Katy Trail State Park: 20 Years Later



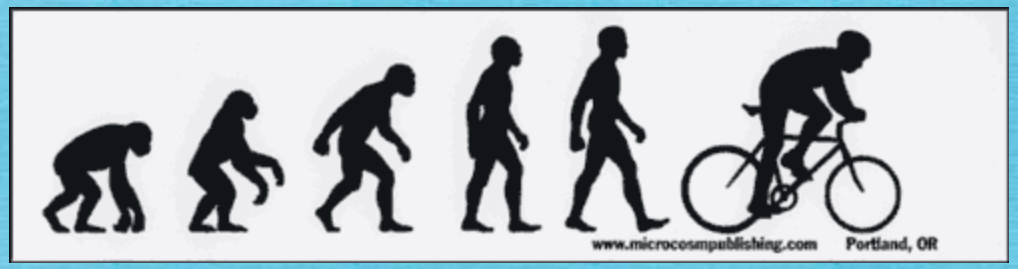
Dawn Fredrickson, Katy Trail Coordinator

MISSOURI STATE PARKS



- The social evolution of bicycling
- Katy Trail State Park
  - History
  - Experiencing the Katy
  - Quick Katy facts
  - Katy operations
  - Katy communities
  - "Friends" groups
- Katy marketing, merchandise & events
  - Internal marketing
  - Merchandise
  - Events
  - Community endeavors
    - External Marketing
    - Trail spurs
    - Using the Katy "brand"
- Show me the money!
  - Bikers bring bucks
  - Katy Trail economic impact study
- Next steps

The social (r)evolution of bicycling...





Did you know that the bicycle…

- …is responsible (!) for expanding the human gene pool?
- …contributed to the invention of the airplane?
- …has been attributed as being one of the most important factors in the emancipation of women?
- …revolutionized women's apparel?
- …is responsible for the development of a garment for which male athletes are extremely grateful?
- …added some colorful phrases to our everyday conversation?



One Man's Opinion...

"The bicycle helped to strengthen the gene pool for rural workers. It tripled their courting radius on the one day per week they had off and thus was a factor in reducing rural inbreeding."

--www.treadly.com



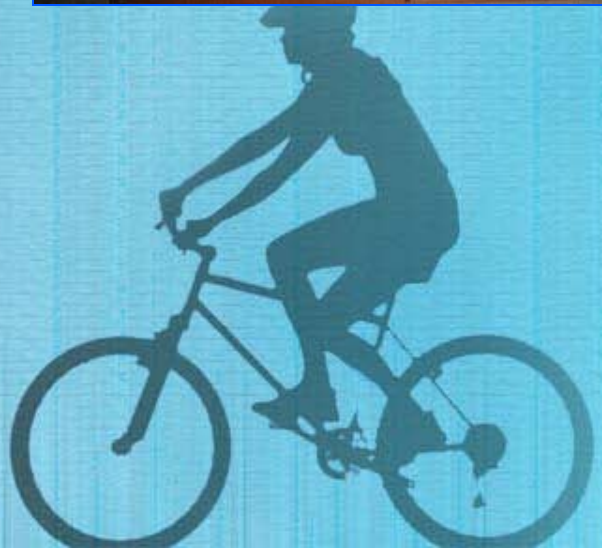


Sure...

The bike takes flight…







…at the Wright Cycle Company.

"Freedom Machine" for women...





"Let me tell you what I think of bicycling. I think it has done more to emancipate women than anything else in the world."

Susan B. Anthony, 1896



From bloomers to bike shorts...



...to other fashion apparel

Charles Bennett's Bike Web



a.k.a. the Jockey Strap

“…taking a header.”





Katy Trail State Park

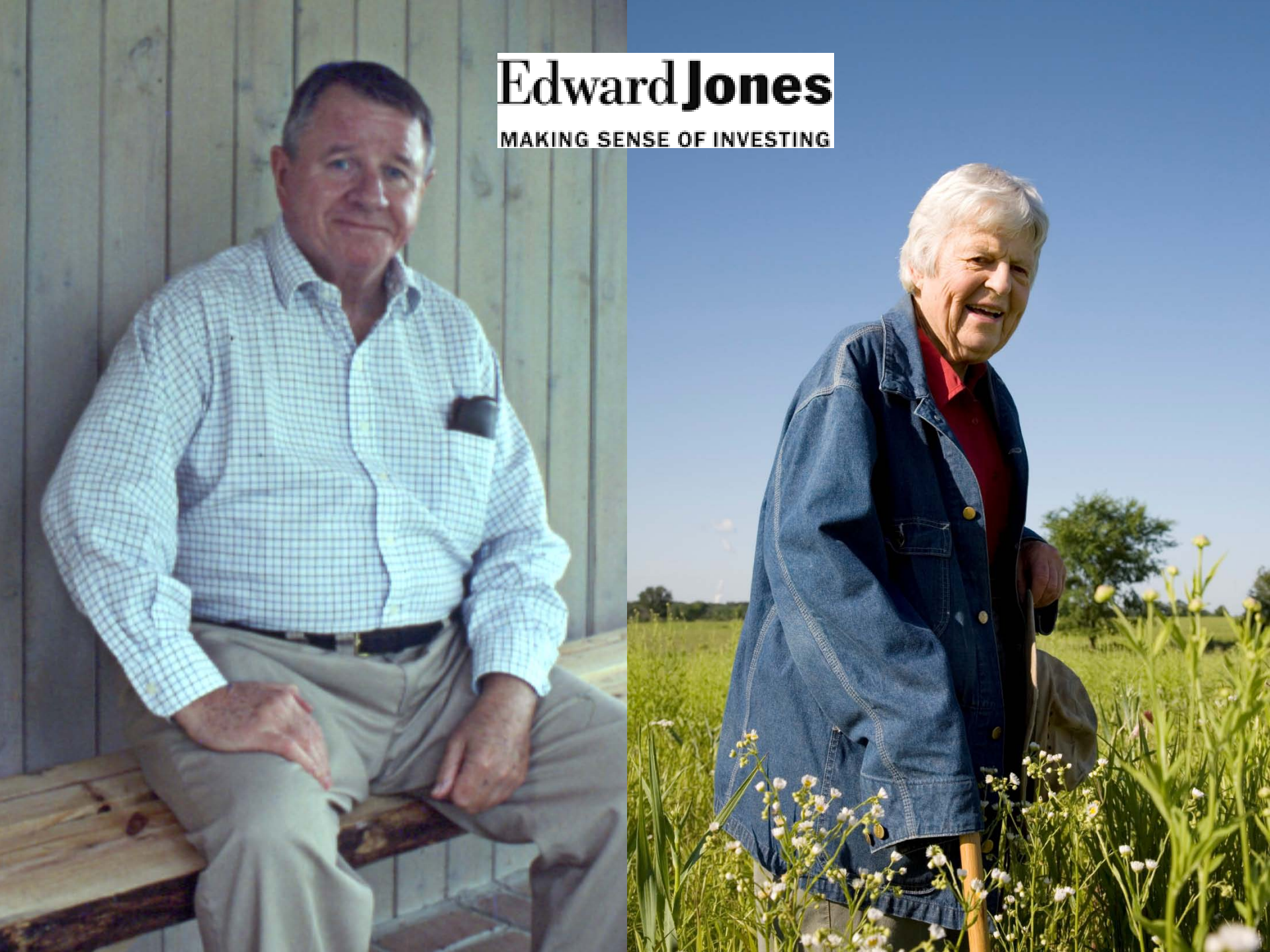
A Brief History





MISSOURI-KANSAS-TEXAS RAILROAD 1865-1986


M·K·T
Missouri-Kansas-Texas Lines
System Map
See Topics for detail maps
Kansas City, Ks
Junction City
St Louis
Parsons
Springfield
Keyes
Osage
Oklahoma City
Muskogee
Arkansas River
Wellington
Red River
Wichita Falls
Ft Worth
Dallas
Rotan
Waco
Houston
Galveston
San Antonio
KATY TRAIL
The other Katy Trail
Dallas, TX


Edward Jones
MAKING SENSE OF INVESTING

...not an easy trail to blaze.

State's plans to take property for public trail questioned

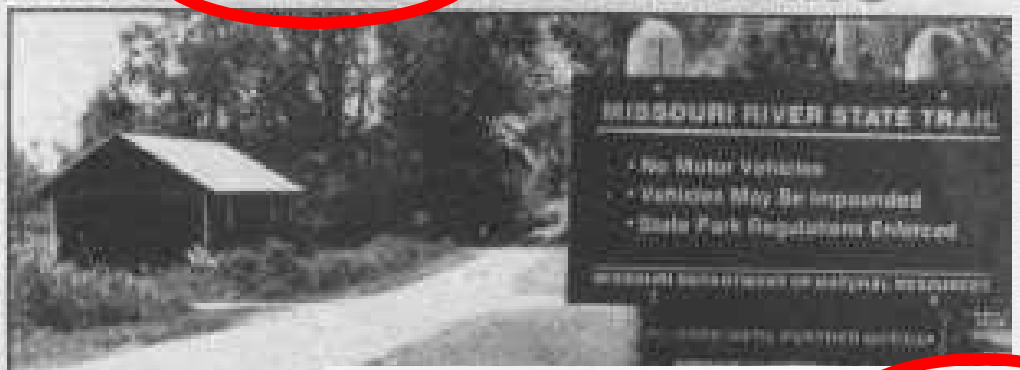
A representative of the Missouri Farm Bureau says the method by which the state of Missouri is try- the abandoned railroad property should go back to the adjoining "We feel that the landowners are being deprived without due

Landowners build a fence in protest

"I am today establishing my complete ownership (of the easement) by public announcement," Williamson told the crowd. "With the help of my friends, we're going to build a fence."

Katy called threat to rural life

Some fear intrusion of project



MKT foes plan auction in Tebbetts

By JEFF BARROW

nefit auction
tts to raise
suit opposing
ct along the
-air balloon
e some of the
block.
idents with
loned MKT
fund raiser

Will the state 'steal' land for proposed hike-bike trail

The Missouri Farm Bureau and about 200 Missouri landowners are challenging the constitutionality of a law that will reportedly permit the state to lease their land from the Katy Railroad Company for use as a recreation trail. According to Estil Fretwell, the director of State Governmental Affairs for the Farm Bureau, the state intends to purchase a stretch of the abandoned Katy Railroad tracks from the railroad company owners with Missourians' tax dollars. However, contracts with the landowners reportedly stipulate the railroad easements on their properties would never be used for anything but a railroad line.

Fretwell addressed his about the controversy to members of the Washingto Club at a luncheon Wed Washington, Mo. He cla downers in the eight counti by the plans do not object


NO
TO
ASHCROFTS
ALLEY




STOP THE KATY TRAIL
STOP THE KATY TRAIL
STOP THE KATY TRAIL
STOP THE KATY TRAIL
STOP THE KATY TRAIL



20th ANNIVERSARY
KATY TRAIL STATE PARK
1990 – 2010





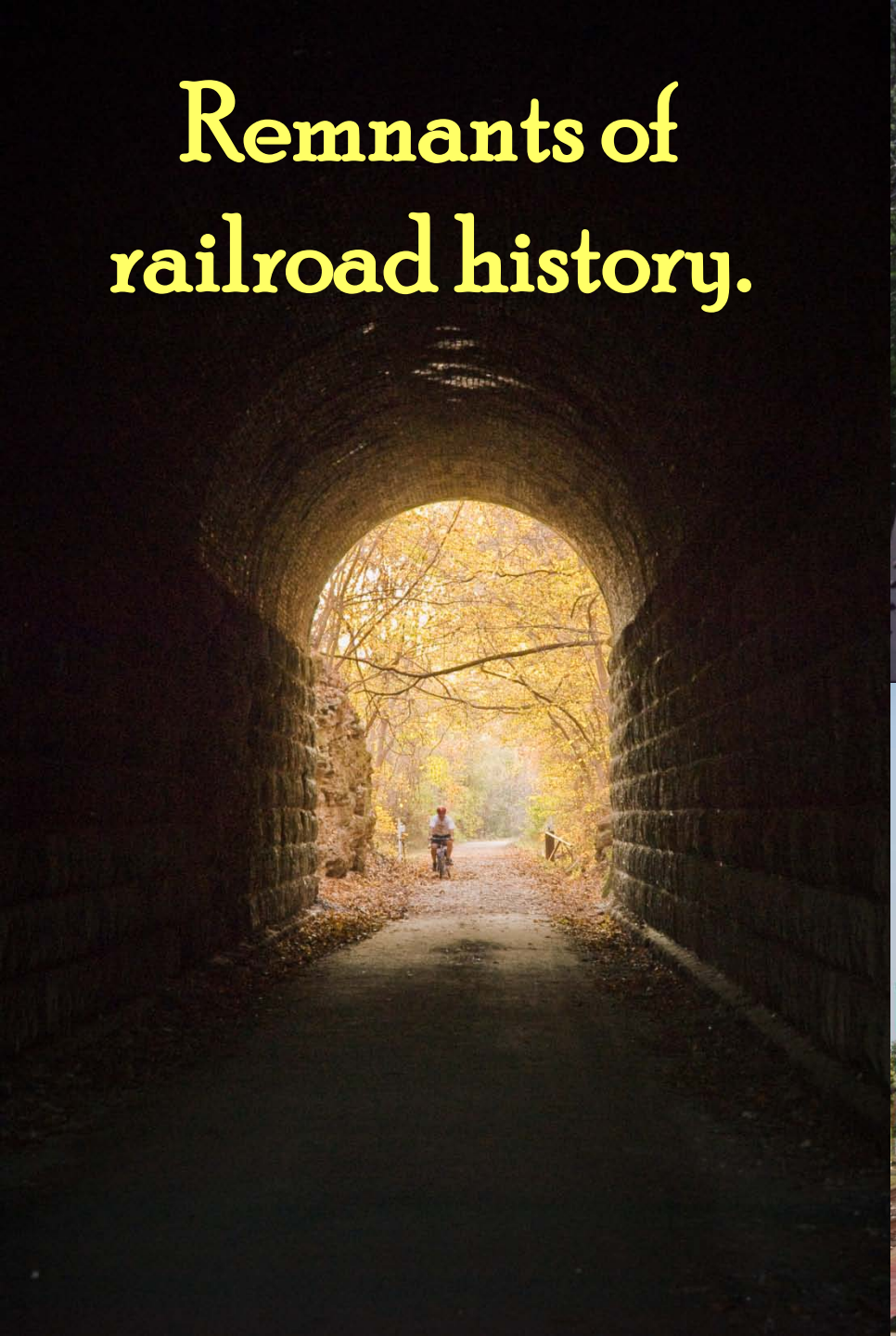


A few Katy facts...

- Longest completed rail-trail in the country – 240 miles long.
- 25 trailheads, 9 parking areas and multiple "undesignated" access points.
- Right-of-way (ROW) is generally 100 feet.
- The "longest, skinniest" state park with approximately 2,891 acres.
- Over 400,000 visitors annually.
- 2.5 million people live within an hour's drive of the trail.
- Longest designated non-motorized section of the Lewis & Clark National Historic Trail.
- Second inductee in Rails-to-Trails Conservancy's Hall of Fame, 2007.


The Katy Experience

Remnants of railroad history.





















Beautiful scenery & natural landscapes.





Small towns & rural Missouri.









Katy Communities

- Biggish
  - St. Charles – 67,000
  - Jefferson City – 45,000
  - Sedalia – 20,400
  - Clinton – 10,000
- In Between
  - Marthasville – 840
  - Hermann – 2,400
  - New Franklin/Franklin – 1,150
  - Boonville – 8,300
  - Pilot Grove – 730
  - Green Ridge – 450
  - Windsor – 3,090
  - Calhoun – 500
- Smallish
  - Machens – 0
  - Black Walnut – 8?
  - Defiance – 100
  - Matson – 45
  - Augusta – 220
  - Dutzow – 200
  - Treloar – 60
  - McKittrick – 70
  - Rhineland – 140
  - Bluffton – 6?
  - Portland – 85
  - Steedman – 50?
- Smallish (cont.)
  - Mokane – 190
  - Tebbetts – 60
  - Wainright – 20?
  - Claysville – 20?
  - Hartsburg – 110
  - Wilton – 20?
  - Easley – 20?
  - McBaine – 20
  - Huntsdale – 30
  - Rocheport – 210
  - Clifton City – 30?
  - Beaman – 30?


Random weird stuff.





Diverse users.

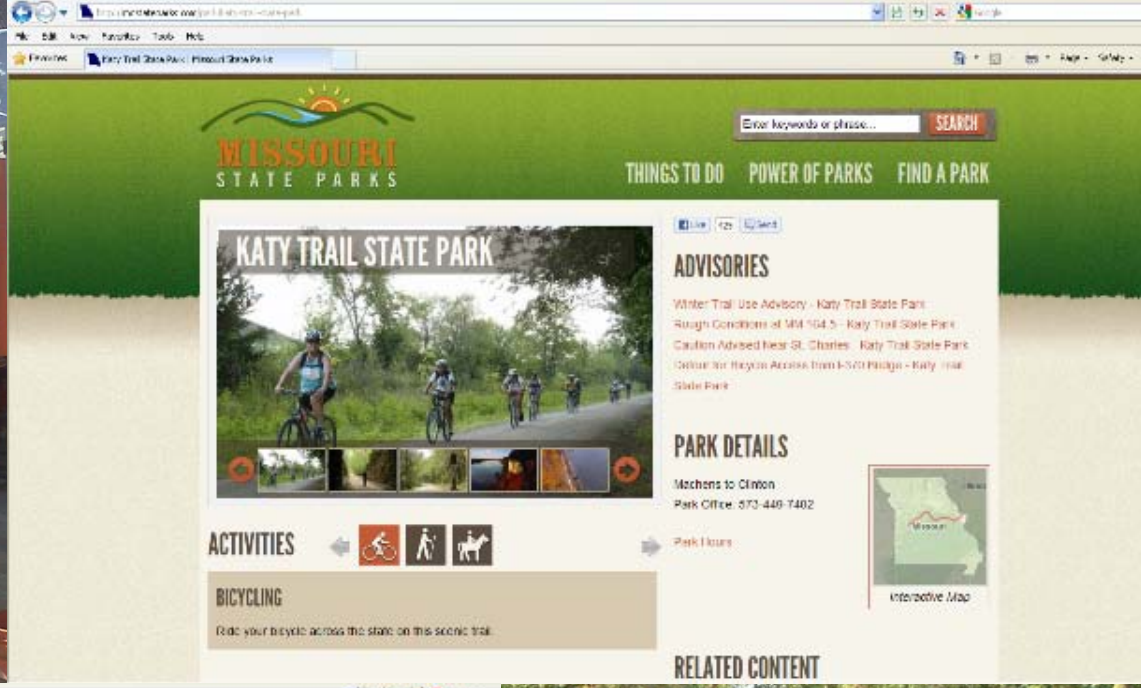




Marketing, Merchandise & Events









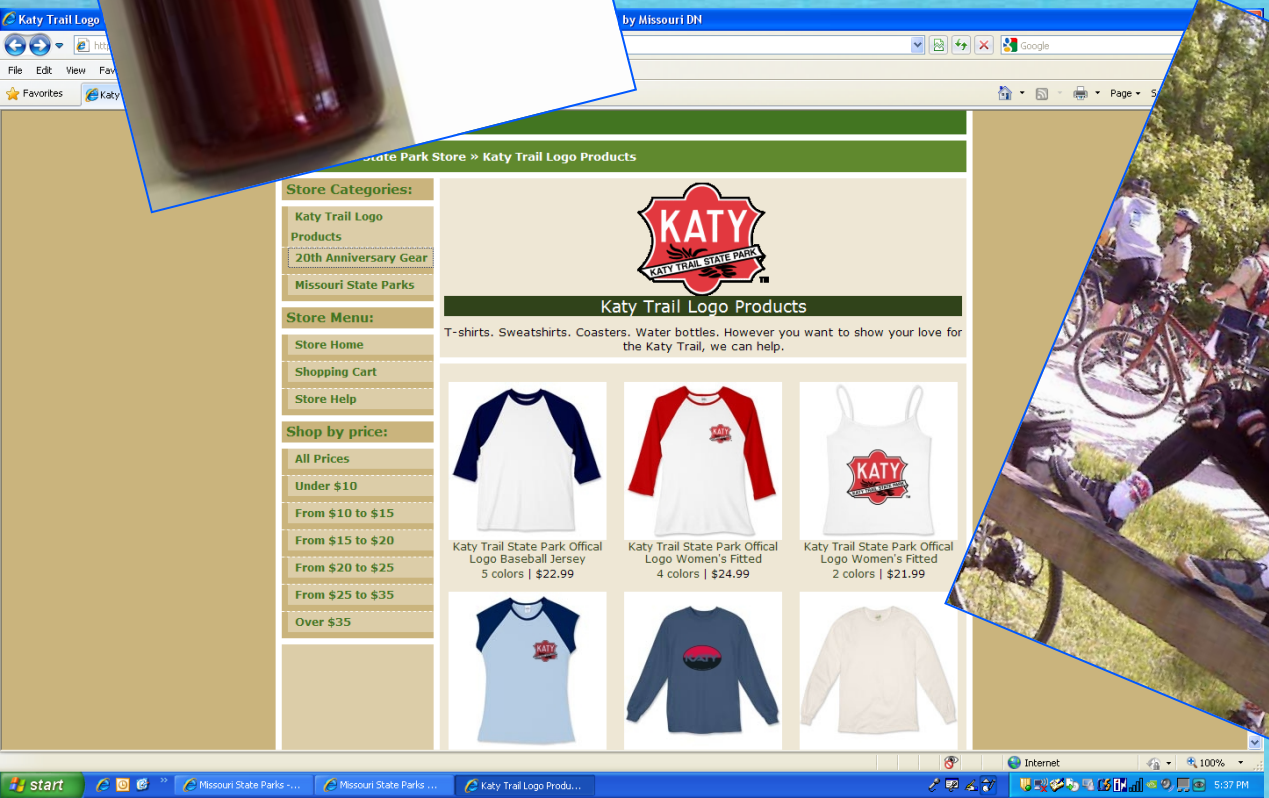


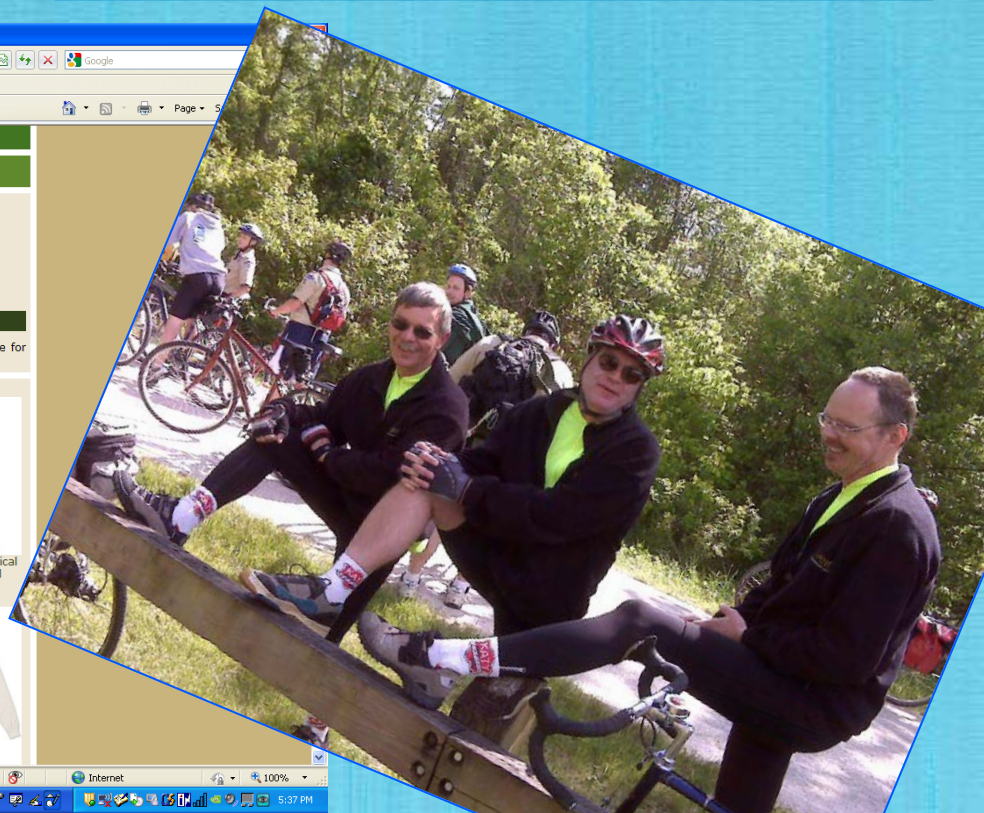
Internal Marketing

Merchandise













Bluff Walk

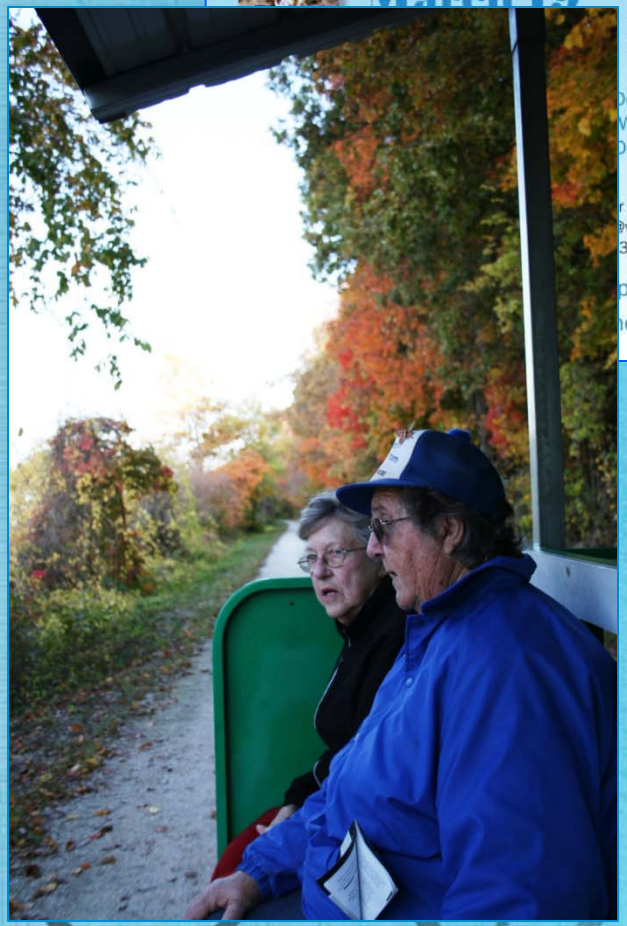
Rocheport Depot to
Terry's Trail to bluff top

Learn About:
- Selective Metering Techniques
- Exposure Control
- Lens Selection
- Flash Use

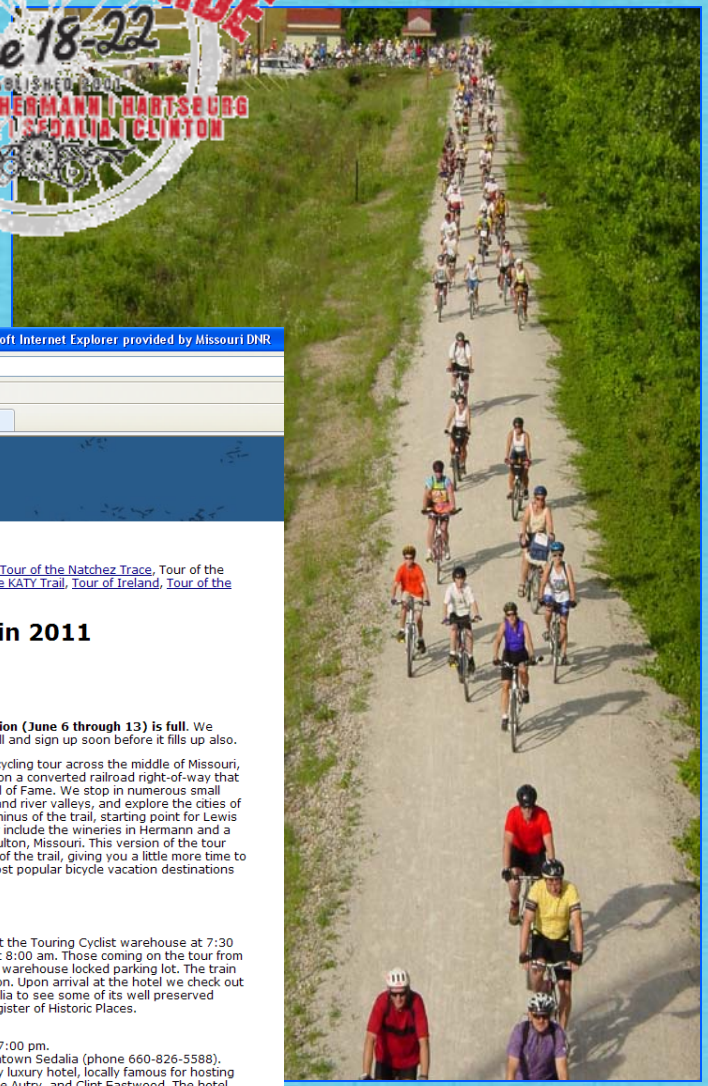
and more!

March 19





2012
KATY TRAIL RIDE
June 18-22
ESTABLISHED 2008
ST. CHARLES | HERMANN | WARTSBURG
PILOT GROVE | SEDALIA | CLINTON



Tour of the KATY Trail - End to End; Extended vacation tours in 2011 - Microsoft Internet Explorer provided by Missouri DNR

http://www.tcyclist.com/tctours/ar0101_4.html

File Edit View Favorites Tools Help

Favorites | Katy Trail side trails | Tour of the KATY Trail - E...

The Touring Cyclist.

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Bike tours

Information
Store locations
Calendar
Bicycle Q&A
Company info
Classified ads
Company info
Contact us
Articles

On-line store
Your cart
Order status

Home > TC Tours > Tour information

Pages on this topic: Overview, Tour of the KATY Trail, Tour of the Natchez Trace, Tour of the KATY Trail - End to End, RAGBRAI 2011, Fall Tour of the KATY Trail, Tour of Ireland, Tour of the Romantische Strasse.

Extended vacation tours in 2011

Tour of the KATY Trail - End to End

June 19th through 26th, 2011

This tour remains very popular, and **the original session (June 6 through 13) is full**. We added a second week (June 27 through July 4), so call and sign up soon before it fills up also.

The **KATY Trail End to End** is an eight day, 225 mile cycling tour across the middle of Missouri, following the state's namesake Missouri River, riding on a converted railroad right-of-way that is the second ever trail inducted into the Rail-Trail Hall of Fame. We stop in numerous small towns along the way, ride through scenic farmlands and river valleys, and explore the cities of Jefferson City (the state capital) and St. Charles (terminus of the trail, starting point for Lewis and Clark's Expedition in 1804). Highlights of the tour include the wineries in Hermann and a tour of the Winston Churchill library and Museum in Fulton, Missouri. This version of the tour adds an extra day and the Clinton to Sedalia section of the trail, giving you a little more time to experience for yourself why the KATY is one of the most popular bicycle vacation destinations in the United States.

Itinerary

Day 1: Sunday, June 19th – Train to Sedalia. Meet at the Touring Cyclist warehouse at 7:30 am for departure to the Amtrak station in Kirkwood at 8:00 am. Those coming on the tour from out of town can leave their cars in the Touring Cyclist warehouse locked parking lot. The train leaves at 8:55 am and arrives in Sedalia at 12:00 noon. Upon arrival at the hotel we check out the bicycles. This afternoon we will ride through Sedalia to see some of its well preserved buildings, many of which are listed in the National Register of Historic Places.

- Lunch: on your own.
- Dinner: at the Ivory Grill in the Hotel Bothwell, 7:00 pm.
- Lodging: Hotel Bothwell, Fourth & Ohio in downtown Sedalia (phone 660-826-5588). This National Historic Landmark is a seven story luxury hotel, locally famous for hosting guests such as Bette Davis, Harry Truman, Gene Autry, and Clint Eastwood. The hotel opened in 1927 and has been fully renovated.

Done

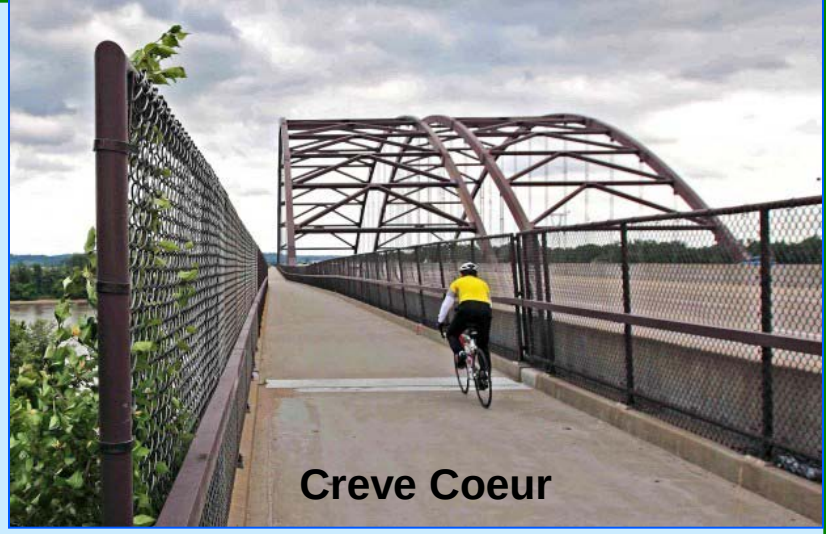
Events


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http://www.katytrailmac.com/
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April 9, 2011
KT MaC COMMITTEE NEWS
COMMUNITY LINKS
2009 KT MERCHANT CONFERENCE NEWS
KT EVENTS
KT NEWS
KT MERCHANT COUPONS
THE ORGANIZATION
HISTORY OF THE KT
WELCOME!
Our Mission Statement: The
common goals of creating su
corridor. This organization wi
establishing an organized ne
the Katy Trail as one statewi
will promote the common goa
Katy Trail corridor. This orga
members by establishing an
awareness of the Katy Trail a
To View the MISSOURI DEPART
20th anniversary of the KT
Done
Peril on the Ka
Robert
KATY
KATY TRAIL STATE PARK
Join Hotel Rothwell for a
Biker's Breakaway
on the Katy Trail.
Hotel Rothwell
Our Package Includes:
Room Rates Beginning at $74.99!
Exclusive "Trail Refresher" upon Check-In
Exclusive Discount to Katy Depot Store
Deluxe Continental Breakfast
Complimentary Bike Storage
Package Price: $84.99–$204.99
any town for info
Machens
St Charles
Spring
Defiance
Matson
Augusta
Washington
vents | Shirts | Katy Trail Maps
www.visualjourney.com
Photo: Bill Grant
more photos by Bill Grant
start a new discussion
Read/reply
4/9/2011 12:39:07 AM
edicated today. Has anyone on the
day, but did not get on the bridge. I'm
Read/reply
4/8/2011 12:48:04 PM


Pilot Grove, Missouri
Home
Events
Community
Links
City of Pilot Grove
Katy Trail
Lodging, Restaurants & Things To Do
Missouri's
and history, and
for everyone.
named "One of America's 10 Coolest



MKT Trail, Columbia



Creve Coeur



Weldon Spring



Hermann



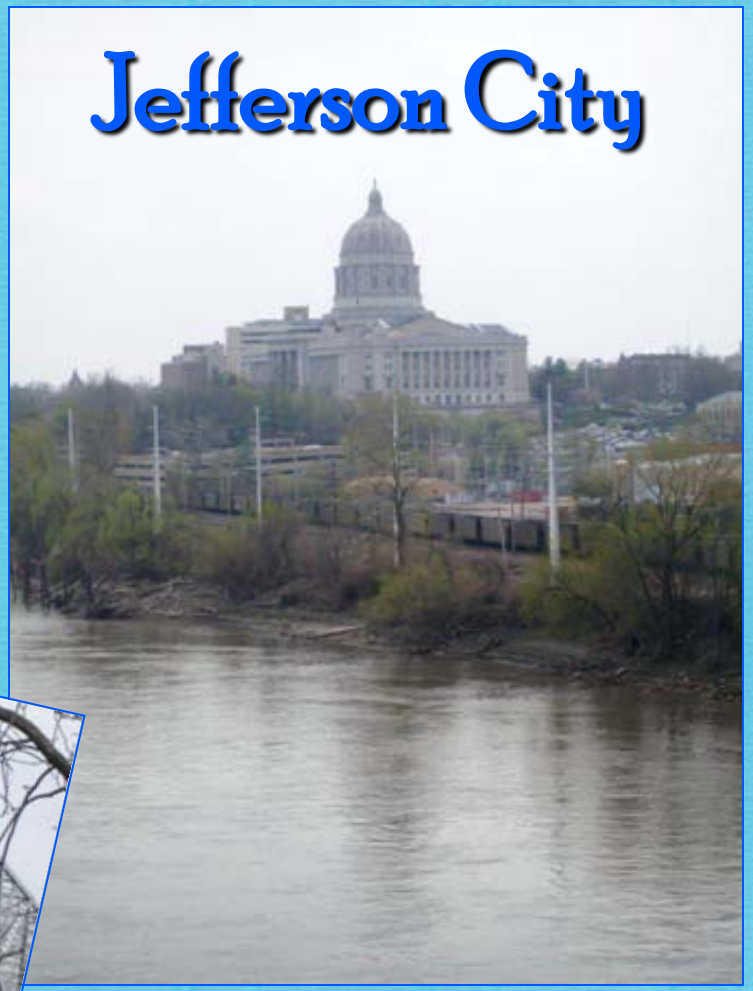
Holts Summit

Trail Spurs

Jefferson City







Using the Katy "brand"

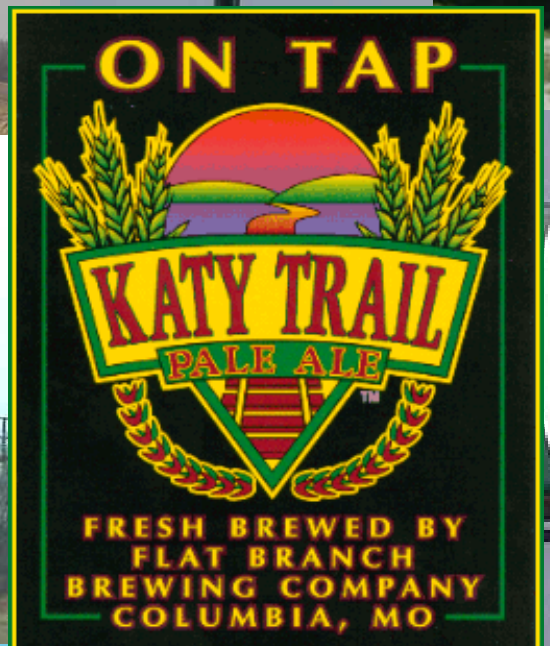






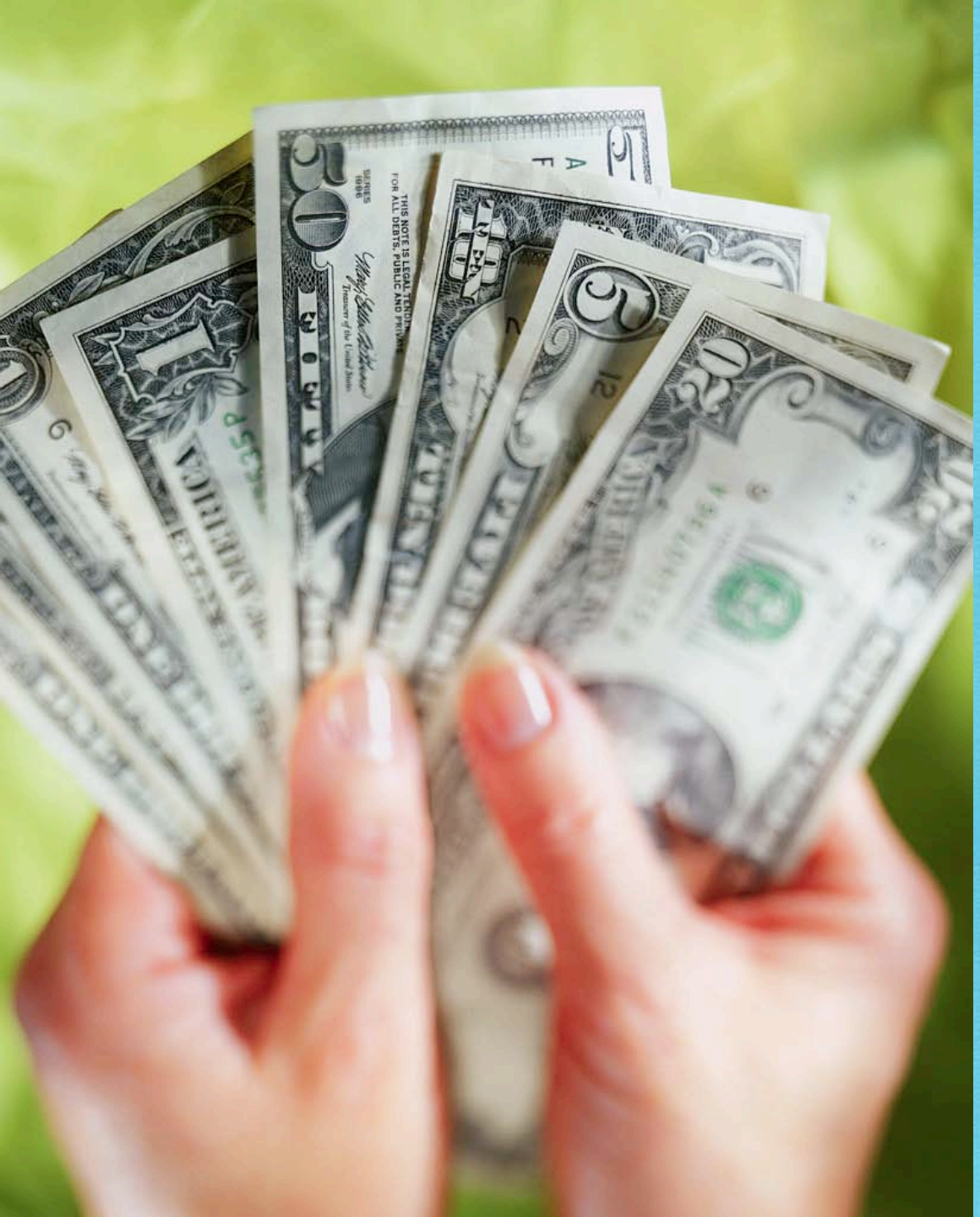












Show me the money!

Bicyclists bring bucks...

- Bicycling is the second most common form of outdoor recreation in the U.S., with 60 million Americans enjoying the activity (Outdoor Foundation).
  - In 2008, cyclists took more than 2.6 billion outings, averaging 62 outings per bicyclist.
  - American consumers purchase 19 million bicycles each year, 20% more than cars and trucks combined.
  - Between 2002-2008, bicycle trips grew by approximately 100 million (commuting, exercising, vacationing, etc.).
- Bicycling is now the third most common vacation activity in American (U.S. Travel Association).
  - 27 million Americans have taken a bicycle vacation in the past five years.
  - Bicycle tourists like to spend money!
    - They eat a lot – 450 calories/hour.
    - They drink a lot – from water to wine.
    - They like to explore trail communities.
    - They stay overnight in campgrounds, B&Bs, hotels, etc.
    - They shop a lot – gear, souvenirs, etc.
  - In 2009, it was estimated that bicycling contributed $1 billion to Colorado's state economy, while it contributed $90 million to the local economy of Portland, Oregon (League of American Bicyclists).

Are Better Customers Than Drivers for Local Business | Streetsblog Capitol Hill - Microsoft Internet Explorer pr
http://dc.streetsblog.org/2012/03/23/why-bicyclists-are-better-customers-than-drivers-for-local-business/
better customers than drivers
Favorites Tools Help
Why Bicyclists Are Better Customers Than Drivers for ...
Page

Friday, March 23, 2012 25 Comments

Why Bicyclists Are Better Customers Than Drivers for Local Business

by Tanya Snyder

Do local and state officials tune out when you try to talk to them about bicycling? Are they unconvinced by arguments about public health, transportation options, or clean air? Do business leaders send you packing when you suggest building new bike lanes and bike parking, fearing that the loss of car parking will keep customers away?



"It may not have sand and crashing waves, but the Monon Trail is the equivalent of beachfront property in the Indianapolis area." Photo: Trip Advisor

Then show them the money.

Bikes can mean big business, and businesses are beginning to realize it. At a Bike Summit panel Wednesday on the economic boost cycling can provide cities, speakers highlighted another strong message cyclists can bring to politicians when making their case for investment in bike/ped facilities.

Far and away, the biggest reason business owners resist the addition of bike infrastructure is that they're afraid it will limit parking. Once they realize they can get 12 bike parking spaces for each car spot, sometimes they begin to change their tune. Even better, they begin to discover that cyclists can be their best customers. "We tend to shop closer to home and shop more often," said April Economides, a consultant who helped the city of Long Beach, California build bicycle-friendly business districts. Rather than jumping in the minivan and heading to the suburbs to go to the big shopping malls, cyclists patronize the businesses in our neighborhoods.

Long Beach Mayor Bob Foster understands the value of bikes: "I see parts of the city on my bike that I would never even notice if I was just driving," he said. "It's a way for me personally to get closer to the city."

That closeness has a dollars-and-cents value. Cyclists travel at what Portland Bike Coordinator Roger

RELATED ARTICLES

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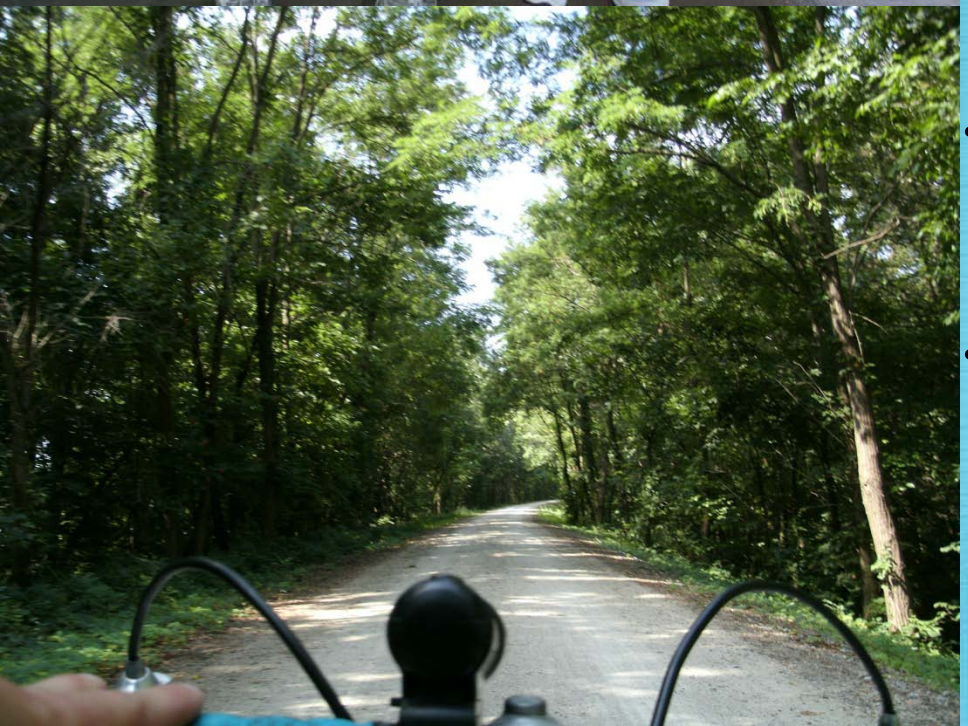
Early Data From SFPark: Drivers Still Flock to Blocks With Pricey Parking
December 15, 2011 0

Filed under: Bicycling, Economics

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Katy Trail economic impact study

- The total economic impact of the Katy Trail in 2011 was nearly **$18.5 million**, included both direct and indirect spending.
  - Supported 367 jobs with a total payroll of $5,128,000.
  - This number includes an estimated 10,432,000 in direct sales.
- Visitors spent, on average, $45 per person per day/night of their trip on trip-related expenses.
- Visitors spent, on average, $56.82 per person per day/night of their trip on Katy Trail-related expenses.

Next steps...





PICNIC at the
TRELOAR ELEVATOR
5 miles west of Marthasville on the Katy Trail

Sunday • October 9, 2011 • 1 to 4PM



Artwork by Bryan Haynes

Folk/Country Music by **Augusta Bottoms Consort**

Grilled Brats/Cold Drinks
All proceeds benefit
Marthasville Volunteer Fire Department

Sponsored by

MISSOURI STATE PARKS

THE KATY LAND TRUST
PRESERVING FARMS AND FORESTS ALONG THE KATY TRAIL
www.katylandtrust.org

Partner more with our Katy "friends" groups

- Katy Sedalia, Inc.
- Missouri State Parks Foundation
- Missouri River Communities Network
- Katy Merchants and Communities (KTMaC)
- Conservation Federation of Missouri – Katy Turner Shelter
- Katy Land Trust

Boonville Community Services

Chamber of Commerce
(660) 882-2721

In case of an emergency, call 911
Cooper County Sheriff, (660) 882-2771
Missouri State Highway Patrol, *55 with cell phone



Community Bulletin Board

This bulletin board is for the posting of community information, events and announcements relevant to Katy Trail State Park visitors. All material must be dated. Undated material will be removed. Dated material will be removed after expiration of event or every two weeks.

The Missouri Department of Natural Resources reserves the right to remove or restrict any item considered inappropriate. The department is not responsible for the accuracy of the information posted on the community bulletin board.

Assist with community marketing



Restaurant (and other businesses that might be of interest to Katy Trail users) Guide to Downtown Boonville area

Green boxes represent restaurants

We suggest you call ahead to confirm a business is open. Information shown is thought to be accurate, but may be subject to change.

21 Chamber of Commerce/Boonville Tourism 660-882-2721
22 Police Station 660-882-2727
23 Browning Hardware (Closed Sunday) 660-882-5589
24 Snapp Hardware (Closed Sunday) 660-8822364
25 Chuck's Bikes (varies/mostly weekends) 660-537-2048
26 Copies Etc (WI-FI hot spot) 660-882-8822
27 Zuzak Art Gallery (Local Art/Souvenirs) (Wed—Sun)

WE HOPE YOU ENJOY YOUR TIME IN BOONVILLE

Disclaimer: This guide is not an endorsement of any business listed. It is only to provide information that is hopefully useful for Katy Trail users, is being provided by trail users, and not on behalf of any listed businesses.

Comments/questions – mktbiker@gmail.com

1 Domino's Pizza 417 E Spring 660-882-2001
2 Maggie's Bar and Grill 416 Main 660-882-7242 M - W 4 - 10 Th - Sat 11 – Midnight
3 Stein House 421 Main In Memoriam Destroyed in early morning fire 4/7/11
4 Lucky Lady Saloon 501 Main 660-882-2007 Wed - Sat 4– ???
5 Louise's Tea Room 505 Main 660-882-6677
6 Breadeaux Pizza 513 Main 660-882-3401
7 Cooper's Oak Winery 327 Main 660-882-0111
8 Blind Ref 315 Main 660-882-0088 M - F 4 - 10 Sat 10 - 11 Sun 12 - 10
9 Palace Restaurant 225 Main 660-882-5866 Tu - Fri 11 - 2 & 5 - 10 Sat 5 - 10 Sun 11 - 9
10 Riverside Diner 201 Main 660-882-6333 M–Th 6 am-8 pm Fri & Sat 6 am - 9 pm Sun 7 am - 2 pm
11 Glenn's Café 501 E High 660-882-9191 Sun 11:30–6:30 Wed - Sat 11:30 - 2:30 Tu - Thu 4:30 - 9 Fri & Sat 4:30 - 10
12 Taylor's Bake Shop 519 E Morgan 660-882-8814 Tu - Fri 7 - 3 Sat 8:30 - 2 pm
13 Carrie Lyn's Ice Cream Parlor 745 Main 660-882-9955
14 Serenitea House 807 Main 660-882-2600 M - Sat 8 - 2 Fri & Sat 5 - 9 Sun Brunch
15 Dairy Queen 410 E Ashley Road 660-882-5672
16 China Garden 411 Ashley Road 660-882-8168 M - Thur 11 - 9 Fri & Sat 11 - 10 Sun 12 - 9:30
17 A & W Restaurant 320 Ashley Road 660-882-7407
18 WJ's 418 Sixth 660-882-7333
19 Calypso/Farraday's 100 Isle of Capri Blvd 800-843-4573



Expand our donations program











What else?

- Re-energize our volunteer program.
- Expand to other wholesale merchandise outlets
  - Identify additional events and shows at which to market the Katy and its merchandise
  - And so on…

Questions?

Dawn Fredrickson • (573) 449-7402 • dawn.fredrickson@dnr.mo.gov