



2023 Year In Review





Visit Perrysburg is a 501c6 private corporation dedicated to “promoting the city of Perrysburg through marketing efforts as an ideal destination for leisure, group, and business travelers” (revised 2023), funded by the bed tax retained by city hotels & entrusted to our care and management by the city of Perrysburg



2023 HIGHLIGHTS



DAY TO DAY OPERATIONS



Networking & Distribution

Renewed tourism-related memberships while representing Perrysburg in their event/conferences, trainings, promotions, 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 Association Professionals)
- US Travel Association
- VNWOH (Visit Northwest Ohio)
- Destination Toledo
- Findlay and Maumee Markets mentor
- Destinations International
- Ohio Has It
- Gleason Family Adventure / Ohio Road Trips (nearly 1,000,000 followers)



- ❖ Connected with hoteliers twice a month (in person and via email) for industry trends, data, idea-sharing, brochure and digital creatives distribution for lobbies and room displays
- ❖ Began internal review of governance, policy, and strategic planning documents
- ❖ Executed successful (required) bi-annual audit with State of Ohio Auditor's office
- ❖ Distributed more than 5,900 Visit Perrysburg branded items to visitors through hotel goody bag requests, in-person expos, office inquiries, charter tour groups, online and event giveaways, geocache merchandise, event handouts



New Geocache (visitperrysburg.com/bestoftheburg)

New in 2023, the BEST OF THE BURG geocache is a self-guided digital tour through 50 locations in Perrysburg – user signs up on their smart phone, visits a location, checks in, claims points to be converted into Visit Perrysburg merchandise or an entry into the Grand Prize (all-inclusive weekend in Perrysburg).



EVENTS AND APPEARANCES



Heartland Travel Showcase

- Expo exhibitor with display & face-to-face meetings with 31 motorcoach tour operators

Winterfest 2023

- Event Sponsor plus volunteer as Pancake Flipper Extraordinaire

Sculptures in Winter II Photo Contest

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

State Tourism Day (May 10) at Statehouse

- Distributed 1,000+ Marsha's Buckeyes to visitors at our VISIT PERRYSBURG display table
- Met with key legislators May 8th & 9th to discuss the continued support of tourism in NW Ohio and Perrysburg

Visit Perrysburg Market Days (May 11 through Sept 21 then Bumper Crop (growers only) Sept 28, Oct 5, Oct 12 – 24 weeks)

- 60+ weekly merchants
- 17 weekly rotating food trucks
- Live music (buskers) and community booths for Country Garden Club, American Legion, PHS Garden Club
- 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

Lettuce Turnip the Beet - Music at the Market (June through August)

- 14 performances including a Patriotic Pops concert in collaboration with Perrysburg Symphony Orchestra (rescheduled to Sept 7)

EVENTS AND APPEARANCES, continued



19th Annual Levis Commons Fine Art Fair (August 2023)

- Hospitality Sponsor of the two-day event

Zip the Burg

- Premier Sponsor of the 4.3551 run/walk

Chamber of Commerce Luncheon Sponsor (September)

- Introduced Keynote, trivia, giveaways

Navy '83 Ride Across America

- Hosted the riders and family/friends for dinner at 5th Street Pub
- Goody/Energy bags for each rider staying at Holiday Inn and Suites
- Morning Send-Off with Perrysburg Schools, media outlets, Chamber, City and Township stakeholders

Best Hometown Celebration

- Coordinated and Scheduled Ohio Magazine, area politicians, honorees, for acceptance of award during June 30th event
- Rescheduled and Executed acceptance ceremony during Sept 7th event with Perrysburg Symphony Orchestra, Marcus Blaze, Mazie Zepeda, Mayor, Haraz

Perrysburg Sculpture Walk II

- Year 2 fully executed with August de-installation of four pieces, Orange Man still on display at Milestone Park, commitment fully executed
- Year 3 launched by Main Art-ery in September with new installations, total of 14 pieces at Woodlands

Homecoming/Coming Home Weekend

- Sponsor of Alumni Party on the Commodore Lawn Saturday night

EVENTS AND APPEARANCES, continued



AAA Travel Showcase (October 2023)

- Represented NWOH and Perrysburg CVB to more than 4,500 ticketed AAA invited visitors

Ohio Travel Association – Conference on Travel

- Keynote Speaker as OTLA class Valedictorian

Welcome to Scarysburg & Boo Fest 2023

- Premier Sponsor and distributed more than 1,000 full sized candy bars during Boo Fest at VP static display on Louisiana at W 3rd

SMERF Expo Static Display and Meetings

- At Maumee Bay Lodge with national event planners/organizations

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

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

Home for the Holidays Parade and Festivities

- Static Display handed out free Poppin George kettle corn
- Organized PHS StuCo volunteers in holiday inflatable costumes

Holiday Social Media Campaign

- “My Favorite Things” giveaways

Best of the Burg Social Media Campaign

- Continuation - ongoing into 2024

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 3,700 stories, static posts, videos, and reels with a combined reach of more than 723,000 engagements
- TV interviews on FOX 36, WTOL, and 13abc
- Digital Campaign with Toledo.com yielded more than 1,241,337 views and 1,113 clicks
- Print & Digital Interviews with The Blade, the Messenger-Journal, and the Sentinel-Tribune
- “UNSCRIPTED with Emily” show on FOX 36 – two airings, May 28th and Father’s Day – featured Perrysburg for entire show
- Radio interviews for Visit Perrysburg Market Days, Best of the Burg, and Sculpture Walk II
- Digital interviews with national influencer Jaden Jefferson, regional influencer Andrew Z on Party 103.3FM, as well as collaboration with social media influencers ‘Baiz Party of 3’ (84k) and Brandy Gleason/Gleason Family Adventures (22k) & 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 Visit Perrysburg Market Days events
- Partnered with author - Odd Fodder selected as “Top 100 Things to Do in Ohio Before You Die” location

ACCOLADES AND AWARDS



- Won RUBY Award by Ohio Travel Association (top accolade) in the Annual Report category, took Honorable Mention: Social Media, Digital Campaign, QR Audio Tour, and Brochure categories
- Won Runner-Up as Best of Toledo Pop-up Market by Toledo City Paper
- Nominated and Won Best Hometown Award by Ohio Magazine, celebrated during September Market Days/PSO concert with accolades to local high school athletes on their gold medal awards
- Executive Director voted Class Valedictorian with Ohio Travel Association's OTLA program (Ohio Tourism Leadership Academy)
- Selected as host site for the April 2024 Holy Toledo Polka Festival and National Conference
- Featured as Coziest Small Town, Most Charming River Town, and Most Welcoming Town in Ohio by WorldAtlas.com
- Featured on Ohio, the Heart of it All (explore the outdoors in Perrysburg)
- Selected to continue serving on OHIO HAS IT Board of Directors as Northwest Ohio Representative, hosted regional meeting of members (first time)
- Selected to serve on Wood County Museum's Board of Directors
- Awarded two Challenge Coins by Naval Academy '83 participants in their Ride Across America
- Awarded CERTIFIED AUTISM CENTER from IBCCES as a destination marketing organization & Awarded CERTIFIED AUTISM TRAVEL PARTNER from IBCCES as an Executive Director
- Earned PDM as an Executive Director (Professional in Destination Management) from Destinations International



A YEAR IN PHOTOS



HK Hopkinson, Karen
Hi Christine – I have to say, you have really elevated Perrysburg's CVB.



WHAT'S NEXT - 2024



DPI Winterfest sponsorship and volunteer, Zip the Burg and Boo Fest participation

Collaboration with OTA, OACVB, OSAP, OHLA, Ohio Has It, Ohio the Heart of it All, Destinations International, and US Travel organizations

Continuation of the Visit Perrysburg Market Days and the Lettuce Turnip the Beet music series

On-going promotion of the Sculpture Walk at Woodlands Park and the Against the Wind sculptures at Riverside Park

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

Attend Expos, Trainings, and Conferences

On-going Bookings for motorcoach and local tour requests

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

Governance and Policy updates for CVB organization, mission-values-vision, branding development, and calendar of events/operations

Representation on Ohio Has It board and Wood County Museum board

25th season of Visit Perrysburg Market Days and Lettuce Turnip the Beet 2024 music series

Meet with local, regional, state stakeholders on travel and its positive impact on local and state economy

Shadow for Memorial Day & Home for the Holidays parades – NEW events for Eclipse and Perrysburg Hearts the Arts festival- Homecoming Alumni event

Collaborate with hotels for support creatives, lobby kiosk program, and goody bags for group experiences

Year 2 of “Best of the Burg” passport program claimed prize distribution & trackable revenue data reporting plus Grand Prize announcement for Year 1 winner

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

Partner with Perrysburg Schools for Career Day and Lunch & Learn series

OSU v Michigan tailgate event with FOX 36 (new)

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THANK YOU

A more in-depth overview can be obtained by contacting
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