

Destination Mansfield

Richland County

2018 ANNUAL REPORT

I am pleased to introduce our 2018 Annual Report*.

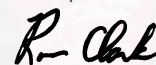
2018 was "The Year of Telling Stories" as more new communication products were launched than at any time in our history and we completed our two-year rebranding process. From the all-new Visitors Guide and DestinationMansfield.com to our Visitor and Member e-newsletters, the staff completely changed not only the look and feel of every marketing piece, but also told the story of Mansfield/Richland County in new ways.

As Destination Mansfield-Richland County continued its goal of becoming more involved in economic and community development, content was also created that can be utilized for more than just tourism marketing. We also expanded our efforts to be part of the local communications network through our social media channels. The organization further embraced a more active role in our community's growth through what is now the Mansfield Rising Plan, as it looks to invest in and participate in projects that align with our mission.

Finally, the best news is that we are now prepared for being on an international stage as the community hosts the largest collection of major events in its history with the return of Inkarceration, the Studebaker Drivers Club International Meet, the National Auto Sports Association national championships, and the Shawshank25 Anniversary.

On behalf of the Board, Thank You for your support this past year and we look forward to 2019 being a great success!

Respectfully,



Ross Clark
Chair

Larry "Luke" Lucas
and Susan Fisher,
Inkarceration Festival

*Also available at DestinationMansfield.com/annual-report.

DestinationMansfield.com



- Launched new Visitors Guide, Lure Brochure, DestinationMansfield.com, visitor e-blasts, member e-blasts, and an e-newsletter
- Redesigned the Haunted Mansfield brochure and backdrop banners
- Worked with County Auditor (and passed by the Commissioners) on the Richland County Lodging Tax Regulations that includes an updated definition of lodging establishments and lowers the minimum number of rooms (to be rented for transient occupancy) to be required to collect lodging tax from five to one
- Worked with author Mark Dawidziak to connect to actors/crew in the writing of "The Shawshank Redemption Revealed: How one story keeps hope alive". (Will premiere at the Shawshank 25th Anniversary)

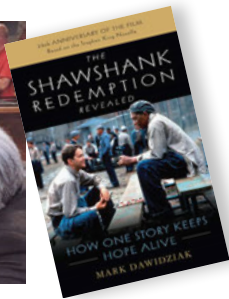


- Jack Rabbit Book Direct software on Destination Mansfield and Shawshank websites generating an estimated \$36,907 in lodging revenue for our members. There were 9,386 searches thru the booking tool and 2,744 of them clicked a property to book

Posted 88 blogs that saw 15,278 pageviews.

Top 5 Blogs:

1. Shawshank25 Save the Date
2. Lincoln Highway Buy-Way Yard Sale
3. A Day in Lucas, Ohio
4. 1285 Winery – Meet the Owners
5. July Happenings



- With the opening of the Museum of the Bible in Washington D.C. our goal was to partner with BibleWalk to reach travelers with similar interests to gain exposure



- Digital Marketing Campaigns focused on BibleWalk and The Shawshank Trail this year with a total of 6,377,613 impressions and 10,964 interested clicks
- Our Shawshank Trail Storytelling Digital Marketing Campaign earned statewide recognition

- Shawshank Trail, Wine & Ale Trail and Haunted Mansfield featured on TourismOhio's Adventure Trails
- Tracked 124 Conventions/Special Events, which brought in 638,624 people and generated \$76,851,180

Notable future bookings include:

- ParaPsyCon (2019)
- Ohio Halloween & Haunters Association (2019)
- Sons of the American Legion (2019)
- Studebaker Drivers Club International (2019)
- National Auto Sport Association (2019)
- America in Bloom (pending 2022)



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

2018 Highlights

Website

DestinationMansfield.com + ShawshankTrail.com Statistics*

- Visits were 224,891 averaging 18,740 per month
- Page views for the year were 701,205 averaging 58,433 per month
- 88% of all visitors were new

Where were visitors from?

- 51.5% outside of Ohio
- 48.5% from Ohio
- 8% inside Richland County

Top Cities:

- Columbus
- Cincinnati
- Mansfield
- Detroit
- New York

Top States:

- Ohio
- Michigan
- Pennsylvania
- Illinois
- New York

• Desktop 32%; Mobile Devices 68%



Social Media

Social Media Highlights: (across all social media platforms)

- Unique Followers: 26,641
- Total Reach: 1,345,187
- Engagement: 93,381
- Total Social Media Posts: 2,165

Top Posts:

- The top posts for Destination Mansfield-Richland County (Bellville's Flag Raising), Haunted Mansfield (The Shadowed Figure) and Shawshank Trail (Red on the road to Buxton) had a combined reach of over 45,000



* Jan-April old site, May-Dec new site.

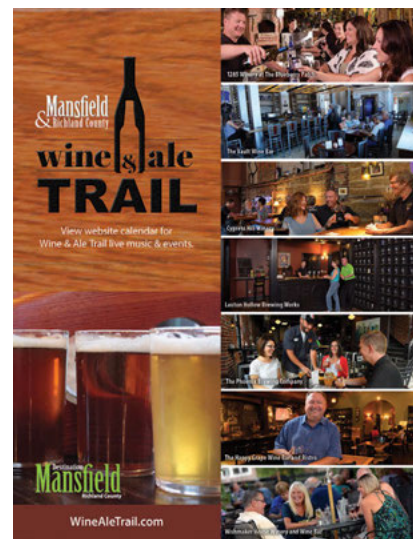
Destination
Mansfield
Richland County



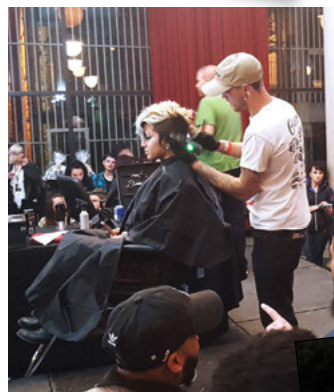
DestinationMansfield.com

- The Visitor Information Center was closed for renovations for 2 months, but still averaged 409 visitors per month for a total of 4,091

- Hosted 632 motorcoaches (including 62 overnight trips), which brought in 29,790 people in who spent \$2,489,360 in Richland County
- 4,877 people attended ghost walks, hunts, paranormal investigation, events at 6 Haunted locations
- Invested in Airport Days, Inkarceration Festival, Mansfield Barber Expo, Christmastime in the City, through the "Three Years & Out" investment policy



- Race season had 33 volunteers that volunteered 243 hours to help race fans reach the community
- Our paid social and email blast marketing campaigns saw 1,163,051 impressions and 19,776 clicks



Public Relations

- Hosted 14 travel writers and bloggers for individual tours throughout the year. The most requested attractions were the Ohio State Reformatory, Little Buckeye Children's Museum, Shawshank Trail sites, Kingwood Center Gardens, Weekend Getaways, and Family Destinations.
- 194 articles worth \$36,759,79 in equivalent ad buys with 1.17 billion impressions reaching media outlets across the US. Stories generating the most positive attention were about Inkarceration, Ghost Hunting/ Haunted Houses generating 79 stories worth \$5,571,728 with 134,842,052 impressions.





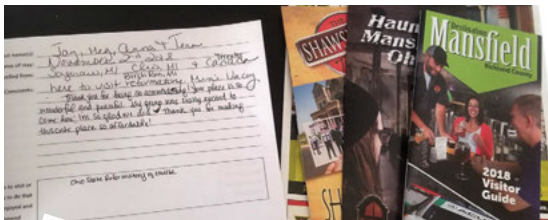
- Increased number of subscribers receiving the Visitor E-blast to 36,205



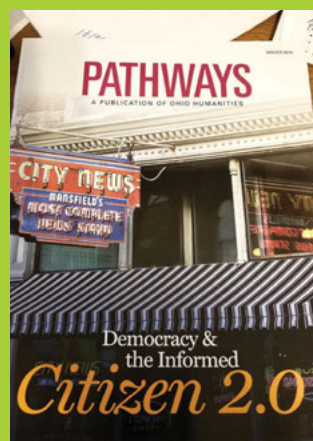
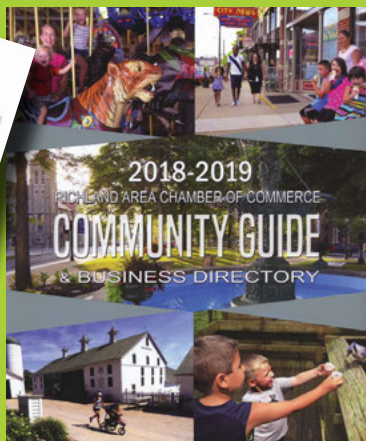
photo credit Tracy Geibel



- Interns contributed 268 hours on 35+ projects



- Fulfilled 19,578 information requests from phone calls, walk in visitors, ad responses, faxes, emails, etc. The requests were fulfilled by phone, mail, email, fax, visitor bags and in person



Members

ARTS & ENTERTAINMENT

Element of Art
Mansfield Art Center
Mansfield Playhouse
Mansfield Symphony Orchestra
OSU-Mansfield Pearl Conard Art Gallery
OSU-Mansfield Theatre
Renaissance Performing Arts Association
Theatre 166

ATTRACTIONS

BibleWalk
The Gill House
Gorman Nature Center
Kingwood Center Gardens
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
Shady Lane Alpaca Farm

BANKING

Mechanics Bank
Richland Bank

BUSINESSES & ORGANIZATIONS

Cleveland Financial
Downtown Mansfield, Inc.
Engwiller Properties
Henley Graphic Communications
Malabar Farm Foundation
RichHistory Alliance
Richland Area Chamber & Economic Development
Richland Community Development Group
Richland County Foundation

Richland Soil & Water Conservation District
Roark Studios

EVENTS

The Barnyard Park
Great Mohican Pow-Wow
Inkcarceration
J & J Rietschlin Farm
Kleerview Farm
Lexington Blueberry Festival
Miss Ohio Scholarship Program
Mohican Wildlife Weekend
Prairie Peddler Festival
Richland County Fairgrounds
Shelby Bicycle Days
Vintage Peddler

FACILITIES & CATERERS

Avita Health System
Deluxe Catering & Events
Mid-Ohio Conference Center
NCSC Rentals & Reservations
Ontario Event Center
Port-A-Cook Catering Inc.
Robert L. Castor VFW, Post 5101

FOOD & DRINK

ABC Kitchen & Bar
Athens Greek Restaurants
Black Dog Tavern
Blossoms Café
Blue Barista Coffee Co.
Brown Derby Roadhouse
Buckeye Express Diner
Buffalo Wild Wings
The Cabin Grill
Café on Main
The Chill Ice Cream Parlor
City Grille & Bar
Coney Island Inn
Der Dutchman Restaurant
Doc's

Hudson & Essex
Los Jarritos Mexican Restaurant
Malabar Farm Restaurant
Mansfield Family Restaurants
McDonalds Restaurants
Oak Park Tavern & Restaurant
Paul's Drive In
Skyline Chili
Skyway East
Steak 'N Shake
Steve's Dakota Grill
Texas Roadhouse
Two Cousins' Pizza Co.
Uncle John's Place
Whiffletree Restaurant
Wokano Japanese Sushi & Steakhouse

LODGING

42 Motel
AngelWoods Hideaway B&B
Bluebird Cottage B&B
Bullfrog Mountain Cabins
Comfort Inn Splash Harbor
Fairfield Inn & Suites
Hampton Inn
Hampton Inn & Suites Mansfield - South
Heritage Inn
Holiday Inn & Suites
In the Heart of Mohican Country
La Quinta Inn & Suites
The Lodge at Babble Brook
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 Red Dahlia Guesthouse
Somewhere In Time B&B
Towne Place Suites

Travelodge
Wishmaker House B&B

RECREATION

Battle Zone Paintball Park III
Charles Mill Lake Park
Charles Mill Marina
Deer Ridge Golf Club
Der Dutchman Miniature Golf
Exithis
The Infield
Lex Lanes
Loudonville Canoe Livery
Mansfield City Bike Loop
Mansfield Motor Speedway
The Mid-Ohio School
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 & Wetland Trails
Shelby Seltzer Park
Snap Fitness
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
Carlisle Gifts
Carrousel Antiques
Cooper's Mill
Crafty Clutter
Crossroads Original Designs
Elzy Milling & Trade
Glen's Surplus
Jones Potato Chip Co.
Let It Shine Gifts
Main Street Books
Planktown Hardware & More
Pumpkin Seed Bulk Food Co.
Richland Mall
Smith Hardware
Squirrel's Den
Tara's Floral Expressions
Wade & Gatton Nurseries
Wade Gardens Landscape & Gift Shop
Wayne's Country Market
What Goes 'Round Thrift Shoppe
Whitaker's Natural Market
Y Not Cycling & Fitness

TRANSPORTATION

Carson Travel
S & S Coach Company

WINE & ALE

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

Board

OFFICERS

Chairman
Ross Clark
Roark Studios
1st Vice Chair
Nate Wolleson
Snow Trails
2nd Vice Chair
Fred Boll
Little Buckeye Children's Museum
Treasurer
Josh Maurer
Alta Florist & Greenhouse
Immediate Past Chair
Alex Rocks
Mechanics Bank

BOARD MEMBERS

Louis Andres
Pleasant Hill Lake Park
Kerri Burkett
Hampton Inn
Steve Haring
Quality Inn & Suites
Conference Center Bellville
Ralph Kelsay
Richland Bank
Greg Loesch
Comfort Inn Splash Harbor
Rachel Massey
Fairfield Inn & Suites

EX-OFFICIO

Darrell Banks
Richland County Commissioner
Mary Frankenfield
Richland Young Professionals
Jennifer Kime
Downtown Mansfield, Inc.
Kathy Nolan
Green Savoree
Mid-Ohio, LLC
Jodie Perry
Richland Area Chamber & Economic Development
Steve Schag
City of Shelby, Mayor
Timothy Theaker
City of Mansfield, Mayor

Staff

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 Adelyn Belsterling

