

2009 ANNUAL REPORT

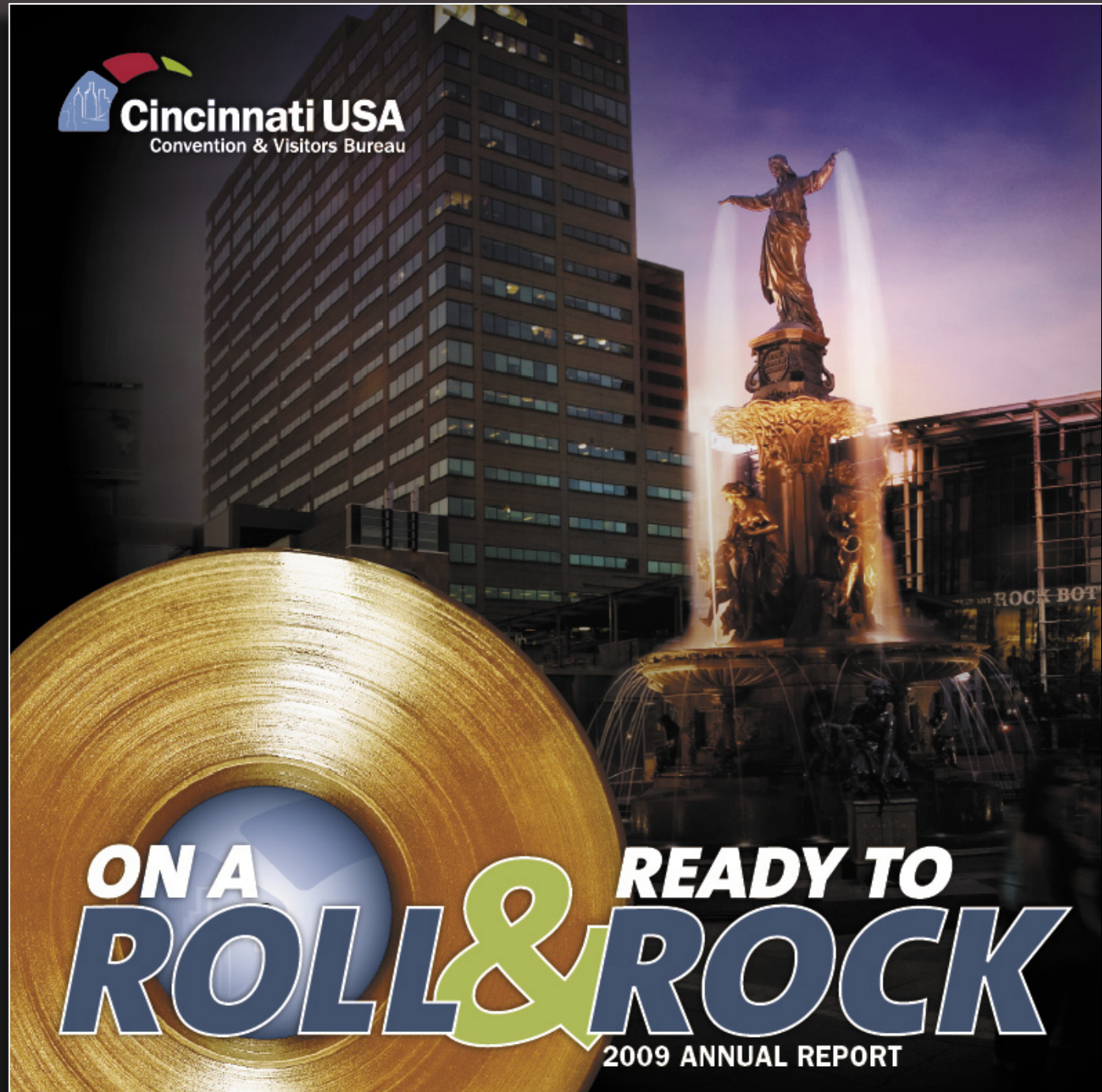
1. A Letter from the Chairman & President
2. Sales
3. Marketing Communications & Media
4. Convention Services
5. Membership & Financials
6. Top 9 in '09 & Top 10 in '10
7. Timeline
8. Partnership

Full Poster (front)

Full Poster (back)



(click on a section to enlarge)



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Nicholas J. Vehr



Dan Lincoln



A LETTER FROM THE CHAIRMAN AND PRESIDENT

On a Roll and Ready to Rock. It is not only a theme to describe our successes and momentum in 2009, it is the defining characteristic of the CVB for the past five years.

During that time, Cincinnati USA has been developing its infrastructure and adding visitor-friendly amenities. Examples include:

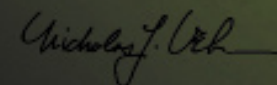
- The revitalization of Fountain Square, renovation of the Duke Energy Convention Center, and the pending expansion of the Sharonville Convention Center, helping drive convention business throughout Hamilton County.
- The cultivation of regional world-class restaurants, retail shops and attractions and the infusion of new hotel properties across the region.
- Unprecedented progress on The Banks and construction of The Great American Tower at Queen City Square.

Momentum continues to accelerate, and that ongoing commitment to improvement has contributed to four consecutive years of sales growth for the CVB, culminating in a 2009 that delivered record-setting economic impact of more than \$59 million, even in the midst of challenging economic realities across the country.

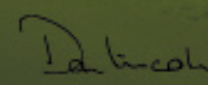
We have weathered the storm much better than most, outpacing regional competitors in future room nights booked and consistently winning business over top-tier destinations, always with our eye on strategic sales and marketing, and active collaboration with our regional hoteliers and hospitality partners. The Cincinnati USA Regional Tourism Network, one of the CVB's strongest partners, also had a breakthrough year in 2009, returning \$23.40 for every dollar invested in fully extended leisure tourism.

Living out our "On a Roll and Ready to Rock" theme, the bar continues to be raised higher and higher. A string of high-profile wins and national level accolades have solidified our status as one of the country's prime destinations, from the Gospel Music Workshop of America held here last summer to the coming 2011 League of United Latin American Citizens (LULAC) National Convention, the 2013 National Fraternal Order of Police Conference, and the 2012 World Choir Games, which will bring more than 250,000 competitors and visitors from more than 90 countries in what will be the largest international event in the region's history.

On behalf of our Board of Directors and staff, thank you for your support and your contributions to the region. We look forward to your continued partnership as we build on our past successes to take Cincinnati USA to even greater heights. *On a Roll and Ready to Rock. INDEED.*



Nicholas J. Vehr, Chairman of the Board



Dan Lincoln, President & Chief Executive Officer



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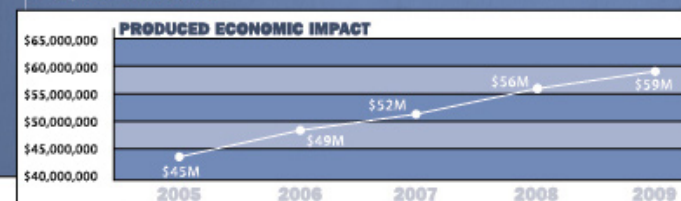
SALES TOPPING THE CHARTS, FOUR YEARS AND COUNTING

Talk about greatest hits. In 2009, Cincinnati USA racked up its fourth consecutive year of sales growth while consistently beating out cities like Dallas, Phoenix, Virginia Beach and Louisville for some of the most sought-after conventions in the industry, including the 2012 World Choir Games and the National Fraternal Order of Police in 2013. Economic impact reached an all-time high of more than \$59 million, the CVB's conversion rate – in strong partnership with our hotels – rose eight percent while our competitor cities saw decreases, and 15 different conventions in 2009 purchased more hotel room nights than they booked, a testament to the region's extraordinary customer service and appeal. Overall in 2009, the CVB hosted 115 meetings and conventions and booked 130 future-year meetings accounting for 198,219 hotel room nights.

Importantly, Cincinnati USA continues to be a magnet for major multicultural events, from hosting the Gospel Music Workshop of America last summer to winning conventions for The Ancient Egyptian Arabic Order Nobles Mystic Shrine (2011), the League of United Latin American Citizens (LULAC, 2011), the National Conference of Black Mayors (2010) and the National Society of Hispanic Professional Engineers (2010).

NOW THAT ROCKS.

Produced economic impact to the Cincinnati USA region has spiked more than 32 percent since 2005.



According to data from the Trends Analysis and Projections (TAP) Report, Cincinnati USA is pacing well ahead of top-tier competitors like Atlanta, Philadelphia, Orlando and Washington D.C. in future bookings for the years 2010-2014. "It's an outstanding achievement given the current economic environment," according to Jeff Eastman, recognized industry expert and President of TAP.

COMPETITIVE CITY BOOKINGS					
COMPETITIVE CITY BOOKING PACE	100%	81%	83%	70%	74%
CINCINNATI USA BOOKING PACE	100%	119%	167%	174%	92%
	2010	2011	2012	2013	2014



Cincinnati USA's Stimulus Package promotion designed to incentivize planners to book meetings in 2010 and 2011 resulted in 43 leads and five definite bookings accounting for more than 34,000 room nights.

Since 2005, total room nights booked annually has soared from approximately 150,000 to 198,000 – a 32 percent increase in only four years.

Cincinnati USA North
Easy. Exciting. Options.

ANNUAL ROOM NIGHTS BOOKED	
2005	150,466
2006	163,194
2007	176,081
2008	187,887
2009	198,219

A comprehensive and aggressive sales and marketing strategy was developed for Cincinnati USA North in 2009, including establishment of a sales office in Blue Ash and the launch of a new brand logo.

ROCKIN' THE WORLD. CINCINNATI USA TO HOST 2012 WORLD CHOIR GAMES.



Cincinnati USA was selected as the first U.S. city to host the World Choir Games, to be held in July 2012. With hundreds of thousands of spectators and 20,000 participants from more than 90 countries using more than 45,000 room nights, the Games promise to be a truly transformational opportunity for the region and the largest event in Cincinnati USA history. Work has already begun to develop special events and venue enhancements, which will leave a lasting impact on the entire community.



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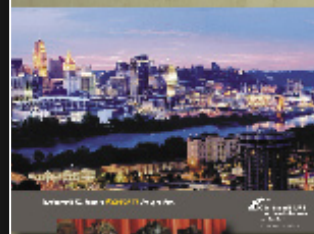


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MARKETING & MEDIA COMMUNICATIONS

STRONG NATIONAL REPUTATION, ONE HIT AT A TIME

For Cincinnati USA, the hits keep coming. And that's due in large part to the CVB's award-winning, results-driven marketing, communications and media efforts. Positive coverage in outlets ranging from the *New York Times*, *Los Angeles Times*, *Washington Post* and *USA Today* to *Successful Meetings* and other trade publications. An award-winning web site, sales brochure and other exemplary marketing collateral materials. Memorable FAM events, sales missions, trade shows and press conferences. It all adds up to one rockin' reputation.



In 2009, Cincinnati USA was named Marketer of the Year (non-profit category) by the Cincinnati Chapter of the American Marketing Association and earned a Blacksmith Award for Best Web Site from the Cincinnati Chapter of the Public Relations Society of America. And the Ohio Association of Convention and Visitors Bureaus (OACVB) named our new print piece "Best Brochure."



CVB sales missions created additional awareness and generated leads with the potential for nearly \$2 million in hotel revenue.



The CVB hosted *More in 24* customer events in June and October for meeting planners from around the country. Prior to the events, meeting professionals ranked their interest in Cincinnati at 3.2 on a 5-point scale. The rating jumped to 4.5 after the *More in 24* events, building additional interest and opportunities for our region.

The New York Times

USA TODAY

The Washington Post

The CVB placed more than 700 articles and reached millions of readers about Cincinnati USA as a prime meeting destination – a 12% increase over 2008. Nearly 100 trade publication articles maintained our visibility with key decision makers and influencers.



In 2009, the CVB launched its first-ever social media program, reaching targeted customers and prospects via online vehicles like Facebook, Flickr and Twitter.

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CONVENTION SERVICES

WANT TO MAKE YOUR MEETING SING? GOT IT COVERED!

It's one thing to win a convention. It's quite another to deliver an unforgettable experience once they arrive. The Cincinnati USA CVB's Convention Services Department burnished its national reputation among meeting planners by earning its 15th Gold Service Award from *Meetings & Conventions* magazine and its 16th Pinnacle Award from *Successful Meetings* magazine.



Led by Sandy Clore, Pam Boeing and Wendy Garrett, the Convention Services team worked with 157 organizations to ensure smooth-running events. Fifteen of them — nearly 10 percent — purchased more hotel room nights than they booked, demonstrating how the CVB helps customers build attendance and exceed attendee expectations.

The Red Carpet Treatment: In 2009, the CVB led a community-wide welcome program for several high-profile conventions and events. The program included welcome posters (at right), sidewalk directional signage, welcome buttons and restaurant table tents. The program will be expanded in 2010.



Got It Covered!
Cincinnati USA
Convention & Visitors Bureau

In 2009, the Convention Services team introduced "Got It Covered," a new brand identity for the department that captures its award-winning commitment to excellence and quality customer service. The new brand fits — on post-event surveys, meeting planners ranked the department a 4.9 on a 5-point scale.

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MEMBERSHIP

ROCKIN' ROLL CALL. CVB ECLIPSES NEW MEMBER GOAL IN '09.

In a year that saw tough economic conditions take their toll on businesses of all shapes and sizes, the Cincinnati USA CVB was more focused than ever on retaining its strong membership base and finding ways to improve member outreach efforts. Member events, new communication tools and key partnerships with the Hispanic Chamber Cincinnati USA and the African American Chamber of Commerce all helped Cincinnati USA achieve 124 percent of its 2009 new member goal (65 new businesses added to our roster) and an 87 percent member retention rate.



Member communication and outreach became more comprehensive through the creation of a new newsletter, Beyond, as well as by leveraging social media via CVB pages on Facebook, Twitter and Flickr.



The Cincinnati USA CVB hosted six Member events in 2009, attracting more than 400 attendees to learn more about the benefits of CVB membership and network with other local businesses.

STATEMENT OF FINANCIAL POSITION

December 31, 2009

ASSETS

Current Assets:

Cash and Cash Equivalents	\$806,422	\$990,396
County Lodging Tax Receivables	1,048,445	1,155,973
Government Funding Due	516,530	0
Program Receivables	12,556	32,656
Subscription Receivables	175,882	51,153
Other Receivables	0	0
Prepaid Expenses	74,641	96,104
Total Current Assets	2,634,476	2,326,282

Non-Current Assets:

Property, Plant and Equipment	544,302	496,933
Less Accumulated Depreciation	(448,551)	(392,633)
Total Non-Current Assets	95,751	104,300

Total Assets **\$2,730,227** **\$2,430,582**

LIABILITIES AND NET ASSETS

Accounts and Grants Payable	\$584,702	\$547,373
Other Accrued Liabilities	362,111	372,274
Deferred Subscription Income	163,860	47,778
Capital Lease Obligation	0	0
Total Liabilities	1,110,673	967,425

Unrestricted Net Assets **1,619,554** **1,463,157**

Total Liabilities and Net Assets **\$2,730,227** **\$2,430,582**



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Top conventions hosted in 2009

1. **EDUCATIONAL TESTING SERVICES**
May 11-July 4 (13,970 room nights booked)
2. **GOSPEL MUSIC WORKSHOP OF AMERICA**
July 21-Aug. 5 (12,390 room nights booked)
3. **U.S. DEPARTMENT OF EDUCATION**
July 8-19 (8,132 room nights booked)
4. **STATE WARS HOCKEY**
July 29-Aug. 10 (6,732 room nights booked)
5. **YOUTH SPECIALTIES**
Oct. 25-Nov. 4 (6,103 room nights booked)
6. **U.S. INSTITUTE FOR THEATRE TECHNOLOGY**
Mar. 14-23 (5,035 room nights booked)
7. **UNITED AUTO WORKERS**
Aug. 21-29 (3,760 room nights booked)
8. **CINCY FLAMES**
July 2-6 (3,460 room nights booked)
9. **U.S.A. GYMNASTICS**
May 3-12 (3,177 room nights booked)

Top conventions in 2010

1. **EDUCATIONAL TESTING SERVICES**
May 11-July 4 (15,045 room nights booked)
2. **GOSPEL MUSIC WORKSHOP OF AMERICA**
July 22-Aug. 1 (11,569 room nights booked)
3. **CONFIDENTIAL CORPORATE CONVENTION**
July 21-Sept. 5 (10,981 room nights booked)
4. **SOCIETY OF HISPANIC PROFESSIONAL ENGINEERS**
Oct. 24-31 (9,856 room nights booked)
5. **ASSOCIATION OF EQUIPMENT MANUFACTURERS**
Feb. 12-20 (7,281 room nights booked)
6. **NATIONAL ASSOCIATION OF ELEVATOR CONTRACTORS**
Sept. 23-Oct. 4 (3,720 room nights booked)
7. **D.A.R.E.**
July 17-25 (3,484 room nights booked)
8. **SOCIETY OF QUALITY ASSURANCE**
Apr. 22-May 2 (3,002 room nights booked)
9. **INDEPENDENT EDUCATIONAL CONSULTANTS ASSOCIATION**
Oct. 31-Nov. 8 (2,738 room nights booked)
10. **OHIO MUSIC EDUCATION ASSOCIATION**
Jan. 25-31 (2,647 room nights booked)

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2009

ON A ROLL...

JANUARY	 <p>CVB kicks off its 2009 trade show season at the Professional Convention Management Association annual meeting. The CVB attended 26 trade events in 2009, resulting in nearly 50,000 room night leads.</p>
FEBRUARY	 <p>CVB hosts record attendance of nearly 400 guests at its 2008 annual meeting, under the theme "Reach for More."</p>
MARCH	 <p>Hamilton County Commissioners approve five-year agreement providing excess hotel/motel tax revenue to further bolster CVB sales and marketing efforts.</p>
APRIL	 <p>CVB announces first-of-its-kind partnership between Macy's Music Festival and Gospel Music Workshop of America; RadioOne — the CVB's official Radio Partner — signs on to promote both events. <i>(at left: Grammy-Nominated Gospel Artist Dorothy Norwood)</i></p>
MAY	<p>CVB named Marketer of the Year (non-profit category) by the Cincinnati Chapter of the American Marketing Association and wins Blacksmith Award for Outstanding Web Site from the Cincinnati Chapter of the Public Relations Society of America.</p>
JUNE	 <p>Cincinnati USA selected as the first-ever U.S. host city of the World Choir Games. The July 2012 event will welcome 20,000 competitors and 250,000 visitors from more than 90 countries, utilizing more than 45,000 hotel room nights.</p>

JULY	 <p>CVB bolsters Washington D.C. office with the addition of 20-year industry veteran Mary Beth Baluta.</p>
AUGUST	<p>National Fraternal Order of Police selects Cincinnati USA as the site for its 2013 National Conference, promising 5,000 attendees using more than 15,000 room nights. Cincinnati USA handily beats out Dallas, Louisville and Virginia Beach in a vote of FOP delegates.</p>
SEPTEMBER	 <p>CVB dedicates 2012 World Choir Games to Cincinnati icon and ambassador Maestro Erich Kunzel, who passed away on September 1.</p>
OCTOBER	<p>CVB hosts second of two More in 24 customer events in 2009, which together resulted in seven leads representing 37,113 potential room nights.</p>
NOVEMBER	<p>Ohio voters pass Issue 3, paving the way for a new casino in Cincinnati expected to create more than 5,000 new jobs and attract six million visitors to Cincinnati USA each year.</p>
DECEMBER	 <p>CVB opens regional office in Blue Ash to aggressively drive convention sales throughout Hamilton County, including the Sharonville Convention Center.</p>

2010

...READY TO ROCK!

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PARTNERSHIP

It takes extraordinary collaboration to make great music. So too, to make a great CVB. In 2009, we collaborated with the following partners to bring our mission to life and execute against our strategic objectives.

- **HAMILTON COUNTY** and the **CITY OF CINCINNATI** approved a five-year deal to invest excess hotel/motel tax revenue in the CVB's sales and marketing strategies.
- We continued our strategic partnership with the **NORTHERN KENTUCKY CONVENTION AND VISITORS BUREAU** and **PROCTER & GAMBLE** to invest in the **CINCINNATI USA REGIONAL TOURISM NETWORK**, returning \$23.40 for every dollar invested in fully extended leisure tourism.
- We continued our investment with the **NORTHERN KENTUCKY CVB** in the **GREATER CINCINNATI SPORTS CORPORATION**, which booked 24,390 hotel room nights with a direct economic impact on the region of more than \$7.2 million.
- The CVB's multifaceted sales and marketing programs benefited from our continued partnership with **DELTA AIR LINES**, allowing us to bring in meeting planners to see the people and places that make Cincinnati USA a world-class destination.


Regional Tourism Network


NORTHERN KENTUCKY
CONVENTION AND VISITORS BUREAU



ABOUT THE CINCINNATI USA CONVENTION & VISITORS BUREAU

The Cincinnati USA Convention & Visitors Bureau is an aggressive sales, marketing and service organization whose primary responsibility is to positively impact Hamilton County's and the City of Cincinnati's economy through convention, trade show and visitor expenditures. The travel and tourism industry traditionally has been a \$3.4 billion industry in Cincinnati USA, employing 81,000 people in a variety of fields and, historically, bringing five million visitors to the region annually.

525 Vine Street, Suite 1500 | Cincinnati, Ohio 45202 | T: 513.621.2142 | Toll-free: 800.543.2613 | www.CincyUSA.com



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ON A ROLL & READY TO ROCK

2009 ANNUAL REPORT

A LETTER FROM THE CHAIRMAN AND PRESIDENT

On a Roll and Ready to Rock is not only a theme to describe our successes and momentum in 2009, it is the defining characteristic of the CVB for the past few years.

During that time, Cincinnati USA has been developing its infrastructure and adding visitor-friendly amenities. Examples include:

- The revitalization of Fountain Square, renovation of the Delta Energy Convention Center, and the pending expansion of the Riverfront Convention Center, helping drive convention business throughout Hamilton County.
- The relocation of regional websites, restaurants, retail shops and attractions and the infusion of new hotel properties across the region.
- Unprecedented progress on the Banks and construction of The Great American Tower at Queen City Square.

Momentum continues to accelerate, and that ongoing commitment to improvement has contributed to four consecutive years of sales growth for the CVB, culminating in a 2009 that defied non-recessionary economic impact of more than \$50 million, even in the midst of challenging economic realities across the country.

We have weathered the storm much better than most, outpacing regional competitors in future room nights booked and consistently among business case top destinations. Along with our own strategic sales and marketing, and active collaboration with our regional brokers and hospitality partners, The Cincinnati USA Regional Tourism Network, one of the CVB's strongest partners, also had a breakthrough year in 2009, returning \$25.40 for every dollar invested in fully extended leisure tourism.

Living out our "On a Roll and Ready to Rock" theme, the CVB continues to raise the bar higher and higher. A string of high-profile events and national level accolades have solidified our status as one of the country's premier destinations. From the Gospel Music Workshop of America held here last summer to the coming 2011 League of United Nations Nations (LUNN) 2011 National Festival of the Arts, the 2011 National Festival of the Arts, the 2011 World Choir Games, which will bring more than 250,000 competitors and visitors from more than 80 countries in what is the largest international event in the region's history.

On behalf of our Board of Directors and staff, thank you for your support and your contributions to the region. We look forward to your continued presence as we build on our past successes and move forward into 2010.

On a Roll and Ready to Rock. INDEED.

Nicholas J. Vela, Chairman of the Board
Dan Lincoln, President & Chief Executive Officer

TOP CONVENTIONS IN 2010

1. EDUCATIONAL TESTING SERVICES
2. U.S. DEPARTMENT OF EDUCATION
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TOPPING THE CHARTS, FOUR YEARS AND COUNTING

Talk about greatest hits. In 2009, Cincinnati USA rocked up its fourth consecutive year of sales growth while consistently beating out cities like Dallas, Phoenix, Virginia Beach and Louisville for some of the most sought-after conventions in the industry, including the 2012 World Choir Games and the National Festival of the Arts in 2013. Economic impact reached an all-time high of more than \$65 million, the CVB's conversion rate – in strong partnership with our hotels – rose eight percent while our competitor cities saw decreases, and 15 different conventions in 2009 purchased more hotel room nights than they booked, a testament to the region's extraordinary customer service and appeal. Overall in 2009, the CVB hosted 115 meetings and conventions and booked 130 future-year meetings accounting for 198,219 hotel room nights.

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NOW THAT ROCKS.

According to data from the Travel Analysis and Projections (TAP) Report, Cincinnati USA's marketing and sales efforts in 2009 resulted in a 12% increase in bookings, a 12% increase in revenue, and a 12% increase in the number of meetings booked. This is a testament to the CVB's marketing and sales efforts, and the region's strong partnership with our hotels.

PRODUCED ECONOMIC IMPACT

Produced economic impact to the Cincinnati USA region has spiked more than \$2 percent since 2005.

COMPETITIVE CITY BOOKINGS

COMPETITIVE CITY BOOKING RATE	2005	2006	2007	2008	2009
CINCINNATI USA BOOKING RATE	100%	119%	167%	174%	92%

ANNUAL BOOK NIGHTS BOOKED

YEAR	BOOKINGS
2005	120,444
2006	148,184
2007	176,018
2008	177,837
2009	198,219

Since 2005, total room nights booked annually has increased from approximately 120,000 to 198,000, a 62 percent increase in only four years.

Cincinnati USA's Strategic Package promotion designed to incentivize planners to book meetings in 2009 and 2010 resulted in 43 hotels and five additional meetings, accounting for more than 34,000 room nights.

Cincinnati USA's aggressive sales and marketing strategy was developed for Cincinnati USA South in 2006, including establishment of a sales office in Blue Ash and the launch of a new brand logo.

ROCKIN' THE WORLD. CINCINNATI USA TO HOST 2012 WORLD CHOIR GAMES

Cincinnati USA was selected to host the 2012 World Choir Games, to be held in July 2012. With hundreds of thousands of spectators and 20,000 participants from more than 90 countries using more than 45,000 room nights, the Games promise to be a truly transformative opportunity for the region and the largest event in Cincinnati USA history. Work has already begun to develop special events and venue accommodations, which will focus a lasting impact on the entire community.

ROCKIN' ROLL CALL. CVB ECLIPSES NEW MEMBER GOAL IN '09.

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BEYOND

Member communication and outreach became more comprehensive through the creation of a new newsletter, Beyond, as well as by leveraging social media via CVB pages on Facebook, Twitter and Flickr.

WANT TO MAKE YOUR MEETING SING? GOT IT COVERED!

It's one thing to win a convention. It's quite another to deliver an unforgettable experience once they arrive. The Cincinnati USA CVB's Convention Services Department furnished its national reputation among meeting planners by earning its 15th Gold Service Award from Meetings & Conventions magazine and its 15th People Award from Successful Meetings magazine.

Got It Covered!

STATEMENT OF FINANCIAL POSITION
December 31, 2009

ASSETS	2009 (unaudited)	2008 (audited)
Current Assets:		
Cash and Cash Equivalents	\$206,422	\$900,395
Accounts Receivable	1,045,445	1,155,979
Prepaid Expenses	12,056	22,656
Other Receivables	15,000	0
Prepaid Expenses	71,641	95,104
Total Current Assets	2,634,476	2,326,292
Non-Current Assets:		
Property, Plant and Equipment	544,302	494,503
Long-Term Investments	643,952	22,274
Other Assets	95,751	104,300
Total Non-Current Assets	1,284,005	621,077
Total Assets	\$3,918,481	\$2,947,369
LIABILITIES AND NET ASSETS		
Accounts and Grants Payable	\$584,792	\$547,373
Other Current Liabilities	163,111	47,778
Deferred Subscription Income	163,880	0
Capital Lease Obligations	0	0
Total Liabilities	1,111,783	605,151
Unrestricted Net Assets	1,816,554	1,816,554
Total Liabilities and Net Assets	\$3,918,481	\$2,947,369

Ohio voters pass Issue 1, paving the way for a new casino in Cincinnati expected to create more than 5,000 new jobs and attract to visitors visitors to Cincinnati USA each year.

CVB opens regional office in Blue Ash to strengthen drive to attract new business and expand on existing relationships with local business and community leaders.

CVB hosts record of new hotel room nights booked in 2009, which together resulted in seven hotels representing 17.13 percent more room nights.

CVB launches Washington, D.C. office with the addition of several industry veterans Mary Beth Boudin.

National Festival of the Arts selected Cincinnati USA to be the site for the 2013 National Festival of the Arts, a 10-day event expected to draw more than 100,000 attendees and more than 100,000 hotel room nights.

CVB celebrates 2012 World Choir Games, which will bring more than 250,000 competitors and visitors from more than 80 countries in what is the largest international event in the region's history.

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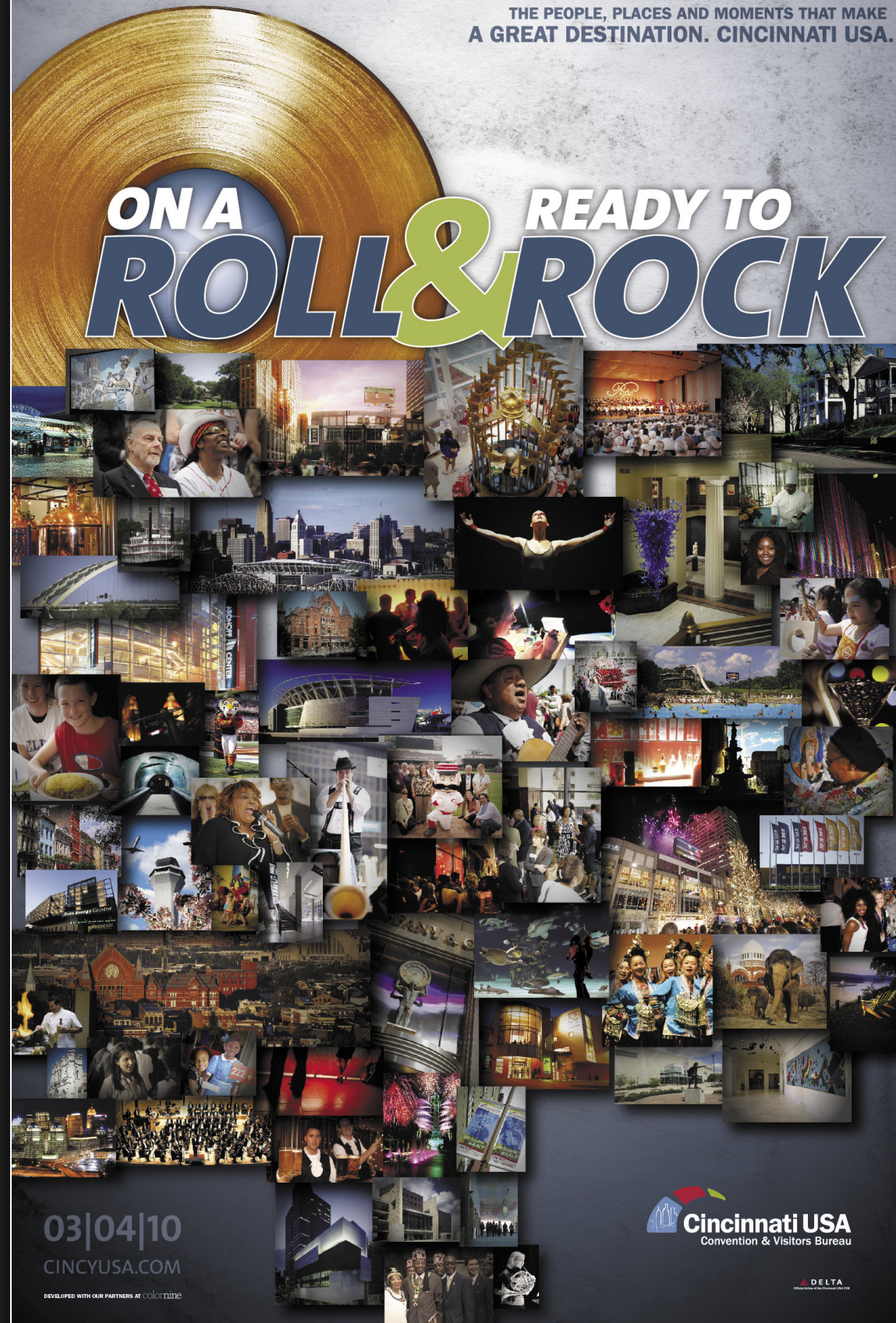
Full Poster (front)

Full Poster (back)



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