



## Legislation Text

---

**File #:** 2020-074, **Version:** 1

---

CVB Report, May 4, 2020

### **CVB Initiatives:**

- \*Celebrating National Tourism Week this week with contests each day on social media
- \*Also presenting Herb'n Restaurant Week - carryout style - as a way to feature local businesses
- \*Working with media partners to promote our initiatives
- \*Banner ads were placed on OhioMagazine.com encouraging the "plan now, visit later" approach to Gahanna tourism
- \*New "sample itineraries" are being created featuring things to do in Gahanna

### **Herb Center Initiatives:**

- \*"Virtual Herb Day" on Facebook and Instagram was a success last week. On Facebook alone, we reached over 7,000 people (up 154%), saw 1,867 post engagements (up 386%), and increased our likes to the Herb Center page by 72 people (up 95%).
- \* The Herb Center will be participating in our National Tourism Week promotions by offering contests on social media as well.
- \*Mother's Day Gift Bundles are being offered featuring products available at the Herb Center