

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

**Submission Category:** Visitor Guide

**Organization:** Kansas Sampler Foundation

**Who worked on this Project (internal/external):** This was a joint project between the Kansas Sampler Foundation and Big Kansas Road Trip host counties: Barber, Comanche, Kiowa. This project was handled internally, with content coming from both the Kansas Sampler Foundation and the host communities.

**Integrated Components or Type:** Outsourced

**Project Description:** The 1st ever Big Kansas Road Trip was held in Barber, Comanche and Kiowa Counties May 3-6, 2018. This event was all about exploring all there is to see, do, eat and experience in these 3 counties. This event is the next evolution following the end of the 20+ year running Kansas Sampler Festival. The Kansas Sampler Foundation decided it was time to get people out into the communities of Kansas to explore, and the Big Kansas Road Trip event was born.

**Project Goals:** The goals of this project were to show people all of the wonderful things to experience in rural Kansas, especially the unknown or unexpected. The goal of this printed guide was to educate people on what the event is (since it was a new event there were lots of questions), what to see and do, and what special events were happening.

**Problem to Overcome:** Because the Big Kansas Road Trip was a new event replacing the Kansas Sampler Festival, there were many questions about what it was and how it would work. This guide helped to overcome that by educating visitors and serving as a roadmap for the weekend's events. The guide also continues to be a useful piece of information that is still being distributed around Barber, Comanche and Kiowa Counties because of the business and attraction listings within.

**Background:** This project was a joint project of the Kansas Sampler Foundation, local community members from Barber, Comanche and Kiowa Counties, and Empire Advertising (who sold ads, did the layout and printing of the guides.) Content for the guide was provided by Kansas Sampler Foundation and the local communities.

**Community Resources:** The communities involved in the Big Kansas Road Trip contributed to the guide through a google form. They were able to enter special events, store hours, etc. then they were compiled by Stacy Barnes, Greensburg Tourism and WenDee LaPlant at the Kansas Sampler Foundation. This guide and event was possible by the grassroots efforts of the local communities.

**Results:** 10,000 guides were printed and distributed across the 3 host BKRT counties and across the state. We heard excellent feedback that the guide helped people understand the event and plan their visit. During the event, we saw many people carrying around their guides as a resource.

**Web Link:** [https://issuu.com/wendeerowelaplant/docs/bkrt\\_book\\_final\\_pdf\\_small](https://issuu.com/wendeerowelaplant/docs/bkrt_book_final_pdf_small)

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