

2012 Matching Funds Grant

– Case Study –

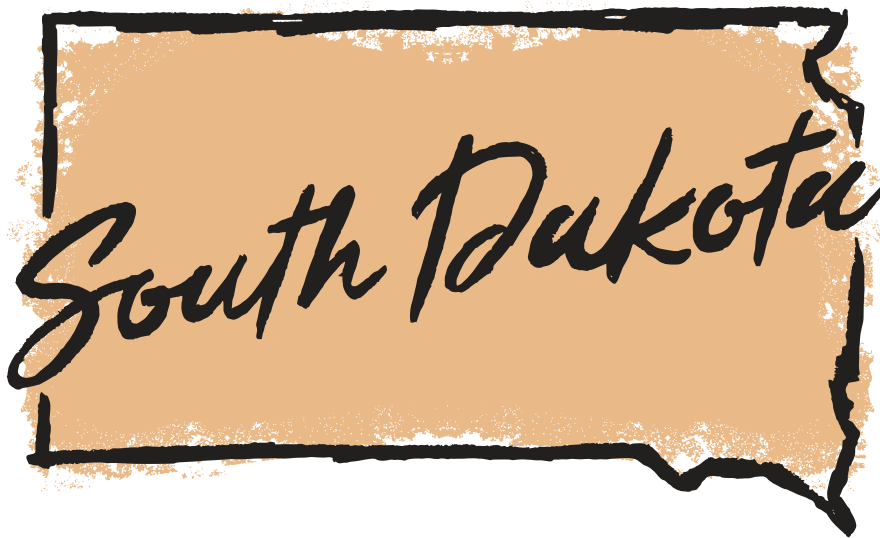
Overview

For the 2012 Black Hills Stock Show & Rodeo, Midwest Marketing was awarded a matching funds grant by the State of South Dakota to be utilized for out of state marketing to bring tourism to the area.

Approach

A magazine insert was developed and 135,000 copies were inserted into select newspapers in a 5-state region.

Results



330,750
event attendance record

14.95%
reservation increase

\$21.9
million in economic impact

65,700
daily attendance record

Conclusion

By focusing on a 5-state region and driving Stock Show go-ers to our website, we were able to hold a record event.

125 Main St, Rapid City | 605.716.5666 | MidwestMarketingLLC.com

 midwest-marketing-llc

 midwestmarketingllc

 MidwestMarketingLLC

 midwestmarketingllc.com/blog/

 MidwestMarketingSD

 midwestmarketingllc.com/home/podcast/

LET'S WORK TOGETHER

Dawn Claymore

President/CEO

dawn@mwmsd.com

605.716.5666

