

# Bureau Biz

News and Information from the Dublin, Ohio Convention & Visitors Bureau—Where Irish is an Attitude



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Dublin  
OHIO  
Irish is an Attitude.

## Dublin Lands Top Gun Showcase for Third Consecutive Year *\$3.9 Million, 1,500 Athletes come to Dublin*

The Dublin Convention & Visitors Bureau announced it has secured the 2015 Football University Top Gun Showcase—an invitation-only camp attracting the top 1,500 prep and youth football players from across the United States. The event will be held at Jerome High School July 16-22, 2015. Dublin hosted the 2013 and 2014 camps that attracted visitors from nearly every state and from countries such as Canada, England, Sweden and Belgium.

Dublin will also be hosting Football University’s 2015 Ohio regional showcase, which will be held at Dublin Scioto High School on July 10-12, 2015. The Bureau, the City of Dublin, Dublin City Schools and Nationwide Children’s Hospital Sports Medicine collaborated to attract both events to the City of Dublin.

“All American Games is excited to bring Football University Top Gun back to Dublin,” said Doug Berman, Chairman of All American Games. “We’ve received nothing but rave reviews from our student athletes and their families

about their experience in the City of Dublin during the past two Top Gun Showcases.”

There will be two separate Top Gun Showcases held in Dublin for high school and middle school athletes. Football University’s instructional faculty is made up of current and former National Football League coaches and athletes who will qualify and determine the invite list. Every year, FBU Top Gun promises to be the largest gathering and display of elite football players from across the nation in one location.

The Bureau led the effort with the City of Dublin and Dublin City Schools to host the events. “We are pleased that the All American Games chose to bring their Football University Showcases back to Dublin,” said Scott Dring, executive director at the Dublin Convention & Visitors Bureau. “It will be exciting for the City of Dublin to host these prestigious events that will generate millions of dollars for the local economy while showcasing our great city to visitors from across the world.”



## Briefs

### Board Maps 3-Year Strategic Plan

The Bureau's Board of Directors embarked on creating a Strategic Plan for the next three years. In support of this mission, the leadership team undertook an organizational performance review and strategic planning process to guide the team for the next several years.

The outcome of the strategic planning process was a three-year plan that has been partner/staff-informed and Board of Directors approved. This included: A reshaping of the organization's Mission, Vision and Mantra, development of an updated Organizational SWOT analysis, identification of key organizational Risk Areas, establishment of overarching goals, measurements and strategies and definition of six focus areas for community impact:

1. DCVB organizational relevance
2. Dublin brand marketing
3. Development of the area's outdoor product
4. Shaping and elevation of the Dublin visitor experience
5. Capacity building of sports facilities
6. Growth of the meeting market

Over the next three years, Bureau staff will work to achieve the goals of each focus area.

### Resurrected Blarney Bash Brings Opportunity for Brand Promotion

If you haven't heard, the Blarney Bash is back! On March 14, after the St. Patrick's Day Parade, the Bash will begin with bands, beverages and blarney! This resurrected event has helped to round out Dublin's inventory of things to do on St. Patrick's Day weekend in the city with Irish Attitude. It also helps the Bureau to promote Dublin's destination brand and sell the city as the Irish destination in the Midwest. In conjunction with the new event, the Bureau has launched a social media campaign giving one lucky winner a St. Patrick's Day weekend getaway in Dublin complete with overnight stay at the Embassy Suites and VIP tickets to the Blarney Bash. As the campaign continues to gain traction, there has been great early success with more than 10,000 entries.

### NEW DIGITAL PUBLICATION ENHANCES VISITOR EXPERIENCE

Each year the Bureau produces a guide to Dublin that gives visitors a snapshot of the Dublin experience and also serves as a reference tool for restaurants, shops, hotels, attractions and more. This year, in addition to the printed guide, the Bureau is working to provide a more engaging digital version of the *2015 Visitor & Event Planning Guide*. This platform allows for a branded online experience that features all Dublin CVB social media feeds, the Destination Dublin music video, forms that allow visitors to sign up for the Destination eTravel Club and more. This platform uses all HTML 5 that allows for usage on all devices.

## For the Record...

### LODGING TAX

These figures reflect the Dublin CVB portion (25 percent) of the hotel/motel tax, allocated to the Bureau by the City of Dublin's Division of Taxation.

	2014	2013	Change
November/December	\$122,020	\$118,603	-5.5%
Year-to-Date	\$668,509	\$640,345	+4.4%

### DUBLIN CVB MEASURES

November/December Visitor Inquiries	433
Free Media Impressions (YTD)	1,756,434
Web site Visitors (% change YTD)	+111%
E-Travel Club Members (% change YTD)	+24%
Facebook "Likes" (% change YTD)	+134%
Twitter Followers (% change YTD)	+11%
YouTube Channel Views (% change YTD)	+27%

### Partner Preview: J. Liu

This modern, fusion-style restaurant features an eclectic menu with everything from Asian to Italian, seafood and steak. Treat yourself to a nice dinner, plan an event in their private party room or enjoy happy hour specials at their extravagant bar. The front patio offers a great view of Historic Dublin. Voted a Top 5 Columbus neighborhood gem, make J. Liu your next dining destination. [www.jliurestaurant.com](http://www.jliurestaurant.com). 50 West Bridge Street. (614) 718-1818.

