

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

Submission Category: Event

Organization: City of Great Bend CVB

Who worked on this Project: GB CVB Staff Members Christina Hayes & Amanda Gaddis & Committee

Was it handled internally or externally: Internally

Integrated Components or Type: Exhibition

Project Description: Great Bend applied and was chosen to host the Wall That Heals. This is a 3/4 Scale replica of the Vietnam Veterans Memorial! It is a mobile education center that features items, Hometown Heroes, Honor Role Heroes, Videos & Education! May 11-14, 2023! Veterans Memorial Park, Open 24 Hours, Free Admission.

Project Results: Great Bend was the only town chosen in KS, OK, NE, CO – Although other towns in KS have hosted before our delivery and promotion was top notch. 14,000 people (Great Bend is a town of less than 15,000) came from all over the state to view this honor, over 1,400 students came as a field trip and people came from Nebraska and Colorado to experience the replica wall. See PDF with additional facts on media plans.

Summary: While Great Bend was not the first to host this wall, the team that brought it delivered top-notch, planning, promotion, execution, customer service, honorable attributes and Vietnam Veterans were given the honor they rightfully deserved.

Web Link: https://bd29bbf2-edd5-4fc9-9028-85507e67c7aa.filesusr.com/ugd/c11659_aabb6cf256b04378845a5ef3be30bfbc.pdf

Additional:

Comments: Our region was talking about this for months! Would love any and all input, however the National group said that Great Bend was "cream of the crop" to work with! We are proud to have given such a wonderful experience for all.