



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

111 Liberty Street, Suite 100
Columbus, Ohio 43215
morpc.org

T. 614. 228.2663
TTY. 1.800.750.0750
info@morpc.org

**NOTICE OF A MEETING
CENTRAL OHIO GREENWAYS BOARD
MARKETING & COMMUNICATION WORKING GROUP
MID-OHIO REGIONAL PLANNING COMMISSION**

REMOTE MEETING

April 27, 2021, 2:00 pm – 3:00 pm

AGENDA

- 1. Welcome**
- 2. Trail Town Project**
- 3. Trail Loops Toolkit**
- 4. ODNR Detour App**
- 5. Other Business / Next Steps**
- 6. Adjourn**

Please notify Lynn Kaufman at 614-233-4189 or LKaufman@morpc.org if you have questions or if you require special assistance for this meeting.

**The next meeting of the Central Ohio Greenways
Marketing & Communications Working Group
will be June 22, 2021 at 2:00 pm.
This meeting will be remote – details to follow.**

William Murdock, AICP
Executive Director

Karen J. Angelou
Chair

Erik J. Janas
Vice Chair

Chris Amorose Groomes
Secretary



Central Ohio Greenways Loop Trail Toolkit



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

What are Community Trail Loops

A community trail loop is a bike and pedestrian route that designates visitors towards key destinations, such as cultural amenities, businesses, and other attractions along the route.

Benefits to Community

- Community engagement opportunities.
- Support for businesses that within the communities.
- Gateway for communities to be more involved with COG trails and future activities.



Case Studies

Local Case Studies:

Cocktail Trail – City of Gahanna | Point of Contact: Madison Ashby

Dublin Bike Loop Trails – City of Dublin | Point of Contact: JM Rayburn

Celtic Cocktail Trails – City of Dublin

Ideas to begin a loop:

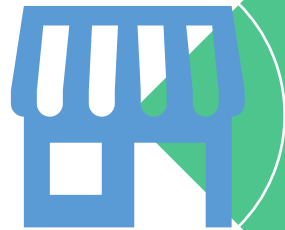
- “Coffee Run”
- “Taco ‘Bout a Trail”
- “A Trail Full of Soul”
- “Brunch and Mimosas”



Sponsorship



Loop Sponsor



Destination Sponsor



Local Sponsor



Marketing Strategies

How to market event:

- Post on IG story/IG Media (create unique hashtag and utilize fun, common hashtags that is specific to the event for more exposure) For example, Taco Event #TacoTuesday #Tacoboutatrail #Tacoboutit #Lebron
- Community Newsletters
- Create an “event” on Facebook platform.
- Create an “Eventbrite” for the trail.
- Share with partners related to the community and trails.

Standard Hashtag Ideas:

- #COGtrails, #614Trails, #trailvibes, #(trail name), #bikeszn



Bandwango

Bandwango is a marketing platform for communities and cities across the nation can utilize for passport creation and strategies to engage tourists and locals.

Bandwango provides passports for various themes for events and are instantaneously sent to you via SMS or email!

The platform has experience in providing wine tasting, retail, concert, museums, and amusement-based passports. Check out more at www.bandwango.com



Passport

How to Identify Destinations and Businesses

- View businesses that may be prominent to the specific location of the anticipated trail.
- Look at the history of the community targeted and play into themes that pay homage to the “theme”.
- Place opportunities for minority businesses and black owned businesses to help create increased engagement.
- Take into consideration the impact on social equity the possible loops could enhance moving forward.



Passport Template

TASTE OF THE TRAILS: LICKING COUNTY SCAVENGER HUNT



5 **Completing the scavenger hunt:**
A description of the "price", how to claim the price, or what to do after completing the scavenger hunt should be included here.

4 A description of clue goes here.
Explain where to find the destination and why it is significant

COMPLETE!

3 A description of clue goes here.
Explain where to find the destination and why it is significant

COMPLETE!

2 A description of clue goes here.
Explain where to find the destination and why it is significant

COMPLETE!

1 A description of clue goes here.
Explain where to find the destination and why it is significant

COMPLETE!



Loop Checklist

The checklist will allow for hosts to “double-check” items that should be completed and answer the following questions within the guideline to ensure a successful loop is created and how to do so.

Items/Actions Steps Needed for Loop Trail Event Completion	Who is responsible? Date Completed?
Event Type (What? When? Where)	
Marketing Strategies in Place (How to market? How frequent)	
Available Sponsors (Who are the sponsors? How many?)	
Event Related Swag (Prizes for completed passport?)	
Map Created (Where to? How long?)	
Passport/Bandwango Created (What does the passport look like?)	

