

Surroundings

Akron/Summit Convention & Visitors Bureau - John S. Knight Center

WINTER 2012
Summit County, Ohio

A MESSAGE FROM THE PRESIDENT



As we begin the new year, I am excited and optimistic about the important contributions the Bureau and Center will continue to make to our economy and community.

Last year, the Center booked 176 events with more than 350,000 people in attendance. Similarly, the Bureau was directly responsible for attracting nearly 150 meetings and conventions with an additional 364,745 delegates counted among our visitors. Greystone Hall proudly serviced 115 events and welcomed patrons of Actors' Summit theatrical productions.

Visitor expenditures represent "new dollars" being infused into businesses throughout Summit County. When a convention, group tour or leisure traveler visits, individuals purchase services and products with funds that would otherwise not be attributed to our economy. Therefore as we continue to promote our community for business and recreation travel, we advance Greater Akron's visitor economy by securing their expenditures and resulting tax revenue.



2011 Employee of the Year, Jim Mahon (l) & World of Difference honoree, Omar Banks (r).

Exceptional customer service is the foundation upon which our vibrant hospitality industry rests. The only way we can deliver on this promise is to place the responsibility in the hands of 19,000+ dedicated women and men working throughout our local hospitality industry. Our local professionals consistently meet the challenge. To each of you, I extend my thanks and appreciation for a job always well done!

As for exceptional contributions within our organization, I am proud to recognize Jim Mahon and Omar Banks for their hard work and dedication. During our recent 5th annual staff awards recognition luncheon, Jim received our Employee of the Year Award, while Omar was honored with the World of Difference Award. Both of these distinctions were determined by votes from our staff.

In 2012, we will continue to challenge ourselves, remain innovative and focus sharply on our goals and objectives.

Wishing you a bright and prosperous New Year as we continue to welcome visitors to the place we call home!

Susan Howe

SALES INITIATIVES ON THE MOVE

Establishing and nurturing mutually-beneficial relationships with meeting, convention and exposition planners is essential as they compare Greater Akron to other potential event destinations.

In 2011, the Bureau and Center sales teams created one-of-a-kind opportunities to showcase the very best our community has to offer, including: hotels, meeting venues, restaurants and our iconic points of interest.



Above: Bureau FAM Tour Attendees Prepare to Take Their Turn. Right: Roger Sansom of the Ohio State Firefighters Association Races Bureau Destination Sales Mgr. Allison Smith.



The Bureau's Shades of Autumn Familiarization Tour hosted representatives from State associations and regional organizations and corporations. Similarly, the Center welcomed event planners

from 22 companies for July Jubilee, an open house designed to showcase holiday party ideas.



Left: Center Staff Members Visit with Existing & Potential New Clients at the July Jubilee Winter Holiday Preview. Above: Bureau Sales Blitz Logo

In collaboration with several Summit County hotel partners, the Bureau conducted a week-long Sales mission, The Spirit of Akron, in Cincinnati and Dayton to meet with various of convention, meeting and special event planners.

2011 INDUSTRY ACCOLADES

Greater Akron received its 14th Top Destination Award from *Facilities & Destinations Magazine*. This is an especially important endorsement from the magazine's association and corporate meeting planner subscribers.

The *Ohio Travel Association* awarded the Bureau's new Greater Akron Video Tour a **Citation of Excellence**; while the *Ohio Association of Convention & Visitors Bureaus* bestowed a **1st Place Middy Award** for www.akron.travel and **2nd Place Middy Awards** for the social media event/campaign, Summit Up! and for the Greater Akron Video Tour.

The *Ohio Society of Association Executives* awarded Summit Up! their **1st Place Achievement Award** and a **Merit Award** for the 2011-2012 Akron/Summit Visitors Guide.



GREYSTONE RENAISSANCE

Our staff continues to work diligently to promote the space and amenities of Greystone Hall. Social functions, strategic retreats and wedding receptions throughout 2011 allowed us to utilize more products and services from an array of local businesses and organizations. From linen services to food purveyors - from furniture rentals to sound and floral vendors, our clients' expenditures contributed to the bottom lines of area companies.

Doing our part to enhance the building's existing storefronts, we opened **The Crêperie**. Providing patrons a dining alternative, the eatery has also enabled us to positively impact the local economy with employment opportunities and infrastructure investments.

The weekly Tuesday **Lunch Garden** remains tremendously popular, as seen above during a special "Share The Holidays" event held in the ballroom in December that served nearly 300 guests.



JSK REWIND/JSK FAST-FORWARD

The following is a sample of Center events held July through December 2011: Brouse McDowell, Rubber City Roller Girls, OSBA/CLE Institute, Hitchcock, Fleming & Associates, Summit County Executives Office, United Way of Summit County, NorTech, Akron Marathon, Manufacturers' Education Council, Summit County Mayors, Oriana House, Smart Business Magazine's Cascade Capital Growth Awards, Arbonne International, County of Summit DD Board, Think Tank, Think Media Studios, The Pearl Foundation, AECOM, Affinity,



SMART BUSINESS MAGAZINE'S CASCADE CAPITAL GROWTH AWARDS

ACT/Proximity, Connexus, Summa Western Reserve Hospital, Summit County Health Department, JumpStart, Babcock & Wilcox, Fifth Third Bank, Akron Children's Hospital Holiday Tree Festival, Telecommunity Credit Union, Girl Scouts of Northeast Ohio, Huntington Bank, InfoCision & First Night Akron.



COMING IN JULY... RENOWNED PSYCHIC MEDIUM JOHN EDWARD

The following Center "public events" are scheduled for the first half of 2012: Today's Bride Magazine Bridal Expo, Arthritis Foundation Red & White on Thursday Night, The

Battle at the Lake, HBA Akron Home & Flower Show, Rubber City Rollergirls Derbies, All-Star Cheerleading, Classic Car Auction, Book Fair, Psychic Fair, Adventures in Stamping & Psychic Medium John Edward Seminar. For complete public event listings visit: www.johnsknightcenter.org.

LEADING BY EXAMPLE

Susan Hamo was one of 16 individuals inducted into the Association of Ohio Commodores during its annual 2011 summer ceremony in Columbus Ohio.

The Association of Ohio Commodores is a group of individuals recognized by the Governor of Ohio with the State's most distinguished honor, **The Executive Order of the Ohio Commodore**. Each year outstanding Ohioans are recognized for their business accomplishment, acumen and leadership with this prestigious honor.



The Association is a nonpartisan organization that currently boasts a **diverse and dedicated membership** of more than 260 men and women. Members include government officials, distinguished university presidents and administrators; banking and legal professionals; leaders of trade organizations; chambers and **economic development organizations**; and senior management executives of large, medium and small manufacturers and industries from across Ohio.

Representation at national and regional tradeshows allows the Bureau to market and promote the area as a viable destination for meetings, conventions and group tours. Additionally, welcoming meeting and tour planners to our area for familiarization tours and conducting sales missions are equally effective in showcasing area accommodations and points of interest.

January through December 2011:

Heartland Travel Showcase
Spirit of Akron Hotel Partner Cincinnati/Dayton Sales Blitz
National Association of Sports Commissions Expo
Event Expo 2011/The Premier Event Planners Trade Show
Ohio Society of Association Executives Marketplace Connect Marketplace
TEAMS Conference & Expo
Shades of Autumn Meeting Planner Familiarization (FAM) Tour
Today's Bride Magazine Bridal Show
KNOW Quarterly Meetings
Monthly Columbus Sales Missions
Quarterly Regional Sales Missions

A FEW WORDS FROM OUR CLIENTS



"A big reason why we chose Summit County over Cuyahoga was because of your helpfulness, timeliness & professionalism. To say that we are impressed with (the Bureau) would be an understatement."
Sarah S. - Professional Car Society, Ohio Chapter - August 2011

"I couldn't be more pleased or impressed with the entire staff at Greystone Hall and John S. Knight Center. Everyone was pleasant, efficient and extremely accommodating. You are a treasure in the heart of Akron!"
Linda W. - Oriana House, Inc. - October 2011

"We received nothing but rave reviews about the (Center) from sponsors and guests. The staff was as professional as any we've ever worked with across the country."
John L. - Smart Business Network - October 2011

JOIN | FOLLOW | CONTRIBUTE



PARTNER PERKS

As your "partner in success," the Center constantly works to identify opportunities to save our clients time and resources.

To assist in your planning, consider the following 2012 special incentives & package:

CORPORATE EXPRESS PACKAGE

Call Dirk Breiding, VP of Sales for complete details 330.374.8907.

John S. Knight Center
the center of an all american city... with great ways to save you money in 2012!

25% OFF Jan 1 - May 31
50% OFF June 1 - Aug 31
35% OFF Sept 1 - Dec 31

\$3 rebate per room night

2011 Center Cardboard Recycling: 26,366 lbs.
This figure equates to 206 trees saved, 4,960 gallons of oil saved, 37 cu. yds. of landfill saved, 48,500 kilowatts of energy saved, 91,000 gallons of water saved and 721 lbs. less of air pollution.

GIVE US A CALL



Members of the Bureau and Center staffs are available as guest speakers for your next professional or social organizational meeting.

Learn how the CVB and Center contribute to **local economic development** by attracting "new" visitor dollars to our economy!

For complete details, contact Jim Mahon at 330.374.8945 or jmahon@visitakron-summit.org



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SURROUNDINGS

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