



**2024 VISIT GAHANNA
BOARD OF DIRECTORS**

JODY BROWN-SPIVEY, PRESIDENT
Expressions Floral Design Studio

MEGAN STEPHENS, SECRETARY
Director of Sales, Olshan Properties

KRISTEN L. FOX, ESQ
Fox & Fox Law Co. LPA

TYLER ABRAMS
Sales Leadership Development Manager,
Cardinal Health

THERESA EMCH
Realtor, Keller Williams

STEPHANIA FERRELL
Director of Parks and Recreation,
City of Gahanna

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

JENNIFER HACKMAN
Economic Development Administrator,
City of Gahanna

JEBEL JONES
Owner and Photographer, Jenius Photography

BOB LEE
Director of Communications and
Marketing, Columbus Academy

KAYLEE PADOVA
Council Member, City of Gahanna

WIL SCHULZE
Owner, Edison Brewing Co.

NATHAN STRUM
Client Development Lead, Building
Engineering Services, HDR, Inc.

**VISIT GAHANNA
STAFF**

LORI KAPPES
Executive Director

JAROD WHITE
Marketing and Communications Manager

CATHERINE EICHEL
Community Development and Event Manager

AMANDA FERGUSON
Ohio Herb Center Coordinator

NATALIE SCOTT
Ohio Herb Center Coordinator

APRIL BUMGARDNER
Ohio Herb Center, Gift Shop Staff

— 2023 —

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

2023 YEAR IN REVIEW

Visit Gahanna adopted a new mission in 2023 to grow travel to Gahanna to support local businesses and jobs, future investments, and the community. With renewed energy after the completion of a strategic plan for the organization, the Visit Gahanna team aimed to enhance the city's image as a desirable place to live, earn, and explore.

One of the highlights from 2023 included the addition of two key team members. Catherine Eichel, Community Development and Event Manager, joined in May, a few short weeks before the 24th Annual Creekside Blues and Jazz Festival, Gahanna's signature event. In August, Jarod White assumed the role of Marketing and Communications Manager, just in time for the Holiday Lights Celebration. Both individuals have added fresh perspectives and valuable skills, continuing to advance the mission of the organization.

Throughout the year, Visit Gahanna actively promoted the city through event hosting, marketing initiatives, and the creation of engaging experiences for both visitors and community members. The team prioritized outdoor recreation and emphasized Gahanna's identity as Ohio's Herb Capital. Attendance was strong at all of Visit Gahanna's events in 2023, and favorable weather enhanced the overall experience for attendees.

The team remains committed to developing new partnerships in the community and strengthening existing ones, while also improving collaboration with organizations and businesses. Visit Gahanna remains dedicated to playing an important role in the city's growth and prosperity.

2023 SOCIAL MEDIA STATS

Visit Gahanna		Ohio Herb Center		Creekside Blues and Jazz Festival	
Facebook	Instagram	Facebook	Instagram	Facebook	Instagram
Reach: 217,694	Reach: 29,155	Reach: 60,076	Reach: 9,032	Reach: 209,130	Reach: 4,188
Followers: 6,472	Followers: 3,833	Followers: 5,703	Followers: 1,113	Followers: 9,961	Followers: 956

2023 EVENT ATTENDANCE

CREEKSIDE BLUES & JAZZ FESTIVAL 25K+ <small>Attendees came from 27 states</small>	HERB DAY 2000+	HOLIDAY LIGHTS CELEBRATION 9000+	SANTA RACE 400 RACE REGISTRANTS
---	---------------------------------	---	--

DESTINATION MARKETING INITIATIVES

By the numbers:

CVB Lodging Tax Collections

2023	\$256,279.54
2022	\$253,519.84
2021	\$189,014.23
2020	\$166,949.35
2019	\$342,312.21

Ohio Herb Center Lodging Tax Collections

2023	\$56,345.58
2022	\$52,026.13
2021	\$44,237.21
2020	\$37,877.22
2019	\$60,122.72

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

2023	33,554,894
------	------------

\$ Invested in Marketing/Advertising by Visit Gahanna

2023	\$86k+
------	--------

2023 Website Visitors/Sessions

VisitGahanna.com	47,902 / 61,230
OhioHerbCenter.org	9,441 / 12,673
CreeksideBluesandJazz.com	35,550 / 49,738



2023 INITIATIVES AND ACHIEVEMENTS

VISIT GAHANNA

- Produced a new Wedding & Event Guide
- Received 3 STAR (State Tourism Achievement Recognition) awards from the Ohio Association of Convention & Visitors Bureaus (OACVB)
- Created a Gahanna History Tour brochure
- Received 3 RUBY (Recognizing Uncommon Brilliance Yearly) Awards from Ohio Travel Association in the categories of Marketing Campaign, Event Campaign, and Social Media Campaign. A Citation of Excellence was earned for Visit Gahanna's Annual Report
- Presented Spring/Summer, Fall, and Winter Cocktail Trails
- Earned a six-page article in Ohio Magazine featuring the Spring/Summer Herbal Cocktail Trail
- Received a Community Grant to provide sensory kits during the Holiday Lights Celebration
- Participated in the Gahanna Collective Impact initiative
- Created an Herb Capital Experience brochure
- Coordinated a Holiday Gift Card contest promotion featuring 12 local businesses

OHIO HERB CENTER

- Offered 47 classes with a total of 423 attendees
- Participated in 8 outreach events including Wild Ohio Weekends at the Ohio History Center and Pollinator Palooza at Franklin Park Conservatory
- Grew "Friends of the Ohio Herb Center" Memberships by 100%
- Relocated Herb Day back to Creekside
- Hosted 48 families for Santa visits and donated proceeds to GRIN
- Expanded consignment item offerings from local artisans and vendors
- Earned a full-page article in Columbus Monthly featuring Gahanna as Ohio's Herb Capital
- Welcomed 2 large motorcoach groups
- Provided 7 private workshops

VISIT GAHANNA IS A COMMUNITY PARTNER

- Donated over \$15,000 to local non-profit organizations
- Coordinated with the Creekside District Alliance to present "Midweek at the Creek"
- Offered free or traded display space to multiple Gahanna non-profit organizations at events
- Partnered with Give to Gahanna to present the Creekside Charity Chocolate Walk
- Promoted numerous events and activities hosted by Gahanna organizations
- Worked with Boy Scouts, Gahanna Lincoln High School, and other groups to offer community service opportunities
- Volunteered at various community events
- Contributed items and tickets to area fundraisers

LOCAL AND STATE INVOLVEMENT

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

- Capital Area Tourism Alliance
- Columbus Chamber of Commerce
- Creekside District Alliance
- Experience Columbus and Group Leisure Network
- Gahanna Area Chamber of Commerce
- Ohio Association of Convention and Visitors Bureaus
- Ohio Has It!
- Ohio Hotel and Lodging Association
- Ohio Travel Association