

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

**Submission Category:** Visitor Guide

**Organization:** Visit Topeka

**Who worked on this Project:** Sean Dixon, Cassie Carlson

**Was it handled internally or externally:** Internally

**Integrated Components or Type:**

**Project Description:** The 2023 Topeka City Guide contains both our Visitors Guide and our Relocation Guide. This combined publication reinforces our efforts to showcase Topeka as a great place to live, work and visit. In addition to our destination content, we've included info

**Project Results:** Through the end of July, we've distributed more than 60,000 copies of the Topeka City Guide and over 6,000 copies of the Spanish guide. The reception of the guide has been overwhelmingly positive and resulted in more than \$50,000 in advertising revenue. T

**Summary:** The Topeka City Guide serves as the official resource for people looking at Topeka as a great place to live, work and visit and is available in English and Spanish online and in print. Made with love by the team at Visit Topeka and the Greater Topeka Part

**Web Link:** [https://issuu.com/visittopeka/docs/topeka\\_city\\_guide\\_2023](https://issuu.com/visittopeka/docs/topeka_city_guide_2023)

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**Additional:**

**Comments:**