

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

Submission Category: Print Material

Organization: Chase County Chamber of Commerce

Contributors to the Project: Toni Schneider & Zoey Bond Wadick

Was it handled internally or externally: internally

Integrated Components or Type: business card

Project Description: After an incredibly successful sesquicentennial celebration for the Chase County Courthouse, I felt it was only appropriate to have a redesigned business card with an image of the courthouse for myself as Executive Director of the Chase County Chamber of Commerce. I chose a photo of an original painting created by Joseph Loganbill of our iconic courthouse that hangs in my office for the image on the business card.

Project Results/Entry Analytics: I reached out to Zoey Bond Wadick of Ad Astra Directive (the group that created our magnificent website) with some ideas and as usual, she came through with flying colors with an amazing business card design!

Web Link: <https://www.dropbox.com/scl/fi/bi5bjv5yph50e40oi182f/ToniBizCard-2.pdf?rlkey=d6awjowkfoazsse5vfb8p469i&dl=0>

Summary: I feel these new business cards are a great marketing tool as the iconic courthouse is one of the key draws to our area for tourism and the bold design doesn't get lost among the clutter. It's almost like a mini piece of art!

Key Performance Indicators: I feel these new business cards really draw attention to the beauty of Chase County and give ease of access to my contact details as well as a link to our magnificent website.

Comments: I am grateful to Zoey Bond Wadick of Ad Astra directive for the magnificent design depicting the iconic Courthouse of Chase County on my new business card! I have had so many compliments when I hand out these cards!!

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-67bb6385f6beaf613db5ef0fa3684a86/2024/07/ToniBizCard-2.pdf