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Visit Dublin

DIGEST

News and Information from Visit Dublin Ohio

VISIT DUBLIN JOBS INITIATIVE, DORA HELP TO LEAD DUBLIN HOSPITALITY INDUSTRY RECOVERY

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Dublin's Hospitality Industry has begun its recovery after the pandemic with assistance from several Visit Dublin and City of Dublin initiatives, such as "Work in Dublin", Designated Outdoor Refreshment Areas (DORA), Outdoor Dining and more. The industry was one of hardest hit sectors due to the pandemic with two-thirds of all U.S. jobs lost during COVID-19 coming from the Hospitality Industry.

The greatest challenge right now for Dublin's Hospitality Industry is attracting employees. As a result, Visit Dublin launched a "Work in Dublin" job awareness campaign to help attract workers to Dublin Hospitality Industry jobs. The campaign has several elements, such as job listings, job fairs, social media, industry toolkit, tips, etc. A unique relationship was forged with the Dublin Chamber of Commerce to help fill hospitality industry jobs.

An element of the campaign includes an industry toolkit for Dublin's hotels, restaurants, retail and events. "Workforce Development is not a traditional service of organizations like Visit Dublin, but it's what our industry and City needs right now so we responded," said Scott Dring, President & CEO at Visit Dublin.

Last month, the City of Dublin launched two DORAs in Downtown Dublin to

attract residents and visitors to the area helping generate economic impact and subsequent jobs to the area. The pilot program will run through the end of August and be available on Thursday-Saturday from 5 - 10 p.m. Hours will be extended during the Dublin Irish Days in August.

DORA has been a tremendous success thus far for the Hospitality Industry since its launch with local businesses experiencing up to double digit increases in revenue. "DORA has been an enormous financial boost for Downtown Dublin and the Bridge Park area bars and restaurants, in addition it has been a catalyst for local residents and regional visitors to come explore all Dublin has to offer," said Rick Harrison Wolfe, executive director of the North Market Development Authority.

"There is tremendous vibrancy and energy around Downtown Dublin during the DORA and will only further position the area as a world-class destination," said Dring.

Extending the City's ordinance to allow for additional outdoor patios for restaurants was another critical recovery element for the hospitality industry. The ordinance was first established by Dublin City Manager, Dana McDaniel, to support the restaurants during the pandemic while public health orders limited capacity. Due to the success of this effort, City Staff and Dublin City Council extended the ordinance last month.

Work ^{IN} Dublin

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Briefs

MEET VISIT DUBLIN'S NEWEST BOARD MEMBER, RICK HARRISON WOLFE

The Visit Dublin Board of Directors appointed Rick Harrison Wolfe, Executive Director of the North Market, as the new at-large board representative. As Executive Director, Rick is responsible for leading North Market Downtown and North Market Bridge Park and developing their position within the communities they serve. Rick focuses on long term strategic planning, creative direction, fundraising, community liaison activities and business development. Prior to joining North Market in May 2013, Rick created an independent branding consulting agency, The Wolfe Group LTD. Along with that, he moved to Columbus via Los Angeles bringing "The Cheesy Truck," an LA style gourmet mobile food truck that he created and founded. While in Los Angeles, Rick held the position of Vice President of Brand Development at Skechers USA, and also worked in sales and management for Cole Haan and Donald J Pliner. Rick attended the University of Cincinnati, majoring in Communication and resides in downtown Columbus and Hocking Hills.

COLUMBUS FOOD ADVENTURES COME TO DOWNTOWN DUBLIN

Columbus Food Adventures launched its first new tour in over two years - the Dublin Walking Tour! Dublin has become an emerging foodie destination worthy of exploration for its history, extraordinary recent developments, and, of course, it is wide range of exciting and diverse dining options. On the Dublin Walking Tour you can experience all of that and more. The guided tour includes six stops at restaurants on both sides of the river and includes enough food to replace a meal. This tour lasts 3.5 hours, covers one mile, and costs \$65 per person. The first public tour was held on June 19th and tours will take place each Saturday at 2 p.m. For more information on the Dublin Walking Tour or to book your tour, visit columbusfoodadventures.com.

RETURN OF PICNIC PACKS

Summer is here and Visit Dublin is celebrating by bringing back the popular Picnic Packs. The Picnic Packs campaign was designed to encourage residents and visitors to grab take out from local establishments and enjoy their meal in Dublin's scenic outdoor spaces. This year's campaign will launch on June 18 (International Picnic Day) and will be promoted through earned media, giveaways, direct mail, email, influencer marketing and social media throughout the summer. Dublin's DORAs will be a great addition to this year's campaign. Learn more at VisitDublinOhio.com/picnic-packs.



For the Record...

Top Instagram Post
Columbus Food
Adventures Dublin Tour



LODGING TAX

Change

Year-to-Date Bed Tax Revenue-34%

VISIT DUBLIN OHIO MEASURES

Mar./Apr. Website Visits (% change YTD)..... +52%

Free Media Impressions (YTD)47,537,291

Facebook Fans (% change YTD)..... +15%

Twitter Followers (% change YTD)+1%

Instagram Followers (% change YTD) +64%

YouTube Views (% change YTD).....+3%

PARTNER PREVIEW: FIREHOUSE SUBS

The Dublin location of Firehouse Subs offers hot and cold specialty subs, drinks, sides, kids combos and a full catering menu. Firehouse specializes in hot subs and submarine sandwiches made with premium meats and cheeses, steamed to perfection, then piled high on a toasted private recipe sub roll. Based on a long line of firefighters and first responders, the owners wanted to keep that in mind when starting a company. In turn, the Firehouse Subs Public Safety Foundation was born and works to collect donations and turn them over in the form of grants to public safety organizations. Proceeds from the Dublin shop help our local firefighters. Visit Firehouse at 6454 Sawmill Rd. or order catering at 614-889-1000 or firehousesubs.com.



"Visit Dublin Ohio is an economic driver for the City of Dublin attracting visitors and events that generate jobs and global awareness of Dublin."