STEUBENVILLE/JEFFERSON COUNTY VISITOR CENTER
OLD FORT STEUBEN PROJECT, INC
120 S. 3rd Street
Steubenville OH 43952

Welcome to Steubenville
And Jefferson County, Ohio

June 30, 2021
Annual Report (January 1 – Dec. 31, 2020)

The Steubenville/Jefferson County Visitor Center Mission:

- To bring visitors to Steubenville, with emphasis on overnight lodging in our hotels and B&B's
- To encourage as many events and attractions as possible that would draw visitors to the area
- To restore pride and promote a positive image of Steubenville as an attractive place to visit and to live and work

Note: The Steubenville/Jefferson County Visitor Center receives most of its funding from the City Lodging Tax and operates under the fiscal agency of the Old Fort Steuben Project, Inc. It is a separate entity with its own budget and mission, although there often is overlap in activities and events. The Board of Trustees of the Old Fort Steuben Project oversees the Visitor Center.

Summary: *The COVID-19 pandemic had a significant impact on the lodging and tourism industry, and Steubenville was no exception. The Visitor Center was able to keep all employees on staff and remain available by phone or appointment most of the year while following all state and local health/safety protocols.*

- *There was a **28% decrease** in income from the Lodging Tax during this period compared to the previous year. Travel was reduced, many shops and restaurants had to close or switch to drive-thru, take-out, or on-line sales. Many festivals and events that drew visitors to the area were canceled. The Visitor Center and Fort were closed for several months and when re-opened saw a marked decrease in the number of visitors.*
- *Across Ohio, many museums and attractions had to close permanently, reduce hours, and lay off staff. The Steubenville Visitor Center was able to retain full staffing thanks to surplus from last year and 2 Payroll Protection Program Grants.*
- *Many advertising campaigns were either canceled or rescheduled for later in the year or next year. We met regularly via ZOOM with Ohio Tourism, Ohio Travel Association, Heritage Ohio, Ohio's Appalachian Country, Adventures in Northeast Ohio, Upper Ohio Valley Tourism and other member and marketing groups to stay updated and learn from other sites and cities.*
- *Our staff continued to respond to email and phone requests for information, maps, and brochures.*
- *We updated and revised our website to make it more accessible to mobile devices and to add new photos and video.*

- *Since the Murals are outdoors and allowed for social distancing, we were able to promote visiting the City of Murals through magazines and online media.*
- *We continued to assist various attractions through funding (Grand Theater, Historic Fort Steuben, Harmonium Project) and marketing.*
- *The Farmers Market was well received last year with over twelve vendors and attracting hundreds of shoppers.*
- *Although the Christmas Parade had to be canceled, Steubenville Nutcracker Village operated on a reduced scale but still was successful, drawing hundreds to the downtown.*

Advertising

- Advertised within the state and out of state through magazines, newspapers, travel guides and on-line sites (see Ohio Magazine full page ad above and list in box to right)

Promotion

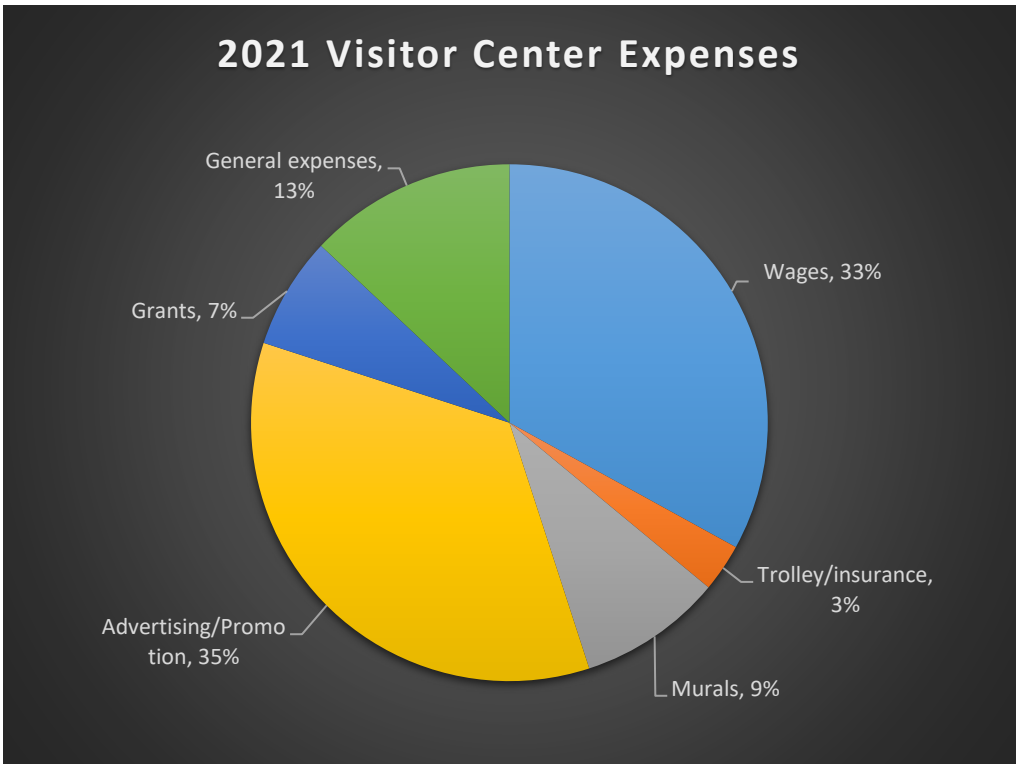
- Developed features for travel magazines giving a positive view of the community
- Sent out press releases on the main events in the area
- Responded to telephone, email and written requests for information
- Maintained Facebook pages for the City of Murals, Visit Steubenville, Steubenville's Dean Martin Hometown Celebration, Downtown Steubenville Farmer's Market, and Steubenville Nutcracker Village
- Kept brochures stocked at hotels and various venues within the area and distributed to various racking services

Events

- Most events were canceled due to the pandemic and the governor's orders

Ads & listings appeared in:
Cooperative Living Magazine
Ohio Magazine & website
Ohio Camper Magazine
Guest Quest Magazine & website
AAA website
Discover Ohio Travel Guide & Website
Ohio Traveler website
Ohio Valley Parent
Graffiti Magazine
Pittsburgh Post-Gazette
Allegheny West Magazine
Compass Magazine & website
100 Things to Do (published by the News Leader, Intelligencer, Herald Star and Times Reporter)
Adventures in Northeast Ohio website
Ohio's Appalachian Country map and Website
WTOV Online and on the air
Several radio stations

Visitor Center 2020				
INCOME			**EXPENSE**	
Bed Tax	$129,718		Advertising & Promotion	$48,144
2019 Christmas Parade	$7,000		2019 Christmas Parade	$3,441
Farmers Market	$1,985		Farmers Market	$517
Hometown Celebration			Donations	
Mural & Group tours			Dues & subscriptions	$2,057
Special events			Grants Given	$10,000
Trolley			Hometown Celebration	
Refund	$926		Insurance	$3,754
			IT	$1,731
			Meetings & Travel	$510
			Mural/Group Tour expenses	
			Mural Expense	$13,000
			Office	$831
			Postage	$435
			Printing	$468
			Rent	$5,200
			Telephone/Internet	$834
			Trolley	$598
			Wages & taxes	$46,412
			Special Events	
			Other: Bank fee	$25
			Covid 19 expense	$1,500
Total	**$139,629**		**Total**	**$139,457**



2021 Marketing Efforts

Client: Jefferson County Visitors Center

Pittsburgh Post-Gazette Summer 2021

Take a Trip to the Past…

Discover Steubenville & Jefferson County, OH

Historic Fort Steuben

"City of Murals"

OHIO RIVER SCENIC BYWAY

Ohio River Scenic Byway

Lewis & Clark National Trail

LEWIS AND CLARK NATIONAL HISTORIC TRAIL

Steubenville Visitor Center
120 S. 3rd Street
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www.visitsteubenville.com
866.301.1787

Time to travel again!

Spring Quilt Show
Over 2 dozen beautifully crafted quilts and covers
March 29 - April 10
Historic Fort Steuben Exhibit Hall

All events follow state health and safety protocols

Great Steubenville Eggsibition
Take a giant Easter Egg hunt and Story Walk
April 2 - May 2
Downtown Steubenville

And don't forget to check out our 25 Murals

Visit Steubenville
& Jefferson County

Find us on Facebook

866-301-1787
www.visitsteubenville.com

Summer Fun Has *At Last* Begun!

CHECK OUT THESE UPCOMING EVENTS IN STEUBENVILLE, OHIO

Historic Fort Steuben and Museum Shop Open

Ohio Valley Frontier Days June 5-6

Fort Steuben Summer Concerts Begin May 31

First Fridays on Fourth Fun, Food, Music, Crafts May 7

Dean Martin Hometown Celebration S. 4th St June 24-26

Holy Trinity Greek Festival June 24-26

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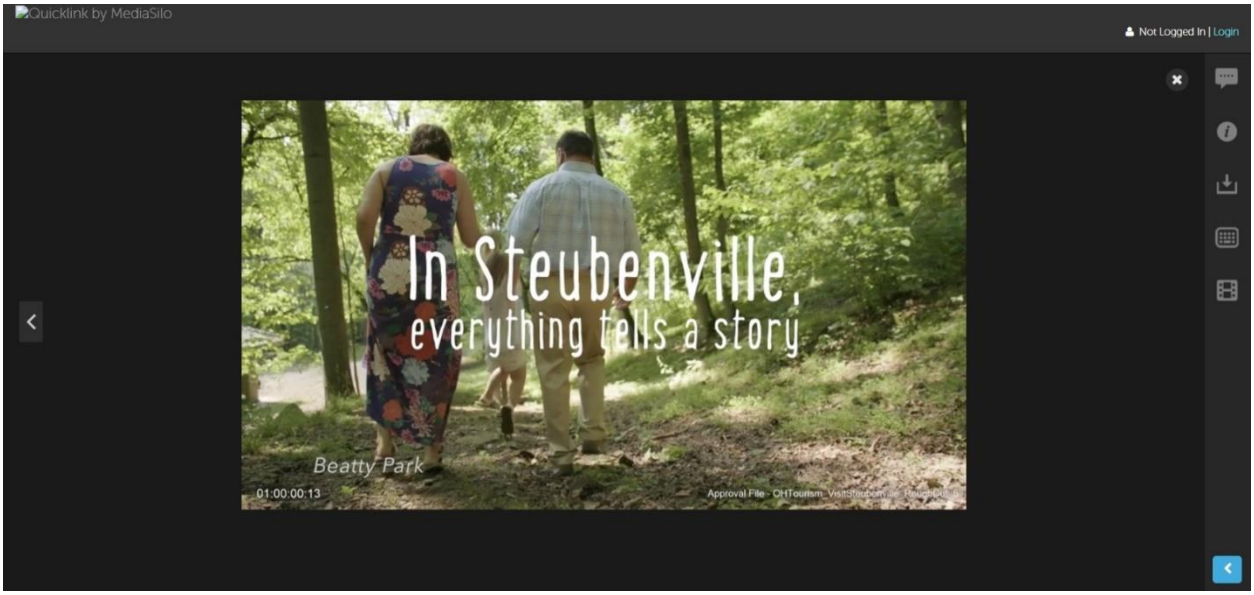
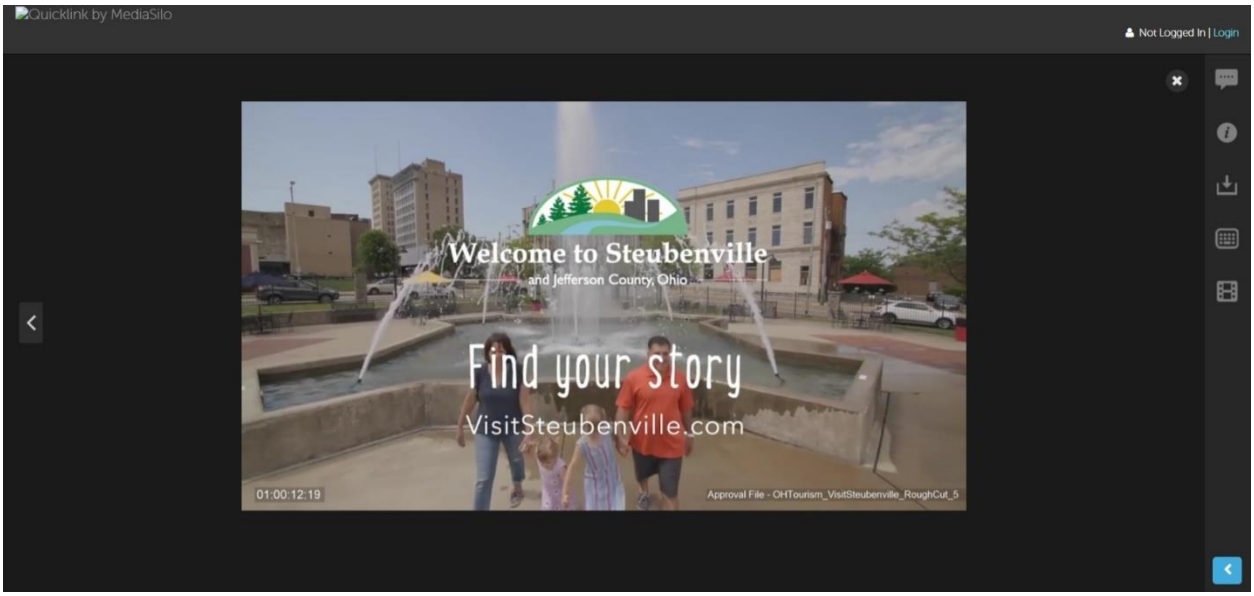
OHIO TOURISM MARKETING COOP

For 2021 Ohio Tourism developed a cooperative marketing plan to produce digital photo and video campaigns in which they would cover 75% of the costs.

Steubenville Visitor Center signed up to create a social media “storytelling campaign” designed to attract families and groups to visit. We have a webpage on the Ohio Tourism site and have a video to use online or to market to groups.

The Ohio Tourism marketing theme is “Ohio. Find it here.” We decided to fit in with that theme.