



2022 Year In Review





Visit Perrysburg is a 501c6 private corporation dedicated to “promote tourism and convention business in Perrysburg and its immediate vicinity”, funded by the bed tax retained by city hotels & entrusted to our care and management by the city of Perrysburg



2022 HIGHLIGHTS



OPERATIONS



New Hire: Christine Best as Executive Director

Office Refresh: 105 W. Indiana Ave

Branding

Updated ALL Branding (Created & Established)

- New Website
- Logo and Tagline
- New Brand Guidelines
- New Premiums
- New Ads
- New Signage
- New Social Media Accounts: Facebook, Instagram, Twitter, LinkedIn, TikTok, and YouTube

Networking

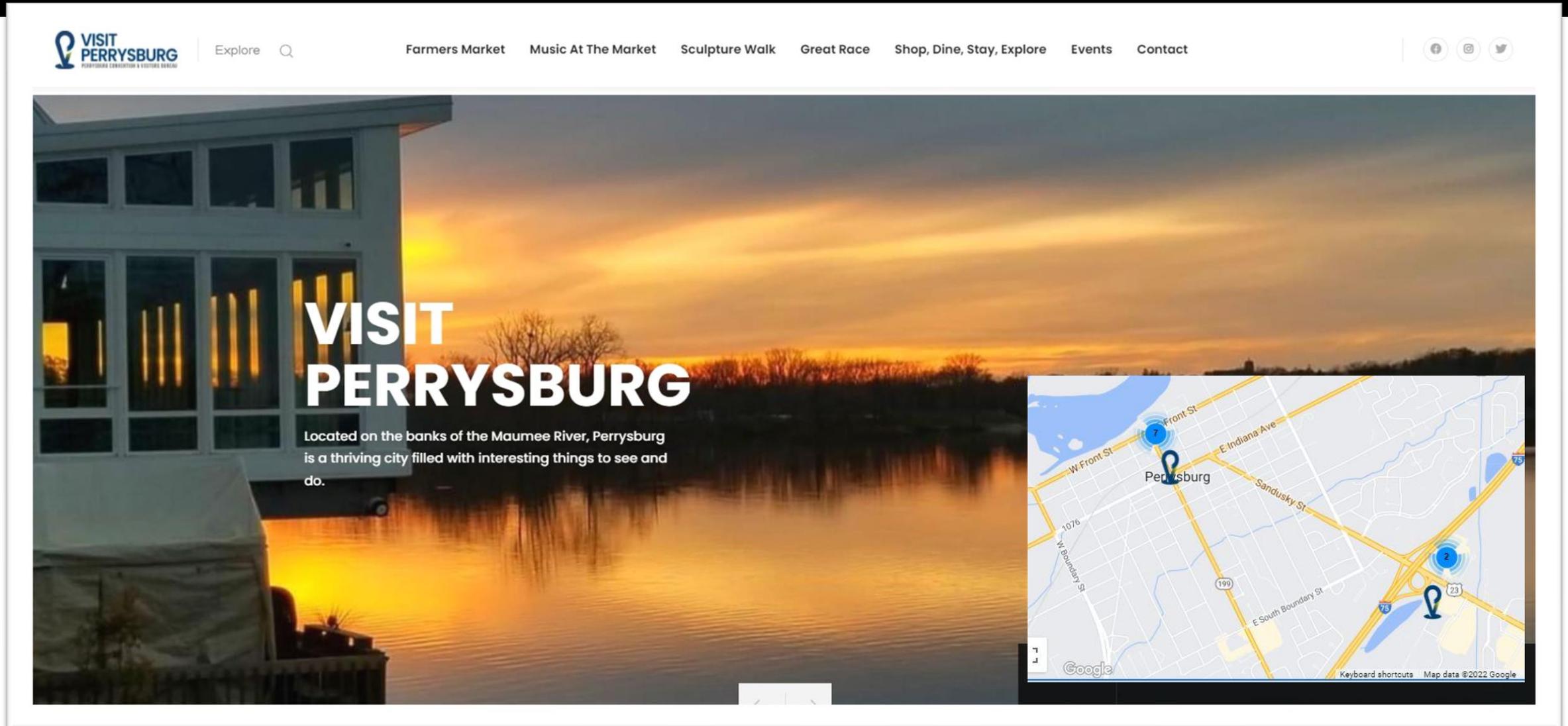
Renewed tourism-related memberships while representing Perrysburg in their event/conference training and networking opportunities

- OACVB (Ohio Association of Convention and Visitors Bureaus)
- OAPN (Ohio Arts Professional Network)
- OHLA (Ohio Hotel and Lodging Association)
- OTA (Ohio Travel Association)
- OSAP (Ohio Society of Administrators and Professionals)
- ESTO for US Travel Association
- VNWOH (Visit Northwest Ohio)
- Destination Toledo
- Findlay and Toledo Farmers Markets

Connected with hoteliers twice a month (in person and email) for industry trends, data, idea-sharing, brochure and digital creatives distribution



New Website (visitperrysburg.com)



EVENTS AND APPEARANCES



Heartland Travel Showcase

- Expo exhibitor with display & face-to-face meetings with 18 motorcoach tour operators

Winterfest 2022

- Premier Sponsor with live carving at Stella's Restaurant corner

Sculptures in Winter Photo Contest

- Provided 1st, 2nd, 3rd place and five Honorable Mentions for best photography of sculptures in winter

State Tourism Day (May 3) at Statehouse

- Distributed 1,000+ Marsha's Buckeyes to visitors at our VISIT PERRYSBURG display table
- Met with legislators to discuss the continued support of tourism in NW Ohio

Perrysburg Farmers Market (May 5 through October 13, 2022 – 24 weeks)

- 60+ weekly merchants
- 12 weekly rotating food trucks
- Live music (buskers) and community booths for CSX & City of Perrysburg
- Weekly Giveaways & Promotions including Themed Weeks and Kid Activities
- Visitor Information Center w/site maps and community volunteers

Memorial Day Parade & Kids Zone

- Primary sponsor of the free kids' inflatable play area

Music at the Market (June through August)

- 13 performances including a Patriotic Pops concert in collaboration with Perrysburg Symphony Orchestra

EVENTS AND APPEARANCES, continued



Chamber of Commerce Luncheon (June)

- main speaker, trivia, giveaways

Best Hometown Submission

- Completed and submitted submission forms with Ohio Magazine
- Coordinated site visit and photo shoot in the Historic District

The Great Race Pit Stop Party (June 21 in the Historic District)

- Estimated 10,000 in attendance despite record-breaking temperatures
- 138 vintage cars and their teams participated
- Full Capacity at all Perrysburg Hotels
- National media exposure
- Runner-Up as “Best Overnight Stay”

Perrysburg/Maumee Fireworks

- Sponsored \$19,000 towards the \$24,000 fee

Perrysburg Sculpture Walk

- Year 1 fully executed with August de-installation of 19 pieces (17 at Woodlands, two off-site)
- Year 2 launched in September with new installation of 16 pieces at Woodlands
- Total of 35 sculptures displayed from regional and nationally acclaimed artists

Visit Northwest Ohio FAM Tour Guide (August 2022)

- Welcomed CVB and Chamber directors from across Northwest Ohio
- Toured Fort Meigs, 577 Foundation, Levis Commons, Marsha’s Buckeyes, Inside the Five, and Salt Cave

EVENTS AND APPEARANCES, continued



18th Annual Levis Commons Fine Art Fair (August 2022)

- Hospitality Sponsor of the two-day event

Homecoming/Coming Home Weekend

- Premier Sponsor of Alumni Party on the Commodore Lawn Saturday night

AAA Travel Showcase (October 2022)

- Represented NWOH and Perrysburg CVB to more than 4,000 ticketed AAA invited visitors

Black Friday Bingo/Small Biz Saturday with Downtown Shops and Eateries

- Sponsorship of the Kids Zone for Rae Ray's Holiday Kick Off party

Contributor to the Historic District Holiday Lights Project alongside Skotynsky Financial and other stakeholders

Holiday Social Media Campaign

- Home for the Holidays (December 4) "personalitree" and the "12 Days of Giveaways"

Along with multiple social media campaigns and live posts sprinkled throughout the year across multiple platforms

- Collaboration with three industry influencers for campaigns and content surrounding the Sculpture Walk, the Farmers Market, the DORA program, the public parks, the 577 Foundation, and the holidays in Perrysburg

PROMOTION AND REACH



- Regional ad buys through Toledo Blade, Toledo.com, Adams Street Publishing, and Welch Publishing
- Boosted posts on Facebook and Instagram
- Social Media - Posted more than 2600 stories, static posts, videos, and reels with a combined reach of more than 488,600 engagements
- TV interviews on NBC24, WTOL, and 13abc
- Print Interviews with The Blade, the Messenger-Journal, and the Sentinel-Tribune
- Radio interviews for The Great Race, Farmers Market, and Sculpture Walk
- Digital interviews with national influencer Jaden Jefferson, regional influencer Andrew Z, YouTube channel for the city of Perrysburg, as well as collaboration with Instagram influencer 'Baiz Party of 3' & local/regional blogs and influencers
- Partnered with several Perrysburg Schools programs (Key Club, NHS, Student Council) as well as Kingston Residence and the Rainbow Girls for volunteer hours and cross-promotion at the Farmers Market

ACCOLADES AND AWARDS



- Won Best Farmers Market and Best Suburban Downtown for those over 50 by Mature Living Magazine
- Won Best of Toledo Pop-up Market by Toledo City Paper
- Nominated & Placed Runner-Up Best Market 2022 by Toledo City Paper
- Nominated and Won Best Hometown Award by Ohio Magazine
- Executive Director noted as a RISING STAR with Ohio Travel Association
- Selected as host site for the April 2023 Holy Toledo Polka Festival and National Conference
- Selected to serve on OHIO HAS IT Board of Directors as Northwest Ohio Representative
- Accepted into the OTLA Class of 2023 (Ohio Tourism Leadership Academy) program (first time Perrysburg has been represented)
- Accepted into Ohio Find It Here co-op in advertising program (first time Perrysburg has applied/been accepted) valued at more than \$25,000 in matching marketing dollars through the state-funded program

SCULPTURE WALK

AT WOODLANDS PARK
429 E. BOUNDARY ST.

FREE TO THE PUBLIC

SELF-GUIDED TOURS
BY FOOT OR BY CAR

ILLUMINATED FOR NIGHT TOURS

VISITPERRYSBURG.COM



SCAN FOR MORE





IT'S A GREAT DAY TO



VISIT PERRYSBURG
PERRYSBURG CONVENTION AND VISITORS BUREAU



EXCEPTIONAL DINING



AREA ATTRACTIONS

COMMUNICATIVE COVER

Best Hometowns 2022-23

Athens • Bellefontaine • Kent • Perrysburg • Versailles

Ohio Magazine

Perrysburg

A strong downtown and rich history create a vibrant sense of community




COMMUNITY EVENTS



UNIQUE SHOPPING

YEAR IN PHOTOS

visitperrysburg.com



WINNER



INSIDE THE FIVE BREWING CO.

ENJOY!

Cheers to you!

INSIDE FIVE BREWING CO.



WHAT'S NEXT - 2023



Winterfest sponsor and volunteer

Collaboration with OTA, OACVB, OSAP, OHLA, Ohio Has It, Ohio Find It Here, and US Travel organizations

Continuation of the Farmers Market & Music at the Market

Completion of the 2-year Sculpture Walk program with Otocast and QR data tracking

Partnership Marketing with Fort Meigs, Wood County Museum, 577 Foundation

Attend Expos and Conferences

On-going Bookings for motorcoach and local tour requests

On-going daily posts & giveaways on social media, website events maintenance, and video/photography asset library

Strategic Planning for CVB organization, mission-values-vision, and calendar of events/operations

Representation on Ohio Has It board and OTLA program

Meet with local, regional, state stakeholders on travel

Sponsor Memorial Day Parade – Levis Commons Fine Art Fair - Homecoming Alumni event - Home for the Holidays event – Holiday Lights

Collaborate with hotels for support creatives and goody bags for group experiences

Bandwango “Best of the Burg” passport program with trackable revenue data reporting

Coordination and Distribution of brochures to regional and state events as well as rest areas on major highways

Burgers In the Burg collaboration with the Chamber of Commerce (new event)

Partner with Perrysburg Schools for Career Day (first time)

PLEASE Follow Us!
FB: @visitperrysburgOH
IG: @visitperrysburg
TW: @pburgCVB



THANK YOU

A more in-depth overview can be obtained by contacting
cbest@visitperrysburg.com

