**Summer Ice Cream and Sno-ball One-Pager**

**June 7, 2018, revised July 6th**

**Project Coordinator:** Heather Ersts

**Purpose:** To be ready and our assets updated so as to take advantage of July’s designation of National Ice Cream Month and the high temperatures of August for sno-balls.

**Background:** Department of Agriculture has the official Maryland’s Best Ice Cream Trail, which OTD will link to and promote. The Maryland’s Best Ice Cream Trail is unique because it only includes dairy farms that make and serve ice cream made from their farm’s milk. Maryland’s Best program is updating the Ice Cream Trail brochure, design will more or less remain the same.

Sno-balls are a traditional low-cost Maryland summer treat. Sno-ball stands pop up as the temperature rises and can be a small as a table with a couple of flavors to a more permanent structure with hundreds of flavors. Sno-balls have local nuances that make this treat travel-worthy to experience.

**What will be Marketed:** OTD will promote the Maryland’s Best Ice Cream Trail sites, ice cream locations that make their own ice cream, and Maryland-differentiating ice cream cream experiences across the state.

OTD will promote the history and variety of sno-balls, sno-ball businesses that have a permanent address and website, and the traditionally ephemeral nature of sno-ball stands.

**Schedule:**

Ice Cream content and page ready for the marketplace July 1.

Sno-ball content and page ready for the marketplace July 25, for launch in Visit Maryland Now!