



Gahanna City Council Update

October 18, 2021

# STAFF



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Marketing & Communications  
Manager



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Community Development &  
Event Specialist



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Ohio Herb Center Coordinator

# COVID Impact

2020 – down 55% (from 2019)

2021 – down 45% (from 2019)

Estimated recovery by 2024

# New Activities & Promotions

- Gahanna Scavenger Hunt
- Take out Bingo
- Picnic in a Park
- Staycations
- Geocaching
- Creekside Pumpkin Crawl – October
- Holiday Scavenger Hunt, Santa Videos, Santa Hotline, Creekside Luminary Walk – December
- Creekside Cocktail and Chocolate Trail – February





# Continued Promotions

- Herbal Cocktail Trail – 6-7 participating businesses  
800 passports distributed per quarter
- WeeklyHappenings – 250 subscribers
- Weddings – helped 10 brides secure room blocks in  
Gahanna hotels
- Group Tours – welcomed 5 groups to Gahanna



# Marketing & Advertising

- Over 6500 Visitor Guides distributed – A new guide was released last month
- Over 20 million impressions – print and digital advertising (free and paid)
- Over 7,000 website visits since launching new site in mid-July, 2021
- Over 22,400 followers across Facebook and Instagram
- Reached over 220,230 unique Facebook and Instagram users in 2021

# Creekside Blues and Jazz Festival

- Approximately 8500 people in attendance over 3 days
- 3 stages, 33 total bands
- Promotion for Gahanna
- Donations to local service groups





# Ohio Herb Center

- Herb Day – slight decrease in attendance, increase in plant sales
- Classes – 15% increase in revenue over 2019
- Gift Shop – sales up 25% over 2019
- Rentals – 60% decrease
- Gardens





# Representation

- Creekside District Alliance
- Capital Area Tourism Alliance
- Ohio Has IT!
- Gahanna Area Chamber of Commerce
- Ohio Has It!
- Columbus Youth Professionals
- Columbus Leadership Council
- Experience Columbus Group Leisure Network
- Ohio Travel Association

# Upcoming Events

- Creekside Pumpkin Crawl – October 27
- Holiday Lights – November 21
- Holiday Scavenger Hunt - December
- Santa Race 5k – December 4
- Creekside Luminary Walk – December 22

