

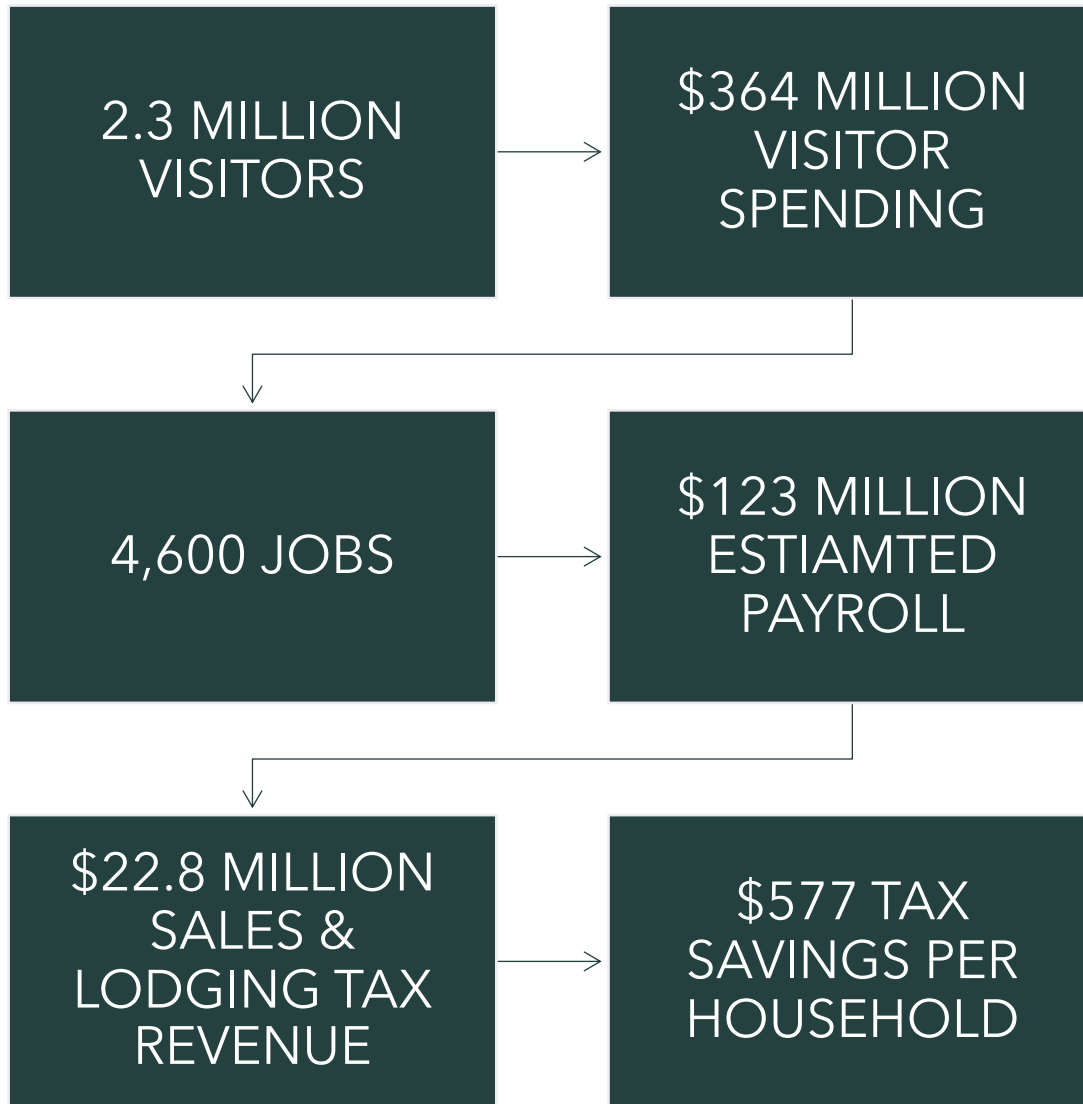


TOURISM IS ECONOMIC DEVELOPMENT



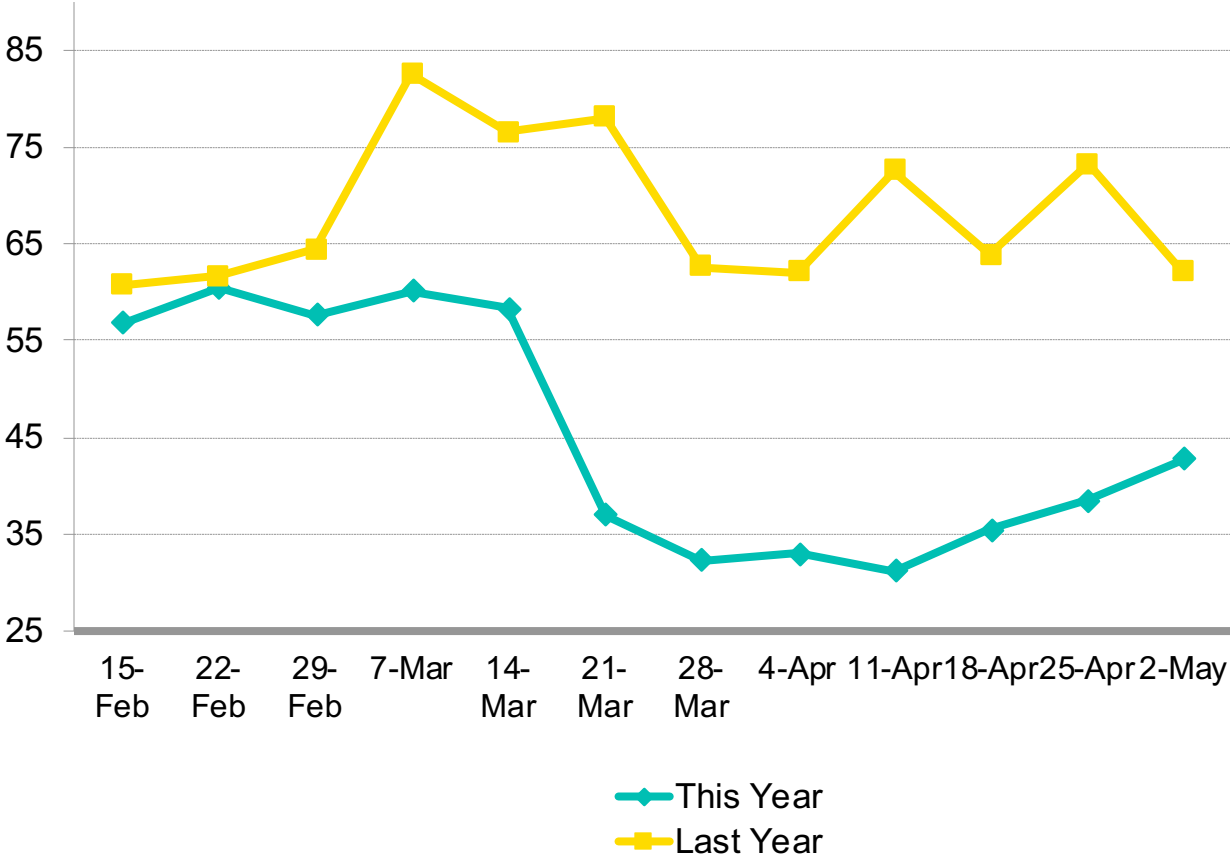


NEW  
MARKETING  
LANDSCAPE



TOURISM IS  
ECONOMIC  
DEVELOPMENT

**Weekly Occ (%) - Feb 15 to May 02, 2020**

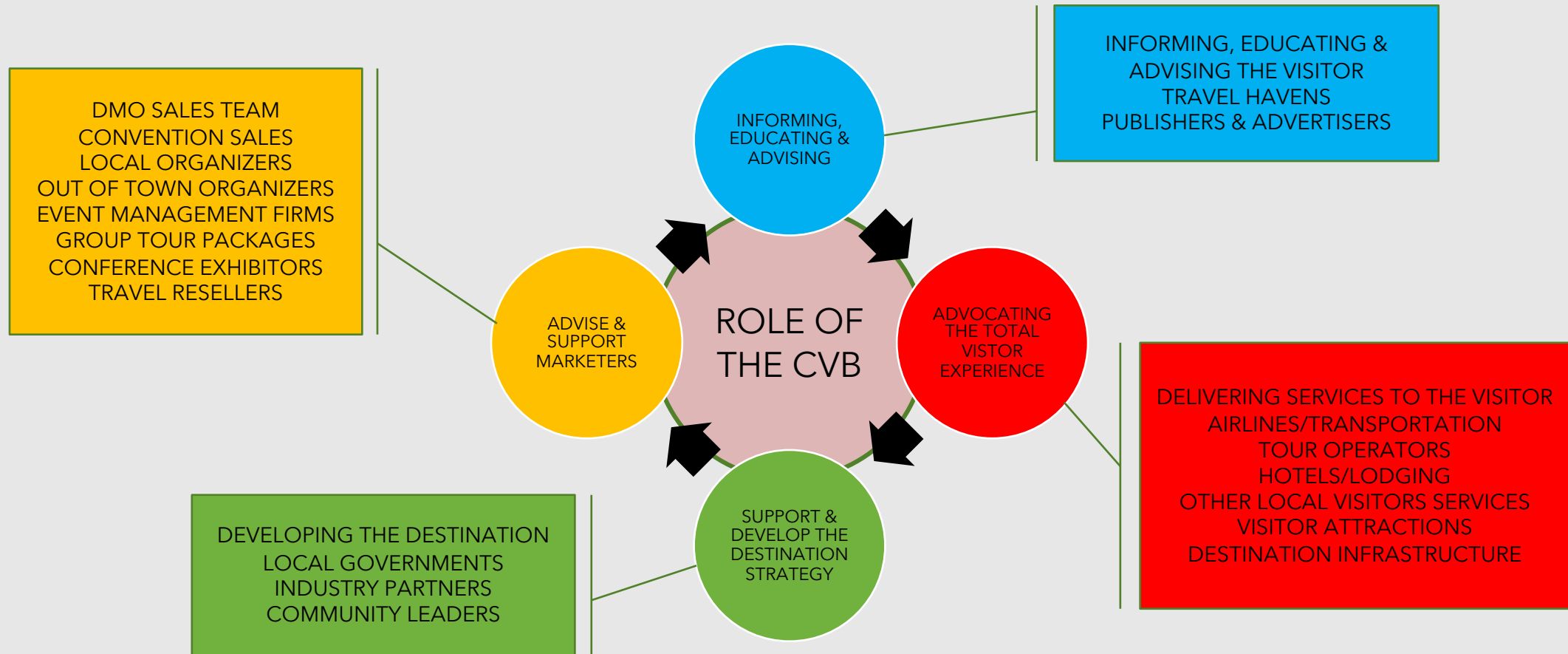


STR  
CITY WIDE  
TREND

HOTEL  
OCCUPANCY



# VISITOR CENTRIC STRATEGIC MAP



# STAKEHOLDERS

(PARTIAL LIST)

HOTELS

COLUMBUS  
MUSEUM

CIVIC CENTER

TRADE CENTER

RIVERWALK

WHITEWATER

PORT  
COLUMBUS

NATIONAL  
INFANTRY  
MUSEUM

SPRINGER  
OPERA HOUSE

RIVERCENTER

BOTANICAL  
GARDENS

RESTAURANTS

LIBERTY  
THEATRE

MA RAINEY  
HOUSE

DRAGONFLY  
TRAIL

CUNNINGHAM  
CENTER

COCA-COLA  
SPACE SCIENCE  
CENTER

COLUMBUS  
BALLET

COLUMBUS  
SYMPHONY

HERITAGE PARK

WESTVILLE

OXBOW  
MEADOWS

BULL CREEK  
GOLF COURSE

UPTOWN

MIDTOWN

REGIONAL  
ATTRACTIONS

COLUMBUS  
STATE UNIV.

FILM

# PARTNERSHIP



OPTION 1  
LINE OF CREDIT



OPTION 2  
TRADITIONAL LOAN  
COSIGNATORY



OPTION 3  
ECONOMIC  
DEVELOPMENT FUNDS



BASED ON MONTHLY  
OPERATIONAL EXPENSES  
\$125,000



# T.E.A.M COLUMBUS

TOGETHER  
EVERYONE  
ACHIEVES  
MORE



# TOURISM IS ECONOMIC DEVELOPMENT

2.3 MILLION  
VISITORS

\$364 MILLION  
VISITOR  
SPENDING

4,600 JOBS

\$123 MILLION  
ESTIAMTED  
PAYROLL

\$22.8 MILLION  
SALES &  
LODGING TAX  
REVENUE

\$577 TAX  
SAVINGS PER  
HOUSEHOLD



NEW MARKETING LANDSCAPE