



ADMINISTRATION • 1140 Terex Road • Hudson, Ohio 44236 • (330) 342-1708

## MEMORANDUM

**To:** Thom Sheridan, City Manager

**From:** Erin Schaad, Business Operations Manager, Jennifer Cook, Executive Assistant, Jena Stasik, Community Relations Manager

**CC:** Brian Griffith, Assistant City Manager

**Date:** September 16, 2025

**Subject:** Visitors Center Update | City Council

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### **Summer 2025 General Update**

The Visitors Center began operations on April 19<sup>th</sup>, creating a combined usable City workspace, gift shop and display areas. Specific Visitors Center branding was created for consistency in communication and marketing, including the creation of a VC logo. Inventory acquired from Destination Hudson was categorized into Square.

The Visitors Center employs one part-time staff member (Jennifer Cook) and three seasonal part-time store clerks and is open Tuesday- Friday afternoons and Saturday mornings. The VC follows the City Hall calendar for holiday closures but reserves the option to be open to assist with City and holiday events.

### **Inventory Update**

- Inventory acquired from Destination Hudson is currently being sold.
- Ellsworth Meadows Golf merchandise featured
- Fall 2025 Inventory Additions | New coffee mug, kids fidget ball, umbrella, keychains and magnets
- Limited-edition Hudson Holiday ornaments to be sold exclusively at the VC | Hudson Home for the Holidays

### **Community Engagement**

To promote interest in the City of Hudson for both residents and visitors alike by 1). to support ongoing community initiatives, and 2). collaborate with both non-profits and business partners to enhance the Hudson experience

- Sold Hudson League for Service Ice Cream Social tickets
- Learned Owl: Where's Waldo Passport Participation
- 2025 Community Map ad
- Destination Hudson Fairy Door Hunt
- HCSA Community Food Pantry exclusive drop-off site



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- Partnered with Hudson Library and Historical Society to display updated versions of historical pamphlets and walking tours | Actively promoting their updated website *Hudson Memory*
- Various examples of assistance and engagement
  - Hudson First Presbyterian Church Board Meeting | 60 Presbyters
  - HHS Class of 1975 Reunion Committee
  - Hudson Senior Network promotion
  - WRA Alumni Association donation
- Recent examples of engagement:
  - Visit from William Bullock family | Assisted with donation of historical documents to Hudson Library
  - Sold last Clocktower Building set to an Evamere student whose family who is relocating out of state
  - Received a call from a potential visitor to Hudson – 1). assisted her over the phone with arrangements and recommendations, 2). met her and her friend in-person next day
  - Visitors Center proudly displays newly discovered artwork | continue to receive donated items on behalf of residents
  - Packaged brochures for a Hudson resident hosting a Ladies Lunch – 1). provided further assistance with recommendations on walking tours
  - Delivered VC brochures to a new business on Main Street to welcome to the community
  - Met with Pat Rydquist, Hudson Heritage Association | Partnership with HHA to display updated HHA brochures

### **City Partnership**

To build a sense of community by promoting and collaborating with the City for events and programs

- Downtown Hudson Visitor Guide
- VC Lobby Kiosk
- Open during specific City special events | e.g. Heart and Home Handmade Market, Lighting of the Greens, Hudson-Landsberg Christkindlmarkt
- Collaborative efforts with Community Development to promote and assist with coordination of City events. | e.g. Hudson Home for the Holidays

### **Business Promotion**

To support our Hudson business community by providing information and resources that highlight and showcase our local shopping districts and vendors

- August 9<sup>th</sup> | Hosted Lasting Impression Tours, Inc (bus tour of Amish Country)
- Hudson Chamber of Commerce | Met with Natalie Buynak to share VC information and



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to foster an on-going relationship with the Chamber

- Selling DORA stickers to participating downtown restaurants

### 2026 Goals and Vision

- Create Instagram Page (shared with Community Development)
- Hudson Happenings | Enhance weekday-daytime programming
- Hudson Welcome mailing
- Hudson Fire Museum | Promotional material and items for sale updated with Hudson Fire logo and badge
- Hudson Business promotion | Specific product item with business QR code | VC displays “item” with business QR code directing to store location/website
- Rotating Hudson business partnership programs
- Develop Hudson bus-stop tour with Hudson Highlights historical tour



Come visit us! Located in our historic Town Hall at 27 East Main Street, the Hudson Visitors Center serves as a welcoming resource for visitors and residents. We offer helpful information and resources for your Hudson experience. The Center connects Hudson’s vibrant community partnerships with local businesses for City events in the heart of our downtown. Stop in our gift shop to find unique local Hudson items to commemorate your visit. Whether you are here for a day or call Hudson home, we welcome the opportunity to enhance your engagement in our City. Hudson awaits you!

The Visitor Center has incredible potential to become a vibrant center of engagement for our community. The VC serves as a welcoming spot for residents and visitors alike - a friendly place planning an afternoon of exploring with walking tour maps and local recommendations.

Whether supporting the City, our local businesses, non-profits, or foundations, the VC can serve as a resourceful point of connection. For both residents and visitors, it offers helpful assistance and resources, and a true sense of Hudson hospitality.

