



## Trail Town Checklist

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Trail Towns are built on a relationship between a town, the Trail and its volunteers. Partnering through NCTA's Trail Town program can grow awareness and support for the NCNST, improve access and information to get members of the community active in the outdoors and boost the economic benefits by providing recognition to local businesses. Together, we can build a community that values outdoor recreation for the health of the environment, the people and the economy.

While each Trail Town is unique we will try to follow these simple steps:

1. **Identify the Trail Towns** in your chapter's area. Focus on quality, not quantity.

Trail Towns should:

- Be located on the NCNST (official NPS route).
- Be incorporated so there is an administration with which to partner.
- Provide some service to a hiker (restaurants, campgrounds, hotels, grocery, library, post office).

2. **Approach the Town** about the idea and discuss together.

- Identify benefits and responsibilities of both sides.
- Identify the proper entity with whom to enter agreement.
- Ask if there is a town planning process that could include the NCNST.

3. **Make a formal agreement.**

- Use NCTA's template MOU and modify for your Town's needs.
- Should be signed by Chapter President, NCTA Executive Director and Town representative.
- Identify point people to be responsible for items within the agreement.

4. **Sign the Trail through Town.**

- Together, decide where you want kiosks, maps and signage.
- Submit mapping requests to NCTA staff (maps for kiosks, brochures, posters, bulletin boards, etc.).
- Install NCT signage through town (provided by NPS and NCTA – consult Urban Signage Guide (attached)).

5. **Collect content** for the Trail Town page on the NCTA website.

- Collect information in the following categories and send to NCTA HQ:
  - 150 words describing your town, 2 pictures (one representative of the town, one of the trail), link to the town website or regional information, information on amenities (restaurants, campgrounds, hotels, grocery, library, post office).

6. **Begin promoting:**

- Get recognition in the local press with a Town resolution and trail event (sample press release).
- Reach out to businesses and other entities within the community.
- Design promotional materials and plan events (Consult NCTA's Brand Standards)
- Identify local and regional funding sources for promotional materials or events (like Tourism bureaus or NCTA Field Grants) for promotional materials.