



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: October 6, 2025

Item Title: Consider and take action to finalize insert for distribution with tour booklets

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Staff have been developing an insert to be paired with the Historic Landmarks & Preservation Commission's (HLPC) *History and Architecture Tours* booklets. The inserts will feature a list of major events in Columbus and a QR code for the events calendar. The inserts will be a little taller than the booklets to help draw attention to it and the booklet. Staff have created a mock-up for a live demonstration to gauge input from visitors and staff at City Hall.

Branding for Columbus Tourism is in process of being developed and will be added to the flyer once finalized.

List all Supporting Documentation Attached:

Tourism Insert Draft

Action Requested of the Tourism Commission:

Approve design elements and decide to print in-house or contract with a printing company