



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: February 3, 2025

Item Title: Discuss and Take Possible Action on Setting 2025 Priorities

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

In the last couple of years, the Tourism Commission has accomplished a major project with the 2023 wayfinding signage and 2024 kayak rental. Continuing this trend is important towards the long-term success of tourism in Columbus. In 2025, Staff would like to prioritize implementing the new room tax guidelines, tourism information via digital signage, increase digital marketing, and prioritizing “heads in beds”.

Additional secondary priorities from past meetings and efforts include an event centered around the movie, Public Enemies, walking tours, print marketing to be handed out at large events, marketing study and survey, and itinerary marketing.

List of all Supporting Documentation Attached:

2025 Staff Tourism Priorities

Action Requested of Tourism Commission:

Discuss and take possible action to set 2025 tourism priorities