

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

**Submission Category:** Visitor Guide

**Organization:** Northwest Kansas Travel Council

**Who worked on this Project:** Lissa Sexson

**Was it handled internally or externally:** Lissa Sexson with Shortgrass Studio designed and printed the NWKS Ultimate Guide for the NWKS Travel Council.

**Integrated Components or Type:**

**Project Description:** The Northwest Kansas Ultimate Guide is a regularly produced publication promoting and marketing the Northwest region of Kansas, including events, attractions, and much more. For the 2023 Guide, Lissa Sexson with Shortgrass Studio was commissioned to design and print the publication for the Northwest Kansas Travel Council, under the board's guidance. 10,000 copies were printed and have been used to reach a wide audience across the region, at travel shows, and beyond.

**Project Results:** 10,000 copies of the NW Kansas Ultimate Guide were printed.

**Summary:** The Northwest Kansas Ultimate Guide is a regularly produced publication promoting and marketing the Northwest region of Kansas, including events, attractions, and much more.

**Web Link:** <https://www.northwestkansas.org/ultimate-guide>

**Additional:**

**Comments:** Please let me know if I filled this out correctly. Or let me know if you need more information. I am happy to send a logo - I was just not sure if you wanted the NWKSTC logo or a Shortgrass Studio logo, or both. Same with website. I will put a hard copy of the guide in the mail this morning (8/3/23).

Please reach out if you need anything else.

Thank you.

Lissa Sexson

785-443-3217

lissa.sexson@gmail.com