



To: Members of Dublin City Council

From: Dana L. McDaniel, City Manager

Date: September 8, 2016

Initiated By: Michelle L. Crandall, Assistant City Manager

Re: DCVB Proposal – Historic Dublin/Bridge Park Strategic Alliance

Summary

Attached is a summary of a new collaborative effort that the Dublin Convention and Visitors Bureau (DCVB) desires to initiate. Scott Dring, Executive Director of the DCVB will be in attendance at the Council meeting to present this concept to Council.

City staff has met with Mr. Dring to discuss this initiative and believes that this is an appropriate leadership role for the DCVB to take. This collaboration will provide a vehicle for structured planning, coordination and marketing among the various partners involved with events that take place in Historic Dublin and Bridge Park. As the Bridge Street District continues to develop, the scope of the collaboration would grow to meet additional needs. The City would have a designated representative, Alison LeRoy, Events Administration Manager, participating in this collaborative effort.

Recommendation

For information only. Should you have questions or comments related to this prior to the Council meeting, please contact Michelle Crandall, Assistant City Manager at (614) 410-4403 (office) or (614) 206-4886 (mobile).

**Dublin Convention & Visitors Bureau
Bridge Park/Historic Dublin Strategic Alliance
September 2016**

Situational Analysis:

The Dublin Convention & Visitors Bureau is serving as a catalyst and leader in creating a collaboration uniting Historic Dublin and Bridge Park that will leverage marketing and sales efforts ensuring future success for the entire area. The Bureau will continue its multi-faceted sales and marketing efforts to market the entire City. Historic Dublin has long been a great destination for visitors and residents alike and the vibrancy of the District will continue with the adjacent development of Bridge Park in the coming years. Adding to the new product will be Scioto Riverside Park, which will be programmed by the City of Dublin.

Threat:

Without collaboration and a shared vision to market and sell the area, Historic Dublin and Bridge Park will become further splintered and compete with each other for visitors and their dollars. Having separate marketing strategies, messaging, brands, etc. will provide confusion and a barrier for consumers and will limit marketing and sales resources.

Objective:

Establish a Strategic Alliance between the DCVB, City of Dublin, Historic Dublin, Bridge Park and others to create and implement a cohesive and strategic sales and marketing plan with the ultimate goal of attracting visitors and economic impact to the area helping to fill hotel rooms, condos, retail and office space.

Strategic Alliance Committed Partners and Contributions:

- Dublin Convention & Visitors Bureau – Facilitator and Oversight; Outreach; Financial Partner
- Crawford Hoying (Bridge Park) – Programming; Financial Partner; Outreach
- Historic Dublin Business Association – Programming; Financial Partner; Event Coordination
- City of Dublin – Financial Partner; Programming; Outreach; Event Coordination
- Dublin Arts Council – Programming; Outreach
- Dublin Historical Society – Historical Oversight

Initial Deliverables:

- Creation of a Sales and Marketing Plan, Event Calendar and future Strategic Plan
- Marketing Support and Leadership
- Facilitation and coordination of future events

Metrics:

- Visitation to Historic Dublin and Bridge Park
- Overnight stays to the AC Marriott and traffic to the Conference Center
- Establishment and management of events and metrics TBD as part of Sales and Marketing Plan

Next Steps/Timetable:

The DCVB has retained a Dublin-based Strategic Marketing Firm to assist in creating an aggressive Sales and Marketing strategy with objectives, tactics, metrics and budget for a 24-month launch and rollout of Dublin's new world-class destination. The initial plan and strategy will be developed by the end of 2016 with the execution starting in January 2017.