

Marketing Budget: Medium Community marketing budget (\$20,000 - \$100,000)

Submission Category: Print Material

Organization: City of Great Bend CVB

Who worked on this Project (internal/external): Christina Hayes Internally

Integrated Components or Type: Rack Card

Project Description: Great Bend has a wonderful free Zoo! We welcome visitors to town from states far and wide. The Great Bend Brit Spaugh Zoo is loved by locals and visitors and the CVB takes pride in promoting the zoo and always showcasing it on a must see adventure in town! This City owned facility strives to provide safe and quality lives to the animals that live there, but a fun family friendly experience for the visitors. This rack card shows the beauty and information needed to entice newcomers.

Summary: This Free Zoo in the middle of Kansas is a great stop with big adventures, this rack card shows that fun and beauty can come in small communities!

Web Link: https://bd29bbf2-edd5-4fc9-9028-85507e67c7aa.filesusr.com/ugd/c11659_ea7f799591684170a65906e77949dde6.pdf

Additional:

Comments: Thanks for your time.