



## Legislation Text

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### Convention & Visitors Report for October 5, 2020

#### **CVB Initiatives:**

- Fall Herbal Cocktail Trail kicked off on Oct. 1 and will run through Jan 1.
- Participated in a Virtual Sales Mission with Experience Columbus and spoke with 16 group tour operators to promote Gahanna as a group tour destination.
- Booked 2 group tours in June and September 2021.
- Pies in the Park (virtual edition) took place last week. It reached 13,000 people on Facebook and nearly 100 people voted.
- So far this year, Visit Gahanna has had 12,892,085 paid and free print/digital marketing impressions.
- Visit Gahanna's created a TikTok account and already has 750 views, 17 likes, and 6 followers.
- Distributed marketing materials at Gahanna Sanctuary Day.

#### **Herb Center Initiatives:**

- Programming income has already surpassed 2019 by \$1000.
- Ghost Tours are going great. There are only 6 total spots left between the next 3 tours offered in October.