



# New Richmond, Ohio River Town Review

*Fresh Eyes on Enhancing Tourism & Outdoor Recreation in your Community*



Round 1, Fall 2020

## Ohio River Recreation Trail Team



**NPS RTCA**

RIVERS, TRAILS & CONSERVATION  
ASSISTANCE PROGRAM

[www.nps.gov/rtca](http://www.nps.gov/rtca)



# New Richmond, Ohio

## River Town Review

*Fresh Eyes on Enhancing Tourism & Outdoor Recreation in your Community*

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# 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; and promote environmental awareness and safety; and respecting lands and waters.



## River Town Review (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.

## New Richmond RTR Planning Process (see Appendix A)

The City of New Richmond requested a RTR by the ORRT Team to provide “Fresh Eyes on Enhancing Tourism & Outdoor Recreation in their Community”. The request was approved for the first round of RTRs in the fall of 2020.

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 day visit but plans were modified due to Covid restrictions. The team hosted a virtual community input workshop on October 14, 2020 that included a SWOT analysis and brainstorming of ideas for enhancing outdoor recreation in New Richmond. 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 New Richmond”. The RTR Team reviewed and analyzed the information gathered and community input to create recommendations for this report.

## Desktop Reviews

The detailed results of Desk Top Reviews can be found in Appendix B.

### Process/Results

Five volunteers spent about one hour each on-line to see what they could find out about New Richmond 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.

Reviewers found the primary attractions include a public boat ramp, four riverfront restaurants including one that floats, a quaint compact riverfront business district, historic buildings, the Cardboard Boat Museum, a riverfront walkway with seating and a number of Underground Railroad historic sites. In summary, they found that New Richmond is a riverfront town with limited recreational assets and lodging to keep visitors engaged in the community for multiple days.

### Walkability & Bikeability Scores for New Richmond

Walk Score & Bike Score measure the walkability 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 New Richmond – **51 Somewhat Walkable**
- Bikeability Score for New Richmond – **34 Somewhat Bikeable**

Please visit [www.walkscore.com](http://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



M52 Bicycle Touring Link to Cincinnati from New Richmond



# Community Visit

Community Visit details can be found in Appendix B.

## Interviews

On October 9, Jerry Schulte and Brewster Rhoads walked around New Richmond to experience the community. They spent most of their time along the riverfront where they interviewed nearly 40 people asking them what they loved about New Richmond and what they would encourage the Village to do to further improve their visitor experience.

Some of the key things that the people loved about New Richmond are:

- Small town feeling and calming pace of life
- Walkable business district, historic buildings and great viewshed of the Ohio River
- Great boat ramp and docks and benches overlooking the Ohio River

Some of the key things that the people interviewed would encourage the community to improve are:

- Boat Launch - more parking, big trash cans, restrooms, camping, and a separate kayak launch
- Riverfront – picnic tables, play equipment, fishing pier/dock, transient overnight docking, waterfront interpretive trail signage (River Ecology, Underground Railroad, Area Map identifying the locations of the community assets and public restrooms)
- Wayfinding signage to community assets
- Marked bicycle routes and bike racks



## Community Input

The detailed results can be found in Appendix B.

### Virtual Workshop

The RTR Team hosted and facilitated a virtual workshop for New Richmond on October 14, 2020. There were sixteen local community members, including elected officials, that participated in the workshop with the RTR Team 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 in the chat box during the virtual workshop and then prioritizing those ideas. Also, they were invited to describe their favorite places to take visitors; wishes that they would ask a Genie to provide New Richmond; and their perfect day spent in the town. This virtual workshop assisted the RTR Team to better understand what is important to the community and where the special places are in New Richmond.

### Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis

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

#### **STRENGTHS**

- Strategic location - just 10 minutes from I-275 providing easy access to downtown Cincinnati and Northern Kentucky communities
- Unique setting - with picturesque riverfront and river views
- Rich history - from early settlement of the West to riverboat era, Underground Railroad legacy, battles with floods, etc.
- Small town charm - compact historic business district, local restaurants, established annual events/festivals
- River access - best boat ramp in region with unique walkable shoreline providing access for anglers, paddlers, rock skippers and nature lovers

#### **WEAKNESSES**

- Flood insurance issue - Needs to be more affordable and fairer
- Utilities and infrastructure are old and need to be updated
- Low average income
- Lack of lodging options
- Residents are resistant to change

#### **OPPORTUNITIES**

- Highway 52 Roundabout project
- Bike trail completion from Cincinnati
- Riverfront landing and marina
- Lodging - Hotels, motels, campground

#### **THREATS**

- Property owners with no vested interest in New Richmond's success
- Village income
- Aging infrastructure with limited funds to fix

## Brainstorming Ideas

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

### SHORT TERM IDEAS

- Convince ODOT to allow village to have signage on US52 that announce businesses, attractions, services, historic sites, launch ramps, etc.
- Outreach programs and advertising about the area
- Improve ramp for large boats
- Include a ramp for kayaks

### LONG TERM IDEAS

- Develop the riverfront for visitors to enjoy the river (Like Put-In-Bay on the other side of the state)
- Develop transient boat dockage so boaters can spend the night.
- Set up a campsite in downtown New Richmond for hiker/biker/boaters that has water, bathroom, bike fixit station, electrical outlets
- Regular event & music programming



## A perfect day for a visitor in New Richmond is...

The RTR Team asked the workshop participants to describe a perfect day for a visitor in the community as a homework assignment to help identify what makes New Richmond a special place. Some of the common items identified were Ohio River, local restaurants, Underground Railroad, historic structures, Cardboard Boat Museum, Hausserman Park, and walking along the riverfront to enjoy the views of the river.

Please refer to Appendix B – New Richmond RTR Documents to review all of the stories submitted.

## Genie Wish List for New Richmond

Some items that the workshop participants shared that they would ask a Genie to provide for New Richmond are:

- Provide funding/ reallocate money
- Balance the desired growth while maintaining the small-town charm and the peacefulness people like
- Enhanced public parking and accessibility
- Remove all revenue concerns for the village



## A Riverfront Vision for New Richmond

The Village of New Richmond wishes to further enhance its historic riverfront to benefit existing residents and businesses and to attract new ones. Developing a master plan, implementation strategies and funding sources will position the Village of New Richmond to improve and reconnect the riverfront with the core village.

The vision for the New Richmond waterfront could include creating large terraces from Front Street and Susanna Way down to the riverbank from Walnut Street to Western Avenue as well as creating a bike trail along the river. The terraces would include space for performances, meeting areas, and other green space for enjoying the river views. The completed project will be a grand civic space open to the public - offering pedestrians, cyclists, fishing enthusiasts and boaters of all kinds easy river accessibility that is both visually and economically appealing. Liberty Landing Park will create several new assets while preserving and enhancing the existing recreational, cultural, and historic assets. The diversity of these assets yields opportunities for multiple funding possibilities from a myriad of local, state, and federal sources -- both public and private.

Ultimately, the riverfront will be the centerpiece of a park system that celebrates the Ohio River - New Richmond's greatest natural resource and historic attribute - and serve as a magnificent gateway for the village and a grand civic space open to the public. This will provide economic benefits for the county, New Richmond and the general public as the riverfront will be now a viable, recreational gateway while increasing tourism, business opportunities and quality of life for residents.

## River Town Review Executive Summary

### River Town Review Input

The RTR Team looked at the internet presence of New Richmond and they found that New Richmond is a riverfront town with some primary attractions but limited recreational assets and lodging to keep visitors engaged in the community for multiple days. Several people were interviewed while visiting New Richmond and it was discovered that people liked the small-town feeling, walkable business district, adjoining riverfront, and the great boat ramp. During the community input meeting we learned that New Richmond could benefit from additional improvements to the boat ramp area and more facilities/activities along the riverfront. The key short-term ideas to pursue are better wayfinding signage, more internet marketing of the community, and improvements to the boat ramp area. The key long-term ideas to pursue are development of the riverfront, transient boat docks, convenient overnight camping for cyclist, paddlers and powerboats, and riverfront events. Continued engagement with the community and other Ohio River resources would be beneficial.



## New Richmond Future Objectives

The following objectives for the Community of New Richmond are based on what the RTR Team observed and learned from the community.

1. Diminish physical or perceived barriers between the riverfront and the core village.
2. Maximize the value of the riverfront by carefully integrating, enhancing, and coordinating the function and circulation systems, ultimately improving access to the riverfront to facilitate the historic Showboat Majestic. The improvements can be a landing for the Mississippi Queen and other big riverboats, a venue for performances, new public marina, and other waterfront facilities.
3. Create memorable places for civic events, attracting visitors, residents, businesses, and tourists and enhancing the business district along Front Street and the rest of the village.
4. Plan and develop a community-oriented riverfront as a focal point to serve the area's needs: living, recreation, events, social interaction, and human development.
5. Explore the potential for habitat preservation/conservation to protecting sensitive areas.
6. Develop the riverfront as a symbol of the Village's health, history, quality of life and community pride.
7. Serving as a link and destination for the Ohio River Bike Trail originally planned to terminate in New Richmond.
8. Commemorate New Richmond and Clermont County's significant role in the abolitionist and Underground Railroad movement by highlighting the New Richmond Waterfront as one of 19 sites in the county recognized by the Network to Freedom Program of the National Park Service.
9. Better utilize existing green space along and nearby riverfront for event space or community aesthetics.

## River Town Review Recommendations

The following specific recommendations from the team are based on all information gathered by the RTR Team.

### Desktop Reviews

- Tag more businesses and partners on social media channels to expand the audience reach.
- Add more information about recreation opportunities to the Wikipedia page and the New Richmond business directory.

### Walkability/Bikability

- Bicycle routes are proposed in the New Richmond Comprehensive Master Plan. They need to be identified and signage installed.
- Create and adopt Bike Pedestrian Master Plan for New Richmond that complies with the Ohio Department of Transportation standards for a Bike Ped Master Plan. This may allow for some funding for future linkages that involve the state highway. See Appendix C List of Resources, Dept. of Transportation Bike & Pedestrian Planning, Ohio 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/>
- Internal newsletter or group chat between all business owners to ensure everyone stays in the loop

- Work out an arrangement with Skippers to create overnight transient dockage for power boats.
- Establish charging stations for electric bikes (3-4 locations) along Front Street.
- RTR Team coordinated the effort to provide 10 bike racks in New Richmond with the Tri-State Trails program funded by the Devou Do Good Foundation.
- Pop up event to close a road and have a car free – walk and roll- event with community partners.

#### **Short Term Ideas to Pursue:**

- Convince ODOT to allow village to have signage on US 52 to identify business & attractions.
- Enhance bike lanes throughout the city and riverfront.
- Create a TID (Tourism Improvement District) tax to help fund projects along the riverfront.
- Make New Richmond a widely recognized destination for cyclists (elect. Bike charging stations, primitive camping option along the riverfront, bike racks, bike fixit station & promotion of the new Rt. 52 bike lanes).
- Make New Richmond a prime destination for power boaters and paddlers to spend the night or the weekend (transient dockage at Skippers, upgraded kayak/canoe put in, overnight camping option close to downtown with electric & restrooms).
- A marketing plan to promote New Richmond as a getaway destination.

#### **Long Term Ideas to Pursue:**

- Master plan and develop the riverfront for visitors and improve the boat ramp for riverfront landings.
- Create a community focal point on the riverfront for festivals and docking for transient motorboats & riverboats.
- Promote New Richmond as “get away” destination for paddlers, power boaters, cyclists, history buffs and foodies.
- Upgrade riverfront with historical signage, improved access to the Ohio, amenities for special events, landscaping, etc.

#### **Additional Ideas to Consider:** (From the SWOT Analysis Input)

- Recognition that New Richmond has potential to become the “Loveland” of Southern Clermont County for outdoor recreation enthusiasts.
- Recognition that New Richmond has the potential to become the premier Underground Railroad walking tour destination.
- Increased flood insurance. This will help financially should there be a big weather event, as well as shed light on the climate change issue.
- Property owners need to have some vested interested in the town to build accountability.
- Coordinate with county officials to seek additional public access sites upstream in the 5-6 and 10-11 river mile range to facilitate day use paddle trips that terminate in New Richmond. This can help support a vendor to rent paddle equipment.
- 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 city.

#### **Classic Trip Opportunities**

- Bike route from Cincinnati to New Richmond.
- Motorboat and paddling destination riverfront development with overnight camping, transient docking & restrooms.

## 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 a 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 complied 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 New Richmond 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.





## 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.*

# City of New Richmond, Ohio

## River Town Review

### Appendix B: Background & Supporting Materials

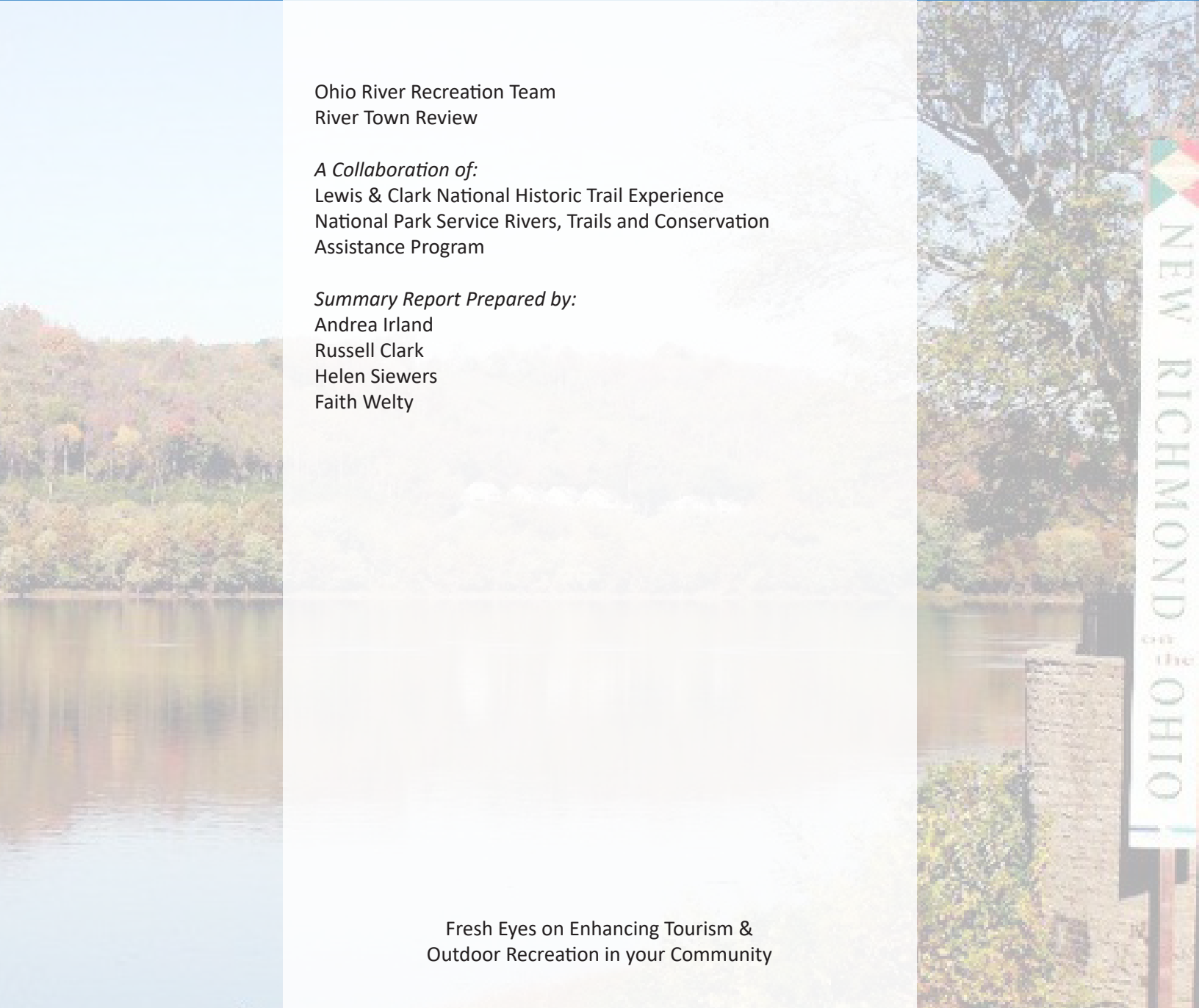


Ohio River Recreation Team  
River Town Review

*A Collaboration of:*  
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  
Faith Welty

Fresh Eyes on Enhancing Tourism &  
Outdoor Recreation in your Community





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## Application Letter



August 14, 2020

Dear Mr. Clark & Ms. Irland:

Thank you for the opportunity to apply for assistance as a community for the first round of River Town Reviews. Below please find our answers to the points delineated in the notice about the River Town Review Program.

- **Why does your town want this review?**

The Village of New Richmond has strived for years to develop and promote our cultural, historic and natural assets. We believe we are on the right path; however, it would be valuable to get an independent assessment from experts working with locals utilizing a systematic approach.

- **What are your anticipated outcomes?**

An enhanced short term and long term list of action items to maximize recreational and tourism assets. Synergy with other rivertowns on the ORRT.

- **What are your communities' biggest assets?**

A safe, walkable town full of 19<sup>th</sup> century architecture. Proximity to Cincinnati. Gateway to rural areas east of Cincinnati. Citizens that are determined to take better advantage of our number one recreational asset—the Ohio River and the beautiful valley full of friendly folks where that river resides.

- **Who will be the main contact to work with the River Town Review Team?**

Greg Roberts, Village Administrator email: [groberts@newrichmond.org](mailto:groberts@newrichmond.org)

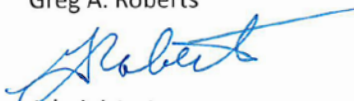
- **Who will be invited to participate?**

Local organizations, businesses, property owners, elected officials, Clermont County CVB.

**Does your town agree to provide information, stakeholder participation and host meetings, if selected?**

YES! We accept the responsibilities listed in the notice.

Greg A. Roberts



Administrator

Village of New Richmond



# DOI Confirmation Letter



## United States Department of the Interior

### National Park Service

National Underground Railroad Network to Freedom  
4068 Golden Hill Road  
Church Creek, Maryland 21622



October 1, 2020

Mr. Greg Roberts  
Village of New Richmond  
102 Willow Street, Light Ashburn Bldg.  
New Richmond, Ohio 45157

Dear Mr. Roberts:

Congratulations! The National Park Service (NPS) evaluated the application for the Henry and Louisa Picquett Burials at Samarian Cemetery to be included in the National Underground Railroad Network to Freedom (Network to Freedom). We found that it makes a significant contribution to the understanding of the Underground Railroad in American history and that it meets the requirements for inclusion as a site. We commend you on your dedication to this important aspect of our history and expect that you will join with us in continuing to exemplify the values expressed in the National Underground Railroad Network to Freedom Act.

We notified the owner or manager of the site and are sending them a Certificate of Acceptance that they may display. As a site included in the Network to Freedom, they may use the Network to Freedom logo under certain conditions, such as in plaques or publications. The NPS Regional Program Manager will be pleased to share further information and guidelines on the use of the logo. We will also include the site on the NPS Network to Freedom Web site at [www.nps.gov/ugrr](http://www.nps.gov/ugrr).

Please know that we are aware of your commitment to be stewards of all that the National Underground Railroad Network to Freedom Act embraces. To ensure accurate interpretation of the Underground Railroad to the public, we wish to emphasize that the association with the Network to Freedom may only be represented as it has been approved in the application. We know that you are as committed to quality and high standards as we are and will realize the need for periodic review. Any site in the Network to Freedom is subject to periodic review and may be removed from the Network to Freedom if there is evidence that it no longer meets the criteria for inclusion or if the steward's activities are inconsistent with the goals of the National Underground Railroad Network to Freedom Act. In order to help us stay up-to-date, we rely on you to send us news and examples of flyers, newsletters, programs, brochures, etc. Additionally, you may post news of your upcoming events on the NPS Network to Freedom Web site.

Congratulations again on your successful application for the Henry and Louisa Picquett Burials at Samarian Cemetery, which we welcome into the Network to Freedom. We wish you continued success. Please do not hesitate to contact your Regional Program Manager at any time to seek assistance, advice, information, or to let them know about any current activities.

Sincerely,

Diane Miller  
National Program Manager



## Digital Desktop Review for New Richmond

Five volunteers spent about one hour each on-line to see what they could find out about New Richmond 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...

“I did not find a compelling reason to visit New Richmond other than a quick stop on the Ohio Scenic Byway. My Google searches indicated that many/most activities I was interested in were unavailable in New Richmond. No hotels, no bike rentals/shops, no bakeries, no kayak rentals, no fishing charters, no breweries.”

“New Richmond’s two websites, NewRichmond.org and NROBA.org, do a good job of “selling” New Richmond as an historic river town... giving focus to the Ohio River. It says to me that the Ohio River is their ‘front yard’ as opposed to their ‘back yard’. However, I did not see much in terms of biking, kayaking, fishing, camping or park and lodging facilities in or near New Richmond.”

“My overall impression from this search was that New Richmond is a quaint village that would be worthwhile to visit to enjoy the scenic views of the Ohio River away from a major city. However, given that it is so small and lacks many recreational amenities and lodging options, I would be more inclined to visit for a day trip as opposed to staying an entire weekend. If you own your own boat, camper, kayak, and/or bike you will have more opportunities for recreation, as there aren’t any rental locations nearby. The area by the river appears to be walkable/ bikeable, but you will need to use your car to drive to New Richmond. You could possibly arrive by boat, but there is only one boat launch available and it wasn’t clear on any website.





## Digital Desktop Review for New Richmond Continued

“More consideration should be given to the Ohio River with public displays and photos of buildings, old steam-boat activity and streets of then and now. Also, address the close by points of interest such as the old wicket dam, suggested paddling routes giving miles and time expected to paddle them. Maybe some educational signs addressing barge traffic, coast guard rules and river ecosystems. Geared towards a 13 to 15 year old level. Easy to understand but not too childish or too complicated.”

### *Notes about NewRichmond.org:*

“Nice first impression... inviting photos of downtown, buildings, riverboats, historic sites, etc. Nice that it shows kayaking on the Ohio and annual special events along the River... tells me the New Richmond is focused on the Ohio as an asset.

“The home page contained a map and photos which was very attractive and inviting. Then I clicked on the Departments tab and found an informative map of all park locations including the Augusta Street boat ramp. I would find it helpful if there was more information about boat ramp parking, bathrooms, water fountains, any available camping and a photo of boat ramp.”

“The website could be improved with a tab on the home page labeled “VISITORS” or maybe “THINGS-TO-DO” with consolidated info for visitors.

This would include 1) Things to do like kayaking on the Ohio River with boat ramp location, cycling routes, walking tour of NR, cardboard boat museum, Underground

Railroad sites, museums, nearby Ulysses S Grant birthplace; 2) Restaurants & Bars - Front Street Cafe, Green Kayak, Skipper’s River Cafe and DORA (Designated Outdoor Refreshment Area); 3) Lodging – Susanna’s Guest House, any available camping (I did not find any).”

“I could not find any info on the Village’s website that was geared to hikers, bikers, paddlers, powerboaters, anglers or family campers. No question the village has SO much to offer folks interested in these outdoor activities!”

### *Notes about NROBA.org:*

“Nice and inviting Home Page with focus on the Ohio and riverfront. Useful Tabs on shopping, museums, lodging, events and readable map. NROBA Facebook page looks current (updated just 2 days ago) and welcoming with nice photos.”

This site contained info on restaurants, local businesses and Susanna’s Guest House, but had no information on outdoor recreation.”



## Digital Desktop Review for New Richmond Continued

*Notes about Susanna's Guest House (susannasguest-house.com):*

"This is the only lodging in the NR area that I could find. It looked extremely nice and comfortable, but camping in the area would be attractive for outdoor recreation. New Richmond would be an amazing and fun stop on an overnight trip down the Ohio River by kayak, powerboat or bike. Susanna's Guest House has an attractive website and looks like a convenient place to stay while visiting NR. What I liked most about their website was the activities tab which promoted canoeing and cycling and other activities/points of interest including NR history (Underground Railroad), restaurants, shops and nearby Grant's birthplace."

*Notes about Discoverclermont.com*

"There is a brief description of New Richmond, but no references to 'things to do'. There is a link to HistoricNR.org but it takes you to a spam site in Japanese.

*Notes about Trip Advisor.com*

When searching "Top 15 Things To Do In NR", among all the items listed only the Cardboard Boat Museum as actually in NR. When searching "Explore NR", most everything listed were restaurants and lodging but nothing about outdoor recreation in or near the Village."

October 12, 2020

*Key Recommendations –*

- Tag more businesses and partners on social media channels to expand audience reach
- Instagram and Facebook posts are identical. Creating different posts for each will increase engagement and ensure that content is optimized for each platform.
- Add the nroba.org website to the "About" section on the Facebook page.
- The business directory was helpful on newrichmond.org to find shops, restaurants, and dining. It could be improved for outdoor enthusiasts by adding a section for recreational amenities.
- Add more information about recreational opportunities to the Wikipedia page.







## Community Visit Photos





## New Richmond River Town Review Visitor Assessment

On October 9, Jerry Schulte and Brewster Rhoads spent three hours walking around New Richmond spending most of our time along the riverfront. We interviewed nearly 40 people asking them what they loved about New Richmond and what they would encourage the Village to do to further improve their “visitor experience”.

We talked with 6 parties putting their fishing and ski boats in the Ohio at the boat ramp – impressive for a week day in October! One fisherman said he spends at least \$100 each time he goes out (1-2 times a week) and said that the NR boat ramp is by far the best in Clermont County. Another boater said it is not unusual to spend as much as \$300 a day on a family outing on the Ohio.

One NR couple with a 5 year old came to the ramp to fish. A three generation family of four from Hamilton, OH were visiting NR for the first time to have lunch at the Front Street Café (which they discovered on line). A retired couple from Nebraska were visiting NR for the first time because of the Underground Railroad signs on Rt. 52.

Four African American motorcycle riders stopped for lunch at the Front Street Café (from Fairfield, Mt. Airy, Sharonville and downtown Cincinnati). A retired couple from NR with two grandchildren were having a picnic on the riverbank. A retired couple from Anderson Township said they come to NR 2-3 times a week for lunch and relaxation overlooking the Ohio.



## New Richmond River Town Review Visitor Assessment Continued

What folks told us they loved about New Richmond:

- Small town feeling where people know and care about each other
- The calming “pace of life” – wonderful place to relax
- The walkability of the business district as well as the residential neighborhoods on the river side of Rt. 52
- The beauty of the riverfront and the “viewshed” across the Ohio
- The historic buildings, especially the Underground Railroad sites
- The boat ramp and docks – stable, clean, convenient and easy to use
- The ducks and geese – love to watch them
- The benches overlooking the Ohio
- The small businesses in the community, especially the restaurants
- The easy access to the shoreline for people who fish, skip stones, etc.

What participants/ locals told us they would like to see done to make New Richmond more attractive to residents and visitors like themselves:

- More parking for boat trailers and vehicles near the boat ramp (gets very busy and congested on weekends and during fishing tournaments)
- A dumpster or big trash cans at boat ramp
- A port-o-let by boat ramp parking lot
- Deployment of the boat ramp docks in May, not July
- A separate canoe/kayak ramp next to boat ramp – not safe now for paddlers when it is busy (view of powerboater)
- Swings and play area for kids plus more picnic tables on riverfront
- Either allow fishing from boat ramp docks or create fishing pier/dock
- Establish a no-wake zone near boat ramp and Skippers
- Keep the public restrooms open – visitors have no place to go
- Improve signage from 52 with directions to the business district – something like “Welcome to Historic New Richmond, Gateway to the Ohio”
- Create signage promoting major festivals/events on Rt. 52
- Develop interpretive signage along the Front St. “Waterfront Trail” about New Richmond’s history, the ecology of the Ohio, the riverboat era, the Underground Railroad, the working river, floods and a map of the village identifying key businesses, historic sites, parks, restrooms, boat ramp, public parking, etc.
- Make arrangements with Skippers to permit transient overnight moorage (for a fee) for out of town boaters. “You would get a lot more boaters stopping in NR for lunch and dinner as well as for festivals”





## New Richmond River Town Review Visitor Assessment Continued

- Create “Welcome to Historic New Richmond” signage facing the Ohio
- Have signs on 52 directing people to the “best boat ramp in Clermont County” (several boaters said it was that good)
- Create bike routes (with bike lane striping) from Rt. 52 into the business district as well as family friendly bike lane routes on the safest residential neighborhoods
- More bike racks on Front St. (said they could not find one)
- Place to camp overnight (for paddlers, power boaters and cyclists)
- Signage about DORA with a map of the DORA boundaries
- Place to rent kayaks plus a bike shop (especially for repairs and rentals)
- Cut the grass (and overgrown bushes) on 52 from the IGA to the south side of town – the New Richmond gateways look neglected
- Improve signage at New Richmond history museum with hours of operation

One visitor from Hamilton, OH sent us a follow up email saying in part:

“As we mentioned, the museum house was closed and there was no signage about their hours. We really were not sure what there was to see in the town. This got me thinking that it would be great to have kiosks set up at the historic sites to inform people of where they are on a simplified map and the other sites in the area with some general history about the town. I saw a great example of this in downtown Nashville, IN. The Clermont County Park District has many of these kiosks set up as well for park maps and event info.

Other attractions would be more retail businesses, perhaps some signage along the river sidewalk path and some kind of livery/boat rental place if there isn’t one already.”

October 9, 2020



## Community Meeting Agenda

October 14, 2020

10:00 – 10:10	Welcome
10:10 – 10:30	Big Picture & Online Tools Ohio River/ORRT National Park Service Rivers, Trails & Conservation Assistance Program ORRT Digital Guide & Lewis and Clark Geotourism Site
10:30 – 11:00	Tell us about your town (SWOT Analysis) Strengths Weaknesses Opportunities Threats
11:00 – 11:30	River Town Review Observations Desk Top Reviews Visitor Assessments
11:30 – 11:35	SWOT Poll
11:35 – 11:50	Community Brainstorming
11:50 – 12:00	Next Steps, Wrap up, & Questions





## Participants

### Community Participants

Andrew Gephardt: agephardt@newrichmond.org  
Art Kareth: artkareth@fuse.net  
Art Galea: art.galea@solidplatforms.com  
Becky Ploucha: bploucha@newrichmond.org  
Betsy Mitchell: betsymitchell961@gmail.com  
Bob Less: bob.lees@gmail.com  
David Moeggenberg: David@Cincirealestate.com  
David Painter: dpainter@clermontcountyohio.gov  
Ed Horgan: edwardhorgan@msn.com  
Gary Skeene: gskeene@newrichmond.org  
Glenn Ewing: gEwing@newrichmond.org  
Greg Roberts: groberts@newrichmond.org  
Jeff Blom: jblom@discoverclermont.com  
Jene Galvin: jenegalvin@gmail.com  
Jim Comodeca: greenkayakmarket@gmail.com  
Jim Moriarty: jmorarity@gmail.com  
Kevin Dick: kevin@captainscovemarine.com  
Larry Prues: lPrues@newrichmond.org  
Mary Allen: mallen@newrichmond.org  
Melanie Slade: mslade@newrichmond.org  
Michael Findlan: michael.findlan@gmail.com  
Mindy Wyman Horgan: edandmindy@hotmail.com  
Richard Feldkamp: richardfeldkamp9@gmail.com  
Rodrick Crousey: rod@nrdistilleries.com  
Shanna Morarity: Shannarandana@gmail.com  
Sophie Woodruff: swoodruff132009@gmail.com  
Tom Wulker: twulkercpa@outlook.com

### Team Participants

Brewster Rhoads: brewohio@gmail.com  
Jack Sutton: jsutton677@gmail.com  
David Wicks: dwicks1@gmail.com  
Derek Schimmel: d.schimmel@solimarinternational.com  
Andrea Irland: Andrea\_Irland@nps.gov  
Russell Clark: Russell\_Clark@nps.gov  
Helen Siewers: Helen\_Siewers@nps.gov  
Faith Welty: Faith\_Welty@partner.nps.gov



## SWOT Analysis

### Strengths, Weaknesses, Opportunities & Threats

These are some of the results of the River Town Review conducted virtually and in person for New Richmond, OH on October 14, 2020. The SWOT results were taken from all answers in the chat that were then presented as a list to the group and ranked as top three in each category. Repetitive answers, multiple listings and ties for priority resulted in the following list. Please review these ideas to inform the prioritization of the brainstorming ideas that follow.

#### Strengths

- Strategic location 10 minutes from I275, easy access to downtown
- River focus - picturesque riverfront and river view, a few restaurants, small town charm
- History – underground railroad, architecture, good restaurants
- Small town charm, fun place where we do festivals

#### Weaknesses

- Flood insurance issue - Needs to be more affordable and fair
- Utilities and infrastructure are old and need to be updated
- Income
- Lodging
- Residents resistant to change

#### Opportunities

- Roundabout project
- Bike trail completion from Cincinnati
- Riverfront landing and marina
- Lodging - Hotels, motels, campground

#### Threats

- Property owners with no vested interest in the Villages well being
- Village Income
- Aging infrastructure with limited funds to fix



## Community Brainstorming Ideas

The following list of brainstorming ideas were compiled from the chat box input from the October 14, 2020 meeting participants. This list of ideas has been grouped into mutual categories and similar ideas have been combined.

### *Riverfront*

- A. Funding for riverfront landing
- B. Improve ramp for large boats
- C. More access to areas for camping and boating
- D. Better facilities to entice boaters to come to New Richmond to launch their boats
- E. Build a ramp for kayaks
- F. Develop the riverfront for visitors to enjoy the river (Like Put-In-Bay on the other side of the state)
- G. More restrooms for visitors
- H. Education area for wildlife on the river
- I. More dock space for boats
- J. Overnight dock space is important
- K. Riverfront Landing with modern marina

### *Bicycling*

- L. Set up a campsite in downtown New Richmond for hiker/biker/boaters that has water, bathroom, bike fixit station, electrical outlets
- M. Bike lane connecting to us 52 bike lane that circles through the village
- N. Enhanced bike lanes
- O. New Richmond Historic Sites Bicycle Tour
- P. Electric bike charging stations

### *Business Area*

- Q. Operator coming in to rent kayaks, canoes, bike rentals and pontoon boats - this would bring many people in town who would stay for lunch and dinner afterwards and would shop at stores
- R. Uniform historical business district that flows with our parks/riverfront with outdoor dining experience and musical entertainment options
- S. Fill all of the vacant store fronts along Front Street with viable businesses. Possibly catering to the recreational venues
- T. More restaurants and ice cream stores
- U. A multi-purpose commercial development including a hotel
- V. Attract a brewery
- W. Become a must visit/re-visit location
- X. Make New Richmond a living history museum

### *Wayfinding/Signage*

- Y. Improved gateways to our village for a more welcoming experience
- Z. Convince ODOT to allow village to have signage on US52 that announce businesses, attractions, services, historic sites, launch ramps, etc.



## Brainstorming Ideas Continued...

### *Community Events*

- AA. Regular event & music programming
- BB. Enhance the DORA experience with outdoor attractions/events

### *Marketing & Outreach*

- CC. A program to radically improve our social media presence to permit a larger audience of potential visitors to know of our assets
- DD. New Richmond as the Gateway to Points East
- EE. Outreach programs and advertising about the area
- FF. Reach out to high school and middle school students

### *Parks & Recreation*

- GG. Offer outdoor recreation that meets the needs of residents and desired tourists
- HH. Utilize mitigated property for potential dog parks
- II. Pickle ball courts

### *Other Ideas*

- JJ. Housing in a flood zone area
- KK. Mention of the old lock system
- LL. Ferry to Kentucky
- MM. Protect Viewshed in Kentucky



# Community Brainstorming Ideas

## Follow-Up Notes & Priorities Results

The following tables are identifying the short- and long-term ideas to pursue priority items from the New Richmond River Town Community Input Workshop held on October 14, 2020. These are the items that received at least one or more votes as priorities to be considered from the workshop participants.

The complete list of ideas generated from the workshop are identified on the document titled “Brainstorming Ideas”.

Short Term Ideas to Pursue		Short Term Votes	Long Term Votes
ZZ	Convince ODOT to allow village to have signage on US52 that announce businesses, attractions, services, historic sites, launch ramps, etc.	3	
EE	Outreach programs and advertising about the area	3	
B	Improve ramp for large boats	2	1
E	Build a ramp for kayaks	2	1
H	Education area for wildlife on the river	2	
I	More dock space for boats	2	
CC	A program to radically improve our social media presence to permit a larger audience of potential visitors to know of our assets	1	1
M	Build a ramp for kayaks	1	
T	Build a ramp for kayaks	1	
II	Build a ramp for kayaks	1	





## Community Brainstorming Ideas Continued Follow-Up Notes & Priorities Results

Long Term Ideas to Pursue		Short Term Votes	Long Term Votes
F	Develop the riverfront for visitors to enjoy the river (Like Put-In-Bay on the other side of the state)		3
L	Set up a campsite in downtown New Richmond for hiker/ biker/boaters that has water, bathroom, bike fixit station, electrical outlets	1	2
AA	Regular events & music programming		2
P	Electric bike charging stations		2
S	Fill all of the vacant store fronts along Front Street with viable businesses. Possibly catering to the recreational venues		2
GG	Offer outdoor recreation that meets the needs of residents and desired tourists		2
	(SWOT Opportunities List) Round-about project and bike trail from Cincinnati		2
	(SWOT Opportunities List) Riverfront Landing and marina		1



## Community Brainstorming Ideas Continued Follow-Up Notes & Priorities Results

Submitted by Michael Findlan, NR

Planning Commission Chairman and professional volunteer to various village organizations

Michael.findlan@gmail.com

Priority	Short Term Ideas to Pursue
1	Bike/Boating “M”, is first; then work on “L”. ODOT painted a bike lane on both sides of the highway but it needs to be clearly connected to a path in and around the village. ODOT still has to really make it a safe bike path by diverting it onto sections of Old US-52.
2	Marketing “CC” and “EE”. Always a problem. This is hampered by the fact that the various organizations advertise on their own. They do not coordinate advertising for the village good by way of making sure events do not overlap and are advertised in any true village wide type flyer or media sites.
3	Signage “Z”. This has crippled this village for year. Many people traveling US 52 highway zoom right through and have no idea what is down on the river.



## Community Brainstorming Ideas Continued Follow-Up Notes & Priorities Results

Priority	Long Term Ideas to Pursue
1	Business Area “S”, this involves and includes enforcement of our existing zoning. All first floor street fronts are supposed to only be used for businesses and not apartments
2	Riverfront “F”. I’ve been to Put-in-Bay numerous times (mostly for the sports car races and said weekends) They are truly a “destination” point and they cater to the visitors very well. NR could be similar if we could get our riverside streets cleaned up and filled with active businesses including pubs, restaurants, better marina facilities, etc..
3	Bike/Boating “L”. At this time the only practical location is down at Augusta Street. But the available space/property has been acquired by a soon to be built distillery (a welcome addition for sure!). Otherwise boaters would have a long trek to any camping site, lodging, restroom, showers, etc. A disadvantage of our village is that it is spread out along the length of Front St, through Suzanna Way to Augusta. Potential camping is about 2+ miles from Augusta St. boat ramp!



## Homework & Comments

Post New Richmond River Town Review meeting on October 14th, 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

Additional Thoughts or Comments:

“O-A” and “O-D” will help the village in the long term. I’ve personally put on a couple of car events based out of NR. But the overnight people had to be lodged up in the Eastgate area. A nice, clean motel would be a real asset especially when having big events.

Events attract people! The bigger the better. In 2016 and 2017 I brought a Circus troupe to NR. Very successful but I need a good repeat location for similar events. (Everyone loves a circus, but the animal rights people have killed off the small touring one-ring circuses.) Don’t know if a circus can be done again, but there are other big events such as a rodeo that would be popular in this “rural” area. The point is that while NR has a very good Summer Concert Series, River Days Festival and some holiday parades and events; we need more large items to attract people from around the state to NR as a destination village. Think of the Waynesville Sauerkraut Festival or Hinckley’s Buzzard Return event. Centerville, OH is the town that I believe had go-cart racing in the village streets over a weekend. That was a huge community event as I remember.

The small town charm is what makes Put-in-Bay and these other event locations fun. I personally refuse to go to Cincinnati’s Oktober Fest or the “Toyato/WEBN end of summer” event because they are so crowded and parking or getting around is a nightmare.

Because we are in the Ohio River valley there is a plethora of great roads to drive, cruise, motorcycle or bicycle on. Even with Covid issue I’ve been on two 90+ mile drives this year that were wonderful. They both started and finished in NR. This makes a very good base for car and motorcycle tours and rallies. “Harleys against Heroine” is a big yearly event drawing 200-300 motorcycles. Our bandstand makes for a good staging and announcement/awards area. Both events could or would have made use of the restaurants as vehicles lined up along Front and Suzanna. If it hadn’t been for Covid the one tour was going to start off by way of morning coffee/food at the restaurants, the tour and then return to the village to line cars up along Front and Suzanna for a post drive car show (other years this event has attracted 250+ cars). We hope that it can happen next year in full. Besides small car or motorcycle clubs, organizations such as SCCA.com and sportscarpreservation.org can be key to making use of NR as a start and finish point or base for their events.



## Things I Learned from a River

By Robert G. Lees

At one o'clock in the afternoon on the 13th of February, 1949, in the small village of New Richmond, county of Clermont in the state of Ohio, in a home on the banks of the Ohio River, I came screaming into this world. All 11 pounds and 13 ounces of me. From that day forward, and through all of my formative years, the view outside my bedroom window on the second floor of our home was that of the river. Not just any river, but the beautiful Ohio — my river. From as early as I can remember the river has been a major part of who I am. It clearly helped to shape the person I have become. The river was a constant, important presence in my youth, offering me great comfort in the fact that it was, had always been and always would be there for me.

Sometimes today when I fly across the continent, the route takes me over the Ohio River Valley. I can't help but press my face against the window looking down from 38,000 feet on a river winding its way through countryside and

cities and past villages from Pittsburgh, where it begins, to Cairo, Illinois, where its light green waters join the muddy Mississippi. During the handful of minutes while the river is in sight, I completely forget the work I should be doing or the meeting I will be attending when I land. My thoughts go back fondly to a much simpler time, my days growing up alongside this major waterway. One thing I know for sure is that this great river of my youth continues to be an important part of me today, even when I now make my home on an island in the middle of an ocean fed by other great rivers.

As a young boy, much to my mother's displeasure, I would frequently escape to the riverbank for enjoyment. I'd skip stones, flat and smooth from miles and miles of travel along the bottom when the river was running fast. I'd spend time fishing, occasionally hooking a catfish, river perch or bluegill. I have always hoped, but never in my life have I actually caught a bass. On the riverbank, my siblings and buddies and I built fortresses out of willow branches and horseweeds and dug foxholes,

pretending to defend our town from "invaders" from upriver or from Kentucky, on the opposite shore. I once built a makeshift raft upriver and rode it downstream to my home only to then to watch it drift out of sight after I jumped off and swam to shore I learned from that experience that I'd probably never be a great ship's captain. Once, after figuring out that firecrackers, then illegal in Ohio, were available at a small country store just across the river in Kentucky, I stuffed some old shorts, a T-shirt and shoes into a very large pickle jar and dog paddled across the river, turning a \$5 investment into \$15 in sales of firecrackers to my buddies.







## Things I Learned from a River Continued

I guess I learned my love of adventure and developed my entrepreneurial spirit from the river. mostly, however, my time on the river was spent just pondering life. I'd sit for long stretches on a log tossing pebbles into the water, watching the circles grow ever wider as the ripples grew thinner until they completely disappeared. I remember looking the three quarters of a mile across to Kentucky, a place so close, yet so far away. A place where my mother's family spoke with beautiful Southern accents, saying "ya'll" instead of just "you." The river kept us from daily contact with family over there but this separation made my great aunts' and cousins' fried chicken, home-made pies and warm hospitality seem all the more wonderful whenever we'd cross over by ferry boat to visit them. I also remember gazing upstream, wondering where the river came from, and then downstream, wondering where

it went. There is no doubt in my mind that my curiosity, my urge to explore other places, meet new friends and experience things outside my little world, flowed from my desire to learn where the river could take me.

The river also gave me a great appreciation for history. I looked at the buildings in my hometown, most of which were built in the early to mid 1800s when my village was a bustling center of steamboat commerce. I learned that my river had been the major artery that brought European and East Coast settlers not only to live in our Ohio Valley but also to populate the entire western part of the United States.

The river brought people with diverse backgrounds and nationalities together with the common promise of a better life for themselves and their children. Initially they were of French and English extraction, and then came the Irish and the German Catholics, who were fleeing religious persecution in their native lands.

I could understand how these people and their heirs were tolerant. They worked valiantly before the Civil War to help runaway slaves escape from Kentucky, where slavery was legal, to Ohio, where it was not. I took pride in learning that in the 1830s, *The Philanthropist*, the very first newspaper in the country dedicated solely to the abolition of slavery, was printed just a block from my birthplace and that the early abolitionist doctor who delivered the baby who grew up to become General, and then President, Ulysses S. Grant had lived just three houses down from ours.





## Things I Learned from a River Continued

In my hometown white people live in harmony with black people, many of whose ancestors had crossed the sometimes frozen Ohio toward signal lanterns in the windows of the abolitionists who lived on my street. The river gave me pride in town and in country. The river taught me tolerance.

Living near the river gave me a deep sense of respect for Mother Nature. There is nothing more beautiful than watching the seasons change along the banks of this great and, usually, tranquil river. Lime-green willow buds, pussy willows, redbud and wild violets in the spring; the lush, almost tropical, green of summer; and the yellow and red leaves of maples and towering sycamore trees in autumn. On occasion the river would freeze in winter. Ice from bank to snowy bank would create a winter wonderland. It was so wonderfully tempting during those cold winters for a young boy to walk out on the frozen waterway, ice creaking and cracking underfoot until he is caught by the watchful eye of a mother in shock and made to spend the rest of his day and night in his room.

I learned from an early age that while nature is beautiful, it can also be destructive. The runoff from late winter snowmelt and heavy rain sometimes combined to push the river over its banks, flooding our village and with it our home. Just as the peaceful Ohio is a part of my life, so is the rampaging, uncontrollable Ohio. Memories of praying for the rain to stop, packing up our possessions, moving in with relatives — more and more of whom lived in the hills as

the years went by and then returning to find our home and village in as much as 10 inches of mud, is another experience that stays with me.

But what I remember most about the floods is that they got us all to work together. Our all-volunteer fire department would be there to evacuate those who were caught in their homes by the rising river, and then, after the water receded, to hose down our streets and lend themselves and their pumps to families in need. Every member of the family would pitch in to help each other, and when our homes were clean, we'd all go help our neighbors. It was the neighbor-helping-neighbor activities that I most remember about those difficult times. The flooding river taught me to appreciate life and to take time to help others.

It built a strong work ethic. It taught me to be prepared for the unexpected and gave me an awareness, which remains with me today, that the fruits of your labor can be quickly swept away. I also learned that things that are beautiful and good can sometimes turn ugly and bad. But that good will come from bad unless you choose otherwise.





## Things I Learned from a River Continued

I’m convinced that people who grow up on a river are different. When we were young, students from neighboring village schools far from the river would taunt us, calling us river town boys “strange.” They said we had river water in our veins and flood mud between our toes. Looking back now, I like to think they were envious, jealous that they had no a river to live by, fish in and skip stones on. Nor a partner with which to ponder life and to help build character and values.

I still love the feeling of squishing mud between my toes, and I’m very proud to say that I learned life’s lessons from a river.

Robert G. Lees followed the Ohio and came to know the world the river opened up to him. Having earned a bachelors degree from the University of Cincinnati and a master’s degree in international management from Thunderbird, the American Graduate School of International Management, he embarked on an international business career. After working in Japan (whose language he speaks), China, South East Asia and the Caribbean — as well as in the United States — Lees served for a decade as Secretary General of the Pacific Basin Economic Council (PBEC), an organization of CEOs and other senior business leaders of the largest corporations in 20 countries around the Pacific, and as the Executive Adviser and Director Key Accounts, Asia-Pacific for KPMG Consulting/BearingPoint. Until recently he was as President and CEO of PBEC in Hong Kong. Mr. Lees returned home to his river village New Richmond, Ohio where he now resides.

Robert G. Lees  
[www.robertlees.org](http://www.robertlees.org)  
tel 513-310 3069  
Email. [bob.lees@gmail.com](mailto:bob.lees@gmail.com)







## Where I Take Visitors

- Along the river
- Front Street Café and a walk along the wall
- Visit and promote the Riverfront and historic business district
- Hausermen park
- Underground Railroad/Abolitionist sites  
[www.newrichmond.org/history](http://www.newrichmond.org/history)
- Front Street Café
- Cardboard boat regatta
- Museum of Historic New Richmond  
[www.ohioriverrecreationtrail.org/digitalguide](http://www.ohioriverrecreationtrail.org/digitalguide)
- Great food and river views
- Front Street Bunting





## A Perfect Day

### Visiting the Historic Village of New Richmond, Ohio

A perfect day in our Village would begin with a walking tour of the thirteen underground railroad sites, and then a visit the Cardboard Boat Museum, and the Ross Gowdy House. Stop by Haussermann Park and sit at the Gazebo to enjoy the river view and watch the barges go by. Take a lunch break and dine at one of New Richmond's three riverfront restaurants.

After lunch we will take a short drive east and travel part of the Lewis & Clark National Historic trail to Point Pleasant and visit Ulysses S. Grant Birthplace. After this brief visit we will continue east and visit Captain Anthony Meldahl Locks & Dam, which keeps the Ohio river navigable. A few minutes further east will take us to Chilo Lock 34, stop at the Visitors center and learn how wickets were used to make the river navigable before modern dams were constructed.

We will then head back to New Richmond and visit some antique shops, then conclude our day with dinner at one of the riverfront restaurants and enjoy outdoor music on the river.

“Visitors would have an aesthetic experience of the Ohio River valley while they’re here and would leave thinking what a nice place to visit. The residents have a good grasp of their history and are good stewards. They understand the current value and do a very good job of leveraging their advantages to sustain their community.”

“Visitors come to New Richmond and immediately recognize they're in a small town vs. the city. They feel welcome, safe, and comfortable. They enjoy the beautiful waterfront. The streets are not crowded and they love the slow pace of being in a small town. When they leave, they want to come back for the calming experience.”





## Contacts

### *Organization Webistes*

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

### *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*

## Appendix C: 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.

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### 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 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 \(completenessde.org\)](#)

### Departments of Transportation Bike & Pedestrian Planning

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

Kentucky [Bike Walk Kentucky | KYTC](#)

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

## 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](#)

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](#)

### 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](#)



## 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 \(destinationdevelopment.org\)](#)

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](#)

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

[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 \(ohiodnr.gov\)](#)

[Clean Ohio Fund \(Brownfield Revitalization, Farmland Preservation, Greenspace Conservation, Recreational Trails\) Welcome to the Clean Ohio Fund](#)

## 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 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](#)



## US Department of Agriculture

### Natural Resources Conservation Service

[Technical Assistance | NRCS \(usda.gov\)](#)

### Rural Development Programs & Services

[Programs & Services | Rural Development \(usda.gov\)](#)

### Strategic Economic & Community Development

[Strategic Economic and Community Development | Rural Development \(usda.gov\)](#)



### National Park Service

Rivers, Trails and Conservation Assistance Program

Ohio River Recreation Trail – **Resources List**

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