Boost Your Local Economy with Trails



New Hampshire Association of Conservation Commissions
SERVING NEW HAMPSHIRE'S COMMUNITIES SINCE 1970

Andy Bohannon, CPRP

NH ACC – FALL 2026

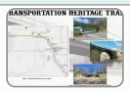
KEENE



Where is KEENE

THREE LEARNING OBJECTIVES





NH Extension

- Learn how to build collaborations that work for your community and that are sustainable.
- Learn how to utilize grant funding to make an impact on your project's costs.
- Learn to utilize various resources to actively promote your community.

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FIND YOUR INSPIRATION



"You can design and create and build the most wonderful place in the world. But it takes people to make the dream a reality."

-Walt Disney

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COLLABORATION

THE ACTION OF WORKING WITH SOMEONE TO PRODUCE OR CREATE SOMETHING

FIVE KEYS

VISION
COMMUNICATION
RESPECT
$$$$$
CELEBRATE



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PARTNERS IN TRAILS

MONADNOCK CONSERVANCY

Extension

ALPINE BIKE WORKS

Pathways FOR KEENE

VIBRANT • ACTIVE • COMMUNITY
PATHWAYSFORKEENE.ORG

KEENE STATE COLLEGE

Norm's SKI & BIKE SHOP
YOUR PRO SHOP FOR THE WHOLE FAMILY!

ROTARY INTERNATIONAL

NEMBA

GREATER MONADNOCK COLLABORATIVE
REGIONAL CHAMBER OF COMMERCE

SWRPC Southwest Region Planning Commission

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FROM PARKS TO TRAILS





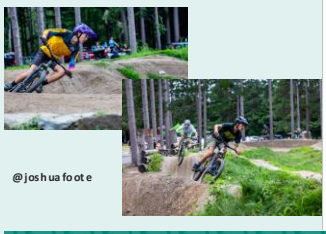
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PARTNERS IN MAPS



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0:45 seconds



@joshuafoote



IMPACT FUNDING

UNDERSTAND WHAT YOU NEED

FINDING THE RIGHT SOURCE



GRANT FUNDING

- Recreation Trails Program
- Transportation Alternative Program
- Land and Water Conservation Fund
- Safe Routes to School or Parks
- International Mountain Biking Association
- EPA – Northern Borders – Recreation Economy for Rural Communities (RERC)
  - Johnson, VT – rail trail to village center
  - Newport, VT – develop downtown amenities



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VOLUNTEERS MAKE A DIFFERENCE



Community Work Nights
Monday and Wednesday at 6PM

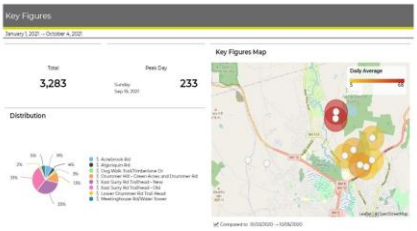


Rakes, shovels, wheelbarrows



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DATA HELPS



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PATHWAYS FOR KEENE - A $1M RACE



Pathways FOR KEENE 4 on the 4th

Advocates - Matching Funds – Grant Seekers

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RESOURCES

ACTIVELY PROMOTE YOUR COMMUNITY

"IT DOESN'T GET MUCH BETTER THAN KEENE"



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PROMOTE YOUR EFFORTS



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UTILIZE YOUR RESOURCES

- Rack cards
- Social Media Platforms
- Radio
- Websites – trailfinder.com
  alltrails.com
- Chambers of Commerce



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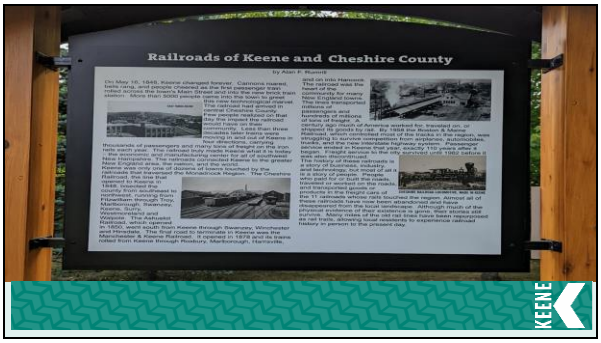
GATHER YOUR DATA



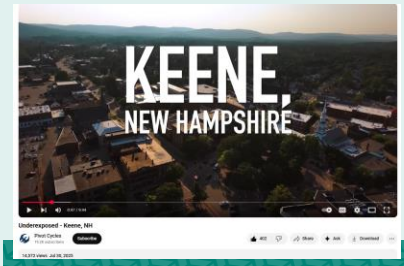


Upcoming Webinar Series with SORP
FREE Learning Credit Opportunity

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SHARE YOUR HISTORY



14,572 views Jul 30, 2025

Underexposed is a self-shot and produced series of documentary short-films by Pivot Cycles athlete Brice Shirbach. The series is dedicated to showcasing mountain bike advocacy and stewardship while exploring trails across the globe. Join Brice as he explores the relationship between community and trails.

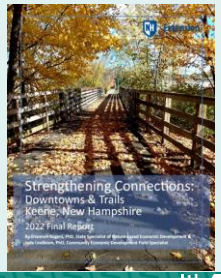
NH STATE PARKS BLOG - CHESHIRE RAIL TRAIL





Strengthening Connections





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PROJECTS OBJECTIVES

- Review the research on connecting trails with towns for economic vibrancy
- Conduct spatial assessment of the downtown study area using Esri Collector for ArcGIS
- Train committee members and volunteers to administer intercept and modified intercept surveys
- Observe opportunities for destination development
- Engage the broader community and move to action



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ELEMENTS FOR TRAIL TOWN SUCCESS



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19 Characteristics to Success



Extension

Researched and Compiled by Casey Hancock. CED. 2018

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GATEWAY TO DOWNTOWN

Rail trails and other trail infrastructure nearby, provide opportunity to leverage these natural assets for economic vibrancy for its residents and to become a destination for outdoor recreation visitors



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WAYFINDING

- spatial assessment showed a strong need to add to and coordinate the signage and wayfinding.
- Signage should indicate where the trail is but also how it connects to the downtown and other attractions
- Trailheads should indicate maps of downtown businesses and attractions as well as their proximity to downtown can direct spending from trail to the town



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SURVEY SAYS



Of all the visitors who took the survey, on average spent $120 in Keene during their visit. According to the NH Division of Travel and Tourism Development, the average traveler to NH spends $88 per day.

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OTHER RESOURCES

- Chattanooga Mountain Biking Report TN
- Economic Impact of the James River Park System VA
- Impacts of Mountain Bike Tourism in Oakridge OR
- Economic Impact of Mountain Biking in the Nantahala and Pisgah National Forests (NC)
- Economic and Health Benefits of Bicycling in Northwest Arkansas

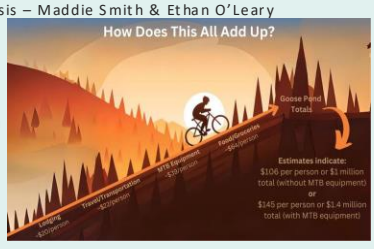
IMBA
INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION



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Exploring the Economics of Mountain Biking in Keene, New Hampshire: A Gap Analysis – Maddie Smith & Ethan O'Leary

- Mountain Biking contributes over $1 million to Keene/year
- Majority of riders are local to Keene area
- Local and visiting riders have different trailhead needs and current trailheads fit local needs better than visitor needs
- Thoughtfully increasing the number of visiting riders would benefit the Keene economy



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TAKE FLIGHT

COLLABORATION +
CONNECTIVITY +
CASH =
A BOOST TO YOUR LOCAL ECONOMY



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"Do what you do so well that they will want to see it again and bring their friends."
- Walt Disney



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THANK YOU

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