

20/20 Vision Tourism

(one of ten plans released on March 20, 2012)

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20/20 Vision

Executive Summary

THE PLANS - A year ago we “blasted off” 20/20 Vision --- the ten year plan for arts and economic development. On March 20, 2012 we unveil the first ten plans. There are five community plans, and five county-wide plans. All are ten year plans, except for Innovation, which was meant to be a five year plan. The plans are, in the order they were presented at the unveiling:

1. Louisville
2. Education
3. Minerva
4. Artists
5. Jackson
6. Tourism
7. Alliance
8. Public Art
9. Massillon
10. Innovation

HIGHLIGHTS: When 20/20 Vision is completed we will have:

- Three blocks of historic buildings in downtown **Louisville** fully-occupied with cultural spaces, offices, and specialty retail.
- Arts and academics integrated in the majority of our school systems with **test scores “going through the roof.”**
- More than **75,000** tourists coming to experience the **“The Main Crossing”** project in Alliance.
- The **historic “Market Street”** project in downtown Minerva 95% filled with cultural spaces, offices, and shops.
- **“The Eleven”** - a monumental series of public art works celebrating the eleven greatest moments in professional football.
- A county wide Public Art Program with more than **350** new pieces of public art.
- The “town center” in Jackson transformed into an ongoing **celebration of Jackson history.**
- The **“Do the Loop”** marketing partnership between Hall of Fame, McKinley Museum, First Ladies, Classic Car, and the Cultural Center/Arts District attracting **150,000** visitors a year.
- **Stark County artists** recognized for their public art commissions in cities across the nation.
- More than **50,000** visitors experiencing the attractions of the **QuARTer** art and retail project in downtown Massillon.
- And, finally, a Stark County that is recognized nationally as one of the **10 most innovative places in America.**

We invite you to read on and see how we’re going to do it.

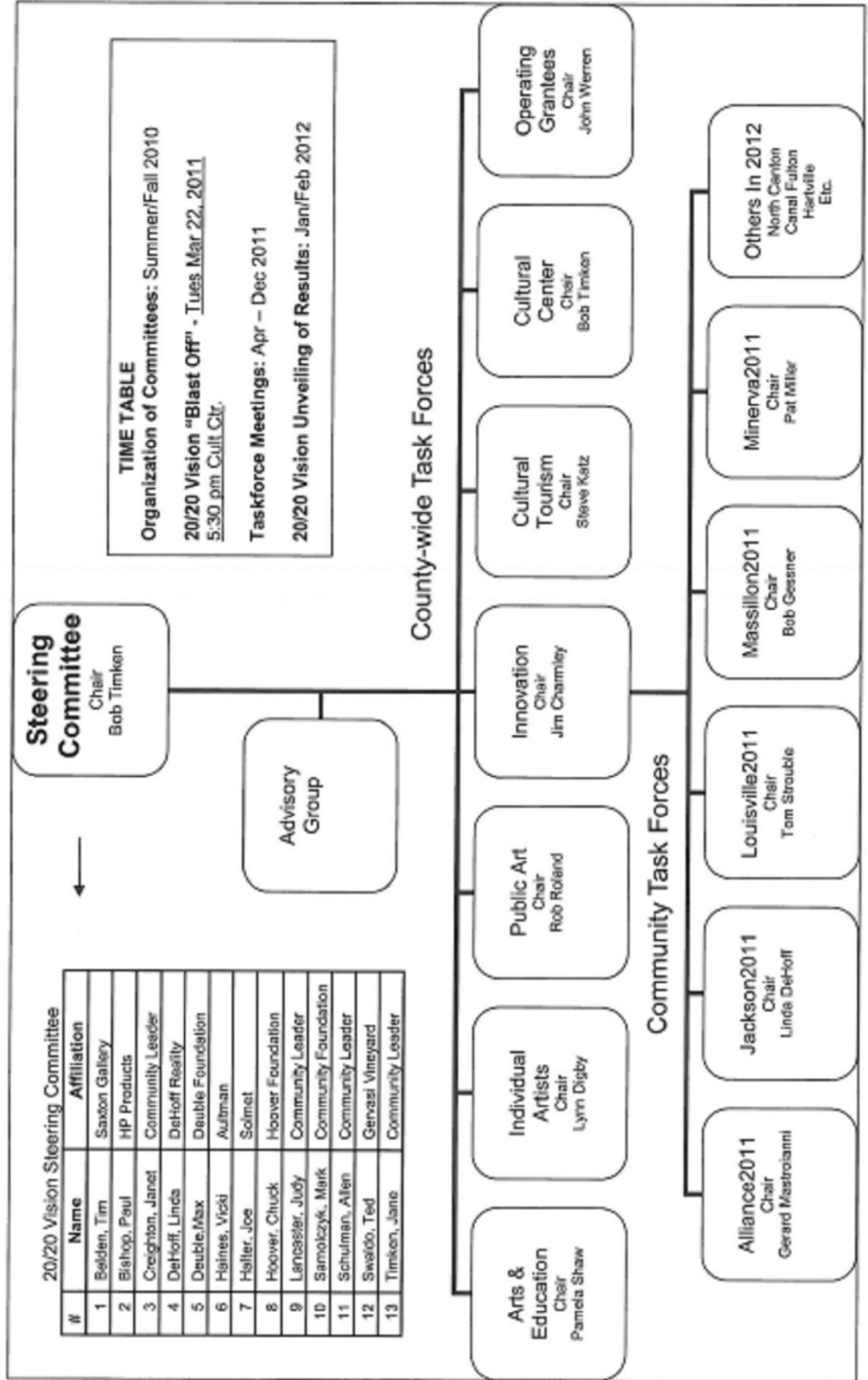
THE PROCESS – Bob Timken chaired the 20/20 Vision planning process to create a 10 year plan for arts and economic development for Stark County. There are 12 Task Forces and a Steering Committee. (There is a chart on the following pages.) The 20/20 Vision planning process was funded by Stark Community Foundation and ArtsinStark. The Steering Committee, which reviewed the first ten plans coming from our Task Forces, was made up of the following people.

	Name	Notes
1	Belden, Tim	Saxton Gallery
2	Bishop, Paul	HP Products
3	Creighton, Janet	County Commissioner
4	DeHoff, Linda	DeHoff Realtors
5	Deuble,Max	Deuble Foundation
6	Haines, Vicki	Aultman
7	Halter, Joe	Solmet
8	Hoover, Chuck	Hoover Foundation
9	Lancaster, Judy	Lawyer
10	Samolczyk, Mark	Community Foundation
11	Schulman, Allen	Community Leader
12	Swaldo, Ted	Gervasi Vineyard
14	Timken, Bob	Chair
13	Timken, Jane	Community Leader

THE PLAN IS BEING RELEASED NOW - We have twelve 20/20 Vision Task Forces that started their work one year ago. Ten of their plans are in this document. Because of the complexity involved, we will be releasing the plans for two Task Forces next fall. They are: 20/20 Vision Cultural Center, and 20/20 Vision Operating Grantees (the seven largest arts organizations in Stark County).

20/20 Vision
 10-year plan for arts and economic development in Stark County
 Funded by ArtsInStark and Stark Community Foundation

11/21/11



20/20 Vision Tourism

THE CHALLENGE – In 2009 we hosted the blockbuster show KIMONO in Canton. More than 100,000 people came to experience the exhibit and related activities and generated \$6 million of economic impact. In the process, we learned that cultural tourism could be a very big force here.

The challenge we put to the 20/20 Vision Tourism Task Force was to create a marketing partnership between the five major non profit tourism attractions in downtown Canton that would 1) dramatically increase visitorship, 2) increase overnight stays, and 3) create day trip opportunities for the rest of the county. Those attractions are: Hall of Fame, McKinley Museum, First Ladies, Classic Car, and Cultural Center/Arts District.

THE PROCESS – Steve Katz chaired a task force of nine people.

	Lname	FName	Notes
1	Abbott	Barbara	Canton Food Tours
2	Gasser	Lurene	Owner: Gassers
3	Horrigan	Joe	Pro Football Hall of Fame
4	Katz	Steve	SVP: Canton Chamber
5	Kiste	John	CEO: Stark County CVB
6	Krider	Pat	CEO: First Ladies Library
7	Lautzenheiser	Char	CEO: Canton Classic Car Mus
8	Paxos	Georgia	CEO: Palace Theatre
9	Yut	Joyce	CEO: McKinley Pres Library

YEAR ONE – For the first twelve months we want to:

- 1) Reach agreement on “The Loop” --- a marketing partnership between Hall of Fame, McKinley Museum, First Ladies, Classic Car, and Cultural Center/Arts District.
- 2) Worked on concept of shared ticket.
- 3) Host “soft” opening of “The Loop” for locals in the spring, and a regular opening for visitors in the summer.
- 4) Invite CVB to be ArtsinStark’s partner.
- 5) Create prototype internet marketing campaign.
- 6) See how well we can all work together.

THE PHILOSOPHY – Many visitors come into Stark County to see one major attraction but don’t always realize the other great attractions we have here. Other communities have bundled their major attractions together. We wanted to try that here.



STRATEGY - 20/20 Vision Tourism is a ten year plan that we want to get done sooner. When

“The Loop” is completed, we will have:

- 1) Five major attractions cross-marketing together.
- 2) Professional “Loop” guides helping people get around.
- 3) A “Loop” trolley system running continuously June through September.
- 4) A shared ticket of about \$12 generating \$1.8 annually.
- 5) 150,000 new visitors --- 25% of which are staying overnight.

**20/20 Vision Tourism
Plan Chart**

Year One - first 12 months		Notes	Risk
1	Reach agreement: "The Loop"	5 non prof attractions downtown Canton	Politics
2	Find Loop partner	Start with CVB	Medium
3	Host first local Loop day celebration	Tentative date: April 28	Medium
4	Launch internet marketing campaign	Facebook, Youtube, Twitter	Small
5	Work on shared ticket plan for year two	With prices from \$6 to \$21	Medium
6	Run summer non-local promotion	Formal broch, deals, Facebook marketing	Medium
7	Learn how well we work together	Host evaluation session	High

Year Two - second 12 months		Notes	Risk
1	Reach agreement on shared ticket	Test market first design	High
2	Design Loop hospitality training program	Training service people to push "Loop it"	Medium
3	Begin formal mini-marketing program	TV, radio, print, billboards	Medium
4	Create Loop "app"	For cell phones	Small
5	Host 2nd Loop day celebration	Rent trollies for one day	Small

Years Three thru Five - 36 months		Notes	Risk
1	Host annual Loop day celebrations	Bigger, better....longer? (3 years)	Medium
2	Develop comp media campaign	TV, radio, print, billboards (3 years)	High
3	Develop travel writer campaign	Get folks talking about the Loop (3 years)	Small
4	Create Loop "family days"	Offer specials: "family ticket" (3 years)	Medium
5	Work with bus tours to tie in Loop	Do one stop, and hear about others	Small
6	Rent loop trolley for summers	So we can try it out (3 years)	Medium
7	Train first summer staff	Arts District, Cultural Ctr, other (3 years)	Medium
8	Explore shared staff position	CVB and ArtsinStark	Medium

Years Six thru Nine - 48 months		Notes	Risk
1	Establish shared staff position	CVB and ArtsinStark (4 years)	High
2	Expand annual Loop day celebrations	Quarterly local celebrations (4 years)	Medium
3	Expand comprehensive media campaign	TV, radio, print, billboards (4 years)	Medium
4	Acquire first trolley of our own	Running May - September (4 years)	High

Year Ten - 12 months		Notes	Risk
1	Loop attracting 150,000 people	25% are staying overnight	High
2	Loop trollies run continuously June - Sept	Two vehicles which we own and operate	High
3	Shared ticket is working (\$12 average)	\$1.8 million annually. Marketing budget	High
4	Loop tour guides: professional/volunteer	Staff of 10 part time	High
5	Loop marketing seen everywhere	TV, radio, Billboards, internet, print	Medium

3/21/12