



On behalf of the Mansfield/Richland County Convention & Visitors Bureau Board of Directors and staff, I am pleased to introduce the Bureau's 2015 Annual Report*.

As an award-winning economic development organization, the Bureau takes great pride in adding new money to our local economy through the dollars visitors spend in our area. But the Bureau and its staff also raise the positive profile our greater community around Ohio, the US and beyond. Finally, we all enjoy enhanced community pride and quality of life as a result of our region's strong tourism product.

2015 was one of the best years for tourism and the Bureau! Highlights include:

- Producing a comprehensive two-year strategic plan with community leaders' input
- Helping establish the inaugural Shawshank Hustle, bringing 4,500 new visitors
- Gathering the partners leading to the creation of the new Wine & Ale Trail
- Investing in The Brickyard stage project
- Conducting our largest visitor research project

Community input and new research tell us how tourism's impact enhances overall marketing and quality of life for a community. The Bureau is embracing even greater responsibility as it takes on a more involved role in our economic development. A natural result of which will be increasing the current level of collaboration between our economic development partners in order to help drive the 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 support this past year. Here's to a successful 2016!

Respectfully,

A handwritten signature in black ink, appearing to read "Alex Rocks".

Alex Rocks
Chair

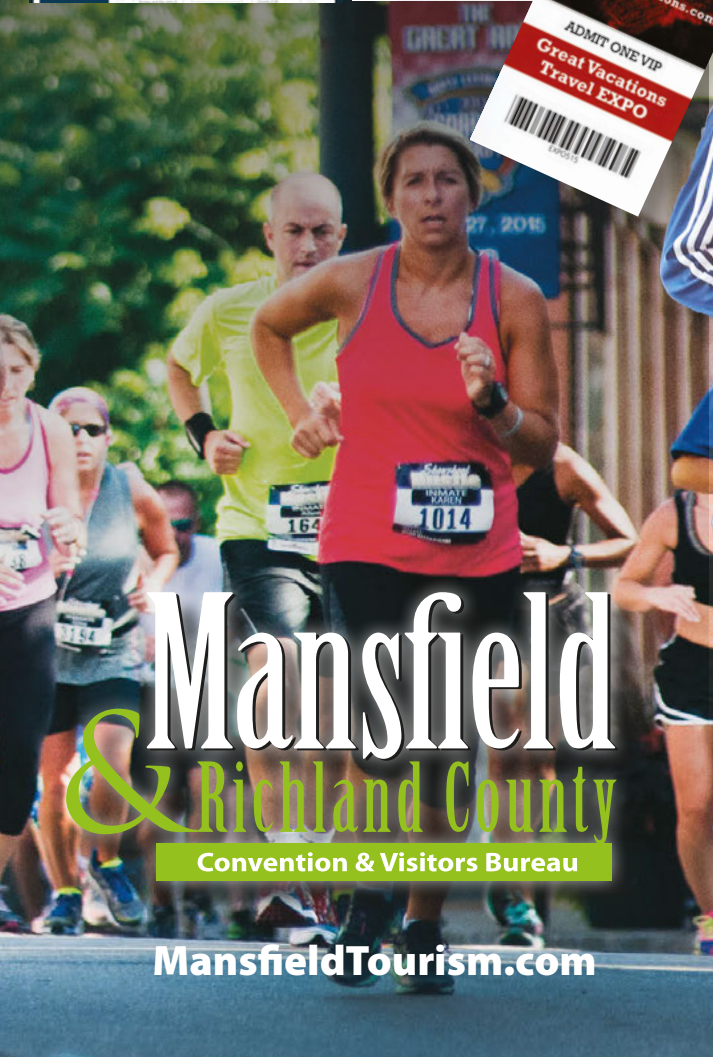
Mansfield
& Richland County

A wide-angle photograph of a large group of runners participating in a marathon. They are running on a paved road with spectators in the background. The runners are wearing various athletic gear, including tank tops, t-shirts, and shorts. The scene is bright and sunny.

2015 annual REPORT



Chris Cloud is a location scout in New York City. He and his family had a stop and take a selfie with Red

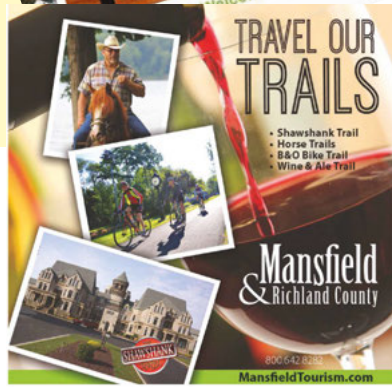


MansfieldTourism.com Statistics

- Visits were 229,436 averaging 19,118 per month.
- Page views for the year were 689,951 averaging 57,496 per month and 3 pages per visit
- 74.3% of all visitors were new to the site
- Where were visitors from?
 - 29% Outside of Ohio
 - 71% From Ohio
 - 17% inside Richland County (27% of Ohio traffic is local)
- Top Cities:
 - Columbus
 - Fairfield/Beckett Ridge
 - Cincinnati
 - Toledo
 - Ashland
- Top States:
 - Ohio
 - Michigan
 - Pennsylvania
 - Illinois
 - New York



▲ Pretty self explanatory. Jodie survived Tough Mudder!



Public Relations

226 articles in 2015 worth \$16,194,656 in equivalent ad buys with 67,150,293 impressions reaching media outlets in North America and beyond.

Shawshank legacy effect of "Real Life" Shawshank escapee, Frank Freshwaters generated 26 articles worth an astonishing \$842,863,583 with 75,929,473 impressions.

CENTER FOR FILM & MEDIA STUDIES

Our program allows the professional study of film and media in historic and other cultural settings. We offer a variety of courses for graduate study that emphasize the history of the industry and the study of film as a medium of communication. Our program is designed to provide students with the skills and knowledge necessary to succeed in the industry.

A Christmas Story and The Shawshank Redemption: Facilitating Communication Between Film & Film-Induced Tourism: Proceedings

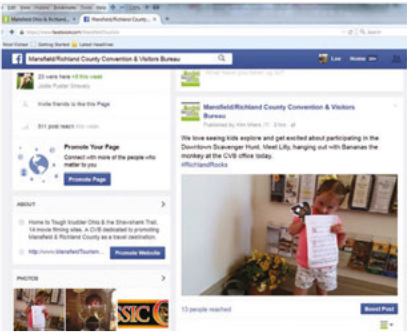
Melissa Gray and Richard Robinson, Ashland University
 Wednesday, September 16 at 12PM (Old Chapel 101)
 How do we best learn from films to succeed in tourism? This panel will explore the relationship between film and tourism. A Christmas Story and The Shawshank Redemption, these two of our most beloved films, have not only inspired tourism but have also become major attractions in their own right. This panel will explore the relationship between film and tourism. A Christmas Story and The Shawshank Redemption, these two of our most beloved films, have not only inspired tourism but have also become major attractions in their own right.

Who do you think you are? The Ohio Genealogical Society helps you explore your roots

Increase on unexpected family history has never been greater, and if you're thinking about looking for your roots, there's no better place to begin than the Ohio Genealogical Society. Located near the Ohio Statehouse in Columbus, Ohio, the Ohio Genealogical Society is the largest genealogical society in the United States. The Ohio Genealogical Society is the largest genealogical society in the United States. The Ohio Genealogical Society is the largest genealogical society in the United States.

Shawshank legacy effect of "Real Life" Shawshank escapee, Frank Freshwaters generated 26 articles worth an astonishing \$842,863,583 with 75,929,473 impressions.





One of many participants of the Shawshank Hustle who were creative and had fun with their running outfit.



The Bureau was involved in the community by partnering/working with over 30 organizations/events. Below is a sample of that involvement:

- Career/Job Fair at Pioneer Career & Technology Center.
- Ashland University's summer orientation w/Ashland and Mohican/Loudonville Bureaus.
- Involvement Fair for students at The Ohio State University – Mansfield and North Central State College campuses.
- Exhibited at the Positive Aging Expo held at the Richland County Fairgrounds.
- Speaker at the grand opening of the Medical Offices and Surgical Suites at OhioHealth Mansfield Hospital.
- Kingwood Center Gardens- Master Plan Committee.
- Richland Young Professionals - Sponsor, Mentorship Program Mentor, included in Bill Geist interviews, 13er Half Marathon.
- Avita Health System - Provided Photos for new office. Referred to Tough Mudder for medical volunteers.
- Richland Public Health - Printing partner for 20th Anniversary B&O Trail brochure reprint.
- Richland Moves - Bike Loop project, co-sponsored 20th Anniversary Decal for B&O Trail w/Y-Not Cyclery.
- Ohio Department of Transportation (ODOT) District 3 and Division of Planning (Historic Bridge Program and State Byways), Worthington Township (Butler) and City of Mansfield - Shawshank Trail "Movie Site" signs.
- DMI - Brickyard Stage project, Entertainment District, included in Bill Geist interviews, attend downtown Merchant meetings.
- Richland Area Chamber of Commerce - Economic Forecast Breakfast, Branding Task Force, Membership Breakfast sponsor, Community Marketing, included in Bill Geist interviews, Economic Club member.
 - RCDG - Economic Forecast Breakfast, Leadership Board, Downtown Development and Campus District Committees, 10 Under 40 Awards, Press Conference branding materials, included in Bill Geist interviews.



Spherion Mid-Ohio 13er Water Stop



2015 HIGHLIGHTS

- Tracked 124 Conventions/Special Events, which brought in 621,517 people and generated \$78,244,764.
- Notable future bookings include:
 - Ohio Taxidermists Association (2016) Won back to the area!
 - MAPA Safety Foundation Convention (2016)
 - Ohio Certified Volunteer Naturalists (2016)
 - Altrusa International (2016)
 - Ohio Federation of Republican Women (OFRW) Spring Conference (2016)
 - Sisters Motorcycle Ride (2016)
 - Studebaker Drivers' Club International (2019)
- New and High Profile Events drawing regional and national attention for 2015 included the Shawshank Hustle, Tough Mudder, Donauschwaben Soccer Tournament, Spherion Mid-Ohio 13er.
- 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.
- Invested in site visit to Sports Car Club of America (SCCA) Championship Runoffs in Daytona to prepare for event's return to Mid-Ohio Sports Car Course in 2016. Most asked question? "Will there be Pork Chops and a Welcome Dinner?"
- Hosted 549 motorcoaches (including 69 overnight trips), which brought in 24,705 people in who spent \$2,128,340 in Richland County.
- Earned two more Statewide Awards for Shawshank Trail brochure.
- Conducted a board retreat and created a two-year strategic plan.
- Reprinted 20th Anniversary B & O Bike Trail map in partnership with Richland Public Health and Henley Graphic Communications.
- Printed a Wine & Ale Trail brochure highlighting a newly developed niche in the area
 - Initiated a collaborative endeavor between our three wineries, two wine bars, and brewery to cross-promote each other and draw attention to the Trail.
 - Created, printed, distributed 10,000 brochures and established web page (WineAleTrail.com) on MansfieldTourism.com.
 - Distribution of Wine & Ale Trail brochures through paid distribution, Visitor Info Center, CVB office, participating Wine & Ale Trail sites, Mid-Ohio.
- Developed an online virtual guide version of the Visitor Guide and Shawshank Trail brochures.
- Created a searchable online calendar. Events can now be submitted online as well.
- Invested in the Infusionsoft program for marketing purposes.
- Increased number of subscribers receiving the Visitor E-blast 64% to 21,309.
- The Visitor Information Center averaged 511 visitors per month for a total of 6,127.
- Hosted travel writers and bloggers for individual tours throughout the year for on-site visits. The most requested attractions were Shawshank Trail sites, wineries and kid friendly attractions.
- Fulfilled 29,986 (+19.6%) information requests from phone calls, walk in visitors, ad responses, faxes, emails, etc. The requests were fulfilled by phone, getaway packages mail, email, fax, visitor bags and in person.
- A total of 9 students contributed 1,431 hours on over 75 projects.

MansfieldTourism.com
ShawshankTrail.com
HauntedMansfield.com
ExperienceMotorsports.com



2016 Members

ARTS & ENTERTAINMENT

Artspace
Cinemark 14
Element of Art Studio/Gallery
Johnny Appleseed Heritage Center
Mansfield Art Center
Mansfield Playhouse
Pearl Conard Art Gallery
Renaissance Performing Arts/
Mansfield Symphony Orchestra
The Ohio State University at Mansfield
Theatre

ATTRACTIONS

Biblewalk
Brownella Cottage
Cooper's Mill
Crossroads Original Designs
Gorman Nature Center
Haunted Bissman Building
Kingwood Center Gardens
Kleerview Farm
Little Buckeye Children's Museum
Malabar Farm State Park
Mansfield Fire Museum
& Educational Center
Mansfield Memorial Museum
Oak Hill Cottage
Ohio Bird Sanctuary

Ohio Genealogical Society
Ohio State Reformatory
Richland Carousel Park
Richland County Fairgrounds
Robert Kurtzman's Creature Corp.
The Shawshank Trail

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
Chuck E. Cheese
Coney Island Inn
Der Dutchman Restaurant
Doc's Deli
Los Jarritos
Malabar Farm Restaurant
McDonalds

Oak Park Tavern & Restaurant
Panera Bread
Relax, It's Just Coffee
Roosters
Saffron Indian Cuisine
Skyline Chili
Skyway East
Smoking Bros BBQ
Steak And Shake
Steve's Dakota Grill
Texas Roadhouse
Two Cousins' Pizza Co.
Wiffletree Restaurant

FACILITY

Camp Mowana
Ed Pickens' Café on Main Event Center
K.E. McCartney Memorial Building
Mid-Ohio Conference Center
NC State College Rentals &
Reservations
Ontario Events Center
Women's Club

FESTIVALS/EVENTS

Lexington Blueberry Festival
Miss Ohio Scholarship Program
Mohican Wildlife Weekend
Prairie Peddler Festival
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
Luftherg Farm B&B
M-star Hotel Mansfield
Motel 6
Quality Inn & Suites
Conference Center Bellville
Quality Inn & Suites Mansfield
Somewhere In Time B&B
Spruce Hill Inn & Cottages
The Inn on Smith's Hill
The Old Summer House B&B
Towne Place Suites
Travelodge
Valleyview Country Getaway
Wishmaker House B&B

OTHER

Altrusa International of
Mansfield, Ohio
Downtown Mansfield, Inc.
Engwiler Properties, Inc.
Heart of Ohio Magazine
Henley Graphic Communications
James Childress Law Firm
Malabar Farm Foundation
Mansfield News Journal
Richland Area Chamber of Commerce
Richland Community
Development Group
Roark Studios
Sluss Realty Co.
Sun Graphics

RECREATION

Battle Zone Paintball Park III
Charles Mill Lake Park/MWCD
Charles Mill Marina
Deer Ridge Golf Club
Der Dutchman Mini Golf
Kelly's Driving Range & Miniature Golf
Lex Lanes
Mid-Ohio Sports Car Course
Mohican Adventures
Campground & Cabins
Mohican Adventures Canoe
& Fun Center
Ohio Dreams Action Sports Camp
Pebble Creek Golf Club

Pleasant Hill Lake Park/MWCD
Pleasant Hill Marina
Richland B&O Trail
Seltzer Park
Shelby/Mansfield KOA
Shelby Reservoirs & Trails
Snow Trails Winter Resort
The Infield
Tree Frog Canopy Tours

SHOPPING

Alta Florist and Greenhouse
Alta Florist Shelby
Apple Hill Orchards
Bellville Merchants Co-op
Bluberry Patch Greenhouse & Gifts
Carlise Gifts
Carrousel 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
Sam's Club
Smith Hardware
Squirrel's Den
The Cottage Shop
Wade & Gatton Nurseries
Wade Gardens Landscape &
Gift Shoppe
Waynes Country Market
What Goes 'Round Thrift Shoppe
Y-Not Cycling & Fitness

TRAVEL

S & S Coach Co.

WINERY/WINE BAR/BREWERY

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



President **Lee Tasseff**

Group Tour/Media Director **Jodie Puster-CTIS**

Marketing/Meetings Director **Kim Miers**

Operations/Member Services Director **Amber Dobbins**

Visitor Information Assistant **Emily McClain**

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 **Jim Lozier**
Fairfield Inn & Suites

Past Chair **Josh Maurer**
Alta Florist & Greenhouse

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Pleasant Hill Lake Park

Lisa Beilstein
The Blueberry Patch Greenhouse
and Gifts, Blossoms Café, &
1285 Winery

Kerri Burkett
Hampton Inn

Jim Childress
James Childress Law

John Cleland
Richland Bank

Victoria Cochran
AngelWoods Hideaway B & B

Steve Haring
Quality Inn & Suites
Conference Center Bellville

Greg Loesch
Comfort Inn Splash Harbor

Christina Mansfield
Holiday Inn & Suites

Sadie Petty
Quality Inn & Suites
Mansfield

Betty Preston
Kingwood Center Gardens

Nate Wolleson
Snow Trails Winter Resort

Ex-Officio:

Jennifer Kime
Downtown Mansfield, Inc.

Michael Miller
Renaissance Performing Arts
Association

Kathy Nolan
Green Savoree Mid-Ohio, LLC

Jodie Perry
Richland Area Chamber of
Commerce

Steve Schag
City of Shelby

Karen Seman
Richland Community
Development Group

Timothy Theaker
City of Mansfield, Mayor

Barrett Thomas
Richland Community
Development Group

Gary Utt
Richland County
Commissioner

