

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

Submission Category: Community Awareness

Organization: Abilene Convention & Visitors Bureau

Who worked on this Project: Julie Roller Weeks

Was it handled internally or externally: internally

Integrated Components or Type:

Project Description: Abilene's World's Largest Belt Buckle project placed Abilene on the map in 2023! This attraction development/community awareness project earned a media windfall for a community of less than 6,500 people. Unveiled in December 2022, the project was the spr

Project Results: The project was featured in the Kansas Leadership Center's The Journal, KANSAS! Magazine, Grass & Grain, KC Parent Magazine, Farm Progress, K-State Alumni Association's blog, PBS' Positively Kansas, True West Magazine, and countless other television, radi

Summary: If you want people to talk about you, give them a reason, and the Abilene Convention and Visitors Bureau gave people plenty of reasons to talk about their community in 2023!

Web Link: See www.worldslargestbeltbuckle.com for a list of earned media.

Additional:

Comments: People still ask about the World's Largest Belt Buckle in Abilene everywhere I go! :)