



Visit Gahanna's work is made possible through the leadership of our Board of Directors and the dedication of our staff. Together, we remain committed to growing travel, supporting local businesses, and enhancing the experiences that make Gahanna a vibrant and welcoming destination.

2026 VISIT GAHANNA BOARD OF DIRECTORS

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Senior Ohio Herb Center Coordinator

JAROD WHITE

Marketing and Communications Manager

HANNAH KERSHAW

Ohio Herb Center Coordinator

SARAH CARNES

Community Development and Event Manager



2025

ANNUAL REPORT



The Gahanna Convention & Visitors Bureau ("Visit Gahanna") is a 501(c)(6) not-for-profit destination marketing organization funded by a portion of the lodging tax dollars that are generated by overnight visitors to Gahanna hotels. The mission of Visit Gahanna is to grow travel to Gahanna to support local businesses and jobs, future investments, and the community.

VISIT GAHANNA 2025 YEAR IN REVIEW

In 2025, Visit Gahanna built on strong momentum to grow tourism in ways that support local businesses, strengthen the economy, and enhance community vitality. Through strategic partnerships and thoughtful planning, we expanded our reach, elevated the visitor experience, and reinforced Gahanna's reputation as a welcoming destination.

This year's work balanced innovation with consistency, strengthening signature events like the Creekside Blues & Jazz Festival while introducing new initiatives that created value for both visitors and residents. From increased marketing reach and media exposure to programs that connected people with local businesses, our efforts continued to drive measurable impact.

Collaboration remains central to our success. By working alongside community partners, organizations, and businesses, we created meaningful experiences and ensured the benefits of tourism were felt throughout the community. As we look ahead, Visit Gahanna remains committed to thoughtful growth, strong partnerships, and creating opportunities that inspire people to visit, stay, and return.

IMPACT BY THE NUMBERS

CVB Lodging Tax Collections

2025	\$301,805.08
2024	\$289,056.41
2023	\$256,279.54
2019 (Pre-pandemic)	\$342,312.21

Ohio Herb Center Lodging Tax Collections

2025	\$72,356.55
2024	\$65,750.91
2023	\$56,345.58
2019 (Pre-pandemic)	\$60,122.72

Website Performance

	VISITORS	SESSIONS
VisitGahanna.com	26,230	53,913
OhioHerbCenter.org	8,021	11,697
CreeksideBluesandJazz.com	26,349	51,294

42.2M
MEDIA IMPRESSIONS
(UP 3M+ FROM 2024)

95K+
MARKETING AND
ADVERTISING INVESTMENT

300+
LOCAL BUSINESSES
SUPPORTED

15K+
INVESTED IN
LOCAL NONPROFITS



VISIT GAHANNA

Facebook **Instagram**

Views: **1,258,361** Reach: **34,700**
Followers: **8,091** Followers: **4,467**

OHIO HERB CENTER

Facebook **Instagram**

Views: **138,356** Reach: **2,477**
Followers: **6,330** Followers: **1,349**

CREEKSIDE BLUES AND JAZZ FESTIVAL

Facebook **Instagram**

Views: **627,922** Reach: **30,662**
Followers: **10,701** Followers: **1,486**

INITIATIVES AND ACHIEVEMENTS

VISIT GAHANNA

Marketing Visibility

- New **Visitors Guide** and **Creekside District brochure** produced
- **98 media placements** (*Creekside Blues & Jazz Festival*) generating **\$1.3M in publicity value**
- **26 media placements** (*Holiday Lights*) generating **\$10.6M in publicity value**
- Year-round **Weekly Happenings Newsletter** published
- Regional and community event representation at 6 events

Events and Visitor Experience

- **26th Creekside Blues & Jazz Festival** presented
- **Seasonal Cocktail Trails** and **Herb 'N Restaurant Week** offered
- **Welcome discount card** launched with **15 local businesses**
- **800+ welcome bags** and **hotel amenities** distributed
- **Holiday Gift Card Contest** coordinated with **11 businesses** and **1,955 entries**

Partnerships and Recognition

- **Experience Columbus Insiders class** hosted
- **"Everyone is Welcome Here" initiative** coordinated
- **1 RUBY Award + 4 Citations of Excellence** received (*Ohio Travel Association*)

Impact

- **\$15,000+** Invested in local nonprofits
- **300+ businesses and events** supported through promotion
- **500+ Santa Race** participants
- **Community Service** and **Volunteer** opportunities coordinated

Strategic Partnerships

- Live music at **Gahanna Market** (*City of Gahanna*)
- **Creekside Charity Chocolate Walk** (*Give to Gahanna*)
- **Pelotonia Spirit Station** (*Make Gahanna Yours*)
- **Live mural painting CBJF** (*Gahanna Area Arts Council*)

Engagement and Support

- Nonprofit display opportunities at events
- In-kind fundraiser support
- Community event sponsorships

OHIO HERB CENTER

Programs and Events

- **36 classes** offered with **344 attendees**
- **3 outreach events** and **5 group workshops** hosted
- **48 families** welcomed for Santa visits
- **Herb Day** presented

Sales

- **25 Friends of the Ohio Herb Center Memberships** generated
- **3,500 Herb Day plants** sold
- **Artisan consignment offerings** expanded

Community

- Visitors from **50 Ohio zip codes + 5 states** welcomed
- Plants donated to Gahanna Residents in Need (*GRIN*)

LOCAL AND STATE INVOLVEMENT

Visit Gahanna maintained active membership in regional and state organizations, including:

- Capital Area Tourism Alliance
- Columbus Blues Alliance
- Experience Columbus and Group Leisure Network
- Gahanna Area Chamber of Commerce
- Ohio Association of Convention and Visitors Bureaus
- Ohio Chamber of Commerce
- Ohio Has It!
- Ohio Hotel and Lodging Association
- Ohio Travel Association

CREEKSIDE BLUES & JAZZ FESTIVAL

12K+
ATTENDEES

HOLIDAY LIGHTS CELEBRATION

9K+
ATTENDEES

HERB DAY

1K+
ATTENDEES

