



# Memorandum

**To:** Dublin City Council  
**From:** Scott Dring, Dublin Convention & Visitors Bureau  
**Date:** July 1, 2016  
**Cc:** Dana McDaniel, DCVB Board of Directors  
**Re:** Accountability

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On March 3, the Dublin Convention and Visitors Bureau submitted a memo to Dublin City Council detailing the Bureau's strategic approach to utilize additional funding for 2016. On behalf of the Board of Directors, we are in full agreement with Council that organizations such as the Bureau must be accountable for usage of bed tax monies. We have strived over the years to be transparent and accountable to all our stakeholders.

We have attached an update on the results that have been achieved from March 3 – July 5 relative to the goals we introduced to City Council in March. Key metrics were included with each tactic outlined that helps raise awareness of our City, build the Bed Tax Fund and provides an undeniable return on investment.

The Bureau is willing to provide City Council any additional metrics as needed to ensure your comfort level with how the Bureau is reinvesting Bed Tax Monies for the benefit of the City of Dublin.

**Dublin Convention & Visitors Bureau**  
**Increased Funding Results**  
**March 3 - July 5, 2016**

***Goal: Generate new business leads as a result of increased conference space***

- *National Sales Manager* – Hired Pat King with more than 40 years of sales experience and served as the Director of Sales for the past 19 years at the Marriott Northwest in Dublin. Considered one of the top hospitality salespersons in the State of Ohio. In just two months, Pat generated 21 qualified leads for new business in the City. The hire was the first National Sales Position in the history of the Bureau and first staff addition since 2001.
- *New Business Shows* – Added several new shows targeting regional and national meeting planners for associations and faith-based conventions and trade shows. The new shows include Connect Association and Connect Faith. Staff will sell the city as a meeting location to hundreds of planners. Both association and faith-based markets help fill the need for weekend business in the City. The Bureau will also host the nation's top group tour (bus) operators in Dublin as part of the American Bus Association Conference in Cleveland.

***Goal: Raise awareness of Dublin as a great destination and its profile as a cutting edge City***

- *Inaugural Regional Campaign* – For the first time in its history, the Bureau launched a regional campaign in key out-of-state markets to promote the City of Dublin in Detroit, Pittsburgh, Indianapolis, Charleston/Huntington and Fort Wayne. The Bureau's successful #SoDublin Campaign was utilized – featuring video testimonials from Dublin residents. To date, nearly 1.7 million impressions were delivered using TripAdvisor, Hulu and Nativo. Hulu already has more than 297,000 completed views of the videos. Numerous deskside interviews are being scheduled with travel writers and television segments are being secured for Dublin features. The Bureau is also collaborating with the Columbus Zoo on a unique campaign in Fort Wayne that includes radio features and testimonials from DJs on the top three radio stations that will run throughout the summer.
- *Historic Dublin/Bridge Park Marketing* – The Bureau is aggressively marketing the future and current product of the Bridge Street District. Historic Dublin continues to be a selling point for visitors and that vibrancy will continue with the development of Bridge Park. One result includes securing bloggers from across the country writing about Dublin as a destination. To date, there have been 33 stories resulting in 473,052 impressions.

***Goal: BHAG (Big Hairy Audacious Goal!)***

- *Dublin Athletic Facility* – The Bureau is exploring the need for building a state-of-the-art athletic complex in Dublin and leading the discussion with local organizations, such as Dublin City Schools, Club Ohio, Ohio Premier, Mid-Ohio Select Soccer League, Dublin Soccer League, Dublin Youth Athletics, Dublin Football League and others. There is unanimous support from these organizations that there is a strong demand for such a facility and that there needs to be collaboration. The Bureau presented initial results to City of Dublin Staff. The group is discussing creating a Market Analysis Study as a possible next step.