



**To:** Finance Committee

**From:** Dana L. McDaniel, City Manager

**Date:** November 24, 2020

**Initiated By:** Rosa Ocheltree, Deputy Director of Finance  
Alison LeRoy, Director of Community Events  
Lori Gischel, Event Administrator

**Re:** Hotel/Motel Tax Grant Administrative Rules and 2021 Applications

The 2021 Hotel/Motel Bed Tax applications will be presented to the Finance Committee by a representative from each organization on December 2, 2020.

### Background

The City of Dublin Hotel/Motel Tax Fund was established to improve the quality of life for our residents, corporate citizens and visitors. Home to 17 hotels/motels, Dublin generates funds from a six-percent tax on overnight stays. These funds are invested back into the community through designated projects and events that enhance visitor appeal and encourage overnight stays.

An event is defined as a planned social function, occurring either one-time, on an annual basis or as part of a series. Events that celebrate a community, neighborhood, local heritage, and/or cultural experiences through the presence of live performances, food and merchandise, and/or interactive exhibits are eligible for funding if they are held in public spaces and are open to the public.

Support from the Bed Tax Grant process is contingent on the approval of the City's annual budget funded by the Hotel/Motel Tax. Event organizers must complete all required documentation and follow-up reporting to receive funds. Prior success in receiving an award is no assurance that an organization will be awarded funding in the future. Even though an event may qualify, limited funds may not allow all events to receive financial support from the City.

### Criteria

The City welcomes grant requests from federally recognized, tax-exempt, not-for-profit organizations (i.e. 501(c) (3)). Grants are made in the areas of:

- Beautification of public property
- Improvement of Dublin's historic district
- Projects/events that appeal to Dublin visitors/tourists
- Special events
- Other projects that will enhance Dublin
- Cultural arts

### Priority

The City 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 inventive 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

### **Limitations**

Because the City cannot fund every worthwhile endeavor, resources are directed to those areas where public support will have the greatest impact. The following are not eligible for funding:

- Individuals
- Organizations that support political candidates or political philosophies
- Organizations whose primary purpose is to influence, promote or attempt to initiate legislation
- Organizations in need of funding for travel outside of Dublin
- For-profit ventures
- Budget deficits incurred prior to application
- Endowments
- Race events that require public road closures

### **Administrative Approval/Denial**

Beginning in 2012, the Finance Committee implemented an administrative approval process which allows the administration to approve routine funding requests under certain circumstances. The established process is as follows:

- Any request for City services in which approval has been granted within the previous five years and the dollar amount requested does not exceed the amount granted in any one year of the previous five years (or if there is a slight increase within reason) can be administratively approved. The organization must have fulfilled all grant requirements in previous year(s) in order to qualify for administrative approval.
- Administrative approvals can be granted for requests of up to \$10,000, provided the nature of the services requested is not changing from previous requests in terms of similar services and similar costs (added 6/9/2020).
- Any request from an organization that has not received funding within the previous five years, whether for City services or other funding, will be forwarded to the Finance Committee for review and recommendation.
- Any request for funding beyond the cost of City services will be forwarded to the Finance Committee for review and recommendation.

- Any request that was administratively approved, the Finance Committee would continue to make a formal recommendation to City Council for approval.
- Allows for administrative denial of grants under certain circumstances (ex. see "Limitations" above).
- The Finance Committee would continue to reserve the right to hear any applicant requesting a hotel/motel grant, including those that had been administratively approved or denied. Staff would provide a listing of the administrative recommendations to the Committee in advance of the Finance Committee meeting so that there is sufficient time to review.

The following grant applications were submitted:

- Arthritis Foundation
- Club Ohio Soccer
- Crawford Hoying Foundation – Dublin Market
- Crawford Hoying Foundation – Fore!fest
- Crohn's and Colitis Foundation – Central Ohio
- Dublin AM Rotary
- Dublin Arts Council
- Dublin Historical Society
- Dublin Music Boosters
- Dublin Jerome High School Senior Class
- Dublin Scioto Lacrosse Boosters
- Dublin Soccer League
- Dublin United Soccer Club
- Dublin Youth Athletics
- Historic Dublin Business Association
- Ohio Premier Soccer Club
- World Archery of Ohio

\$200,000 has been budgeted for 2021 for the hotel/motel grants. To the extent that grant awards exceed this amount, a supplemental appropriation may be needed.

Grant requests received totaled \$263,148.

If you have any questions or need additional information, please contact Rosa Ocheltree at 614.410.4401 or [rocheltree@dublin.oh.us](mailto:rocheltree@dublin.oh.us).

### **Recommendation**

Information only.



**To:** Members of Dublin City Council

**From:** Dana L. McDaniel, City Manager

**Date:** November 24, 2020

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Lori Gischel, Event Administrator

**Re:** 2021 Hotel/Motel Tax Grant Applications

## Background

The following grant applications will be presented to the Finance Committee by a representative from the following organizations on December 2, 2020:

- Arthritis Foundation
- Club Ohio Soccer
- Crawford Hoying Foundation – Dublin Market
- Crawford Hoying Foundation – Fore!fest
- Crohn's and Colitis Foundation – Central Ohio
- Dublin AM Rotary
- Dublin Arts Council
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## Recommendation

Information only.

**Dublin Convention & Visitors Bureau**  
**Estimated Event Room Nights**

<b>Event Name</b>	<b>Date</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>Totals</b>
OHSAA State Wrestling	February	419	556	574	385	389	0	<b>2,323</b>
Arnold Fitness Classic	March	517	517	497	584	647	0	<b>2,762</b>
OHSAA State Ice Hockey	March	0	148	141	4	74	0	<b>367</b>
OHSAA State Gymnastics	February	51	73	77	35	136	0	<b>372</b>
OHSAA State Boy's Basketball	March	239	119	177	467	449	0	<b>1,451</b>
OHSAA State Girl's Basketball	March	262	420	248	356	372	0	<b>1,658</b>
Dublin Early Bird Soccer Tournament	March	125	99	43	0	136	0	<b>403</b>
Nike Soccer Tournament	April	2611	2523	1967	2401	2070	0	<b>11,572</b>
Ohio Middle School Lacrosse	May	435	512	338	252	409	0	<b>1,946</b>
SAFECON	May	1489	1237	1337	0	0	0	<b>4,063</b>
US Archery Collegiate Nat'l Championships	May	0	0	0	0	616	0	<b>616</b>
Starburst Soccer Spectacular	May	697	650	638	515	361	0	<b>2,861</b>
Dublin Memorial Baseball Tournament	May	274	617	284	154	237	0	<b>1,566</b>
Memorial Tournament	May/June	4357	4722	2242	3916	4450	960	<b>20,647</b>
Arthritis Car Show	July	365	305	380	245	245	0	<b>1,540</b>
Buckeye Elite Baseball Tournament	July	1107	1305	566	752	679	508	<b>4,915</b>
Dublin Irish Festival	August	1,659	1,507	1,370	2,058	1,805	0	<b>8,399</b>
US Archery National Championships	August	0	0	0	1015	989	0	<b>2004</b>
Buckeye Classic Archery	August	0	401	0	491	0	137	<b>1,029</b>
Dublin Charity Cup	September	190	178	161	0	149	0	<b>678</b>
Dublin United Champions Cup	September	0	0	452	489	355	35	<b>1,331</b>
Ohio Premier Soccer Tournament	September	1084	803	1004	1052	1040	0	<b>4,983</b>
Club Ohio Fall Classic	November	667	580	451	0	0		<b>1,698</b>
<b>Totals</b>	~	<b>15,881</b>	<b>16,690</b>	<b>12,496</b>	<b>15,171</b>	<b>15,608</b>	<b>1,640</b>	<b>75,846</b>



# ARTHRITIS FOUNDATION CLASSIC AUTO SHOW AND CRUISE IN - \$20,000

**Organization:** Arthritis Foundation

**Event/Project Name:** Classic Auto Show and Cruise In

**Grant Amount Requested:** \$20,000

**Administratively Approved:** No

**Contact Name:** Susan Davis

**Purpose:** The ultimate purpose of this event is to raise funds and awareness for the 50M+ adults and children affected by the over 100 types of arthritis in the U.S. We hope to do this by executing an amazing 3-day car show event providing a great experience to classic car owners/participants all over the U.S., and to the people of Dublin, Ohio. It is our hope that we make Dublin a little better for being there and giving it's residents a great car show experience!!

**Expected Attendance:** 5,000

**Previous Room Night Average (according to DCVB):** 290

**2021 Expected Room Nights (provided by grant applicant):** 250

**Itemized Costs Bed Tax Grant will be used for:** The Grant will be used specifically for City of Dublin services and resources used to produce the event including the Dublin Showmobile rental, streets and utilities costs, and police services. The grant is vital to our show's success as the largest fundraiser for the Central Ohio Arthritis Foundation. We love working with the city of Dublin and we are very grateful for their partnership in this event. To help pay things forward, we look to growing our partnership with the local hotels through programming as the foot print of the Dublin Metro Center evolves.

Permits:

City of Dublin	\$365.00
Water/Hydrant Permit	\$775.00
City of Dublin Tent Permit	\$172.00
Alcohol Permit	\$150.00
Dublin Police-Law Enforcement	\$5,821.00
City of Dublin Streets and Utilities	\$990.00
City of Dublin Showmobile	\$2,400.00

\*\*depending on the level of Covid in the area in June, 2021, we will have to spend extra funds for PPE and other items to make sure the show is appropriate and safe for all visitors. These may include items such as masks, gloves, temperature instrumentation, barriers for purchasing exchanges, and additional items required for safety measures based on the state of Ohio mandates.



**2019 Fees for City Services:** \$9,576

**Previous Bed Tax Grants Awarded:**

- **2020** - \$10,000 (granted additional \$10,000 mid-year for PPE)
- **2019** - \$10,000
- **2018** - \$10,000

**Other Funding/Sponsorships supporting the event/project:** We work with many community sponsors for the event including:

Secured for 2020

Performance Columbus Dealerships: \$15,000

O'Reilly Auto Parts: \$5,000

Papa John's Pizza: \$3,750

Hagerty: \$2,500

Boss Cars: \$1,500

We will also be seeking support from all our past sponsors: Wahlberg Chevy, PickUps Plus Cars, Kreiger Ford, Cruisin Classics, Honest Speed Shop, G&J Pepsi, White Castle, Matrix PDM Engineering, The Right Stuff, Safelite, Creative Mobile Interiors, and more!

**Staff Comments:** This request has been administratively approved for \$10,000 to cover the cost of City Services the past few years. An additional \$10,000 was granted mid-2020 to cover potential PPE expenses for their 2020 event that was later canceled. The additional \$10,000 requested for 2021 is to improve the health/safety procedures of their event.





## CLUB OHIO SOCCER, INC. NIKE CHALLENGE CUP - \$7,000

**Organization:** Club Ohio Soccer, Inc.

**Event/Project Name:** Nike Challenge Cup

**Grant Amount Requested:** \$7,000

**Administratively Approved:** No

**Contact Name:** Sandy Poole

**Purpose:** We provide families for Ohio and other States the opportunity to play in a competitive soccer tournament in Dublin park location. With this we strive to fill the hotels, restaurants and other businesses in Dublin!

**Expected Attendance:** 14,000

**Previous Room Night Average (according to DCVB):** 2,146

**2021 Expected Room Nights (provided by grant applicant):** 6,000

**Itemized Costs Bed Tax Grant will be used for:** We are looking to allocate the requested funds to cover our Nike Challenge Cup Dublin expenses. These fees include field rental, janitorial services, park staff, street and signs and police coverage. All fees mentioned have increased.

**2019 Fees for City Services:** \$6,264

**Previous Bed Tax Grants Awarded:**

- **2020** - \$5,000
- **2019** - \$7,500
- **2018** - \$7,000

**Other Funding/Sponsorships supporting the event/project:** We will replicate our reach to local Dublin businesses to support us financially with sponsorships. Nike is a continued presenting sponsor for Nike Cup, and Ohio Health is our new sports medicine partner.

**Staff Comments:** In 2019, City Service fees were low because they had to cancel one day of the event due to rain. We estimate 2021 City Service fees to be \$9,000-\$10,000. The grant money will cover a majority of the expected City Service fees. This event attracts the largest number of room nights among all bed tax grant applicants.







## CRAWFORD HOYING FOUNDATION THE DUBLIN MARKET AT BRIDGE PARK - \$25,000

**Organization:** Crawford Hoying Foundation

**Event/Project Name:** The Dublin Market at Bridge Park

**Grant Amount Requested:** \$25,000

**Administratively Approved:** No

**Contact Name:** Miranda Swaney

**Purpose:** The Dublin Market is a large community event that occurs every Saturday throughout the entirety of the summer, bringing farmers, artisans, bakers and makers to the Dublin community. In 2018 the market was revived, formerly operating on Thursday evenings at Oakland Nursery. In the inaugural season of The Dublin Market at Bridge Park, the event started out as 45 vendors bringing around 3,000 visitors per weekend. In 2019, the event expanded to 90 vendors and brought 5,000-6,000 people per weekend to Dublin to shop the market. In 2020, the market was deemed as essential business and went on with 30 vendors given COVID19 practices. In 2021, we hope to be in a climate where we can revert back to a larger scale operation but are understanding that that may not be the case.

**Expected Attendance:** 100,000

**Previous Room Night Average (according to DCVB):** 0

**2021 Expected Room Nights (provided by grant applicant):** 220

**Itemized Costs Bed Tax Grant will be used for:** The volume of people is expected to grow again in 2021 based upon development progress in the area and expansion of the event as a whole depending on the ability to do so given COVID. We fully expect this event to continue to be one of Dublin's favorite places to be every Saturday morning, increasing the numbers of many Dublin business establishments. In year one we doubled the size of the former market and then doubled it in size again the following season. This event is something we have taken a lot of pride in and love doing for the community, however the cost of the market has exceeded our original expectations and we foresee this number continuing to grow as the event continues to be a big part of the community.

**2019 Fees for City Services:** \$365

**Previous Bed Tax Grants Awarded:**

- **2020** - \$15,000

**Other Funding/Sponsorships supporting the event/project:** Participation fees of vendors and sponsorships from Crawford Hoying Foundation, Crawford Hoying, Bridge Park and other central Ohio businesses.



**Staff Comments:** City fees are for permit application only. No additional City services are needed. Attendance continues to grow each year. Grant funds will be used for general operational expenses of the weekly market events.





# CRAWFORD HOYING FOUNDATION

## FORE!FEST - \$50,000

**Organization:** Crawford Hoying Foundation

**Event/Project Name:** Fore!Fest

**Grant Amount Requested:** \$50,000

**Administratively Approved:** No

**Contact Name:** Miranda Swaney

**Purpose:** Fore!Fest is an extension of a community festival that the City of Dublin originally hosted after the Presidents Cup in 2013. In 2018, Fore!Fest was revived in partnership with the Memorial Tournament with assistance from the City of Dublin as the official afterparty of the tournament.

**Expected Attendance:** 40,000

**Previous Room Night Average (according to DCVB):** 0

**2021 Expected Room Nights (provided by grant applicant):** 459

**Itemized Costs Bed Tax Grant will be used for:** After very successful events in 2018 and 2019, resulting in thousands of visitors, we plan on expanding in 2021 if possible. The AC Hotel by Marriott Dublin sold out all week for both prior events, as did many other hotels in the area. We fully expect the event will draw a significant increase of visitors, residents and golf patrons alike, increasing Dublin business sales and hotel stays.

**2019 Fees for City Services:** \$14,310

**Previous Bed Tax Grants Awarded:**

- **2020** - \$22,000
- **2019** - \$22,000

**Other Funding/Sponsorships supporting the event/project:** Various sponsorship support from the Memorial Tournament, Crawford Hoying, Crawford Hoying Foundation, Bridge Park, local businesses, regional businesses, national businesses, golf patrons and more.

**Staff Comments:** Partnering with The Memorial Tournament, this is a 3-day outdoor event that takes place during Memorial Tournament week. A majority of City Service fees are related to Police. Grant funds will be used to cover City Service fees and additional operating expenses.





# CROHN'S & COLITIS FOUNDATION - CENTRAL OHIO TAKE STEPS WALK - \$2,500

**Organization:** Crohn's & Colitis Foundation - Central Ohio

**Event/Project Name:** Take Steps Walk

**Grant Amount Requested:** \$2,500

**Administratively Approved:** No

**Contact Name:** Maria Jones

**Purpose:** The purpose of the event is to raise awareness about Crohn's disease and ulcerative colitis. The Walk shows others they are not alone, in addition, it enables family, friends, and caregivers a chance to show their support.

**Expected Attendance:** 800

**Previous Room Night Average (according to DCVB):** 0

**2021 Expected Room Nights (provided by grant applicant):** 2

**Itemized Costs Bed Tax Grant will be used for:** The money from the Hotel/Motel Bed Tax Grant will be used to house out of town guests attending the walk.

The Crohn's & Colitis Foundation of Central Ohio covers 30 counties in Ohio. We get participants from other counties to come and support the Walk and sometimes, more times than not, they make it a weekend and stay overnight in a Dublin hotel. As always, we encourage support of Dublin businesses, restaurants and attractions. (5-10 families) \$600

In addition, members from our National office come to support the walk. (New York, Georgia, Minnesota) Members from the National office generally stay overnight in a hotel. (2-3 members) \$500

We also get staff from the surrounding areas to support the Walk: Cleveland & Cincinnati. They help with clean up so they typically stay overnight. \$400

**2019 Fees for City Services:** \$1,112

**Previous Bed Tax Grants Awarded:**

- **2020** - \$500

**Other Funding/Sponsorships supporting the event/project:** Sponsorship support for 2021: OSU Wexner Medical Center, Nationwide Children's Hospital, OhioGastro, IGS Energy, HW&Co., Meijer, Encova Insurance, IVX Health, The Wartel Family Fund, PhRMA, Joe & Linda Chlapaty, Cardinal Health, OhioHealth, and Takeda.....just to name a few.



**Staff Comments:** We expect similar City Service fees in 2021. However, the applicant specified that potential grant money would be used to cover costs of out of town participants and staff staying in hotels (approximately 15 room nights).





# DUBLIN AM ROTARY ANNUAL CAR SHOW - \$3,000

**Organization:** Dublin AM Rotary

**Event/Project Name:** Dublin AM Rotary Annual Car Show

**Grant Amount Requested:** \$3,000

**Administratively Approved:** No

**Contact Name:** Lou Charabee

**Purpose:**

- A. Showcase Historic Dublin businesses, Dublin Link Bridge, new library and parking garage by partnering with Historic Dublin Business Association
- B. Attract out-of-town visitors to patronize Dublin hotels and restaurants
- C. Exposure for the Dublin AM Rotary & how it's efforts benefit the community
- D. Provide an atmosphere for fellowship amongst car enthusiast & spectators during the Labor Day weekend
- E. Raise funds to support local charities & community service projects e.g. Dublin Food Pantry, Miracle League, book donations for elementary schools, Dublin Robotics Teams, Veterans support programs, Literacy Program, Strides for Sobriety, Parade & Event Marshaling, Scholarship Program, Environmental Programs
- F. Partnered with Historic Dublin Business Association to consolidate and compliment efforts

**Expected Attendance:** 400

**Previous Room Night Average (according to DCVB):** 0

**2021 Expected Room Nights (provided by grant applicant):** 20

**Itemized Costs Bed Tax Grant will be used for:**

Expenses

Parking Lots:

Darby & Upper Indian Run lots - City owned - No charge - 8 hours use	\$0.00
Indian Run School lot - Dublin Schools - \$85/hr. - 8 hours use	\$680.00
Sells middle school lot for trailer parking - \$85 /hr.	\$680.00
Total Parking	\$1,360.00

City of Dublin Event Permit	\$365.00
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City Equipment - No Parking cones; Barricades; sandwich boards; rented from city - fees are \$110 for drop-off - \$110 for pick up"	\$220.00
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Directional and Parking Signage - 11 each + 5 =16 Ordered from Build a Sign	\$415.00
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Directional and Parking Signage - 3 each	\$83.00
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Canopy Signage for Sponsors	\$59.00
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Tee shirts for volunteers 25 each	\$500.00
Trophies & dash badges, 30 awards ~\$10 each	\$335.00
Trophies for Import and High School Picks	\$35.00
Flyer Production	\$300.00
Porta Kleen rental - 2 each,	\$327.87
DJ - Announcer	\$500.00
Singer to perform National Anthem	\$200.00
 Estimated Total Expenses	 \$6,059.87

**2019 Fees for City Services:** \$585

**Previous Bed Tax Grants Awarded:**

- **2020** – \$2,000

**Other Funding/Sponsorships supporting the event/project:** Soliciting Dublin car dealerships for funds used to allow the display of their new cars at the event.

**Staff Comments:** We expect similar fees in 2021. Grant funds will be used to cover costs of parking lot use (Dublin City Schools), City Services, signage, t-shirts, trophies, portable restroom rentals, and DJ.





## DUBLIN ARTS COUNCIL

### ART & WELLNESS: ARTIFACTS CREATED AT HOME EXHIBITION AND COMMUNITY ENGAGEMENT OPPORTUNITIES - \$16,000

**Organization:** Dublin Arts Council

**Event/Project Name:** Art & Wellness: ARTifacts Created at Home exhibition and community engagement opportunities

**Grant Amount Requested:** \$16,000

**Administratively Approved:** No

**Contact Name:** David Guion

**Purpose:** A 2021 Hotel/Motel Tax Grant of \$16,000 is being sought by Dublin Arts Council to present the Art & Wellness: ARTifacts Created at Home exhibition and accompanying community engagement opportunities, available March 9 through April 16, 2021.

Dublin Arts Council (DAC) will present a retrospective of a two-year Art & Wellness initiative that began before the pandemic, in an exhibition of artworks created by professional artists and community members. To accompany the exhibition, DAC will offer community engagement opportunities, a virtual artist talk and virtual field trip, and artmaking workshops for Dublin City School students.

For the gallery exhibition, DAC will feature artworks created by professional artists and community members from Fall of 2019 through the end of 2020. The juried exhibition will include two- and three-dimensional artworks and video encompassing community reflection and interpretation of art and its influence on personal and community well-being.

The exhibition will represent a timeline, inviting the public to reflect and chronologically explore community wellness before and during the pandemic. DAC's Main Gallery will feature artwork primarily generated pre-pandemic during the initiative's Art & Wellness Discovery Series, which included the 2019 Field of Corn (with Osage Orange Trees) celebration and FLOW event.

As visitors move into the next connecting gallery (the Sunporch), they will be presented with a site-specific installation which seeks to embody the interruption of the pandemic. DAC will invite a professional artist(s) to create this disrupter space.

Finally, visitors will arrive into the North Gallery, which will host a professionally curated collection of community "ARTifacts." This eclectic collection will incorporate community-generated artwork gathered during DAC's community programming presented during the pandemic, including – community painted Kindness Rocks, sketches and journal entries submitted through the Connect: Public Art & Wellness Challenge, Curbside Concert videos, chalk art photos, among other artwork and photos created at home by Dublin residents.

To accompany the exhibition, DAC will offer a blend of in-person and virtual community engagement opportunities, including:





1. In-person gallery appointments – Free and socially-distant gallery viewing opportunities available by appointment via DAC’s website or by phone.
2. Collaborative community artmaking activity – Interactive, community artmaking activity designed to engage residents and visitors of all ages. Qualified artists will design the activity and community artwork submissions that will be incorporated into the exhibition. DAC’s ARTboxes will be utilized for free art supply distribution and collection of community submissions. ARTboxes are permanent, art-sharing vessels located in five, highly trafficked Dublin locations, including Dublin Arts Center, Scioto Park, Kaltenbach Park, Dublin Community Recreation Center and historic downtown Dublin.
3. Outdoor community artwork display – A series of winterized canopied bubble tents will activate DAC’s beautiful riverfront grounds. Utilizing outdoor space as an extension of the interior gallery, tents will house additional curated displays of community artwork and artifacts.
4. Virtual artist talk and scavenger hunt for all ages – Video will capture exhibition inception and inspiration, while a fun, interactive scavenger hunt will offer a virtual educational guide to exhibited artwork.
5. Virtual field trip opportunities for Dublin City School (DCS) students – Free virtual gallery tours will invite DCS students of all ages to engage with exhibited artwork. DAC will collaborate with up to eight DCS classrooms to provide students with free art supply packs, which will be utilized during a virtual artmaking workshop.

#### Support of Grant Objectives:

The Art & Wellness: ARTifacts Created at Home exhibition and community engagement opportunities will follow a strategic engagement model that directly supports the community’s goals as outlined by the grant priorities, including:

1. Encouraging support of Dublin businesses, restaurants and attractions – This project will showcase the innovative, community-building projects offered by local businesses, restaurants, government officials and organizations during this time of crisis. Artwork on display will include artifacts created through DAC’s collaborations with the Dublin Convention & Visitors Bureau, Dublin Chamber of Commerce, Dublin City Schools, among other partners such as Washington Township Fire & EMS, Syntero Counseling Centers, Cardinal Health, members of Dublin’s active senior community, and several City of Dublin departments, including Police, Human Resources and Recreation Services. Dublin Arts Council will feature the exhibition as a monthly co-promoted attraction with the Downtown Dublin Strategic Alliance social media committee, promoting a visit to Dublin Arts Council paired with a visit to historic Dublin and Bridge Park businesses.
2. Attracting positive coverage in local, regional and national media This project is the fourth component within DAC’s Art & Wellness Initiative, which continues to receive overwhelmingly positive community and media response. The 2019 Field of Corn (with Osage Orange Trees) celebration garnered nationwide attention for Dublin as the event was picked up by the Associated Press and moved on the national wire, prompting stories in U.S. News & World Report, The Washington (D.C.) Times, Baltimore Sun, Chicago Tribune, Miami Herald, San Diego Union-Tribune, and other prominent publications.
3. Reaching a broad segment of the community – The project intends to engage those who live, visit, work, learn and play in Dublin. All offerings will be free and accessible both in-person and online. More than 2,000 residents and visitors attended the 2019 Art & Wellness Discovery Series events, and DAC’s 2020 Connect: Public Art & Wellness Challenge garnered over 2,000 participants as well. DAC expects a similar level of audience engagement for ARTifacts.



4. Requesting seed money for inventive programs related to the aforementioned criteria – As a result of the pandemic, DAC will utilize its recently installed ARTboxes and new bubble tent “igloos” to facilitate safe, socially-distanced engagement. ARTboxes were partially funded through DAC’s 2020 Hotel/Motel tax grant award. Their usage for this project further amplifies the city’s investment. Pop-up bubble tent “igloos” can be activated for outdoor community engagement activities and events beyond this project’s proposed activities.

5. Seeking multiple sources of support rather than rely on the City as a single funding source – Additional support for the project is being sought from Ohio Arts Council and Puffin Foundation West, Ltd. Cardinal Health has already confirmed financial support for this project.

6. Promoting cooperation among event organizers to reduce costs – Initiative collaborators will continue to help shape the experiences, including Washington Township Fire & EMS, Syntero Counseling Centers, Cardinal Health, members of Dublin’s active senior community, Dublin City Schools and several City of Dublin departments, including Police, Human Resources and Recreation Services.

7. Yielding benefits to the community for the resources invested and enhancing the community – This project seeks to enhance the community by:

– Stimulating well-being through the arts. As the fourth component with DAC’s Art & Wellness Initiative, this project continues to deeply explore how the nature of art can nurture personal and community well-being. The project will feature a range of free arts experiences (i.e. gallery viewing, community artmaking activity, outdoor community artwork displays, a virtual artist talk, virtual tour and artmaking workshops) that seek to spark dialogue around the topic of well-being for residents, corporate citizens and visitors.

– Enhancing student learning – Student learning opportunities will align with Dublin City School’s 2020-2021 Responsible Restart Plan, offering teachers and students free, standards-based education accessible for all learning modes (full in-person, hybrid and full remote). Curriculum aims to support student academics and social-emotional well-being, both critical to student success in the midst of COVID-19.

– Fostering community cohesion – This project provides visitors and residents with an assortment of enriching artistic activities that aim to represent Dublin’s resiliency and community cohesion during this pandemic. The exhibition and community engagement activities will offer meaningful opportunities for learners of all ages to engage mind and body with artistic disciplines to address growing issues of stress, anxiety and social isolationism.

Hotel/motel tax funds will be used for direct program expenses such as site-specific art installations, professional artist fees, community-generated artmaking activities, virtual field trip offerings and art supplies for Dublin City School students. This project is not a component of DAC’s traditional public programming; rather it is representative of DAC’s ongoing effort to offer new, relevant and innovative community engagement programming during the time of COVID-19.

A complete budget breakdown is included via upload with Dublin Arts Council’s Forms 990 and W-9, and IRS determination letter at the end of this application. Reimbursement of direct expenses will be requested promptly, with documentation, after project fulfillment.

**Expected Attendance:** 2,500

**Previous Room Night Average (according to DCVB):** 0



**2021 Expected Room Nights (provided by grant applicant): 0**

**Itemized Costs Bed Tax Grant will be used for:** Hotel/motel tax funds will be used for direct program expenses such as site-specific art installations, professional artist fees, community-generated artmaking activities, virtual field trip offerings and art supplies for Dublin City School students. This project is not a component of DAC's traditional public programming; rather it is representative of DAC's ongoing effort to offer new, relevant and innovative community engagement programming during the time of COVID-19.

A complete budget breakdown is included via upload with Dublin Arts Council's Forms 990 and W-9, and IRS determination letter at the end of this application. Reimbursement of direct expenses will be requested promptly, with documentation, after project fulfillment.

**2020 Fees for City Services: \$0**

**Previous Bed Tax Grants Awarded:**

- **2020** - \$20,000
- **2019** - \$25,000 (B.R.E.A.D Festival)
- **2018** - \$20,000 (B.R.E.A.D Festival)

**Other Funding/Sponsorships supporting the event/project:** Cardinal Health has committed \$4,250 to partially fund the project. Additional support for the project is being sought from Ohio Arts Council (\$2,840) and Puffin Foundation West, Ltd. (\$2,000).

**Staff Comments:** In 2019, grant was requested for the B.R.E.A.D Festival. In 2020, funds were requested for new community programming initiatives. Next year's initiatives focus on engagement during the pandemic. Grant money will be used for art installations, artist fees, artmaking activities, virtual field trips and art supplies for Dublin City School students.





## DUBLIN HISTORICAL SOCIETY WIRELESS LISTENING SYSTEM HEADSETS FOR WALKING TOURS - \$4,166.98

**Organization:** Dublin Historical Society

**Event/Project Name:** Wireless Listening System headsets for walking tours

**Grant Amount Requested:** \$4,166.98

**Administratively Approved:** No

**Contact Name:** Tom Holton

**Purpose:** The purpose of walking tours is to acquaint visitors with Dublin's story; its beginning, the early settlers, the architecture of the remaining historic buildings, the role the river plays in its founding. We tell the story of the one-room schools consolidated into "the old school" at the site of the library and the move to the 1919 building. The "cyclone" story plays a huge role in the history of the Dublin Community Church as the other two churches were damaged beyond salvaging. And the town pump, the Dublin Cemetery, the bridge, the stone walls all play a part in the story as time permits. We use a 28-page script or guide telling about 70 of the buildings in the District. The Historical Society has given walking tours for about 35 years. There are places along the route where traffic noise makes it difficult for visitors to hear the guide. And with COVID, when we give tours we have to stop at certain points and spread people out. It is not a good method. This "listening system" is used by businesses in noisy environments. Just what we need to solve a hearing problem and a social distance need.

**Expected Attendance:** 20

**Previous Room Night Average (according to DCVB):** 0

**2021 Expected Room Nights (provided by grant applicant):** 0

**Itemized Costs Bed Tax Grant will be used for:** The Historical Society will purchase the "Fluent Audio 20 Receiver 72Mhz Language Interpretation/Tour guide System. We will use this system for persons on walking and driving tours so they can hear the tour guide more clearly. An attachment describes the equipment. This system would be useful under normal circumstances when there is traffic noise, when people spread out and when the speaker turns away, walking and talking at the same time. Under the physical distance requirements of COVID, this equipment will be particularly helpful. We will buy a second transmitter to allow a second tour guide to take half the group and talk on a second frequency. Then guides will not interrupt each other. We will clean the equipment before and after each use. We have shared the equipment information with the Dublin Arts Council and intend to share the headsets with that organization when they have occasion to use it. The system also will be helpful for driving tours when physical distance restrictions are eased.

**2019 Fees for City Services:** \$0, New project.

**Previous Bed Tax Grants Awarded:** New project.



**Other Funding/Sponsorships supporting the event/project:** We contacted the Dublin Community Foundation. The focus for their funding projects is COVID-related applications. No other sources.

**Staff Comments:** New request. No City Service fees will be charged for this project. Grant funds will be used to pay for headset equipment.





## DUBLIN JEROME HIGH SCHOOL SENIOR CLASS HOMECOMING PARADE - \$1,675

**Organization:** Dublin Jerome High School Senior Class

**Event/Project Name:** Dublin Jerome High School Homecoming Parade 2021

**Grant Amount Requested:** \$1,675

**Administratively Approved:** Yes

**Contact Name:** Diane Murphy

**Purpose:** The Jerome High School Homecoming Parade promotes school and most of all community spirit for the school community. Each year the surrounding neighborhoods and others in school community gather to watch the parade. This provides a wholesome, supporting atmosphere where all attending cheer those in the parade and provides excitement and camaraderie.

**Expected Attendance:** 250

**Previous Room Night Average (according to DCVB):** 0

**2021 Expected Room Nights (provided by grant applicant):** 0

**Itemized Costs Bed Tax Grant will be used for:** The grant will be used to cover the cost of police officers who have to block streets involved with access to the parade route and the City of Dublin who has to block off streets on the parade route.

**2019 Fees for City Services:** \$1,685

**Previous Bed Tax Grants Awarded:**

- **2020** - \$1,685
- **2019** - \$1,565
- **2018** - \$1,400

**Other Funding/Sponsorships supporting the event/project:** The Jerome Senior has very limited funds so help that can be provided is greatly appreciated to help with this great community effort.

**Staff Comments:** Administratively Approved. Expecting similar fees next year. This request has been administratively approved the past few years. Grant funds are used to cover the cost of City Services.





## DUBLIN MUSIC BOOSTERS DUBLIN BAND SHOW - \$1,100

**Organization:** Dublin Music Boosters

**Event/Project Name:** Dublin Band Show

**Grant Amount Requested:** \$1,100

**Administratively Approved:** No

**Contact Name:** Laura Zuber

**Purpose:** Dublin Music Boosters, a 501c3 non-profit organization, supporting music education for grades K-12 in the Dublin City School District. Dublin Music Boosters hosts this competition according to the rules of the Ohio Musical Educators Association (OMEA), one of the primary sanctioning groups for Competitions of this nature, and this event is a fundraiser for the Dublin Music Boosters.

Although we use the Dublin Jerome H.S. Stadium and parking lots, *this is not a school district-sponsored event.* Payment is made to Dublin City School Administration for the use of the facility.

**Expected Attendance:** 2,245

**Previous Room Night Average (according to DCVB):** 0

**2021 Expected Room Nights (provided by grant applicant):** 10

**Itemized Costs Bed Tax Grant will be used for:** We intend to apply the grant toward expenditures that improve safety, enhance the Visitor experience, and, where possible, are for reusable equipment:

Police – \$1,100 or waiver of fees

2 police were used in 2018 to ensure safety of attendees, coordinate traffic flow on Brand and Hyland-Croy and money collection areas

1 officer was used in 2019 due to lack of availability

1 officer to be added in 2021 (total of 3) if receive grant to assist with evening traffic/parking

In 2019, we parked 59 buses, 45 equipment trucks and 2 semi-trucks, brought by the participating bands. These need to be strategically parked in groups with ample space in the paved lots so that large equipment and props can be unloaded, organized and rolled into the stadium along with the procession of their students. This takes a lot of our parking capacity, requiring the attending public to be parked in practice fields, normally not used for stadium events. Band and attendees arrive continuously throughout the evening as bands are scheduled to perform, unlike a football game when the majority of spectators are there for kickoff. Also, the bus/truck drivers are usually not familiar with our area, miss signs and don't follow directions we have provided, causing re-routing and congestion. We have scheduled one early and then the evening-end departure times to reduce the departure congestion, but we need to take significant steps to improve traffic and parking control.



**2019 Fees for City Services:** NA

**Previous Bed Tax Grants Awarded:**

- **2020** - \$1,100

**Other Funding/Sponsorships supporting the event/project:** The Dublin Band Showcase has been self-sustaining. Ticket sales, concession stand operations, and sales of the Show T-shirt result in a net profit for the Event. We seek sponsors for trophies, sell limited advertising, and shout-outs to students in the program. This is a fund-raising endeavor, so we always seek to maximize revenues and contributions and minimize expenditures.

**Staff Comments:** Estimated City Service fees are \$1,000 for Police. Grant funds will be used to cover City Services.







## DUBLIN SCIOTO LACROSSE BOOSTERS THE OHIO MIDDLE SCHOOL LACROSE STATE CHAMPIONSHIP - \$8,000

**Organization:** Dublin Scioto Lacrosse Boosters

**Event/Project Name:** The Ohio Middle School Lacrose State Championship

**Grant Amount Requested:** \$8,000

**Administratively Approved:** No

**Contact Name:** Bruce Obenour

**Purpose:** Promote youth athletics by hosting state wide tournament which brings 96 teams from across the state to Dublin. The tournament supports the lacrosse program (boys & girls) at Dublin Scioto and Davis Middle School. All Central Ohio middle school teams participate.

The 2020 tournament was canceled due to covid

**Expected Attendance:** 10,000

**Previous Room Night Average (according to DCVB):** 333

**2021 Expected Room Nights (provided by grant applicant):** 250

**Itemized Costs Bed Tax Grant will be used for:** The grant funds will be used to defray the costs incurred from the City of Dublin.

Rental of and maintainance of Emerald Fields including setup, tear down, application fee, turf repair, restroom service. \$5,365 (2019 expense)  
Police charges. \$1632 (2019 expense)

**2019 Fees for City Services:** \$7,909

**Previous Bed Tax Grants Awarded:**

- **2020** - \$7,500
- **2019** - \$6,295
- **2018** - \$7,000

**Other Funding/Sponsorships supporting the event/project:** Dicks Sporting Goods is title sponsor. 2019 support was \$1,750

**Staff Comments:** We expect similar fees in 2021. Grant funds will be used to cover the cost of City Services.





# DUBLIN SOCCER LEAGUE DUBLIN CHARITY CUP SOCCER TOURNAMENT - \$14,201

**Organization:** Dublin Soccer League

**Event/Project Name:** Dublin Charity Cup Soccer Tournament

**Grant Amount Requested:** \$14,201

**Administratively Approved:** No

**Contact Name:** John Muir

**Purpose:** The purpose of this event is to bring youth soccer participants together in playing the beautiful game for the benefit of the worthy charity, Big Brothers/Big Sisters of Central Ohio.

The Dublin Soccer League/Dublin Charity Cup requests funds to enhance DSL programs and provide needed city services for the tournament.

In addition, the Dublin Soccer League/Dublin Charity Cup is requesting funds to subsidize the DSL website, home to the Dublin Charity Cup web pages. [www.DublinSoccer.net](http://www.DublinSoccer.net) is the first point of contact for Coaches registering for the Dublin Charity Cup soccer tournament, not to mention the thousands of parents registering for the City's recreational soccer programs from DSL. Our current site needs refreshed, updated, improved. We're seeking \$7500 in Bed Tax dollars to invest in a virtual facelift for the tournament and the league. We plan to work with local businessman and Dublin Chamber of Commerce member Brad Webb of Honest Advertising, infusing Bed Tax money right back into the Dublin community.

**Expected Attendance:** 7,000

**Previous Room Night Average (according to DCVB):** 155

**2021 Expected Room Nights (provided by grant applicant):** 200

**Itemized Costs Bed Tax Grant will be used for:**

Community Events Permit Application Fee	\$375
Labor/Delivery of traffic cones and sandwich boards	\$230
Restroom Attendants (1 Male and 1 Female), 38 hours at \$115 per hour	\$4,370
Athletic Trainer(s) on-site during event	\$630
Trash Services, 30-yard dumpster	\$385
Additional portable toilets rental (two)	\$300
Tournament invitation email blasts through our governing body (1 total)	\$411
Website update	\$7,500
Total	\$14,201



**2019 Fees for City Services:** \$4,765

**Previous Bed Tax Grants Awarded:**

- **2020** - \$9,000
- **2019** - \$10,000
- **2018** - \$12,820

**Other Funding/Sponsorships supporting the event/project:** The majority of funding comes from team tournament entry fees. Any additional funding typically comes from webpage advertising.

**Staff Comments:** Grant money is typically used for City Services, restroom and dumpster rentals, and replacement of goals, nets, etc. This year, instead of asking for goal and net replacements, they requested an additional \$7,500 to upgrade the organization's website.





## DUBLIN UNITED SOCCER CLUB DUBLIN UNITED CHAMPIONS CUP - \$7,000

**Organization:** Dublin United Soccer Club

**Event/Project Name:** Dublin United Champions Cup

**Grant Amount Requested:** \$7,000

**Administratively Approved:** No

**Contact Name:** Ken McMahon

**Purpose:** To support the cost of club and extended soccer expenses to non-club children in the City of Dublin throughout the year. Specifically, expenses relating to trainers, field and facility rental for winter training and skill sessions offered to both our club and potential club members residing in the City of Dublin.

**Expected Attendance:** 7,500

**Previous Room Night Average (according to DCVB):** 432

**2021 Expected Room Nights (provided by grant applicant):** 550

**Itemized Costs Bed Tax Grant will be used for:** To provide soccer programs within the City of Dublin for those interested in playing soccer at a level above recreational soccer and not ready to and or able to make the full commitment to club soccer. To conform to the rules, regulations and by laws of the league in which the DUSC places teams. The grant enhances our ability to promote fair play and good sportsmanship in a safe environment so that players, of all ages with above average skills, may have fun playing the game of soccer.

**2019 Fees for City Services:** \$6,875

**Previous Bed Tax Grants Awarded:**

- **2020** - \$5,000
- **2019** - \$5,340
- **2018** - \$4,000

**Other Funding/Sponsorships supporting the event/project:** None

**Staff Comments:** Their tournament was held in 2020, but split between 2 weekends to comply with current health orders. We expect 2021 fees to be similar to that of their 2019 event. Grants funds will be used to cover the cost of City Services.





## DUBLIN YOUTH ATHLETICS WAYNE WILLIAMS MEMORIAL TOURNAMENT - \$21,000

**Organization:** Dublin Youth Athletics

**Event/Project Name:** Wayne Williams Memorial Tournament

**Grant Amount Requested:** \$21,000

**Administratively Approved:** No

**Contact Name:** Michael Craig

**Purpose:** 7 year old through 14 year old travel baseball teams tournament bringing top competition to Dublin while raising money for the Dublin Travel Baseball program. The event is named and in honor of Wayne Williams who was a Dublin Travel Coach, Commissioner, and DYA board member before his passing. This is the 17th year of the event. Event was canceled last spring.

**Expected Attendance:** 2,500

**Previous Room Night Average (according to DCVB):** 225

**2021 Expected Room Nights (provided by grant applicant):** 360

**Itemized Costs Bed Tax Grant will be used for:** The total cost of the event in 2019 was \$70,382. The City services were for \$18,680. This money will be used exclusively to pay the City billing for its services. Money will be needed after the bill is submitted by the City, which should be in the middle of June.

**2019 Fees for City Services:** \$18,680

**Previous Bed Tax Grants Awarded:**

- **2020** - \$20,000
- **2019** - \$23,000
- **2018** - \$23,000

**Other Funding/Sponsorships supporting the event/project:** Teams pay entry fees for participation, T-shirt sales and concessions

**Staff Comments:** We expect similar fees in 2021, under normal weather conditions. Poor weather could greatly increase their fees. Grant funds will be used to cover the costs of City Services.





## HISTORIC DUBLIN BUSINESS ASSOCIATION HDBA EVENTS - \$50,000

**Organization:** Historic Dublin Business Association

**Event/Project Name:** Historic Dublin Business Association Events

**Grant Amount Requested:** \$50,000

**Administratively Approved:** No

**Contact Name:** Rick Gerber

**Purpose:** Please see attached for purpose of each event.

**Expected Attendance:** 5,000

**Previous Room Night Average (according to DCVB):** 0

**2021 Expected Room Nights (provided by grant applicant):** 1,000

**Itemized Costs Bed Tax Grant will be used for:** Please see attached for specific detail of usage of Hotel/Motel Grant funds.

**2019 Fees for City Services:** \$365

**Previous Bed Tax Grants Awarded:**

- **2020** - \$50,000
- **2019** - \$50,000
- **2018** - \$50,000

**Other Funding/Sponsorships supporting the event/project:** Membership dues and net proceeds from ticket sales from multiple events. We also will apply for the Irish Experience Grant offered by the Dublin Convention and Visitors Bureau, assuming the grant will be offered for 2021.

**Staff Comments:** We expect similar fees in 2021. Grant money is used on events and staffing to help attract visitors to Historic Dublin.



## **A. Organization**

### **Name of Applicant**

Applicant: Historic Dublin Business Association, Inc. (HDBA)

Federal Tax ID#: 03-0585215

Contact Person: Rick Gerber

President, HDBA

109 S. High Street

Dublin, OH 43017

(614) 389-8801

rgerber@gem-law.com

Applicant is a 501 (c) 6 organization with the following mission statement:

*The Historic Dublin Business Association 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 Historic Dublin.*

*[www.HistoricDublin.org](http://www.HistoricDublin.org)*

### **Brief History and Goals**

The Historic Dublin Business Association (HDBA) incorporated on March 28, 2006 and has been granted exempt status by the Internal Revenue Service as a Business League, a 501(c) 6 organization. The mission of the HDBA related to this application is to encourage business growth and development by promoting programs designed to strengthen business, civic, social and cultural nature to increase the value of Historic Dublin.

HDBA works closely with the City of Dublin, Dublin Schools and many locally based non-profits organizations in planning and executing community events in Historic Dublin. HDBA is primarily made up of small privately owned businesses, but its membership extends beyond the borders of the Historic District's geographic boundaries. HDBA's objective is to generate awareness of and bring visitors to the Historic District. In addition to the goals detailed in HDBA's mission statement, HDBA plans to continue to grow in both membership and financial health. The HDBA's overall goals and focus lie primarily in two areas: special events and improving commerce through improvement of Dublin's Historic District.

2020 has been the year that wasn't! With the COVID pandemic HDBA cancelled most of its event activities with the exception of City and Health Department approved events for Historic Harvest Happening and Holly Day(s). However, this did not mean that HDBA idly stood by. Rather, through the creative efforts of our team we updated our website and aggressively and effectively developed and implemented print and social media campaigns to further the objectives of increasing awareness and patronage at our member businesses. While strongly encouraging social distancing practices we saw a dramatic increase in foot traffic in the District. Continued participation with the Downtown Dublin Strategic Alliance ("Alliance") has significantly contributed to greater

awareness of and visitation to the area. Our relationship with the Alliance and its members remains incredibly productive and positive. Equally, our relationship with Bridge Park is bringing greater synergies and helping to advance the long-term concept of bringing about one centralized association to the area. Despite the challenges brought about by the COVID pandemic we remain optimistic that the future will hold many exciting developments and activities for Downtown Dublin!

### **Current Officers of HDBA:**

**Rick Gerber**, President

Partner, Gerber & Mitchell, 109 South High Street, Dublin 43017

**Rachel Dean-Haas**, Vice President

Owner, Dean Insurance Group, 16 W. Bridge Street, Dublin, OH 43017

**Linda Kick**, Secretary

Owner, Our CupCakery, 54 South High Street, Dublin 43017

**Tim Cistone**, Treasurer

Owner, Bottom Line CPA, 53 North High Street, Dublin 43017

### **At Large Board Members Include:**

Jean Ann Conley, Conley and Partners, 11 W. Bridge Street, Dublin 43017

Nick Taylor, Oscars of Dublin, 84 North High Street, Dublin 43017

Jamie Mollwitz, Boho, 72 North High Street, Dublin 43017

## **B. Project/Events**

It is clearly recognized that 2021 maybe more similar to 2020 than 2019 as far as HDBA being able to advance its typical events due to the on-going COVID pandemic. However, like 2020, HDBA will actively pursue its Community Engagement Campaign by collaborating with the Alliance, our Bridge Park partners and continuation of our aggressive print and social media initiatives. Our request for 2021 is separated in two parts. One, if social distancing restrictions remain in effect for 2021 our request is for \$38,000.00. At a time when it becomes safe to resume regular activity we request an additional \$12,000.00 for the public events. As always, the purpose of the 2021 Historic Dublin Community Engagement Campaign is to further the common goals of the HDBA and the City of Dublin's Hotel/Motel Tax objectives. Namely, this application will provide for creative activities that are of interest to the Dublin community and beyond, as well as work towards long-term improvements of Dublin's Historic District that will be needed to sustain its long-term viability and appeal. HDBA had built strong relationships with other community organizations that enhance the education, awareness and experience of the Historic District. The components of the 2021 campaign as outlined in this application will continue to build on that foundation all the while recognizing that our current environment of social distancing and public health.

The total requested under this Hotel/Motel Tax Grant Application is \$50,000, with part one requesting \$38,000.00 and part two requesting \$12,000.00 A detailed budget is listed



later in this document. These requested funds will be used to subsidize the HDBA 2021 Community Event Activities detailed below. HDBA is proud of the success of the 2020 despite the many challenges and the loss of many event activities.

The requested funds will also be used to build an awareness campaign for the Historic District and its members to remain relevant during the opening of new projects surrounding the district and employ professional services to assist with all aspects relative to these initiatives.

**Second Saturdays** – Second Saturdays are designed to create community awareness and engagement with the Districts’ retail and restaurant businesses. Second Saturdays typically will occur the second Saturday of the month from 10 AM – 4 PM and will include live entertainment and a rotating theme. Below are the District’s signature events.

**Sweet Stroll** – This signature event features desserts from the Historic District’s restaurants in a retail location. By serving the sweet in a retail storefront, the attendees are given the opportunity to explore the District’s unique offerings. HDBA partners with a local charity to run the event and promote the event. HDBA has proudly donated, and will continue to donate, a portion of ticket sales from this event to local charitable organizations that benefit the Dublin community.

**Slider Challenge** – This signature event features our Historic District restaurants competing for the best in a burger/slider. The first Slider Challenge was July 3, 2014, and sold out in 12 minutes! Each subsequent year ticket sales have sold out in similar fashion, thus making this a recognizable annual event for the Historic District. HDBA has proudly donated, and will continue to donate, a portion of ticket sales from this event to local charitable organizations that benefit the Dublin community.

**Chili Cook-Off** – This event has become a signature event for the Historic District giving the community the opportunity to taste the District restaurants’ best chili and vote on the winning recipe. HDBA has proudly donated, and will continue to donate, a portion of ticket sales from this event to local charitable organizations that benefit the Dublin community.

**Wine Trails:** The multiple wine trails throughout the year have always been popular events for the HDBA. For a reasonable ticket price, participants get to sample different wines or craft beers at several locations in the Historic District. Participants also enjoy delicious food pairing samples and get to take home a commemorative wine tasting glass.

**Family Fall Festival** – Over a 1700 people attended our second annual Family Fall Fest in 2019. It was such a big success that it will return in 2021 if conditions permit. Several businesses in the historic district collaborate to provide an offering of entertainment, activities, and crafts for many of the local families to enjoy. This event gives an opportunity for all types of HDBA businesses to get involved, including retail shops,

restaurants and a variety of professional service providers, all of which promotes greater awareness of and an increased in attendance of patrons in the District.

**Holly Days** – As the District’s official kick off to the Holiday season, occurring the Saturday after the tree lighting ceremony, HDBA hosts an afternoon full of holiday-focused activities including strolling carolers, kid crafts, photos with Mr. and Mrs. Claus, Touch-a-Truck with the Washington Township Fire Department, and Firefighters for Kids Toy Drive donation collection. The local businesses reveal their outdoor holiday decorations for the event. In addition, HDBA coordinates and communicates the special events and promotions at member businesses. During Holly Days, families are encouraged to visit the retailers in order to complete the Twelve Elves of Dublin hunt.

**Marketing and Awareness Campaign** – In addition to the monthly events, HDBA will continue to invest in a social media awareness campaign targeting local residents at the offerings Historic Dublin members offer. The goal of this campaign is to boost foot traffic on non-event days. The common feedback from event attendees is they ‘didn’t know (you) were here.’ HDBA will focus on boosting our social media reach with a message of reminding the public of the highlights of the District.

## **SUMMARY**

The target audience for HDBA’s 2021 Historic Dublin Community Engagement Plan will continue to be adults and families looking for interesting and engaging community-based activities, great food and shopping. Keeping with years’ past key components for 2021 will include live music, artistic experiences, collaborative presentations, and Signature Events. HDBA is planning 2021’s campaign to continue expanding our audience beyond Dublin, as Historic Dublin continues to be one of the top destinations for Dublin visitors. HDBA looks to grow these visits and to ramp up awareness of Historic District through a closer working relationship with the Dublin Convention and Visitors Bureau to inform local hotels of event details. In 2021, HDBA will continue to focus on engaging the Dublin community at large through the events and marketing effort.

With an eye to the changing demographic of the surrounding residents, HDBA will focus on activities that are engaging to empty nesters and young professionals, while still enjoyable to young families as well. The HDBA 2021 Community Engagement Campaign will continue those programs and events which have proven successful in the past, while adding new events that will have a broader community appeal.

The District’s goal is to become the primary destination for residents year-round for shopping, dining, relaxing and engaging with the community.

## BUDGET

HDBA is requesting an amount not to exceed \$50,000 of Hotel/Motel Tax funds for the execution of the components of this application. The use of these funds is budgeted as follows:

**Event Management: (THIS IS PART TWO)** **\$ 12,000**

- Live entertainment
- Design for all artwork
- Media Partnerships
- Sponsorships
- Event Decorations
- Brochures for the Historic District
- Social Media Campaigns
- Event Collateral - Signage, Flyers, Posters, etc.
- Event Management, Logistics
- Advertising for key events in Dublin Villager and in Dublin Life

**Operations/Administration: (THIS IS PART ONE)** **\$ 28,000**

- Public Relations and Event Coordinator
- Official Photography
- Community Partnerships
- Membership engagement
- Website administration & maintenance
- Graphic design and website updates
- Resources – Adobe Creative Suite, Dropbox

**Promotion/Awareness: (THIS IS PART ONE)** **\$ 10,000**

- Brand Marketing
- Downtown Dublin Strategic Alliance Ad Campaign
- DCVB Visitors Guide full page ad
- Print materials (calendar of events, rack cards, brochure, fliers, posters, membership markers, etc.)
- Social media advertising

**TOTAL 2021 Budget:** **\$ 50,000**

This budget is preliminary and expense items could change as the various events are continually reevaluated and further developed. Approval of this application is considered an approval of the overall amount of \$50,000 for Special Events not to be exceeded and approval does not imply a limit by individual budgeted expense category, but rather the overall limit of all expense categories combined.

## **TOTAL APPLICATION REQUEST**

**\$ 50,000**

*It is important to note that the requested \$50,000 is only a portion of the overall investment HDBA and its membership will apply to the above components of this application. HDBA routinely funds to the extent possible, its own marketing, advertising and programs and its members routinely provide their own funds, over and above their membership fees, to execute events, promotions etc.*

### **Goals**

*The HDBA Community Engagement Campaign has three specific goals:*

- 1) Continue to build upon a cultural identity for the District as a welcoming environment for all ages, and work with the Alliance to expand programs and initiatives toward this end.
- 2) Increase awareness of and visitors to the District and our collaboration with the Alliance. HDBA wants to attract visitors to the area and leverage our efforts to create a greater economic impact.
- 3) Continue to utilize Hotel/Motel Tax funds to establish a comprehensive and collaborative event program that will have significant long term economic impact and benefit for the area

The City of Dublin, its residents, and businesses will benefit through the approval of this application as it continues the revitalization effort of Historic Dublin and establishment of the surrounding areas.

### **Evaluation & Follow Up**

For Special Events, evaluation will be based primarily on the incremental business that accrues to the businesses in the District and increased foot traffic in the area. HDBA will survey its membership routinely as to the impact of this campaign on their business. Measuring the increase of sales and traffic both during events and non-event times, will be crucial in determining effectiveness of our event execution and promotion versus the general awareness campaign. Increased business in the District indicates that the community is viewing the District favorably as well as visiting the District. HDBA will follow up by year end 2021.

### **C. HDBA Financial Position**

HDBA's current cash position is a balance of \$7,832.98 as of November 6, 2020. These funds are earmarked for support of businesses located in the Historic District. Besides our annual Bed-Tax Grant from the City of Dublin, HDBA anticipates receiving \$3,000 in membership dues in 2021. The other category of income we receive is from the sale of tickets to our signature and other hosted events. The net proceeds received from these activities will total approximately \$20,000 in 2021. HDBA has no other material assets than cash and no liabilities. HDBA's total annual income is not yet sufficient to cover all of HDBA's desired activities.

Approval of this Hotel/Motel Tax Grant will significantly assist HDBA in its growth and future endeavors to strengthen Historic Dublin and support the quality of life in the City of Dublin.

The Historic Dublin Business Association thanks you for your consideration.



# OHIO PREMIER SOCCER CLUB

## OHIO PREMIER INVITATIONAL - \$7,505

**Organization:** Ohio Premier Soccer Club

**Event/Project Name:** Ohio Premier Invitational

**Grant Amount Requested:** \$7,505

**Administratively Approved:** No

**Contact Name:** Nicole Cobb

**Purpose:** The monies earned from this event support new equipment for coaches and teams as well as a scholarship program for deserving players.

The Brian Fritts "Bridges" Scholarship program was created in 2018 after the sudden death of OP coach Brian Fritts. Brian spent 20 years coaching soccer in the Dublin community, touching the lives of many young people and their families. This scholarship program was started by OP in partnership with his family to preserve his proud legacy in the game of soccer.

**Expected Attendance:** 10,000

**Previous Room Night Average (according to DCVB):** 1,032

**2021 Expected Room Nights (provided by grant applicant):** 1,000

**Itemized Costs Bed Tax Grant will be used for:** The monies will be used to offset cost of the following services. (based on 2019 receipts)

Police/Traffic Control:	\$1364
Field Set Up:	\$1100
Website:	\$528
Dumpster Rental:	\$525
Tent Rental:	\$1580
Field Rental/City Workers:	\$7505

**2019 Fees for City Services:** \$7,505

**Previous Bed Tax Grants Awarded:**

- **2020** - \$7,500
- **2019** - \$7,300
- **2018** - \$7,000

**Other Funding/Sponsorships supporting the event/project:** Orthopedic One provides medical support  
Nike provides game balls



**Staff Comments:** We expect slightly higher fees for 2021. This event attracts second largest number of room nights among grant applicants. Grant funds will be used to cover the costs of City Services.





## WORLD ARCHERY OF OHIO 2021 BUCKEYE CLASSIC - \$25,000

**Organization:** World Archery of Ohio

**Event/Project Name:** 2021 Buckeye Classic

**Grant Amount Requested:** \$25,000

**Administratively Approved:** No

**Contact Name:** Chris Worthen

**Purpose:** United States Archery Team Qualifier

**Expected Attendance:** 1,100

**Previous Room Night Average (according to DCVB):** 314

**2021 Expected Room Nights (provided by grant applicant):** 1,300

**Itemized Costs Bed Tax Grant will be used for:** Pay for event costs such as Tents, Portable restrooms, Field Rental, Road and park services, Security, Trash, Equipment Rental/Delivery/Setup, Field Lining

**2020 Fees for City Services:** \$1,565

**Previous Bed Tax Grants Awarded:**

- **2020** - \$25,000
- **2019** - \$25,000 (National Collegiate Championships)
- **2018** - \$22,280

**Other Funding/Sponsorships supporting the event/project:** Entry Fees, We are also looking for corporate sponsors now that we are an annual event and we will have to bring in satellite trucks, and be televised.

**Staff Comments:** Hosted Buckeye Classic at Darree Fields in 2016, 2018, and 2020. US National Championships were held in 2018 and 2019 (attracted close to 1,000 room nights). Serves as one of the United States Archery Team Qualifier. Grant money will cover expenses related to tents, restrooms, security, field lining, staffing, City Services, etc.





**2021 Hotel/Motel Bed Tax Grant Application Summary**

Organization Event/Project	Estimated Attendance	Avg. Room Nights	2019 Requested	2019 Awarded	2020 Requested	2020 Awarded	2021 Requested	2019 City Service Fees	Staff Comments
<b>Arthritis Foundation</b> <i>Classic Auto Show &amp; Cruise In</i>	5,000	290	\$10,000	\$10,000	\$10,000	\$10,000	\$20,000	\$9,576	They have been administratively approved for \$10,000 to cover City Services the past few years. An additional \$10,000 was granted mid-2020 to cover potential PPE expenses for their 2020 event which was later canceled. The additional \$10,000 requested for 2021 is to improve the health/safety procedures of their event.
<b>Club Ohio Soccer</b> <i>Nike Challenge Cup</i>	14,000	2,146	\$12,500	\$7,500	\$12,000	\$5,000	\$7,000	\$6,264	In 2019, City Service fees were low because they had to cancel one day of the event due to rain. We estimate 2021 City Service fees to be \$9,000-\$10,000. The grant money will cover a majority of the expected City Service fees. This event attracts the largest number of room nights among all Bed Tax Grant applicants.
<b>Crawford Hoying Foundation</b> <i>Dublin Market</i>	100,000	0			\$25,000	\$15,000	\$25,000	\$365	City fees are for permit application only. No additional City services are needed. Attendance continues to grow each year. Grant funds will be used for general operational expenses of the weekly market events.
<b>Crawford Hoying Foundation</b> <i>Fore!Fest</i>	40,000	0	\$25,000	\$22,000	\$50,000	\$22,000	\$50,000	\$14,310	Partnering with The Memorial Tournament, this is a 3-day outdoor event that takes place during Memorial Tournament week. A majority of City Service fees are related to Police. Grant funds will be used to cover City Service fees and additional operating expenses.
<b>Crohn's &amp; Colitis Foundation</b> <i>Take Steps Walk</i>	800	0			\$1,500	\$500	\$2,500	\$1,112	We expect similar City Service fees in 2021. However, the applicant specified that potential grant money would be used to cover costs of out of town participants and staff staying in hotels (approximately 15 room nights).
<b>Dublin AM Rotary</b> <i>Annual Car Show</i>	400	0			\$2,000	\$2,000	\$3,000	\$585	We expect similar fees in 2021. Grant funds will be used to cover costs of parking lot use (Dublin City Schools), City Services, signage, t-shirts, trophies, portable restroom rentals, and DJ.
<b>Dublin Arts Council*</b> <i>Art &amp; Wellness ARTifacts Created at Home</i>	2,500	0	\$25,000	\$25,000	\$25,000	\$20,000	\$16,000	\$0 (2020)	In 2019, grant was requested for the B.R.E.A.D Festival. In 2020, funds were requested for new community programming initiatives. Next year's initiatives focus on engagement during the pandemic. Grant money will be used for art installations, artist fees, artmaking activities, virtual field trips and art supplies for Dublin City School students.
<b>Dublin Historical Society</b> <i>Wireless Headsets for Walking Tours</i>	20	0					\$4,167	\$0	New request. No City Service fees will be charged for this project. Grant funds will be used to pay for headset equipment.
<b>Dublin Jerome High School</b> <b>Senior Class</b> <i>Homecoming Parade</i>	250	0	\$1,565	\$1,565	\$1,685	\$1,685	\$1,675	\$1,685	<b>Administratively Approved.</b> Expecting similar fees next year. This request has been administratively approved the past few years. Grant funds are used to cover the cost of City Services.
<b>Dublin Music Boosters</b> <i>Dublin Band Show</i>	2,245	0			\$5,665	\$1,100	\$1,100	NA	Estimated City Service fees are \$1,000 for Police. Grant funds will be used to cover City Services.

Organization Event/Project	Estimated Attendance	Avg. Room Nights	2019 Requested	2019 Awarded	2020 Requested	2020 Awarded	2021 Requested	2019 City Service Fees	Staff Comments
<b>Dublin Scioto Lacrosse Boosters</b> <i>The Ohio Middle School Lacrosse Tournament</i>	10,000	333	\$8,000	\$6,295	\$7,500	\$7,500	\$8,000	\$7,909	We expect similar fees in 2021. Grant funds will be used to cover the cost of City Services.
<b>Dublin Soccer League</b> <i>Dublin Charity Cup</i>	7,000	155	\$10,200	\$10,000	\$9,840	\$9,000	\$14,201	\$4,765	Grant money is typically used for City Services, restroom and dumpster rentals, and replacement of goals, nets, etc. This year, instead of asking for goal and net replacements, they requested an additional \$7,500 to upgrade the organization's website.
<b>Dublin Special Olympics</b> <i>Shamrock Games</i>			\$3,500	\$2,000	\$2,000	\$2,000			Did not apply for a grant this year.
<b>Dublin United Soccer Cup</b> <i>Champions Cup</i>	7,500	432	\$8,000	\$5,340	\$6,875	\$5,000	\$7,000	\$6,875	Their tournament was held in 2020, but split between 2 weekends to comply with current health orders. We expect 2021 fees to be similar to that of their 2019 event. Grants funds will be used to cover the cost of City Services.
<b>Dublin Youth Athletics</b> <i>Wayne Williams Memorial Tournament</i>	2,500	225	\$27,500	\$23,000	\$23,000	\$20,000	\$21,000	\$18,680	We expect similar fees in 2021, under normal weather conditions. Poor weather could greatly increase their fees. Grant funds will be used to cover the costs of City Services.
<b>Historic Dublin Business Assoc.</b> <i>HDBA Events</i>	5,000	0	\$60,000	\$50,000	\$55,000	\$50,000	\$50,000	\$365	We expect similar fees in 2021. Grant money is used on events and staffing to help attract visitors to Historic Dublin.
<b>Kiwanis Club of Dublin</b> <i>Frog Jump</i>			\$5,000	\$5,000	\$5,000	\$5,000			Did not apply for a grant this year.
<b>Ohio Premier Soccer Club</b> <i>Ohio Premier Invitational</i>	10,000	1,032	\$9,500	\$7,300	\$7,500	\$7,500	\$7,505	\$7,505	We expect slightly higher fees for 2021. This event attracts second largest number of room nights among grant applicants. Grant funds will be used to cover the costs of City Services.
<b>World Archery of Ohio**</b> <i>Buckeye Classic</i>	1,100	314	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$1,565 (2020)	Hosted Buckeye Classic at Darree Fields in 2016, 2018, and 2020. US National Championships were held in 2018 and 2019 (attracted close to 1,000 room nights). Serves as one of the United States Archery Team Qualifier. Grant money will cover expenses related to tents, restrooms, security, field lining, staffing, City Services, etc.
<b>Total</b>			<b>\$230,765</b>	<b>\$200,000</b>	<b>\$274,565</b>	<b>\$208,285</b>	<b>\$263,148</b>		

\*2019 grant request was for the B.R.E.A.D Festival

\*\*2019 grant request was for US Collegiate Championship, not Buckeye Classic