

visitgahanna 

**Gahanna City Council Update**

April 15, 2024



**“It All Starts With a Visit!”**

**- Maura Gast**



# THE WORK OF A DESTINATION ORGANIZATION

## 1. VISIT

If you built a place where people want to visit, then you have built a place where people want to live.

## 2. LIVE

And if you built a place where people want to live, then you have built a place where people want to work.

## 4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people will want to visit.

## 3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.





# EARNED MEDIA



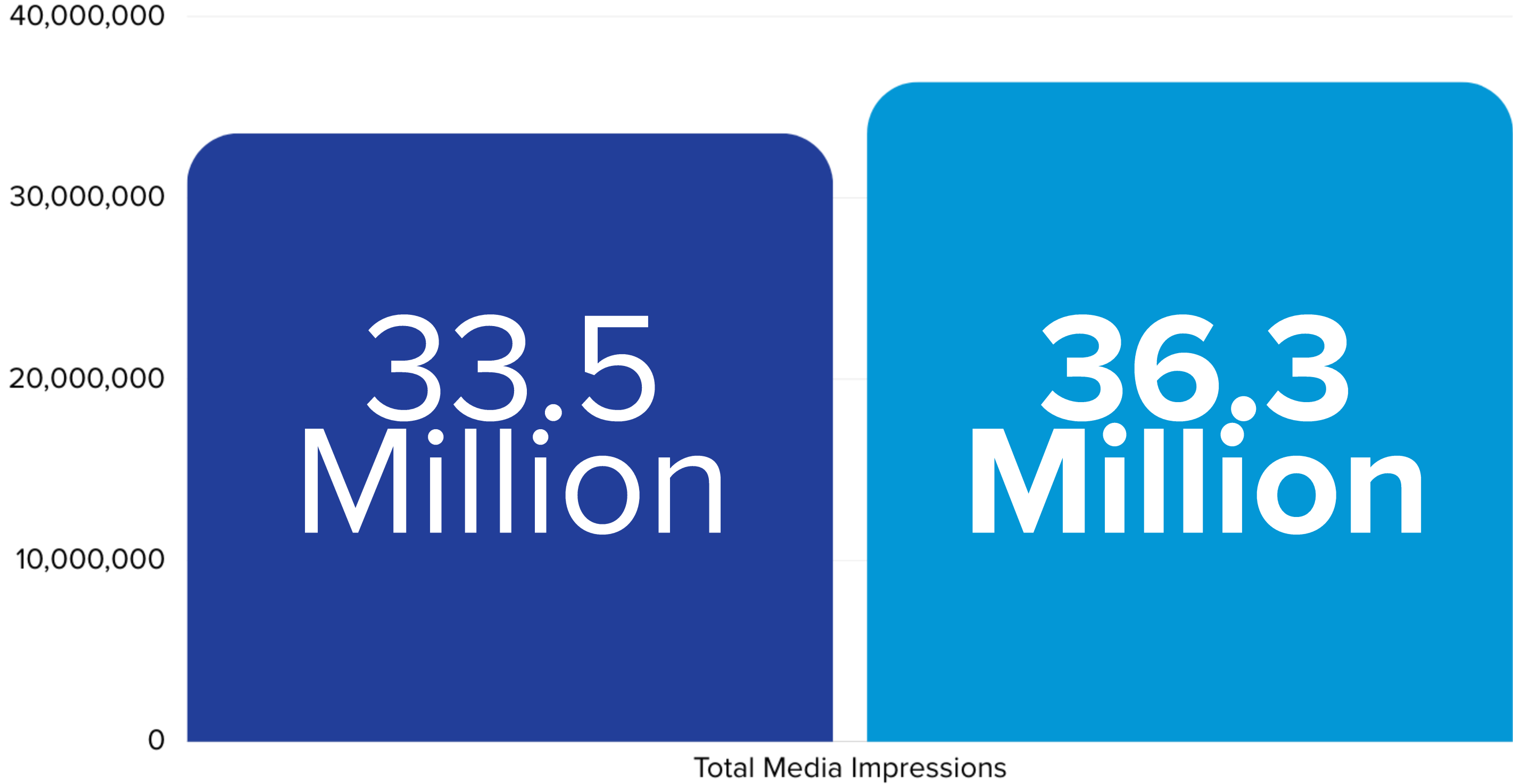
Columbus Monthly



Ohio Magazine



# Media Impressions



2022 2023

## 2022-2023 Amount Change (%)

VG Website Visitors	↑	24%
CBJF Website Visitors	↑	3%
VG Facebook Reach	↑	204%
VG Instagram Reach	↑	341%
CBJF Facebook Reach	↑	106%
CBJF Instagram Reach	↑	230%



# AWARDS



**Ohio Travel**  
ASSOCIATION





# EVENTS

**Herb Day/Herb'n Restaurant Week**

**Midweek at the Creek**

**Creekside Blues and Jazz Festival**

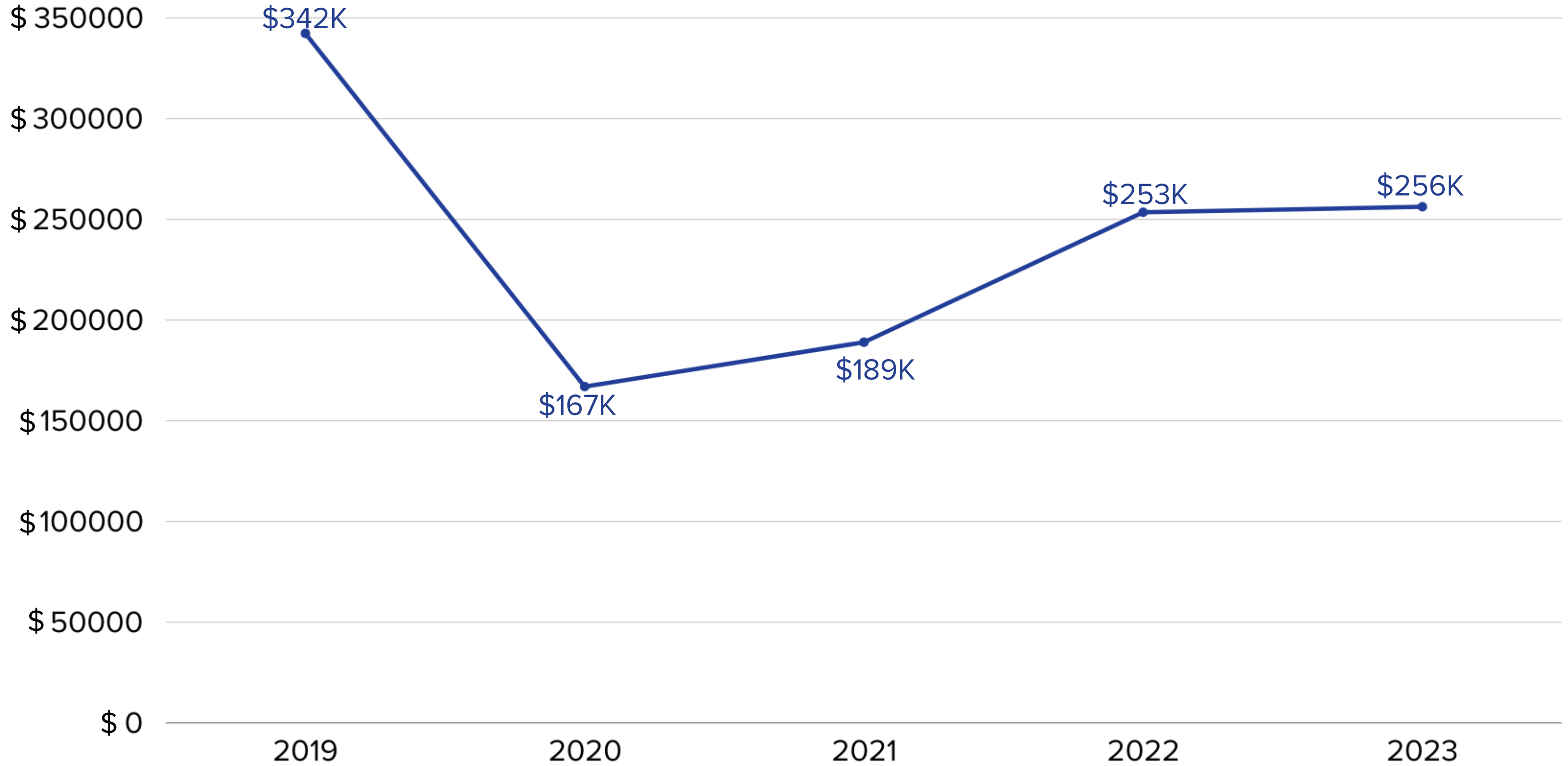
**Holiday Lights Celebration**

**Santa Race**





# FUNDING





# Income

	<u>2023 Actual</u>	<u>2023 Budget</u>
Lodging Tax	\$256,279.54	\$260,000
CBJF Income	\$345,288.53	\$307,630
Holiday Lights Income	\$22,159.66	\$23,950
Other event income	\$3,918.00	\$3,500
Interest Income	\$3,168.18	\$1,000.00
Total	\$630,813.91	\$596,080.00



# Expenses

	<u>2023 Actual</u>	<u>2023 Budget</u>
Salaries & Benefits (inc. payroll taxes)	\$205,578.03	\$201,600.00
Rent, Utilities, Storage & Insurance	\$19,155.00	\$19,245.00
Operations	\$13,603.87	\$11,580.00
Marketing/Advertising/Promotions	\$30,452.48	\$41,450.00
Meetings & Professional Development	\$692.28	\$1,000.00
Supplies & Equipment	\$2,715.61	\$4,150.00
Community Sponsorships	\$1,550.00	\$2,000.00
Accounting	\$5,166.53	\$5,000.00
Annual Meeting	\$3,370.64	\$4,500.00
Dues & Memberships	\$7,870.30	\$6,500.00
CBJF Expenses	\$271,574.33	\$265,705.00
Holiday Lights Expenses	\$32,831.11	\$32,050.00
Other Event Expenses	\$2,754.48	\$1,300.00
Total	<b>\$597,314.66</b>	596,080.00



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