June 16 through July 15 – Activity Report

**CREATIVE CONCEPTS**

* Received new Trail Map from Park & Recs Committee – developing Trail Map brochure and rack card
* Developed print ad concepts

**WEB**

* Web site construction underway. Expected completion: July 30.
	+ Site design and content has been approved

**MARKETING & TACTICAL PLANNING**

* Ongoing Community intake
	+ Further Meetings with stakeholders and Hunt Committee
* Compiling target media: bloggers, associations, organizations, trade journals, etc

**EVENT COORDINATION**

* On June 25 “Bikeville” event went off without a hitch. Greatly enjoyed, with requests to consider a Fall event.
* Working with Chamber and other community organizations to create Blue “Two” Event to follow up on Blueberry Festival. This is targeted to be held in September, and will be comprised of a sidewalk chalk competition and Blue Grass band in Liberty Square.

**PUBLIC RELATIONS**

* Developing pitches for consumer market
* Developing press release promoting rail trail renovation and restoration

**SOCIAL MEDIA**

* Facebook, Twitter, Pinterest and Instagram up and running.
* Have begun interviewing local business owners for blog

**ITINERARIES & PACKAGES**

* We have developed itineraries (to help people envision what they can do over a weekend). These will be available on the web site and promoted through social media
* We are finalizing getaway packages with partners (to entice more people to stay over in the area)

**MEDIA PLANNING**

* We have developed a print and digital media appearance schedule. Print and digital advertising will begin shortly.

**PHOTOGRAPHY**

* We are coordinating a photo shoot to acquire outdoor, dining, hiking, biking, and recreational images for web, social media, advertising, and other marketing purposes