

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

**Submission Category:** Print Material

**Organization:** Marysville Convention & Tourism

**Who worked on this Project (internal/external):** Michelle Whitesell, Director Internally

**Integrated Components or Type:** Newspaper Advertisement

**Project Description:** The Marysville Advocate publishes a County Tourism Guide each spring highlighting events, sites and historic attractions. The guide was included with the regularly-scheduled weekly paper delivery, as well as placed at the Visitors Center, motels, attractions, museums, convenience stores and other spots throughout Marshall County. Marysville Convention & Tourism placed an advertisement (designed in-house) in the publication, highlighting local museums and upcoming summer events.

**Project Goals:** The project had several goals:

- To draw tourists to Marysville & Marshall County
- To inform both locals and tourists about upcoming summer events, and things they can do while they are in town
- To impact the local economy through tourism
- To celebrate Marysville's history & attractions

**Problem to Overcome:** Marysville is a town rich in history, art and culture. With so much to offer visitors during their summer travels, Marysville Convention & Tourism chose to partner with the three local museums (Marshall County Historic Courthouse, Pony Express Home Station and Koester House Museum) to place an ad in the Advocate's Tourism Guide. The advertisement allowed us to highlight the attractions/activities we have to offer in Marysville and then direct readers to our website & social media for more info.

**Background:** The Advocate's special edition, which was published at the beginning of May, highlights events that run from May-December throughout Marshall County. It also features articles and information on attractions a local or tourist would like to visit. It is an on-going publication used throughout the entire tourism season.

**Community Resources:** Our Director of Convention & Tourism worked with the local museums to develop copy and graphics for the advertisement. The publication is placed in packets for visitors/meetings in Marshall County. It was also handed out at two major events in Marysville, which together bring more than 8,000 people to the area. Specifically, at the Mother's Day Market, it was the main marketing piece used by volunteers at the Information Booth as they spoke with visitors, answered questions and gave directions.

**Results:** More than 4,500 Tourism Guides were printed, providing us thousands of impressions on both locals and visitors. The motels frequently ask for more copies from the Marysville Advocate because they are readily used by their guests. The publication is a useful tool for visitors as it provides more detailed information than a standard brochure, as well as first-hand accounts of activities and attractions, giving them a better picture of all Marshall County has to offer.