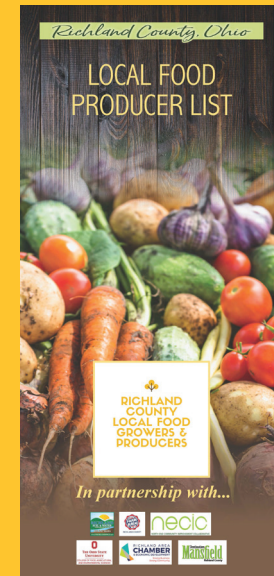


SHARPENING OUR TOOLS.



How do we do that? By increasing our intelligence and using that to support local partner businesses with our greatest strengths: Marketing, Connecting and Training.

We underwrote the designing of **Richland Soil and Water's Local Food Producers** rack card, promoting locally sourced food. It now helps consumers, restaurants and others in our community increase their use of food grown right here. Our city's urban farms are now in the supply chain for restaurants that serve visitors and guests from our area.

In turn, that strengthens local farmers, and in particular, our urban growers. The result is tourism that works for all of us, showing up in the form of jobs and increased wages, state and local tax revenue and overall economic growth.

We added enhanced public relations programs designed to generate publicity that highlights our partners, thereby driving business to them. While impacted by a late summer COVID surge, we hosted a media tour that resulted in 13 travel stories and more than **6 million impressions**.

Investment in a new lodging performance tracking system helps us identify lodging trends.

We used intelligence tools and consumer research to identify what resonates with visitors. We used smart ads to reconstruct our experience marketing.

Coming out of 2020, consumers were starved for meaningful but safe experiences. They made it clear what they wanted.

They were seeking opportunities to recharge, refresh, rejuvenate and enjoy the outdoors.

We were well positioned to serve that pent-up demand, given that our tourism product was aligned with what travelers craved. We sharpened marketing messages, inviting them to experience our outdoor and rejuvenating experiences.

Continuing to shift gears towards new and refined marketing, we moved our paid advertising to **90% digital** vs. traditional print advertising. Digital advertising allowed us to hone in on the most likely targets by using the latest tech tools in email and social media marketing campaigns.

Those tools (from our website traffic) made it possible to identify the top-ranking cities among our targets:

- o Columbus
- o Cleveland
- o Pittsburgh
- o Zanesville
- o Westerville

For a campaign designed to drive interest to Kingwood Center Gardens, we drove digital impressions via 46 geofenced sites (including in- and out-of-state gardens) that closely mirrored Kingwood.

The campaign was successfully in generating:

- o **1,137,419** impressions
- o **11,409** clickthroughs
- o And **3,917** reactions



BUILT TO LAST.

Public Relations efforts resulted in 283 articles, generating more than 2.5 BILLION impressions that told Mansfield & Richland County's story to travelers across the US via media outlets across the US, and in some cases, beyond.

Our Simpleview Book Direct software, generated an estimated \$88,952 in revenue for our member lodging partners. Travelers made than 4,000+ searches through the booking tool, resulting in 3,455 referrals to lodging properties. Included in those referrals, were 854 locally owned Airbnbs, which documented the growing trend in the short-term rental sector.

To demonstrate to visitors the authenticity and sense of place offered by Richland County, we increased the quality, depth, and variety of our image library to be used to market the area.

In response to escalating traveler interest in the outdoors and cycling, we created a more enjoyable and effective way to promote the B&O Trail to more visitors by building an interactive map.



Shooting began on a new B&O Trail video to be completed in the summer of 2022.

86 locals were recruited as models in photo shoots that gained 100 new images, beautifully reflecting our community.



Destination **Mansfield** Richland County

Having emerged from the rubble of 2020 and the COVID impact on our industry, in 2021, a new blueprint for success was developed. We capitalized on a community that was strengthened by working together to support one another during tough times. That blueprint was strategically designed to ensure our industry has a stronger foundation than ever and is well positioned for growth and development in the future.

BUILDING A NEW TOWARDS 2022



recovery/reconstruction

As architects for growth, in 2021, we returned to constructing solid marketing programs. Building on the results, we worked to engineer a future where that foundation will support economic development within our community. Our efforts along with strong local partnerships, allowed us to move into the development phase ahead of schedule, becoming stronger and exerting more influence as the year went on.

- We restored our **\$100,000** investment target for **Mansfield Rising projects**.
- Following a strategy that allowed for growth, we worked to help our partners build their **marketing capacity**.
- Like so many others in industries across the nation, the **travel economy is made up of small businesses**. Thus, it's crucial to arm them with the tools to build their businesses.
- The success of tourism affects not just frontline workers, but it impacts every industry that supports them: accountants, insurance agents, graphic designers and so many more.

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DestinationMansfield.com
ShawshankTrail.com
HauntedMansfield.com
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FORGING RELATIONSHIPS.

- Coming right out of COVID, many of our small business partners no longer had staff, time or budgetary resources to market effectively. Thus, we gave added weight to projects that supported those small businesses.

*One such project was investing in a new website for the **Mansfield Memorial Museum**, a truly unique attraction that gets excellent visitor response, yet is without a marketing budget.*

- We partnered with Wayne County Convention & Visitors Bureau to build a new **BlackCyclone.org** to highlight this important figure in sports history and ways in which visitors can experience the story firsthand.

- We further built on our solid working relationships with **Great Lakes Publishing** and **TourismOhio** to broaden our exposure, explore new opportunities and take advantage of pricing to stay on budget while maximizing impact.



Working with Great Lakes Publishing, we launched a brand new "Lifestyle" Visitor Guide.

- This beautifully re-designed guide reflects the positive energy of our community and what it offers visitors. Attention-getting headlines, beautiful authentic photography, glossy magazine-style layouts and professionally written articles grab and keep potential visitors' attention.

*We leveraged those relationships to lift up our tourism attractions, landing brilliant photos of **Kingwood Center Gardens** on the cover of **Ohio Magazine**, a feature story in the **Ohio Travel Planner** and the cover of its widely used tear-out map.*

- Our PR team developed a press release announcing Blood Prison, distributing it to national and regional media. The result was more than **100 news stories generating some 1.8 BILLION impressions**, with extensive national and statewide coverage.



- National media stories quickly ramp up exposure, generate a vastly greater number of impressions and build cult-like celebrity status. Meanwhile, wide media coverage across Ohio creates instant conversion, quickly generating paid visits. For example, such a dual-prong PR strategy taps the power of **Ohio State Reformatory** to grab national attention, while inspiring our drive audience to book a trip. Additionally, you – our valued travel industry colleagues -- create an awesome visitor experience, which wows our guests and keeps positive word of mouth alive. Each piece works in concert with the next.



- We applaud the **Richland County Foundation** for partnering with us to build **Google Ad Word marketing campaigns** increasing exposure and offer marketing education to key non-profit attractions, including: **BibleWalk, Kingwood Center Gardens, Little Buckeye Children's Museum, Mansfield Playhouse, Mansfield Art Center, Ohio Bird Sanctuary** and the **Ohio State Reformatory**. The campaigns also included partner economic development agencies, **Richland Community Development Group** and **Downtown Mansfield, Inc.**



*The program added **\$100,000** of marketing exposure for the county each month generating above-average click-through rates. A full report will be included in the **2022 Annual Report**.*

BREAKING GROUND.

- The groundbreaking community branding project, paused due to COVID, resumed with renewed excitement and a fresh perspective.
- Branding partner, Tulsa, OK-based **Medium Giant**, joined us in July for an "Immersion Week" where the Medium Giant team imbedded themselves in our community in order to become intimate with the fabric of Richland County and ultimately help define its true essence. The goal included building a "brand story" that can be used at all levels – business, government, economic development, and tourism -- to share with audiences the benefits and features of traveling to, doing business and living in Richland County.
- The team toured the entire county, met with stakeholders/leaders and pop ups were hosted at community events to gather resident sentiment.
- It was crucial that every voice in our community was part of the process. Promoting Richland County as a destination benefits and contributes to the well-being of every person in the community. Strong tourism attractions, businesses and experiences not only benefit our economy, promoting jobs and visitor spending, but it contributes immensely to quality-of-life attributes that make life in our county richer and more rewarding...fostering the initiative to turn visitors into future residents.
- Our Brand Story was crafted and a logo and visual standards developed so individuals and organizations throughout the community are encouraged to use. Doing so helps us all to work together in telling our community's story.



BUILDING A BRAND.

Our Brand Story is born out of the region's rich history of pioneers, farmers, manufacturers, inventors and innovators. It highlights a community that, while deeply rooted in the successes of its past, is forging a bright and exciting future forged by imagination and prosperity and led by dreamers.

We, along with the Richland Area Chamber & Economic Development led the charge in developing this new community branding project. When we all work together to tell our brand story, we help local businesses and organizations create wealth that benefits every single resident of Richland County. Increased job growth and business development finance public services through the tax revenue they generate. Thus, as an economic development organization, our work benefits our families, our friends, our neighbors and our entire community.



As it becomes more important than ever, in 2021, we boosted our digital efforts, adding paid social media, streamlining our posting strategy and increasing influencer involvement. We drove more visitors than ever before to our social media platforms and our websites. Digital offers the added benefit of laser-focused measurement. Thus, we can judge how every campaign and effort performs in real time by looking at the numbers.

BY THE NUMBERS.

- 247,888 users** visited DestinationMansfield.com and ShawshankRedemption.com combined in 2021, averaging **20,657 users per month** accessing **666,906 pages** each month
- 69%** users visited via mobile; **31%** via desktop
- 22 blog posts** generated **22,290 pageviews**. While posts showcasing our communities (Downtown, Shiloh, Shelby and Bellville) had strong reach, our **Top 5 posts** included:
 - Things we're famous for (The Mansfield Effect)
 - Must-hike trails in Richland County
 - The NEW Downtown Mansfield
 - Iconic Insta-worthy spots
 - Restaurant takeout
- 16,252 pageviews** of Wine & Ale content, including **8,000 hits** on our Wine & Ale Trail, specifically. A social media campaign through TourismOhio, pushed our message across the state, showing a significant spike in interest.
- 1,645 events** added to the calendar
- Our 3 Facebook Pages:** Destination Mansfield, Shawshank Trail, Haunted Mansfield are now at **40,000 likes/follows**, reaching **410,000 people**
- 89% increase** in Facebook reach with 30% more followers over 2020
- Top 3 posts** (Sunflower Fields along the B&O Trail, Kingwood Center Gardens' Pumpkin Glow and Kleerview Farm Holiday Experience) reached **100,000+** potential visitors. Interestingly, all were outdoor activities.
- Instagram** platform saw a 411% increase with the #1 post featuring **Kingwood Center Gardens**
- 39,077 subscribers** received our visitor E-blast, up **2.4%**.

BREAKING DOWN DestinationMansfield.com

- 38%** Outside of Ohio
- 62%** From Ohio
- 15.3%** inside Richland County

Top Cities: Mansfield, Columbus, Cincinnati, Cleveland and Ontario,

Top States: Ohio, Virginia, Michigan, Pennsylvania and Texas

Top Pages Visited:

- Eat/Drink
- Attractions
- Wine & Ale Trail
- Stay
- Inkcarceration Festival
- Richland B&O Bike Trail

BREAKING DOWN ShawshankTrail.com

- 33.5%** Outside of Ohio
- 66.5%** From Ohio
- 1.6%** inside Richland County

Top Cities: Columbus, Cincinnati, Columbus, Chicago, New York

Top States: Ohio, Michigan, Pennsylvania, Illinois, Indiana

Top Countries: United States, Canada, Australia, United Kingdom

Top Pages Visited:

- Shawshank State Prison
- A Path Worth Remembering
- Full List of Filming Sites
- Virtual Guide Pages
- Shawshank Hustle 7K

