



Memorandum

To: Dublin City Council
From: Scott Dring, Dublin Convention & Visitors Bureau
Date: November 7, 2016
Cc: Dana McDaniel, DCVB Board of Directors
Re: Bed Tax Allocation Results

On behalf of the Dublin Convention and Visitors Bureau's Board of Directors, we thank you again for your confidence last year with the increase of bed tax dollars to the Bureau for sales and marketing purposes. In our efforts to be transparent and accountable for the monies, staff created a plan that included three primary goals with key metrics for each – *we have provided the attached results with a 15:1 return on your investment.*

I hope we have exceeded your expectations and will continue to do so in the future as we work to market and sell the great City of Dublin and look forward to providing the same accountability and results in the years to come. Don't hesitate to contact me if you have any questions, I may be reached at 792-7666. Thank you.

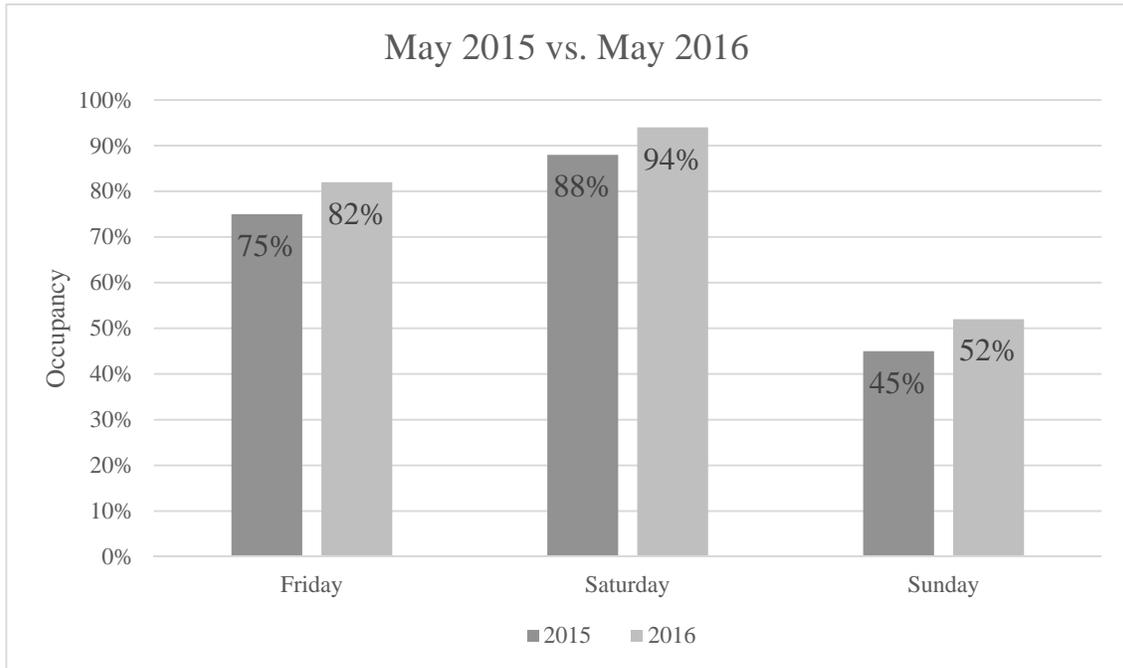
Dublin Convention & Visitors Bureau's Results – 2016

15:1 Return on Investment

As a result of Dublin City Council's increased allocation of bed tax monies to the Dublin Convention & Visitors Bureau, staff created three primary goals with overall objectives of generating economic impact and raising awareness for the City of Dublin. Below is an outline of the goals with a 15:1 ROI.

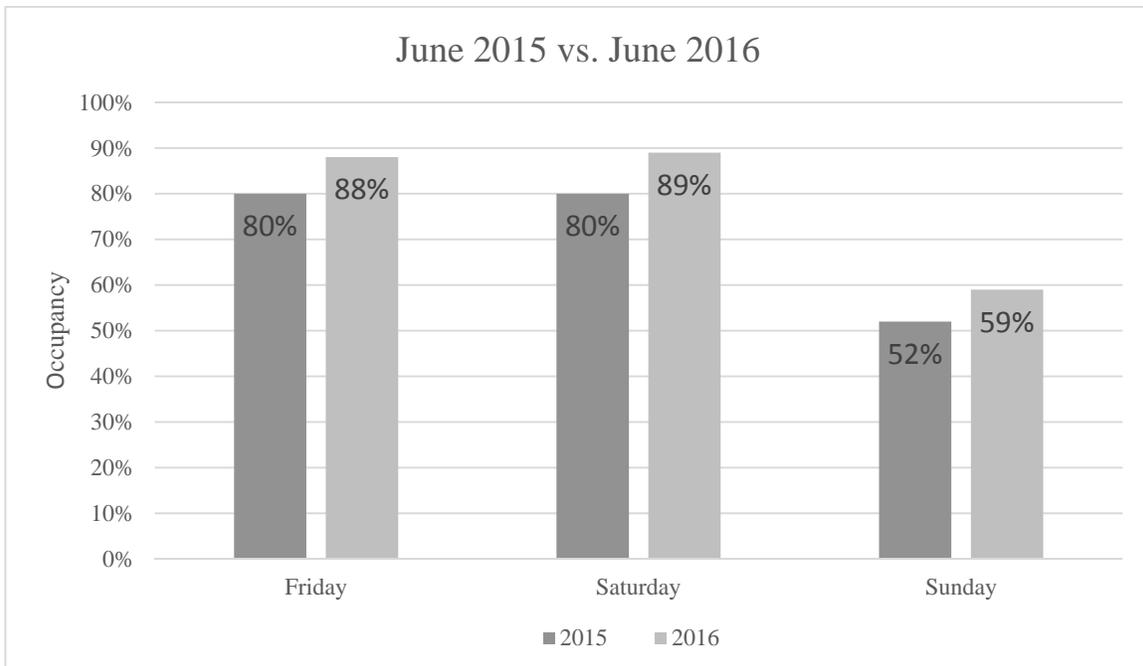
Goals	Results
<i>Generate new business leads</i>	<ul style="list-style-type: none"> ➤ Hired first-ever National Sales Manager (May 2016) ➤ Generated 27 qualified leads ➤ Attracted 10 trade shows/conferences ➤ Generated \$480,000 in new hotel revenue ➤ Attended 3 new shows resulting in 25 leads
<i>Raise awareness of Dublin as a great destination and its profile as a cutting edge City</i>	<ul style="list-style-type: none"> ➤ Launched inaugural Regional Awareness Campaign ➤ Target markets included Pittsburgh, Detroit, Indianapolis, Charleston/Huntington and Fort Wayne ➤ Increased hotel occupancy rates an average of 7 percent during weekends in May-July (See attached graphs) ➤ Outpaced City of Columbus Occupancy rates by 6 percentage points ➤ Increased hotel room revenue by \$750,000 ➤ Generated 5,600 hotel room nights ➤ Generated more than 1.85 million impressions ➤ 507,000 completed views of #SoDublin videos ➤ Secured television features reaching more than 300,000 viewers ➤ Recognized with numerous statewide and national awards
<i>Unify Historic Dublin and Bridge Park and market the area as a world-class destination</i>	<ul style="list-style-type: none"> ➤ Created a Strategic Alliance between DCVB, City of Dublin, HDBA, DAC, Crawford Hoying and Dublin Historical Society ➤ Retained local Strategic Marketing Firm ➤ Creation of a Sales and Marketing Plan completed by 2016
<i>BHAG (Big Hairy Audacious Goal!) Build a state-of-the-art athletic complex</i>	<ul style="list-style-type: none"> ➤ Secured collaborative support from all Dublin athletic organizations to discuss need for a multi-purpose facility ➤ Presented recommendations and options to City Staff ➤ Reviewing site locations, funding models, operations, etc. ➤ Exploring options

City of Dublin Hotel Weekend Occupancy Rates
2016 DCVB Regional Campaign Increases May Occupancy 7 Percent



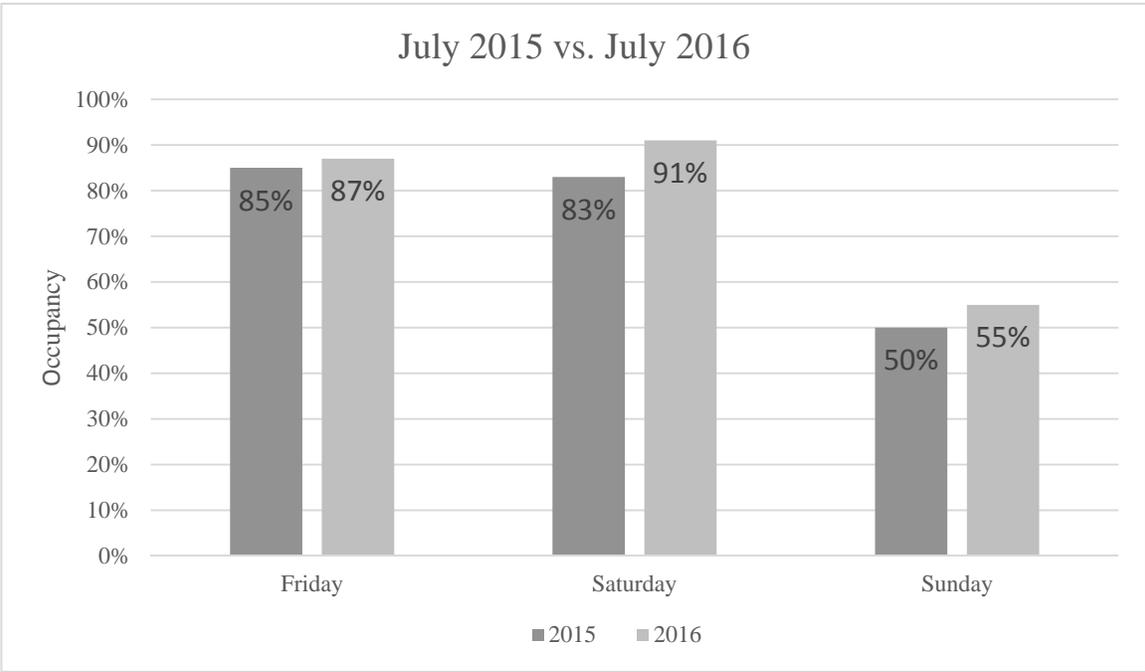
Source: Smith Travel Research

City of Dublin Hotel Weekend Occupancy Rates
2016 DCVB Regional Campaign Increases June Occupancy 8 Percent



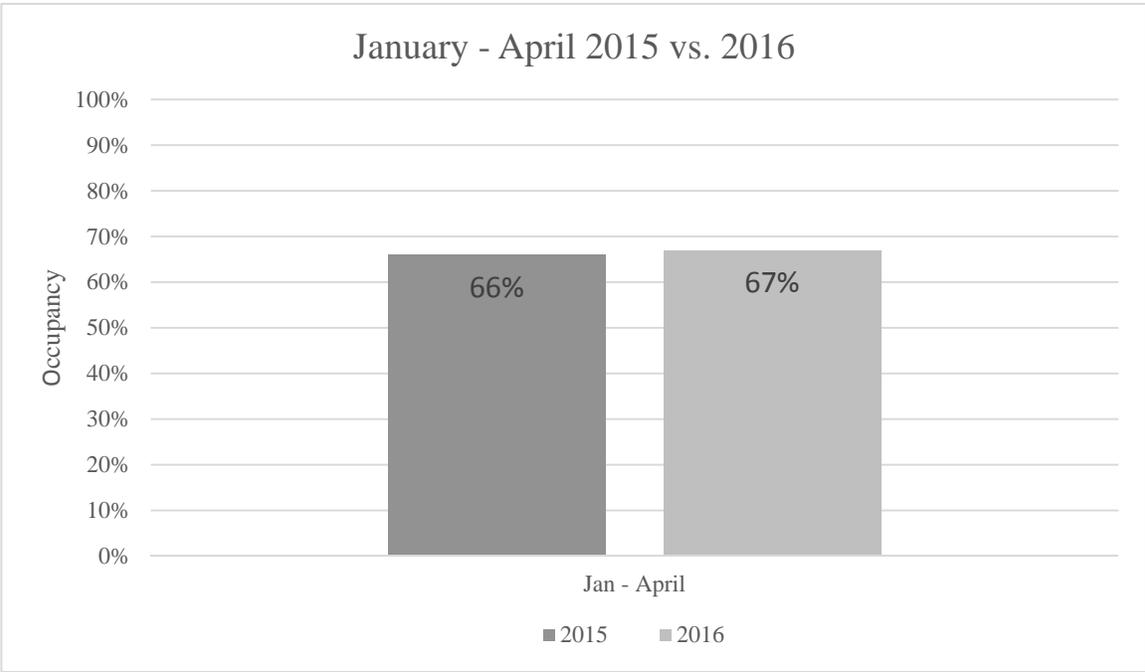
Source: Smith Travel Research

City of Dublin Hotel Weekend Occupancy Rates
2016 DCVB Regional Campaign Increases July Occupancy 5 Percent



Source: Smith Travel Research

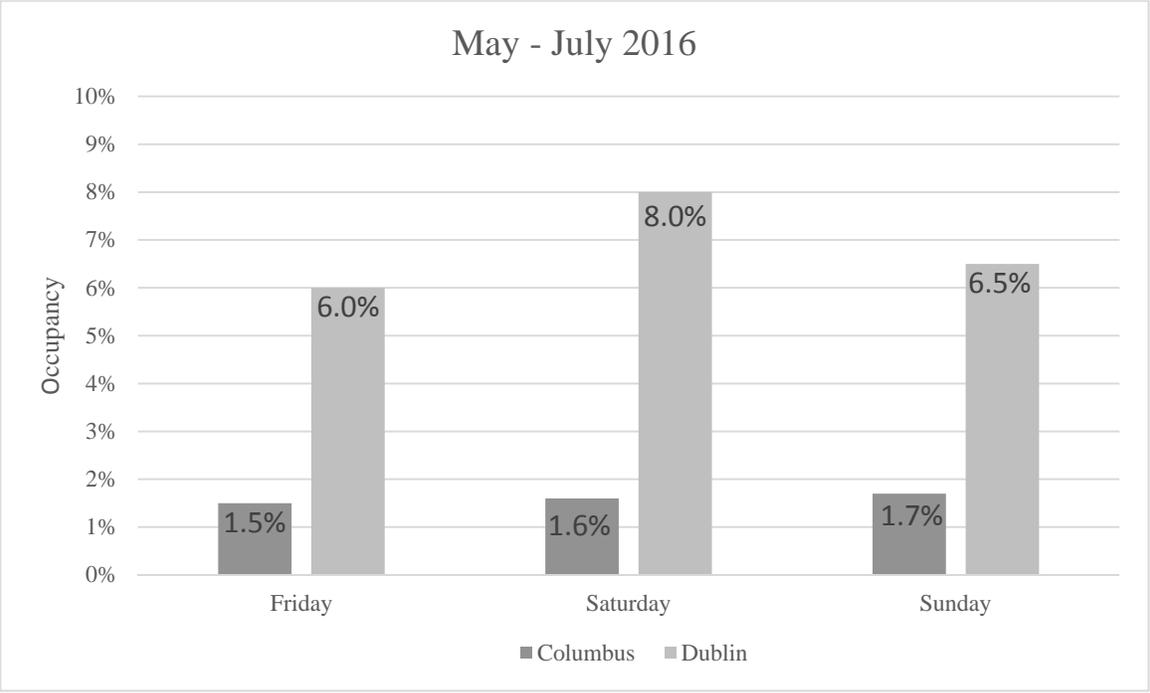
City of Dublin Hotel Weekend Occupancy Rates
Minimal Occupancy Increase Without DCVB Regional Campaign



Source: Smith Travel Research

Columbus vs. Dublin Weekend Occupancy Rate Increases

Dublin Outpaces Columbus



Source: Smith Travel Research