



Legislation Text

File #: 2020-125, **Version:** 1

CVB Report for August 3, 2020

CVB Initiatives:

- Launched a “Picnic in a Park” blog and social media campaign.
- Continuing to share a Gahanna Staycation series that features a different themed itinerary each week in an effort to encourage local/regional residents to visit area businesses and attractions.
- Continuing to encourage attendees of the Summer Drive-in Series to purchase refreshments from Pam’s Popcorn and local candy shops.
- Submitted Gahanna kayak/paddleboat and park info. to Experience Columbus which was then featured in their Outdoor Activity Blog.
- The Herbal Cocktail Trail was featured by This Week
- 89 Visitors Guides have been distributed in the last two weeks.
- Participated in the WISE virtual conference with the Columbus Young Professionals Club.

Herb Center Initiatives:

- An Ohio Herb Center newsletter and classes flyer was created and is currently being distributed.
- Reached over 400 followers on the Ohio Herb Center Instagram page - an increase of 15% in the last two months.
- A Dyer’s Workshop was held on July 25 and was sold out.
- Fall class schedule is being planned
- Garden maintenance around the OHC is underway