

Anne Clarke - Information re: Ceremonial Gifts and Presidents Cup

From: Sandra Puskarcik
To: Council Members
Date: 3/11/2013 5:29 PM
Subject: Information re: Ceremonial Gifts and Presidents Cup
CC: Grigsby, Marsha; Mumma, Angel; Ott, Sara
Attachments: Council Memo Ceremonial March 11.docx; Council Memo Presidents Cup March 11.docx; Puskarcik, Sandra.vcf

Good afternoon Dublin City Council,
As you know, the City Administration has been in discussion with community members, fellow staff members and Presidents Cup committee members regarding potential plan to prepare and celebrate the Presidents Cup.

Attached - and in your mailboxes this evening - are two memos.

One memo focuses on programs that council members have discussed over the years and with a bit more emphasis during the 2013 Operating Budget hearings. Three main items of interest. Two of these categories - a community pride/education campaign and our ongoing efforts such as entryway features, merchandise and more DO NOT require additional funding. The third area, which focuses on ceremonial gifts, features several ideas for your consideration; estimated costs are included.

The second memo focuses on programs and opportunities directly related to the Presidents Cup. Some of these initiatives include Public Art, a Thursday day-long celebration in Dublin (not yet named but meant to be community inclusive - starting the day with a ceremonial motorcade and ending with a street festival in Historic Dublin.) Legacy projects - a video and book - also are included as well.

There is a lot of information here and we thought it would be best for you to have the time to review, process, ask questions and offer suggestions. I will track trends, comments, etc and share common themes with you. Also, if you would like additional information or if something isn't clear, just let me know.

Also, as an fyi, the Presidents Cup committee and working team meetings have been more frequent and more productive. Through the PGA Tour and HNS Sports, I am hopeful that we will be able to share information in a more comprehensive and timely manner.

I look forward to discussing the proposed options with you.

-Sandra

Sandra Puskarcik, ABC
Director of Community Relations

City of Dublin



To: Members of Dublin City Council
From: Marsha I. Grigsby, City Manager
Date: March 11, 2013
Initiated By: Sandra Puskarcik, Director of Community Relations
Re: Dublin Opportunities for the Presidents Cup 2013

Background

Muirfield Village Golf Club in Dublin, Ohio will be the host site of the 2013 Presidents Cup to be held October 1 – 6. The Presidents Cup is a biennial golf tournament designed to give 24 of the world's best golfers an opportunity to compete in international team competition. Fred Couples will captain the US team and Nick Price will captain the international team. The PGA TOUR expects more than 150,000 golf fans to attend, contributing \$50 million in economic impact to the region.

In addition, the Presidents Cup is expected to attract more than 600 domestic and international media representatives – almost double the number that covers the Memorial Tournament. The event will be broadcast to a national and international audience of 200 countries and territories over 16 international television networks through 26 hours of live golf coverage over four days to 600 million households.

To date, travel packages have been purchased from countries including Australia, New Zealand, Canada, South Korea and South Africa. The first US travel package was purchased from Idaho and since then travelers from more than 10 states are on board. And the travel program has just begun to be promoted. In addition, the PGA TOUR expects over 125 delegates from South Korea as they are slated to host the Presidents Cup 2015.

Dublin is well represented within the inner workings of the Presidents Cup. Mayor Tim Lecklider serves on the regional Leadership Committee, Director of Community Relations Sandra Puskarcik serves on the Steering Committee and DCVB Executive Director Scott Dring serves on the Marketing Committee. Other members of these committees represent various jurisdictions and organizations from throughout the Greater Columbus Region including the leading area businesses, Columbus Partnership, Franklin County, the City of Columbus, Experience Columbus and the Greater Columbus Sports Commission.

In addition, the City of Dublin has secured input from our residents and corporate citizens through participation at two Town Hall meetings. And staff members representing all departments and divisions in our City organization have contributed their ideas and suggestions. Finally, the team from HNS Sports, led by Executive Director Dan Sullivan, has provided invaluable support and guidance as we embark on this once in a lifetime opportunity.

Role of Dublin City Council

The PGA Tour and HNS Sports continue to work on details involving local, national and international elected officials and dignitaries. As soon as information is available, you will be

informed. The interests of Dublin City Council, as well as other local elected officials and dignitaries, will be shared and discussed through our local committees as well.

Overall Goals

- Ongoing, informed and strategic international relations
- A citizen education and pride campaign
- Community engagement to a heightened level
- Distinctive marketing strategy showcasing our residents, businesses, services, amenities, hospitable reputation, public art, bold leadership and more
- A Presidents Cup legacy project for our community
- Regional partnership in an unprecedented manner

- Brief #1 Community Engagement

- Creative ideas submitted by and implemented by the community
- No cost to the City of Dublin

- Brief #2 Distinctive Marketing

- Advance opportunities to market the "distinct" amenities of Dublin as well as the "distinction" of being the host City of the 2013 Presidents Cup.
- \$44,000 for proposed ideas

- Brief #3 Celebrating the Presidents Cup in Dublin, Ohio, USA

- Expressions of public art, motorcade, community ceremony, showcase of school talent, street festival and possible VIP receptions
- \$204,000 for proposed ideas

Attached you will find one page briefs for each of the major program areas. These are followed by attachments that include supporting documents and visuals.

It is important to note that ideas continue to be developed and opportunities continue to present themselves through the various Presidents Cup committees, the PGA Tour, corporate citizens and residents. We are committed to timely and comprehensive updates as well as opportunities for you to adjust or enhance our plans.

Recommendation

City Administration is seeking Dublin City Council feedback via email or phone call regarding these concepts. A report will be prepared outlining common themes, concerns and questions and brought back to City Council for formal consideration at the April 8 City Council meeting. Please call or email Director of Community Relations Sandra Puskarcik by Monday, March 18.

Brief #1

Community Engagement

During the Town Hall Meetings, Dublin community organization meetings and in casual conversation the following ideas have been suggested. The City of Dublin and the Dublin Convention and Visitors Bureau are not necessarily involved in implementing these ideas. However, our goal would be to support, promote, connect community and suggest local resources.

- Participate in the Presidents Cup Trophy Tour – more than 50 suggestions were provided from events such as the Emerald Celebration to youth sporting events
- Create Presidents Cup themed entrees, desserts and cocktails at pubs and restaurants
- Add line to receipts at all service industry locations, especially during Memorial Tournament Week, that says “See you in October for the Presidents Cup”
- Fly Presidents Cup flags at homes and businesses
- Develop a visitor “passport” program – with specials and premiums for guests
- Encourage local businesses and organizations to promote the Presidents Cup through traditional and social media
- Businesses to work with HNS Sports to secure accurate information for grassroots promotions
- Neighborhoods to incorporate golf or Presidents Cup into entryway features
- Dublin Irish Festival sand sculpture with Presidents Cup theme
- Create and promote “Dublin photo spots” throughout the community at businesses, in parks, public art
- All events held in Dublin to incorporate Presidents Cup information into promotion
- For restaurants/pubs/bars - Consider the countries that are being represented and choose a country, develop a country theme, and encourage that particular country to “meet up” at your establishment. ie “Welcome Aussies”
- Encourage all to line the streets for the kick off/motorcade on Thursday morning
- Add breakfast option to restaurants that are usually not open in the morning considering the timing of tournament play
- Display banners and flags in stores and businesses, have rack cards available for guests – about Dublin and about the Presidents Cup, consider window paintings
- Participate in an “It’s Golf in Dublin Day” where everyone wears a golf shirt, a golf cap, carries a putter, wears golf jewelry, a golf sticker or some item that promotes golf. Consider doing this as part of the HDBA Thursday Jig.
- Purchase and apply magnetic car stickers “We welcome the Presidents Cup to Dublin Ohio USA”
- Participate in a community wide hospitality program by having rolls of stickers available to give to customers “I was welcomed in Dublin”

Budget

No City Investment Needed

Brief #2
Distinctive Marketing

Budget

<i>Item</i>	<i>Cost</i>	<i>Notes</i>
Advance Multi Media/Marketing/Design		
Marketing/Promotions	\$5,000	
Printing	\$5,000	
Graphics	\$5,000	
Media Tool Kit	\$2,000	
Hotel Welcome Kits/Media	<u>\$2,000</u>	
	\$19,000	
Merchandise – Official Presidents Cup		
Lapel pins, golf flags	\$2,000	To be used as recognition favors
Banners/Flags*		
Lamp post banners, 100	\$10,000	Historic Dublin, Avery-Muirfield Drive
Bridge/overpass flags**, ***	\$10,000	See Attachment A
Entryway banners	\$2,000	To be incorporated into landscaping
Lobby banners	<u>\$1,000</u>	
	\$23,000	
Total	\$44,000	

**After the Presidents Cup, Dublin City Council can present many of these flags and banners to community members and others as recognition gifts.*

***Working in cooperation with ODOT and considering 270 @ Tuttle; 270 @ 161; 270 at Sawmill, Post Road over 270, and Avery over 33.*

****American Flags and Welcome to Dublin flags can be repurposed.*

Brief #3

Celebrating the Presidents Cup in Dublin, Ohio, USA

Vibrant. Fun. Memorable. These are among the three motivators that guided Dublin's celebration component of the Presidents Cup. The two public art concepts are unique to Dublin and will attract significant media attention on an international level.

The motorcade is a joint effort with the PGA and allows for a ceremonial component that will include Dublin community officials in a highly visible manner. The motorcade would depart downtown Columbus, possibly pass by the Ohio State University, and then make a ceremonial stop near Bridge and High streets. Formal presentations along with entertainment from Dublin Schools are being considered.

The PGA has designated Thursday as Dublin's official celebration day. The details such as name, theme and entertainment have not been developed as we are working in conjunction with the organizers from other venues to ensure a unique and appropriate experience for each day and venue. The motorcade would kick off the celebration and we are hopeful that *all* destinations in Dublin would participate in some degree. Community Relations in cooperation with the DCVB would create an online tool kit offering ideas and creative options for easy application. The street festival would be held from approximately 5 p.m. – 10 p.m. and might include pockets of entertainment as well as one anchor stage. This might require a street closure which could then support food trucks, beverage stations and a safe environment.

In addition we are recommending one VIP Experience for Dublin City Council to host possibly at the street festival.

The Dignitary Dinner Reception at OCLC is a concept now; we are seeking further information from the PGA Tour. The video and book are historical and legacy projects that can capture the spirit and significance of the Presidents Cup 2013 through a Dublin perspective.

Budget

	<i>Item</i>	<i>Cost</i>	<i>Notes</i>
Public Art			
	Playing Through	\$20,000	<i>See Attachment B</i>
	Large Scale Golf Balls	<u>\$95,000</u>	<i>See Attachment C</i>
		\$120,000	

Legacy Projects

Legacy Video	\$8,000
Legacy Book	<u>\$5,000</u>
	\$13,000

*Both of these designed to capture the spirit of the Presidents Cup for celebratory, Future recognition/ceremonial gift giving and historical purposes.

Ceremonial Motorcade

International flags*	\$3,000	
Hand held flags	\$1,000	For spectators along route
High School band	\$1,000	
Pipe and Drum Bands	<u>\$1,000</u>	
	\$6,000	

Presidents Cup Street Festival

Entertainment	\$30,000
Stage/Sound/Light	\$15,000
Electrician/Power	\$7,500
Trash/Waste Removal	\$4,000
Portable Restrooms	\$2,500
Tables/Chairs/Tents	\$6,000
Misc. Logistics/Rentals	<u>\$5,000</u>
	\$70,000

Total **\$204,000**

Possible City Council Dignitary Experiences

VIP Experience in Historic Dublin \$5,000 During the street festival

Dignitary/ VIP Dinner Reception \$21,000

**If hosting an international gathering is a possibility. OCLC is on tentative hold for 200 guests.*

Attachment A - Flags on the Bridge Image
(Please note a "Welcome to Dublin Ohio USA flag would be incorporated.)



Attachment B

Dublin Arts Council Primary Recommendation Street piano project - "Playing Through"

Summary:

An upright piano and bench is purchased by the DAC and is creatively enhanced with artwork by a commissioned artist. The artwork theme is golf-inspired, including possible inspiration from the Presidents Cup. The piano is then used as an interactive public artwork titled "Playing Through" in advance of, during, and after the event. The artwork will engage visitors of all nationalities and ages. (It is not necessary to be an English speaker to participate and enjoy.) The Presidents Cup Piano also could be considered a legacy project. The piano could debut on Thursday for Dublin Day and placed at the BriHi green space, or incorporated into one of the stages. Many possibilities exist for this concept. Please note: we will seek a donation of a piano and bench.

Objectives addressed:

- Portable public art can be moved to special events throughout central Ohio
- Affordable
- Available for advance promotion
- Offers community engagement potential for those who have tournament tickets and those without tickets
- Provides world-wide social media potential through guest photo and video opportunities
- Provides inclusive, cross-cultural, memorable experience for all guests
- Provides guest interaction at tournament entrance and parking/shuttle areas if congestion occurs
- Enhances environment at Dublin evening celebrations during event
- Artwork installed at different sites to address issue of site selection
- Completed in time for tournament and advance promotion
- Provides legacy artwork after Presidents Cup concludes
- Continues to engage community at events, in parades and in periodic general placement in the community

Other considerations in recommendation:

- Favored over large-scale work due to cost and timing
- Artwork designed for water resistance
- A piano cover and a 10 x 10 canopy tent with removable sides included in budget
- Professional piano mover estimate (20 moves) has been included in budget
- Piano tuner estimate included in budget
- Piano could be stored long-term at DAC
- Separate request for City services for delivery and setup of tent when needed
- Repair and one-time replacement cost included in budget
- Cost for unveiling / reception event included in budget

Logistics:

- DAC to commission and oversee artist(s) creation
- DAC to schedule piano placement, coordinate moving

- DAC to explore a few “seeded” players with ties to nationalities / musical genre of visiting nations
- DAC to create signage; provide images and info to event promotion team(s)

Cost estimate:
\$20,000 – inclusive



Attachment C

Dublin Arts Council

Secondary Recommendation

Orange Barrel Media: Large scale golf ball project

Summary:

Utilize Orange Barrel Media to create 12 five-foot diameter golf balls, eight installed in ground on tees and four partial golf balls wall-mounted to building. Other Orange Barrel projects include the hailstone wallscape for American Family Insurance and soccer ball crashing into the building to promote the Columbus Crew.

Objectives addressed:

- Highly visible public artwork – especially if visible from I-270
- Creativity and whimsy sure to inspire buzz, photo opportunities, media coverage
- Possible permanent installation / legacy artwork
- Possible Presidents Cup logo inclusion

Considerations:

- Site selection and building owner buy-in needed
- Possible planning and zoning approval
- Could be created in time for tournament
- Possible engineering review

Logistics:

- DAC to support creative direction for project
- City to contract agency, oversee technical, regulatory aspects of installation

Cost estimate:

\$ 60,000 - \$95,000 – Orange Barrel Media estimate 2/1/13





To: Members of Dublin City Council
From: Marsha I. Grigsby, City Manager
Date: March 11, 2013
Initiated By: Sandra Puskarcik, Director of Community Relations
Re: Ceremonial Gifts, Community Pride and Education Programs

Background

During the 2013 Operating Budget discussions, Dublin City Council directed the City Administration to explore programs and initiatives that could be launched to support the City's increasing presence in global engagements and support greater local hospitality to regional, national, and international visitors. This memorandum includes suggestions that could be launched in 2013 and then continue through several years as our City's global reach increases and the importance of brand alignment takes center stage, especially through business development, community education, pride and hospitality.

Summary

Through an engagement process that included two town hall meetings, meetings with City staff and the Dublin Convention and Visitors Bureau, Council feedback during the budget process, community conversations, discussions with the PGA Tour, HNS Sports and Experience Columbus we have narrowed our suggestions to those that we believe to be most appropriate, sustainable and distinctive to our community. These programs can be accomplished with 2013 Operating Budget funds except where noted.

Overall Goals

Following are proposed goals that are either related specifically to the Presidents Cup 2013 or whereby the opportunity to host the Presidents Cup in Dublin, Ohio has provided the impetus:

- Ongoing, informed and strategic international relations
- A citizen education and pride campaign
- Community engagement to a heightened level
- Distinctive marketing strategy showcasing our residents, businesses, services, amenities, hospitable reputation, public art, bold leadership and more
- A Presidents Cup legacy project for our community
- Regional partnership in an unprecedented manner

Recommendation

City Administration is seeking Dublin City Council feedback via email or phone call regarding these concepts. A report will be prepared outlining common themes, concerns and questions and brought back to City Council for formal consideration at the April 8 City Council meeting. Please call or email Director of Community Relations Sandra Puskarcik by Monday, March 18.

Brief #1

Community Pride and Education Program

- Welcome to My Dublin
- Greater Columbus Certified Tourism Ambassador
- Uses 2013 Operating Budget Funds

Welcome to My Dublin

A new community pride and education program, Welcome to My Dublin is designed to inspire Dublin residents and promote the City of Dublin's brand, amenities and destinations to citizens, leisure travelers and business visitors through third-party validation. This multi-faceted campaign will include ads, video, print, social media and more. Our "residents" will welcome guests to "their" best of Dublin by sharing preferred places to take a walk, best place to get a burger, most valued public service, favorite public art and more.

The campaign also can serve as an education platform for new residents and a refresher for seasoned residents through participation in the Greater Columbus Certified Tourism Ambassador Program that will feature a new module - specifically about Dublin. *See Attachment A*

Greater Columbus Certified Tourism Ambassador Program

As an accredited provider, Experience Columbus administers the official Certified Tourism Ambassador designation on behalf of the Tourism Ambassador Institute, the national oversight body for the certification program. As part of the CTA program, service industry employees, public servants, community officials, volunteers and more can improve their knowledge of the region, craft answers to frequently asked questions, interact with peers, share best practices and overall develop a better understanding of their role in increasing tourism and welcoming guests to Dublin.

As we prepare for the Presidents Cup it will be critical for us to foster an aligned destination-wide culture of quality service and a welcoming citizenry. Beyond the Presidents Cup, Dublin's reputation of hosting quality events year-round as well as rolling out the red carpet for both leisure and business travelers each and every day is good reason for us to explore this opportunity. *See Attachment B*

Budget

Sufficient funds are available in the 2013 Operating Budget for these initiatives.

Brief #2

Ceremonial and International Relations

- Ceremonial Gifts
- Protocol Learning Development Opportunities
- Additional funds would be needed

Ceremonial Gifts

The City of Dublin has participated in ceremonial gift giving for many decades. Recently, Dublin City Council has asked the City Administration to develop an informed and official program for ceremonial gift giving especially given the increase in global business and cultural activities. In addition, Dublin City Council asked that the gifts represent the essence of our community, be as "local" in nature as possible and take into consideration the customs and traditions of the recipients' homeland.

We collaborated with the Dublin Arts Council, sought the advice from Consulate General Offices and reached out to City colleagues from throughout the nation. In addition to the gift, we also were reminded to consider the appropriate level of inventory, selections, cost, customs, cultures, travel, transport, wrapping and presentation.

We learned that picturesque coffee table books are a highly favored gift. Many cities have an "official" key to city. Paintings, sculptures, vases and book shelf/desk top also were suggested. Our current merchandise program offers less expensive and less formal recognition gifts and incentives.

Of special note is the City Administration's recommendation to work with a local artist to paint Dublin along the Scioto River as surveyor John Shields saw it in 1810 – "the hills and dales of this beautiful valley." Giclees (high-end/quality prints), note cards and framed photos in various sizes and different price points can be created. Price points vary and require further exploration. The story of Dublin's rich history as well as our bold vision for the future could accompany the painting. A contemporary landscape of Dublin "of a recognizable beauty spot" or with recognizable features such as our limestone walls also is recommended.

Protocol Learning Development Opportunities

The Columbus Council on World Affairs, the State of Ohio and the Ohio State University have been identified as resources for the Presidents Cup Steering Committee to consider to develop protocol/ learning and development opportunities. We will keep City Council posted on developments and if needed, consider a program specific for Dublin's needs.

Budget

<i>Item</i>	<i>Cost</i>	<i>Notes</i>
Ceremonial Gifts		
Key to the City	\$6,000	100 @ \$60 <i>See Attachment C</i>
Through John Shield's Eyes	\$5,000	Original painting plus reproductions
Our Dublin	\$5,000	Original painting plus reproductions
Dublin's Journey Book	\$0	Existing inventory
Notecards	<u>\$1,000</u>	Sets of paintings or photographs
Total	\$17,000	

Brief #3

Ongoing and/or efforts that can be repurposed

- **Merchandise** incorporating Presidents Cup (pending PGA approval; part of our existing program
- **New float** for the City of Dublin. Events Administration has purchased a new float that will have a Presidents Cup theme in 2013 and will be repurposed in future years for parades and patriotic processions. Cost of the float was \$17,500; the cost to repurpose for future years is estimated to be approximately \$4,000.
- **Entryway features** that complement Presidents Cup theme in the fall. Parks will take special note of entryways and other garden/park spots that can be enhanced as part of their regular fall planting schedule. When/if appropriate a Presidents Cup or Welcome to Dublin Ohio USA may be incorporated.
- **Multi-media** including It's Happening in Dublin and online videos through our current contract with Shared Vision can be repurposed for media and international exposure
- **Digital/social media**, with emphasis on Presidents Cup and Dublin as a golf destination

Budget

Sufficient funds are available in the 2013 Operating Budget for these initiatives.

Attachment A - Welcome to My Dublin Campaign Strategy

Background

A new community pride and education program, Welcome to My Dublin, is designed to promote the City of Dublin's amenities and destinations to citizens, leisure travelers and business visitors through third-party validation.

Target Audiences

- Dublin residents
- Dublin visitors—leisure travelers and business visitors

Campaign Goals

- Promote the City of Dublin's amenities and destinations through third-party validation
- Encourage community pride
- Connect residents, business travelers and visitors
- Educate residents on community background and new development
- Leave an impression of hospitality in the minds of visitors

Strategies and Tactics Samples

- Digital – Welcome to my Dublin microsite with map featuring our residents' favorite spots, activities and pastimes, video campaign and instagram campaign using hashtag #MyDublinOhio
- Print – Dublin Life, maps featuring recognizable Dublin residents and corporate citizens
- Merchandise – Lapel pin appropriate for business, button appropriate for events
- Ambassador Training – in cooperation with Experience Columbus

Community Partnership

Community Relations will partner with the Dublin Convention and Visitors Bureau on the campaign and welcome other community partnerships in order to achieve the campaign goals.

Featured People - examples

Recognizable public figures – Urban Meyer, Wendy Thomas, Jack Hanna, Jack Nicklaus

Active and engaged residents – Dublin City Council, Chief von Eckartsberg, Dan Sullivan, Dr. Axner

Locator Map

Based on answers, GIS maps can be used to give a visual location of the places described by the feature. This map will be a visual guide, rather than a functional map, promoting our essence.

Module 5: Dublin

In cooperation with Experience Columbus, Schaefer & Associates has agreed to develop a Dublin module that will focus on Dublin's destinations and amenities and will highlight events such as the Memorial Tournament, Dublin Irish Festival and the 2013 Presidents Cup. The Dublin Module will only be available to the CTA classes offered in at the Dublin Community Recreation Center. Experience Columbus will be responsible for registration, reading materials, class instruction, testing and the tracking required continued learning credits. Dublin's role will be to host and facilitate the Dublin "lunch and learn" at the conclusion of the CTA program.

We believe that it's important for potential Dublin ambassadors to "know" the Greater Columbus region. We also believe that as we prepare for the Presidents Cup it will be critical for us to foster an aligned destination-wide culture of quality service and a welcoming citizenry. Beyond the Presidents Cup, our community's reputation of hosting quality events year-round as well as rolling out the red carpet for both leisure and business travelers each and every day is good reason for us to explore this opportunity.

Attachment B - Greater Columbus Certified Tourism Ambassador Program

As an accredited provider, Experience Columbus administers the official Certified Tourism Ambassador designation on behalf of the Tourism Ambassador Institute, the national oversight body for the certification program. Experience Columbus is the "convention and visitors bureau" for Greater Columbus. Other accredited providers throughout the nation include North Texas (Dallas, Fort Worth, San Antonio, Corpus Christie), Bluegrass Tourism, Greater Oklahoma City, Hallowed Ground and Baltimore.

The national program recognizes that the visitor industry is big business. In Greater Columbus, visitors spend \$7.8 billion annually, accounting for 10 percent of the local economy supporting more than 61,000 jobs. The program is aimed at creating a positive experience at every visitor touch point, to encourage repeat business, increase new visitors and boost visitor spending.

The objective of the CTA program is to foster a destination-wide culture of quality service and a welcoming citizenry.

As part of the CTA program,

- frontline employees in the service industry
- City employees
- community officials
- board and commission members
- members and leaders of local organizations
- volunteers
- and other community "champions"

can improve their knowledge of the region, craft answers to frequently asked questions, interact with peers, share best practices and overall develop a better understanding of their role in increasing tourism.

The program curriculum has four modules:

1. The Power of Tourism
2. Discovering the Columbus Region
3. Knowing, Finding, Using Resources
4. Exceeding Customer Expectations

The program requirements are:

- Complete required reading (2 – 3 hours)
- Complete learning assignments (1 – 2 hours)
- Attend half day classroom session
- Complete open-book exam

Costs:

- Program cost for class participants - \$29

Ambassador Identification and Recognition:

- Credentials to use after your name – Scott Dring, CTA
- A certificate and lapel pin identifying you as a CTA
- CTA awards through discounts at participating restaurants, attractions and more
- Opportunity to request permission to use the CTA logo on websites, email footers and promotional materials

Attachment C - Key to the City Image

