

Marketing of the Erie to Pittsburgh Trail

A proposal by Roy Weil

I believe there is enough trail on the ground that it is time to begin a marketing campaign for the Erie to Pittsburgh Trail

Whereas: There is enough trail on the ground to have multiday tours.

Whereas: EPTA needs to have a consistent marketing message for the Erie to Pittsburgh Trail usable by all trail groups.

Whereas: EPTA needs to have a consistent marketing message of the Erie to Pittsburgh Trail across all media.

Whereas: To obtain the “Economic Benefits” of the trail there needs to be traffic. “Build it and they will come” only goes so far and for trails that takes a while to happen.

Therefore: I move that the Erie to Pittsburgh Trail form a marketing committee with the following charter:

- Produce a brochure like the Gap Trail and C&O trail brochure. Before publication this must be approved by the board.
- Produce a stylized map of the trail and the connecting corridors that can be used by trail groups on kiosks.
- Produce a unified collection of stylized maps of the trail and the connecting corridors that can be used by trail groups on their brochures. These would vary by size and orientation but be derived from a single master map to facilitate maintenance.
- Produce a “Press Room” handout and web pages that contains sound bites that could be used by reporters in stories about the trail
- Produce various PR releases about the corridor that could be included in the newsletters that are distributed by the trail groups.
- Seek grants and other outside sources for the printing of the brochure.
- Other thoughts from discussion at the board meeting.

Therefore: I move that the Erie to Pittsburgh Trail authorize the marketing committee to expend up to \$2,500 in the production of a brochure like the Gap Trail and C&O trail brochure.

Therefore: I move that the Erie to Pittsburgh Trail expend \$100/year to license a copy of the ERSI ArcGIS software, so that volunteers can maintain and update the maps obtained by the marketing committee.