

Frederick County Rustic Roads Commission Meeting
Education, Promotion, and Tourism Sub-Committee Presentation

EPT Best Practices
Guest Presenter: Katie Reichard, Visit Frederick

Introduction: Katie Reichard, Visit Frederick (Operations Director)

Overview: Discussing “Best Practices” for promoting the Rustic Roads Program (RRP) with specific marketing materials using rack cards as an example

Materials: Example - Rack Cards (2-sided cards that provide information and promote awareness about program

Audience: Frederick County Residents & Visitors (current users and/or new users)

- Cycling/Bike Riding, Walking & Hiking, Equestrian/Horseback Riding, Historical Sightseeing, Birding & Wildlife Watching, Car Tours & Driving, Artistry, Botany & Gardening, Farming & Agriculture, Agritourism, Ecotourism, Hunting, Fishing, Barn-Storming, Foraging, Community Activities, etc

Purpose: To provide Information and Promote Awareness about the RRP (as well as offer some inspiration)

Slogan/Motto/Tagline: Our “branding” is important!! We want something that grabs our audience’s attention and engages them quickly.

Information: Materials should include our logo, website, program overview, photos, QR code, contact information, etc.

Photos: Highlight photos of various activities

Call to Action: What are we asking our audience to do?

- Learn more
- Become aware
- Take a survey
- Nominate a road

Distribution: At events, tourism dept, local businesses, community organizations, etc

Other Important things to consider:

- Colors, font, language, photo selection
- Demographics - Who is our audience
- Accessibility & Inclusivity - Is this information available and accessible to everyone in our community?

Questions/Discussion