

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

Submission Category: Online Media

Organization: Visit Kansas City Kansas

Who worked on this Project (internal/external): Internally with multiple vendors

Integrated Components or Type: Digital Campaign

Project Description: KCK Taco Trail - The trail plays to hidden strengths in KCK, like the cultural diversity, the amazing and authentic food scene, and, best of all, it captured a point of local pride and delivered that experience in a way that was engaging for locals and visitors alike. Visitors can sign up for the pass which gives them access to over 50+ restaurants serving tacos, keep track of their progress and rewards them after checking in to a certain amount of restaurants. www.KCKTacoTrail.com

Summary: Welcome to the KCK Taco Trail where you'll embark on a culinary adventure in Kansas City, Kansas. Sign up now for the KCK Taco Trail pass and be immersed in a flavor-filled experience of culture and history through food. The trail includes nearly 50 local taquerias featuring street tacos, Tex-Mex style tacos and more. The KCK Taco Trail pass is free and instantly delivered via email and text. No app to download and easily accessible!

Web Link:

https://visitkansascityks.sharepoint.com/:p:/s/Team/EWUpbck6Rstli7frATD874IBQwx_5TDJ4oT4FEEhRhG59g?e=ZJSO2A

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2021/08/TACO-TRAIL-TAIK-Award-Submission.pptx

Comments: N/A