

Overall Organization Budget: Large Community overall budget (over \$500,000)

Submission Category: Community Awareness

Organization: eXplore Lawrence

Who worked on this Project (internal/external): Andrea Johnson, Jenna Black (Intern) Internally

Integrated Components or Type: N/A

Project Description: At the start of 2018, eXplore Lawrence began producing Weekly Things-To-Do videos. They include 7 things to do in Lawrence in the upcoming week. Included are events, places to eat, shop, and attractions. Each slide includes a photo/video clip of the thing to do, a description, and date. These 40-50 second videos are posted and boosted on Facebook and Twitter, posted to our YouTube page, Posts on Google, and the Events Calendar page of UnmistakablyLawrence.com,

Project Goals: -Back up our claim that "There is always something happening in Lawrence, KS"

-Increase awareness amongst the community that there is always something to do, thus increasing positivity about our community amongst locals

-Increase sharing of & engagement with our content

-Increase local event attendance

-Highlight a diverse offering of places to visit and things to do every single week, so everyone who watches the video sees at least one thing they would be interested in attending

Problem to Overcome: -Amongst every community, locals can be the city's toughest critics. Community members can sometimes get into the mindset that "there's nothing to do here". This project aims to combat that viewpoint.

-It's always a challenge for DMOs to satisfy all partners who can benefit from our services. One part of town may feel ignored, smaller events may not get as much attention as others. The weekly videos provide an opportunity to highlight more partners in a meaningful way.

Background: -Video is exploding on Social Media-over a billion hours are consumed each day. With a strong local base of social media followers who are ready & willing to watch & share video, the weekly videos are a natural fit to reach an engaged audience.

-Lawrence has major annual events, attractions & restaurants that are engaged with us. Highlighting the historically over-looked organizations and events have helped us foster new relationships that will be mutually beneficial far into the future.

Community Resources: The only requirement for an event/business to be considered for inclusion in the weekly video is that the event/business must be listed on UnmistakablyLawrence.com. Community partners and event organizers have been the resource for all of the content in the videos. More partners are adding their information to our website because they are realizing the value of partnering with our organization.

Results: From January until August 15, we reached more than 200,000 people with the videos. The videos were viewed more than 150,000 times between Facebook, Twitter, YouTube, Posts on Google, and Unmistakably Lawrence.com. This a weekly average of more than 5,000 video views.

Web Link: Scroll below the featured video. The weekly videos are in the playlist titled: There's always something happening in Lawrence, Kansas! ... <https://www.facebook.com/pg/eXploreLawrence/videos/>