



Legislation Details (With Text)

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CVB Report, May 4, 2020

CVB Initiatives:

- *Celebrating National Tourism Week this week with contests each day on social media
- *Also presenting Herb'n Restaurant Week - carryout style - as a way to feature local businesses
- *Working with media partners to promote our initiatives
- *Banner ads were placed on OhioMagazine.com encouraging the "plan now, visit later" approach to Gahanna tourism
- *New "sample itineraries" are being created featuring things to do in Gahanna

Herb Center Initiatives:

- *"Virtual Herb Day" on Facebook and Instagram was a success last week. On Facebook alone, we reached over 7,000 people (up 154%), saw 1,867 post engagements (up 386%), and increased our likes to the Herb Center page by 72 people (up 95%).
- * The Herb Center will be participating in our National Tourism Week promotions by offering contests on social media as well.
- *Mother's Day Gift Bundles are being offered featuring products available at the Herb Center