

Annual Marketing Budget: Small Community CVB budget (\$19,999 and under)

Submission Category: Member Community Collaboration

Organization: Wild West Country

Contributors to the Project: Wild West Country Committee

Was it handled internally or externally: Internally

Integrated Components or Type:

Project Description: We wanted something that was out of the ordinary that would draw people into Southwest Kansas. With the branding done by the state we wanted to focus on that. At our meeting we spoke about local legends from each 22 counties. Each county emailed me a story of a local legend or I would do research and find one. We had a great time doing this project. I designed it and it was printed at the Finney County CVB. It cost Wild West Country nothing,

Project Results/Entry Analytics: We have printed several and have them at travel centers and different offices. We also take them to trade shows. The public seems to really like them.

Web Link:

Summary: We wanted a booklet that highlighted all the wonderful things in Southwest Kansas. We wanted to get people excited about the rich history that Southwest Kansas has.

Key Performance Indicators: We have had all positive comments about the booklet. It makes for great reading and area pride! We wanted to make our residents and visitors excited about our area.

Comments: We love that it is using the same branding as the state and makes us proud to be from southwest Kansas!

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-67bb6385f6beaf613db5ef0fa3684a86/2024/08/Legends-of-SW-Kansas-All-22-counties1.pdf