



Gahanna Convention & Visitors Bureau

The Power of One Voice

2014 Annual Report



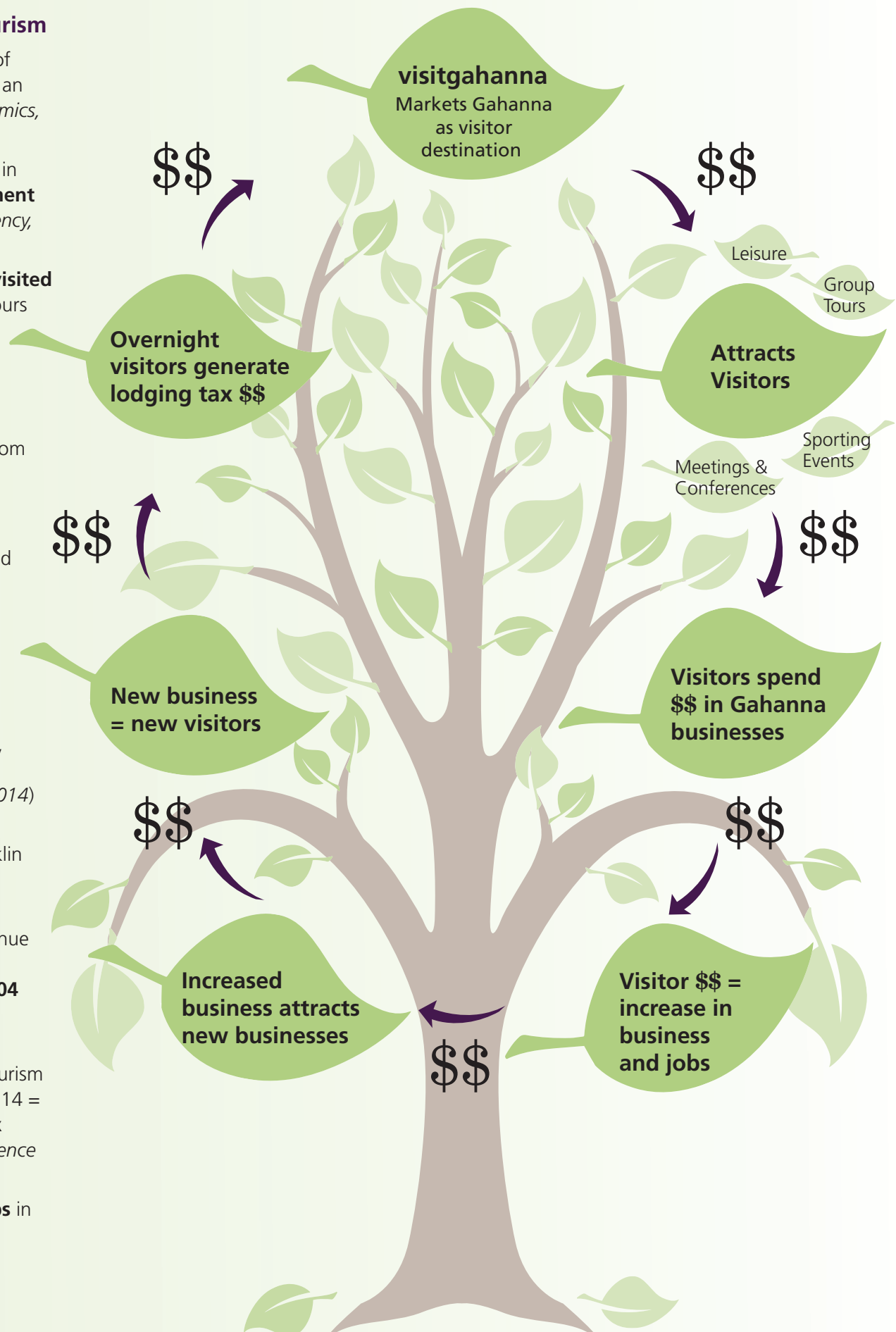
The Gahanna Convention & Visitors Bureau (“CVB”) is a 501(c)(6) destination marketing organization funded by a portion of the lodging tax dollars that are generated by overnight visitors to Gahanna hotels. The mission of the Gahanna CVB is to promote Gahanna as a vibrant destination by connecting the people and places of our community, which contributes to economic prosperity.

The Economic Power of Tourism

- Day travelers spend an average of \$110; Overnight travelers spend an average of \$335 (*Tourism Economics, 2014*)
- Every visitor dollar spent in Ohio in 2013 = **15:1 return on investment** (*Ohio Development Services Agency, 2014*)
- An estimated **70,000+ people visited** Gahanna for 2014 events and tours
- Economic impact of direct visitor spending in Gahanna in 2014 = **\$7+ million**
- Gahanna also is economically impacted by indirect spending from tourism-related business (e.g., construction, financial, business, legal, etc.)
- In 2014, Gahanna CVB reinvested **\$156,318.37** back into the community through tourism-related spending

Why Tourism Matters:

- Tourism created **\$38 billion** in business activity in Ohio in 2013, including \$29.9 billion in direct spending (*Tourism Economics, 2014*)
- **\$8.7 billion** generated from tourism-related business in Franklin County in 2014 (*Experience Columbus, 2014 Annual Report*)
- Local, State and Federal tax revenue generated by visitors to Franklin County in 2014 = estimated **\$1.04 billion** (*Experience Columbus, 2014 Annual Report*)
- Tax revenue generated by the tourism industry in Franklin County in 2014 = estimated **\$2,271 in annual tax savings per household** (*Experience Columbus, 2014 Annual Report*)
- Tourism accounts for **71,000 jobs** in Franklin County (*Experience Columbus, 2014 Annual Report*)



Destination Marketing Initiatives

By the numbers

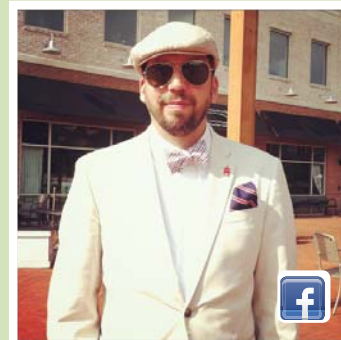
- 2014 CVB Lodging Tax Collections: **\$332,106.84** (10.7%↑)
- Visitor Guides Distributed in 2014: **15,848** (14.5%↑)
- Media Leads: **6,211** (2.3%↑)
- Group Tour Leads:
 - "Ohio Has It" Cooperative: **326**
 - Experience Columbus Group Tour Council: **273**
 - Heartland Travel Showcase: **33**
 - American Bus Association Marketplace: **29**
- \$30,000+ spent in promotion and marketing Gahanna businesses
- Groups/Tours Hosted: **18** (200%↑)
- Advertised print impressions: **\$1.3+ million**
- Developed new website and brand for visitgahanna.com

Gahanna CVB 2014 Achievements

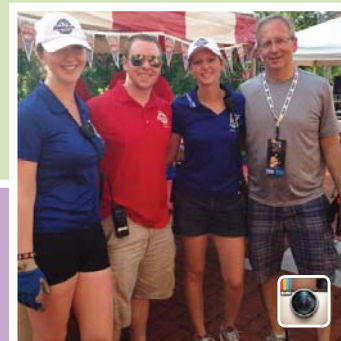
- Recognized by industry peers for excellence and creativity in marketing efforts:
 - MIDDY Awards, presented by the Ohio Association of Convention & Visitors Bureaus
 - First Place for 2014-2015 Gahanna Visitors Guide
 - First Place for Social Media Campaign for 2014 Creekside Blues & Jazz Festival
 - First Place for 2013 Annual Report
 - Certificates of Excellence, presented by Ohio Travel Association
 - 2014-2015 Gahanna Visitors Guide
 - Visitor Blog, DiscoverGahanna.com
 - Finalist for Social Media Campaign for 2014 Creekside Blues & Jazz Festival
- Hosted two "Certified Tourism Ambassador" classes in partnership with Experience Columbus, welcoming 45 new tourism ambassadors for Gahanna



@VisitGahanna Facebook: ↑85%



@CreeksideBluesandjazz Facebook: ↑61%



@VisitGahanna Instagram: ↑433%



@CreeksideBlues Twitter: ↑62%



@VisitGahanna Twitter: ↑31%



@VisitGahanna Pinterest: ↑102%

Creekside Blues & Jazz Festival

- Estimated attendance = **34,000+**
- Record **\$78,900** in partnership support through participation of **17** national, regional and local businesses (63%↑)
- **26** national, regional and local businesses provided in-kind donations and partnerships
- **27** televised stories; Total Nielsen Audience: **1,082,349** (42.3%↑)
- Total Calculated Publicity Value of TV Coverage: **\$60,679**
- Total Online Impressions: **9.3+ million** (12%↑)
- Total Print Impressions: **2.8+ million**
- CBJF Volunteers: **827** (120%↑)
- Donated **\$14,100+** to Gahanna nonprofit organizations through the CBJF Volunteer Partnership Program (22.7%↑)
- **1,554 lbs.** of food donated to MidOhio Food Bank (234%↑)
- Created award-winning social media campaign with #2014CBJF "Super Fan" Force

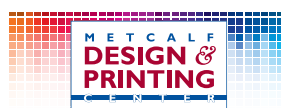
Holiday Lights Parade & Celebration

- Assumed responsibility for presenting annual Tree Lighting Ceremony in addition to parade and other holiday programming
- Successfully launched Holiday Music Open House, involving new community partners in holiday programming
- Total Televised Story Count: **20**
- Total Calculated Publicity Value of TV coverage: **\$54,072**
- Total Print Impressions: **1.3 million**
- Character Breakfast Attendees: **442**
- Runners Registered for Santa Fun Run: **321** (231%↑)
- Central Ohio Cities Represented by Runners: **58**

Thank You to our 2014 Event Sponsors



Gahanna Rotary



- AT&T • Chase Bank • City BBQ • Columbus Metropolitan Library Operations Center • COSI
- Custom Air • Event and Exhibit Management Co • Gahanna Kiwanis • George Parker & Associates Architects
- Gahanna Parks & Recreation Foundation • Harvey's General Store • Heartland Bank • Home Again Furnishings
- Kya's Krusade • Music Go Round • Niagara Bottling Company • Ohio Origami • O'Neil Tents
- Piano Lessons in Your Home • Rep. Anne Gonzales • Sam's Club • Schneider Insurance
- Sign-A-Rama • Signs by Tomorrow • Young Chefs Academy • Wallace Ackley

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Communications & Tourism Manager

Susan Peters, CTA
Business & Events Manager

Pam Brown, CTA
Operations Administrator

Rachel Flenner, CTA
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