

# **Ottauquechee River Trail (ORT)**

## **Marketing Plan—8/16/2024**

Woodstock's Economic Development Commission has been instrumental in the Ottauquechee River Trail's existence and operations. With the EDC's support, ORT has become a gem of a trail and one of Woodstock's array of beautiful, outside resources.

ORT has constantly mentioned the EDC's support and generosity as opportunities have arisen:

- On our Woodstock Community Trust website
- In the numerous newspaper/magazine articles written about ORT
- On ORT's social media platforms
- In verbal communications with community members

ORT will be expanding this coverage of the EDC's support to include:

- A specific callout for the EDC on our updated kiosk materials
- Continued mentions in our social media
- Continued EDC recognition in future newspaper/magazine articles