

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

Submission Category: Community Awareness

Organization: Seneca Area Chamber and Downtown Impact

Contributors to the Project: Kylee Bergstrom

Was it handled internally or externally: Internally

Integrated Components or Type:

Project Description: In April, we held the Seneca 2nd Saturday Swiftie Scavenger Hunt, right before Taylor Swift's new album was released. This event invited people to explore Seneca while solving 10 clues, each tied to a Taylor Swift song. Each clue had a video sharing interesting details about Seneca's history and attractions, and telling you where to go to claim a Friendship Bracelet. Participants could answer all the clues for a chance to win prizes. It was a fun way to invite people to explore our community!

Project Results/Entry Analytics: On April 13, the day of the scavenger hunt, we achieved a reach of 1.3K and had 7 hours and 13 minutes of video streamed. Out of the 40 bracelets available, only 6 were left unclaimed, and 30 participants submitted the scavenger hunt form. We received fantastic feedback from families, especially those who enjoyed taking their daughters and granddaughters on the bracelet hunt. Additionally, the scavenger hunt complemented another event happening in Downtown Seneca, enhancing the whole experience!

Web Link: https://drive.google.com/drive/folders/1BDwwNXC8R_5qtZ3-xr0K7OC9CGDJ1XNT?usp=sharing

Summary: This was a fun way to get people out exploring Seneca, had a lot of fun coming up with the clues and making the bracelets!!

Key Performance Indicators: While we had 30 people fill out the form our Google Analytics shows that we had 60 people visit the specific url for the scavenger hunt. Our new website launched in January of this year so to have 60 people get familiar with our new website is really fantastic. Our goal for this event was for folks to have fun and to hopefully engage the younger generation. We feel we accomplished this, over 70% of the filled out forms were from individuals under 18. We also heard from quite a few folks in our community that they enjoyed doing this scavenger hunt with their daughters and/or granddaughters. We also had a local business join in on the fun and offer a place to go and make friendship bracelets of your own for a free will donation which was then donated to our local foster care program.

Comments: Find the webpage here: <https://www.comeseeseneca.com/swiftie-hunt/>

Additional: