

# D&L Trail Friendly Business Toolkit



**DELAWARE & LEHIGH  
NATIONAL HERITAGE CORRIDOR**



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## OUR MISSION

The Delaware and Lehigh National Heritage Corridor preserves, interprets and leverages the nationally significant history of the over 165-mile transportation route between Wilkes-Barre and Bristol, Pennsylvania. By building and maintaining public and private partnerships, we create four vital connections.

We connect people to the enduring **industrial heritage** of the Corridor through education and preservation of historic sites and cultural resources.

We connect people to **health and wellness** through outdoor recreation by reclaiming the historic transportation route as the D&L Trail.

We connect towns and cities to opportunities for **economic development** along the D&L Trail and Corridor.

We connect people to **nature and the environment** through conservation and education.

*The Delaware and Lehigh National Heritage Corridor, Inc. is committed to advancing intentional strategies to promote diversity, equity and inclusion in all aspects of our organization. We are dedicated to eliminating historic barriers as a result of an individual's race, gender, age, sexual orientation and/or gender identity, and level of physical ability.*



## DELAWARE & LEHIGH NATIONAL HERITAGE CORRIDOR

### D&L Trail Brings Business!

Trails have become an essential part of our lifestyle. They provide pathways for recreation, routes for transportation and ways to better health and well-being. **Trails also mean business!**

Trail users get hungry and want places to eat and drink. They want to shop for a gift or keepsake, or replace something they left behind or forgot to pack. Trail users can become a big part of a business's revenue stream, and the D&L wants to help businesses become destinations that attract trail customers, enticing them to get off the trail and through your doors to become patrons. In short, trails are a pathway to business growth.

The Delaware and Lehigh National Heritage Corridor Inc. ("D&L" in this report) has developed this toolkit to help businesses by providing them with best practices and ideas to attract trail users and to understand the trail user market segment. The D&L has also created a certification – the D&L Trail Friendly Business Program - which recognizes and supports businesses that offer superior customer service and goods to those trail customers.

This Toolkit includes best practices that can be used by a business to market and attract trail users, the D&L Trail Friendly Business program details and benefits, and resources for businesses. Also included is useful market segment information about the D&L Trail user.

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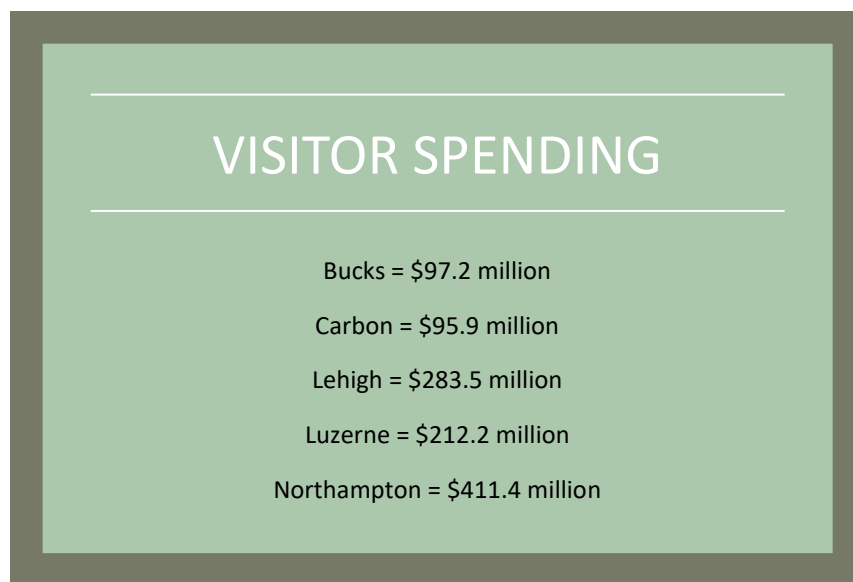
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# The Outdoor Economy and Your Business

The outdoor economy, driven by outdoor recreation, like cycling, kayaking, fishing and hiking, is a huge economic driver in our state. The outdoor economy generated \$19.8 billion in direct outdoor recreation sales in Pennsylvania in 2019, and your business can benefit from it.

Locally, in 2019, visitors to the 5-county D&L corridor region spent over \$1.1 billion on recreation activities. This does not include money spent on lodging, food, beverage or retail sales!

Within the region, visitor spending on recreation for each county is listed below:



A recent study of the region found that the Delaware and Lehigh National Heritage Corridor had a direct economic impact of \$279 million. Nearly all the direct impacts are due to tourism including \$113 million spent on hotels and motels, \$97 million spent in restaurants and \$18 million spent on retail sales.

The last time a full trail count was performed in 2012, there were over 283,000 trail users on the D&L Trail. This was prior to the Mansion House Bridge in Jim Thorpe or new connections in Bucks County, which has greatly enhanced the connectivity and the attractiveness of the Trail to visitors.

More recent trail counts at selected locations are:

<u>Location</u>	<u>2019</u>	<u>2021</u>	<u>% Change 2019-2021</u>
Black Diamond	15,973	22,488	40.8%
Tannery Rd	31,594	31,820	17.3%
Glen Onoko	79,453	*	N/A
Weissport	86,722	*	N/A
Slatington	71,768	65,042	-9.4%
Hugh Moore Park	58,581	149,398	155%
Washington's Crossing	*	79,252	N/A
Tullytown	*	19,501	N/A



The 2012 user survey also found the following spending patterns (all spending in 2021 dollars):

**Equipment and Clothing:** 77% of users purchased equipment or clothing or other hard goods and spent an average of \$521 per year. 41% bought locally

**Food/Beverage:** 74% bought food or beverage while on the trail and spent an average of \$40 per person/visit.

**Lodging :** Nearly 10% stayed overnight in hotel, motel or B&B. Stayed on average 2.2 nights and spent \$159 per night

## BEST PRACTICES FOR A BUSINESS TO BE TRAIL USER FRIENDLY

Whether your business intends on applying for certification as a Trail Friendly Business or not, you can still adopt best practices to attract more trail users.

Successful businesses that are trail user friendly share certain best practices. They attract trail users and build affinity because they understand and meet trail users' travel needs and wants. These businesses roll out the welcome mat to everyone. They recognize that trail users come in different shapes and sizes, abilities, age and color and may speak a different language, dress differently or bring the perspective of a different socio-economic background. They may come from many different parts of the country, but all are welcomed. Successful businesses recognize that trails connect people and communities and embrace the diversity of the trail users they serve.

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*Don't hesitate to ask customers about their trail user experience.*

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Trail friendly business operations, food selection, signage and marketing reflect the importance of trail users and their needs. They collaborate with other businesses and attractions to enhance the visitor experience. In short, successful trail friendly businesses make a good thing better.

The D&L Trail is well-positioned to be a cycling destination with over 140 miles of the 165+ mile trail now complete and a population of over 9 million people living within an hour's drive. Bicycle tourists can travel off road, on the trail, nearly 60 miles from the Black Diamond Trailhead near Mountain Top to Hanover Canal Park in Hanover Township in Lehigh County, and over 75 miles from Allentown Lehigh Canal Park to Bristol. It is also popular with runners as evidenced by the over 700 participants in the D&L Half Marathon in 2022.

Below is a collection of best practices that have developed over multiple years in Trail Town programs across the country. The practices are broken down into 5 categories:

- |                        |                            |
|------------------------|----------------------------|
| 1) Operations          | 4. Signage/Window Displays |
| 2) Food & Drink        | 5. Collaboration           |
| 3) Marketing/Promotion |                            |

## **Operations**

It's a good idea to track of the type of trail users visiting your business so you understand how to best serve these customers. Don't hesitate to ask customers questions about their trail user experience including what time they got on the trail, how long they expect to be on the trail, why they are on the trail and what they like best about the D&L. This information can provide valuable input in your daily operations.

**Cyclists** are the largest type of user on the D&L Trail - 47% of all trail users. The next largest group was **walkers/hikers** at nearly 30% of all users, and then **runners** at about 8% of all users; 8% are **dog walkers**.

**Trail users tend to be older** - nearly 28% of trail users are aged 56-64 years old, and 26% are aged 46-55 years old – and using the trail without younger children (88% did not have children with them).

The majority are male – 55% of all users.

**Front line training** – Front line staff, those employees who greet a customer and often serve them, are the first impression that trail users may have of a business. Front line staff are essential in establishing a welcoming atmosphere for trail users. They are already trained to provide good customer service and staff at a trail friendly business should also be knowledgeable about:

- Trails! In general, and specially near your business.
- How to get to the nearest town, trailhead, ATM or hospital.
- Visitor attractions in the area including museums, historical societies or local points of interest.
- Other businesses along or near the trail.
- Where a cyclist can safely store a bike..

### **Know your D&L customer**

Trails are used for assorted activities that change with the season– cycling, running, hiking, walking, cross-country skiing, snowmobiling – and trail users include individuals, families and groups. The most recent data shows that the cyclist is the largest type of user on the D&L Trail - 47% of all trail users. The next largest group was walkers/hikers at nearly 30% of all users, and then runners at about 8% of all users. 8% are walking their dog. Trail users tend to be older - nearly 28% of trail users are aged 56-64 years old, and 26% are aged 46-55



years old – and using the trail without younger children (88% did not have children with them). The majority are male – 55% of all users.

**Runners** – Typically, runners will not stop during their run. However, running clubs do enjoy having a place to stop and eat or drink after a group run. Restaurants or bars might consider hosting a running club event or marketing their business specifically to a club as a post-run destination.

**Walkers** – This trail user group includes individuals, families and groups. Walkers may take a break during the walk or after to rest, eat or drink. Families with young children may have strollers, so providing enough space for strollers to be parked is a plus.

**Cyclists** - There are several types of cyclists that may patronize a business and recognizing the differences among them can attract more cycling customers of all types.

- **Recreational Rider:** These are probably the most common cyclists that use a multi-use trail. The recreational rider may ride a road bike, a gravel bike, mountain bike, a hybrid or a single or multi-speed “comfort bike”. They are looking for an experience of a leisurely morning or afternoon ride (versus distance or speed) and will likely ride between 5 – 15 miles per trip. These riders could include families with children. This customer will spend more time eating or drinking and are candidates for ice cream shops!
- **Day Road Rider:** This is the “spandex” crowd, sporting specialized clothes and cycling shoes. These riders are out for longer and faster rides in a single day, perhaps up to 50-75 miles weather permitting. They typically will make a rest stop or two for drinks or snacks during their ride. Road riders make significant investments in their bikes, ranging from \$5,000- \$10,000. Understandably, security for these bikes is as important as a restroom, fast service, and a menu of high proteins and carbohydrates. This same crowd may be in search of an adult beverage after a long ride. As with runners, hosting a cycling group ride can be an effective way to attract cyclists.

***D&L Trail users are on the trail a lot.  
37% are on the trail at least twice  
per week, and 44% spend more than  
2 hours when they are on the trail.***

- **Independent Touring Rider** – The touring rider is a different trail user altogether! This category of riders is riding a multi-day trip and are self-supported – i.e., they carry their own gear in bike panniers, but may stay in a hotel or B&B, and will stop for meals or to restock supplies. These riders are on an adventure and they are interested in local culture, history, and attractions. In addition to needing Wi-Fi, they will shop for groceries and memorabilia in local stores. Purchases could range from a key-chain to furniture with the option to have items shipped home. Laundromats are also essential for those out for more than 2-3 days.

**Hours**– Trail users use trails during the day when there is light. Consequently, trail friendly businesses should consider hours to accommodate trail users by opening early or staying open late, especially on weekends.



**Amenities** – Amenities include water, restrooms, trash receptacles, benches, tables, Wi-Fi availability and phone charging stations. Word of mouth (both literally and via social media) can make or break your image as being trail friendly so be generous about letting people use your restroom and Wi-Fi and offer to fill water bottles. Don't forget the 4-legged users. A dog water bowl and treats will go a long way in winning hearts!

**Support Infrastructure** – Cyclists need places to store their bikes while eating or shopping. Bike racks or secure bike parking are essential to be a trail friendly business. Consider providing complimentary bike locks to secure bikes and try to install bike racks that are visible to riders when they are in your establishment. Lodgings should have secure overnight parking if storage in the room is not possible. Other features to consider are a bike pump and common bike tools that are free to use. If your town has multiple trail friendly businesses, consider collaborating with them, the D&L or local governments to purchase a bike fix-it station that can be centrally located for everyone's benefit.

**Access** – If your business is adjacent to the Trail or a trailhead, explore how to make it easy for trail users to get to your business. Collaboration with D&L and obtaining the landowner's permission is essential for access of any kind. Check with the Trail or trailhead owner to explore any potential access. Such access needs to be safe for trail users and not interfere with trail usage.

**Products & Merchandising** – Your business inventory can make a big impact on trail users. Runners and cyclist will search out energy bars and drinks, and easy to carry and consume meals, and businesses of any type should stock them. Also, stocking bicycle tubes (of varying sizes) is also encouraged. Consider trail users that



may shop for a keepsake or locally made products to remember their trip. Your business could be an outlet for local crafters and retailers that carry large or fragile items like artwork, glass or antiques should provide shipping services.

**Trail Information** – Businesses should provide information about the trail including trail maps a patron can take with them or an enlarged map mounted in a prominent place that customers can easily see. Reach out to the D&L to get brochure maps of the 3 regions of the D&L Trail or copies of the Trail Guide for re-selling. Lodging establishments of all kinds should also make this information available to guests. Don't forget to keep a copy for store use that can serve as a reference for your staff or to temporarily lend to people with questions.

**Host a "service trail day"** – A business might host a service trail day in which volunteers give local front-line staff a tour of the local trail so they can better describe and recommend it to tourists.

**Keep a guestbook or map** - Capturing emails in a guestbook helps in future promotions and reinforces the widespread attraction of a trail. Another popular option is to display a map of the USA and provide pins for customers to use to "pin" their hometowns.

**Feedback** -A customer experience doesn't end when they leave your business so it's a good idea to track your customers' comments online. Tracking feedback and online comments require prompt and immediate responses, written in a positive light. Be sure to respond to both positive and negative reviews. Visitors often rely on websites such as Facebook, Yelp or TripAdvisor when making decisions on where to shop or eat. While customers are in your shop or restaurant, encourage them to "follow & like" your business and ask them to post reviews online.

## ***Food & Drink***

Every trail user needs to eat and drink! Your restaurant, ice cream shop, candy store or bar could be the first or last stop of a trail user's adventure or somewhere in the middle. Trail users report the need for simple, hearty, and healthy food





options, in addition to energy drinks, protein bars, and pre-packaged prepared foods. Local foods like baked goods, apples and pierogies are big hits.

This is an opportunity to introduce trail-related specials or a special menu item with a trail theme like a “D&L Trail soup of the day” or a signature sandwich. This type of creativity reinforces the image of a trail friendly business and promotes the nearby trail as well.

**Outdoor dining** – Trail users by nature gravitate to the outdoors and dining is no exception. Outdoor dining will also allow cyclists to remain in view of their bicycles during their visit and families to keep an eye on strollers. This is also an opportunity for dog walkers to take a break with their pets.

**Delivery and take out** – Restaurants should provide takeout if located near a park with benches, or community picnic tables. Offering delivery to nearby campsite or lodgings is also a great way to expand your business. Be sure to ask campsite and lodgings if they will keep menus on hand for their guests.

## ***Marketing/Promotion***

While every business engages in marketing and promoting its services or products, being a business that is trail user friendly means casting a wider net to reach trail users. Working with other trail friendly businesses and local events can result in more business for everyone.

**Online** - Many trail users will use online sources for information on where to stop along the trail for food, drink, shops, and activities to include on their trail adventure. Building a strong online presence, and utilizing different social media platforms is highly encouraged. Create a business account on sites such as Yelp and Google my Business to be in control of your business information. Be sure to mention the trail friendly aspects of your business and keep track of visitor comments, and respond appropriately. A robust online presence is also an opportunity for monthly drawings, photo contests, and customer surveys. D&L has webinars that are free and easy to access to help you get started or improve your existing marketing.

**Word of Mouth (WOM)** – Whether in person or via social media, WOM is a critical element of marketing, particularly among trail users. Creating a welcoming and friendly environment is a collaborative effort among the business community, residents, and local governments. Partner with groups in your community to make this happen.

**Reach out** – There are great resources at your disposal to become a business that is trail user friendly. A detailed list is included in the “Resources for Businesses” section. Take time to work with other businesses, the D&L, your local visitors’ bureau, Chamber of Commerce, Main Streets Organizations, and local or county historical societies to develop a positive, memorable visitor and trail user experience. Adding an interpretive storytelling hour, outdoor live music, artist demonstrations or school or youth performances are a great way to attract a new audience. More information is included in the “Collaboration” section.

**Promotions** - Seasonal or special sale promotions backed by cooperative advertising can help drive trail-related revenues to local businesses. As previously mentioned, restaurants or bars should consider creating a trail-themed sandwich, drink special or promotion. Look at the D&L calendar and identify events and activities you can become part of. Consider assembling a working group of store owners and restaurants to plan for, conduct and promote seasonal, themed, or special retail promotions.



**Marketing Certified Trail Friendly Business** - The D&L National Heritage Corridor promotes the entire 5-county corridor, including the D&L Trail and the towns along it. The D&L supports all businesses in the corridor, but certified Trail Friendly Businesses receive even more benefits including designated social media posts, blogs and more. See “Benefits of Being A Certified Trail Friendly Business” section for more details.

### ***Signage/Window Displays***

The exterior of a business communicates a lot about your business to a potential customer. Signage and window displays are great ways to invite trail users into your business and establish expectations. Below are best practices developed by the Rails-to-Trails Conservancy and North Country Trail Association related to signage:

**Signage** – Business signs have a key role in a downtown. They should be well-designed, properly scaled for the building and street, and while they need to support some design continuity, individuality also needs to be encouraged. Be sure to find out who owns the section of D&L Trail that you are located near and check with your local municipality’s sign ordinance before you install anything. In addition, consider bilingual signs to accommodate all customers.

**Windows** – Windows and doors play key roles in a downtown. They help advertise goods, reinforce the building form, add interest for the passer-by, draw people into the store and provide a sense of safety. Best practices include:

- At least 60% of the ground floor facing the primary sidewalk should be transparent glass.
- Displays should be kept simple and not overcrowd the window.

### **Best sign practices**

- Signs should be limited to 1 square foot of signage for each linear foot of storefront
- Lettering should be no more than 10 inches high
- Internally illuminated signs should be discouraged
- Design materials should reflect the physical character of the building
- Hours of operation should be prominently displayed
- Don’t clutter up your windows, they should be used to draw in customers

- The back of the display window should be open to allow the store's interior to be visible.
- Primary doors should face the sidewalk.
- Door facing the street should be recessed whenever possible.

## Collaboration

Businesses should establish an ongoing dialogue with local government, outdoor recreation/trail-related organizations, and other trail-related businesses. The trail town economy grows fastest and strongest when businesses and organizations work together. Sharing a cohesive vision evolves a town from a convenient stop along the trail into a destination attracting more visitors who stay longer and come back again and again. Collaboration also means working with other businesses and towns along the D&L. Best practices suggest that businesses should consider themselves part of a network, not stand-alone entities. For the trail user, the experience is all along the trail, not just a single business. This trail-wide experience needs to be supported and leveraged to benefit all businesses.

Collaborate with local government – The elected and appointed officials and staff are key partners. Local governments may be overseeing improvements to the town to make it more trail user friendly with wayfinding signage, installing benches or bike racks. Local government can be valuable partners as they may have knowledge of funding opportunities and have useful information on trail usage. Moreover, they oversee most of the regulations that affect businesses' operations and exterior signage.

Business owners will have typically interacted with local government staff when they first open. Having the names and contact information of key staff, such as code enforcement or the borough secretary or manager is useful. Local government staff is a great starting point and sounding board if a business is considering changes to the interior and exterior to their property, as well as a major source of information about issues facing elected officials, upcoming projects and programs that may support a trail user friendly project, and they are





familiar with local codes and policies. Be proactive in reaching out to staff, rather than waiting until a permit is needed. Staff can provide information and guidance about permits and various local government approvals. Attending a council or supervisor meeting can also be a worthwhile investment of time. Agendas are usually posted on a town's website prior to the meetings so businesses can see if there are relevant issues scheduled to be discussed. A business owner may also want to be introduced at a meeting in anticipation of future communication.

**Collaborate with other businesses** – As mentioned above, businesses should collaborate with other businesses, both within their town and along the trail and be an active part of a network of businesses that are trail user friendly. Consider starting a Facebook group of other businesses to stay in contact and share resources. Be willing to refer your customers to other businesses that are trail user friendly. Collaboration with accommodations, attractions, outfitters, and performance venues generate opportunities for your business to partner in larger events. It also may provide access to funding through grants to improve your amenities to be a trail friendly business!

**Collaborate with D&L** – As the organization that is responsible for overall promotion of the trail, the D&L is a natural partner for businesses and can help elevate businesses' marketing messages. The D&L consistently posts information on various social media platforms and has a Trail Guide with helpful maps and trip planning information. The D&L hosts events along the trail, leads Trail Tenders volunteer events, facilitates Adopt-A-Section of D&L Trail and conducts other trail-related programming. Visit [www.delawareandlehigh.org](http://www.delawareandlehigh.org) to learn more about how your business can partner with the D&L. Certified Trail Friendly Businesses can apply to the D&L for amenity and event grants too!

**Collaborate with other outdoor recreation-related organizations** – These organizations are another logical source of partners for your business, as they likely use the D&L Trail now. These organizations include running clubs such as the Lehigh Valley Roadrunners, cycling groups such as the Central Bucks Bike Club, Bike Jim Thorpe, and outdoors clubs such as Afros in Nature in Bethlehem and Girl Trek in New Jersey or Philadelphia. Birders are also a great group to contact to host or co-sponsor an event. Reach out to a variety of organizations to inquire if they would like to host a meeting at your business, or for your business to be the starting or ending point for a trail run or cycle ride.



# CHECKLIST FOR FRONT LINE TRAINING

*You may want to create a “cheat sheet” for employees, using this information.*

- ☐ Nearest bike repair shop (and hours) or bike repair station
- ☐ Nearest hospital/urgent care facility
- ☐ General information and distance of neighboring towns north and south of your business.
- ☐ ATM location(s)
- ☐ Phone charging locations
- ☐ Free Wi-Fi locations
- ☐ Public bathroom location
- ☐ Water for water bottles
- ☐ Trail map availability
- ☐ Nearby attractions (including what there is to do at attraction, hours, distance)
- ☐ Bike parking location
- ☐ Restaurant/coffee shops located nearby
- ☐ Places to buy a souvenir
- ☐ Nearby lodging (hotel, motel, BnB, campground)
- ☐ Location of laundromat



# D&L TRAIL FRIENDLY BUSINESS PROGRAM INFORMATION AND GUIDELINES

To support businesses that cater to trail users, the D&L National Heritage Corridor has created a “Trail Friendly Business” program. The program highlights certified local businesses through a variety of platforms. Certification as a Trail Friendly Business denotes a business has created a trail-friendly atmosphere, welcomes outdoor enthusiasts of all types, knows what trail users need and takes the extra step to make sure that trail users have a great experience. Trail Friendly Businesses share the D&L mission and its values.

The following section details the program and how to apply. This information is also available online at <https://delawareandlehigh.org/explore-the-corridor/trail-friendly-businesses/trail-friendly-business-application/>. D&L staff is available to answer any questions that you might have – just contact the Department of Trails and Conservation.

## BUSINESS ELIGIBILITY

The Trail Friendly Business Program is designed to assist businesses that trail users will frequent, providing goods and services that trail users want and need. Eligibility is not restricted, and encourages all businesses to provide trail friendly services, goods, and superior customer service to trail users. Businesses are encouraged to review the contents of these Guidelines and determine if certification is right for you.

Although not a requirement for certification, businesses are also encouraged to become members of the D&L.

## CRITERIA FOR CERTIFICATION

To become a certified Trail Friendly Business, a business must meet the **4 core requirements** and **3 of 4 of the additional criteria**.

## CERTIFICATION PROCESS

Businesses that meet the eligibility and criteria can fill out the Application form online: <https://delawareandlehigh.org/trail-friendly-business-application/>

D&L staff will review the application, perform a site visit, and provide an opportunity for the business and D&L staff meet each other. After a successful site visit, the business and D&L will sign a Memorandum of Understanding (MOU) that recognizes and certifies the business as trail friendly.

A Trail Friendly Business Certification is valid for three (3) years, starting January 1 of the following year. During the third year, D&L staff will perform a site visit to ensure that the business continues to meet the criteria, and another 3-year “memo of understanding” (MOU) will be executed.





## **Core Requirements**

These are the four core requirements that all trail friendly businesses must have:

1. Trail Friendly atmosphere that is welcoming to trail users – It's important for trail users to feel welcome and valued when they come to your business.
2. Front line staff trained with local trail knowledge – You need to hold a training for all staff so they know the importance of trail users to your business and have the ability to answer basic trail questions. The D&L staff can provide training materials if needed. This can become a standard part of training staff.
3. Complete the D&L Business Survey each year- D&L staff members have a simple form for business owners/managers to complete. If you want to see what it includes, here is a link: <https://delawareandlehigh.org/explore-the-corridor/trail-friendly-businesses/trail-business-survey/>.
4. Trail user amenities – Your business needs to provide some basic amenities to trail users who visit your business. Have at least **3 of the 7** available to people who come to your business:
  - Trail maps displayed – Hung on the wall or printed copies for distribution
  - Ability for trail users to fill up reusable water bottles for free
  - Access to a public bathroom
  - Electronic charging available for devices (USB plugin locations work great)
  - Free Wi-Fi
  - Complimentary lock for bikes or trail gear to use while at the business
  - Ability to ship items that customers purchase

## **Additional Requirements** – Businesses must complete **at least 2** of the following:

1. Community Support: Support trail causes or become a member of an advocacy, planning, or trail group
2. Join the D&L as a member.
3. Trail Equipment Storage: Offer storage for trail users' equipment when they visit your business including at least one of the following: Public bike rack near business, bike parking, boat storage, long term parking for overnight trail users or covered and secure storage. All lodging options are required to have overnight storage for bikes.
4. Tools: Provide tools for equipment repairs that patrons can use., including at least two of the following: bike tools, air pump, bike stand, general tools (screwdriver, hammer, etc.) and cleaning tools (brushes, water hoses).
5. Trail Promotion: Have a regular/seasonal promotion for trail users
6. Trail Event : Host an event on or near the trail for trail users.



# BENEFITS OF BEING A CERTIFIED TRAIL FRIENDLY BUSINESS

- Receive a promotion package and information about trail users.
- D&L Trail Friendly Business decal to display on store door or window identifying your business as a certified Trail Friendly Business
- Approval to use D&L Trail Friendly Business logo on your website, promotional, or marketing materials.
- Listed on the D&L Trail Friendly Business webpage with name, website, phone number: <https://delawareandlehigh.org/explore-the-corridor/trail-friendly-businesses/>
- Inclusion in the D&L Trail Friendly Business list and press release distributed to statewide and regional media outlets each year.
- D&L social media post announcing your certification as a D&L Trail Friendly Business.
- D&L blog post highlighting your business.
- Inclusion on applicable printed D&L Anthracite, Lehigh Valley or Delaware Canal Region brochures that are distributed by the D&L throughout the corridor.
- Exclusive opportunity for additional, paid advertisements on printed D&L Trail Regional Map brochures.
- Opportunity to sell D&L merchandise



# RESOURCES FOR BUSINESSES

## Local/Regional Chambers of Commerce:

Greater White Haven Chamber of Commerce <https://www.whitehavenchamber.com/>.

Carbon County Chamber and Economic Development Corporation <https://www.carboncountychamber.org/>

Greater Northern Lehigh County Chamber of Commerce (serves Slatington and Walnutport) <https://www.lehighvalleychamber.org/greaternorthernlehigh.html>

Allentown Chamber of Commerce <https://www.lehighvalleychamber.org/allentownchamber.html>

Bethlehem Chamber of Commerce <https://www.lehighvalleychamber.org/bethlehem.html>

Easton Area Chamber of Commerce <https://www.lehighvalleychamber.org/easton.html>

Upper Bucks Chamber of Commerce <https://www.ubcc.org/>

Greater New Hope Chamber of Commerce <https://www.visitnewhope.com/>

Greater Lambertville Chamber of Commerce <https://www.lambertvillechamber.com/>

Lower Bucks Chamber of Commerce <https://lbccc.org/>

## Convention and Visitors' Bureaus:

Poconos Mountain Convention and Visitors' Bureau (Carbon County) <https://www.poconomountains.com/>

Visit Jim Thorpe <https://www.jimthorpe.org/>

Discover Lehigh Valley (Lehigh and Northampton Counties) <https://www.discoverlehighvalley.com/>

Visit Luzerne County <https://www.visitluzernecounty.com/>

Visit Bucks County <https://www.visitbuckscounty.com/>

## Main Street/Downtown Organizations:

Lehighon Downtown Partnership <https://www.facebook.com/lehighondowntownpartnership>

Catasauqua Main Streets - <https://www.facebook.com/Catasauqua-Main-Streets-180016092709/>

Downtown Allentown Business Alliance - <https://downtownallentown.com/>

Downtown Bethlehem Association - <https://getdowntownbethlehem.com/>

Easton Main Street Initiative <http://www.eastonmainstreet.org/>

Raising the Bar – Bristol - <https://www.facebook.com/groups/300677343353553>



## Economic Development Agencies:

Carbon Chamber and Economic Development Corporation <https://www.carboncountychamber.org/>

NEPA Alliance (Carbon and Luzerne Counties) <https://nepa-alliance.org/>

Penn's Northeast (Luzerne and Carbon Counties) <https://pennsnortheast.com/>

City of Allentown <https://www.allentownpa.gov/Community-and-Economic-Development>

City of Bethlehem <https://www.bethlehem-pa.gov/Community-Economic-Development/Economic-Development-Start-a-Business>

City of Easton <https://www.easton-pa.com/community-economic-development>

Lehigh County Office of Community and Economic Development <https://www.lehighcounty.org/departments/community-economic-development>

Bucks County Economic Development Corporation <https://www.bcedc.com/>

## D&L Trail Towns Workshop Series:

<https://delawareandlehigh.org/programs/trail-towns-and-businesses/dl-trail-towns-workshops/>

Social Media Marketing

Advertising on Facebook and Instagram

Best Practices for Trail Friendly Businesses

Supporting Economic Development Along the D&L Trail



## Videos on Being Trail user Friendly

D&L video <https://www.youtube.com/watch?v=WCIHD6le840>

Indy Cultural Trail [https://www.youtube.com/watch?v=NYrMbiH\\_OQE](https://www.youtube.com/watch?v=NYrMbiH_OQE)

Trolley Car Café owner interview <https://www.youtube.com/watch?v=ENSPDs8OBUk>

RTC Webinar on Trail Towns with David Kahley <https://www.youtube.com/watch?v=OUHINTQgd-s&list=PLadaiQUTgIGdEobDYM2AqRz1sC5tWNeW7&index=50>

Temple University SBDC <https://www.fox.temple.edu/institutes-centers/small-business-development-center/>

## Funding/Technical Assistance Sources:

Some of the funding sources listed below require an application from a town or non-profit entity (\*marked with asterisk), meaning private businesses cannot apply on their own. Always check with your local economic development agency for local grants or loans available.

- For DCED programs, before applying for funding, contact your regional DCED representative. Representatives vary by county
- Façade Improvements – PA Dept. of Community and Economic Development (DCED) Keystone Communities Façade program\*, DCED Business Opportunities Fund (loan)
- Signage – D&L Amenities Grant (D&L TFB are priority). Contact the D&L Trails and Conservation Department.
- Business Plans – Small Business Development Centers (for technical assistance on writing a plan) contact Wilkes University SBDC <https://www.wilkes.edu/sbdc> or Lehigh University SBDC <https://sbdc.lehigh.edu/>
- Events – D&L Events Grant (Along D&L are priority) , contact D&L Trails and Conservation Department.
- Bike Infrastructure (bike racks, bike repair stand) – D&L Amenities Grant , (D&L TFB are priority) DCED Greenways, Trails and Recreation Program (GTRP), for improvements on publicly owned land only.
- Access – DCED Greenways, Trails and Recreation Program (GTRP, for improvements on publicly owned land only), DCED Multimodal Transportation Fund

***D&L Trail Friendly Businesses are  
given priority for  
D&L's Amenity and Events Funding***

# ***Trails Bring Business***

Trail Friendly Business certification, through the Delaware & Lehigh (D&L) National Heritage Corridor, has many benefits for the business. It signifies that the business offers premiere customer service for the trail user and promotes that excellent customer service to potential customers. Certification includes many promotional channels, through social media and the D&L website.

Being a Trail Friendly Business comes with following marketing support:

- Promotion package and information about trail users
- Free decal to display on business identifying it as a D&L Trail Friendly Business
- Approval to use D&L Trail Friendly Business logo on your website, promotional or marketing material
- Listed on the D&L Trail Friendly Business webpage with business name, website and phone number
- Inclusion in the D&L Trail Friendly Business list and press release distributed to statewide and regional media outlets each year.
- D&L social media post announcing your designation as a D&L Trail Friendly Business.
- D&L blog post highlighting your business
- Inclusion on printed D&L Trail Regional Map brochures.
- Exclusive opportunity for additional, paid advertisements on printed D&L Trail Regional Map brochures.

To get more information, contact the D&L Trails and Conservation Department  
610.923.3548 or visit the program webpage:

<https://delawareandlehigh.org/programs/trail-towns-and-businesses/dl-trail-friendly-business/>

To fill out an online application, go to:

<https://delawareandlehigh.org/trail-friendly-business-application/>





# ***Trails Mean Business***

In PA, outdoor recreation generates \$29.1 billion in consumer spending annual and creates 251,000 jobs

In US, outdoor recreational participants are wealthier (32% earn more than \$100,000)

## **The D&L Trail User**

- Over 283,000 annual visits (2012)
- Total spending is over \$19 million annually
- Uses Trail several times per week
- Spends 1-2 hours on Trail each visit
- Most bike (47%), but many walk (30%)
- Is older (81% are 45 years+)
- Spends money while using the trail (74%)
- Spent nearly \$40 per person on food or drink every trip

## **Trail User Counts: June 2021 for selected locations:**

- Tannery Road = 3,605 users, up 121% from June 2018
- Hugh Moore Park = 11,267 users, up 88% from June 2018
- Slatington = 9,905 users, down 9.4% from June 2018
- Washington's Crossing = 9,159 users, up 15% from June 2018

There are 9.85 million people living within 1 hour of trail



## **DELAWARE & LEHIGH NATIONAL HERITAGE CORRIDOR**

**Delaware & Lehigh National Heritage Corridor, Inc.**

**2750 Hugh Moore Park Road, Easton, PA**

**610.923.3548 • [www.delawareandlehigh.org](http://www.delawareandlehigh.org)**

[canals.org](http://canals.org) • [lvgreenways.org](http://lvgreenways.org) • [race.delawareandlehigh.org](http://race.delawareandlehigh.org) • [tailonthetrail.org](http://tailonthetrail.org)

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**in** **LinkedIn & YouTube**  
[Delaware & Lehigh National Corridor](https://www.linkedin.com/company/delaware-and-lehigh-national-heritage-corridor)

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