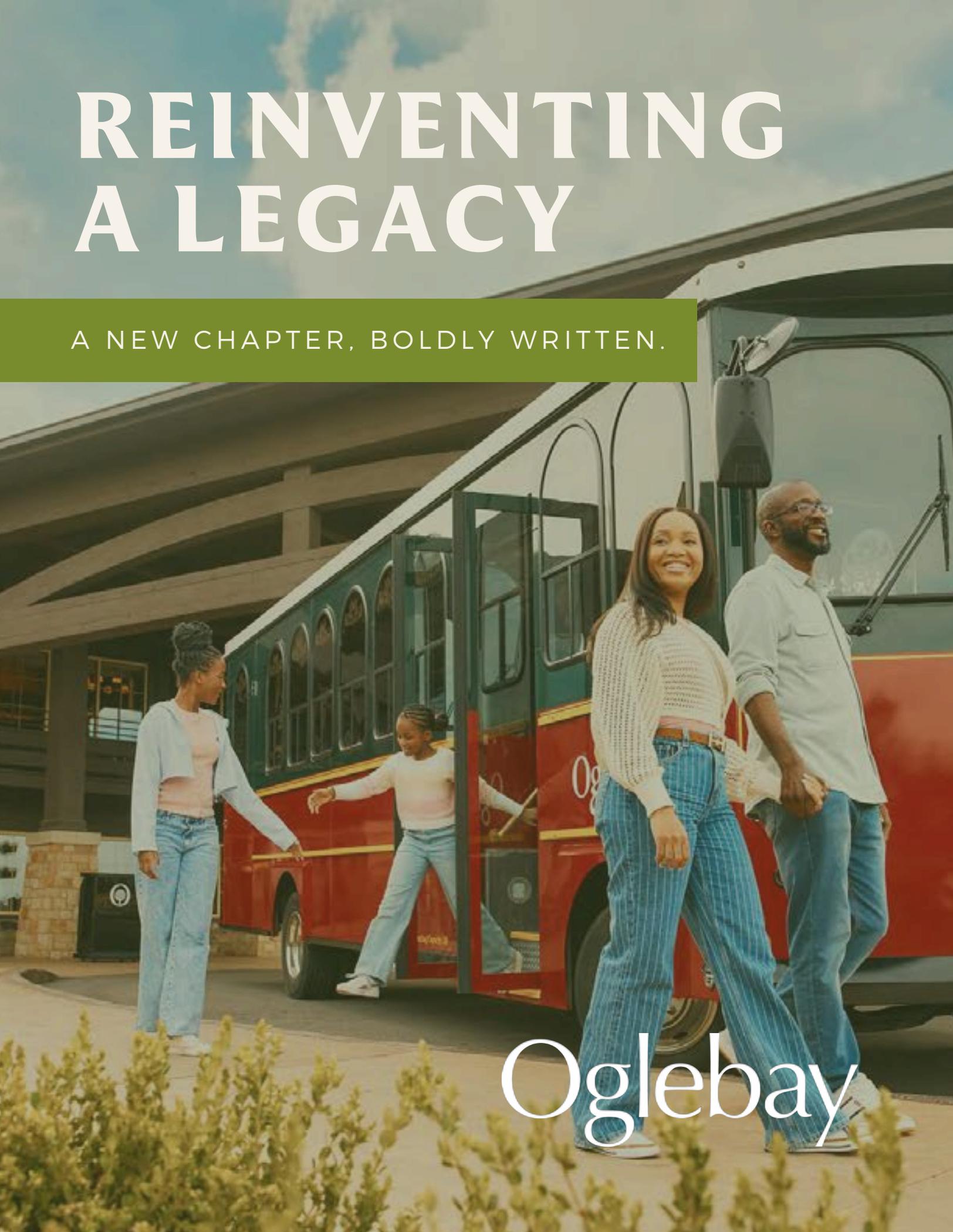


# REINVENTING A LEGACY

A NEW CHAPTER, BOLDLY WRITTEN.



Oglebay

## OVERVIEW

Oglebay Park Resort is more than just a park—or a resort. It is a destination born from a legacy of generosity and redefined by a year of transformational innovation. In 2024, the Oglebay team undertook a comprehensive overhaul across brand, culture, digital infrastructure, guest experience, placemaking, and sustainability. These efforts executed under a shared vision to position Oglebay as West Virginia’s leading tourism destination and a national model for hospitality-driven community enrichment.

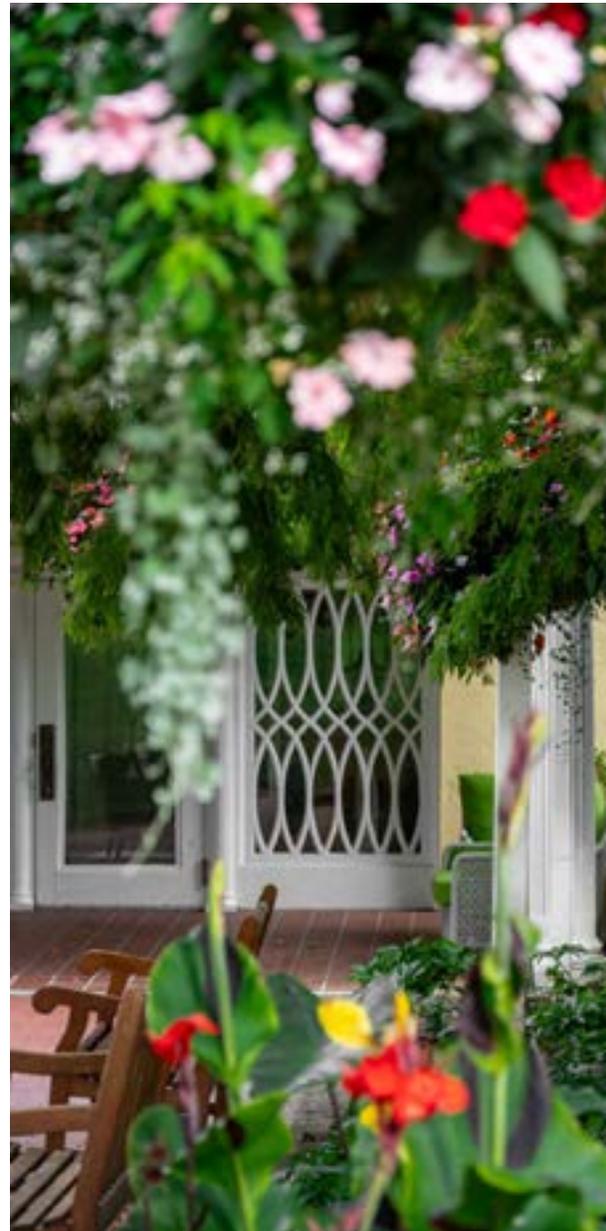
What follows is a narrative of bold reinvention, strategic risk, homegrown creativity, and a renewed sense of purpose.



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REINVENTING A LEGACY

## VISUAL IDENTITY OVERHAUL

*Blending timeless hospitality with a bold new expression*



OGLEBAY PARK RESORT

## REINVENTING A LEGACY

The transformation began with our visual identity. In collaboration with top-tier brand experts, we launched a complete rebrand of Oglebay, blending the park's rich legacy with a modern, welcoming aesthetic. This was more than a new logo; it was a new compass—pointing us toward who we are and where we're headed. Earth-inspired colors, warm typography, and a gracious tone of voice now anchor all guest communications, across every touchpoint.

After years of varied naming—ranging from Oglebay and Oglebay Park to Oglebay Resort & Conference Center—we've unified our identity under one clear name: **Oglebay Park Resort**, reflecting both our rich legacy and the full resort experience we offer. Our new tagline and narrative, **"Make Yourself Comfortable. We'll Take Care of the Rest,"** brings clarity and warmth to the Oglebay experience, helping visitors feel a genuine sense of belonging from the moment they engage with the brand.



BEFORE



BEFORE



AFTER



AFTER

### REFRESHED COLOR PALETTE



REINVENTING A LEGACY

## WEBSITE + BOOKING EXPERIENCE

*From Click to Comfort—Reimagining the Digital Journey*



OGLEBAY PARK RESORT

# REINVENTING A LEGACY

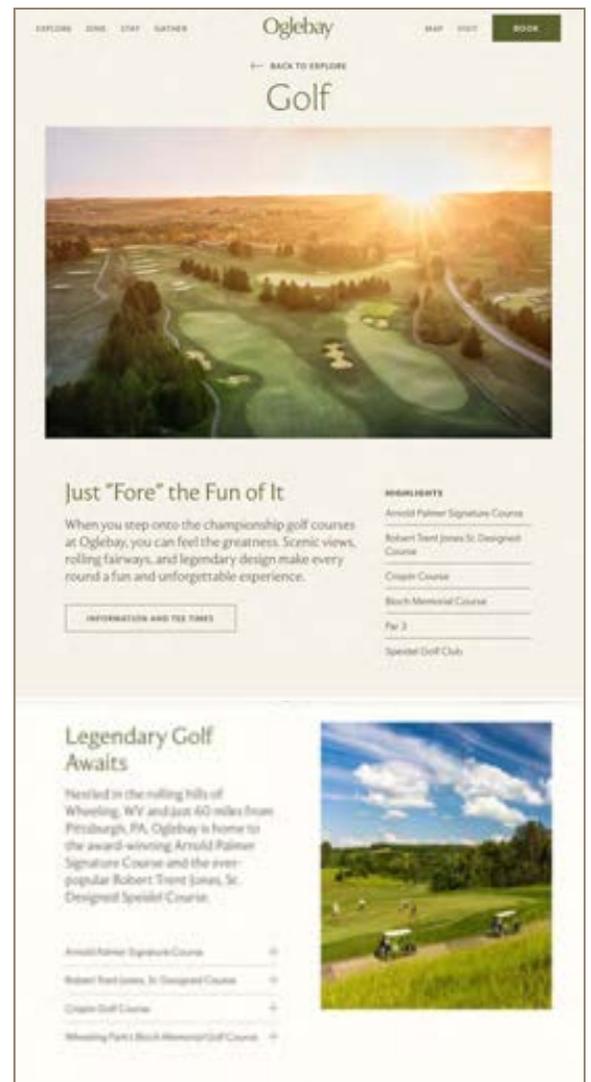
Our website overhaul was built on the foundation of guest-centricity and commercial agility. The newly launched oglebay.com is not only beautiful, with immersive visuals and simplified navigation, but it also functions as a powerful booking engine.

We integrated multiple platforms to create a seamless path from exploration to reservation, allowing guests to book lodging, activities, spa services, and more within minutes. This digital transformation gives us the ability to respond quickly to market demands and unlock new revenue streams with smarter targeting and higher conversion rates.

## BEFORE



## AFTER



# REINVENTING A LEGACY

BEFORE



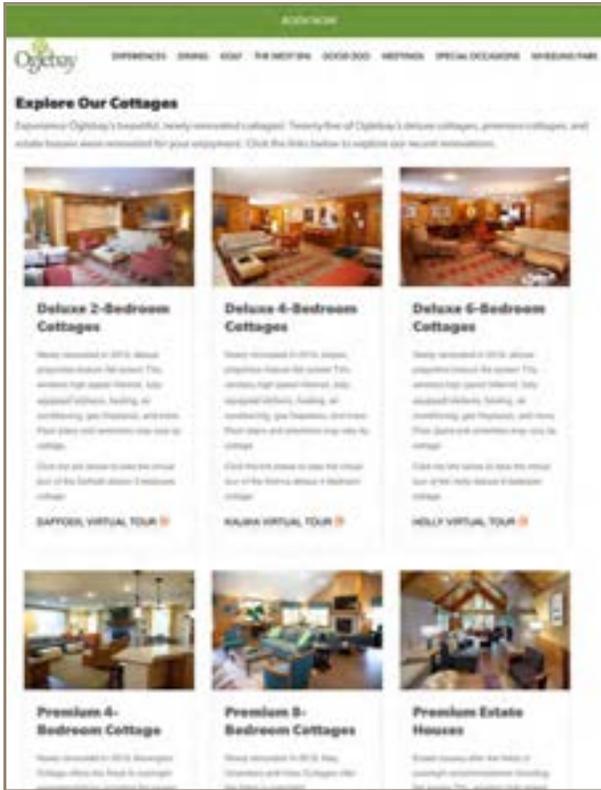
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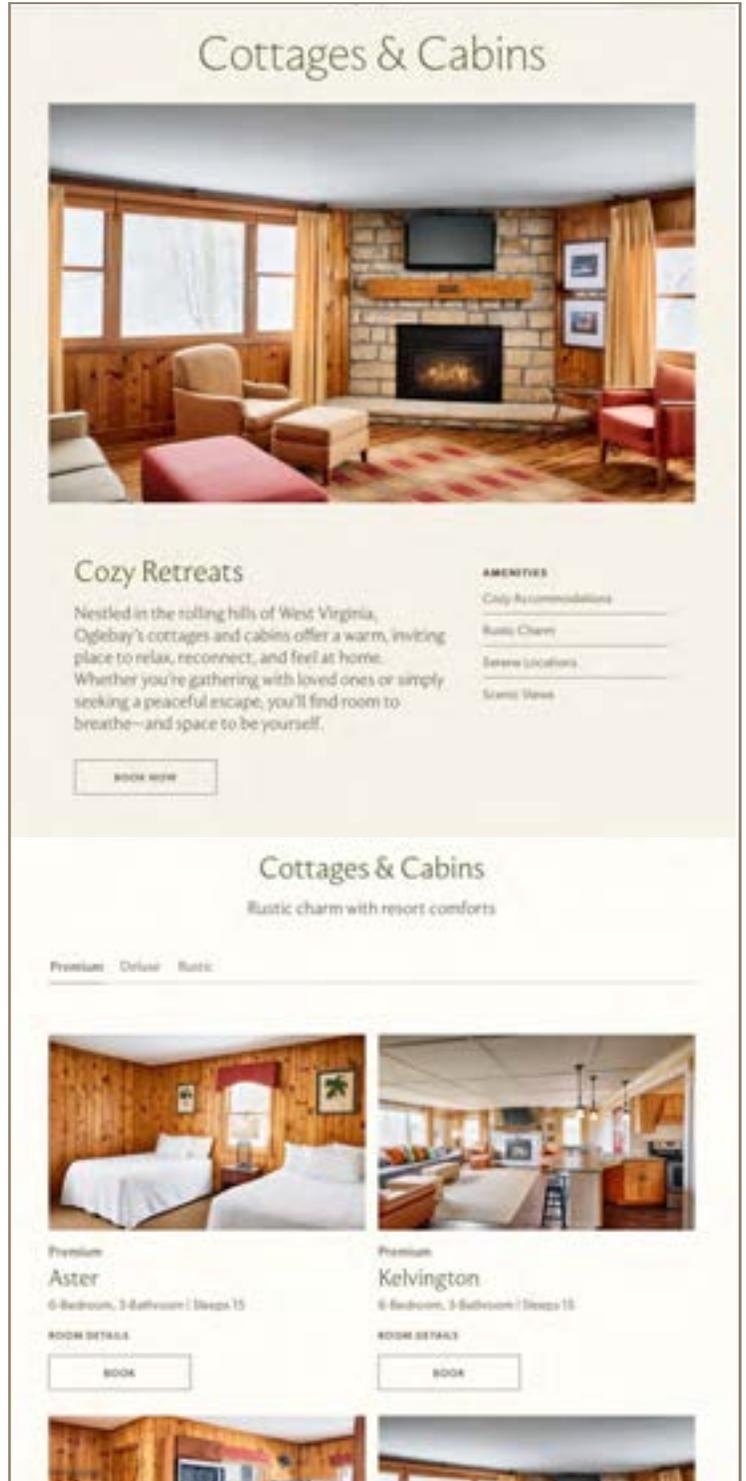
Recent website improvements have enhanced operations at the Oglebay Good Zoo by allowing guests to easily book animal encounters, explore engaging animal profiles, and enjoy a more immersive experience through improved layout and storytelling.

# REINVENTING A LEGACY

BEFORE



AFTER



The online booking experience was transformed through improved wayfinding, intuitive category filters that help guests find their ideal accommodations faster, and elevated photography that brings our story to life in a more compelling and engaging way.

REINVENTING A LEGACY

## SERVICE CULTURE TRAINING

*Building a Culture of Hosts, Not Employees*



OGLEBAY PARK RESORT

## REINVENTING A LEGACY

Perhaps the most defining element of our reinvention is how we treat our people. In 2024, Oglebay made the conscious decision to stop referring to the team as employees. Instead, they are “hosts”—each one empowered to welcome guests with the same care and generosity they would offer in their own home.

To make that real, we built a custom service training program from the ground up—not pulled from a shelf, but crafted by and for Oglebay. Over the course of a year, we developed a three-tiered curriculum designed to instill the values of warmth, attentiveness, and excellence. The result is a workforce that not only understands the new brand but embodies it, creating a culture of elevated service that guests can feel in every interaction.

### HOST ATTRIBUTES

WARM

GRACIOUS

ROOTED

GROUNDED



REINVENTING A LEGACY



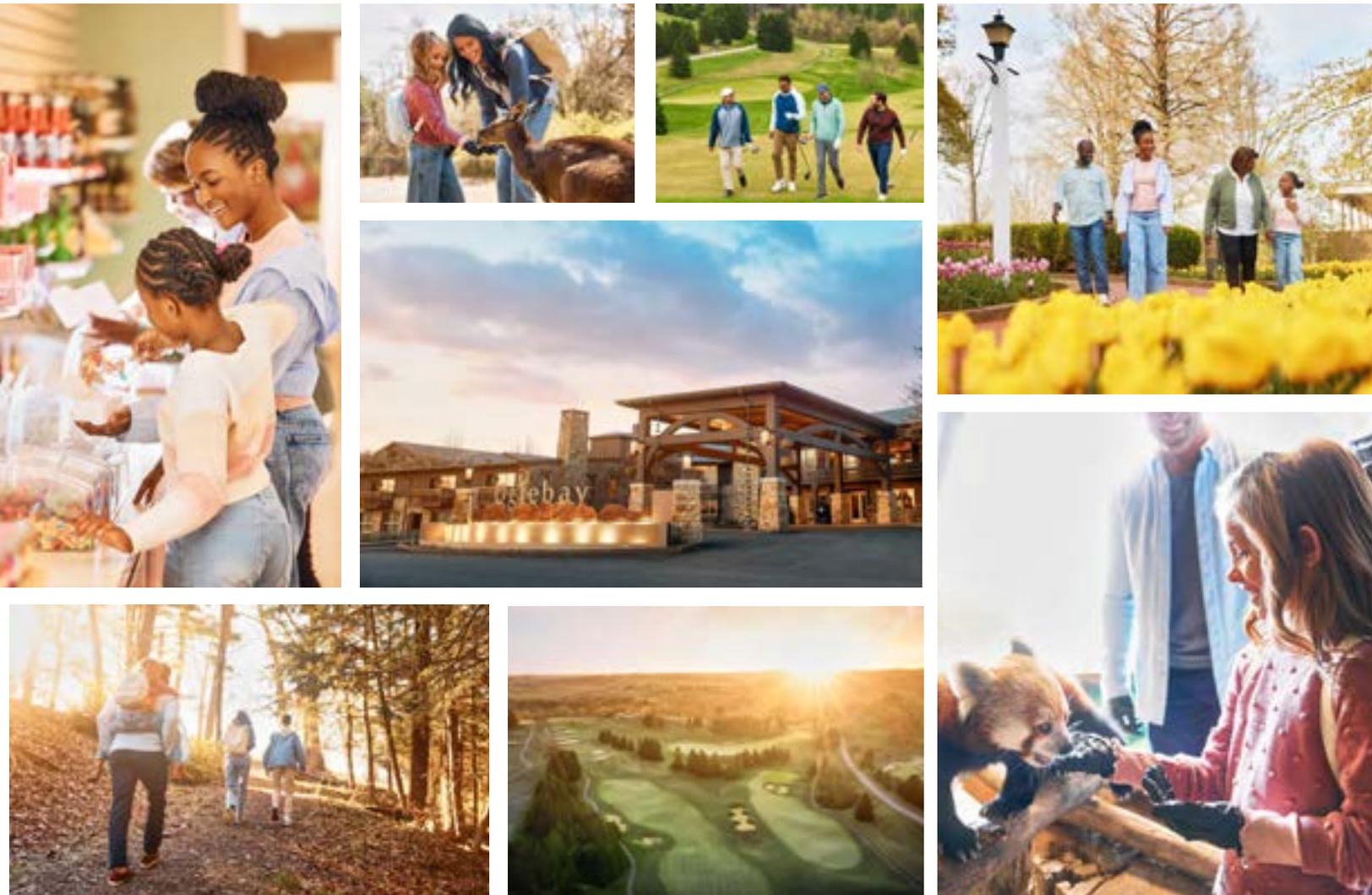
## PHOTOGRAPHY REFRESH

*Bringing the Brand to Life*

## REINVENTING A LEGACY

In a first for our organization, Oglebay made a bold investment in high-end, professional photography to elevate how we present the park resort to the world. Partnering with a nationally renowned photography team, we brought together top-tier talent—including art direction, professional models, wardrobe, hair and makeup, and a food stylist—to create a library of over 450 editorial-quality images.

A core focus of this initiative was diversity—ensuring guests could see themselves reflected in every moment, from family gatherings to romantic getaways and outdoor adventures. The shoot captured everything from guest rooms and event spaces to restaurant dishes and park activities, creating immersive, lifestyle-driven visuals that have redefined our marketing across digital and print. This new visual storytelling has already played a crucial role in boosting engagement and driving bookings.



## REINVENTING A LEGACY

To showcase our family of food and beverage brands in the best possible light, we partnered with a professional art director and food stylist to craft visually stunning, mouthwatering imagery. The result is a collection of elevated food photography that captures the flavor, warmth, and personality of every dining experience at Oglebay.



## FOOD + BEVERAGE PHOTOGRAPHY



## REINVENTING A LEGACY

We also prioritized holiday and winter photography to highlight the magic of Oglebay's Winter Festival of Lights—a time-honored tradition beloved by generations. By capturing the glow, joy, and wonder of the season, we've created powerful visual assets that showcase the scale and spirit of this iconic celebration like never before.

### HOLIDAY + WINTER PHOTOGRAPHY



REINVENTING A LEGACY

## PLACEMAKING WITH PURPOSE

*Creating Places that Feel as Special as the Stories they Hold*



OGLEBAY PARK RESORT

## REINVENTING A LEGACY

We took a hard look at the physical guest journey and asked ourselves: “Does this feel like the best of West Virginia?” The answer led us to one of the most ambitious placemaking efforts in our history.

It begins at arrival. A new porte cochère entrance now welcomes guests with an elevated arrival experience that includes bellmen trained in the Oglebay host mindset.

### **BEFORE**



### **AFTER**



## REINVENTING A LEGACY

Inside, guests are welcomed into a fully reimagined lobby that blends natural finishes and warm lighting for a welcoming aesthetic. The front desk hosts, outfitted in elevated new uniforms, offer a warm and attentive welcome that reflects the resort's renewed commitment to service excellence.

A new concierge service now anchors the lobby experience, offering personalized assistance to help guests get oriented with the property. From booking spa and dining reservations to crafting custom itineraries, the concierge team ensures each guest enjoys a seamless and tailored stay.

### BEFORE



### AFTER



## REINVENTING A LEGACY

As part of our strategic placemaking strategy, the **Lakeside Wing of Oglebay Lodge** was fully renovated and reopened to the public in August 2025. These elevated accommodations are designed with intention to enhance every guest experience.

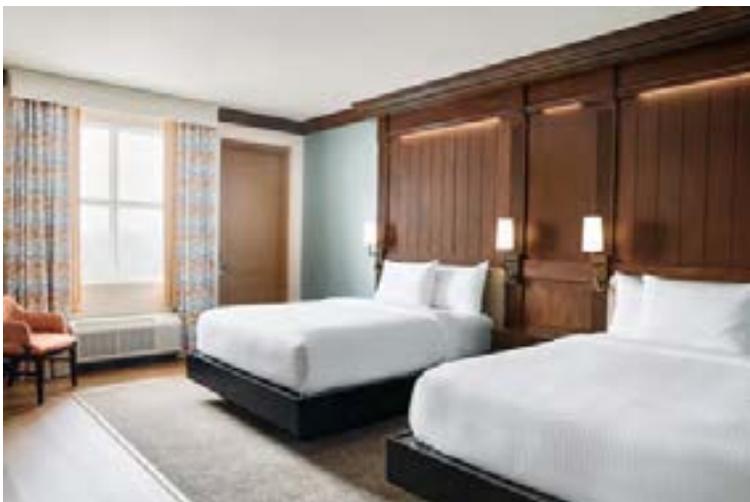
Featuring **59 refined guest rooms and six spacious suites**, each space blends timeless charm with modern comfort. Stone fireplaces, spa-inspired bathrooms, and many private balconies overlooking Schenk Lake create a true retreat at the heart of Oglebay Lodge.

This transformation reflects our commitment to purposeful design that honors Oglebay's legacy while elevating the stay for every guest.

### BEFORE



### AFTER



## REINVENTING A LEGACY

Sarita's Coffee & Goods has evolved from a modest in-lobby coffee stand into a full-fledged dine-in café with a curated retail experience. Inspired by the warm and whimsical spirit of its namesake, Sarita Oglebay, the space now invites guests to linger in a thoughtfully designed setting filled with cozy details and hidden notes from Sarita that add a personal, memorable touch.

The café features a daily selection of fresh, handcrafted pastries prepared by Oglebay's in-house pastry chef. Each offering is designed to surprise and delight, while staying true to our roots—highlighted by the signature pepperoni roll, an elevated twist on a beloved Appalachian classic.

## BEFORE



*Sarita's*  
COFFEE & GOODS

## AFTER



## REINVENTING A LEGACY

Once an underutilized corner of the resort, **Trace Chophouse** is now one of the region's most talked-about dining destinations. Its sultry, sophisticated ambiance and elevated cuisine surprise many who discover it in Wheeling, West Virginia. Inspired by the journey of Appalachian tracers, the restaurant's name and design pay homage to local history—most notably through the fireplace hearth built from logs of Wheeling's first home.

Trace delivers a refined culinary experience featuring A5 Wagyu beef, fresh seafood, and complimentary amuse-bouche offerings, all finished with house-made confections. It's where rich history and modern hospitality come together to create something truly special.

## BEFORE



# TRACE

CHOPHOUSE

## AFTER



## REINVENTING A LEGACY

Through a total renovation, **Skyline Kitchen & Bar** transformed into a lively, interactive dining experience that blends tradition with showmanship. A new display kitchen invites guests to enjoy live demos and cooking classes, while panoramic windows highlight the park's natural beauty and deepen the connection to Oglebay's roots.

The menu honors regional comfort food with classics like meatloaf, pot roast, and chicken pot pie, paired with regional beers on tap. Adding a sense of fun, Skyline surprises guests with 10-scoop sundaes, sparkler-topped birthday desserts, and other unexpected touches that make every visit memorable.

## BEFORE



# SKYLINE

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## KITCHEN & BAR

## AFTER



## REINVENTING A LEGACY

Formerly a quiet public “living room,” **Hickman Lounge** has been transformed into a vibrant convivial bar—a dynamic space brought to life through thoughtful placemaking. This lively venue now serves as a central gathering spot, drawing guests in with its magnetic energy, live music, and guest-centric programming designed to foster connection and create lasting memories.

At the core of Hickman Lounge is the **Garden to Glass program**, a cocktail-forward experience that showcases herbs and botanicals grown at Oglebay’s on-site hydroponic Grow Lab. These fresh ingredients are creatively infused into drinks and used as edible garnishes, offering a unique, locally rooted experience.

### BEFORE



# HICKMAN *Lounge*

### AFTER



REINVENTING A LEGACY

## OPERATIONAL EXCELLENCE

*Investing Behind the Scenes*



OGLEBAY PARK RESORT

Behind the scenes, significant investments have been made to support a **guest-first transformation**, ensuring every experience is not only seamless but memorable. We've implemented a suite of cutting-edge technologies designed to empower our team, streamline operations, and keep the focus where it belongs—on the guest.

At the core of this shift is our transition to **cloud-based property management systems**, including **Agilysys Versa**, a comprehensive platform that streamlines everything from reservations to check-out. With real-time data access, our staff can be more responsive, while guests gain greater autonomy—booking spa appointments and activity reservations online with ease. Operational efficiency has also been enhanced through the adoption of **Amadeus HotSOS**, which revolutionized our housekeeping and maintenance programs by enabling teams to communicate service needs instantly, reducing delays and ensuring swift, guest-centered resolutions.

To elevate the on-property experience even further, we've introduced **Zingle** by Medallia Concierge, a smart text and in-app messaging solution that enables personalized, real-time communication between guests and staff. Across the resort—including at the Zoo—**enhanced Wi-Fi access** supports this connected experience. On the transactional side, **Agilysys InfoGenesis POS software** has improved how we manage sales, orders, and reporting, providing rich analytics that help us continuously refine our services. Tools like **QuickPay** allow guests to make purchases independently via QR code, while **Shift4** supports a fully integrated online gift card platform that makes giving—and using—Oglebay experiences easier than ever.

Our commitment to service extends beyond the guest stay. With **ApproveForGood**, we've simplified how charitable organizations request donations, creating a fast, transparent process that strengthens our ties with the broader community. All of these behind-the-curtain enhancements reflect Oglebay's ongoing promise: to invest in systems and solutions that serve people more effectively, efficiently, and hospitably than ever before.



REINVENTING A LEGACY

## SUSTAINABILITY

*Cultivating Care—For Guests, Community, and the Planet*



OGLEBAY PARK RESORT

## REINVENTING A LEGACY

Oglebay has always honored its natural surroundings, but in 2025 we advanced our commitment to sustainability in groundbreaking ways. At the heart of these efforts is the **Grow Lab: a state-of-the-art hydroponic farm** that serves as a modern-day tribute to Earl Oglebay’s love of agriculture.

Each week, over **200 lbs. of fresh greens and herbs** are grown onsite and delivered directly to Oglebay’s restaurants. This not only improves food freshness and reduces waste, but it also allows us to showcase these ingredients through our new “Garden to Glass” cocktail program, which infuses our beverage offerings with hyper-local flavors and storytelling.

We’ve also invested in **composting systems**, partnered on **invasive species removal**, and introduced **biochar practices** to improve soil health. All of this is shared transparently through our new Sustainability Report, reinforcing our role as environmental stewards.

### STARTER GROW PLUGS



### MATURE HARVEST



REINVENTING A LEGACY



## ANIMAL CONSERVATION

*Roaring Into the Future*

## REINVENTING A LEGACY

In summer 2026, Oglebay will debut the **Gary E. West Pridelands** at the **Good Zoo**—West Virginia’s only zoo accredited by the Association of Zoos & Aquariums. This groundbreaking addition will feature one of **the nation’s first immersive lion-viewing villa experiences**, set beside a **state-of-the-art lion breeding habitat** designed to advance conservation and elevate guest connection to wildlife.

Guests will have the unprecedented opportunity to stay in luxury villas with full, in-room views of these magnificent animals—awakening each morning beside one of the most iconic species on the planet. More than just a spectacular guest experience, this initiative supports critical conservation goals and marks a bold step forward for tourism and wildlife stewardship in West Virginia.

### CONCEPTUAL RENDERINGS: GARY E. WEST PRIDELAND VILLAS



## CONCLUSION

Oglebay's transformation is not a case study in marketing. It's a case study in vision. We reimagined what it means to be a park resort in West Virginia—not by chasing trends, but by rooting ourselves more deeply in the legacy and values that made Oglebay Park Resort what it is today.

From the front desk to the back office, from the Grow Lab to the lion habitat, we have invested in the idea that the guest experience is everything.

We've put our heart, strategy, and capital behind that belief—because we believe Oglebay has a responsibility to lead the way in elevating West Virginia's tourism experience.

