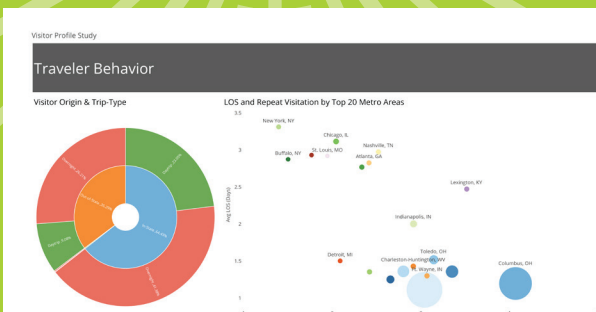


## Integrated the Community Brand into the next generation of Visitor Guide



- Published community's first fully branded, marketing publication: The award-winning, 54-page Visitor Guide
- The community brand became a natural part of our marketing in 2022 in all methods: print, digital, social, and website. Ad campaigns fully utilized the "Space For" theme

## Invested in tools to advance our research and intelligence capabilities, to make better marketing decisions



### VISITOR PROFILE INFORMATION

**Top Opportunity Markets**  
These are calculated based on observations on visitation via mobile location data paired with origin's website to name. All of these markets show high propensity for targeted marketing.

- Cleveland/Akron
- Columbus
- Cincinnati
- Dayton
- Toledo
- Youngstown
- Indianapolis
- Chicago
- Pittsburgh

## Developed a new Aviation Tourism campaign

Ran a three-month (August-October) marketing campaign aimed at the private aviation market in Ohio and surrounding states. The goal was to build awareness of Mansfield Lahm Regional Airport as an attractive gateway into the area for more than just business air travel. Features included the Fixed Base Operations within the renovated terminal, an event-packed Fantastic Final Friday Weekend in August and the Ohio State Reformatory.



- Tactics included targeted emails, social media, display ads and geo-targeted messaging to guests at other airports of similar size and function
- The campaign generated 817,228 impressions, 1,416 clicks and 120,000 emails. 5 of the top 10 pages viewed on DestinationMansfield.com in August were related the digital campaigns

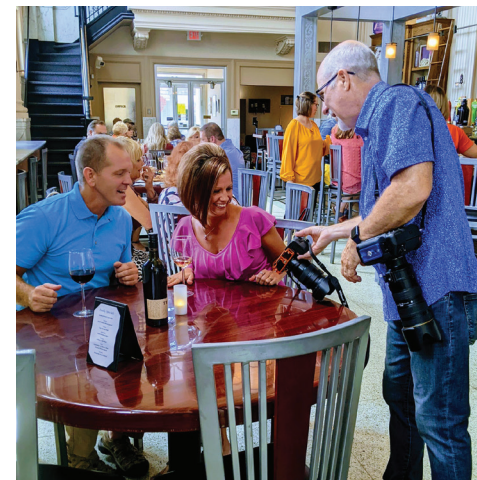


- To complete the experience, we installed a fully-branded "Welcome" sign with an integrated QR Code for all new fly in visitors. The code takes visitors to the new "Flying into Mansfield" page

## BUILT TO LAST

### Build a robust image library leading six video and three photo shoots

- Made those new images available to industry and local leadership partners via Google Drive
- This made it easy for Regional Planning, Richland Chamber & Economic Development, Richland County Foundation, Downtown Mansfield, Inc., Richland County Commissioners, Medium Giant, Great Lakes Publishing, TourismOhio and



other key stakeholders and partners to help spread our brand story to much larger audiences.

- Produced **six new videos** of major attractions (B&O Trail, Mansfield Art Center, Buckeye Imagination Museum, Wine & Ale Trail, BibleWalk & Ohio Bird Sanctuary)
- Added **309 new photos**
- Featured **167 local models**

## STAFF BOARD

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**Special Projects Director**  
Jodie Snively, IOM, CTIS

**Marketing/Meetings Director**  
Kim Miers

**Communications Director**  
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City of Mansfield, Mayor



**ShawshankTrail.com**  
**HauntedMansfield.com**  
**WineAleTrail.com**  
**BrandRichland.com**



**Destination Mansfield**  
Richland County



**This year, proactive and creative efforts focused on capturing our rich community assets in engaging video and stunning photography. These elements introduce our area to visitors through the eyes of our best ambassadors – our local residents.**



## RECOVERY RECONSTRUCTION

After carefully navigating the rough waters of COVID-19, then taking stock of the market, visitor sentiment and our existing assets, we moved into a reconstruction phase. That means we are stocking our toolbox with powerful new digital images and video that will not just show potential travelers our story, but will also tell them through firsthand accounts from the very people who welcome them to our region with outstanding experiences and hospitality.



We're ready for our close up!





## THIRD PHASE DEVELOPMENT

### Moved into Investment/Development phase of our reconstruction plan

After a two-year pause (courtesy of the pandemic) in investing in it was fun to help bring back/expand events (i.e. Airport Day, Heart of the City Cruise In, Arts Festival), develop new marketing assets (publications, digital ads, videos, photographs, etc.) and reinvest operations' infrastructure (phone system, computer network, presentation capabilities) for the future.

### Continued investment in Mansfield Rising projects (i.e. Community Branding, BrandRichland.com)

- Set out to elevate the Mansfield Art Center, Buckeye Imagination Museum, BibleWalk's Museum of Woodcarvings, Richland B&O Trail, Ohio Bird Sanctuary, Wine & Ale Trail, Mohican Wildlife Weekend and Outdoor Recreational/ Educational Market and the world's tallest bobblehead (Chef Jacques) through TourismOhio marketing partnerships, in conjunction with Great Lakes Publishing, PR, digital campaigns, social media, shooting new videos and photos
- Hired 4th full-time staff member (first full-time hire in 16 years)
- Replaced all Shawshank Trail "Movie Site" signs (for use on Streets, Roads, Highways and Mansfield's Welcome sign group)
- Created "Tinsel Towns", a branded marketing product for promoting visitation during the 2023 Christmas/Holiday season
- Produced the first Transplant/Rebounder profiles for use in the Visitor Guide and Chamber Membership Directory
- Partnered with the Richland County Foundation to invest in Google Ad Words campaigns for **9 non-profits** (7 attractions plus Richland Community Development Group and Downtown Mansfield, Inc.) to build marketing capacity and generate additional awareness for Richland County. Collectively, the campaigns generated **1.987M Impressions**; **162,067 Clicks**; and an excellent average Click Thru Rate (CTR) of **8.2%** and worth **\$737,119!**



## SOCIAL MEDIA

Blogs generated a total of **21,348** page views

### TOP FIVE:

- The New Downtown
- A Day in Shiloh
- November Happenings
- Must Hike & Bike Trails
- Airport Day Flies into Mansfield

- Across all social media platforms (Destination Mansfield, Shawshank Trail, Haunted Mansfield): Up to **41,403** - likes/follows/viewers and had reached nearly **694,317** people
- Top 5 posts were all outdoor activities reached over **96,430** people
- Facebook Post for 2022 – Sport Exchange program with Black Belt Pro Fitness **33,820**
- Bellville Sports Complex at I-71 **18,232**
- Shawshank Hustle morning of race **17,785**
- Sept 30th Food Truck Festival in South Park **14,506**
- Kingwood Center Gardens – Pumpkin Glow **12,087**
- Ironically, our #1 Instagram post of 2022 is also our #1 post of 2023... so far! It featured the New Year's Eve celebration in downtown Mansfield that carried over into **#newyear2023**

## BLAZING TRAILS

### Trails Continue to Draw Interest!

- 20,339** pageviews relating to our trails on Destination Mansfield (4.8% of traffic)
- WINE & ALE plays a key role in popular interests on our website, including events and locations surrounding the topic. Over 13,680 pageviews included Wine & Ale content (3.2% of traffic)

Through participation in the TourismOhio Co-Op, our paid social campaigns, generated **975,298 impressions**, **16,856 clicks**, and **2,810 post shares**, and gaining statewide exposure for Mohican Wildlife Weekend, Mansfield Art Center, Airport Days, Ohio Bird Sanctuary, Wine & Ale, BibleWalk (which drew the most exposure – **271,000 impressions** and **7300 direct clicks** to website)

## FOLLOW THE TRAIL



Take to the B&O Trail to explore on two wheels!  
BY NICHOLAS DEKKER

Kingwood Center Gardens

THEY SAY GETTING THERE is half the fun. But the 18.4-mile Richland B&O Trail is a rare gem that elevates a bike ride to a whole new level. Typical Rails-to-Trails paths travel by diverse communities and territory. Rather than merely rolling past, the B&O invites discovery all along the way.

Hop on and off the trail at multiple entry points. You'll go across 18 bridges, past open fields, over babbling creeks, around colorful public art and through quiet communities inviting you to stop and explore. Bring your camera to capture the memories.

DestinationMansfield.com 33



## SEE AMERICA SUMMER 2022

Tour the Shawshank Redemption prison + 20 other must-see attractions and adventures



- An article on Inkcarceration's rain-soaked final day went viral generating 14.5 billion impressions across the United States

## PUBLIC RELATIONS

efforts resulted in **397 articles**, generating **22.2 billion impressions** that told Mansfield & Richland County's story to travelers across the US and beyond – reaching media outlets across the US, along with many that have global reach. Those numbers represent a **726% increase in impression** and a **36% increase in the raw number of stories** about our area.



- Invited travel writers to attend. Their articles generated 5.3 billion impressions

# BY THE NUMBERS.

DestinationMansfield.com + ShawshankTrail.com

Users **263,492** resulting in **667,906** pageviews

### BREAKING DOWN DestinationMansfield.com

[ Desktop **32%**; Mobile **68%** ]

- 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:**

1. Eat/Drink	5. Stay
2. Attractions	6. Richland B&O Bike Trail
3. Events	7. Wine & Ale Trail
4. Ohio State Reformatory	

**2,141 events** were added to the calendar

### BREAKING DOWN ShawshankTrail.com

[ Desktop **38%**; Mobile **62%** ]

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

**Top Cities:** Columbus, Cincinnati, Cleveland, 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

**34,260** now receive our Visitor E-blasts!