

# Bureau Biz

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

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## Dublin CVB Achieves International Accreditation

*Distinction emphasizes DCVB’s significant measure of excellence among CVBs worldwide*

The Dublin Convention & Visitors Bureau has been accredited by the Destination Marketing Accreditation Program (DMAP). DMAP is an international accreditation program developed by the Destination Marketing Association International (DMAI). In earning the DMAP accreditation, convention and visitors bureaus communicate to their community, buyers and potential visitors that their CVB has attained a significant measure of excellence.

According to DMAI, only 205 convention and visitors bureaus worldwide have received the Destination Marketing Accreditation. In order to receive accredited status, organizations are required to successfully complete a rigorous application process, requiring evidence of compliance with 93 standards, which cover a broad range of topics including governance, finance, technology, brand management, destination development, innovation, research/market intelligence

and more. Experience Columbus, Positively Cleveland, Warren County and Butler County are the only other Ohio CVBs to receive the distinction.

“By applying for and receiving DMAP accreditation, the Dublin Convention & Visitors Bureau has demonstrated a commitment to quality programs and services,” said Jack Wert, CDME, DMAP Board Chair. “Earning DMAP accreditation tells the Dublin community and potential visitors that your DMO has

attained a measure of excellence assuring that their trust is well placed and their business in good hands.”

“The Bureau is honored to receive the Destination Marketing Accreditation,” said Sondra Kowaluk, Board President for the Dublin Convention & Visitors Bureau. “We are very pleased to be recognized in

the destination marketing community for providing outstanding services in accordance with international standards and benchmarks in this field.”



*Dublin City Manager, Dana McDaniel and City Finance Director, Angel Mumma, join Dublin CVB Board Members Sondra Kowaluk and Scott Dring to celebrate accreditation status.*

**Dublin**  
OHIO  
Irish is an Attitude.



## Briefs

### Dublin CVB Names 2015-16 Board of Directors

The Dublin Convention and Visitors Bureau announced its Board of Directors for 2015-16. Sondra Kowaluk has been appointed Board President; Eric Belfrage, Past President and Phil Smith, President-Elect. Newly elected Board Members include: Brion Deitsch, Dublin City Schools and Dr. David Lee, OhioHealth. Additional Board Members include: Pete Fingerhut, Frank Willson, Heather Baxter, Nichole Brinker, Craig Baldrige, Kimberly Kayler, Becky Miller, Diane Phillips, Sandra Puskarcik, Clay Rose and Scott Dring.

### Dublin Hosts Top Gun for Three Consecutive Years

From July 16-22, visitors came to Dublin from nearly every state and four Canadian provinces to attend Football University's Top Gun Showcase that is touted as the largest gathering and display of elite football players from across the nation in one place. Football University has held the Top Gun Showcase in Dublin for the past three years and they, along with their attendees have been more than impressed with Dublin facilities and overall beauty of the city. A total of 1,492 athletes attended Top Gun this year and brought their families along with them to generate thousands of room nights in Dublin hotels. The Bureau is excited to have hosted this event for three consecutive years that generates millions of dollars to the local economy as well as showcases our great city to visitors from across the nation.



## For the Record...

### LODGING TAX

These figures reflect the Dublin CVB portion (25 percent) of the hotel/motel tax, allocated to the Bureau by the City of Dublin's Division of Taxation.

	2015	2014	Change
May/June	\$131,187	\$124,834	+5.1%
Year-to-Date	\$318,718	\$305,480	+4.3%

### DUBLIN CVB MEASURES

May/June Visitor Inquiries	519
Free Media Impressions (YTD)	315,832
Web site Visitors (% change YTD)	+30%
E-Travel Club Members (% change YTD)	+2%
Facebook "Likes" (% change YTD)	+107%
Twitter Followers (% change YTD)	+14%
YouTube Channel Views (% change YTD)	+24%

### Partner Preview: Morgan House

Plan your next luncheon or day trip at the Morgan House. Located minutes from the Columbus Zoo, this historic log cabin-style restaurant provides fine dining in a unique atmosphere. Don't forget to stop in the gift shop where you'll find unique clothing, handmade jewelry, home décor and more. Visit [www.morganhse.com](http://www.morganhse.com) or call 614/889-5703.



### NEW TACTICS REVEALED IN 2015-16 SALES AND MARKETING PLAN

The Bureau's new sales and marketing plan was approved on June 22 and put into action for the new fiscal year. Each year Bureau staff evaluates trends and tactics from the previous year and adapts the plan to reach a set of six high level goals and measurements. New to the 2015-16 plan is the addition of blogger outreach for earned media impressions, improvements to the Bureau's mobile website, attending targeted wedding shows, as well as the implementation of the Bureau's 5-year Strategic Plan.

