

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

**Submission Category:** Community Awareness

**Organization:** Visit Emporia

**Who worked on this Project (internal/external):** Externally

**Integrated Components or Type:** N/A

**Project Description:** Visit Emporia teamed up with the Emporia Gazette and IM Design to repurpose old newspaper stands into visitor guide stands. Not only are these now vehicles for distributing guides, but they become advertising pieces as we placed decals on each side to promote local businesses and attractions.

**Summary:** These reclaimed visitor guide stands not only extend the lifespan of the box, but provide an eye-catching vehicle for delivering guides after hours.

**Web Link:** N/A

**Additional:** [https://tiak.org/wp-content/uploads/gravity\\_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2021/08/IMD\\_80231.JPG](https://tiak.org/wp-content/uploads/gravity_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2021/08/IMD_80231.JPG)

**Comments:** N/A