

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

Submission Category: Print Material

Organization: Downtown Hays Development Corp

Who worked on this Project (internal/external): Sara Bloom Internally

Integrated Components or Type: Brochure

Project Description: This brochure is a marketing piece for the beautiful and historic Downtown Hays area. Downtown is one of the most well known and sought after attractions in Hays, Kansas. Its unique offerings deserve it's own publication to showcase all it as to offer.

Project Goals: To create an attractive piece that will be picked up by potential visitors. The brochure will then inform, encourage further discovery, and ultimately lead to visitation. To emphasize the area as a destination and it's events and activities.

Problem to Overcome: Larger visitor's guides can be overwhelming. This area-specific piece makes it easy for potential tourists to discover the small details found in Downtown Hays. We hope it inspires visitation by showcasing the best of Downtown. We know that those who request a visitor guide from our website are the most likely to visit so we want to entice them with bright stories and bold imagery.

Background: DHDC uses this annual brochure to showcase the Downtown area known as The Bricks. We change the content and design annually to feature the new and exciting changes within the area as well. One of the most requested items in our office is a full business listing and map of the area. Both are included and found smack dab in the middle of this publication.

Community Resources: DHDC partnered with the local newspaper, Hays Daily News to sell and design the advertisements included in the publication. Photos were acquired from community members and the Hays Convention and Visitor's Bureau. The design was done internally by DHDC, Executive Director, Sara Bloom.

Results: An outside agency is hired to distribute this piece throughout the state of Kansas. That agency reports to us how quickly our brochure gets picked up. From Beloit to Dodge City and Newton to Greensburg, our brochure gets "picked up more than even the actual Hays CVB brochures" that cover the entirety of the city. Brochures can be found in both the city welcome center and downtown visitor's center. They are distributed in welcome bags, event swag, via our website and more.

Web Link: <https://www.flipsnack.com/E866DC6D75E/dtbrochure19.html>

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-61c67be98f6a04d7f060990523ca1815/2019/07/DTBrochure19.pdf

Comments: