

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

Submission Category: Event

Organization: Lindsborg Convention & Visitors Bureau

Contributors to the Project: Lindsborg CVB & Kansas Cosmosphere

Was it handled internally or externally: internally and externally

Integrated Components or Type:

Project Description: In 2023, the Lindsborg CVB approached the Kansas Cosmosphere to ask about the cost of hiring Cosmosphere staff to bring a large telescope to Coronado Heights to help host a night sky viewing event. The Cosmosphere brought this idea to their staff and it was determined that this partnership would be a great opportunity to showcase Cosmosphere capabilities at a great venue. This event was scheduled for November 18, 2023, aligning with the right sky conditions for best planetary viewing.

Project Results/Entry Analytics: This project was highly successful with ALL Coronado Heights shuttle passes (300) reserved in less than 36 hours. Social media targeted marketing brought visitors from as far as Kansas City and Oklahoma City for the weekend. The National Geographic program, held at the Sundstrom Conference Center, was the largest event hosted in the 2023 year. Downtown businesses were busy into the late evening. First-time visitors have returned after this introduction to Lindsborg and Coronado Heights.

Web Link:

https://www.visitlindsborg.com/media/PDF/Starry%20Starry%20Night%20at%20Coronado%20Heights_2023%20info.pdf

<https://cosmo.org/events/starry-starry-night-in-lindsborg-ks/>

<https://hutchpost.com/posts/3cb78daf-1e11-4cee-a177-75fa1f205785>

<https://www.visitlindsborg.com/StarryStarryNightinLindsborg>

Summary: This was a highly successful event that showcased the amazing Kansas night sky and the work of the Kansas Cosmosphere that we look forward to repeating again in November 2024.

Key Performance Indicators: Our goals were to:

- Introduce people the naturally dark Kansas night sky
- Successfully bring together various entities to showcase a favorite Kansas outdoor site
- Introduce visitors to Lindsborg and the Cosmosphere
- Create a memorable event that would elicit return visits
- Create new working relationships across Kansas tourism assets

All of this was achieved in a most remarkable way. When we began this work, we knew that we had interest, but...would others? It was the holiday season. It could be cold out. The weather could go south. Visitors might not see our social media ads. Local newspapers might not run

with the story. ...etc. We were blown away by the response and the way that multiple people offered their services and assets to make the evening truly remarkable. People were astounded by what they could see (even the Old Mill Museum shut off their Heritage Square lighting to make it extra dark for telescope viewing.). Working with the Cosmosphere, Jim Richardson/Small World Gallery, the Salina Astronomy Club, the Old Mill Museum, and the Smoky Valley Historical Association was a great experience --each entity taking on what they do best and letting us coordinate and market their efforts. New visitors have returned for subsequent visits, both to Lindsborg and to the Cosmosphere. And...we have a date set to do this again! Success of the best kind!

Comments:

Additional: