Maximizing Your Trail Through Special Events
Greenways/VRPS Conference 2008
PowerPoint Outline

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Slide 1
Maximizing Your Trail through Special Events
- Trails and Greenways are the ideal setting for Special Events
- How do you determine the right event for your trail?

Slide 2
Gauge Your Community's Recreation Quotient

Is your community consumed with…
- Biking
- Birding
- or Bowsers

Slide 3
…or passionate about…
- Paddling
- Puddle jumping
- or Hooking the Big One

Slide 4
Take Inventory!
Capitalize on location & characteristics of trail -

- Trail Features
- Adjacent Amenities
- Community Resources

Slide 5
Trail Features
- Surface – paved, gravel, single-track
- Characteristics – River/Creek/Lake, Woodlands, Rare Species

Slide 6
Adjacent Amenities
- Attractions – Parks, Museums, Concerts
- Historical – Native Americans, Civil War, Significant Events
- Business – Dining, Shopping

Slide 7
Community Resources - Interest groups and organizations
- Running & Fitness Club
- Anglers Association
- Mountain Bike Association
- Virginia Herpetological Society
- Kennel Club
- Youth-serving organizations
- Churches
- Civic groups
- Museums
- Municipal Departments – Police, Fire, Health

Slide 8
Community Resources – Non-Profit Associations
- Health-related Associations (American Cancer, etc)
- Habitat for Humanity
- United Way
- Humane Society

Slide 9
Community Resources - Business Partners
- Sporting Goods Stores
- Pet Shops
- Soft Drink Suppliers, etc.

Slide 10
Pulling it All Together
- Calendar
- Clear Guidelines
- Communicate

Slide 11
Peddling Events

Slide 12
Walkathons to Marathons

Slide 13
Outside Art

Slide 14
Gone to the Dogs

Slide 15

Hard Hitting Competitions

Slide 16
Gettin' Hooked

Slide 17
Trailside "A-Tractor"

Slide 18
<u>Not</u> the Last Child in the Woods

Slide 19
By Candlelight

Slide 20
The Non-Event