



Legislation Text

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Convention & Visitor's Bureau Report, September 8, 2020

CVB Initiatives:

- Assisted with business participation and promotion of Supporting Gahanna Together Day.
- Obtained free promotion in 14 print publications/issues including Crossings Magazine, Columbus Monthly, City Scene Magazine, etc. - mentioned 47 times with 2.5 million impressions. Also, 30 digital publications with over 2.5 million impressions.
- Continuing social media series promoting outdoor dining in Gahanna. A different location is featured each week.
- Preparing for a "virtual" Pies in the Park to take place the first week of October.
- Visit Gahanna now has a presence on TikTok with #TikTokTuesday to highlight Gahanna's attractions.

Herb Center Initiatives:

- Created and emailed monthly e-newsletter.
- Unveiled membership opportunity called "Friends of the Ohio Herb Center".
- Held a Facebook Live event to promote upcoming classes and new membership program.
- Participated in the Backyard Concert held at the Gahanna Area Arts Council by offering herb infused water and discount coupons to guests.
- Created and distributed fall class flyers