

Overall Organization Budget: Small Community overall budget (\$100,000 and under)

Submission Category: Online Media

Organization: Wamego Area Chamber of Commerce

Who worked on this Project (internal/external): Wamego Area Chamber of Commerce/CVB, Wamego Fireworks Pyro Crew, Imagemakers Both

Integrated Components or Type: Website

Project Description: Each 4th of July, Wamego becomes Boomtown USA! Wamego transforms into the ultimate patriotic paradise with the #1 ranked fireworks show in KS, a carnival, food vendors & a parade that has been a regional tradition for 147 years! As the celebration has grown and routinely hosts over 60K attendees, a highly efficient website was needed to effectively convey info enabling visitors to maximize their experience at the multi-day celebration. This site enables attendees to seamlessly plan their visit.

Project Goals: The shift toward a visitor experience-centered website vs. a marketing site that focused on getting more attendees was priority. The goal was to ensure attendees are well-informed & have easy access to all information necessary to maximize an experience that meets expectations. Substantial efforts were made to simplify navigation and ease of use for a variety of demographics. Whether coming just for the fireworks show, or a few days, the product delivers streamlined planning tools & information.

Problem to Overcome: The site should be user friendly for all devices and create a visitor experience like no other.

Background: In late 2016 it was determined that visitors to Celebrate Freedom in Wamego, needed a "one stop shop" to help them plan their stay. Visitor experience would be enhanced by a website that not only answered questions about the celebration but helped them plan details of their day. Careful study & compilation of feedback & ?'s from visitors through post event interviews and monitoring of social media posts led to the key elements that needed addressed. Collaborative work produced the final product.

Community Resources: Unlike most displays, which are funded by a few major title sponsors, Wamego's grassroots effort creates a community-based show funded by the contributions of hundreds of donors from across the United States and is 100% volunteer produced. The City of Wamego supports the event in many capacities and across multiple departments. A KS Attraction Development Grant leveraged local Wamego CVB investment to develop the new website & signage.

Results: The final product is a dynamic site providing a visually appealing & easy to navigate resource for attendees that shifts home page focus by the day & even hour as the event nears. Visitors are able to gather information, view sample itineraries, & understand what to bring (and what not to bring). Attendees looking for info on the day of the event have easy access to a comprehensive schedule of events, an interactive mapping tool, frequently asked questions, & key info on traffic, parking & more.

Web Link: www.wamegofireworks.com

Comments: The website won the 2017 Horizon Interactive Award for Excellence in Interactive Media Production.