

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

Submission Category: Visitor Guide

Organization: Merriam Visitors Bureau

Who worked on this Project (internal/external): CVB Staff Internally

Integrated Components or Type: In-House

Project Description: The 2019 Merriam Visitors Guide is the official annual publication serving the residents and visitors to Merriam.

Project Goals: 1) Produce a quality publication serving both residents and visitors to Merriam by providing engaging content, stunning photography and design and helpful community resources.

2) Accommodate visitors/residents both in print and online (web version, social links).

Problem to Overcome: Appeal to both the Merriam resident, visitors coming directly to our City and those who are visiting from neighboring regions in Kansas City. Share all that Merriam has to offer, while affording the visitor a greater regional experience by noting how close Merriam is to area events, attractions, shopping and dining (Next Door Neighbors to Kansas City is our tagline).

Background: The Merriam Visitors guide started as an outsourced project utilizing a local media company for content, design and production. Upon feeling stagnant with this process, we felt who better to share how to "Explore Merriam" than those who promote our destination every day? Upon bringing the publication in-house, we have been regularly complimented for the rich editorial, thoughtful design and engaging content, all while staying within deadline and budget.

Community Resources: We are fortunate to garner online ratings, reviews and comments of our visitors (and locals), we invite guest articles written by Merriam staff, and we employ the brilliant design of our in-house graphic designer to create a piece we feel shows our community at its best!

Results: The guide has won two past awards, created savings within our budget, and, most importantly, allowed us to take creative and editorial liberties we otherwise had no ability to implement while using an outsourced company. Each year, we learn more and more, and we feel the guide improves with every printing cycle.

Web Link:

https://www.omagdigital.com/publication/?m=54059&l=1#{%22issue_id%22:572082,%22page%22:0}

Additional:

Comments: If more entries are submitted, since judging takes place here at my office, I'll save the postage and keep the guide here for judges review on September 26. :)