



Augusta, Kentucky River Town Review

Fresh Eyes on Enhancing Tourism & Outdoor Recreation in your Community



Round 2, Spring 2021

Ohio River Recreation Trail Team



NPS RTCA

RIVERS, TRAILS & CONSERVATION
ASSISTANCE PROGRAM

www.nps.gov/rtca



Lewis and Clark National Historic Trail Experience
Retrace the Expedition and Explore New People, Places, and Stories

Augusta, Kentucky River Town Review

Fresh Eyes on Enhancing Tourism & Outdoor Recreation in your Community

Table of Contents

I.	Introduction	3
	a. Ohio River Recreation Trail (ORRT)	
	b. River Town Review Program (RTR)	
II.	City of Augusta RTR Planning Process.	3
III.	Desktop Reviews	4
	a. Process/results	
	b. Walkability & Bikeability Scores	
IV.	Community Visit	5
	a. Community Experiences	
V.	Community Input	6-7
	a. Virtual workshop	
	b. SWOT Analysis	
	c. Brainstorming Ideas	
	d. A Perfect Day in my Community	
VI.	River Town Review Executive Summary	8-13
	a. River Town Review Input	
	b. River Town Review Recommendations	
	i. Desk Top Reviews	
	ii. Walkability/Bikeability	
	iii. Immediate Action Items	
	iv. Short-term Ideas to Pursue	
	v. Long-term Ideas to Pursue	
	vi. Additional Ideas to Consider	
	vii. Classic Trip Opportunities	
VII.	Appendices	13
	A. RTR Planning Process	
	B. Augusta RTR Documents	
	C. List of Resources for Communities	

Introduction

Ohio River Recreation Trail (ORRT)

The vision of the volunteer-led Ohio River Recreation Trail steering committee is to create a 274-mile land and waterway self-guided adventure trail that connects people to opportunities for outdoor adventure, recreation, and discovery on and along the Ohio River from Portsmouth, Ohio to West Point, Kentucky. It will serve to promote tourism and economic development; facilitate education about the valley’s unique history, culture, and beauty; promote environmental awareness and safety; and respect for lands and waters.

Vision: The Ohio River is an accessible and welcoming recreation corridor with vibrant river towns connected by land and water trails.

Mission: Facilitate world-class outdoor adventure opportunities through partnerships that promote healthy recreation, education, stewardship, and economic development for Ohio River communities.



River Town Review Program (RTR)

A team of professional planners from the National Park Service - Rivers, Trails, & Conservation Assistance Program (RTCA), leaders from the ORRT, the Lewis and Clark Geotourism project, and volunteers from outdoor recreation user groups work with engaged leaders to capture the benefits of outdoor recreation and tourism along the Ohio River. Their combined experience and skills provide a free assessment of the community recreation resources, facilitate a community input process, and prepare a summary of their findings for the community. The RTR helps communities see the possibilities and identify potential actions they can pursue to add sustainable recreational opportunities to their communities.

City of Augusta RTR Planning Process

[\(See Appendix A for more details\)](#)

The City of Augusta requested a River Town Review by the ORRT Team to provide “Fresh Eyes on Enhancing Tourism & Outdoor Recreation in their Community.” The request was approved for the second round of RTRs in the spring of 2021.

The RTR Team reviewed materials provided by the community contact and conducted a desktop review of the community’s internet presence. Several RTR Team members visited the community and met with key stakeholders. It was intended to be an in-person, several-days visit, but plans were modified due to Covid restrictions. The team hosted a virtual community input workshop on May 11, 2021, that included a SWOT analysis and brainstorming of ideas for enhancing outdoor recreation in Augusta. The participants were asked to help prioritize the ideas generated into short-term and long-term goals for the community to pursue. They also provided a short description on their “favorite places to take visitors in Augusta”. The RTR Team reviewed and analyzed the community input to create recommendations for this report.

Desktop Reviews

[\(See Appendix B for more details\)](#)

Process/Results

Five volunteers spent about one hour each on-line to see what they could find out about Augusta, Kentucky as if they were thinking of visiting for a day or overnight. They looked at outdoor recreation opportunities, lodging, restaurants, breweries/wineries, historical sites, attractions, and events. The reviewers found that the theme for Augusta is the “Most Picturesque Town in Kentucky” per USA Today. The town’s website was compelling by showcasing the community charm and a “Plan Your Visit” section. The reviewers recommended doing a video with drone footage to capture the atmosphere of the river town community and promote more of the outdoor recreation opportunities on the website

Walkability & Bikeability Scores for Augusta

Walk Score & Bike Score measure the walkability/bikeability of any address using a patented system which analyzes hundreds of walking and biking routes to nearby amenities. Points are awarded based on the distance to amenities in each category.

- Walkability Score for Augusta – **48 Mostly Car Dependent**
- Bikeability Score for Augusta – **24 Somewhat Bikeable**

Please visit www.walkscore.com for more information.

Walk Score
90-100 Walkers Paradise
70 -89 Very Walkable
50 -69 Somewhat Walkable
25 -49 Mostly Car Dependent
0 – 24 Car Dependent

Bike Score
90-100 Bikers Paradise
70 -89 Very Bikeable
50 -69 Bikeable
0 - 49 Somewhat Bikeable



Ohio River View from the shores of Augusta

Community Visit

[\(See Appendix B for more details\)](#)

Community Experiences

Several members of RTR Team visited Augusta on different days in April and early May to experience the community. Some of the key things that the RTR Team liked about their community experience in Augusta were

- Having access to Bracken Creek for paddling and fishing
- Augusta River Park and Boat Ramp is well designed for boaters, paddlers, and anglers
- Baker-Bird Winery and Distillery
- Plenty of charming places to stay and dine
- Walkability and Bikeability is great around the side streets as there is little traffic
- Civil War, Underground Railroad, Native American and 1811 Jail history
- The charm and benefit of the Jenny Ann Ferry to bring visitors and residents to Augusta from Ohio

Some of the key things that the RTR Team would encourage the community to improve are:

- Host small and large events for paddling and fishing
- Install bike racks at key locations in downtown Augusta’s business district
- Create a walking tour map for visitors
- Take advantage of the Lewis and Clark Historical Trail by uploading and using the interactive map <https://lewisandclark.travel/>
- Install new signage and update existing signage by the river add ORRT logo.

Community Input

[\(See Appendix B for more details\)](#)

Virtual Workshop

The RTR Team hosted and facilitated a virtual workshop for Augusta on May 11, 2021. Nine local community members, including elected officials, participated in the workshop via Zoom. The Desktop Review and Community Visit findings were shared by the RTR Team for discussion. The participants were asked to share their thoughts by entering their ideas on Post-It-Notes via their computers on the Mural interactive software. As a homework assignment after the workshop participants were invited to describe their favorite places to take visitors and their perfect day spent in the community. This virtual workshop assisted the RTR Team to better understand what is important to the community and where the special places are in the Augusta area.



Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis

[\(See Appendix B review all of the ideas generated from the SWOT Analysis.\)](#)

The workshop participants identified the following as the primary considerations for each of the categories of SWOT Analysis for the City of Augusta. The list identifies the higher priority items selected from all of the ideas generated during the SWOT Analysis for all four categories.

STRENGTHS

- Jenny Ann Ferry
- Riverfront Park areas
- Boating access to the Ohio River
- Baker-Bird Winery and Augusta Distillery
- Bracken Creek
- Historic charm

WEAKNESSES

- Financial Resources
- Leadership
- No camping options by the river
- Not supporting new ideas and events
- Lack of overnight dockages
- No outdoor activity rentals or sales
- Unsafe dockage due to wake
- Lack of awareness about Augusta

OPPORTUNITIES

- Kayak livery
- Make Augusta more bike friendly
- Campground near river
- Different funding opportunities
- Improve signage facing river
- Restoration of historic buildings
- Promote lodging for cycling and paddling groups

THREATS

- Not enough funding
- Resistance to change
- Major flooding events
- Need broader support from the community
- Dependence on tourism as one of the few industries in town
- Maintaining an appeal to younger generations
- Pollution of the water

Brainstorming Ideas

[\(See Appendix B review all of the ideas generated from Brainstorming ideas.\)](#)

The participants were led through an exercise to identify ideas for Augusta to consider pursuing to improve or create recreation assets and tourism opportunities. The following lists identify some short-term and long-term higher priority items selected from all the ideas generated during the brainstorming exercise.

SHORT TERM IDEAS

- Host kayaking and canoe events
- Install bike racks
- Host multi-day festivals
- Promote walking tours of Augusta
- Photo contests
- Fishing tournament

LONG TERM IDEAS

- Establish a bike trail from the dam to downtown Augusta
- Become a trail town
- Establish RV hookups
- Build a paddle trail up Bracken Creek up to the winery
- Create a camping area
- Build path from Bracken Creek to the winery



A perfect day for a visitor in Augusta is....

[\(See Appendix B for more details\)](#)

As a homework assignment to help identify what makes the Augusta area a special place, the RTR Team asked the workshop participants to describe a perfect day for a visitor in the community. Some of the common items identified were riding the Jerry Ann Ferry, touring Augusta's historical downtown, visiting the many local shops and restaurants including the Baker-Bird Winery and Distillery, touring Underground Railroad and Civil War sites, and visiting the Rosemary Clooney Museum.



A brief summary of RTR observations –

[\(see Appendix B for more details\)](#)

The RTR Team looked at the internet presence of the City of Augusta and visited the community to experience what it has to offer in person. They found that Augusta is known as the “The Most Picturesque Town In Kentucky”. Augusta is, in many ways, a model for other river towns working hard to attract visitors and new investment in the historic community. The Team observed that the Augusta River Park & Boat Ramp is well designed for pleasure boaters and the grounds are well kept. There are plans to do some improvements to the existing park facilities (restrooms, showers, pathways, bicycle racks, and creating a kayak/canoe landing). Some of the unique attractions are the Jenny Craig Ferry, Baker-Bird Winery, Bracken Creek, Beehive Restaurant, and several historic structures overlooking the river.

Over the course of several visits, the ORRT Team informally interviewed random people on the streets of Augusta.

Some of the things that visitors were saying about Augusta were:

- Having a wonderful time after eating at the Augusta General Store and shopping for antiques.
- Motorboating family often dock at the O’Neal Riverwalk and spend the evening in Augusta.
- Several couples from out of the state came to visit the Baker-Bird Winery.
- A group of 30 something women from Cincinnati spent the afternoon and evening exploring Augusta and only one had been to Augusta before this trip.



River Town Review Executive Summary

A River Town Review Connecting Vision for the City of Augusta

The City of Augusta participated in the River Town Review process because it wishes to further enhance its river town destination potential to benefit existing residents and businesses. The city would like to attract new investments and increase outdoor recreation tourism. The following suggestions for the City of Augusta are based on what the RTR Team observed and learned from the community. These items ought to be explored, brainstormed, and action steps should be created by the community. **The RTR team believes the future of Augusta should include the Ohio River Recreation Trail and improvements to CONNECT:**

- the parks, neighborhoods, schools, and the historic business district.
- with safe sidewalks and trails.
- a comprehensive wayfinding signage system to welcome/guide visitors to the recreation and business assets in the community and in the region.
- with more support facilities, overnight accommodations, restrooms with showers and other amenities for various recreation user groups.
- with the development of outdoor recreation events. Coordinate with adjoining communities for events, promotions, and destination river town connections.
- paddlers and bring in visitors to a potential annual paddle/pedal event.
- with paddlers and bicyclists by providing restrooms/showers and secure equipment storage at the waterfront park.
- with the bicycle touring users by promoting area cycling touring routes, providing bicycle racks in the business district and promoting that cyclist can use the Jenney Craig Ferry.

Continue to enhance the historic business district and create memorable places for civic events, attracting visitors, residents, and businesses. These efforts will provide a multitude of benefits for the city, residents and the visiting public as the community will become a viable Ohio River Recreation Trail gateway - increasing tourism, business opportunities, and quality of life for the residents.

River Town Review Recommendations

The following specific recommendations are based on all information gathered and observed by the RTR Team.

Desktop Reviews

- Create a section on the Augusta.org website promoting boating, fishing, paddling, bird watching, cycling, camping, horseback riding, water skiing and tree climbing opportunities.
- Promote greater FB follower engagement by responding to comments and inviting the sharing of experiences, recommendations, ideas, etc.
- Include an engaging video (perhaps with drone footage) that captures the atmosphere of what it is like to visit Augusta on the website.
- Would be helpful to add pictures of people gathering and enjoying the annual events in the town... Showing people in these pictures also implies a vibrant community.
- Really important to add a map to the website connecting the dots of the places to explore - and narratives about activities that create an adventure. One reviewer said they could not tell from the list of places to stay and eat where they were located in relation to the river and the downtown business district.
- Include links to the ORRT and the Lewis and Clark National Historic Trail.

Walkability/Bikeability

- Cyclists use the Ferry. Route 52 in Ohio is well used by experienced on -road cyclists and Route 8 in Kentucky is also a favorite route for cyclists.
- Continue to maintain and expand the sidewalk network within the City of Augusta. Explore opportunities to connect trails with other recreation facilities and communities in the region.
- Support and explore a regional & county wide trails plan that includes bicycle touring opportunities that connect the City of Augusta to other cities in the county and region. STRAVA Heat Maps can provide background on where the cyclists are currently riding in the region. See Appendix C for link.
- There are a number of items that a community can do to improve the bikeability in the region. See Appendix C List of Resources, Bikeability Checklist.
- Create and adopt a Bike/Pedestrian Master Plan for Augusta in partnership with Bracken County that complies with the Kentucky Department of Transportation standards for a Bike Ped Master Plan. This may allow for some funding for future sidewalk/trail linkages that involve future state highway corridor improvements. Once the plan has been approved by KYDOT, any future state highway improvements will need to consider the pedestrian and bicycle recommendations in the approved local plan. See Appendix C List of Resources, Dept. of Transportation Bike & Pedestrian Planning, Kentucky weblink for more information.

Immediate Action Items (Low Hanging Fruit):

- Update ORRT Digital Guide with local businesses/services:
<https://www.ohioriverrecreationtrail.org/digital-guide>
- Partner with the ORRT organization:
<https://www.ohioriverrecreationtrail.org/become-a-partner>

- Enroll in the Lewis & Clark National Historic Trail Community Partner Program: <https://lewisandclark.travel/partner-community-program/>
- Utilize the photographs from the community visit by the professional photographers, Joe Wolek and John Nation, in future outdoor recreation information website updates.
- Schedule a popup event or a meet up group to walk and/or bike the riverfront area and it's connections to downtown to discuss the questions and ideas in this RTR report with others to get more input and develop support.
- Review the priority SWOT results and brainstorming ideas to see if there is anything that can be done immediately or that may add benefit to projects already in process
- Your robust festivals should include activities on or around the Ohio River. Include a recreational component or demonstration in your festivals.
- Consider more programming to engage residents and visitors in recreation. A river float to Augusta from Dover with the high school football team. A walk along the river with the mayor.
- Add bike racks near service facilities in the city to welcome the cycling community. Consider installing charging stations for electric bikes and bicycle repair stations in the downtown area, and at parks along cycling routes.
- Include outdoor recreation, the Ohio River, and connections to other communities in your CVB info AND local residents' information.

Short Term Ideas to Pursue:

- Install bike racks at key locations in the business/entertainment district, at the Augusta River Park Boat Ramp, at the IGA, at your playground, at the school, etc. (We MAY be able to arrange to get you 10 or so top-grade racks for FREE.)
- Plan and promote more river events for kayakers, fishing, and motorboat users.
- Create a Historic Walking Tour in Augusta with a map, wayfinding signage & interpretation stations (QR Codes) Create a walking tour map for distribution to visitors – and to post on the website – that shows where people can stay, eat, drink, boat, visit historical sites, lock up their bike, etc.
- Create joint tourism/marketing efforts with other Ohio River Cities, promoting all of the many recreation assets in the region and connecting communities
- Build on the success of the Shacks Yaks pop up kayak rental operation by creating a mini paddling festival (live music, activities for kids on the riverfront, food truck(s), etc. when they come to town.
- Permit overnight TENT camping on the Ohio River shoreline at the Augusta River Park. Perhaps require campers to register online in advance with the Police Department.
- Promote the fact that there are 3-4 Airbnb facilities in Augusta that can easily sleep 7-14 people – very attractive for groups looking for places to go paddling, boating, or cycling over a weekend. Would be especially attractive for cyclists from Cincinnati (44 miles) and Lexington (80 miles) looking for an affordable overnight destination for a two-day ride.
- Highlight the unique experience families with kids and others can have at EarthJOY Tree Adventures – including the ability to rent a tree house for the night. Where else can you do that!
- Install a river facing sign at the Augusta River Park that says “Welcome to Augusta” with the website and QR code for lodging, dining, and activities information.
- Contract with the Ferry management to have the gentleman who collects the fare give everyone *on the way* to Augusta the “Welcome to Augusta” brochure – could be 150+ on a busy day.
- Upgrade the Ferry Landing sign to include the website and QR code.

- Consider events that close a street temporarily to cars and provide pedestrian and bicycle friendly activities with outdoor recreation partners.

Long Term Ideas to Pursue:

- Explore and consider any long-range trail planning. Connecting Augusta to other communities in the county, in the state and across the river in Ohio.
- Continue to explore new events as Multi-Day Festivals
- Consider organizing a bigger paddling event taking advantage of Bracken Creek for races, paddling clinics, boat demos by outfitters, interactive exhibits concerning nature/animals/environment/etc. perhaps tied to the Augusta school district.
- Organize an annual kayak fishing tournament.
- Work with the Baker-Bird Winery & Distillery to create a 2.6 mile “Paddle and Sip” kayak route up the Bracken Creek and create a takeout on the Little Bracken Creek close to the winery/distillery so paddlers can walk the last 1/10th of a mile to the facility – would be a very unique outdoor experience!
- Make the hard scape boat pier at the O’Neil Riverwalk safer and more inviting for power boaters by installing floating wooden docks with boat bumpers to protect boats from the wake, especially on the weekends. Then put up signage visible from the river letting boaters know they can dock there – and for how long and at what cost (if any).
- Reach out to the horse-riding community promoting the 20 miles of trails available at the nearby Bracken County Recreation Park and the Wildfire Equestrian facility – “Ride Augusta” or “Horse Around in Augusta” or “Make Hay in Augusta”.
- Explore the possibility of hosting a cycling race using your downtown streets for the course – takes advantage of your compact downtown and the beauty of Riverside Drive. Ideally you could get a cycling club to sponsor and organize it for you.
- Develop a kiosk at the Park with a map of Bracken Creek and the Ohio highlighting information about nature in the area – birds, fish, trees, etc.
- Create and place a sign that says “Augusta” with an arrow to the left at the intersection of Route 8 and Route 19. Could also be a “Boat Ramp” sign with an arrow directing visitors to the Augusta River Park Boat Ramp at the same place.
- Create a DORA district in the downtown core allowing people to carry drinks in cups in a designated area. New Richmond is thrilled with how their DORA district is working.
- Promote that Augusta is a Golf Cart Friendly Community and that visitors can rent them by the hour.

Additional Ideas to Consider:

- Consider engaging the Lewis & Clark National Historic Trail and including its auto tour signage <https://lewisandclark.travel/>
- Tell Your Story – every community has a unique history. Explore ways to create memorable experiences in your community and on the trails that link to your community.
- Highlight the history and cultural assets of the community to be compatible with the current technology with the use of apps, QR codes, etc.
- Become a motorboat, cycling and paddling destination river town with overnight tent camping, transient docking, paddling/cycling equipment storage and public restrooms with showers.
- Consider master planning a water trail & greenway trail from the riverfront park to the Baker-Bird Winery as a future NPS-Rivers, Trails, & Conservation Assistance project. To apply for technical planning assistance please visit the website at www.np.gov/rta

Classic Trip Opportunities

- Paddling trips from Dover, KY to Augusta, KY, (7 river miles) Augusta to Chilo, OH (7 river miles) Chilo to Foster, KY (4 river miles) on the Ohio River. Typical afternoon float trip is around 6 river miles.
- Motorboat and paddling destination river town with overnight tent camping, transient docking, kayak launch, public restrooms, and showers.

Appendix A River Town Review Planning Process

The RTR Team has summarized and created an outline for the steps of the ORRT RTR planning process with a virtual community input workshop. Appendix A contains the summaries of The Request Process, Pre-workshop Tasks, Workshop Tasks and Post Workshop Tasks.

Appendix B Documentation from River Town Reviews

The RTR Team has compiled all of the information received from the workshop participants for further reference in this document. Appendix B contains the data from the Desktop Reviews, Visitor Assessments, SWOT Analysis, Brainstorming Ideas, Homework, Comments, A Perfect Day in Carrollton/Carroll County Stories, and other information collected during the RTR process.

Appendix C List of Resources for Communities

The RTR Team has compiled a list of resources for communities to seek additional information in the following categories: Outdoor Recreation & Adventure Tourism, Sustainable Tourism, Maintaining Small Town Character, Grants and Funding Opportunities, Organizations and Community Assistance Programs. Please refer to Appendix C -List of Resources for Communities for a complete listing with website links.





Photos of the Augusta Area by John Nation & Joe Wolek



Appendix A

River Town Review Virtual Planning Process

The following steps outline the Ohio River Recreation Trail River Town Review planning process with a virtual community input workshop.

The Request

- **River Town Review Request** – A river town community submits a letter requesting a River Town Review to the Ohio River Recreation Trail Team. Details about requesting assistance can be found at [Ohio River Recreation Trail](#). The river town communities are selected based on meeting the criteria identified on the website.
- **Community Participation Requirements** – If selected, the community agrees to provide a contact person, list of key community members to participate in the RTR workshop, list of community assets, map identifying the location of the recreation facilities, host a tour of the community with the RTR Team and promote/encourage participation in the virtual community input workshop.
- **The ORRT River Town Review Team selects** communities, notifies them, schedules the River Town Review Workshop, and engages the community contact in the pre-workshop planning process.

Pre-Workshop Tasks

- **Desk Top Review** - The River Town Review Team will explore the internet presence of the community through a desk top review by several volunteers. They will be exploring the community assets, determining if they have the information necessary to plan an outdoor recreation adventure in the community (Recreation activities, lodging, restaurants, entertainment, etc.) and preparing a summary of their findings.
- **Community Visit & Assessment** – RTR Team members and outdoor recreation volunteers visit the community, explore the recreation assets, participate in a tour with local officials, interview people about the community recreation facilities and prepare a summary of their findings.
- **Prepare RTR Working Agenda & Presentations** – RTR Team identifies presenters and prepares information for the workshop.
- **RTR team and community leads** meet for a pre-workshop confirmation review and recruit people for participation in the workshop.

Workshop Tasks

- **Virtual Community Input Workshop** – (COVID Travel Restrictions) The RTR Team facilitates a virtual meeting to share what the fresh eyes have seen and hear from the community. The Team presents opportunities for the community partner with Lewis & Clark National Historic Trail and increase their local businesses exposure on the ORRT Digital Guide. The team gathers community input/ideas through a SWOT Analysis, participants prioritize SWOT ideas, & participants Brainstorm ideas to enhance recreation and tourism in the community. After the workshop the RTR Team collects and distributes the prioritized SWOT Analysis Ideas, the Brainstorming ideas captured during the virtual meeting and sends

the data to the meeting participants. The virtual meeting includes power point presentations and interactive online polling.

- **Workshop Participants Homework** – The workshop participants are asked to review the prioritized SWOT ideas and the list of brainstorming ideas generated during the workshop. They are asked to identify their top three short-term and long-term ideas to pursue from the lists, visit websites and describe a what a perfect day for a visitor in my community is. This information is returned to the RTR Team to be reviewed and analyzed as additional input to consider for recommendations.

Post Workshop Tasks

- **Report Out** – The RTR Team assembles all of the information collected from the desktop reviews, site visits, and community input to prepare a summary of recommendations. The collected data and a List of Resources for Communities are included as appendix items with the summary.
- **RTR Team and all RTR communities** convene for a River Town Review Summit to share challenges, successes and ideas for future collaboration.

Templates have been created to help record the information, document the procedures, and guide the River Town Review process.

Augusta, Kentucky

River Town Review

Appendix B: Background & Supporting Materials



Ohio River Recreation Trail Team
River Town Review

A Collaboration of:
Ohio River Recreation Trail Partners
Lewis & Clark National Historic Trail Experience
National Park Service Rivers, Trails and Conservation Assistance Program

Summary Report Prepared by:
Andrea Irland
Russell Clark
Helen Siewers
Michael Shilling

Fresh Eyes on Enhancing Tourism & Outdoor Recreation in your Community



Appendix B Table of Contents

Background & Supporting Material

Application Letter	B3
Digital Desktop Reviews	B9
Community Visit Photos	B18
Visitor Assessments	B19
Community Meeting Agenda	B22
List of Participants	B23
SWOT Analysis	B24
Brainstorming Ideas	B26
A Perfect Day Visiting Aurora	B29
Contact Information	B30



Application Letter



"HISTORY on the river...AUGUSTA, my old Kentucky home."

Janet Hunt
Augusta/Bracken County Tourism Director
Augusta City Building
P.O. Box 85 / 219 Main Street
Augusta, KY 41002

August 3, 2020

Andrea Irland
Russell Clark
National Park Service RTCA
Lewis & Clark National Historic Trail Experience
Ohio River Recreation Trail

Dear Ms. Irland and Mr. Clark

Hello. The purpose of this letter is to request an Ohio River Recreation Trail – River Town Review for Augusta, Kentucky, which has been name as one of the most historic places in Kentucky and most picturesque small towns in Kentucky (U.S.A. Today newspaper). Named the most beautiful view of the Ohio River that inspired the Kentucky State Song, "My Old Kentucky Home" by Stephen F. Foster.

The anticipated outcome of this River Town Review is maximizing the natural resource of the Ohio River and Augusta for attracting visitors to take advantage and enjoy the tremendous Ohio River Recreation Trail. Our goal is to receive suggestions for improving signage, safety measures, leisure activities, walkability/transportation options and assets that encourage recreation of the Ohio River.

Augusta primary business enterprises is tourism. Augusta is a regional tourism destination with many community assets of which number one is small town hospitality and charm. Other community assets are:

- Full time dedicated Tourism Directors who for decades have built a strong reputation
- Local commitment of the community to continue to capitalize on the River resource and tourism
- Large boat ramp and 2 acre park with pavilions, bathrooms that is owned by the U.S. Corp of Engineers and is well maintained by the City of Augusta
- Large boat dock right off Main Street that can accommodate 8 pleasure boats at one time as well as River Cruise Liners like the "American Queen," "Delta Queen" and large commercial river paddle boats that have several annual stops in Augusta
- Medium size boat dock that can accommodate 10 pleasure boats at one time also immediately off of Main Street

Tourism Director
JANET HUNT

219 MAIN STREET
P.O. BOX 85
AUGUSTA, KY 41002

phone
606-756-2183

fax
606-756-2185

email
jhunt@augustaky.com

Equal Opportunity
Employer & Provider

- One of the longest continuing running commercial ferries in America, which dates back to 1797 and started as a hand propelled ferry
- Spectacular, unencumbered views of the majestic Ohio River with unbelievably beautiful sunsets
- Visitor Center in a retired rail road caboose on Main Street with benches maintained by the City
- Over a mile stretch of park along the Ohio River with picnic area maintained by the City
- Bracken Creek runs into the Ohio River at the east side of town that is a frequent place for canoe and kayak activities
- 5 variety of restaurants, cafes, eateries on around the town
- 6 overnight lodging including a full-time Inn, Airbnb, B&Bs on or near the River
- 15 unique boutique shops
- 2 public bathrooms with 1 showers at the public pool
- 4 parks maintained by the City
- Camp grounds maintained by the City
- Largest oldest, wine cellar and winery in America with international acclaimed wines
- Historic bourbon distillery
- Rosemary Clooney Museum
- Oldest jail in Kentucky Museum
- Civil War monument and site maintained by the City
- Gas station ½ mile from the River
- Large fishing park with pavilions, grills, bathrooms maintained by the Hamilton County Hydro-electric Power Plant – 9 miles from Augusta
- Captain Athony Meldahl Lock and Dam – 9 miles from Augusta
- Many premier events including "Art in the Garden," "Swingtime," "Falling of the Leaves," etc. check out the website, <https://www.augustaky.com/>

The main contact for the Ohio Recreation Trail – River Town Review would be:

Janet Hunt
 Tourism Director
 City Building
 P.O. Box 85
 Augusta, KY 41002
 jhunt@augustaky.com
 (606) 756-2183



Digital Desktop Review for Augusta

Four volunteers spent about one hour each on-line to see what they could find out about Augusta as if they were thinking of visiting for a day or overnight – lodging, restaurants, breweries/wineries, historical sites, attractions, events, outdoor recreation opportunities, etc.

Overall Feedback from reviewers...

Team Review Summary

May 6, 2021



Five ORRT volunteers spent about 1 hour each on-line to see what they could find out about Augusta – lodging, restaurants, historical sites, breweries/wineries, tourist attractions, annual events, outdoor recreation opportunities, etc. They reviewed the Augusta’s website, Facebook Page, Instagram, Twitter as well as on-line reviews (Yelp, etc.). They were also asked to suggest ways that Augusta’s on-line presence could be even more impactful.

Here are actual comments from the reviewers:

Augusta website - <https://www.augustaky.com/>

“The Augusta **website is full of great information**, from its rich history to places to stay, eat and explore. The **‘Plan Your Visit’** section is solid. Now I understand why I might want to visit.

“I loved the theme of Augusta being the **‘Most Picturesque Town in Kentucky’** as per USA Today. The stunning pictures on the website show Augusta’s natural beauty and drive home that it is a ‘river town’”.

“The allure of Augusta is the ability to **experience the ideal get away** from being on the river, along its shore, taking a hike, stopping for a bite and a sip, and browsing in local shops. **The charm of Augusta shined boldly through my search.**”

“The town’s **website was the most compelling** for me. I would definitely like to visit Augusta some time, even just for an afternoon.”

“I was intrigued by the two distilleries and pubs – shows **night life!** Antiquing also seems to be a thing.”

“I like the name of the page **‘Plan Your Visit’**. It looks like a great opportunity to create an interactive page to create an itinerary.”

“From the social media I reviewed it seems that Augusta’s niche is **antiques, riverfront dining and events/festivals on the river.**”

Facebook - <https://www.facebook.com/augustakentucky/>

“I was impressed by the **event promotion** on the Facebook page. For such a small town it appears to have a lot of events. It also was **easy to see** what was happening next in Augusta by scrolling through their page.”

“Augusta has **9,000+ Facebook** followers – 8 times the local population. Their posts – which are daily – seem to be very informative and helpful to both locals and visitors. But the posts **deserve more engagement** (comments that spark conversation).

“The Facebook page is active with **frequent and informative updates**. But the town’s presence on **Instagram** is not strong (last updated in 2018).

“**Instagram has new features**, such as reels, that have the potential to reach much larger audiences.”

“**Good post on April 28** listing the upcoming weekend’s activities which received 50+ shares.”

“The website and video link are great!”

Yelp and Trip Advisor

Trip Advisor – Top reviewed include Augusta Ferry, Beehive Tavern, The General Store, Parkview Country Inn, and Guided Walking Tours.

Yelp – Top reviews include Beehive Tavern, Augusta General Store, Carota’s Pizza and Pickers and Peddlers.

“For some reason, a couple of the **‘top 10 things to do in Augusta’** on **Yelp** listed things that are not located there – like Trolley Tours of Cleveland and The Container Store (weird thing to visit as a tourist anyway...)”

Promotion of Outdoor Recreation Opportunities in Augusta...

“I wish there was **more information about the Ohio River**. Are there any activities I can do on the Ohio? If I come by boat can I dock somewhere? Get gas? Spend the night in my boat?”

“I was challenged to find information about **outdoor recreation opportunities** in Augusta on the website – biking, paddling, hiking, fishing, boating, etc. There was no mention of these activities on the site. The American Queen Steamboat was the closest thing to river recreation I found. I only found mention of the Augusta Riverfront Park on the Ohio River Recreation Trail Digital Guide. It was not on the Augusta website.”

“If I am a **canoer, kayaker or cyclist** unfamiliar with Augusta I am likely to look elsewhere to spend a weekend doing what I love.”

“Love the website... but the only **outdoor recreation** that is promoted is riding the ferry or going swimming at the Augusta swimming pool.”

Recommendations...

Create a page on the website to **promote outdoor recreation opportunities** in Augusta – boating, paddling, cycling, camping, horseback riding, fishing, bird watching, hiking/walking, etc.

Promote greater FB follower **engagement** by responding to comments and inviting the sharing of experiences, recommendations, ideas, etc.

Include an **engaging video** (perhaps with drone footage) that captures the atmosphere of what it is like to visit Augusta on the website.

Would be helpful to add **pictures of people** gathering and enjoying the annual events in the town... Showing people in these pictures also implies a **vibrant** community.

Really important to add a **map** to the website connecting the dots of the places to explore - and **narratives** about activities that create an adventure. One reviewer said they could not tell from the list of places to stay and eat where they were located in relation to the river and the downtown business district.

Add a **walking tour route** with an **itinerary** to encourage visitors to explore the historic homes and other sites in Augusta.

Consider stressing the presence of two **distilleries**. Distilleries are an indication of community's vibrancy.

Create and use a **Twitter** account to promote Augusta and its events/attractions.

Include some **testimonials or quotes** from folks (with pictures of them) about what they love about Augusta, especially from the point of view of a visitor.

Granted that neighborhoods in **Portland, OR** are larger than the entire town of Augusta, their website has some great ideas – <https://www.travelportland.com/>

Consider helping Augusta businesses, especially those involved in hospitality, improve the **quality and usefulness of their websites**.

Link the Augusta **social media accounts** so that the Instagram posts show up on the Facebook page.

Consider creating a **separate City of Augusta FB page** to communicate official town business (announcements, meeting notices, etc.) to residents and keep posts on the current page focused on tourists and info about events, attractions, local businesses, etc.

Augusta's social media invites people to 'enjoy everything we have to offer'. But consider doing a better job of being **more specific** about what is unique, special, compelling, exciting, or fun. How about including several **itineraries** spelling out how visitors can spend a memorable day or weekend in and around Augusta?

Follow local photographers and **repost their pictures** of Augusta to help promote the beauty of the town to Instagram followers.

Hold an annual Augusta **photo contest** and post the pictures on FB and Instagram – categories could include The River, Architecture, People, Cycling, Boating, Nature, etc.





Community Visit Photos



Photographs provided by Joe Wolek and John Nation



Augusta River Town Review Visitor Assessment

Several members of RTR Team visited Augusta to experience the community. Some of the members also have paddled the rivers to experience the local recreation resources. The following documents are the summaries of individual RTR Team members visits.

Purpose

The River Town Review Visitor Assessment is a "fresh set of eyes" taking an objective look at your existing conditions and asset inventory as a visitor would see it in relation to the Ohio River Recreation Trail and outdoor recreation opportunities.

Augusta - Visitor Assessment Summary

This review reflects observations from three separate visits to Augusta by members of the Ohio River Recreation Trail River Town Review team over a two-week period in late April - early May 2021.

Overview

Augusta (population about 1,200 and 1.6 square miles) was initially established in 1786 as an Ohio River trading post and officially chartered by the Kentucky Legislature in 1797. Located in Bracken County (population of 8,500 and 206 square miles), Augusta is 44 miles from Cincinnati, 80 miles from Lexington, 120 miles from Louisville, 147 miles from Columbus and 154 miles from Indianapolis.

Tagged as "the most picturesque town in Kentucky" by *USA Today*, Augusta is home to

- The **Jenny Craig Ferry**, launched in 1798 and one of the oldest ferries on the entire Ohio River
- The **1811 Jail**, believed to be the oldest KY jail on its original foundation
- One of the largest ancient **Native American burial grounds** in the country – Kentucky state archeologists estimate that there may still be over 10,000 remains still buried under the town
- **Augusta College**, the first Methodist college in Kentucky and the center of the anti-slavery movement in the state in the mid 1800's
- The **Payne House** and **White Hall** which served as safehouses on the Underground Railroad

- The **Battle of Augusta** in 1862 which is credited with stopping the Confederate expansion of the Civil War across the Ohio River to Cincinnati
- The **Baker-Bird Winery**, the oldest and largest wine cellar in the U.S. and the only winery to have survived a Civil War battle – in the 1870's, Bracken County was the nation's leading wine producer
- The famous **Beehive Restaurant**, built in 1796 overlooking the Ohio River
- **Rosemary Clooney**, her brother **Nick** and wife **Nina Clooney** and their son **George** (graduated from Augusta High School) – the **Rosemary Clooney Museum** is home to the largest collection of White Christmas memorabilia in the world

River Connections & Access

Augusta enjoys **stunning sunrise and sunset views** of the Ohio River from its iconic Riverside Drive. Readily accessible by car off the **AA Highway and Route 8**, Augusta is also easily reached by vehicles arriving from Ohio on **Route 52** via the Jenny Craig Ferry (\$5 per vehicle, foot travelers and cyclists are free) which lands on Riverside Drive at the heart of the business/entertainment district.

During the season (mid-May through mid-October), power boaters can tie up at the hardscape docks at **O'Neil Riverwalk & Boat Landing** at the foot of Elizabeth Street or at the **Augusta River Park Boat Ramp** (at the foot of Hamilton Avenue) by the mouth of Bracken Creek. Paddlers can use the docks at O'Neil Landing to get in and out of their canoes or kayaks but need to pull their boats onto the shore for storage. They can do the same at the Augusta River Park Boat Ramp and store them on the grass.

Pedestrian and Bicycle Access

Cyclists can use the Ferry as well. Route 52 in Ohio is well used by experienced on-road cyclists. Route 8 in Kentucky is also a favorite route for cyclists given its relative sparse traffic.

Augusta is very **walkable and bikeable**. There is very little traffic on the side streets in the residential neighborhoods making it relatively easy and safe for most bike riders to explore the community.

Elevations increase on the south side of Route 8, including Route 19 up to the Baker-Bird Winery. But visitors can definitely walk and bike to it.

There are **no paved off-road bike or waking trails** that we could see within or contiguous to Augusta. And we did not see any public **bike racks** in the business/entertainment district.

Signage and Wayfinding

The **street signs** were very tasteful and readable. There was very little sign clutter in the core of the town.

Ferry riders are welcomed with a very visible "**Welcome to Augusta**" sign by the ferry ramp. There was no such sign at the Augusta Boat Ramp.

While there is a nice and very visible Welcome to Augusta sign on Route 8 west of the Route 19 and Route 8 intersection, there is no sign at that location directing drivers to go **left** to enter the town. The only sign drivers going North on Route 19 see is the small sign with an arrow to the Ferry.

Amenities – Lodging, Dining, etc.

Augusta is blessed with multiple dining and lodging options that are locally owned and managed.

From upscale dining at the Beehive to tasty but more affordable fare at the American General Store, the Augusta Irish Pub, Carota's Pizza, Taylor's Corner Café Bar & Grill and Gourmet To Go, Augusta has a **wide variety of places to eat and drink**.

There are also plenty of **places to stay** ranging from Air BNB's (one with a hot tub), country cabins, a tiny house (with tent camping available too), a riverfront home that sleeps 12, an historic Inn with twelve rooms and an RV and tent campground. Visitors can even stay in a tree house not far away. The larger facilities are ideal – and very affordable - for cyclists or boaters traveling as a group.

The **Baker-Bird Winery & Distillery** as well as the soon to be expanded **Augusta Distillery** make Augusta a center of excellence for making award-winning wine and spirits.

Camping options are not currently available within walking or easy biking distance from downtown Augusta.

K's IGA and the **Needmore Grocery** store are within walking distance of downtown Augusta.

R's Liquor & More sells beer, wine and spirits and are also located close to downtown.

Outdoor Recreation Opportunities

The **Augusta River Park & Boat Ramp** is well designed for pleasure boaters and anglers with trailed boats to access the Ohio. The parking lot seems adequate for all but the busiest summer weekend days. The picnic shelters overlooking the Ohio are inviting and seem to be well maintained. The grounds are well kept and clean and feature bathrooms, picnic areas, a walking path and playground. The same boat ramp works well as a put in and take out for **canoes and kayaks**.

The city has plans to make improvements at the **Augusta River Park & Boat Ramp** including upgrading the bathrooms, adding showers, improving the walking path, installing benches and bicycle racks, adding a water fountain, and creating a kayak/canoe ramp.

Augusta also has plans to upgrade the **O'Neil Riverwalk & Boat Landing** by installing benches, picnic tables, floating boat docks with bumpers, historic lights on Riverside Drive and additional landscaping. These improvements will make it safer and more attractive for power boaters to dock at this facility just upstream from the Ferry landing.

Note: Augusta is 9 miles upstream from the **Meldahl Lock and Dam**. While experienced power boaters are used to locking through, less experienced boaters and paddlers are often intimidated by the lock and see it as an obstacle to going upstream from the Markland Pool.

Bracken Creek is easily accessible to boaters and paddlers alike. It can be paddled about 2.6 miles upstream before it becomes impassable given the water level. The creek is stunningly beautiful with trees lining the banks and creating a canopy that often covers the waterway. Paddlers can see heron, ducks, egrets, geese, turtles, groundhogs, and fish rising to the surface.

Bracken Creek is one of the top fishing destinations for **anglers**, especially those going after bass and crappie.

Bracken County Recreation Park just 3.5 miles from Augusta has over 20 miles of horse trails as well as two fishing lakes, a shelter house and walking trails. Nearby Cabin Run Creek Campground allows campers to bring 1-2 horses per unit. The County has plans to further expand the trail network, plant more trees and wildflowers, develop a handicap accessible walking path from the parking lot around one of the lakes, install benches and build bathrooms.

For **horse lovers**, visitors to Augusta can rent horses and ride trails at **Wildfire Equestrian** located 9 miles from Augusta in Brooksville, KY.

Augusta Carriage Rides offers a unique way to experience the beauty and charm of Augusta.

For those who love **trees** – and climbing them – nearby **EarthJOY Treehouse Adventures** offers guided tree climbs as well as overnight lodging in several real tree houses.

What Visitors Are Saying About Augusta...

Over the course of multiple visits, ORRT team members informally interviewed random people on the streets in Augusta. Here are some of the things we observed and heard:

- On a recent Saturday night, there were approximately **50 cars** parked on Main St., Riverside Drive and Parkview St. Of those 50 cars, at least **25 had Ohio plates**, two were from Tennessee, one from Pennsylvania and one from Indiana. The remaining cars parked on these streets about (20) were from KY. Just shows how many visitors are from **out of state**.
- A very stylish upscale couple from **Nashville, TN** made reservations for the Cabin at 114 Main St. earlier the same day and were loving the cottage and looking forward to enjoying the hot tub. They had never been to Augusta but read good reviews on-line.
- A mother and daughter from **Winchester, KY** were spending the Mother's Day weekend at the cabin owned by the Parkview Country Inn. It was their first-time visiting Augusta, and they came primarily to shop for antiques. They were having a wonderful time after eating at the Augusta General Store.
- A couple from **Florence, KY** came to visit the Baker-Bird Winery and have dinner at the Beehive. They visit twice a year. They were not staying the night.
- **Four 30 something women from Cincinnati** spent the afternoon and evening in exploring Augusta and having dinner at the General Store Restaurant. Only one in the party had been to Augusta before.
- The **daughter of former Mayor Louis Habermehl, Jr.** and her daughters were visiting her father and enjoying an ice cream on Main St.
- A father with his son and his girlfriend from **Dayton** spent the afternoon enjoying a few drinks and dinner at the Augusta Irish Pub. They are avid boaters and keep their boat and trailer at **Eagle Creek Marina**, 12 miles upstream. They often dock at the O'Neil Riverwalk and spend the evening in town. They strongly recommended having floating docks with bumpers to better protect their boat. They just love the Ohio and spend most summer weekends on the river.
- **Two Augusta couples** each with 3-4 young children were loading their kayaks on trailers after spending 1.5 hours **paddling up Bracken Creek** from the Augusta Boat Ramp. They paddle 3-4 times a month and love the Ohio and the creek. They are big fans of Shacks Yaks and suggested that the City could make a bigger deal of their visit to Augusta by having food trucks and music at the River Park whenever Shacks Yaks comes to town.
- A couple from **Lebanon, OH** were visiting the Baker-Bird Winery to celebrate the graduation of their son earlier in the day from NKU. He was the valedictorian of his class and they were so thrilled to chill out in Augusta!

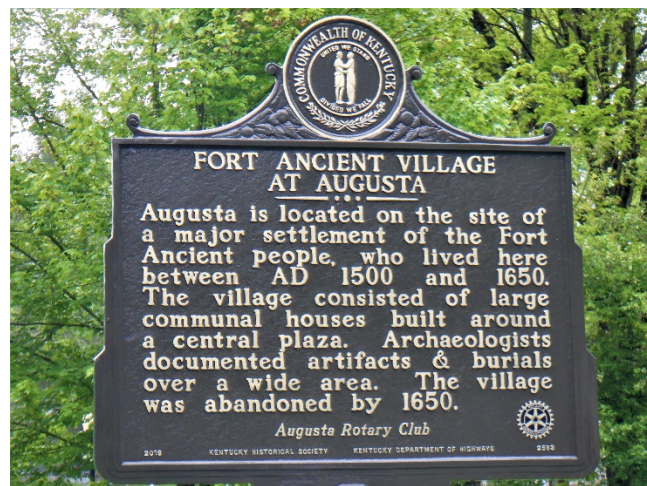
Observations and Suggestions

Augusta is in many ways a **model** for other Ohio River towns working hard to attract visitors and investment. There is clearly a lot of optimism about the town's future.

Here are some ideas to consider attracting even more visitors looking for **unique outdoor experiences** within a short drive of their homes in Greater Cincinnati, Louisville, Lexington, Columbus, etc. In the process they will also improve the quality of life for your own residents.

- Create a **section on the Augusta.org website** promoting boating, fishing, paddling, bird watching, cycling, camping, horseback riding, water skiing and tree climbing opportunities.
- Build on the success of the **Shacks Yaks** pop up kayak rental operation by creating a mini paddling festival (live music, activities for kids on the riverfront, food truck(s), etc. when they come to town.
- Consider organizing a **bigger paddling event** taking advantage of Bracken Creek for races, paddling clinics, boat demos by outfitters, interactive exhibits concerning nature/animals/environment/etc. perhaps tied to the Augusta school district.
- Organize an annual **kayak fishing tournament**.
- Work with the Baker-Bird Winery & Distillery to create a **2.6 mile "Paddle and Sip" kayak route** up the Bracken Creek and create a takeout on the Little Bracken Creek close to the winery/distillery so paddlers can walk the last 1/10th of a mile to the facility – would be a very unique outdoor experience!
- Make the hard scape boat pier at the **O'Neil Riverwalk** safer and more inviting for power boaters by installing floating wooden docks with boat bumpers to protect boats from the wake, especially on the weekends. Then put up signage visible from the river letting boaters know they can dock there – and for how long and at what cost (if any).
- Permit **overnight TENT camping** on the Ohio River shoreline at the Augusta River Park. Perhaps require campers to register online in advance with the Police Department.
- Promote the fact that there are **3-4 AirBNB facilities** in Augusta that can easily sleep 7-14 people – very attractive for groups looking for places to go paddling, boating, or cycling over a weekend. Would be especially attractive for cyclists from Cincinnati (44 miles) and Lexington (80 miles) looking for an affordable overnight destination for a two-day ride.
- Reach out to the **horse-riding community** promoting the 20 miles of trails available at the nearby Bracken County Recreation Park and the Wildfire Equestrian facility – "Ride Augusta" or "Horse Around in Augusta" or "Make Hay in Augusta".
- Highlight the unique experience families with kids and others can have at **EarthJOY Tree Adventures** – including the ability to rent a tree house for the night. Where else can you do that!
- Explore the possibility of hosting a **cycling race** using your downtown streets for the course – takes advantage of your compact downtown and the beauty of Riverside Drive. Ideally you could get a cycling club to sponsor and organize it for you.

- Install **bike racks** at key locations in the business/entertainment district, at the Augusta River Park Boat Ramp, at the IGA, at your playground, at the school, etc. We MAY be able to arrange to get you 10 or so top-grade racks for FREE.
- Install a **river facing sign** at the Augusta River Park that says “Welcome to Augusta” with the website and QR code for lodging, dining, and activities information.
- Upgrade the **Ferry Landing sign** to include the website and QR code.
- Contract with the **Ferry** management to have the gentleman who collects the fare give everyone *on the way* to Augusta the “**welcome to Augusta**” brochure – could be 150+ on a busy day.
- Develop a **kiosk** at the Park with a map of Bracken Creek and the Ohio highlighting information about nature in the area – birds, fish, trees, etc.
- Create a **walking tour map** for distribution to visitors – and to post on the website – that shows where people can stay, eat, drink, boat, visit historical sites, lock up their bike, etc.
- Create and place a sign that says “**Augusta**” with an arrow to the left at the intersection of Route 8 and Route 19. Could also be a “**Boat Ramp**” sign with an arrow directing visitors to the Augusta River Park Boat Ramp at the same place.
- Create a **DORA district** in the downtown core allowing people to carry drinks in cups in a designated area. New Richmond is thrilled with how their DORA district is working.
- Promote that Augusta is a **Golf Cart Friendly Community** and that visitors can rent them by the hour.
- Take advantage of the **Lewis and Clark National Historic Trail** - <https://lewisandclark.travel/> - by uploading information about lodging, dining, historical points of interest, etc. on their interactive map. Also install their auto tour signage on Route 8 and perhaps on Riverside Drive.
- Use the **Ohio River Recreation Trail Facebook** page - <https://www.facebook.com/OhioRiverRecTrail> - to promote events and activities in Augusta to help reach outdoor enthusiasts.
- Build out the Augusta amenities on the **Digital Guide to the Ohio River** - <https://survey123.arcgis.com/share/5abbb8206ee44f27bd1b1a558412ba45?portalUrl=https%3A%2F%2Fgis.oki.org%2Fportal>





Community Meeting

RIVER TOWN REVIEW

Augusta, KY

May 11, 2021

Agenda

- | | |
|-------------|---|
| 3:00 – 3:10 | Welcome |
| 3:10 – 3:25 | Big Picture
<i>Ohio River/ORRT/LECL</i>
<i>RTR process</i>
<i>LECL <u>Geotourism</u> Site & ORRT Digital Guide</i> |
| 2:25 – 4:15 | Tell us about your town
<i>Strengths</i>
<i>Weaknesses</i>
<i>Opportunities</i>
<i>Threats</i> |
| 4:15 – 4:30 | What We Learned (Observations) |
| 4:30 – 4:50 | Brainstorming |
| 4:50 – 5:00 | Questions, Wrap up, Next Steps |



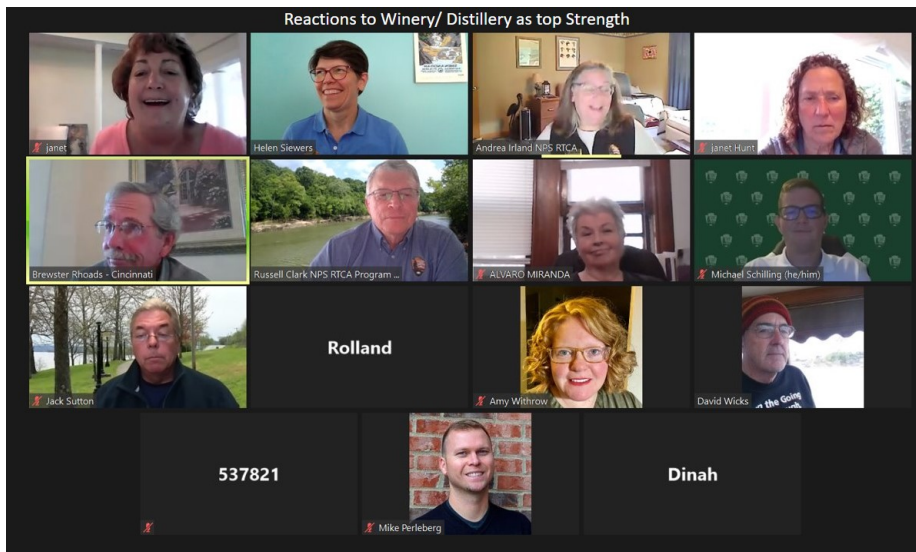
Participants

Community Participants

Janet Hunt: jhunt@augustaky.com
Dinah Bird: dinahbird@earthlink.net
Chris Schack: schacksyaks@gmail.com
Rolland Tongret: rbtongret@windstream.net
Amy Withrow: amywithrow8677@outlook.com
Mike Perleberg: mperleberg@1dearborn.org
Miranda Alvaro
Earl Bush
Shirley Mohrfield

Team Participants

Brewster Rhoads: brewohio@gmail.com
Jack Sutton: jsutton677@gmail.com
David Wicks: dwicks1@gmail.com
Derek Schimmel:
d.schimmel@solimarinternational.com
Jody Robertson: Jodyrobinson41073@gmail.com
Andrea Irland: Andrea_Irland@nps.gov
Russell Clark: Russell_Clark@nps.gov
Helen Siewers: Helen_Siewers@nps.gov
Michael Shilling: Michael_Schilling@npd.gov





SWOT Analysis

Strengths, Weakness, Opportunities & Threats

These are the results of the River Town Review conducted via Zoom for Augusta, Kentucky, on May 11, 2021. Participants listed the entries via Post-It-Notes in the Mural software. The Images below show the zoom meeting participants and the results of the ideas entered for each of the four categories of the SWOT Analysis. The table on next page lists all of the ideas in each of the categories for your information.

Strengths, Weakness, Opportunities & Threats – Continued

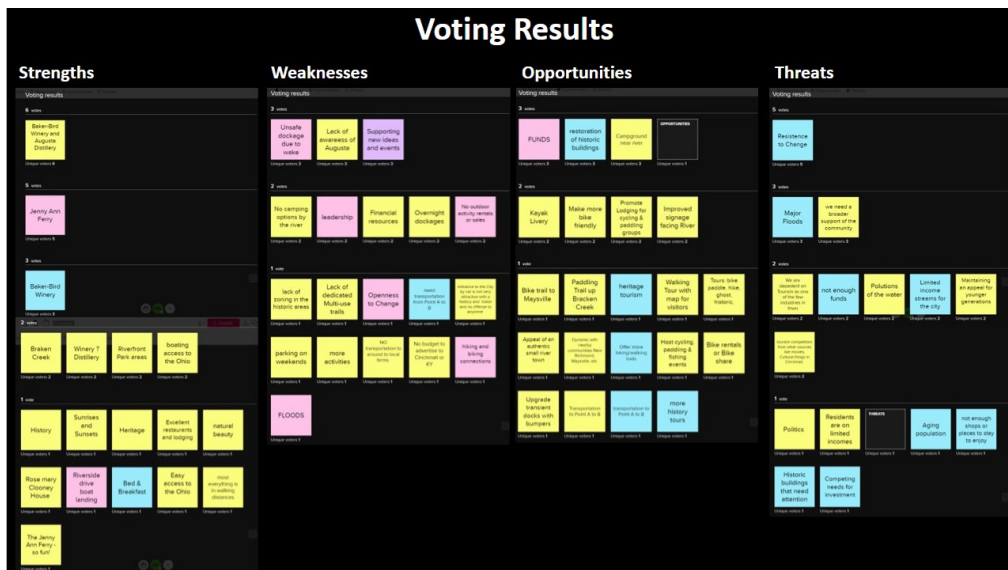
Augusta, KY SWOT Analysis Results 5/11/21

Mural Whiteboard Comments



Lewis and Clark National Historic Trail Experience
 Around the Equator and Explore the People, Places, and Things

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Jenny Ann Ferry Riverfront Park areas boating access to the Ohio visitor department Sense of place Excellent restaurants and lodging Main Street Businesses Heritage Hospitality History Great place to escape to Baker-Bird Winery and Augusta Distillery natural beauty Great value Underground Railroad history Rose mary Clooney House (2) waterways off of the Ohio Horseback Riding Options Public bathroom Ohio River Tourism sidlelike Museum family friendly events Sunrises and Sunsets Braken Creek Proximity to Cincinnati and other major cities Variety of eateries Grocery store Outdoor adventures gas station Boat Ramps Walking areas most everything is in walking distances charm beautiful river view with no flood wall Easy access to the Ohio shops The beautiful walking path along the river Clooneys live here Access to ammentities Janet and Tourism Airbnbs & Bed & Breakfast a real small town Civil War history pretty pub	Participation Connection to outdoor opportunities Financial resources Distance between Boat ramp and Main St leadership No bike racks Long distance bike routes that are safe NO transportation to around to local farms Rt 8 isn't safe for individuals to cycle on side walk to Winery/distillery and appartments not enough younger generation to step up Openness to Change FLOODS Lack of dedicated Multi-use trails No camping options by the river entrance to the City by car is not very attractive with a factory and traifor and no offense to anyone Supporting new Ideas and events need transportation from Point A to B parking on weekends extending the appealing character to all the assets need more stay places Overnight dockages lack of zoning in the historic areas outfitter No outdoor activity rentals or sales Unsafe dockage due to wake trail connecting the horse park/conservation area Lack of awareness of Augusta	hiking and biking connections more activities visitor engaging website for planning a trip No budget to advertise to Cincinnati or KY Fam tours Upgrade Augusta River Park Bike rentals or Bike share The jail Tours: bike paddle, hike, ghost, historic, Outdoor adventure destination Transportation to Point A to B Advertising that draws people to Augusta transportation to Point A to B Kayak Livery Paddling Trail up Bracken Creek the augusta school, service learning potential Make more bike friendly Winter Recreation Existing recreation within the community in parks Campground near river FUNDS developing the Underground Railroad History Improved boat docks near downtown for visiting boaters Upgrade transient docks with bumpers trails Dynamic with nearby communities New Richmond, Maysville, etc. Offer more hiking/walking trails Improved signage facing River Signage about the Lewis & Clark Trail more docks for boaters Host cycling, paddling & fishing events Improved Wayfinding signage heritage tourism a big brown tourism sign on the AA with shops, stores, etc. kayaking better Bike trail to Maysville Appeal of an authentic small river town more history tours restoration of historic buildings Walking Tour with map for visitors The Park at the Dam 9 miles away. Good for fishing Promote Lodging for cycling & paddling groups	not enough funds Resistance to Change Major Floods we need a broader support of the community Aging population Politics Residents are on limited incomes Folks who recreate on the river, but don't spend any dollars in town Limited income streams for the city Only one business in town, Berry not enough shops or places to stay to enjoy We are dependent on Tourism as one of the few industries in town Maintaining an appeal for younger generations Change averse leaders Hard to make a living in Augusta Competing needs for investment lack of saving historic homes tourism competition from other sources like movies, Cultural things in Cincinnati hotel or lodging with a river view the price of gas Clear planning process lack of employment opportunities Pollution of the water





Community Brainstorming Ideas

The following list of brainstorming ideas were compiled from the Mural Post-It-Notes input from the May 18, 2021 meeting participants. The highlighted ideas were identified as priority items by the participants.

Augusta, KY Brainstorming Goals Results 5/11/2021

Mural Whiteboard Comments

- kayak trail along braken creek with a landing by the winery
- build path from creek to Winery
- Kayak and river events**
- Create Kayak event on Bracken Creek..One day special event
- Become a Trail Town
- sternwheeler race
- Fishing tournament
- Paddle Augusta Event
- Multiple destination kayak trip culminating with an event here
- Context with people for Louisville & Cincinnati paddle boat contest
- Install bike racks**
- Make Augusta more bike friendly
- RV Hookup
- get added to blue water trails with Fish and Wildlife
- boat races
- bike trail to maysville
- Competitions on water and land
- bike trail from the dam to Augusta**
- can you document if Lewis stopped in Augusta on his way down the Ohio?
- Multi-day festivals**
- Pumpkin fest for kids with Falling of the leaves
- Bike, horse, kayak, fishing rentals
- Scavenger hunt/race
- Boost the info on the website
- have a tent camp weekend for families at the boat dock
- Events for new paddlers
- History tours in town
- Integrate historic assets to activities
- Architecture tours
- Photo contests
- Lewis & Clark signage
- Engage visitors in sharing their experience
- more benches & picnic tables
- Farm to Fork dining experience to close a day of events
- Bird watching
- Create an itinerary planner
- Advertise the Lewis and Clark Trail in Cincinnati & Louisville
- Walking tours**
- Educational events
 - a National event on doing parts of the Lewis and Clark Trail like the Appalachia hiking trail
 - add music, food and drinks to events
 - apply to RTCA for detailed plans to build the paddle trail on braken creek up to the winery

Brainstorming Ideas – Continued

Augusta River Town Review

Brainstorming Ideas

to Enhance Outdoor Recreation Opportunities and Promote Tourism

Double-click to create a new note to record each of your ideas separately
To enlarge your text, click on your note, then click on "A+" in the toolbar





All Ideas are Good!



Short-Term Ideas to Pursue (1 to 3 years)

Long-Term Ideas to Pursue (3 to 10 years)

Mural Board Brainstorming Ideas Input Results

Polling Results to Prioritize Ideas for Augusta





Homework & Comments

Post Augusta River Town Review Workshop, an action item homework assignment was sent home with the participants encouraging them to provide feedback on the following prompts:

- We invite YOU to look at your town with fresh eyes!
- Note other ideas or opportunities that occur to you!
- What other contacts could be valuable partners?
- Visit the three websites
- Describe a perfect day for a visitor in your community

A Perfect Day

Describe a perfect day for a visitor in your community

Augusta is a Small River Town full of Hospitality, History & Heritage from 1797 to Today.

To plan a day in Augusta to visit the shops, winery, restaurants, rosemary Clooney museum, welcome center, and other areas, its recommended that you visit on weekends, Friday's, Saturday's & Sunday's.

During the week is a good visit for walking around town and enjoying the view of historical buildings, dining at Augusta General Store Restaurant & Carotas Pizzeria, most of our shops are closed during the week because of the shop owners having jobs during the week.

If you are coming from the Ohio side on RT#52 from Cincinnati or from Vanceburg, you can travel across on the Jenny Ann Ferry (\$ Cash Only). Beside bridges that are located 20+ miles, this is the only water transportation between Kentucky & Ohio for miles.



Once you arrive, your first visit should be at the Rotary Welcome Center Red Caboose. It's actually a caboose from the C/O Railroad. You can pick up brochures at this location to help plan your day, a self-guided map is available.

Open: Friday's & Saturday's 11am – 4pm



One of the history stops is the "1811 Augusta Jail", which is believed to be Kentucky's Oldest Jail still remaining on its original foundation. Contact the Augusta Tourism Office 606-756-2183 to schedule your tour.



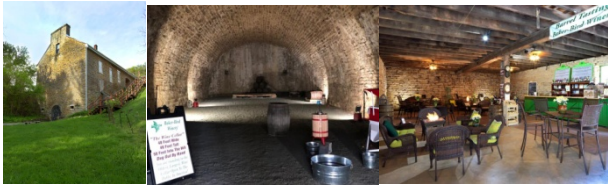
Prior to the Civil War, Augusta was populated with a large number of antislavery activists. There are 2 homes in Augusta, Payne & White Hall Homes; they served as Underground Railroad safe houses. These homes are private properties, and no visitors are allowed. You are welcome to walk by and take photos.



All through the town is history of the 1862 Battle of Augusta, from the Roll Houses on Riverside Drive, Main Street and the 2 Cemeteries, Hillside Cemetery & Payne Cemetery, all within the City Limits of Augusta. A self-guided walking tour map is available at the Tourism Office, Welcome Center or by contacting the Civil War Augusta Darryl Smith.



Baker-Bird Winery & Distillery is one of the favorite spots to visit. The oldest commercial estate winery in America. The Wine Cellar is a must to see, where women & children went for safety during the civil war. Today, the winery offers Tours, Wine Tastings, Bourbon & Brandy. The winery is also available for weddings & parties. Open Every Saturday & Sunday 1-5pm



Rosemary Clooney Museum is dedicated to preserving the legacy of Rosemary Clooney & the Clooney Family of collections of memorabilia and artifacts related to Rosemary's Life and Career. Open seasonal for schedule tours call 606-782-5521



Before, During or After your visits at the local areas, Enjoy Shopping at the unique shops and dine at one of the local restaurants. Stay the weekend and book your stay at the Local Bed & Breakfast or the Airbnb's. Check our website: www.AugustaKy.com or Facebook Page, Augusta, Kentucky For information for more areas to visit or to schedule a tour with the Tourism Director Janet Hunt call 606-756-2183 or Email; jhunt@augustaky.com



Contacts

Organization Websites

Ohio River Recreation Trail	https://www.ohioriverrecreationtrail.org/
ORRT Digital Guide	https://www.ohioriverrecreationtrail.org/digital-guide
Lewis & Clark National Historic Trail Experience	https://lewisandclark.travel/
NPS Rivers, Trails & Conservation Assistance	https://www.nps.gov/orgs/rtca/index.htm

Contact Information

Andrea Irland	National Park Service	Andrea_Irland@nps.gov
Russell Clark	National Park Service	Russell_Clark@nps.gov
Brewster Rhoads	ORRT Co-Chair	brewohio@gmail.com
Jack Sutton	ORRT Co-Chair	jsutton677@gmail.com
David Wicks	ORRT Co-Chair	dwicks1@gmail.com
Derek Schimmel	Lewis & Clark Geotourism	d.schimmel@solimarinternational.com





Ohio River Recreation Trail – River Town Review

Fresh Eyes on Enhancing Tourism & Outdoor Recreation in your Community

List of Resources for Communities

As communities explore new opportunities to enhance outdoor recreation and tourism, the following list provides assessment tools, recommendations, guidelines and funding sources. This list of resources is the beginning of a journey to seek more information and it is not to be considered an all-encompassing list.

Table of Contents		
I.	Outdoor Recreation & Adventure Tourism	R1
	Trail Towns & River Towns	
	Community Walkability & Bikeability	
	DOT Bike & Pedestrian Planning	
	Bicycle Touring	
	Paddling	
	River Safety	
II.	Sustainable Tourism	R3
III.	Maintaining Small Town Character	R4
IV.	Grants & Funding Opportunities	R5
V.	Organizations	R6
VI.	Community Assistance Programs	R7

I. Outdoor Recreation & Adventure Tourism

Trail Town & River Town Resources

Trail Town Program: [Certified Network - Trail Town Program \(trailtowns.org\)](http://trailtowns.org) and [Trail Town Guide](#)

Outdoor Towns: [Toolkit](#) and [Resource Library \(townsandtrailstoolkit.com\)](http://townsandtrailstoolkit.com)

[Trail Towns - Northern Forest Canoe Trail](#)

[Trail Towns - Huron River National Water Trail \(huronriverwatertrail.org\)](http://huronriverwatertrail.org)

[Kitsap Peninsula Water Trails Paddle Routes - Kitsap Peninsula Water Trails](#)

[Pennsylvania Environmental Council’s River Town Program](#)

[Monongahela River Towns](#)

[River Towns Program | Susquehanna Greenway](#)

[RiverTowns Program — Tennessee RiverLine \(tnriverline.org\)](http://tnriverline.org)

[River Towns Program | Susquehanna Greenway](#)

[Resources - River Network](#)



Trail Town & River Town Resources ... continued

Kentucky Trail Towns Guide & Workbook

[Kentucky Trail Towns v1.0 \(kentuckytourism.com\)](#)

[Kentucky Trail Town Program Workbook \(kentuckytourism.com\)](#)

Destinations International – Variables Workbook

[DNEXT Online Diagnostic Tool Workbook 2017](#)

Community Walkability & Bikeability

Walkability Score [Get Your Walk Score](#)

Bikeability Score [Bike Score Methodology \(walkscore.com\)](#)

Walkability & Bikeability Assessment Tools

National Walkability Index [Smart Location Mapping | Smart Growth | US EPA](#)

[Healthy Communities: The Walkability Assessment Tool \(udel.edu\)](#)

[Walkability Assessment Tool | Planning for Complete Communities in Delaware \(completecommunitiesde.org\)](#)

Bikeability Checklist [bikechecklist1.ai \(epa.gov\)](#)

Departments of Transportation Bike & Pedestrian Planning

Indiana [INDOT: Bicycle & Pedestrian Program](#)

Kentucky [Bike Walk Kentucky | KYTC](#)

Ohio [Bike & Walk | Ohio Department of Transportation](#)

Public Bike Repair Station (Examples)

[Public Bike Repair Stand | Bicycle Repair Station | CycleSafe](#)

[Bike Repair Stations and Bike Pump Stations | Duo-Gard \(duo-gard.com\)](#)

Bike Rack (Examples)

[Bollard Post Bike Racks - Park Warehouse](#)

[Racer Bike Rack - The Park Catalog](#)

Mountain Biking

International Mountain Bicycling Association [Trail Accelerator Grants | IMBA](#)

Bicycle Touring

US Bike Route System [U.S. Bicycle Route System \(USBRS\) | Adventure Cycling Association](#)

Indiana Bicycle Suitability Map [LRP BicycleSuitabilityMap.pdf](#)

Kentucky Bike Routes [On Road Bicycle Routes and Events | KYTC](#)

Ohio US Bike Routes [Create A Map | ODOT TIMS \(state.oh.us\)](#)

Long Distance Cycling Routes: Economic Impacts, Best Practices, and Marketing Strategies [\(usu.edu\)](#)

Warm Showers [Home | Warmshowers.org](#)

Bicycle Friendly Business Designation [Businesses | League of American Bicyclists \(bikeleague.org\)](#)

Heat Maps (Data Analysis Tools for Outdoor Recreation)

STRAVA Heat Maps [Strava Global Heatmap](#)

Map Line Heat Maps [Create a Heat Map in Seconds | Mapline Mapping Solutions](#)



Padding

Ohio River Recreation Trail [Ohio River Digital Guide](#)
National Park Service [River Access Planning Guide](#)
[Images of Public Kayak Lockers](#)

River Safety

Ohio River Recreation Trail [Safety Tips — Ohio River Recreation Trail](#)
Ohio River Recreation Trail [On-Water Safety Guide](#)
US Coast Guard Float Plan Checklist [USCG Float Plan \(cgaux.org\)](#)
USGS Real time water data [USGS Current Water Data for the Nation](#) (waterdata.usgs.gov)
USGS Real time water data mobile version [USGS Mobile Water Data](#) (m.waterdata.usgs.gov)
Weekly Ohio River Water Quality Report [orsanco.org/weekly-ohio-river-water-quality-report](#)
NOAA Live River Forecast Center [NOAA - National Weather Service - Water](#)

II. Sustainable Tourism

USDA: Enhancing Sustainable Communities with Green Infrastructure
[Recreation Economy at USDA Economic Development Resources for Rural Communities](#)
[Rural Placemaking Innovation Challenge | Rural Development \(usda.gov\)](#)

The Outdoor Recreation Roundtable Rural Economic Development Toolkit
[Rural Development Toolkit – Outdoor Recreation Roundtable](#)

Solimar International [Solimar International | Tourism Marketing & Sustainable Tourism Consulting - Home](#)

Global Sustainable Tourism Council [Criteria, Standards, Certifications \(gstcouncil.org\)](#)

Adventure Travel Trade Association (This may be a great resource for river-based product development)
[Global Network of Adventure Travel Tour Operators, Destinations, and Industry Partners](#)

United Nations World Travel Organization [Sustainable development | UNWTO](#)

The Travel Foundation [Home Page - Travel Foundation \(thetravelfoundation.org.uk\)](#)

Invisible Burden [Destinations at Risk: The Invisible Burden of Tourism - Travel Foundation](#)

World Travel and Tourism Council [\(WTTC\) | Travel & Tourism Representative Council](#)

Destinations International (A resource for DMOs and Chambers of Commerce) [destinationsinternational.org](#)

Destination Development Association [Destination Assessment Program \(destinationdevelopment.org\)](#)

Destination Stewardship [Destination-Stewardship-Framework.pdf \(wtcc.org\)](#)

National Recreation & Park Association Agency Performance Review [nrpa-agency-performance-review.pdf](#)

NRPA 2020 Engagement with Parks Report [2020-engagement-report.pdf \(nrpa.org\)](#)

Headwaters Economics [Home - Headwaters Economics](#)

Sample Survey from Township of Chatsworth, Ontario [Community Recreation Survey \(surveymonkey.com\)](#)



Additional Reports/Studies

[Innovative and Promising Practices in Sustainable Tourism](#) (viu.ca)

[Ten Principles for Responsible Tourism](#) (Urban Land 2015)

[Tools and Resources for Nature-Based Tourism](#) (worldbank.org)

COVID Management Tools

[Pandemic Toolkit](#) (PlaceMakers.com)

[Arts-and-Transportation-Rapid-Response.pdf](#) ([smartgrowthamerica.org](#))

(Summary of creative solutions to COVID-related transportation challenges)

[How Can Destinations Resume Tourism After the Pandemic While Ensuring Sustainability?](#) (PlaceBrandObserver.com)

III. Maintaining Small Town Character

Smart Growth Principles

[Smart Growth Principles - Smart Growth Online](#)

[Smart Growth Principles – Vermont Natural Resources Council](#) ([vnrc.org](#))

[Smart Growth in Small Towns and Rural Communities | Smart Growth | US EPA](#)

[Framework for Creating a Smart Growth Economic Development Strategy: A Tool for Small Cities & Towns](#)

[National Main Street Program](#) ([mainstreet.org](#))

[Kentucky Main Street Program - Kentucky Heritage Council](#) ([heritage.ky.gov](#))

[Streetscape Design Guidelines for Historic Commercial Districts](#) ([heritage.ky.gov](#))

[Walkable Communities Library](#) ([walkable.org](#))

[New Designs for Growth Development Guidebook](#) ([newdesignsforgrowth.com](#))

[Downtown Revitalization in Small and Mid-sized Cities](#) ([planning.org](#))

[A Handbook for Improved Neighborhoods](#) ([aarp.org](#))

[Citizens' Institute on Rural Design](#) ([rural-design.org](#))

Additional Items to Consider

[Project for Public Spaces](#) [The Lighter, Quicker, Cheaper Transformation of Public Spaces](#) ([pps.org](#))

[Creative Exchange for the Arts](#) [Toolkits for Change Archives - Creative Exchange](#) ([springboardexchange.org](#))

[Finding Nature News, Nature Blog | Children and Nature Network](#) ([childrenandnature.org](#))

[Children's Outdoor Bill of Rights](#) bring leaders, residents together - [Children and Nature Network](#)

[Waste in Our Waters: A Community Toolkit for Aquatic Litter Removal](#) ([rivernetwork.org](#))



IV. Grants & Funding Opportunities

[Home | GRANTS.GOV](#)

[Travel, Tourism and Outdoor Recreation - American Rescue Plan | U.S. Economic Development Administration \(eda.gov\)](#)

[Economic Development Integration | U.S. Economic Development Administration \(eda.gov\)](#)

Outdoor Recreation Roundtable: Federal and ORR Member Funding and Technical Assistance Resources
[Outdoor Rec Resources \(Formatted\)-2.pdf - Google Drive](#)

[View EDA-HDQ-OIE-2020-2006705 | GRANTS.GOV](#) FY2020 SPRINT Challenge Grant

[Grassroots Grantmakers](#)

[U.S. Department of Transportation Transit, Highway, and Safety Funds - Funding - Bicycle and Pedestrian Program - Environment - FHWA \(dot.gov\)](#)

[The Grant Plant, Inc. New Mexico \(thegrantplantnm.com\)](#)

[Office of Small Business Development Centers Resources \(sba.gov\)](#)

[Keep America Beautiful's Community Restoration and Resiliency Fund Application Survey \(surveymonkey.com\)](#)

[The Home Depot | The Home Depot Foundation - Team Depot Community](#)

[Shade Structure Program \(aad.org\)](#)

[Community Facilities Direct Loan & Grant Program | Rural Development \(usda.gov\)](#)

[Community Impact | Waste Management \(wm.com\)](#)

[Online Funding Tool | Play and Recreation Funds | PlayCore](#)

[Grant Opportunities, Fundraising Resources, Funding | National Recreation and Park Association \(nrpa.org\)](#)

[Recreational Trails Program Project Database \(recreationaltrailsinfo.org\)](#)

[Thrive Outside - Outdoor Industry Association](#)

[Bicycles and Pedestrians | US Department of Transportation](#)

[Applications Now Live for the Citizens' Institute on Rural Design \(rural-design.org\)](#)

[Save America's Treasures \(U.S. National Park Service\) \(nps.gov\)](#)

[Equitable Funding Hub | City Parks Alliance](#)

[Funding Parks and Trails Through Land Trust Partnerships | City Parks Alliance](#)

[Community Change Grants | AmericaWalks.org](#)

[Mini-grants | Celebrate Urban Birds](#)

[Community-Based Participatory Research Technical Assistance Grants - River Network](#)

[Building Blocks for Sustainable Communities 2020 Request for Letters of Interest | Smart Growth | US EPA](#)

[Six Unique Trail Funding Solutions - American Trails](#)



[Q Community Grant | Quality Bicycle Products \(qbp.com\)](#)

[Six Grants for Trails and Greenway Funding \(permatrak.com\)](#)

[State and Local Grant Funding - Land and Water Conservation Fund \(U.S. National Park Service\) \(nps.gov\)](#)

Indiana [DNR: Land and Water Conservation Fund \(in.gov\)](#)

Kentucky [Kentucky DLG - LWCF Grants](#)

Ohio [Land and Water Conservation Fund | Ohio Department of Natural Resources \(ohiodnr.gov\)](#)

V. Organizations

Adventure Cycling Association [Discover What Awaits | AdventureCycling.org](#)

American Trails [AmericanTrails.org](#)

American Rivers [Rivers Connect Us](#) (americanrivers.org)

American Canoe Association [ACA | Canoe - Kayak - SUP - Raft - Rescue \(americancanoe.org\)](#)

City Parks Alliance [About Us | City Parks Alliance](#)

International Journal of Wilderness [Foundation and Future of Long Distance Trails | IJW.org](#)

National Recreation and Parks Association [\(nrpa.org\)](#)

Partnership for the National Trails System [\(pnts.org\)](#)

People for Bikes [PeopleForBikes | Every ride. Every rider. Join us. \(peopleforbikes.org\)](#)

River Management Society [\(river-management.org\)](#)

River Network [Mission, Vision, Values - River Network](#) (rivernetwork.org)

Society of Outdoor Recreation Professionals [Technical Resources \(recpro.org\)](#)

VI. Community Assistance Programs

National Park Service

[Rivers, Trails & Conservation Assistance Program \(RTCA\)](#)

- A national network of conservation and recreation planning professionals that partner with community groups, nonprofits, tribes, and state and local governments to design trails and parks, to serve and improve access to rivers, protect special places, and create outdoor recreation opportunities
- Free technical planning assistance is available for Communities and non-profit organizations through an application process



[Directory of National Park Service Community Assistance Programs](#)



Environmental Protection Agency (EPA)

[Smart Growth Technical Assistance Programs | Smart Growth | US EPA](#)

- Building Blocks for Sustainable Communities
- Cool & Connected
- Governor's Institute on Community Design
- Greening Americas Communities
- Healthy Places for Health People
- Local Foods, Local Places
- Recreation Economy for Rural Communities
- Smart Growth Implementation Assistance
- Smart Growth Implementation Assistance for Coastal Communities
- Special Smart Growth Technical Assistance Projects



[Environmental Justice Grants, Funding and Technical Assistance](#)

US Forest Service

Shared Stewardship Programs

- Forest Legacy
- Forest Stewardship
- Community Forest
- Ecosystem Markets
- Wood Innovation
- Urban and Community Forestry
- Forest Health Protection
- Landscape Scale Restoration
- Forest Taxation and Estate Planning



[How the Forest Stewardship Program Works | US Forest Service \(usda.gov\)](#)

US Fish & Wildlife Service

Division of Partner & Intergovernmental Affairs

- Rural Fire Assistance
- Small Wetlands Program
- Landscape Conservation Design

Several other programs are available. Please visit the website and type "**List of Programs**" in the Search Box.

[USFWS - Division of Partner and Intergovernmental Affairs](#)



National Park Service

Rivers, Trails and Conservation Assistance Program

Ohio River Recreation Trail – **Resources List**

August 2021 – R7

National Fish & Wildlife Foundation

Active Programs

- Acres for America
- Bring Back the Natives
- Conservation Partners Program
- Five Star & Urban Waters Restoration Grant Program
- National Coastal Resilience Fund
- Resilient Communities Program
- Bats for the Future Fund
- Monarch Butterfly & Pollinators Conservation Fund



[Programs | NFWF.org](https://www.nfwf.org)

US Department of Agriculture

Natural Resources Conservation Service

[Technical Assistance | NRCS \(usda.gov\)](https://www.nrcs.usda.gov)

Rural Development Programs & Services

[Programs & Services | Rural Development \(usda.gov\)](https://www.usda.gov/rural-development)

Strategic Economic & Community Development

[Strategic Economic and Community Development | Rural Development \(usda.gov\)](https://www.usda.gov/economic-community-development)

