

visitgahanna 



Gahanna City Council Update
September 25, 2023

MISSION

Growing travel to Gahanna to support local businesses and jobs, future investments, and the community.

visitgahanna The logo for visitgahanna features the word "visitgahanna" in a blue, lowercase, sans-serif font. A green graphic element, consisting of a curved line that forms a partial circle and ends in a leaf-like shape, is positioned behind the letters "ahanna".

STAFF

Catherine Eichel

*Community Development
and Event Manager*



Jarod White

*Marketing and
Communications Manager*



Amanda Ferguson

*Ohio Herb Center
Coordinator*



Lilly Doughty

*Ohio Herb Center
Coordinator*



FUNDING

2019 – \$342,312.21

2020 – \$166,949.35 down 55% (from 2019)

2021 – \$189,014.23 down 45% (from 2019)

2022 – \$253,519.84 down 25% (from 2019)

2023 - \$178,677.15 to date

CONTINUED PROMOTIONS & INITIATIVES

Weekly Newsletter

Blogs

Celebratory Gatherings

Group Tours



EVENTS

Creekside Blues and Jazz Festival

Holiday Lights Celebration

Santa Race

Annual Meeting

Herb Day

Midweek at the Creek

Creekside Charity Chocolate Walk

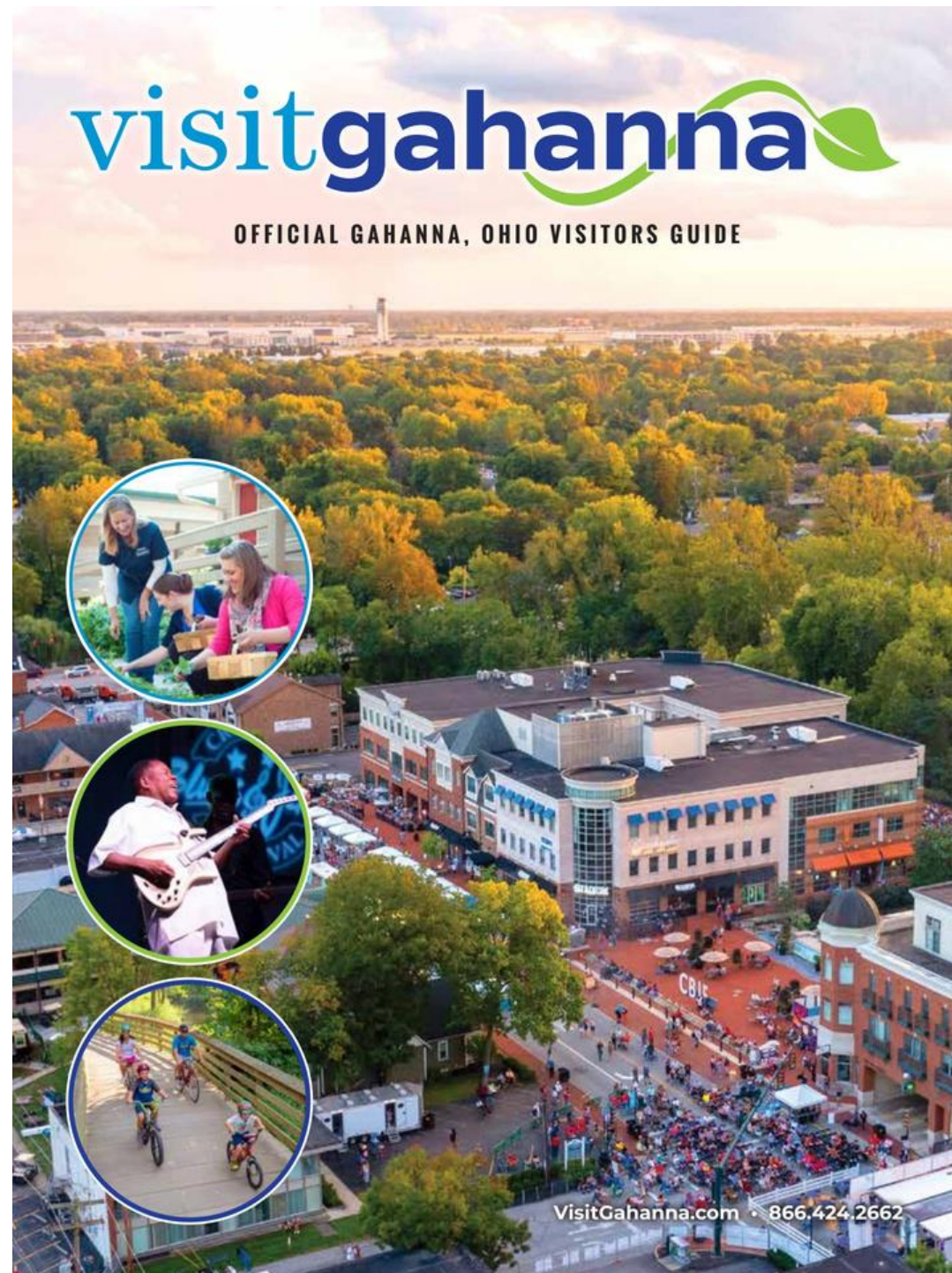
Herb N' Restaurant Week

Santa Visits

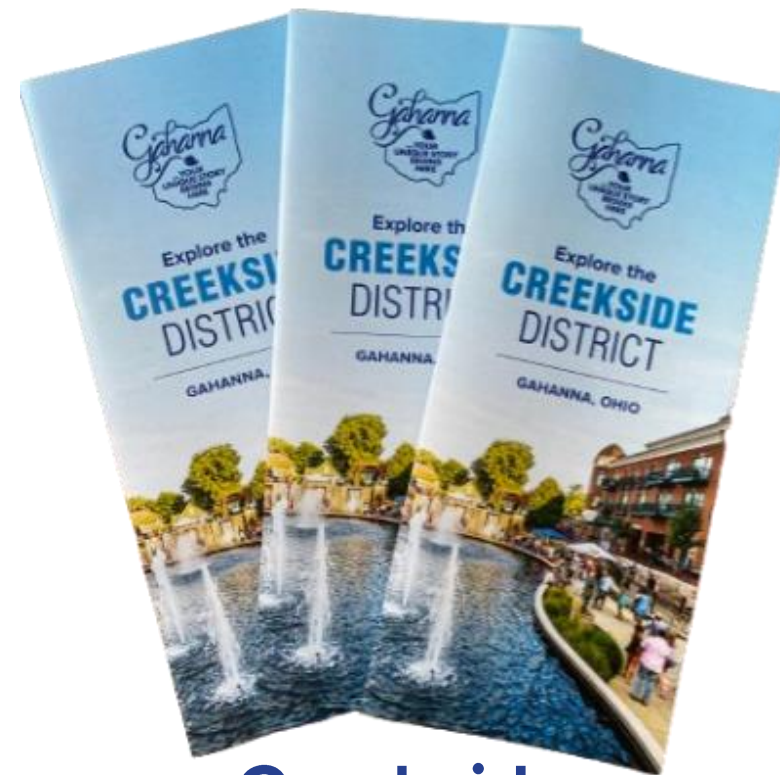


MARKETING MATERIALS

...we create & distribute



Visitors Guides



Creekside District Brochure



Historical Walking Tour Brochure

WELCOME TO GAHANNA, OHIO
The Herb Capital Experience
Explore Gahanna, the "Herb Capital of Ohio" and Immerse Yourself in the World of Herbs and Plants



Herb Capital Experience Brochure



Make Your Next Event One to Remember
Gahanna's unique charm as Herb Capital of Ohio, over 750 acres of scenic parkland and trails, local attractions, convenient accommodations, and close proximity to downtown Columbus and the John Glenn Columbus International Airport, make it a top destination when planning your next event. Gahanna's meeting and event facilities, exceptional catering options, and impressive customer service will ensure that your event exceeds your expectations.
Visit Gahanna offers a variety of complimentary services to help with planning your next event:
• Comprehensive list of venues and banquet facilities
• Comprehensive vendor list
• Assistance with acquiring hotel room blocks
• Welcome bags for your guests
• Assistance with date selection based on local calendar events
Contact us today to learn more and start planning your next event in Gahanna!
Email: info@visitgahanna.com or call 614-418-9194.

Wedding and Event Guide



Herbal Cocktail Trail

PLACES WE ADVERTISE

...digital and print

Columbus Monthly
Ohio Magazine



614 Magazine



City Scene Magazine

Columbus Dispatch



Ohio Tourism Guide

Experience Columbus Visitors Guide

Group Tour Magazine

Uniquely Gahanna/Gahanna Parks and Recreation Program Guides

HOW MANY PEOPLE

...we have reached so far in 2023

Over 36 **million impressions** – print and digital advertising
(free and paid)

of website visits – **64,114**

of followers across social media channels – **27,443**

of Facebook users reached this year – **324,899**

OHIO HERB CENTER

Classes

Outreach

Group Tours

Gift Shop

Rentals

Gardens



visitgahanna



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.