



# Memorandum

**To:** Dublin City Council  
**From:** Scott Dring, Dublin Convention & Visitors Bureau  
**Date:** April 6, 2017  
**Cc:** Dana McDaniel, DCVB Board of Directors  
**Re:** Results

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The Dublin CVB has created a results-oriented update in four categories – New Business, Marketing, 2016 Results/ROI and Strategic Plan Progress. The top three results are highlighted in each area and the Bureau’s City Council Representatives and Staff will provide highlights of these results at your April 10 Meeting – we will keep it under five minutes. We are also excited to debut a brief video promoting Downtown Dublin for the first time.

## *New Business*

- Our National Sales Manager booked the AFG of Ohio Fall Assembly, CSOHIMSS Spring Conference this May, and two Ohio Academy of Family Physicians workshops in January of 2018 in the past few months. Staff is currently working with 12 qualified leads for corporate and association meetings and conventions for Dublin hotels. These opportunities are all in the decision-making process and total more than 1,100 room nights and \$160,000.
- Staff secured the 2017 Midwest Tandem Rally attracting more than 300 teams nationwide and 600 hotel room nights. The event will take place on Labor Day Weekend and generate an economic impact of nearly \$1.2 million.
- Submitted bid to host the U.S. National Archery Championships attracting more than 1,000 archers from across the United States and approximately 6,000 room nights for Dublin hotels.

## *Marketing*

- More than 10 boys and girls teams participating in the Ohio High School Athletic Association (OHSAA) State Basketball Championships last month stayed in Dublin thanks to a unique partnership forged by the Bureau. The partnership also affords the Bureau the opportunity to market and sell the City during all the games at the Schottenstein Center.

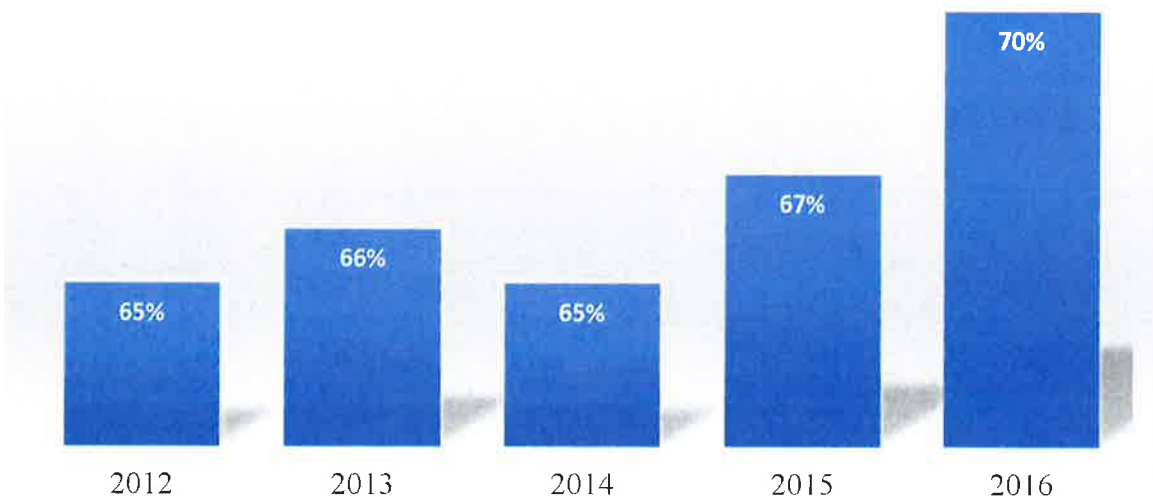
- The Bureau’s regional awareness campaign will launch in May with the focus in the Pittsburgh, Lexington, Detroit and Indianapolis markets. This campaign will feature sidewalk and bus shelter decals featuring Dublin in high traffic areas and an aggressive digital media campaign. Public relations efforts will also target each of the markets.
- More than 1,000 people from 31 states and 3 countries have completed the popular Fairy Door Trail in Downtown Dublin since its launch in March 2016. The refreshed Trail opened last month with new destinations and the option to follow the trail completely from mobile devices. See the digital trail experience at [www.dublinfoiryttrail.com](http://www.dublinfoiryttrail.com). Other updates to the trail include new doors, new t-shirts and an interactive “fairy garden” in the Dublin Visitor Information Center.

### ***Dublin CVB’s ROI***

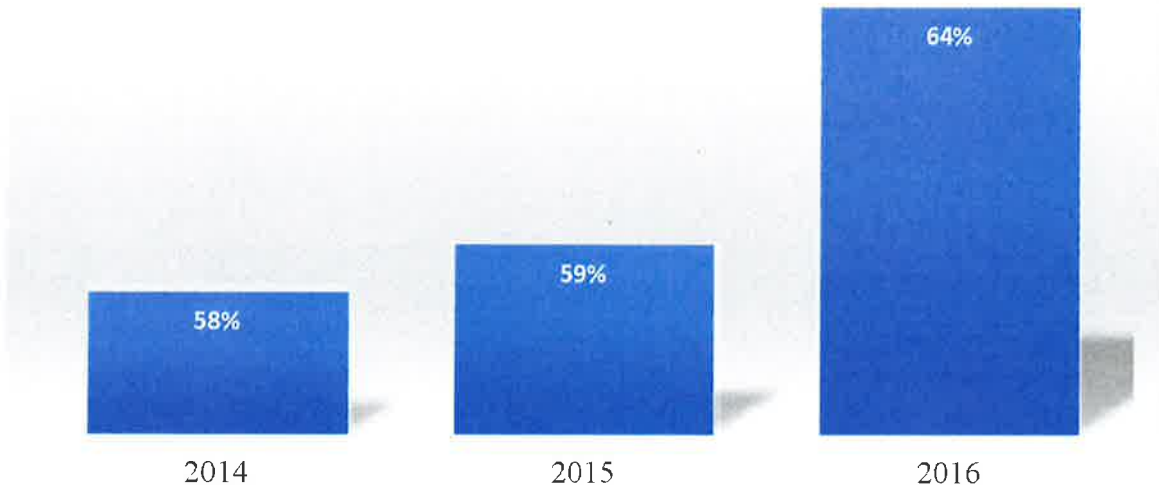
Dublin City Council provided an increase in bed tax revenue to the Bureau in 2016, in part, to create the first-ever regional campaign in Pittsburgh, Detroit, Indianapolis, Charleston/Huntington and Lexington with the goal of raising awareness of Dublin and increase overnight stays during weekends. The results and DCVB’s Key Performance Indicators are in:

- Occupancy rates increased 3 percentage points to a total of 70% (One percentage point = an estimated \$1.1 million in revenue). In comparison, the occupancy rate for Greater Columbus was 66%.
- Weekend occupancy rates increased 5 percentage points – the largest increase in 18 years.
- Bed tax revenue reached a record level of \$3.1 million. The average daily rate for Dublin hotels remained flat over last year at \$107.

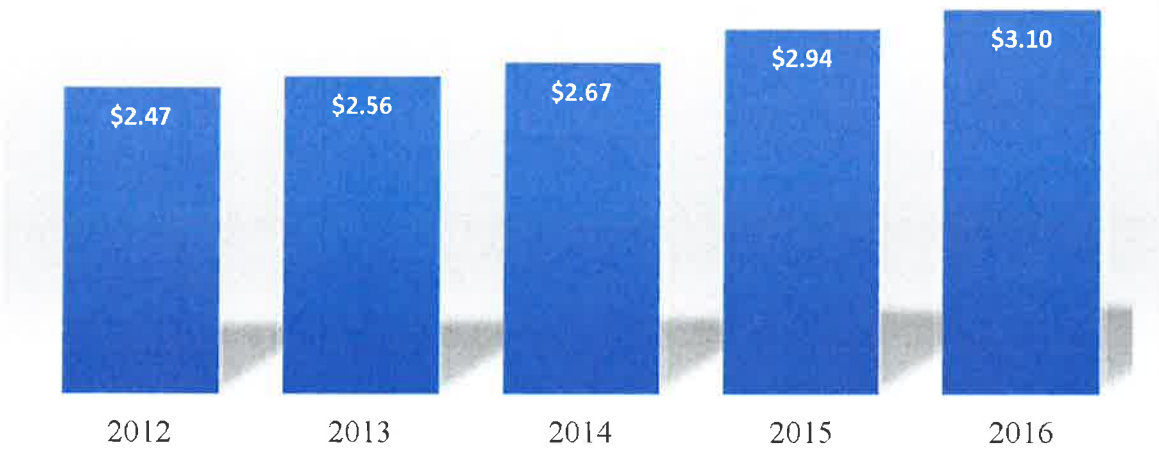
## Occupancy Rates



## Weekend Occupancy



## Bed Tax Revenue (in Millions)





## 2015-18 Strategic Plan Scorecard

### Vision

Promote image distinction, increased visitation and economic impact for Dublin

### Mission

To attract and serve visitors by communicating and facilitating the Dublin Experience

### Mantra

People in our Places, Feet on our Streets,  
Heads in our Beds

### Strategic Initiative #1 – Relevancy

Goal: Position the Bureau as an economic development organization critical to the future success of Dublin.

Tactic	Progress	Scorecard
1.1 Secure additional Marketing funding		
1.2 Secure space for DCVB Offices/Visitor Center		
1.3 Take leadership role creating Bridge Park/HD collaboration		
1.4 Identify charitable/legacy giving in the Dublin community		
1.5 Establish benchmark for local awareness success		

### Strategic Initiative #2 -- Brand Marketing

Goal: Enrich and market Dublin's destination brand.

Tactic	Progress	Scorecard
2.1 Create local resident campaign promoting product		
2.2 Create marketing strategy for Bridge Park Destination		
2.3 Enhance Irish Attitude recognition award		
2.4 Create and market new Destination Tool Kit		
2.5 Launch first-ever regional awareness campaign		

#### Progress Key











- Complete
- In-Progress
- No Progress

#### Scorecard Key

- Above Expectations
- Meets Expectations
- Below Expectations/No Progress







### Strategic Initiative #3 -- Outdoor Product

Goal: Define and prioritize Dublin's unique outdoor offerings.

Tactic	Progress	Scorecard
3.1 Work with City to create inventory of offerings		
3.2 Create Outdoor section on DCVB Website		
3.3 Identify events that attract overnight visitors		
3.4 Highlight offerings in #sodublin campaign		
3.5 Collaborate on product development of new Riverside Park		



### Strategic Initiative #4 -- The Dublin Experience

Goal: Grow an informed and enthusiastic tourism industry that enhances the Dublin visitor experience.

Tactic	Progress	Scorecard
4.1 Secure presentations to hotels		
4.2 Create DCVBU programming		
4.3 Establish TripAdvisor marketing program		









### Strategic Initiative #5 -- Sports Facilities

Goal: Investigate collaborative models to build athletic facilities.

Tactic	Progress	Scorecard
5.1 Investigate need, feasibility of new athletic complex		

### Strategic Initiative #6 -- Meetings Market




Goal: Identify business travel segments to pursue.

Tactic	Progress	Scorecard
6.1 Hire first-ever National Sales Manager		
6.2 Lead discussion on increasing meeting space		
6.3 Secure counsel on increasing meetings market presence		
6.4 Ensure meeting space will be utilized for overnight business		

#### Progress Key

-  Complete
-  In-Progress
-  No Progress

#### Scorecard Key

-  Above Expectations
-  Meets Expectations
-  Below Expectations/No Progress