

APPLICATION FOR TRANSIENT GUEST TAX FUNDS

August 14, 2015

Website, App, Guide Design

- 1. Describe the project.**
 - a. Visit Topeka is looking to do a complete overhaul and design on its website to include pages make the site more user friendly and inclusive of all segments of tourism. There will be a corresponding App and a guide for historical tourism tours as well.
- 2. What is the total budget for the project?**
 - a. The total budget for the entire project is estimated at \$100,000
- 3. What are the funding sources other than TGT dollars for this project?**
 - a. Visit Topeka will pay \$50,000 for the project
- 4. How much TGT funding is requested?**
 - a. Requesting a onetime allocation of \$50,000
- 5. What will the TGT funds be used for?**
 - a. Design and construction of new website and App by Simpleview who is the organization that Visit Topeka uses to maintain website and sales back office system. The State and Kansas Tourism also uses this company. All content work will be done in house by marketing staff. The historical tourism guidebook will also be created that will be at every venue with detailed information about each venue and a directional map to the next location.
- 6. What are the economic development and tourism benefits to the city?**
 - a. This website, app, and guidebook will be the go to tools for Visit Topeka's sales staff to attract out of town visitors, ballteams, tour groups, and conventioners. There will be multiple "micro-sites" created including MeetTopeka, PlayTopeka, and DiscoverTopeka with each being used by their respective sales agent. Each page will have in depth information about each venue in town and be more interactive to allow for better planning by visitors.
- 7. What is the projected return on investment for the city (direct and indirect)?**
 - a. With such a minimal cost, this project has a very high return on investment. This project will help each and every venue, hotel, restaurant, park, with increased visitation.
- 8. What is the timeline for the project?**
 - a. Planning is already underway for new design work for the website. The \$50,000 will allow staff to include more than just new content. More information being interactive, an app, and guide will be included. The website itself will be completed by the end of the year. The app and guide book by beginning of summer 2016.
- 9. How many visitors will come to your project?**
 - a. To date in 2015, Visit Topeka has had 121,563 unique visitors to the website. We estimate just over 200,000 for the year. With a new interactive website and corresponding app, we estimate over 250,000 unique visitors.
- 10. How will your project create overnight stays in Topeka?**

- a. The goal is to keep visitors in Topeka as long as possible once they are here. The app and guidebook will allow visitors to go to their preferred attraction but then pull up nearby attractions they may also want to see. From a sales standpoint, staff will be able to pull up the website and app and use it to their advantage at tradeshow and meetings to help sway the decisions of planners to bring their events to Topeka. For instance, while at a sports tradeshow, they will be able to pull up www.playtopeka.com and show facility specifications, pictures, etc...We will also have the ability to book space at the tradeshow.

11. Is there additional information?

- a. None

Respectfully submitted by Visit Topeka



Brett Oetting
President & CEO
Visit Topeka