

TRAIL-ORIENTED ECONOMIC DEVELOPMENT

Increasingly, communities nationwide are seeking new ways to leverage their outdoor recreation amenities to stimulate and grow their local economies. In addition to their social, environmental, and physical benefits, natural features like trails and parks offer Main Streets myriad opportunities for new investment and sustainable economic growth.



To support commercial revitalization professionals in developing comprehensive, trail-oriented economic development plans, the National Main Street Center (NMSC) has created a **new suite of technical services** focused on **Trail-Oriented Economic Development**, available through a number of delivery models.

Trails, Outdoor Recreation, and the Local Economy

- /// **Webinar:** A 75-minute companion webinar that provides an overview of the Trail Town method and how local communities can implement their own comprehensive, trail-oriented initiatives using the refreshed Main Street Approach.
- /// One-day, in-state workshop for commercial district directors, focused on how to develop and implement a trail town initiative. This workshop will offer best practices on defining trail corridors, connecting nodes, and prioritizing implementation phases.
- /// One-day, in-community technical assessment and plan development, designed to work directly with key stakeholders to build a community coalition and create a step-by-step plan for integrating trails, outdoor recreation, and active transportation into economic development plans.

Additional Trail-Oriented Economic Development Technical Resources:

Deep Dive: Trail Tourism and Local Business

Integrate the recruitment and sustaining of businesses geared toward trail tourists into strategic plan

Deep Dive: Active Transportation on Main Street

Make your downtown more pedestrian and bike-friendly

Deep Dive: Trail Corridor Loops

Collaborate with neighboring communities to create a trail-oriented corridor

Deep Dive: Assessing the Economic Impact

Develop methodology for tracking the economic impact of trails and outdoor recreation

Each deep dive track can be designed as follows:

- /// One-day, in-state workshop for commercial district directors
- /// One-day, in-community district assessment and plan development

For more information including draft agendas and cost estimates, please contact Lindsey Wallace at LWallace@savingplaces.org or 312.610.5605.



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