

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

Submission Category: Print Material

Organization: Visit Kansas City, KS

Who worked on this Project (internal/external): CVB Staff Project was handled internally, contracted with local artists for coloring sheets

Integrated Components or Type: Coloring Sheets

Project Description: The coloring pages were designed in partnership with local Kansas City, KS artists to keep Kansas City, KS top of mind through COVID, provide an activity for families and promote and support local. We worked with five local artists to create illustrations of attractions and historic sites in Kansas, KS that could be downloaded and printed at home. We also partnered with hotel and attractions to distribute and sent it out through our public school districts.

Summary: The web page with the coloring sheets received over 900+ page views so far. To build more content around the coloring pages, we featured each artist in an interview and featured them in blogs on our website which garnered another 235 blog page views and extending the visit time on our website.

Web Link: <https://www.visitkansascityks.com/things-to-do/family-fun/online-activities/>

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2020/08/Coloring-Pages.pdf

Comments: