

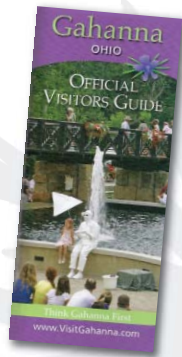
## The Power of Partnerships

There's strength in numbers and power in collaboration. The GCVB recognizes the benefit of working together to create opportunities and maximize economic impact through visitation. The concept of partnership is not new, but the efforts to create distinctive experiences are and will continue to be significant in retaining our competitive edge. Partner with us and allow the spirit of collaboration to energize your business and grow your bottom line!

### Public Relations Opportunities

Through its partnership with PDG Communications, the GCVB staff continues to identify opportunities to present the Gahanna tourism product and experiences to media representatives. Help us tell your story by providing the following:

- Press Releases
- Story Ideas
- Images



### Welcome Bags

On average, the Gahanna CVB distributes 4,000 welcome bags to sporting events and group tour attendees. Visitor-oriented partners are invited to provide coupons or giveaways in our welcome bags.

### Visitors Guide

The GCVB produces 20,000 Visitor Guides annually that are distributed to area hotels, ODOT Visitor Information Centers, businesses, etc.

### Gahanna CVB Visitors Center

With a new location in a visible area at 161 Mill Street, the GCVB Visitors Center will provide an excellent opportunity for you to share information about your visitor-oriented business. Brochures, flyers, specials, etc. are welcome!

## Electronic Opportunities

### www.visitgahanna.com

Thousands of visitors, residents, professional tour operators, sporting event organizers, and meeting/convention planners visit our web site each year. As a visitor-oriented GCVB partner, you can take advantage of FREE opportunities to grow your business, by providing the following:

- engaging copy about your offering for your business web listing
- link to your web site
- visitor coupon or promotion
- compelling images of your business

### Social Media

Join in the conversation and promote your business with the following social media opportunities:



- Tell us about your specials, events, unique offerings and the "stories" behind your business, so that we may share it
- Join our social media networks and channels
- Provide engaging images and video for us to share

### GCVB E-Newsletter

The GCVB sends out monthly newsletters to stakeholders and visitors. Share your newsworthy items so that we in turn, can share with our audiences!

### Event Hotsheet

The GCVB sends out a monthly event update to hotel frontline staff. The information includes specific weekly entertainment and event offerings, i.e. jazz trio at a restaurant, etc. We have visitors staying at our hotels who are looking for a great way to spend their free time in our City.

Consider subscribing to any or all, so that you can get updates about all that Gahanna has to offer.

## Think Gahanna First.



Randall Schieber



Gahanna Department of Parks & Recreation



Randall Schieber



# Think Gahanna First.



[www.VisitGahanna.com](http://www.VisitGahanna.com)

## Customers are trying to find you!

### Did you know that, on average, the four hotels in Gahanna are sold out at least three days during the week?

Get to know the front desk and management staff at nearby hotels (four in Gahanna and seven more within a five mile radius). Put yourself in a hotel guest's shoes. Where would you turn for a recommendation for a bite to eat or the location of a nearby gift shop? These friendly hotel associates are your lifeline to eager customers!

- Share information about your establishment (not just flyers or coupons)!
- Invite hotel staff to dine or shop at your establishment
- Share daily specials or sales information
- Deliver product to the front desk staff – it might entice them to send customers your way!

## Accommodations

### Candlewood Suites

(614) 863-4033

[www.candlewoodsuites.com](http://www.candlewoodsuites.com)

### Holiday Inn Express

(614) 428-8678

[www.HIExpress.com](http://www.HIExpress.com)

### SpringHill Suites

(614) 501-4770

[www.marriott.com](http://www.marriott.com)

### TownePlace Suites

(614) 861-1400

[www.marriott.com](http://www.marriott.com)

## Opportunities with Local Partners

Sometimes the easiest partnerships are right here in Gahanna. Have you given thought to a creative offering or promotion related to Gahanna's unique events?

Consider the following:

- Second Saturdays
- Paws in the Plaza
- May Herb Day
- Concerts in the Creek
- Music in the Park
- Freedom Festival
- TeenFest
- Flea Market
- Creepside
- Taste of Gahanna

**2011 Creekside Blues & Jazz Festival** – June 17-18-19

**Holiday Lights** – November-January

### Volunteer Opportunities

The **Green Ribbon** and **Blue Ribbon committees** are the heart of the events produced by the Gahanna Convention & Visitors Bureau. These core groups of dedicated individuals are responsible for pre-event planning, as well as day-to-day onsite operations. Please contact the GCVB if you are interested in helping plan the annual Creekside Blues & Jazz Festival or the Holiday Lights! event.

### Event Sponsorship Opportunities

Reach your target audience and get a strong return on your marketing investment by being a partner with our events.

**Please call the Gahanna CVB at (614) 418-9114.**

## Opportunities with the Ohio Tourism Division for Visitor-Oriented Businesses

- Discoverohio.com
  - Post information about your business and/or special event
  - Provide coupons, images and discounts
  - Partner with the GCVB to create online packages
- Buckeyeline –
  - Register online at [industry.discoverohio.com](http://industry.discoverohio.com) for their monthly newsletter
- Support the Ohio Tourism Division's efforts with social media. "Like" their site and get a sense of what they are posting and promoting.
- Attend an Ohio Tourism Division Town Hall Meeting (next one scheduled in central Ohio is Wednesday, April 6) to learn more about partnership opportunities such as:
  - 2011 Too Much Fun Mobile Tour
  - Media Leads
  - Print and Radio Opportunities



### Gahanna Convention & Visitors Bureau

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1-866-GAHANNA (424-2662) or (614) 418-9114  
[www.visitgahanna.com](http://www.visitgahanna.com)