

# **POWELL COUNTY TOURISM DEVELOPMENT AND MARKETING PLAN**



Produced by:  
Bluegrass Area Development District 2006

# Powell County

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## **EXECUTIVE SUMMARY**

Powell County has a wealth of tourism resources, many of which are located in the Red River Gorge and Natural Bridge State Resort Park. As a designated economically distressed county within the Appalachian Regional Commission, the County must make every effort to create economic development and growth. Its greatest potential for this lay in its tourism resources. If developed properly, tourism can be the revenue source for Powell County that manufacturing plants and service industries are for other communities.

This document sets out to create a plan by which to develop tourism and market it appropriately within Powell County. Special attention is paid to the Red River Gorge area of the county in which the most potential for tourism is present. However, the County as a whole is looked at with respect to the various attractions, lodging, dining, and retail. These areas are studied to see the current activity relating to each topic with goals and strategies of how to improve these tourism areas in order to reap more economic benefit.

Upon setting goals and strategies for achieving these goals, the document turns its attention to marketing efforts. The plan assesses the current marketing techniques. It then makes the leap to suggest marketing tools to focus on and how these can be expanded and improved in order to better market the County and its attractions.

The plan also identifies strengths, weaknesses, opportunities, and threats to the County's tourism industry. This provides a gauge by which to measure future activity. Other items of interest are noted such as partnerships and funding sources that can assist the County in its tourism goals.

Overall, this plan demonstrates a number of paths for the County to take in order to capitalize on its potential for making tourism the economic development tool that it can be. It asserts that communication and coordination are vital to this effort, as well as reaching out to various support entities and organizations that can assist the County in realizing its tourism goals.

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# INTRODUCTION

With funds received from an Appalachian Regional Commission Flex-E Grant, the Powell County Fiscal Court worked in conjunction with Bluegrass Area Development District (ADD) to complete this plan. After forming a local committee to spearhead the effort and meet regularly with staff from Bluegrass ADD, several focus areas were identified for inclusion in the tourism development and marketing plan. Generally, the committee and ADD staff focused on what tourism activities were currently going on in the County and how those activities could be improved upon in order to produce a larger economic impact within the County. The committee also looked at current marketing tools and how these could be broadened in order to better advertise the County and its various attractions and events. The end goal was to develop a plan with identified goals and strategies that will promote tourism in Powell County.

## COMMITTEE MAKEUP

This marketing plan was guided by a local committee as stipulated in the ARC Flex-E Grant awarded to Powell County Fiscal Court. The committee was composed of members representing varied interests and offices throughout the County in order to provide a wide representation of ideas, needs, and resources. Members of the committee and their affiliations are listed.

Bobby Drake, Judge-Executive

Serena Bowen, Tourism Director

Craig Dawson, Director of Economic Development

Hondo Hearne, Local Businessman/Cyclist

Joe Bowen, Cyclist

Ron Vanover, Manager—Natural Bridge State Resort Park

Deborah Tipton, Local Businesswoman

Stacey Curtis, Assistant City Clerk—Clay City

The committee met five times over a period of months in order to share and review information during the development of the plan. The committee worked with Bluegrass Area Development District in steering the direction for the plan and the information herein included. All information was presented to and approved by the committee prior to publication.

# STAKEHOLDERS

Many governmental entities, organizations, and individuals have varied interests in the development and marketing of tourism in Powell County. Interests include political, environmental, economic, and many others. The following is a partial list of potential stakeholders.

Powell County Fiscal Court	Kentucky Department of Tourism
City of Stanton	Kentucky Department of Parks
City of Clay City	Kentucky Department of Fish and Wildlife Resources
Powell County Tourism Commission	Local Businesses (Retail, Dining, Lodging, etc.)
Natural Bridge State Resort Park	United States Forest Service—Daniel Boone National Forest
Red River Chamber of Commerce	Southern and Eastern Kentucky Tourism Development Association
Red River Gorge Climbers' Coalition	Kentucky Congressional Delegation
Bluegrass Area Development District	Powell County Industrial Development Authority
Red River Gorge Bicycling Club	
Kentucky Transportation Cabinet	
Kentucky General Assembly	
Trail Riding Equestrian Kentucky	

# SITUATION ANALYSIS

The current status of tourism, including marketing tactics, was assessed for the County in order to ascertain the following information:

- what is currently taking place in relation to tourism
- what attractions and activities seem to have the largest client base
- what lodging, dining, and other accommodations exist
- the number and type of outfitters and other retailers that are in business
- the marketing techniques currently used
- other information deemed relevant through committee meetings and interviews with local businesses.

The situation analysis is used to see if current attractions, businesses, events, etc. reflect what tourists coming to the County show as being the draw to Powell County and the Red River Gorge area. Once the tourism situation is analyzed, strategies and actions are recommended in order to better develop and market tourism in the area.

## INVENTORY

In order to assess the current status of tourism in Powell County, an inventory of attractions, events, lodging/dining facilities, and tourism-related businesses was collected and is included in the Appendix. This included items of interest and businesses outside of Powell County in cases where these interests/businesses directly impacted the Red River Gorge area. In some instances, a notation is made to show businesses and/or attractions that are outside the boundaries of Powell County but that have an effect on tourism in the County, especially Red River Gorge.

## TOURISM STATISTICS AND IMPACT STATEMENT

Tourism is a primary source of revenue for the Commonwealth of Kentucky, including Powell County. The following chart shows the most recent tourism impact numbers for the 17 counties in the Bluegrass Area Development District.

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## 2005 Economic Impact for the Bluegrass Area Development District

<u>County</u>	<u>2005 Expenditures</u>	<u>2004 Expenditures</u>	<u>2003 Expenditures</u>	<u>Growth 2004/05 % (+/-)</u>	<u>Growth 2003/05 % (+/-)</u>
Anderson	\$7,536,440	\$7,246,807	\$6,861,197	4	9.8
Bourbon	\$22,006,803	\$19,884,276	\$18,551,189	10.7	18.6
Boyle	\$50,257,820	\$47,886,143	\$43,072,308	5	16.7
Clark	\$58,259,025	\$55,893,552	\$53,424,734	4.2	9
Estill	\$4,679,134	\$4,349,617	\$4,162,975	7.6	12.4
Fayette	\$1,430,479,973	\$1,309,414,493	\$1,220,248,523	9.2	17.2
Franklin	\$106,860,804	\$100,057,876	\$91,884,061	6.8	16.3
Garrard	\$2,526,599	\$2,423,880	\$2,316,889	4.2	9.1
Harrison	\$9,931,652	\$9,441,483	\$8,971,944	5.2	10.7
Jessamine	\$60,399,277	\$56,542,481	\$53,100,880	6.8	13.7
Lincoln	\$8,429,821	\$8,019,535	\$7,370,999	5.1	14.4
Madison	\$109,350,827	\$98,326,234	\$95,094,074	11.2	15
Mercer	\$26,936,684	\$25,930,343	\$24,631,645	3.9	9.4
Nicholas	\$845,318	\$845,869	\$811,969	-0.1	4.1
<b>Powell</b>	<b>\$7,444,161</b>	<b>\$7,250,429</b>	<b>\$6,717,423</b>	<b>2.7</b>	<b>10.8</b>
Scott	\$90,597,139	\$74,929,058	\$67,090,113	20.9	35
Woodford	\$56,103,614	\$53,609,844	\$50,310,703	4.7	11.5
<b>Totals</b>	<b>\$2,052,645,091</b>	<b>\$1,882,051,920</b>	<b>\$1,754,621,626</b>	<b>6.6</b>	<b>13.8</b>

Source: Kentucky Department of Tourism

The Kentucky Department of Tourism stated that the Commonwealth will soon be embarking on a new initiative to promote adventure tourism within the state. Powell County is in a prime position to capitalize on the state's plan to begin marketing heavily to adventure tourists. Although the County currently attracts many out of state tourists (as well as in-state tourists) with its adventure/natural attractions, the County can move to be a leader in the state to market to this group of adventure enthusiasts. By taking steps to be a leader in this movement, Powell County can work to increase their opportunities for new and repeat tourists to the area.

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## **DATA TRACKING MECHANISMS**

Customer and interest tracking tools are rarely used by the County tourism office, local businesses, and other attractions. With the exception of website reports and guest books, no significant tracking mechanisms are used in the County to assess where visitors are coming from, what their interests are, how often they visit, what additional needs they have, etc. Entities that do have some type of tracking mechanism rely on e-mails, newsletters, and word of mouth to keep repeat customers up to date on events.

## **LOCAL ORGANIZATION AND COMMUNICATION**

Organization and communication at the local level is vital to the future development of tourism in the County. The Powell County Tourism Commission is the main organization for tourism in the County. Various areas and interests throughout the County also have organized groups such as the Red River Chamber of Commerce and the Red River Gorge Bicycling Club (RRGBC). Organizations such as these are vital in making a concerted effort to continually develop and promote tourism in the County. As with any type of entity, levels of organization and communication vary from group to group. Some are very active while others are not as strong. Membership and communication are vital to the success of any organization dealing with tourism interests. A strong push for members coupled with a useful member benefits package will assist an organization in establishing itself. Once a solid member base is formed, communication must be constant and productive. This will promote continued support for tourism development within the County.

# **FOCUS AREAS & PROPOSED STRATEGIES**

In planning for future tourism development initiatives and marketing techniques, a number of existing activities were assessed. These focus areas were chosen based on current tourism attractions in the County, such as hiking, rock climbing, and canoeing. Lodging, dining, and retail are also included in the focus areas and proposed strategies because their improvement, or lack thereof, has a direct impact on tourism.

## **ROCK CLIMBING**

Rock climbing is thought to be one of the most popular activities currently taking place in the County; primarily in the Red River Gorge. Although no concrete recordkeeping is taking place, many rock climbers come from both out of state as well as in state. Those entering from out of state are primarily coming from the northern and Midwestern part of the U.S., specifically Ohio, Michigan, and Indiana, according to a local business owner who caters to rock climbers. Many climbing routes have been well established and documented such as those named in *Selected Climbs at the Red River Gorge, Kentucky* (1997) by Porter Jarrard and Chris Snyder as well as in Ray Ellington's

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book, *The Red River Gorge* (2005). A sizeable number of outfitters, restaurants, lodgings, and areas are specifically geared toward rock climbers as opposed to some of the other focus areas.

## Outfitters

Miguel's  
True North Outfitters \*  
Red River Outdoors  
Torrent Falls\*

## Lodging

True North Outfitters \*  
Torrent Falls\* (campground/bed and breakfast)  
Miguel's (campground)

## Areas of Activity

Torrent Falls Climbing School \*  
Muir Valley \*  
Various locations throughout the Red River Gorge

**\* Denotes a location outside of Powell County**

During discussions with business owners dealing primarily with rock climbing customers, it was found that minimal marketing was conducted to promote rock climbing. Little marketing is also done to advertise the various businesses in the area dedicated to rock climbers. Interviews with these local businesses found that little to no formal follow up is conducted with returning customers. Many owners stated that word-of-mouth, along with the current marketing techniques, seemed sufficient for the livelihood of the businesses, realizing that many are seasonal by nature. Another concern is the process taking place within the United States Forest Service (USFS) in regard to the Daniel Boone National Forest and the Red River Gorge. Currently, the USFS is conducting a Limits of Acceptable Change (LAC) workshop to develop standards for various unsanctioned activities that can take place in different areas of the Gorge before action is taken. Although the LAC process is targeted at activities that are already illegal within certain areas, the concern arises as to how many and what types of limitations will be put on rock climbing and other recreational activities within the Daniel Boone National Forest and the Red River Gorge. Therefore, attention should be paid now to the future of rock climbing in the area and the availability of legal climbing routes.



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Based on discussions with local business owners and firsthand observation of the LAC process, two goals are evident.

**Goal 1: Maintain popularity and client base for rock climbing.**

Explanation: Since the popularity of rock climbing is not a concern at this point, maintenance (at a minimum) of that popularity is encouraged.

Strategy: This can be done through improved marketing mechanisms such as websites for those rock climbing areas and businesses currently without them and increased web tracking for those with websites. Brochures, listservs, and other tools can be utilized and sent to previous guests identified through a guestbook, established climbing groups and organizations, as well as tourism magazines (both state and national).

**Goal 2: Maintain current climbing routes and investigate potential for future routes.**

Explanation: Since many individuals and organizations are unaware of the LAC process or have not been formally involved in it, the concern is apparent that current climbing routes may be subject to future restrictions while additional routes may be extremely difficult to secure.

Strategy: Become more heavily involved with the LAC process and the USFS. Encourage tourism commission and chamber of commerce representatives to attend USFS meetings in order to form a positive working relationship. Work with local elected officials, Bluegrass Area Development District and Southern and Eastern Kentucky Tourism Development Association (SEKTDA) to encourage a tourism friendly relationship with the USFS. Once this is done, local leaders should work with the USFS to continually maintain existing climbing routes and plan for future routes.

## CYCLING

The sport of cycling is fast becoming a popular local sport. Although pleasure riding is a staple in the area due to the scenic beauty available to bike riders in the County, bike racing is gaining popularity as well. A major reason for this is the topography the County offers, especially once you take into account the Red River Gorge that serves as the gateway to the mountains. The County offers a wide range of grades for riding, which accommodates leisurely riders, as well as cyclists desiring a more difficult course. Adding scenic beauty to the equation makes for an

excellent outdoor recreational opportunity. Since cycling is still in its early stages of attaining a large following, there are little to no outfitters and other businesses that serve cyclists' needs.

While in the development of this plan, local cyclists on the committee noted other areas of interest for bike riding within the

### Outfitters

Red River Outdoors  
John Swift's Lost Silver Mine  
Historic Campground

### Lodging

None specific to cyclists

### Areas of Activity

Countywide (for leisure and experienced riders)  
Red River Gorge (for experienced riders)  
State Bicycle Routes

County. This included the potential for extending the currently designated bicycle routes into western and southern parts of the County. The current state bicycle routes offer approximately 16 miles of riding experiences through the Red River Gorge (see Appendix for mileage chart). The proposed routes would add approximately 38 miles of scenic and challenging courses (see Appendix for mileage chart). These potential routes were identified due to the fact that many cyclists are currently riding the loop of Kentucky Highway 1057 and Kentucky Highway 213, which go south toward Estill County (see maps in Appendix for current and proposed routes). The reason for the popularity of this route is due to the location of the Fitchburg Furnace and Cottage Furnace, both located near the convergence of these two highways. Tourism in this area is thought to increase in the near future with the preservation of the Fitchburg Furnace that is currently underway. Strategic placement of existing "Share the Road" signs throughout the County, coupled with designated bicycle routes, will make a strong statement that cycling is recognized and welcomed in the County.

In addition to extending the state designated bike routes in the County, other improvements may be necessary in order to fully promote cycling in the County and make it desirable for visitors to want to cycle. Improvements to the state roadways may need to be made in order to make routes safer for cyclists.



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Trailheads also need to be improved for cyclists' use. For example, some trailheads are only graveled while others are paved. Restrooms and signage also vary from trailhead to trailhead. Currently, cyclists find it challenging to stop and hike in the area during a bicycle trip since bike corrals and lockers are not available at trailheads. Existing and proposed bike routes also do not have slope determinations in order to accurately market certain routes to cyclists. Knowing what the grades are and the locations of those grades will make cycling more attractive to visitors seeking more difficult courses. Bike tours are currently not a part of the County's tourism package, which could offer guided tours on bicycle to see various parts of the County. These tours would be especially advantageous along the National Scenic Byway and the Red River Gorge and Natural Bridge State Resort Park areas.

Marketing of cycling has not been a priority for tourism within the County, but the need for more marketing is quickly becoming evident. With the "Pedals and Blooms Festival" that was initiated in 2006 and Joe Bowen's cross-country treks on bicycle (see Appendix for news article), cycling is gaining much popularity within the County. The races held during the Festival were very successful and drew cyclists from outside the County and Kentucky. Therefore, marketing must be a high priority in order to elevate cycling to the level of popularity where it can have a major impact for the County.

**Goal 1: Encourage expansion of current outfitters and/or new businesses to cater to cyclists.**

Explanation: Since cycling is becoming more popular and only two outfitters currently cater to cyclists (only minimally), expanded and/or additional goods and services are needed.

Strategy: Expansion and/or addition of outfitters can and will only be done when the demand is substantial enough to necessitate the supply of goods and services related to cycling. Some inroads can be made before an overwhelming need is present. This could be done incrementally by adding bike pumps, chains, and other smaller items to outfitters' product lines. Additional encouragement and support by the Powell County Industrial Development Authority and the Red River Chamber of Commerce will also be beneficial in order to reach this goal.

**Goal 2: Build upon the existing state designated bicycle route.**

Explanation: Cyclists in the County are currently traveling another primary route in the County that goes to the Fitchburg Furnace and Cottage Furnaces in Estill County. Designating this route, along with the existing designated routes, will make for a more established cycling environment.

Strategy: Work with the Kentucky Transportation Cabinet and the Kentucky Department of Tourism, along with other applicable parties, to designate other stretches of roadway as state bicycle routes. Then, work to market this as such.

**Goal 3: Make improvements, if necessary, to state roadways containing bicycle route areas.**

Explanation: Improvements may need to be made to state highways containing current and proposed bicycle routes. These improvements may include but not be limited to: shoulder improvement, "pull off" locations, resurfacing, pavement marking, and widening.

Strategy: Work with the Kentucky Department of Highways District 10 and Bluegrass Area Development District Transportation Advisory Committee, as well as other applicable bodies, to coordinate any necessary improvements that may be identified.

**Goal 4: Improve trailheads and make them consistent throughout the County.**

Explanation: Some trailheads are graveled and difficult to navigate while others are paved and easily accessible. The type of amenities at trailheads is inconsistent throughout the County. Some may have large bulletin boards and adequate restroom facilities along with proper signage while others do not.

Strategy: Work with appropriate parties to pave all trailheads, include similar amenities, and post clear signage at trailheads throughout the County.

**Goal 5: Place bike corrals and lockers at trailheads along bike routes.**

Explanation: Trailheads currently do not have bike corrals or lockers that would allow riders to secure their bicycles so they can stop and hike while riding in the County.

Strategy: Bike corrals and lockers would be purchased and placed at trailheads along designated bike routes. Bike corrals will likely be the priority due to cost and available land on which to place additional amenities. Where space and money allows, however, bike lockers would be preferred because of their ability to fully secure bicycles, many of which are very expensive and need added protection.

**Goal 6: Determine slopes along bike routes and make information available to tourists.**

Explanation: Powell County consists of diverse terrain from flat, open land to mountainous regions. Bikers need to know the different slopes available to them in order to chart courses suited to their interests. Some may require a flatter terrain while others enjoy a challenging trek.

Strategy: County officials can work with Bluegrass Area Development District as well as the Kentucky Department of Highways District 10 in order to conduct a slope assessment for the designated bike routes. Powell County can then work with the ADD to publish the slopes on a map or other format that is usable by tourists.

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## **Goal 7: Coordinate bike tours.**

Explanation: Powell County currently does not offer bike tours to visitors. This is an excellent way to promote cycling in the community as well as other assets the County has such as scenic beauty and geological diversity.

Strategy: The Powell County Tourism Commission, Red River Gorge Bicycling Club, and other interested parties could work together to set up bike tours with visitors by request. Cyclists from the RRGBC would make the tourism commission aware of their scheduling availabilities so that times could be posted in which visitors could reserve tours. Tours would be especially beneficial if taken along the Red River Gorge National Scenic Byway and the Natural Bridge State Park areas.

## **Goal 8: Market cycling.**

Explanation: Although cycling is a relatively new attraction in the area, much attention has recently been brought to it by Joe Bowen's completion of a second cross-country ride and the 2006 "Pedals and Blooms Festival". More marketing needs to be done to capitalize on the potential of cycling in the County.

Strategy: Cycling should first be added to the County's tourism website ([www.kyrockies.com](http://www.kyrockies.com)) as an attraction. Information could be posted as to the location of the designated state bicycle routes as well as other routes commonly ridden by cyclists (including the proposed state designated bicycle routes in this document). The Red River Gorge Bicycling Club could also develop a newsletter (online or hard copy) as time and money allows and as the group grows in size and reputation. In the meantime, the club could publish articles in the local newspaper as well as surrounding newspapers to bring attention to the club and its activities.

## **HIKING & BACKPACKING**

Hiking is believed to be the largest attraction in this region with activity centering within the Red River Gorge and the Clifty Wilderness areas as well as Pilot Knob, which is located near Clay City. Many official and unofficial hiking trails exist. The official trails have been well documented and publicized, which probably explains part of the popularity of hiking and backpacking. Jerrell Goodpaster's book, *Red River Gorge Trail Guide* (2005), thoroughly examines the official trails within the Red River Gorge, Natural Bridge State Resort Park, and Clifty Wilderness. Mr. Goodpaster provides an overview for each trail including the length, quality, and difficulty rating. In addition to these features, the author provides directions to each trail, which is very helpful for tourists who are generally unfamiliar with the region.

The USDA Forest Service also posts information on their website for the Daniel Boone National Forest (<http://www.fs.fed.us/r8/boone/>) as well as in various publications. The website contains information on the various trails that the Forest Service maintains as well as unofficial trails that are remnants of logging operations before the Forest Service took over ownership in the area.

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Although hiking and backpacking are deemed to be the most popular activities currently taking place, no outfitters formally cater to this group. A handful of places may have some items on a given day that would be usable by a hiker such as shoes or backpacks. Few places in the popular hiking areas even sell general supplies like flashlights and canteens.

## Outfitters

Red River Outdoors  
Daniel Boone Trading Post

## Lodging

None specific to hikers

## Areas of Activity

Red River Gorge  
Natural Bridge State Resort Park  
Clifty Wilderness\*  
Pilot Knob

**\*Denotes a location outside of Powell County**

Although trails have been well documented in many areas that are heavily used by hikers, the County does not have a user-friendly trail map to provide visitors. Many of the outfitters carry various trail maps, but there seems to be some lacking element in most maps currently in circulation. Maps are often difficult to follow,

do not include trails in various areas, or do not allow for complementary information such as quality/difficulty ratings, etc. A more streamlined but comprehensive trail map would greatly assist the County, especially the tourism commission, in marketing the hiking and backpacking trails in the County to tourists.

The tourism website for Powell County does a good job in documenting the popular hiking areas within the County and surrounding area. A trail map that is viewable online would also be helpful in educating visitors on particular hikes in the vicinity. This map could be created with pictures for online use so as to show sites along the trail and neighboring attractions.

The Limits of Acceptable Change workshop currently being conducted by the US Forest Service is a potential threat to hiking and backpacking activities taking place in the Daniel Boone National Forest. Continued attention needs to be given to this since it is of concern to the recreational future of the area. Local leaders need to form a working relationship with the US Forest Service and continue to nurture this relationship for the benefit of the County's tourism growth.



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**Goal 1: Encourage expansion of current outfitters and/or new businesses to sell a larger number of general hiking and backpacking supplies.**

Explanation: Very few current outfitters carry any type of hiking and/or backpacking gear such as shoes, canteens, and backpacks.

Strategy: Although the potential is small for new outfitters to emerge that are solely dedicated to hiking and backpacking needs, there is potential for current outfitters to expand their merchandise. Work can be conducted among the Powell County Tourism Commission, the Red River Chamber of Commerce, and current outfitters to identify the needs of hikers coming to the area in order to better assess the types of merchandise most likely to sell if added to current outfitters' retail line.

**Goal 2: Create a trail map for the tourism office to give to visitors.**

Explanation: A trail map does not currently exist within the Powell County Tourism Commission that can be given to visitors seeking hiking and backpacking experiences.

Strategy: The Powell County Tourism Commission can work with Bluegrass Area Development District, Southern and Eastern Kentucky Tourism Development Association, the US Forest Service, and other interested parties in creating a trail map for dissemination. The tourism commission can work with the County, BGADD, and SEKTDA in determining funding sources for development and publication of the maps.

**Goal 3: Create and post an online map on the Powell County Tourism Commission's website.**

Explanation: A trail map is currently not directly available on the tourism website, which would make it easier for tourists to plan their trips and identify their hiking interests.

Strategy: The Powell County Tourism Commission can work with Bluegrass Area Development District and the US Forest Service, as well as other interested parties, in creating an interactive map for online use. This map can show trails and information specific to each trail. Powell County can work with their website host provider to upload the interactive map in order to make it accessible by users.

**Goal 4: Maintain existing hiking routes, and explore the possibility for opening new hiking routes.**

Explanation: The Limits of Acceptable Change series that the US Forest Service is conducting has the potential to threaten continuation of existing routes and the addition of new routes, so attention should be given to this matter.

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Strategy: Local leaders should renew or form a relationship with the US Forest Service in order to make their concerns known and plan for how to grow tourism in the area in conjunction with the US Forest Service. This will mean attending meetings of the US Forest Service as well as inviting representatives of the US Forest Service to local meetings. Discussions should be ongoing with local leaders and their state and federal delegations regarding the concerns of tourism growth within national forestland.

## FISHING & HUNTING

Fishing and hunting are two activities with lower rates of participation that are currently taking place within the Red River Gorge and the remainder of the County. Although this is the case, some leaders within the County believe there is potential to expand these activities beyond their existing rates of use.

There are a number of pay lakes in the County that are popular fishing spots, but these lakes are relatively unknown to people coming into the County for other forms of recreation. The committee found that existing lakes are used at high enough levels to necessitate the creation of additional pay lakes throughout the County. Mill Creek Lake, for example, is noted as a popular location for fishing. Additional advertisement and the strategic location of other lakes could spur more fishing activity in the area and generate events such as fishing tournaments to create revenue and additional visitors in the community. Many visitors coming into the County to fish do not have adequate information to direct them to access points along the Red River. Posting and dissemination of this information could draw more fishing enthusiasts in the area who will likely spend money for gas, food, and/or lodging.

Hunting is currently taking place within the County, predominantly on privately owned land. Some interest has been shown for opening up private land to cater to large hunting expeditions. Little to no planning has currently taken place for such a concept, but local leaders believe the potential does exist although this may or may not be a large tourism draw.

Although no outfitters specifically sell supplies for fishing and hunting, the Daniel Boone Trading Post has some items for these activities. In order to fully promote and enable the activities of fishing and hunting, additional merchandise should be available for these activities. Fishing and hunting may often be a secondary interest to visitors in the County. Unless retailers can provide tourists with supplies they will need for activities they had not previously planned on doing, the County will not be able to keep visitors in the area as long as they could if all their needs were being met.

### Outfitters

Billing's Drug Store  
Bait Shop

### Areas of Activity

Pay lakes  
Mill Creek Lake  
Red River

### Lodging

None specific to fishing and hunting

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**Goal 1: Conduct more marketing for pay lakes and other fishing locations.**

Explanation: Little to no marketing is currently being conducted to promote fishing as an attraction within the County.

Strategy: Promote fishing as an attraction on the County's tourism website by noting the pay lakes and other fishing locations throughout the County that receive the highest usage.

**Goal 2: Strategically plan for and locate additional pay lakes throughout the County.**

Explanation: Pay lakes are believed to carry potential for increased tourism activity in the County.

Strategy: Work with local leaders and investors to conduct planning for the development of additional pay lakes as interest and demand allows.

**Goal 3: Hold fishing tournaments and other fishing related events.**

Explanation: Large scale events are needed in order to create revenue from and interest in fishing.

Strategy: The tourism commission and other interested parties should work together to create fishing tournaments and other fishing related events in order to draw in tourists and fishing enthusiasts.

**Goal 4: Identify potential locations for large scale hunting expeditions within the County.**

Explanation: Some discussion currently centers on the interest of private landowners opening up their land to hunters on a larger scale. Communication is needed in order to identify those interested in doing so and where potential private hunting areas are located.

Strategy: The tourism commission can work with interested parties to identify those wanting to open private land for hunting. The tourism commission could then work to market these hunting areas on its website and through various clubs, organizations, and other channels.

**Goal 5: Expand lines of merchandise among outfitters to cater more toward hunting and fishing needs.**

Explanation: Currently, there is little to no retail geared toward the activities of fishing and hunting, which makes it difficult to promote these recreational activities.

Strategy: The Red River Chamber of Commerce, Powell County Tourism Commission, and Powell County Industrial Development Authority should work to encourage existing outfitters to carry more fishing and hunting merchandise in their stores.

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**Goal 6:** Work with the Kentucky Department of Fish and Wildlife, and other appropriate bodies, on stocking of fish in the Red River.

Explanation: Little is currently known about the stocking process for the Red River, so information needs to be gathered in order to assess the situation.

Strategy: Renew or form a relationship with the Kentucky Department of Fish and Wildlife to determine responsibility and the process for stocking the Red River. Work with the appropriate body to make sure this process continues in order to keep the River stocked.

**Goal 7:** Determine and publicize fishing access points along the Red River.

Explanation: Many individuals wishing to fish in the Red River are opting not to fish in the River because it is difficult to ascertain the access points.

Strategy: The Powell County Tourism Commission can work with Bluegrass Area Development District to determine and GPS the access points along the River. Once that is completed, this information can be disseminated to visitors in the form of maps, brochures, etc.

## CAMPING

Camping is an extremely popular activity in Powell County, especially in the Red River Gorge, Natural Bridge State Resort Park, and the Daniel Boone National Forest. As such, the County sees many visitors coming in throughout the year to camp as well as take part in other recreational activities. Currently, the County offers a number of areas for campers to stay, including some popular RV camping spots. Many of these scenic locations also offer easy access to other activities such as hiking, cycling, and fishing. There are a number of businesses that sell camping supplies and target their business toward campers.

Although a significant number of campsites exist within the County and some outfitters do cater to campers, more can be done to gain a larger return on camping activities. While this is the case, attention also

needs to be paid to threats posed by the Limits of Acceptable Change workshop series that is taking place within the US Forest Service and is targeting the Red River Gorge.

### Outfitters

Daniel Boone Trading Post  
Red River Outdoors

### Areas of Activity

Red River Gorge  
Natural Bridge State Resort Park  
Daniel Boone National Forest

### Lodging

Bee Rocks Village  
Chop Chestnut Cabins & Camping  
Koomer Ridge  
John Swift's Lost Silver Mine  
Campground  
Miguel's (for rock climbers only)  
Mountain Parkway Off-Road  
Primitive Camping  
Natural Bridge State Resort Park  
Camping  
Mountain Park Dragway (RV camping)

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Camping should be heralded as an attraction on the County's tourism website and not solely listed as a lodging option. Outfitters could also be encouraged to carry additional camping supplies.

**Goal 1: Chart progress of Limits of Acceptable Change workshop and its potential impact on camping in the Red River Gorge.**

Explanation: The US Forest Service is currently conducting a Limits of Acceptable Change workshop series that looks at the Red River Gorge, specifically, and could impact many activities including camping.

Strategy: Local leaders should renew or form a relationship with the US Forest Service in order to cooperatively plan tourism efforts in the area. This means that local leaders and their state and federal delegations should attend meetings of the US Forest Service and invite them to local meetings in order to effectively communicate local tourism interests.

**Goal 2: Post camping as an attraction on the County's tourism website.**

Explanation: The County's tourism website currently lists camping under the heading of lodging and not under the heading of Attractions, so some visitors may miss the various camping sites due to its non-inclusion under the Attractions category.

Strategy: Update the website to include camping under Attractions and list various campsites as well as defining characteristics of those locations.

**Goal 3: Encourage current outfitters to expand availability of camping merchandise within their businesses.**

Explanation: Some local retailers currently offer a few items related to camping but not enough supplies are available considering the number and availability of campsites in the area.

Strategy: The Red River Chamber of Commerce, Powell County Tourism Commission, and Powell County Industrial Development Authority should work together to encourage existing outfitters to expand their line of merchandise for camping.

## CANOEING, KAYAKING, & OTHER WATER ATTRACTIONS

Water related attractions such as canoeing and kayaking are large tourism draws for Powell County. Related primarily to the Red River that flows through the County, water attractions offer a wide range of activities geared toward families as well as adventure seekers. The National Wild and Scenic Red River offers a number of class ranges for beginners to experts as it winds through Powell and neighboring counties. The County also offers other water attractions for those more timid visitors. Local businesses and parks offer bumper boats, pedal boats, and swimming pools for the less adventurous tourists. The County's tourism website does a good job in listing and explaining these various attractions so that individuals can easily identify those that best suit their needs.

Although canoeing and water attractions are well advertised on the County's website, it does take some work on the potential tourist's part to follow the various links and understand what different classes are available to the individual along the Red River. Better marketing and easier access to this information could be provided in order to quickly and easily gain the tourist's interest in canoeing the Red River. The committee also noted that avid canoeists and kayakers generally know where put-ins and take-outs are along the river and that they will have maps for the different routes. More advertisement could be directed toward beginners in order to ease them into the sport and make them more

likely to make return visits, thereby increasing the chances at collecting additional tourism dollars in the County. Tours could be advertised more heavily in order to get persons interested in the Red River that may be visiting for other reasons. The committee also briefly discussed the possibility of making some sections of the river more navigable in order to spur more canoeing and kayaking interest. More research will need to be conducted, as interest emerges, in order to ascertain the possibility of this taking place.

### Outfitters

Red River Outdoors (rental only)  
John Swift's Lost Silver Mine Historic  
Campground (rental only)  
Natural Bridge Pedal Boats and  
Hydro-Bikes (rental only)

### Lodging

None specific to water enthusiasts

### Areas of Activity

Countywide (for leisure and experienced riders)  
Red River Gorge (for experienced riders)  
State Bicycle Routes



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**Goal 1: Improve marketing and access to information related to canoeing and kayaking routes.**

Explanation: The tourism website currently advertises water sports such as canoeing and kayaking but access to class and put-in/take-out information takes several links in order to access.

Strategy: The tourism website should update its information on canoeing and kayaking in order to make pertinent information available on the same site instead of going to different links. Visitors must now choose from a list of businesses and/or locations in order to plan a water related activity whereas many may be primarily interested in specific classes. This being the case, the tourist must put in additional effort to find this information whereas the website could have it readily available in order to keep the visitors' interest in the activity and make their planning as easy as possible.

**Goal 2: Direct more canoeing and kayaking advertisement toward beginners.**

Explanation: Marketing mechanisms are often directed to experienced canoeists and kayakers, thus leaving out a large group of potential visitors who would need beginner-level information.

Strategy: Develop and market tour packages for beginner canoeists and kayakers. This could start with outfitters and other businesses currently offering these activities, but they can be encouraged to make a more concerted effort to reach this group in order to have them come back as repeat tourists.

**Goal 3: Conduct more advertising for water tours.**

Explanation: Many visitors coming to the area would likely be interested in taking a tour of the Gorge via the Red River but may be hesitant unless they are well informed that guided tours are available and safe for those who are not water savvy. Tours are not heavily or well advertised currently.

Strategy: Stronger marketing on the County's tourism website and other places should take place in order to show the prominent availability of guided tours. Although tours require advance notification and are dependent upon water level, more information should be provided so as to advertise tours.

**Goal 4: Research the possibility of downgrading classes along the Red River so as to allow for additional canoeing and kayaking.**

Explanation: Many channels along the Red River are currently inaccessible to canoeists and kayakers due to its wild river designation.

Strategy: When the need arises, the Powell County Tourism Commission and local leaders can proceed with research into the issue by contacting the National Park Service and other federal bodies, as necessary.

## ATV & MOTORCYCLE RIDING

ATV riding remains a popular and growing sport in Kentucky, and Powell County is no exception. Although there are some places throughout the County where ATV riding is allowed (most often unofficially), drawing attention to these areas is not something local leaders would like to pursue in order to avoid having these areas shut down. Currently, only one outfitter caters to these activities

Even though ATV riding is not something the County is looking to pursue beyond what is currently taking place, there are some things being looked at as potential threats to the activity and steps that can be taken to accommodate the ATV riders as well as other recreational activities. First, the local committee has shown concern that ATV trails may eventually be shut down within the Daniel Boone National Forest. The committee also noted concern over trails currently used by ATVs as well as horseback riders and cyclists. They have voiced the opinion that these three groups should not share the same trail because of the damage to the trail after having each group utilize it.

Once horses have used a trail, for example, the trail is no longer suitable for cyclists. The expansion of businesses in the community to include ATV and motorcycle supplies and repair

services also holds potential for this attraction. The local committee also noted the potential for additional primitive campsites for ATV riders who are already camping while riding.

### Outfitters

Carmichael's

### Lodging

None specific to ATV/motorcycle riders

### Areas of Activity

National Scenic Byway (motorcycles)  
Mountain Parkway Off-Road  
Daniel Boone National Forest (ATVs)  
Oil Fields (ATVs)

**Goal 1:** Learn what areas are available to ATV riders within the Daniel Boone National Forest and protect the areas currently being utilized by ATV riders.

**Explanation:** ATV riding currently taking place in the Daniel Boone National Forest may or may not be allowed in all instances, depending on the exact location. Local leaders should stay informed of the rules on riding within the forest and protect the areas currently being utilized.

**Strategy:** Local leaders should form or renew a relationship with the US Forest Service in order to know what is permitted in the area with respect to ATV riding. Leaders should also work closely with the US Forest Service in order to understand at what point unofficial trails may be shut down in order to avoid this happening.

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**Goal 2: Designate trails for use by various groups that should not share trails.**

Explanation: Some groups should not share trails because of the impact to trails caused by one group and the trail standards required by other groups.

Strategy: The Powell County Tourism Commission and local trail related groups should work cooperatively with trail landowners to designate trails for specific uses (i.e. equestrian, ATV riding, hiking, cycling, etc.) in order to make trails usable and to decrease maintenance needs and costs.

**Goal 3: Expand businesses to include ATV and motorcycle supplies and repair services.**

Explanation: There is a need in the County for additional businesses that deal in ATV and motorcycle supplies and parts as well as provide repair services.

Strategy: The Powell County Industrial Development Authority, Red River Chamber of Commerce, and Powell County Tourism Commission should work together to encourage growth of businesses catering to ATV and motorcycle supplies and repair services.

**Goal 4: Create additional primitive campsite areas for ATV riders, as the need arises.**

Explanation: Many ATV riders like to ride over a period of days while camping, and campsites are not always near ATV riding trails.

Strategy: The Powell County Tourism Commission can work with landowners near ATV riding trails to implement primitive campsites as the demand becomes evident.

## HORSEBACK RIDING

Due to the majestic countryside and rural nature of the County, horseback riding is a popular activity in Powell County. Although this is not one of the most popular attractions in the area, the potential for growth is present because of other equestrian activities taking place in neighboring areas. Several areas of the County already have fairly large volumes of riders while plans and current development in neighboring Clark and Montgomery Counties will increase participation in horseback riding. A growing organization in nearby Clark County,

**Outfitters**

Van Bert Stables

**Lodging**

None specific to horseback riders

**Areas of Activity**

Northeastern Powell County (alongside Menifee County border)

Oil Fields

Clark and Montgomery Counties\* (will expand into western Powell County)

**\* Denotes a location outside of Powell County**

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Trail Riding Equestrian Kentucky (TREK), is playing a large role in drawing attention to horseback riding in the area. United Mountain Horse, Inc. and Van Bert Stables in Powell County are also drawing attention to equestrian riding locally.

In preparation for the expansion of horseback riding activity in Powell County, several steps need to be taken in order to get an economic benefit. Additional stables should be opened that would rent horses to tourists and those just beginning to learn how to ride a horse. Other stables can also be utilized to house horses that visitors bring with them. Equestrian trails should also have separate designations from other trails such as those used for cycling and ATV riding since its usage type is not compatible. Grooming supplies, feed, and other necessities for horses are not readily available at local retail shops. This will be needed if the popularity of horseback riding increases within the County. If equestrian trails are implemented in the County, guided tours would be a potential tourism attraction for those looking to explore the Red River Gorge and other parts of the County on horseback.

**Goal 1: Open additional stables throughout the County.**

Explanation: Visitors coming into the County need a place to rent a horse and receive lessons if they are interested in horseback riding. Equestrian enthusiasts who bring their horses with them will also need a place to house the horses while they visit the area.

Strategy: The Powell County Tourism Commission, Powell County Industrial Development Authority, and the Red River Chamber of Commerce should work with interested groups in opening up additional stables.

**Goal 2: Make and/or designate separate trails for horseback riders.**

Explanation: Equestrian trails cannot be used by other groups because of the impact to the trails.

Strategy: Local leaders should designate trails specifically for horseback riding, cycling, and ATV riding.

**Goal 3: Encourage the expansion of local retailers to carry supplies necessary for equestrian riders.**

Explanation: Current retailers do not carry grooming supplies, feed, and other supplies needed for horses and riders.

Strategy: The Powell County Industrial Development Authority, Powell County Tourism Commission, and Red River Chamber of Commerce should work with local businesses to encourage expansion of their merchandise to include equestrian related supplies as demand becomes more evident.

**Goal 4: Conduct guided equestrian tours of the County, especially the Red River Gorge, as the attraction grows.**

Explanation: If horseback riding becomes more popular, visitors will want guided tours on horseback as an alternative way to tour the area.

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Strategy: The Powell County Tourism Commission should work with local riders and stable owners to set up and conduct guided tours on horseback as the popularity grows.

## RACING

Racing is possibly one of the more understated activities currently taking place within the County. With the center of activity located away from the Red River Gorge, unlike most other popular attractions in the County, racing is a consistently growing sport in Powell County. At the drag racing track in Clay City, people fill each event to capacity and beyond. RV camping also takes place at the dragstrip for those desiring to stay overnight. ATV and dirtbike racing are also popular.

While drag racing has existed in the County since the early 1960s with little to no major physical improvements needed to maintain its popularity, other improvements can be made in order to realize a more positive economic impact. Additional accommodations, such as expansion of the RV campground, are needed in order to continue expecting the large crowds that the races draw.

Other lodging facilities such as motels and hotels in Clay City are needed for those desiring that type of lodging. Shopping and other activities are needed in the

area in order to occupy race fans and keep them in the area while races are not taking place. Of course, additional dining facilities, especially "sit down" restaurants are needed in the area in order to accommodate families and those desiring a dining experience other than fast food chain restaurants.

### Outfitters

None specific to racing

### Lodging

Mountain Park Dragway (RV camping)

### Areas of Activity

Mountain Park Dragway

Mountain Parkway Off-Road (ATVs and dirtbikes)

Ecko Valley Amusements (go-karts)

**Goal 1: Provide additional lodging facilities and accommodations.**

Explanation: The current RV campground where many race fans stay during the races is becoming overcrowded, and additional facilities are needed.

Strategy: The Powell County Industrial Development Authority, Powell County Tourism Commission, and Red River Chamber of Commerce should work with existing lodging facilities to expand current accommodations as well as to encourage growth of new lodging businesses, especially in the Clay City area. This should be both camping type facilities as well as motels and hotels.

**Goal 2: Expand shopping and other activities in the Clay City area.**

Explanation: Since racing takes place primarily in the Clay City area of the County, additional attractions are needed in order to keep race fans in the County and occupied instead of leaving to go to neighboring counties to shop.

Strategy: The Powell County Industrial Development Authority and Powell County Tourism Commission should work together to promote and encourage the development of additional shops and other attractions in Clay City that would interest tourists and race fans.

**Goal 3: Provide additional dining options, especially “sit down” restaurants.**

Explanation: Racing fans need other dining options besides fast food chain restaurants in order to keep their spending within the County’s borders.

Strategy: The Powell County Industrial Development Authority and Powell County Tourism Commission should work together to encourage expansion of dine-in restaurants in the Clay City area in order to accommodate groups and families coming to watch the drag races.

## CRAFTS & CULTURAL ARTS

Artisans and their handmade products are a large part of Powell County’s mountain culture and heritage. Several artisans in the County regularly craft goods and exhibit them at various places, but the County has yet to make a concerted effort to market its local arts and crafts, as well as its

artisans. Some attempts have been made in the past but were unsuccessful. A major reason for this lack of success was due to the fact that a local group rented a facility that they could not afford instead of starting smaller and working up to a mar-

### Local Art Shops

Al Cornett

Red River Arts

Washington Court Street Shops

ket that could generate enough income to pay for such a facility. Even though efforts have been lacking in the past, many craftspeople have continued in their individual efforts and made some gains personally.

There are several steps the County can take in order to promote its cultural arts and crafts. Forming partnerships with various craft and arts organizations such as Kentucky Crafted would be beneficial. This could show local artisans how to market their products while providing them with vital networks. Additional venues in which to showcase local talent can also be identified within the community. The Powell County Tourism Commission can work to market local craftspeople by posting their work and contact information on the



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tourism website as well as working with the artisans to identify other means of marketing themselves. Craftspeople can take part in ongoing programs such as the quilt block project currently going on in Kentucky, Ohio, and Tennessee. The County can also work more closely with interested local artisans and craftspeople to expand agri-tourism and *agricultural* tourism. Since Powell County is a mostly rural County, agricultural diversification in the way of agri-tourism could be very beneficial to the County and its interested farmers. Many people are interested in the mountain culture and heritage of Eastern Kentucky, so *agricultural* tourism could be a promising possibility. Artisans could also work more closely with Natural Bridge State Resort Park in order to showcase their work there and promote arts and culture workshops at the park in order to bring additional artisans into the community. This would help the County by having people coming in year round.

**Goal 1: Form partnerships that will benefit local craftspeople.**

Explanation: Partnerships with local, state, and federal programs/agencies related to arts and culture could help in the development and marketing of local craftspeople.

Strategy: The Powell County Tourism Commission can work with Bluegrass Area Development District and Southern and Eastern Kentucky Tourism Development Association to identify various programs and/or agencies related to arts and culture. The tourism commission could then work with these agencies to host local presentations and/or one-on-one sessions with local artisans.

**Goal 2: Improve marketing of local artisans.**

Explanation: There is currently not a strong marketing effort for local artisans and their crafts. Some individuals may market themselves well, but a concerted effort is not being made to market the County's overall talent.

Strategy: The Powell County Tourism Commission can identify various marketing mechanisms and venues in which to showcase local talent. Some possibilities currently would be to showcase local art displays in area banks or other settings frequented by the public. Work and contact information could be posted on the tourism website in order to expand coverage of local artisans. Permanent outdoor displays can be implemented such as having a local artist create a design and paint it on bike corrals that are planned for trailheads. This will give exposure to visitors who may not otherwise see local artisans' work. The Powell County Tourism Commission can make a more resolute effort to work closely with artisans and assist them with their various needs.

**Goal 3: Encourage artisans to participate in large scale programs that can gain them publicity.**

Explanation: Often when artisans are working on a smaller scale, they go unnoticed. Participation in a larger work can draw attention to artisans.

Strategy: The Powell County Tourism Commission should identify ongoing large scale projects and communicate these to local artists and encourage their participation, when applicable. The tourism commission should then assist local artisans with participating in these projects.

**Goal 4: Promote agri-tourism and agricultural tourism in the County.**

Explanation: With the rural setting of Powell County and the recent tobacco buyout, many local farmers and landowners may benefit from agri-tourism and agricultural tourism.

Strategy: The Powell County Tourism Commission should work to promote a better understanding of agri-tourism and agricultural tourism to the County's farmers and landowners. The commission should then work with interested parties to assist them with getting started in an endeavor.

**Goal 5: Encourage a partnership between local artisans and Natural Bridge State Resort Park.**

Explanation: Artisans lack public venues in which to showcase their work, and the park could benefit from this attention as well as offer workshops geared toward artisans.

Strategy: The Powell County Tourism Commission could work with local artisans and Natural Bridge State Resort Park to outline an agreement that would allow artisans' crafts to be displayed and/or sold at the park. The park could also work with local artisans to hold arts and culture workshops, conferences, and other meetings (especially during the winter months when numbers are down at the park). As needed, the Powell County Tourism Commission can work directly with the Kentucky Department of Parks.

## **MUSIC & ENTERTAINMENT**

Bluegrass music and clogging are popular entertainment activities in Powell County. As such, both have established venues within the County. Meadowgreen Park Music Hall is home to many bluegrass music performers including local acts. It was designed as a tribute to the music style in order to preserve it and expose new generations to it locally. Hoedown Island at Natural Bridge State Resort Park is the setting for Richard Jett and his clogging group. The island not only hosts clogging events but square dances as well.

In addition to music and dancing, the County offers other forms of entertainment. A drive-in theater, one of the few remaining in the region, and driving ranges also speckle the countryside giving a broad offering of forms of entertainment within a rural County. The County also offers

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a number of recreational parks that have playground equipment and other amenities in order to offer residents and visitors alike a safe and fun experience.

Although a wide variety of entertainment is available for visitors' different interests, steps can be taken to make sure these entertainment venues continue to be able to cater to visitors. Since many tourists coming to the County are planning for daytime events such as hiking and canoeing, additional evening attractions are needed. Since Hoedown Island is such a popular activity, additional parking is needed in order to handle the crowds. Also, with the uncovered pavilion in place, events must be cancelled sometimes due to rain. A covered area would eliminate the number of cancelled events due to rain, thus increasing revenue. An amphitheater located in Natural Bridge State Resort Park would also generate additional interest by way of holding outdoor plays and other events. Improvements are also needed to community parks in order to increase usage rates. This can come through additions to the parks or building new parks at other locations since flooding in the area is a problem.

- Areas of Activity**
- Hoedown Island
  - Meadowgreen Park Music Hall
  - Mountain View Drive-In Theater
  - Beechfork Golf Course
  - Everman's Driving Range
  - Meadows Golf Course
  - Clay City Park
  - Lions Club Park
  - Stanton City Park

**Goal 1: Create additional evening attractions.**

Explanation: Evening attractions are lacking in the County and are greatly needed in order to keep visitors in the County.

Strategy: The Powell County Tourism Commission can work to identify gaps in entertainment venues and work with interested parties to create additional attractions such as plays and other forms of entertainment that are currently not available.

**Goal 2: Work to get additional parking at Hoedown Island.**

Explanation: Since the activities at Hoedown Island draw such large crowds, additional parking is needed in order to handle the number of vehicles.

Strategy: The Powell County Tourism Commission should begin communicating with Natural Bridge State Resort Park and the Kentucky Department of Parks regarding the need for additional parking at Hoedown Island. This may require the tourism commission and park staff to begin documenting use of the facility in order to make the case for additional parking.

**Goal 3: Cover the pavilion at Hoedown Island.**

Explanation: With the pavilion currently uncovered, many events must be cancelled due to rain, thereby, creating an economic loss.

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Strategy: The Powell County Tourism Commission should work with Natural Bridge State Resort Park, the Kentucky Department of Parks, and the state legislative body to impress upon them the need for a covered pavilion. All bodies can then work to find funding for the activity.

**Goal 4: Construct an amphitheater at Natural Bridge State Resort Park.**

Explanation: The park currently does not have an amphitheater, which diminishes the number of outdoor events and programs it can offer.

Strategy: The Powell County Tourism Commission, Natural Bridge State Resort Park, and Kentucky Department of Parks can work together to substantiate the need for an amphitheater in order to host outdoor plays and other events. The previously mentioned bodies can also work with state legislators to request that funding be allocated toward this project.

**Goal 5: Make improvements to community parks.**

Explanation: Community parks are currently not utilized as fully as they could be because they do not have a diverse array of facilities and those currently there are in need of repair and/or improvements.

Strategy: Local leaders should work with the public to identify needs and interests for community park improvements and developments. Local leaders can then work with Bluegrass Area Development District in planning these projects as well as identifying and applying for funding for park and recreation projects. Since flooding is a problem in many areas of the different parks, new locations may be a possibility in order to make the parks more usable.

## NATURE ATTRACTIONS

Nature and scenic beauty is probably Powell County's richest resource. Most any activity or attraction in the area relates back in some way to the natural beauty of the area. Whether it is the rugged mountains or the lush forest, the County has a wealth of scenery. Red River Gorge, Natural Bridge State Resort Park, and Clifty Wilderness are some of the more popular scenic attractions in the area but there also exist some lesser known nature attractions. Pilot Knob, a state nature preserve, and the Kentucky Reptile Zoo are other attractions that offer a unique view of nature and its various inhabitants.

Since Powell County has such a wealth of natural and scenic resources, steps should be taken to ensure that these attractions are

### Areas of Activity

Red River Gorge  
Natural Bridge State Resort Park  
Clifty Wilderness\*  
Pilot Knob State Nature Preserve  
Kentucky Reptile Zoo  
Sky Lift  
Red River Gorge National Scenic Byway  
State Bicycle Routes

\* Denotes a location outside of Powell County

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maintained for future tourists. Some attractions are not marketed as heavily as others and could be in order to gain a larger impact. For example, the local committee identified Pilot Knob as a potential for additional marketing. It was noted that signs need to be placed along the roadways and at the site so that visitors can more easily find the nature preserve. Maintenance of some attractions should be encouraged, such as the sky lift, in order to continually attract additional visitors. Signs are well placed along the National Scenic Byway, but the State Bicycle Routes could benefit from additional signage that would identify it as a scenic cycling route.

**Goal 1: Put more emphasis on marketing natural attractions.**

Explanation: Some natural attractions such as Red River Gorge and Natural Bridge State Resort Park are marketed well while others could benefit from additional marketing.

Strategy: The Powell County Tourism Commission should work to identify natural attractions requiring more marketing such as Pilot Knob State Nature Preserve, which has already been identified by the local committee. The commission should then work with appropriate groups to increase marketing for these attractions.

**Goal 2: Place additional signs along the roadway leading to Pilot Knob and at the site.**

Explanation: The local committee noted that Pilot Knob is difficult for visitors to find. Once given directions, the site itself is still not visible due to the terrain. Visitors often get discouraged and leave the attraction without ever viewing the nature preserve.

Strategy: Local leaders along with the Powell County Tourism Commission should work with applicable bodies such as the County road department, Kentucky Transportation Cabinet, and Kentucky Commerce Cabinet to identify appropriate signage and locations.

**Goal 3: Encourage proper maintenance of attractions.**

Explanation: Some attractions appear to be in need of maintenance, thereby deterring some visitors.

Strategy: The Powell County Tourism Commission and Red River Chamber of Commerce should work with local business owners and operators of various attractions to encourage routine maintenance in order to attract visitors.

**Goal 4: Incorporate signage along State Bicycle Routes.**

Explanation: Since many visitors cycle in order to enjoy the scenic beauty as well as get exercise, posted signs designating routes as scenic cycling routes would draw attraction to these areas.

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**Strategy:** The Powell County Tourism Commission and Red River Gorge Bicycling Club should work with the Kentucky Transportation Cabinet to discuss the need for State Bicycle Route signs along the different routes. These groups could work together to determine design and placement of these signs as well as potential funding sources.

## LODGING, DINING, & RETAIL

Powell County currently has a minimal offering of some types of lodging, dining, and retail while they have an abundance of others. The retail chain is built primarily around tourists in that many souvenir shops exist but few true retail stores exist. The outfitters in the area carry some merchandise but do not carry a variety of supplies for different activities. Dining is limited to about four dine-in facilities in the County. The other restaurants are primarily fast food chains or other local eateries that would not be considered dine-in facilities.

### Outfitters and Shops

See inventory list in Appendix  
Various retail stores

### Lodging

See inventory list in Appendix

### Restaurants

See inventory list in Appendix

Campsites and cabins are plentiful when compared to the number of motels and hotels in the area. Currently, no higher level hotels exist within the County, and a small number of motels are available. Aside from choosing a place to stay, visitors must be prepared in other ways. Most people coming into the area for a specific activity must come prepared or go outside the County to gather specific supplies. Other visitors coming into the area look for additional activities

beyond hiking, canoeing, and camping. These additional activities that visitors look for are often related to shopping. Although there are some unique shops in the area, they mostly carry souvenirs and other tourist related merchandise. Additional and more varied shops could enhance visitors' experiences and keep them in the County longer.

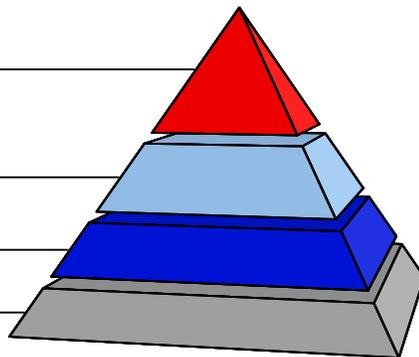
## Accommodations in Powell County

**Resorts - 2 (9%)**

**Inns/Motels/B&Bs - 5 (22%)**

**Camping Sites - 7 (30%)**

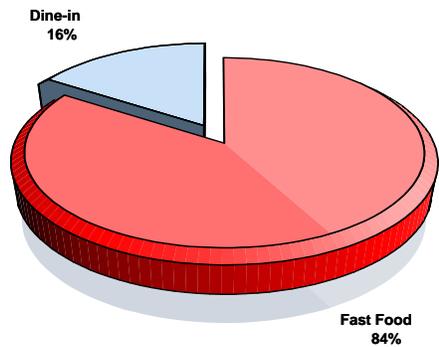
**Cabin Companies - 9 (39%)**



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## Dining Options in Powell County

### Fast Food vs. Dine-In



Once people are settled in and have participated in activities throughout the day, many like to enjoy a sit down meal at a local restaurant. As noted before, there is only a handful of this type of restaurant. The fact that restaurants are not permitted to serve alcohol has also been noted as an area of concern by the local committee. They believe many potential customers may be going outside the County for this reason.

#### **Goal 1: Encourage the development of hotels and additional motels.**

**Explanation:** No hotels currently exist in the County to cater to those seeking a higher level lodging experience. There are only three motels and inns to cater to visitors who want this option instead of cabins and campsites.

**Strategy:** The Powell County Industrial Development Authority, Powell County Tourism Commission, and Red River Chamber of Commerce should work to encourage growth of these lodging facilities. This may mean working with local officials on adequate infrastructure as well as working with the state to market the County to these potential lodging facilities.

#### **Goal 2: Promote the expansion of current outfitters and/or the addition of new outfitters.**

**Explanation:** Current outfitters do not carry lines of merchandise that cover the needs of all the different activities taking place within the County.

**Strategy:** The Powell County Tourism Commission, Red River Chamber of Commerce, and Powell County Industrial Development Authority should work together with local businesses to demonstrate the need for additional merchandise and encourage them to expand their businesses to cater to these needs. If necessary, these entities can encourage the addition of new outfitters to fill the gap in goods and services by current outfitters.

#### **Goal 3: Encourage posting of better signage by current outfitters.**

**Explanation:** Many of the outfitters in the Slade area are located in curves, and visitors often bypass these businesses due to poor signage on the winding roads.

**Strategy:** The Powell County Tourism Commission and Red River Chamber of Commerce should talk with local outfitters and encourage them to improve signage inasmuch as they are able. On roads that will require state and/or federal involvement, such as the National Scenic Byway, the entities can work with appropriate state and federal bodies to improve signage issues. Bluegrass Area Development District can assist in the identification and communication with these groups.

**Goal 4: Develop additional shops and retail within the County.**

**Explanation:** Few stores currently exist in the County. The shops that are located in the area offer a small range of merchandise.

**Strategy:** The Powell County Industrial Development Authority should work with the Powell County Tourism Commission and Red River Chamber of Commerce to identify gaps in retail services. These organizations should then work to promote the development of needed shops and stores within the County in order to cater to a variety of needs and interests that will serve the purpose of keeping visitors in the County to shop.

**Goal 5: Expand the variety and availability of dine-in restaurants.**

**Explanation:** Few dine-in restaurants are currently available in the County and the ones that are open do not offer a varied menu to customers.

**Strategy:** The Powell County Industrial Development Authority, Red River Chamber of Commerce, and Powell County Tourism Commission should work with existing dine-in restaurants to help them expand their business (both in space and in service). These groups should also work to encourage additional dine-in restaurants that will offer different menus and atmospheres from those currently in existence in order to reach a wider clientele.

**Goal 6: Explore the possibility of serving alcohol in restaurants.**

**Explanation:** The inability to serve alcohol to restaurant patrons is currently believed to be a major factor in many customers deciding to take their business outside the County.

**Strategy:** The Powell County Tourism Commission should first begin by researching the impact that being a dry County has on their tourism statistics. Once this information is identified, the commission can then thoughtfully approach local leaders about the possibility of serving alcohol in restaurants.

**Goal 7: Examine the potential impact of forming a restaurant association.**

**Explanation:** The Powell County Tourism Commission previously discussed the possibility of creating a restaurant association and the positive impact it would make on tourism and dining in the County. With new commission members and restaurants having emerged since that time, the possibility should be revisited.

# Powell County

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Strategy: The Powell County Tourism Commission should work to identify pros and cons to creating a restaurant association. The commission should also work with the Commonwealth of Kentucky to develop a plan for implementation. They should then communicate this information with local restaurant owners.

## SWOT ANALYSIS

The following information was derived from the local committee as a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis. The SWOT Analysis looks at any characteristic that may have an impact on tourism development and marketing in Powell County. The identified characteristics are shown below (in no particular order) and include explanatory material in parentheses, where deemed necessary.

### STRENGTHS

Location of attractions in reference to Mountain Parkway

Natural assets

County government's interest in developing tourism

Location (geographic location of County)

Scenery

Roads (access to County by Mountain Parkway, good County road system, ideal road system for cyclists)

People

Red River Gorge

Natural Bridge

Climbing adventure

Red River Gorge National Scenic Byway

Canoeing

Camping

Hiking

Horse trails

Bluegrass music

Dragstrip/ATV riding

Lodging facilities

Local artisans

Agri-tourism

"Share the Road" signs

## WEAKNESSES

Signage	Shopping
Community involvement	Dining
Lack of communication	Lack of support
Private ownership trying to capitalize only for themselves	Zoning in Natural Bridge area
Infrastructure (includes water, wastewater, and roads; some roads make it impossible to do guided bus tours, motorcycle rides, or bike rides)	Coordination of Natural Bridge business/event activities
	Additional "Share the Road" signs needed at intersections
	Poor local news coverage

## OPPORTUNITIES

Bicycle marketing	Kentucky Department of Tourism (matching funds program)
Shopping	Tourism commission (expand board, leadership development, and establish working groups for focus areas identified in this plan)
Cafes and eateries	Agri-tourism
Businesses (additional outfitters, shops, etc.)	Cultural/heritage tourism
Guided tours	Leadership development
Adventure tours	Relocate buffalo back in Red River Gorge
Cabin development	Expansion of airport services and facilities
SEKTDAs (additional opportunities with them that are not currently being utilized)	

## THREATS

Limits of Acceptable Change (LAC) process	Apathy
Money	Lack of communication
	"Small town mentality"

Now that strengths, weaknesses, opportunities, and threats have been identified, the strategy is to capitalize on the strengths, minimize or eliminate the weaknesses, seize the opportunities, and mitigate the threats. This can be done in a number of ways, many of which are identified in this plan. The SWOT Analysis is to serve as a quick reference tool in order to measure progress in the area of tourism development and marketing for the County.

# MARKETING ACTIONS AND RECOMMENDATIONS

With so many focus areas identified with goals and strategies laid out for each, marketing is a large component in enabling the County to capitalize economically on the efforts that will be put forth in each area. On the whole, the County does a good job marketing via the tourism website ([www.kyrockies.com](http://www.kyrockies.com)), but even that can be improved. Other means of marketing are underutilized while still others are utilized haphazardly, meaning not enough upfront research into the target audience has been conducted to imply a specific marketing tool. This section looks at the various marketing tools available to the County, their current usage, and potential usage of each tool.

## ELECTRONIC MEDIA

Electronic media such as the tourism website, e-newsletters, listservs, television, and radio are probably the most accessed forms of marketing in the 21st century. The County's current tourism website was recently updated with both content and a new design. This is an improvement over the old website, but there are still problems with the current website. Misspellings and incorrect phone numbers have already been noted since the new site's launching. The site also lacks streamlined information for certain activities. For example, for a given category a visitor may have to click through several different links in order to find needed information. This can become cumbersome at times causing users to become frustrated at the inability to gather more detailed information directly from the County's website. Maps showing directions to various attractions trails, etc. are also lacking on the website. This could greatly enhance the user's experience on the website and make their trip planning go much smoother.

E-newsletters have not been identified as a highly used marketing tool. This can be used for activities that have an identifiable target audience such as rock climbing groups, cycling clubs, and other similar organizations. Whether e-mailed directly to users, like those on a listserv, or posted on a website, the e-newsletter can be used to provide updates and promote events to a specific group.

Television and radio are not utilized to their fullest extent in the County. Local cable channels in the County and surrounding areas could be used to advertise upcoming events as well as destinations. Radio spots advertising the attractions within the County, as well as upcoming events and festivals, is another source that needs to be used more than is currently being done. There are several local stations that reach outside the County that can be used to advertise. With this information given, some recommendations can be made.

### **Recommendation 1: Improve the County tourism website.**

Action: Edit website to take out misspellings and incorrect information such as phone numbers.

Action: Work with Bluegrass Area Development District to create maps that can be posted on the website.

Action: Edit certain categories on the website that lack detailed information necessary for certain groups such as canoeists and hikers in order to make the information available directly on the website instead of going through several different links.

**Recommendation 2: Identify appropriate uses for e-newsletters and listservs and implement these tools where applicable.**

Action: Identify activities and/or groups that would benefit from e-newsletters and listservs (i.e. activities or groups that require frequent updates on events, etc.).

Action: The Powell County Tourism Commission can work with Bluegrass Area Development District and other appropriate parties in assisting interested groups in designing and setting up e-newsletters and listservs.

**Recommendation 3: Utilize television and radio to market tourism.**

Action: Develop videos and radio segments to advertise local attractions.

Action: Work with regional cable channels and radio stations to set up tourism marketing packages.

Action: Work with Bluegrass Area Development District to video events for television.

**Recommendation 4: Utilize the caboose at the Slade exit as a visitor information center.**

Action: Seek additional funding to renovate the caboose.

Action: Seek funding to add space onto the caboose, as necessary.

Action: Provide electronic media at the caboose for access by tourists.

Action: Place signage in appropriate places to direct visitors to the caboose.

**Recommendation 5: Utilize interns in the tourism commission office to assist with marketing and other tourism related activities.**

Action: Work with Eastern Kentucky University and other area colleges to identify students interested in an internship with the tourism commission.

**Recommendation 6: Stream video from Bluegrass Area Development District's website through the County's tourism website.**

Action: The Powell County Tourism Commission and webmaster can work with Bluegrass Area Development District to stream video through the County's tourism website.

# Powell County

## PRINT MEDIA

Although marketing has gone high tech in many ways, tourists still rely heavily on print media when planning vacations and other types of travel. Inclusion in state and federal publications is beneficial to the County's marketing strategy, but locally published products that include more details are very useful to tourists. The County currently has a number of brochures that cover its wide variety of activities and attractions. There is a large number of brochures displayed in the County, but most cover wide ranges of interests while very few focus on details of activities such as hiking, biking, and camping. Brochures and pamphlets that do provide more detail are generally published by individuals outside the County with little knowledge of local details that make many brochures user-friendly. Quality maps are also missing from many print sources. This is necessary in order to help visitors find their way and not get frustrated and forego a return trip. The County could also make more effort in print media sources that circulate outside of Kentucky. In previous years, trade shows have proven beneficial to the County's tourism marketing. Many print sources are circulated at these trade shows, which have recently been cut due to lack of funding.

Purchasing an occasional advertisement in national publications could provide a good return on the investment if thought is put into the type of publication, what is being advertised, and the time of year in which it is advertised. Local, regional, and state newspapers could also be utilized more than they currently are. Newsletters could also be published by the tourism commission or select groups and placed in the County as well as mailed to relevant organizations as time and money allowed. As such, the following recommendations can be made.

### **Recommendation 1: Create more detail-oriented brochures and pamphlets.**

- Action: Identify activities and attractions that can utilize an entire brochure to document information vital to tourists.
- Action: Work with Bluegrass Area Development District and Southern and Eastern Kentucky Tourism Development Association to design and fund brochures.
- Action: Assess information published in other pamphlets in order to avoid duplication and to fill in missing information from others' publications.

### **Recommendation 2: Create and utilize more maps.**

- Action: Work with Bluegrass Area Development District to identify brochures and other publications that could benefit from the inclusion of maps.
- Action: Work with Bluegrass Area Development District to create usable and printable maps.
- Action: Work with Southern and Eastern Kentucky Tourism Development Association and the Kentucky Department of Tourism to provide funding for maps, when possible.

**Recommendation 3: Advertise in more out of state publications, when appropriate.**

Action: Identify national publications in which advertisement of local attractions would be beneficial.

Action: Work with national publications to identify advertisements, audiences, and timelines that would provide the most benefit to the County.

**Recommendation 4: Advertise in local, regional, and state newspapers.**

Action: Publish advertisements of upcoming events and festivals.

Action: Publish articles about recently held events so that readers know the types of activities going on in the County.

Action: Publish articles about the importance of tourism to a community and its economy in local newspapers to impress upon readers the importance of tourism.

**Recommendation 5: Publish newsletters and disseminate them, when appropriate.**

Action: Identify organizations or groups that would benefit from newsletters.

Action: Design and publish newsletters with a target audience in mind.

Action: Disseminate newsletters locally and to select groups that represent the target audience.

**Recommendation 6: Utilize the caboose at the Slade exit as a visitor information center.**

Action: Seek additional funding to renovate the caboose.

Action: Seek funding to add space onto the caboose, as necessary.

Action: Provide print media at the caboose for access by tourists.

Action: Place signage in appropriate places to direct visitors to the caboose.

**Recommendation 7: Utilize interns in the tourism commission office to assist with marketing and other tourism related activities.**

Action: Work with Eastern Kentucky University and other area colleges to identify students interested in an internship with the tourism commission.

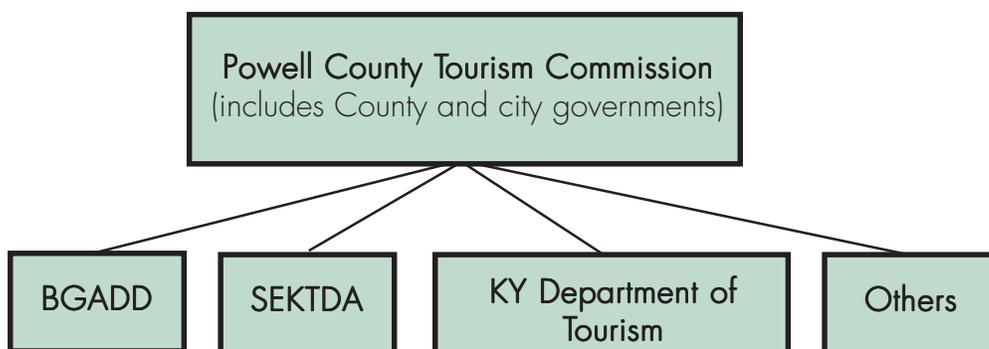
**Recommendation 8: Set aside funding to attend trade shows in order to disseminate materials.**

Action: The Powell County Tourism Commission should work to raise and set aside funding in its annual budget in order to attend annual trade shows.

## Powell County

# ORGANIZATIONAL STRUCTURE FOR TOURISM DEVELOPMENT AND MARKETING

Ultimately, the Powell County Tourism Commission (as a creation of the Powell County Fiscal Court, City of Stanton, and City of Clay City) is responsible for the development and marketing of tourism in Powell County. There are several agencies and organizations that can support the work done by the tourism commission. This structure is shown below.



## POTENTIAL FUNDING SOURCES

The following funding sources are broken down into two primary areas in which funding would be sought: tourism and infrastructure. Some funding sources are listed under both categories if they can generally be used for either type of activity. Where applicable, the type of source, loan or grant (this can also mean reimbursement), is noted next to each funding program.

### TOURISM

- Recreational Trails Program (Grant)
- Land and Water Conservation Fund (Grant)
- Transportation Enhancement Program (Grant)
- Safe Routes to School (Grant)
- State Appropriations
- Federal Appropriations
- Local Funds
- Housing and Urban Development Community Development Block Grants (Grant)
- Appalachian Regional Commission (Grant)
- Southern and Eastern Kentucky Development Association (Grant/Allotment)
- Area Development Fund (Grant/Allotment)
- Urban and Community Forestry Assistance Grant (Grant)
- Kentucky Department of Tourism (Matching Funds Grant)

## **INFRASTRUCTURE**

United States Department of Agriculture Rural Development (Grant/Loan)  
Kentucky Infrastructure Authority (State Allotment/Loan)  
Kentucky Association of Counties (Loan)  
Kentucky League of Cities (Loan)  
State Appropriations  
Federal Appropriations  
Local Funds  
Housing and Urban Development Community Development Block Grants (Grant)  
Appalachian Regional Commission (Grant)  
Area Development Fund (Grant/Allotment)

## **PARTNERSHIP POSSIBILITIES**

The following entities and organizations represent potential partnerships with the Powell County Tourism Commission (local governments included). Some partnerships may already exist but could benefit from additional work.

### **PARTNERING AGENCIES**

United States Forest Service  
Bluegrass Area Development District  
Southern and Eastern Kentucky Tourism Development Association  
Kentucky Department of Tourism  
Kentucky Transportation Cabinet  
Kentucky Department of Parks  
Red River Chamber of Commerce  
Powell County Industrial Development Authority  
Red River Gorge Bicycling Club  
Red River Gorge Climbers' Coalition  
Kentucky Artisan Center  
Kentucky Crafted  
Southern Highland Craft Guild

# CONCLUSION

Powell County has great potential for tourism and the resulting economic boom that it can provide. However, a concerted effort by different parties needs to be made in order to capitalize on this potential since it will not happen on its own. This means that local elected officials and the tourism commission need to work together to plan for the future of tourism development in the County. Many strategies they can take are laid out in this plan. Once these two groups come together, they should then target other local tourism related groups to communicate plans with them in order to get everyone on board. During this process, elected officials and the tourism commission should communicate with the public to keep them informed in order to solicit support for projects and activities.

Once local elected officials and the tourism commission have agreed upon ideas and concepts such as those documented herein, they should connect with consulting agencies like Bluegrass Area Development District to begin developing projects. Bluegrass ADD can be involved earlier on to help direct the steps of local elected officials and the tourism commission. The ADD can also assist the County in securing funding for various projects.

In addition to needing community support and satisfactory infrastructure, communication and coordination will be the keys to success for tourism in Powell County. Without communication and coordination, projects and initiatives will meet with little to no success. For this reason, it is imperative that communication and coordination begin locally so that everyone is united in their vision and goals for tourism development in Powell County.

# SOURCES

Ellington, Ray. *The Red River Gorge*

Goodpaster, Jerrell. *Red River Gorge Trail Guide*

Jarrard, Porter and Chris Snyder. *Selected Climbs at Red River Gorge, Kentucky*

Kentucky Department of Tourism (<http://tourism.ky.gov>)

Powell County Tourism Commission (<http://www.kyrockies.com>)

United States Forest Service (<http://www.fs.fed.us/r8/boone/>)

# APPENDIX

## LIST OF ACRONYMS

ADD	Area Development District
ARC	Appalachian Regional Commission
BGADD	Bluegrass Area Development District
LAC	Limits of Acceptable Change
RRGBC	Red River Gorge Bicycling Club
SEKTDA	Southern and Eastern Kentucky Tourism Development Association
TREK	Trail Riding Equestrian Kentucky
USDA	United States Department of Agriculture
USFS	United States Forest Service

## INVENTORY

### Rock Climbing

### Location

Red River Gorge Geological Area .....	Slade and areas outside of Powell County
Torrent Falls Climbing Adventure .....	Wolfe County
Muir Valley .....	Wolfe County

### Cycling

### Location

Red River Gorge Geological Area .....	Slade
State Bicycle Routes .....	Slade

### Hiking & Trails

### Location

Natural Bridge State Resort Park .....	Slade
Red River Gorge Geological Area .....	Slade
Pilot Knob State Nature Preserve .....	Clay City
Clifty Wilderness .....	Outside of Powell County

# Powell County

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## Fishing & Hunting

## Location

Pay Lakes .....	Powell County
Mill Creek Lake .....	Slade
Red River .....	Powell County

## Camping

## Location

Red River Gorge Geological Area .....	Slade
Natural Bridge State Resort Park .....	Slade
Daniel Boone National Forest .....	Powell County

## Canoe and Water Fun

## Location

Ecko Valley Amusements .....	Slade
Natural Bridge Pedal Boats & Hydro Bikes .....	Slade
John Swift's Lost Silver Mine Historic Campground ....	Slade
National Wild and Scenic Red River .....	Powell County
Red River Outdoors .....	Slade
Natural Bridge State Resort Park Pool Complex .....	Slade

## Racing and Off-Road

## Location

Ecko Valley Amusements .....	Slade
Mountain Park Dragway .....	Clay City
Mountain Parkway Off-Road .....	Clay City
National Scenic Byway .....	Slade
Daniel Boone National Forest .....	Powell County and neighboring counties
Oil Fields .....	Slade

# Powell County

## Music-Movies

## Location

Mountain View Drive-in Theater .....	Stanton
Meadowgreen Park Music Hall .....	Clay City
Hoedown Island .....	Slade

## Golf

## Location

Beech Fork Golf Course .....	Clay City
Everman's Driving Range .....	Clay City
Meadows Golf Course .....	Clay City

## Local Parks

## Location

Clay City Park .....	Clay City
Lions Club Park .....	Stanton
Stanton City Park.....	Stanton

## Nature Attractions

## Location

Red River Gorge Geological Area .....	Slade
Natural Bridge State Resort Park .....	Slade
Clifty Wilderness.....	Outside of Powell County
Pilot Knob State Nature Preserve .....	Clay City
Kentucky Reptile Zoo .....	Slade
Sky Lift .....	Slade
Red River Gorge National Scenic Byway .....	Slade
State Bicycle Routes .....	Slade

## Scenic Routes

## Location

Red River George Scenic Byway.....	Slade
Sky Lift .....	Slade
State Bicycle Routes .....	Slade

# Powell County

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## Historical Attractions

## Location

Fitchburg Furnace .....	Estill County
Gladie Cabin .....	Slade
Nada Tunnel .....	Slade
Natural Bridge State Resort Park .....	Slade
Red River Gorge Geological Area .....	Slade
Red River Historical Museum .....	Clay City

## Lodging

## Location

Tecumseh Mountain Resort .....	Slade
Chop Chestnut Cabins & Campground Rentals .....	Stanton
Li'l Abner's Motel .....	Slade
Natural Bridge Cabin Company .....	Slade
Red River Outdoors .....	Slade
Hemlock Trail Cabins .....	Stanton
Red River Inn .....	Slade
Red River Gorgeous .....	Slade
Shadow Mountain Mist Cabin Rentals .....	Slade
Bee Rocks Village .....	Slade
Forest Service Koomer Ridge .....	Stanton
Natural Bridge State Resort Park .....	Slade
Mountain Parkway Off-Road (Primitive) .....	Slade
Red River Getaways .....	Slade
Abner's Motel .....	Stanton
John Swift's Lost Silver Mine Historic Campsite .....	Slade
Natural Bridge Cabin Country .....	Slade
Natural Bridge State Resort Park Camping .....	Slade
Torrent Falls Bed and Breakfast .....	Wolfe County

# Powell County

True North Outfitters Outdoor Wilderness School and Hostel .....	Wolfe County
Miguel's Campground .....	Slade

## Dining

## Location

Miguel's Pizza .....	Slade
Natural Bridge State Resort Park Lodge .....	Slade
Rose's Restaurant .....	Slade
Bruen's Restaurant .....	Stanton
Kathy's Country Kitchen .....	Clay City
Stanton Food Court (Long John Silvers, A&W, Broaster Chicken, Arby's) .....	Stanton
Dairy Queen .....	Stanton & Clay City
Buck's Pizza .....	Clay City
Hardees .....	Stanton
McDonald's .....	Stanton
Red River Dairy Freeze .....	Clay City
Subway .....	Clay City
Sue's Hotdogs .....	Stanton
Wilcy's Pizza .....	Stanton
China Wok .....	Stanton
Hood's Pizza & Sub Shop .....	Stanton
Pizza Place .....	Clay City
Subway .....	Slade
D&M Market .....	Stanton
EZ Stop Market .....	Clay City
McKinney's Food Mart .....	Clay City
Everman's Texaco .....	Clay City

# Powell County

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<u>Shopping</u>	<u>Location</u>
Nature Store at Hoedown Island .....	Slade
Al Cornett .....	Slade
Boone Forest Shop .....	Slade
Country Junction Trading Post.....	Slade
Ye Ole' Country Peddler .....	Slade
Daniel Boone Trading Post .....	Slade
Frontier Gift Shop .....	Slade
Natural Bridge State Park Gift Shop .....	Slade
Natural Bridge Trading Company .....	Slade
The Mountaineer .....	Slade
The Villager .....	Slade
Washington Street Court Shops .....	Stanton

<u>Festivals and Events</u>	<u>Month</u>
Meadowgreen Bluegrass Music Hall .....	October -May
Concert at Meadowgreen Park Music Hall .....	March
Concert at Meadowgreen Park Music Hall .....	April
Herpetology Weekend .....	April
Wildflower Weekend .....	May
Spring Wildflower Walk at Gladie .....	May
Tree & Shrub Identification .....	May
Kentucky Friends of Bluegrass Spring Festival .....	May
Patriot Days .....	May
Gristmill & Old Engine Weekend .....	May
Fishing Derby .....	June
Pedals & Blooms Bicycle Festival .....	June
Watchable Wildlife .....	June

Medicinal Plants .....	June
WBFC Annual Praise Gathering .....	June
Using the Osborne Fire Finder .....	July
Exploring the Arches .....	July
Stanton Corn Festival .....	August
Old Photo Exhibit .....	August
Mountain Market Festival .....	August
"Exploring the Arches" Guide Hikes .....	August
Goins Brothers Bluegrass Festival .....	September
Powell County Fair .....	September
Archaeology Weekend .....	September
National Public Lands Day .....	September
Sorghum Festival & Old Crafts Day .....	October
Concert Meadowgreen Park Music Hall .....	October
Concert Meadowgreen Park Music Hall .....	November
Concert Meadowgreen Park Music Hall .....	December
Concert Meadowgreen Park Music Hall .....	January

## MILAGE CHARTS FOR BICYCLE ROUTES

### Existing State Bicycle Routes

<u>Route #</u>	<u>Mileage</u>
KY 1057 .....	6.700
KY 11 .....	7.546
KY 1639 .....	2.062
<b>TOTAL</b> .....	<b>16.308</b>

# Powell County

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## Proposed State Bicycle Routes

<u>Route #</u>	<u>Mileage</u>
Cow Creek Road .....	3.500
KY 1057 .....	9.566
KY 11/15 .....	2.102
KY 2026 .....	1.964
KY 213 .....	10.040
KY 3354 .....	0.600
KY 599 .....	0.934
KY 613 .....	0.580
KY 615 .....	7.379
Thorpe Ridge Road .....	1.200
<b>Total .....</b>	<b>37.865</b>

Source: Kentucky Transportation Cabinet

6-18-06

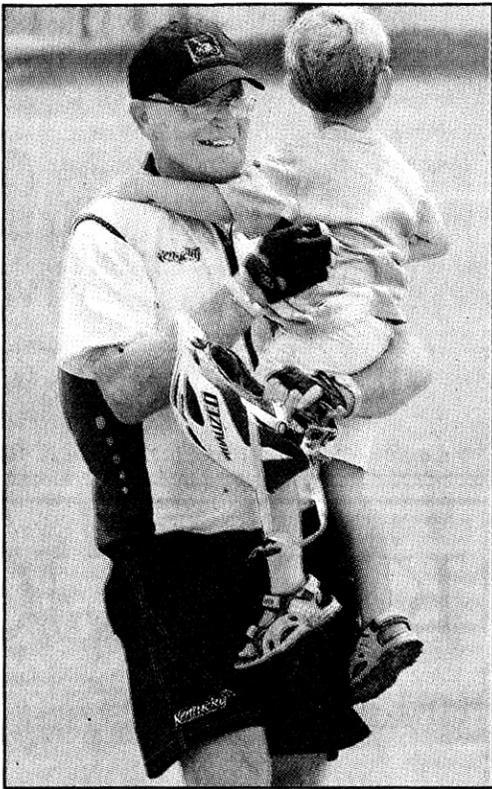


PHOTOS BY DAVID STEPHENSON | STAFF

Cyclists rode through the Nada Tunnel during a race in yesterday's Pedals and Blooms Bicycle Festival. For the first time, the tunnel was partially lighted.

# ELDER SPOKESMAN

## *Stanton welcomes veteran distance cyclist home*



Joe Bowen held grandson Avery Lowe yesterday. Bowen had arrived in Stanton by helicopter after leading a bike race through Beattyville.

By Jim Jordan

HERALD-LEADER STAFF WRITER

STANTON — Sixty-three-year-old Joe Bowen pedaled his way back home yesterday after a 14-month, 14,000-mile bicycle ride across America.

He was met by dozens of well-wishers who clapped and cheered as a large bronze plaque was unveiled in his honor, to his surprise.

"Oh, my God! Oh, my goodness!" Bowen said as he saw his likeness on the plaque, which was dedicated to "an 'average Joe' made unique by believing in the power within himself and of the human spirit."

"I'm a little bit overwhelmed right now," he told the crowd. "This is incredible. I can't believe this." But it wasn't long before Joe Bowen was back to his favorite theme: the bicycle, and the contribution it is making to health and fitness.

Pointing to dozens of riders who were about to begin 80- and 50-mile races in the first Pedals and Blooms Bicycle Festival, he declared:

"These guys on these bicycles are awesome, and they are all over this great country of ours. Our country has embraced the bicycle as part of our culture and it's awesome. Europe don't have anything on America."

Bowen then acted as official starter for the races, which took riders along mountain roads, into the Red River Gorge and through the 900-foot highway tunnel at Nada, which was partially lighted for the first time so riders could see the road.

The 80-mile course also took riders through Beattyville in Lee County, where the Beattyville Art Festival and events related to the bicycle race were under way.

"You will be going through the festival (crowds) at Beattyville," which is common in European races, said organizer Jeff Kennedy as he cautioned riders to watch for pedestrians. "This is a bicycle festival that's being thrown in your honor."

Kennedy said organizers want to make the races and the festival annual events, and that they have strong public support.

More than 40 "Share the Road" highway signs were placed along race routes, roads were widened in some curves to help riders, and residents put "decorated bicycles and bicycle wheels" in their yards to promote the festival, he said.

Even the grass along the Bert T. Combs Mountain Parkway had been mowed between I-64 near Lexington and the Stanton exit to spruce up the area.

Kennedy said it was all a reflection of the spirit of Joe Bowen. "Joe has stimulated a lot of things."

Bowen is a retired home builder who made a California-to-Kentucky bicycle ride in the 1960s after reading John Steinbeck's *Travels With Charley*.

Steinbeck used a pickup truck with a camper, Bowen noted yesterday.

"I couldn't afford a camper (in 1967), but I could afford a bicycle," he said. "Steinbeck's camper was named Rosinante so I named my bicycle after his camper, but Steinbeck's camper was named after Don Quixote's big, skinny horse."

After he retired, Bowen said, he decided to repeat the trip to see how the country has changed, and to promote Kentucky and to encourage bicycle riding for fun and fitness.

His efforts prompted Gov. Ernie Fletcher to give Bowen the first Kentucky Unbridled Spirit Award in March 2005 as he prepared to begin his second ride across America.

The last leg began in Beattyville at 6:30 a.m. yesterday when escort riders joined Bowen for his return to Stanton.

"We have been really cranking," he said shortly after reaching Stanton. "I had five good bicycle riders pulling me down the highway, but not literally. It's amazing how much faster you can go if you have a good rider in front of you."

"It's awesome to be back."

Now that he's home, Bowen's goals include promoting bicycle-riding and getting a statue of Bert T. Combs placed in Stanton near the parkway that is named in his honor.

The \$60,000 bronze likeness of the former governor is "almost completed. It's being poured in Louisville" and could be put in place in August, he said.

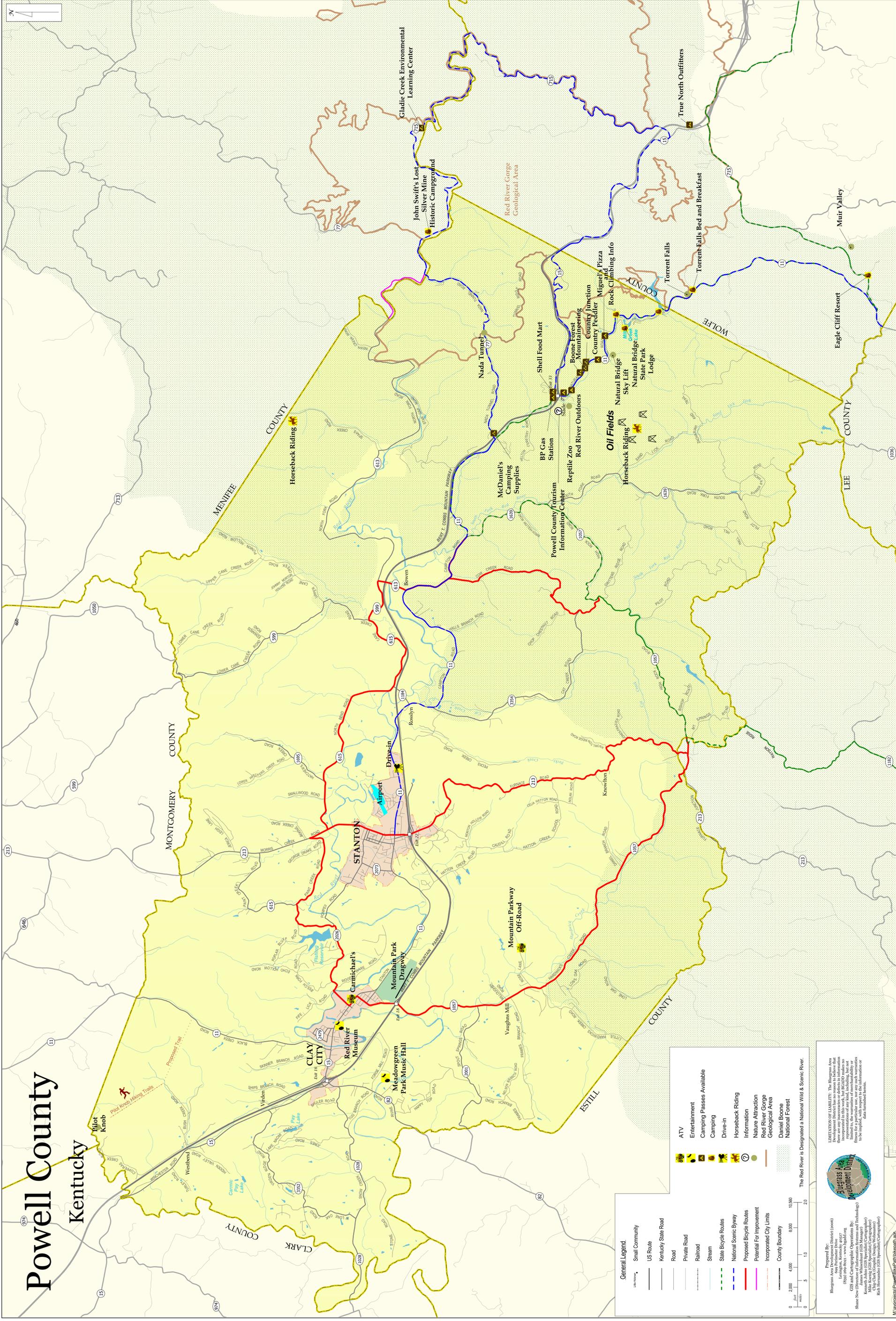
Then Joe Bowen smoothly shifted gears back to what he really wanted to talk about: cycling.

"Kentucky is behind, but we are going to catch up," he declared. "With our health problems, especially obesity, the bicycle is a natural solution."

Reach Jim Jordan at (859) 231-3242 or 1-800-950-6397, Ext. 3242, or [jjordan1@herald-leader.com](mailto:jjordan1@herald-leader.com).

# Powell County

Kentucky



**General Legend**

- Small Community
- US Route
- Kentucky State Road
- Road
- Private Road
- Railroad
- Stream
- State Bicycle Routes
- National Scenic Byway
- Proposed Bicycle Routes
- Potential For Improvement
- Incorporated City Limits
- County Boundary

**ATV**

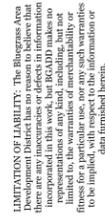
- Entertainment
- Camping Passes Available
- Camping
- Drive-in
- Horseback Riding
- Information
- Nature Attraction
- Red River Gorge Geological Area
- Daniel Boone
- National Forest

The Red River is Designated a National Wild & Scenic River.

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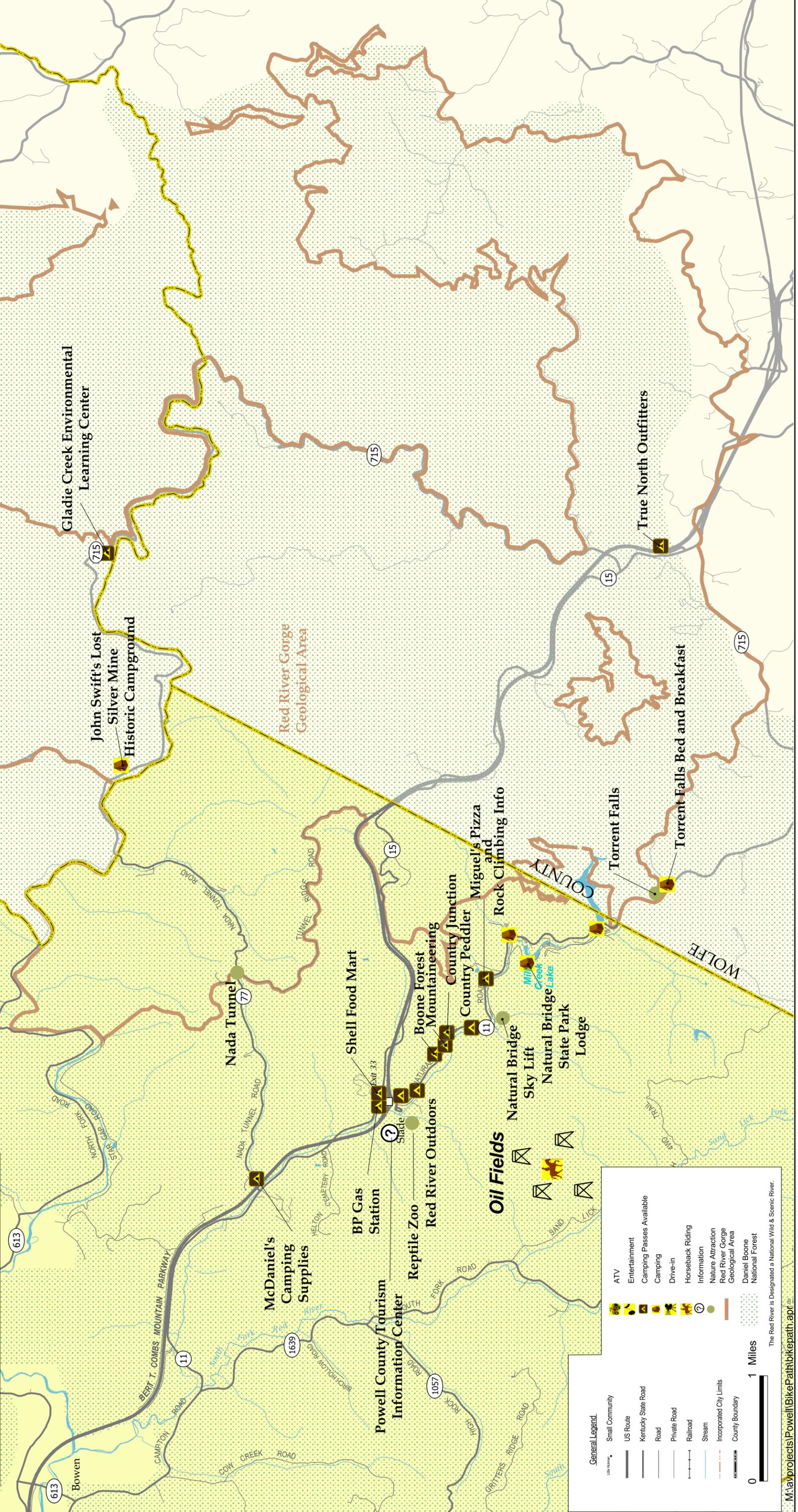
# Powell County Kentucky Red River Gorge



Prepared By:  
Bluegrass Area Development District (2006)  
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GIS and Cartographic Operations By:  
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### General Legend

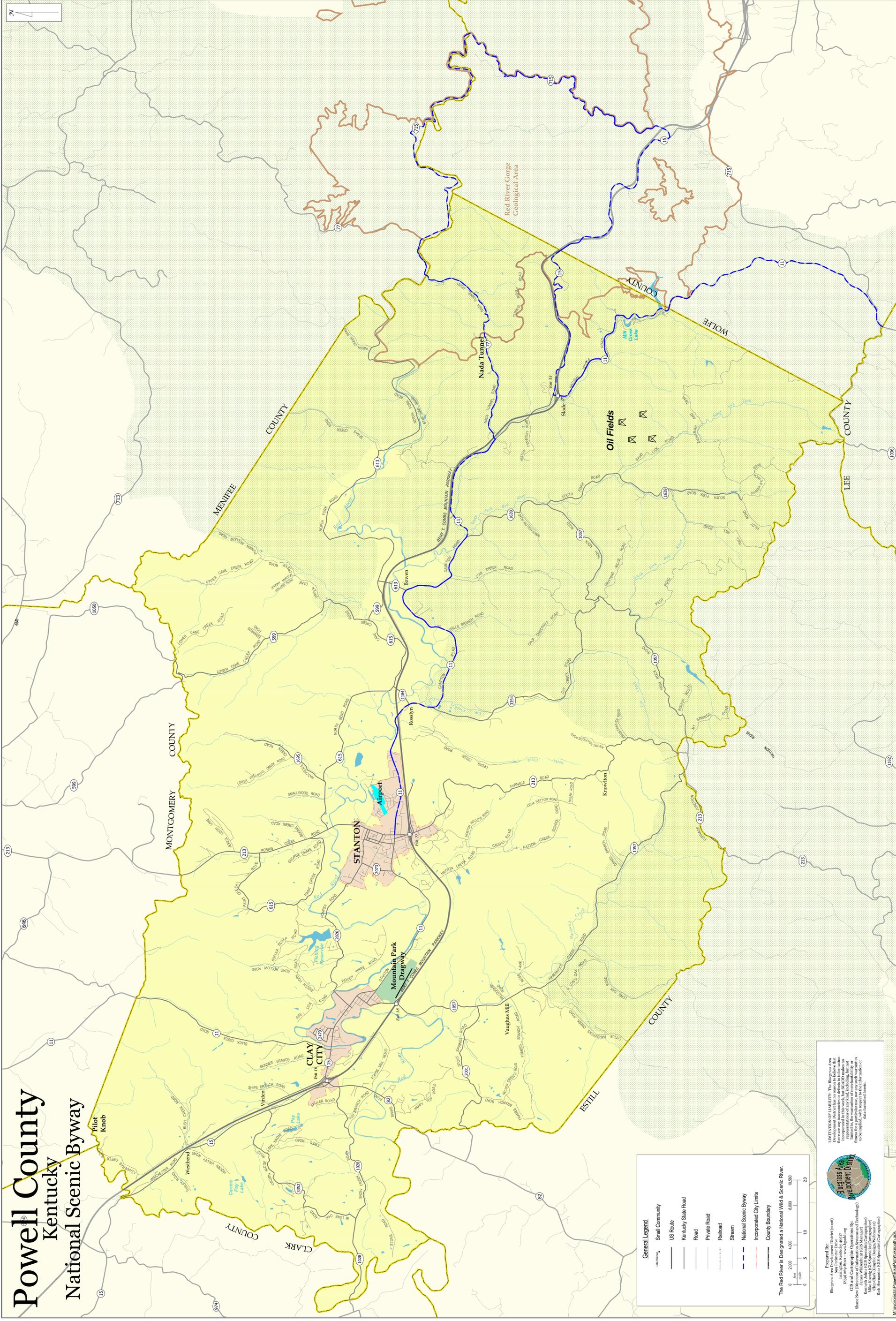
- Small Community
- US Route
- Kentucky State Road
- Road
- Private Road
- Railroad
- Stream
- Incorporated City Limits
- County Boundary

- ATV
- Entertainment
- Camping
- Camping
- Drive-in
- Horseback Riding
- Information
- Nature Attraction
- Red River Gorge
- Geological Area
- Daniel Boone
- National Forest

0 1 Miles

The Red River is Designated a National Wild & Scenic River.

# Powell County Kentucky National Scenic Byway



**General Legend**

- Small Community
- US Route
- Kentucky State Road
- Road
- Private Road
- Railroad
- Stream
- National Scenic Byway
- Incorporated City Limits
- County Boundary

The Red River is Designated a National Wild & Scenic River.

0 2,000 4,000 8,000 10,560  
0 1 2 3 4 5 6 7 8 9 10 11 12

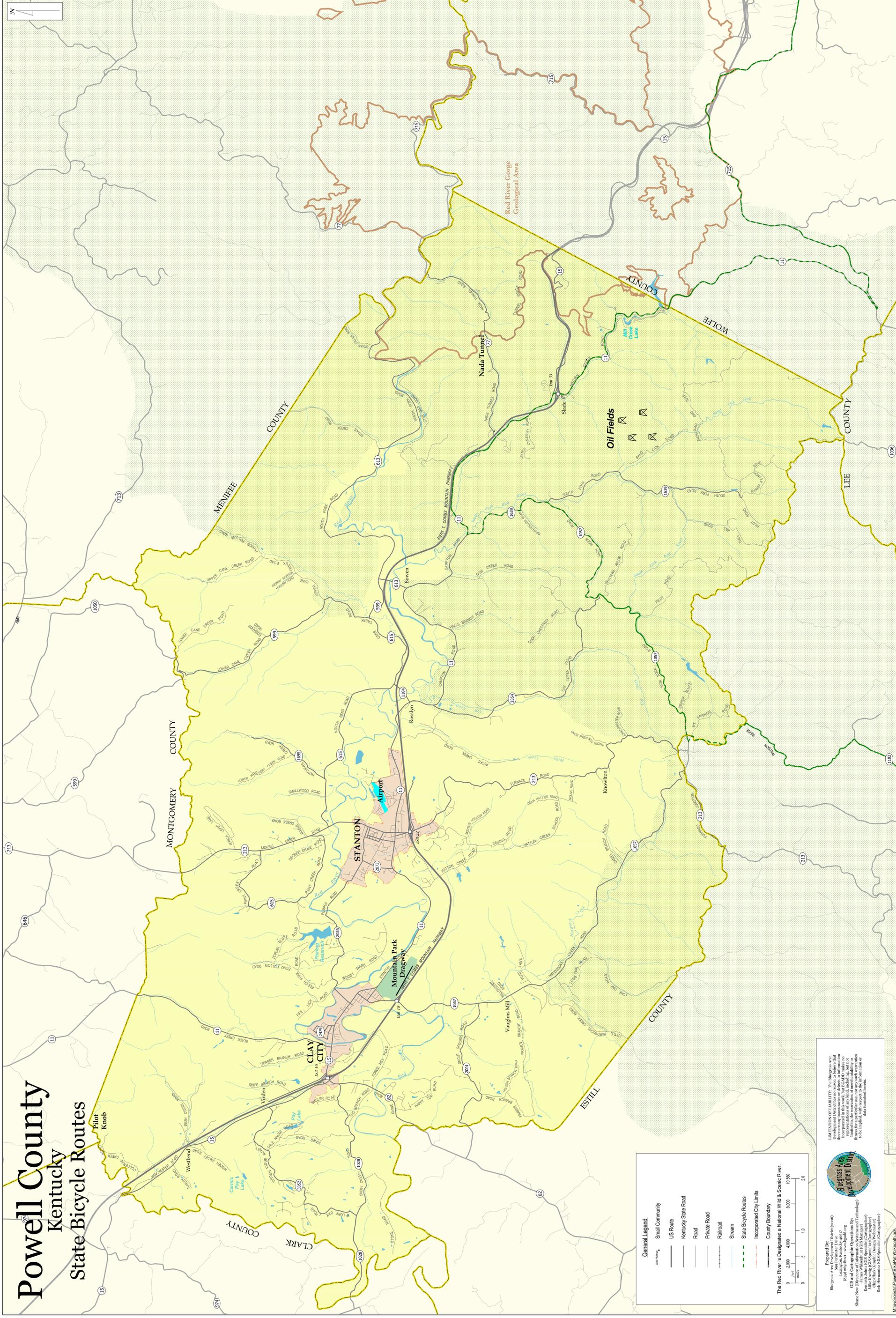
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www.bhargava.com

**GIS and Cartographic Operations By:**  
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**Bluegrass Area  
Development District**

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# Powell County Kentucky State Bicycle Routes



**General Legend**

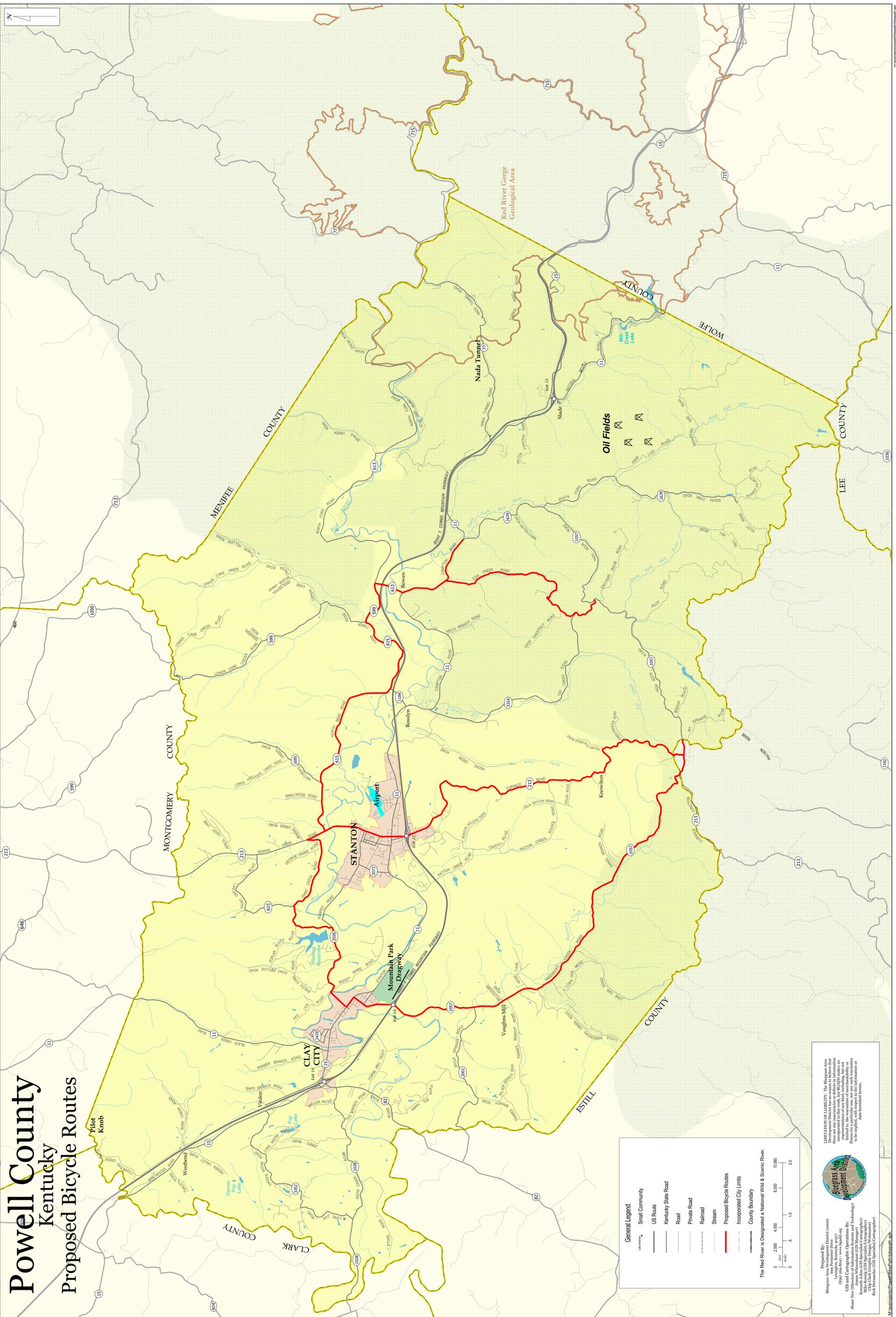
- Small Community
- US Route
- Kentucky State Road
- Road
- Private Road
- Railroad
- Stream
- State Bicycle Routes
- Incorporated City Limits
- County Boundary

The Red River is Designated a National Wild & Scenic River.

**Prepared By:**  
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# Powell County Kentucky Proposed Bicycle Routes



**General Legend**

- Small Community
- US Route
- Kentucky State Road
- Road
- Private Road
- Railroad
- Stream
- Proposed Bicycle Routes
- Incorporated City Limits
- County Boundary

The Red River is Designated a National Wild & Scenic River.

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**Bluegrass Area Development District**

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