



THE MIAMI COUNTY VISITORS BUREAU

cordially invites you to meet our new State Travel Director for TourismOhio, Matt MacLaren, and Elizabeth Connor, Great Miami Riverway Coordinator

FRIDAY

APRIL
6th

FT. PIQUA PLAZA
308 N. Main Street
Piqua, Ohio 45356

REGISTRATION 9:30am
PROGRAM 10am-12pm

Please RSVP to the Miami County Visitors Bureau, 937-339-1044.

Continental breakfast provided by Mrs. B's Catering
Enter the south side of the building & take elevator to the 4th floor

Matt will briefly talk about his background with tourism, then offer ways to engage with TourismOhio and how it can help your business, attraction or event.

Learn how Tourism in Ohio is big business and good for business!



MATTHEW MACLAREN, ESQ. Director of TourismOhio

Five Ways TourismOhio Can Help You Grow
Supporting You is Our Mission

1

Promote Your Event or Destination

Create a Free Listing on Ohio.org
Visit www.ohio.org/industry/database

2

Join Our Co-Op & Double Your Advertising Funds

Seize Opportunities You Never Thought You Could Afford
Visit www.ohio.org/industry/advertising-co-ops

3

Get the Word Out

Our Team Can Help Promote Your Biggest Events
Email Juliana.Khusid@development.ohio.gov

4

Stay In The Know

Sign Up for BuckeyeLine, Our Monthly Industry e-Newsletter
Visit www.ohio.org/industry/updates/subscribe

5

Boost Your Social Presence

Connect with us online



find it here:
ohio.org



@OhioFindHere



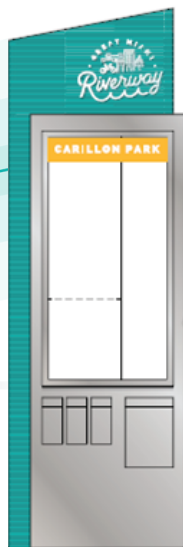
@OhioFindHere



Ohio Tourism



Elizabeth Connor →



GREAT MIAMI
RIVERWAY KIOSK



@GreatMiamiRiverway



@GRMiamiRiverway

Elizabeth Connor
will discuss the Great
Miami Riverway
destination marketing
and placemaking
initiative. She will
highlight how local
businesses can
take advantage of
the regional tourism
brand and how they
can get involved.



ELIZABETH CONNOR

Great Miami Riverway Coordinator

**Riverway Destination Marketing
and Placemaking Initiative**

- 1 Discussion on what \$16 million in riverfront development investments means for 2018
- 2 Gaining regional recognition online through the Riverway's new website
www.greatmiamiriverway.org
- 3 Improvements in signage and wayfinding throughout the Riverway
- 4 Partnering with tourism offices to drive economic development