

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

Submission Category: Online Media

Organization: Chase County Chamber of Commerce

Who worked on this Project: Ad Astra Directive

Was it handled internally or externally: Externally

Integrated Components or Type: Travel & Tourism Website

Project Description: The Chase County Chamber of Commerce was ready to elevate our web presence & bring Chase County & the Flint Hills of Kansas to the forefront of travelers searching for quaint, all-American vacation destinations. We contracted Ad Astra Directive b/c of their expertise in this type of marketing. They created a brand new, beautiful website with rock-solid SEO, all the features and benefits we need to highlight our businesses, events, & community, & trained us on how to maintain and grow the site.

Project Results: Since our site's launch in October of 2022 more than 3,500 visitors from the United States and hundreds from more than 32 countries (and this tracks only those that have accepted our cookie policy!) have visited our site and become familiar with our area.

Summary: We are so proud to have taken this step to bring attention to our Chase County / Flint Hills businesses, community organizations, and the Flint Hills of Kansas. We know our new site will work hard for us and Kansas long into the future.

Web Link: <https://www.heartoftheflinthills.com>

Additional: N/A

Comments: We appreciate being considered for this award!