

January/February 2023

# Visit Dublin

## DIGEST

News and Information from Visit Dublin Ohio

## STUDY SUPPORTS CREATION OF WORLD-CLASS ATHLETIC COMPLEX IN DUBLIN

*Facility Would Generate \$3.2 Billion in New Spending Over 30 Years*

*“Dublin has the opportunity to be the first mover in central Ohio for a multi-purpose turf complex and mid-sized indoor facility. Local demand for indoor and outdoor space is currently not being accommodated.”*

The Visit Dublin Board of Directors funded a Feasibility Study that supports the creation of a world-class athletic facility in Dublin that would attract visitors from across the region generating more than \$3.2 Billion over 30 years and up to 78,000 new hotel rooms nights annually.

The proposed project, which has not been approved, is located at Darree Fields and includes 8 full-sized multi-purpose, lighted turf fields; 14 grass multi-purpose fields; 5 grass softball diamonds; 9 indoor hardwood basketball courts/12 volleyball courts. The indoor facility could also be configured as a small arena with a capacity of up to 5,000 people.

Hunden Strategic Partners, a national development firm, created the Darree Fields Expansion Market Demand, Financial Feasibility & Economic Impact Study. The Study was completed in December and presented to Dublin City Council in January.

There were four primary reasons Visit Dublin and Dublin’s Hospitality Industry determined the time was now for this study: 1) Creating a world-class athletic facility has been a long-standing aspirational goal for Visit Dublin since 2010; 2) Dublin is losing business to

competitors in Ohio and the region. Not only because of new facilities they have built but because of the conditions and availability at Darree Fields; 3) The City needs to fill the void of lost Business Travel due to Covid; and 4) The City’s purchase of land around Darree Fields allowed Visit Dublin to provide a vision of what a facility could do for not only Dublin’s economy but also as a tremendous amenity for residents for years to come.

According to the Study, Dublin has the opportunity to be the first mover in central Ohio for a multi-purpose turf complex and mid-sized indoor facility. Local demand for indoor and outdoor space is currently not being accommodated.

The facility would provide an opportunity to attract a variety of youth athletic events from across the nation. “The youth sports industry has experienced tremendous growth over the past several years,” said Scott Dring, President & CEO at Visit Dublin. “The industry is generating spending and overnight hotel stays for communities across the nation and Dublin is in a perfect position to experience the same success.”

Visit Dublin continues to work with City of Dublin leadership and other stakeholders on the proposed project. For a copy of the Study, contact Scott Dring at [sdring@visitdublinohio.com](mailto:sdring@visitdublinohio.com).

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# Briefs

## 2023 PUBLICATIONS HAVE ARRIVED

Dublin's 2023 Destination Guide and Coupon Book are now available! The 56-page, magazine-style guide serves as a valuable tool to showcase and market the City to visitors and residents featuring stories on the City, a pull-out map and walking map of Downtown Dublin, dining suggestions, a guide to Dublin parks, seasonal experiences, bucket list activities and more. The 2023 Coupon Book includes special offers to 28 local businesses. View the digital Destination Guide or order a free copy at [VisitDublinOhio.com](http://VisitDublinOhio.com).



## VISIT DUBLIN WINS 5 STAR AWARDS

Visit Dublin took home more awards than any other organization in the state at the STAR Awards ceremony during the Ohio Association of Convention & Visitors Bureau's Conference. The awards honor outstanding efforts by Ohio Convention & Visitor Bureaus in their work to market and promote area destinations and to generate overall awareness of the tourism industry. Visit Dublin took first place for the "Only in Dublin" Video Series, Destination Guide, Social Media Campaign, and second place for blog and brochure.

## PCMA A HUGE BOOST FOR REGION

Experience Columbus hosted the annual PCMA (Professional Conference Management Association) Convening Leaders Conference in January bringing more than 3,600 attendees to Central Ohio. Meeting and convention planners from across the nation spent four days in the region to meet with destinations from around the world, enjoy keynote speakers, networking opportunities and a closing ceremony featuring John Legend. Visit Dublin used the opportunity to promote Dublin through attending events, volunteering and meeting with national meeting planners.



## For the Record...

Top Instagram Post  
Frozen Hayden Run Falls



## LODGING TAX

Change  
Year-to-Date Bed Tax Revenue ..... +13%

## VISIT DUBLIN OHIO MEASURES

Nov./Dec. Website Visits (% change YTD).... +25%  
Free Media Impressions (YTD) .....15,390,527  
Facebook Fans (% change YTD).....+7%  
Twitter Followers (% change YTD) .....+1%  
Instagram Followers (% change YTD) ..... +18%  
YouTube Views (% change YTD)..... +166%

## PARTNER PREVIEW: THE NOW

Join us in welcoming a new massage boutique to Dublin! The NOW Massage Dublin offers a space to escape the daily pressures of life and recharge your energy and spirit through the healing benefits of massage therapy. An oasis from today's digitally driven society, their goal is to offer high-quality, affordable massage services in an inspired setting. The NOW is located in the new development, The Corners, on the corner of Frantz Rd. and Blazer Parkway. Book your service at [thenowmassage.com/dublin](http://thenowmassage.com/dublin) or visit at 5863 Frantz Road.

**"Visit Dublin enhances the Quality of Life for area residents by attracting visitor spending, consumer interest and entrepreneurial investment into the community."**