

SUPPLIER DIVERSITY PROGRAM

The CVB took a leadership role in 2013 by establishing an inclusive and measurable Supplier Diversity Program – becoming one of the few Bureaus in the United States to have such a program. This new, multilayer program ensures that diversity and inclusion are a priority throughout the organization, from partner vendors to membership training. The program's initiatives include:

- Purchasing guidelines and procedures promoting diversity-focused spending decisions
- A measurable performance tracking and reporting system
- Partner communication and outreach to guarantee economic inclusion

Further cementing its commitment to supplier diversity, the CVB joined more than 34 local organizations as a Regional Chamber Minority Business Accelerator Goal Setter in 2014. These Goal Setter organizations commit to annual spend goals with minority- and women-owned businesses.

PARTNERSHIPS

In 2013, community partners played key roles in the success of the Cincinnati USA CVB and helped to strategically build the region's future.

- 2013 marked the fourth year of a five-year agreement by Hamilton County and the City of Cincinnati to invest excess hotel/motel tax revenue in the CVB's sales and marketing initiatives.
- The CVB – in partnership with the Northern Kentucky CVB – continued its investment in the Cincinnati USA Regional Tourism Network, returning \$53.26 of every dollar invested in tourism.
- The CVB continued its investment with the Northern Kentucky CVB in the Greater Cincinnati Sports Corp. which delivered an economic impact of \$11.9 million.
- Delta Air Lines continued its longstanding role as the Official Airline of the Cincinnati USA CVB.



DELTA
Official Airline of the Cincinnati USA CVB

CincinnatiUSA.com
Regional Tourism Network

city of
CINCINNATI

meet **nky**
Northern Kentucky CVB
meetNky.com



CVB Member Mixer at Europa Bistro at the Grotto, October 2013.

MEMBERSHIP

The energy and passion of the CVB's members and partners has built the revitalized, world-class destination that Cincinnati USA is today. With high membership retention in 2013, membership engagement is stronger than ever thanks to expanded member-focused outreach initiatives. The dedication to serving our members and providing value is highlighted through member orientations, networking events and a refresh of the Members-only newsletter, Beyond.

Additional highlights include:

- Exceeded the 2013 goal for membership retention by 1.2%
- Added 82 new members generating a 10% increase in new member revenue over 2012
- Nine member events were held, a 33% increase over 2012, with an average of 65 registrants at each event

LEISURE TRAVEL

CincinnatiUSA.com saw a record 2.1 million visitors in 2013, an increase of 11% over 2012. The region has hosted over 12 million visitors since 2007. There was significant growth in website visitation from both mobile and tablet, reflecting the trends in the travel and tourism industry.

Online bookings growth through aRes Travel on CincinnatiUSA.com also saw positive growth, including:

- Hotel room nights up 11%
- Attraction and event ticket sales up 14%

Marketing return on investment reached \$53.26 for every dollar invested in promoting leisure travel, peaking at \$124 million in 2013.

"No Strings Attached" Client FAM, August 2013.



www.CincyUSA.com

Travel Cincinnati USA
@CincyUSACVB
Cincinnati USA Convention & Visitors Bureau



COMMITTED TO SUCCESS

2013 Annual Report





LETTER FROM THE CHAIRMAN AND PRESIDENT

“Success is a science,” poet Oscar Wilde once said. “If you have the conditions, you get the result.”

It's an insight Cincinnati USA has embraced for years - actively identifying and pursuing growth and development opportunities and creating optimal conditions to thrive.

When we say we're “Committed to Success,” it's not simply a CVB mantra. It's a region-wide philosophy that has led to improvements in both how the world perceives our region and how we perceive ourselves.

In 2013, the CVB booked more future hotel room nights than in any year in the past decade. Since 2005, that's more than 1.7 million room nights and visitor spending totaling more than half a billion dollars. Local developers continued their rapid pace, highlighted by more than \$100 million in hotel construction and renovations in 2013-2014 and ongoing urban renewal triumphs from OTR to Smale Riverfront Park to Covington. A new mayor and City Council took office in Cincinnati, and the same passion for community and commitment to growth still pervades those offices.

The accolades keep coming, celebrating everything from Cincinnati USA's dynamic business and entrepreneurship culture to our world-class arts community. From a burgeoning hotel scene to nationally acclaimed restaurants and unique diversity and inclusion programs.

If success is a science, then our entire region is in on the experiment, mixing equal parts collaboration, enthusiasm, creativity, determination, passion and pride. And the positive momentum shows no signs of slowing. Commitment to success, indeed.

Delores Hargrove-Young Board Chair
Dan Lincoln President and CEO

COMMITTED TO SUCCESS
Building Our Future Together with Purpose and Passion

SALES

The CVB Sales team continues to build strong relationships through attendance at key industry trade shows, the implementation of a new, innovative “pop-up shop” booth, and a sustained focus on outreach to key national markets. The Chicago and Washington D.C. offices maintained proactive efforts to generate leads and sales in new markets for the CVB.

- Booked 219,855 hotel room nights representing more than \$65.5 million in future visitor spending
- Finished 2013 with 760,387 room night sales leads, a 9.6% increase over 2012
- 65.3% conversion rate from meeting planner site visits, and a 1% higher overall sales conversion rate than competitive set
- Overall hotel revenue increased \$24.1 million to \$29.3 million
- The average daily room rate for all CVB hotel room nights increased 10.3%

2013 DEFINITE ROOM NIGHT PRODUCTION

2013	219,855	ECONOMIC IMPACT \$65.5M
2012	205,715	ECONOMIC IMPACT \$61.3M
2011	205,586	ECONOMIC IMPACT \$61.2M
2010	200,317	ECONOMIC IMPACT \$59.7M
2009	198,219	ECONOMIC IMPACT \$59.1M
2008	187,887	ECONOMIC IMPACT \$55.9M

KEY FUTURE CONVENTION BOOKINGS

CONVENTION	DATE	ROOM NIGHTS
Educational Testing Service	2017	23,174
Educational Testing Service	2018	23,174
Church of God in Christ	2016	10,101
National Square Dance Convention	2017	5,974
Full Gospel Baptist Church Fellowship International, Inc.	2017	5,060
The Church of the Brethren	2018	4,406

KEY CONVENTIONS HOSTED IN 2013

CONVENTION	DATE	ROOM NIGHTS
Educational Testing Service	6.1-18	21,562
Fraternal Order of Police Grand Lodge	8.10-16	15,429
American Counseling Assoc.	3.20-25	5,985
Society of Plastics Engineers	4.21-24	2,973
Cincinnati Insurance Cos.	8.1-3	2,935
The Procter & Gamble Co.	6.25-28	2,763

CONVENTION SERVICES

The Convention Services team continued to raise the bar on hospitality excellence in 2013, marking its 20th straight year as a *Successful Meetings* magazine Pinnacle Award recipient. Their focus on exemplary customer service earned them high praise from organizations meeting in Cincinnati USA in 2013.

Highlights from 2013 by the numbers:

- Provided full convention services to 64 of the 198 groups that held events in Cincinnati USA in 2013, providing 12 organizations with a customized Convention Welcome program
- Serviced a total attendance of 243,000 meeting and convention attendees, representing 125,335 total room nights
- Earned a perfect five out of five satisfaction rating on all post-convention meeting planner surveys

“[The Cincinnati CVB team] is very responsive to our needs and help organize everything from site selection to pre-con meetings and so much more. They are, without a doubt, the best CVB I work with!” –Meeting Planner from 2013



National Square Dance Convention Announcement, October 2013.

MULTICULTURAL AFFAIRS & COMMUNITY DEVELOPMENT

In 2013, the Multicultural Affairs department built upon the region's increased positive energy and momentum, advocating for Cincinnati USA as a top destination for national-level ethnic meetings and conventions. Cincinnati USA has now hosted or booked 15 of the top 25 ethnic conventions in the country (according to *Black Meetings & Tourism*).

Highlights include:

- Attended several high-profile industry trade shows, including the National Coalition of Black Meeting Planners, Religious Conference Management Association, Rejuvenate, and Diversity Summit, among others
- Cincinnati will host the Coalition of Black Meeting Planners in 2014, a diverse group of key meeting planners representing 60,000-80,000 room nights collectively.
- Initiated the first annual Queen City Cultural Celebration in conjunction with the Macy's Music Festival
- Booked major multicultural meetings for the next five years including: Sigma Pi Phi Grand Boulé Chapter (2018), Rejuvenate (2017), the Church of God in Christ (2014-2016), the Church of the Brethren (2016-2018), United Supreme Council (2014 & 2020), and Full Gospel (2016 & 2017)

MARKETING & COMMUNICATIONS

MARKETING

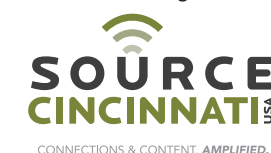
Building upon the positive momentum of the region's recent successes and the growing national media awareness of the destination, the CVB's Marketing and Communications team elevated their combined efforts in 2013 to construct a narrative of growth, passion and success.

Highlights include:

- A new trade advertising campaign featuring Cincinnati USA's exciting new developments, entitled: *Look At Us Now*. An emphasis on digital ads targeting meeting planners resulted in more than 14 million impressions. Digital advertising efforts resulted in a 92.5% increase in site traffic to meetings-specific web pages, and new website visitors totaled 42% of total site visits.
- Social media efforts flourished in 2013 with the success of the MTG PLNR Blog and the CVB's Twitter page. The blog provided useful content to meeting planners and publications like *Plan Your Meetings* and *Successful Meetings*.
- Launch of a new CVB website with streamlined user navigation and bold visuals designed to showcase the beauty and new developments of Cincinnati USA.

COMMUNICATIONS & STRATEGIC DEVELOPMENT

- Coverage exceeded the annual goals, with approx. 30% of all placements being conventions and meetings-specific.
- Launched Collaborative Travel Journalist Program with the Northern Kentucky CVB and Regional Tourism Network, assisting 64 journalists with custom press trips or media assists and generating over 37 stories in key publications.
- The CVB led the development of a community-wide initiative, Source Cincinnati, dedicated to aggregating and amplifying the compelling stories about Cincinnati USA as one of the world's great cities to national and global media targets.



Reinvigorated trade media outreach in 2013 through NYC media mission, FAM tour, and press distributions.

STATEMENT OF FINANCIAL POSITION

ASSETS	2013 (unaudited)	2012 (audited)
Current Assets:		
Cash and Cash Equivalents	1,135,077	819,612
County Lodging Tax Receivables	1,281,880	1,234,697
Program Receivables	115,179	222,220
Subscription Receivables	195,737	53,570
Other Receivables	0	0
Prepaid Expenses	44,578	40,543
Total Current Assets	\$2,772,451	\$2,370,642
Non-Current Assets:		
Property, Plant and Equipment	703,080	644,755
Less Accumulated Depreciation	(622,366)	(585,045)
	80,714	59,710
Total Assets	\$2,853,165	\$2,430,352
LIABILITIES AND NET ASSETS		
Accounts and Grants Payable	763,216	1,163,964
Other Accrued Liabilities	543,577	507,226
Deferred Subscription Income	157,680	46,368
Capital Lease Obligation	0	0
Total Liabilities	1,464,473	1,717,558
Net Assets	1,388,692	712,794
Total Liabilities and Net Assets	\$2,853,165	\$2,430,352

VISITOR CENTER

The Cincinnati USA Visitor Center on Fountain Square continues to grow in popularity among visitors, convention attendees and locals alike in its third year of operation. The number of visitors in 2013 increased 11% over 2012, with 7,800 people passing through for information. The Center was staffed by an even larger team than 2012, with 80 active volunteers and increased operating hours to serve the community daily.

