



TRAIL-FRIENDLY BUSINESS

SELF ASSESSMENT CHECKLIST

Business that want to quickly see if they are likely to qualify as being a Trail-Friendly Business can use this handy checklist.

REQUIRED CRITERIA

1. Are you a business that provides goods, products or services that at trail user buys or uses as part of their trail experience? **Y N**
2. Does your business have a physical location in York County? **Y N**
3. Does your business provide a trail welcoming atmosphere through signage or staff greeting or other ways? **Y N**
4. Does your business provide at least 3 of the 7 amenities listed below? **Y N**
 - Trail map displayed
 - Water bottles filled at no charge
 - Electronic charging station for devices
 - Complementary locks for trail gear (like bikes) while at business
 - Public bathroom
 - Wifi
 - Able to ship goods that customers purchase
5. Have you completed a YCEA Trail Business Survey at least once in last 2 years? **Y N**

ADDITIONAL CRITERIA

Businesses must meet 3 of the 7 criteria listed below.

1. Is your front line staff trained to answer basic questions about local trails, amenities and attractions from visitors? **Y N**
2. Does your business support the trail community through membership of an advocacy, planning or trail group? **Y N**
3. Is your business a member of the York County Economic Alliance? **Y N**
4. Does your business provide storage or parking for bicycles or other trail equipment? **Y N**
5. Does your business provide at least 2 of the tools for bicycles or other trail gear that is listed below? **Y N**
 - Common bike tools (Allen wrenches, tire levers, etc.)
 - Bike stand
 - Cleaning area for gear (hose, brushes, etc.)
 - Bike pump
 - General tools (hammer, screwdriver, etc.)
6. Does your business host or sponsor a public trail event? **Y N**
7. Does your business offer special promotions or sales that are targeted to the trail user? **Y N**

If you answered “Yes” to all the REQUIRED CRITERIA, and to 3 of the ADDITIONAL CRITERIA, it looks like you qualify! Just go to the Application Form at yorkcountyclustrailtowns.com and fill it out and submit. More information can be found on the form.