



**2023 VISIT GAHANNA  
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Ohio Herb Center Coordinator

**AMANDA FERGUSON**  
Ohio Herb Center Coordinator

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

— 2022 —

# 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 grow travel to Gahanna to support local businesses and jobs, future investments, and the community.*



# VISIT GAHANNA 2022 YEAR IN REVIEW

In 2022, Visit Gahanna was on a path to recovery, with signs of growth and renewal in the city's tourism industry, following the unprecedented challenges posed by the Covid-19 pandemic. Lodging tax revenue saw a notable increase over 2021, but has yet to fully recover to pre-pandemic levels.

The 23rd Annual Creekside Blues and Jazz Festival moved back to its traditional June dates following a move to September in 2021. Attendance was strong for CBJF and for all of Visit Gahanna's events. New experiences were added to the events, which were well received by participants. Many indicators showed a renewed interest in Visit Gahanna's offerings overall.

Visit Gahanna welcomed two staff members Monica Biemer and Amanda Stayton in the second half of the year, bringing new energy and perspective to the organization. Both experienced the planning side of the Holiday Lights Celebration for the first time and sailed through the event with great success.

The consolidation of Visit Gahanna and Ohio Herb Center staff in one location has proven to be mutually advantageous. The integration has facilitated sharing of resources and promoted collaboration and utilization of diverse skills and expertise. As a result, the Ohio Herb Center saw a record year for class participation, gift shop sales, parlor rentals, and group tours, and Visit Gahanna gained additional tourism ambassadors who are focused on hospitality. The team remains committed to promoting Gahanna as a premier destination and is excited to continue building on the momentum in 2023.



## 2022 INITIATIVES AND ACHIEVEMENTS

- Completed a Strategic Plan for 2023-2025
- Launched new Creekside Blues and Jazz Festival website
- Created a Creekside District brochure
- Received Ohio Travel Association's RUBY (Recognizing Uncommon Brilliance Yearly) Award for Annual Report and a Citation of Excellence for the CBJF Event Campaign and for Visit Gahanna's website
- Presented a Spring/Summer and Fall/Winter Herbal Cocktail Trail
- Coordinated and hosted the Ohio Has It Annual Meeting
- Featured all local beers and added an Open Air Art Studio to the Creekside Blues and Jazz Festival
- Established Hotel Manager Meetings
- Developed 7 new themed itineraries featuring Gahanna attractions and businesses
- Introduced a Holiday Gift Card contest promotion featuring 10 Gahanna businesses
- Hosted President's Luncheon and Board Meeting for the Ohio Association of Convention and Visitors Bureaus (OACVB)
- Partnered with Gahanna Lincoln High School Community Art Class to present Herb Day and Herb N' Arts Fair together as one event
- Received EPIC Group Experience designation for the Ohio Herb Center
- Reintroduced the Herb Queen Pageant/Scholarship Program
- Reestablished in-person Santa Visits at the Ohio Herb Center
- Introduced consignment items from local vendors at the Ohio Herb Center Gift Shop

## DESTINATION MARKETING INITIATIVES

*By the numbers*

### CVB Lodging Tax Collections

2022	\$253,519.84
2021	\$189,014.23
2020	\$166,949.35
2019	\$342,312.21

### Ohio Herb Center Lodging Tax Collections

2022	\$52,026.13
2021	\$44,237.21
2020	\$37,877.22
2019	\$60,122.72

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

2022	33,554,894
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### \$s Invested in Marketing/Advertising by Visit Gahanna

2022	\$85k+
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### 2022 Website Visitors/Sessions

VisitGahanna.com	38,629 / 49,350
OhioHerbCenter.org	6,400 / 9,032
CreeksideBluesandJazz.com	34,420 / 50,453



## 2022 SOCIAL MEDIA STATS

### Visit Gahanna

Facebook reach: **70,855** Instagram reach: **6,602**

Facebook followers: **6,078** Instagram followers: **3,483**

### Ohio Herb Center

Facebook reach: **25,773** Instagram reach: **1,205**

Facebook followers: **5,024** Instagram followers: **916**

### Creekside Blues and Jazz Festival

Facebook reach: **101,171** Instagram reach: **1,271**

Facebook followers: **9,618** Instagram followers: **506**

*Created in March 2021*

## 2022 EVENT ATTENDANCE

CREEKSIDE BLUES & JAZZ FESTIVAL

**19K+**

80%+ of attendees were from areas other than Gahanna

HERB DAY  
**1500+**

CREEKSIDE PUMPKIN CRAWL  
**1000+**

SANTA RACE  
**325**  
RACE REGISTRANTS

CREEKSIDE CHOCOLATE WALK  
**SOLD OUT**

HOLIDAY LIGHTS CELEBRATION

**4K+**

## VISIT GAHANNA IS A COMMUNITY PARTNER. IN 2022, THE CVB

- Donated over \$15,000 to local non-profit organizations
- Partnered with the Creekside District Alliance to present "Midweek at the Creek" and administer the CORA
- Offered free or traded display space to multiple Gahanna non-profit organizations at events
- Collected items for GRIN and offered Gift Shop discounts for donations
- Worked with Boy Scouts, Gahanna Lincoln High School, and other groups to offer community service opportunities
- Volunteered at various community events

## 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
- Experience Columbus and Group Leisure Network
- Ohio Travel Association