

"The great outdoors will help attract workers to Laconia, city leaders told"

- Union Leader Headline October, 24 2018

## The Destination Goal

23 miles from Franklin to the Weirs



## Right of Way Study

How do we best utilize and benefit from the state-owned Right of Way, a spectacular strip of land that runs between Franklin and Weirs Beach, passing by our lakes, rivers and community centers?



 [facebook.com/WOWTrail](https://facebook.com/WOWTrail)

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Become a  
**WOW Trail Ambassador**



It's Free, but Your Contribution is  
**#PRICELESS**



## WHO WE ARE

People dedicated to promoting and maintaining the WOW Trail as a Community Resource for everyone.

**WOWTRAIL.ORG**

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## What We Do

Our goal, as Ambassadors, is to “walk the talk” for Health & Fitness. We keep an eye out for anyone on the trail who might have a question and are always looking for an area or situation that requires attention and/or maintenance. We would not get involved if there ever was a safety issue but would call 911...like any other good citizen would do.



Every WOW Ambassador gets a T-Shirt as an “identification badge” for our trail users to know we’re approachable. Also, as friendly faces, even if we don’t have our shirts on, people are comfortable asking us questions and taking feedback from us.

**“Bicycle-friendly amenities are contributing to a surge in property values.”**

- Wheel Estate: Bike Paths Lift Home Values  
Article by Suzanne De Vita

## Beyond the Trail



As Ambassadors, we are always ready to advocate for the WOW Trail and active transportation, and as importantly, to listen to concerns and questions anyone has. Whether with family, friends, colleagues or community leaders, your support is important!



## Economic Impact and Beyond

We want you to know the positive economic impact that the WOW Trail, and active transportation in general, has on surrounding communities. Study after study relate the positive impacts that improved walkability and bikeability bring. Results include increased property values, more desirable neighborhoods, additional transportation options and improvements in public health.

## Our Community Partners

LRGHealthcare | Granite State Glass | Fratello's Italian Grille | Big Cat Coffees | InnSeason Resorts | Pike Industries | Belknap Landscape Co. Inc. | Horizon Beverage | Bonnette, Page & Stone | Advanced Orthopaedic Specialists | MC Cycle & Sport | Piche's Ski & Sports | Jordan's Homemade Ice Cream | Hillside Surgery Center | Grappone Automotive Group | HEB Engineers | Spinnaker Contract Manufacturing, Inc. | Lakes Region Floral Studio | Patrick's Pub & Eatery | Greater Lakes Region Children's Auction | Daniels Electric Corporation | Gunstock Mountain Resort | Meredith Village Savings Bank | Bank of New Hampshire Pavilion | Binnie Media | John H. Lyman & Sons, Inc. | Eastern Propane & Oil | Steven J. Smith & Associates, Inc. | Great NH Restaurants (T-Bone's & Cactus Jack's) | Franklin Savings Bank | Melcher & Prescott | The Naswa Resort | Salmon Press Media | The Laconia Daily Sun | The Weirs Times | Tylergraphics | Amoskeag Beverages | Annie's Cafe & Catering | AutoServ Dealerships | Lilly Designs | City of Laconia | Belknap EDC | Opechee Garden Club | Lakes Region Chamber of Commerce | NH Community Development Finance Authority (CDFA) | Bank of New Hampshire | Boothby Therapy Services | Stratham Tire | Rick Foster | Lois G. Roy Dickerman Fund | Pardoe Foundation | Penny Pitou-Milo Pike Charitable Fund | Mill Falls at the Lake | The Common Man Family | Stewart's Ambulance | Laconia Clinic | Eptam Plastics | Laconia-Gilford Lions Club | Burrito Me | Local Eatery | Wayfarer Coffee Roasters | SnapRoot Digital Marketing | Taylor Rental | Gilford Lawn & Landscape | Tritanium Sports | Cross Insurance | Coors Light | Lakes Region Coca-Cola | Gator Sign Shop | Guinness | Hannaford | Samuel Adams | Shaw's | Woodstock Inn Brewery | Body Covers | Akwa Marina Yacht Club | Hubert's Lemonade | Watermark Marine | Weirs Action Committee

