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## [Economic Development Partners Explore New, Innovative Way to Collaborate in Marketing the Community](#) [1]

On 08 Oct, 2021



The Downtown Vidalia Association, Greater Vidalia® Chamber, Lyons Main Street, Toombs County Development Authority, and Vidalia Convention and Visitors Bureau recently launched a billboard that can be seen on Interstate 16 heading East shortly before Exit 67. Billboard advertising may be effective for building brand awareness and broadcasting our businesses and community to travelers, specifically those moving from one location to another via Interstate 16 for a family visit, business trip, vacation, etc. The high traffic counts along Interstate 16 mean billboards could result in a high number of views and impressions when compared to other marketing methods. This billboard is a great way to showcase our area to those passing through and hopefully entice them to stay in our "sweet" community to play, shop, and dine. It also shows the collaborative power when many community organizations work together. The billboard features a unique website URL and phone number so that the partnering organizations can track the billboard views. This billboard is contracted at this site for one year.

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### Source

**URL:** <https://www.toombsconnect.com/connect/news/economic-development-partners-explore-new-innovative-way-collaborate-marketing>

### Links

[1] <https://www.toombsconnect.com/connect/news/economic-development-partners-explore-new-innovative-way-collaborate-marketing>