



# 2020 MUSKINGUM COUNTY COMPREHENSIVE PLAN

Compiled by: Muskingum County Planning Commission

## Art & Tourism Report

# Art, Humanities, and Tourism

Tourism has a year round economic impact on the Muskingum County community - a \$220 million dollar impact to be exact.

Travel and tourism is a serious business for this nation, the state of Ohio and Zanesville-Muskingum County. Tourism is an industry with unbelievable potential to improve our economy and enrich society. The money spent by travelers has made our industry the third largest retail sales industry. This is one example of how tourism works for America and ultimately Muskingum County.

In addition, tourism is one of the fastest ways to create jobs. The travel and tourism industry creates numerous small businesses that directly and indirectly support travelers. In Ohio alone nearly 309,000 jobs are related to tourism and the travel and tourism payroll totals \$4 billion dollars. Here in Muskingum County nearly 4,000 jobs are tourism related with a total direct payroll of 24 million dollars. Again, that is tourism working for Muskingum County.

Muskingum County is home to a variety of top notch and well-designed museums – Zanesville Museum of Art, the National-Road Zane Grey Museum, the John and Annie Glenn Museum, Stone Academy, The Gant House and The Dr. Increase Mathews House. We are also home to The Wilds- a 9,154 acre wildlife preserve of endangered species from Africa, Asia and North America. In addition, trails, green spaces and public gardens are enjoyed and maintained by our Muskingum Valley Park District. Theater, Live Music and family activities are offered through a variety of venues including Secrest Auditorium, Zane Trace Theater, The Renner, and The Muskingum County Library System. There is also a vibrant Artist Colony offering studio tours, open houses and First Friday Art Walks.

Muskingum County offers many interesting historical, cultural and geographical features to and for the area. The Y Bridge, The S Bridge, state parks, the National Road and of course the rich pottery history that has left a remarkable imprint on the ceramic industry. And, after nearly 200 years of pottery production, this community is still known as a source for high quality pottery.

Graced by rolling hills and rich woodlands, Muskingum County instills a sense of heritage, pride and wellbeing and welcomes guests to enjoy all that Muskingum County has to offer.

**Objective:**

- Support and develop awareness, growth and enthusiasm for quality arts and historical experiences for residents of and visitors to Muskingum County.

**Vision** – Provide leadership and a unified, focused voice for the arts and humanities in Muskingum County to facilitate educational and transformational experiences for community members and guests.

**Goal** - Establish a Muskingum County Arts and Humanities Council in order to facilitate and enhance the communication, coordination, cooperation, and collaboration between the outstanding visual, performing, applied, digital and musical arts groups in Muskingum County. This will result in economic, cultural, and educational growth for the arts and historical communities of the county.

**Stakeholders** - Council to be comprised of a group of area stakeholders in the community who have experience in planning and developing projects for the arts and humanities. These council members may include, but are not limited to, one representative from the following: Zanesville Memorial Concert Band, local historical sites, Zanesville Museum of Art, ZAAP, Zanesville Community Theatre, Renner Theatre, ArtCoz, Thursday Music Club, Zanesville Concert Association, Southeastern Ohio Symphony Orchestra, Secrest Auditorium, an artist with a gallery or studio in Muskingum County, a Muskingum County arts volunteer, a Muskingum County arts educator, a Muskingum County arts advocate/collector, Muskingum County Commissioner, Muskingum County Library and the Convention and Visitors Bureau.

**Scope** – Council/Director will...

- Serve as an informational resource to the Community and County Commissioners regarding arts and humanities related initiatives and issues.
- Provide an annual report updating the County Commissioners regarding the state of the arts and humanities in Muskingum County.
- Explore and communicate collaborative promotional and grant opportunities.
- Research, develop and share return on investment and economic impact of the arts and humanities data.
- Cultivate positive working relationships between public, private, nonprofit and other sectors and encourage collaboration.
- Provide economic incentives (through grants received) to artisans who invest in the economic development in the county.
- Increase local and statewide awareness of artistic and historical resources in Muskingum County.
- Develop and strengthen local Arts and History Education to encourage lifelong learning, beginning with children.
- Explore the visiting artists programs that surrounding counties have established.

- Make plans to hire a staff person that is educated in grant writing for the arts.
- Assess current inventory and determine needs with regards to the arts community.

**Projects –**

- Hiring a Director to coordinate projects, apply for grants, plan events, market and promote the arts and history of the area.
- Coordinate entertainment at the Landing and other green spaces in conjunction with the Muskingum Valley Park District Director (for example...live performances, movies in the park, portrayals of historical events or people.)
- Coordination of First Friday Art Walk.
- Recruiting additional artists to locate to the area.
- Serve as main point person to expand the arts and humanities.
- Inventory and engage all organizations that currently have an impact or could be impacted by the Arts and Humanities Council.
- Identify potential funding sources.

**Objective:**

- Promote Muskingum County as a year-round, overnight and daytrip destination for motor coach groups, meeting planners, motorcycle groups, school groups, sporting events and leisure travelers through the efforts of the Zanesville-Muskingum County Convention and Visitors Bureau.

**Vision –** A supportive and unified focus for the tourism industry of Muskingum County that will continue to grow the economic impact of visitors to the area - direct expenditures by visitors in 2018 accounted for \$223.6 million and supported over 3,000 jobs.

**GOAL -** To continue to attract leisure travelers, motor coach travelers, meetings, sporting events and conventions to stimulate economic growth and to enhance the quality of the community through beautification projects and awareness of events, activities and attractions.

**Stakeholders -** Hotels, restaurants, attractions, museums, gas stations, shops, trails, pottery industry, arts industry, state parks, wineries, agriculture, villages, golf courses, waterways, city officials, county officials, the CVB, the CFA, sporting event organizers, large scale special event organizers, the park district, and the local community.

**Scope –**

Support efforts of the Zanesville-Muskingum County Convention and Visitors Bureau through their annual action plan that include the following action items:

- Encourage motor coach operators to utilize Muskingum County as an overnight destination.
- Strengthen the awareness and selection of Muskingum County as a meeting destination.
- Encourage leisure travelers to choose Muskingum County as their overnight destination.

- Promote our area attractions to local and regional educators that provide school trips for their students.
- Increase media relations efforts and editorial placement in print and social media outlets.
- Attract additional and provide service to current and future sporting tournaments in Muskingum County.
- Increase consumer awareness of Muskingum County as a golf destination
- Increase motorcycle travel to the area through brand awareness of the Triple Nickel.
- Become known as a Top Notch Destination for motorcycle rides.
- Work in partnership with the Muskingum County hospitality industry for the purpose of education and collaboration.
- Provide exceptional customer service to guests to our area.
- Provide the opportunity for the tourism industry to utilize the center as a way to disseminate their marketing materials.
- Support beautification projects that attract visitors and enhance our community.
- Attract and enchant visitors to our area during the Christmas and New Year's season and to create a sense of pride and holiday spirit for the community.
- Promote Muskingum County as an outdoor recreation destination working with the Muskingum Valley Park District Director.
- Support efforts of holiday lighting and decorations.
- Support the current funding mechanism for the convention and visitors bureau.
- Support infrastructure projects that enhance the appeal of the community.
- Support the efforts of the visitor information center that houses the Chamber of Commerce, the CVB, CFA and Port Authority.

**Projects -**

- Visitor Guide development
- Website
- Marketing Materials
- A Storybook Christmas
- Trade Show attendance
- Hospitality Ambassador Program
- Operate first-class visitor center
- Development of Muskingum County Rowing Team and additional events
- Continued support of the Arts and Retail

**Objective:**

- Continue ownership of and supporting the Lorena Sternwheeler. This is a unique attraction for Muskingum County and it serves as an important component in attracting out of town guests to the area and it is a local icon for the community.

**Vision** – Continue open communication and collaboration with all partners involved in the Lorena Sternwheeler in order for the Lorena to continue operation for the next generation.

**GOAL** - Offer an exceptional experience on the Lorena Sternwheeler.

**Stakeholders** – Hospitality Industry, CVB, County, City and the community.

**Scope** –

- Collaborate with partners to produce an annual plan.
- Produce and distribute marketing materials.
- Partner with Maritime Consortium for license and compliance.
- Assist in preparation for annual and five-year inspections.
- Continue partnership with CVB to handle scheduling, reservations, marketing, financial statements, pricing, booking entertainment and programs, coordinating annual Civil War event, signage at the Landing, and management of crew.
- Provide annual insurance coverage.

**Projects** –

- Production of Marketing Materials
- Entertaining programming
- Update of signage
- Maintenance of vessel