

**Annual Marketing Budget:** Large Community CVB budget (over \$100,000)

**Submission Category:** Visitor Guide

**Organization:** Visit Emporia

**Contributors to the Project:** Visit Emporia, Emporia Area Chamber of Commerce, IM Design

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

**Integrated Components or Type:**

**Project Description:** The Emporia Community Guide is a shining example of collaboration and inclusivity. Our community guide is a joint effort between Visit Emporia and the Emporia Chamber of Commerce. The publication is printed in both English and Spanish and is provided digitally in both languages. We print 20,000 guides in total, 17,500 in English and 2,500 in Spanish. The guides are distributed regionally through travel centers and gas stations, as well as throughout our local community.

**Project Results/Entry Analytics:** 20,000 guides are distributed, 17,500 in English and 2,500 in Spanish. As of the time of this submission, the digital links have more than 500 views. Our community guides are a great example of the Chamber of Commerce and Visit Emporia working with local agencies in IM Design and The Emporia Gazette to deliver a high-quality product for locals, visitors, and potential relocators to Emporia.

**Web Link:** <https://visitemporia.com/guide/>

**Summary:** The Emporia Community Guide is a shining example of collaboration and inclusivity, reaching potential visitors in both English and Spanish.

**Key Performance Indicators:**

**Comments:**

**Additional:**