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FOR IMMEDIATE RELEASE

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Visit Canton Shares Major Updates

Visit Canton announces new logo, new office headquarters, and new job postings

Canton, Ohio - Implementing a new logo, relocating staff offices, and hiring two new positions with the organization are among the list of to-dos for Visit Canton in the coming weeks.

Rolling out the organization's new logo began with an announcement to local business representatives and community stakeholders during Visit Canton's annual holiday networking event on Thursday, November 16, 2023. The new logo replaces a football icon in the logo with the shape of Ohio. A star denotes the location of Canton, Stark County within the state. The updated logo is being incorporated into Visit Canton collateral over a transitional period of the next several weeks. A new tagline "Explore Stark" is another new addition to the Visit Canton logo.

Quote: Tonja Marshall, CMO

"Replacing the football icon with the state of Ohio intentionally identifies us as a destination in Ohio as opposed to a variety of other like-named cities throughout the country and world. The new logo also provides for a broader representation of Stark County's diverse experiences.

The tail of the star is meant to resemble the laces of a football, maintaining a sense of homage to the area's football heritage and one of its most visited attractions, the Pro Football Hall of Fame."

Visit Canton is also working on the buildout of a new office location in downtown Canton. Operating near capacity in their current location, Visit Canton began the process of seeking new offices early in 2023 by issuing a request for proposals from property owners and agents. The request sought proposals for downtown Canton locations with high visibility, pedestrian traffic, and proximity to other businesses that attract visitors.

Four proposals were submitted and reviewed. The street-level suite of offices in the 401 Building at the corner of 4th Street Northwest and Market Avenue North was selected. The relocation doubles Visit Canton's usable space from 2,401 square feet to 4,094 square feet with an additional, separate 892 square feet of meeting space. Work to convert the new space begins in late November 2023. The staff of 10 full-time employees currently working at 227 2nd Street Northwest will relocate to 401 Market Avenue North, Canton, Ohio 44702, around the end of February 2024.

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In addition to staff offices, the new Visit Canton location will feature an expanded visitor information center with a retail consignment offering local gifts, apparel, and souvenirs for sale. Visit Canton's Downtown Welcome Center will be open on weekends and have extended hours on weeknights during select special events.

Visit Canton is also accepting applications for two new positions, an Administrative Operations Coordinator and a Guest Service & Promotions Coordinator. The new full-time positions will aid in part with staffing coverage for the operating hours in the new Downtown Welcome Center. Visit Canton also opened a Welcome Center at Hall of Fame Village (HOFV) Fan Engagement Zone in February 2023 which is open seven days a week from 11:00 a.m. to 6:00 p.m.

Quote: Allyson Bussey, President/CEO.

"We truly loved our current downtown office location, which served us well for several years, but we have outgrown the space and need the ability for our organization to continue to expand and evolve.

Having a larger Welcome Center facing Centennial Plaza is a great opportunity for us to increase visibility and engagement with downtown visitors and help create connectivity and flow throughout the destination."

[VIEW AND DOWNLOAD THE NEW VISIT CANTON LOGO.](#)

[VIEW THE ADMINISTRATIVE OPERATIONS COORDINATOR JOB POSTING.](#)

[VIEW THE GUEST SERVICE & PROMOTIONS COORDINATOR JOB POSTING.](#)

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About Visit Canton:

The Stark County Convention & Visitors' Bureau, d.b.a. Visit Canton, is funded by a lodging tax administered through the Stark County Commissioners. The organization's mission is to promote travel to Stark County. Visit Canton facilitates operations that support the travel and tourism industry in Stark County.

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