

# Podcasting Across Nebraska

## 2006-2007 Application

Applicant: Columbus/Platte County Convention & Visitors Bureau

Address: 764 – 33 Avenue  
PO Box 515  
Columbus, NE 68601

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1. Is this application from:

A single community

A single community with multiple partners (Please list partners below.)

A regional group of communities (Please list participating communities and organizations below.)

Participating communities and organizations:

Columbus Area Chamber of Commerce  
Columbus/Platte County Convention & Visitors Bureau  
Columbus/Platte County Tourism Advisory Committee  
City of Columbus  
Columbus Economic Council  
Councils, committees and boards of area attractions and community events

Who will act as the lead for this project?

Deb Loseke, director of the Columbus/Platte County Convention & Visitors Bureau and K.C. Belitz, President, Columbus Area Chamber of Commerce will act as leads for the project.

Where will the equipment be housed?

The equipment will be housed at the Columbus Area Chamber of Commerce office located at 764 – 33<sup>rd</sup> Avenue. This office also houses the Convention & Visitors Bureau.

2. Why is your community or region interested in podcasting?

Podcasting is fast becoming the choice of sharing information. Podcasting is an efficient and convenient way for people seeking information to reach us. We can showcase our city and county in a fun and easy way to show what our area has to offer for tourism, potential residents and to almost anyone who wants to learn more about Columbus and Platte County.

3. Please describe how your community or region plans to use audio and/or video content to promote tourism, events, recreation, historic sites, and other activities. Please include project goals (i.e., to promote the county fair) and expected outcomes (i.e., an increase in visitors from outside the county) for at least two podcasts which will be made available over the Internet.

- **Tourism and historical sites promotion** – Columbus is located on the Lincoln Memorial Highway (US Highway 30) and the Pan American Highway (US Highway 30) in eastern Nebraska. Columbus and Platte County is full of history and has great places to visit. We have something for everyone. Podcasting will allow us to showcase the many things for tourists and history buffs to do and see. Podcasting will also allow us to bring these things to life through video and audio excitement. We can bring our town off the brochure and out of the visitor's guide to real life.
  - Goal: to promote what Columbus and Platte County has to offer to the tourism in Nebraska. Columbus is a vital city that is growing each and every day and it would be our goal to share our history and growth with others.
  - Outcome: to increase the number of visitors to Columbus so we can share what Columbus and Platte County can offer to families of all ages and sizes to enjoy. To increase overnight visitors and bus tours to visit Columbus and contribute dollars to the local economy.
  
- **Promotion of local events** – Columbus and Platte County has to offer some of the greatest local events around. Podcasting will also allow us to showcase these events and encourage visitors to join in on the fun. By showing the sights and sounds of Co"w"lumbus Days, Lawnchairs on the Square, Duncan Ribfest, Platte County Fair, Live Thoroughbred Horseracing, etc. we can showcase these events and invite everyone to join us.
  - Goal: promote local celebrations in Columbus and Platte County communities through increased media outlets and the convenience of podcasts.
  - Outcome: to increase attendance at local events which in turn will increase local event excitement. Increased attendance will also increase dollars contributed to our local economy through lodging dollars and miscellaneous tourism dollar spending.

- **Recruit new residents and employees of the city** – each community struggles to compete in the new resident and employee market. Podcasting increases the potential for someone to reach out and touch a city that may interest them. By showcasing what Columbus and Platte County has to offer we can increase their interest and excitement before they even visit.
  - Goal: promote Columbus to potential new residents and former community members who might wish to return to Columbus.
  - Outcome: to increase the resident numbers of Columbus and Platte County. Like every community Columbus struggles with how to reach out to new residents. With podcasting this struggle comes one step closer to reaching that goal.

4. How do you plan to promote the podcasts created through this project?

We will promote our podcasts through the many forms of communication through the Chamber of Commerce, ex: Friday Fax, Member-to-Member email, Catalyst (Chamber monthly newsletter), website, etc. It will also be promoted through the Columbus/Platte County Convention & Visitors Bureau website. We will also promote the podcasts through advertising and news releases with our Columbus and area print media and local radio stations, which covers a majority of eastern and central Nebraska. We will also seek promotion through our partners utilizing their websites and print materials.

5. Please list the regional or community Web sites which could link to the podcasts produced through this project?

[www.visitcolumbusne.com](http://www.visitcolumbusne.com)  
[www.thecolumbuspage.com](http://www.thecolumbuspage.com)  
[www.columbusne.us](http://www.columbusne.us)  
[www.columbusnedowntown.com](http://www.columbusnedowntown.com)  
[www.agpark.com](http://www.agpark.com)  
[www.plattecounty.net](http://www.plattecounty.net)  
[www.travelnenebraska.com](http://www.travelnenebraska.com)  
[www.loup.com](http://www.loup.com)

6. Will this project involve youth? If so, how will they be involved?

Our youth are the key to using the new technology that reaches out to us everyday. The Columbus Area Chamber of Commerce strives to increase opportunities for the youth of Columbus to learn, contribute and experience great things happening in our community. We envision sharing the podcasting technology so schools can utilize the technology in the classrooms. We will also encourage youth participation in creating our podcasts. Whether it is attracting visitors or new residents to Columbus and Platte County the youth perspective should be embraced. We can utilize them in sending them to the initial training or sharing the training so they can assist in the production and creation of the podcasts.

7. Are any other uses of podcasting within your community or region in place or planned?

At this time we are unaware of any podcasting projects in the works or being planned for Columbus. The Columbus/Platte County Convention & Visitors Bureau and the Columbus Area Chamber of Commerce would love the opportunity to bring this technology to the community of Columbus, use the knowledge we will have gained through this program and take podcasting to levels on projects never imagined for our community.

E-mail completed applications to [anne.byers@cio.ne.gov](mailto:anne.byers@cio.ne.gov) by 5:00 CT, October 13, 2006.