

Marketing Budget: Small Community marketing budget (\$19,999 and under)

Submission Category: Community Awareness

Organization: Lindsborg Convention and Visitors Bureau

Who worked on this Project: Lindsborg CVB Staff/Artist, Adam Ankeman/Aspie Life Adventures Staff

Was it handled internally or externally: internally

Project Description: The Lindsborg CVB implemented a wildly successful partnership between a disabled artist (Asperger's Syndrome) and our office to create a Wild Dala Search. Adam began his work in late 2023, creating one-of-a-kind fused glass Dala horse suncatchers for us to hide throughout the Lindsborg community.

Project Results: While locals have taken part in the search, many individuals have come from out of state to explore, attempting to locate a hidden horse. At the time of writing this submission, more than 100 Wild Dalas have been hidden with about an 80% success rate of being found. Through grant dollars from the Kansas Creative Arts Commission/Dept. of Commerce, this program is funded to continue into 2024 with more than 200 more horses being hidden.

Summary: This partnership has been wildly successful and has given Adam purpose --the most important part of the project.

Web Link: N/A

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2023/06/Wild-Dala-excitement-is-created-using-the-Posten.docx

Comments: N/A