

Overall Organization Budget: Medium Community overall budget (\$100,001 - \$499,999)

Submission Category: Online Media

Organization: Fort Scott Convention & Visitors Bureau

Who worked on this Project (internal/external): Lifted Logic, Ally Turvey, Larry Gazaway Externally

Integrated Components or Type: website

Project Description: The newly formed Fort Scott CVB was tasked with establishing a online presence. After a few months of research, Lifted Logic from Overland Park, KS was hired to construct the website. The CVB staff was trained on how to update the website for current events, and wrote most of the copy that is available on the website. Fort Scott CVB has established not only the website, but developed a strong social media presence.

Project Goals: To establish an online presence that we could drive traffic to from print media. To separate the CVB from the Chamber of Commerce website and from the City of Fort Scott website. To truly have an online marketing tool for Fort Scott and Bourbon County.

Problem to Overcome: The only websites available for those researching a trip to Fort Scott included the City of Fort Scott website or the Chamber of Commerce website. No offense to either entity, but their websites were clunky, difficult to use to find tourism related partners and events, and (for the Chamber) was membership based. The CVB and our tourism partners desperately wanted a marketing website.

Background: Project began in May 2017 and was completed in February 2018. Photography is a combined effort of Lifted Logic, Larry Gazaway, Ally Turvey, and two local photographers who were gracious enough to allow us to use their product at no charge. After training from Lifted Logic, Larry and Ally continue to hone their blogging practices and add content, almost daily, to the website. Ally has customized the website to make an application available to signup for area events.

Community Resources: Local photographers of Gary Palmer and Kenny Felt continue to allow the CVB to utilize their images at anytime for no compensation. Local tourism partners send us information which is rewritten for the website, and added.

Results: We have about 680 users per month, with an average duration of 1:41 per visit. Our bounce rate has been lowered to 64.67% from close to 80%. We continue to learn best practices for adding content and that is helping. We do see spikes in users the week prior to a big event, such as our Good Ol' Days weekend. 18-34 year old males dominate as our users, especially when it comes to sporting events. The top 3 states using our site are Kansas, Missouri, and Virginia.

Web Link: <http://www.visitfortscott.com>

Additional: N/A

Comments: N/A