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- Brand story, ad concepts and logos approved February 2022

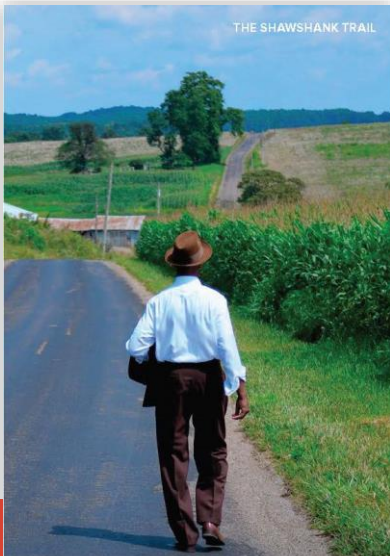








THE SHAWSHANK TRAIL



SPACE FOR TRAILS.

With trails made for bikes, hikes, cars and hooves, Mansfield has miles of trails to explore. Where will our trails take you?



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SPACE TO HEAL.

A bright future drives Mansfield. With every prospering health care team, there is a community of support behind it. The potential in Mansfield is limitless with the promise of compassion and guidance. When you want to be a part of a community of experts, see what Mansfield has to offer you.

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SPACE TO CREATE.

A bright future drives Mansfield. With every prospering industry, there is a community of support behind it. The potential in Mansfield is limitless with the promise of compassion and guidance. When you want to be a part of a community of experts, see what Mansfield has to offer you.

SPACE FOR PLAY.

Ride like a kid on the Richland B&O Trail. Relax like a grown up on the Wine & Ale Trail. COME PLAY IN MANSFIELD.

DESTINATIONMANSFIELD.COM

2022 RICHLAND AREA CHAMBER & ECONOMIC DEVELOPMENT ANNUAL REPORT

SPACE FOR EXCELLENCE.

Ohio MEANS Jobs.

Richland County A proud partner of the American Job Center network

Ohio Industrial Supply Employer-Profile Video

3:05 / 3:08

Richland County Housing Needs Assessment and Action Plan

- BELLVILLE
- LEXINGTON
- MANSFIELD
- ONTARIO
- SHELBY





FROM MANGALORE TO MANSFIELD

Jotika Shetty's 8,000-mile journey home.

"IF YOU COME HERE with a preconceived notion of what Midwestern culture is like, you're going to be proven wrong," says Jotika Shetty. And she would know. Born and raised in Mangalore in India, Shetty moved to the United States when her husband — local internist Dr. Vjeth Sringeri, MD — was pursuing his residency in New York City.

At the end of his training, Dr. Sringeri's J1 Visa required him to spend two years serving a rural area. "That was 23 years ago," says Shetty. "We came for two years, but I guess we forgot to leave."

"We came for two years, but I guess we forgot to leave."

Coming from India by way of New York City, Shetty and her young family weren't sure what to expect from their new life in the Midwest. Mansfield felt like home in no time. "What struck me was being greeted by the grocer," she remembers. "People actually say 'hello' to you? Experiences like that put me at ease."

What also put Shetty at ease was the sense of security and community she found in her new home, as well as the

abundance of opportunities for her young family. "It is a great community to bring up a young family in because everything is accessible," says Shetty. "When you're a Richland County resident, everything is 10 to 15 minutes away. The whole county is home."

"Richland County really gives you an opportunity to make an impact."

Besides raising a family and supporting her husband's career, Shetty also launched her own. She earned her master's degree from The Ohio State University in Columbus and spent 10 years working for a private engineering firm. In 2014, she was named executive director of the Richland County Regional Planning Commission. Now she doesn't just call Richland County home — she helps make it a better place for everyone to live.

"Richland County really gives you an opportunity to make an impact," says Shetty. "You can be transformational. In a community like ours, we have room for everyone. We embrace people with open arms, we want to see you succeed and we have the tools to make that happen for you."

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A PLACE TO THRIVE

Jason Guillams wasn't sure he wanted to move back home. Now he can't imagine living anywhere else.

"WHEN WE FIRST MOVED BACK, I remember looking at my wife and saying, "What have we done? Did we make the right decision?," remembers Jason Guillams. "Looking back, I was so wrong."

Born in Coshocton, Ohio, Guillams was raised in Richland County from the age of 4 and graduated from Mount Vernon Nazarene University where he met his wife, another Richland County native. However, like many young people, the newlyweds wanted to spread their wings.

"When you're young, you don't want to do what your parents do, so we lived in Columbus for 10 years," says Guillams. "Then an opportunity came up to run my own State Farm branch in Richland County." Guillams admits he wasn't excited to move back home, though he saw returning as a great career move.

"There are so many resources available to small businesses."

"Thanks to inexpensive real estate, I had a nice office space that I was proud to show clients," says Guillams. "Also, our chamber is phenomenal. There are so many resources available to small

businesses." While Guillams moved back to Richland County for professional reasons, he soon realized he'd made the right decision for personal reasons as well.

"The scales started to fall off once I got involved in the community," he says. "The more we gave back, the more we got back, and the more it felt like home." Pretty soon, Guillams saw just how much his community had to offer his young family and small business. "We realized Richland County was a place for anyone in any state of life to thrive."

"The more we gave back, the more we got back."

Besides the quality of life, public and private school system, and abundance of things to do, what does Guillams think makes Richland County most special? "The people. "Each community has its own attributes, but collectively we represent one people," he says. "We have different opinions, cheer opposing high school teams, but we come together as one community."

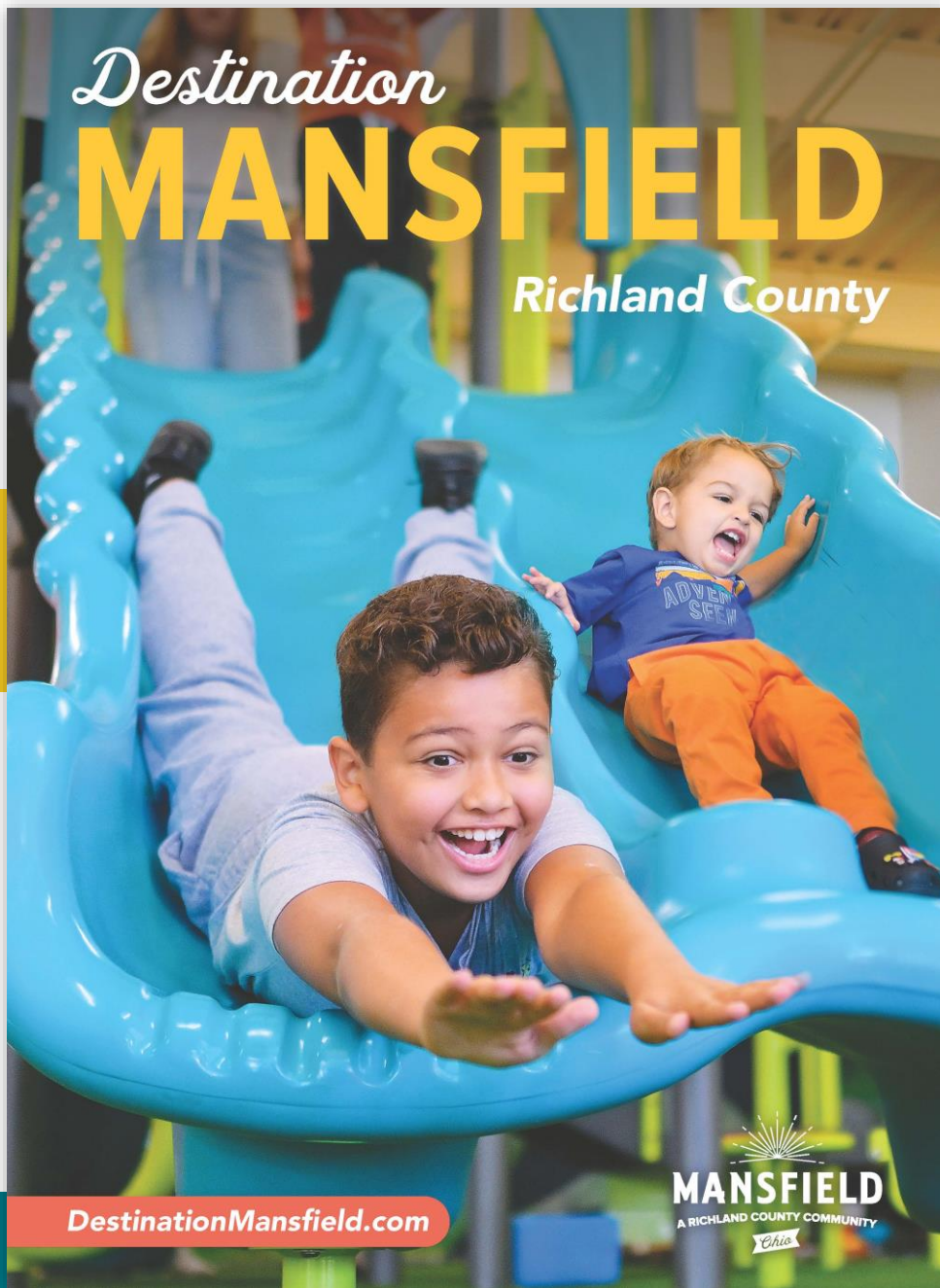
Guillams also serves on the board of directors for Buckeye Imagination Museum and is a councilman for the Village of Belville. His positive, future-focused attitude is one reflected across Richland County. "One of the most exciting things is that we have individuals who want to contribute to what our community can be," says Guillams. "The beautiful part is — none of it's perfect yet. You can be a recipient of our progress, and you can do your part to make it even better."

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MANSFIELD

Richland County



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LIFE OFF THE BEATEN PATH

NOT ALL RESIDENTS were born in Mansfield, but everyone who moves here quickly finds themselves right at home — just ask Louie Andres. Retired from the Ohio Department of Natural Resources, Louie grew up in southwest Ohio and moved to Mansfield in 1992 to manage Malabar Farm State Park. With a wife and three children under five, Louie had his work cut out for him. He soon found a community perfect for raising his family and growing his career. “I brought my family here, stayed here, built a house here,” says Louie. “We made our lives here.”

“I brought my family here, stayed here, built a house here. We made our lives here.”

To know Louie is to know Malabar Farm State Park, where he spent the majority of his career, and where his heart still resides. Malabar Farm was the dream of Mansfield native son, Louis Bromfield — a Pulitzer Prize-winning novelist and a founding father of the modern environmental movement. He built his home here, which is why Louie spearheaded the Malabar Farm Foundation in 1993 to promote Bromfield’s principles and ideals. Malabar Farm is Louis Bromfield’s legacy — and Louie Andres’ too. “I was brought here because of my community building skills,” says Louie. “My background was as a park ranger and environmental educator, and I moved my way through the system as manager.” Key to Louie’s position was gaining the confidence and trust of the community. He did that by joining

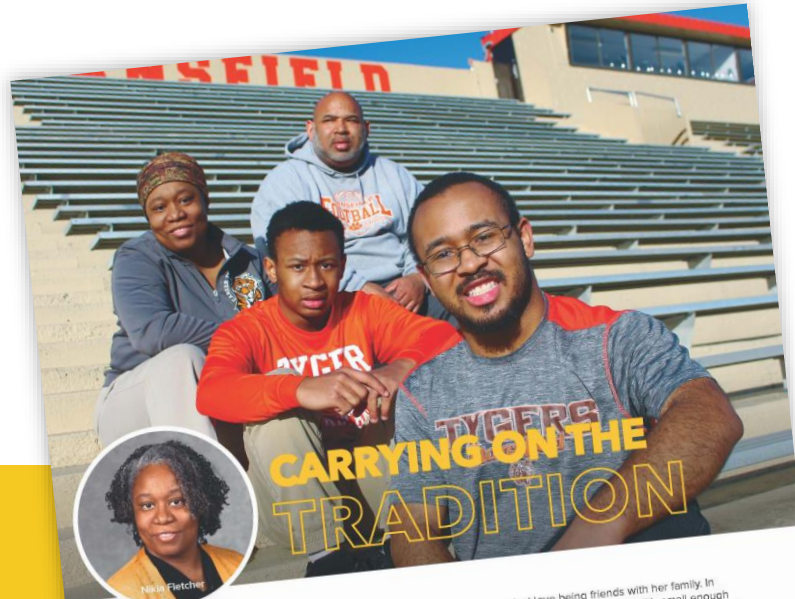
forces with Destination Mansfield-Richland County. “Their job is to attract outsiders to Mansfield and make them feel at home,” explains Louie. “What everyone loves is the mix of small-town charm with access to the big cities.”

Louie recommends anyone new in town to get involved. “That’s the first thing I told my kids growing up, and I still tell people to this day — you need to get involved in the community. Volunteer someplace. Find what you like. There are a lot of opportunities. This is a great place to raise a family because it’s also a great place to learn about work ethic.” And Louie practices what he preaches. Not content to sit idle, he continues working during retirement for Pleasant Hill Lake Park, and is the longest-serving board member of Destination Mansfield-Richland County.

“Bromfield called this the edge of paradise ... it’s like nowhere else in Ohio. If you get off the beaten path, you’ll be surprised by what you see.”

But it’s not all work and no play for Louie, as he knows all the things to do in Mansfield. “People don’t know what is in their own backyard,” he says. “Bromfield called this the edge of paradise. When you come out here, it’s like nowhere else in Ohio. If you get off the beaten path, you’ll be surprised by what you see.”

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CARRYING ON THE TRADITION

NIKIA FLETCHER MET THE LOVE OF HER LIFE in Mansfield, but didn’t date him for 10 years, and then didn’t marry him for another 10.

It all makes sense when you realize they met as children. “We’ve actually known each other since birth,” says Nikia. She and her now-husband, Antonio, started dating in 9th grade, and her high school relationships, went their separate ways after graduation. While he stayed in Mansfield, Nikia left for college at the University of Akron and didn’t return for a decade. “I came back to marry my high school sweetheart,” says Nikia. “I always knew I would raise my kids in Mansfield. The reason? The people.”

“Everybody knows everybody,” says Nikia. “People call my husband ‘Fletch.’ Nobody is going to let anything happen to Fletch’s boys. It’s so reassuring being able to raise our kids the same way our families raised us.”

“I love the culture. There’s an energy here. Anybody can find their niche here.”

For Nikia, those memories of growing up in Mansfield are still fresh in her mind and heart. She had fruit trees and most is working that we’d tend all summer long,” recalls Nikia. “It’s so important to us that we keep family traditions going. I live a stone’s throw from my mom and aunt. We have a big extended family and just love each other.”

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Nikia doesn’t just love being friends with her family. In Mansfield, your friends feel like family. “It’s small enough that people really know each other,” says Nikia. “I love that because I have three boys and I want people to watch out for my kids.”

“The word I use is ‘bustling.’ There are so many people who see the vision, see what Mansfield can be and are fighting relentlessly to get there.”

Having spent most of her life in Mansfield, Nikia has seen a lot of changes. She believes right now is one of the most exciting times. “The word I use is ‘bustling,’ she says. “There are so many people who see the vision, see what Mansfield can be and are fighting relentlessly to get there. I’ve seen this work elsewhere, let’s try it here.” Though she’s too humble to brag about it, Nikia is one of those people. She is the director of college and career readiness at Mansfield Senior High School, and serves on the Richland County Foundation board. She plays a key role in inspiring young people to stay in Mansfield, or motivating them to — like she did — come back home.

“I love the culture,” says Nikia. “There’s an energy here. Anybody can find their niche here. But at the end of the day, I love that it’s just a chill place to live and raise my family.”

REBECCA WHELAN/GETTY IMAGES



**SPACE FOR
GATHERING.**

A bright future drives Mansfield. With every prospering citizen, there is a community of support behind it. The potential in Mansfield is limitless with the promise of welcoming neighbors and friendly smiles. When you want to be a part of a community of friends, see what Mansfield has to offer you.

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RICHLAND COUNTY
A FAMILY OF COMMUNITIES

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BELLVILLE
A RICHLAND COUNTY COMMUNITY





WHAT'S NEXT...

- ✓ Open-source branding website: BrandRichland.com
- More creative 'collateral' – photos, videos, etc.
- Working with local partners & municipalities to get the brand incorporated into their websites and materials
- Brand Marketing Campaign
- Website integration
- Digital Marketing Campaign

...we're getting rolling with more to come!

