



Legislation Text

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Convention & Visitor's Bureau Report for August 17, 2020

CVB Initiatives:

- Provided information packets to 35 Columbus Wedding Planners who attended a meeting at the Gahanna Sanctuary last week.
- 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.
- Began a new social media series to promote outdoor dining in Gahanna. A different location will be featured each week.
- Marketing/Media Impressions (without Social Media included) *is approximately 5.2 million* so far this year.
- 45 Visitors Guides have been distributed in the last two weeks.

Herb Center Initiatives:

- Created a geocache at the Ohio Herb Center.
- Created a membership opportunity called "Friends of the Ohio Herb Center" to be released in September.
- Continued to do garden maintenance around the Ohio Herb Center.
- Released Fall class schedule on social media.
- Ohio Herb Center was featured in the National Tour Association Courier Magazine (August/September issue).