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Visit Canton and Stark County Economic Development Board Partner on Videos to Promote Stark County

Stark County, Ohio – Visit Canton and the Stark County Economic Development Board partnered to produce new videos promoting Stark County. The assets that attract travel and tourism also appeal to businesses seeking a strong quality of life for their workforce. In need of new video to showcase those shared Stark County assets, Visit Canton and the Stark County Economic Development Board partnered to complete the project.

“The videos are very versatile for our purposes.” Said Allyson Bussey, President of Visit Canton. “We will use them for marketing to potential visitors and event planners, and to promote the quality of life and opportunity available here in Stark County.”

That opportunity includes employment. Visit Canton will run a campaign this spring 2019 to target job seekers, specifically recent graduates with ties to northeast Ohio, in hopes they consider relocating to Stark County. A new section on www.visitcanton.com will connect prospective new residents to area agencies and resources available for individuals and businesses considering relocating to Stark County.

The Stark County Economic Development Board will use the videos in efforts to attract new businesses in industries that make sense for Stark County such as oil and gas, petrochemical, healthcare, food and other manufacturing. In addition to Stark County’s quality of life, video was also taken of specific Stark County sites currently available for development, including the Massillon Republic location and the former Stark County Farm.

“With Visit Canton’s partnership to produce the video assets, we are able to utilize more SEDB resources toward reaching out to potential new businesses for Stark County.” Said Ray Hexamer, CEO/President of the Stark Economic Development Board.

Stark County businesses are invited to use the videos on their websites and in workforce recruitment. For more information on creating a personalized video spot that incorporates a business’s logo on the final screen, area businesses should contact the Stark Economic Development Board at 330.453.5900 or info@starkcoohio.com.

[View Stark County Quality of Life Promotional Videos](#)

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Visit Canton

The Stark County Convention & Visitors’ Bureau, d.b.a. Visit Canton, is funded by a lodging tax administered through the Stark County Commissioners. The organization’s mission is to promote travel to Stark County. Visit Canton facilitates operations that support a travel and tourism industry in Stark County that generates \$1.8 billion dollar economic impact.

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