



## Memorandum

**To:** Dublin City Council  
**From:** Scott Dring, Dublin Convention & Visitors Bureau  
**Date:** September 10, 2020  
**Cc:** Dana McDaniel, DCVB Board of Directors  
**Re:** Hospitality Industry Data/Restart Plan Results/Evolution of Dublin CVB

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The Dublin Convention & Visitors Bureau would like to update Dublin City Council on three key areas: 1) Dublin Hospitality Industry; 2) Dublin CVB Restart Plan Results; and 3) The Evolution of the Dublin CVB. See the attached sampling of Bureau initiatives as a result of Council's grant provided in April as well as slides relating to current and projected bed tax and other Hospitality Industry data.

The Hospitality Industry will never be the same after COVID-19 and the Bureau has taken an extremely proactive approach to evolve to better serve the Dublin Community and be positioned for future success. Additional focal areas for the future will include Downtown Dublin and beyond "Heads in Beds" – I look forward to providing more detail on Monday.

Another aspect of the evolution will be a name change for the organization. After 32 years as the Dublin Convention & Visitors Bureau, the organization will become Visit Dublin as of October 1.



I look forward to our discussion on Monday and please do not hesitate to contact me if you have any questions.

The following is a *sampling* of Bureau initiatives as a result of the City of Dublin's \$300,000 grant. Staff's focus has been on Safety Measures and supporting the Dublin Economy. We will continue to provide these results on a weekly basis along with key industry data and research, as we have since the pandemic began in March.

### *Safety Measures:*

- [www.DublinSafe.com](http://www.DublinSafe.com) – Created a website that serves as a guide to health and safety for residents and visitors.
- “*What to Expect*” *Video Series* – Created a series of short videos showcasing “what to expect” when visiting the different sectors of Dublin’s hospitality industry during COVID-19.
- The Bureau created three separate web pages that are updated daily:
  - For our Industry and Partners -- [www.visitdublinohio.com/coronavirus/](http://www.visitdublinohio.com/coronavirus/).
  - A Toolkit for Partners and Industry – <https://www.visitdublinohio.com/partners/partner-toolkit-covid-19>
  - For our Visitors and Residents -- [www.visitdublinohio.com/plan-your-trip/travel-updates-covid-19/](http://www.visitdublinohio.com/plan-your-trip/travel-updates-covid-19/)
- *#MaskUpDublin* – The Bureau’s #MaskUpDublin campaign, which encourages residents and visitors to wear masks, was featured in various locations across the City, such as Daily Chores, Kiwanis Frog, Jack Nicklaus Statue and the City of Dublin even included a mask on Leatherlips.
- *Sidewalk Decal Program (6 -ft Gallery, Memorial, DIF)* – The Bureau worked with the City of Dublin to raise awareness of safety protocols via increased signage in walkable areas, such as Downtown Dublin. Reinforcing social distancing in Downtown Dublin, the Bureau developed a sidewalk decal program with timely information and examples of six-foot distancing. Golf clubs were used for the Memorial Tournament, fiddles for the Irish Festival and 8 sidewalk decals were created by local artists that reinforce the six-foot social distancing messaging.
- *Safety Icons* – Creation of four key safety icons that were distributed across the City and used for signage, banners, social media posts, etc. to create city-wide safety messaging.
- *Social Media* – The Bureau continues to highlight health and safety for residents and visitors with messaging on social media channels.
- *Travel Confidently Tool Kit* – Staff continues to work with the U.S. Travel Association to raise awareness of traveling safely.
- *Hospitality Industry Webinar* – Hosted a webinar for all Dublin businesses covering “Social Communication Tips & Strategies During the COVID-19 Crisis”. A national speaker was enlisted to educate the industry on best practices for sharing health and safety information and how to best promote their business during this time.

- During the initial stages of the pandemic, the Bureau created several initiatives to encourage visitors and residents to stay at home:
  - *Dublin at Home* – A one-stop shop for Dublin at home inspiration, activities, exercise and more. The Dublin at Home site housed ways to support local businesses, Dublin-centric at home activities, virtual classes from local fitness studios, custom Zoom meeting backgrounds, downloadable Instagram templates and a Dublin wordsearch.
  - *Daily Challenge* -- Released a challenge each morning, including ordering dinner at a local restaurant that delivers, purchasing a pint of ice cream from a local shop for delivery, visiting a public art installation, etc.
  - *Dublin Trivia Night* – The Bureau held trivia night on Facebook and Instagram to entertain and educate followers with Dublin facts and history.
  - *#DublinDreaming* – As part of an ongoing series, the Bureau created the Dublin Dreaming campaign to give locals and visitors moments of calm while showcasing Dublin’s outdoor product. Live videos streamed on the Visit Dublin Ohio Facebook page in picturesque spots around Dublin offering a few minutes of virtual relaxation.
  - *Create Your Own Fairy Door* – Playing off the popular Fairy Door Trail, the Bureau asked kids and families to create their own fairy doors at home. Each Wednesday one winner was selected to win a t-shirt prize.
  - *Celtic Cocktail Trail* -- A Celtic Cocktail recipe and how to make it at home was released each Friday. Dublin restaurants created a demonstration video of their respective recipe.
  - *Share your Dublin Favorites* – Two Dublin themed templates were created to tag and share your favorite Dublin places and business on social media and challenge your friends to do the same.
  - *Blogs* -- Serving the local community and encouraging people to stay home is a staff focus with the creation of numerous blogs including who was offering takeout and delivery in Dublin.

### ***Supporting the Dublin Economy:***

- *Open for Business Resources* – The Bureau created and maintains the only all-Dublin resource for what retail is open and what restaurants are open for outdoor dining, indoor dining, takeout and delivery. The pages are updated weekly and can be easily filtered based on dining preferences.
- *Picnic Packs Campaign* -- The campaign provides business for local restaurants inspiring locals to carry out from Dublin restaurants and sit down to eat at public dining areas. Direct mail, social media and other promotions were used to highlight the campaign.
- *Outdoor Dining* – Worked with City Staff to create outdoor dining options in Bridge Park and Historic Dublin to support restaurants and the hospitality industry. DCVB investigated opportunities throughout Dublin as well.
- *Hotel Staycations* – Dublin hotels created discount offers that the Bureau used to develop various packages to incent overnight hotel business. Packages include staycations, visiting friends/relatives, Columbus Zoo, etc. There has been tremendous interest from Dublin Residents and the Central Ohio Community in the Bureau’s Family-Themed Staycations. The packages offer discounts at hotels, restaurants and other activities around the City of Dublin while promoting safety and wellness.

- *Free Co-op Program* – The Bureau provided 36 local businesses free marketing opportunities to reach Dublin and Central Ohio residents letting them know Dublin is open for business! The opportunities included *614*, *Columbus Underground*, *Columbus Dispatch* and *Ohio Magazine*.
- *Dublin Curbside Concerts* – Nearly 100 mobile concerts have occurred near outdoor patios at Dublin restaurants for impromptu 15-minute concerts. The Bureau funded the program, created by the Greater Columbus Arts Council, and worked locally with the City of Dublin and Dublin Arts Council.
- *Buckeye Classic* – With safety protocols in place and top-of-mind, the Buckeye Classic Archery event was held in August. The event attracted 250 archers from across the U.S. and is a National Team qualifying event. The Bureau secured this event to Dublin for the third time.
- “*Dublin, Welcome*” – Staff created a “Dublin, Welcome” video promoting our hotels to Dublin Residents. The video is part of an effort to encourage Dublin Residents to support hotels through a variety of Bureau-created Staycations.
- *Memorial Tournament* – The Bureau worked with the City and Crawford Hoying to create several initiatives reinforcing safety protocols for residents and visitors during the July 16-19 event. Increased signage, sanitizer stations and messaging on CBS Sports were a few of the efforts.
- *Fairy Door Trail* – The popular Fairy Door Trail, featuring new safety precautions with zero-contact pickup of shirts, was relaunched. There are 10 Downtown Dublin businesses participating in the Trail, which continues to generate revenue and awareness for the City.
- *Statewide Campaign* – The statewide campaign to begin inviting visitors to our Community is planned to be launched in Spring 2021. We will work closely with City Leadership on that decision. While the business of the Bureau is to promote our community as a destination generating revenue and jobs for Dublin’s economy, our most important customers and primary concern are the residents of our city and their health and safety.



## COVID-19 National Impact

- ▶ \$505 Billion Lost to U.S. Travel Economy
- ▶ \$2 Billion Lost Per Day
- ▶ 8.2 Million U.S. Hospitality Jobs Lost
- ▶ 33% of Americans have Traveled (79% Last Year)
- ▶ Recovery in 2024

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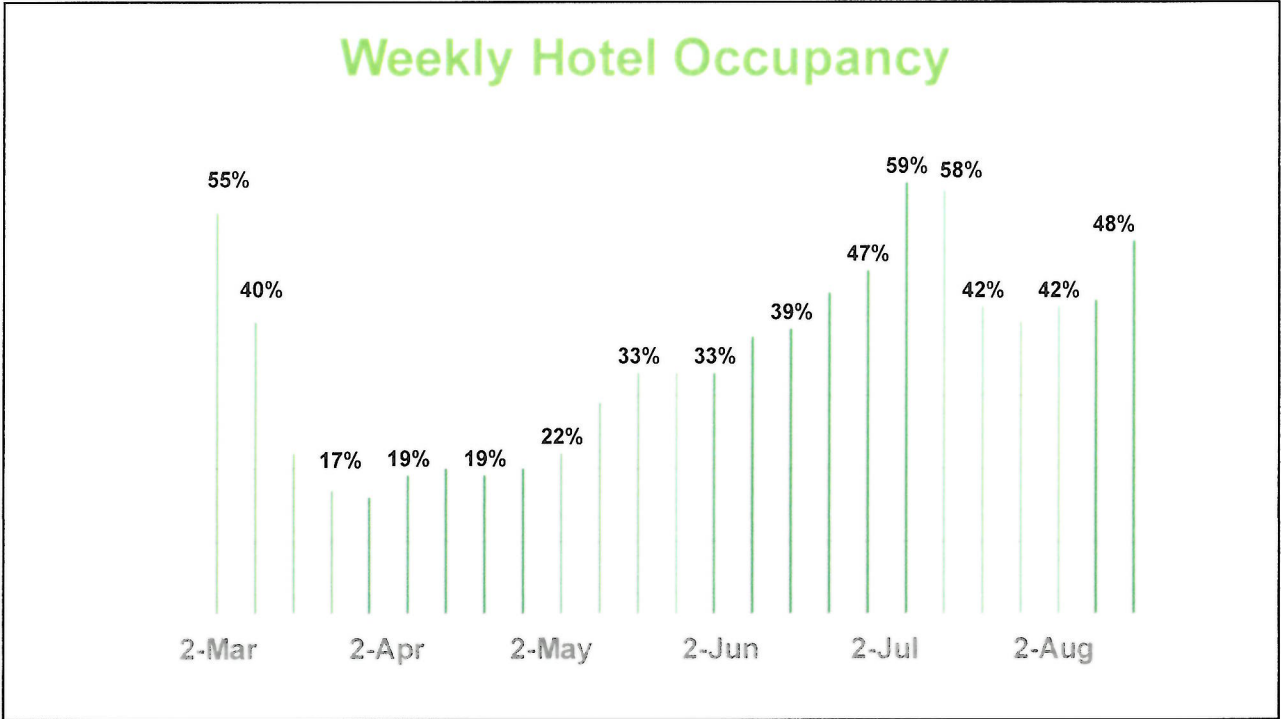


## COVID-19 Dublin Impact

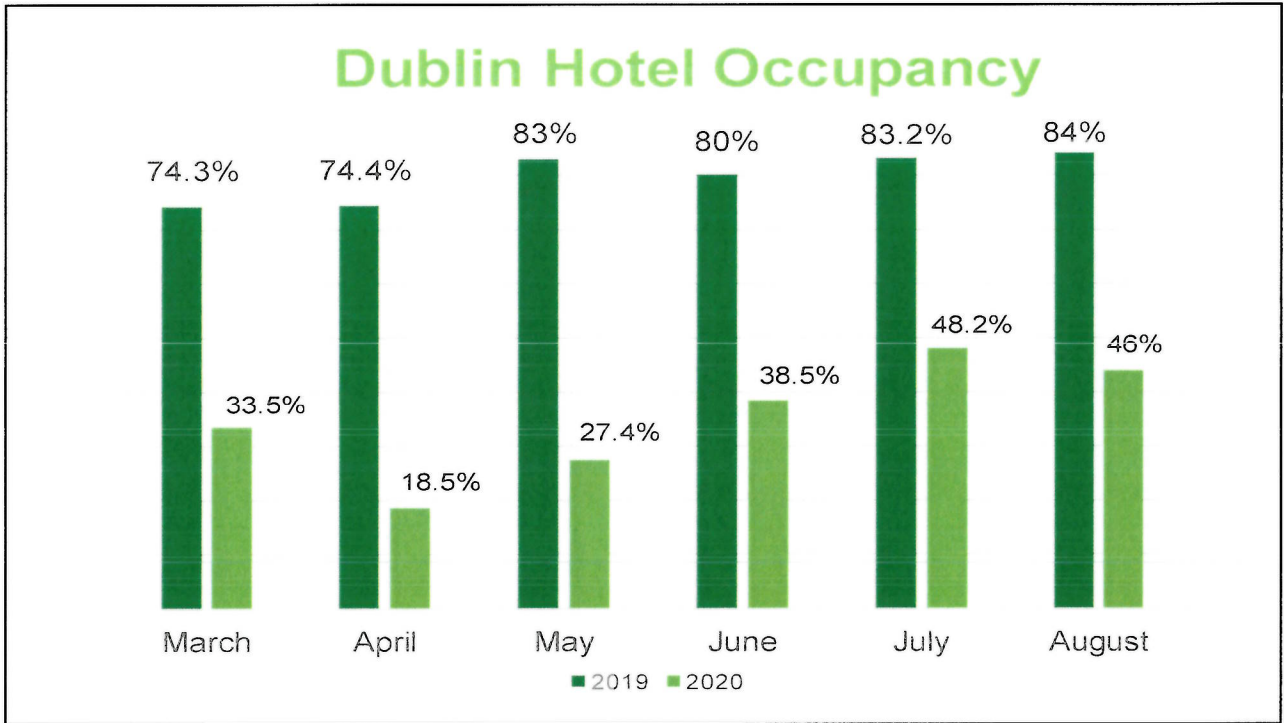
- ▶ 70% of Hospitality Jobs Lost, Furloughed
- ▶ 60% of Hotel Employees Currently Unemployed
- ▶ 53% of Restaurants Won't Survive Beyond 2020
- ▶ Bed Tax Revenue Decreased 67% Since Pandemic
- ▶ Bed Tax Revenue Projections – 2020 (60% Decrease)
- ▶ 2021 – Will Continue until Corporate Travel Rebounds (Q1-Q2)

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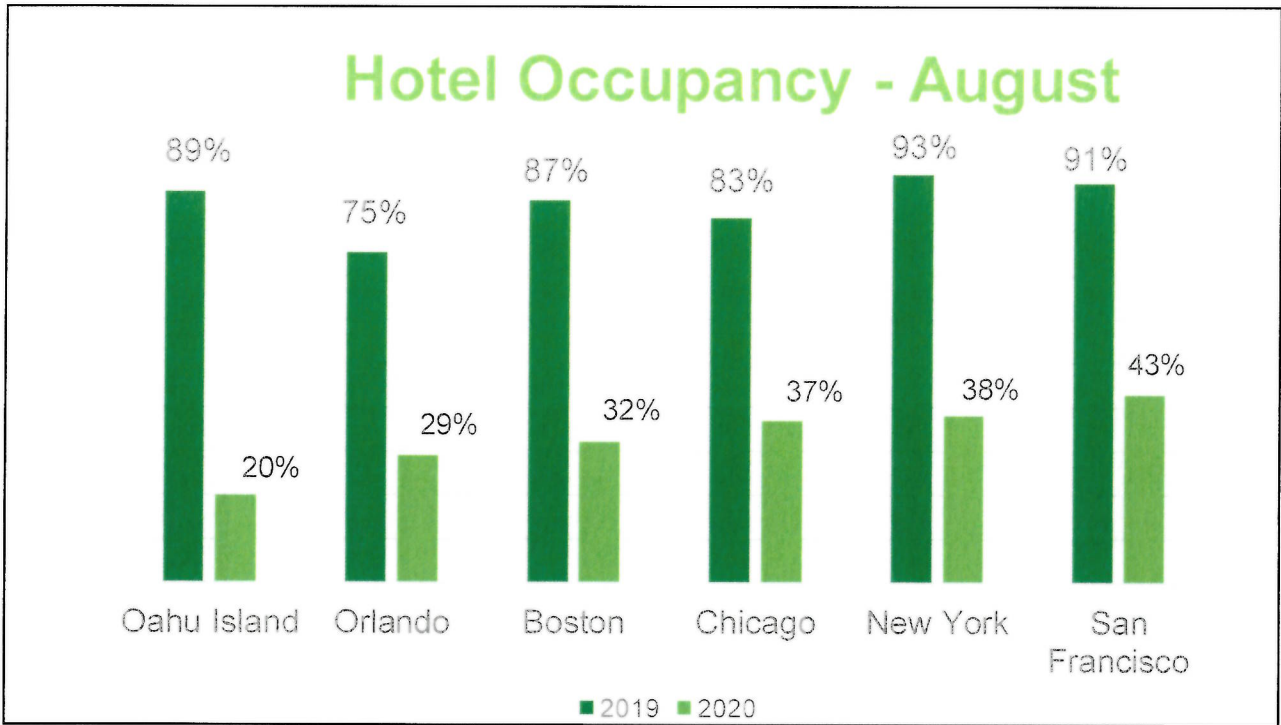





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### Dublin Restart Plan -- Safety

- ▶ DublinSafe.com, Travel Updates, Industry Toolkit
- ▶ Dublin At Home, Daily Challenge, Dublin Dreaming
- ▶ Dublin DIY, Dublin Trivia Night, Zoom Templates
- ▶ Outdoor Content Messaging
- ▶ Sidewalk Decal Program (Memorial, DIF, 6-FT Gallery)
- ▶ Safety Icons, PPE Photo Shoots
- ▶ #MaskUpDublin

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## Dublin Restart Plan -- Economy

- ▶ Open for Business Resources
- ▶ Free Webinars, "What to Expect" Videos
- ▶ Free Co-op Program – Supporting 36 Dublin Businesses
- ▶ Picnic Packs – Outdoor Dining
- ▶ Staycation, Family Vacations
- ▶ Fairy Door & Celtic Cocktail Trails
- ▶ Statewide Leisure Campaign (Spring 2021)

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## Evolving the Dublin Convention & Visitors Bureau to Better Serve the Dublin Community

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## The Why

- ▶ Initiated via Strategic Plan
- ▶ Expand Services and Markets Post COVID-19
- ▶ Evolve to Better Serve the Dublin Community
- ▶ Secure a Sustainable, Diverse Funding Model

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## Additional Focus Areas

- ▶ Downtown Dublin
- ▶ Beyond "Heads in Beds"

*Will continue to provide core sales and marketing services*

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## Downtown Dublin

- ▶ Generate Jobs, Economic Impact, Awareness
- ▶ Develop Marketing Messaging, Tactics, Strategic Planning
- ▶ Create Local Campaigns, Promotional Efforts
- ▶ Liaison for Riverside Crossing Park, DORA
- ▶ Creation, Management of Signature Events
- ▶ KPIs -- Jobs, ROI, Resident/Visitor Sentiment, Event Attendance

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## Beyond “Heads in Beds”

- ▶ Grow Dublin’s Economy, Jobs
- ▶ Raise Local Awareness
- ▶ Ensure Success of Restaurants, Retail, Attractions
- ▶ Local Market/Central Ohio Region
- ▶ Create Local Campaigns, Promotional Efforts
- ▶ KPIs -- Jobs, Marketing ROI, Resident Sentiment

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