

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

**Submission Category:** Print Material

**Organization:** Mahaffie Stagecoach Stop & Farm

**Who worked on this Project:** Alexis Radil

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

**Integrated Components or Type:** Mahaffie Grounds Map

**Project Description:** Operating a 20-acre historic site, a map is helpful for the visitor experience. This map lists the buildings, activities, and future events to guide visitors to experience Living History: 1860s Style!

**Project Results:** The map assists with visitors comfort to be in the proper mindset for a positive experience. It has helped create a welcoming message to limit frustration of seeing a new place.

**Summary:** Paper maps are timeless, tangible, and make a great souvenir for a memorable visit, no matter what time you experience!

**Web Link:** <https://www.mahaffie.org/visit/grounds-map> The print version of the map was done by the City of Olathe graphic designer to help reorient the proper direction when visitors arrive. The printed map helps with better guidance for visitors.

**Additional:** [https://tiak.org/wp-content/uploads/gravity\\_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2023/08/July2023.pdf](https://tiak.org/wp-content/uploads/gravity_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2023/08/July2023.pdf)

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