

2017

# Destination Hilliard Economic Impact & Annual Report

# CELEBRATE LIFE'S MEMORIES IN HILLIARD!

## Stakeholders-

January is a time of optimism, when I see all the possibilities ahead of us, which invites us into the unknown and challenges us to improve.

At the same time, the new year affords us the opportunity to look back at last year. Before going into our 2018 priorities, let's celebrate 2017 – which looking back, turned out to be historic for Destination Hilliard. It was a year in which we received our Destination Marketing accreditation – the smallest organization and budget internationally to receive this designation. We welcomed individuals from all over Ohio to participate in Volksmarch put on by the Heart of Ohio Walkers. The Stingray Softball Tournament held in several locations throughout Franklin County continues to grow and bring economic impact to Hilliard thanks to our partnership with Columbus Sports Commission. Senior Days at the Franklin County Fair has grown from one day to two days, and attracts people from as far away as Florida. Our branding and awareness campaign for Hilliard continues to strengthen our image and attract visitors and businesses.

It's not just civic pride that drives our work. The money trail tells the impact of our story. Part of the economic impact is the bed taxes – extra fees added on to hotel rooms. In 2017, \$427,531.48 was collected in bed taxes. This is 9 1/2 % increase over 2016. These taxes don't just funnel back to Destination Hilliard. They also provide revenue to the city for economic development and amenities for residents.

I want to be sure to express how grateful I am for all our partners, organizations, businesses, groups and volunteers who make Hilliard an amazing place to live, work, play and visit. Destination Hilliard is grateful for the many opportunities we have to contribute to our community's prosperity and quality of life. This is in large part due to your partnership and support of our residents and businesses in Hilliard.

I'm looking forward to many more amazing things to come in 2018.

Sincerely,

*Christy J. Clark*

Christy J. Clark  
Executive Director

Longwoods International, a tourism research firm, states Advertising plus Visit = opportunity for people to move to Hilliard to live, work or open a business. Tourism is economic development.

Advertisements: 37

Advetorial/News Media Clippings: 9

Digital Impressions (Social Media platforms and electronic Newsletter): 1,123,328

\* This does not include NextDoor or other website calendar listings

Discover Hilliard magazine 2 publications with circulation of 25,000 each time

Intent to Travel is measured by number of travel guides requested and unique visits to website per Ohio Office on Tourism, Ohio Department of Development.

Visitor Guide Requests: 1,165

Visitors to Website: 102,589 increase of 49% over 2016

Unique Visits to website monthly average: 76%

Represented at 8 Tour Operator Shows

Represented at 11 Leisure Travel Shows

Visitors Guides displayed at 12 Ohio Travel Pavilions and 17 Convention and Visitors Bureaus



“No one ever built a company or expanded a national headquarters or purchased a new company without being a visitor first. These people are not going to build facilities in mediocre places. They want something special.” It all starts with a visit and a visitor - Tourism Impact. Longwoods International

## Top Moments of 2017

### Partners

Heritage Ohio: Created Old Hilliard Inc which hosted three successful events Old Hilliard Bunny Hop, Old Hilliard Ice Cream Social and Old Hilliard Halloween Haunt

Hilliard Arts Council: Hosted two Hilliard Author events featuring 14 local authors

TEDxHilliard: Supported this locally organized event sanctioned by TED Talks

Franklin County Agricultural Society and Hilliard, Ohio Historical Society: curated special exhibit commemorating 100<sup>th</sup> Franklin County Fair

Bo Jackson Elite Sports Facility: Hosted Familiarization Tour for Greater Columbus Sports Commission

### Visitors

Partnered with Experience Columbus to host Certified Tourism Ambassadors at Early Television Museum and Coffee Connections

Partnered with Heart of Ohio Walkers to host Volksmarch, 5k and 10k walk, through Old Hilliard

Franklin County Agricultural Society: expanded senior day to two days to host 438 seniors from all over Ohio

### Promotion/Advertising

Distributed 500 License Plate Covers – I’d Rather Be in Hilliard, Ohio

Hosted Columbus Moms Blog at Bo Jackson Elite Sports Facility

Partnered with Dollar Saving Divas to create three podcasts featuring Hilliard businesses: Sweet Tooth Tour, Cinco De Mayo Tour and Unique and Thrift Shopping Experience

Took over Eat Play Cbus social media accounts for day to feature businesses and places in Hilliard

Ohio Office on Tourism – Participated in event on state house lawn to promote Hilliard

### Digital Marketing Statistics

Facebook Likes increased by 25%

Facebook Reach increased by 28.5%

Twitter Followers increased by 28%

Instagram Followers increased by 26%

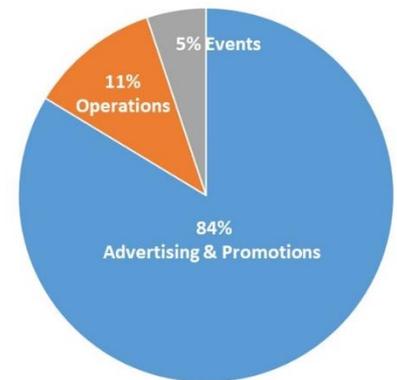
Pinterest reached increased 600%

App Users doubled

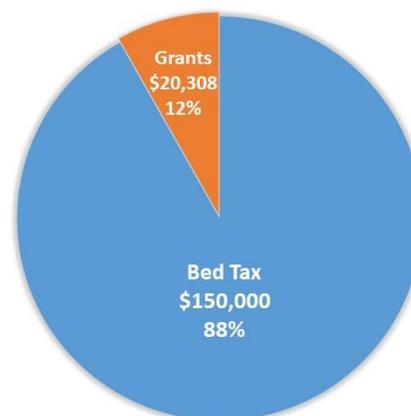
Website Page Views increased by 49%

E-Newsletter increased by 20%

## Financials



### Expenditures



### Income



Destination Hilliard is a Destination Marketing Organization, DMO. It is the ONLY organization 100% dedicated to selling, marketing and promoting Hilliard to visitors, residents and businesses.

**Our Mission**

To cultivate a positive economic impact for Hilliard through business, leisure and sports experiences as a Destination Marketing Organization (DMO) while supporting Ohio’s tourism industry.

**Objectives**

1. Showcase the community of Hilliard and the opportunities it provides for culture, sports, and social interactions
2. Inform Hilliard residents about restaurants, shopping, attractions and events in our own community
3. Position our community to attract sporting events, conferences and reunions

**Board**

- |                        |                |
|------------------------|----------------|
| Linda Ulrey, President | Chris Lardiere |
| Pete Marsh, Treasurer  | Brent Voss     |
| Rob Fill               | Roy Walker     |

**Staff**

Christy J. Clark, Executive Director

**Accreditation means accountability**

Without an intimate understanding of every aspect of Destination Hilliard and Destination Marketing Organizations, it might be difficult for stakeholders to determine if tax dollars are being used efficiently and effectively.

Destination Marketing International, DMI, created an accreditation program to allow Destination Marketing Organizations to benchmark their performance against a number of indicators including operations, sales, promotion, finance, human resources and training. The accreditation process requires organizations seeking this distinction to enlist both quantitative and qualitative measures in every aspect of the business and use the data collected as the basis for making business decisions that promote service goals. In July of 2017 Destination Hilliard was accredited as one of the smallest organizations and with the smallest budget to achieve this distinction.

In addition, Destination Hilliard became Group Travel Certified by Travel Media.



**Membership Affiliations**

- Central Area Tourism Alliance
- Destination Marketing International
- Experience Columbus
- Franklin County Agricultural Society
- Hilliard Arts Council
- Hilliard, Ohio Historical Society
- Ohio Association of Convention and Visitors Bureaus
- Ohio Has It!
- Ohio Office on Tourism
- Ohio Travel Association

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