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.
Central Ohio Greenways
Loop Trail Toolkit
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.
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
The region is growing…a lot.

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 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
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.
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.

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