



Legislation Text

File #: 2020-150, **Version:** 1

Convention & Visitors Bureau Report 9/21/2020

CVB Initiatives:

- Hosted Capital City Corvette Club for a Mini Herbal Cocktail Trail event on Saturday.
- Marketing/Media impressions so far this year is approx. 11.6 million. This does not include social media.
- Created sample itineraries for group tours.
- Pies in the Park (virtual edition) to take place the week of Sept 28-Oct 4. This will be a social media event/campaign designed to highlight local pizza establishments for extra promotion. A blog about the event was also created and will be available on the Visit Gahanna website.
- Made updates to Visit Gahanna and Creekside Blues and Jazz Festival websites.
- Preparing to launch the Fall edition of the Herbal Cocktail Trail on Oct. 1. Six restaurants are participating including the new Edison Brewing.
- Assisting with the marketing and promotion of Gahanna Sanctuary Day taking place on Sunday, Sept. 27.

Herb Center Initiatives:

- Four classes have been held and were all either sold out or nearly sold out. They were: **Herbal Folklore, Edible Ohio Natives, Herbal Technique, and Fall Plant Study.**
- Ghost Tours are being offered on Friday evenings in October and two dates are already sold out.
- Ohio Herb Center Facebook page has reached 2,193 people in the last month (with no paid advertising) and following on Instagram has increased 6 percent since August.