

Reach *for* More



20
08

Annual Report

Reach for More

Table of Contents

01	A Letter from the Chairman and President
03	Sales
06	Marketing
08	Communications & Industry Media Relations
09	Membership
11	Convention Services
13	Multicultural Affairs & Community Development
16	Regional Partnership
17	Funding
18	Statement of Financial Position, December 31, 2008
19	Board of Directors



Nick Vehr
Chairman of the Board
of Directors



Dan Lincoln
President & Chief
Executive Officer

A LETTER FROM THE CHAIRMAN AND PRESIDENT:

2008 was a landmark year for the hospitality industry in Cincinnati USA and our CVB, a year that was meaningful and memorable on multiple fronts. We welcomed the NAACP and National Baptist Convention, USA – two of the largest, most significant convention groups in our city’s history – both of which gave our city the opportunity to showcase our strengths and capabilities on a national level. It was a year where we hosted national thought-leaders in industry and business, presidential candidates who delivered powerful, historic speeches, and hundreds of convention groups and thousands of individuals, many of whom were first-time visitors to our region.

As a result of two consecutive years of deep investment from Hamilton County and the City of Cincinnati, our business has seen increases in our sales figures, awareness from our marketing efforts and in our service to customers. Transient occupancy tax is being collected by Hamilton County and City of Cincinnati at record levels despite very challenging economic conditions. This is the result of our numerous collaborative and innovative approaches to attract visitors to our community; whether as attendees at conventions and meetings or for travel and leisure purposes. Unique and historic partnerships developed by the CVB with organizations and businesses across the region have not only generated real success, but have allowed us to match, in many cases, dollar-for-dollar, the transient occupancy taxes under the stewardship of the CVB, further leveraging taxpayer dollars.

Your CVB is working astutely, strategically and aggressively to deliver even more growth and more economic impact to our region. We remain a results-driven, accountable business entity, focused on the bottom line. Meetings booked by our sales team in 2008 represent \$56 million in future region-wide spending by out of town conventioners – a 25 percent increase over the last four years. We continue to *Reach for More* as we deliver quantifiable results.

On behalf of our Board of Directors and staff, thank you for your support, partnership and confidence. These outstanding results can only be achieved by working collaboratively and *Reaching for More* across the region, and the role you play is critical to our overall success.

Nick Vehr
Chairman of the Board of Directors

Dan Lincoln
President & Chief Executive Officer

A YEAR IN REVIEW

FEB 27

CVB hosts its 2008 Annual Meeting at Duke Energy Convention Center. Spirit of Cincinnati USA Award recipients “Team Lachey” from the NBC hit “Clash of the Choirs” perform to a sold out crowd.

FEB 27

Hamilton County and the City of Cincinnati reinvest \$954,000 in excess hotel revenues in the CVB’s sales and marketing strategies.

MAR 4

Prevention Magazine names Cincinnati USA as the “Best Walking City in Ohio” and 10th in the nation.





TOP LEFT: Conventioneers from the NAACP convention navigate the Duke Energy Convention Center.

TOP RIGHT: Cincinnati USA

BELOW LEFT: Bicentennial Commons

BELOW RIGHT: Cincinnati Symphony Orchestra musicians showcase the best of Cincinnati USA to customers at Music Hall during a More in 24 national meeting planner event.



“Cincinnati USA is a dynamic, exciting and growing region of the country, making it the ideal host city for our growing constituency. From the convention center, the hotels and entertainment options, Cincinnati USA is the perfect destination for our national convention.”

BRENT WILKES, Executive Director for League of United Latin American Citizens (LULAC), at a July 22 news conference announcing Cincinnati USA as the host city for LULAC's 2011 national convention.



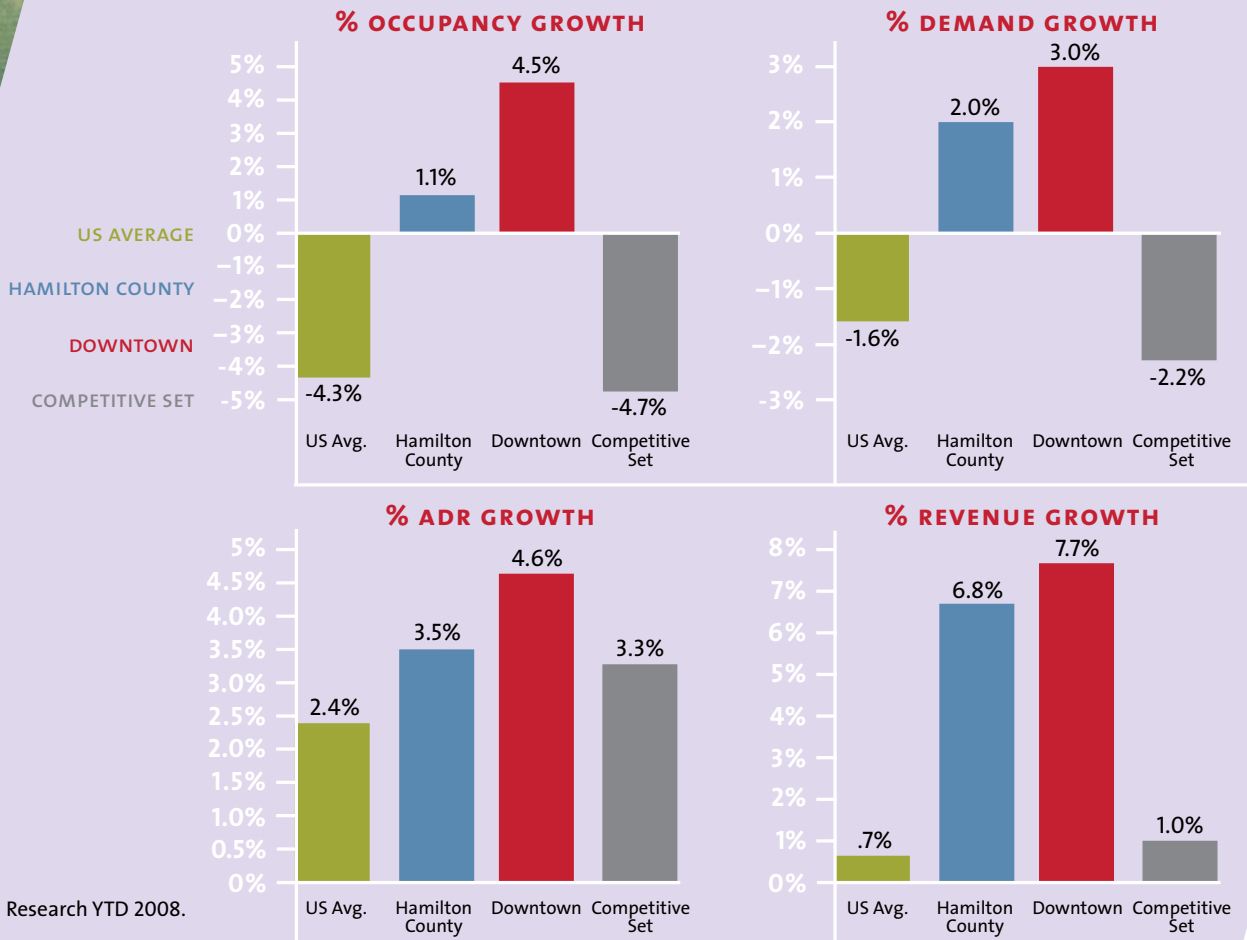
20
08 | Sales



Photo courtesy of Dan Ledbetter

Record Growth for the Region

Smith Travel Research figures show that for 2008, Hamilton County and the City of Cincinnati are experiencing higher growth in terms of hotel occupancy, average daily rate, demand and hotel revenue than competitive set cities, as well as outpacing overall trends in the United States hotel market.



Source: Smith Travel Research YTD 2008.

A YEAR IN REVIEW



MAR 10 – 13
Team Cincinnati USA travels to Washington, D.C. on a Sales Mission to visit with top customer prospects and host a luncheon for 30 clients at the landmark Hay-Adams.

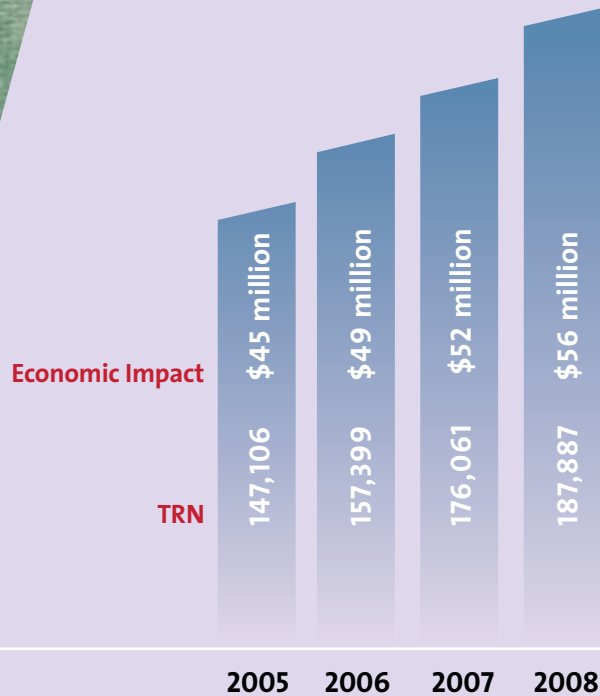
MAR 17
Redesigned CincyUSA.com debuts. Dynamic market segment content, enhanced directories, interactive maps and vivid imagery guide planners through the site.



Four Years of Growth

2008 sees a 6.7% increase in room nights booked.

Total Room Night (TRN) Production



Economic impact has increased by 25% in the last four years.



Nearly 400 meeting planners and association executives visit the Team Cincinnati USA booth at the annual meeting of the American Society of Association Executives (ASAE).

Top 10 Conventions Hosted in 2008 (by Total Hotel Room Nights)

CONVENTION	DATE	ROOM NIGHTS
National Baptist Convention, USA	Sept. 8-12	10,849
National Association for the Advancement of Colored People (NAACP)	July 12-17	7,990
State Wars Hockey	July 30 - Aug. 12	6,996
NeighborhoodWorks America	May 5-9	5,694
Easyriders, Inc.	Feb. 2-4	5,111
AAU Boys Basketball	July 11-19	4,830
National Career Pathways Network	Oct. 21-25	4,458
North American Christian Convention	July 1-4	4,236
Black American Softball Association	Sept. 8-15	4,105
IEEE - Institute of Electrical & Electronics Engineers	Sept. 20-25	3,529

The Goal Bring in more high-volume, high-value groups that translate into increased hotel room nights and incremental spending for the region.

The Results

141 groups booked for future years in Cincinnati USA, resulting in:

187,887 hotel room nights

\$56 million in future estimated visitor spending region-wide

139 meetings and conventions hosted in 2008, resulting in:

148,205 hotel room nights

\$44 million in estimated visitor spending

A YEAR IN REVIEW



APR 3

More than 300 planners get a taste of Cincinnati USA with scoops of Graeter's Ice Cream at ASAE's Springtime in the Park, a key industry tradeshow held in Washington, D.C.

APR 16

The CVB holds its Spring Membership Orientation at the Embassy Suites Cincinnati NE. The CVB welcomed 81 new members in 2008.

High-Impact Meetings Choose Cincinnati USA

Top Conventions Booked in 2008 (by Total Hotel Room Nights)

CONVENTION	DATE	ROOM NIGHTS
Educational Testing Service	June 2011	19,565
Educational Testing Service	June 2010	17,862
Gospel Music Workshop of America	July 2013	12,394
American Correctional Association	Aug. 2020	8,223
U.S. Department of Education	July 2009	8,132
State Wars Hockey	July 2008	6,996
Youth Specialties	Oct. 2009	6,031
American Counseling Association	March 2013	5,985
Lutheran Education Association	March 2011	4,005
Drug Abuse Resistance Education	July 2013	3,603
League of United Latin American Citizens	June 2011	3,348
National Association of Elevator Contractors	Sept. 2013	3,314
United Supreme Council AASR/ Free Masonry	May 2014	3,262



ABOVE: City and hospitality leaders travel to Washington, D.C. for a Sales Mission luncheon held at The Hay-Adams.

BELOW: Cincinnati USA Stimulus Package promotion geared to incentivize planners to book meetings in 2009, 2010 and 2011.

- **Sales Missions create contacts:** Team Cincinnati USA met with meeting planners desk-side and hosted luncheons in Washington, D.C. and Chicago, earning seven leads representing 27,800 future hotel room nights.

- **Site Visits lead to bookings:** The CVB sales team hosted 77 site visits to showcase the convention package to meeting planners. Sixty five percent

of the site visits led to definite bookings, totaling 48,341 hotel room nights and more than \$14 million in future economic impact.

- **Sales Stimulus:** CVB extended a hotel and convention center stimulus package generating 33 leads resulting in 21,282 definite future hotel room nights for 2009, 2010 and 2011.

A YEAR IN REVIEW



APR 17 – 18

CVB hosts 2008's first *More in 24*, a meeting planner event to showcase the best of Cincinnati USA in 24 hours. Events are planned in partnership with Accent on Cincinnati, a premier destination marketing company.

APR 24

The Cincinnati chapter of the NAACP and city officials host a news conference to announce community partnership achievements for the NAACP and National Baptist Convention, USA.





20
08

Marketing



A YEAR IN REVIEW

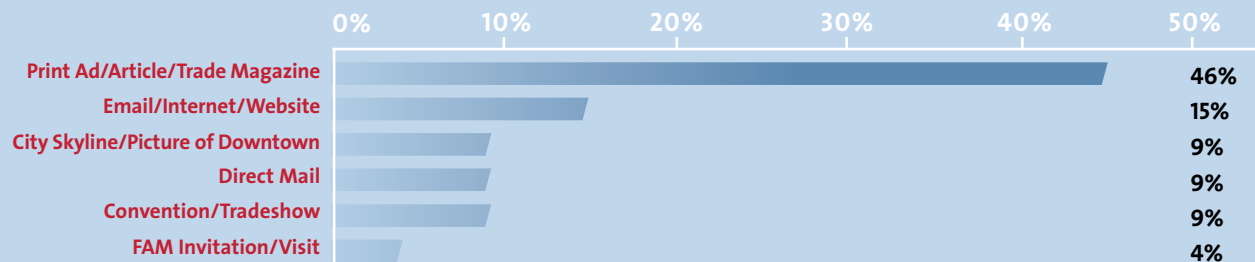
Lasting Impressions Drive Awareness

Increased media mix drives meeting planner awareness of Cincinnati USA

Strategic media buys and market segment collateral produced in support of the 2008 sales and marketing plan resulted in placement in top industry publications and targeted communications to clients, driving awareness of Cincinnati USA as a premier meeting and convention destination to meeting planners.

Cincinnati USA makes big bump in national perception

In the last six months of 2008, 43% of national meeting planners reported that they have seen advertising and marketing materials for Cincinnati USA. This represents a 15% increase since the study was last conducted in 2005. And the news gets even better. Research shows that business-to-business advertising approaching 50% is significant and likely to have a positive impact.



Source: R.L. Repass and Partners in a study conducted in Oct. 2008



CincyUSA.com earns top honors

Cincinnati USA received an extreme makeover in 2008, resulting in a 1st Place Web site Middy Award by the Ohio Association of Convention & Visitors Bureaus. The re-engineered site was designed with insights garnered from meeting planners.



MAY 13 – 18

The sales team unveils the new multicultural tradeshow booth at the spring conference of the National Coalition of Black Meeting Planners in Montgomery, AL.

MAY 19 - 21

Team Cincinnati USA travels to Chicago on a Sales Mission to meet with clients representing thousands of potential hotel room nights.

MAY 30

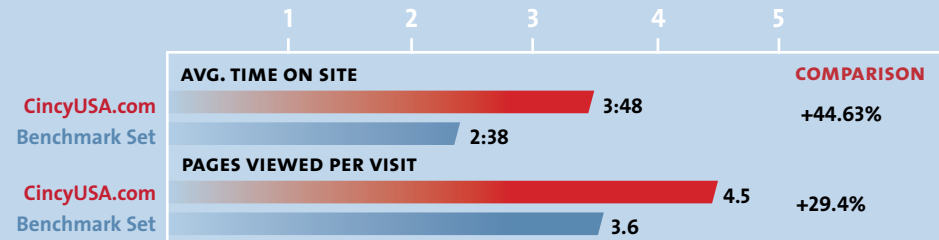
More than 40 members mix and mingle at the Pendleton Art Center.



TOP: Cincinnati Mayor Mark Mallory introduces meeting planners to Cincinnati-style chili during a More in 24 event.
BOTTOM: Barrie Perks, Dan Lincoln and Kathy Dawn stand with a planner from the Electrical Apparatus Association at ASAE.
RIGHT: Market segment brochures give planners an in-depth look at Cincinnati USA.

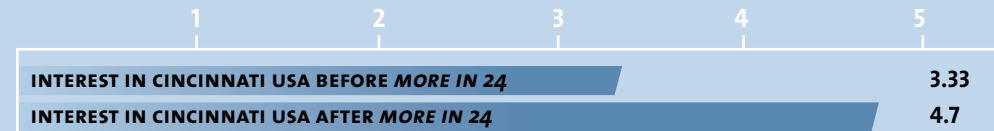


CincyUSA.com has outperformed benchmarks set for city destination Web sites, including 172% more visits and 240% more page views than the benchmark set.



More in 24: Seeing is Believing

More in 24 national meeting planner events increase customer interest in Cincinnati USA. In post-event surveys customers rated Cincinnati USA high across all fronts with, 4.66 points out of 5. Three such customer events held in 2008 resulted in 37,198 potential hotel room nights of which, 33% turned definite within the year.



“ I have Association and Government clients interested in Cincinnati and they will make their decisions within the next months. I plan to send an email to my top 20 clients to tell them how fabulous the city is. ”

MARY BETH BATULA, Conference Direct,
 April 17-18 More in 24 attendee

A YEAR IN REVIEW



JUN 26 – 27

Nine meeting planners give Cincinnati USA rave reviews after this More in 24 customer event, which included dinner at Paul Brown Stadium.

JUN 26 – 27

More than 700 people – from parking lot attendants, to hoteliers and executives – attend Cincinnati USA Ambassador Education & Training sessions to sharpen their skills before the NAACP and National Baptist Convention, USA.

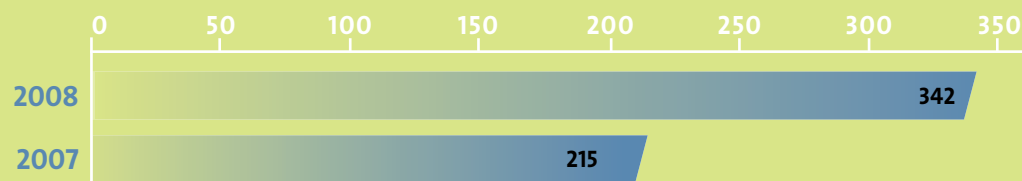


20
08

Communications & Industry Media Relations

Cincinnati USA Grabs National Headlines

Through aggressive media outreach, the CVB hosted and assisted 63% more journalists in 2008.



Key Media Placements

High-profile, high-impact conventions draw local, regional and national media outlets to the region, resulting in 478 stories on Cincinnati USA, 96% of which were placed by the CVB.

- *Association News*, “Michigan and Ohio – Hubs of Innovation” January 2008
- *Midwest Living*, “Midwest Travel: Marathon Weekend” April 2008
- *Successful Meetings*, “Going for the Green” September 2008
- *Meetings East e-newsletter*, “WOW! Cincinnati: Surprises Served Daily” September 2008



- *USAE*, “Road to Meeting Nirvana” August 18, 2008
- *Every Day with Rachel Ray*, “Some like it hot – local favorite chili” October 2008
- *Chicago Tribune*, “Meeting industry incentives” December 2008

“Downtown hotels are bucking national trends as occupancy and room rates climb decisively, driven by a strong local convention business.”

CINCINNATI ENQUIRER, September 16, 2008

A YEAR IN REVIEW



JUL 12 – 17

Cincinnati USA welcomes the NAACP. More than 9,000 attendees, hundreds of media outlets, presidential candidates and national thought-leaders descend on Cincinnati USA to celebrate this historic organization.

JUL 22

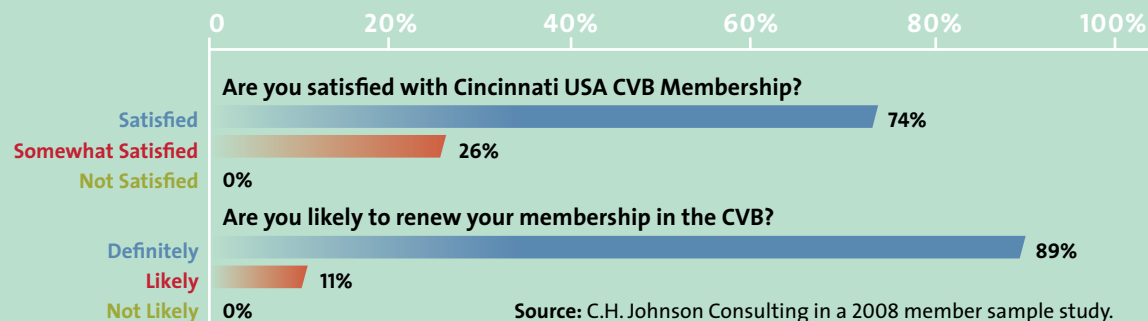
The CVB and representatives from League of United Latin American Citizens (LULAC) hold a news conference in Cincinnati USA to announce that LULAC attendees voted overwhelmingly to hold their 2011 convention in Cincinnati USA (more than 3,300 hotel room nights).

Hospitality Industry Invests in the CVB

Membership in the CVB continues to grow, with the addition of 81 new members and partners and 397 renewals from businesses committed to the economic growth of the region.

A key strategy in 2008 was to increase diversity among the CVB's membership base. A partnership was developed with Fifth Third Bank to underwrite the memberships of three African American-owned businesses. Additionally, the joint membership program with the Greater Cincinnati & Northern Kentucky African American Chamber of Commerce and the Hispanic Chamber Cincinnati USA resulted in 18 new memberships in 2008, nearly a quarter of all new CVB memberships.

Members pleased with CVB; Plan to Renew



Source: C.H. Johnson Consulting in a 2008 member sample study.

“Membership with the Cincinnati USA Convention & Visitors Bureau has proven to be a great investment for our business. With the resources provided by the CVB, we are able to identify opportunities to provide services for events being held in Cincinnati USA and promote our services in tradeshows. Our client base and exposure have extended well beyond our region as a direct result of our involvement with the CVB. **CRYSTAL L KENDRICK**, President, *The Voice of Your Customer*”

African American Chamber and CVB members mingle at a networking event held at McCormick & Schmick's

20
08

Membership

A YEAR IN REVIEW



AUG 5

More than 100 members attend the first ever Joint Mixer and New Member Orientation at McCormick & Schmick's Seafood Restaurant, hosted by the CVB, Greater Cincinnati & Northern Kentucky African American Chamber of Commerce and the Cincinnati USA Regional Tourism Network.

AUG 6 – 8

Cincinnati USA CVB sponsors the opening breakfast of the Ohio Association of Society Executives' Annual Conference to deepen connections with planners of statewide association meetings.

2008 New Members



aliveOne

Allure: contemporary cuisine & lounge
 Allyn's
 B-Communicated
 Beer Sellar
 Berman Printing
 BlackFinn Restaurant and Saloon
 BOOST...for meetings sake
 Bootsy's, Produced by Jeff Ruby
 Boss Cox
 Caffe Barista & Deli
 Candlewood Suites
 Cincinnati Hilton Garden Inn Sharonville
 Cincinnati Premium Outlets
 Cincinnati Preservation Association
 Claddagh Irish Pub
 Coach USA/Mega Bus
 Cock & Bull English Pub
 DECO Dining
 Destiny Yacht Charters, Inc.
 Donna Salyer's Fabulous Furs
 Easley Blessed Photography
 Edible Arrangements
 Elite Casino Productions, Inc.
 emanu east african restaurant
 EnterTRAINment Junction
 Expedia

FASTSIGNS

First Group America
 First Watch Restaurant
 GameDay Café
 Gold Star Chili, Inc.
 Goodies Barbecue Restaurant
 Graphics & Logos
 Hathaway's Coffee Shop
 HelmsBriscoe
 Hilton Garden Inn Blue Ash
 Hooter's
 Hunter Consulting Company
 IKEA West Chester
 Integrity Development
 Keystone Bar and Grill
 Know Travel
 LEVERAG Industries
 Lincoln Maly Marketing
 Longworth's
 Margaritas 4th Street
 Metronation
 Miami University Vocal Ensembles
 Mixx Ultra Lounge
 Monster Mini Golf
 Mount Adams Pavilion
 My Personal Concierge
 Perfect Exposure Photography

Personally Yours

phyllon marketing communications
 Red Roof Inn Sharonville
 River Escape Cruises
 Speedy Signs & Apparel
 Sports Page Restaurant
 Stone Creek Dining Company
 SuccessGuide
 Sung Korean Bistro
 Tazza Mia
 The Blue Wisp Jazz Club
 The Elements Conference and Events Centre
 The Godfather's Boss Promotions
 The Oceanaire Seafood Room
 The PPS Group
 The Redmoor
 The Rookwood Bar & Restaurant
 The Sandbar
 The Stand
 The Voice of Your Customer
 Thomas Transportation
 Trademark Media Group
 Tri-State Towing
 Turning Point Applied Learning Center
 Worldwide Graphics & Sign Co.
 ZigZap Technologies

A YEAR IN REVIEW

JUL 30 – AUG 10

Teammates gather at the State Wars inline hockey National Championships at Sports Plus, which brought 2,500 teams and 7,000 hotel room nights to Cincinnati USA.

AUG 17 – 20

Team Cincinnati USA attends ASAE Annual Meeting & Expo in San Diego and debuts a new sales brochure and incentive package to meeting planners.

20
08

Convention Services



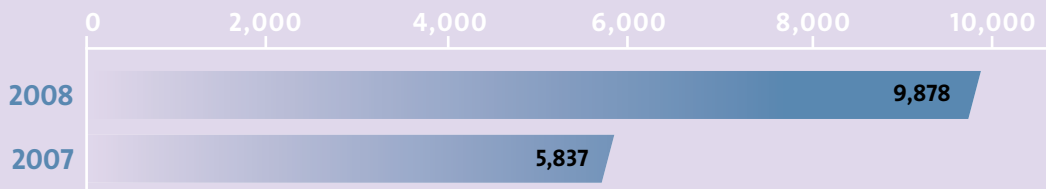
Award-Winning Service

More than 169 organizations utilized the CVB's Convention Services team – a 15% increase over 2007 – to coordinate flawlessly executed meetings and events in Cincinnati USA.

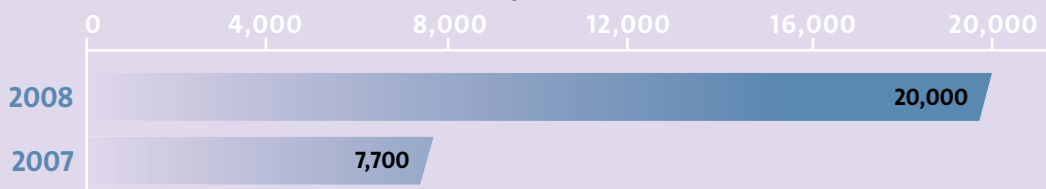
A banner convention year yielded impressive results. Additionally, the team's outstanding service contributed to 39 convention groups representing 44,000 hotel room nights to return to the region.

Housing reservations

The CVB's Convention Services team in 2008 worked closely with planners and their attendees to make hotel reservations, resulting in a nearly 60% increase over reservations made in 2007.



Convention attendee information requests see a 385% increase over 2007



The team was recognized by *Meetings & Conventions* magazine for the 14th time with a Gold Service Award and by *Successful Meetings* magazine for the 15th time with a Pinnacle Award.

A YEAR IN REVIEW



AUG 28
CVB issues annual call for nominations for the 2008 Spirit of Cincinnati USA Awards.

SEPT 5
The City of Cincinnati officially declares Sept. 5, 2008, "Alison Becker Day," in honor of the host of VHI's Top 20 Countdown, who filmed the show at 23 different Cincinnati locations.



ABOVE: Convention Services Director Sandy Clore. BELOW: Convention greeters at the NAACP convention.

Meeting Planners Say it Best

Year after year, the Convention Services team earns high marks from post convention evaluations. In 2008, the team earned an average of 4.9 out of 5 for pre-convention assistance & advice, accessibility, professionalism, product knowledge, housing service and the quality of promotional and on-site materials.

Community Engagement

The Convention Services team facilitated partnerships throughout the community to deliver top-flight service to incoming conventions. Our team worked hand-in-hand with local planning committees to assist in the management of housing reservations, customer service training, transportation coordination and on-site support for the following groups:

- **National Baptist Convention, USA Annual Session:** 15,000 attendees
- **National Career Pathways Network National Conference:** 3,500 attendees
- **Assemblies of God World Missions Summit:** 4,500 attendees

A YEAR IN REVIEW



SEPT 8 – 12

Cincinnati USA welcomes the National Baptist Convention, USA, bringing nearly 15,000 attendees and religious and national thought-leaders to the region.

SEPT 22 – 24

A Washington, D.C. Sales Mission draws 34 meeting planners to meet with Team Cincinnati USA.

20
08

Multicultural Affairs & Community Development

New Department Strengthens Ties to Corporate and Multicultural Influencers

Under the leadership of Jason Dunn, Director of Multicultural Affairs & Community Development, the CVB explored and developed programs to more deeply engage the local multicultural and corporate communities in CVB initiatives.



ABOVE: Renee Dunn and Sean Rugless of the Greater Cincinnati & Northern Kentucky African American Chamber of Commerce present the chamber's first President's Regional Partner Award to the CVB for its collaboration and commitment to minority business inclusion. **RIGHT:** Jason Dunn addresses the National Baptist Convention, USA.

- Co-sponsored the "Cincinnati Black History Campaign," with **Radio One**, to create awareness of the CVB in the community. This program gave listeners a call-to-action to help the CVB identify meetings that can be held in Cincinnati USA.
- Partnered with **Central State University** to develop a CVB summer internship program for students in the hospitality program.
- Engaged local and national stakeholders from the **League of United Latin American Citizens (LULAC)** – the largest and oldest Hispanic organization in the United States – to select Cincinnati USA as the site for its 2011 national convention.
- Developed business promotion programs and mixer events in advance of the year's major multicultural conventions, in partnership with the **Greater Cincinnati & Northern Kentucky African American Chamber of Commerce**.
- Recipient of industry awards from Greater Cincinnati & Northern Kentucky African American Chamber of Commerce and LULAC.

Felisa Insignares of Procter & Gamble and Michael Beck of MidwestLatino at the LULAC news conference at the Duke Energy Convention Center.

A YEAR IN REVIEW



SEP 26 – 29

Team Cincinnati USA attends the Congressional Black Caucus in Washington, D.C.

OCT 30 – 31

Seven national meeting planners attend a *More in 24* customer event and learn about Cincinnati USA's rich arts and cultural offerings.

NOV 19

Cincinnati USA's top clients receive a taste of Cincinnati's home-baked pumpkin bread to kick off the holiday season as part of a direct mail campaign.

Cincinnati USA Makes History

Cincinnati USA hosted two of the nation's largest and most significant African American conventions in the summer and fall of 2008, bringing in thousands of new visitors and a combined economic impact of \$6 million to the region.



Welcome NAACP & National Baptist Convention, USA to Cincinnati USA

ABOVE: Attendees from the National Baptist Convention, USA enjoy a break between sessions. **MIDDLE:** Presidential candidates Barack Obama and John McCain address NAACP delegates. **RIGHT:** Specially designed welcome messages greet attendees.



“ As I walked through the Duke Energy Convention Center, several delegates stopped me to say what a wonderful city Cincinnati is, and how welcoming and warm the residents, police officers and all the employees are.

Cincinnati was a wonderful city for the NAACP Convention. It is a tier one city for us... and it's really put our centennial city on notice. Everyone has commented about what (New York City) has to do to compete with what has happened here in Cincinnati. I think that's a true testament to all the residents and all the city officials, and the CVB for what they have done to make us feel welcome.



ROSLYN BROCK, Vice Chair, National Association for the Advancement of Colored People (NAACP)





ABOVE: Cincinnati Police greet convention visitors and keep a watchful eye on downtown.

MIDDLE: Michelle Obama addresses conventioners at the National Baptist Convention, USA.

Cincinnati USA Supports Historic Conventions

An unprecedented amount of corporate, community and foundation support went into planning and preparing for the NAACP and National Baptist Conventions – our convention center, hotels, restaurants and local businesses and corporations all worked in unison to showcase Cincinnati USA to the nation.

- Achieved \$1 million in commitments from 25 major corporate sponsors.
- Developed comprehensive welcome program to give the community visibility to convention attendees, and attendees recognition and acknowledgment of their visit to Cincinnati USA.
- Developed first of its kind **Cincinnati USA Ambassador Education & Training sessions** for frontline service workers in advance of the NAACP and National Baptist Conventions, attracting more than **700 participants**.

The CVB worked hand-in-hand with convention media representatives and more than 200 national journalists.

	MEDIA COVERAGE EARNED
NAACP	194 stories
National Baptist Convention, USA	152 stories

NAACP & National Baptist Convention, USA Corporate Sponsors



A YEAR IN REVIEW

NOV 18 – 19

CVB medical meeting sales manager Marisa Scates gives a presentation at the Excel Pharmaceutical Meeting Planners Forum in New Jersey and distributes the new medical/pharmaceutical-focused brochure.

NOV 28 – DEC 2

Team Cincinnati USA participates in the fall conference of the National Coalition of Black Meeting Planners in Miami, FL.

20
08Regional
Partnership

Our Partners:

In 2008, the following partners collaborated with the CVB and contributed to the success of the local hospitality industry:

- **Hamilton County** and the **City of Cincinnati** invested \$954,000 in excess hotel tax revenues in the CVB's sales and marketing strategies, helping to bolster a 6.7% increase in booked hotel room nights over 2007. Advertising awareness of Cincinnati USA by meeting planners reached 43% in 2008, a 15% increase over 2005.
- Continued strategic partnership with the **Northern Kentucky Convention and Visitors Bureau** and **Procter & Gamble** to invest in the **Cincinnati USA Regional Tourism Network**, resulting in regional leisure travel growth in visitation and weekend hotel demand, returning \$15.62 for every dollar invested in fully extended leisure tourism.
- Reinvested in the **Greater Cincinnati Sports Corporation** with the **Northern Kentucky Convention and Visitors Bureau** and the **Northern Cincinnati Convention and Visitors Bureau** to bring 29,338 hotel room nights from large amateur sporting events to the region, resulting in a \$8.7 million estimated economic impact.
- The CVB's diverse and multifaceted sales and marketing programs benefited from the continued partnership of **Delta Air Lines**. The partnership allows the CVB to bring meeting planners in to see Cincinnati USA and book business and gives Delta Air Lines additional exposure to meeting planners and CVB members.



A YEAR IN REVIEW



DEC 15

Meeting planners and CVB members receive warm wishes and holiday greetings.

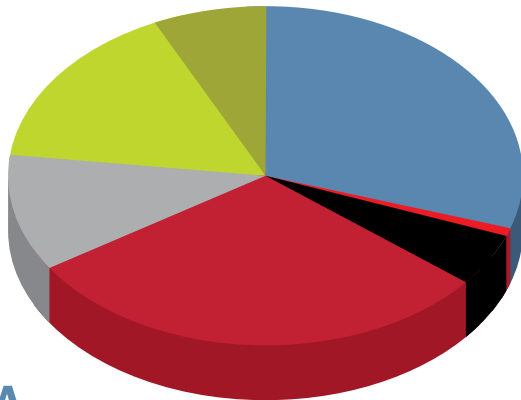
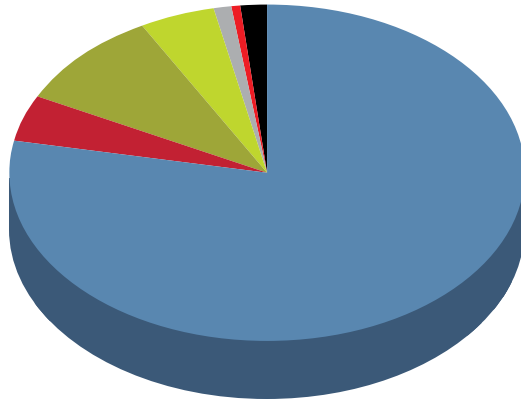
DEC 31

Educational Testing Service books meetings for 2010 and 2011 in Cincinnati USA, with a combined hotel room night total of 37,000 and more than \$1.1 million in future economic impact.

MARKET PROJECTIONS:

- \$23,435,772 in FUTURE hotel revenue produced by the CVB*
- FUTURE region-wide average room rates project to \$124.73.

*Based on hotel room night production in 2008 by the CVB



LEFT: Tower Place
RIGHT: Duke Energy Convention Center

Funding:

Market Performance Measures:

Source: Smith Travel Research

	HAMILTON COUNTY	2007	2008
Occupancy		54.8%	55.4%
Average room rate		\$84.00	\$87.89

2008 REVENUE SOURCES

- Hamilton County Lodging Tax*
- Excess City Residual Funds
- Excess County Residual Funds
- Membership Dues & Partnership Fees
- Passkey Service Fees
- Registration Service Fees
- Other
- Total**

	PERCENTAGE	DOLLAR VALUE
Hamilton County Lodging Tax*	78%	\$ 5,275,200
Excess City Residual Funds	4.5%	\$ 304,262
Excess County Residual Funds	9.6%	\$ 650,156
Membership Dues & Partnership Fees	4.7%	\$ 317,721
Passkey Service Fees	1.1%	\$ 72,215
Registration Service Fees	.4%	\$ 22,910
Other	1.6%	\$ 109,595
Total		\$ 6,752,059

* County Tax Revenues received prior to redirection to:
Regional Tourism Network \$1,758,400; Northern Cincinnati CVB \$250,000

2008 CVB Budget Breakdown

- Investment in RTN
- Investment in Sports Corp
- Investment in NCCVB
- Sales & Services
- Marketing & Communication
- General & Administration
- Occupancy Costs

	PERCENTAGE
Investment in RTN	30%
Investment in Sports Corp	1%
Investment in NCCVB	4%
Sales & Services	33%
Marketing & Communication	11%
General & Administration	15%
Occupancy Costs	6%



ABOVE: Cincinnati Museum Center
BELOW: Meeting planners dine at Cincinnati Art Museum as part of a More in 24 customer event.

Statement of Financial Position: December 31, 2008

ASSETS:

	2008 (unaudited)	2007 (audited)
Current Assets:		
Cash and Cash Equivalents	\$ 950,457	\$ 795,376
County Lodging Tax Receivables	\$ 1,184,930	\$ 1,168,893
Government Funding Due	0	\$ 442,967
Program Receivables	\$ 29,410	\$ 13,352
Subscription Receivables	\$ 156,423	\$ 127,490
Other Receivables	\$ 68,591	\$ 3,492
Prepaid Expenses	\$ 117,574	\$ 103,895
Total Current Assets	\$ 2,507,385	\$ 2,655,465
Non-Current Assets:		
Property, Plant and Equipment	\$ 494,996	\$ 480,962
Less Accumulated Depreciation	(391,045)	(333,048)
Total Non-Current Assets	\$ 103,951	\$ 147,914
Total Assets	\$ 2,611,336	\$ 2,803,379

LIABILITIES AND NET ASSETS

	2008 (unaudited)	2007 (audited)
Accounts and Grants Payable	\$ 645,454	\$ 758,742
Other Accrued Liabilities	\$ 268,785	\$ 435,612
Deferred Subscription Income	\$ 149,869	\$ 62,331
Capital Lease Obligation	0	0
Total Liabilities	\$ 1,064,108	\$ 1,256,685
Unrestricted Net Assets	\$ 1,547,228	\$ 1,546,694
Total Liabilities and Net Assets	\$ 2,611,336	\$ 2,803,379



Board of Directors

*LEFT: Contemporary Arts Center
RIGHT: Members gather at a joint networking event held at McCormick & Schmick's.*

EXECUTIVE COMMITTEE MEMBERS

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President,
Vehr Communications

Louise S. Hughes – Vice Chairman
Ohio Gov't Relations & Corp. Affairs,
The Procter & Gamble Company

Alan Welch – Secretary/Treasurer
Retired Cincinnati USA CVB

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Member,
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Matthew Coffey
President,
Cincinnati Hotel Association

Melody Sawyer Richardson
Sales Vice President,
Corney & Shepherd Commercial Division

Eric Stuckey
Assistant County Administrator,
Hamilton County

Carla Walker
Chief of Staff,
City of Cincinnati, Mayor Mark Mallory

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Convention Center

Tom Caradonio
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Chef de Cuisine & Owner,
Jean-Robert French Restaurant Group

Milton Dohoney, Jr.
City Manager, City of Cincinnati

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Greater Cincinnati Restaurant Association

David Ginsburg
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Kentucky International Airport

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CEO, World Pac Paper, LLC

Mike Smith
VP & Executive Director,
Music and Event Management, Inc.

Reach for More

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, tradeshow 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.

Our Goals:

- Increase the number of hotel room nights booked in Hamilton County and the overall convention, tradeshow and visitor expenditures in the region.
- Positively influence the perception of Cincinnati USA as a premier meeting destination.
- Increase community investment in the hospitality industry and deliver value to CVB members and partners.
- Support the development of programs and resources that positively effect the visitor experience.

Cincinnati USA Convention & Visitors Bureau

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