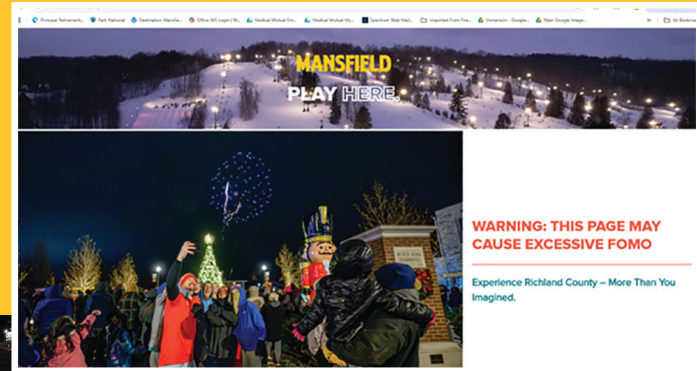


Imaging and Branding

- Continued to add (13 photo/video shoots and drone sessions) to our Google Drive of professionally curated images of attractions, recreation, lifestyle, etc. (I.E. cover shot)
- In addition to utilizing assets for ads, publications, social media posts and websites, the drive is shared with branding partners and is available to any community in the county, business, nonprofit, etc. that wants to elevate the image of the county



Brochures

- Produced 80,000 Visitor Guides featuring the Ohio Bird Sanctuary
- Collaborated on new Bike Trail brochure



AMERICA250

- Malabar Farm State Park, Mansfield Art Center, and Richland Carrousel Park added to Creativity Trail
- North Central Ohio Industrial Museum added to Innovation Trail
- The Shawshank Trail featured on Ohio Goes to the Movies Trail



Meetings & Events

New for 2025 Included:

- Party at the Pen
- Ohio School Bus Drivers Conference
- Ohio Association of Election Officials
- Mansfield Liederkranz Treffen

Marketing Excellence Recognized

- Won RUBY Awards for Ohio Bird Sanctuary Marketing Campaign
- Earth Stewardship Award – 1st Place, nonprofit category



Downtown/Main Street Restaurant Support

- Invested in lunch at downtown restaurants all summer to help during construction slow down
- Bought "Bob", our inflatable wavy guy to call attention to our office...that it was open...and lent him to any Main Street business that wanted to do the same.



ShawshankTrail.com
HauntedMansfield.com

WineAleTrail.com
BrandRichland.com

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



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Ashleigh Ramey
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Ashley Nash
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Andrew Whapham
The Voegel Historic Lofts

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Mayor Steve Schag
City of Shelby

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Downtown Mansfield, Inc.

Alexis Boyer
Mid-Ohio Sports Car Course

Jason Murray
Murray Law Offices

Steve Haring
Quality Inn & Suites Mansfield/
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CONNECTING FOR SUCCESS

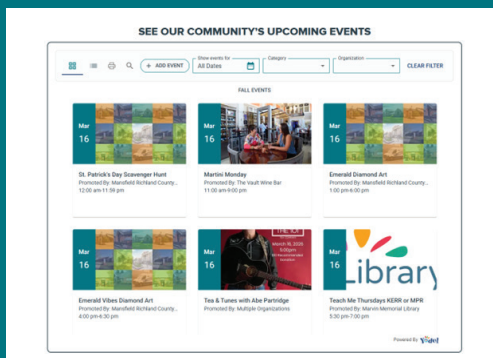


Destination
Mansfield
Richland County

2025 was a year highlighted by a myriad of meaningful sparks that fueled diverse successes. We focused on developing and strengthening key connections – large and small – that kept our community's tourism economy moving. We continued to promote our core attractions, while shining a spotlight on extraordinary experiences that are less well-known to visitors outside Richland County.

Community Brand Leadership

Fulfilled promise to establish a Community Calendar from Mansfield Rising 1.0 by underwriting the acquisition of Yodel, an AI powered calendar. Currently being utilized on BrandRichland.



AI (Artificial Intelligence)

- Selected as a **Mansfield-Richland Area Educational Foundation AI Blueprint** grant recipient; Created AI integration plan for 2026 w/Vinyl Marketing to work smarter
- Developed a new AI-supported workflow system under an organization-wide AI subscription as opposed to separate subscriptions for staff members. We named it, **"Nixie, the Intern"**.
- The concept was to create an internal AI assistant to not only assist in the creating of communications, marketing content, internal reports, etc. but learn the collective voice, values, intent and expectations of the organization at the same time. Essentially, we are training Nixie to learn from us and become smarter in assisting on future projects while also maintaining brand-voice consistency for marketing content.
- Used AI to produce Shawshank30 videos, confirm filming locations and update the Shawshank Trail from 15 to 16 sites



The Shawshank Effect

- Continues to be a durable brand engine that generates media attention and draws visitors from across the nation and beyond
- Produced 75 videos from 30th Anniversary to drive traffic to ShawshankTrail.com
- Added 16th filming site to The Shawshank Trail (Brooks Crossing Busy Street)
- Participated in the Shawshank Hustle history video with the Ohio State Reformatory and Shawshank Hustle to tell the story of the event and promote the Shawshank Trail and its connection to the film. The video was made for an online sports network to highlight a sporting event that grew out from a film and demonstrate how filming in a community can impact its future.
- Shawshank Trail and Hustle featured in Compass Magazine, official Location Managers Guild International publication (pictured above)

Earned Media Performance Highlights

Achieved **1,054+** media placements, generating **157.9 billion** impressions generated through strategic PR efforts

Signature assets drove national visibility

- Ohio State Reformatory, Shawshank Trail, Incarceration** along with haunted experiences, produced the majority of high-impact coverage and over a **billion impressions**

- Ohio Bird Sanctuary Promotion** - Generated **30+** regional media stories plus coverage on Columbus TV and

Spectrum News1

Seasonal & Community Campaigns

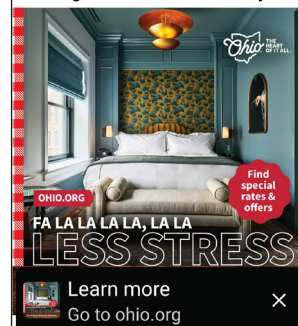
- "Tinsel Towns" holiday campaign delivered **85+** placements and **102 million impressions**

Momentum continues into 2026, with emerging coverage tied to new developments such as Buc-ee's already generating media interest

Marketing Impact on Tourism

Ohio, The Heart of it All

Sponsored by Ohio State
More rooms = less stress. Get special rates for loved ones visiting Ohio for the holidays.



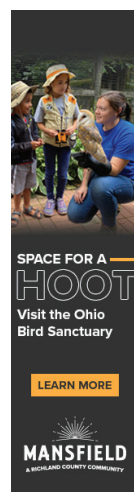
Visitor Intelligence

- Average length of stay increased to **3.1 days (+28.5%)**.
- Overnight visitors accounted for **76.91% of total visitors**.
- Out-of-state visitation increased **20%**.
- Long-distance travelers from **Dallas, New York, and Chicago** stayed over **5.5 days** on average.

Top Markets

- Top DMAs include:
- Cleveland-Akron-Canton
 - Columbus
 - Cincinnati
 - Dayton
 - Toledo

Visitor Origin States



Major Campaign Successes

Ohio Bird Sanctuary Marketing Campaign

- Helped increase visitors 33%
- Target audience: birders, families, and adults.
- Campaign performance:
 - 1,145,858 impressions
 - 321 clicks
 - 98.6% video completion rate

TourismOhio Statewide Meta Campaign

- 7 audience segments targeted
- 1.7 million impressions
- 642,872 reach
- 85,197 clicks

Top performing Attractions:

- Mansfield Speedway – 17,817 clicks
- Shawshank Trail – 14,359 clicks

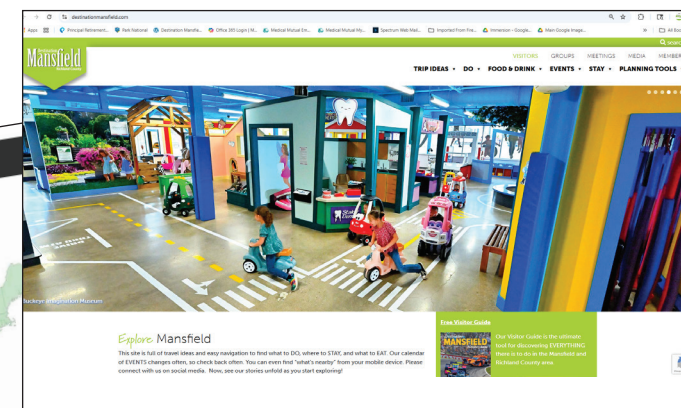


Email Marketing Impact

Email marketing remained an important outreach tool, with over **271,000** emails distributed through **Visitor Blasts, Partner Communications, Newsletters and Segmented Campaigns**. The highest performing email was a **Shawshank targeted email** with a **56.2% open rate** and **11.1% click rate**, highlighting the effectiveness of targeted messaging.

- 271,000+ emails sent across visitor blasts, newsletters, partner emails, and targeted campaigns
- Visitor e-blast engagement improved year-over-year, with average open rates increasing from 19% in 2024 to nearly 22% in 2025.

Website



DestinationMansfield.com and ShawshankTrail.com

- 184,399 users
- 490,612 page views

Traffic slowed due to changes in AI search behavior. A redesigned website launches in 2026 to address these shifts.

DestinationMansfield.com Audience

- 58.71% out-of-state visitors
- 41.29% in-state visitors
- 11.66% local traffic

Top States: OH, VA, MI, NY, IN

Top DestinationMansfield.com Pages

- Calendar of Events
- Ohio Bird Sanctuary
- Richland B&O Trail
- 4th of July
- Historic Ohio State Reformatory

Data continued to show increases in website traffic to key marketing initiatives like the Wine & Ale Trail, Richland B&O Trail, Ohio Bird Sanctuary Motorsports, and The Shawshank Trail.

Social Media Marketing Performance Video

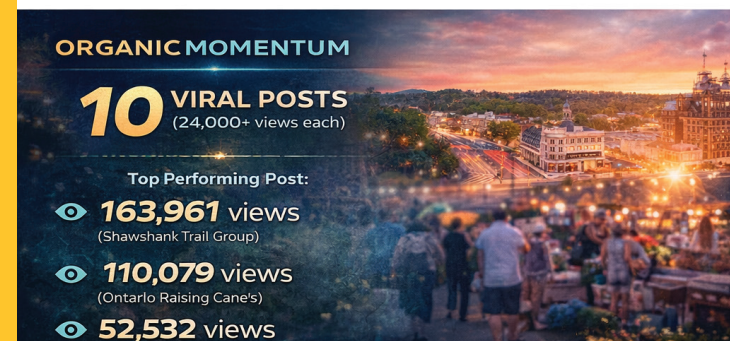
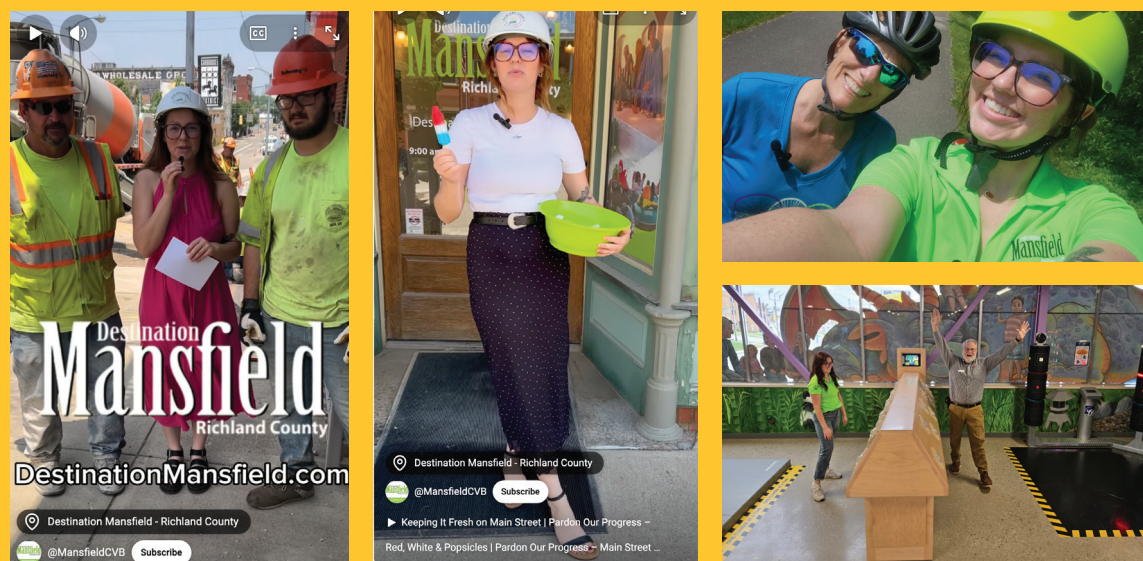
Shawshank 30th anniversary content videos are the top-performing YouTube videos.

- 2025 views: **44,033**
- Watch time: **540.4 hours**
- Lifetime channel views for all content: **663,747**
- Lifetime watch time for all content: **11,000 hours**

Video Content Engagement

- A total of **16 videos** were produced, including **Main Street Construction Updates** and the **Boomer vs. Zoomer** tourism series.
- Generated more than **145,000** combined views across **Facebook, Instagram, and YouTube**
 - 12 Construction Updates
 - 4 Boomer vs. Zoomer tourism videos

- 145,000+** total views across **Facebook, Instagram, and YouTube**



Social Media

All Meta Platforms

- Posts: 1,529 pages / 1,488 groups
- Views: 4,858,600
- Interactions: 63,180
- New followers: 5,052
- Page visits: 63,206

Total followers:

- Facebook pages: 41,740
- Instagram: 4,667
- Facebook groups: 5,900

Total audience **52,307**

Viral Content

10 posts exceeded **24,000 views**, demonstrating strong organic audience engagement.