

VISIT PERRYSBURG

**2024 Year
in Review**

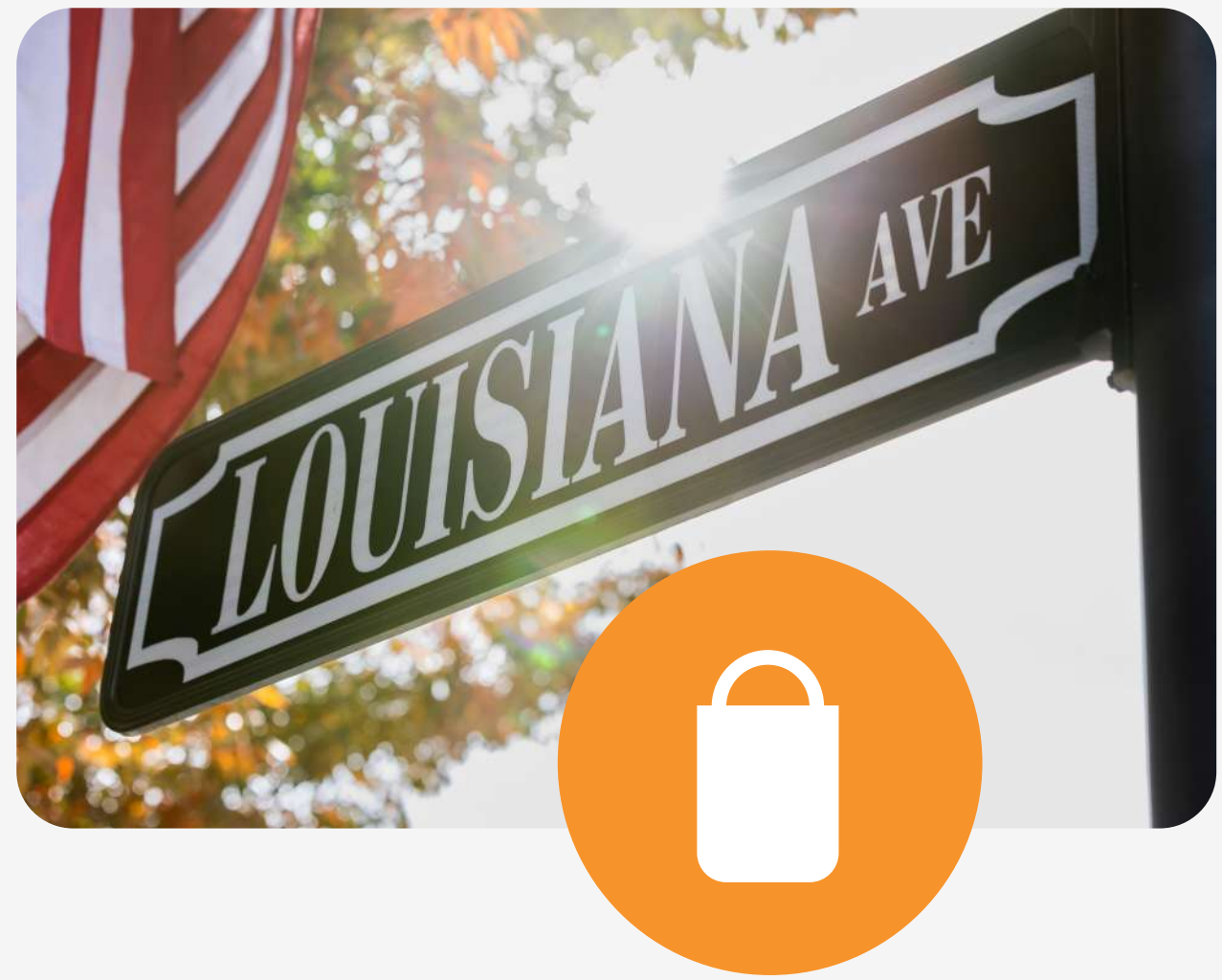
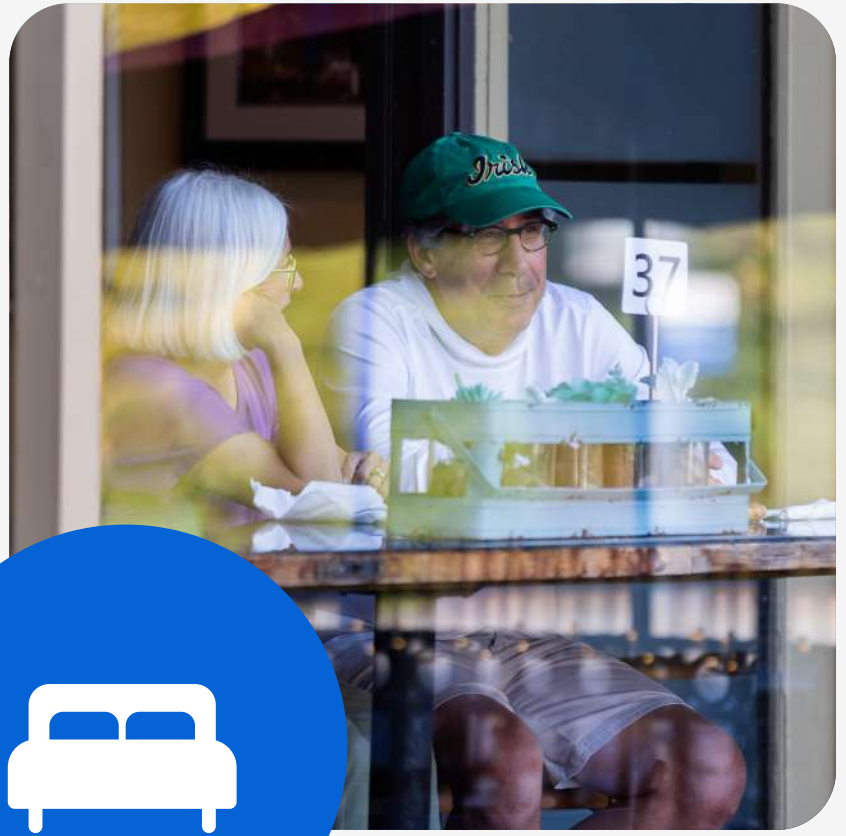
Joshua Johnson
Executive Director





About Us

Visit Perrysburg is a 501c(6) private corporation dedicated to “promoting the city of Perrysburg as an ideal destination for leisure, group, and business travelers.” We’re funded by the bed tax retained by city hotels and entrusted to our care and management by the city.





2024 Highlights

New Executive Director

Josh Johnson became the executive director of Visit Perrysburg in 2024. He brings nearly a decade of leadership experience, community development and strategic planning to our organization. Josh previously served as the assistant director of Archbold Parks and Recreation. He will oversee operations, collaborate with Perrysburg businesses and organize community events to attract visitors and boost the local economy.

A professional headshot of Joshua Johnson, a man with a beard and short hair, wearing a blue patterned blazer over a white shirt. He is smiling and looking slightly to the right of the camera. The background is a dark, neutral color.

Joshua Johnson
Executive Director

We renewed tourism-related memberships while representing Perrysburg at various events and conferences, training and networking opportunities, including:

- Ohio Association of Convention and Visitors Bureaus
- Ohio Hotel and Lodging Association
- Ohio Travel Association
- Ohio Society of Association Professionals
- US Travel Association
- Visit Northwest Ohio
- Destination Toledo
- Destination International
- Ohio Has It

We executed the Visit Perrysburg code bylaws and distributed more than 1,000 branded items to visitors through hotel goody bag requests and online giveaways.

Networking and Distribution



Events

We hosted a variety of annual favorites and new events in 2024, including:

Memorial Day Parade and Kids Zone

The inaugural parade was sponsored by Taylor Hyundai of Perrysburg and included inflatable attractions for kids.

Total Eclipse of the Burg

Our team handed out more than 1,000 goodie bags to hotel guests while attendees visited food trucks and kids enjoyed inflatable attractions.

Visit Perrysburg Farmers Market

Every Thursday from May 9 to October 10, more than 60 merchants and 20 food trucks converged for the 25th annual Farmers Market.

Music at the Market

From June to August, the Perrysburg Symphony played music under the stars during 14 performances following the Farmers Market.

Perrysburg Hearts the Arts

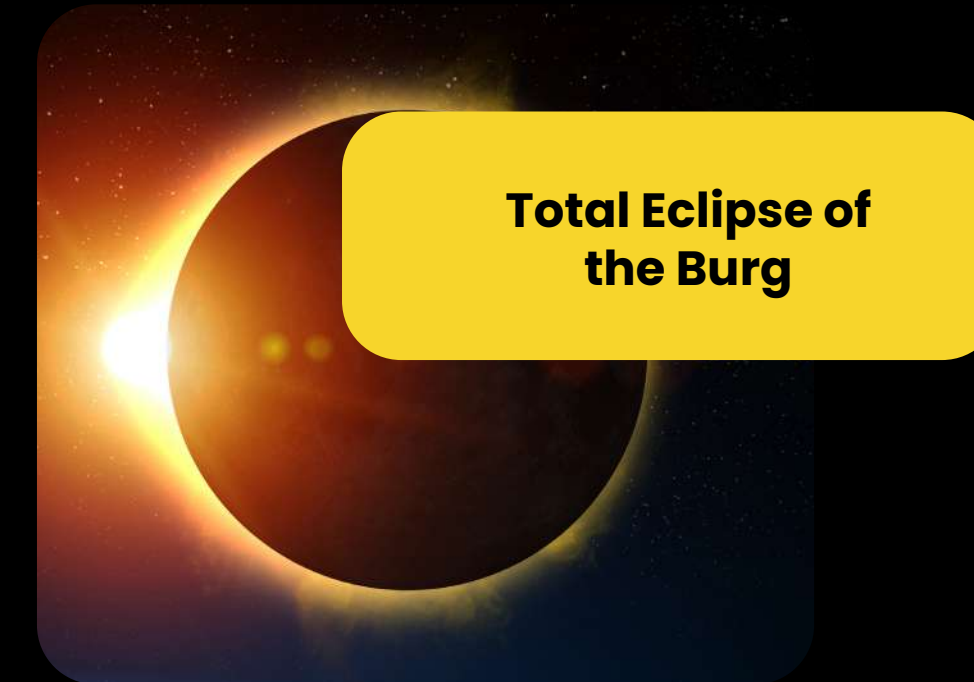
The three-day art festival featured more than 85 vendors, 12 musicians (including Sanctus Real) and seven food trucks in the heart of downtown Perrysburg.

Home for the Holidays Parade

The inaugural holiday parade had more than 55 participants and concluded with a Christmas drone show. Attendees enjoyed hot chocolate and donuts while they took pictures with Santa.



Memorial Day Parade and Kids Zone



Total Eclipse of the Burg



Visit Perrysburg Farmers Market



Music at the Market



Perrysburg Hearts the Arts



Home for the Holidays Parade

Sponsors and Partners



Wood County Museum

The museum generously sponsored Free First Fridays, the Egg Walk and Music at the Museum.

Perrysburg Schools Foundation

We provided the Coming Home Concert Sponsorship in conjunction with the local school district.

Perrysburg Area Chamber of Commerce

The chamber sponsored Golf Hole and the Perrysburg High School football game dinner. They also supplied food for the UT vs BG tailgate.

Levis Commons

The local attraction hosted its 20th-anniversary celebrations.

Ronald McDonald of Northwest Ohio

The nonprofit organization sponsored the 2024 Ronald McDonald Radiothon.

Rae Ray's Décor and More

The local shop provided the Countdown to Christmas sponsorship.

Toledo Blade

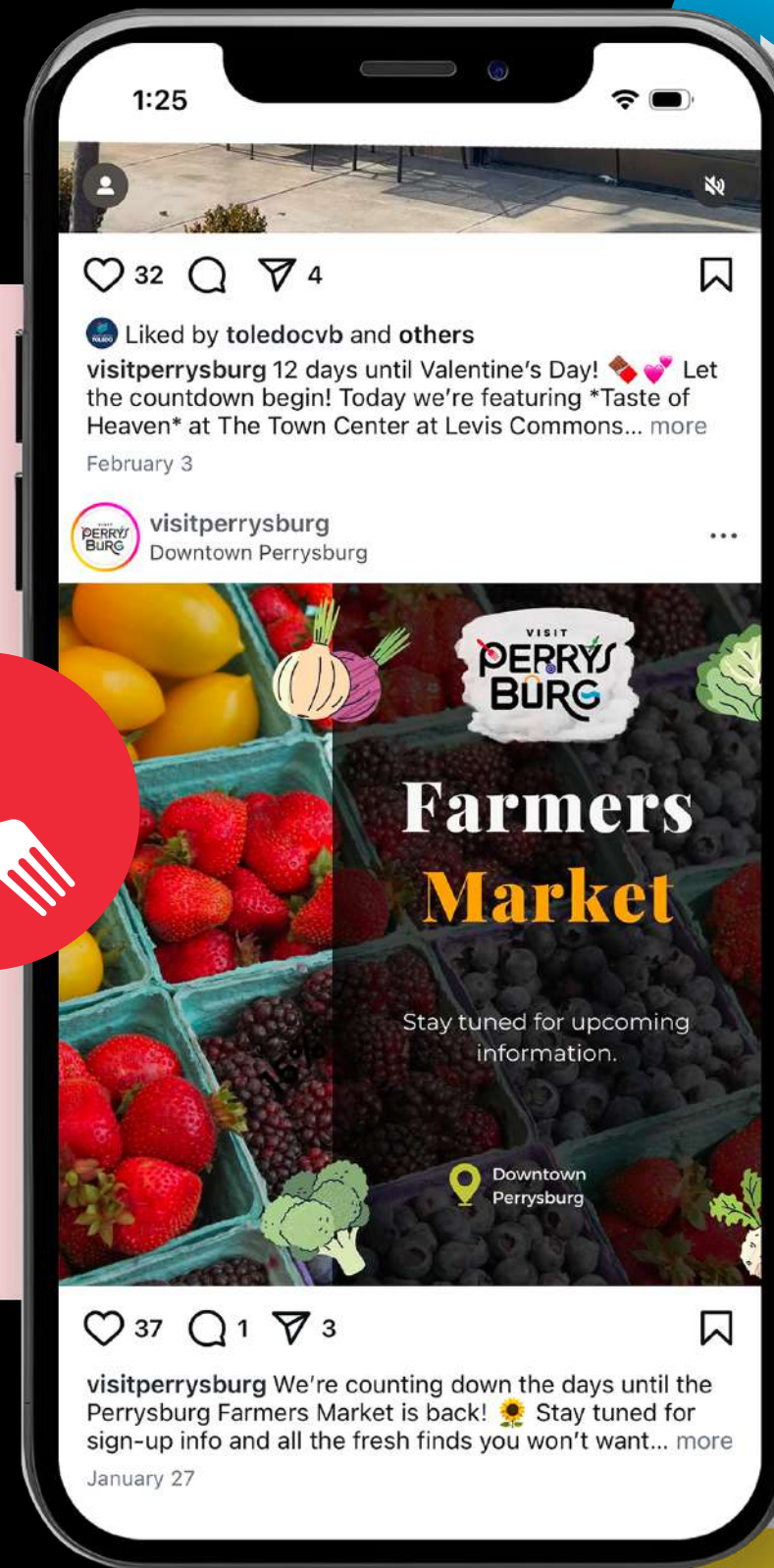
The organization sponsored the Taste of Levis event.

Ohio Travel Association

The association supported the Thursday dinner at the Ohio Conference on Travel.

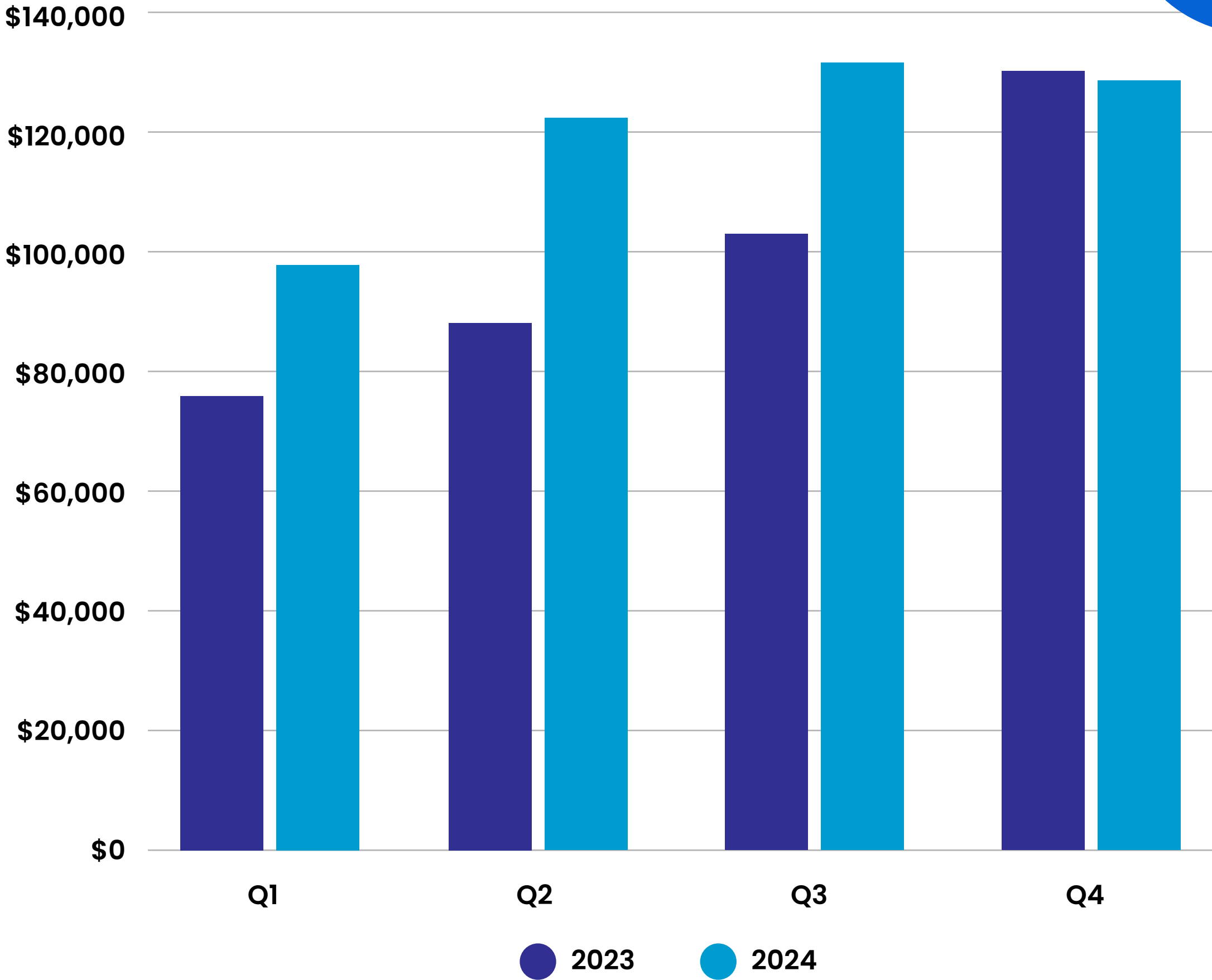
Marketing

The Visit Perrysburg team focused on digital marketing by tracking social media engagement, website traffic and campaigns that engaged visitors and locals. We also expanded our reach through marketing partnerships with Fox 36, Channel 11, Toledo City Paper and The Blade.





Quarterly Bed Tax Report



2024 Funding Report

In 2023, we received 50% of the bed tax before it increased to 60% in the fourth quarter. That rate decreased to 55% during the final quarter of 2024. The bed tax is the primary source of funding for Visit Perrysburg. The money supports tourism promotion, economic growth and event hosting and sponsorships.

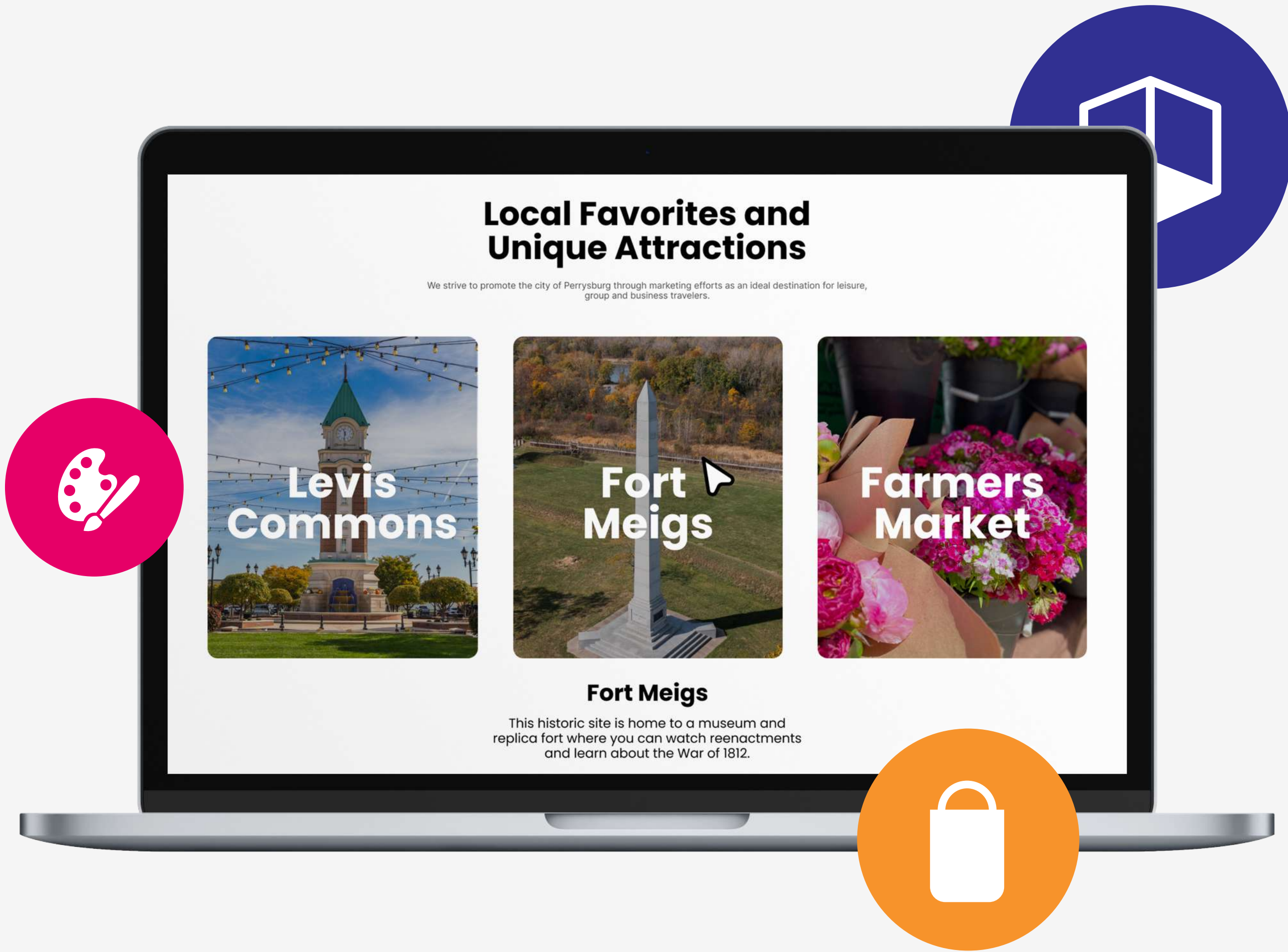


What's Coming in 2025

Brand Refresh

To better represent our role in Perrysburg, we will rebrand and release a new logo that better encompasses Visit Perrysburg. It has different elements that showcase the historic, retail, culinary and natural aspects of our hometown.





New Website

We plan to launch a new website to accompany our rebranding and provide online visitors with a one-stop shop for all things Perrysburg. The site provides information on local attractions and hot spots for food, drinks and shopping. It features a better user experience and enhanced functionality for visitors and vendors who wish to participate in upcoming events.

2025 Events

We plan to continue investing in the Visit Perrysburg Farmers Market and Music at the Market to bring new merchants and vendors to locals and visitors. In our effort to build our regional business network, we will attend various industry expos, conferences and training sessions. That includes collaborating with entities like OTA, OACVB, Destination International and many more.

Digital marketing will be crucial to our success. Social media posts, seasonal giveaways and website maintenance will help us maintain growth in that industry. Our team will update governance and policies as we focus on brand development and coordinate events.

We're excited to host country performers at our inaugural Country Concert this summer. And we look forward to our annual parades, festivals and celebrations and will strive to provide exciting opportunities for Perrysburg visitors and residents.