

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

**Submission Category:** Integrated Campaign

**Organization:** Emporia Convention & Visitors Bureau

**Who worked on this Project (internal/external):** The CVB staff and IM Design Group staff Project was a joint effort, CVB staff internally and IM Design Group externally

**Integrated Components or Type:** Print ads, digital ads, blogs, brochure, outdoor ad (window cling), postcard, t-shirts, mini discs, golf towels

**Project Description:** The Disc Golf integrated campaign is a combination of marketing/promotional efforts throughout the year. Print ads, digital ads, a brochure, postcard, window art, social media and promotional items all make up this project.

**Project Goals:** The disc golf integrated campaign goals are to invite travelers to play disc golf in Emporia, expose visitors to disc golf while here, and to show appreciation to players in Emporia for tournaments. As disc golf is a major component of our marketing direction to the active leisure traveler, we believe occupancy is up over 2017 because of more disc golfers coming to Emporia.

Tournament players are coming to Emporia early to practice thus increasing occupancy.

**Problem to Overcome:** Disc golf participation has increased of the years and continues to do so. Players now stay longer and visit more often.

**Background:** Disc golf play began in Emporia many years ago but has grown beyond belief. Thanks to the locals, Dynamic Discs, and many players, the sport is flourishing. Emporia is a destination for disc golf and the Emporia CVB will continue to find new ways to promote it. Players come from nearly every state in the country and many foreign countries. Disc golf is a "staple" in Emporia.

**Community Resources:** Resources include the City of Emporia, Dynamic Discs, local printers, various venues and the locals that attend the tournaments and block parties showing support.

**Results:** Results of the project are that occupancy has increased in Emporia over 2017, much do to more disc golf players that play year round and for tournaments. Emporia is a major destination for disc golf and testimonials from players state that Emporia is the best place to play disc golf in the country.

**Web Link:** N/A

**Additional:** [https://tiak.org/wp-content/uploads/gravity\\_forms/15-61c67be98f6a04d7f060990523ca1815/2018/08/Integrated-Campaign-Presentation-2018.pdf](https://tiak.org/wp-content/uploads/gravity_forms/15-61c67be98f6a04d7f060990523ca1815/2018/08/Integrated-Campaign-Presentation-2018.pdf)

**Comments:** N/A