



**2022 VISIT GAHANNA  
BOARD OF DIRECTORS**

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Owner, Expressions Floral Design

**RON SMITH, CTA, VICE PRESIDENT**  
Owner, SOH Productions

**MEGAN STEPHENS, CTA, SECRETARY**  
Director of Sales and Marketing, Davidson Hospitality

**BRAD FISHER**  
President, Gahanna Area Chamber of Commerce  
Owner, C-Suites

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Fox & Fox Law Co. LPA

**TONY GUILFOY**  
Owner, Noble Cut Distillery

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Dual Director of Sales, SpringHill Suites/  
TownePlace Suites Airport Gahanna

**BOB LEE**  
Director of Communications and Marketing,  
Columbus Academy

**KAYLEE PADOVA**  
Council Member, City of Gahanna

**WIL SCHULZE**  
Owner, Edison Brewing Co.

**COURTNEY THRAEN**  
Economic Development Manager,  
City of Gahanna

**VISIT GAHANNA  
STAFF**

**LORI KAPPES, CTA**  
Executive Director

**MADISON ASHBY, CTA**  
Marketing and Communications Manager

**KAYLEIGH BOWE, CTA**  
Community Development & Event Specialist

**ANDREA DIPAOLO**  
Ohio Herb Center Coordinator

**AMANDA FERGUSON**  
Ohio Herb Center Coordinator

**STEPHANIE SCHAB**  
Ohio Herb Center, Gift Shop Staff

— 2021 —  
**ANNUAL REPORT**



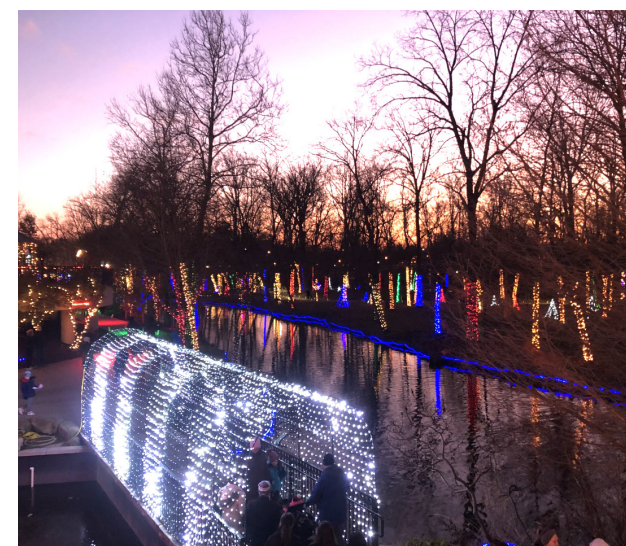
*The Gahanna Convention & Visitors Bureau ("Visit Gahanna") is a 501(c)(6) not-for-profit destination marketing organization funded by a portion of the lodging tax dollars that are generated by overnight visitors to Gahanna hotels. The mission of Visit Gahanna is to promote Gahanna as a vibrant destination by connecting the people and places of our community, which contributes to economic prosperity.*

# VISIT GAHANNA 2021 YEAR IN REVIEW

For Visit Gahanna, 2021 was a year of change, but also gradual recovery and rebuilding. The year began with an emergency office relocation to the Ohio Herb Center. This presented various challenges, but also allowed for more collaboration between the entities.

After a year of adversity in 2020, the tourism industry began to experience a comeback and the CVB saw a renewed interest in activities and events. The events that had been cancelled in the previous year were able to take place. In response to safety concerns, Herb Day moved to a new location and was altered, the Creekside Blues and Jazz Festival was postponed to September and downsized, and the Holiday Lights Celebration was modified. Additional activities were added to events in their second year, including the Creekside Pumpkin Crawl and Luminary Walk.

Ohio Herb Center classes were held at limited capacity and more concentration was given to outdoor activities. Tour groups began to visit again and brides started calling for help with hotel room blocks and welcome bags. Both organizations have had to endure staff shortages, budget limitations, and multiple Covid scares. Yet, they continue to adapt to the everchanging circumstances and reimagine the tourism product and possibilities for growth.



## 2021 INITIATIVES AND ACHIEVEMENTS

- Launched new website
- Produced a new Visitors Guide
- Presented a sold out Valentine's Day themed Cocktail and Chocolate Walk
- Organized and offered Spring, Summer, Fall, and Winter Cocktail Trails
- Redesigned and replanted Ohio Herb Center gardens
- Created Herbal Walking Trail brochure
- Secured Gahanna's inclusion on the Ohio Holiday Lights Trail
- Developed a "Friends of the Ohio Herb Center" Membership Program
- Reinstated the Ohio Herb Center Volunteer Program

### VISIT GAHANNA IS A COMMUNITY PARTNER. IN 2021, THE CVB:

- Donated over \$11,000 to local non-profit organizations
- Assisted the Creekside District Alliance to present "Midweek at the Creek"
- Hosted the Pumpkin Fundraiser for the Gahanna Area Arts Council
- Offered free or traded display space to Gahanna non-profit organizations at events
- Participated with a display at Gahanna Farmers Markets
- Collected items for GRIN and offered Gift Shop discounts for donations
- Worked with Boy Scouts and other groups to offer community service opportunities

### LOCAL AND STATE INVOLVEMENT

Visit Gahanna staff continues to maintain memberships and serve on committees and boards of various organizations:

- Creekside District Alliance
- Capital Area Tourism Alliance
- Ohio Has It!
- Gahanna Area Chamber of Commerce
- Columbus Chamber of Commerce
- Ohio Association of Convention & Visitors Bureaus
- Columbus Young Professionals
- Columbus Leadership Council
- Experience Columbus Group Leisure Network
- Ohio Travel Association

### DESTINATION MARKETING INITIATIVES

By the numbers

#### CVB Lodging Tax Collections

2021	\$189,014.23
2020	\$166,949.35
2019	\$342,312.21

#### Ohio Herb Center Lodging Tax Collections

2021	\$44,237.21
2020	\$37,877.22
2019	\$60,122.72

#### Total Media Impressions (print/digital, paid/free)

2021	34,450,883
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#### Dollars Invested in Advertising by Visit Gahanna

2021	\$48K+
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#### 2021 Website Users

VisitGahanna.com	27,000+
OhioHerbCenter.org	5,700+
CreeksideBluesandJazz.com	29,000+

### 2021 SOCIAL MEDIA STATS

#### Visit Gahanna

Facebook reach: **75,874** | **47% ↑ from 2020**

New Facebook page likes: **639** | **91.3% ↑ from 2020**

Instagram reach: **7,440** | **91% ↑ from 2020**

#### Ohio Herb Center

Facebook reach: **31,051 even with 2020**

*significant increase in 2020 during Pandemic*

Instagram reach: **783** | **35.9% ↑ from 2020**

#### Creekside Blues and Jazz Festival

Facebook reach: **109,526** | **336% ↑ from 2020**

Instagram reach: **638**

*Instagram page created in March 2021*

### ATTENDEES

<p><b>CREEKSIDE BLUES &amp; JAZZ FESTIVAL</b></p> <p><b>15K+</b></p> <p><small>60%+ of attendees were from areas other than Gahanna</small></p>	<p><b>HERB DAY</b></p> <p><b>550+</b></p> <p><b>CREEKSIDE PUMPKIN CRAWL</b></p> <p><b>3K+</b></p>	<p><b>SANTA RACE</b></p> <p><b>300</b></p> <p><b>RACE REGISTRANTS</b></p> <p><b>CREEKSIDE LUMINARY WALK</b></p> <p><b>3K+</b></p>	<p><b>HOLIDAY LIGHTS CELEBRATION</b></p> <p><b>5K+</b></p>
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