

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

Submission Category: Visitor Guide

Organization: SHERMAN COUNTY CONVENTION & VISITORS BUREAU

Who worked on this Project (internal/external): Donna Price, Roxie Yonkey, Mona Carver, Jen Sanderson Internally

Integrated Components or Type: In-House

Project Description: 24 page folded travel guide

Project Goals: Design an effective publication that would fit within a rack card slot, but still allow us to showcase Sherman County. We wanted large images and little text.

Problem to Overcome: Very small budget.

Background:

Community Resources: Sold advertising

Results: We're going through the brochure faster than we went through our previous full-size brochure. When we printed our most recent full-sized brochure, we ordered enough for two years. They lasted three. This time we ordered enough for two years and we hardly have any left after eight months.