



Gahanna City Council Update
October 7, 2024



MISSION

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



TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

The Visitor Economy
Gahanna and Franklin County 2023

Glossary – Economic Impact Definitions

Term	Description
Direct Impact	Impacts (business sales, jobs, income, and taxes) created directly from spending by visitors to a destination within a discreet group of tourism-related sectors (e.g. recreation, transportation, lodging).
Indirect Impact	Impacts created from purchase of goods and services used as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected tourism-related sectors (i.e. economic effects stemming from business-to-business purchases in the supply chain).
Induced Impact	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor spending.

Topline Economic Impacts: City of Gahanna 2023

	Direct	Total
Business sales (output), \$mils	\$78. 2	\$105. 2
Employment Income, \$mils	557	811
Taxes generated, \$mils		\$17. 2
Federal		\$8.7
State & Local		\$8.5
Tax Savings, \$ / household		\$589

Source: Tourism Economics

COMPARISON OF GAHANNA & FRANKLIN COUNTY

FRANKLIN COUNTY SUMMARY ECONOMIC IMPACTS



\$12.9B

Total Economic Impact



\$7.6B

Direct Visitor Spending



79,170

Total Jobs Impact

Fiscal (tax) impacts

Amounts in nominal dollars

Total Taxes	
Total tax revenues	\$1,675.3
Federal Taxes	\$847.7
State Taxes	\$483.5
Local Taxes	\$344.1
State/Local Tax Savings Per Household	\$1,504

Source: Tourism Economics

NEW STAFF

Sarah Carnes

*Community Development
& Event Manager*



Hannah Kershaw

*Ohio Herb Center
Coordinator*





Lodging Tax Collection (To Date)

2024

\$192,650

2023

\$178,677

▲ +\$13,973

OFFICIAL VISITORS GUIDE



HERBAL COCKTAIL TRAIL



HERB DAY

visitgahanna 

OHIO
HERB
CENTER
GAHANNA, OHIO 



Attendance: 10000+
Plants Sold: \$16,793
of Vendors: 36



Attendance: 18,000

20+ States

\$15,000+ to non-profits

CBJF MEDIA COVERAGE



MEDIA COVERAGE

- 73 total pieces of coverage
- More than \$387K in Advertising Value Equivalent
- More than \$1.2M in Article Publicity Value

INFLUENCER RELATIONS

- 4 Influencers published 18 posts
- Total Reach was 9.6K, with 377.3K Impressions
- The campaign generated \$13.6K in Earned Media Value

PELOTONIA SPIRIT STATION





CLASSES

- 56 (To Date)
- 442 Attendees
- 40 Zip Codes

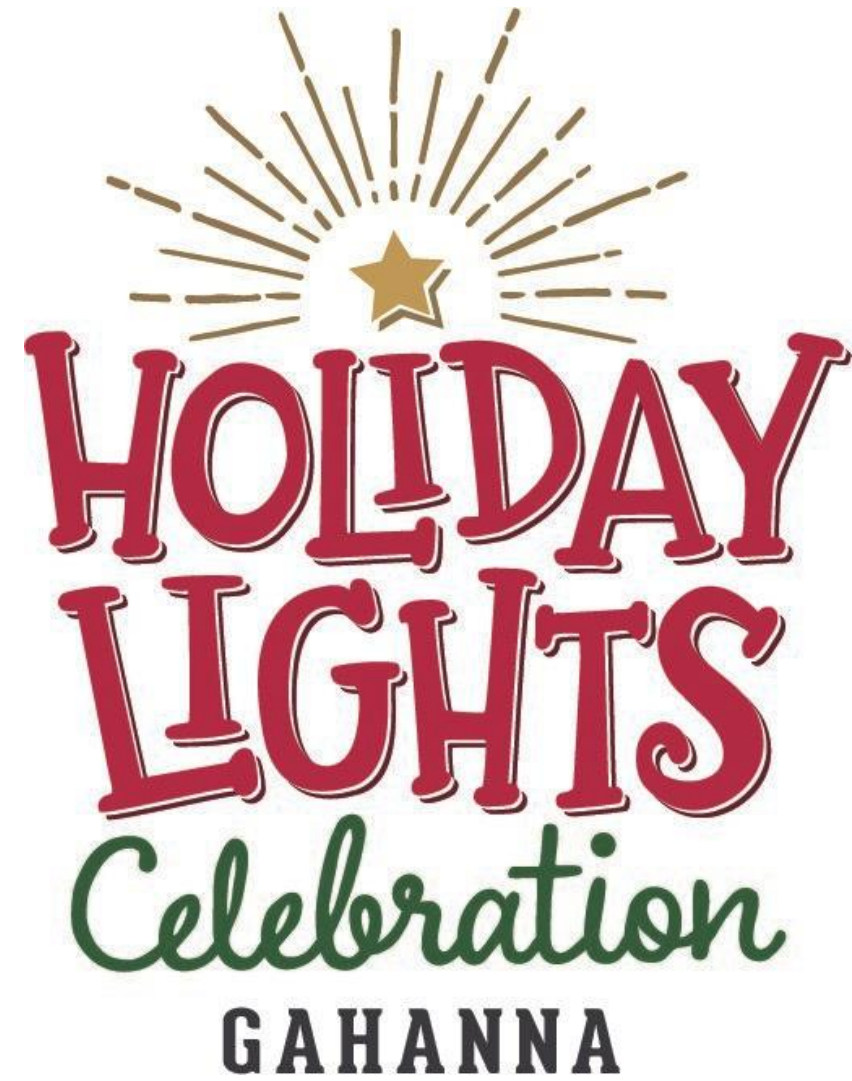
TOURS & WORKSHOPS

- 2 Motorcoach Tours
- 5 Private Workshops
- 7 Outreach Events

GIFT SHOP & VISITOR CENTER

- 1400+ Visitors
- 6 Local Artisans, Crafters, Herbal Product Makers on Consignment

UPCOMING EVENTS



November 24
3:00-6:30 PM



December 7
9:00 AM

visitgahanna



Thank You!