

An aerial night photograph of Cincinnati, Ohio, showing the city skyline with illuminated skyscrapers and the suspension bridge crossing the river. The bridge's towers and cables are lit up, and the city lights reflect on the water. The sky is a deep twilight blue.

#LOVETHISPLACE

2016 ANNUAL
REPORT

CINCINNATIUSA
CONVENTION & VISITORS BUREAU

Cincinnati USA is on an incredible run. The investments our community has made over the past decade have changed the energy and culture of our region. The tourism industry continues to help drive our economy forward, bringing 24 million people and \$4.4 billion here annually.

The momentum has been transformative both in how the world sees Cincinnati and in how we see ourselves. Now more than ever, it's easy to:

#LOVETHISPLACE



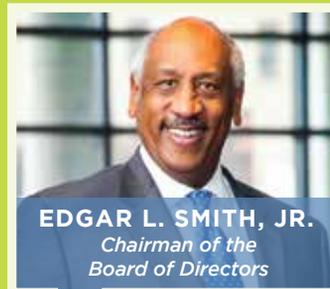
This growth has created many opportunities. As the region's Destination Marketing and Management Organization, the Cincinnati USA Convention & Visitors Bureau is ensuring progress toward a truly visitor-focused, master-planned destination. Collaboratively with partners in hospitality, economic development and civic leadership, we are working to achieve a future that realizes the full economic potential of this industry now and for years to come.

SOME 2016 INITIATIVES

- Led the effort to solve infrastructure needs for convention center expansion and headquarter hotel development.
- Began implementing and partnering on recommendations from the Destination Assessment, a regional long-term strategic plan blueprint produced in 2015 with meetNKY and the Regional Tourism Network.
- Launched Vibe Cincinnati, the CVB's platform for the region to amplify the voice of our culture and to showcase our robust collection of multicultural experiences.
- Founded the Institute for Hospitality Leadership. The Institute will work with high schools, colleges and hospitality businesses to introduce students of all socioeconomic backgrounds to career opportunities in the industry, building a more skilled and diverse workforce.
- Generated leads for more than 1 million future room nights.

This is an exciting time for our industry. The Cincinnati USA Convention & Visitors Bureau is honored to work with so many members and partners dedicated to making Cincinnati USA an even better place to visit.

SINCERELY,



INVESTMENTS

The CVB continued to partner with meetNKY to invest in leisure advertising through the Cincinnati USA Regional Tourism Network. The CVB also continued its investment in the Cincinnati USA Sports Commission, driving sports business to the region. Joined by the Cincinnati USA Regional Chamber and REDI Cincinnati, the CVB is one of the founders of Source Cincinnati, which amplifies the compelling stories about our region to national and international media. In 2016, the CVB joined partners to expand Source's scope to begin regional positioning development, which will be implemented in 2017.



PARTNERSHIPS

The CVB is proud to partner with organizations across the region, including:





Hosted a ground-breaking national Partner Summit to more fully assess sales trends, Cincinnati's position in the industry and develop long-term collaborative growth strategies.

MEETING AND CONVENTION SALES

In 2016, the CVB continued to book large and small meetings, conventions, tradeshow and group bus tours to Cincinnati USA. When added together, this mix of visitors has a very significant impact on our region.

In 2016, the CVB booked **243,717 future hotel room nights**, which will result in approximately **\$72.6 million in direct spending**. The CVB also generated leads for more than one million tentative room nights, for the third year in a row.

SAMPLE OF FUTURE CONVENTIONS BOOKED IN 2016

DATES	CONVENTION	CONTRACT ROOM NIGHTS
6/2018	Educational Testing Service	13,021
7/2024	African Methodist Episcopal Church-General Conference	7,010
8/2020	American Correctional Association-Congress of Correction	3,709
7/2022	Zeta Phi Beta Sorority-Grand Boule	3,014

OTHER 2016 HIGHLIGHTS INCLUDE:

- Hosting two conventions that were addressed by presidential candidates
- 43% of meetings booked were repeat business – a key strategy, and the result of excellent customer service
- Hotel revenue in Hamilton County grew 6.1%

KEY 2016 CONVENTIONS HOSTED

DATES	CONVENTION	CONTRACT ROOM NIGHTS
Jun. 1-18	Educational Testing Service	21,015
Aug. 26-Sep. 1	American Legion-National Convention	20,275
Jul. 16-20	National Association for the Advancement of Colored People-Annual Convention	7,796
Jul. 4-8	Church of God in Christ-International AIM Convention	7,503

6.1% GROWTH
IN HAMILTON COUNTY
HOTEL REVENUE



“ You have made our experience here exceptional. In 2008 and 2016, day in and day out. We consider you family and friend. ”

ROSLYN BROCK, outgoing Chair of the NAACP, speaking about the Cincinnati USA CVB and recognizing President and CEO Dan Lincoln.

The CVB team earned a **4.9 satisfaction rating (out of five)** on all post-convention meeting planner surveys.

SERVICES

The CVB was awarded a 2016 National Pinnacle Award for Best CVB/DMO from Successful Meetings. This award recognizes destination marketing organizations that have excelled in professionalism and dedication to service. This is the 21st year that the Cincinnati USA CVB has received this award.



More than 3 in 4 meeting planners surveyed by the CVB would recommend Cincinnati as host city

MARKETING AND COMMUNICATIONS

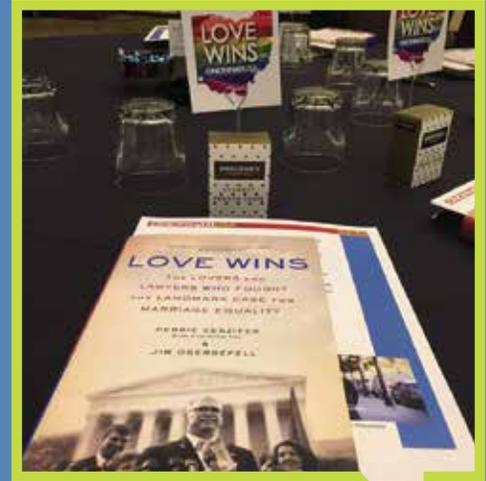
The CVB's efforts – a strategic mix of online, trade media, social media, content marketing, email campaigns and trade shows - are paying off. A survey of meeting planners showed that 66% of respondents recalled Cincinnati USA CVB marketing in the past six months—up from 44% in 2008.

To experience Cincinnati USA is to #LovethisPlace.

In 2016, the CVB unveiled a new virtual reality tour for convention planners and event attendees. The VR tour was implemented into trade shows and presentations, and showcased the CVB and our city's innovative spirit. It can be viewed at cincyusa.com/vr.



Our new VR tour needed a new trade show booth that let others observe what the VR tourist experiences.



The CVB also markets to specialty and niche markets.

In 2016, we placed strategic advertising to target LGBT and multicultural audiences. We also collaborated with regional partners to reach new motorcoach tour operators.



Cincinnati USA Convention & Visitors Bureau commissioned local artwork to welcome two of our larger conventions

Leisure Advertising through the Regional Tourism Network:

- CincinnatiUSA.com saw a record 3.4 million visits, an increase of 32% over 2015.
- The RTN partnered with ArtsWave to launch a campaign promoting arts and cultural entertainment, which drove incremental 2016 growth in ROI, hotel demand, occupancy and web visitation.

EARNED MEDIA

The CVB works with some of the nation's best storytellers to highlight Cincinnati USA in the media. This year saw stories about our restaurants, museums, beer, streetcar, diversity, food markets and culture.

- Placed more than 1,000 stories earning 1.7 BILLION combined impressions by the CVB and the collaborative Traveling Journalist Program.
- Source Cincinnati – which amplifies the compelling stories about our region to national and international media – earned 1.5 BILLION media impressions since its inception.

VISITOR SERVICES

Excellent customer service ensures visitors have a good time in Cincinnati USA and #LoveThisPlace, so they will come back—again and again.

- The CVB's Visitor Center on Fountain Square, staffed with trained and passionate volunteers, helped more than 10,000 people explore our destination and have more meaningful, authentic experiences. Visitors from more than 70 countries relied on the Visitor Center to plan and enhance their time in the region.
- The CVB's Cincy USA Tourism Ambassador program began in 2015. Nearly 1,200 front-line workers and volunteers have been trained and certified in this national visitor experience and customer service program.



MULTICULTURAL:

In 2016, the Cincinnati USA Convention & Visitors Bureau invested in broadening its multicultural and diversity efforts.

The first major initiative was the launch of **Vibe Cincinnati**, a new platform to showcase our robust collection of multicultural experiences. Through art, entertainment and immersive experiences, Vibe Cincinnati created a welcoming and inclusive environment to diverse audiences, engaging our city's assets with our region's visitors.

The first Vibe Cincinnati events in July surrounded the **Church of God in Christ AIM Convention** and **NAACP Annual Convention**, which led into the Cincinnati Music Festival presented by P&G.



VIBE EVENTS INCLUDED:

- Urban Market Exchange
- Public concerts on Fountain Square: Music of all styles, including Gospel, Soul, R&B and Reggae
- Cincy Soul, a celebration of African American-owned food trucks, caterers and restaurants
- The CVB sponsored "Throwback Thursday," bringing a third night to the Cincinnati Music Festival

The CVB hosted the **Vibe Cincinnati Multicultural Travel and Tourism Forum in October**. The forum focused on recruiting a diverse tourism workforce and marketing to multicultural audiences.

The **Cincinnati USA Institute for Hospitality Leadership** was launched at the forum. The Institute will work with schools, colleges and hospitality businesses to create a curriculum to prepare more skilled and diverse workers and leaders in the hospitality sector. The CVB has convened a task force of tourism leaders throughout Ohio and the region to design a curriculum that will be available to schools in the 2017/2018 school year. The Institute hopes to create a model that can be replicated statewide.



CVB MEMBERSHIP

- In 2016, 84 new businesses joined the CVB.
- The CVB held 10 Member Networking Events in 2016.

CVB Member Mixer event at Prime Cincinnati

FINANCIAL REPORT:

COMMITMENT TO SUPPLIER DIVERSITY:

As part of an organizational dedication to diverse business spending, the CVB tracks annual spend with small, minority- and woman-owned businesses, as well as those owned by veterans, LGBT and people with disabilities. Our commitment has resulted in growth each year since program inception. The CVB is one of 40 businesses identified as a Cincinnati USA Regional Chamber Minority Business Accelerator Goal Setter for a fourth consecutive year.

CINCINNATI USA CONVENTION & VISITORS BUREAU

STATEMENT OF FINANCIAL POSITION 12.31.16

ASSETS	2016 (unaudited)	2015 (audited)
Current Assets		
Cash and Cash Equivalents	\$1,514,653	\$1,662,448
County Lodging Tax Receivables	1,496,521	1,987,913
Program Receivables	20,682	13,404
Membership Receivables	203,991	199,250
Other Receivables	740,025	149,257
Less Allowance for Doubtful Accounts	(55,863)	(55,863)
Prepaid Expenses	69,028	41,399
Total Current Assets	3,989,037	3,997,808
NON-CURRENT ASSETS		
Property, Plant and Equipment	1,146,476	698,839
Less Accumulated Depreciation	(676,665)	(632,294)
	469,811	66,545
TOTAL ASSETS	\$4,458,848	\$4,064,353
LIABILITIES AND NET ASSETS		
Accounts and Grants Payable	\$654,968	\$747,023
Other Accrued Liabilities	934,656	766,400
Deferred Subscription Income	208,901	74,675
Capital Lease Obligation	22,376	35,540
Total Liabilities	1,820,901	1,623,638
Net Assets	2,637,947	2,440,715
TOTAL LIABILITIES AND NET ASSETS	\$4,458,848	\$4,064,353

