



America 250-Ohio

America 250-Ohio Trail & Tales Project Coordinator Contractor

Overview and Qualifications

America 250-Ohio Background:

In 2026, the United States will celebrate its semiquincentennial, which is the 250th anniversary of the Declaration of Independence. Each state has been encouraged to create a celebration and commemoration of this anniversary to reflect the unique character and contributions of each state to the nation over the past 250 years.

Ohio is fully embracing this opportunity. The Ohio Commission for the Semiquincentennial (aka America 250-Ohio Commission or AM 250-OH) was created by the Ohio legislature and launched on March 1, 2022. The charge of the AM 250-OH Commission is to "...to plan, encourage, develop, and coordinate the commemoration of the two hundred fiftieth anniversary of the founding of the United States and the impact of Ohioans on the nation's past, present, and future." —Ohio Revised Code (149.309)

- PLAN Ohio's approach to commemorate/celebrate the U.S.'s 250th Anniversary in 2026.
- ENCOURAGE all 88 Counties to get involved and create local plans while joining other efforts in the region, across the state and throughout the nation.
- DEVELOP a public awareness campaign, a collaborative vision, and a strategic approach to the statewide plans.
- COORDINATE collective impact opportunities to partner, expand impact, and share resources.

AM 250-OH is a non-profit organization, funded mainly through State of Ohio funds managed by the Ohio History Connection as the Commission's fiscal agent. The Commission has a small staff and is overseen by a state-appointed Commission of 30 members. While not a state agency per se, AM 250-OH is adhering to the basic guidelines of State of Ohio procurement, by selecting the America 250-Ohio Trail & Tales Project Coordinator Contractor through an open and competitive process.

America 250-Ohio Trails & Tales Project Description:

The Commission is creating Signature Programs & Events to highlight the accomplishments of Ohioans and Ohio across a variety of industries and fields of innovation. One of these programs is the Trails & Tales Statewide Tourism Trails. The Commission will be standing up six statewide tourism trails to engage and inspire Ohioans to learn more about Ohio's impact and national influence in various industries and areas. The trails are focused on the topics of Air & Space, Creativity, The Ohio River & Lake Erie, Innovation & Inventions, Ohio Moves (Transportation), and Leaders & Changemakers.

The objective of this project is to encourage people to hit the road and explore various sites across the state before and during the nation's 250th commemoration in 2026. These trails will consist of existing historical and cultural sites statewide that contribute to the story of Ohio's role in each of the trail themes.

The goal of the project is to share with Ohioans more about the state's heritage and culture through story-based trails. While the curated list of trails will be a new initiative, this project will also turn attention to existing local or regional trails with a similar theme, as they are an important part of storytelling.

Trail sites must feature a unique personal story that intertwines with Ohio's history related to the trail theme. These personal "takes" are key for bringing the trails to life, and connecting visitors with real-life human experiences behind the Ohio's contributions. We look for sites that identify not just the place of importance, but the people behind the story as well. With that goal, sites must interpret or showcase the story about an Ohioan who has contributed to the trail theme.

Most importantly, sites must be open and accessible regular hours to the public. Each trail will have an accompanying map with GPS locations on the website, educational resources, and a unique road trip playlist. In the near future an audio tour component will accompany each of the trails. These trails will also help to boost local economies, as Ohioans and others visit the sites and their host communities. The first trail – Ohio Air & Space Trail – launched in May 2024.

The team needs a detail-oriented and creative Project Coordinator with a passion for project management and marketing to help bring these trails to life. If you are a self-starter eager to make an impact in the tourism sector, we invite you to submit your resume for this exciting opportunity.

Position: America 250-Ohio Trail & Tales Project Coordinator

Hours/Compensation: 20 hours per week/\$20- \$25 per hour

Location: Remote with required in-person attendance at some meetings and events.

Length of contract: Approximately 24 months, beginning in December 2024 (with a 30-day notice for change in status by either party).

Payment: Invoice generated by contractor, paid by Ohio History Connection monthly for the previous month's work.

Taxes: The contractor will be responsible for tracking and paying any income tax withholding.

Position Objective:

To assist in the planning, coordination and launch of the remaining Statewide Trails & Tales. Key responsibilities include:

Partner Communications and Management:

- Develop and manage monthly electronic newsletters to keep sites along each trail informed and up to date with events and opportunities.
- Maintain contact database of partner sites along each trail.
- Communicate with various sites to discover ways to work together across the state to address challenges and seize opportunities as trail partners.

Event Management:

- Assist America 250-Ohio Communications Department with logistics for trail meetings and events. This includes identifying event timelines, tasks lists and budgets, as well as coordinating responsibilities with staff and the trails team.

- Schedule and coordinate meetings for committees, liaising with members as required, facilitating communication, addressing inquiries, and ensuring effective information flow.

Trail Development and Management:

- Assist in the development of schedules for each trail's development, coordination and implementation.
- Prepare agendas and manage communications process for weekly Trails Team online meetings.
- Provides meeting notes and monitor assignments and action items to ensure deadlines are met.
- Create calls for submissions and work with the Ohio Travel Association to manage the submissions project on SurveyMonkey.
- Manage the process for evaluating trail site submissions for appropriateness and the process for the working group to select final sites for each trail.
- Help craft storylines that connect multiple sites to offer visitors a seamless and engaging experience.
- Work with AM250-OH Communications team to develop content for and maintain information on project website.
- Coordinate inventory and distribution of relevant marketing and communications assets to trail sites and partners (i.e., publications, buttons, banners, etc.)

Marketing and Promotion:

- Convene regular meetings with the convention and visitors bureaus representing sites along each trail, and identify promotional resources they need, as well as collaborative opportunities.
- Work with America 250-Ohio Communications Department to provide content as needed and to monitor completion of projects as identified by the convention and visitors bureaus to amplify awareness of each trail.
- Assist in the creation of marketing materials, such as rack cards, group tour profile sheets, site training materials, etc.

Program Evaluation:

- Help coordinate evaluation processes including gathering data, preparing reports, and presenting findings to Commission and stakeholders.
- Document successes and areas for improvement.
- Explore and identify ways to measure how efforts are increasing visitation and support for the trail sites.
- Develop and manage processes and timelines for partner sites to report program metrics.

Attitude, Skills, and Mindset:

The person who will be successful in this role will have the following qualities:

1. Be creative, curious and eager to learn about Ohio history, culture, people, tourism, etc.
2. A team player who enjoys working collaboratively and gathering ideas from varied sources.
3. Be a self-starter with the ability to work independently and as a part of a team.
4. Creative problem-solving skills.

5. Excellent people skills.
6. Detail oriented with excellent organizational skills to ensure that timelines are met.
7. Flexible and able to pivot as conditions change with a positive attitude.
8. Comfortable with feedback, enjoy improving performance based on experience and data.

Requirements:

1. An interest in project management, interpretation, marketing and/or related fields.
2. Strong organizational and multitasking abilities, with meticulous attention to detail.
3. Excellent communication and interpersonal skills, with the ability to work effectively with diverse stakeholders.
4. Strong writing and proofing skills.
5. Proficiency in Microsoft Office (e.g., Word, Excel). Familiarity with other tools (e.g., Canva).
6. Ohio-based location preferred.
7. Flexibility to work evenings, weekends, and holidays as required by event schedules.

Hours and work schedule requirements:

1. Work will be remote.
2. Weekly meeting for check-in, planning, and reporting.
3. Flexibility to work evenings, weekends, and holidays as required.
4. Flexible to travel to meetings as necessary (All travel will be in- state, with reimbursement at current Ohio History Connection rates.)
5. Note that some weeks may require slightly more hours, which will be discussed and agreed upon in advance.

To apply, send a resume and cover letter outlining your experience, interest, and related skills and experience to Quanta Brown, qbrown@ohiohistory.org. Applications will be accepted until December 2, 2024.