

**Annual Marketing Budget:** Medium Community CVB budget (\$20,000 - \$100,000)

**Submission Category:** Member Community Collaboration

**Organization:** Lindsborg Convention and Visitors Bureau

**Contributors to the Project:** Lindsborg Convention & Visitors Bureau/Visit Wichita

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

**Integrated Components or Type:**

**Project Description:** The Lindsborg Convention and Visitors Bureau contacted Visit Wichita to propose a collaborative partnership to place digital billboards in the greater Oklahoma City area, visible to those utilizing the I-135 travel corridor. Lamar was jointly selected from multiple digital billboard vendors and a verbal agreement was put in place to partner for this project that would begin in the late fall of 2022 and run into the fall of 2023. Ad space would be shared equally between CVB offices.

**Project Results/Entry Analytics:** The 2023 portion of this project put visiting Kansas in front of travelers of the I-135 corridor 425,533 times, or in front of 19,582,268 sets of eyes, based on traffic counts for the two, north-bound locations we chose. As a result, we have seen an increase in visitors from Oklahoma, as well as those seeing the billboards while traveling. "Likes" and "Followers" to our social media accounts, as a result of these billboards, has also seen an uptick. Event and community awareness has increased.

**Web Link:**

[https://www.visitlindsborg.com/media/PDF/Visit%20Lindsborg\\_Visit%20Wichita\\_Col%20Effort%20Marketing\\_OKC%20Billboards%20PDF%20marketing%20award%20info.pdf](https://www.visitlindsborg.com/media/PDF/Visit%20Lindsborg_Visit%20Wichita_Col%20Effort%20Marketing_OKC%20Billboards%20PDF%20marketing%20award%20info.pdf)

**Summary:** This was a successful project that involved the effort of one of the largest and one of the smallest CVB offices in the state, proving that we can truly work together to achieve big things, regardless of size. The Lindsborg business community also put their money into this project, making the Lindsborg CVB's small budget (\$20,000 annually) go much further. This partnership involved many parties and was so good that Visit Wichita asked partnering again. A Kansas Tourism marketing grant allowed our dollars to go further with the "reimbursement" grant paying for additional months of advertising, instead of reimbursing dollars already spent.

**Key Performance Indicators:** Travelers of the I-135 corridor were made familiar with Kansas Travel, Wichita and Lindsborg both easy travel stops for Oklahoma residents and those utilizing the i-135 corridor when traveling through the state on the way to a final destination. Visits, and return visits, were increased as a result of this collaborative effort.

**Comments:** Staff from both offices thoroughly enjoyed working on this project. It felt pretty tremendous to put our heads together...and resulted in our working together, along with Abilene, on a collective travel writer project in 2023. :) Good stuff.

**Additional:**