



Visit
CANTON
STARK COUNTY CONVENTION & VISITORS' BUREAU

2017 INDUSTRY BRIEFING

Planning for the Future



Visit
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STARK COUNTY CONVENTION & VISITORS' BUREAU

MISSION

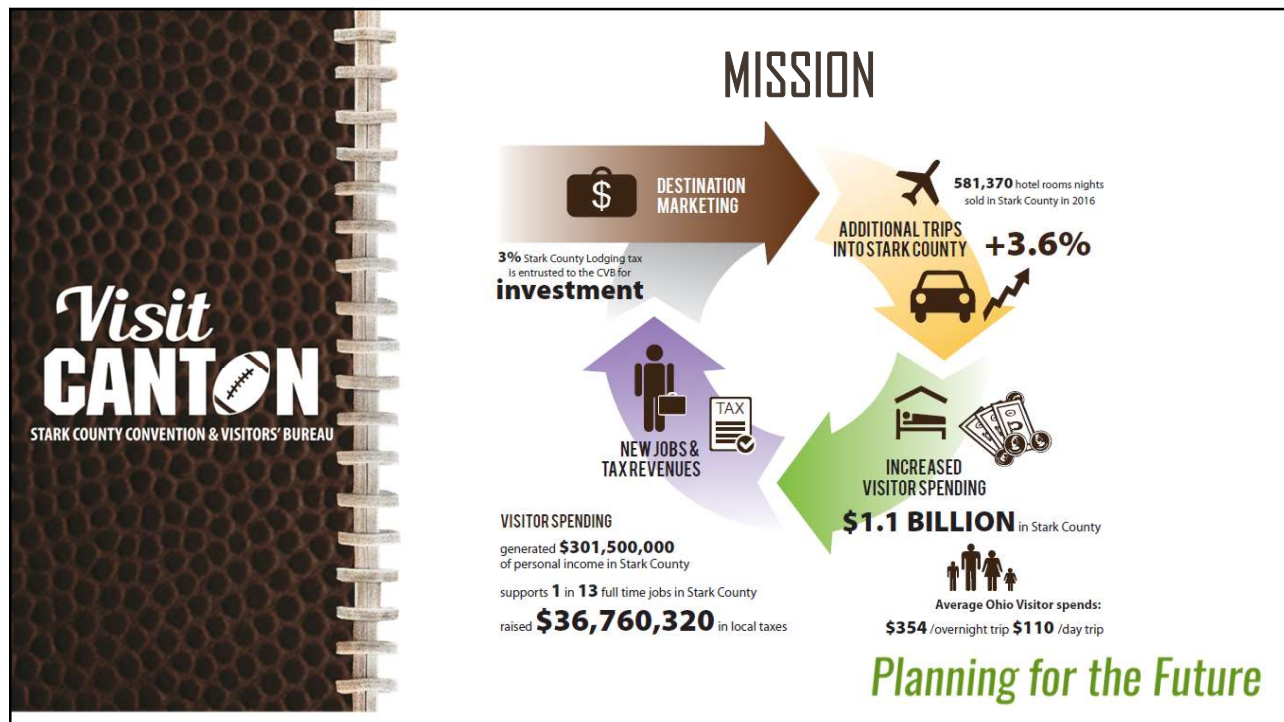
TO ATTRACT AND ENGAGE *Visitors,*

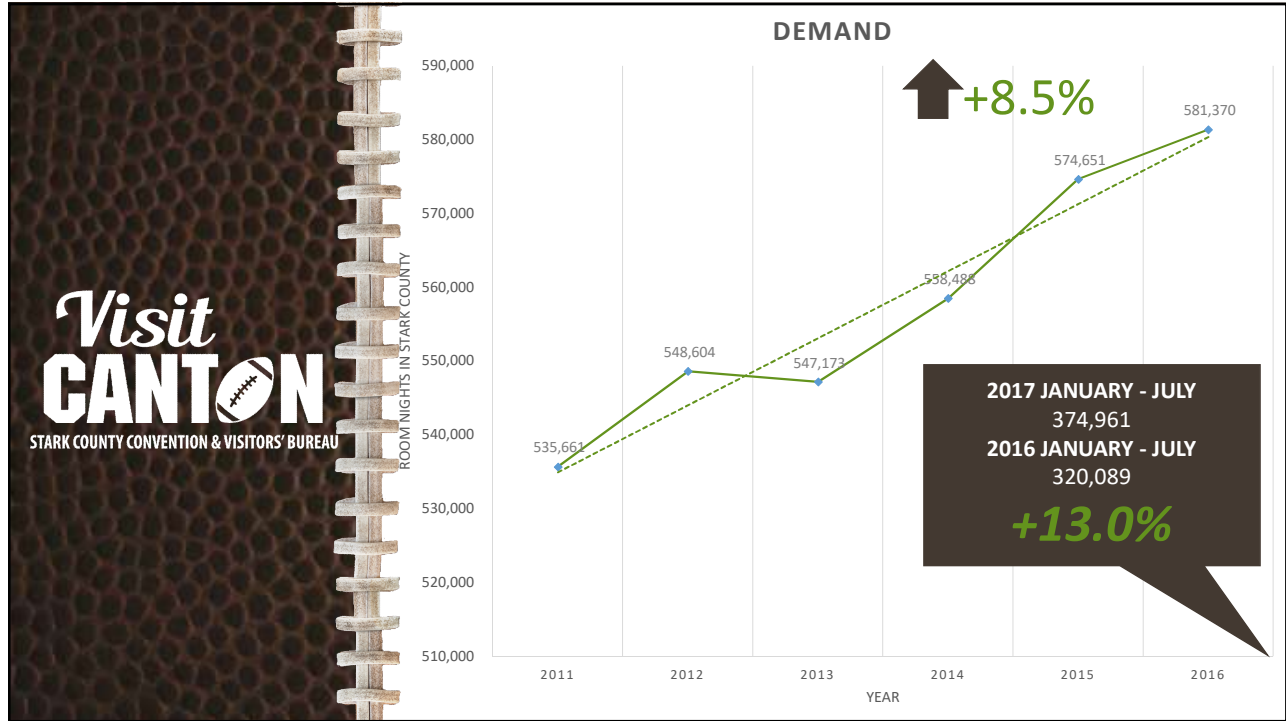
SERVE AND EDUCATE REGIONAL *Tourism Partners,*

AND TO GENERATE ECONOMIC GROWTH FOR THE COMMUNITY

THROUGH *Travel and Tourism Development*

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MOVING FORWARD

- Resolution by Commissioners to enact additional 3% lodging tax effective no later than January 1, 2018
- Extended contract term of 10-years between Visit Canton and the Stark County Commissioners
- Cooperative Agreement for up to \$500,000 with Johnson Controls Hall Of Fame Village
- Cooperative Agreement with Arts in Stark for 1/3 of the new 3% lodging tax increase to be used for arts & culture tourism initiatives
- Creation of a 501(c)(3) charitable organization subsidiary of Visit Canton

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SALES & MARKETING EFFORTS

Projected Event Sponsorships

2018: \$188,300
 DHSAA Football Championships, DHSAA Swimming & Diving, ASA Softball, OCMA Darts, OCMA Pool, Big Dog Lacrosse, Jersey Cattle Conference, North South Classic, Ohio Political Items Conference

2019: \$108,300
 DHSAA Swimming & Diving Championships, ASA Softball, OCMA Darts, OCMA Pool, Ohio Political Items Conference, Big Dog Lacrosse, North South Classic, NFL Draft

2020: \$158,300
 NCAA DIII Football, DHSAA Swimming & Diving, ASA Softball, OCMA Darts, OCMA Pool, Ohio Political Items Conference, Big Dog Lacrosse, North South Classic, NFL Centennial

2021: \$218,000
 NCAA DIII Football, DHSAA Football, ASA Softball, OCMA Darts, OCMA Pool, Ohio Political Items Conference, Big Dog Lacrosse, North South Classic, Holstein Cattle Convention

2022: \$218,300
 NCAA DIII Volleyball, DHSAA Football, DHSAA Swimming & Diving, ASA Softball, OCMA Darts, OCMA Pool, Big Dog Lacrosse, Ohio Political Items Conference, North South Classic

AVERAGE CUMMULATIVE ANNUAL ATTENDANCE: **175,000**

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SALES EFFORTS

Corporate

MPI (Meeting Professionals International) MidAmerica Conference
 Feb. 25-27 - Columbus
 Regional Conference- Ohio and Kentucky

MPI Great Lakes Education Summit
 Dates and Location TBD (mid-November)
 Regional Conference - Indiana, Wisconsin, Michigan

Small Market Meetings
 2018 Dates and Location TBA (end of September)
 Corporate, Association, Religious, and Club Planners
 National Conference

Connect Ohio
 2018 Dates and Location TBA (end of October)
 Corporate Meeting Planners in Ohio

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SALES EFFORTS

Association

OSAE (Ohio Society of Association Executives)
Cleveland, Dates TBA (mid-July)

ASAE (American Society of Association Executives)
Chicago, Dates TBD (mid-August)
National Conference
Coming to Columbus in 2019

Small Market Meetings
2018 Dates and Location TBA (end of September)
Corporate, Association, Religious, and Club Planners
National Conference

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SALES EFFORTS

Group Tour

ABA(American Bus Association) Annual Marketplace
January 26-30, Charlotte NC
National Conference

Heartland Travel Showcase
February 16-18, Buffalo NY
Group Tour Operators

Lenzner Travel Show
Dates TBA, Western PA
Lenzner Group Tour Leaders

Breakaway Tours Travel Expo
Dates TBA, Western PA
Breakaway Group Tour Leaders & Public

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SALES EFFORTS

Sports

Connect Sports
Aug 23-25, Salt Lake City, UT
National Conference

NASC (National Association of Sports Commissions)
April 23-26, Minneapolis, MN
National Conference

Sports the Relationship Conference
Dates and Locations TBA (3rd week of September)
National Conference

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SALES EFFORTS

Religious

Connect Faith
November 11-14, Ontario, CA

All Markets

Individual Site Inspections & FAM Tours

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VOLUNTEERSTARK.com

CERVIS Volunteer Software is a free tool to:

- Recruit new volunteers
- Manage existing volunteer committees
- Gather volunteer information such as shirt sizes and emergency contacts
- Create mailing labels, sign-in sheets, and even email committees directly from the system
- Find Volunteer Opportunities to sign-up for throughout Stark County

In 2017, CERVIS was used by the Pro Football Hall of Fame Marathon, Pro Football Hall of Fame Enshrinement Week Committees, Massillon Museum, McKinley Museum, Canton Palace Theatre, and more!

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MAJOR EVENTS

Industry Events Calendar

<https://www.visitcanton.com/partners/industry-partner-events-calendar/>

Tournament, Convention & Major Festival Dates

Add Your B2B Event Opportunities
Add Event & Select the Industry Event Category (ONLY)

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Visit CANTON
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FREE MARKETING MUST DO's

VisitCanton.com

- Business Listing**
2018 Visit Canton Travel Guide 'Census' – Update by e-mail
- Tickets & Packages**
Included in Digital Advertising Content
- Event Listings**
Visit Canton Travel Guide | Inclusion in Marketing Content
TravelHost | WHBC Source Book

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Visit CANTON
STARK COUNTY CONVENTION & VISITORS' BUREAU

FREE MARKETING MUST DO's

Ohio.org Listings

- September 29th Deadline | 2018 Spring/Summer COE
- April 2018 Deadline | 2018 Fall/Winter Calendar of Events
- July 2018 Deadline | 2019 Ohio Travel Planner

Google My Business

<https://www.google.ie/business/>
Google Destinations | Google Trips | Google+ Reviews

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visit canton ohio - Google

visit canton ohio

About 2,480,000 results (1.42 seconds)

Visit Canton - Visit Canton Stark
<https://www.visitcanton.com/>
 Visit the Canton, Ohio, home of the Pro Football Hall of Fame and other great attractions, museums and things to do.

Things to Do
 Family Fun - Outdoors - Tours & Activities - Museums & History

Travel Guide
 View the Official Visit Canton Travel Guide online. Or, fill out...

Visitors
 Things to do, places to eat, entertainment & events and ...

Contact Us
 Fill out the form below to contact us with your questions or to ...

History of the Pro Football Hall of Fame - Visit | Pro Football Hall of ...
www.profootballhof.com/visit/hall-of-fame-history/
 The Pro Football Hall of Fame is located in Canton, Ohio, in the northwest corner of the city, just off Interstate Highway 77. Highway exits for both northbound and ...

Visit Canton - Home | Facebook
<https://www.facebook.com/> Places - Canton, Ohio - Tour Agency
 ★★★★★ Rating: 4.5 - 117 votes
 Visit Canton, Canton, Ohio, 8700 likes · 246 talking about this · 67 were here. Visit Canton is your official source for event, attraction, shopping...

Fairfield Inn & Suites Canton South: Earn Rewards points and stay ...
www.marriott.com/ Fairfield Inn by Marriott | Canton
 ★★★★★ Rating: 4.5 - 354 votes
 4225 Dixietown Avenue Canton Ohio 44703 USA ... Whether you're in town visiting one of the many nearby attractions such as the Pro Football Hall of Fame...

Visitors / Tourism - cantonohio.gov
<https://cantonohio.gov/visitors/>
 Information about visiting Canton ... The City of Canton is home to a wide variety of events, festivals, activities, and attractions that make it a great tourist ...

Canton 2017: Best of Canton, OH Tourism - TripAdvisor
<https://www.tripadvisor.com/> United States | Ohio (OH)
 Canton Tourism: TripAdvisor has 15619 reviews of Canton Hotels, Attractions, and Restaurants making it your best Canton resource.

Visit Canton, OH - Convention & Visitor Bureaus | Ohio. Find it here.
www.ohio.org/destination/canton/convention-visitor-bureaus/visit-canton
 Experience a fascinating realm of entertainment, education and excitement in Canton-Stark County.

Canton
 Travel

Canton is a city in and the county seat of Stark County, Ohio, United States. Founded in 1805 alongside the Middle and West Branches of Nemishillen Creek, Canton became a heavy manufacturing center because of its numerous railroad lines. Wikipedia

Weather: 77°F (25°C), Wind NE at 9 mph (14 km/h), 41% Humidity
Local time: Tuesday 2:41 PM


Plan a trip
 Canton travel guide

3-star hotel averaging \$112

Points of interest
 View 15+ more

William McKinley Presidential Library
 The National First Ladies' Library
 Canton Classic Car Museum
 Canton Museum of Art
 Amateur Sports Hall of Fame

See results about
 Visit Canton (Visitor center in Canton, Ohio)
 222 Market Ave N, Canton, OH 44702



things to do in canton ohio - Google

things to do in canton ohio

About 5,570,000 results (1.19 seconds)

Canton / Top sights

William McKinley Presidential Library
 History exhibits & planetarium shows

The National First Ladies' Library
 historic cars & vintage auto memorabilia

Canton Classic Car Museum
 American artwork & education programs

Canton Museum of Art

The Top 10 Things to Do in Canton 2017 - Must See Attractions in ...
<https://www.tripadvisor.com/> United States | Ohio (OH) | Canton
 Hotels near Pro Football Hall of Fame. Hotels near McKinley Presidential Library & Museum. Hotels near Canton Classic Car Museum. Hotels near National First Ladies Library. Hotels near Downtown Canton Arts District. Hotels near First Ladies National Historic Site. Hotels near Canton Museum of Art. Hotels near St.

What to Do in Canton, Ohio - Visit Canton Stark
<https://www.visitcanton.com/play/>
 Mar 30, 2017 - Find great ideas for things to do on your next trip to Canton, Stark County. Canton is known best as the home of the Pro Football Hall of Fame, but the city and greater Stark County region also boast much more ... Enjoy the great outdoors in Canton, Ohio with beautiful parks ... Family Fun - Outdoors - Tours & Activities - Museums & History

Things to Do with the Family in Canton, Ohio - Visit Canton Stark
<https://www.visitcanton.com/play/family/fun/>
 Mar 30, 2017 - Beech Creek Gardens. Canton Food Tours. Canton Underworld Tour. Escape Room Downtown. Overval Vineyard: Pro Football Hall of Fame. 6th Street YOGA. Akron/Canton Jellystone Park Camp-Resort.

Things To Do In Canton - Deals in Canton, OH | Groupon
<https://www.groupon.com/> Local | Ohio | Canton
 Things To Do in Canton, OH - Discover the best things to do in Canton with deals of 50-90% off every day along. Wine and Cheese-Tasting Package for Two or ...

City Visitor: THINGS TO DO in Akron-Canton
www.cityvisitor.com/Akron-Canton/Attractions/search
 Akron and Canton provide a long list of fun things to do from enjoying a winery to ... Greater Akron Historic Downtown Sewille. Ohio is located in the center rolling.

Canton
 City in Ohio

Canton is a city in and the county seat of Stark County, Ohio, United States. Founded in 1805 alongside the Middle and West Branches of Nemishillen Creek, Canton became a heavy manufacturing center because of its numerous railroad lines. Wikipedia

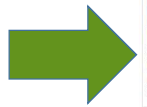
Weather: 77°F (25°C), Wind NE at 9 mph (14 km/h), 41% Humidity
Population: 71,323 (2016)
Local time: Tuesday 3:03 PM

Plan a trip
 Canton travel guide

3-star hotel averaging \$112

People also search for
 View 10+ more

Akron
 North Canton
 Massillon
 Cleveland
 Youngstown





MARKETING CAMPAIGNS

Event Planners
Columbus, Pittsburgh, Cleveland, Detroit
Search Marketing | *Cleveland Destination Planning Guide | Linked-In
*Website Retargeting

Travel Influencers
Cleveland, Columbus, Chicago, New York
Search Marketing | *Social Media | *Press Releases | *FAMs

Nearby Tourists
Cleveland, Akron, Amish Country
Search Marketing | *Regional Travel Guides & DMO Websites

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MARKETING CAMPAIGNS

Football Families
I-Hour Drive Radius
Search Marketing | Social Media | Email Marketing & Network Advertising
*Website Retargeting

Mature Travelers
Cleveland, Columbus, Youngstown, Wheeling/Steubenville, Zanesville,
Pittsburgh, D.C.
Search Marketing | Social Media | *Custom Publications
Email Marketing | Network Advertising | Radio/TV
*Retargeted Ticketed Event & Package Offers

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Visit CANTON
STARK COUNTY CONVENTION & VISITORS' BUREAU

COOPERATIVE MARKETING OPPORTUNITIES

Visitors Choice for Trip Planning:

- #1 Official Visit Canton Travel Guide
- #2 www.VisitCanton.com

Meeting Planners
Cleveland Destination Planning Guide *October 1st Deadline
VisitCanton.com/Meetings Feature & Display Ads

Nearby Tourists
Cleveland Official Visitors Guide
Ohio Travel Planner *October 27th Deadline
TravelHost

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Visit CANTON
STARK COUNTY CONVENTION & VISITORS' BUREAU

COOPERATIVE MARKETING OPPORTUNITIES

Mature Travelers
Ohio On Tap
Sip
Ticket & Package Retargeting

Football Families
VisitCanton.com/Play Feature & Display Ads
Ticket & Package Retargeting

Events
VisitCanton.com/Events-Calendar Feature & Display Ads
Event Promotion Packages

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CONTENT MARKETING CALENDAR

Marketing Campaign Content Deadlines:

- New 2018 Exhibits & Openings | **November**
- High-end Vintage/Antiques/Collectibles | **January**
- Most Beautiful Places | **January**
- Walking Tours | **August**
- Haunted Places | **August**

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CONTENT MARKETING CALENDAR

Event Marketing Content Deadlines:

- Winter Break/Holiday Light Displays | **ASAP**
- Romantic Events/Valentine's Day | **December**
- Spring Break/Easter Events | **January**
- St. Patty's Day Activities | **January**
- Pro Football HOF Marathon Specials | **March**
- Pro Football HOF Enshrinement Specials | **June**
- Fireworks/4th of July | ***Sept 29th - Ohio.org**
- Summer Fairs & Festivals | ***Sept 29th - Ohio.org**
- Thanksgiving/Fall Harvest | **August**

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SHARE YOUR CONTENT

VisitCanton.com Listings
www.visitcanton.com/partners
Census Period - Submit Updates via Email

Photos & Video Footage
Allison Rowe | AllisonR@VisitCanton.com
Dropbox | Google Drive | Hightail

Press Releases
Tonja Marshall | TonjaM@VisitCanton.com
Allison Rowe | AllisonR@VisitCanton.com

Attraction Tickets & Hotel Packages
Laura Felberg | LauraP@VisitCanton.com

#VisitCanton
#FabFinds #Ohioogram #TravelTuesday #BeautifulOhio

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OFFICIAL TRAVEL GUIDE

Canton

2018 Official Travel Guide
Sales Kit



DISTRIBUTION

#1 fulfillment piece for Visit Canton

250,000 total Travel Guides will be distributed throughout the year.

Fulfillment to visitors requesting more information from Visit Canton, Gervasi Vineyard, Pro Football Hall of Fame and other Stark County attractions

Hotel distribution throughout Cleveland, Akron, Canton and Amish Country



DISTRIBUTION

Visitors' Centers in downtown Canton and at the Akron/Canton Airport

Ohio & Pennsylvania AAA Travel Centers

Attractions, Ohio Visitor Centers and turnpike rest stops throughout Northeast Ohio and along the I-70 and I-77 corridors

All trade shows attended and/or supported by Visit Canton



ONLINE

Online edition on VisitCanton.com

Online edition emailed to Visit Canton visitor database

Online edition emailed to new trade show connections

FULL PAGE
\$5,150
8.625" x 11.125"

1/2 HORIZONTAL
\$2,850
7.875" x 5.125"

1/8
\$1,000
3.875" x 2.5"

1/4
\$1,800
3.875" x 5.125"

SIZES & SPECS

Same exact rates as 2017 edition!

SIZE & POSITION	WIDTH	HEIGHT	INVESTMENT	EARLY BIRD (by Nov. 30)
Two-Page Spread	17.5" 1	1.125"	\$ 8,500	\$ 7,820
Full Page	8.625"	11.125"	\$ 5,150	\$ 4,850
Inside Front/Back Cover	8.625"	11.125"	\$ 5,600	\$ 5,200
1/2-Page Horizontal	7.875"	5.125"	\$ 2,850	\$ 2,710
1/2-Page Vertical	3.875"	10.375"	\$ 2,850	\$ 2,710
1/4-Page	3.875"	5.125"	\$ 1,800	\$ 1,725
1/8-Page	3.875"	2.5"	\$ 1,000	\$ 970
Enhanced Directory Listing			\$ 150	N/A

New! THIS YEAR

DIRECTORY

\$150 ENHANCED DIRECTORY LISTING

BIZ NAME
TEN WORD DESCRIPTION WITH CONTACT INFORMATION AND BORDER/HIGHLIGHT TREATMENT.

ENHANCED LISTINGS

Help your listing stand out with an enhanced listing for just \$150.

Great option for our partners who have limited budgets.

Plus, these listings are complimentary for any tourism partner who invests in a half- or full-page ad.

New! THIS YEAR



EARLY BIRD

Discounted rates for ads under contract by Nov. 30.

Save up to \$300!*

SUPER EARLY BIRD

Same great discounted rate, PLUS a **FREE quarter page ad** in About magazine's June 2018 issue.

*Discount varies based on size of ad booked

New! THIS YEAR

SPECIAL ADVERTISING PACKAGES

Purchase an ad in this year's guide and receive a **BONUS** specialty advertising package to maximize your marketing reach!

1/8 & 1/4 PAGE ADS

- Sticky business listing on VisitCanton.com
- Inclusion in Reader Response Brochure Request

1/2 & Full PAGE ADS

- Dedicated featured blog (one month) on VisitCanton.com landing page
 - One week ad placement in The Canton Repository's Ticket
 - Sticky business listing on VisitCanton.com
- Inclusion in Reader Response Brochure Request
- Enhanced directory listing

New! THIS YEAR

Community Co-Op			
— ADVERTISING —			
PHOTO	BIZ NAME 15-WORD DESCRIPTION WITH PHOTO AND CONTACT INFO.	PHOTO	BIZ NAME 15-WORD DESCRIPTION WITH PHOTO AND CONTACT INFO.
PHOTO	BIZ NAME 15-WORD DESCRIPTION WITH PHOTO AND CONTACT INFO.	PHOTO	BIZ NAME 15-WORD DESCRIPTION WITH PHOTO AND CONTACT INFO.

Price/business: \$400

Size Options

4 partners • Quarter Page
\$1,600 total

6-8 partners • Half Page
\$2,400 to \$3,200 total

12-14 partners • Full Page
\$4,800 to \$5,600 total

Community co-op advertising partnerships require four or more businesses from the same community. Each advertising partner will provide their individual listing text and photo. The layout for the co-op will be created by GateHouse Ohio. Each partner will be billed \$400 for their listing.

EDITORIAL *sneak peek*

Targeting Audiences:

Women (25-44) planning family travel

...

Empty nesters (45+) seeking destination events, foodie spots, history and outdoor recreation

...

Millennials/Young Professionals (20-34)

EDITORIAL *sneak peek*

Feature Focus in 2018:

COVER FEATURE: Free Family Vacation Activities

EVENTS & ENTERTAINMENT: Music Festivals

ARTS & CULTURE: Theater & Performing Arts

SHOPPING: Vibrant 330: Artsy shopping & dining destinations

DINING: Brew Path

ACCOMMODATIONS: Romantic Getaways, Spas & Rejuvenation

RECREATION: Birding & Cycling

PLUS: 16-Page HOF Mini Mag, Directory and more!

IMPORTANT DATES

Super Early Bird Deadline: Friday, October 13

Early Bird Deadline: Thursday, November 30

Ad Space Deadline: Wednesday, January 31

Ad Artwork Deadline: Friday, February 16

Publication Date: March 23, 2018

QUESTIONS & CONTACT

Jess Bennett

VICE PRESIDENT, MAGAZINE DIVISION
GATEHOUSE OHIO MEDIA

JESS.BENNETT@CANTONREP.COM
330.580.8474

Bob Commings

SPONSORSHIP MANAGER
GATEHOUSE OHIO MEDIA

BOB.COMMINGS@CANTONREP.COM
330.580.8519

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OFFICIAL TRAVEL GUIDE
Canton
2018 Official Travel Guide
Sales Kit



TRADESHOW SUPPORT

2018 Tradeshow Grant Program

***Application Deadline:** **October 31, 2017**
Awards Notice: November 6, 2017

- Up to 50% of booth registration for qualifying consumer travel marketing shows, including but not limited to AAA Travel Shows, Golf Travel Shows, Sports & Outdoors Shows, etc.
- Show Attendance and Show Location will be significant factors in the grant awards process
- Partner must have a method for data collection at the show
- Partner must agree to share all data collected with Visit Canton for marketing purposes

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TRADESHOW SUPPORT

2018 Tradeshow Grant Program

- Partner must agree to display and distribute the official Visit Canton Travel Guide in approved displays
- Travel Guides direct shipped to show locations - available by request
- Lead fulfillment services
- Table top and/or floor display for Travel Guides
- Booth flooring, banner stands, table covers - available by request
- Booth coverage and shift sharing - available by request

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SAVE THE DATES

OHSAA Marketing Presentation
Stay Tuned for Details - Week of October 9th

Merry Mixer
McKinley Museum
Evening of Wednesday, December 6th

2018 STAR Programs
Session I: April 18
Session II: June 6

2018 Industry Education Sessions
2018 1st Quarter: Grant Writing
Stay Tuned - Dates TBD

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