

# Mansfield & Richland County

Convention & Visitors Bureau

## 2011 annual REPORT

**On behalf of the Mansfield/Richland County Convention & Visitors Bureau Board of Directors and staff, I am pleased to introduce the highlights of Bureau's 2011 Annual Report\*.**

The biggest stories were that 2011 benefited from the rebound of tourism spending, the ability to maximize the reach of our PR and to invest in new and better marketing tools for the future.

We are proud that Tourism continues to play a vital role in Richland County's economy generating \$267 million in spending, \$7.5 million in local tax dollars and supports over 4,000 jobs.

We market the positive image of our community to the rest of Ohio, Midwest and beyond. This past year saw the Bureau launch new initiatives (see below) and doing major development behind the scenes of nearly our entire marketing arsenal to create innovative promotional products. Samples of key accomplishments are:

- Produced (25,000) the first four-color Visitors Map
- Documented a record \$28.6 million in PR value for an entire year
- Launched new mobile websites for MansfieldTourism.com and ShawshankTrail.com
- Launched the Bureau and Haunted Mansfield Facebook pages
- The National Auto Sport Association (NASA) national championships successfully returned after a two-year run in Utah

The Bureau looks forward to the challenges that lie ahead. We are committed to attract more visitors and develop future products to make that happen. With the help of the Board, community leaders and most importantly our members, the future of tourism in Richland County is looking good. Thank you for an inspiring 2011 and here's to a successful 2012!

Respectfully,



Victoria Cochran  
Chair

\*Available online at  
[www.mansfieldtourism.com/about-us/our-annual-report](http://www.mansfieldtourism.com/about-us/our-annual-report).  
A complete report is available upon request.



**MansfieldTourism.com**



Disney employee Michael Demetriades video documented his pilgrimage to the Shawshank Trail. His video can be seen on our YouTube Channel

# Mansfield & Richland County

## 2011 annual REPORT

- Public Relations efforts resulted in a record **820** articles generating **910,338,355** impressions worth ad value of **\$28,647,992** around the world. Shawshank Tree pieces were aired on **NBC Nightly News, Fox News** and included an interview on **The Weather Channel**.
- The **National Auto Sport Association (NASA)** national championships successfully returned after a two-year run in Utah
- Increased visits to the Bureau's websites to **563,217** with **3,612,622** page views
- Hosted **13 Tour Operators, travel writers, bloggers and photographers** for individual tours throughout the year for FAMS and on-site visits. The most requested attractions were Historic Ohio State Reformatory, Ghost Hunts, Malabar Farm and Shawshank Trail sites.
- Hosted **780** motorcoaches (including **75 overnight trips**), which brought in **35,100** people in who spent **\$2,940,165** in Richland County.
- Turned the **Shawshank Trail into an overnight group tour product** and started to book overnight tours for 2012.
- Tracked **124** Conventions/Special Events, which brought in **642,925** people and generated **\$81,149,352**.
- Noteworthy conventions/events hosted include **Ohio Taxidermy Association, Mercedes Benz Club of America, Ohio Rural Letter Carriers Association, and Donauschwaben**.
- Notable future bookings include: Ohio Historical Decorative Association (2012), Great Race (2012), Elks State Golf Tournament (2012), BMW Car Club of American (2012), **Youth Silent Film Festival (2013)**, Ohio Association of Court Administrators (2013), and Ohio Association of Student Councils (2013)
- Produced **25,000** of a brand new, four-color version of the **Visitors Map**.
- Produced **75,000 new 16-page foldout "Lure" brochures** to compliment **55,000 Visitors Guides** (130,000 total) that were distributed beyond our region across Ohio and **saved over \$10,000** in standard VG production costs.
- We secured **20 new members** with a net gain of **4** new members for a total of **165 members**
- The **Bureau fulfilled 13,515 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.



**ManfieldTourism.com**  
**ShawshankTrail.com**  
**HauntedMansfield.com**  
**ExperienceMotorsports.com**

Kim Miers confers with Ohio Office of Tourism's Assistant State Tourism Director, Pat Barker



# 2011 HIGHLIGHTS



**Mansfield & Richland County**  
America at its Best!

Upload a photo from your Mohican Wildlife Weekend for a chance to win!

Get Mobile Deals from your smart phone @ MansfieldTourism.com

**Win a \$50 Gas Card!**

Enter at MansfieldTourism.com



# Free Area Map Mansfield

Includes Maps of:  
Bellevue, Butler, Livingston,  
Lucas, Mansfield, Ottawa,  
Plymouth, Shelby, Shiloh,  
& Richland County



For information on events, attractions & more visit [MansfieldTourism.com](http://MansfieldTourism.com) • 800-642-8282

## Mohican's Newest Adventure

Ohio's  
**LONGEST**  
**HIGHEST**  
**FASTEST**  
Tree Frog  
CANOPY TOURS

Located 7 miles South of Lima, Ohio on N. Holly Road • 740-399-2642 • [www.TreeFrogCanopyTours.com](http://www.TreeFrogCanopyTours.com)

# RACE DEALS TO FIT YOUR BUDGET

- Find a room
- Track schedules
- Motorcycle rides
- Blogs & more

*ExperienceMotorsports.com*



### TRAVEL IN HOLLYWOOD'S FOOTSTEPS

*Pugh Cabin (opening scene)*

Fans of the classic movie "Shawshank Redemption", put yourself in the same locations as Andy and Red! Hear behind the scenes at the historic Ohio State Reformatory, the Brewer Hotel (Bissman Building), and Malabar Farm's Pugh Cabin.

- Explore 13 Hollywood filming locations
- Themed "Shawshank" dining and lodging
- Amazing photo opportunities!
- Personal Step-on Guide
- "Shawshank" keepsakes

**THE SHAWSHANK TRAIL**

*Mansfield Ohio*

ShawshankTrail.com • 800-642-8282 x32 ask for Jodie  
jpuster@mansfieldtourism.com

## Mobile Deals at Your Fingertips

- We go everywhere you go
- Get the latest discounts and deals
- PLUS event calendars, reviews, maps & more!

[mobile.mansfieldtourism.com](http://mobile.mansfieldtourism.com)



## AMERICA'S BEST MOTORSPORTS EXPERIENCE

Shopping, Dining, Racing & More!  
800-642-8282

### Travel in the path of Hollywood

*Mansfield Richland County*

**THE SHAWSHANK TRAIL**

ShawshankTrail.com [We're mobile, too!]

800.642.8282

# HAUNTED GUIDE

MANSFIELD - OHIO

### Live Here or Just Visiting?

**GET**

**SHAWSHANK TRAIL**

### 2011 Visitor Guide

**SHAWSHANK TRAIL**

MansfieldTourism.com

# Local Lodging says Thank You NASA!



**21 Hampton Inn & Suites**  
11100 Mansfield Pike, Mansfield, OH 44860  
800-368-2444 • [www.hamptoninn.com](http://www.hamptoninn.com)

**22 Hampton Inn & Suites**  
11100 Mansfield Pike, Mansfield, OH 44860  
800-368-2444 • [www.hamptoninn.com](http://www.hamptoninn.com)

**23 Hampton Inn & Suites**  
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800-368-2444 • [www.hamptoninn.com](http://www.hamptoninn.com)

**24 Hampton Inn & Suites**  
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800-368-2444 • [www.hamptoninn.com](http://www.hamptoninn.com)

**25 Hampton Inn & Suites**  
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**30 Hampton Inn & Suites**  
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# Enhanced Web & Social Media Presence

- Launched **Haunted Mansfield** and **CVB Facebook** pages.
- Installed **Tweet Deck** to our **Content Management System** offering added functionality to the "backside" of the website.
- Added **new blog** to website, which is also pushed to our Facebook page, via Tweet Deck, giving rich content to our social media presence.
- Held **Social Marketing** sessions in February for members.
- Launched mobile versions of **MansfieldTourism.com** and **ShawshankTrail.com** (13% of visits to MansfieldTourism.com were from mobile devices).
- Features mobile **Hotel Availability Form** for major Mid-Ohio races.
- Added "**Mobile Deals**" coupons.
- **Shawshank Trail** Facebook page has more than **3,100 fans** (as of 4/2012).
- Integrated **QR codes** into ads & brochures, linking to Shawshank Trail and Haunted Mansfield mobile sites.
- Launched **Bureau YouTube Channel** and embedded short videos into member listings.

Visits to the Bureau's websites increased to 563,217 with 3,612,622 page views



National Public Radio crew interviews Ben Bissman for Shawshank Trail feature





**Chairman** Victoria Cochran  
**1st Vice Chair** Francis Reddy  
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**Treasurer** Ed Pickens  
**Past Chair** Ross Clark

**Board Members:**  
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**Lisa Beilstein**  
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**Greg Loesch**  
**Christina Mansfield**  
**Sherry McNabb**  
**Ted Pasko**  
**Alex Rocks**  
**Nate Wolleson**

**Ex-Officio:**  
**Gloria Buwala**  
**Jesse Ghorzi**  
**Jamie Lustig-Thompson**  
**Bridget McDaniel**  
**Michael Miller**  
**Kevin Nestor**  
**Timothy Theaker**  
**Gary Utt**  
**Aaron Wiegand**

# our BOARD

## 2012 Members

### ACCOMMODATIONS

42 Motel  
 AngelWoods Hideaway B&B  
 Best Western Richland Inn  
 Bluebird Cottage B&B  
 Comfort Inn Splash Harbor  
 Country Inn and Suites  
 Fairfield Inn  
 Hampton Inn  
 Hampton Inn & Suites South  
 Holiday Inn & Suites  
 Hostelling International-  
 Malabar Farm  
 La Quinta Inn & Suites  
 Mansfield Inn  
 Merit Inn  
 Motel 6  
 Old Towne Inn  
 Quality Inn & Suites Bellville  
 Quality Inn & Suites Mansfield  
 Somewhere In Time B&B  
 Spruce Hill Inn & Cottages  
 The Gathering Place B&B  
 The Old Summer House B&B  
 The Olde Stone House B&B  
 Travelodge

### ARTS & ENTERTAINMENT

Artspace 109  
 Element of Art Studio/Gallery  
 Johnny Appleseed Heritage Center  
 Mansfield Art Center  
 Mansfield Playhouse  
 OSU-Mansfield Theatre  
 Renaissance Performing Arts/  
 Mansfield Symphony Orchestra  
 Springmill Drive-In Theatre

### ATTRACTIONS

Biblewalk  
 Brownella Cottage  
 Cooper's Mill  
 Cosby Educational Heritage Center  
 Haunted Bissman Building  
 Hidden Hilltop Alpaca Ranch  
 Historic Carousel District  
 Kingwood Center  
 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 Carrousel Park Inc.  
 Richland County Fairgrounds  
 Richland County Museum  
 The Shawshank Trail

### BANKING

Mechanics Bank  
 Richland Bank

### CATERING

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

### FACILITY

Camp Mowana  
 K.E. McCartney Memorial Building  
 Mid-Ohio Conference Center  
 NC State Kehoe Center  
 Ontario Events Center  
 R&L Banquet Center  
 Women's Club

### FESTIVALS/EVENTS

Great Mohican Indian Pow-Wow  
 Lexington Blueberry Festival  
 Miss Ohio Scholarship Program  
 Mohican Wildlife Weekend  
 Prairie Peddler Festival

### OTHER

CenturyLink  
 Downtown Mansfield, Inc.  
 Engwiller Properties, Inc.  
 Heart of Ohio Magazine  
 Henley Graphic Communications  
 Malabar Farm Foundation  
 Mansfield News Journal  
 Richland Area Chamber of Commerce  
 Roark Studios  
 Sluss Realty Co.

### RECREATION

Battle Zone Paintball Park II  
 Camp Toodik Family Campground,  
 Cabins & Canoeing  
 Camp Toodik's Lake Fork Canoe Livery  
 Charles Mill Lake Park/MWCD  
 Charles Mill Marina  
 Clear Fork Ski Resort  
 Comfort Inn Splash Harbor  
 Deer Ridge Golf Club  
 Equestrian Valley Horseback Riding  
 Kelly's Driving Range & Miniature Golf  
 Lake Timberlin Camp Resort  
 Lex Lanes  
 Loudonville Canoe Livery &  
 River Room  
 Mid-Ohio Sports Car Course  
 Mohican Adventures  
 Campground & Cabins  
 Mohican Adventures Canoe  
 & Fun Center

Mohican Reservation  
 Campgrounds & Canoeing  
 Mohican Valley Camp & Canoe  
 Ohio Dreams Action Sports Camp  
 Pebble Creek Golf Club  
 Pleasant Hill Lake Park/MWCD  
 Pleasant Hill Marina  
 Richland B&O Bike Trail  
 Seltzer Park  
 Shelby/Mansfield KOA  
 Snow Trails  
 Springmill Learning Center  
 The Infield  
 Tree Frog Canopy Tours  
 Twin Lakes Golf Course  
 Wooldridge Woods  
 Golf & Swim Club

### RESTAURANTS

Applebee's  
 Athens Greek Restaurant  
 Blossom's Café  
 Buckeye Express Diner  
 Buffalo Wild Wings  
 Chris's Red Brick Diner  
 Coney Island Inn  
 Doc's "Soup-Herb" Deli  
 Ed Pickens' Café on Main  
 Gionino's Pizzeria  
 Malabar Farm Restaurant  
 McDonalds  
 Oak Park Tavern & Restaurant  
 Panera Bread  
 Porky's Drive-In  
 Relax, It's Just Coffee  
 Sand Wedge Grill  
 Skyline Chili  
 Skyway East  
 Slick'z  
 Steak And Shake

Troyer's Dutch Heritage Restaurant  
 Virginia BBQ  
 Warrior Drive-In & Pizza

### SHOPPING

Alpaca Meadows  
 Alta Florist and Greenhouse  
 Apple Hill Orchards  
 Bellville Merchants Co-op  
 Blueberry Patch Greenhouse & Gifts  
 Carrousel Antiques, Ltd.  
 Crafty Clutter, Inc  
 Creative Outlet Indian Store  
 Downs Farm Market  
 Eatmor Bundt Company  
 Glen's Surplus Sales  
 Haring Jewelers  
 Jones Potato Chip Co.  
 Main Street Books  
 Olivesburg General Store  
 Possum Run Greenhouse  
 Pumpkin Seed Bulk Food Co.  
 Richland Mall  
 Sam's Club  
 Squirrel's Den  
 The Chic Boutique  
 The Cottage Shop  
 The Shawshank Oak Tree, Ltd.  
 Troyer's Heritage Gifts  
 Waynes Country Market  
 Y-Not Cycling & Fitness

### TRAVEL

Avis Budget Rent-A-Car  
 S & S Coach Co.

### WINERY/WINE BAR

Cypress Hill Winery  
 The Happy Grape

**Mansfield**  
 & Richland County  
 Convention & Visitors Bureau

**President** Lee Tasseff  
**Group Tour/Media Director** Jodie Puster-CTIS  
**Marketing/Meetings Director** Kim Miers  
**Operations/Member Services Director** Amber Dobbins  
**Visitor Information Assistant** Becky Mahoney

124 North Main Street • Mansfield, Ohio 44902  
 800.642.8282 • MansfieldTourism.com

