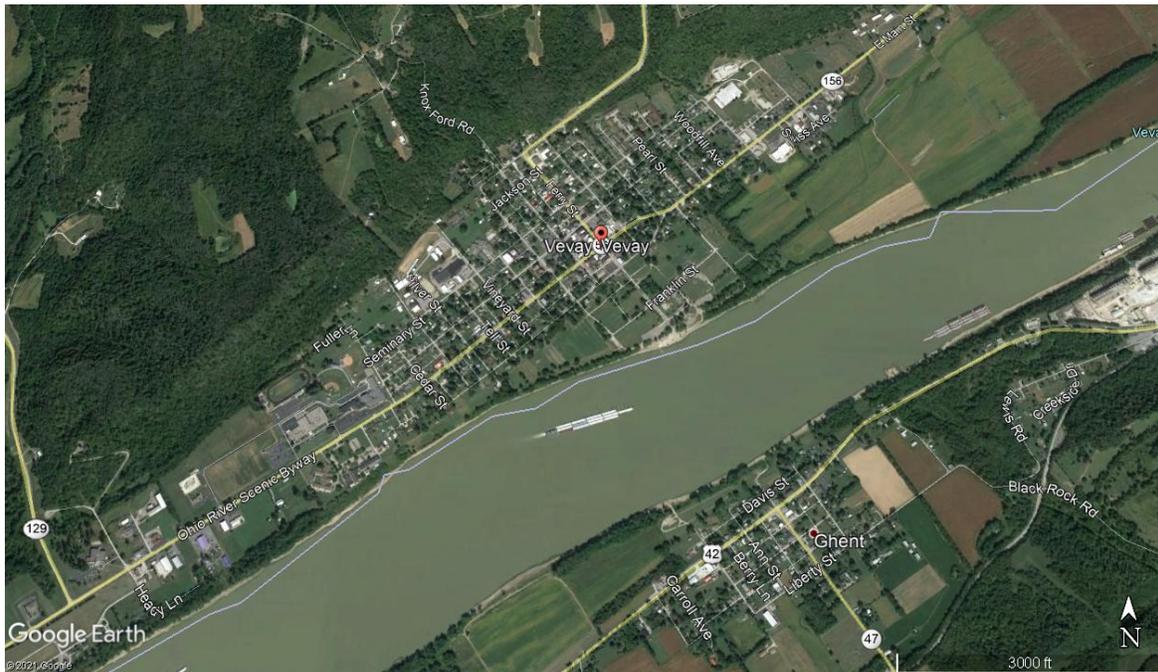




# Vevay, Indiana River Town Review

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



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

# Vevay, Indiana

## River Town Review

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

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# Introduction

## Ohio River Recreation Trail (ORRT)

The volunteer-led Ohio River Recreation Trail steering committee aims 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 (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 that connect with the Ohio River.

## Town of Vevay RTR Planning Process

(The details of the planning process can be found in Appendix A. )

The Town of Vevay requested an RTR 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-19 restrictions. The team hosted a virtual community input workshop on May 14, 2021, that included a SWOT analysis and brainstorming of ideas for enhancing outdoor recreation in the Town of Vevay. The participants were asked to help prioritize the ideas generated into short-term and long-term goals for the community to pursue. 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

Twelve volunteers spent about one hour each online to see what they could find out about the Town of Vevay as if they were thinking of visiting for a day or overnight. They looked at outdoor recreation opportunities, parks, lodging, restaurants, breweries/wineries, historical sites, attractions, events, and connection to the Ohio River. Reviewers found the primary community attractions include the Swiss Wine Festival, Paul Ogle Riverfront Park, shopping and eating in the historic downtown, Switzerland County Museum, various Bed and Breakfasts, river town art walk, wineries, and wine festival.

In summary, the RTR Team found that the Town of Vevay, Switzerland County, and crowdsourcing websites give a good summation of the businesses and events happening in the community and sometimes along the Ohio River. The Swiss Wine Festival is well marketed on websites and is one of Vevay’s greatest strengths.

## Walkability & Bikeability Scores for Vevay

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 Vevay – **49 Mostly Car Dependent**
- Bikeability Score for Vevay – **39 Somewhat Bikeable**

Please visit [www.walkscore.com](http://www.walkscore.com) for more information

<b>Walk Score</b> 90-100 Walkers Paradise 70 -89 Very Walkable 50 -69 Somewhat Walkable 25 -49 Mostly Car Dependent 0 – 24 Car Dependent
<b>Bike Score</b> 90-100 Bikers Paradise 70 -89 Very Bikeable 50 -69 Bikeable 0 - 49 Somewhat Bikeable



# Community Visit

See Appendix B for more details)

## Community Experiences

Several members of the RTR Team visited Switzerland County and Vevay to experience the community through three site visits in March & April 2021.

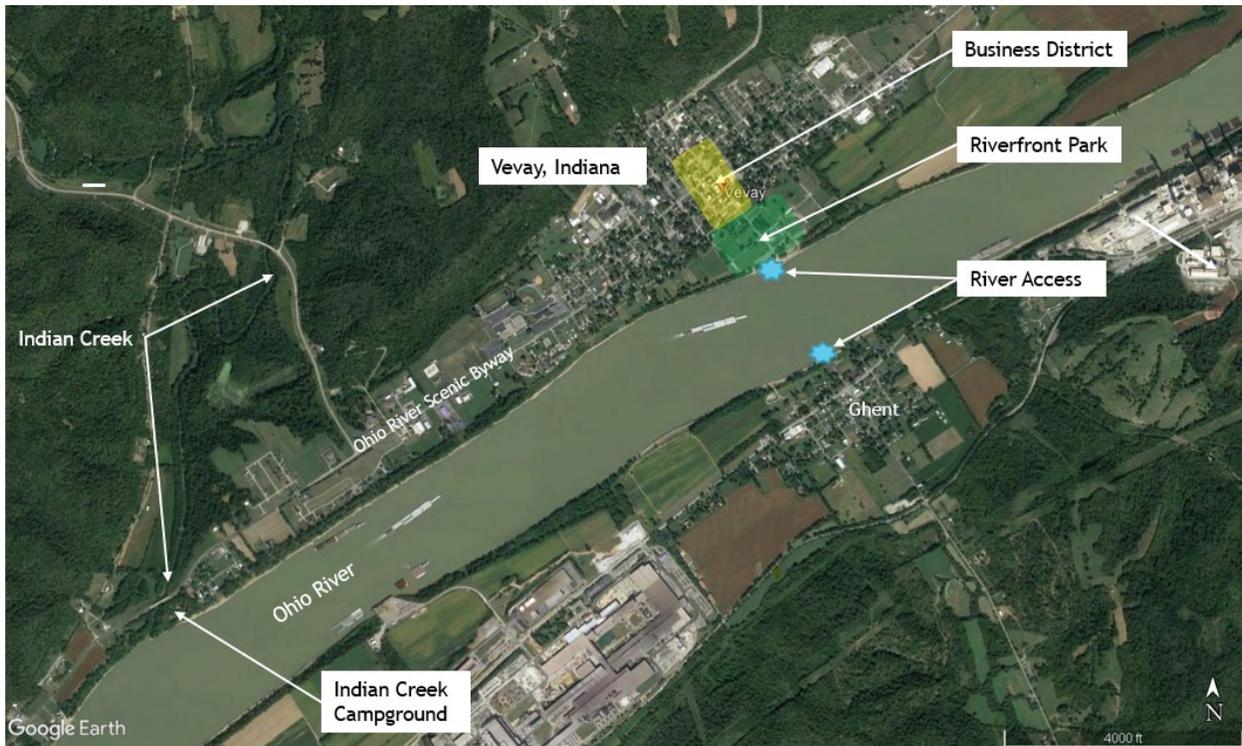
Some of the key things that the RTR Team liked about their community experience in Vevay were:

- Charming and historic downtown with great shopping and restaurants
- Paul Ogle Riverfront Park with great views of the river as well as a boat launch
- Community Art Center of Switzerland County
- Switzerland County Historical Museum
- The Hoosier Theater

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

- Work with the owners of the Indian Creek Landing Campsite to clean it up and develop a formal small boat launch site. It would be an ideal site for a canoe and kayak rental facility.
- Restore the Ohio river landing and develop a path from the river to the Thiebaud homestead. Consider adding primitive campsites.
- Restore the landings at the Musee de Venoge and at the Thiebaud Farm and develop a path up to the sites. Consider adding primitive camping.
- Spruce up the historical markers by the beautiful homes in the historic district.





## Community Input

(The detailed results can be found in Appendix B.)

### Virtual Workshop

The RTR Team hosted and facilitated a virtual workshop for the Town of Vevay on May 14, 2021. Local community members 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 through the virtual workshop using an online platform called Mural. The participants then prioritized those ideas using Mural’s voting system. This virtual workshop assisted the RTR Team to better understand what is important to the community and where the special places are in the Vevay area.



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

(See Appendix B for more details)

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

## STRENGTHS

- Riverfront Park Areas
- Generations of families living on the same property
- Friendly small-town charm
- Walkability
- Historic farmsteads

## WEAKNESSES

- Lack of financial resources
- Not enough young people
- Lack of restaurants
- Lack of bike amenities
- Not boater or paddler friendly



## OPPORTUNITIES

- Bike rent or bike share program
- RV and camping popularity
- New funding sources
- Unique location
- More biking infrastructure
- Three airports within 2 hours



## THREATS

- Flooding
- Lack of funding
- Ageing population
- Unaccepting of change
- Historic houses not having longstanding protection
- State budget changes

## Brainstorming Ideas

(See Appendix B for more details)

The participants were led through an exercise to identify ideas to consider pursuing to improve or create recreation assets and tourism opportunities in the Vevay area. The following lists identify some of the higher priority short-term and long-term items selected from all the ideas generated during the brainstorming exercise. These lists also include ideas to consider from the workshop participants homework exercise.

### SHORT TERM IDEAS

- Organize biking and paddling events
- Install benches and swings by riverfront
- Install more bike racks
- Install tie-ins for kayaks and canoes
- Promote fishing on websites

### LONG TERM IDEAS

- Improve access to water for boaters and paddlers
- Work with almost abandoned gravel quarry
- Long distance bike trails
- Create alcohol zone downtown
- Refurbish interpretive signs in front of historic buildings

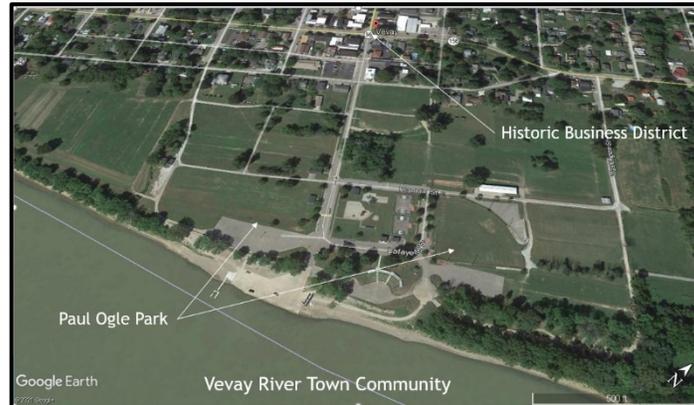


## A perfect day in my community. . . .

- Perfect day in Vevay would include. checking in at Swiss Inn, saunter up Main St to Swiss Perks for an iced coffee then to Art Center for a looksee. Then a visit to History Museum. Walk back past Vevay Vintage and Antique Mall. If arms sent too full a stop at Cardinal Quilts! Back to Inn to drop off treasures and take a rest. After that a drive to sight see and a visit to Thiebuld Farmstead set up earlier at Museum. Return to Vevay for fabulous Roxano's bread sticks and pizza.



# River Town Review Executive Summary



## A Connecting Vision for the City of Vevay

The City of Vevay 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 Vevay 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 Vevay should include improvements to **CONNECT**:

- to and with the Ohio River Recreation Trail. with a comprehensive wayfinding signage system to guide visitors to the recreation, cultural, and business assets in the community and in the region.
- with the local water resources by creating and promoting water trail opportunities in the area on the Ohio River, Indian Creek and Goose Creek
- with paddlers and cyclists to bring in visitors to an annual paddle/pedal event.
- and encourage local businesses to seek a Bicycle Friendly Business designation and continue to expand cycling opportunities/facilities in the community.
- and 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 residents.

## River Town Review Recommendations

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

### Desktop Reviews

- Include more information on websites about existing amenities for paddlers at Paul Ogle Riverfront Park. Further develop the park with kayaking and canoeing amenities.
- Market Vevay as a tourist destination through social media. Launch a social media campaign.
- Include information about the Ohio River Scenic Byway. Although it is primarily a driving route it can be an important connection between river towns and focuses more attention on the Ohio River.
- Add a description and link about the Ohio River Recreational Trail on all relevant web sites and social media sites to help promote the Ohio River as a destination corridor.
- The social media platform designs and content need to attract and accommodate river-oriented businesses and recreation opportunities.
- Add the events schedule on the Ohio River Recreation Trail website.
- Consider adding a description and link to the Ohio River Recreation Trail on all of the relevant websites and social media sites to help cross promote the Ohio River as a destination corridor for outdoor recreation.
- Consider adding a map that illustrates the locations of the community assets to better understand where things are in relation to one another. (Vevay Historic Walking Tour Route)
- The Town of Vevay should update their website with tourism information and place an emphasis on the Paul Ogle Riverfront Park alongside the wineries/restaurants. Could also piggyback off of the Switzerland County Tourism's Facebook page to take advantage of their following.
- Encourage Switzerland County to use their other social media accounts and to showcase the Ohio River more as a unique opportunity for recreation.
- Consider creating a wine tour map working with local vineyards and wineries. Vineyard tours could draw visitors to the area.
- Several events are well publicized, First Fridays, Wine Festival, 'The Junkin Trail'. Consider creating an event that celebrates and/or takes place on the river. Also, the Splinter Ridge Fish and Wildlife Area seems like a very nice outdoor area that could be promoted better as another spot for outdoor recreation.



## Walkability/Bikeability

- Encourage local business to seek a Bicycle Friendly Business designation [www.bikeleague.org/business](http://www.bikeleague.org/business)
- Create and adopt a joint Bike/Pedestrian Master Plan for the City of Vevay that complies with the Indiana Department of Transportation standards for a Bike Ped Master Plan. Plan and evaluate how to connect all of the parks, neighborhoods, and schools to the business district with sidewalks and trails. Once a Bike Ped Master Plan is adopted by a community and submitted to the state DOT any future state highway improvements will need to consider and potentially include the sidewalk or trail needs of the community. (See Appendix C List of Resources, Dept. of Transportation Bike & Pedestrian Planning, Indiana weblink for more information).
- Support and explore a regional & county wide trails plan that includes bicycle touring opportunities that connect the City of Vevay to other cities in the county and region. STRAVA Heat Maps can provide background on where cyclist are currently riding in the region. (See Appendix C for link.)
- There are a number of items that a community can do to improve bikeability. (See Appendix C List of Resources, Bikeability Checklist.)
- Explore opportunities to designate easy on road bike routes or create protected bike lanes where it can be done. Create pop-up temporary bike lanes so people can see the possibilities.
- Hold events that feature the opportunities to be more bikeable/walkable - temporarily close streets for Walk and Roll or Saturday strolls. Activate those closed streets with events, vendors, partners.

## Immediate Action Items (Low Hanging Fruit):

- Update ORRT Digital Guide with local businesses/services <https://www.ohioriverrecreationtrail.org/digital-guide>
- Continue to partner with the ORRT organization: <https://www.ohioriverrecreationtrail.org/become-a-partner>
- Continue to engage with 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.
- Create internal newsletter or group chat among all business owners to ensure everyone stays in the loop
- Add bike racks near service facilities to welcome the cycling community. Consider installing charging stations for electric bikes in the downtown area and at the riverfront parks.
- Schedule a pop-up event or a meet up group to walk and/or bike the riverfront area and its connections to downtown to discuss the questions and ideas in this RTR with others to get more input and develop support
- Your festivals should include activities on or around the Ohio River. Include a recreational component or demonstration in your festivals or a greater focus on the Ohio River.

### Short Term Ideas to Pursue:

- Explore doing a joint tourism/marketing effort with other Ohio River Cities. A Regional Cluster with Rising Sun, IN, Florence, IN, Warsaw, KY, Ghent, KY, Carrollton, KY, Brooksbury, IN, & Madison, IN. Jointly promoting cluster recreational assets.
- Explore options to expand the online marketing of the many recreation and cultural assets in the community, county, and the region. (Splinter Ridge Fish and Wildlife Area, Big Oaks National Wildlife Refuge, Amish County,
- Consider advertising Ogle Riverfront Park as a place to launch kayaks and canoes from.
- Consider placing more emphasis on bicycling in and around Vevay by providing additional bike racks and signage for bike lanes and share the road infrastructure.
- Develop some “loop routes” or safe routes that connect points of interest. Consider wayfinding signage to direct visitors to the community assets from the Ohio River Scenic Byway and from the riverfront park to encourage boaters and paddlers to explore Vevay.
- Promote the Ohio River, Indian Creek and Goose Creek for paddling outdoor adventure recreation.
- Create a Vevay Historic Walking Tour route, brochure, map, logo, & interpretive signage

### Long Term Ideas to Pursue:

- Create a local Water Trail (Ohio River & Indian Creek)
  - Work with the owners of the Indian Creek Landing Campsite to clean it up and develop a formal small boat launch site. It would be an ideal site for a canoe and kayak rental facility.
  - Work with Musee de Venoge and at the Thiebaud Farm owners to restore the river landings and create trails up to the facilities. Consider adding primitive camping facilities.
  - Develop an interpretive booklet and signage for the water trail. Could be a future technical planning assistance project with the National Park Service Rivers, Trails & Conservation Assistance Program. To apply for assistance please visit the website at [www.np.gov/rtca](http://www.np.gov/rtca)
- Paul Ogle Riverfront Park (Beautiful riverfront park and walkable to the business district)
  - Consider renovating the bathrooms
  - Consider an information Kiosk (River Safety, River Map, Map of Community Service Facilities, and Interpretive Information)
  - Consider improvements (mooring, secure equipment storage, showers, primitive camping, etc. ) for all boating users to spend time in Vevay and enjoy the services/cultural assets available.
- Explore how to interpret Amish Culture without being intrusive.
- Connect the three historic centers with a walking bike path – a dedicated off road path connecting the Theibaud Farmstead, the Muse the Venoge and the historic downtown Market street.
- Explore new US Bike Route opportunities in the region to connect with the existing US Bike Routes in Indiana.
- Explore redevelopment options with the almost abandoned gravel quarry owners to include future recreation facilities
- Explore grant funding opportunities to improve and or add recreation facilities in Vevay and Switzerland County See Appendix C for a list of Grants and Funding Opportunities.
- Expand overnight transient docking for power boats.
- Work with other River Towns upstream and downstream to explore multi-day trips or long-distance destination tourism.
- Create a Paddle/Pedal Event to showcase outdoor recreation in the Ohio River valley, biking, and paddling.

**Additional Ideas to Consider:**

- Continue to engage with 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. (Websites, signage, walking tour routes, etc.)
- Explore the opportunities for river towns to secure riverfront development funds as destination attractions thru the state and federal funding sources.

**Classic Trip Opportunities**

- Paddling trip opportunities on the Ohio River to and from Vevay. Bryant Creek Launch to Markland Dam (5 river miles- may require a portage), Markland Dam to Vevay (6 river miles), from Vevay to Carrollton (8 river miles), from Carrollton to Brooksburg (4 river miles), from Brooksburg to Madison (8 river miles).
- Indian Creek (129 Bridge to the Ohio River)
  - Alternative to paddling on the Ohio River
  - Explore creating future public access sites on this waterway



## Appendix A - River Town Review Planning Process

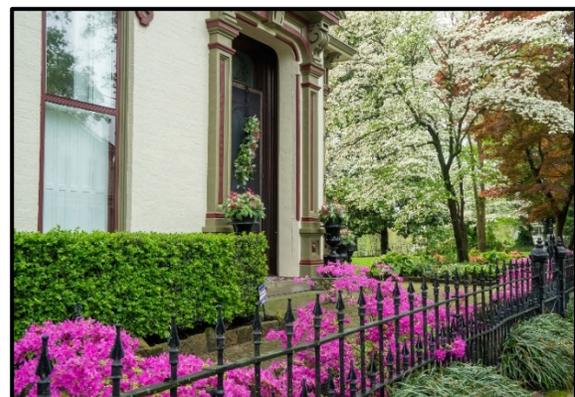
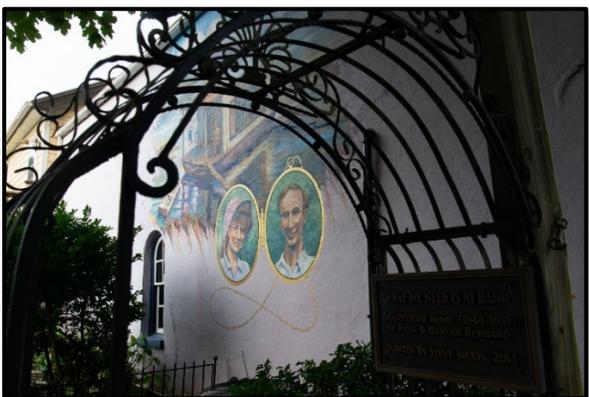
The RTR Team has summarized and created an outline for the steps of the ORRT RTR planning process with a virtual community input workshop. Appendix A contains the summaries of The Request Process, Pre-workshop Tasks, Workshop Tasks and Post Workshop Tasks.

## Appendix B - Documentation from River Town Reviews

The RTR Team has 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, 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 Vevay Area by John Nation and 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**

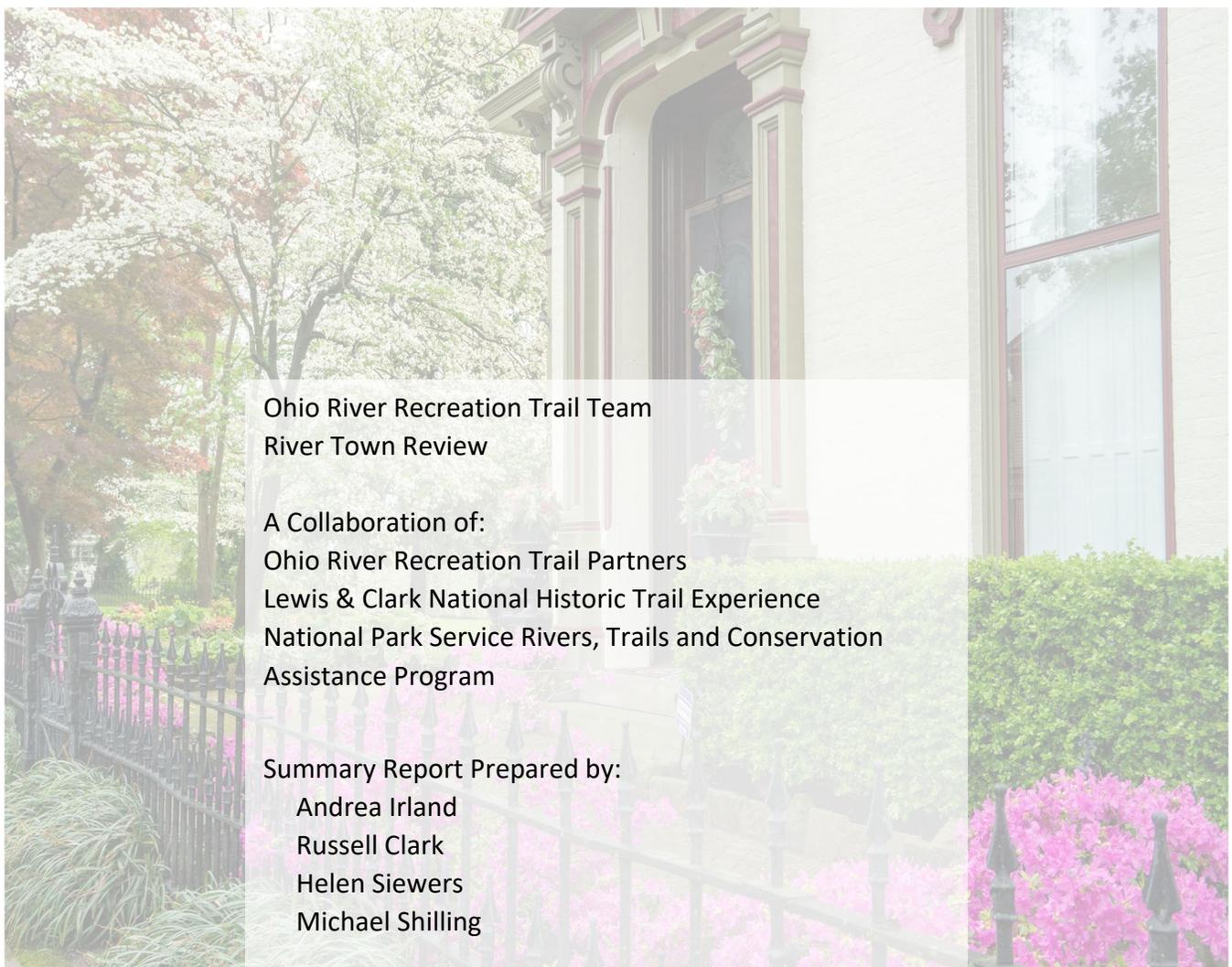
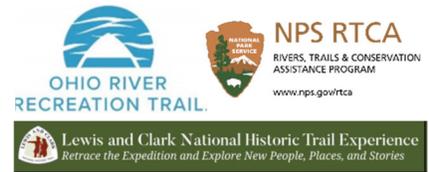
- **Report Out** – The RTR Team assembles all of the information collected from the desktop reviews, site visits, and community input to prepare a summary of recommendations. The collected data and a List of Resources for Communities are included as appendix items with the summary.
- **RTR Team and all 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.*

# Vevay, Indiana

## 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

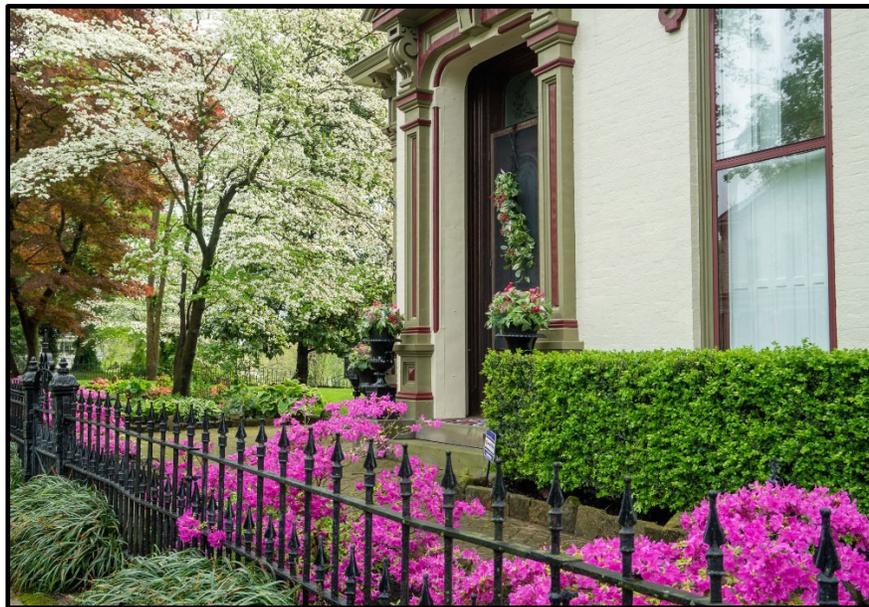
*Fresh Eyes on Enhancing Tourism & Outdoor Recreation in your Community*



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A Perfect Day Visiting Vevay . . . . .	B29
Contact Information . . . . .	B30



# Application Letter

August 15, 2020

Ohio River Recreational Trail Committee:

We at Switzerland County Tourism are eagerly awaiting your possible visit to our Community during your ORRT Review. We hope if selected to be on your fall trip as our riverfront is unfortunately often underwater in spring.

We want to boost usage and utilization of our riverfront. We want to increase the enjoyment and outdoor recreational experience for our community members as well as visitors. Ultimately, we want to increase Ohio River based tourism for Vevay and Switzerland County.

Your visit and review would help us to determine what is possible and put us on a path to achieve it. We are open to suggestions and guidance as to how maximize the unique assets that Vevay and Switzerland County have to offer.

We do feel that Vevay is special. Our riverfront is accessible to paddlers and boaters during the summer and fall months and we want to significantly increase the riverfront's usage and access. We have an excellent park, and camping is also available there. Our Historic downtown is only a short walk from the river and has excellent restaurants and shops. Lodging is also available within walking distance of the river providing a variety of experiences for the traveler. A day spent in Vevay is a fun day and we hope with your help to make it even better and more accessible to visitors.

We anticipate your visit would generate the following possible outcomes. Better understanding and knowledge of programs and resources available to our community. Ideas how to best motivate and harness the interest of our community in improving recreational usage of our outdoor spaces. How to best utilize and improve what we have available and how to plan effectively for future. Ultimately, again we want to increase river-based tourism in Switzerland County.

We have developed a Committee to assist you in your possible review. Our Chair is Andrea Kappes, she will be your lead contact. 513 520 8185, [andreakappes65@gmail.com](mailto:andreakappes65@gmail.com) You may also contact Switzerland County Tourism as 812 427 3237, [Paula@switzcotourism.com](mailto:Paula@switzcotourism.com)

Our Community is open and eager to participate, and the following people and entities would be hopefully available to join us on the dates you select for our review.

Switzerland County Tourism

Vevay Main Street

Switzerland County Parks

Town of Vevay Board

County Commissioners

Community Foundation of Switzerland County

Vevay, Switzerland County Foundation  
SC Economic Development Corporation  
As well as Local Organizations and Business Owners.

We look forward to hearing your decision and anticipate planning your visit soon.

Sincerely,

Andrea Kappes  
Committee Chair for ORRT Review.  
Board Member of Switzerland County Tourism



## Digital Desktop Review for Vevay

Twelve volunteers spent about one hour each on-line to see what they could find out about Vevay & Switzerland County 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...

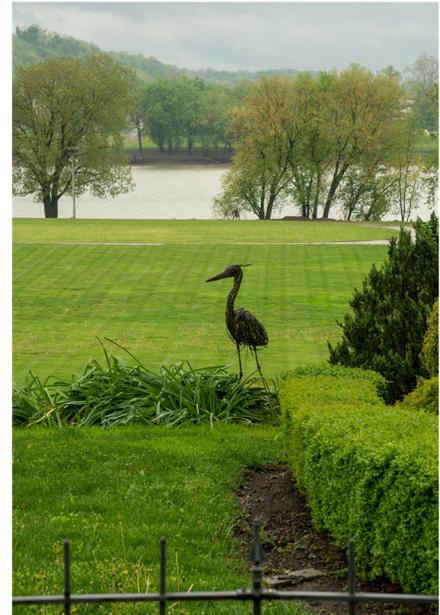
### Team Review Summary

Nine people filled out the on-line form and three folks sent in their responses in letter format.

#### April 2021 On-line Form Results

Review the town's social media, websites, articles, and existing tourism information. Look for connections to the river and outdoor recreation. What are the highlights? Do any common themes emerge? Is there an experience to capture?

- The highlights are that this is a quaint, small, rivertown with historic buildings and architecture, some interesting museums, and a small number of good restaurants. It was the site of the first successful commercial winery in America and you can visit the winery.
- Several parks that are along the river are listed. There are mentions of campgrounds along the river as well. The ORRT is mentioned on their site, but no link is provided.
- Great Photos, I love the straight-forward simple messages, the first paragraph sums up why Vevay and Switzerland County is special. " Experience the great outdoors and the small town feel of rural Indiana in Switzerland County! Take a drive on the Ohio River Scenic Byway as it passes through the county and see why the county was recently designated as part of the Lewis and Clark National Historic Trail Experience. The river town of Vevay is on the National Register of Historic Places."
- The tourism website is nice and easy to navigate but I don't see much about the river or outdoor recreation. The Tourism Facebook Page includes information from the Extension Office, Historical Society, the Art Center, 4-H, etc. Posts are made pretty regularly, with recent ones occurring more often. There isn't a lot of engagement with few likes on each post.
- The Switzerland County Tourism website had a good amount of information on a variety of topics that a traveler would need to know (lodging, dining, events, etc.). There was no overarching theme I took away, if any particular tourism segment jumped out to me on the website it would be the local arts



community and downtown district simply from the majority of photographs I saw while visiting the website. The Facebook page on the other hand seemed to have more of an agricultural focus in many of the recent postings. Contact info was readily available on both web and Facebook, and most all photos looked current which was a plus. There was a mention of the Ohio River Recreation Trail in particular, which was nice to see but not much in-depth information in terms of access points, trip info, outfitters/liveries, etc.

- If you are looking for a day trip from Cincinnati or Louisville to get into the country and slow down a bit, this seems to be a great destination. History, country crafts and 'antiquing' are common themes. There do seem to be a couple great local, home style restaurants. Unfortunately, there is not much about outdoor recreation. The outdoor recreation seems to be just outside Switzerland County, across the river around Carrollton, KY, Madison, IN and closer to Cincinnati.
- I found Switzerland County website but a Vevay Indiana website did not pop up. The Switzerland County site had nice logos for links to the Ohio River recreational trail and the Lewis and Clark national historic Trail, and both of those links give lots of great information for those trails. It listed historic buildings shopping dining arts etc. and looked inviting, but I don't think that there were enough pictures on the website of all of those spots, I think it would be good to have pictures of each of the shopping areas, Individual stores, etc. there are some good videos on YouTube about the town and not sure those have direct links to the county website so those would be good to connect. One of the videos was from history in your own backyard.com and another one was the history mystery man video on YouTube.
- Town of Vevay's website and social media presence is lacking, especially for tourism development. However, the Switzerland County Tourism website is well done and features an entire section dedicated to parks & recreation. Paul Ogle Riverfront Park appears to be a major asset in Vevay while a large wine festival is featured once a year with "ferry rides on the Ohio River."

If you were planning to visit there what would interest you from what you learned from your web search? Is it inviting? What is missing?

- Not too much. If I were on my way to a destination, it would be an adorably fun place to way stop. I am not seeing a destination or event for which I would go out of my way or serve as a destination.
- The Tourism website is good and inviting. It includes Belterra, but (in my opinion, correctly) does not emphasize it. There is good information on lodging, camping, and restaurants. I would appreciate more website links associated with the featured sites and businesses. I was interested in the wineries, but there is limited information about that that is "hidden" rather than featured. There also is limited to no information about outdoor recreation activities, outfitters, etc.
- The historical sites, the shopping, and the Swiss Wine Festival. I feel like what is missing are more clickable links to information.
- Great online presence, the historical aspects of the farms and old buildings are well represented. It would be nice to have more outdoor activities, like fishing at the army corps park, or what bike trails are in the area, or places to paddle.
- I saw several shops I would like to visit from the website. The Swiss Wine Festival isn't mentioned, (or at least I didn't see it) but I know it's a large event in Vevay every August and always brings a large crowd. It's a unique event that celebrates Switzerland County, but I don't see a lot of information. Switzerland County is also very lucky to have Belterra Casino - which offers guests a lot more than just gambling.
- It is definitely inviting in a very general sense, there wasn't any one particular topic or tourism segment (outdoors, arts, culinary, history, etc.) that jumped out as the main focus.

- It is very inviting if you are looking for a quaint, quiet, mid-west, town. I was intrigued by the Wine Festival and the First Friday events. These are well publicized and seem well attended. Outdoor recreation activities such as biking, hiking, canoe or kayaking are missing. I did use the 'Contact Us' form that I got to through FB to ask about local kayak opportunities and received a very quick response. I was provided with a name and phone number of someone on the park board who kayaks every day. That tells me there is opportunity, it needs to be highlighted on their marketing sites.
- The most inviting thing I saw from my search was that the traditional town form was still intact, and it looks like most of the buildings are in used and like you could visit the main street and just enjoy being in a small town that still has places to eat shopping call an arts center a historical museum. The parks they were listed looked nice in the vistas along the river looked really inviting, however, there did not seem to be Specific trail infrastructure for hiking or biking or paddling. Perhaps those amenities were listed in a different link, but I think it would be much better if that were, I focus on one of the main pages if those amenities do exist.
- I would want to visit Vevay during the annual wine festival. The emphasis on wineries and restaurants would make for a great day or 1 night trip. I would not want to visit Vevay for anything related to outdoor recreation as it is not advertised on their website and does not seem to be a focus for the Vevay area.

Look at their social media sites: Facebook, Instagram, Twitter. How many followers? What is the most recent post? How often updated? Are there photos? Any events promoted? Are followers engaged?

- Switzerland County's FB page is not too active, but Main Street Vevay is very active! The posts are of meals at a restaurant, goods available in Main Street shops. Good job! Twitter has a few pretty active people, mostly local media folks. Instagram is not very active unless you count the one for Vevay, Frankfurt, which has 5100 followers!
- Facebook does promote events and there are a number of posts in April. (It looks like there were far fewer posting in prior months.) Additional photos would be useful for creating interest. There are about 5700 people following Facebook, but limited engagement. Instagram has pictures - but does not really excite me about Vevay. Town of Vevay Twitter is not interesting from a tourism perspective. Switzerland County Tourism Twitter has not had a tweet since January. 336 followers.
- Only saw a link for Facebook. Seems like mostly positive engagement. Probably need to add some additional platforms.
- With over 6,000 likes, the Switzerland County Facebook page is frequently updated, - looking forward to the first Friday event. the main street page has over 800, but is not up to date, last post - over 6 months old. the historical society with over 2500 followers is up to date and actively used! Musee de Venoge page with over 600 followers has great videos and just well done!! Community Art Center of Switzerland County page is also very active. it would be great to have all of these pages listed on the tourism home page, webpage
- Facebook was discussed earlier, in a previous answer.
- 5,705 followers on Facebook at time I checked. Updates and posts were somewhat sporadic, with a couple weeks between some posts and some days with multiple posts.
- The social media sites are there but do not seem to be very active. FB has over 5700 followers but not much commenting or sharing of info and posts. There does seem to be fairly regular posting from the site regarding local events. Instagram has almost 250 followers, but again, not much active posting. The last FB post was 4/19/21, promoting their First Friday event. There are nice photos on FB and Instagram. Paul Ogle park seems to be the most popular spot on the river.

- I don't usually go to these sites so I wouldn't check there.
- "Twitter account had 24 followers and is not used currently. No Instagram account. Facebook page link did not work on Vevay's website.
- Switzerland County Tourism has an Instagram account, but it has not been updated since 2018 and only had minimal pictures of the river. Their Twitter account has also not been updated since 2018. Facebook page has 5.5k followers and is active with more posts about events rather than pictures. "

Visit the town's website. Does it make you want to visit there? What is missing from the view of a visitor?

- I would stop there to walk around on Main Street. I would not plan to stay overnight except for one of their monthly events. I would need to look at a resource not provided by the town to figure out where to put in and store a boat.
- The town's website does not invite tourism. It's home opens to "pay online with PayPal." This was a total turn-off from a tourism perspective. Almost everything is missing from the view of the visitor. There needs to be a link to the tourism website with an attractive picture on the city home page. Make me want to go to Vevay to visit - or live. The city site does have a link to the wine festival that I wish was more visible on the tourism website and social media.
- Their website is actually very engaging. May need to add more clickable links.
- Yes, it is engaging and just near perfect, I would encourage though to describe outdoor adventures more.
- Website looks nice. I checked it out before visiting which was very helpful.
- Mostly covered in answer above. Nothing glaring was missing, I found several lodging, dining, and entertainment options.
- As someone who would visit by water or for the access to the water, there is not much information available about the river or amenities on the river. Highlighting tent camping options would help me. Also, are there places to rent bikes or kayaks?
- "The Personal touch with fun things like the Fred the goat art contest is a good idea, it's quirky enough that it gets people's attention and it's just something completely different and funny.
- What seems to be missing is info on Specific trail infrastructure for hiking or biking or paddling. Perhaps those amenities were listed in a different link, but I think it would be much better if that were a focus on one of the main pages if those amenities do exist. Pictures of a launch site for canoes and kayaks if that exist would be helpful so people know what they could expect how easy or how hard it may be to actually get a boat into the water. If there are any coffee shops or restaurants that cater to hikers or paddlers that may be a good draw for those folks. From the information I saw it almost seems like you can't even get to the river, perhaps it's up on a bluff, etc., but it was just hard to tell. "
- No, it is mainly used for the residents with very little tourism information. Needs to be tourist information as well as events that are updated. The first page has a "payment" section for residents and that should be replaced with a more appealing splash page. The Switzerland County Tourism website is well laid out and is definitely inviting to the area.

Look at crowdsourced sites for reviews (trip advisor, yelp, etc.). What is consistently reviewed well or makes the top ten list? What are the consistent negative comments from reviewers about the town?

- Trip Advisor discusses the Ogle Riverfront Park as one of the Top 5 attractions in town, but not from a boater's perspective (it's described as a pretty place with a boat ramp).

- Trip advisor very much encourages me to visit Vevay. Ratings for restaurants, museums are all very good - although often pretty limited in the number of ratings. The Winery and Tasting Room is highly rated - limited/no discussion on website/Facebook/etc. The Life on the Ohio Museum is highly rated - and I'm able to get more information about cost (free), how long to plan to spend there, appropriateness for children, etc. The giant rubber duckie making the top 5 list for Vevay does not encourage me to visit more than a day. Yelp assures me that good food is available - and also points out restaurants across the river that I can kayak to.
- Schenck Mansion Bed & Breakfast Inn, The Ridge Winery Tasting Room, Switzerland County Historical Society
- Comments are positive, but I found only a few lodging options, there are many more options in Florence or Madison. - I hope the Scheck Mansion comes back to life. People really liked the Switzerland County Historical Society.
- Not a huge presence on Trip Advisor or Yelp. Saw Roxano's and Moasis restaurants mentioned high on both yelp and TA as well as Cuzz's bar. One picture of Cuzz's on yelp was not very inviting it appeared to be a dirty bathroom picture.
- Several quaint, local, restaurants received high marks and really good reviews. Unfortunately, not much else was available through these sites. Swiss Haven was the only camping site I found mentioned on Yelp, although there are several other camping options in Switzerland County.
- I do not usually use these sites either, so I probably would not go there to look for ratings.
- "Trip Advisor: The Ridge Winery Tasting Room, Switzerland County Historical Society, Paul W. Ogle Riverfront Park, Switzerland County Tourism Visitor Center, Giant Rubber Duckie
- Appears that the restaurants and wineries are the highlights in Vevay. Nothing besides the Paul Ogle Riverfront Park is really connected to the river. It is a big park that looks like a great opportunity to advertise for river access. Indiana's tourism site has Vevay as a ""Wine and Adventure"" trip idea."

Did you find much information about outdoor recreation? Hiking, Fishing, Paddlesports, Power boats, sailing or bicycling. if so describe, if not do you have recommendations for Vevay to consider?

- Not besides the Trip Advisor. Yelp a few bridges as its river attractions.
- There is virtually nothing on Vevay sites about outdoor recreation. However, there is information on other sites. I suggest that Vevay tourism provide links to sites such as: step outside.org and hookandbullet.com. These provide information related to hunting, fishing, and paddlesports. If you want to attract powerboats, sailing boats, hikers, and bicyclers, information is needed.
- Not a lot except for parks located next to the river. Not much as for how outdoor enthusiasts can access these activities.
- Basic information about the parks, but little on fishing locations, biking, or paddle sports.
- I didn't see much about outdoor adventure or the Ohio River.
- Not a ton. Couple of mentions of the river, a simple listing of nearby outdoor offerings on tourism website but not a huge amount of detail.
- The only mention I found for outdoor recreation was a hiking trail by the Y. There do seem to be several nice hiking opportunities in the area, several of them across the river in KY. Maybe there is a partnership opportunity between Carrollton and Vevay tourism, or Madison, IN and Vevay.
- I did see on trail link.com if you searched for Vevay, they listed trails that were closest to the town but all of them were still pretty far away, so it looks like there are not any trails in Vevay. If they don't have any trails it may be something good for them to pursue since they already have the natural connection

to the water and they have parks that look out on the river; mapping the routes from the river into town might be an easy start for short walk or bike trails that the town could then put on their website.

- Not for Vevay, but the Switzerland County Tourism website advertises the Ogle Riverfront Park, Splinter Ridge Fish & Wildlife Area, and other local parks in the County. Not much of an emphasis placed on outdoor recreation and the river itself, however. Could advertise Ogle Riverfront park as a place to launch kayaks and canoes from.

What advice would you have for the town about how to better communicate and coordinate their assets, rich history, key annual events, lodging and dining options, tips on what to do there, etc.?

- They do a good job with public-facing retail and events. There is good information about their historic buildings, but they cry out to me for a walking tour or map of the churches, parishes, and other notable architecture. Maybe annual talks by architects or a historian who could talk about the various protestants' groups in the 1800-1900s...? They need to do some work to attract paddlers."
- The two most useful tools for me were the Switzerland County Tourism webpage and TripAdvisor. Trip Advisor might be useful for informing things to emphasize on the Tourism webpage. Having a more attractive home page for the City of Vevay with links to tourism would be useful. Unless Twitter is going to be used regularly, it may not be useful to maintain it. I'm glad events are communicated on Facebook but add other things - with pictures - to make me want to look at it.
- I think the main issue I can see is the lack of information that is specific to the outdoor recreation opportunities. Otherwise, it is a nice website, and the tourism site is nice indeed!
- The diversity of life in Vevay is as amazing as the history and the natural world of Switzerland County!
- I didn't see much about the Swiss Wine Festival. I've attended several times and it's always fun and brings a crowd. I found information on a variety of lodging options which were nice. I was disappointed during my visit on a Saturday afternoon when just about everything on the website was closed.
- I think there is a good base of local assets that can be pushed more via the website and social platforms. Really try to create content that highlight the local restaurants and retailers. Create, contract, or encourage some user generated content that gives good descriptions of the various outdoor offerings.
- Vevay does seem to have several events they publicize well, First Fridays, Wine Festival, 'The Junkin Trail'. I would try to create an event that celebrates and/or takes place on the river. Also, the Splinter Ridge Fish and Wildlife Area seems like a very nice outdoor area that could be promoted better as a spot for outdoor rec. The link for Splinter Ridge, on the switzcotourism.com website is not the correct link. An 'error- page not found' comes up. Also, the Digital Guide to the Ohio River is mention on the tourism website home page, but if this mention was also a link to the Guide, it would be much more effective.
- The wine festival was mentioned in several places, but I did not see any pictures of that event and did not see if there are actually still any vineyards or wineries, etc. If they still exist a map showing the locations of these places and their proximity to town, any wine trails, or tours, maybe Vineyard tours would help draw weekenders seeking those experiences in a small-town setting. Maybe I missed it but again I would put many more pictures on the website because it looks like a very scenic place with a historic downtown, businesses and charming settings that would sell people on taking a visit. And again, some maps of the town showing businesses and restaurants even if it's just a very short historic walking tour would be very helpful. Close up pictures of the goods that are for sale in shops and the artwork and the wine bottles and people enjoying all of those things at little tables on the sidewalks etc., would catch my eye.
- The Town of Vevay could update their website with tourism information and place an emphasis on the Paul Ogle Riverfront Park alongside the wineries/restaurants. Could also piggyback off of the Switzerland

County Tourism's Facebook page to take advantage of their following. Encourage Switzerland County to use their other social media accounts and to showcase the Ohio River more as an unique opportunity for recreation.

## **Desktop Review - M. Young**

Vevay is a town located in Switzerland County, Indiana, along the Ohio River. It is the county seat of Switzerland County. The population was 1,900 in 2019.

### *What is one significant historical or cultural event that took place in the town that you would share?*

- The annual Swiss Wine Festival, held the last weekend in August, brings thousands of visitors to Vevay to experience the festivities e.g., ferry rides on the Ohio River and shop at the many artisan booths that feature the work of artists in the region. Vevay celebrates its heritage as the first successful commercial winery in the United States.

### *Where would you stay? Are there campgrounds available as well as B&Bs, hotels, motels?*

- There are campgrounds at the town's Paul Ogle Riverfront Park. Two quaint bed and breakfasts await visitors – Pheasants Rose Mansion Inn and Schenck Mansion Bed and Breakfast. There are several hotels/motels within a 20-mile radius of Vevay, including scenic General Butler State Resort Park in Carrollton, KY.

### *Where would you eat other than at chain restaurants?*

- There are no chain restaurants in Vevay. A diversity of locally owned restaurants features Mexican, German, Japanese and Italian cuisine. One can find various chain restaurants within a 10-mile range outside the town limits.

### *What tourist attraction(s) would you want to visit? What are their major annual events/festivals/celebrations?*

- The primary event in Vevay is the annual Swiss Wine festival, which celebrates the areas cultural heritage and its settlement of Swiss wine makers. In nearby Florence, IN is Belterra Casino Resort and Spa, which is open 24 hours for gaming as well as fine and casual dining. Vevay holds a popular event every Friday called Vevay Main Street, which captures the charm of the historic downtown business district. There is something interesting and fun to do for people of all ages.

### *What outdoor recreation would you do? Can you find information about bike trails, parks, etc.?*

- There are three community parks in the Town of Vevay, which offer visitors picnic areas and playground facilities, which include the signature Paul Ogle Riverfront Park, Baird Park, Jennings Park and connecting with nature at Roach Family Farm. One can take a walking tour of historic Market Street to see the beautiful old homes and classic architectural styles and well-kept gardens. Markland Dam Park is located in nearby Florence. The park includes RV campgrounds, picnic areas, playgrounds, and a boat ramp. I was not able to find a bike trail in Switzerland County.

### *If you were traveling by kayak/canoe or power boat, can you find info about boat ramps, marinas, fuel docks?*

- There is a boat ramp at Paul Ogle Riverfront Park, but unsure whether there are any docking facilities or a fueling station. I do not see any indication that there is a launching area specifically for canoes or kayaks or a mooring/storage facility to secure the small craft while camping in the park.

*How easy is it to find useful info to help plan your trip and stay in this town?*

- I found the Switzerland County Tourism website to have the most reliable and complete information regarding things to see and do – dining, hotels/motels/bed and breakfasts, museums, parks, special events and campgrounds and boating facilities.
- Social media sites were somewhat helpful. Social media platforms were for the most part underutilized. Facebook was the most active. Twitter account had only 21 followers and Instagram posted a few photos.

*What **advice** would you have for the town about how to better communicate their assets, rich history, key annual events/festivals, lodging and dining options, tips on what to do there?*

- I believe a robust social media campaign would generate more activity and attract more visitors to Vevay and Switzerland County. It also seems that Vevay and Switzerland County could work with the Indiana Department of Tourism to better promote the area, especially considering the Ohio River Recreational Trail's impact. I may have missed it, but I thought that there was a Tri-County Tourism Alliance involving Indiana, Ohio, and Kentucky?
- Vevay and Switzerland County is a special place and provides an outstanding visitor experience. I would like to see more attention paid to the Vevay's connection to the Ohio River Recreational Trail. That could mean development of canoe/kayak access facilities and tent camping opportunities at Paul Ogle Riverfront Park, development of greenway trails for bicyclists and walkers as well as a far-reaching marketing campaign.

**Desktop Review by B. Rhoads, April 17, 2021**

I am not a big fan of Facebook, so I generally google the city and see what's interesting in the area. This article popped up which already piqued my interest: "[Enjoy the Quirky, Quaint Community, of Vevay, IN](#)" – sold!

*If you were planning to visit there what would interest you?*

- Schenk Mansion Bed and Breakfast – would be an interesting experience
- Pleasant's Rose Mansion Inn- another interesting place to stay
- Romano's Homemade Italian Breadsticks – homemade?! Yum!
- Life on the Ohio River History Museum & Switzerland County Museum
- Annual Swiss Wine Festival – Aug 27-30- that's great they have a festival to sample Indiana wines and see some grape stomping!
- Community art center
- Six-sided brick outhouse behind the Switzerland County Courthouse
- Ask about "Fred the Goat" at the visitor's center

Checked out this Blog: [Vevay, IN Reasons you will love visiting this town](#)

- First Friday of every month – there is music and events
- Sounds like there are some unique metal sculptures on certain side roads – have some nice local artists in the area

Checked out [Vevay Main Street Facebook page](#), referenced in the blog- (900 followers)

- Referenced River Campground Ogle Park now open
- Restaurants and Jewelry shops, organic juices, syrups
- Showcased artists at the Community art center

Felt like a charming small town along the river.

This may sound bad, but the river towns along the Ohio River have the same feel to them. A small main street, some good small country shops, vintage stores, antique shops – they start to blend together

Vevay seems unique in that they have a Wine Festival and a lot of mysterious highlights around Fred the Goat - perhaps that could be marketed more to distinguish Vevay.

After googling for Vevay, Indiana Instagram account, I saw that a famous tattoo artist, [Kat Von D, bought the Schenk mansion](#). She's apparently become famous from a reality TV show, LA Ink. Possibly another way to market the area is bringing back a "boomerang" and asking her to become more involved in investing or drawing tourists to the city, or possibly starting a tattoo shop, which is rumored to take place. She may attract younger folks to the mix. [She's also trying to get local people to reconstruct the Schenk mansion](#) – again another opportunity to drive local artists to the area – but not sure how much she is coordinating w/ the local county.

What's missing:

If it's part of the Ohio River Recreation trail – how do you get there by boat and what's the best places to camp when you are in town?

Trip Advisor [doesn't have that many reviews](#)

Not [too many restaurant options or events that are heavily rated on Yelp](#) that are surprising – what you would expect in a river town

*What is one significant historical or cultural event that took place in the town that you would share?*

- The wine festival

*Where would you stay? Are there campgrounds available as well as B&B's, hotels, motels, etc.?*

- The Schenk Mansion sounds intriguing

*Where would you eat other than at chain restaurants?*

- Hog Wild Pig Crazy BBQ

*What tourist attraction(s) would you want to visit? What are their major annual events/festivals/celebrations?*

- The Wine Festival

*How easy is it to find useful info to help plan your trip and stay in this town?*

- This is the one thing that was difficult to find – doesn't seem like there is much encouragement about canoeing, biking, or hiking in the area or much about the Ohio River Recreational Trail and how it connects all the river towns.
- Would have to do some digging (or if it connected to the ORRT site- may be easier to find)

*What **advice** would you have for the town about how to better communicate their assets, rich history, key annual events, lodging and dining options, tips on what to do there, etc.?*

- Find one or two unique gems, and go full steam ahead on those gems – Fred the goat, the Schenk Mansion – interesting purchase made by a famous gal originally from Indiana, Wine Festival – all seem like good opportunities to market

## **Vevay Desktop Review by C. Caldwell**

*What are the highlights? Do any common themes emerge? Is there an experience to capture? If you were planning to visit there what would interest you? Is it inviting? What is missing? Include the details of your research of the following:*

- At first glance (via Google photos) I was impressed with the architecture of the town. I was also a bit confused about the Switzerland County and was at first thinking that I was looking at the wrong Vevay and assumed I had somehow stumbled on a Swiss town by mistake. However, the website (<https://switzcotourism.com/>) is easy to navigate and has great information on the town. I was not sure at first where the town is, and I don't think they promote their proximity to the river enough in their communications.

*Look at their social media sites: Facebook, Instagram, Twitter. How many followers? What is the most recent post? How often updated? Are there photos? Any events promoted? Are followers engaged?*

- The Switzerland County Facebook Page (5705 followers) ([https://www.facebook.com/switzcotourism/events/?ref=page\\_internal](https://www.facebook.com/switzcotourism/events/?ref=page_internal)) did not have any events listed, and that is how I usually find events that I want to attend. However, the photos on the Facebook were great and it seemed like there were many interesting events that took place in the recent past. There were several posts from the past few weeks, so I would say it's an active account. I would definitely recommend that Facebook Events are created and shared to promote events as it's the best way to convey event details and ask folks to RSVP.
- I could not find an Instagram page for the town, but I did stumble on the account @swisswinefestival, which was the first I had heard of this festival. The page had some good photos, but the last post was in 2012 so I assume it's no longer active.
- I could not find a Twitter account for the town (I don't use Twitter so I might be a bad researcher) but found that architecture and the Swiss Wine Festival were again highlighted in posts about the town of Vevay.

*Visit the town's website. Does it make you want to visit there? What is missing from the view of a visitor?*

- The Parks & Recreation page (<https://switzcotourism.com/parks-recreation>) on their website was well-built and had good information. One thing that I always appreciate for convenience is either links to Google Maps or a map image to better orient where these different recreation amenities are located within the town. Could I walk from one of the parks to a restaurant? Is the fitness trail nearby a hotel or somewhere that I might be staying overnight? Again, the website has a great deal of information but missing a map that would better orient visitors around the town and help plan their trip.

*Find one positive story from a news source (newspaper, tv, magazine, blog, etc.)*

- Most of the news stories were about the recent purchase of a historic mansion by a celebrity (<https://www.citybeat.com/arts-culture/blog/21151633/kat-von-d-hosting-estate-sale-featuring-antiques-from-her-historic-indiana-mansion>). They didn't say much about the town but that she wanted to be in a small town and close to nature, which are positive attributes.

*Look at crowdsourced sites for reviews (trip advisor, yelp, etc.). What is consistently reviewed well or makes the top ten list? What are the consistent negative comments from reviewers about the town?*

- Top 10 restaurants all look pretty casual, but all have good reviews. The Hoosier Theater and Swiss Wine Festival are both 4/5 stars for arts/entertainment. The Ogle Haus Inn and the Schenck Mansion B&B are the top-rated places to stay. The Ogle Haus looks like it's right on the river, and the B&B sounds historic.

**Imagine you were planning a trip with your friends....**

*What is one significant historical or cultural event that took place in the town that you would share?*

- On Wikipedia I learned that the first settlers who arrived in 1802 were Swiss immigrants intending on cultivating grapes and producing wine. It was named after the Swiss town of Vevey. (This historical information was helpful in understanding the connection to the Swiss, and also the emphasis on the wine festival).

*Where would you stay? Are there campgrounds available as well as B&B's, hotels, motels, etc.?*

- For camping it looks like the Indian Creek Landing Campground, Swiss Haven RV Resort, and the Damvue River Camp are all relatively close, but probably not walking distance. It only looks like there are two places to stay in downtown Vevey: The Ogle Haus Inn and the Vevey Swiss Inn. There are only 2 Airbnb's in Vevey, and Airbnb is typically where I'd look for lodging first.

*Where would you eat other than at chain restaurants?*

- Yelp's top 10 restaurants all appeared to be independent, although they looked like pretty casual restaurants and bars.

*What tourist attraction(s) would you want to visit? What are their major annual events/festivals/celebrations?*

- It looks like wineries are a main attraction, as well as the wine festival, First Fridays, 4-H fair, community wide yard sale, river town art walk, sleepy hollow cruising' classic, and all hallows eve. These were all easily found on their website: <https://switzcotourism.com/2021-events>

*What outdoor recreation would you do? Can you find information about bike trails, parks, etc.?*

- The parks and recreation page listed many different options for outdoor recreation (<https://switzcotourism.com/parks-recreation>). It looks like most are parks with playgrounds and some have trails for enjoyment.

*If you were traveling by kayak/canoe or power boat, can you find info about boat ramps, marinas, fuel docks?*

- It looks like the closest boat ramps are in Patriot or Florence. It does not appear that Vevey has a boat ramp. Craig's Creek and Turtle Creek both have marinas with fuel docks.

*How easy is it to find useful info to help plan your trip and stay in this town?*

- It was relatively easy to find information for planning the trip. The county's website was very useful with some great information and photos. However, it would have been nice to have a map to better understand how close each tourist attraction is to one another.

*What advice would you have for the town about how to better communicate their assets, rich history, key annual events, lodging and dining options, tips on what to do there, etc.?*

- I would like to see a map to better understand where things are in relation to one another. I would also like to see the river better highlighted in communications, as it was not a main focus of the assets offered. The events listed on the website were great to see, but I would have liked to also see them posted as Facebook events.



## Community Visit Photos



Photographs provided by Joe Wolek and John Nation



## Vevay River Town Review Visitor Assessment

Several members of RTR Team visited Vevay 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.

### Vevay - Visitor Assessment Summary

We had three site visits to Switzerland County and Vevay. The first was a canoe trip on Indian Creek and the Ohio River with 6 paddlers (March 20). The second was a weekend stay with my wife (April 18, 19 and 20) and the third with other ORRT members (April 29).

#### Vevay Site Visit

Thursday April 29

Brewster Rhoads, Jack Sutton, Jerry Schulte, David Wicks, John Nation and Joe Wolek

We met at the Switzerland County Tourism Offices on a rainy day. After introductions and an overview of the Switzerland County Tourism we walked around town checking out historical homes and churches. The walk along Main Street and Market Street gave us great views of the Ohio River and the beauty of historic homes and churches that give Vevay its charm and character.

- Paul Ogle Park - Great opportunity for camping with Tents or RV's. Huge boat ramp and recreational fields. The bathrooms in the park could stand to be updated. They talked about the new Vevay signage that is going up this summer. The docks will be put back in the river when the recreation season begins.

- Walking through the historic district, we stopped at many historical markers by each house, fascinating history, and just beautiful homes. The markers are a bit old and could use sprucing up.
- Jennings Park - we stopped by this small park at the west end of market street, and it was mentioned that primitive camping could take place there, but it is in a residential neighborhood and the Paul Ogle Park is just up the street. It is just a beautiful place to set and watch the river go by.
- After lunch we drove to Markland Dam Park upstream of Vevay. The park is at the bridge to Kentucky over the Lock and Dam. Beautiful views of the river with an almost mile long sandy beach. Due to currents, it is not a swimming location, but it is a big fishing area. The park has very clean and up to date bathrooms, picnic shelters, and recreational fields. If possible, this location would be ideal for primitive camping for boaters going for overnight trips on the Ohio for those who did not want to be close to town.
- Patriot boat ramp and park. The boat ramp provides access to goose creek and the Ohio River. Goose Creek looks like a great place to paddle in sheltered waters.

John Nation, Joe Wolek, and I on the way to Vevay, we stopped at Big Oaks National Wildlife Refuge, about 20 miles west of Vevay, 50,000 acres with more than 200 species of birds and 46 species of mammals are found on the refuge. Stream corridors and forested areas on Big Oaks Refuge provide excellent habitat for the federally endangered Indiana bat, which uses the refuge for summer foraging, roosting, and for rearing young. While not in Switzerland County, the drive from the refuge to is beautiful county roads that explores much of Switzerland County. A great day trip!

In the afternoon, we drove up into Amish County and visited Center Square’s Discount Grocery and another Amish Store on the other side of the street. Had a great conversation about Amish Life with the owner. He was an enthusiastic talker about Amish life, his horses, bicycles and his farm and the Amish School. A great way to understand the Amish in Switzerland County.

Site Visit Report

Vevay Indiana, Rivertown Review

Ohio River Mile 537.8

April 18, 19 and 20

Hotel	I had difficulty reserving a B and B or hotel in Vevay and ended up at the Ogle Haus, owned by the casino, and it was ok. There were several air b and b’s in Florence and many in Madison. The two downtown places were booked.	With the Scheck Mansion closed, Vevay needs to explore additional lodgings - hopefully in a few of the beautiful historic houses.
<a href="#">Markland Dam Park Florence, IN</a> Open 24 hours · (812) 427-2897	We stopped at the park on our way into Vevay, a beautiful park with recreational fields, picnic pavilions, clean bathrooms and 48 steps down to a beautiful long sandy beach. There were Several folks fishing, they called the site a hidden gem. Lots of fossils on the beach, a perfect place for a relaxing walk. The entry signage has the ORRT logo prominently displayed.  The old wicket dam # 39 at mile 529.6 was not evident at all.	There could be some interpretive signage about the lock and dam, and the Ohio River.  Could there be primitive camping,

<a href="#">Amish School</a> Community Dinner	Met Jon Smith for dinner at the Amish School in Center Square Indiana. A monthly fund raiser in rural Indiana, ¼ of the participants arrived by horse and buggy, served good food and deserts buffet style. It was a peek at the Amish lifestyle. There are three separated Amish Communities in Switzerland County. There is an interesting <a href="#">Amish Store</a> in Center Square that we did not visit, next time.	A question is how to interpret and explore Amish Culture without being intrusive
<a href="#">Cuzzs Bar</a>	I went for a beer at Cuzzs bar, one of two in Vevay. Live music – county singers on Friday and Saturday nights. A very friendly place with lots of pool tables and a good old boy feeling. We had breakfast the on Saturday morning, great biscuits, and gravy.	Website and social media needs updating
Walk on <a href="#">Market Street</a> <a href="#">Vevay's historic district</a> and <a href="#">Paul Ogle Riverfront Park</a>	<p>A beautiful walk along Market Street checking out the historic homes, there are historic markers giving dates and a brief description.</p> <p>The Paul Ogle Riverfront Park was just beautiful, camping, RV sites, boat launch, picnic pavilions, rec fields, and wonderful walking opportunities. Great views of the river!!</p>	<p>I did not get a walking map; I should have picked one up. Maybe an orientation signage with an overview of all historic homes on a sign with a map could orientate visitors.</p> <p>The bathrooms in riverfront park could be renovated and additional safety and Ohio river interpretive signage could be added.</p> <p>The Vevay signage on the three large towers at the boat dock could be repainted.</p>
<a href="#">Community Art Center of Switzerland County</a>	Visited the art gallery and store, a beautiful collection of local artist work. We bought a series set of cards, There is a meeting room on the second floor.	Just perfect, no suggestions
<a href="#">Switzerland County Tourism Offices</a>	Met with Jon Charles Smith, Andrea Kappes Chair of the tourism board, and director of the Vevay Main Street. Well stocked and friendly visitor center -	A wide-ranging discussion about the ORRT and introductions of each around the table. It was stated the Vevay was very much interested in increasing tourism and the efforts has wide community support. Had Lunch at the VFW and talked with Andrea about her interest in expanding the paddlesport programs in Vevay.
<a href="#">Thiebaud farm</a>	Met with Martha Bladen, director of the <a href="#">Switzerland County Historical Society</a> And her board chair. A neat historical farm restored farmhouse and barns. We took a walk to check out the historic stone walls and check dams. We heard about the educational programs and found many wonderful wildflowers.	<p>Restore the Ohio river landing and develop a path from the river to the homestead.</p> <p>Explore the feasibility of establishing primitive camping.</p>

<a href="#">Boondoggle's Pub and Grub</a>	<p>Had dinner, delicious hamburgers, We had breakfast there on Sunday, good food. It is interesting that both bars have breakfast during the weekend.</p>	
<a href="#">The Hoosier Theater</a>	<p>Attended the MOVIE and CONCERT: <a href="#">Mountain Minor</a>. The Hoosier Theater that you see today had its humble beginnings in 1837. It is one of the oldest commercial structures in downtown Vevay Indiana. We were invited to the after-show party, but instead we went to bed. We missed a good party.</p>	<p>The theater is a gem, Maybe host Ohio river musicians.</p>
<a href="#">Musée de Venoge</a>	<p>Musée de Venoge is one of the few remaining examples of the French colonial architecture that characterized the first settlement of Switzerland County, Indiana. We met director Donna Weaver. A fascinating interpretive historic farm on the banks of Indian Creek.</p>	<p>Consider restoring the landing on Indian creek and establish a path from the creek to homestead.</p>
<a href="#">Switzerland County Historical Museum and "Life on the Ohio" River History Museum</a>	<p>A wonderful museum. Met with Martha Bladen director of the museum.</p> <p>Met with Warren and Judy Waldrow and Dale Farmer with Mountain Minor film. Warren and Judy Waldrow work at Miami University and Dale Farmer is a retired Ohio River Scientist/Ohio DNR.</p>	<p>There are no suggestions, the place is just perfect!</p>



## Site Visit Report

Vevay Indiana, Rivertown Review

Canoe Trip on Indian Creek

Ohio River Mile 540

Saturday March 20<sup>th</sup>

Participants: John Nation, Dave Wright, Joe Wolek, Bruce Kennedy, and Jenny Wurst, Tracy Barns, Ben .. and David Wicks



Our initial plan was to launch from Paul Ogle Riverfront Park boat ramp, but the Ohio River current was strong, and we did not want to paddle back up against the current. We drove to Indian Creek Landing Campground

### Indian Creek Landing

680 Highway 56

Vevay, IN 47403-

(812) 599-4313

[tyler.allen4313@gmail.com](mailto:tyler.allen4313@gmail.com)

<https://vymaps.com/US/Indian-Creek-Landing-Campground-1925024/>

It is a rustic primitive campground that is an ideal launching site for Paddlesports. The great thing is that it gives access to two rivers, the Ohio and Indian creek, if the Ohio is running fast, one can stay in the creek.

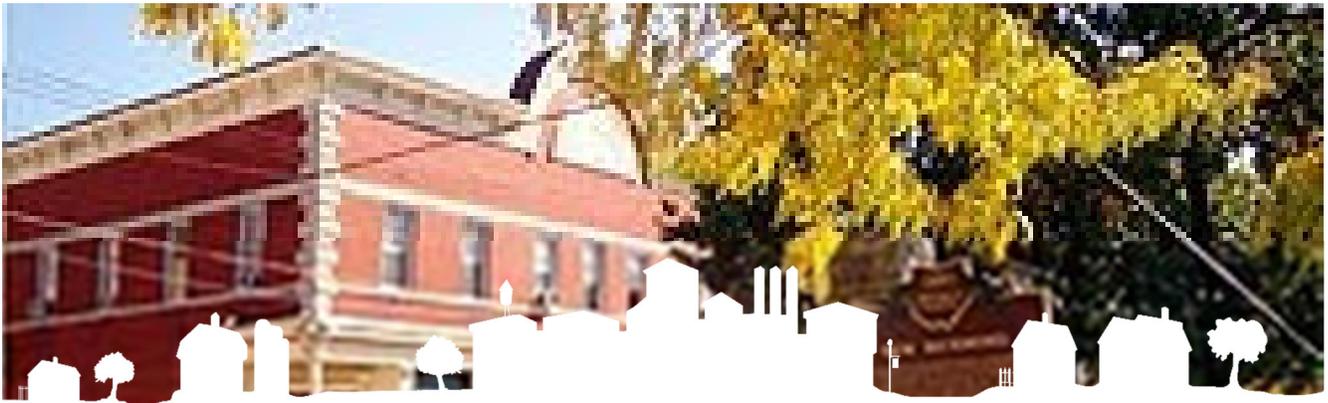
We paddled up Indian Creek to the Hwy 129 bridge got out and walked to the [Musée de Venoge – Discover, a place to relive and celebrate history](#). We poked around and took lots of photos. Got back in the boats and paddled back. A perfect afternoon paddle. We drove to downtown Vevay for a bite to eat, and everything was closed. Had a neat conversation about Anna and Harlan Hubbard near the Hubbard’s Mural on Ferry Street. On our way home stopped at [The Thiebaud farm](#), a neat historic farm that is being developed as an interpretive site with 160 acres(?) of woods. We poked around and took lots of photos

Thoughts:

1. Work with the owners of the Indian Creek Landing Campsite to clean it up and develop a formal small boat launch site. It would be an ideal site for a canoe and kayak rental facility.
2. Restore the landings at the Musée de Venoge and at the Thiebaud Farm and develop a path up to the sites. Consider adding primitive camping.
3. Develop an interpretive booklet and signage for the water trail.



[John Nation Photos of the paddle](#)



## Community Meeting

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# RIVER TOWN REVIEW

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## Vevay, IN

May 14, 2021

### Agenda

- |             |  |
|-------------|--|
| 3:00 – 3:10 | Welcome  |
| 3:10 – 3:25 | Big Picture<br><i>Ohio River/ORRT/LECL</i><br><i>RTR process</i><br><i>LECL Geotourism Site &amp; ORRT Digital Guide</i> |
| 3:25 – 4:10 | Tell us about your town<br><i>Strengths</i><br><i>Weaknesses</i><br><i>Opportunities</i><br><i>Threats</i>               |
| 4:10 – 4:50 | Brainstorming  |
| 4:50 – 5:00 | Questions, Wrap up, Next Steps   |



## Participants

### Community Participants

Andrea Kappes: [andreakappes65@gmail.com](mailto:andreakappes65@gmail.com)

Jon Smith: [jsmith@switzcotourism.com](mailto:jsmith@switzcotourism.com)

Ann Farnsley: [annfarnsley96@gmail.com](mailto:annfarnsley96@gmail.com)

Matt Hocker:

Lisa Fisher:

John ?:

### Team Participants

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Jack Sutton: [jsutton677@gmail.com](mailto:jsutton677@gmail.com)

David Wicks: [dwick1@gmail.com](mailto:dwick1@gmail.com)

Derek Schimmel:

[d.schimmel@solimarinternational.com](mailto:d.schimmel@solimarinternational.com)

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Michael Shilling: [Michael\\_Schilling@npd.gov](mailto:Michael_Schilling@npd.gov)





# SWOT Analysis

## Strengths, Weakness, Opportunities & Threats

These are the results of the River Town Review conducted via Zoom for Vevay, Indiana, on May 14, 2021. Participants listed the entries via Post-It-Notes in the Mural software. The Images below show 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.

# Vevay River Town Review

## SWOT Analysis




www.nps.gov/rtca

### Strengths

generations of families living on the same property

the arts center

OUR GRAVEYARDS

the ohio river

HISTORICAL SOCIETY

boat ip

people care here

musee de venoage

Popular Annual Events

the Pal Boe

friendly small town charm

thelbold farmstead

Great restaurants

Amish in the neighborhood

NO TRAFFIC UNLESS AMISH BUGGIES

great historic museum

Interpretive signage about homes

beautiful graveyards and

Beautiful Churches

a lot of active community people

OUR HISTORICAL FARMSTEAD

HISTORICAL WALKABILITY!

Historical Museum

TO METROPOLIN AREAS

GREAT WATER TRAILS

### Opportunities

history of Ed Eggleston

Bike rental or Bike Share Program

The historic theater commemorating a job or museum on the Ohio River

Possible New Project Funding Resources

proposed broadband access increased

NEW TASTING ROOMS?

many jobs just over the river, and more coming

Population trends away from metros

can be on wine tour

More Bike Racks

Cruise boats stopping in vevay

Safe bike route to Louisville and Cincinnati

anniversary of 'a girl named Sooner'

LARGE open WITHIN 1 HOUR DRIVE

3 AIRPORTS WITHIN 2 HRS

primitive camping

close to Kentucky speedway, with private airport

UNEXPLORED BEAUTIFUL COUNTRY OUR ROAD

Fishing near marland lock and dam

MORE CREATIVE BUSINESSES IN HISTORIC BUILDING DOWNTOWN

Popularity of RV & Camping

we have room to grow

EXPANSION OF SPEEDWAY IN KY

BELTERRA

UNIQUE RURAL COOL

Interpretive Signage

THE HISTORIC THEATER

ARTSY QUARTY ROOMS

### Weaknesses

No campground

LACK OF RESTAURANTS

lack of funding

FARMING IS DYING OFF

limited hotel and places to stay

Highway Access

LACK OF STRIPPERS!!

Lack of bike overlook

need lighting downtown

connecting of existing roads to create

more bed and breakfasts

Getting involved

not enough young people

not boat friendly

APATHY

BAD ROADS

primitive camping locations

LACK OF VOLUNTEERS

FUNDING DRYING UP

PROBLEMS

Corps or Engineer

LACK OF HISTORIC LOGGING

Unclear Regulation

apathy

MONEY

Some interpretive signage looks "cheap" needs a refresh

no bike paths to major cities

### Threats

riverboat shutting down

FLOODING

unsuccessful change among some

LACK OF WINE TASTING

Changing State Budget Policies

ageing population

Historic houses not having long standing protection

Reverence

OUR LOCAL VOCALS

NON-WAIVERS

FUNDING DRYING UP

Population decline

Fearing of poor education and medical

TORNADO

Bronze Runoff damage to roads

people who dont waive

SMART RANTS MOVING IN

FEAR!!

Vevay, Indiana

B24

River Town Review: Summary Report

## Strengths, Weakness, Opportunities & Threats – Continued

The yellow highlighted ideas were identified as priority ideas.

### Vevay, IN SWOT Analysis Results 5/14/21

Mural Whiteboard Comments Highlighted = Most Voted for by Participants



STRENGTHS	WEAKNESSES
Riverfront park areas	No campground
Riverfront park restrooms	Lack of restaurants
Popular annual events	Lack of funding
Ohio River	Farming is dying off
The arts center	Limited hotel and places to stay
Generations of families living on the same property	Sports are more important than anything else
Historical society	Highway access
Boat ramp	Lack of bike amenities
People care here	Need lighting downtown
Musee de venoage	Consisting of posted business hours
Outdoor recreation opportunities	The bushhogging of country roads
No traffic	Need more bed and breakfasts
Friendly small town charm	Not enough young people
Farmsteads	Not boat friendly
Great restaurants	Apathy
Amish in the neighborhood	Bad roads
Historic buildings	Things closing on Mondays and Sundays
Historical museum	Primitive camping locations
Underground Railroad sites	Lack of participation
Proximity to metropolitan areas	Fatigue of volunteers
Interpretive signage about homes	Groups are not well coordinated
Beautiful graveyards	Bike safety on the main road
A lot of active community people	Schools are not involved with history or local culture
Great river parks	Lack of historic lodging
Historic Theibold farmstead	Unclear regulation
Walkability	No bike paths to major cities
Beautiful churches	Need more restaurants
Historical assets	Interpretive signage needs updating

(The Weakness Ideas were not prioritized or voted upon due to a technical challenge with the software.)

## Strengths, Weakness, Opportunities & Threats – Continued

OPPORTUNITIES	THREATS
History of Ed Eggleston	Riverboat shutting down
Bike rent or bike share program, add more bike racks	Flooding
Historic theater commissioning a play or musical on the River	Unaccepting of change among some people
Possible new project funding resources	Lack of wine tasting
Future road expansion of Highway	Changing state budget policies
Proposed broadband access increased	Aging population
New tasting rooms	Aging infrastructure
Jobs just over the river with more coming	Not keeping up with a changing world
Population trends away from metros	Funding drying up
Wine tours	Population decline
Hollywood coming to town with Kat Von D	Erosion and runoff damage to roads
Finding the historic location of the landing for the farmstead and the musee de venoge	Historic houses not having longstanding protection
Cruise boats stopping in Vevay	Our local yocals
Safe bike route to Louisville and Cincinnati	Perceptions of poor education and medical
Anniversary of a "Girl named Sooner"	Fear
Interpret Amish culture	Tornado
Kayak livery	recalcitrance
Farmsteads hiking trail being developed and possible boat landings	
More creative businesses in downtown Vevay	
Fishing near Markland lock and dam	
Primitive camping	
Three airports within two hours and large population within one hour drive	
Close to Kentucky Speedway with private airport, expansion of Speeway	
Unspoiled beautiful driving on the country roads	
Popularity of RV & camping	
Unique, rural, and cool	
Belterra	
Room to grow	



## Community Brainstorming Ideas

The following list of brainstorming ideas were compiled from the Mural Post-It-Notes input from the May 14, 2021 meeting participants. The highlighted ideas were identified as priority items by the participants.

*(No voting on Short-term Ideas)*

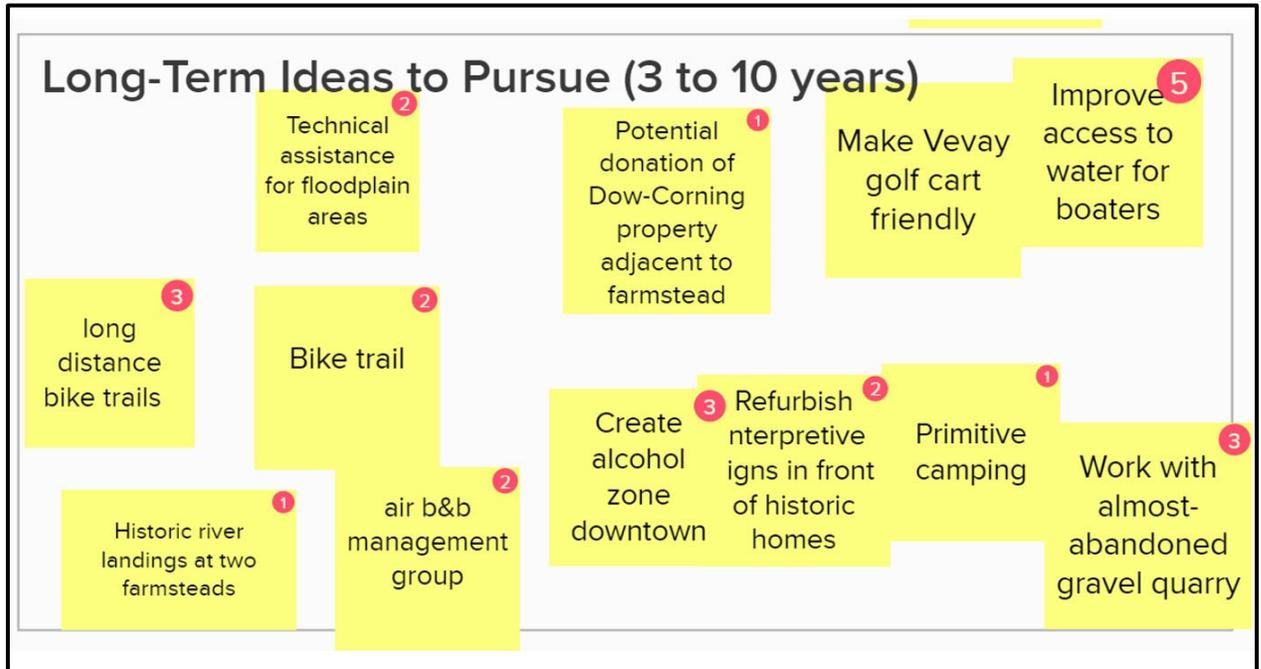
### Short-Term Ideas to Pursue (1 to 3 years)

- More commercial opportunities for those already visiting
- Niche festivals (funky/ quirky/ artsy/rurual/cool)
- Organize biking and paddling events
- music festival
- Inlets are good for paddling & stand-up paddleboarding
- Many historic homes; but too few B&Bs in historic homes
- Install Benches and Swings on riverfront
- boater friendly riverfront: tie-up for kayaks
- Install more bike racks
- boater friendly riverfront: "Welcome to Vevay" sign
- Promote fishing more on local websites
- Invite a pop-up kayak rental firm to town once a month
- attract tourism minded people
- Walking tour of historic homes
- apply to rtca for technical assistance for planning at Theibold farmstead
- organize the creative/tourism members of our community

### Mural Board Short-Term Brainstorming Ideas Input Results

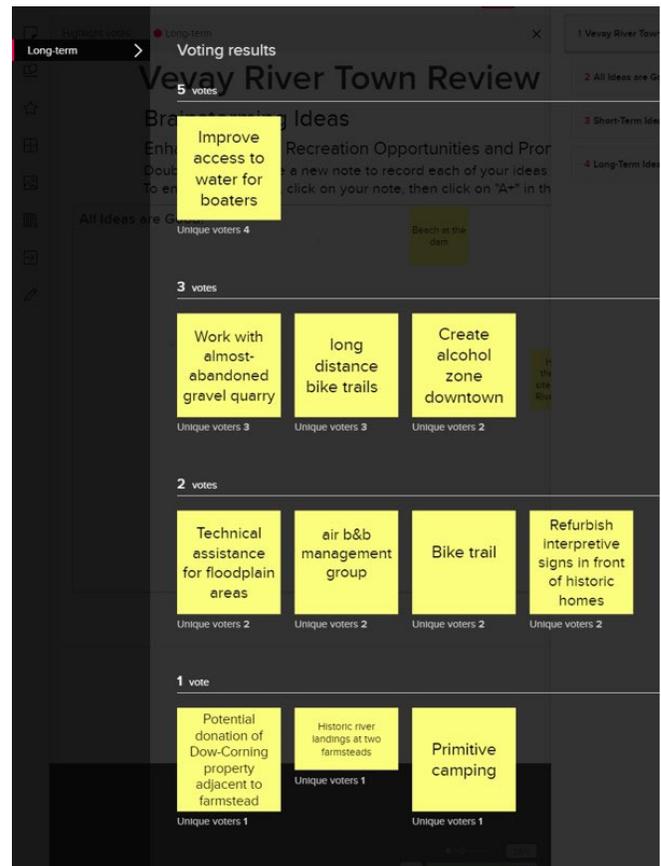
(These ideas were not prioritized or voted upon due to a technical challenge with the software.)

## Brainstorming Ideas – Continued



Mural Board Long-Term Brainstorming Ideas Input Results

## Polling Results to Prioritize Long-Term Ideas for Vevay





## 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

We had one response to this request:

- A perfect day in Vevay would include checking in at Swiss Inn, saunter up Main St to Swiss Perks for an iced coffee then on to Art Center for a looksee. Next a visit to History Museum. Walk back past Vevay Vintage and Antique Mall. If arms are too full a stop at Cardinal Quilts! Back to the Inn to drop off treasures and take a rest. Take a drive to sight see and a visit to the Thiebult Farmstead set up earlier at Museum. Return to Vevay for fabulous Roxano's bread sticks and pizza.



## Contacts

### *Organization Websites*

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	<a href="mailto:Andrea_Irland@nps.gov">Andrea_Irland@nps.gov</a>
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# 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		
<b>I.</b>	<b>Outdoor Recreation &amp; Adventure Tourism</b>	<b>R1</b>
	Trail Towns & River Towns	
	Community Walkability & Bikeability	
	DOT Bike & Pedestrian Planning	
	Bicycle Touring	
	Paddling	
	River Safety	
<b>II.</b>	<b>Sustainable Tourism</b>	<b>R3</b>
<b>III.</b>	<b>Maintaining Small Town Character</b>	<b>R4</b>
<b>IV.</b>	<b>Grants &amp; Funding Opportunities</b>	<b>R5</b>
<b>V.</b>	<b>Organizations</b>	<b>R6</b>
<b>VI.</b>	<b>Community Assistance Programs</b>	<b>R7</b>

### 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**

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## 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)



### National Park Service

Rivers, Trails and Conservation Assistance Program

Ohio River Recreation Trail – **Resources List**

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