

# Investments & Partnerships

The CVB, Cincinnati's accredited destination marketing organization, works to increase visitor spending through innovative strategies, including investing in partnerships to expand our reach and strengthen results.



The CVB and meetNKY have continued our partnership to drive strategic destination marketing through our investments in the Cincinnati USA Regional Tourism Network [RTN] and Cincinnati USA Sports Commission.

The CVB also continued its investment in Source Cincinnati along with co-founders REDI Cincinnati and the Cincinnati USA Regional Chamber. Source Cincinnati uses proactive media outreach to enhance perceptions of the Cincinnati region on a national scale.



The CVB is proud to partner with organizations across the region to promote economic vitality:



# 2 0 1 9 ANNUAL REPORT HIGHLIGHTS

# C E L E B R A T I N G Y E 7 A 5 R S

# UNLEASHING THE POWER OF WE

In 2019, the Cincinnati USA Convention & Visitors Bureau unleashed the *Power of We* to drive economic impact through visitors and to set the stage for new tourism growth. The Cincinnati region is on the cusp of unprecedented opportunity — a world-class destination as

dynamic and innovative as the people who call it home. Here's a snapshot of the CVB's 2019 programs and milestones that elevated our community's reputation, drove engagement and improved the region's economic vitality.



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# 2019 ANNUAL REPORT HIGHLIGHTS

## Cultivating New Sales Leads & Room Nights



The CVB restructured its sales department to add experienced leadership and expertise in the corporate and state association segments. The strategy also included new partnerships with HelmsBriscoe and

ConferenceDirect to increase destination awareness and generate future business leads. We increased sales lead volume by 11 percent and definite room nights booked by 2 percent over 2018. We also hosted 142 meeting planner site visits and three familiarization tours, including a large group from Health Professions Network.

## A Breakthrough in Destination Development

With our civic partners, unprecedented progress was made in 2019 to chart a development course for a new headquarters hotel and renovated convention district for both Sharonville and downtown Cincinnati. Conventions, Sports & Leisure International consulting was tapped to conduct a feasibility study of all convention infrastructure assets including the Duke Energy Convention Center, headquarters hotel and arena, to help our region develop a comprehensive strategic plan to maximize future growth.

## A Uniquely Cincinnati Vibe

Vibe's mission to attract visitors of all backgrounds and nationalities expanded into the Indian, Asian and LGBTQ communities by activating the



Cincinnati region through events, a Speakers Series and client engagement. We created opportunities during local high-profile events such as Pride Week, the Cincinnati Music Festival presented by P&G and continued co-producing the Cincinnati Moon Festival. We made inroads directly into the African culture through participation in a sales mission to Ghana with dozens of national and international organizations.

## Dan Lincoln Institute for Hospitality Leadership Welcomes New Class

Eighteen students graduated as part of the second class of The Dan Lincoln Institute for Hospitality Leadership. The program expanded its offerings into Woodward High School with the 'Seat at the Table'



program, teaching young students etiquette and other skills to help them succeed in any social or business setting.

## A New Brand Presence to Tell the Cincinnati Story

The CVB created and activated a full campaign developed from the regional positioning efforts that unite the Chamber, REDI, Source Cincinnati and the RTN. The campaign included strategic placements in industry-leading media and digital advertising that generated 2.9 million impressions. We also charted new marketing territory with international campaigns around the Cincinnati Bengals game in London and a nationally televised game of the U.S. Men's National Soccer Team.

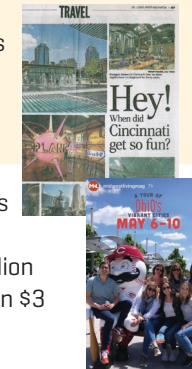


## A Billion Impressions to Build Business & Reputation



The CVB earned positive coverage in convention- and reputation-building publications around the world. The Cincinnati region earned glowing stories in major

outlets like the *Chicago Tribune*, *Midwest Living*, *Vibe Magazine* and *Smart Meetings*. In partnership with Source Cincinnati, the RTN and meetNKY, we hosted 50 journalists from the Society of American Travel Writers. All told, the region enjoyed 1.04 billion media impressions, equivalent to more than \$3 million in advertising space.



## Passionate Advocates Creating Extraordinary Visitor Experiences

The Certified Tourism Ambassador Program welcomed 240 new members, including more than 100 staff members of Cincinnati Children's Hospital Medical Center, which expands the program's reach into our local healthcare industry. Eighty volunteers at our Visitor Center on



Fountain Square worked more than 4,000 hours welcoming guests from 42 states and 42 countries, including the UK, Germany, Kazakhstan, South Korea and Norway.



## Unmatched Service, Year After Year

The CVB team and our partners have maintained the high standards of excellent service that meeting professionals have come to expect from our region. Our convention services team handled 141 meetings and conventions ranging from 10 to 2,000+ attendees and earned an incredible post-convention survey score of 98.8 out of 100.



## More Members. More Engagement.



The CVB expanded into the community with 63 new members. We hosted seven member events that attracted more than 500 attendees for business building, engagement and networking. We rebranded our

membership communications email to become *CVB Insider* with a more in-depth look at the opportunities tourism and CVB membership bring to our region.



**Cincinnati USA CVB**  
**Statement of Financial Position**  
**December 31, 2019**

	<b>2019</b> [unaudited]	<b>2018</b> [audited]
<b>ASSETS</b>		
Current Assets:		
Cash and Cash Equivalents	\$3,157,641	\$1,928,820
County Lodging Tax Receivables	1,730,309	1,876,500
Program Receivables	22,935	31,059
Membership Receivables	62,637	42,164
Other Receivables	215,777	669,802
Less Allowance for Doubtful Accounts	[51,883]	[51,883]
Prepaid Expenses	97,380	122,966
	<hr/>	<hr/>
Total Current Assets	5,234,796	4,619,428
Non-Current Assets:		
Property, Plant and Equipment	762,383	753,828
Less Accumulated Depreciation	[507,559]	[383,559]
	<hr/>	<hr/>
	254,824	370,269
<b>Total Assets</b>	<b><u>\$5,489,620</u></b>	<b><u>\$4,989,697</u></b>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts and Grants Payable	\$708,884	\$724,023
Other Accrued Liabilities	429,483	510,976
Deferred Subscription Income	10,093	11,496
Capital Lease Obligation	25,268	42,740
	<hr/>	<hr/>
Total Liabilities	1,173,728	1,289,235
Net Assets	<hr/>	<hr/>
	4,315,892	3,700,462
<b>Total Liabilities and Net Assets</b>	<b><u>\$5,489,620</u></b>	<b><u>\$4,989,697</u></b>