

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

Submission Category: Print Material

Organization: Wild West Country

Who worked on this Project (internal/external): Each museum that participated provided the write-up and photographs that were sent to a WWC member who created the layout. Internally

Integrated Components or Type: Museum Passport

Project Description: Wild West Country came up with the idea from the Northwest Kansas group to put together a museum passport to help promote the 22 counties in Southwest Kansas. In years past the smaller communities of WWC participated in the Kansas Sampler Festival which was typically the only event they would attend to promote their communities due to small budgets. These passports have been a very cost effective project and the buy in from the museums (members and non-member of WWC) has been great!

Project Goals: The goal for these museum passports was to help promote the 22 counties in Southwest Kansas and their museums with the intent of increasing the traffic in our region. With this being the first year we had 26 museums participate!

Problem to Overcome: We decided to limit the number of museums that could be in the passport due to it being the first year for this project and had no idea what the outcome would be. We had multiple museums contact us after seeing the passports to ask if they could be in the booklet next year. It is very exciting to know that more museums want to participate and if the Wild West Country coalition decides to do the passports again next year, we will be happy to add more pages!

Background: After the group decided what to do for a marketing strategy that would replace the Kansas Sampler Festival for our 22 county region, we started brainstorming what the passport would look like. It took us 4-5 months to finalize the plans as our meetings are only quarterly, but once we got the layout designed and the passports printed we were very impressed with the finished product!

Community Resources: Each museum provided the information and picture for their section in the passports which was sent to a wild west country member who helped design the layout.

Results: Wild West Country decided to print 1,000 copies of the passports and to date have only 100 left! We had 26 museums that participated and were initially given 25 passports to begin with. Numerous museums have asked for more! The museums only had to pay \$35 for their stamps so it was a very cost effective project. We will not know the exact return on investment until the end of the year when we do the drawings for the prize baskets as the passports are turned in to the nearest museums.

Web Link: N/A

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-61c67be98f6a04d7f060990523ca1815/2019/07/wildwest-museum-passport-3.pdf

Comments: Thank you for entertaining our museum passports for a potential marketing award!