

Destination Mansfield

Richland County

On behalf of the Destination Mansfield-Richland County Board of Directors and staff, I am pleased to introduce our 2017 Annual Report.

As the year began we became Destination Mansfield-Richland County which began a year of improving current or creating new marketing tools. This investment was the latest change indicating our evolution into a more cohesive community focused economic development organization. We ended the year by putting the finishing touches on our all-new 40-page Visitors Guide and began the process of creating a new website.

The highlights throughout this report represent a continuation of new branding, creativity and capacity.

As we did last year, the organization embraced a more active role in our community's development and looks forward to continuing its mutually beneficial relationship with our economic development partners.

With the help of the board, community leaders and our members, the outlook of the travel industry in Richland County is a positive one. Thank you for your support this past year.

Respectfully,



Alex Rocks
Chair



2017 Highlights



Successfully changed our name to Destination Mansfield-Richland County and re-created or re-branded all of our materials throughout 2017:

- Signage at office and Visitor Information Center, E-Visitors Blasts, E-Newsletter, E-Member Blasts, Shawshank Trail brochure, Facebook page, social media posts, formalized our "Three Years & Out" investment policy.
- Completed an 11-month process to create a brand new 2018 Visitors Guide, initiated development of the companion 2018 Lure brochure and new Haunted Mansfield Guide, and launched DestinationMansfield.com 2.0 development in December.



Jack Rabbit - Book Direct software on Destination Mansfield and Shawshank websites generating an estimated \$17,371 in lodging revenue for our members. There were 6,153 searches thru the booking tool and 1,419 of them clicked to book a property.

Posted 73 blogs that saw 9,257 page views.

Top 5 Blogs:

1. Hollywood Returns to Mansfield (Escape Plan 3)
2. Memories & Future of Shawshank Tree
3. Ghosts, Gore, Monsters & More
4. 4th of July Fun
5. CVB Internships

Our digital and social marketing campaigns got 1,240,271 impressions, 6672 clicks, and 867 of them ordered a visitor guide, opened RACE DEALS, or took a desired action on our website.

Tracked 121 Conventions/Special Events, which brought in 612,919 people and generated \$75,823,030.

- Notable future bookings include:
- Gold Wing Road Riders (2018)
- International Organization of Women Pilots Regional Conference (2018)
- Association of University Regional Campuses of Ohio/AURCO (2018)
- Impala SS Club of America (2018)
- Sons of American Legion (2019)
- Studebaker Drivers International (2019)
- America in Bloom (pending 2021)

New Events drawing regional and national attention for 2017 included Ohio Taxidermists, Gold Wing Road Riders, Vans Across America, Ohio Dance Festival.



Our digital Motorsports Marketing Campaign earned statewide recognition.

Race season had 54 volunteers that volunteered 425 hours to help fans reach the community.



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

2017 Highlights

Website

DestinationMansfield.com + ShawshankTrail.com Statistics

- Visits were 227,508 averaging 18,959 per month.
- Page views for the year were 632,915 averaging 57,743 per month.
- 87% of all visitors were new
- Where were visitors from?
 - 44% Outside of Ohio
 - 56% From Ohio
 - 11% inside Richland County (19% of Ohio traffic is local)

Top Cities:

- Columbus
- Cincinnati
- Mansfield
- Detroit
- Ann Arbor

Top States:

- Ohio
- Michigan
- Pennsylvania
- New York
- Illinois

- Desktop 36%;
- Mobile Devices 64%



Destination Mansfield Richland County Social Media Results 2017

FACEBOOK	TWITTER	PINTEREST	INSTAGRAM	YOUTUBE
Facebook Likes: Total Likes 20,214 DM-RC 2016: 475,468 Reach, 34,504 Paid Reach, 17,157 Engagement, 2,087,899 Impressions 2017: 2411 Total Likes (1192 Posts), 419 Tweets, 1511 New Followers, 123,034 Impressions, 5,248 Visits, 83 Mentions Haunted Mansfield 2016: 456,115 Reach, 38,891 Engagement, 857,775 Impressions 2017: 6582 Total Likes (1107 New Page Likes, 158,867 Reach, 20,749 Engagement, 625,318 Impressions) Shawshank Trail 2016: 741,891 Reach, 148,078 Paid Reach, 34,527 Engagement, 1,393,131 Impressions 2017: 11221 Total Likes (658 New Page Likes, 636,409 Reach, 31,711 Engagement, 1,262,916 Impressions) YR End PAGE LIKES: 2016: 18,352, 2017: 20,214	Twitter: Total Followers: 1528 DM-RC 2016: (647) Followers, 129,521 Impressions 2017: 419 Tweets, 1511 New Followers, 123,034 Impressions, 5,248 Visits, 83 Mentions Shawshank Trail 2016: (582) Followers, 62,399 Impression 2017: 213 Tweets, 1511 New Followers, 85,212 Impressions, 6,103 Visits, 71 Mentions Total Followers: 1528 819 DMRC, 709 Shawshank YR END Followers: 2016: 1229, 2017: 1528	Pinterest: Totals DM-RC 2016: (826) Viewers (2611) Reactions 2017: (644) Viewers (8278) Reactions Shawshank Trail 2016: (826) Viewers (2980) Reactions 2017: (2588) Viewers (6785) Reactions	Instagram: Total Followers: 784 DM-RC 2016: (184) Followers (1880) Views 2017: 435 Posts (229) New Followers (8114) Views Shawshank 2016: (88) Followers (209) Views 2017: 213 Posts (18) New Followers (1549) Views Total Followers: 784 513 DMRC, 271 Shawshank YR End Followers: 2016: 372, 2017: 784	YouTube: Total Views DM-RC 2016: (44,952) LIFETIME (2017:55,442) LIFETIME 23 Videos Posted, 14,165 New Viewers, 21,710 Minutes Watched



Social Media

Our beloved Oak Tree, Sylvester Stallone, The Haunted Bissman Building and the return of a dirt track caught the attention of our social media fans this year. We created 3,146 posts securing 22,526 fans for 2017. We developed a reach of 1,645,196 users and made 3,462,562 impressions across all platforms. We also had 107,153 engage with our posts. These effort resulted in an increase of 11% in unique visitors.



Creation of Weekly Video posts reduced individual posts, but increased effectiveness with multi-graphic posts to use across more platforms. Videos on Instagram out ranked regular posts by 6 to 1.

POSTS GOING VIRAL

- **Haunted Mansfield** increased by 1,107 likes due to viral posts. Top posts with a reach of 38,998 reach, 73,414 impressions and 3,648 engaged users.
- **Shawshank Trail's** 4 posts had a reach of over 65,000 users.

Destination Mansfield's top post was of video of removal of the asphalt track at Mansfield Motorspeedway resulting in 7½ hours of viewing time!

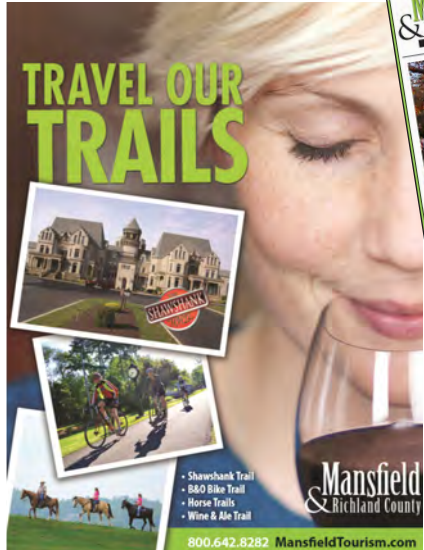
Promoting our partners: We promote 90% of our calendar events through targeted posts like Live Music, Richland HAPPENINGS or weekly videos.



DestinationMansfield.com



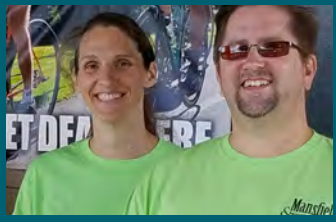
Increased number of subscribers receiving the Visitor E-blast to 32,894.



Fulfilled 25,307 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 3 students contributed 640 hours on 35 projects.



Members

ARTS & ENTERTAINMENT

Cinemark 14
Element of Art
Mansfield Art Center
Mansfield Playhouse
Mansfield Symphony Orchestra
Neos Dance Theatre
OSU-Mansfield Theatre
OSU-Mansfield Pearl Conard Art Gallery
Renaissance Performing Arts Association

ATTRACTIONS

BibleWalk
Gorman Nature Center
Haunted Bissman Building
Kingwood Center Gardens
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
Richland Carrousel Park

BANKING

Mechanics Bank
Richland Bank

BUSINESSES & ORGANIZATIONS

Cleveland Financial
Downtown Mansfield, Inc.
Engwiller Properties
Heart of Ohio Magazine
Henley Graphic Communications
Malabar Farm Foundation
RichHistory Alliance
Richland Area Chamber of Commerce
Richland Community Development Group

Richland County Foundation
Roark Studios
Sluss Realty, Co.
SunGraphics, Inc.

EVENTS

The Barnyard Park
Great Mohican Indian Pow-Wow
Hertlihy Christmas House
Kleerview Farm
Lexington Blueberry Festival
Miss Ohio Pageant
Mohican Wildlife Weekend
Prairie Peddler Festival
Richland County Fairgrounds
Shelby Bicycle Days
Vintage Peddler

FACILITIES & CATERERS

Deluxe Events & Catering
Fleming Falls Retreat Center at Camp Mowana
Lucas Community Center
Mid-Ohio Conference Center
NCSC Rentals & Reservations
Ontario Event Center
Port-A-Cook Catering Inc.

FOOD & DRINK

ABC Kitchen & Bar
Athen's Greek Restaurants
Black Bird Bakery
Black Dog Tavern
Blossoms Café
Brown Derby Roadhouse
Buckeye Express Diner
Buck's Bar & Grill
Buffalo Wild Wings
The Chill Ice Cream Parlor
City Grille & Bar
Coney Island Inn
Der Dutchman Restaurant
Doc's
Los Jarritos Mexican Restaurant
Malabar Farm Restaurant
Mansfield Restaurants

McDonalds Restaurants
Oak Park Tavern & Restaurant
Paul's Drive In
Rancho Fiesta
Relax, It's Just Coffee
Skyline Chili
Skyway East
Steak 'N Shake
Steve's Dakota Grill
Texas Roadhouse
Two Cousins' Pizza Co.
Uncle John's Place
Whiffletree Restaurant
Whit's Frozen Custard
Wokano

LODGING

42 Motel
AngelWoods Hideaway B&B
Best Western Richland Inn Mansfield
Bluebird Cottage B&B
Comfort Inn Splash Harbor
Fairfield Inn & Suites
Hampton Inn
Hampton Inn & Suites Mansfield - South
Heritage Inn
Holiday Inn & Suites
La Quinta Inn & Suites
Luftberg Farm B&B
M Star Hotel Mansfield Motel 6
The Old Summer House B&B
Quality Inn & Suites Conference Center
Quality Inn & Suites Mansfield
The Safe House B & B
Somewhere In Time B&B
Towne Place Suites
Travelodge
Valleyview Country Getaway
Wishmaker House B&B

RECREATION

Battle Zone Paintball Park III
Charles Mill Lake Park
Charles Mill Marina
Clearfork Adventure Resort
Deer Ridge Golf Club
Der Dutchman Miniature Golf
Exithis
The Infield
Lex Lanes
Loudonville Canoe Livery
Mansfield City Bike Loop
Mansfield Motor Speedway
Mid-Ohio Sports Car Course
Mohican Adventures Campground & Cabins
Mohican Adventures Canoe & Fun Center
Mohican Reservation Campgrounds & Canoeing
North Central Ohio Land Conservancy
Ohio Dreams
Pleasant Hill Lake Park
Pleasant Hill Marina
Richland B&O Trail
Roselawn Miniature Golf Course
Shelby/Mansfield KOA Resort
Shelby Reservoir & Trails
Shelby Seltzer Park
Snow Trails
Tree Frog Canopy Tours

SHOPPING

Allure Studios Salon & Spa
Alpaca Meadows
Alta Florist and Greenhouse
Alta Florist Shelby
Apple Hill Orchards
B.E. Humble
Bellville Merchants Co-op
Blueberry Patch Greenhouse & Gifts
The Boot Life
Carlisle Gifts
Carrousel Antiques

Cooper's Mill
Crafty Clutter
Creative Outlet Indian & Rock Store
Crossroads Original Designs
Eatmor Bundt Company
Glen's Surplus
Jones Potato Chip Co.
Main Street Books
Olivesburg General Store
Planktown Country Market
Planktown Hardware & More
Pumpkin Seed Bulk Food Co.
Richland Mall
Shady Lane Alpaca Farm
Smith Hardware
Squirrel's Den
Swavery
Tara's Floral Expressions
Wade & Gattion Nurseries
Wade Gardens Landscape & Gift Shop
Wayne's Country Market
What Goes 'Round Thrift Shoppe
Whitaker's Farm Market
Y Not Cycling & Fitness

TRANSPORTATION

Carson Travel
S & S Coach Company

WINE & ALE

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

Board

OFFICERS

Chairman

Alex Rocks
Mechanics Bank

1st Vice Chair

Ross Clark
Roark Studios

2nd Vice Chair

Nate Wolleson
Snow Trails

Treasurer

Fred Boll
Little Buckeye Children's Museum

Immediate Past Chair

Josh Maurer
Alta Florist & Greenhouse

BOARD MEMBERS

Louis Andres

Pleasant Hill Lake Park

Kerri Burkett

Hampton Inn

Scott Cardwell

Phoenix Brewing Co.

Steve Haring

Quality Inn & Suites
Conference Center Bellville

Ralph Kelsay

Richland Bank

Greg Loesch

Comfort Inn Splash Harbor

Rachel Massey

Fairfield Inn & Suites

Michael Miller

Renaissance Performing Arts Association

Sadie Petty

Quality Inn & Suites
Mansfield

Betty Preston

Kingwood Center Gardens

Paul Smith

Ohio State Reformatory

EX-OFFICIO

Darrell Banks

Richland County
Commissioner

Cameron Haring

Richland Young Professionals

Jennifer Kime

Downtown Mansfield, Inc.

Kathy Nolan

Green Savoree Mid-Ohio, LLC

Jodie Perry

Richland Area Chamber of Commerce

Steve Schag

City of Shelby, Mayor

Timothy Theaker

City of Mansfield, Mayor

Barrett Thomas

Richland Community Development Group

Staff

President Lee Tasseff, IOM

Group Tour/Media Director Jodie Snavey, IOM, CTIS

Marketing/Meetings Director Kim Miers

Operations/Member Services Director Amber Dobbins

Visitor Information Assistant Emily McClain

Communications Assistant Laura Huntington

