



On behalf of the Destination Mansfield-Richland County Board of Directors and staff, I am pleased to introduce our 2016 Annual Report*.

We take great pride in positively affecting our local economy in the future, not just solely in the present. As the year came to a close, the process of changing our name was just getting started. It was a fitting end to a very busy and highly successful year as several new ventures started off 2016. One of the best parts was that which was learned through the newer projects was utilized to go after new niche markets, and paid dividends immediately. Adding to that was the highly anticipated return on a past investment.

The highlights below represent a mix of new investments and dividends of past investments:

- Debuted ShawshankTrail.com as an independent website
- Launched a digital campaign utilizing the notoriety of the Republican National Convention in Cleveland
- Expanded our Social Media reach and frequency both inside and outside Richland County. Earned marketing awards for the RNC campaign and several of its components

- Helped manage the Shawshank Oak Tree's legacy after it fell down earning \$956,072,979 in worldwide PR value
- Coordinated community hospitality for the SCCA National Championship Runoffs at Mid-Ohio

Throughout the year, the organization embraced a more active role in our community's economic development and enjoyed working with our partners. There seems to be a momentum building and it is exciting to be a part of moving Richland County forward.

With the help of the board, community leaders, economic development partners and our members, the future of tourism in Richland County is always bright. Thank you for your support this past year.

Respectfully,

Alex Rocks
Chair

Destination
Mansfield
Richland County

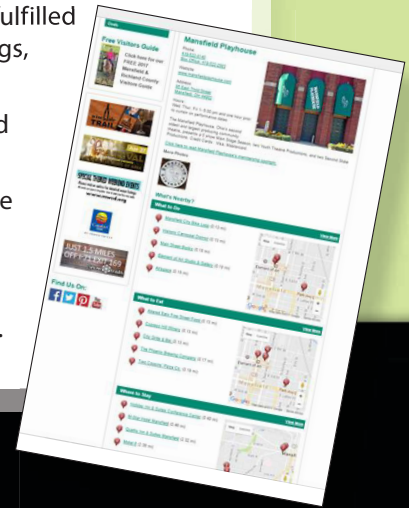


2016 annual REPORT

*Available online at DestinationMansfield.com/about-us/annual-report. A complete report is available upon request.

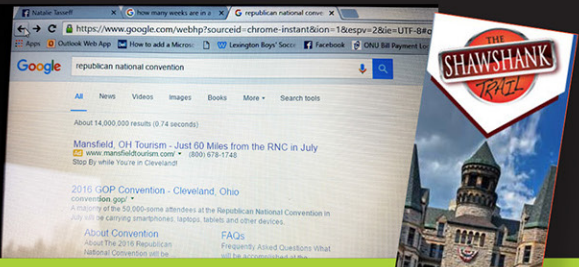
2016 HIGHLIGHTS

- Tracked 114 Conventions/Special Events, which brought in 720,025 people and generated \$78,074,165.
- Notable future bookings include:
 - Regions Archery (2017)
 - Gold Wing Road Riders (2017 & 2018)
 - Vans Across America (2017)
 - Ohio Arts Presenters Network (2017)
 - Ohio Dance Festival (2017)
 - International Organization of Women Pilots Regional Conference (2018)
 - Sons of American Legion (2019)
- New and High Profile Events drawing regional and national attention for 2016 included the Sports Car Club of America National Championship Runoffs, Altrusa International Regional, Tough Mudder, Ohio Taxidermists, Mt. Calvary Baptist Church, and the Shawshank Hustle
- Race season had 54 volunteers that volunteered 425 hours to help fans reach the community.
- SCCA returned for 1st time since 2005.
- 600 drivers, serving 1600 dinners, Concierge Welcome Booth with endless coffee and 2,364 donuts & cookies.
- Special 1st time motorsports partners like Geyer's, Meijer, Phoenix, BibleWalk.
- Conducted Training session for volunteers.
- Hosted 591 motorcoaches (including 61 overnight trips), which brought in 26,595 people in who spent \$2,242,906 in Richland County.
- 6,162 people attended ghost walks, hunts, paranormal investigation, events at 5 Haunted locations.
- Earned Statewide Awards for RNC Marketing Campaign, Shawshank Trail Promo Video, ShawshankTrail.com and Shawshank Trail brochure.
- Completely revamped our Social Media strategy and saw significant increase in Posts (2,023), new likes (18,352), impressions (4,589,281) and reach (1,769,830).
- Developed branded images for weekly & monthly posts: #RichlandHAPPENINGS, #RichlandLIVE, #MemberSpotlights, #DidYouKnow and Friday's #RichlandHAPPENINGS videos.
- Implemented a monthly marketing process to share the local calendar of events, promote member businesses, support partner initiatives, and coordinate team responsibilities (#OhioFindItHere, #RichlandROCKS, #OhioGram and #ShopSmall), and communicate our Shawshank, Haunted Mansfield and Wine & Ale Trails.
- Increased number of subscribers receiving the Visitor E-blast to 28,610.
- The Visitor Information Center averaged 524 visitors per month for a total of 6,287.
- Hosted 13 travel writers and bloggers for individual tours throughout the year and in one group FAM. The most requested attractions were Shawshank Trail sites, Haunted and kid friendly attractions.
- Fulfilled 37,353 (+25%) information requests from phone calls, walk in visitors, ad responses, faxes, emails, etc. The requests were fulfilled by phone, mail, email, visitor bags, and in person.
- A total of 8 students contributed 1,321 hours on 75 projects.
- Added a "What's Nearby" feature on all member pages to help visitors learn what attractions, restaurants and lodging are near the places they are visiting.



DestinationMansfield.com
ShawshankTrail.com
HauntedMansfield.com
ExperienceMotorsports.com





Online Ad Campaigns



Impression Clicks

RNC	2,108,639	7,734
Christmas Story House	808,689	6,546
Totals	2,917,328	14,280
New Facebook Likes for Shawshank Trail Facebook page		3,247



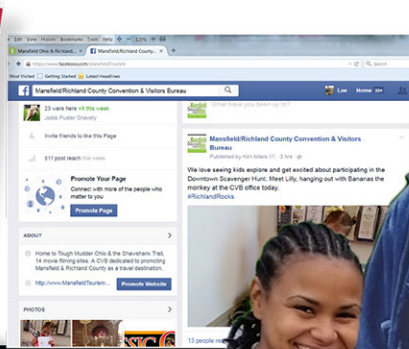
Destination
Mansfield
 Richland County
 DestinationMansfield.com



Social Media

Social Media Stats: Facebook Pages up over 22%: 12,453 (CVB, Shawshank, Haunted), Twitter: 851 followers (CVB & Shawshank), YouTube: 32,786 Views, Pinterest: 237 Pins, 57 Followers, 34 Boards

Most popular Facebook Posts: Introducing Area's Wine & Ale Trail, Video of the Shawshank Prison Bus, Shawshank Hustle photo of 3,000 runners, and Video of Ghost Hunt at Mansfield Fire Museum.



Website

DestinationMansfield.com / ShawshankTrail.com Statistics

- Visits were 234,508 averaging 19,542 per month.
 - Page views for the year were 679,100 averaging 56,591 per month and 3 pages per visit
 - 79% of all visitors were new
- ### Where were visitors from?
- 42% Outside of Ohio
 - 71% From Ohio
 - 58% inside Richland County (19% of Ohio traffic is local)

Top Cities:

- Columbus
- Cincinnati
- Mansfield
- Detroit
- Ashland
- New York

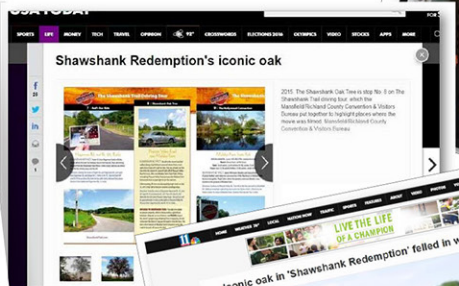
Top States:

- Ohio
- Michigan
- Pennsylvania
- Virginia
- Illinois
- New York

- Desktop 41%;
- Mobile Devices 59%

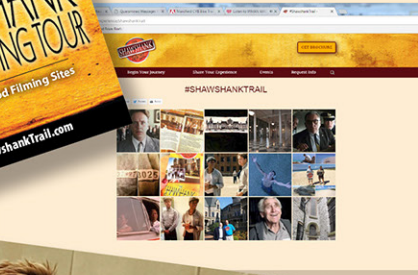
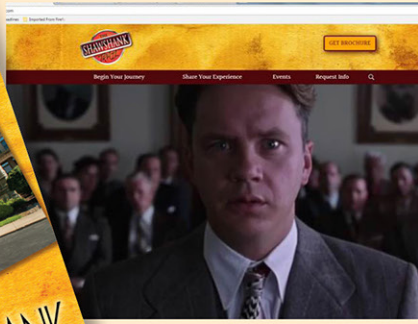


Volunteers and Interns played integral roles during the Runoffs, Blogs, and getting into the Haunted Spirit

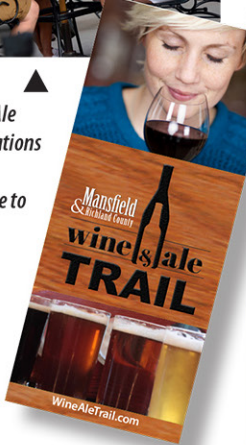


Public Relations

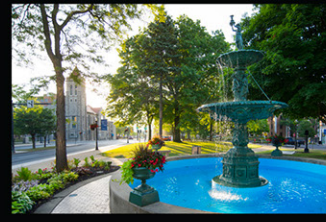
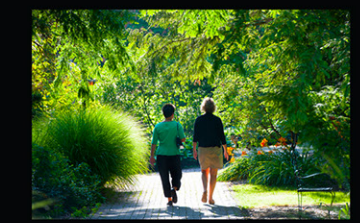
175 articles in 2016 worth \$971,081,735 in equivalent ad buys with 2,714,483,943 impressions reaching media outlets in North America and beyond. The PR total was driven mainly by the stories that surrounded the falling of the Shawshank Oak Tree in July generating 46 stories worth \$956,072,979 with 2,458,864,628 impressions.



The area's Wine & Ale Trail features 7 locations collaborating on a marketing initiative to attract visitors.



The Bureau embarked on the first of a two-year project to get new photos (shown below) to be used in future websites, promotional materials and for use in the community.



2017 Members

ARTS & ENTERTAINMENT

Artspace
Cinemark 14
Element of Art Studio/Gallery
Mansfield Art Center
Mansfield Playhouse
Neos Dance Theatre
Pearl Conard Art Gallery
Renaissance Performing Arts
The Ohio State University at Mansfield Theatre

ATTRACTIONS

Biblewalk
Cooper's Mill
Crossroads Original Designs
Gorman Nature Center
Haunted Bissman Building
Herihy Christmas House
Kingwood Center Gardens
Kleerview Farm
Little Buckeye Children's Museum
Malabar Farm State Park
Mansfield Fire Museum & Educational Center
Mansfield Memorial Museum
North Central Ohio Industrial Museum
Oak Hill Cottage
Ohio Bird Sanctuary
Ohio Genealogical Society
Ohio State Reformatory
RichHistory Alliance
Richland Carousel Park
Shawshank Woodshop
The Barnyard

BANKING

Mechanics Bank
Richland Bank

BEAUTY & SPAS

Allure Studios Salon & Spa

CATERING

Ed Pickens' Café on Main Events & Catering
Port-A-Cook Catering

DINING

Altered Eats Fine Street Food
Athens Greek Restaurant
Black Dog Tavern
Blossom's Café
Bob Evans
Brown Derby Roadhouse
Buck's Bar & Grill
Buffalo Wild Wings
City Grille & Bar
Coney Island Inn
Der Dutchman Restaurant
Doc's
Long John Silvers
Los Jarritos
Malabar Farm Restaurant
McDonalds
Oak Park Tavern & Restaurant
Old Carolina Barbecue
Paul's Drive In
Saffron Indian Cuisine
Skyline Chili

Skyway East
Steak And Shake
Steve's Dakota Grill
TGI Fridays
Texas Roadhouse
Two Cousins' Pizza Co.
Wiffletree Restaurant

FACILITIES

Camp Mowana
Ed Pickens' Café on Main Events & Catering
K.E. McCartney Memorial Building
Lucas Community Center
Mid-Ohio Conference Center
NC State College Rentals & Reservations
Ontario Events Center

FESTIVALS/EVENTS

Great Mohican Indian Pow Wow
Lexington Blueberry Festival
Miss Ohio Scholarship Program
Mohican Wildlife Weekend
Prairie Peddler Festival
Richland County Fairgrounds
Shelby Bicycle Days

LODGING

42 Motel
AngelWoods Hideaway B&B
Best Western Richland Inn
Bluebird Cottage B&B
Comfort Inn Splash Harbor
Country Inn & Suites
Fairfield Inn
Hampton Inn
Heritage Inn
Holiday Inn & Suites
Hostelling International-
Malabar Farm

La Quinta Inn & Suites
Luftberg Farm B&B
M-star Hotel Mansfield
Manion on Rails
Motel 6
Quality Inn & Suites
Conference Center Bellville
Quality Inn & Suites Mansfield
Somewhere In Time B&B
The Inn on Smith's Hill
The Old Summer House B&B
Towne Place Suites
Travelodge
Valleyview Country Getaway
Wishmaker House B&B

SPORTS & RECREATION

Battle Zone Paintball Park III
Charles Mill Lake Park/MWCD
Charles Mill Marina
Clearfork Adventure Resort
Deer Ridge Golf Club
Der Dutchman Mini Golf
Kelly's Driving Range & Miniature Golf
Lex Lanes
Loudonville Canoe Livery
Mansfield Motor Speedway
Mid-Ohio Sports Car Course
Mohican Adventures
Campground & Cabins
Mohican Adventures Canoe & Fun Center
Mohican Reservations
North Central Ohio Land Conservancy
Ohio Dreams Sports Camp
Pleasant Hill Lake Park/MWCD
Pleasant Hill Marina
Richland B&O Trail
Roselawn Miniature Golf Course
Seltzer Park
Shelby/Mansfield KOA Resort
Shelby Reservoirs & Trails
Snow Trails
The Infield
Tree Frog Canopy Tours

SERVICES

Cleveland Financial
Downtown Mansfield, Inc.
Engwiller Properties, Inc.
Heart of Ohio Magazine
Henley Graphic Communications

James Childress Law
Malabar Farm Foundation
Richland Area Chamber of Commerce
Richland Community Development Group
Richland County Foundation
Richland Moves!
Roark Studios
Sluss Realty Co.
Sun Graphics

SHOPPING

Alta Florist and Greenhouse
Alta Florist Shelby
Apple Hill Orchards
Bellville Merchants Co-op
Blueberry Patch Greenhouse & Gifts
Carlisle Gifts
Carousel Antiques, Ltd.
Crafty Clutter, Inc
Creative Outlet Indian Store
Eatmor Bundt Company
Glen's Surplus Sales
Jones Potato Chip Co.
Main Street Books
Olivesburg General Store
Planktown Hardware & More
Possum Run Plants & Provisions
Pumpkin Seed Bulk Food Co.
Richland Mall
Smith Hardware
Squirrel's Den
Wade & Gatton Nurseries
Wade Gardens Landscape & Gift Shoppe
Waynes Country Market
What Goes 'Round Thrift Shoppe
Whitakers Farm Market
Y-Not Cycling & Fitness

TRAVEL SERVICES

Carson Travels
S & S Coach Co.

WINE & ALE

1285 Winery at The Blueberry Patch
Cypress Hill Winery
Laxton Hollow
The Happy Grape
The Phoenix Brewing Company
The Vault Wine Bar
Wishmaker House Winery & Wine Bar



President **Lee Tasseff**, IOM
Group Tour/Media Director **Jodie Snavely**, IOM, CTIS
Marketing/Meetings Director **Kim Miers**
Operations/Member Services Director **Amber Dobbins**
Visitor Information Assistant **Emily McClain**
Communications Assistant **Laura Huntington**



our BOARD

Chairman Alex Rocks
Mechanics Bank
1st Vice Chair Ed Pickens
Ed Pickens' Café on Main
Events & Catering
2nd Vice Chair Ross Clark
Roark Studios
Treasurer Nate Wolleson
Snow Trails
Past Chair Josh Maurer
Alta Florist & Greenhouse

Board Members:

Louis Andres
Pleasant Hill Lake Park
Fred Boll
Little Buckeye Children's
Museum
Kerri Burkett
Hampton Inn
Jim Childress
James Childress Law
Victoria Cochran
AngelWoods Hideaway B & B
Joshua Davis
Holiday Inn & Suites

Steve Haring
Quality Inn & Suites
Conference Center Bellville
Ralph Kelsay
Richland Bank
Greg Loesch
Comfort Inn Splash Harbor
Rachel Massey
Fairfield Inn & Suites
Sadie Petty
Quality Inn & Suites
Mansfield
Betty Preston
Kingwood Center Gardens

Kimberly Smith
Best Western Richland Inn
Ex-Officio:
Darrell Banks
Richland County Commissioner
Cameron Haring
Richland Young Professionals
Jennifer Kime
Downtown Mansfield, Inc.
Michael Miller
Renaissance Performing Arts Assoc.
Kathy Nolan
Green Savoree Mid-Ohio, LLC

Jodie Perry
Richland Area Chamber of
Commerce
Steve Schag
City of Shelby, Mayor
Karen Seman
Richland Community
Development Group
Timothy Theaker
City of Mansfield, Mayor
Barrett Thomas
Richland Community
Development Group