



Visit Dublin OHIO

DIGEST



A New Era for Sports Tourism in Dublin

Sports Facilities Companies to Manage SportsOhio

“With SFC leading the way, SportsOhio will become a world-class attraction for events across the nation and will serve as an amenity for Dublin residents for generations to come.”

— Scott Dring, President & CEO at Visit Dublin.

Dublin City Council made it a priority to create a “premier athletic complex” that embodies both recreation and economic vibrancy attracting visitors and serving as an amenity for Dublin residents. As another step toward this vision, the City of Dublin finalized a long-term management agreement with Sports Facilities Company (SFC) to manage the recently purchased SportsOhio.

SportsOhio, a 243-acre multi-sport facility in the city’s West Innovation District, was acquired by the city in July 2024. SFC is the leader in the management of sports facilities, guiding for more than 3,000 communities nationwide overseeing \$15 billion in developed projects. The company hosts nearly 30 million visits annually and drives \$200 million in overnight hotel stays annually. Visit Dublin was part of selection committee that reviewed, interviewed and ultimately made a recommendation to Dublin City Council to select SFC to manage SportsOhio.

This partnership between the City and SFC sets the stage to elevate the SportsOhio facility into a premier hub for local, regional, and national sporting events.

Athletic events play an important role in Dublin’s visitor economy, attracting teams, families, and fans who support Dublin hotels, restaurants, and the local business economy. In fact, sporting events are often the catalyst for someone visiting Dublin for the first time.

The youth travel sports market has continued its rapid growth over the past decade. More than \$17 billion is annually attributed to youth sports across the United States, doubling in size over the past 10 years. In Dublin, the youth sports market is critical in helping fill hotel rooms during weekends and during off-peak periods.

“With SFC leading the way, SportsOhio will become a world-class attraction for events across the nation and will serve as an amenity for Dublin residents

for generations to come,” said Scott Dring, President & CEO at Visit Dublin. “If you combine Darree Fields with the adjacent SportsOhio, it will serve as the third largest athletic complex in the United States.”

Beyond sports, SFC plans to include programming for all ages from youth leagues and tournaments to wellness events and community celebrations making the facility a shared community value for Dublin residents.



BRIEFS

Dublin Irish Festival Creates Promotional Opportunity

Visit Dublin maximizes the opportunity to market the city on a global stage leading up to and during Dublin Irish Festival. Key efforts include hosting six local influencers in partnership with the city to amplify festival coverage, securing four bus tours from Ohio, Pennsylvania, and Michigan, and creating and promoting the Dublin Irish Festival hotel package that reached a record number of packages booked attracting visitors from 18 states.



Midweek Music Brings Free Entertainment to Downtown Dublin

The Midweek Music Series was created this summer as part of the City of Dublin's Summer Fun Series at Riverside Crossing Park, bringing free weekly entertainment to Downtown Dublin. The event, sponsored by Visit Dublin, features live music from rotating local artists, hospitality vendors, and family-friendly fun. Several Visit Dublin partner restaurants and attractions have a presence at the events to connect with Dublin residents and boost business visibility. Visit Dublin's sponsorship also included brand presence through on-site signage and a one-minute promotional video shown before all Cinema Saturdays, reinforcing its role in promoting the city as a world-class destination.

FOR THE RECORD

Top Instagram Post

Missing Jimmy's



Lodging Tax

Year-to-Date Bed Tax Revenue (change).....+10%

Visit Dublin Ohio Measures

May/June Website Visits (% change YOY) +7%

Free Media Impressions (YTD)..... 1,940,574,309

Facebook Fans (% change YOY) +7%

TikTok (% change YOY)+23%

Instagram Followers (% change YOY)+34%

YouTube Views (% change YOY)+2%

Partner Preview: Mardi Gras Homemade Ice Cream

Mardi Gras Homemade Ice Cream is a delightful spot just outside Dublin, offering more than 40 handcrafted flavors that blend classic American favorites with adventurous international and Indian inspired creations like kesar pista, guava, rose, lychee, jasmin, and Dubai Chocolate, each made fresh onsite. Mardi Gras is a must visit for anyone craving unique scoops in a warm, family run setting. Visit them at 1947 Hard Rd. or visit mardigrasicecream.com.

New “Dublin in a Minute” Influencer Show Launches

Visit Dublin launched a new monthly social media series called “Dublin in a Minute”, partnering with four local influencers to highlight the best of Dublin in a fun, fast-paced 60-second format. Each month, these creators spotlight different events, attractions, businesses, and experiences around the city, giving followers a quick and engaging way to stay in the know. By leveraging authentic storytelling and the influencers' followings, the series aims to drive community engagement, increase brand awareness, and encourage both residents and visitors to explore more of Dublin. “Dublin in a Minute” offers fresh, bite-sized inspiration that supports local businesses and reinforces Visit Dublin's role as a go-to resource for things to do in the city.

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

