

**Overall Organization Budget:** Large Community overall budget (over \$500,000)

**Submission Category:** Visitor Guide

**Organization:** Kansas State Fair

**Who worked on this Project (internal/external):** Amy Bickel, Connie Schmitt, Marla Parsons, Atelier Design of McPherson Internally

**Integrated Components or Type:** In-House

**Project Description:** Previously, the Kansas State Fair had a daily schedule of events that was used as its visitor guide. We decided to make this a more useful piece for fairgoers. The new guide includes photos and stories about the Fair's activities, such as new food, Explore Kansas Festival, concerts, competitions and much more. We upped our printing from 30,000 (the former daily schedule guide) to 225,000. We also partnered with Dillons to help distribute the guide to Kansans.

**Project Goals:** Our goal is to increase Kansans awareness of the Kansas State Fair and its mission. We also are putting a bigger focus on the fact the Fair is a celebration of "All Things Kansas" — a time when the state can come together at the end of summer to celebrate its innovation, agriculture, business, culture, youth and communities.

**Problem to Overcome:** Awareness. For 106 years, the Fair has been a place to showcase the state's accomplishments and Kansans' hard work. Moreover, the Fair is still a relevant end-of-summer activity. It's Kansas' Largest Classroom — a place to educate youth about agriculture, events, communities — everything the state has to offer. But it is more than just youth -- the Fair also educates all ages about our state's industry and attractions. Today's families are three or four generations removed from the family farm.

**Background:** Amy Bickel, the Fair's Marketing Director, wrote and edited the entire project, as well as coordinated with the designers, Atelier of McPherson. Marla Parsons and Connie Schmitt, the Fair's sponsorship team, sold advertising to pay for the printing costs. We also coordinated with Dillons to have the guide available in all 65 Kansas stores. The guide also incorporates the Fair's new branding - a blue ribbon sunflower logo.

**Community Resources:** We partnered with Dillons to distribute about 185,000 copies of the visitor guide. The Fair also has ambassadors in a majority of the 105 counties. The ambassadors also distributed the guide to area businesses and community centers. Guides were also distributed by Fair partners and sponsors. Gov. Laura Kelly volunteered to write a letter introducing the guide to Kansans.

**Results:** Distribution began the week of Aug. 11. With the Fair just a month away, we will know more about the guide's impact in coming weeks.

**Web Link:**

[file:///C:/Users/Amy.Bickel/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/XRB4HL32/Visitors%20Guide%20MASTER\\_web%20\(1\).pdf](file:///C:/Users/Amy.Bickel/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/XRB4HL32/Visitors%20Guide%20MASTER_web%20(1).pdf)

**Additional:** [https://tiak.org/wp-content/uploads/gravity\\_forms/15-61c67be98f6a04d7f060990523ca1815/2019/08/Visitors-Guide-MASTER\\_web-1.pdf](https://tiak.org/wp-content/uploads/gravity_forms/15-61c67be98f6a04d7f060990523ca1815/2019/08/Visitors-Guide-MASTER_web-1.pdf)

**Comments:** This was a fun project to work on — especially since we took an antiquated product that had little usefulness and made it into an informative promotion for the Kansas State Fair. Please let me know if you need anything else. We will put a guide in the mail, as well.

Amy Bickel