

IFEA World Festival and Event City Award

DUBLIN | OHIO | USA





Introductory Letter

The eyes of the world were on Dublin, Ohio, USA in 2013 as The Presidents Cup came to town to play on Jack Nicklaus' world-class course at Muirfield Village Golf Club. After a victory was secured by the U.S. team, Dublin became the only city in the world to host a Presidents Cup, Ryder Cup and Solheim Cup.

Visitors from all continents witnessed first-hand what our residents and corporate citizens have come to know about our city. It's why the readers of Columbus Monthly magazine have voted Dublin the Best Suburb in Central Ohio and the Dublin Irish Festival as the Best Festival in Central Ohio. It's also the reason Dublin was named an IFEA World Festival & Event City in 2012 – with the judges selecting Dublin as the Most Outstanding Global Entry in our population category.

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 Columbus Region. Here are just a few of our recent achievements:

- Movoto.com named Dublin The Happiest Suburb in America
- NeighborhoodScout recognized Dublin as one of the Top 100 Safest Cities in America
- Dublin was acknowledged as a Bicycle Friendly City by the League of American Bicyclists

- All three high schools have been named to Newsweek's list of the top high schools in the country
- The Intelligent Community Forum honored Dublin as one of the Top Seven Intelligent Communities in the world – twice!
- Fox Business News proclaimed Dublin the No. 1 city in the country in which to start a business
- Business Week Online cited Dublin as the best small city in Ohio for start-ups

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 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 feature performing arts centers, which rival entertainment venues in many metropolitan communities. Our 1,200 acres of parkland have allowed us to create green spaces conducive to community ceremonies as well as grand international events. And, when it comes to sporting events,

the combination of city, school and private facilities – with nighttime lighting, permanent seating and abundant parking – creates venues that can host thousands of participants and spectators on any 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 outstanding public recreational amenities, including two outdoor swimming pools, a state-of-the-art recreation facility, more than 100 miles of bike paths and 56 parks featuring a variety of amenities. Our revitalized Historic District, which is being transformed into a highly walkable, urban district, will offer greatly expanded options in housing, employment, transportation and entertainment. When all of these vibrant elements are woven together, they make a city not just a place to live, but a place to celebrate.

Join us to see why Dublin, Ohio, USA is a World Festival & Event City.



Sincerely,
Marsha I. Grigsby
City Manager



Table of Contents

Section 1 » Community Overview	4 - 19
Section 2 » Community Festivals and Events	20 - 41
Section 3 » City/Government Support of Festivals and Events	42 - 51
Section 4 » Non-Governmental Support of Festivals and Events	52 - 57
Section 5 » Leveraging Community Capital Created by Festivals and Events	58 - 67
Section 6 » Extra Credit	68 - 74
Appendix	
A » Emergency Preparedness	
B » Presidents Cup 2013	
C » St. Patrick's Day Report	
D » Independence Day Report	
E » Dublin Irish Festival Annual Report	
F » Dublin City Council Goals	
G » Hotel/Motel Tax Fund	
H » Fees for Services	
I » Community Event Guidebook & Training Programs	
J » City Ordinances	
K » Professional Development & Training Programs	
L » CTA Handbook	
M » Sponsorships	
N » Media Outlets	
O » DCVB Marketing Plan & Annual Report	
P » DCVB Special Incentives	
Q » DCVB Brand Guidelines	
R » Central Ohio Safe Ride	
S » Beverage Server Training	
T » Eddie Adams Exhibit	



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 43,000 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 have been named to Newsweek's list of top high schools in the country. With 64 institutes of higher learning in Central Ohio, including The Ohio State University, the region offers a pipeline to 140,000 college students and 22,000 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 – 22 on the Fortune 500 list, Dublin also is the headquarters of the Wendy's Company, Ashland Inc. and OCLC – the Online Computer Library Center.

Dublin is home to more than 3,500 businesses and 70,000 corporate residents.

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 2013 with occupancy rates increasing two percent over the previous year and bed tax revenues increasing 15 percent over 2012. 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 2.6 million visitors annually for both day and overnight trips and they stay nearly 450,000 room nights at Dublin's 14 hotels..



IFEA Support and Engagement

For nearly two decades, the City of Dublin has been engaged with IFEA through membership, Foundation Board member, Foundation Auction contributor and high bidder, regional conference site and sponsor, member vendor purchaser and more. In 2012 the City of Dublin was named a 2012 IFEA World Festival & Event City and Judges' Selection for Most Outstanding Global Entry - and proudly promoted this acclaimed international recognition to...well, the world! We also received pinnacle awards for festival and events programming, promotions and media initiatives.

2013

Gold Awards: Best Event Website- DublinIrishFestival.org and Best Event (within an existing Festival) – International Highland Games Women's World Team Championships

Silver Awards: Best Social Media Site – Dublin Irish Festival Facebook; Best Event Photograph - St. Patrick's Day Inflation Celebration; Best New Merchandise - DIF Canteen; Best New Promo Activity - Columbus Clippers Irish Heritage Night

Bronze Awards: Best T-Shirt Design and Best Miscellaneous Clothing

The Only City in the World

Dublin is the only city in the world to host five of golf's most prestigious events

- the annual Memorial Tournament since 1976
- 1987 The Ryder Cup
- 1992 U.S. Amateur Championship
- 1998 The Solheim Cup
- 2013 The Presidents Cup



Who We Are

Current City Population
43,607 (US Census)
Current SMSA
1,967,066 (US Census)
Population within a 50 Mile Radius
2,325,739 (US Census, ESRI Business Analyst)

Survey Results

The City of Dublin performs a Public Opinion Survey every three years 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

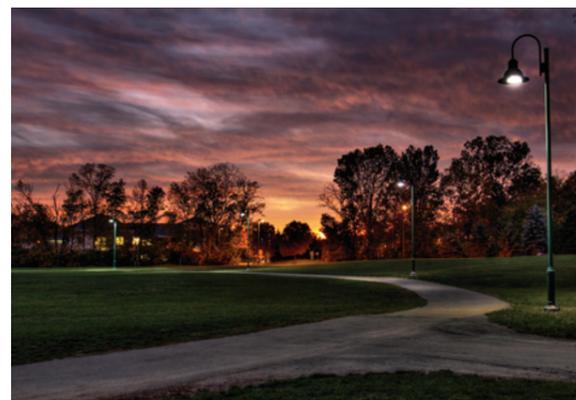
In **aided** questions, residents reported doing the following in the previous two years:

- 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 seats
Stage Dimensions	24' x 40'
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 guests
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, the square provides a casual gathering space as well as an intimate venue for visual and performing artists.

Historic Green at Sells Middle School

Capacity	750 guests
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 Christmas Tree Ceremony is 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

Coffman Park

Capacity	50,000
Size	105.3 acres
Parking	143

Amenities

Amphitheater, three shelters, two restroom facilities, three tennis courts, one basketball court, two bocci ball courts, ice rink, two playgrounds, bike/ multi-use path, skate park, recreation center, fishing, Coffman Homestead/ Historical feature, Art in Public Places/Ascension, Narrow #5, Injection, Exuvia, Untitled, Watch House, One Scene

Scioto Park

Capacity	5,000
Size	14.3 acres
Parking	75

Amenities

Amphitheater, three shelters, playground, restroom facility, Art in Public Places/Leatherlips, sledding hill, river access, canoe launch, fishing

Emerald Fields

Capacity	7,500
Size	33.8 acres
Parking	280

Amenities

Three ball diamonds, multi-use sports fields that allow for lacrosse, soccer and cricket; two playgrounds (one universally accessible), two restroom facilities, two shelters, bike/multi-use path, Art in Public Places/Modified Social Benches



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 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 10 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.

Dublin Arts Center

Dublin Arts Council is housed in an elegant French-eclectic styled building that was constructed in 1941 and is listed on the National Register of Historic Places. A previous owner was a pioneering business-woman and local champion of the arts. She made the residence famous through many gala events she hosted here. The City of Dublin purchased the property in 1999 and turned the home into a community center dedicated to the arts. Dublin Arts Center opened to the public on March 17, 2002 as the home of Dublin Arts Council.

The Center's French doors open to a majestic backyard with a stunning view of the Scioto River. The backyard boasts a refurbished patio, lush gardens and expansive greenspace.

The Center hosts art exhibitions throughout the year and is a unique and versatile venue for community, corporate and private events.

Capacity 500
Parking 120 spaces + shuttle service
Amenities

Gallery space, meeting/gathering rooms, chairs, tables, linens, kitchen, picturesque vistas



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 was the site of The 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 "amphitheaters" 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 in the spring of 1974. The first "official" clubhouse opened that same winter.

The clubhouse, which was recently renovated and re-opened in the spring of 2013, connects 100,000 square feet of beauty. The men's locker room includes two floors of locker space with a large center lounge and a dining area called the Captains Grill. A fully equipped golf shop is conveniently located on the lower level of the clubhouse, and there is a separate new state-of-the-art fitness facility with a golf cart maintenance area underneath. The newly renovated dining area appointed as the Mixed Grill has the best view in golf overlooking the 18th green.



Lodging - Four original villas were built along No. 1 fairway in 1976 for on-site lodging. Muirfield Lodge opened in 2003 as a separate 12-suite facility also near No. 1 fairway. The original four buildings were then replaced in 2007 by six new state-of-the-art villas. And most recently during the Clubhouse renovation, six new Club Suites were added, which adjoin the Clubhouse and include magnificent views of No. 18 and the golf course. In total, 42 suites are now on property for lodging at Muirfield Village Golf Club.

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.

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, (since 1976) Muirfield Village Golf Club has also hosted:

- 1992 U.S. Junior Amateur Championship
- 1987 The Ryder Cup
- 1995 Wendy's 3-Tour Challenge
- 1998 The Solheim Cup
- 2013 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 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 Management Coordinator 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 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 compliment 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 Jig 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 support 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 expanded locations and promotions since then.



Estimated City Visitors Annually Attributed to Festivals and Events

The City of Dublin attracts an estimated 2.6 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 \$8.3 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
Sonesta Suites	100	100



Room Nights for Select Events

Event	Room Nights
The Presidents Cup 2013	6,192
Football University Top Gun Showcase	4,198
PGA Memorial Tournament	3,891
Dublin Irish Festival	1,936
Nike Challenge (Boys Weekend)	1,522
SAFECON Nationals	1,176
Buckeye Elite Tournament	1,140
Nike Challenge (Girls Weekend)	1,133
Club Ohio Fall Classic	960
Ohio Premier Invitational	958
Buckeye Classic Hockey Tournament(s)	879
Ohio Middle School Lacrosse	741
Wayne Williams Memorial	389
Arthritis Foundation Classic Auto Show	347
Dublin Charity Cup	219
Emerald City Games	10

**supplied by the Dublin Convention & Visitors Bureau*



Section 2 » Community Festivals and Events

Dublin Events at a Glance

February

Last Chance for Boston

March

St. Patrick's Parade

St. Patrick's Day Community Celebration
- The Brazenhead, Best Legs in a Kilt
Contest Celebration

Kiwanis Easter Egg Hunt & Pancake
Breakfast

Jig Thursdays,
the first Thursday of the month March – October
Hockeytime Tournament

April

Club Ohio Nike Challenge Cup/Soccer
Sells Middle School PTO 5K Run
to benefit Pancreatic Cancer

Jig Thursdays,
the first Thursday of the month March – October
Dublin City Schools
Dodgeball Tournament

May

OMS Lacrosse Tournament

Jig Thursdays,
the first Thursday of the month March – October

Wayne Williams Memorial
Baseball Tournament

Memorial Day Parade & Ceremonies

The Memorial Tournament

The Memorial Tournament Community
Celebration – Bogey Inn, The Bunker at
The Country Club at Muirfield Village

Coffman Homestead Open House,
first Sunday of the month June – September

Dublin Farmers Market,
weekly May – September

Down Syndrome 5K/Fun Run

June

Lyndsey & Kyle Memorial Run

Kohl's American Cup Soccer

Relay for Life

Sundays at Scioto,
every Sunday second week of June to last week in July

Kiwanis Frog Jump and Festival

Jig Thursdays,
the first Thursday of the month March – October

Coffman Homestead Open House,
first Sunday of the month June – September

July

Sundays at Scioto,

every Sunday second week of June to last week in July

Independence Day Celebration

Arthritis Foundation Classic Auto Show

BAPS Walkathon

Mile Dash

Mountain Bike & Cyclocross Event

Emerald City Music Games

Jig Thursdays,
the first Thursday of the month March – October

Football University/Top Gun Showcase

Buckeye Elite Baseball

Coffman Homestead Open House,
first Sunday of the month June – September

August

Dub Crawl & DIF 5K

Dublin Irish Festival

Emerald City Half & Quarter Marathon

Jig Thursdays,
the first Thursday of the month March – October

Coffman Homestead Open House,
first Sunday of the month June – September

September





Dublin Events at a Glance - Con't.

Dublin Charity Cup/Soccer
 Italian Gathering Car Show benefitting
 Dave Thomas Foundation for Adoption
 Dublin Jerome HS Homecoming Parade
 Run for God 5K
 OP Invitational/Soccer
 Dublin United Tournament/Soccer
 Teen Driving Rodeo
 Dublin Alumni 5K - Kate Waldron
 Jig Thursdays,
the first Thursday of the month March – October
 Pooch Pond
 Practice Patricks ½ Way to
 St. Patrick's Day Celebration
 Coffman Homestead Open House,
first Sunday of the month June – September

October

Canine Companions Dogfest
 Spooktacular
 Jig Thursdays,
the first Thursday of the month March – October
 Hockeytime Tournament
 The Presidents Cup*
 ForeFest*
 National Pumpkin Weigh-off

November

Veterans Day Ceremony
 St. Brigid SPICE 5K
 Flying Feather Four Miler
 Club Ohio Fall Classic/Soccer

December

Christmas Tree Lighting
 Light the Night in Historic Dublin
 Snowflake 5K
 12 Elves of Dublin

**indicates 2013 only event*



The Presidents Cup 2013 | Oct. 1-6, 2013

Dublin, Ohio, USA, was once again in the international spotlight as Muirfield Village Golf Club played host to one of the sport's most prestigious events – The Presidents Cup 2013, October 1– 6. The U.S. team, led by Captain Fred Couples, prevailed during the 2013 playing of The Presidents Cup, winning its matches by a score of 18.5 to 15.5 over the international team, captained by Nick Price.

Thanks to the efforts of Dublin City Council in 2011, the City of Dublin was the first

governmental agency to support The Presidents Cup 2013 with a \$250,000 financial sponsorship and \$100,000 in City services. Community engagement began in August 2012 and continued up and through The Presidents Cup. With financial support, creative talents and volunteer efforts our residents, corporate citizens, businesses and organizations elevated the local efforts spearheaded by the City of Dublin and the Dublin Convention and Visitors Bureau.

"It's an opportunity to come together, enjoy all of the great attributes of our city and generate long-term benefit."

Dan Sullivan
Executive Director of the Memorial Tournament and President of HNS Sports Group.

See Appendix B - President Cup 2013



Golf fans turned out by the thousands to support the American team.



The Ohio State University Band marches on the first tee during The Presidents Cup Opening Ceremony Oct. 3.



The Presidents Cup Community Activation

Dublin's 18 Most Memorable Moments in Golf

To celebrate our rich history and tradition of golf, residents "voted" on Dublin's most memorable golf moments. The winning moments were promoted with distinct banners, a Dublin Life Magazine insert and a commemorative poster. The top two vote getters: #1 - Jack Nicklaus tours land in Dublin that later becomes Muirfield Village Golf Club (1966). #2 - Dublin Jerome High School's boys and girls golf teams win back-to-back state championships (2011-12).

Fore!Fest

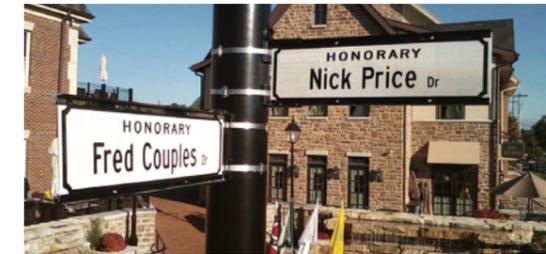
Fore!Fest, a street party on the crossroads in Historic Dublin, was embraced by the community and applauded by guests from throughout the world. Distinct and reflective of Dublin, the four live music stages featured the Playing Through street piano; Irish jigs, reels and ballads; American rock; and classics performed by students from Dublin schools. In addition, street artists, roving entertainers, food trucks and thousands of guests created an eclectic, energetic and unforgettable event.

Honorary Drives

Throughout the tournament, the streets of Dublin's crossroads in the Historic District were re-named. Bridge Street became Fred Couples Drive and High Street became Nick Price Drive in honor of The Presidents Cup team captains.

Playing Through

Dublin's first street piano, Playing Through, brought musical entertainment to events surrounding The Presidents Cup. With a golf-inspired theme designed by ALternative, the piano made its debut at The Presidents Cup Plaza Dedication before embarking on a 24-day tour throughout the Columbus region. Music was provided through a combination of scheduled pianists and an open invitation for all to sit down and take a turn at the keyboard. "Music and visual art transcend language, and the arts are the perfect vehicle for welcoming guests from around the world to our community," explained Dublin Arts Council Executive Director David S. Guion.



The Presidents Cup Community Activation - con't.



18 Drives Through Dublin

Residents and visitors alike enjoyed a temporary art exhibit with the display of 18 larger-than-life golf ball sculptures mounted on tees throughout Dublin. Each sculpture was artistically embellished and sponsored by a Dublin business or organization. The unique works of art showcased the City's vibrancy and spirit of innovation and captured the attention of the media worldwide.

International Leadership Breakfast at OCLC

In recognition of the prestigious global platform of The Presidents Cup, the City of Dublin and partners in the Columbus

Region hosted a Morning Address & Breakfast Reception at OCLC. Christine A. Poon, the Dean and John W. Berry, Sr. Chair in Business at The Ohio State University, addressed 250 business leaders, PGA TOUR dignitaries and special guests from throughout the world. Mayor Tim Lecklider presented a Key to the City to a delegation from Incheon City, South Korea – home of The Presidents Cup 2015.

The Presidents Cup Plaza

The City of Dublin dedicated the upper plaza at BriHi Square in Historic Dublin in honor of The Presidents Cup on Sept. 12, 2013. To commemorate the event, a plaque was placed on the plaza reading: "Home of the Memorial Tournament since 1976 and the only city in the world to host three of golf's most prestigious international team, match-play competitions: The Ryder Cup 1987, The Solheim Cup 1998 and The Presidents Cup 2013. The City offers our appreciation to Jack Nicklaus for his vision, leadership and determination."

Welcoming the World to Dublin

Welcoming our guests and demonstrating patriotism, American flags and Dublin, Ohio, USA banners were displayed on the four bridges including Interstate 270 and Emerald Parkway. Lamppost banners lined

Bridge Street and Muirfield Drive. And red and gold mums were planted and displayed throughout Dublin – in the City's entryway features, parks, medians, at the entrances to Dublin neighborhoods and throughout the business district in Historic Dublin.

Marketing and Media

Fans were encouraged to show Dublin pride by adding #dublinohio, #prescup and #dublinishome to their photos and postings via their Instagram and Twitter accounts. The results were automatically uploaded to Seen, a visual marketing platform, where 5,700 photos were uploaded with a reach of 52 million among Twitter and Instagram followers.

With the world of golf shining on Dublin, Ohio, we captured the attention of regional, national and international business decision makers through a targeted digital advertising media buy with NBCSports, MSNBC.com and GolfChannel.com. The message - Dublin is a world-class destination to do business.

Local print ads appeared as well. The first "Where Champions Reside" ad featured Jack and Barbara Nicklaus. And following the tournament, full page thank you ads appeared in the Dublin Villager and The Columbus Dispatch.



The Presidents Cup 2013 by the numbers

- **Economic impact**
\$22 million
in direct consumer spending
- **Charitable Donations**
\$5.1 million was contributed to charitable causes as chosen by the players. This event is unique in that there is no prize money for the players; rather the monies are allocated to charities of the players' choice.
- **Global reach**
total worldwide reach in nearly **805 million homes** and **224 countries**; 44.2 million domestically reached over four days of tournament telecast
- **Media coverage**
567 registered media in attendance representing **167** media outlets, **18,656** articles, **\$1.17 million** in estimated media value and **71.2 million** impressions
- **Social media**
reached **1.3 million fans** during tournament week
- **Overnight stays**
6,100 Dublin hotel room nights secured – largest one month bed tax revenue generation ever
- **Regional collaboration**
unprecedented level demonstrated by the City of Dublin, State of Ohio, City of Columbus, Franklin County, Delaware County, Columbus Partnership, Columbus 2020, JobsOhio, The Ohio State University, Columbus Council on World Affairs, Experience Columbus and Port Columbus International Airport

Signature Events

City of Dublin St. Patrick's Day

St. Patrick's Community Celebration
Organizations, businesses and local pubs also joined in the celebration throughout March. The Brazenhead Irish Pub featured live Irish music throughout the weekend, Ha'Penny Bridge Imports of Ireland sponsored the Best Leg in a Kilt Contest Celebration, the Lion's Club annual Pancake Breakfast served up pancakes and green syrup.

St. Patrick's Business Appreciation Day
The City of Dublin reaches out to our 3,500 businesses in celebration of St. Patrick's Day and in appreciation for their continued support of our community. Thank you letters to 3,000 businesses acknowledge their choice to remain in Dublin. Irish-themed appreciation baskets are sent to 75 select businesses. Finally, on a rotating basis, 15 companies receive the top tier Business Appreciation Day package. The lucky businesses are treated to a traveling show of Irish musicians and dancers as well as visits by the Mayor, City Council and the City's Economic Development Team. The employees receive beads and gift cards to local restaurants and shops.

City of Dublin St. Patrick's Day Parade
Dublin's parade is coined the Greenest, Grandest St. Patrick's Day Parade – and on Saturday, March 15, 2013, 27,000 guests agreed. In addition to the 90-minute, 108-unit parade, the City of Dublin also coordinated the selection of the Grand Leprechaun as well as pre-parade entertainment including the Inflation Celebration near the parade

formation and the Irish Music Review Stand in Historic Dublin. Donating 317 hours of service, our 88 volunteers helped at information tents, line-up lots and along the parade route; dressed as lucky leprechauns and guided giant parade balloons. The Presidents Cup float was repurposed and made its debut as the Grand Leprechaun and Grand Marshall float.

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>\$9,260</i>
Estimated Gross Operating Expenses:	<i>\$19,659</i>
Estimated Total Sponsorship Support:	<i>\$90,075</i>
• Cash Sponsors/ Partners	<i>\$9,000</i>
• In-Kind Services	<i>\$4,075</i>
• Value of Donated Media Coverage	<i>\$77,000</i>
Estimated Volunteer Count & Estimated Hours Worked:	<i>98 volunteers; 317 service hours</i>
Estimated Attendance:	<i>27,000</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 C - 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:

39

Event Dates:

Last week of May/first week of June

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 (2011)
All player events were well-planned and executed, which benefited 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.
- PGA TOUR Best Use of Players (2012)
The Memorial Tournament successfully created the Legends Luncheon in 2011 as a fundraiser for Nationwide Children's Hospital. In the first two years alone, \$55,000 was donated. Speakers at the luncheon include Tournament Host and Founder Jack Nicklaus and a national golf guest. The Nicklaus Youth Spirit Award is also presented each year.

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 2014 Dublin Independence Day Celebration was held Friday, July 4. The theme "Shining Stars & Stripes" was reflected through many of the 80 parade units and 400 reserved tables at the evening concert featuring Earth, Wind & Fire and the Zambelli produced fireworks display in the Dublin Coffman High School Stadium. As with other City events, volunteers assisted in a major way; 121 volunteers of all ages contributed more than 321 hours of service. Similarly, the 2013 Independence Day Celebration featured Chicago and the theme was "Color my world...red, white and blue." Attendance is free for all guests, except for the reserved tables on the football field which are sold for \$125. Free seating in the football stands, nearby grassy areas and well-manicured sports practice lawns attract about 25,000 people.

Each year, Independence Day starts with the Sherm Sheldon Fishing Derby at the "stocked" pond at the Dublin Community Recreation Center. The parade kicks off with the Inflation Celebration. More than 20,000 people attend the annual parade. Prior to the evening concert, the Canine Frisbee Championship attracts 1,000 spectators and nearly 50 athletic dogs.

Past entertainers for the evening concert include Joe Walsh, Smokey Robinson and the Miracles, Boyz II Men, Huey Lewis and the News, K.C. and the Sunshine Band, Kenny Loggins, Village People, Pat Benetar and more. 2014 marked the 20th time a free concert featuring national acts and Zambelli produced fireworks – simulcast by a local radio station – have been presented.

Top Executive Contact Information:	<i>Alison LeRoy, Events Manager</i>
Number of Years Festival or Event has been produced:	<i>20 Years</i>
Event Dates:	<i>July 4</i>
Recurrence Cycle:	<i>Annually</i>
Estimated Gross Operating Revenues:	<i>\$ 72,571</i>
Estimated Gross Operating Expenses:	<i>\$378,950</i>
Estimated Total Sponsorship Support:	<i>\$42,750</i>
• Cash Sponsors/ Partners	<i>\$26,300</i>
• In-Kind Partners	<i>\$11,250</i>
• Media Partners	<i>\$45,000</i>
Estimated Volunteer Count & Estimated Hours Worked:	<i>121 volunteers; 321 service hours</i>
Estimated Combined Aggregate Attendance:	<i>32,000</i>
Estimated Non-Aggregate Attendance:	
• Parade attendance	<i>20,000</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 D - Independence Day Report



*** Final numbers for Independence Day 2014 are not complete at this time, therefore this data reflects 2013, which is similar to 2014.





Signature Events - Con't.

Dublin Irish Festival

For 27 years, the first weekend in August has been reserved for what is now the world's second largest Irish celebration. Nearly 104,000 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 Dash 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 38 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. Coined the largest three-day Irish festival on the planet, 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 2013, more than \$120,000 was returned to the community through the Sharin' o' the Green program. On Sunday morning, guests donated 10,300 pounds of food and \$10,294 to the Dublin Food Pantry.

Top Executive Contact Information:	<i>Alison LeRoy, Events Manager</i>
Number of Years Festival or Event has been produced:	<i>27 Years</i>
Event Dates:	<i>First full weekend in August</i>
Recurrence Cycle:	<i>Annually</i>
Estimated Gross Operating Revenues:	<i>\$1,782,170</i>
Estimated Gross Operating Expenses:	<i>\$343,500</i>
Estimated Total Sponsorship Support:	<i>\$248,000</i>
Estimated Volunteer Count & Estimated Hours Worked:	<i>1,300 volunteers; 13,000 service hours</i>
Estimated Combined Aggregate Attendance:	<i>104,000</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 2013
	<ul style="list-style-type: none"> Gold: Best Event Website <li style="padding-left: 20px;">Best Event within an existing Festival Silver: Best Source Media Site <li style="padding-left: 20px;">Best New Promotion <li style="padding-left: 20px;">Best Event Photograph <li style="padding-left: 20px;">Best New Merchandise Bronze: Best T-Shirt Design <li style="padding-left: 20px;">Best Misc. Clothing
Professional Industry Involvement / Memberships:	<i>Included in Section 4</i>

See Appendix E - 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 with 7,000 candy-filled 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 benefit a Kiwanis Worldwide project, Eliminate, with the goal of eliminating maternal and neonatal tetanus. Location: Coffman Park. 100% volunteer organized and staffed.

Jig Thursdays

The third Thursday, May through September, is Jig 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. 50% volunteer/50% HDBA coordinator developed and implemented.

Sundays at Scioto Concert Series

This popular outdoor concert series is now in its 31st year, presenting an array of central Ohio and regional performing artists on stage in the natural amphitheater in scenic Scioto Park. The free concert series takes place for nine Sunday evenings from June through August. Dublin Arts Council selects an array of central Ohio and regional musicians to provide something for almost every musical taste throughout the season. Guests bring lawn chairs, blankets and picnic dinners, or purchase dinner and dessert from food trucks. 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 Classic Auto Show

Celebrating its 32nd year, the Annual Arthritis Foundation Classic 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.

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.

Football University Top Gun Showcase

In July 2013 and 2014, Dublin Jerome High School hosted the Football University Top Gun Showcase. This invitation-only, elite football camp attracted more than 1,500 athletes as well as their families to Dublin for two 3-day camps. Visiting athletes represented 45 different states and 6 countries around the world. While the athletes were busy sharpening their skills, their families were able to visit the many attractions, shops and restaurants that Dublin has to offer.

Australian Football U.S. National Championships

In October 2014, Dublin hosts the USAFL (U.S. Australian Football League) National Championships. Men's and women's teams from across the United States will compete at Darree Fields on October 11-12 to see who will be crowned this year's National Champions. The event will attract nearly 1,500 athletes as well as spectators and fans and will be simulcast live on the internet to more than 25 countries around the world. The event is free for all to attend and will also feature authentic Australian food and beverage.

Dublin City Schools Dodgeball Tournament

Every year in late March, recess becomes a little more exciting in our Dublin schools. Each school holds their own dodgeball tournament, with the winners advancing to a community-wide program at Dublin Scioto High School. Teams and spectators pay to enter and the proceeds benefit Dublin Special Olympics and student scholarships. To date, the tournament has raised more than \$64,000. It's a great family night of friendly competition, camaraderie and fundraising. 100% volunteer organized and staffed.

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 Tour Professionals. 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. In 2014, an honorable military caddie position was implemented. Designated service members attended the pin flag on the 16th green during the Pro-Am and practice rounds.

Wreaths Across America

On the second Saturday in December, volunteers laid thousands of wreaths on veterans' graves across the country as part of Wreaths Across America. The City of Dublin, with the leadership of veteran and community champion Oz Koeplin, adopted this program in 2013 and plans are underway for this to be an annual recognition of our veterans.

The program traces its origins to 1992, when a Maine wreath-maker took leftover Christmas greenery to Arlington National Cemetery in Arlington, Va. Since then, more than one million wreaths have been placed on veterans' graves during the holiday season.

Volunteers, including local boy scout troops and veterans, placed 286 wreaths on all veterans' graves at Dublin Cemetery before moving on to the smaller Indian Run and Davis cemeteries, where an additional 11 wreaths were placed. A final wreath was placed at the KIA/POW stone at the Grounds of Remembrance.

The mission for this program is: To Remember, Honor, & Teach about the service and sacrifices of our veterans, active military, and their families. Initial event - 100% volunteer organized, staffed and funded.

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.

Section 3 » City/Governmental Support of Festivals and Events

Defined Public and Accessible 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 bureau 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 104,000), 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 producing 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.

The Community Relations Department is responsible for serving as a liaison to community events such as the Memorial Tournament and The Presidents Cup. Recognition, ceremonial, art and veteran initiatives are supported by Community Relations.



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 3,500 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.

Grants support community efforts

Dublin City Council awarded nearly \$143,000 in grants through the Hotel/Motel Tax Fund. Funds are generated from a six percent tax on overnight stays in Dublin's 14 hotels. In 2013, \$1,926,307 was collected. The Dublin Convention and Visitors Bureau and the Dublin Arts Council each receive approximately 25% of the fund annually. In addition to funding City of Dublin events, the fund supports cultural arts, beautification projects, improvements to Historic Dublin, special events and other projects that appeal to visitors.



Hotel/Motel Tax Grants 2013	
Events	Amount
Arthritis Foundation - Classic Auto Show	\$10,000
Club Ohio Soccer - Nike Challenge Cup	\$5,000
Dublin Arts Council - Community Research Project	\$16,000
Dublin Convention and Visitors Bureau	\$7,500
Dublin Jermone High School Homecoming Parade	\$1,000
Dublin Kiwanis Frog Jump	\$5,750
Dublin Scioto High School Lacrosse Booster	\$5,000
Dublin Soccer League	\$16,832
DYA Wayne Williams Memorial Tournament	\$19,500
Kiwanis Club of Greater Dublin - Teen Driving Rodeo	\$3,500
Ohio Premier Girls Soccer Club	\$7,700
Historic Dublin Business Association Engagement Campaign	\$20,000
Top Gun Football University Camp	\$25,000
Total	\$142,782

Arthritis Foundation
Classic Auto Show

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 H – 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 I – 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 and Director of Community Relations Sandra Puskarcik as a Steering Committee Member provided 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 Scotland as a delegate at the International Irish Festival Promoters Conference.

In Greater Columbus, Sandra Puskarcik also is committee member of the Shamrock Club Music Festival/Summer Feis, the Greater Columbus Irish Cultural Foundation Annual Recognition Event and an advisor to City Music Columbus.

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 J – 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 K – Professional Development and Training Programs

City Provided Festival and Event Training Programs

Greater Columbus Tourism Ambassador Program

Using The Presidents Cup 2013 as the motivator for new programs, enhanced regional partnerships and introduction of customer services programs focused on the festival, event and tourism industry, the City of Dublin and the Dublin Convention and Visitors Bureau participated in the national Certified Tourism Ambassador™ Program in Greater Columbus. What's more, as a trail blazer, we established the first ever suburban community component in cooperation with Columbus.



Here are some specifics on the program:

As an accredited provider, Experience Columbus administers the official Certified Tourism Ambassador™ (CTA) designation on behalf of the Tourism Ambassador Institute, the national oversight body for the certification program (www.CTAnetwork.com). Experience Columbus is the “convention and visitors bureau” for Greater Columbus (www.experiencecolumbus.com). Other accredited providers throughout the nation include North Texas (Dallas, Fort Worth, San Antonio, Corpus Christi), Greater Oklahoma City, Journey Through Hallowed Ground Partnership 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% of the local economy supporting more than 61,000 jobs. A positive experience is critical to impacting the future number of visitors, how much they spend and their intention to return. 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

Costs

- One-time application fee - \$29
- Annual renewal fee is \$20
- 50 renewal points are required each year. Points can be earned by attending a CTA networking event or a tourism-related seminar, volunteering, visiting local attractions and reading tourism-related articles.

Appendix L – CTA Handbook

Module #5 – Dublin as a Destination

After graduating two Dublin officials from the program, the City of Dublin and the Dublin CVB collaborated with Experience Columbus and The Tourism Ambassador Institute and created a Dublin component that now also serves as an example for other suburban communities. Together we enhanced Module 2 to include Dublin-specific events and attractions and created Module 5 – Dublin as a Destination.

We believed that as we prepared for The Presidents Cup it was critical for us to foster an aligned destination-wide culture of quality service and a welcoming citizenry. We also believe that it's important for potential Dublin ambassadors to “know” the Greater Columbus region. 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 was good reason for us to explore this opportunity.

What's more, the City of Dublin encouraged and paid the \$29 application fee for City of Dublin employees, City Council members, board and commission members, neighborhood leaders as well as residents who participated in Presidents Cup community outreach and activation focus groups and brainstorming sessions.

To date, there are 1569 Greater Columbus CTAs; 175 of those live and/or work in Dublin.

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)
Greater Columbus Tourism Ambassador Program
Historic Dublin Business Association
International City/County 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
North American Association of Irish Celtic Festivals

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

Volunteer Involvement

A hallmark of a great community is its capacity to welcome, convene and organize citizen involvement. The higher the engagement, the greater the opportunity to come together to solve issues and create innovative strategies for an energetic community. In Dublin, Ohio, volunteerism is a part of everyday life and every special event. The City of Dublin recognizes this value and is host to a fulltime, centralized Volunteer Resources department to organize such efforts.



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.

Ongoing Relationships

In response to the need for more resource sharing and community cohesion, Volunteer Resources initiated a regular gathering of all Dublin and Dublin area agencies who utilize volunteers as 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

Special Olympics, The Welcome Warehouse of Dublin, The Dublin Food Pantry, Ohio Miracle League and more. Many of these agencies, in turn, plan local community festivals as well as fundraising and recognition events. Further, the City partners with The Dublin Chamber of Commerce to host an annual Leadership and Volunteer Expo to match volunteers with area organizations and agencies. In 2014, it was held in conjunction with the Chamber’s “Business After Hours” event at a local mall, bringing corporate and resident dialogue together for increased volunteer referrals that proved fruitful for all involved.

Corporate Volunteerism

The City of Dublin draws hundreds of volunteers for most of our festivals, events and activities through nurtured relationships with area business and universities. In 2014, the new Ohio University Heritage College of Osteopathic Medicine and The Ohio State University, are working to further develop student engagement through service learning and event participation. 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 M - 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 39 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.

Presidents Cup Media Impact

As we prepared for the world of golf to shine on Dublin, Ohio – an unprecedented regional media/PR team was assembled to collaborate on media outreach, leverage media coverage and educate the media on the assets of the Columbus region and Dublin, Ohio.

Now viewed as a model for the future, the Regional Media Team, represented by City of Dublin Public Affairs Officer Sue Burness, hosted a number of media events before and

during The Presidents Cup. More than 560 registered media from 167 outlets and 11 countries covered The Presidents Cup. More than 18,656 articles mentioned The Presidents Cup in Dublin, Ohio between February 1, 2012 and October 31, 2013. These articles were not just about the international golf match – but highlighted The Presidents Cup and Dublin, Ohio as a destination for world-class golf, entertainment, Midwest hospitality and business development.

Appendix N – 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 O - DCVB Marketing Plan & Annual Report

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 event the third Thursday from May through September. Jig Thursdays feature a variety of experiences from music and arts to casual shopping and upscale dining. Historic District business owners add value to Jig Thursdays 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, Top Gun Football University, 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 P - 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 community 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

10 Most Prominent Corporate Sponsors in Dublin

Bob Evans
Cardinal Health
IGS Energy
Killian’s Irish Red
Nationwide Insurance
Ohio Health/Dublin Methodist Hospital
Pepsi
Rolex
Scott’s Miracle-Gro
The Wendy’s Company



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 Q – DCVB Brand Guidelines

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

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 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

Dublin Arts Council's yearlong series of eight-to-ten solo and group gallery exhibitions includes compelling two- and three-dimensional artwork featuring local, regional and international artists. The series provides sales opportunities and marketing support to artists. Over the last six years, 94 percent of professional exhibitions have received published critical reviews.

Dublin Art in Public Places

Begun in 1988, the award-winning Dublin Art in Public Places program includes large and small-scale permanent and temporary artworks acquired by a number of models, including commissioning and on-loan programs. The collection also includes Riverboxes™, small-scale commissioned artworks modeled after geocaching and letterboxing, which offer unique opportunities for environmental edu-

cation and discovery in Dublin parks. The complete collection includes more than 70 sculptural elements. Information about the artwork is available via a cell phone tour, featuring interviews with the artists about their inspiration and process. The collection is also the only public art tour included in the worldwide CultureNOW "Museum Without Walls" project and is soon to be added to the renowned Public Art Archive.



Ripple Effect

Designed to encourage artistic exploration and response to the Scioto River, Dublin Arts Council is currently developing the fifth installment of an original, site-specific, outdoor contemporary dance project in collaboration with OhioDance and The Ohio State University. The current project, titled "The Descent of the Water: Rain" by African American choreographer Crystal Michelle, is inspired by the river as a site of migration and a point of freedom.

DAC Sundays at Scioto Summer Concert Series

This popular outdoor concert series is now in its 31st year, presenting an array of central Ohio and regional performing artists on stage in the natural amphitheater in scenic Scioto Park. The free concert series takes place for nine Sunday evenings from June through August. Dublin Arts Council selects an array of central Ohio and regional musicians to provide something for almost every musical taste throughout the season. Guests bring lawn chairs, blankets and picnic dinners, or purchase dinner and dessert from food trucks.

Community Arts Grants

Dublin Arts Council supports local creativity by awarding annual grants to nonprofit community arts organizations such as the Dublin Area Art League, Dublin Community Bands and 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. Dublin Arts Council is further supported by the National Endowment for the Arts, contributions from individuals, corporations and foundations, fundraising events, membership, classes, gallery and gift shop sales 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.

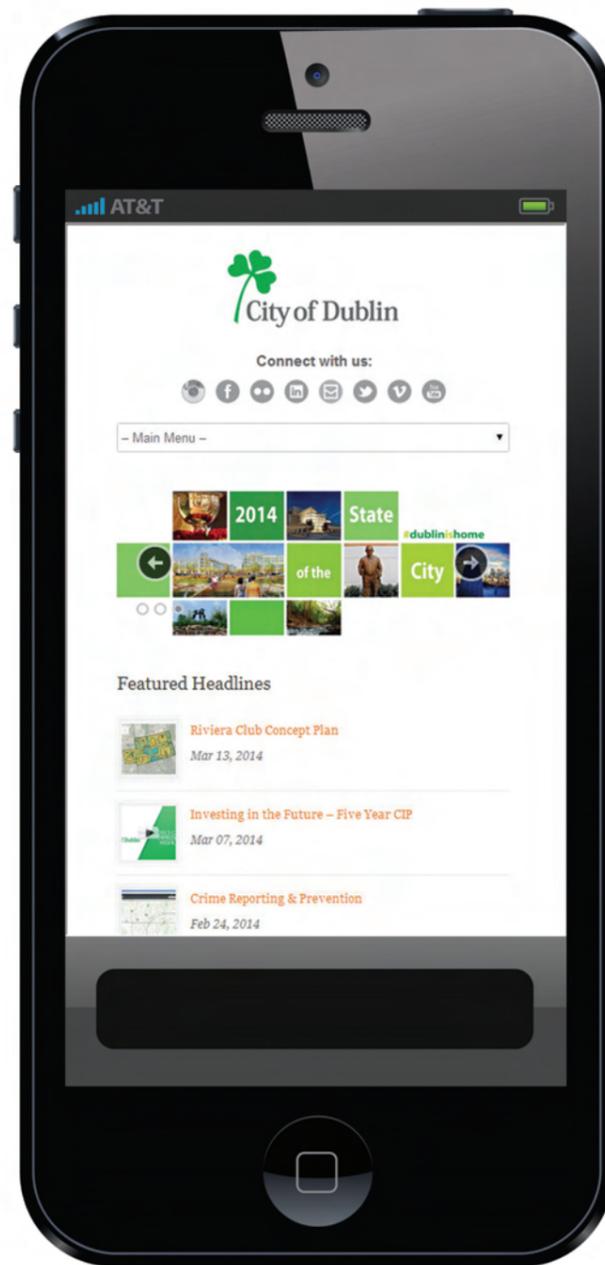
Exposure of the Memorial Tournament includes television coverage through CBS Sports and the Golf Channel including 34 hours of television coverage (21 hours live) in 225 countries and territories. More than 100 reporters from outside Ohio and throughout the world report on the Memorial Tournament using 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 Me-

morial 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

Walk to Ireland/Healthy Dublin

An example of one program is the "Walk to Ireland" program. The goal of the challenge is to simulate walking the distance from Dublin, Ohio to Dublin, Ireland. The four week program encourages employees to walk the 3456 mile distance from Ohio to Ireland, with each actual mile walked equal to 62 miles along the route. The goal is to walk at least two miles per day to reach the final destination. 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. 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 \$4,000 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 2013 Dublin Irish Festival, beverage servers and safety personnel were given a total of 1,000 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.

Dublin Irish Festival Social Media

Social media extended the reach of the Festival message and engaged more people from more far reaching places, more often and in more creative ways than ever before. This Out-of-Market Media contributed to the development of the 2014 theme, "The Largest Three- Day Irish Festival on the Planet."

In addition, the Festival media and marketing team conducted a Facebook contest to bring the Festival's Facebook page to more than 20,000 fans by June, 2013. The contest post had more than 1,000 likes and more than 1,000 shares in less than 24 hours. Additionally, there were nearly 50 blog posts and 2,454 online mentions of the Dublin Irish Festival on Facebook and Twitter. By June 2014, the Festival Facebook page surpassed more than 30,000 fans and continues to be a go-to source of information with the greatest, most cost effective exposure to date.

Appendix R – 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 Nationwide Children's Hospital, expanding the over 39-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, Shriners, Lions Club and many more. More than \$20 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 organization, 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

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 collaborative effort 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 \$120,000 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.

Since its inception in 1999, the program has raised more than \$6.6 million dollars.

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 S - Beverage Server Training Program



Visionary Bridge Street District

Paving the way for community gathering venues, new parks for City celebrations, an interactive visitors center to welcome guests and spacious gallery and performing art spaces to encourage more artistic endeavors.

Dublin's responsible growth over the past four decades was the result of sound community planning. The City has consistently and successfully anticipated key opportunities in the development market through proactive planning and strong City leadership. Dublin's particular success in attracting and retaining a significant corporate presence and a skilled workforce has helped the City finance a high level of services for residents. The Bridge Street District represents a part of the City's efforts to prepare for a new chapter of economic competitiveness and quality of life.

Dublin's historical and cultural heart will be strengthened and balanced by highly walkable districts and neighborhoods surrounding Bridge Street between Frantz and Sawmill roads and along both sides of the Scioto River. Exceptional green spaces will preserve outstanding natural features and seamlessly connect unique pockets of development. Distinctive architecture, streets that invite walking, and destinations that emphasize connectivity will attract a new generation of residents, businesses and visitors.

While the City is focusing on the high visibility and potential of the Scioto River corridor and Historic District, developers and landowners throughout the Bridge Street District continue to introduce bold ideas, robust energy and great vision.

There is significant interest and strong momentum with the local and national development community. There also is strong interest from our residents and business community. Social media, online education, traditional media, attitude surveys and community forums were used to share information and to solicit feedback. The results of the January 2013 Dublin Community Survey were generally consistent with the

results from the October 2013 Community Forum Survey. Highlights of community forum audience survey indicate:

- One in three attendees was very familiar with the Bridge Street District vision, and more than half were somewhat familiar
- Two thirds of the attendees were very enthusiastic about the Bridge Street District, and only 6% were not enthusiastic
- Approximately 93% of attendees age 35 or younger responded that they were "very enthusiastic" about the Bridge Street District, along with 62% of attendees over age 54
- A strong majority of attendees believed that the plans and projects presented are consistent with the goals and vision for the Bridge Street District

The Bridge Street District radiates a diversity and vitality that mark it as a special place not only within Dublin, but within the region, the nation and the world.



Community Champions – Events and Personalities Create New Marketing Campaign

What city isn't proud of its accomplished citizens – both residents and corporate neighbors?

The City of Dublin being no exception, the community relations department has been reaching out to its acclaimed and award-winning residents and businesses and asking for their participation in a new “brand” marketing campaign. Our platform – events and personalities.

“Dublin, Where Champions Reside” was launched just before The Presidents Cup last fall with an ad featuring Jack and Barbara Nicklaus, both prominent Dublin figures.

The ad lists each of their accomplishments – 18 professional golf championship wins for Jack, chairman of the Nicklaus Children's Health Care Foundation for Barbara, among others – and a quote from them answering the question, “Why Dublin, Ohio?”

“The people of Dublin continue to make Muirfield Village Golf Club a truly special place. We couldn't be prouder or more thankful,” they say.

The second ad – which features Wendy Thomas, daughter of The Wendy's Company Founder Dave Thomas – was released to coincide with the opening of the new flagship restaurant in Dublin.

It's one thing for a City Council member to enthuse about Dublin's parks, but hearing from the Wendy, well, that's a little bit different.

“I love the parks here,” says Thomas, who works in Dublin at the headquarters of Thomas 5, a Wendy's franchisee. “They're so well maintained. I would definitely recommend living and working in Dublin.” Thomas' other favorite part of spending so much time in Dublin is the flagship store – including the life-size statue of her father. “The statue of my dad, Dave, is the best part, especially when I drive by and he waves at me,” she says with a little laugh.

Ohio State University football Coach Urban Meyer and his wife, Shelley, are the subjects of the most-recent ad, released in the summer as central Ohio starts thinking about the upcoming football season.

“When I came to Columbus to house-hunt, my Realtors took me all over the city and to all the different suburbs,” Shelley Meyer says. “We needed somewhere fairly private,

preferably gated, yet I didn't want to be secluded because I love people. I remembered from my time here in the late '80s that Dublin was such a nice community and had access to a lot of things – restaurants, shopping, zoo, etc.”

“My favorite thing about living in Dublin is Muirfield Village and the Memorial Tournament,” Urban says. “It's something I really enjoy and look forward to each year.”

Compared to other communities where the Meyers have lived during Urban's years as a coach, Dublin has many more resources, Shelley says.

“I can literally walk to some places for dinner. I love the trails all around that you can bike, run, walk on. I love how green it is. I love the parks,” she says. “People are really friendly with each other and it sort of feels ‘family-ish’ here even if you don't know everyone.”

In addition to promoting events and personalities, the ads also are a way of recognizing and thanking those who call Dublin home. This type of campaign couldn't happen in a lot of other communities. Dublin is fortunate with the high-profile and recognizable people who have supported the campaign... and who are willing to demonstrate their support of events and our community.

DUBLIN, Where Champions Reside

JACK NICKLAUS

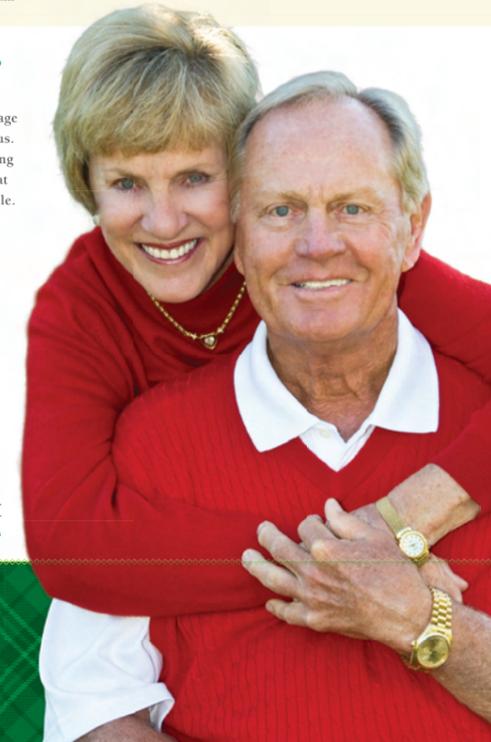
- Winner of a record 18 professional major championships
- Deemed “Individual Male Athlete of the Century” by Sports Illustrated
- Presidential Medal of Freedom recipient
- Memorial Tournament Founder
- Four-time Presidents Cup Captain

BARBARA NICKLAUS

- Considered “The First Lady of Golf”
- Chairman of Nicklaus Children's Health Care Foundation
- 1990 Ambassador of Golf Award recipient
- Tireless philanthropist
- Grandmother of 22 grandchildren

WHY DUBLIN, OHIO?

Dublin, Ohio has always had a special place in our hearts. And Muirfield Village Golf Club has really become a part of us. You don't have to be in the business long to know that it isn't just the terrain that makes a golf course work, it's the people. And the people of Dublin continue to make Muirfield Village Golf Club a truly special place. We couldn't be prouder or more thankful.



DUBLIN, Where Champions Reside

WENDY THOMAS

Company Namesake, Franchise Owner, The Real Wendy

- TV spokesperson like her father, Dave Thomas
- Licenses appears on more than 6,500 restaurants around the world
- Board member, Dave Thomas Foundation for Adoption
- Thomas 5 Ltd. operates 33 Wendy's restaurants in Ohio

WHY DUBLIN OHIO?

The Wendy's Company headquarters has been located here since 1976. And our family business, Thomas 5, is also based here. Why? Because we like the community and what it offers businesses and families. Plus there are great restaurants here... including Wendy's Flagship restaurant.



DUBLIN, Where Champions Reside

Coach Meyer

- Believes in “going forward”
- Two-time national champion coach
- Coach of the Decade (2000-09) by Sports Illustrated and The Sporting News
- Teams are 22-2 in “mudgy games”, including 2-0 vs. FSU
- Husband, father and Olympian

Shelley Meyer

- The “rock” of the Meyer family
- Clinical instructor at OSU's College of Nursing
- Fitness fanatic
- Two-time Pelotonia rider
- Has had time serving “tea” in charities and community service projects

WHY DUBLIN, OHIO?

In coaching, it seems as if you're always on the road. We've seen our share of communities. Dublin has the perfect mix of great schools, amazing neighborhoods and a thriving economy. It's no wonder so many families and businesses call it home.



Eddie Adams: Vietnam

We often think of events as celebrations. And, in Dublin, our community embraces celebrations on all levels. Recently, The City of Dublin and the Dublin Arts Council were presented with an exclusive opportunity to honor Vietnam Veterans while providing aesthetic and educational experiences for the Dublin community and beyond. This event will not be about fun and laughter. But it will be a recognition – and as some say – a long overdue celebration – of the heroic efforts of Vietnam Veterans.

Eddie Adams: Vietnam will be on display in Dublin Ohio Memorial Day 2014 – September 11, 2014. The exhibit was last seen in New York City in 2009. For years, it has been crated and stored in Adams' family home. In November 2013, Dublin City Council charged the City's Community Relations Department to develop a comprehensive program that documented existing patriotic events, celebrations and efforts in the community AND challenged us to seek new endeavors to enlighten our community and demonstrate our appreciation to veterans.

The Exhibition will include:

- Collection of 50 photographs taken by Eddie Adams
- Video feedback booth
- Video documentary "An Unlikely Weapon: The Eddie Adams Story" by Morgan Cooper
- Lectures provided by Hal Buell and Alyssa Adams
- Student and community workshops

The Exhibition is expected to attract national attention. In collaboration with the Dublin Convention and Visitors Bureau, Dublin City School, Dublin Veteran Organizations, the Dublin Counseling Center and more, our goal is to develop complimentary events and workshops that recognize, appreciate, teach, inspire and enlighten.

About Pulitzer Prize Photographer Eddie Adams

The first book and exhibition by one of the world's legendary photojournalists is a long-awaited landmark. Adams' life in the headlines took him to the remotest corner of this troubled, beautiful planet, compiling a historic record of the days of our lives. His 45 years career covered 13 wars and amassed some 500 photojournalism awards, photographing five US presidents, numerous kings and queens and heads of state along the way. Adams worked for the

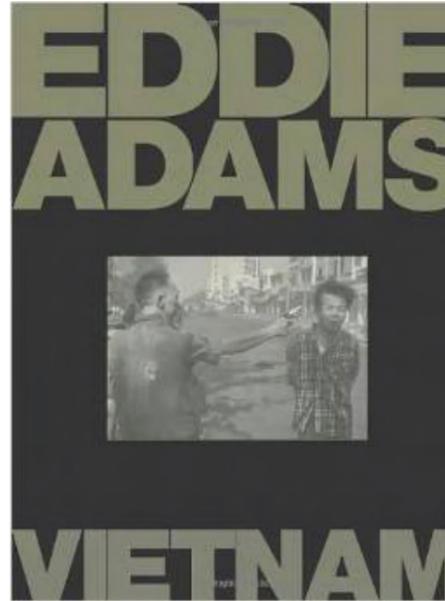
Associated Press, Time and Parade among other major international press, but his 1968 Pulitzer Prize-winning photograph cemented his reputation in the public eye and stands forever as an icon for the brutality of our last century: the image of General Nguyen Ngoc Loan, national police chief of South Vietnam, firing a bullet at the head of a Vietcong prisoner. Adams' image fueled antiwar sentiment that ultimately changed public policy.

-from the book cover fo Eddie Adams: Vietnam

"Eddie's picture embodies everything that was wrong with that war. The pointlessness of it. The good guys and bad guys of it. The reality that it, and conflicts like it, would go on forever. – Morley Safer

Adams died of Lou Gehrig's disease in 2004. Now, 10 years after his death, Eddie Adams: Vietnam presents a collection of his photographs from the war. In 2004, a gallery in New York hosted an exhibition. In 2015, it comes to Dublin Ohio USA.

Appendix T - Eddie Adams Exhibit



Dublin CVB Offers Irish Experience Grants

Builds on Successful Inaugural Year for Program

The Dublin Convention and Visitors Bureau offers grants to Dublin businesses as part of its Irish Experience Grant Program. The program was developed to create more Irish product and entertainment in the City of Dublin to further build upon the City's destination brand, thus enhancing the visitor and resident experience and, ultimately, attracting more visitors and their travel dollars to Dublin.

A recent study indicated that although visitors are attracted to Dublin because of the unique Irish feel of the community, they are disap-

pointed with the amount of Irish product and entertainment apart from the Dublin Irish Festival and St. Patrick's Day events. There is \$15,000 available in grants for annually; the City of Dublin provides \$7,500 in matching funds through a bed tax grant.

The initial year of the program in 2013 resulted in 47 new Irish Experiences from 12 different local organizations. Some of the businesses offering new experiences as a result of the 2013 program, included Embassy Suites, Mezzo, Historic Dublin Business Association, Tehku Tea Company, Oscar's, Brazenhead, Columbus Metropolitan Library (Dublin branch) and Ha' Penny Bridge Imports of Ireland.

Dublin's Destination Brand:

The Dublin CVB markets its destination brand to position the City of Dublin as a unique and exciting destination for travelers. The brand utilizes a positioning line that visitors have come to associate with Dublin -- Irish is an Attitude. The brand makes use of the "Irish" equity that exists in the Dublin name. Over the past few years, the Dublin CVB worked with the local hospitality industry to create unique Irish experiences and products. Some examples include: The Bureau's 30 Irish Experiences, such as an Irish wake, penny whistle, dance, tastings and toasts, etc. Hotels have incorporated Irish Brogue wake-up calls, conference room names, logos, lobby decorations, Irish welcome gifts, etc. and restaurants have added Irish fare. Although the program has been successful – visitors want more!

