

Bureau Biz

News and Information from the Dublin, Ohio Convention & Visitors Bureau—Where Irish is an Attitude

“The Bureau annually helps grow the City’s Bed Tax fund that reached a record of \$3.2 million in 2017.”

DUBLIN’S BED TAX CELEBRATES 30 YEARS

DCVB a Long-Standing Catalyst

A Bed Tax for the City of Dublin that was enacted in 1988 has generated more than \$52 million helping to improve the quality of life for Dublin residents, corporate citizens and visitors.

In 1988, Ohio Law enabled cities in Franklin County to institute a six percent Hotel/Motel Tax (Bed Tax) on hotel stays. The first hotel in Dublin was Stouffer’s Hotel (now the Crowne Plaza) and the Bed Tax generated in its inaugural year was \$403,000, the total amount in Dublin for 2017 was \$3.2 million. The City of Dublin has 17 hotels.

The Dublin Convention & Visitors Bureau was established in 1988 as a result of the Bed Tax and has been a catalyst in helping to grow the fund over the past 30 years. As an internationally accredited organization, the Bureau is the sales and marketing organization charged with selling Dublin, Ohio as a travel destination. It serves as the only organization whose primary purpose is to reinvest bed tax dollars for the community that will generate more overnight hotel stays and a greater overall economic impact within the City.

The City of Dublin utilizes its portion of the bed tax for a variety of staffing, services and events for Dublin residents. Some of the events funded as a result of the Bed Tax are the Dublin Irish Festival, Independence Day and St. Patrick’s Day

Celebrations, Spooktacular and others over the years. Other initiatives residents have benefitted from the Bed Tax include new lights and other facilities at Avery Park and Darree Fields, Dublin Soccer League soccer goals, various events in Historic Dublin, etc.

The City also offers a Bed Tax Grant Program in the areas of beautification of public property, improvement of Dublin’s historic district, projects/events that appeal to Dublin visitors/tourists, special events and other projects that will enhance Dublin’s image as a great place to visit, work and live.

The Dublin Arts Council has been a beneficiary of the bed tax for nearly 30 years via an annual endowment from Dublin City Council. The tax helps to fund programming, Dublin Arts Center and the art in public places program, which was initiated in 1988 and has grown to more than 70 sculptural elements today.



Briefs

Bureau Lands Broadcasters Conference

Bureau Sales efforts helped secure the Ohio Association of Broadcasters 2018 Annual Conference this past month. The conference is a two-day conference that will attract more than 125 attendees from across the state generating more than \$60,000 in total revenue. The group is extremely influential and will take their Dublin experience back to their radio and television stations across the state, generating content and entertainment opportunities for future exposure for the City of Dublin. Established in 1937, the organization is one of the nation's oldest state broadcast associations with more than 300 commercial and non-commercial stations as members.

"How-To Irish" Video Series Generates Awareness

Leading up to St. Patrick's Day, the Dublin CVB benefits from great social engagement, high website traffic, and media interest. Each year, the Bureau looks for new and fun ways to tell the Dublin story, raise awareness of the unique Irish brand and promote Dublin's St. Patrick's Day celebration. Knowing that How-to videos are the most searched item on YouTube, a mini series of "How-to Irish" videos were created to showcase some of the Irish offerings you can experience year-round in Dublin. Four Irish approved businesses were highlighted in the series. The videos were released leading up to St. Patrick's Day to remind visitors that it doesn't have to be St. Patrick's Day to enjoy Irish fun in Dublin. Within four weeks, the videos earned nearly 20,000 views.



For the Record...

LODGING TAX

Change
Year-to-Date Bed Tax..... +13%

DUBLIN CVB MEASURES

Jan/Feb Website Visits (% change YTD)..... +124%
Free Media Impressions (YTD)8,072,722
Facebook Fans (% change YTD).....+5%
Twitter Followers (% change YTD)+3%
Instagram Followers (% change YTD) +24%
YouTube Views (% change YTD)..... +28%
Fairy Door Trail Completions (YTD).....2,551

Partner Preview: Brick House Blue

Brick House Blue is Dublin's newest 9,000 square foot dynamic work and meeting space located in Downtown Dublin. They offer 4 large, one-of-a-kind, flexible meeting and event spaces that are built to help organizations and businesses do their best work by providing convenient amenities, the latest technology and an onsite point of contact. Their meeting and event spaces are strategically designed to empower teams to break away from the everyday and be inspired to think differently. To schedule a tour or your next meeting at Brick House Blue, visit www.brickhouseblue.com or call 614-505-5431.

DUBLIN LANDS IN REGIONAL & NATIONAL MEDIA

An increased effort to raise awareness and drive visitation of Dublin in key regional markets and across the nation has generated substantial results. Earned media efforts have resulted in Dublin features in *USA Today*, *The Metropolitan Detroit*, *The Weekender Magazine*, MSN, FOX 2 Detroit, WISH TV Indianapolis and more. To date, the Bureau has generated more than 8 million earned media impressions in regional and national markets. These efforts support the Bureau's annual Regional Campaign which starts this month.

