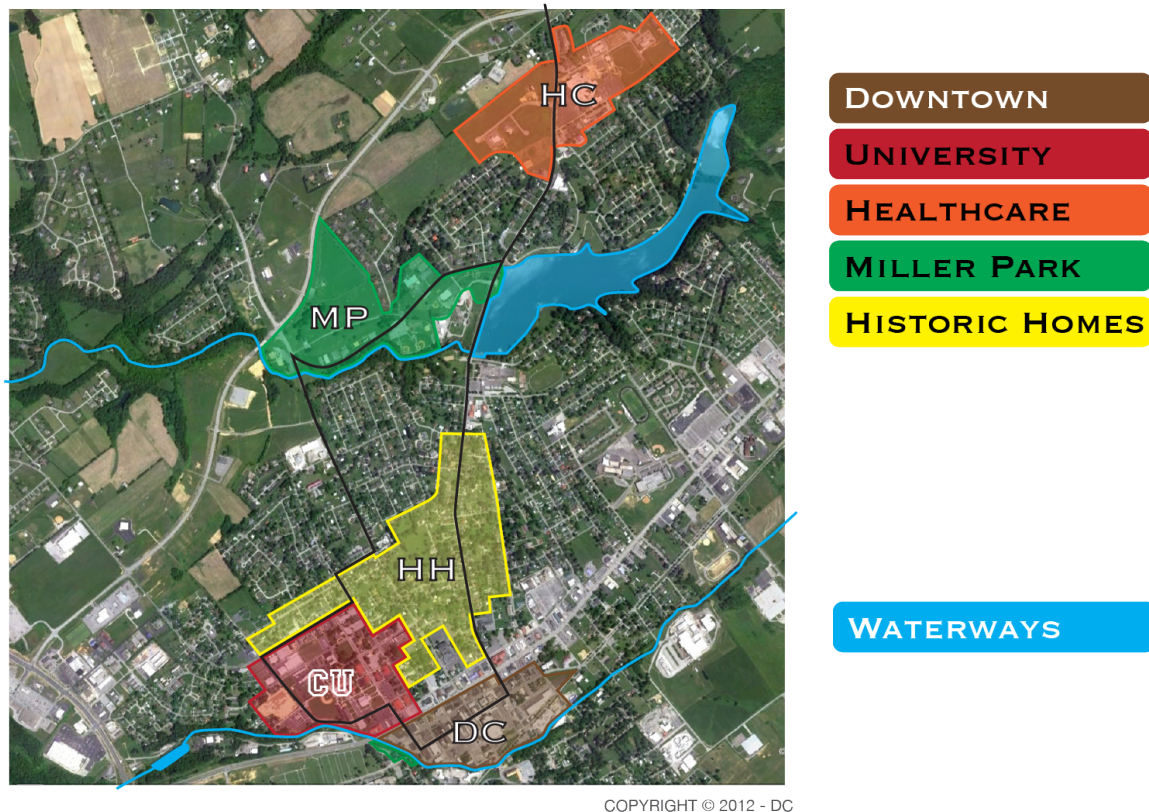


Figure 2

*(Note: Waterways - Green River Lake and it's trail system is 5 miles from Downtown Campbellsville and is an essential part of this Trail Town - not shown **Error!** Reference source not found. due to scale)*

Map View - Figure 3:

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### DOWNTOWN CAMPBELLVILLE™

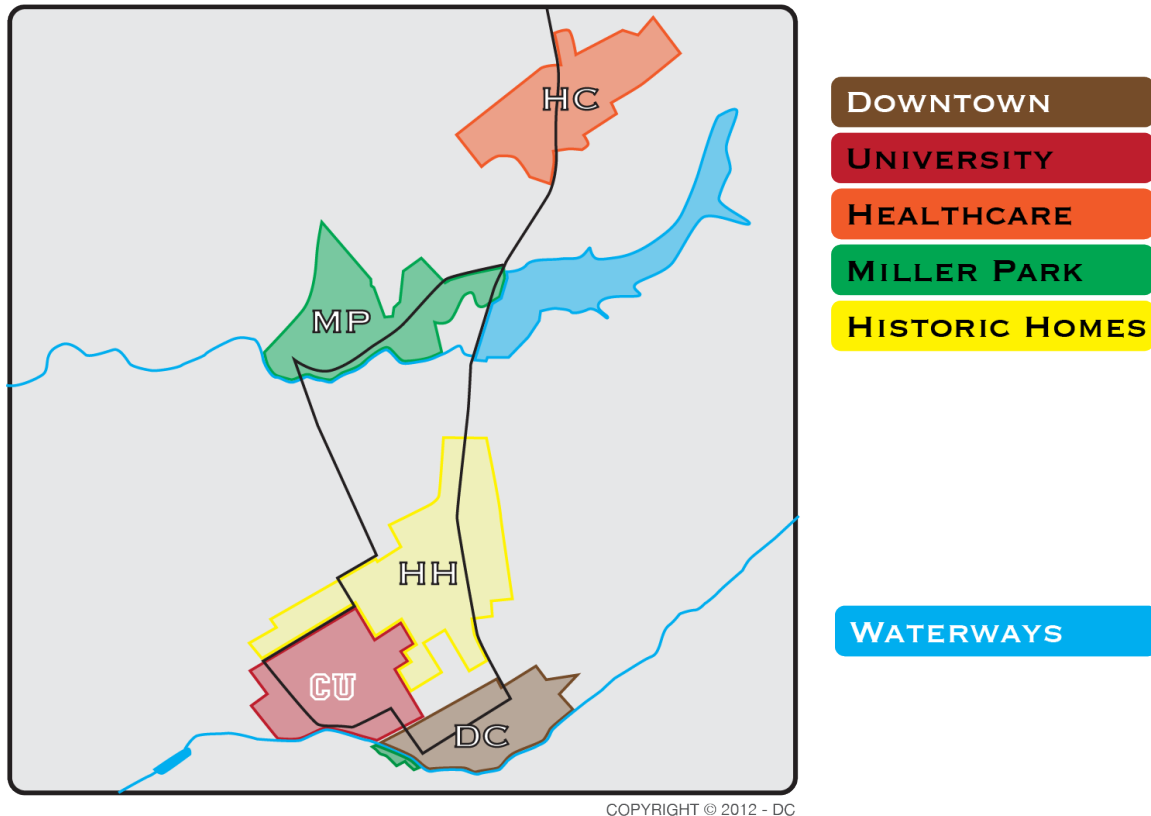


Figure 3

It is critically important to realize that Campbellville has existing routes that form a 5K / 3.1 mile “central loop”. This loop links commerce, education, recreation, healthcare, and waterways together at its core (Zone 1).

The “Central Loop” geographically links together key stakeholders of Campbellville’s Trail Town. Strategically, this more easily creates future adoption, participation, and sponsorship because those who might routinely use the trail are actually “on-the-trail” (hospital, university, merchants, bankers, residents, etc.).

For years, Campbellville’s “Central Loop” has been used by University joggers, recreation to Miller Park, walks along Historic Lebanon avenue, and numerous 5K running events. The Central Loop runs by CU ball fields, historic Main Street buildings, City Lake, and even the golf range in Miller Park. All trail spurs link the “Central Loop”.

The “Central Loop Trail” and the destinations need to be more clearly defined and marketed by the Trail Town effort. About, 96% of the loop has sidewalks and suitable for walking, jogging (a small section of Central Ave needs a sidewalk).



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And, the entire loop is suitable for cycling by sharing the roadway (which could benefit with road markings and signage). The existing pedestrian crosswalk signs at the signal lights protect crossings at Broadway.

Shown below is a draft map of the Central Loop Trail with Legend and Points of Interest POI.

See Figure 4



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### GREEN RIVER TRAILS™

#### Central Loop Trail



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WWW.GREENRIVERTRAILS.COM #GRNRVTRLS

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Figure 4

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### Trail Town Zones

Setting Priorities - Zones could be created to scale the trail town project, set priority, or stagger implementation over time.

Zone 1 is Priority 1 and implemented in Phase 1 (etcetera).

- Zone 1 (Priority 1, Phase1) – Central Loop, City Center
- Zone 2 – Extensions to Zone 1 including new Amazon Ball Field Park, and west of 210 toward Heistand House, and/or others
- Zone 3 – South extension to Green River Lake – Blue Hole Road
- Zone 4 – Extension to Tebbs Bend and fringe of Taylor County
- Zone 5 – Beyond Taylor County

This plan organizes this project into zones so priorities, cost, and schedule can be better managed.

See the Zone Map below - Figure 5

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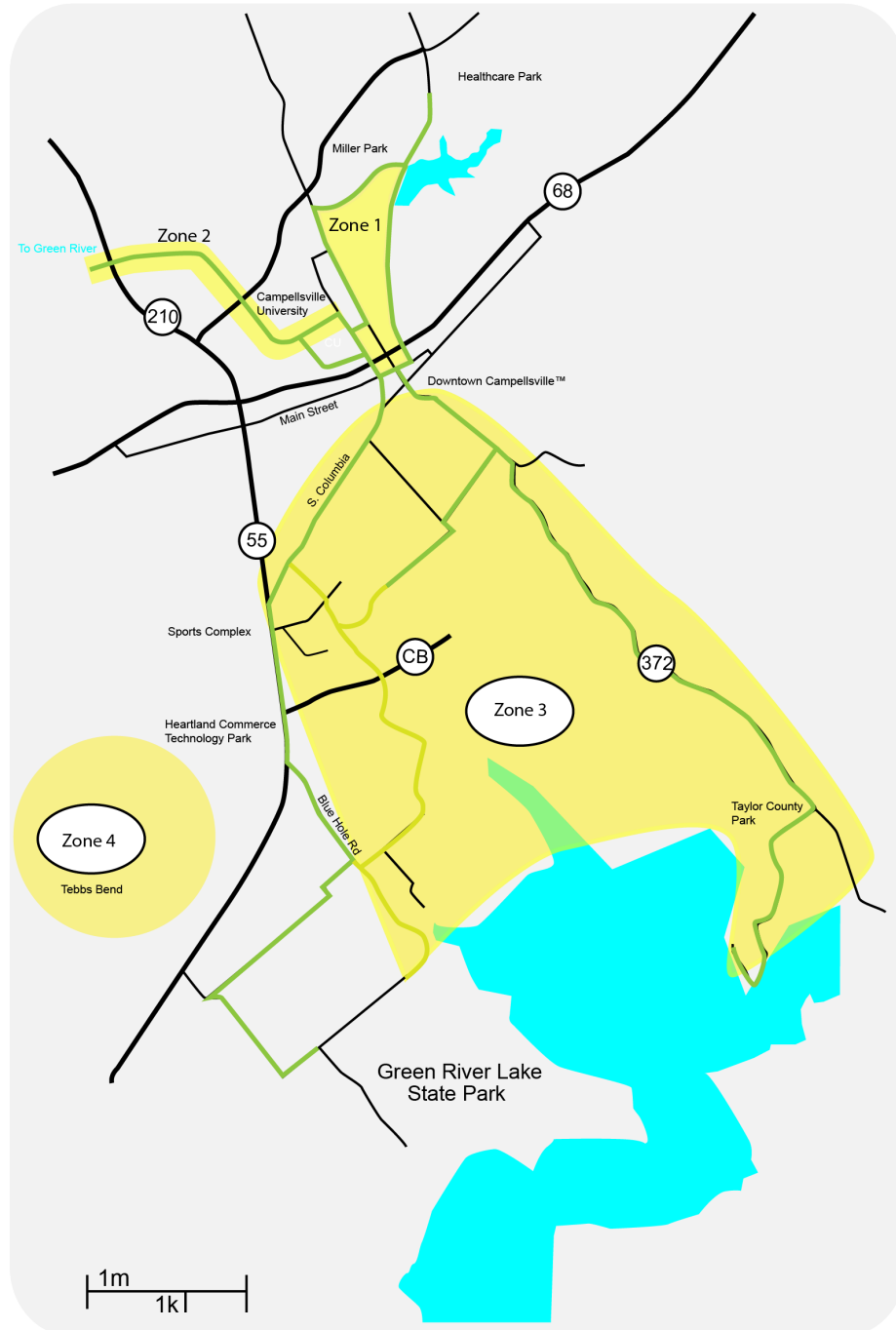


Figure 5

Zone 5 is everything off the map above.

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### Zone 1 (Priority 1) – Central Loop

The “Central Loop Trail ” would conservatively expand the adventure tourism effort by using existing assets and resources with increased promotional activity for about 1 year (Dec 2013).

Marketing efforts could simply be social media and/or sponsorship of enthusiasts (trail evangelists). Expenses could simply be signage.

**Zone 1 is priority 1 because it offers significant “bang for the buck”.**

It is also highly marketable and with high marks for “experiential value”.

Below - This map of Downtown Campbellsville (**Error! Reference source not found.**) highlights 6 destinations that are linked together by existing “urban trails” (i.e. sidewalks/roadways).

### Zone 2-4 (Priority 2-4) - Spurs, Trails

Briefly, attaching trail spurs and longer loops to the Central Loop Trail would expand trail reach to the notable recreation areas of Taylor County and especially connection to the Green River Lake State Park and Marinas.

The timeframe for this activity is 2013-2020. Although, depending on your viewpoint, using existing resources such as roadways for road cycling could be enacted much sooner.

A key point to this Zone 2-4 is to define trails existing assets and resources (roadways). This activity includes identifying enthusiast who regularly walk, run, or ride and find out what they do (who, where, when, why, how). For example, local triathletes already have training routes and swim routes – who/what are they? Local road cyclists already have existing trail loops on roadways – who/what are they? How can we get them involved as evangelists and use their experience?

### Zone 5 (Priority 5) Trails Reaching Beyond Taylor County

Interconnecting trails to Adair, Marion, and Green Counties could bring far reaching marketing benefits (word of mouth and regional promotions or events). Connecting the trails is strategic, long term.

### Trails, Loops and Spurs

These are the crucial trail routes – 4 total.

#### Loops

- Central Loop – walking, running, cycling, 5K/3.1 miles

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### Spurs

- Campbell Trail (North-South Spur) – From North Campbellsville to CU

### Trails

- Green River Lake Trail – Downtown to Green River Lake State Park (via Columbia /Hwy 55, Blue Hole Road, new paths). Includes connection to the new Campbellsville Sports Complex
- Emerald Isle Trail – From Downtown down Hwy 372 to Taylor County Park to Emerald Isle Marina

### Points of Interest (Icons)

These are many points of interest (POI)

- DC
- CU
- Historic Homes
- Miller Park
- Health Care Park (Future YMCA)
- CU Cross Country Trail – Central Ave
- Etc.

See the accompanying visual presentation.

### Signage, Signs

Sign Artwork (Branding, Sponsors).

Sketch shown below – DRAFT -

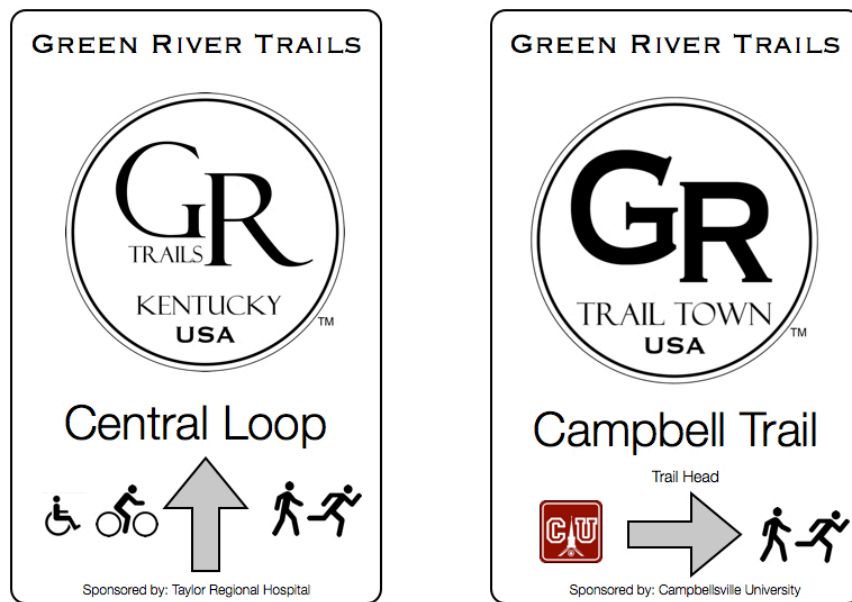
Also, see the accompanying visual presentation.

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### Signage / Way Finding

Concepts



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Figure 6

### Locations of Signs

TBD – Implementation

- Trail Heads
- Wayfinding

### Viewpoint

**Project** - Another important consideration is your “viewpoint” (i.e. walker, hiker, runner, road cyclist, mountain biking, horseback rider). Your viewpoint as a cyclist may be vastly different than a pedestrian concerning the same trail. Additionally, the trail itself has “context” on what its intended purpose is (i.e. is this sidewalk a suitable for walkers and runners, simultaneously?).

As such, trail efforts and maps could explicitly list the trail as Pedestrian, Road Cycling, Mountain Biking, or Mixed-Use”. Maps could be created with different trails or color-coded overlays to indicate suitable use.

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*One such example is the “Central Loop Trail” which is suitable for walkers if you’re on the sidewalk or cyclists if you’re on the roadway. The trail map would have a color-coded overlay and icons to indicate what applies to the walker or cyclists. (See Central Loop Trail Map – Above)*

**Personal** - Your personal viewpoint on safety, fitness, and objectives drastically impact the overall success of the trails. For example, if you are not comfortable riding a road bike on a 2-lane road with no shoulder, then your view might be that the trail has limited potential (time and money constraints). Others who are comfortable with riding on roadways might see the trails with higher potential (use existing resources).

**Communication** - The message here is to communicate your viewpoint clearly (i.e. walker, rider) and have context (urban, suburban, country, park) so that others can understand.

### VMP

Vision, Mission, Purpose (VMP) - This VMP section is included below as a draft.

VMP often defines the philosophy of a plan including the motivations.

#### Vision

“Happy and healthy lifestyles for all using local recreation trails for decades to come”

#### Mission

Create a viable organization by Dec 2013. Develop and promote adventure tourism to an audience up to 200 miles (Nashville to Cincinnati). Become a certified trail town by 2020 (or ASAP).

#### Purpose

Improve health, fitness, diet and exercise. Promote the social, cultural, and economic benefits of a trail town. Attract tourists and buyers to the local economy – “trail tourism”.

### OST

Objectives, Strategies, Tactics (OST) - This OST section is included below as a draft.

OST often defines implementation. It includes measurable goals, resources (time, money, and materials), and actions (skills and labor)



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### Objectives

(To Do – quantify time, money, labor)

- Unify Top-Level Organizations (Downtown, University, Hospital, Parks, Lake, City, County/Tourism)
- Health & Wellness - Education, Training, Safety
- Recreation – Fun and Fitness. Weekly, Monthly, Annual Events (ride, walk)
- Create Value – Branding and perception, economic (revenues, property value)
- Tourism/Economic – New or expand merchants (trail town tours, shopping/dining, bike shops, branded merchandise)
- Leadership – Attract leaders who can advance the TT cause (on message, on mission)
- Enthusiasts/Evangelists – Find and recruit enthusiasts who become TT evangelists, volunteers, board members, and etc.
- Budget – Define an initial operating budget (\$12K annually minimum) and build sales and marketing efforts to obtain it. Stretch goal of \$120K annually or \$1.2M over 10 years.
- Revenues – Create income via tiered-level membership sales and/or sponsorships. Leverage how the University gets corporate sponsorship for athletics. Create a brand worthy of similar investment.
- Funding – On-staff grant writer. Seek any/all applicable funds at least 1 per year
- Marketing – Need source for agency style skills like photography, graphics art, copywriting, advertising and promotion. Driven by a Marketing subcommittee.
- Promotion – Create events and campaigns that attract people.
- Results – Track and measure results, close gaps. Publish results to the public annually.

### Strategy

Find a successful trail town similar to Campbellsville and emulate what they do.

- Primary - Connect the Top 5 destinations with a “Central Loop” trail route - Zone 1. Use existing resources. Signage. Promotion.
- Secondary – Connect alternate trail spurs to Central Loop – Zone 2
- Third – Define how to reach Green River Lake from Downtown – Zone 3
- Fourth – Create long term plan to reach Tebbs Bend, and other interesting areas of the county – Zone 4
- Create activities for people to attend

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### Value Creation

- Asset improvement (sidewalks, roads, trails, streetscapes)
- Branding – Build a brand
- Merchandising – Sell the brand for funding
- Partnerships/Sponsorships
- Investors/Stockholders

Create reasons for sponsors to invest money.

Create value for buyers to shop, tour, and recreate.

### Branding

This ATTT effort uses by the most significant geological feature of the region for its inspiration and brand – the Green River (GR). From the trails of Downtown Campbellsville, you can explore the urban tributaries of the Green River. All water that leaves Campbellsville flows through the great Mammoth Cave and onto the Ohio River.

### Managing Expectations

- Have a clear viewpoint – Be clear verbally and in writing what viewpoint you are discussing because it matters to the success of the trail route - Walk, Run, Ride.
- Be realistic (time, money, resources)
- Be clear, concise (stake holder buy-in, messaging)

### Tactics

- Incorporate – Become a 501(c)(3) organization
- Leadership – Elect a board (skilled, available)
- Assessment – Quantify existing assets and resources
- Fundraise - Raise funding with Corporate Sponsors, grant money
- Implementation (signage)
- Project Management (task list, due dates, reporting)

### Marketing and Promotion

- Build a brand (branding, logo - artwork/font, slogan, messaging)
- Merchandising – Hats, tee-shirts, coffee mugs, etc.
- Naming – Sponsorship by naming trails
- Launch a marketing campaign to attract adventure tourism
- Campaigns – “Kentucky’s Next Great City™” is an adventure town
- Events – Hike and bike activities, cookouts, Warrior Dash
- Affiliates – Downtown, university, hospital, lake
- Collaterals – Web, social media, directory listing, tri-fold brochure, signage
- Agency Services – Photography, copywriting, multi-media, collaterals

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### Organization

- Communication – email, Evites, text msg, meetings
- Collaboration - Dropbox
- Partners – leveraging resources

### Finances

- Bookkeeping
- Accounting
- Taxes

### Implementation

- Education and Training
  - Local Helmet Policy
- Exercise Plans

### Health Technology

- Smartphones
- Heart Rate Monitors
- Accelerometers - Nike Fuel Band
- Google Earth – GPS Trail Tracing
- GoPro Camera – Action video for YouTube

### Document Revisions

V0.1 - Oct 26, 2012 – Captured meeting notes, formulated this draft. - W. Patton

V0.2 - Nov 8, 2012 – Released brand Green River Trails. Added economics, naming, graphic arts, merchandising, map (added spurs – Meader, Bypass, GRL) - W. Patton

### Contact Us

Downtown Campbellsville - Will Patton, Author / Developer

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### Appendix

#### Campbellsville Sports Complex

New construction. This park should be designed to include trails from Downtown Campbellsville to Green River Lake State Park.

Source: CKNJ.com



Figure 7