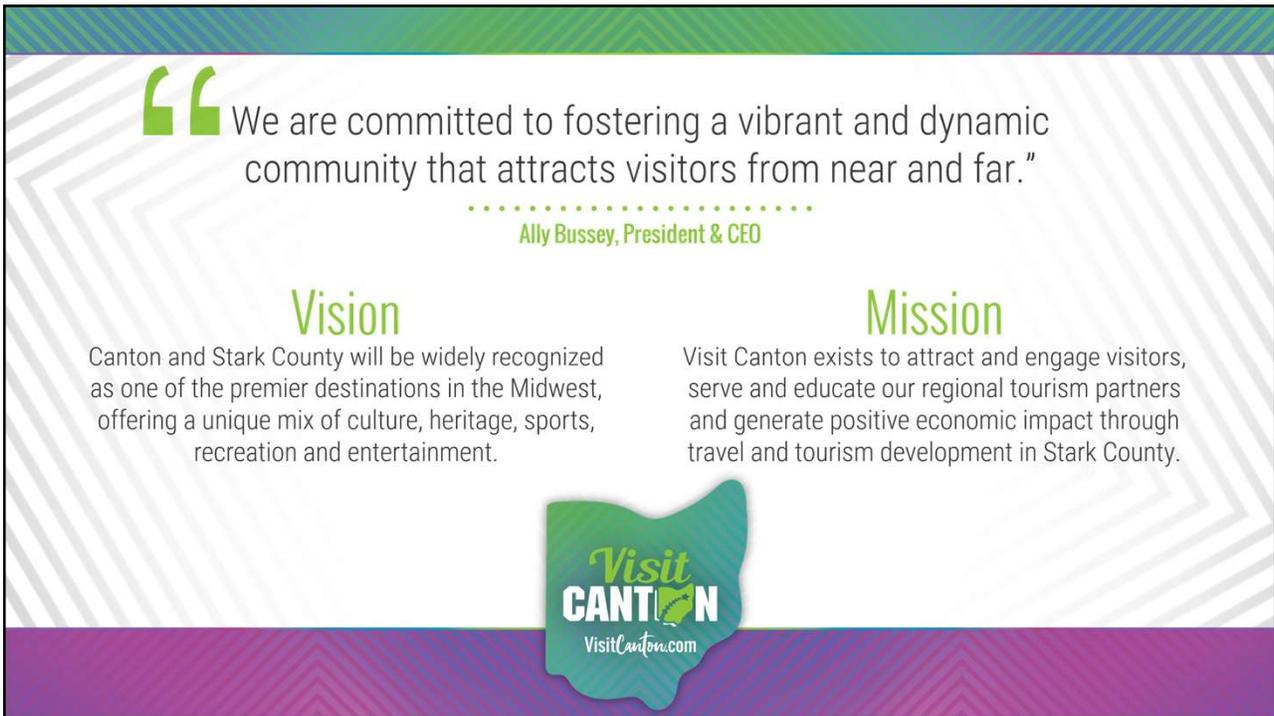




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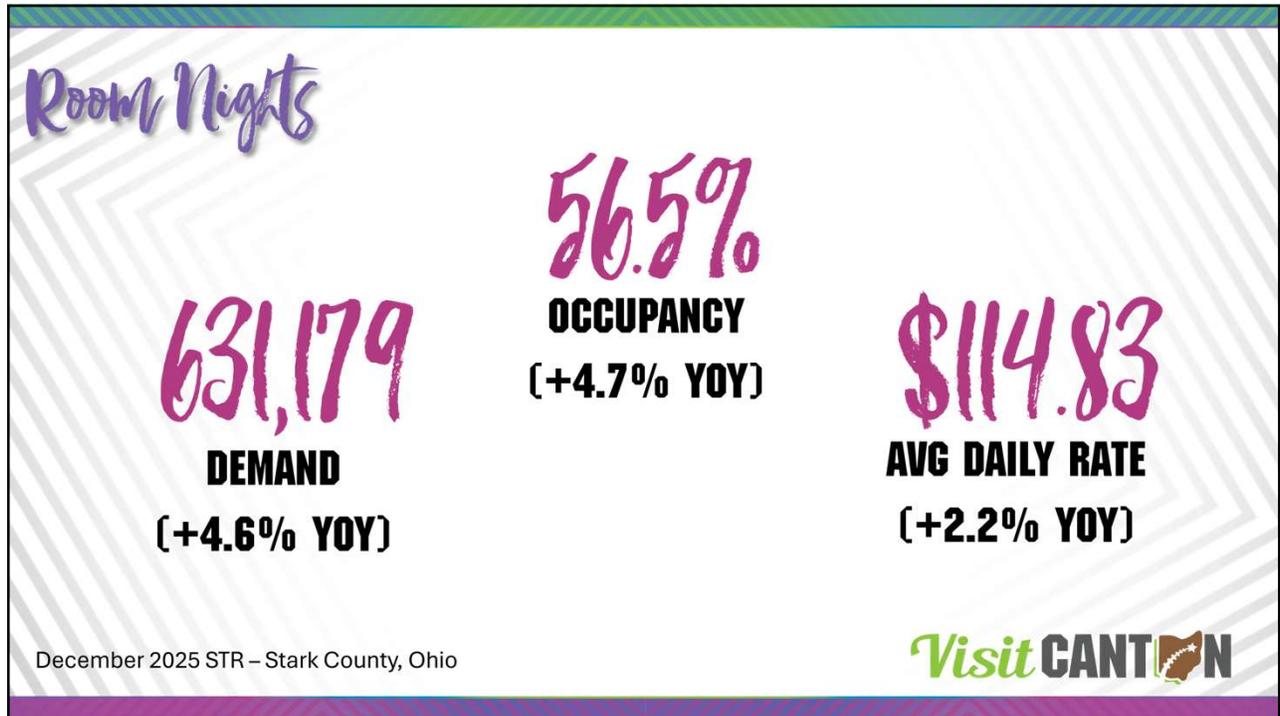
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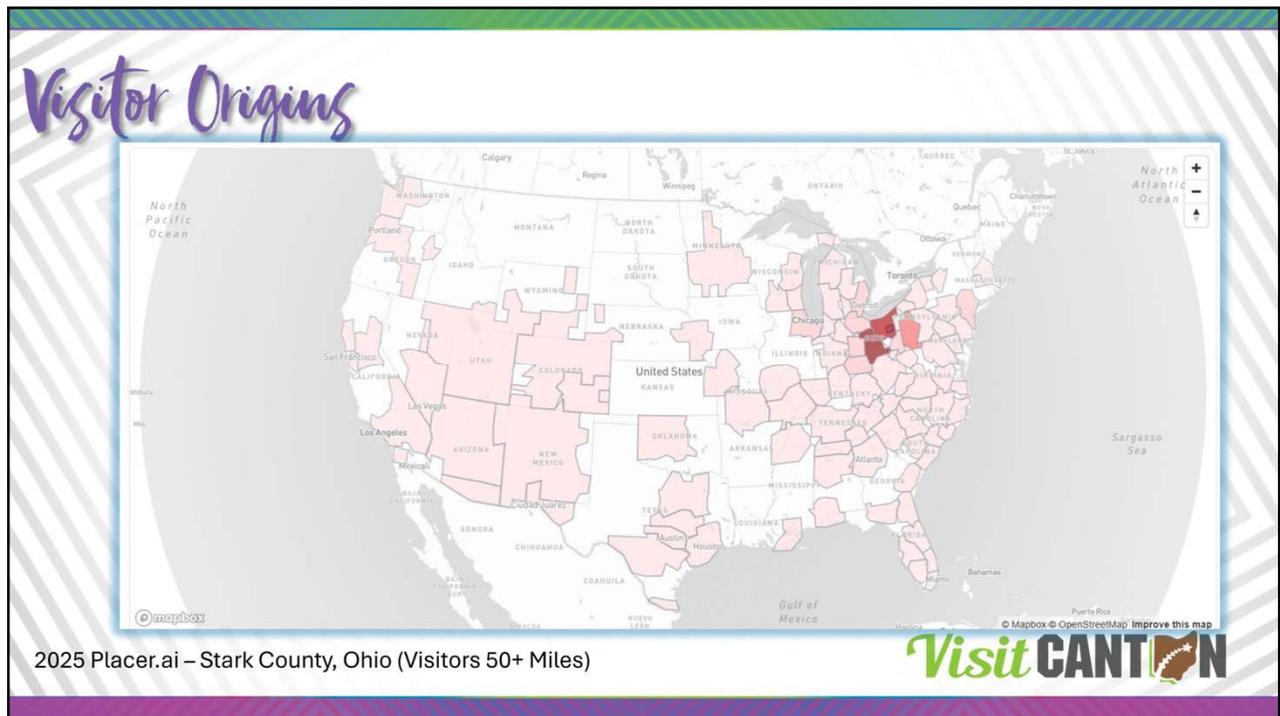
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5



6

# Top Markets Of Origin

DMA	# Trips	Monthly Average	Avg Trip Duration
Columbus, OH	351,997	23,484	3.1 days
Cleveland-Akron (Canton), OH	277,002	16,318	2.9 days
Pittsburgh, PA	141,470	10,324	2.8 days
Cincinnati, OH	81,509	6,518	3.0 days
Toledo, OH	74,851	5,383	3.0 days
Chicago, IL	58,927	4,840	2.8 days
New York, NY	52,562	4,344	3.0 days
Detroit, MI	51,757	4,020	2.8 days
Dayton, OH	48,174	3,880	2.9 days
Wheeling, WV-Steubenville, OH	46,725	3,212	2.9 days
Washington, DC (Hagerstown, MD)	39,632	3,087	3.3 days
Youngstown, OH	34,529	1,955	2.9 days
Philadelphia, PA	32,826	2,625	2.9 days
Charleston-Huntington, WV	29,621	2,476	2.7 days
Indianapolis, IN	28,168	2,182	2.7 days
Tampa-St. Petersburg, FL	27,931	2,197	3.9 days
Erie, PA	22,896	1,768	2.9 days
Charlotte, NC	21,676	1,672	3.1 days

2025 Placer.ai – Stark County (Visitors 50+ Miles)

7

## 1.6 Million

### VISITCANTON.COM VIEWS

8

**Visit CANTON**  
EXPLORE Stark

**AI IN ACTION IN TOURISM & HOSPITALITY**  
The AI Era Playbook For Our Industry

2026 is the year AI becomes normal—and marketing, trust, and connection change with it. Discover a **practical playbook** for cutting through the noise and winning attention in an AI-saturated world.

**FEATURING ERIC HULTGREN**  
National Director of Content | Advance Local

**April 14, 2026**  
8:00 AM - 11:00 AM

**Embassy Suites by Hilton**  
Akron Canton Airport

**RSVP TO ATTEND**  
BY APRIL 7, 2026

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**POLICY UPDATE:**

**By uploading your material, you agree to the following:**

- I warrant and represent that the video and photos submitted are real and were not created by or heavily modified by artificial intelligence software in a manner that renders them non-representative of reality.
- I confirm I hold all necessary rights, licenses, and permissions for the images and that they are not subject to the copyright restrictions of AI-generated content.

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# MEET THE TEAM

*Marketing & Communications*

**TONJA MARSHALL**  
Chief Marketing Officer

**JONATHAN WILLIAMS**  
Marketing Content Manager

**WILLIS BRIENZA**  
Creative Coordinator

**ALLISON GROMOFSKY**  
Sr. Manager - Community & Partner Relations

**GABE BAKER**  
Partner Content Coordinator



Visit  
**CANTON**  
VisitCanton.com

11

**BUSINESS UPDATES**

**EVENT LISTINGS**

**SPECIAL OFFERS & DEALS**

**DIGITAL PASS PARTICIPATION**



Marketing Opportunities



Register for an Account



Newsletter Signup





HOME > PARTNERS

*Visit Canton*

**PARTNER ZONE**

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CONNECT WITH  
*Visit* **CANTON** 



**f** /VisitCanton       @VisitCanton       @VisitCanton

 @MeetinCanton       @VisitCanton       /VisitCanton

800.552.6051 • 330.454.1439 • events@visitcanton.com • *VisitCanton.com*

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AND MY COOK,  
CHEF COREY

*Visit* **CANTON** 

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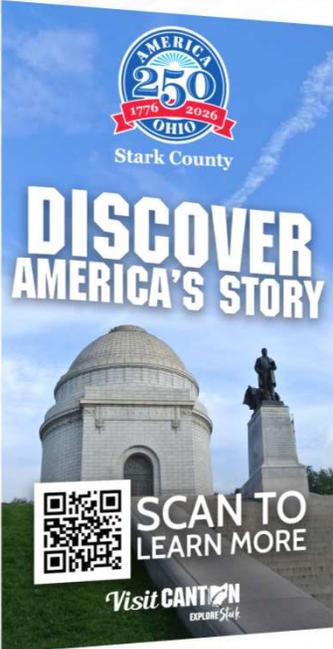


# \$250,000 IN SUPPORT OF AMERICA 250 PROJECTS

- Enhancing and elevating Stark County's destination defining programming, special exhibitions and community assets commemorating America 250.
- 14 organizations representing 11+ communities executing programming through the end of 2026.



15




and they weren't even featured



16



17

## PARTNERSHIP FAST FACTS

- Visit Canton, ArtsinStark, and the Stark County Commissioners are in year 6 of a 10-year agreement
- The fund can be invested in the following award categories:
  - Cultural Tourism Grants
  - Major Arts Exhibition & Enhancement Grants
  - ArtsinStark Projects & Initiatives
- A committee reviews, judges, and awards all grants

In 2025, this partnership generated \$57,528,505.00 in estimated Visitor Spending.

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# Did You Know?

- In 2025, this partnership generated **\$57,528,505.00** in estimated Visitor Spending.
- Each **\$1** invested in the partnership generated over **\$87** in Visitor Spending for Stark County
- This is the **only partnership in the State of Ohio** that a Convention & Visitors Bureau and Arts Council have a formal partnership using lodging tax collection
- In addition to our grant partnership, AIS & Visit Canton also collaborate to **create and execute free education and advocacy events** to support our Arts & Cultural partners



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## 2025 CULTURAL TOURISM By the Numbers

**Community Grants**  
**\$204,841**

- 29 grants
- 18 organizations
- 6 communities

**Major Exhibitions**  
**\$160,000**

- 7 grants
- 7 organizations
- 3 communities

**ARTSINSTARK**  
**\$141,632**

- Wayfinding & Signage
- Mural Fest
- The Eleven Beacons
- AM-250 Mural

Projects funded and executed by community partners in 2025 attracted a total of **200,706** visitors!



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# 2026 CULTURAL TOURISM GRANTS

## *Grant Program Highlights*

- Competitive awards of up to **\$20,000 per project** (max \$20,000 per organization per cycle).
- Projects must increase attendance from outside Stark County, enhance events with arts & cultural elements, and foster collaboration.
- Applications must be submitted **90 days before** project execution; projects must be completed in 2026.



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# 2026 CULTURAL TOURISM GRANTS

## *Eligible Expenses*

**NEW EXPERIENCES, TEMPORARY EXHIBITIONS & SEASONAL PRODUCTIONS**  
 Up to \$20,000  
 Marketing and acquisition expenses such as shipping, display/exhibit resources, one-time fees/licenses, etc.

**MUSIC & ARTS ENTERTAINMENT**  
 Up to \$20,000  
 Marketing and production expenses for nationally touring acts and entertainment.

**COMMUNITY FESTIVALS & SPECIAL EVENTS**  
 Up to \$5,000  
 Marketing and expenses for arts, culture, history, and heritage programming (artists, musicians, dancers, speakers, etc.).



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**2026 CULTURAL TOURISM GRANTS**  
*Applications Are Open Now!*

**CYCLE TWO APPLICATIONS DUE:**  
**March 20, 2026**  
 For programs and events  
 July 1, 2026–December 31, 2026.

**CONNECT WITH:**  
**ALLISON GROMOFSKY**

**Visit CANTON**  
  
**ArtsinStark**

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**DESTINATION DEVELOPMENT**  
**Big Wins!**

**Visit CANTON**  
  
**EXPLORE Stark**

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**AKRON-CANTON AIRPORT**  
*Passenger Activity & Air Service*

**23.54% INCREASE OVER 2024**  
**12.52% INCREASE COMPARED TO PRE-PANDEMIC 2019 LEVELS**






25

**UNDER CONSTRUCTION IN STARK COUNTY**

*Tru by Hilton & Home2 Suites*

**MASSILLON, OHIO**  
**SLATED TO OPEN IN 2027**

**DESTINATION DEVELOPMENT**  
*Big Wings!*

*Visit* **CANTON**   
**EXPLORE Stark**

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**UNDER CONSTRUCTION IN STARK COUNTY**

*Holiday Inn Express*  
**CANTON, OHIO**  
**OPENING 2027**

DESTINATION DEVELOPMENT  
*Big Wins!*

*Visit* **CANTON**   
EXPLORE *Stark*

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**HALL OF FAME**  
*Impact*

DESTINATION DEVELOPMENT  
*Big Wins!*

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# UNDER CONSTRUCTION IN STARK COUNTY

*KeyBank Center at Pro Football Hall of Fame*  
**OPENING 2027**



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# UNDER CONSTRUCTION IN STARK COUNTY

*Gameday Bay*  
**CANTON, OHIO**  
**SLATED TO OPEN IN 2027**

**DESTINATION DEVELOPMENT**  
*Big Wins!*

*Visit* **CANTON**   
**EXPLORE Stark**

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**UNDER CONSTRUCTION IN STARK COUNTY**

*Hilton Tapestry*  
**CANTON, OHIO**  
**SLATED TO OPEN IN 2027**

DESTINATION DEVELOPMENT  
*Big Wings!*

*Visit* **CANTON**   
 EXPLORE *Stark*

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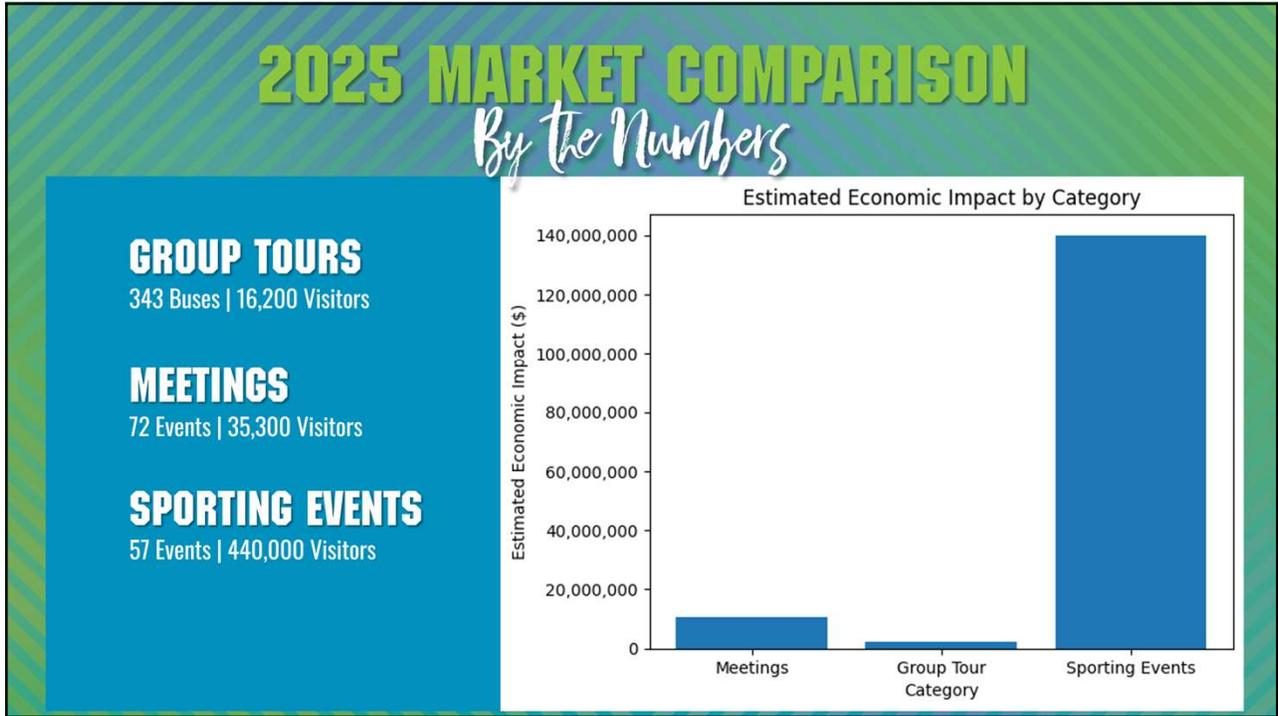
**UNDER CONSTRUCTION IN STARK COUNTY**

*Kirk Schuring Park*  
**JACKSON TOWNSHIP**  
**OPENING 2026**

DESTINATION DEVELOPMENT  
*Big Wings!*

*Visit* **CANTON**   
 EXPLORE *Stark*

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## MEET THE TEAM

*Event Sales*

**MARY VLAHOS**  
Vice president of Sales & Service

**LESLIANNE LAKE**  
Sales Manager

**ZITA BLILE**  
Sports Service & Marketing Coordinator

**NOW HIRING!**



**Client & Guest Engagement Coordinator**

This role supports the Sales & Service team by executing event activations, handling sales administration, and coordinating client communications. This role also includes serving as the Manager on Duty for Guest Service Specialists at the Visit Canton Welcome Centers.



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**NEW FACEBOOK GROUP**  
*Join the conversation!*



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# Volunteer Stark

Volunteer Stark is Visit Canton's community event registration and volunteer information system.



**RECRUIT**

Register your event on Volunteer Stark to find new volunteers and share your opportunity with a database of 3,000 registered community volunteers.



**MANAGE**

Coordinate with a specific group of select volunteers. Send email, assign shifts, collect and organize volunteer information.



**PARTICIPATE**

Register as a volunteer to hear about volunteer opportunities throughout Stark County. Check out the list of existing opportunities and sign up for a shift.

For assistance, contact: [events@VisitCanton.com](mailto:events@VisitCanton.com) 

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# MEETING & EVENT PLANNER

## *Outreach Opportunities*

**MPI OHIO CHAPTER MEETING**  
Cleveland | April 15, 2026

**CLEVELAND SALES BLITZ**  
Cleveland | April 22, 2026

**COLUMBUS PLANNER LUNCHEON**  
Columbus | May 21, 2026

**PITTSBURGH SALES BLITZ**  
Pittsburgh | October 14-15



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# MEET THE TEAM

## *Guest Services & Outreach*

**CAROLE CAMARATA**  
Guest Services Manager

**GUEST SERVICE SPECIALISTS**

Debbie Evans	Debbie Arntz
Kim Boyd	Emily Boggs
Taylor Jones	Peggi France

**NOW HIRING!**

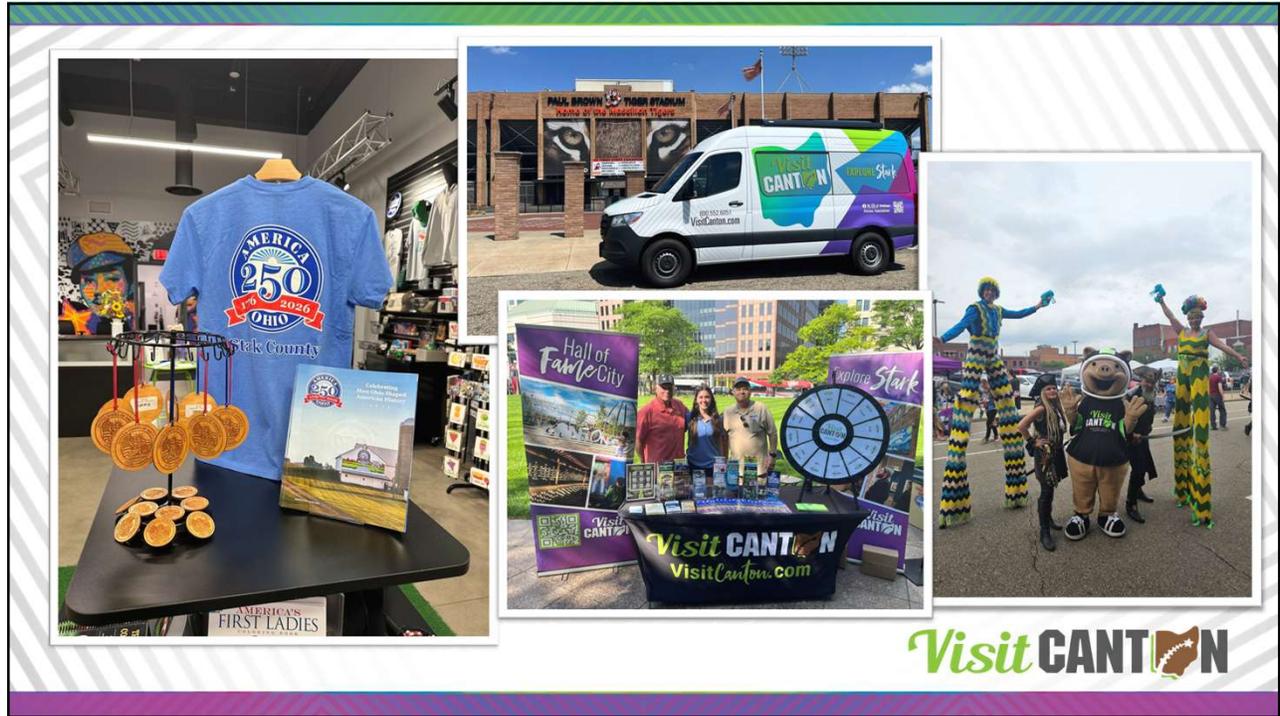


**Guest Outreach & Experience Manager**

This role leads proactive, on-the-ground initiatives for visitors, residents, and event audiences by creating and executing dynamic, guest-facing programs, community ambassador outreach, and activating experiences during major events and peak-visitation periods.



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Visit CANTON

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## MEET THE TEAM

*Operations*

**ALLYSON BUSSEY**  
President & CEO

**ROSIE KURTZ**  
Comptroller

**THERESA SAVER**  
Administrative Operations Coordinator

**NOW HIRING!**

Client & Guest Engagement Coordinator

Guest Outreach & Experience Manager

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## VISIT CANTON PARTNER HUDDLES

Visit Canton Partner Huddles are quarterly gatherings that provide updates, resources, and opportunities to collaborate. They offer partners a chance to connect, ask questions, and stay aligned on initiatives that strengthen our communities. If you'd like to receive an invitation or have a suggestion for a small-group meeting, please email [Allison Gromofsky](mailto:Allison.Gromofsky).



### Upcoming Huddles:

#### Visit Canton Partner Huddle

Thursday, March 19th at 12:00 PM | Visit Canton Downtown Offices - [RSVP to Attend](#)

#### Visit Canton Partner Huddle

Thursday, June 18th at 12:00 PM | VIRTUAL

#### Visit Canton Partner Huddle

Thursday, October 15th at 12:00 PM | Visit Canton Downtown Offices

[REGISTER FOR MARCH 19TH PARTNER HUDDLE >](#)

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## VISIT CANTON PARTY IN THE ALLEY

Date: Wednesday, May 27, 2026

Time: 4:00 PM - 6:00 PM

Location: Umbrella Alley & UnHitched Brewing

### Let's Celebrate Our Stark County Tourism Industry

Join us as we kick off summer with our Party in the Alley - a festive evening dedicated to celebrating our tourism partners and honoring America 250! We're excited to gather in **Louisville's Umbrella Alley**, featuring their vibrant patriotic display, for a night filled with community pride and connection.

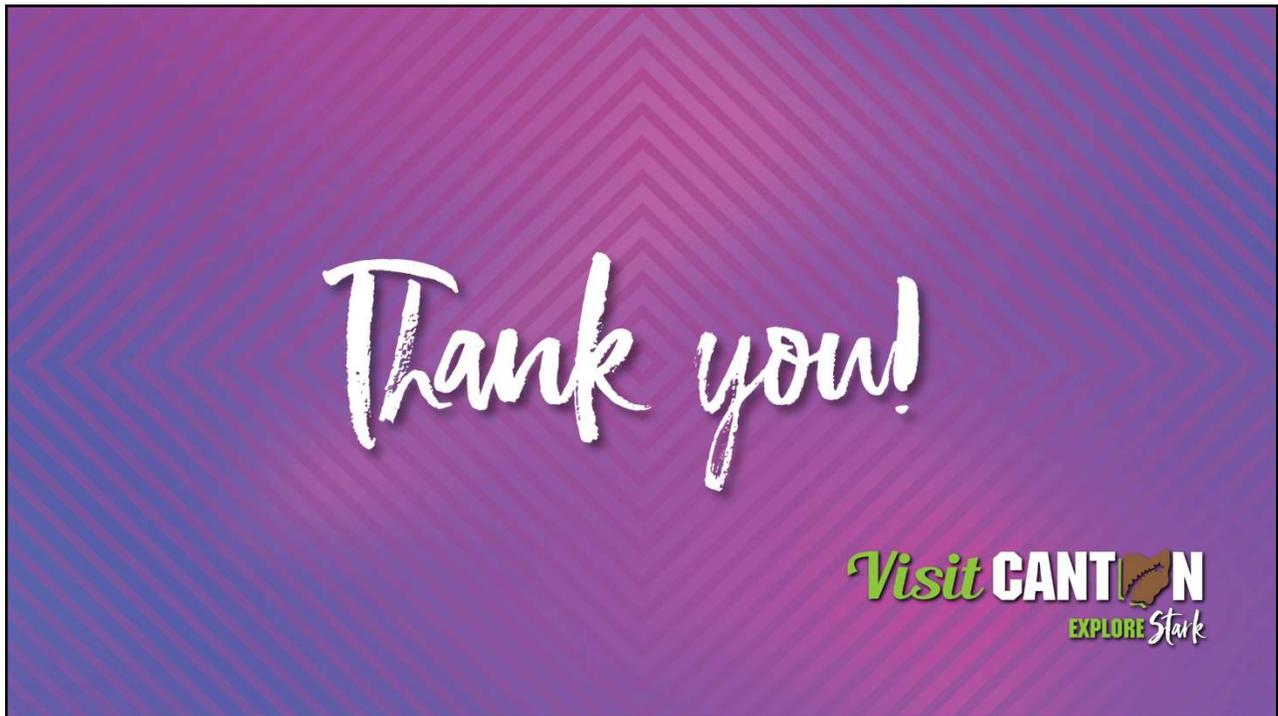
After enjoying the sights and atmosphere, we'll continue the celebration at **UnHitched Brewing**, where partners can relax with delicious bites, local brews, and great camaraderie.

Let's come together to celebrate what makes our industry so strong!

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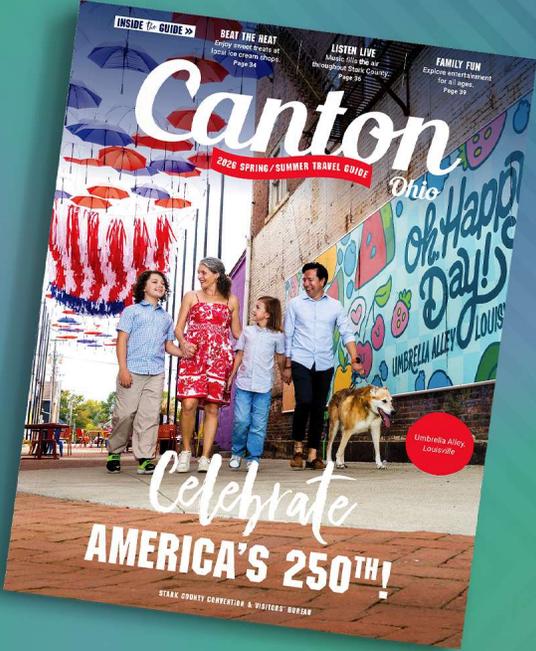
43



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*Visit* **CANTON**  
EXPLORE *Stark*

REQUEST YOUR FREE  
**SPRING &  
SUMMER 2026**  
TRAVEL GUIDE TO  
*America's  
Playing Field*



The image shows the cover of a travel guide for Canton, Ohio. The cover is titled 'Canton Ohio' in large, stylized letters. Below the title, it says '2026 SPRING / SUMMER TRAVEL GUIDE'. The main image on the cover depicts a family of four (two adults and two children) walking on a brick-paved street called 'Umbrella Alley'. The street is decorated with colorful umbrellas hanging from the buildings. A dog is also visible. To the right, there is a colorful mural with the text 'Oh Happy Day!' and 'LOUISIANA'. At the bottom of the cover, it says 'Celebrate AMERICA'S 250TH!' and 'STARK COUNTY CONVENTION & VISITORS' BUREAU'. There are also several small text boxes on the cover: 'INSIDE THE GUIDE', 'BEAT THE HEAT', 'LISTEN LIVE', and 'FAMILY FUN'. A red circular badge in the bottom right corner says 'Umbrella Alley Location'.

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