

Destination Hilliard



Destination Hilliard will engage our citizens and highlight Hilliard's talent, heritage and spirit by inspiring collaboration, sharing resources and facilitating quality events that enhance our community.

2010 Accomplishments

1. Through collaborative efforts of member organizations of Destination Hilliard, a logo and tagline was selected to create a brand for Hilliard. The logo and tagline is being utilized by the city and numerous organizations.
2. A fourth quarter calendar for 2010 was developed and distributed throughout the community. A year long calendar was developed for 2011 and unveiled on the new Destination Hilliard website on November 22, 2010.
3. Destination Hilliard, the Agricultural Society, City of Hilliard, Hilliard Area Chamber of Commerce, Hilliard Arts Council, Hilliard Civic Association, Hilliard Parks and Recreation Department, Hilliard Senior Center, Hilliard Youth and Family Commission, Lions, Northwest Franklin County Historical Society and Norwich Township collaborated to plan a month long celebration of the holidays in December for the first time.
4. Thirty-four media placements locally and regionally.
5. The Destination Hilliard Facebook page attracted 311 fans in just six short months.
6. A monthly Hilliard Event E-Newsletter is sent out promoting following month's events. Currently, 228 individuals subscribe to the newsletter.
7. Destination Hilliard website launched on November 22, 2010.
8. A process was developed for allocation of volunteers. Through promotion, Destination Hilliard has a database of over 60 volunteers which organizations can call upon.
9. Almost four hundred residents completed a survey about Hilliard's signature events. The survey will be used to improve current events, add events and develop a signature event for 2012.
10. Destination Hilliard is collaborating with central Ohio area representatives to promote Hilliard (Columbus Area Tourism Alliance).
11. Destination Hilliard became a member of Experience Columbus to leverage cooperative advertising opportunities as well as joint collaborative efforts to increase hotel occupancy through conferences and sporting events.

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12. Destination Hilliard utilized resources available through the Ohio Department of Travel & Tourism to promote Hilliard. Through the Discover Ohio website and 1-800-Buckeyeline, hotels, restaurants, attractions and events specific to Hilliard are listed. This information will also be publicized in their Travel Planner and Calendar of Events.
13. Destination Hilliard established working relationships with hotels to assist with requests for proposals, event room block bookings and creative packaging to increase hotel occupancy.
14. Sponsorship program was developed for 2011 to assist with funding of events.
15. Secured five companies to become members of Hilliard Advantage .
16. Assisted Hilliard Community Foundation with grant application with Ohio Arts Council along with feasibility study and branding/logo.
17. Facilitating coordination of Hilliard United summit.
18. Through collaborative efforts with Agricultural Society/Fairgrounds, additional hotel room occupancy was secured for September – 3 weekends sold out .



Hilliard



2011 Strategic Plan

1. Define and promote Destination Hilliard to Hilliard community
2. Identify and facilitate grants for member organizations
3. Identify current financial resources available to Destination Hilliard including corporate sponsorships and the creation of incentive agreements with new businesses
4. Create, develop and launch signature event for Hilliard for 2012
5. Build trust and respect between groups while resolving old issues and exploring a process for fostering better collaboration
6. Establish community event boards and work with city to allow promotional signage for events
7. Communicate the assets and events of Hilliard to regional and local leaders.
8. Work with city to develop banner program to promote major events
9. Become corporate giving conduit by finding corporate partners for events and potential financial donors for future events, recruit volunteers for events.

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