



Legislation Text

File #: 2020-107, **Version:** 1

CONVENTION & VISITOR'S BUREAU REPORT

CVB Initiatives:

- Participated in 614 Day Marketplace to showcase summer activities in Gahanna
- Visit Gahanna logo face masks are available at no charge. Stop in at 167 Mill Street to obtain a mask.
- Marketing/Media impressions (not including social media) is at approx. 2.5 million so far this year.

Herb Center Initiatives:

- Updated procedures for cleaning and sanitation have been implemented as well as class capacity reduced.
- The first class since Covid-19 was held on June 25 (Backyard Foragers) and was sold out.
- A Ghost of Gahanna Tour was held on June 26 and was also sold out.
- Current programming totals have surpassed totals earned for all of 2019 (and the Herb Center was closed for over 2 months)
- Hosted an informational and fun social media campaign celebrating Pollinator Week.

Event Initiatives:

- Reached 8,138 people on Facebook during what would have been CBJF week