

Marketing Budget: Large Community marketing budget (over \$100,000)

Submission Category: Event

Organization: Olathe Convention & Visitors Bureau

Who worked on this Project (internal/external): Olathe CVB Vice President and Destination Services Manager Internally

Integrated Components or Type: Virtual (Moved from in person due to Covid-19)

Project Description: Fourth Fridays is a family friendly event that usually takes place in the streets of downtown Olathe. With Covid-19, we wanted to continue to provide a family friendly virtual event and promote our sponsors. We took this to a 1 day online Facebook event for May, June, and July. The link below is for our most successful event, with a reach of 22,500 people. Our event posts included downtown Olathe promotions, sponsor messages, and overall Olathe promotions to help people shop local.

Summary: Downtown Olathe's Fourth Friday event moved virtual to continually promote and support local businesses during the Covid-19 pandemic.

Web Link: https://www.facebook.com/events/241294870471345/?active_tab=discussion

Additional:

Comments: