

IFEFA World Festival and Event City Award

DUBLIN | OHIO | USA





Introductory Letter

Dear IFEA,

The City of Dublin and our residents, visitors and corporate citizens have reason to celebrate. We have a strong local economy that is diverse and thriving, and in July 2012 the readers of Columbus Monthly voted Dublin as the Best Suburb in Central Ohio and the Dublin Irish Festival as the Best Festival in Central Ohio.

This IFEA World Festival and Event City Award application highlights the festival, event, attraction and tourism industry in Dublin. One of the reasons our community thrives in the festival and event industry is because of the overall strength of and support from our community as well as the Greater Columbus region. Here are a few of our recent achievements:

- All three high schools being named to Newsweek's list of the top high schools in the country.
- The Intelligent Community Forum honoring Dublin as one of the Top Seven Intelligent Communities in the world – for the second year in a row!
- Fox Business News proclaiming Dublin as the No. 1 City in the Country in which to start a business.
- BusinessWeek Online citing Dublin as the Best Small City in Ohio for Start-ups.
- Muirfield Village Golf Club being tapped to host the 2013 Presidents Cup.

We take great pride in these achievements, but perhaps none speak more highly of our community than our residents declaring Dublin the Best Place to Live as part of the National Citizen's Survey.

Within these pages, we invite you to learn more about the attributes of Dublin, including our strong business community, entrepreneurial spirit and signature events like the Dublin Irish Festival and the Memorial Tournament. Our schools have developed athletic facilities that are used year-round for local, regional and international tournaments, and performing art centers rival performance spaces in many metropolitan communities. Our 100 acres of parkland have allowed us to create green spaces conducive for community ceremonies as well as grand international events. And when it comes to sports events, the combination of city, school and private facilities – with nighttime lighting, permanent seating, abundant parking - creates venues that can host thousands of sports participants and spectators on a given day.

Dublin offers a wide variety of restaurants, conveniently located shopping centers and 14 hotels with more than 2,000 rooms and suites. Additionally, you'll find an abundance of outstanding public recreational opportunities, including two outdoor swimming pools, a state-of-the-art recreation facility, more than 96 miles of bike paths and 56 parks featuring

a variety of amenities. We are in the midst of revitalizing our Historic District to offer greatly expanded choices in housing, employment, transportation and entertainment options. When all of these vibrant elements are woven together, they make a city not just a place to live, but a place to celebrate.

It's happening here. Be sure to call us when you plan your next visit.



Sincerely,

Marsha I. Grigsby
City Manager



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Section 1 » Community Overview

Introduction to Dublin

Dublin, Ohio is a progressive, well-educated and innovative city surrounding the Scioto River in the northwest area of metropolitan Columbus.

Approximately 25 square miles and home to 41,000 people, the city annually hosts Jack Nicklaus' PGA Tour Memorial Tournament at Muirfield Village Golf Club and one of the nation's largest Irish festivals. Dublin is known as a leader in municipal innovations, including tax increment financing, underground fiber optics, Wi-Fi deployment and green initiatives.

All three Dublin high schools were named to Newsweek's 2012 list of top high schools in the country. With 25 institutes of higher learning in Central Ohio, including The Ohio State University, the region offers a pipeline to 115,000 college students and 20,000 annual graduates.

Dublin has long been recognized as a premier community, not only locally, but also internationally. Home to Ohio's largest corporation, Cardinal Health – 21 on the Fortune 500 list, Dublin also is the headquarters of the Wendy's Company, Ashland Inc. and OCLC – the Online Computer Library Center.

The mission of the City of Dublin is to preserve and enhance the unique high quality of life offered to those who live or work in our community by providing the vision, leadership and performance standards, which allow for managed growth and development with an emphasis on quality and innovation.

Dublin's diverse and sound economic base provides the foundation for the present and future stability of the city. The city's continued economic vitality is the result of quality development, strategic planning and aggressive efforts to attract and retain high-quality commercial development.

Dublin's largest source of funding is income tax revenues, which are allocated 75 percent to the General Fund and 25 percent to the Capital Improvements Program (CIP). Dublin's healthy tax base provides the resources necessary to keep pace with the city's growth and underwrite the high quality of life enjoyed by Dublin's corporate and residential citizens.

The CIP establishes a fiscally sound plan for Dublin's future investment in capital infrastructure and provides financial guidelines that identify available revenue sources, debt capacity and policy for projecting revenues and designating reserves to be maintained.

The City of Dublin Hotel/Motel Tax Fund was established to improve the quality of life for residents, corporate citizens and visitors. Dublin generates funds from a six percent tax on overnight hotel stays. This revenue is invested back into the community through designated projects and special events that enhance visitor appeal and encourage overnight stays. The Dublin Convention & Visitors Bureau and Dublin Arts Council each receive 25 percent of the annual revenues generated by the hotel/motel tax.

Dublin's fiscally sound stewardship has earned the city the highest available bond ratings – Aaa from Moody's Investors Service and AAA from Fitch Ratings – a distinction carried by approximately three percent of rated cities nationwide. These ratings reflect the cooperative efforts of private citizens, civic leaders, government officials and business representatives.

Such widespread commitment to the community ensures that Dublin will remain one of the most desirable suburbs in Central Ohio and the Midwest.





High-Energy Tourism

The Dublin hospitality industry had a strong 2011 with occupancy rates increasing five percent over the previous year and bed tax revenues increasing 10 percent over 2010. The visitor market is an economic giant in Dublin and Franklin County generating \$7.3 billion annually in Central Ohio alone. The City of Dublin attracts an estimated 1.7 million visitors annually for both day and overnight trips and they stay nearly 450,000 room nights at Dublin's 14 hotels.

Recognized by IFEA

Three Gold Pinnacle Awards in 2011 for the Dublin Irish Festival: Best Sponsor Program, Best TV Promotion, Best Merchandise; two Silver Pinnacle Awards for Best Social Media Site and Best T-shirt Design and two Bronze Pinnacle Awards for Best Individual Sponsor Program and Best Single Magazine Display Ad.

The Only City in the World

In addition to the Memorial Tournament, Muirfield Village Golf Club is the first to host three of golf's most prestigious international match-play competitions

- 1987 The Ryder Cup
- 1998 The Solheim Cup
- 2013 The Presidents Cup



Who We Are

Current City Population
41,751 (US Census)
Current SMSA
1,836,536 (US Census)
Population within a 50 Mile Radius
2,325,739 (US Census, ESRI Business Analyst)

Survey Results

The City of Dublin performs a biennial Public Opinion and Citizen Satisfaction Survey as part of our ongoing efforts to understand and better serve our residents. The City of Dublin also has participated in the National Citizen Survey. Here are results relevant to this application.

Grade

98% of respondents gave the City of Dublin a grade of "A" or "B" when asked to rate the community as a place to live.

Profile of the Average Dubliner

36 to 45 years of age, married with minor children living at home, owns single-family home, employed full-time in a variety of professions, trades and service positions with 30 percent employed in healthcare and education fields.

Other demographic data:

- 62% of respondents are employed full-time or self-employed, followed by employed part-time (13%) and retired (13%) and full time homemaker (9%).
- More respondents (25%) work in executive/administrative or managerial positions, followed by a professional specialty (21%).

- Most residents are between the age of 35 and 64.
- 97% own their own home.
- 86% are married.
- 38% hold a graduate or professional degree and 38% hold a bachelor's degree.
- 94% are registered to vote in Dublin and 73% voted in the November 2009 election.
- 96% are white or Caucasian, 4% are Asian or other and 1% are Hispanic. There were no black or African-American respondents.
- 33% earn between \$100,000 and \$149,999 annually before taxes, followed by 20% who earn \$150,000 to \$199,999.

What We Value

Quality of Life, Events, Activities and Civic Engagement

In **aided** questions residents rated the following as the most important recreational programs:

- Fairs/festivals
- Fitness/wellness programs
- Holiday events
- Aquatic
- Athletic sports leagues/camps

In **aided** questions residents reported doing the following in the previous two years:

Visited a Dublin park	98%
Visited the Dublin Community Center	92%
Used the Dublin bike path system	84%
Attended the Dublin Irish Festival	80%
Attended arts/culture events in Dublin	77%
Attended Independence Day activities	70%
Attended St. Patrick's Day Parade	55%
Attended Independence Day Parade	58%
Participated in any community volunteer program	43%
Attended the Halloween Spooktacular	27%
Participated in the City's volunteer program	21%
Attended the City Christmas tree lighting in Historic Dublin	15%

Community Attributes

In aided questions residents rated these excellent/good:

Recreational Opportunities	91%
Dublin Irish Festival	85%
Bike paths	82%
Information to residents	79%
Historic Dublin	78%
Independence Day parade	77%
Arts and cultural opportunities	75%
Entertainment options	74%
Independence Day evening	73%
Public art	72%
St. Patrick's Day parade	66%
Halloween Spooktacular	36%
Christmas tree lighting	30%



Festival and Event Venues

Theatres/Performing Arts Centers

Abbey Theater

Capacity 200

Stage Dimensions 24 ft. x 40 ft
Backstage Area 4,675 square feet
Parking 439

Amenities

Storage, two dressing rooms, complimentary technical, lighting, sound support

Coffman Performing Arts Center

Capacity 700 seats
Stage Dimensions NA
Backstage Area NA
Parking 709

Amenities

Orchestra pit, two dressing rooms, house lighting, sound system

Jerome Performing Arts Center

Capacity 700 seats
Stage Dimensions NA
Backstage Area NA
Parking 969

Amenities

Orchestra pit, two dressing rooms, house lighting, sound system

Scioto Performing Arts Center

Capacity 600 seats
Stage Dimensions 37' X 95'
Backstage NA
Parking 690

Amenities

Orchestra pit, two dressing rooms, house lighting, sound system

Plazas & Outdoor Open Spaces for Events

BriHi Square

Capacity 100
Size .5 acres

Parking

Approximately 200 spots throughout the Historic District, approximately 200 spots in school lot

Amenities

Located in the heart of the historic district, this fairly new area provides a casual gathering space as well an intimate venue for visual and performing artists.

Historic Green at Sells Middle School

Capacity 750
Size 1 acre plus

Parking

Approximately 200 spots throughout the Historic District, approximately 200 spots in school lot

Amenities

This rolling green lawn with lush shade trees provides a highly visible event venue along one of the most travelled roadways in Dublin. It's depth, sidewalk and tree lawn add an element of safety. The Dublin Art Fair and the Christmas Tree Ceremony are held here.



Metro Center & Open Spaces

Capacity 2,000 guests on green spaces and paved lots/roadways
Size 130 acres
Parking 5,560

Amenities

One of Dublin's first business parks, Metro Center is beautifully designed with abundant green space, shade trees, ponds and sitting benches. The office buildings almost get lost in the soft green environment. The U shape of the roadway that runs through the Metro Center provides a logistical gem for event planners. The Arthritis Foundation Classic Auto Show is held here every summer. This is also the site of the St. Patrick's Day Parade and Independence Day Parade formations.

Outdoor Sport Facilities & Venues

Darree Fields

Capacity 2,600
Size 152 acres
Parking 1048

Amenities

Eight ball diamonds, 13 soccer fields, one food service location, Art in Public Places/Going Going Gone

Avery Park

Capacity 2,200
Size 83.6 acres
Parking 581

Amenities

Nine ball diamonds, 14 soccer fields, two food service locations, gazebo, two sand volleyball, three restroom facilities, one playground, two basketball courts, tennis courts, Art in Public Places/Out of Bounds

Dublin High School Stadium & Fields

Coffman

Capacity 8,500 seats
Parking 709 plus 300 overflow in neighboring lots

Jerome

Capacity 5,000 seats
Parking 969

Scioto

Capacity 5,000 seats
Parking 690

Stadium Amenities for All Three

The Dublin City School District has three multi-purpose stadiums hosting hundreds of school and community events each year. Each stadium is equipped with the Astro-Play Synthetic Turf System playing surfaces which reduce student-athlete injuries and allow the community to enjoy greater stadium usage than would be possible on traditional grass fields. All three stadiums also feature state of the art press boxes, one on each side to accommodate six to 10 coaches per press box.

Soccer First

Capacity 5,000
Size 100 x 70
Parking 1050

Amenities

Ten professional-sized outdoor fields and three professional-sized indoor fields with larger regulation-size goals along with two half fields designed for training and playing.

Indoor Sports Facilities & Venues

SportsOhio

SportsOhio is a 100-acre sports park that features indoor and outdoor sports facilities that attracts regional and national soccer and hockey tournaments year round. Field Sports has four indoor playing fields, fully enclosed with side boards and netting. Soccer First has ten professional-sized outdoor fields and three professional-sized indoor fields with larger regulation-size goals along with two half fields designed for training and playing.



Festival and Event Venues - Con't.

Golf Clubs

Dublin Ohio is synonymous with great golf. Jack Nicklaus' PGA TOUR Event, the annual Memorial Tournament presented by Nationwide Insurance, is played each Spring at the Muirfield Village Golf Club. In September 2013, the course will be the site of the 2013 Presidents Cup. Dublin is the only city in the world to host four of golf's most prestigious events – the Ryder Cup, The Solheim Cup, the Memorial Tournament and the Presidents Cup.

In addition to leisure play, other courses in Dublin host regional and national golf events. Two other golf clubs in Dublin - The Country Club at Muirfield Village and the Golf Club of Dublin – also host local and regional golf events.

Muirfield Village Golf Club

For years, it was Jack Nicklaus' vision to create a golf club that embodied his personal and professional life, and would forever stand as a representation of his love and respect for the game of golf. It was also his vision to create a golf tournament that would long represent his passion for tournament golf, and would give back to a community that has embraced him and the game.

First and foremost, Jack wanted to design a golf course that would challenge the world's best players, but at the same time, provide a local, national, and international membership years of enjoyment in a truly spectacular setting.

Jack then became a pioneer, designing the first course in the world, from its inception, that was created with the spectator in mind. His creative use of "mounds" and "amphitheatres" became a model for tournament courses around the globe. And in 1976, two years after the course opened, the Memorial Tournament was born – an annual Official PGA TOUR Event. Throughout the year, Muirfield Village Golf Club also serves as a venue for select member-initiated fundraisers for non-profit organizations.

Amenities

Clubhouse - A pre-existing ranch home located on a parcel of the original property adjacent to what is now Hole No. 6 was used as a temporary clubhouse when the course opened. The current clubhouse opened in the winter of 1974.

It is a more than 22,000-square-foot facility designed to meet the needs both of members and of tournament golf. The men's locker room includes two floors of locker space with a large center lounge area, a dining area called the Captains Grill, plus a fitness area and private valet entrance. The main dining room, lounge, Nicklaus Hall and mixed grill areas are all located on the upper level with the Club offices, bag storage room and a large, fully equipped golf shop located on the lower level.



Villas and Lodge - A total of four original villas were built in 1976. The old buildings were replaced in 2007 with six new state-of-the-art villas. Muirfield Lodge is a 12-room facility that opened in 2003.

Pavilion - This three-level facility, opened in 1986, contains a ballroom on the upper level, overlooking the 18th hole; a permanent press room and interview room for the Memorial Tournament on the ground level; and the Tournament offices on the lower level.

Practice Facilities - The recently updated practice facility consists of a driving range, short-game practice area and putting greens.



Memorial Park - Home to bronzed plaques of each of the Memorial Tournament Honorees.

Nicklaus Hall - Located in the center of the clubhouse, Nicklaus Hall displays trophies from the Golden Bear's legendary playing career, as well as medallions representing each of the Memorial Tournament Honorees. A silver putter presented to the Club by the city of Edinburgh, Scotland, which serves as a link between the two Muirfields, is also on display in Nicklaus Hall.

In addition to the Memorial Tournament, Muirfield Village Golf Club has also hosted:

- 1986 U.S. Junior Amateur Championship
- 1987 The Ryder Cup
- 1995 Wendy's 3-Tour Challenge
- 1998 The Solheim Cup
- 2013 to host The Presidents Cup – the first Club in the world to host three of golf's most prestigious international match-play competitions

Emergency Response & Facilities

Response

Dublin has demonstrated its ability to successfully host regional, national and international events within a safe and secure environment. Whether it's providing a safe pedestrian walkways for our senior veterans during the Memorial Day Ceremony, being attentive to the security needs of PGA golfers and international visitors during the Memorial Tournament or implementing the Dublin Irish Festival Emergency Preparedness Plan as high winds and rain pound the festival grounds with thousands of guests on site – Dublin is prepared.

The City of Dublin is exposed daily to potential emergency or critical incident situations. Severe weather, natural disasters, hazardous materials, man-made hazards, technological hazards, and other similar incidents present a potential risk to both life and property. Emergency operations planning is an integral part of any police responsibility within a community. It is an attempt by police and other city officials to facilitate recognition of emergency demands and to make the community response more effective prior to

the actual occurrence of a critical incident. It is impossible to absolutely guarantee that a critical incident will not develop because of prevention or mitigation, especially when dealing with natural phenomena. However, actions taken to cope with emergency situations may prevent a critical incident from becoming a tragedy. Managed by a designated Emergency Preparedness Manager in the Division of Police, the City of Dublin's plan provides for an orderly response of community actions and decisions so that both human life and property loss is minimized.

Appendix A - Emergency Preparedness

The all-hazards / emergency operations plan (EOP) utilizes the Incident Command System (ICS), the National Incident Management System (NIMS), and the National Response Framework (NRF). The ICS organizational structure develops in a top-down, modular fashion that is based on the size and complexity of the incident, as well as the specifics of the hazard environment created by the incident. ICS establishes standardized incident management processes, protocols, and procedures that all first responders will use to coordinate

and conduct critical incident response actions. ICS permits a clear point of control and can be expanded or contracted with ease to escalating or diminishing situations. NIMS provides a flexible framework that facilitates government and private entities at all levels working together (interoperability and compatibility) to manage critical incidents. This flexibility applies to all phases of incident management, regardless of cause, size, location, or complexity. NIMS also provides a set of standardized organizational structures, as well as requirements for processes, procedures, and systems to improve interoperability. The NRF presents the guiding principles enabling all levels of domestic response partners to prepare for and provide a unified national response to disasters and emergencies.

Mandatory and ongoing training and certification is required for employees throughout the City of Dublin and Washington Township – which is the provider of fire and emergency medical aid.

Dublin is also fortunate to have the Dublin Methodist Hospital within our city limits as well as several urgent care centers and a Nationwide Children's Hospital satellite care facility.

Public Transportation Options

Dublin is located just 20 minutes from Port Columbus International Airport. Both the airport and Dublin are conveniently located just off of Columbus' outerbelt, I-270.

Once within Dublin, our roadways, bike paths and sidewalks are easy to maneuver, well signed and well designed to handle the increase in motorists and pedestrians that come with successful events. Also worth noting is that our transportation system is designed to handle not just our night time population, but also our daytime population that doubles due to the number of businesses within our community.

To complement our roadway system, event organizers have implemented creative tactics and have taken advantage of our sustainability efforts as well as private/public partnerships to ensure a safe and convenient experience for visitors and guests.

The Dublin Trolley is often used by event organizers to transport guests throughout Historic Dublin during events such as Sláinte Thursdays. It's also used to transport guests from event venues throughout Dublin to and through Historic Dublin. There is no charge to the guest.

The City of Dublin offers free parking and free shuttle service to our guests during events such as the Dublin Irish Festival and the Memorial Tournament.

The Memorial Tournament hires private services and counts on hundreds of volunteers to shuttle patrons in vans and buses. In addition, the City of Dublin offers a private shuttle for our hospitality guests.

The Central Ohio Safe Ride program has been used throughout Dublin for various events the last several years. If restaurant patrons or festival and event guests are under the influence, we offer \$10 vouchers per passenger so that guests can have a "safe ride" home.

Dublin features one of the most extensive shared use path systems in the greater Columbus area, with nearly 100 miles and new sections added each year. Links to Dublin's bikepath maps are promoted by event organizers and a new volunteer group, the Dublin

Bike Ambassadors, rides the paths often to check on their condition and to guide bicyclists to their destinations.

Bike racks throughout Dublin and designated bike parking lots at events have become a common feature for our guests and supports the City's "green initiative." The Dublin Irish Festival encourages guests to "take advantage of the Dublin's bike system and pedal to the Festival! Park your bike for free at two Dublin Methodist Hospital secure Bike Parking areas located west of the Dublin Community Recreation Center at the Bike Stable and on the northeast corner of Coffman Rd. and Emerald Parkway." The Memorial Tournament also introduced complimentary bike parking at the 2012 tournament and has plans for expansion for the 2013 Memorial Tournament and inclusion at the 2013 Presidents Cup.



Estimated City Visitors Annually Attributed to Festivals and Events

The City of Dublin attracts an estimated 1.7 million visitors annually generating nearly 450,000 room nights at one of Dublin's 14 hotels for the purpose of leisure and business travel. The impact of visitors that attend Dublin's events is enormous – the economic impact of the annual Memorial Golf Tournament and the Dublin Irish Festival is \$36.5 million and \$5.5 million respectively. The City not only attracts travelers from across the United States but from abroad as well. Last year, the Dublin Visitor Information Center in Historic Dublin hosted visitors from 44 states and 29 countries.

Hotels

	Rooms	Suites
Chase Suite Hotel	92	92
Extended Stay Deluxe–Tuttle Crossing	82	82
Columbus Marriott Northwest	30	36
Courtyard by Marriott	47	12
Crowne Plaza Columbus-Dublin	21	51
Embassy Suites Columbus/Dublin	28	284
Extended StayAmerica–Metro Place	104	104
Hampton Inn	123	0
Hilton Garden Inn	100	0
Holiday Inn Express Dublin	117	3
Homewood Suites by Hilton	89	89
Quality Inn & Suites	41	41
Red Roof Inn	106	0
Residence Inn by Marriott	106	106



Room Nights for Select Events

Event	Room Nights	Est. Attendance
Nike Challenge (Girls Weekend)	941	9,900
Nike Challenge (Boys Weekend)	1,709	14,652
Ohio Middle School Lacrosse	632	4,224
SAFECON Nationals	1,458	1,500
Wayne Williams Memorial	760	4,556
PGA Memorial Tournament	3,538	NA
Arthritis Car Show	318	3,500
Buckeye Elite Tournament	1,177	10,034
Emerald City Games	10	5,000
Dublin Irish Festival/Columbus Feis	2,148	100,000
Dublin Charity Cup	363	6,030
Ohio Premier Invitational	1,364	10,050

**supplied by the Dublin Convention & Visitors Bureau*



Section 2 » Community Festivals and Events

Dublin Events at a Glance

February

Last Chance for Boston,
annually in February

March

St. Patrick's Parade,
annually the Saturday closest to March 17
St. Patrick's Day Community Celebration
– Brazenhead, annually on March 17
Kiwaniis Easter Egg Hunt & Pancake
Breakfast, annually the week before Easter

April

Central Ohio Select
Baseball Tournament,
annually in April
Club Ohio Nike Challenge Cup/Soccer,
annually in April
Sells Middle School PTO 5K Run to
benefit Pancreatic Cancer,
annually in April

May

Thaddeus Kosciuszko Park
Dedication and Ceremony,
May 12, 2012
OMS Lacrosse Tournament,
annually in May
Sláinte Thursdays, third Thursdays
of the month May - September
Wayne Williams Memorial
Baseball Tournament,
annually in May
Starburst Soccer Tournament,
annually in May
Memorial Day Parade & Ceremonies,
annually on Memorial Day
The Memorial Tournament,
annually the week of Memorial Day
The Memorial Tournament Community
Celebration - Bogey Inn, The Bunker at the
Country Club at Muirfield Village, Mary Kelley's
Irish Restaurant, Special Sláinte Thursday,
annually the week of the Memorial Tournament

June

Lyndsey & Kyle Memorial Run,
annually in June
Kohl's American Cup Soccer,
annually in June
Relay for Life, annually in June
Sundays at Scioto, every Sunday
second week of June to last week in July
Sláinte Thursdays,
third Thursdays of the month May - September
Kiwaniis Frog Jump and Festival,
annually last weekend in June

July

Sundays at Scioto, every Thursday of the
month of July
Independence Day Celebration,
annually on July 4
Arthritis Foundation Car Show,
annually the second weekend of July
Dublin Art Fair,
annually the second weekend of July
BAPS Walkathon,
annually in July
Mile Dash,
annually in July
Mountain Bike & Cyclocross Event,
annually in July
Sláinte Thursdays,
third Thursdays of the month May - September
Emerald City Music Games,
annually in July





Dublin Events at a Glance - Con't.

August

Dub Crawl & DIF 5K, *annually Thursday prior to the Dublin Irish Festival*
 Dublin Irish Festival, *annually the first weekend in August*
 49th Parallel Cup Australian Football Games, *annually in August*
 Sláinte Thursdays, *third Thursdays of the month May - September*
 Emerald City Half & Quarter Marathon, *annually in August*

September

Dublin Charity Cup/Soccer, *annually in September*
 Italian Gathering Car Show benefitting Dave Thomas Foundation for Adoption, *annually Labor Day Weekend*
 Dublin Jerome HS Homecoming Parade, *annually in September*
 Run for God 5K, *annually in September*
 OP Invitational/Soccer, *annually in September*
 Sláinte Thursdays, *third Thursdays of the month May - September*
 Dublin United Tournament/Soccer, *annually in September*
 Teen Driving Rodeo, *annually in September*
 Dublin Alumni 5K - Kate Waldron, *annually in September*

October

Canine Companions Dogfest, *annually in October*
 Spooktacular, *annually the Thursday the week prior to Halloween*

November

Veterans Day Ceremony, Breakfast and Ceremony, *annually on Veterans Day*
 St. Brigid SPICE 5K, *annually in November*
 Flying Feather Four Miler, *annually in November*

December

Christmas Tree Lighting, *annually the first Thursday in December*
 Light the Night in Historic Dublin, *annually the month of December*
 Snowflake 5K, *annually in December*



Signature Events

St. Patrick's Day Parade

The greenest day in Dublin in 2012 featured the annual St. Patrick's Day parade complete with 21,000 guests in attendance, an honorary Grand Leprechaun and more than 100 parade entries. Designated by travel website Orbitz as one 2012 Top 10 Spots to "Get in the Irish Spirit for St. Patrick's Day", the celebration included local business community sponsorship of a Best Legs in a Kilt contest by the Historic Dublin Business Association and an annual pancake breakfast by the Lion's Club at Sells Middle School which is along the parade route.

Of course the 2012 parade was possible thanks to an estimated 225 hours given by 88 volunteers who helped with information tents and parade marshaling, dressed up as a "Lucky Leprechaun," or guided giant parade balloons along the parade route.

Top Executive Contact Information:	<i>Alison LeRoy, Events Manager</i>
Number of Years Festival or Event has been produced:	<i>30 - approximate</i>
Event Dates:	<i>Saturday closest to March 17</i>
Recurrence Cycle:	<i>Annually</i>
Estimated Gross Operating Revenues:	<i>\$13,500</i>
Estimated Gross Operating Expenses:	<i>\$18,800</i>
Estimated Total Sponsorship Support:	<i>\$119,825</i>
• Cash Sponsors/ Partners	<i>\$12,000</i>
• In-Kind Services	<i>\$3,825</i>
• Value of Donated Media Coverage	<i>\$104,000</i>
Estimated Volunteer Count & Estimated Hours Worked:	<i>88 volunteers; 225 service hours</i>
Estimated Attendance:	<i>21,000</i>
Primary Targeted Marketing Efforts:	<i>National</i>
• Regional and national travel and tourism media	
• Statewide and Central Ohio news media	
• Social media including Facebook, Twitter and YouTube	
Estimated Percentage of Annual Attendees from Geographical Area:	<i>Not available</i>
Awards and Recognition Received:	
• Orbitz – 2012 Top 10 Spot to Get in the Irish Spirit for St. Patrick's Day	
Professional Industry Involvement / Memberships:	<i>Included in Section 4</i>

See Appendix B - St. Patrick's Day Report





Signature Events - Con't.

the Memorial Tournament
 presented by **Nationwide Insurance**
 (Official PGA TOUR Event)
www.thememorialtournament.com

The Memorial Tournament presented by Nationwide Insurance remains a leading event on the PGA TOUR by way of a commitment to perfection and presenting golf at its finest. The Tournament was founded and hosted by Jack Nicklaus in 1976 and is held annually at Muirfield Village Golf Club in Dublin, Ohio. The Memorial Tournament is conducted each year with three goals in mind: to honor the memory of individuals living and deceased who have distinguished themselves in the game of golf; to showcase the world's best golfers competing on one of the most challenging venues in the world for the enjoyment of spectators; and to benefit many Greater Columbus charities in alliance with the Nicklaus Children's Healthcare Foundation, Nationwide Children's Hospital and numerous other local organizations. A philosophy of honor, tradition and excellence emanates from the Memorial Tournament's legendary leadership, venue and its exceptional relationships within the community.

Top Executive Contact Information:

*Daniel P. Sullivan, Executive Director - 614-889-6781,
 dsullivan@thememorialtournament.com*

Number of Years Festival or Event has been produced:

37

Event Dates:

May 28 – June 3, 2012 / May 27 – June 2, 2013

Recurrence Cycle:

Annual

Estimated Gross Operating Revenues:

Confidential

Estimated Gross Operating Expenses:

Confidential

Estimated Total Sponsorship Support:

Confidential

Estimated Volunteer Count:

2,500 and Estimated Hours Worked: 31,250

Estimated Combined Aggregate Attendance:

150,000

Estimated Non-Aggregate Attendance:

(same as above)

Primary Targeted Marketing Efforts:

- Local with additional regional, national & international television coverage through CBS Sports & Golf Channel including 34 hours of television coverage (21 hours live) in 225 countries and territories.

Estimated Percentage of Annual Attendees from Geographical Area:

- Local: 65%, Statewide: 22% Regional: 5%, National: 7%, International: 1%

Awards and Recognition Received:

- PGA TOUR Best Use of Players

All player events were well-planned and executed, which benefitted Nationwide Insurance, tournament volunteers, tournament charities, fans and other tournament sponsors. One of the highlights was a visit to the Nationwide Children's Hospital by *Charley Hoffman* and *Chris DiMarco*. The tournament also utilized players such as *Charl Schwartzel*, *Rickie Fowler*, *Rory McIlroy* and *Justin Rose* at the *Jack Nicklaus Golf Clinic*. The tournament maximized its use of players with additional appearances at sponsor dinners, *Fore Hope Breakfasts* and military clinics throughout the week.

Management Staff Professional Certifications and/or Degrees in Festival & Event Management:

- Senior leadership team has degrees ranging from Undergraduate to Graduate degrees in Sport Management, Business and Marketing.

Professional Industry Involvement / Memberships:

Official PGA TOUR Event

Signature Events - Con't.

Independence Day Celebration***

The 2011 Dublin Independence Day Celebration was held on Monday, July 4. The theme "Star Spangled Soul" was reflected through the day in 93 parade units and in table decorations for the evening community celebration in the Dublin Coffman High School Stadium. As with other community-wide celebrations, we relied on the engagement of 122 volunteers of all ages who contributed more than 362 hours of service to help make the celebration possible.

The festivities began with the 26th Annual Sherm Sheldon Fishing Derby at the Dublin Community Recreation Center pond where kids and adults competed for prizes for catching the largest fish. About 22,000 people attended the traditional parade, and 12,000 participated in the evening celebration beginning with a Canine Frisbee Championship, featuring a concert by Smokey Robinson and the Miracles and ending with spectacular fireworks.

2012 entertainment was Joe Walsh; past entertainers include Boyz II Men, Huey Lewis and the News, K.C. and the Sunshine Band, Rick Springfield, Kenny Loggins, Village People, Pat Benatar and more.

Top Executive Contact Information:	<i>Alison LeRoy, Events Manager</i>
Number of Years Festival or Event has been produced:	<i>18 Years</i>
Event Dates:	<i>July 4</i>
Recurrence Cycle:	<i>Annually</i>
Estimated Gross Operating Revenues:	<i>\$ 62,459</i>
Estimated Gross Operating Expenses:	<i>\$383,914</i>
Estimated Total Sponsorship Support:	<i>\$42,750</i>
• Cash Sponsors/ Partners	<i>\$11,000</i>
• In-Kind Partners	<i>\$10,750</i>
• Media Partners	<i>\$21,000</i>
Estimated Volunteer Count & Estimated Hours Worked:	<i>122 volunteers; 362 service hours</i>
Estimated Combined Aggregate Attendance:	<i>34,000</i>
Estimated Non-Aggregate Attendance:	
• Parade attendance	<i>22,000</i>
• Evening Celebration and Concert	<i>12,000</i>
Primary Targeted Marketing Efforts:	<i>Local</i>
• Regional and national travel and tourism media	
• Statewide and Central Ohio news media	
• Social media including Facebook, Twitter and YouTube	
Estimated Percentage of Annual Attendees from Geographical Area:	<i>NA</i>
Awards and Recognition Received:	<i>NA</i>
Professional Industry Involvement / Memberships:	<i>Included in Section 4</i>

See Appendix C - Independence Day Report



*** Final numbers for Independence Day 2012 are not complete at this time, therefore this entry features 2011 Independence Day celebration, which is highly similar to 2012.





Signature Events - Con't.

Dublin Irish Festival

For 25 years, the first weekend in August has been reserved for what is now the world's second largest Irish celebration. Nearly 100,000 guests attend the Dublin Irish Festival (DIF). With seven stages, more than 65 acts and 535 performers, the Festival offers something for everyone.

The Festival kicks off on Thursday with the DIF 5K and Kids Fun Run in Historic Dublin. The celebration continues throughout the pubs, eateries and shops with the annual DubCrawl. On Friday morning and afternoon the Festival Academy offers classes in Irish music, dance and culture. The three-day festival situated on 29 acres in Dublin's Coffman Park includes attractions such as the popular Wee Folk area to Celtic Canines, Emerald Arts Isle, Celtic athletic events and Highland Heavyweight Games. Named the 2012 Best Heritage Festival by Columbus Parent Magazine, this one-of-a-kind event offers guests the opportunity to experience authentic Irish dancing, and discover the best of Irish music, food, sports, art and culture without the cost of traveling to Ireland.

In 2011, more than \$102,000 was returned to the community through the Sharin' o' the Green program. On Sunday morning, guests donated 10,300 pounds of food and \$8,800 to the Dublin Food Pantry.

New for 2012 are an Irish Authors Corner and Irish Art Exhibit as well as the 2012 International Highland Games Federations Women's World Team Championships.

Top Executive Contact Information:	<i>Alison LeRoy, Events Manager</i>
Number of Years Festival or Event has been produced:	<i>25 Years</i>
Event Dates:	<i>First full weekend in August</i>
Recurrence Cycle:	<i>Annually</i>
Estimated Gross Operating Revenues:	<i>\$1,742,987</i>
Estimated Gross Operating Expenses:	<i>\$1,627,133</i>
Estimated Total Sponsorship Support:	<i>\$247,980</i>
Estimated Volunteer Count & Estimated Hours Worked:	<i>1,300 volunteers; 12,600 service hours</i>
Estimated Combined Aggregate Attendance:	<i>100,000</i>
Primary Targeted Marketing Efforts:	<i>National</i>
	<ul style="list-style-type: none"> • Regional and national travel and tourism media including airline magazines • National, regional, statewide and local news media outlets • Statewide paid television, radio and print advertising • Dedicated Website • Social media including Facebook, Twitter and YouTube • Live streaming of Festival entertainment
Estimated Percentage of Annual Attendees from Geographical Area:	<i>NA</i>
Awards and Recognition Received:	<ul style="list-style-type: none"> • 7 IFEA Haas & Wilkerson Pinnacle Awards in 2011 <ul style="list-style-type: none"> - GOLD: Best Single New Sponsor Program - GOLD: Best TV Promotion Ad Spot - GOLD: Best Merchandise - SILVER: Best Social Media Site - SILVER: Best T-Shirt Design - BRONZE: Best Individual Sponsor Program - BRONZE: Best Single Magazine Display Ad
Professional Industry Involvement / Memberships:	<i>Included in Section 4</i>

See Appendix D - Dublin Irish Festival Annual Reports

Dublin Events – A Closer Look

Kiwanis Easter Egg Hunt & Pancake Breakfast

The Dublin Kiwanis Annual Easter Egg Hunt attracts Dublin children and their parents for a pancake breakfast followed by a hunt divided into age groups for 7,000 eggs in an open field. A visit by the Easter Bunny and robots designed by local middle schools to pick up eggs provide entertainment. Funds raised by the event in 2012 benefitted a Kiwanis Worldwide project, Eliminate, with the goal of eliminating maternal and neonatal tetanus. Location: Coffman Park. 100% volunteer organized and staffed.

Sláinte Thursdays

The third Thursday, May through September, is Sláinte Thursday, Historic Dublin's multi-sensory grazing event. Featuring a variety of experiences from music and arts to casual shopping and upscale dining, it is a monthly opportunity for friends, families and art and music lovers to stroll, mingle and browse among eclectic shops and attractive streetscapes. Complimentary public and valet parking is available. Sláinte in Gaelic means "to your health." 50% volunteer/50% HDBA coordinator developed and implemented.

Sundays at Scioto

The annual Dublin Arts Council Sundays at Scioto summer concert series takes place each Sunday evening from June through July in the Scioto Park amphitheatre. This showcase for local and regional performing artists includes something for almost every musical taste, from Latin salsa to big band swing and soul. Guests are invited to arrive early for the free concerts to choose their favorite spot. Picnic dinners, blankets and lawn chairs are welcome. Developed and implemented by the Dublin Arts Council Staff with support from volunteers.

Kiwanis Frog Jump and Festival

The Dublin Kiwanis Annual Frog Jump is Dublin's oldest event, dating back to 1966. Each June, the Kiwanis host this annual array of amphibious athleticism. More than 1,000 young "frog jockeys" participate in several age divisions, with thousands of spectators cheering on their favorite frog. Competition includes multiple playoff rounds, followed by a championship. There are loads of prizes to enhance the competition. Location – Coffman Park. 100% volunteer organized and staffed.

Arthritis Foundation Car Show

Celebrating its 30th anniversary in 2012, the Annual Arthritis Foundation Auto Show is held in early July at Dublin's Metro Center. It attracts more than 1,500 classic and collectible cars from 20 states competing for 100 trophies and many prestigious awards, making it the largest and most successful classic auto show in Ohio. The event raises funds to support public education and research to develop a cure for arthritis. Event produced 50% by Central Ohio Arthritis Foundation Chapter staff and 50% by volunteers.

Dublin Art Fair

The Dublin Area Art League sponsors the annual Dublin Art Fair to raise artistic awareness in the community and provide opportunities for Ohio-based artists to sell their work. The show is free and open to the public and is held on the Village Green Space at two adjacent school buildings, Indian Run Elementary School and Sells Middle School, providing highly visible and plenty of display space for the more than 100 featured artists and ample room to expand the art show as it continues to grow each year. Columbus City Scene Magazine named the Dublin Art Fair as the Best in 2012.

Emerald City Music Games

Dublin City Schools presents the Emerald City Music Games every July at Dublin Coffman High School Stadium. A local stop on Drum Corps International's Summer Music Games Tour, the event features several of the world's top drum and bugle corps in a late season competition just weeks from the World Championships in Indianapolis, Indiana. The Emerald City Music Games, a family-oriented music event, showcases some of the finest marching musical ensembles in the world. This event is an opportunity to provide premier musical entertainment for the community, as well as funding to help support student activities and facility maintenance.

Spooktacular

An estimated 4,000 guests attended the annual Halloween Spooktacular held in the Dublin Community Recreation Center and on the adjoining event lawn in Coffman Park. Outdoors the Trunk or Treat Trail, hosted by 30 area organizations, elaborately decorate the trunks of their cars and distribute candy and treats to the ghosts and goblins. A hay maze, spooky trail, pumpkin carving demonstrations and old-fashioned hayrides keep the young guests entertained.

Inside the recreation center, the theater features a local dance troupe and "monster mash" for middle school students only. A recent partnership with Columbus' Center of Science and Industry has introduced scientific experiments to the mix.

Christmas Tree Lighting Ceremony

Each December the Historic Dublin Business Association, Dublin City Schools and the City of Dublin collaborate on the presentation of the annual Christmas Tree Lighting Ceremony. The festive evening begins with musical performances from students in the elementary and middle schools.

Santa Claus arrives on the Washington Township fire truck and helps the Mayor light the tree. The 40' tree, which is located along one of Dublin's highly traveled roadways, is professionally decorated with thousands of glistening lights and ornaments. Before and after the ceremony live reindeer are on display, complimentary hot chocolate and cookies are shared and professional photos with Santa are available.





Patriotic Events

Memorial Day Procession & Ceremony

The Dublin Veterans Organization and the City of Dublin partner to present the annual Memorial Day Procession and Ceremony. The procession, led by the Color Guard, includes boy scouts, one of the high school marching bands, military vehicles and more. The procession stops momentarily for the wreath throwing ceremony on the Bridge Street bridge, flows into the Dublin Cemetery for the chaplain's message and a 21 gun salute. A bagpiper then leads the guests to the Grounds of Remembrance at Dublin Veterans Park. Each year selected high school students read Memorial Day essays and a guest speaker shares his/her thoughts on the significance of the day. Dublin City Council treats all of the guests to a complimentary picnic lunch.

Veterans Day Breakfast and Ceremony

The City of Dublin, the LCPL Wesley G. Davids American Legion Post 800 and Veterans of Foreign Wars Post 10691 collaborate on the annual Veterans Day Ceremony. Each year, a nearby local bistro invites all veterans and their family members for a free breakfast. The conversation and the camaraderie are a not to be missed experience. At 10:30 a.m. a bagpiper leads the guests to nearby Veterans

Park for the ceremony at the Grounds of Remembrance. As this is a school day, the nearby middle school students attend the ceremony and enjoy personally guided tours of the Grounds of Remembrance by Dublin veterans. Students and other attendees are encouraged to walk the grounds, read the inscriptions on the Dedication Stones and leave mementos at the Memory Wall.

Military Appreciation Day at the Memorial Tournament

Each year the Memorial Tournament designates one day to honor all active, reserve or retired military personnel. Complimentary access to the Tournament is provided for service members and their immediate family. A private lunch is hosted for a select group of individuals who have recently returned from an active war zone, and a military golf clinic is hosted featuring PGA Members. As tradition has held, the military is also involved in the Tournament Honoree Ceremony serving as the color guard, helping to display a large American flag during the playing of the National Anthem and the final raising of the American flag for the Tournament.

Grounds of Remembrance in Dublin Veterans Park

The Grounds of Remembrance was dedicated on Memorial Day 2009 and now serves as the ceremonial backdrop for Memorial Day and Veterans Day services. This tribute to the men and women who served our country during times of war and peace has six features:

- The Memory Wall's brass insets invite visitors to leave personal messages.
- The limestone POW-MIA/KIA Memorial sets aside a designated space for special recognition.
- The Recognition Walk is lined with Dedication Stones personalized with the names of veterans.
- The Dedication Wall pays tribute to the five branches of service with bronze medallions.
- The Patrons Sycamore Grove provides a natural canopy for the collective gathering space.
- The 10' x 60' copper-clad Loggia is a place for ceremony, shelter and collective pause.

The Grounds of Remembrance may well be one of Dublin's newest and smallest gathering places for ceremonies but it is by far the most significant.

One Time Events

Can-Am Police and Fire Games

August 2010

The Can-Am Police and Fire Games began in 1977, promoting physical fitness and camaraderie between law enforcement, fire, emergency and protective services personnel and agencies. Through aggressive marketing and tremendous interest from the law enforcement and fire fighting industry, the event grew in prominence and a bid process was established so that organizers could choose among the best cities in Canada and the United States. Other host cities have included Spokane, Washington; London, Ontario; Baton Rouge, Louisiana and Saskatoon, Saskatchewan.

Planning for the Games was a multi-year process that involved the Dublin Police, Washington Township Fire, City of Dublin and many others. In the end, the Games included 39 different sporting events located at over 20 different venues. They attracted participants from 35 different states and nine countries around the world. All proceeds of the Games benefitted two local charities, MDA and Get Behind the Badge.

The Field of Honor

September 10 – 13, 2011

Dublin marked the tenth anniversary of 9/11 with a majestic display of 3,000 flags at Dublin Coffman High School. The City of Dublin, the Dublin Foundation, Dublin AM Rotary and Washington Township led the efforts for the collaborative community commemoration with 375 volunteers donating 1,750 hours. Thousands of people visited the Field of Honor both day and night to pay solemn tribute, reflect and remember. More than 1,000 flags were sold with proceeds benefitting a scholarship fund for local first responders.

Arigato, Ohio!

October 26, 2011

In October, the Consul General of Japan in Detroit, Kuninori Matsuda, and the City of Dublin presented Arigato, Ohio! – which means “Thank You, Ohio” at the Conference Center at OCLC, the Online Computer Library Center. Guests were treated to authentic Japanese food, music, dance, costumes and customs. This celebration of gratitude was extended to Dublin and the State of Ohio for the outpouring of support offered to Japan in the days, weeks and months following the March hurricane and tsunami. The tragedy hit particularly close to home for Dublin, which has more than 1,700 Japanese residents and dozens of Japanese-owned businesses.

Thaddeus Kosciuszko Park Dedication and Ceremony

May 12, 2012

The City of Dublin was presented a unique opportunity when a new park was named for the land’s original owner Polish General Thaddeus Kosciuszko. Combining our community’s respect and appreciation for the military along with our fondness for ethnic cultural celebrations, an event was planned that attracted guests from Columbus, Cleveland, Cincinnati, Youngstown and Detroit. The Park Dedication Ceremony featured Alex Storzynski, the President and Executive Director of the Kosciuszko Foundation as well as Vice Consul General of Poland/New York Malgorzata Kozik. Following the dedication the celebration continued at nearby Scioto Park. An authentic Polish lunch was served, youth and adult Polish dancers performed and a Polka band entertained. The event ended with an outdoor mass in the Scioto Park Amphitheater; the mass was celebrated in Polish as well.





2013 Grand Event – The Presidents Cup

The Presidents Cup

The Presidents Cup 2013 will provide an international stage on which to showcase the City of Dublin, Greater Columbus and the State of Ohio. Since it began in 1994, The Presidents Cup has grown exponentially in size and stature and today is one of the most eagerly awaited, highly watched events in all of golf. The Presidents Cup is more than a golf tournament; it represents – Diplomatic Strength through presence of US Presidents and World Leaders as well as Regional Value through economic impact and international recognition.

In May 2012, PGA TOUR Commissioner Tim Finchem announced that Fred Couples and Nick Price will serve as captains of the U.S. and International Teams, respectively, for The Presidents Cup 2013.

Appendix E - Presidents Cup

Dublin Ohio First to Commit Government Sponsorship Dollars

The City of Dublin was the first governmental agency to commit support to the 2013 Presidents Cup. In 2011, Dublin City Council unanimously voted to approve a \$250,000 cash sponsorship. In addition to the financial support, The City of Dublin also will offer:

- City Services Support
- Marketing Communication Cooperation
- Political and Diplomatic Contribution

Charitable Giving

The golfers who play in the event do not receive prize money. Each player, captain and captain's assistant names a charity or golf related project to receive a portion of the proceeds. More than US\$22 million has been donated to a wide range of worthy causes since the tournament began. A record tying US\$4.2 million was distributed worldwide following the 2009 event.

Media Impact

- More than 600 credentialed media traveling in from all corners of the world
- Thousands of stories and posts emanating from Muirfield Village Golf Club and Dublin, Ohio
- All leading US sports media will cover the week's activities and competition
- All regional media will cover the competition, human interest and business stories related with the Presidents Cup

Economic Impact

Projected economic impact to the City of Dublin and Greater Columbus:

- \$50 million
- Potential of 5 - 7,000 + international travelers
- More than 10 - 12,000 + spectator room nights anticipated
- Attendees will stay in Dublin and Columbus and spend their money on room nights, food & beverage and regional attractions

Anticipated Attendance

- 30,000+ per Competition Day
- 150,000 throughout the week
- Domestic – 95%
- International – 5%

Section 3 » City/Governmental Support of Festivals and Events

Defined Public Objectives and Support Statements for Festivals and Events by the City and Other Local Government Agencies

With an eye toward the future, Dublin City Council spearheaded two financial initiatives that would enhance the community through income tax dollars as well as hotel/motel tax dollars. Dublin's one percent income tax was established in 1972; the increase to two percent in 1987 established parity with Columbus. In addition to the income tax innovation, another tax decision initiated by City Council was the hotel/motel tax, also known as bed tax. By instituting the bed tax on public accommodations in Dublin, Dublin's 1988 City Council bestowed a lasting gift upon the community. The initial bed tax collection in 1989 generated \$528,837. Bed tax revenue remains a free benefit to Dublin residents unless they stay overnight in a Dublin hotel.

Council wrote a unique ordinance requiring 75 percent of the bed tax funds to be used for art,

special events, beautification and initiatives to draw visitors and tourists to Dublin. Council's foresight in writing that ordinance has been rewarded many times over, making Dublin a community enhanced by public art, top-notch sports facilities with amenities conducive to attracting regional youth and adult tournaments, a multitude of activities, events and festivals, and a distinctive sense of place with ongoing beautification projects that have resulted in a green and vibrant community landscape.

The ordinance also required that 25 percent of the bed tax to be used to establish and continue to fund a local convention & visitor's bureau. Dublin City Council demonstrated incredible foresight, once again, with the establishment of a Dublin Convention & Visitors Bureau (DCVB) and it was the first suburban bureaus in the Greater Columbus region. To this day, the DCVB continues to serve as a catalyst for the steady increase in Dublin's annual bed tax collection. Today, Dublin collects approximately \$2 million in annual bed tax.

Also in 1989, Dublin City Council approved the creation of the position of Public Information Officer/Special Events Coordinator. Again, this

was the first such position in a Greater Columbus suburban community. Half of the position was funded by the hotel/motel tax. The goal was to turn the Dublin Irish Festival into a signature event (attendance then was 500; today it's 100,000), to enhance the reputation of Dublin with a result of attracting more events to the community, and to assist in the development of a hotel/motel tax grant program to fund local and eventually regional events. Today the Events Administration Department is responsible for presenting the St. Patrick's Day Parade, the Independence Day Parade and Concert/Firework Celebration and the Dublin Irish Festival. It also is responsible for the Event Permit Process.

And in 1998, Dublin City Council approved the creation of the position of Volunteer Coordinator. This position was placed in the Office of the City Manager so that its emphasis wouldn't be solely focused on events and recreation. The incumbent was challenged to create a comprehensive City program that considered the needs of all departments and community organizations as well as the skill set of willing residents and corporate citizens. The City of Dublin Volunteer Program is a national model for engaging citizens in meaningful, effective

community and government involvement with committed passionate community members and staff leadership. A volunteer program in and of itself, the Dublin Irish Festival utilizes 1,200 volunteers in one weekend each year. Volunteers serve in more than 60 areas of the Festival. Many one-time events occur throughout the year that the City hosts for the community such as St. Patrick's Day, Earth Week, Bike Rodeo, Community Camp Out, Independence Day, Halloween Spooktacular, Make A Difference Day, Disaster Drills and a Police Memorial/Open House/Tour.

The growth and increasing responsibilities of these initiatives, demonstrates Dublin City Council's commitment to events, festivals, the arts, volunteerism – and community engagement.

To document and formalize their commitment in these and other areas of local government, Dublin City Council participates in an Annual Goal Setting exercise. Of course the charge of council is to consider the entire community – and while they are diligent to respect the decisions made by former council members they are visionary and progressive with current goals to ensure that Dublin remains a leading

edge community. Former and current goals that support community engagement, the tourism industry and the attraction and implementation of intimate community events as well as grand scale festivals include:

- Develop brand recognition locally, nationally and internationally through key stakeholders and strategic market initiatives. Tell and validate the Dublin experience through engagement of third parties who champion the brand for the advancement of Dublin.
- Create a community culture of health, wellness and work/life balance for those who work and live in Dublin using innovative, collaborative, community-based educational and motivational initiatives.
- Build on the City's existing practice of shared services by continuing to explore new partnerships with private, non-profit, and governmental entities, with a focus on service improvement and/or cost reduction.

Appendix F – Dublin City Council Goals

Direct Funding Support Provided to and/or Budgeted for Festivals and Events from the City or Other Government Agencies

The City of Dublin Hotel/Motel Tax Fund was established to improve the quality of life for its residents, corporate citizens and visitors. Home to 14 hotels/motels, Dublin generates funds from a six percent tax on overnight stays as outlined in City Ordinance 133-87.

Grants are available for entertainment/cultural events and beautification projects that enhance visitor appeal, encourage overnight stays and enhance the quality of life in the City.

The City welcomes grant requests from federally recognized, tax-exempt, not-for-profit organizations.

The City of Dublin is interested in funding organizations that demonstrate they have

planned their projects with respect to the community's goals and values. Priority is given to projects that:

- Generate overnight stays in Dublin hotels
- Encourage support of Dublin businesses, restaurants and attractions
- Attract positive coverage in local, regional and national media
- Reach a broad segment of the community
- Request seed money for innovative programs related to the aforementioned criteria
- Seek multiple sources of support rather than rely on the City as a single funding source
- Yield benefits to the community for the resources invested
- Promote cooperation among event organizers to reduce costs
- Enhance or improve the community

Funding options also are available from a variety of community organizations such as The Dublin Foundation, the Dublin Arts Council, and the Dublin AM Rotary Foundation. In addition, Dublin's 3,000 businesses have demonstrated their commitment to events in Dublin through sponsorships, partnerships, volunteerism and promotion.

Appendix G – Hotel/Motel Tax Fund

Grants are available for entertainment/cultural events and beautification projects that enhance visitor appeal, encourage overnight stays and enhance the quality of life in the City.

In-Kind Services Support Provided to and/or Budgeted for Festivals and Events from the City or Other Government Agencies

The City of Dublin, the Dublin Convention and Visitors Bureau and the Dublin Chamber of Commerce combine energies and expertise to support community events and festivals through promotion, volunteerism and community engagement. It is common for these three agencies, as well as other Dublin organizations, to work with festival and event organizers to develop shared initiatives, create new or enhance existing partnerships and encourage or identify opportunities for shared resources and services.

The City of Dublin conducts an annual Fees for Service study. The city services that support events are carefully examined and detailed in the study. This tool is used by event organizers and the City of Dublin's Finance and Events Administration departments to determine needs and costs of community events. In addition, these departments assist Hotel/Motel

Tax Grant applicants when they are seeking in-kind city services support.

Appendix C – Fees for Services

Defined Role of the City in Festival and Event Approval City-Provided Festival and Event Process Coordination and Assistance System

A number of City departments are involved in the logistics necessary to produce safe and successful community events. In addition, the City requires permits and approvals before an event may take place. In an effort to simplify the application procedures for community event planners, the City of Dublin Events Administration Department has prepared:

- A customer service oriented process that includes a comprehensive guidebook to implementing events in Dublin
- A one-stop shop process. This weekly, comprehensive and helpful process includes representatives from events administration,

police, code enforcement, engineering, building standards, streets & utilities, parks, recreation, Washington Township paramedics and when necessary the Dublin Convention and Visitors Bureau, Dublin City Schools as well as other communication agencies that may be of service. There is no charge for this meeting; however, there is a \$125 charge to file the event permit.

Appendix H – Community Event Guidebook and Permit Process

Participation in Official Capacity by City Department Representatives on Boards and Planning Committees of Local Festivals and Events

As part of the application and follow-up reporting process for Hotel/Motel Tax Grants, applicants are required to submit detailed and timely follow-up reports. The City Administration carefully reviews these comprehensive reports and provides summaries for Dublin City Council to ensure future funding and participatory support decisions are made with the best and most factual information.

Community engagement is a hallmark of the Dublin community and to that end members of Dublin City Council and/or the City Manager – or their designees are involved in numerous community events in either a participatory or ceremonial capacity. This level of engagement extends to the executive directors of the Dublin Arts Council, Chamber of Commerce

and The Dublin Convention & Visitors Bureau. What's more, the involvement of our School Superintendent and the School Board extend beyond school events and tournaments.

The opportunity for the Mayor of the City of Dublin to participate in the 2013 Presidents Cup Leadership Committee is providing our community a prominent seat at the table with elected officials and business leaders from Greater Columbus and the State of Ohio. Related to this opportunity, Dublin Police Lt. Steve Farmer and DCVB Executive Director Scott Dring were chosen to represent Dublin as part of the 2011 United States Presidents Cup Delegation in Melbourne, Australia.

And in the festival arena, Dublin Event Manager Alison LeRoy represented Dublin, Ohio in Dublin, Ireland as a delegate at the International Irish Festival Promoters Conference.

What's more, the City of Dublin encourages volunteer commitment in leadership roles and to that end, a number of our employees are involved with Dublin and Greater Columbus organizations, festivals and events in leadership, committee and board roles.

Local Laws, Ordinances, Regulations, Permits and Policies Impacting and Supportive of Festivals and Events

Event organizers and their vendors and contractors are responsible for ensuring all local laws, ordinances, regulations, permits and policies are met. Guidance is available from the Events Administration and Support team during and following the "one-stop-shop" meeting. The Event Guideline details the requirements; however there is a number of governing city ordinances.

Appendix I – City Ordinances

City Provided Festival and Event Training Programs

The City of Dublin, the Dublin Convention and Visitors Bureau and other community organizations develop and present current and relevant training programs to City employees, volunteers, first-line employees in the local service industry and more. Our goal is to inform and empower event organizers and event supporters with an end goal of providing safe, successful and customer service oriented events. Current training programs are re-evaluated annually and new training programs are introduced based on trends in the event industry as well as in the risk management and safety arenas.

Appendix J – Professional Development and Training Programs

Direct Industry Involvement / Memberships by City/City Departments

American Bus Association
American Red Cross
Association of Irish Festivals and Events
Capital Area Tourism Alliance (Board)
Central Ohio Safe Ride (Board)
Central Ohio Theatre Roundtable
Cities of Service
Columbus Special Events Council
Destination Marketing Association International (Board)
Dublin Chamber of Commerce
Dublin Convention & Visitors Bureau (Board)
Franklin County Board of Health
Greater Columbus Convention & Visitors Bureau – Experience Columbus
Greater Columbus Irish Cultural Foundation (Board)
Historic Dublin Business Association
International City Management Association
International Festival and Event Association
International Special Events Council
International Special Events Society
Leadership Dublin
Learning Resources Network
Meeting Planners International
National Association of Sports Commissions
National Association of Volunteer Programs in Local Government
National Institute for Recreation Inclusion
National Points of Light Institute/Hands On Network

Section 4 » Non-Governmental Community Support of Festivals and Events

Volunteer Involvement

Citizen involvement is a hallmark of a community. The higher the engagement, the greater the opportunity to come together to solve issues and create innovative strategies for an energetic community.

City of Service Initiative

Dublin, Ohio is one of 17 founding cities in the country – and the first in the state of Ohio - to launch a “City of Service” initiative. The initiative focuses on greater utilization of volunteer resources to solve community needs. All area nonprofit organizations and several citizen focus groups created a blueprint for a plan of greater connectivity and volunteer resources in Dublin.

All Agency Summit

In 2009, the Volunteer Resources Department hosted the first-ever gathering of all Dublin and Dublin area agencies who utilize volunteers as a part of their service strategy. Twenty-eight agencies were represented and the group continues to meet on a regular basis to help community-wide cross referral of service needs, opportunities, issues and capacity building.

Community Volunteerism

Volunteer Resources now collects community-wide volunteer needs to share with its entire database on a monthly basis. The results of community volunteerism have been impressive, providing referrals for local festivals and events as well as agencies such as The Welcome Warehouse of Dublin, The Dublin Food Pantry, Ohio Miracle League, Dublin Arts Council and more. Many of these agencies, in turn, plan local community festivals as well as fundraising and recognition events. Further, the City partners with Leadership Dublin to host an annual “Leadership and Volunteer Expo,” to match volunteers with area organizations and agencies.

Corporate Volunteerism

The City of Dublin draws hundreds of volunteers for most of our festivals, events and activities through nurtured relationships with area businesses. Iconic businesses such as Cardinal Health, Ashland and the Wendy’s Company – as well as hundreds of small to medium sized businesses – work in tandem with the City’s Volunteer Administrator to secure, train and retain a valuable volunteer force.

Sponsorship Support

The City of Dublin has been successful in granting sponsorships and in securing sponsorships. Annually, the total of local, national and international businesses and organizations exceeds \$1 million for the City of Dublin’s three signature events – St. Patrick’s Day Parade, Independence Day and the Dublin Irish Festival. Dublin’s Event Marketing Administrator collaborates with Dublin’s Economic Development Department in building relationships and identifying relevant marketing opportunities within and beyond Dublin. The quality of Dublin’s events and the demographics of our guests coupled with our creative and hard-hitting media plans combine to create packages with far-reaching benefits for our sponsors. In addition, Dublin’s community events also are successful in securing in-kind contributions and media support.

Appendix K - Sponsorships

As an example, the annual DAC Sundays at Scioto summer concert series is provided as a free gift to the community by the Dublin Arts

Council (DAC) through the corporate support of Cardinal Health, Fifth Third Bank, IGS Energy, Standley Law Group LLP, and Porter, Wright, Morris and Arthur LLP. The series’ media partners are CW Columbus, WCBE.

Radio and ThisWeek Newspapers. The event is further supported by in-kind contributions of services from City of Dublin. Overall, the DAC is supported in part by an annual endowment from the City of Dublin’s hotel/motel tax, the Ohio Arts Council, the National Endowment for the Arts and contributions from individuals, corporations and foundations.

An example on another level is the decision of Nationwide Insurance to sponsor the Memorial Tournament. In 2011, Nationwide began a six-year agreement with the Memorial. Joining Farmers Insurance, which took over as the title sponsor of the San Diego tour event earlier in 2011, Nationwide became the second insurance company in seven months to assume the sponsorship of a tour event in the city in which it has corporate headquarters.

Jack Nicklaus said he was pleased to have a significant local sponsorship tie in for the first

time. “When we created the Memorial Tournament 35 years ago, we did so with Central Ohio in mind,” he said. “It was our way of bringing world-class golf to our hometown and to the passionate fans of our state. There is a commonality and a commitment to excellence between Nationwide Insurance and the Memorial Tournament.”

Media Support

The Greater Columbus Region has extensive media outlets – with many geared toward specific audiences. The City of Dublin departments of Community Relations and Events Administration and the media/marketing arm of the Dublin Convention and Visitors Bureau keep comprehensive lists of and develop relevant relationships with representatives from all over Ohio and especially within the Columbus region. Examples of media support can be found in Section 2 as well as Appendix A, B, C.

The relationships between the Dublin Irish Festival and the Memorial Tournament and the local CBS affiliate WBNS 10TV are model examples of media support at its finest. And, as Muirfield Village Golf Club prepares for the

2013 Presidents Cup, the local, national and international media spotlight will shine brightly on Dublin, Greater Columbus and the State of Ohio.

Appendix L – Media Outlets

Chamber of Commerce

The Dublin Chamber of Commerce is the largest suburban chamber in the State of Ohio. It has a long history of supporting the City’s festivals and events. The Chamber connects the business community with the City’s events through marketing and involving sub-groups such as the Chamber’s NextGen Dublin Young Professionals Organization. Dublin Chamber of Commerce executives and member businesses have had leadership roles in growing and planning the City’s signature events and festivals, as well as serving as event sponsors and grand marshals. The Chamber recognizes the value of the City’s events as assets to the business community.

Convention & Visitors Bureau Support

The Dublin Convention & Visitors Bureau was established in 1988 with the mission of “identifying and pursuing opportunities to attract, service and retain overnight visitors.” The organization is the sales and marketing organization charged with selling Dublin, Ohio as a travel destination. Although the DCVB is a private non-profit organization, it works very closely with the City of Dublin and other key stakeholders in the community. It utilizes a multifaceted marketing effort to promote the City of Dublin’s numerous events with the goal of attracting out-of-town visitors. Several marketing tools are utilized by the Bureau to promote events and the destination, such as collateral materials, website, social media tools, sales personnel and advertising campaigns.

The Bureau is accredited through the Destination Marketing Accreditation Program (DMAP). In earning the DMAP accreditation, convention and visitors bureaus communicate to their community, buyers and potential visitors that their CVB has attained a significant measure of excellence. There are only 139 CVBs worldwide that have achieved accreditation.

Appendix M - DCVB Marketing Plan

Civic Organizations

A dynamic club of 125+ Dublin community and business professionals, the local Rotary club commits annually to supporting Dublin’s events through volunteers and leadership. Rotarians and guest volunteers marshal the St. Patrick’s Day and Independence Day parades, provide shuttle drivers for the Memorial Tournament and organize, lead and staff the beverage distribution for the entire Irish Festival weekend.

In addition, the Kiwanis plan the annual Easter Egg Hunt as well as Dublin’s longest running event, the Frog Jump Festival. The Lion’s Club has presented the Pancake Breakfast to kick-off the St. Patrick’s Day Parade activities. And the number of races, runs and mini marathons to benefit local causes is impressive.

Downtown Association - Historic Dublin Business Association

The Historic Dublin Business Association (HDBA) is a not-for-profit organization comprised of business and property owners working together to promote business prosperity and to preserve and enhance the integrity of the Historic District – the center

of entertainment, shopping, dining, art and culture. The HDBA is committed to creating a unique and memorable experience for all who visit Historic Dublin. Enhancing the “Irish is an Attitude” brand – HDBA sponsors a monthly Slainte (Slon-cha) the third Thursday from May through September. Slainte Thursdays feature a variety of experiences from music and arts to casual shopping and upscale dining. In 2012, HDBA launched “Slainte – Special Edition” the Thursday of the Memorial Tournament drawing visitors and patrons to the District for music, beer tastings and dining. Historic District business owners added value to the event with special promotions and VIP parties.

Sports Commissions

A function within the Dublin Convention and Visitors Bureau is to market the City as a sports destination. The Bureau has a staff person whose sole responsibility is to serve as a sports commission and maintain current athletic events and attract new events to Dublin. Recent successes in attracting new events have included the Can-Am Police Fire Games, United States Australian Rules Football National Championship and others. The Bureau collaborates with many other local entities to attract these events, such as the City of Dublin and the Dublin City Schools.

Organizations to Assist Individuals with Disabilities

Dublin’s compliance with laws and regulations to provide an accessible and a safe environment for people with disabilities is paramount. However, the compassion and professionalism demonstrated by City employees and community volunteers for people with special needs is a point of pride for our community. The City departments of Events Administration, Volunteer Resources, Risk Management, Recreation Services and Building Standards pool knowledge and resources from their involvement with local organizations as well as county and state agencies. They assess new venues and revisit seasoned sites to ensure that the guest experience is a positive one. Sign language at concerts, complimentary wheel chairs as well as golf cart transportation throughout the festival grounds are some of the services offered.

Special Incentives/ Discounts Provided to Festivals and Events by Local Venues

The Dublin Convention and Visitors Bureau works with the Dublin hospitality industry to provide incentives and discounts to visitors. Annually, the Bureau creates and distributes

a “Dublin Discount Sheet” that is available on the Bureau’s website. The Bureau also offers a summer-long campaign offering Kids Eat Free coupons to area restaurants.

Appendix N - DCVB Special Incentives

In addition, Dublin Schools has worked cooperatively with the City of Dublin and the Dublin Convention and Visitors Bureau in developing unique pricing structures relative to the specific request. And often times performing arts centers, city parks and corporate parks are available at a no cost or reduced cost for non-profit events.

Access to Industry Suppliers in Local Market

Professional event suppliers are readily available in the Greater Columbus market. Through developed relationships within Dublin as well as throughout the region, area event planners serve as a valuable resource to each other in researching and determining the best options for specific needs. Often, organizations who are creating first time events in Dublin will seek guidance from the City of Dublin Event Administration team. In addition, event liaisons from departments such as Police, Streets & Utilities and Parks lend their expertise and share their experiences to help guide commu-

nity event producers in the best and most current direction. As a member of the Columbus Special Events Council, Dublin’s Event Manager shares and learns about resources from the most active event presenters in the area.

Dublin’s Events Administration team will refer event organizers and promoters to IFEA members, sponsors and supporters whenever possible. Our longevity as members and our consistent conference attendance has provided the City of Dublin employees with a chance to support seasoned exhibitors as well as have faith in the first-time or new exhibitors because of their association with IFEA.

Prime Example: The City of Dublin has been working with the professionals at Zambelli Fireworks for more than two decades to present the annual Independence Day Firework Display. Dublin’s show receives rave reviews every year and rivals that of metropolitan Columbus’ Red, White & Boom.

Local Event Cooperatives, Educational Institution Support

Not applicable

Section 5 » Leveraging ‘Community Capital’ Created by Festivals & Events

Community Branding & Promoting Tourism

The Dublin Convention & Visitors Bureau helped create and currently utilizes a destination brand that positions Dublin as a unique meeting, leisure, sports and group destination while creating competitive advantages. Dublin’s destination brand positioning statement is the part of the brand identity that is actively communicated to its target audiences. The brand positioning statement is as follows: For people who want to reward themselves and their family with a little extra recreation, Dublin is a worldly small town destination near Columbus, Ohio distinguished by a passionate connection to all things Irish and golf so no matter what you do – it’s world-class fun.

Drawn from the brand positioning statement and at the heart of the new brand is a logo and positioning line. This is the expression of the brand and is the tip of the iceberg when it comes to branding. It is the catchy phrase or

statement that visitors will come to associate with Dublin. The positioning line – Irish is an Attitude – makes use of the “Irish” equity that exists in the Dublin name, leverages Dublin’s position as a leader in Irish tourism and promotes the idea that you don’t have to be Irish to enjoy Irish fun.

The City’s destination brand identity didn’t just happen; it was guided and formed by months of market research. The research component was the DNA of the brand effort that enabled the Bureau to create the optimum brand position and the ideal creative message to positively influence visitors. Key insights were gathered from the research, such as: Dublin’s name is an asset that immediately conjures up strong Irish associations – so much that visitors say they want more; Dublin excels in attracting business travelers, people seeking Irish excitement and golfers; The entire community uses its name as an excuse for celebration; The biggest draws – Memorial Tournament, Irish Festival, etc. – do not sustain tourism for an entire year.

With the new brand and its related campaigns in place, the Bureau continues to aggressively promote Dublin as a great destination for visitors...a destination with Irish Attitude.

Appendix O – DCVB Brand Launch

The City’s destination brand identity didn’t just happen; it was guided and formed by months of market research.

Enhancing Exposure to the Arts

The Dublin Arts Council engages the community, cultivates creativity and fosters life-long learning through the arts. Dublin Arts Council began in 1983 as an ad-hoc committee to bring the Columbus Symphony Orchestra to the dedication of Scioto Park. The success of this activity encouraged the committee to form the Dublin Arts Council.

Dublin Arts Council administers the internationally recognized Dublin Art in Public Places program, curates an on-site year-round Visual Arts Series in the only gallery of its kind in Dublin, hosts classes and workshops for all ages, hosts summer ARTcamps for children, and further supports the community through annual Community Arts Grants to Dublin-based nonprofit arts organizations.

Visual Arts Series

Year-long Visual Arts Series of 8-10 gallery exhibitions, featuring local, regional and international artists in the only gallery of its kind in Dublin.

Dublin Art in Public Places

Award-winning Dublin Art in Public Places program that includes large-scale commissioned works, on-loan programs and Riverboxes™, small-scale commissioned works that offer unique opportunities for education and discovery in Dublin’s parks. The Dublin Art in Public Places program is now available via a cell phone tour, featuring interviews with the artists about their inspiration and process for creating commissioned artwork as part of this noted collection of more than 70 sculptural elements.

Ripple Effect

Designed to encourage ongoing exploration of the Scioto River, Ripple Event is currently offering the fourth installment of a site-specific original contemporary dance project in collaboration with OhioDance, The Ohio State University and the Ohio Department of Education. The 2012 project is titled “Stream.” Rehearsals and performances will be live-streamed online for world-wide access.

Sundays at Scioto Summer Concert Series

The popular outdoor concert series is now in its 29th year, providing an array of central Ohio and regional musicians onstage in the outdoor amphitheatre at scenic Scioto Park. The free concert series takes place for eight consecutive Sunday evenings in June and July from 7:00 to 8:30 p.m. each week. Guests are encouraged to bring lawn chairs, blankets and picnic dinners.

Community Arts Grants

The DAC supports local creativity by awarding grants to community arts organizations such as Dublin Area Art League and the Dublin Singers.

Funding for the Arts

Dublin Arts Council is a nonprofit organization, supported in part by an annual endowment from the City of Dublin’s hotel/motel tax and the Ohio Arts Council. DAC is further supported by the National Endowment for the Arts, contributions from individuals, corporations and foundations, fundraising events, membership and in-kind contributions.

Corporate Recruiting Efforts/Relocation Packets and Information

Dublin's events – in particular the Memorial Tournament – are prime venues for Economic Development business attraction and retention. The City-sponsored villa at the Memorial Tournament and the Celtic Rock Club at the Irish Festival provide an opportunity to host prospective business leaders and nurture relationships with existing Dublin businesses. Dublin's 3,000 businesses benefit from the brand awareness and economic impact of the City's world-class events.

Familiarization Tours

The Dublin Convention and Visitors Bureau hosts familiarization trips throughout the year hosting meeting planners, group travel planners, athletic event organizers and other key decision-makers determining the best place to host their event. The Bureau also hosts Media Familiarization Trips in hopes of generating positive media coverage on the City of Dublin as a great destination.

Out-of-Market Media Coverage

Events in Dublin generate extensive out-of-market media coverage. Whether it's the international media covering the Memorial Tournament or an AP photographer capturing the ultimate photo of an athletic amphibian crossing the finish line at the Frog Jump, Dublin is fortunate to receive statewide, national and international exposure that results in a spike of community awareness, travel and tourism and ultimately economic impact.

Exposure of the Memorial Tournament includes television coverage through CBS Sports and the Golf Channel including 34 hours of television coverage (21 hours live) in 225 countries and territories. More than 100 reporters from outside Ohio and throughout the world report on the Memorial Tournament using Dublin, OH as the dateline. The City of Dublin maximizes the opportunity with these national and international reporters by having a presence in the media room via a table of information and periodic visits by our communication officers, creating web pages specifically designed for interest of international reporters, sponsoring the media dinner in our hospitality villa and distributing a premium to the reporters (in 2011 a Dublin.Ohio.USA ball cap; in 2012 a t-shirt that stated Dublin Ohio

USA – Only City in the World to Host – the Memorial Tournament, Ryder Cup, Solheim Cup, Presidents Cup).

The Dublin Irish Festival also is a feather in Dublin's cap of national and international media exposure. In 2011, Delta Sky Magazine reached 4.7 million readers with a festival photo and caption, "Be Irish for a day at the second largest Irish festival of its kind." Locally, regionally and globally the Festival story reached an increasing number of people. A 2010 Festival goal to extend the reach and frequency of messaging through the further expansion of social media efforts and engaging guests with real-time information was successfully achieved; the goal continued in 2011. Some examples include:

- Nearly six million Facebook impressions between July 4 - August 6
- The Festival was #10 on Google's Hot Searches on Friday, August 6
- Visits to DublinIrishFestival.org were up nearly 17 percent over last year
- Twitter followers of the Festival number nearly 5,000 & more than 9,000 Facebook fans

Online impressions in the Columbus Dispatch, Alive! and dispatch.com for six weeks prior to the Festival totaled 1.47 million. Usatoday.com impressions numbered 17.9 million.

Creating Highly Visible Public Relations Campaigns for City Facilities and Services

Walk to Ireland/Healthy Dublin

Recognizing the value of its greatest asset – people, the City of Dublin overhauled its employee health care in 2011 – empowering and incentivizing employees to make healthy choices through a "consumer-driven health care plan." The employee plan, Healthy by Choice, provides incentives for employees including free recreation center memberships and programs, tools, resources and support to improve their overall health and wellness. An example of one program is "Dublin Walks to Ireland." The goal of this program is to simulate walking the distance from Dublin, OH to Dublin, Ireland. The four week program encourages employees to walk the 3456-mile distance from Ohio to Ireland. The program also encourages employee collaboration and team building – another benefit of a healthy workforce – and provides an opportunity for all City employees and their families to capture the Dublin Irish Festival spirit.

Social Host Law Campaign

Underage drinking is unhealthy, unsafe and illegal. The City of Dublin collaborates with local organizations to prevent underage drinking in the Dublin community. The City is fortunate

to have grassroots organizations comprised of concerned and passionate community leaders/volunteers who have dedicated countless hours to this cause. Dublin City Council passed a Social Host Ordinance in 2009 to strengthen the existing social host law and adult consequences pertaining to underage drinking. The Social Host Task Force comprised of City Council representatives, Dublin City School district officials, Dublin Division of Police, City staff and community leaders, promote consistent messages and continued awareness through a multi-media and grassroots PR campaign. Our community outreach efforts are increased the weeks leading up to special events.

Central Ohio Safe Ride Taxi Voucher Program

Impaired driving is one of America's deadliest crimes. It's not just a problem nationally; it is also a great concern in central Ohio including Dublin. Statistics show that most fatal and injury traffic related crashes in our community occur during the evening, on weekends and around holidays. This is directly related to more impaired drivers on the road. The decision to operate a vehicle when impaired can quickly turn a fun outing or special celebration into a time of tragedy.

To address this problem the Central Ohio Safe Ride Advisory Council partnered with local pubs and restaurants to create the Safe Ride taxi voucher program – keeping impaired

drivers off the road by providing them with a safe ride home. The City of Dublin is the only government agency to commit financial and promotional resources and today the Central Ohio Safe Ride program includes events such as the Memorial Tournament and the Dublin Irish Festival.

Dublin City Council has committed \$2,500 the last two years to support the program and to purchase vouchers for Dublin events. In addition, Dublin's Community Relations department works with the Dublin Police to initiate ongoing community awareness campaigns, media announcements and more. At the 2012 Dublin Irish Festival, beverage servers and safety personnel were given a total of 500 vouchers and were encouraged to distribute as many as possible during the three day event. Beverage servers and key volunteers wore stickers that read: Ask Me How You Can Get a Safe Ride Home and signs were posted at beverage locations.

How It Works. Safe Ride vouchers are worth \$10.00 toward a taxi ride home. Establishments purchase vouchers and distribute them to their patrons who have been drinking and should not get behind the wheel. Patrons can then use the vouchers as cash with any Taxi Company Participating in the Safe Ride program. Establishments can distribute vouchers all year-round or reserve them for special occasions.

Appendix P – Central Ohio Safe Ride Program

Encouraging Community Bonding, Participation, and Celebration

Ahead, people of Dublin!
Your past has been glorious,
Your future knows no bounds.
The new horizons are broad, ever widening.
They are yours to conquer; and conquer them you shall.

From the vantage point of the 21st Century, the words seem almost prophetic. They first appeared in 1960 in the program for Dublin's Sesquicentennial Celebration, a weeklong smorgasbord of activities from June 8 – June 15 to observe the founding of Dublin in 1810. Thus began the era of growth and change by celebrating history and heritage.

Dublin in the 1960s personified small town Americana – close knit, hardworking and fiercely protective of her own. It is said that the 500+ residents at the time were content with change and made peace with what they saw coming and looked forward to the opportunities. Dublin's population in 1970 was 681; by 1990 it was 16,366. And Dublin had only begun its transformation and expansion.

In the early 1900s, the townspeople gathered for Saturday night outdoor movies (projected on a sheet) at the corner of Bridge and High streets. These community "social events" expanded and oftentimes included vaudeville acts such as a magician, Native American Chiefs from Oklahoma, or Harry the Great and his wrestling bears. In the 1940s, newly formed civic groups and veterans organizations introduced the annual Dublin Jubilee and Street Carnivals. A full page ad in the neighboring community newspaper proclaimed "The Welcome Mat is Out at Dublin."

And it's been that way ever since.

With a genuine respect for the past and a watchful eye on the future, the City Councils in the 80s and early 90s introduced more ideas that would change the dynamics of community participation and celebration.

"Dublin is such a new community that we don't have some of the traditions of a Bexley or Upper Arlington. That's why Council focuses on building community with the new Dublin Community Recreation Center, the bike path system, the parks and green space and the Fourth of July Celebration. It's important to us to develop a quality of life that brings people

in our community together," said former Mayor Chuck Kranstuber in an interview regarding Dublin in the early 90s.

Over the past two decades, Dublin City Council has "formalized" their support of

The Dublin Foundation's Emerald Celebration

The Emerald Celebration is the Dublin Foundation's largest fundraiser, enabling the group to carry on its mission to "support the community and its non-profit organizations by raising, investing, and dispersing funds for the betterment of the Dublin community." The Dublin Foundation has dispersed more than \$375,000 in support of arts and cultural endeavors, community services, historic preservation, recreation and more. For 30 years, a determined group of women have led this charge. It is perhaps the most respected community example of bonding, participation and celebration.

"building a sense of community" by providing direction, inspiration and financial resources through the annual goal setting and budget processes. The operating budget for the City of Dublin Events Administration Department alone is \$2,414,690 which is funded through Dublin's hotel/motel tax. And, today, the City, the schools and the community combine to present nearly 500 festivals, events, concerts, ceremonies and activities annually.

Creating Legacies and Images Beyond the Event

A Legacy of Sustainability
Sustainability is a core belief that we act on every day in the City of Dublin. With the support of our employees, volunteers, attendees and vendors, we are doing our part to improve our environmental performance, community stewardship and engagement while also delivering a fun and memorable experience for our guests. The goal of the City of Dublin is to weave sustainability initiatives into the fabric of all our events, festivals, activities – as well as all Dublin programs and services.

The efforts at the annual Dublin Irish Festival are a great example. Since 2008, the festival

has become increasingly dedicated to its green initiative by finding and implementing new ways to make the festival more environmentally friendly. In 2011 reusable mugs were sold and all beer cups were recyclable. Throughout the weekend, nearly 3.5 tons of trash was recycled. In addition, composting was introduced in multiple locations and totaled nearly 1.4 tons of food and other materials. Green efforts resulted in more than 35 percent of festival trash being diverted from landfills. Finally approximately 850 people rode their bikes to the festival reducing the carbon footprint and promoting health and wellness.

The Franklin County Solid Waste Authority and the Memorial Tournament have launched a partnership to create a sustainability plan, complete an on-site audit, and develop event-specific sustainability initiatives. As they move forward they plan to gather data, monitor progress and communicate the success and value of the program to sponsors, suppliers, exhibitors and attendees.

The Memorial, more than just a Tournament

The Memorial Tournament's benevolence starts with the Nicklaus Children's Health Care Foundation and its alliance with Nation-

wide Children's Hospital, expanding the over 35-year history of advancing pediatric care in central Ohio. Many efforts directly support this important alliance defining the Tournament's philanthropic focus, but unique and successful relationships also exist with Fore Hope, James Cancer Hospital and Solove Research Institute, Wolfe Associates, The First Tee, Central Ohio Junior Golf Association, Shriners, Lions Club and many more. More than \$19 million has been raised over the Tournament's history with a continued focus for growth.

the Memorial Tournament Neonatal Intensive Care Unit. Designated in 2006 as the Memorial Tournament NICU, the Tournament is proud of this family-centered environment that provides the finest medical care for premature and sick infants. The NICU is one of the largest neonatal networks in the country and was ranked by U.S. News and World Report as one of "America's Best" in Neonatal Care and Services. Rigorously trained neonatologists, advanced practice nurses and therapists utilize an interdisciplinary care approach to diagnose and treat patients suffering from complex birth defects, respiratory distress and metabolic diseases.

Legends Luncheon. A unique fundraiser, the Legends Luncheon features a conversation with

the Memorial Tournament Host and Founder Jack Nicklaus and a distinguished guest within golf. The Nicklaus Youth Spirit Award is also presented honoring a person or persons in the community who demonstrate a strong driving spirit, optimistic outlook and a tenacious conviction for Nationwide Children's Hospital. More than \$500,000 was raised in the first two years of this event. The City of Dublin is a sponsor of this event.

Bears for Children's Campaign. Since 1996, more than \$1 million has been generated through the sale of a limited edition collectible stuffed bear. The Bears for Children's Campaign benefits the Nicklaus Children's Health Care Foundation and Nationwide Children's Hospital alliance.

Memorial Park at Muirfield Village Golf Club

The Memorial Tournament is themed each year around a person, living or dead, who has contributed to the game of golf. This was Jack Nicklaus' idea as a contribution to perpetuating achievements of the game's greatest individuals. The honoree is selected by the Captain's Club, a group of statesmen who act independently of the tournament organiza-

tion, but who also advise on player invitations and the conduct of the event generally. Memorial Park is located on the grounds of Muirfield Village Golf Club and has bronze plaques of the honorees. Four-time major winner and four-decade competitor Raymond Floyd will be the honoree for the 2013 Memorial Tournament

Jack Nicklaus Art Sculpture

The Dublin Arts Council and the City of Dublin commissioned Chicago artists Jeffrey Varilla and Anna Koh-Varilla to create a tribute to Jack Nicklaus in recognition of the contributions he made to the community of Dublin. The sculpture that was created is larger than life size and shows Jack Nicklaus as a senior master golfer with a young boy. This illustrates the character of Jack Nicklaus as the golf master, teacher, role model, and mentor. The bronze sculpture is located in the median of Avery Road and Muirfield Drive at Brand Road which is just south of Muirfield Village.

Dublin Irish Festival Scholarship

Proceeds from the Emerald Club at the Dublin Irish Festival have supported an annual scholarship fund. Each year, two recipients are recognized for their outstanding festival contributions as well as their academic and

extracurricular achievements.

The Grand Leprechaun Tradition

Since 1984, a resident has been named Grand Leprechaun to lead the St. Patrick's Day Parade. The individuals who have been selected to receive this honor consist of a veritable Who's Who of Dublin. A sash, sewn by Leona Jones and signed by past Grand Leprechauns, has been passed to each new Leprechaun. The sash, along with the top hat worn by Joe Dixon when he met the Lord Mayor of Dublin, Ireland in 1975, has been worn by every Grand Leprechaun since.

Convention Marketing Highlighting or Developing Underused Venues or Sections of the Community

Not applicable



Section 6 » Extra Credit

Dublin Special Events Council

The Dublin Special Events Council is an organization that was created under the Dublin Convention and Visitors Bureau to oversee and run the 2010 Can-Am Police Fire Games. The organization is still active works closely with the CVB to attract future events.

CFEE

Sandra Puskarcik is a current CFEE candidate and is expected to complete the process in the fourth quarter of 2012.

DCVB seeking and attracting new events, packaging zoo and golf with existing events

One of the key functions of the Dublin Convention and Visitors Bureau is to attract new events to the City of Dublin. The Bureau oversees the bid process that is included to attract new events but usually collaborates with various Dublin organizations, including the City of Dublin and the Dublin City Schools. One such example is the Bureau's success in securing the United States Australian Rules Football National Championship to Dublin in 2014. Securing the event was collaboration between the City and the Bureau.

The Dublin Convention & Visitors Bureau creates numerous packages throughout the year to attract visitors to the City and to its many events during the year. One such partner that the Bureau works closely with is the Columbus Zoo & Aquarium, recently named the number one Zoo in the United States by the USA Travel Guide. The Bureau creates a variety of packages that combines the Zoo and Dublin's two signature events – The Memorial Tournament and The Dublin Irish Festival. These packages are marketed year-round and attract visitors from across the Midwest.



Sharing o' the Green at the Dublin Irish Festival

The spirit of giving is alive and well throughout the weekend of the Dublin Irish Festival. Scholarship awards and food pantry donations are plentiful but the one program that has proven to be a homerun is the Sharing O' the Green. Sharing O' the Green helps fill the coffers of Irish based and Dublin community groups. After all is said and done, it essentially allows certain community groups to take shifts and work the festival to receive a percentage of the festival pot.

Today, more than 30 organizations representing 1,500 people participate in the "giving program." Last year, over \$103,000 was raised to support local athletic, arts and community programs like the Dublin Counseling Center, Bishop Watterson Athletic Association, Dublin Women's Philanthropic Club and the Shamrock Club.

In 2012, more than \$102,000 was returned to the community through the program. Since its inception in 1999, the program has raised more than \$1-million dollars.

Appendix Q - Sharing o' the Green

Beverage Server Training

It is the intent of the City of Dublin and the Irish Festival to ensure that patrons are able to enjoy alcoholic beverages in a safe and responsible manner. It is also our intent to ensure that beverage servers know and understand the laws – especially since the Dublin Irish Festival is presented by the City of Dublin, a local government agency. The City of Dublin greatly appreciates the role of beverage servers and goes to great lengths to educate all servers on the significance of their roles - as well as possible consequences. With the opportunity to raise funds comes great responsibility. Dublin Police stress to servers that they can be held criminally and civilly liable for negligent behavior.

Appendix R - Beverage Server Training Program