

**Marketing Budget:** Small Community marketing budget (\$19,999 and under)

**Submission Category:** Visitor Guide

**Organization:** Visit Shawnee

**Who worked on this Project (internal/external):** Kevin Fern, Dustin Wolfe, Sunflower Publishing  
Externally

**Integrated Components or Type:** Outsourced

**Project Description:** Sunflower Publishing partners with Visit Shawnee annually each Spring/Summer to publish a tourism-centric version of the Shawnee Magazine. This year the Shawnee Magazine highlighted many exciting new developments happening in our community, specifically focusing on Sports venues, a new speakeasy, city parks, a local restaurant, a family owned entertainment center and a local art gallery and shop. This year's version overcame the obstacle of COVID to produce a polished and engaging product!

**Summary:** The Shawnee Visitor's Guide edition of the Shawnee Magazine highlighting sports tourism and lifestyle in our community, was published with great, local fanfare.

**Web Link:** [https://issuu.com/sunflower\\_publishing/docs/sm20sufa\\_singles](https://issuu.com/sunflower_publishing/docs/sm20sufa_singles)

**Additional:**

**Comments:** Thank you for considering our submission. We overcame the tumultuous period of COVID by working to support our partner, Sunflower Publishing, to make sure our visitor's guide came to fruition when the outlook began to look grim.