May 16 through June 15 – Activity Report

**CREATIVE CONCEPTS**

* Logo concepts developed and presented
* Received new Trail Map from Park & Recs Committee – developing Trail Map brochure and rack card

**WEB**

* Web site design underway

**MARKETING & TACTICAL PLANNING**

* Ongoing Community intake
  + Further Meetings with stakeholders, Park & Recs Committee, Hunt Committee
* We are receiving positive feedback from some community members who would like to have a display rack in their business
* We are pricing display rack options
* Compiling target media: bloggers, associations, organizations, trade journals, etc

**EVENT COORDINATION**

* We have coordinated a June 25 “Bikeville” event; in coordination with community and Ellenville Library. Going well.
* Hope to collaborate with Chamber to extend Blueberry Festival to a two-day event.

**PUBLIC RELATIONS**

* Final Economic Development Release follow-up; clippings and report provided
* Final Ellenville Million Marketing Release follow-up; clippings
* Respond to reporter query for pitch to Rails to Trails magazine
* Developing pitches for consumer market

**SOCIAL MEDIA**

* Facebook, Twitter, and Instagram up and running; we will be sending out an email to all our community contacts, asking them to link, like and share posts.
* Will begin interviewing local business owners for blog shortly

**ITINERARIES & PACKAGES**

* We are developing itineraries (to help people envision what they can do over a weekend) and packages with partners (to entice more people to stay over in the area)