“Promoting Morehead’s Trail Town Initiative”

Sub-Contract Grantee
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PROJECT FOCUS: Students’ enrolled in RAPP 300 (Regional Issue Seminar) will work with Joy Brown of Morehead Tourism to promote Trail Town for economic development and health of the citizens of Rowan County, Kentucky.

PROJECT DETAILS:

Course Number, Name, and Instructor:
RAPP 300
Regional Issues Seminar
April Haight, Instructor

Community Partner:
Joy Brown, Director of Morehead Tourism, will be the primary partner. The students will also be working with members of the Trail Town Committee, Ched Crouse, owner of the local bicycle shop, and MSU’s Outdoor Recreation Coordinator Tommy Willis.

Need: The need for this project is to assist Morehead Tourism with ideas and resources to maintain its Trail Town status which must be submitted on a yearly basis.

Number and description of planned meetings with the community partner (meetings are a required component of the ATP): The class will meet with Joy Brown and members of the Trail Town Committee weekly for the first 4 weeks of class. Students will continue to meet with Joy and others throughout the project. In total we expect to have 6 to 8 in class meetings with Joy. Additionally the students will be meeting with Morehead State University’s Outdoor Adventure Coordinator. The meetings with community groups and partners will be scheduled early in the semester based on the students’ schedule. Joy Brown will also be attending the Washington, D.C. conference with the students. The students will be investing a significant amount of outside class time as part of the promotion of a six week long Campus Outdoor Challenge. The preparation for this event will require students to explore their community and connect with community members.

Overview of the project, including its central focus (10-12 sentences): The students will be directly coordinating with Morehead Tourism to promote the Morehead Trail Town Initiative. In order to promote the Trail Town Initiative, the students will be building on the ground work of the previous class. The student projects include the:

1) promotion of a six-week Campus Outdoor Challenge,
2) creation of a video on the proper use of bicycle lanes (which are being funded by a grant written by 2014 class) that will be posted on the City of Morehead, Morehead Tourism, and other local social media venues,
3) student representation on the Trail Town Committee,
4) research of economic opportunities related to tourism, and 5) students’ sharing of their experiences.

The Campus Outdoor Challenge is an event organized by Outdoor Nation to promote participation in outdoor activities and to support the outdoor industry. Funds from the grant application with Outdoor Nation submitted by the fall of 2014 class will be used to promote the challenge and to hire a student mentor to work with the students. The students will be responsible for coordinating and organizing an activity for each day for six weeks. Each student will be responsible for developing, promoting, and leading at least two projects.

The fall 2014 class was awarded funds for bicycle lanes in Morehead. The fall 2015 class will create a video on the proper use of bike lanes. The video will be posted on appropriate MSU and community organizations’ social media sites.

A student from the course will serve as the next student representative on the Morehead Tourism’s Trail Town Committee. Currently Randall Roof from last year’s project is serving as the student representative.

The students will increase their understanding of the Appalachian Regional Commission (ARC) through research of the ARC and journal articles.

The students will share the progress and results of their project to various stakeholders and ARC. The minimum presentations are listed under project outcomes.

**Goals and Objectives:** Please use a bulleted or numbered list and also show how the project addresses one or more goals of the ARC.

- The students’ will increase their understanding of the economic impacts of tourism through research of job opportunities. The students will use this knowledge to address the ARC’s goal of increasing job opportunities and per capita income by working with Morehead Tourism to develop and promote the Trail Town infrastructure and economic impact.

- Students and faculty will attend a meeting on December 4-5, 2015, in Washington, D.C., to share results of the research with each other, ARC administration and staff, and invited guests, including university administrators.

- Morehead State University will submit to the ARC a final report of the research findings. The final report will document how the project met the required guidelines and goals stated above. The final report will be submitted no later than May 31, 2016.
• Itemized invoices for subcontracted amounts will be submitted and paid only after ETSU and ARC officials have approved the final report. The invoices will be submitted prior to June 30, 2016.

• The $4,500 will be used to support the students’ and community partner’s travel to Washington D.C., and other presentations. Funds may also be used to print posters for presentations.

PROJECT OUTCOMES: In bulleted format, list all anticipated activities that meet the goals and objectives, including the poster, the conference presentation in Washington, D.C., and the required community presentation(s). Be sure that you have addressed all required goals, guidelines, and outcomes in the attached scope of work.

Poster Presentations

• ARC Appalachian Teaching Project meeting in Washington, D.C.

• Posters at the Capitol, Frankfort, KY

• Campus Student Scholarship Celebration at Morehead State University.

Oral Presentations

• School of Public Affairs, Morehead State University.

• ARC Appalachian Teaching Project meeting in Washington, D.C.

• Trail Town Chat and Chew presentation about the Campus Outdoor Challenge.

• Presentation to City Council about the class project.

Other Items

• Students will research partnerships between communities and institutions of higher education that can be modeled in the region.

• Research, recommendations, and action that lead to sustainability of Appalachian communities by capitalizing on their outdoor recreational assets.

• Apply for funding and seek networks of students and faculty who may continue research and service partnerships beyond the current project.

• Development of leadership and civic-capacity among the students engaged in the project by providing them with decision making opportunities.
• Enhancement of student and community awareness of the work of the ARC at all levels by studying the resources on the ARC website and journal articles.

• Improved working relationships between Morehead State University and Morehead Tourism Commission through a student position on the Morehead Trail Town Committee.

NOTE: Please use a consistent font throughout and please number pages.