

IFEA World Festival and Event City Award

DUBLIN | OHIO | USA





Introductory Letter

Dear IFEA,

The City of Dublin and our residents, visitors and corporate citizens have reason to celebrate. We have a strong local economy that is diverse and thriving, and in July 2012 the readers of Columbus Monthly voted Dublin as the Best Suburb in Central Ohio and the Dublin Irish Festival as the Best Festival in Central Ohio.

This IFEA World Festival and Event City Award application highlights the festival, event, attraction and tourism industry in Dublin. One of the reasons our community thrives in the festival and event industry is because of the overall strength of and support from our community as well as the Greater Columbus region. Here are a few of our recent achievements:

- All three high schools being named to Newsweek's list of the top high schools in the country.
- The Intelligent Community Forum honoring Dublin as one of the Top Seven Intelligent Communities in the world – for the second year in a row!
- Fox Business News proclaiming Dublin as the No. 1 City in the Country in which to start a business.
- BusinessWeek Online citing Dublin as the Best Small City in Ohio for Start-ups.
- Muirfield Village Golf Club being tapped to host the 2013 Presidents Cup.

We take great pride in these achievements, but perhaps none speak more highly of our community than our residents declaring Dublin the Best Place to Live as part of the National Citizen's Survey.

Within these pages, we invite you to learn more about the attributes of Dublin, including our strong business community, entrepreneurial spirit and signature events like the Dublin Irish Festival and the Memorial Tournament. Our schools have developed athletic facilities that are used year-round for local, regional and international tournaments, and performing art centers rival performance spaces in many metropolitan communities. Our 100 acres of parkland have allowed us to create green spaces conducive for community ceremonies as well as grand international events. And when it comes to sports events, the combination of city, school and private facilities – with nighttime lighting, permanent seating, abundant parking - creates venues that can host thousands of sports participants and spectators on a given day.

Dublin offers a wide variety of restaurants, conveniently located shopping centers and 14 hotels with more than 2,000 rooms and suites. Additionally, you'll find an abundance of outstanding public recreational opportunities, including two outdoor swimming pools, a state-of-the-art recreation facility, more than 96 miles of bike paths and 56 parks featuring

a variety of amenities. We are in the midst of revitalizing our Historic District to offer greatly expanded choices in housing, employment, transportation and entertainment options. When all of these vibrant elements are woven together, they make a city not just a place to live, but a place to celebrate.

It's happening here. Be sure to call us when you plan your next visit.



Sincerely,

Marsha I. Grigsby
City Manager



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Section 1 » Community Overview

Introduction to Dublin

Dublin, Ohio is a progressive, well-educated and innovative city surrounding the Scioto River in the northwest area of metropolitan Columbus.

Approximately 25 square miles and home to 41,000 people, the city annually hosts Jack Nicklaus' PGA Tour Memorial Tournament at Muirfield Village Golf Club and one of the nation's largest Irish festivals. Dublin is known as a leader in municipal innovations, including tax increment financing, underground fiber optics, Wi-Fi deployment and green initiatives.

All three Dublin high schools were named to Newsweek's 2012 list of top high schools in the country. With 25 institutes of higher learning in Central Ohio, including The Ohio State University, the region offers a pipeline to 115,000 college students and 20,000 annual graduates.

Dublin has long been recognized as a premier community, not only locally, but also internationally. Home to Ohio's largest corporation, Cardinal Health – 21 on the Fortune 500 list, Dublin also is the headquarters of the Wendy's Company, Ashland Inc. and OCLC – the Online Computer Library Center.

The mission of the City of Dublin is to preserve and enhance the unique high quality of life offered to those who live or work in our community by providing the vision, leadership and performance standards, which allow for managed growth and development with an emphasis on quality and innovation.

Dublin's diverse and sound economic base provides the foundation for the present and future stability of the city. The city's continued economic vitality is the result of quality development, strategic planning and aggressive efforts to attract and retain high-quality commercial development.

Dublin's largest source of funding is income tax revenues, which are allocated 75 percent to the General Fund and 25 percent to the Capital Improvements Program (CIP). Dublin's healthy tax base provides the resources necessary to keep pace with the city's growth and underwrite the high quality of life enjoyed by Dublin's corporate and residential citizens.

The CIP establishes a fiscally sound plan for Dublin's future investment in capital infrastructure and provides financial guidelines that identify available revenue sources, debt capacity and policy for projecting revenues and designating reserves to be maintained.

The City of Dublin Hotel/Motel Tax Fund was established to improve the quality of life for residents, corporate citizens and visitors. Dublin generates funds from a six percent tax on overnight hotel stays. This revenue is invested back into the community through designated projects and special events that enhance visitor appeal and encourage overnight stays. The Dublin Convention & Visitors Bureau and Dublin Arts Council each receive 25 percent of the annual revenues generated by the hotel/motel tax.

Dublin's fiscally sound stewardship has earned the city the highest available bond ratings – Aaa from Moody's Investors Service and AAA from Fitch Ratings – a distinction carried by approximately three percent of rated cities nationwide. These ratings reflect the cooperative efforts of private citizens, civic leaders, government officials and business representatives.

Such widespread commitment to the community ensures that Dublin will remain one of the most desirable suburbs in Central Ohio and the Midwest.





High-Energy Tourism

The Dublin hospitality industry had a strong 2011 with occupancy rates increasing five percent over the previous year and bed tax revenues increasing 10 percent over 2010. The visitor market is an economic giant in Dublin and Franklin County generating \$7.3 billion annually in Central Ohio alone. The City of Dublin attracts an estimated 1.7 million visitors annually for both day and overnight trips and they stay nearly 450,000 room nights at Dublin's 14 hotels.

Recognized by IFEA

Three Gold Pinnacle Awards in 2011 for the Dublin Irish Festival: Best Sponsor Program, Best TV Promotion, Best Merchandise; two Silver Pinnacle Awards for Best Social Media Site and Best T-shirt Design and two Bronze Pinnacle Awards for Best Individual Sponsor Program and Best Single Magazine Display Ad.

The Only City in the World

In addition to the Memorial Tournament, Muirfield Village Golf Club is the first to host three of golf's most prestigious international match-play competitions

- 1987 The Ryder Cup
- 1998 The Solheim Cup
- 2013 The Presidents Cup



Who We Are

Current City Population
41,751 (US Census)
Current SMSA
1,836,536 (US Census)
Population within a 50 Mile Radius
2,325,739 (US Census, ESRI Business Analyst)

Survey Results

The City of Dublin performs a biennial Public Opinion and Citizen Satisfaction Survey as part of our ongoing efforts to understand and better serve our residents. The City of Dublin also has participated in the National Citizen Survey. Here are results relevant to this application.

Grade

98% of respondents gave the City of Dublin a grade of "A" or "B" when asked to rate the community as a place to live.

Profile of the Average Dubliner

36 to 45 years of age, married with minor children living at home, owns single-family home, employed full-time in a variety of professions, trades and service positions with 30 percent employed in healthcare and education fields.

Other demographic data:

- 62% of respondents are employed full-time or self-employed, followed by employed part-time (13%) and retired (13%) and full time homemaker (9%).
- More respondents (25%) work in executive/administrative or managerial positions, followed by a professional specialty (21%).

- Most residents are between the age of 35 and 64.
- 97% own their own home.
- 86% are married.
- 38% hold a graduate or professional degree and 38% hold a bachelor's degree.
- 94% are registered to vote in Dublin and 73% voted in the November 2009 election.
- 96% are white or Caucasian, 4% are Asian or other and 1% are Hispanic. There were no black or African-American respondents.
- 33% earn between \$100,000 and \$149,999 annually before taxes, followed by 20% who earn \$150,000 to \$199,999.

What We Value

Quality of Life, Events, Activities and Civic Engagement

In **aided** questions residents rated the following as the most important recreational programs:

- Fairs/festivals
- Fitness/wellness programs
- Holiday events
- Aquatic
- Athletic sports leagues/camps

In **aided** questions residents reported doing the following in the previous two years:

Visited a Dublin park	98%
Visited the Dublin Community Center	92%
Used the Dublin bike path system	84%
Attended the Dublin Irish Festival	80%
Attended arts/culture events in Dublin	77%
Attended Independence Day activities	70%
Attended St. Patrick's Day Parade	55%
Attended Independence Day Parade	58%
Participated in any community volunteer program	43%
Attended the Halloween Spooktacular	27%
Participated in the City's volunteer program	21%
Attended the City Christmas tree lighting in Historic Dublin	15%

Community Attributes

In aided questions residents rated these excellent/good:

Recreational Opportunities	91%
Dublin Irish Festival	85%
Bike paths	82%
Information to residents	79%
Historic Dublin	78%
Independence Day parade	77%
Arts and cultural opportunities	75%
Entertainment options	74%
Independence Day evening	73%
Public art	72%
St. Patrick's Day parade	66%
Halloween Spooktacular	36%
Christmas tree lighting	30%



Festival and Event Venues

Theatres/Performing Arts Centers

Abbey Theater

Capacity 200

Stage Dimensions 24 ft. x 40 ft
Backstage Area 4,675 square feet
Parking 439

Amenities

Storage, two dressing rooms, complimentary technical, lighting, sound support

Coffman Performing Arts Center

Capacity 700 seats
Stage Dimensions NA
Backstage Area NA
Parking 709

Amenities

Orchestra pit, two dressing rooms, house lighting, sound system

Jerome Performing Arts Center

Capacity 700 seats
Stage Dimensions NA
Backstage Area NA
Parking 969

Amenities

Orchestra pit, two dressing rooms, house lighting, sound system

Scioto Performing Arts Center

Capacity 600 seats
Stage Dimensions 37' X 95'
Backstage NA
Parking 690

Amenities

Orchestra pit, two dressing rooms, house lighting, sound system

Plazas & Outdoor Open Spaces for Events

BriHi Square

Capacity 100
Size .5 acres

Parking

Approximately 200 spots throughout the Historic District, approximately 200 spots in school lot

Amenities

Located in the heart of the historic district, this fairly new area provides a casual gathering space as well an intimate venue for visual and performing artists.

Historic Green at Sells Middle School

Capacity 750
Size 1 acre plus

Parking

Approximately 200 spots throughout the Historic District, approximately 200 spots in school lot

Amenities

This rolling green lawn with lush shade trees provides a highly visible event venue along one of the most travelled roadways in Dublin. It's depth, sidewalk and tree lawn add an element of safety. The Dublin Art Fair and the Christmas Tree Ceremony are held here.



Metro Center & Open Spaces

Capacity 2,000 guests on green spaces and paved lots/roadways
Size 130 acres
Parking 5,560

Amenities

One of Dublin's first business parks, Metro Center is beautifully designed with abundant green space, shade trees, ponds and sitting benches. The office buildings almost get lost in the soft green environment. The U shape of the roadway that runs through the Metro Center provides a logistical gem for event planners. The Arthritis Foundation Classic Auto Show is held here every summer. This is also the site of the St. Patrick's Day Parade and Independence Day Parade formations.

Outdoor Sport Facilities & Venues

Darree Fields

Capacity 2,600
Size 152 acres
Parking 1048

Amenities

Eight ball diamonds, 13 soccer fields, one food service location, Art in Public Places/Going Going Gone

Avery Park

Capacity 2,200
Size 83.6 acres
Parking 581

Amenities

Nine ball diamonds, 14 soccer fields, two food service locations, gazebo, two sand volleyball, three restroom facilities, one playground, two basketball courts, tennis courts, Art in Public Places/Out of Bounds

Dublin High School Stadium & Fields

Coffman

Capacity 8,500 seats
Parking 709 plus 300 overflow in neighboring lots

Jerome

Capacity 5,000 seats
Parking 969

Scioto

Capacity 5,000 seats
Parking 690

Stadium Amenities for All Three

The Dublin City School District has three multi-purpose stadiums hosting hundreds of school and community events each year. Each stadium is equipped with the Astro-Play Synthetic Turf System playing surfaces which reduce student-athlete injuries and allow the community to enjoy greater stadium usage than would be possible on traditional grass fields. All three stadiums also feature state of the art press boxes, one on each side to accommodate six to 10 coaches per press box.

Soccer First

Capacity 5,000
Size 100 x 70
Parking 1050

Amenities

Ten professional-sized outdoor fields and three professional-sized indoor fields with larger regulation-size goals along with two half fields designed for training and playing.

Indoor Sports Facilities & Venues

SportsOhio

SportsOhio is a 100-acre sports park that features indoor and outdoor sports facilities that attracts regional and national soccer and hockey tournaments year round. Field Sports has four indoor playing fields, fully enclosed with side boards and netting. Soccer First has ten professional-sized outdoor fields and three professional-sized indoor fields with larger regulation-size goals along with two half fields designed for training and playing.



Festival and Event Venues - Con't.

Golf Clubs

Dublin Ohio is synonymous with great golf. Jack Nicklaus' PGA TOUR Event, the annual Memorial Tournament presented by Nationwide Insurance, is played each Spring at the Muirfield Village Golf Club. In September 2013, the course will be the site of the 2013 Presidents Cup. Dublin is the only city in the world to host four of golf's most prestigious events – the Ryder Cup, The Solheim Cup, the Memorial Tournament and the Presidents Cup.

In addition to leisure play, other courses in Dublin host regional and national golf events. Two other golf clubs in Dublin - The Country Club at Muirfield Village and the Golf Club of Dublin – also host local and regional golf events.

Muirfield Village Golf Club

For years, it was Jack Nicklaus' vision to create a golf club that embodied his personal and professional life, and would forever stand as a representation of his love and respect for the game of golf. It was also his vision to create a golf tournament that would long represent his passion for tournament golf, and would give back to a community that has embraced him and the game.

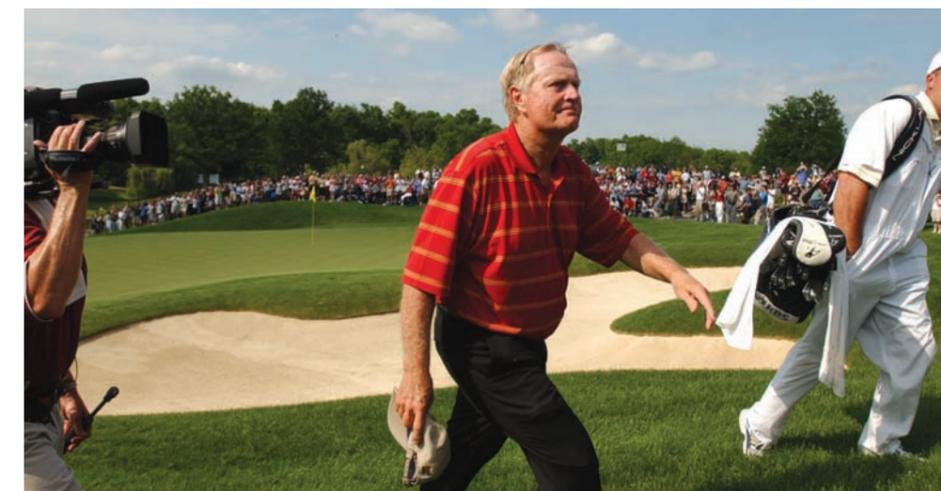
First and foremost, Jack wanted to design a golf course that would challenge the world's best players, but at the same time, provide a local, national, and international membership years of enjoyment in a truly spectacular setting.

Jack then became a pioneer, designing the first course in the world, from its inception, that was created with the spectator in mind. His creative use of "mounds" and "amphitheatres" became a model for tournament courses around the globe. And in 1976, two years after the course opened, the Memorial Tournament was born – an annual Official PGA TOUR Event. Throughout the year, Muirfield Village Golf Club also serves as a venue for select member-initiated fundraisers for non-profit organizations.

Amenities

Clubhouse - A pre-existing ranch home located on a parcel of the original property adjacent to what is now Hole No. 6 was used as a temporary clubhouse when the course opened. The current clubhouse opened in the winter of 1974.

It is a more than 22,000-square-foot facility designed to meet the needs both of members and of tournament golf. The men's locker room includes two floors of locker space with a large center lounge area, a dining area called the Captains Grill, plus a fitness area and private valet entrance. The main dining room, lounge, Nicklaus Hall and mixed grill areas are all located on the upper level with the Club offices, bag storage room and a large, fully equipped golf shop located on the lower level.



Villas and Lodge - A total of four original villas were built in 1976. The old buildings were replaced in 2007 with six new state-of-the-art villas. Muirfield Lodge is a 12-room facility that opened in 2003.

Pavilion - This three-level facility, opened in 1986, contains a ballroom on the upper level, overlooking the 18th hole; a permanent press room and interview room for the Memorial Tournament on the ground level; and the Tournament offices on the lower level.

Practice Facilities - The recently updated practice facility consists of a driving range, short-game practice area and putting greens.



Memorial Park - Home to bronzed plaques of each of the Memorial Tournament Honorees.

Nicklaus Hall - Located in the center of the clubhouse, Nicklaus Hall displays trophies from the Golden Bear's legendary playing career, as well as medallions representing each of the Memorial Tournament Honorees. A silver putter presented to the Club by the city of Edinburgh, Scotland, which serves as a link between the two Muirfields, is also on display in Nicklaus Hall.

In addition to the Memorial Tournament, Muirfield Village Golf Club has also hosted:

- 1986 U.S. Junior Amateur Championship
- 1987 The Ryder Cup
- 1995 Wendy's 3-Tour Challenge
- 1998 The Solheim Cup
- 2013 to host The Presidents Cup – the first Club in the world to host three of golf's most prestigious international match-play competitions

Emergency Response & Facilities

Response

Dublin has demonstrated its ability to successfully host regional, national and international events within a safe and secure environment. Whether it's providing a safe pedestrian walkways for our senior veterans during the Memorial Day Ceremony, being attentive to the security needs of PGA golfers and international visitors during the Memorial Tournament or implementing the Dublin Irish Festival Emergency Preparedness Plan as high winds and rain pound the festival grounds with thousands of guests on site – Dublin is prepared.

The City of Dublin is exposed daily to potential emergency or critical incident situations. Severe weather, natural disasters, hazardous materials, man-made hazards, technological hazards, and other similar incidents present a potential risk to both life and property. Emergency operations planning is an integral part of any police responsibility within a community. It is an attempt by police and other city officials to facilitate recognition of emergency demands and to make the community response more effective prior to

the actual occurrence of a critical incident. It is impossible to absolutely guarantee that a critical incident will not develop because of prevention or mitigation, especially when dealing with natural phenomena. However, actions taken to cope with emergency situations may prevent a critical incident from becoming a tragedy. Managed by a designated Emergency Preparedness Manager in the Division of Police, the City of Dublin's plan provides for an orderly response of community actions and decisions so that both human life and property loss is minimized.

Appendix A - Emergency Preparedness

The all-hazards / emergency operations plan (EOP) utilizes the Incident Command System (ICS), the National Incident Management System (NIMS), and the National Response Framework (NRF). The ICS organizational structure develops in a top-down, modular fashion that is based on the size and complexity of the incident, as well as the specifics of the hazard environment created by the incident. ICS establishes standardized incident management processes, protocols, and procedures that all first responders will use to coordinate

and conduct critical incident response actions. ICS permits a clear point of control and can be expanded or contracted with ease to escalating or diminishing situations. NIMS provides a flexible framework that facilitates government and private entities at all levels working together (interoperability and compatibility) to manage critical incidents. This flexibility applies to all phases of incident management, regardless of cause, size, location, or complexity. NIMS also provides a set of standardized organizational structures, as well as requirements for processes, procedures, and systems to improve interoperability. The NRF presents the guiding principles enabling all levels of domestic response partners to prepare for and provide a unified national response to disasters and emergencies.

Mandatory and ongoing training and certification is required for employees throughout the City of Dublin and Washington Township – which is the provider of fire and emergency medical aid.

Dublin is also fortunate to have the Dublin Methodist Hospital within our city limits as well as several urgent care centers and a Nationwide Children's Hospital satellite care facility.

Public Transportation Options

Dublin is located just 20 minutes from Port Columbus International Airport. Both the airport and Dublin are conveniently located just off of Columbus' outerbelt, I-270.

Once within Dublin, our roadways, bike paths and sidewalks are easy to maneuver, well signed and well designed to handle the increase in motorists and pedestrians that come with successful events. Also worth noting is that our transportation system is designed to handle not just our night time population, but also our daytime population that doubles due to the number of businesses within our community.

To complement our roadway system, event organizers have implemented creative tactics and have taken advantage of our sustainability efforts as well as private/public partnerships to ensure a safe and convenient experience for visitors and guests.

The Dublin Trolley is often used by event organizers to transport guests throughout Historic Dublin during events such as Sláinte Thursdays. It's also used to transport guests from event venues throughout Dublin to and through Historic Dublin. There is no charge to the guest.

The City of Dublin offers free parking and free shuttle service to our guests during events such as the Dublin Irish Festival and the Memorial Tournament.

The Memorial Tournament hires private services and counts on hundreds of volunteers to shuttle patrons in vans and buses. In addition, the City of Dublin offers a private shuttle for our hospitality guests.

The Central Ohio Safe Ride program has been used throughout Dublin for various events the last several years. If restaurant patrons or festival and event guests are under the influence, we offer \$10 vouchers per passenger so that guests can have a "safe ride" home.

Dublin features one of the most extensive shared use path systems in the greater Columbus area, with nearly 100 miles and new sections added each year. Links to Dublin's bikepath maps are promoted by event organizers and a new volunteer group, the Dublin

Bike Ambassadors, rides the paths often to check on their condition and to guide bicyclists to their destinations.

Bike racks throughout Dublin and designated bike parking lots at events have become a common feature for our guests and supports the City's "green initiative." The Dublin Irish Festival encourages guests to "take advantage of the Dublin's bike system and pedal to the Festival! Park your bike for free at two Dublin Methodist Hospital secure Bike Parking areas located west of the Dublin Community Recreation Center at the Bike Stable and on the northeast corner of Coffman Rd. and Emerald Parkway." The Memorial Tournament also introduced complimentary bike parking at the 2012 tournament and has plans for expansion for the 2013 Memorial Tournament and inclusion at the 2013 Presidents Cup.



Estimated City Visitors Annually Attributed to Festivals and Events

The City of Dublin attracts an estimated 1.7 million visitors annually generating nearly 450,000 room nights at one of Dublin's 14 hotels for the purpose of leisure and business travel. The impact of visitors that attend Dublin's events is enormous – the economic impact of the annual Memorial Golf Tournament and the Dublin Irish Festival is \$36.5 million and \$5.5 million respectively. The City not only attracts travelers from across the United States but from abroad as well. Last year, the Dublin Visitor Information Center in Historic Dublin hosted visitors from 44 states and 29 countries.

Hotels

	Rooms	Suites
Chase Suite Hotel	92	92
Extended Stay Deluxe–Tuttle Crossing	82	82
Columbus Marriott Northwest	30	36
Courtyard by Marriott	47	12
Crowne Plaza Columbus-Dublin	21	51
Embassy Suites Columbus/Dublin	28	284
Extended StayAmerica–Metro Place	104	104
Hampton Inn	123	0
Hilton Garden Inn	100	0
Holiday Inn Express Dublin	117	3
Homewood Suites by Hilton	89	89
Quality Inn & Suites	41	41
Red Roof Inn	106	0
Residence Inn by Marriott	106	106



Room Nights for Select Events

Event	Room Nights	Est. Attendance
Nike Challenge (Girls Weekend)	941	9,900
Nike Challenge (Boys Weekend)	1,709	14,652
Ohio Middle School Lacrosse	632	4,224
SAFECON Nationals	1,458	1,500
Wayne Williams Memorial	760	4,556
PGA Memorial Tournament	3,538	NA
Arthritis Car Show	318	3,500
Buckeye Elite Tournament	1,177	10,034
Emerald City Games	10	5,000
Dublin Irish Festival/Columbus Feis	2,148	100,000
Dublin Charity Cup	363	6,030
Ohio Premier Invitational	1,364	10,050

**supplied by the Dublin Convention & Visitors Bureau*



Section 2 » Community Festivals and Events

Dublin Events at a Glance

February

Last Chance for Boston,
annually in February

March

St. Patrick's Parade,
annually the Saturday closest to March 17
St. Patrick's Day Community Celebration
– Brazenhead, annually on March 17
Kiwaniis Easter Egg Hunt & Pancake
Breakfast, annually the week before Easter

April

Central Ohio Select
Baseball Tournament,
annually in April
Club Ohio Nike Challenge Cup/Soccer,
annually in April
Sells Middle School PTO 5K Run to
benefit Pancreatic Cancer,
annually in April

May

Thaddeus Kosciuszko Park
Dedication and Ceremony,
May 12, 2012
OMS Lacrosse Tournament,
annually in May
Sláinte Thursdays, third Thursdays
of the month May - September
Wayne Williams Memorial
Baseball Tournament,
annually in May
Starburst Soccer Tournament,
annually in May
Memorial Day Parade & Ceremonies,
annually on Memorial Day
The Memorial Tournament,
annually the week of Memorial Day
The Memorial Tournament Community
Celebration - Bogey Inn, The Bunker at the
Country Club at Muirfield Village, Mary Kelley's
Irish Restaurant, Special Sláinte Thursday,
annually the week of the Memorial Tournament

June

Lyndsey & Kyle Memorial Run,
annually in June
Kohl's American Cup Soccer,
annually in June
Relay for Life, annually in June
Sundays at Scioto, every Sunday
second week of June to last week in July
Sláinte Thursdays,
third Thursdays of the month May - September
Kiwaniis Frog Jump and Festival,
annually last weekend in June

July

Sundays at Scioto, every Thursday of the
month of July
Independence Day Celebration,
annually on July 4
Arthritis Foundation Car Show,
annually the second weekend of July
Dublin Art Fair,
annually the second weekend of July
BAPS Walkathon,
annually in July
Mile Dash,
annually in July
Mountain Bike & Cyclocross Event,
annually in July
Sláinte Thursdays,
third Thursdays of the month May - September
Emerald City Music Games,
annually in July





Dublin Events at a Glance - Con't.

August

Dub Crawl & DIF 5K, *annually Thursday prior to the Dublin Irish Festival*
 Dublin Irish Festival, *annually the first weekend in August*
 49th Parallel Cup Australian Football Games, *annually in August*
 Sláinte Thursdays, *third Thursdays of the month May - September*
 Emerald City Half & Quarter Marathon, *annually in August*

September

Dublin Charity Cup/Soccer, *annually in September*
 Italian Gathering Car Show benefitting Dave Thomas Foundation for Adoption, *annually Labor Day Weekend*
 Dublin Jerome HS Homecoming Parade, *annually in September*
 Run for God 5K, *annually in September*
 OP Invitational/Soccer, *annually in September*
 Sláinte Thursdays, *third Thursdays of the month May - September*
 Dublin United Tournament/Soccer, *annually in September*
 Teen Driving Rodeo, *annually in September*
 Dublin Alumni 5K - Kate Waldron, *annually in September*

October

Canine Companions Dogfest, *annually in October*
 Spooktacular, *annually the Thursday the week prior to Halloween*

November

Veterans Day Ceremony, Breakfast and Ceremony, *annually on Veterans Day*
 St. Brigid SPICE 5K, *annually in November*
 Flying Feather Four Miler, *annually in November*

December

Christmas Tree Lighting, *annually the first Thursday in December*
 Light the Night in Historic Dublin, *annually the month of December*
 Snowflake 5K, *annually in December*



Signature Events

St. Patrick's Day Parade

The greenest day in Dublin in 2012 featured the annual St. Patrick's Day parade complete with 21,000 guests in attendance, an honorary Grand Leprechaun and more than 100 parade entries. Designated by travel website Orbitz as one 2012 Top 10 Spots to "Get in the Irish Spirit for St. Patrick's Day", the celebration included local business community sponsorship of a Best Legs in a Kilt contest by the Historic Dublin Business Association and an annual pancake breakfast by the Lion's Club at Sells Middle School which is along the parade route.

Of course the 2012 parade was possible thanks to an estimated 225 hours given by 88 volunteers who helped with information tents and parade marshaling, dressed up as a "Lucky Leprechaun," or guided giant parade balloons along the parade route.

Top Executive Contact Information:	<i>Alison LeRoy, Events Manager</i>
Number of Years Festival or Event has been produced:	<i>30 - approximate</i>
Event Dates:	<i>Saturday closest to March 17</i>
Recurrence Cycle:	<i>Annually</i>
Estimated Gross Operating Revenues:	<i>\$13,500</i>
Estimated Gross Operating Expenses:	<i>\$18,800</i>
Estimated Total Sponsorship Support:	<i>\$119,825</i>
• Cash Sponsors/ Partners	<i>\$12,000</i>
• In-Kind Services	<i>\$3,825</i>
• Value of Donated Media Coverage	<i>\$104,000</i>
Estimated Volunteer Count & Estimated Hours Worked:	<i>88 volunteers; 225 service hours</i>
Estimated Attendance:	<i>21,000</i>
Primary Targeted Marketing Efforts:	<i>National</i>
• Regional and national travel and tourism media	
• Statewide and Central Ohio news media	
• Social media including Facebook, Twitter and YouTube	
Estimated Percentage of Annual Attendees from Geographical Area:	<i>Not available</i>
Awards and Recognition Received:	
• Orbitz – 2012 Top 10 Spot to Get in the Irish Spirit for St. Patrick's Day	
Professional Industry Involvement / Memberships:	<i>Included in Section 4</i>

See Appendix B - St. Patrick's Day Report





Signature Events - Con't.

the Memorial Tournament
 presented by **Nationwide Insurance**
 (Official PGA TOUR Event)
www.thememorialtournament.com

The Memorial Tournament presented by Nationwide Insurance remains a leading event on the PGA TOUR by way of a commitment to perfection and presenting golf at its finest. The Tournament was founded and hosted by Jack Nicklaus in 1976 and is held annually at Muirfield Village Golf Club in Dublin, Ohio. The Memorial Tournament is conducted each year with three goals in mind: to honor the memory of individuals living and deceased who have distinguished themselves in the game of golf; to showcase the world's best golfers competing on one of the most challenging venues in the world for the enjoyment of spectators; and to benefit many Greater Columbus charities in alliance with the Nicklaus Children's Healthcare Foundation, Nationwide Children's Hospital and numerous other local organizations. A philosophy of honor, tradition and excellence emanates from the Memorial Tournament's legendary leadership, venue and its exceptional relationships within the community.

Top Executive Contact Information:

*Daniel P. Sullivan, Executive Director - 614-889-6781,
 dsullivan@thememorialtournament.com*

Number of Years Festival or Event has been produced:

37

Event Dates:

May 28 – June 3, 2012 / May 27 – June 2, 2013

Recurrence Cycle:

Annual

Estimated Gross Operating Revenues:

Confidential

Estimated Gross Operating Expenses:

Confidential

Estimated Total Sponsorship Support:

Confidential

Estimated Volunteer Count:

2,500 and Estimated Hours Worked: 31,250

Estimated Combined Aggregate Attendance:

150,000

Estimated Non-Aggregate Attendance:

(same as above)

Primary Targeted Marketing Efforts:

- Local with additional regional, national & international television coverage through CBS Sports & Golf Channel including 34 hours of television coverage (21 hours live) in 225 countries and territories.

Estimated Percentage of Annual Attendees from Geographical Area:

- Local: 65%, Statewide: 22% Regional: 5%, National: 7%, International: 1%

Awards and Recognition Received:

- PGA TOUR Best Use of Players

All player events were well-planned and executed, which benefitted Nationwide Insurance, tournament volunteers, tournament charities, fans and other tournament sponsors. One of the highlights was a visit to the Nationwide Children's Hospital by *Charley Hoffman* and *Chris DiMarco*. The tournament also utilized players such as *Charl Schwartzel*, *Rickie Fowler*, *Rory McIlroy* and *Justin Rose* at the *Jack Nicklaus Golf Clinic*. The tournament maximized its use of players with additional appearances at sponsor dinners, *Fore Hope Breakfasts* and military clinics throughout the week.

Management Staff Professional Certifications and/or Degrees in Festival & Event Management:

- Senior leadership team has degrees ranging from Undergraduate to Graduate degrees in Sport Management, Business and Marketing.

Professional Industry Involvement / Memberships:

Official PGA TOUR Event

Signature Events - Con't.

Independence Day Celebration***

The 2011 Dublin Independence Day Celebration was held on Monday, July 4. The theme "Star Spangled Soul" was reflected through the day in 93 parade units and in table decorations for the evening community celebration in the Dublin Coffman High School Stadium. As with other community-wide celebrations, we relied on the engagement of 122 volunteers of all ages who contributed more than 362 hours of service to help make the celebration possible.

The festivities began with the 26th Annual Sherm Sheldon Fishing Derby at the Dublin Community Recreation Center pond where kids and adults competed for prizes for catching the largest fish. About 22,000 people attended the traditional parade, and 12,000 participated in the evening celebration beginning with a Canine Frisbee Championship, featuring a concert by Smokey Robinson and the Miracles and ending with spectacular fireworks.

2012 entertainment was Joe Walsh; past entertainers include Boyz II Men, Huey Lewis and the News, K.C. and the Sunshine Band, Rick Springfield, Kenny Loggins, Village People, Pat Benatar and more.

Top Executive Contact Information:	<i>Alison LeRoy, Events Manager</i>
Number of Years Festival or Event has been produced:	<i>18 Years</i>
Event Dates:	<i>July 4</i>
Recurrence Cycle:	<i>Annually</i>
Estimated Gross Operating Revenues:	<i>\$ 62,459</i>
Estimated Gross Operating Expenses:	<i>\$383,914</i>
Estimated Total Sponsorship Support:	<i>\$42,750</i>
• Cash Sponsors/ Partners	<i>\$11,000</i>
• In-Kind Partners	<i>\$10,750</i>
• Media Partners	<i>\$21,000</i>
Estimated Volunteer Count & Estimated Hours Worked:	<i>122 volunteers; 362 service hours</i>
Estimated Combined Aggregate Attendance:	<i>34,000</i>
Estimated Non-Aggregate Attendance:	
• Parade attendance	<i>22,000</i>
• Evening Celebration and Concert	<i>12,000</i>
Primary Targeted Marketing Efforts:	<i>Local</i>
• Regional and national travel and tourism media	
• Statewide and Central Ohio news media	
• Social media including Facebook, Twitter and YouTube	
Estimated Percentage of Annual Attendees from Geographical Area:	<i>NA</i>
Awards and Recognition Received:	<i>NA</i>
Professional Industry Involvement / Memberships:	<i>Included in Section 4</i>

See Appendix C - Independence Day Report



*** Final numbers for Independence Day 2012 are not complete at this time, therefore this entry features 2011 Independence Day celebration, which is highly similar to 2012.





Signature Events - Con't.

Dublin Irish Festival

For 25 years, the first weekend in August has been reserved for what is now the world's second largest Irish celebration. Nearly 100,000 guests attend the Dublin Irish Festival (DIF). With seven stages, more than 65 acts and 535 performers, the Festival offers something for everyone.

The Festival kicks off on Thursday with the DIF 5K and Kids Fun Run in Historic Dublin. The celebration continues throughout the pubs, eateries and shops with the annual DubCrawl. On Friday morning and afternoon the Festival Academy offers classes in Irish music, dance and culture. The three-day festival situated on 29 acres in Dublin's Coffman Park includes attractions such as the popular Wee Folk area to Celtic Canines, Emerald Arts Isle, Celtic athletic events and Highland Heavyweight Games. Named the 2012 Best Heritage Festival by Columbus Parent Magazine, this one-of-a-kind event offers guests the opportunity to experience authentic Irish dancing, and discover the best of Irish music, food, sports, art and culture without the cost of traveling to Ireland.

In 2011, more than \$102,000 was returned to the community through the Sharin' o' the Green program. On Sunday morning, guests donated 10,300 pounds of food and \$8,800 to the Dublin Food Pantry.

New for 2012 are an Irish Authors Corner and Irish Art Exhibit as well as the 2012 International Highland Games Federations Women's World Team Championships.

Top Executive Contact Information:	<i>Alison LeRoy, Events Manager</i>
Number of Years Festival or Event has been produced:	<i>25 Years</i>
Event Dates:	<i>First full weekend in August</i>
Recurrence Cycle:	<i>Annually</i>
Estimated Gross Operating Revenues:	<i>\$1,742,987</i>
Estimated Gross Operating Expenses:	<i>\$1,627,133</i>
Estimated Total Sponsorship Support:	<i>\$247,980</i>
Estimated Volunteer Count & Estimated Hours Worked:	<i>1,300 volunteers; 12,600 service hours</i>
Estimated Combined Aggregate Attendance:	<i>100,000</i>
Primary Targeted Marketing Efforts:	<i>National</i>
	<ul style="list-style-type: none"> • Regional and national travel and tourism media including airline magazines • National, regional, statewide and local news media outlets • Statewide paid television, radio and print advertising • Dedicated Website • Social media including Facebook, Twitter and YouTube • Live streaming of Festival entertainment
Estimated Percentage of Annual Attendees from Geographical Area:	<i>NA</i>
Awards and Recognition Received:	<ul style="list-style-type: none"> • 7 IFEA Haas & Wilkerson Pinnacle Awards in 2011 <ul style="list-style-type: none"> - GOLD: Best Single New Sponsor Program - GOLD: Best TV Promotion Ad Spot - GOLD: Best Merchandise - SILVER: Best Social Media Site - SILVER: Best T-Shirt Design - BRONZE: Best Individual Sponsor Program - BRONZE: Best Single Magazine Display Ad
Professional Industry Involvement / Memberships:	<i>Included in Section 4</i>

See Appendix D - Dublin Irish Festival Annual Reports

Dublin Events – A Closer Look

Kiwanis Easter Egg Hunt & Pancake Breakfast

The Dublin Kiwanis Annual Easter Egg Hunt attracts Dublin children and their parents for a pancake breakfast followed by a hunt divided into age groups for 7,000 eggs in an open field. A visit by the Easter Bunny and robots designed by local middle schools to pick up eggs provide entertainment. Funds raised by the event in 2012 benefitted a Kiwanis Worldwide project, Eliminate, with the goal of eliminating maternal and neonatal tetanus. Location: Coffman Park. 100% volunteer organized and staffed.

Sláinte Thursdays

The third Thursday, May through September, is Sláinte Thursday, Historic Dublin's multi-sensory grazing event. Featuring a variety of experiences from music and arts to casual shopping and upscale dining, it is a monthly opportunity for friends, families and art and music lovers to stroll, mingle and browse among eclectic shops and attractive streetscapes. Complimentary public and valet parking is available. Sláinte in Gaelic means "to your health." 50% volunteer/50% HDBA coordinator developed and implemented.

Sundays at Scioto

The annual Dublin Arts Council Sundays at Scioto summer concert series takes place each Sunday evening from June through July in the Scioto Park amphitheatre. This showcase for local and regional performing artists includes something for almost every musical taste, from Latin salsa to big band swing and soul. Guests are invited to arrive early for the free concerts to choose their favorite spot. Picnic dinners, blankets and lawn chairs are welcome. Developed and implemented by the Dublin Arts Council Staff with support from volunteers.

Kiwanis Frog Jump and Festival

The Dublin Kiwanis Annual Frog Jump is Dublin's oldest event, dating back to 1966. Each June, the Kiwanis host this annual array of amphibious athleticism. More than 1,000 young "frog jockeys" participate in several age divisions, with thousands of spectators cheering on their favorite frog. Competition includes multiple playoff rounds, followed by a championship. There are loads of prizes to enhance the competition. Location – Coffman Park. 100% volunteer organized and staffed.

Arthritis Foundation Car Show

Celebrating its 30th anniversary in 2012, the Annual Arthritis Foundation Auto Show is held in early July at Dublin's Metro Center. It attracts more than 1,500 classic and collectible cars from 20 states competing for 100 trophies and many prestigious awards, making it the largest and most successful classic auto show in Ohio. The event raises funds to support public education and research to develop a cure for arthritis. Event produced 50% by Central Ohio Arthritis Foundation Chapter staff and 50% by volunteers.

Dublin Art Fair

The Dublin Area Art League sponsors the annual Dublin Art Fair to raise artistic awareness in the community and provide opportunities for Ohio-based artists to sell their work. The show is free and open to the public and is held on the Village Green Space at two adjacent school buildings, Indian Run Elementary School and Sells Middle School, providing highly visible and plenty of display space for the more than 100 featured artists and ample room to expand the art show as it continues to grow each year. Columbus City Scene Magazine named the Dublin Art Fair as the Best in 2012.

Emerald City Music Games

Dublin City Schools presents the Emerald City Music Games every July at Dublin Coffman High School Stadium. A local stop on Drum Corps International's Summer Music Games Tour, the event features several of the world's top drum and bugle corps in a late season competition just weeks from the World Championships in Indianapolis, Indiana. The Emerald City Music Games, a family-oriented music event, showcases some of the finest marching musical ensembles in the world. This event is an opportunity to provide premier musical entertainment for the community, as well as funding to help support student activities and facility maintenance.

Spooktacular

An estimated 4,000 guests attended the annual Halloween Spooktacular held in the Dublin Community Recreation Center and on the adjoining event lawn in Coffman Park. Outdoors the Trunk or Treat Trail, hosted by 30 area organizations, elaborately decorate the trunks of their cars and distribute candy and treats to the ghosts and goblins. A hay maze, spooky trail, pumpkin carving demonstrations and old-fashioned hayrides keep the young guests entertained.

Inside the recreation center, the theater features a local dance troupe and "monster mash" for middle school students only. A recent partnership with Columbus' Center of Science and Industry has introduced scientific experiments to the mix.

Christmas Tree Lighting Ceremony

Each December the Historic Dublin Business Association, Dublin City Schools and the City of Dublin collaborate on the presentation of the annual Christmas Tree Lighting Ceremony. The festive evening begins with musical performances from students in the elementary and middle schools.

Santa Claus arrives on the Washington Township fire truck and helps the Mayor light the tree. The 40' tree, which is located along one of Dublin's highly traveled roadways, is professionally decorated with thousands of glistening lights and ornaments. Before and after the ceremony live reindeer are on display, complimentary hot chocolate and cookies are shared and professional photos with Santa are available.





Patriotic Events

Memorial Day Procession & Ceremony

The Dublin Veterans Organization and the City of Dublin partner to present the annual Memorial Day Procession and Ceremony. The procession, led by the Color Guard, includes boy scouts, one of the high school marching bands, military vehicles and more. The procession stops momentarily for the wreath throwing ceremony on the Bridge Street bridge, flows into the Dublin Cemetery for the chaplain's message and a 21 gun salute. A bagpiper then leads the guests to the Grounds of Remembrance at Dublin Veterans Park. Each year selected high school students read Memorial Day essays and a guest speaker shares his/her thoughts on the significance of the day. Dublin City Council treats all of the guests to a complimentary picnic lunch.

Veterans Day Breakfast and Ceremony

The City of Dublin, the LCPL Wesley G. Davids American Legion Post 800 and Veterans of Foreign Wars Post 10691 collaborate on the annual Veterans Day Ceremony. Each year, a nearby local bistro invites all veterans and their family members for a free breakfast. The conversation and the camaraderie are a not to be missed experience. At 10:30 a.m. a bagpiper leads the guests to nearby Veterans

Park for the ceremony at the Grounds of Remembrance. As this is a school day, the nearby middle school students attend the ceremony and enjoy personally guided tours of the Grounds of Remembrance by Dublin veterans. Students and other attendees are encouraged to walk the grounds, read the inscriptions on the Dedication Stones and leave mementos at the Memory Wall.

Military Appreciation Day at the Memorial Tournament

Each year the Memorial Tournament designates one day to honor all active, reserve or retired military personnel. Complimentary access to the Tournament is provided for service members and their immediate family. A private lunch is hosted for a select group of individuals who have recently returned from an active war zone, and a military golf clinic is hosted featuring PGA Members. As tradition has held, the military is also involved in the Tournament Honoree Ceremony serving as the color guard, helping to display a large American flag during the playing of the National Anthem and the final raising of the American flag for the Tournament.

Grounds of Remembrance in Dublin Veterans Park

The Grounds of Remembrance was dedicated on Memorial Day 2009 and now serves as the ceremonial backdrop for Memorial Day and Veterans Day services. This tribute to the men and women who served our country during times of war and peace has six features:

- The Memory Wall's brass insets invite visitors to leave personal messages.
- The limestone POW-MIA/KIA Memorial sets aside a designated space for special recognition.
- The Recognition Walk is lined with Dedication Stones personalized with the names of veterans.
- The Dedication Wall pays tribute to the five branches of service with bronze medallions.
- The Patrons Sycamore Grove provides a natural canopy for the collective gathering space.
- The 10' x 60' copper-clad Loggia is a place for ceremony, shelter and collective pause.

The Grounds of Remembrance may well be one of Dublin's newest and smallest gathering places for ceremonies but it is by far the most significant.

One Time Events

Can-Am Police and Fire Games

August 2010

The Can-Am Police and Fire Games began in 1977, promoting physical fitness and camaraderie between law enforcement, fire, emergency and protective services personnel and agencies. Through aggressive marketing and tremendous interest from the law enforcement and fire fighting industry, the event grew in prominence and a bid process was established so that organizers could choose among the best cities in Canada and the United States. Other host cities have included Spokane, Washington; London, Ontario; Baton Rouge, Louisiana and Saskatoon, Saskatchewan.

Planning for the Games was a multi-year process that involved the Dublin Police, Washington Township Fire, City of Dublin and many others. In the end, the Games included 39 different sporting events located at over 20 different venues. They attracted participants from 35 different states and nine countries around the world. All proceeds of the Games benefitted two local charities, MDA and Get Behind the Badge.

The Field of Honor

September 10 – 13, 2011

Dublin marked the tenth anniversary of 9/11 with a majestic display of 3,000 flags at Dublin Coffman High School. The City of Dublin, the Dublin Foundation, Dublin AM Rotary and Washington Township led the efforts for the collaborative community commemoration with 375 volunteers donating 1,750 hours. Thousands of people visited the Field of Honor both day and night to pay solemn tribute, reflect and remember. More than 1,000 flags were sold with proceeds benefitting a scholarship fund for local first responders.

Arigato, Ohio!

October 26, 2011

In October, the Consul General of Japan in Detroit, Kuninori Matsuda, and the City of Dublin presented Arigato, Ohio! – which means “Thank You, Ohio” at the Conference Center at OCLC, the Online Computer Library Center. Guests were treated to authentic Japanese food, music, dance, costumes and customs. This celebration of gratitude was extended to Dublin and the State of Ohio for the outpouring of support offered to Japan in the days, weeks and months following the March hurricane and tsunami. The tragedy hit particularly close to home for Dublin, which has more than 1,700 Japanese residents and dozens of Japanese-owned businesses.

Thaddeus Kosciuszko Park Dedication and Ceremony

May 12, 2012

The City of Dublin was presented a unique opportunity when a new park was named for the land’s original owner Polish General Thaddeus Kosciuszko. Combining our community’s respect and appreciation for the military along with our fondness for ethnic cultural celebrations, an event was planned that attracted guests from Columbus, Cleveland, Cincinnati, Youngstown and Detroit. The Park Dedication Ceremony featured Alex Storzynski, the President and Executive Director of the Kosciuszko Foundation as well as Vice Consul General of Poland/New York Malgorzata Kozik. Following the dedication the celebration continued at nearby Scioto Park. An authentic Polish lunch was served, youth and adult Polish dancers performed and a Polka band entertained. The event ended with an outdoor mass in the Scioto Park Amphitheater; the mass was celebrated in Polish as well.





2013 Grand Event – The Presidents Cup

The Presidents Cup

The Presidents Cup 2013 will provide an international stage on which to showcase the City of Dublin, Greater Columbus and the State of Ohio. Since it began in 1994, The Presidents Cup has grown exponentially in size and stature and today is one of the most eagerly awaited, highly watched events in all of golf. The Presidents Cup is more than a golf tournament; it represents – Diplomatic Strength through presence of US Presidents and World Leaders as well as Regional Value through economic impact and international recognition.

In May 2012, PGA TOUR Commissioner Tim Finchem announced that Fred Couples and Nick Price will serve as captains of the U.S. and International Teams, respectively, for The Presidents Cup 2013.

Appendix E - Presidents Cup

Dublin Ohio First to Commit Government Sponsorship Dollars

The City of Dublin was the first governmental agency to commit support to the 2013 Presidents Cup. In 2011, Dublin City Council unanimously voted to approve a \$250,000 cash sponsorship. In addition to the financial support, The City of Dublin also will offer:

- City Services Support
- Marketing Communication Cooperation
- Political and Diplomatic Contribution

Charitable Giving

The golfers who play in the event do not receive prize money. Each player, captain and captain's assistant names a charity or golf related project to receive a portion of the proceeds. More than US\$22 million has been donated to a wide range of worthy causes since the tournament began. A record tying US\$4.2 million was distributed worldwide following the 2009 event.

Media Impact

- More than 600 credentialed media traveling in from all corners of the world
- Thousands of stories and posts emanating from Muirfield Village Golf Club and Dublin, Ohio
- All leading US sports media will cover the week's activities and competition
- All regional media will cover the competition, human interest and business stories related with the Presidents Cup

Economic Impact

Projected economic impact to the City of Dublin and Greater Columbus:

- \$50 million
- Potential of 5 - 7,000 + international travelers
- More than 10 - 12,000 + spectator room nights anticipated
- Attendees will stay in Dublin and Columbus and spend their money on room nights, food & beverage and regional attractions

Anticipated Attendance

- 30,000+ per Competition Day
- 150,000 throughout the week
- Domestic – 95%
- International – 5%

Section 3 » City/Governmental Support of Festivals and Events

Defined Public Objectives and Support Statements for Festivals and Events by the City and Other Local Government Agencies

With an eye toward the future, Dublin City Council spearheaded two financial initiatives that would enhance the community through income tax dollars as well as hotel/motel tax dollars. Dublin's one percent income tax was established in 1972; the increase to two percent in 1987 established parity with Columbus. In addition to the income tax innovation, another tax decision initiated by City Council was the hotel/motel tax, also known as bed tax. By instituting the bed tax on public accommodations in Dublin, Dublin's 1988 City Council bestowed a lasting gift upon the community. The initial bed tax collection in 1989 generated \$528,837. Bed tax revenue remains a free benefit to Dublin residents unless they stay overnight in a Dublin hotel.

Council wrote a unique ordinance requiring 75 percent of the bed tax funds to be used for art,

special events, beautification and initiatives to draw visitors and tourists to Dublin. Council's foresight in writing that ordinance has been rewarded many times over, making Dublin a community enhanced by public art, top-notch sports facilities with amenities conducive to attracting regional youth and adult tournaments, a multitude of activities, events and festivals, and a distinctive sense of place with ongoing beautification projects that have resulted in a green and vibrant community landscape.

The ordinance also required that 25 percent of the bed tax to be used to establish and continue to fund a local convention & visitor's bureau. Dublin City Council demonstrated incredible foresight, once again, with the establishment of a Dublin Convention & Visitors Bureau (DCVB) and it was the first suburban bureaus in the Greater Columbus region. To this day, the DCVB continues to serve as a catalyst for the steady increase in Dublin's annual bed tax collection. Today, Dublin collects approximately \$2 million in annual bed tax.

Also in 1989, Dublin City Council approved the creation of the position of Public Information Officer/Special Events Coordinator. Again, this

was the first such position in a Greater Columbus suburban community. Half of the position was funded by the hotel/motel tax. The goal was to turn the Dublin Irish Festival into a signature event (attendance then was 500; today it's 100,000), to enhance the reputation of Dublin with a result of attracting more events to the community, and to assist in the development of a hotel/motel tax grant program to fund local and eventually regional events. Today the Events Administration Department is responsible for presenting the St. Patrick's Day Parade, the Independence Day Parade and Concert/Firework Celebration and the Dublin Irish Festival. It also is responsible for the Event Permit Process.

And in 1998, Dublin City Council approved the creation of the position of Volunteer Coordinator. This position was placed in the Office of the City Manager so that its emphasis wouldn't be solely focused on events and recreation. The incumbent was challenged to create a comprehensive City program that considered the needs of all departments and community organizations as well as the skill set of willing residents and corporate citizens. The City of Dublin Volunteer Program is a national model for engaging citizens in meaningful, effective

community and government involvement with committed passionate community members and staff leadership. A volunteer program in and of itself, the Dublin Irish Festival utilizes 1,200 volunteers in one weekend each year. Volunteers serve in more than 60 areas of the Festival. Many one-time events occur throughout the year that the City hosts for the community such as St. Patrick's Day, Earth Week, Bike Rodeo, Community Camp Out, Independence Day, Halloween Spooktacular, Make A Difference Day, Disaster Drills and a Police Memorial/Open House/Tour.

The growth and increasing responsibilities of these initiatives, demonstrates Dublin City Council's commitment to events, festivals, the arts, volunteerism – and community engagement.

To document and formalize their commitment in these and other areas of local government, Dublin City Council participates in an Annual Goal Setting exercise. Of course the charge of council is to consider the entire community – and while they are diligent to respect the decisions made by former council members they are visionary and progressive with current goals to ensure that Dublin remains a leading

edge community. Former and current goals that support community engagement, the tourism industry and the attraction and implementation of intimate community events as well as grand scale festivals include:

- Develop brand recognition locally, nationally and internationally through key stakeholders and strategic market initiatives. Tell and validate the Dublin experience through engagement of third parties who champion the brand for the advancement of Dublin.
- Create a community culture of health, wellness and work/life balance for those who work and live in Dublin using innovative, collaborative, community-based educational and motivational initiatives.
- Build on the City's existing practice of shared services by continuing to explore new partnerships with private, non-profit, and governmental entities, with a focus on service improvement and/or cost reduction.

Appendix F – Dublin City Council Goals

Direct Funding Support Provided to and/or Budgeted for Festivals and Events from the City or Other Government Agencies

The City of Dublin Hotel/Motel Tax Fund was established to improve the quality of life for its residents, corporate citizens and visitors. Home to 14 hotels/motels, Dublin generates funds from a six percent tax on overnight stays as outlined in City Ordinance 133-87.

Grants are available for entertainment/cultural events and beautification projects that enhance visitor appeal, encourage overnight stays and enhance the quality of life in the City.

The City welcomes grant requests from federally recognized, tax-exempt, not-for-profit organizations.

The City of Dublin is interested in funding organizations that demonstrate they have

planned their projects with respect to the community's goals and values. Priority is given to projects that:

- Generate overnight stays in Dublin hotels
- Encourage support of Dublin businesses, restaurants and attractions
- Attract positive coverage in local, regional and national media
- Reach a broad segment of the community
- Request seed money for innovative programs related to the aforementioned criteria
- Seek multiple sources of support rather than rely on the City as a single funding source
- Yield benefits to the community for the resources invested
- Promote cooperation among event organizers to reduce costs
- Enhance or improve the community

Funding options also are available from a variety of community organizations such as The Dublin Foundation, the Dublin Arts Council, and the Dublin AM Rotary Foundation. In addition, Dublin's 3,000 businesses have demonstrated their commitment to events in Dublin through sponsorships, partnerships, volunteerism and promotion.

Appendix G – Hotel/Motel Tax Fund

Grants are available for entertainment/cultural events and beautification projects that enhance visitor appeal, encourage overnight stays and enhance the quality of life in the City.

In-Kind Services Support Provided to and/or Budgeted for Festivals and Events from the City or Other Government Agencies

The City of Dublin, the Dublin Convention and Visitors Bureau and the Dublin Chamber of Commerce combine energies and expertise to support community events and festivals through promotion, volunteerism and community engagement. It is common for these three agencies, as well as other Dublin organizations, to work with festival and event organizers to develop shared initiatives, create new or enhance existing partnerships and encourage or identify opportunities for shared resources and services.

The City of Dublin conducts an annual Fees for Service study. The city services that support events are carefully examined and detailed in the study. This tool is used by event organizers and the City of Dublin's Finance and Events Administration departments to determine needs and costs of community events. In addition, these departments assist Hotel/Motel

Tax Grant applicants when they are seeking in-kind city services support.

Appendix C – Fees for Services

Defined Role of the City in Festival and Event Approval City-Provided Festival and Event Process Coordination and Assistance System

A number of City departments are involved in the logistics necessary to produce safe and successful community events. In addition, the City requires permits and approvals before an event may take place. In an effort to simplify the application procedures for community event planners, the City of Dublin Events Administration Department has prepared:

- A customer service oriented process that includes a comprehensive guidebook to implementing events in Dublin
- A one-stop shop process. This weekly, comprehensive and helpful process includes representatives from events administration,

police, code enforcement, engineering, building standards, streets & utilities, parks, recreation, Washington Township paramedics and when necessary the Dublin Convention and Visitors Bureau, Dublin City Schools as well as other communication agencies that may be of service. There is no charge for this meeting; however, there is a \$125 charge to file the event permit.

Appendix H – Community Event Guidebook and Permit Process

Participation in Official Capacity by City Department Representatives on Boards and Planning Committees of Local Festivals and Events

As part of the application and follow-up reporting process for Hotel/Motel Tax Grants, applicants are required to submit detailed and timely follow-up reports. The City Administration carefully reviews these comprehensive reports and provides summaries for Dublin City Council to ensure future funding and participatory support decisions are made with the best and most factual information.

Community engagement is a hallmark of the Dublin community and to that end members of Dublin City Council and/or the City Manager – or their designees are involved in numerous community events in either a participatory or ceremonial capacity. This level of engagement extends to the executive directors of the Dublin Arts Council, Chamber of Commerce

and The Dublin Convention & Visitors Bureau. What's more, the involvement of our School Superintendent and the School Board extend beyond school events and tournaments.

The opportunity for the Mayor of the City of Dublin to participate in the 2013 Presidents Cup Leadership Committee is providing our community a prominent seat at the table with elected officials and business leaders from Greater Columbus and the State of Ohio. Related to this opportunity, Dublin Police Lt. Steve Farmer and DCVB Executive Director Scott Dring were chosen to represent Dublin as part of the 2011 United States Presidents Cup Delegation in Melbourne, Australia.

And in the festival arena, Dublin Event Manager Alison LeRoy represented Dublin, Ohio in Dublin, Ireland as a delegate at the International Irish Festival Promoters Conference.

What's more, the City of Dublin encourages volunteer commitment in leadership roles and to that end, a number of our employees are involved with Dublin and Greater Columbus organizations, festivals and events in leadership, committee and board roles.

Local Laws, Ordinances, Regulations, Permits and Policies Impacting and Supportive of Festivals and Events

Event organizers and their vendors and contractors are responsible for ensuring all local laws, ordinances, regulations, permits and policies are met. Guidance is available from the Events Administration and Support team during and following the "one-stop-shop" meeting. The Event Guideline details the requirements; however there is a number of governing city ordinances.

Appendix I – City Ordinances

City Provided Festival and Event Training Programs

The City of Dublin, the Dublin Convention and Visitors Bureau and other community organizations develop and present current and relevant training programs to City employees, volunteers, first-line employees in the local service industry and more. Our goal is to inform and empower event organizers and event supporters with an end goal of providing safe, successful and customer service oriented events. Current training programs are re-evaluated annually and new training programs are introduced based on trends in the event industry as well as in the risk management and safety arenas.

Appendix J – Professional Development and Training Programs

Direct Industry Involvement / Memberships by City/City Departments

American Bus Association
American Red Cross
Association of Irish Festivals and Events
Capital Area Tourism Alliance (Board)
Central Ohio Safe Ride (Board)
Central Ohio Theatre Roundtable
Cities of Service
Columbus Special Events Council
Destination Marketing Association International (Board)
Dublin Chamber of Commerce
Dublin Convention & Visitors Bureau (Board)
Franklin County Board of Health
Greater Columbus Convention & Visitors Bureau – Experience Columbus
Greater Columbus Irish Cultural Foundation (Board)
Historic Dublin Business Association
International City Management Association
International Festival and Event Association
International Special Events Council
International Special Events Society
Leadership Dublin
Learning Resources Network
Meeting Planners International
National Association of Sports Commissions
National Association of Volunteer Programs in Local Government
National Institute for Recreation Inclusion
National Points of Light Institute/Hands On Network

Section 4 » Non-Governmental Community Support of Festivals and Events

Volunteer Involvement

Citizen involvement is a hallmark of a community. The higher the engagement, the greater the opportunity to come together to solve issues and create innovative strategies for an energetic community.

City of Service Initiative

Dublin, Ohio is one of 17 founding cities in the country – and the first in the state of Ohio - to launch a “City of Service” initiative. The initiative focuses on greater utilization of volunteer resources to solve community needs. All area nonprofit organizations and several citizen focus groups created a blueprint for a plan of greater connectivity and volunteer resources in Dublin.

All Agency Summit

In 2009, the Volunteer Resources Department hosted the first-ever gathering of all Dublin and Dublin area agencies who utilize volunteers as a part of their service strategy. Twenty-eight agencies were represented and the group continues to meet on a regular basis to help community-wide cross referral of service needs, opportunities, issues and capacity building.

Community Volunteerism

Volunteer Resources now collects community-wide volunteer needs to share with its entire database on a monthly basis. The results of community volunteerism have been impressive, providing referrals for local festivals and events as well as agencies such as The Welcome Warehouse of Dublin, The Dublin Food Pantry, Ohio Miracle League, Dublin Arts Council and more. Many of these agencies, in turn, plan local community festivals as well as fundraising and recognition events. Further, the City partners with Leadership Dublin to host an annual “Leadership and Volunteer Expo,” to match volunteers with area organizations and agencies.

Corporate Volunteerism

The City of Dublin draws hundreds of volunteers for most of our festivals, events and activities through nurtured relationships with area businesses. Iconic businesses such as Cardinal Health, Ashland and the Wendy’s Company – as well as hundreds of small to medium sized businesses – work in tandem with the City’s Volunteer Administrator to secure, train and retain a valuable volunteer force.

Sponsorship Support

The City of Dublin has been successful in granting sponsorships and in securing sponsorships. Annually, the total of local, national and international businesses and organizations exceeds \$1 million for the City of Dublin’s three signature events – St. Patrick’s Day Parade, Independence Day and the Dublin Irish Festival. Dublin’s Event Marketing Administrator collaborates with Dublin’s Economic Development Department in building relationships and identifying relevant marketing opportunities within and beyond Dublin. The quality of Dublin’s events and the demographics of our guests coupled with our creative and hard-hitting media plans combine to create packages with far-reaching benefits for our sponsors. In addition, Dublin’s community events also are successful in securing in-kind contributions and media support.

Appendix K - Sponsorships

As an example, the annual DAC Sundays at Scioto summer concert series is provided as a free gift to the community by the Dublin Arts

Council (DAC) through the corporate support of Cardinal Health, Fifth Third Bank, IGS Energy, Standley Law Group LLP, and Porter, Wright, Morris and Arthur LLP. The series’ media partners are CW Columbus, WCBE.

Radio and ThisWeek Newspapers. The event is further supported by in-kind contributions of services from City of Dublin. Overall, the DAC is supported in part by an annual endowment from the City of Dublin’s hotel/motel tax, the Ohio Arts Council, the National Endowment for the Arts and contributions from individuals, corporations and foundations.

An example on another level is the decision of Nationwide Insurance to sponsor the Memorial Tournament. In 2011, Nationwide began a six-year agreement with the Memorial. Joining Farmers Insurance, which took over as the title sponsor of the San Diego tour event earlier in 2011, Nationwide became the second insurance company in seven months to assume the sponsorship of a tour event in the city in which it has corporate headquarters.

Jack Nicklaus said he was pleased to have a significant local sponsorship tie in for the first

time. “When we created the Memorial Tournament 35 years ago, we did so with Central Ohio in mind,” he said. “It was our way of bringing world-class golf to our hometown and to the passionate fans of our state. There is a commonality and a commitment to excellence between Nationwide Insurance and the Memorial Tournament.”

Media Support

The Greater Columbus Region has extensive media outlets – with many geared toward specific audiences. The City of Dublin departments of Community Relations and Events Administration and the media/marketing arm of the Dublin Convention and Visitors Bureau keep comprehensive lists of and develop relevant relationships with representatives from all over Ohio and especially within the Columbus region. Examples of media support can be found in Section 2 as well as Appendix A, B, C.

The relationships between the Dublin Irish Festival and the Memorial Tournament and the local CBS affiliate WBNS 10TV are model examples of media support at its finest. And, as Muirfield Village Golf Club prepares for the

2013 Presidents Cup, the local, national and international media spotlight will shine brightly on Dublin, Greater Columbus and the State of Ohio.

Appendix L – Media Outlets

Chamber of Commerce

The Dublin Chamber of Commerce is the largest suburban chamber in the State of Ohio. It has a long history of supporting the City’s festivals and events. The Chamber connects the business community with the City’s events through marketing and involving sub-groups such as the Chamber’s NextGen Dublin Young Professionals Organization. Dublin Chamber of Commerce executives and member businesses have had leadership roles in growing and planning the City’s signature events and festivals, as well as serving as event sponsors and grand marshals. The Chamber recognizes the value of the City’s events as assets to the business community.

Convention & Visitors Bureau Support

The Dublin Convention & Visitors Bureau was established in 1988 with the mission of “identifying and pursuing opportunities to attract, service and retain overnight visitors.” The organization is the sales and marketing organization charged with selling Dublin, Ohio as a travel destination. Although the DCVB is a private non-profit organization, it works very closely with the City of Dublin and other key stakeholders in the community. It utilizes a multifaceted marketing effort to promote the City of Dublin’s numerous events with the goal of attracting out-of-town visitors. Several marketing tools are utilized by the Bureau to promote events and the destination, such as collateral materials, website, social media tools, sales personnel and advertising campaigns.

The Bureau is accredited through the Destination Marketing Accreditation Program (DMAP). In earning the DMAP accreditation, convention and visitors bureaus communicate to their community, buyers and potential visitors that their CVB has attained a significant measure of excellence. There are only 139 CVBs worldwide that have achieved accreditation.

Appendix M - DCVB Marketing Plan

Civic Organizations

A dynamic club of 125+ Dublin community and business professionals, the local Rotary club commits annually to supporting Dublin’s events through volunteers and leadership. Rotarians and guest volunteers marshal the St. Patrick’s Day and Independence Day parades, provide shuttle drivers for the Memorial Tournament and organize, lead and staff the beverage distribution for the entire Irish Festival weekend.

In addition, the Kiwanis plan the annual Easter Egg Hunt as well as Dublin’s longest running event, the Frog Jump Festival. The Lion’s Club has presented the Pancake Breakfast to kick-off the St. Patrick’s Day Parade activities. And the number of races, runs and mini marathons to benefit local causes is impressive.

Downtown Association - Historic Dublin Business Association

The Historic Dublin Business Association (HDBA) is a not-for-profit organization comprised of business and property owners working together to promote business prosperity and to preserve and enhance the integrity of the Historic District – the center

of entertainment, shopping, dining, art and culture. The HDBA is committed to creating a unique and memorable experience for all who visit Historic Dublin. Enhancing the “Irish is an Attitude” brand – HDBA sponsors a monthly Slainte (Slon-cha) the third Thursday from May through September. Slainte Thursdays feature a variety of experiences from music and arts to casual shopping and upscale dining. In 2012, HDBA launched “Slainte – Special Edition” the Thursday of the Memorial Tournament drawing visitors and patrons to the District for music, beer tastings and dining. Historic District business owners added value to the event with special promotions and VIP parties.

Sports Commissions

A function within the Dublin Convention and Visitors Bureau is to market the City as a sports destination. The Bureau has a staff person whose sole responsibility is to serve as a sports commission and maintain current athletic events and attract new events to Dublin. Recent successes in attracting new events have included the Can-Am Police Fire Games, United States Australian Rules Football National Championship and others. The Bureau collaborates with many other local entities to attract these events, such as the City of Dublin and the Dublin City Schools.

Organizations to Assist Individuals with Disabilities

Dublin’s compliance with laws and regulations to provide an accessible and a safe environment for people with disabilities is paramount. However, the compassion and professionalism demonstrated by City employees and community volunteers for people with special needs is a point of pride for our community. The City departments of Events Administration, Volunteer Resources, Risk Management, Recreation Services and Building Standards pool knowledge and resources from their involvement with local organizations as well as county and state agencies. They assess new venues and revisit seasoned sites to ensure that the guest experience is a positive one. Sign language at concerts, complimentary wheel chairs as well as golf cart transportation throughout the festival grounds are some of the services offered.

Special Incentives/ Discounts Provided to Festivals and Events by Local Venues

The Dublin Convention and Visitors Bureau works with the Dublin hospitality industry to provide incentives and discounts to visitors. Annually, the Bureau creates and distributes

a “Dublin Discount Sheet” that is available on the Bureau’s website. The Bureau also offers a summer-long campaign offering Kids Eat Free coupons to area restaurants.

Appendix N - DCVB Special Incentives

In addition, Dublin Schools has worked cooperatively with the City of Dublin and the Dublin Convention and Visitors Bureau in developing unique pricing structures relative to the specific request. And often times performing arts centers, city parks and corporate parks are available at a no cost or reduced cost for non-profit events.

Access to Industry Suppliers in Local Market

Professional event suppliers are readily available in the Greater Columbus market. Through developed relationships within Dublin as well as throughout the region, area event planners serve as a valuable resource to each other in researching and determining the best options for specific needs. Often, organizations who are creating first time events in Dublin will seek guidance from the City of Dublin Event Administration team. In addition, event liaisons from departments such as Police, Streets & Utilities and Parks lend their expertise and share their experiences to help guide commu-

nity event producers in the best and most current direction. As a member of the Columbus Special Events Council, Dublin’s Event Manager shares and learns about resources from the most active event presenters in the area.

Dublin’s Events Administration team will refer event organizers and promoters to IFEA members, sponsors and supporters whenever possible. Our longevity as members and our consistent conference attendance has provided the City of Dublin employees with a chance to support seasoned exhibitors as well as have faith in the first-time or new exhibitors because of their association with IFEA.

Prime Example: The City of Dublin has been working with the professionals at Zambelli Fireworks for more than two decades to present the annual Independence Day Firework Display. Dublin’s show receives rave reviews every year and rivals that of metropolitan Columbus’ Red, White & Boom.

Local Event Cooperatives, Educational Institution Support

Not applicable

Section 5 » Leveraging ‘Community Capital’ Created by Festivals & Events

Community Branding & Promoting Tourism

The Dublin Convention & Visitors Bureau helped create and currently utilizes a destination brand that positions Dublin as a unique meeting, leisure, sports and group destination while creating competitive advantages. Dublin’s destination brand positioning statement is the part of the brand identity that is actively communicated to its target audiences. The brand positioning statement is as follows: For people who want to reward themselves and their family with a little extra recreation, Dublin is a worldly small town destination near Columbus, Ohio distinguished by a passionate connection to all things Irish and golf so no matter what you do – it’s world-class fun.

Drawn from the brand positioning statement and at the heart of the new brand is a logo and positioning line. This is the expression of the brand and is the tip of the iceberg when it comes to branding. It is the catchy phrase or

statement that visitors will come to associate with Dublin. The positioning line – Irish is an Attitude – makes use of the “Irish” equity that exists in the Dublin name, leverages Dublin’s position as a leader in Irish tourism and promotes the idea that you don’t have to be Irish to enjoy Irish fun.

The City’s destination brand identity didn’t just happen; it was guided and formed by months of market research. The research component was the DNA of the brand effort that enabled the Bureau to create the optimum brand position and the ideal creative message to positively influence visitors. Key insights were gathered from the research, such as: Dublin’s name is an asset that immediately conjures up strong Irish associations – so much that visitors say they want more; Dublin excels in attracting business travelers, people seeking Irish excitement and golfers; The entire community uses its name as an excuse for celebration; The biggest draws – Memorial Tournament, Irish Festival, etc. – do not sustain tourism for an entire year.

With the new brand and its related campaigns in place, the Bureau continues to aggressively promote Dublin as a great destination for visitors...a destination with Irish Attitude.

Appendix O – DCVB Brand Launch

The City’s destination brand identity didn’t just happen; it was guided and formed by months of market research.

Enhancing Exposure to the Arts

The Dublin Arts Council engages the community, cultivates creativity and fosters life-long learning through the arts. Dublin Arts Council began in 1983 as an ad-hoc committee to bring the Columbus Symphony Orchestra to the dedication of Scioto Park. The success of this activity encouraged the committee to form the Dublin Arts Council.

Dublin Arts Council administers the internationally recognized Dublin Art in Public Places program, curates an on-site year-round Visual Arts Series in the only gallery of its kind in Dublin, hosts classes and workshops for all ages, hosts summer ARTcamps for children, and further supports the community through annual Community Arts Grants to Dublin-based nonprofit arts organizations.

Visual Arts Series

Year-long Visual Arts Series of 8-10 gallery exhibitions, featuring local, regional and international artists in the only gallery of its kind in Dublin.

Dublin Art in Public Places

Award-winning Dublin Art in Public Places program that includes large-scale commissioned works, on-loan programs and Riverboxes™, small-scale commissioned works that offer unique opportunities for education and discovery in Dublin’s parks. The Dublin Art in Public Places program is now available via a cell phone tour, featuring interviews with the artists about their inspiration and process for creating commissioned artwork as part of this noted collection of more than 70 sculptural elements.

Ripple Effect

Designed to encourage ongoing exploration of the Scioto River, Ripple Event is currently offering the fourth installment of a site-specific original contemporary dance project in collaboration with OhioDance, The Ohio State University and the Ohio Department of Education. The 2012 project is titled “Stream.” Rehearsals and performances will be live-streamed online for world-wide access.

Sundays at Scioto Summer Concert Series

The popular outdoor concert series is now in its 29th year, providing an array of central Ohio and regional musicians onstage in the outdoor amphitheatre at scenic Scioto Park. The free concert series takes place for eight consecutive Sunday evenings in June and July from 7:00 to 8:30 p.m. each week. Guests are encouraged to bring lawn chairs, blankets and picnic dinners.

Community Arts Grants

The DAC supports local creativity by awarding grants to community arts organizations such as Dublin Area Art League and the Dublin Singers.

Funding for the Arts

Dublin Arts Council is a nonprofit organization, supported in part by an annual endowment from the City of Dublin’s hotel/motel tax and the Ohio Arts Council. DAC is further supported by the National Endowment for the Arts, contributions from individuals, corporations and foundations, fundraising events, membership and in-kind contributions.

Corporate Recruiting Efforts/Relocation Packets and Information

Dublin's events – in particular the Memorial Tournament – are prime venues for Economic Development business attraction and retention. The City-sponsored villa at the Memorial Tournament and the Celtic Rock Club at the Irish Festival provide an opportunity to host prospective business leaders and nurture relationships with existing Dublin businesses. Dublin's 3,000 businesses benefit from the brand awareness and economic impact of the City's world-class events.

Familiarization Tours

The Dublin Convention and Visitors Bureau hosts familiarization trips throughout the year hosting meeting planners, group travel planners, athletic event organizers and other key decision-makers determining the best place to host their event. The Bureau also hosts Media Familiarization Trips in hopes of generating positive media coverage on the City of Dublin as a great destination.

Out-of-Market Media Coverage

Events in Dublin generate extensive out-of-market media coverage. Whether it's the international media covering the Memorial Tournament or an AP photographer capturing the ultimate photo of an athletic amphibian crossing the finish line at the Frog Jump, Dublin is fortunate to receive statewide, national and international exposure that results in a spike of community awareness, travel and tourism and ultimately economic impact.

Exposure of the Memorial Tournament includes television coverage through CBS Sports and the Golf Channel including 34 hours of television coverage (21 hours live) in 225 countries and territories. More than 100 reporters from outside Ohio and throughout the world report on the Memorial Tournament using Dublin, OH as the dateline. The City of Dublin maximizes the opportunity with these national and international reporters by having a presence in the media room via a table of information and periodic visits by our communication officers, creating web pages specifically designed for interest of international reporters, sponsoring the media dinner in our hospitality villa and distributing a premium to the reporters (in 2011 a Dublin.Ohio.USA ball cap; in 2012 a t-shirt that stated Dublin Ohio

USA – Only City in the World to Host – the Memorial Tournament, Ryder Cup, Solheim Cup, Presidents Cup).

The Dublin Irish Festival also is a feather in Dublin's cap of national and international media exposure. In 2011, Delta Sky Magazine reached 4.7 million readers with a festival photo and caption, "Be Irish for a day at the second largest Irish festival of its kind." Locally, regionally and globally the Festival story reached an increasing number of people. A 2010 Festival goal to extend the reach and frequency of messaging through the further expansion of social media efforts and engaging guests with real-time information was successfully achieved; the goal continued in 2011. Some examples include:

- Nearly six million Facebook impressions between July 4 - August 6
- The Festival was #10 on Google's Hot Searches on Friday, August 6
- Visits to DublinIrishFestival.org were up nearly 17 percent over last year
- Twitter followers of the Festival number nearly 5,000 & more than 9,000 Facebook fans

Online impressions in the Columbus Dispatch, Alive! and dispatch.com for six weeks prior to the Festival totaled 1.47 million. Usatoday.com impressions numbered 17.9 million.

Creating Highly Visible Public Relations Campaigns for City Facilities and Services

Walk to Ireland/Healthy Dublin

Recognizing the value of its greatest asset – people, the City of Dublin overhauled its employee health care in 2011 – empowering and incentivizing employees to make healthy choices through a "consumer-driven health care plan." The employee plan, Healthy by Choice, provides incentives for employees including free recreation center memberships and programs, tools, resources and support to improve their overall health and wellness. An example of one program is "Dublin Walks to Ireland." The goal of this program is to simulate walking the distance from Dublin, OH to Dublin, Ireland. The four week program encourages employees to walk the 3456-mile distance from Ohio to Ireland. The program also encourages employee collaboration and team building – another benefit of a healthy workforce – and provides an opportunity for all City employees and their families to capture the Dublin Irish Festival spirit.

Social Host Law Campaign

Underage drinking is unhealthy, unsafe and illegal. The City of Dublin collaborates with local organizations to prevent underage drinking in the Dublin community. The City is fortunate

to have grassroots organizations comprised of concerned and passionate community leaders/volunteers who have dedicated countless hours to this cause. Dublin City Council passed a Social Host Ordinance in 2009 to strengthen the existing social host law and adult consequences pertaining to underage drinking. The Social Host Task Force comprised of City Council representatives, Dublin City School district officials, Dublin Division of Police, City staff and community leaders, promote consistent messages and continued awareness through a multi-media and grassroots PR campaign. Our community outreach efforts are increased the weeks leading up to special events.

Central Ohio Safe Ride Taxi Voucher Program

Impaired driving is one of America's deadliest crimes. It's not just a problem nationally; it is also a great concern in central Ohio including Dublin. Statistics show that most fatal and injury traffic related crashes in our community occur during the evening, on weekends and around holidays. This is directly related to more impaired drivers on the road. The decision to operate a vehicle when impaired can quickly turn a fun outing or special celebration into a time of tragedy.

To address this problem the Central Ohio Safe Ride Advisory Council partnered with local pubs and restaurants to create the Safe Ride taxi voucher program – keeping impaired

drivers off the road by providing them with a safe ride home. The City of Dublin is the only government agency to commit financial and promotional resources and today the Central Ohio Safe Ride program includes events such as the Memorial Tournament and the Dublin Irish Festival.

Dublin City Council has committed \$2,500 the last two years to support the program and to purchase vouchers for Dublin events. In addition, Dublin's Community Relations department works with the Dublin Police to initiate ongoing community awareness campaigns, media announcements and more. At the 2012 Dublin Irish Festival, beverage servers and safety personnel were given a total of 500 vouchers and were encouraged to distribute as many as possible during the three day event. Beverage servers and key volunteers wore stickers that read: Ask Me How You Can Get a Safe Ride Home and signs were posted at beverage locations.

How It Works. Safe Ride vouchers are worth \$10.00 toward a taxi ride home. Establishments purchase vouchers and distribute them to their patrons who have been drinking and should not get behind the wheel. Patrons can then use the vouchers as cash with any Taxi Company Participating in the Safe Ride program. Establishments can distribute vouchers all year-round or reserve them for special occasions.

Appendix P – Central Ohio Safe Ride Program

Encouraging Community Bonding, Participation, and Celebration

Ahead, people of Dublin!
Your past has been glorious,
Your future knows no bounds.
The new horizons are broad, ever widening.
They are yours to conquer; and conquer them you shall.

From the vantage point of the 21st Century, the words seem almost prophetic. They first appeared in 1960 in the program for Dublin's Sesquicentennial Celebration, a weeklong smorgasbord of activities from June 8 – June 15 to observe the founding of Dublin in 1810. Thus began the era of growth and change by celebrating history and heritage.

Dublin in the 1960s personified small town Americana – close knit, hardworking and fiercely protective of her own. It is said that the 500+ residents at the time were content with change and made peace with what they saw coming and looked forward to the opportunities. Dublin's population in 1970 was 681; by 1990 it was 16,366. And Dublin had only begun its transformation and expansion.

In the early 1900s, the townspeople gathered for Saturday night outdoor movies (projected on a sheet) at the corner of Bridge and High streets. These community "social events" expanded and oftentimes included vaudeville acts such as a magician, Native American Chiefs from Oklahoma, or Harry the Great and his wrestling bears. In the 1940s, newly formed civic groups and veterans organizations introduced the annual Dublin Jubilee and Street Carnivals. A full page ad in the neighboring community newspaper proclaimed "The Welcome Mat is Out at Dublin."

And it's been that way ever since.

With a genuine respect for the past and a watchful eye on the future, the City Councils in the 80s and early 90s introduced more ideas that would change the dynamics of community participation and celebration.

"Dublin is such a new community that we don't have some of the traditions of a Bexley or Upper Arlington. That's why Council focuses on building community with the new Dublin Community Recreation Center, the bike path system, the parks and green space and the Fourth of July Celebration. It's important to us to develop a quality of life that brings people

in our community together," said former Mayor Chuck Kranstuber in an interview regarding Dublin in the early 90s.

Over the past two decades, Dublin City Council has "formalized" their support of

The Dublin Foundation's Emerald Celebration

The Emerald Celebration is the Dublin Foundation's largest fundraiser, enabling the group to carry on its mission to "support the community and its non-profit organizations by raising, investing, and dispersing funds for the betterment of the Dublin community." The Dublin Foundation has dispersed more than \$375,000 in support of arts and cultural endeavors, community services, historic preservation, recreation and more. For 30 years, a determined group of women have led this charge. It is perhaps the most respected community example of bonding, participation and celebration.

"building a sense of community" by providing direction, inspiration and financial resources through the annual goal setting and budget processes. The operating budget for the City of Dublin Events Administration Department alone is \$2,414,690 which is funded through Dublin's hotel/motel tax. And, today, the City, the schools and the community combine to present nearly 500 festivals, events, concerts, ceremonies and activities annually.

Creating Legacies and Images Beyond the Event

A Legacy of Sustainability
Sustainability is a core belief that we act on every day in the City of Dublin. With the support of our employees, volunteers, attendees and vendors, we are doing our part to improve our environmental performance, community stewardship and engagement while also delivering a fun and memorable experience for our guests. The goal of the City of Dublin is to weave sustainability initiatives into the fabric of all our events, festivals, activities – as well as all Dublin programs and services.

The efforts at the annual Dublin Irish Festival are a great example. Since 2008, the festival

has become increasingly dedicated to its green initiative by finding and implementing new ways to make the festival more environmentally friendly. In 2011 reusable mugs were sold and all beer cups were recyclable. Throughout the weekend, nearly 3.5 tons of trash was recycled. In addition, composting was introduced in multiple locations and totaled nearly 1.4 tons of food and other materials. Green efforts resulted in more than 35 percent of festival trash being diverted from landfills. Finally approximately 850 people rode their bikes to the festival reducing the carbon footprint and promoting health and wellness.

The Franklin County Solid Waste Authority and the Memorial Tournament have launched a partnership to create a sustainability plan, complete an on-site audit, and develop event-specific sustainability initiatives. As they move forward they plan to gather data, monitor progress and communicate the success and value of the program to sponsors, suppliers, exhibitors and attendees.

The Memorial, more than just a Tournament

The Memorial Tournament's benevolence starts with the Nicklaus Children's Health Care Foundation and its alliance with Nation-

wide Children's Hospital, expanding the over 35-year history of advancing pediatric care in central Ohio. Many efforts directly support this important alliance defining the Tournament's philanthropic focus, but unique and successful relationships also exist with Fore Hope, James Cancer Hospital and Solove Research Institute, Wolfe Associates, The First Tee, Central Ohio Junior Golf Association, Shriners, Lions Club and many more. More than \$19 million has been raised over the Tournament's history with a continued focus for growth.

the Memorial Tournament Neonatal Intensive Care Unit. Designated in 2006 as the Memorial Tournament NICU, the Tournament is proud of this family-centered environment that provides the finest medical care for premature and sick infants. The NICU is one of the largest neonatal networks in the country and was ranked by U.S. News and World Report as one of "America's Best" in Neonatal Care and Services. Rigorously trained neonatologists, advanced practice nurses and therapists utilize an interdisciplinary care approach to diagnose and treat patients suffering from complex birth defects, respiratory distress and metabolic diseases.

Legends Luncheon. A unique fundraiser, the Legends Luncheon features a conversation with

the Memorial Tournament Host and Founder Jack Nicklaus and a distinguished guest within golf. The Nicklaus Youth Spirit Award is also presented honoring a person or persons in the community who demonstrate a strong driving spirit, optimistic outlook and a tenacious conviction for Nationwide Children's Hospital. More than \$500,000 was raised in the first two years of this event. The City of Dublin is a sponsor of this event.

Bears for Children's Campaign. Since 1996, more than \$1 million has been generated through the sale of a limited edition collectible stuffed bear. The Bears for Children's Campaign benefits the Nicklaus Children's Health Care Foundation and Nationwide Children's Hospital alliance.

Memorial Park at Muirfield Village Golf Club

The Memorial Tournament is themed each year around a person, living or dead, who has contributed to the game of golf. This was Jack Nicklaus' idea as a contribution to perpetuating achievements of the game's greatest individuals. The honoree is selected by the Captain's Club, a group of statesmen who act independently of the tournament organiza-

tion, but who also advise on player invitations and the conduct of the event generally. Memorial Park is located on the grounds of Muirfield Village Golf Club and has bronze plaques of the honorees. Four-time major winner and four-decade competitor Raymond Floyd will be the honoree for the 2013 Memorial Tournament

Jack Nicklaus Art Sculpture

The Dublin Arts Council and the City of Dublin commissioned Chicago artists Jeffrey Varilla and Anna Koh-Varilla to create a tribute to Jack Nicklaus in recognition of the contributions he made to the community of Dublin. The sculpture that was created is larger than life size and shows Jack Nicklaus as a senior master golfer with a young boy. This illustrates the character of Jack Nicklaus as the golf master, teacher, role model, and mentor. The bronze sculpture is located in the median of Avery Road and Muirfield Drive at Brand Road which is just south of Muirfield Village.

Dublin Irish Festival Scholarship

Proceeds from the Emerald Club at the Dublin Irish Festival have supported an annual scholarship fund. Each year, two recipients are recognized for their outstanding festival contributions as well as their academic and

extracurricular achievements.

The Grand Leprechaun Tradition

Since 1984, a resident has been named Grand Leprechaun to lead the St. Patrick's Day Parade. The individuals who have been selected to receive this honor consist of a veritable Who's Who of Dublin. A sash, sewn by Leona Jones and signed by past Grand Leprechauns, has been passed to each new Leprechaun. The sash, along with the top hat worn by Joe Dixon when he met the Lord Mayor of Dublin, Ireland in 1975, has been worn by every Grand Leprechaun since.

Convention Marketing Highlighting or Developing Underused Venues or Sections of the Community

Not applicable



Section 6 » Extra Credit

Dublin Special Events Council

The Dublin Special Events Council is an organization that was created under the Dublin Convention and Visitors Bureau to oversee and run the 2010 Can-Am Police Fire Games. The organization is still active works closely with the CVB to attract future events.

CFEE

Sandra Puskarcik is a current CFEE candidate and is expected to complete the process in the fourth quarter of 2012.

DCVB seeking and attracting new events, packaging zoo and golf with existing events

One of the key functions of the Dublin Convention and Visitors Bureau is to attract new events to the City of Dublin. The Bureau oversees the bid process that is included to attract new events but usually collaborates with various Dublin organizations, including the City of Dublin and the Dublin City Schools. One such example is the Bureau's success in securing the United States Australian Rules Football National Championship to Dublin in 2014. Securing the event was collaboration between the City and the Bureau.

The Dublin Convention & Visitors Bureau creates numerous packages throughout the year to attract visitors to the City and to its many events during the year. One such partner that the Bureau works closely with is the Columbus Zoo & Aquarium, recently named the number one Zoo in the United States by the USA Travel Guide. The Bureau creates a variety of packages that combines the Zoo and Dublin's two signature events – The Memorial Tournament and The Dublin Irish Festival. These packages are marketed year-round and attract visitors from across the Midwest.



Sharing o' the Green at the Dublin Irish Festival

The spirit of giving is alive and well throughout the weekend of the Dublin Irish Festival. Scholarship awards and food pantry donations are plentiful but the one program that has proven to be a homerun is the Sharing O' the Green. Sharing O' the Green helps fill the coffers of Irish based and Dublin community groups. After all is said and done, it essentially allows certain community groups to take shifts and work the festival to receive a percentage of the festival pot.

Today, more than 30 organizations representing 1,500 people participate in the "giving program." Last year, over \$103,000 was raised to support local athletic, arts and community programs like the Dublin Counseling Center, Bishop Watterson Athletic Association, Dublin Women's Philanthropic Club and the Shamrock Club.

In 2012, more than \$102,000 was returned to the community through the program. Since its inception in 1999, the program has raised more than \$1-million dollars.

Appendix Q - Sharing o' the Green

Beverage Server Training

It is the intent of the City of Dublin and the Irish Festival to ensure that patrons are able to enjoy alcoholic beverages in a safe and responsible manner. It is also our intent to ensure that beverage servers know and understand the laws – especially since the Dublin Irish Festival is presented by the City of Dublin, a local government agency. The City of Dublin greatly appreciates the role of beverage servers and goes to great lengths to educate all servers on the significance of their roles - as well as possible consequences. With the opportunity to raise funds comes great responsibility. Dublin Police stress to servers that they can be held criminally and civilly liable for negligent behavior.

Appendix R - Beverage Server Training Program

Appendix A



**Dublin Irish Festival Safety Plan
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Dublin Irish Festival Safety Plan

An interdisciplinary team of City staff has created a comprehensive Dublin Irish Festival Safety Plan. The purpose of this plan is to provide staff with a framework of steps to undertake in the event of any critical incident. The plan follows National Incident Management System (NIMS) recommendations as designated by the Department of Homeland Security (DHS) and the Federal Emergency Management Agency (FEMA.) The plan also incorporates many elements of the City of Dublin's Emergency Operations Plan. The plan will be used as a model for creating critical incident plans for all City events.

As our most popular City event, the Dublin Irish Festival draws large crowds. In 2012, it is estimated that close to 100,000 guests will attend the 3-day event. The Festival and the City of Dublin are also the focus of a great deal of media attention during the Festival.

Event Information:

Dates/Times: Friday, Aug 3 4 p.m. – Midnight
 Saturday, August 4 11 a.m. – Midnight
 Sunday, August 5 11 a.m. – 9 p.m.

Location: Coffman Park
 5600 Post Road, Dublin OH

Estimated Attendance by day:

Friday	22,500
Saturday	52,500
Sunday	25,000

Hazard Vulnerability Assessment

A planning committee sub-group tasked with hazard analysis for the Festival weighed the various potential hazards that could affect the event. Using an assessment tool created by FEMA, the group rated the hazards on the likelihood they would occur and their potential impact on the Festival. Based on the results of this assessment the committee determined the specific hazards that would require a written plan. Should a visit by a political person or other VIP visit the Festival, a specific plan will be created for that visit outside of this Safety Plan. The specific incident action plans which are included in Annex X. are:

- Assaults/Fighting
- Bomb threat/suspicious package
- Computer/power outage
- Excessive Heat
- Fatality
- Fire
- Flood
- Gas leak/chemical spill
- Lost child/abduction
- Riot
- Robbery from finance
- Robbery from individual
- Shooting/stabbing
- Structure collapse
- Terrorist Threat
- Vehicle Crash
- Weather/tornado/high winds/electrical storm
- Wee Folk injury/fatality

Position Descriptions

Branch Director: The supervisor having functional responsibility for major aspects of event operations. For the purposes of this event, branches will be broken into the following functional components, each led by a Branch Director:

- Police
- Fire/EMS
- Events
- Streets and Utilities
- Parks and Open Spaces
- Volunteer Services
- Facilities
- Recreation Services

City Manager: During a critical incident, the City Manager will be kept informed of all proceedings and will be invited to be present in Command Post, but it is not required.

Command Staff: In the event management organization, the Command Staff consists of the Event Commander (or Unified Command in a critical incident) and the special staff positions of Public Information Officer, Safety Officer, Liaison Officer (if necessary), and other positions as required, who report directly to the Event Commander. They may have an assistant or assistants, as needed.

Council Member: During a critical incident where either a Tier 3 (suspension of operations) or Tier 4 (evacuation) has been called City council members provide a resource to the Unified Command and the City Manager by conducting the following functions, if necessary:

1. Passing emergency legislation.
2. Convening court under emergency conditions.
3. Convening special council sessions if conditions warrant.

Deputy: A fully qualified individual who, in the absence of a superior, can be delegated the authority to manage a functional operation or perform a specific task. In some cases, a deputy can act as relief for a superior and, therefore, must be fully qualified in the position. Deputies can be assigned to the Event Commander, General Staff, and Branch Directors positions.

Event Commander (EC): The individual responsible for all event activities, including the development of strategies and tactics and the ordering and the release of resources. The EC has overall authority and responsibility for conducting event operations and is responsible for the management of all event operations at the event site. **In a critical incident, the Dublin Irish Festival will employ a Unified Command system, with three Event Commanders (Law Enforcement, Fire, and Events) working in unison.**

General Staff: A group of incident management personnel organized according to function and reporting to the Event Commander. The General Staff normally consists of the Operations Section Chief, Planning Section Chief, Logistics Section Chief, and Finance/Administration Section Chief.

Liaison Officer: A member of the Command Staff responsible for coordinating with representatives from cooperating and assisting agencies.

Public Information Officer (PIO): Under normal festival operations, the Event Marketing Administrator serves as the PIO. A member of the Command Staff responsible for Inter-facing

with the public and media or with other agencies with event-related information requirements. Under a critical incident, the designated Public Information Officer from Community Relations serves as the PIO.

Safety Officer: A member of the Command Staff responsible for monitoring and assessing safety hazards or unsafe situations and for developing measures for ensuring personnel safety.

Section Chief: The ICS title for individuals responsible for management of functional sections: **Operations, Planning, Logistics, Finance/Administration, and Intelligence (if established as a separate section).**

Command Post

Guidelines:

For large scale special events it is imperative that a single **Event Command Post (ECP)** be established. The ECP should be established in accordance to the following National Incident Management System (NIMS) and Dublin Division of Police Emergency Operations Plan guidelines:

- There is only one ECP per incident (event), even if the incident is multi-jurisdictional.
- The communications center should be within, or adjacent to the ECP.
- The Incident Command function is carried out at the ECP.
- The Planning function is normally conducted at the ECP.
- The ECP should be large enough to provide adequate working room for assigned personnel.
- The ECP should contain situation and resource status displays necessary for the incident (event).
- Agency (department/division) representatives are normally located at the ECP.
- The ECP will normally not be relocated.
- The ECP should be positioned away from the general noise and confusion associated with the incident (event).
- The ECP should be positioned outside the present and potential hazard zone.
- The ECP should be positioned within view of the incident (event) when appropriate.
- The ECP should have the ability to expand as the incident grows.
- Security, to control access to the ECP may be necessary.
- The location of the ECP should be identified with a distinctive sign or flashing green light.
- The activation and location of the ECP should be announced via radio and/or other communication so all appropriate personnel are notified.

Event Command Post Operations: Dublin Irish Festival

For this event an **Event Command Post (ECP)** will be identified and utilized as a means of consolidating command and control functions. For the purposes of special events, the ECP will be referred to as the **Event Command Post (ECP)**. The ECP for the Dublin Irish Festival will be set up by the Division of Police and will be staffed with at least one (1) communications technician (CT). The CT will be responsible for coordinating all public safety (police, fire, EMS) communications and responses for the event. In addition, CT will be responsible for maintaining a record of all activity dispatched from the ECP by any City Division. CT's will additionally be responsible for communicating with the meteorologists on site and keeping the Operations Section Chief apprised of any critical incidents.

Guidelines for establishing the Event Command Post (ECP) at the Dublin Irish Festival are as follows:

Location: The location for the ECP at the Dublin Irish Festival will be in the second floor administrative offices of the Dublin Recreation Center. The ECP will include at least four of the work stations adjacent to the north windows along with the administrative conference room. Distinctive signs will be posted outside and inside the DCRC indicating the location of the ECP.

- Due to the size and scope of this event it may be necessary to staff a **Field Communications (Field Command) unit** for the purposes of communications with Safety personnel. The Field Communication's location will be in the parking lot adjacent to the Municipal Building and the ~~Human Resources~~ **Community Relations** Division. The Field Communications trailer will be staffed with at least one (2) Police Communications Technicians.

Secondary Location: In the event of a critical incident that would require the relocation of the ECP, the secondary location would be in the **Community Relations Annex**.

Tertiary Location: In the event of a critical incident that precludes the use of the original ECP or the Community Relations Annex, the tertiary location for the ECP is the conference room in the Events Administration Center, located at 5620 Post Rd., west of the Dublin Recreation Center.

Staffing: Each City division, and/or agency represented at the event may maintain a representative in the ECP at all times. The representative will have direct contact with his/her respective members. In the event of critical incident during the event, the Branch Director for each City Division and/or agency shall report to the ECP (see diagram below). The ECP will provide direct, on-scene control of all aspects of the event. Generally, the following City Divisions and outside agencies will be represented in the ECP at all times:

- Police (will coordinate with Fire/EMS)
- Events
- Streets and Utilities
- Parks and Open Spaces
- Meteorologist contractor
- Volunteer Services

Additionally, the following City divisions and outside agencies may be represented in the ECP during a critical incident:

- Finance
- Facilities
- Private Security Contractors
- Fire/EMS
- Public Information

Command and General Staff Personnel: Command and General Staff personnel will meet and work in the adjacent conference room located next to the main ECP.

During the actual event a single **Event Commander**, will serve as the overall manager of the event. **During a critical incident, requiring the activation of the Critical Incident Plan, Event Command will become a unified command, with three Event Commanders (Law Enforcement, Fire, and Events).**

Command personnel for the event include:

- Unified Command Event Commanders
- City Manager (If she/he chooses)
- Information, Safety, and Liaison Officers (if applicable)

General Staff personnel for the event include:

- All Section Chiefs (Operations, Logistics, Planning, and Finance)
- All Branch Directors
- Legal Representative

ECP Security: The Division of Police will provide security as necessary to restrict access to the ECP. This will include at least one police officer, or private security officer at the entrance to the ECP, and at the main stairwells leading to the ECP. Only previously authorized personnel will be admitted to the ECP.

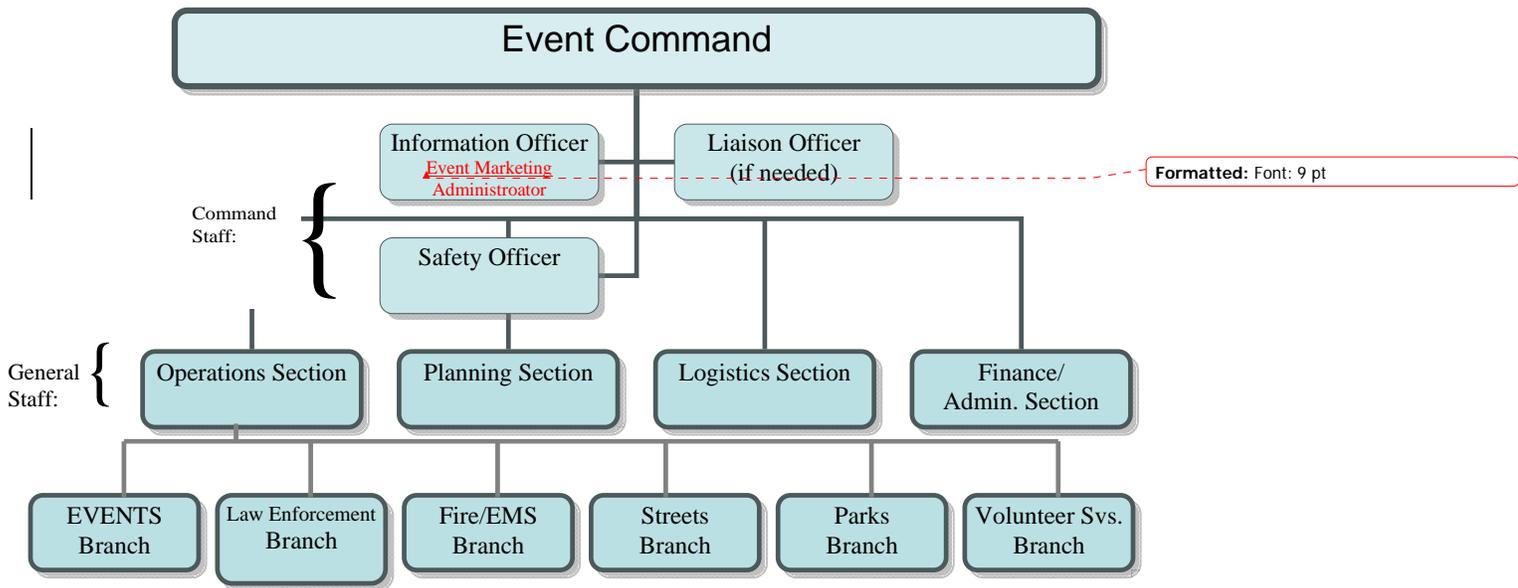
ECP Resources: The ECP should contain situation and resource status displays necessary for the event. This will include wall-sized maps of the event, as well as a status board for daily updates on critical information regarding the event. In addition, the ECP will be equipped with:

- Cable access for the purpose of monitoring local weather
- Hard-wired intranet access and computer for each representative to allow staff to connect with the City server
- Communications capability for all Branch and agency representatives
- Emergency power capability
- Phone capability for each representative
- Phone capability for the Command conference room
- Computer access for the Command conference room
- Hard copies of the Ohio Revised Code and the Dublin City Codified Ordinances
- Final Dublin Irish Festival Safety Plan binder

Expansion: If needed, the ECP may expand to include other work areas within the second floor administrative offices of the Dublin Recreation Center (DCRC).

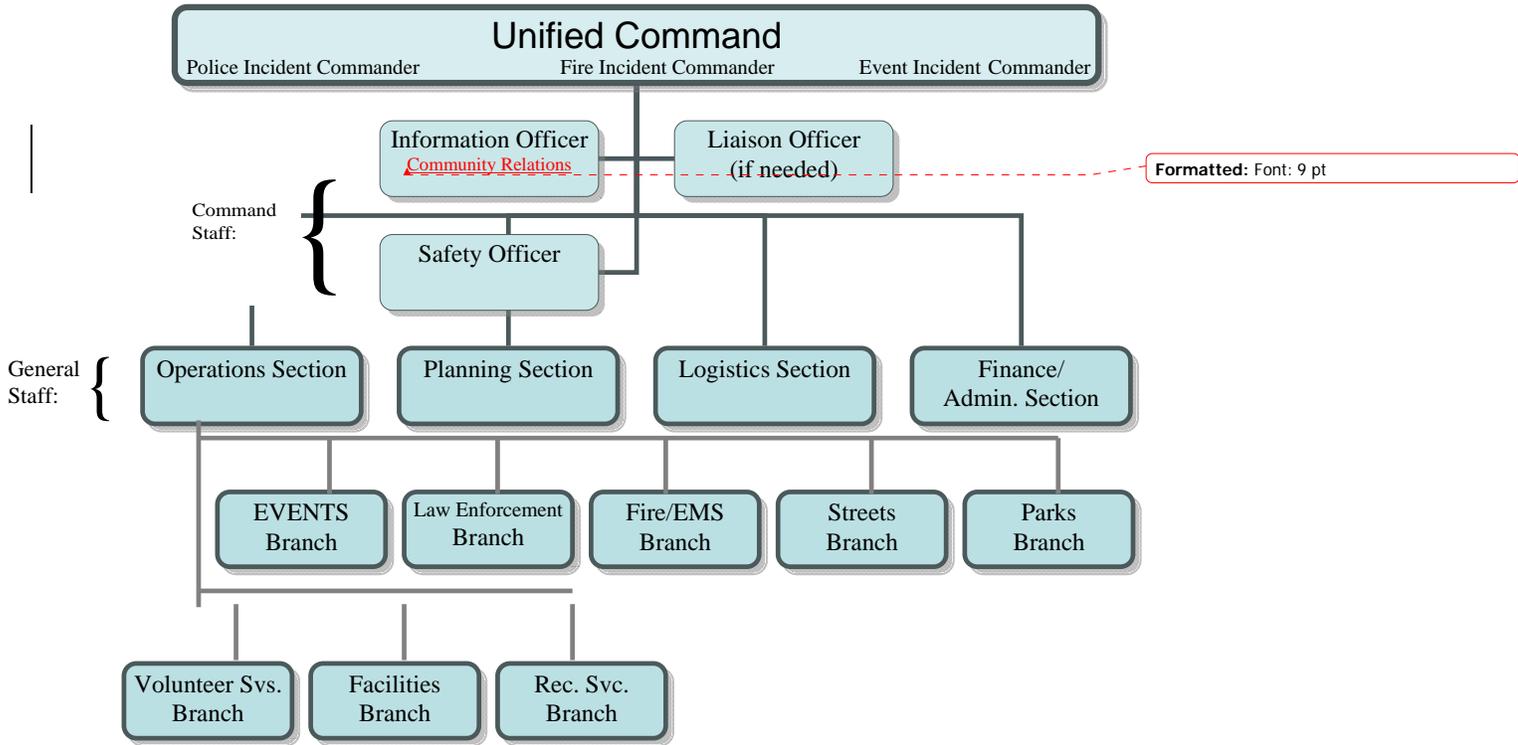
Event Command Staffing Diagram:

To be used during normal Festival operations:



Unified Command Staffing Diagram:

To be used during a Critical Incident:



Radio Communications Plan

City Radio System:

A Radio Communications plan is of vital importance to the successful administration of any City special event. Within the Incident Command System this ability to communicate is enhanced by using standard or common terminology. This includes the use of "clear text" communication. In addition:

- **Radio codes and jargon should not be used within this system.**
- The Law Enforcement Branch Director, with assistance from a member of the Incident Dispatch Team (IDT), will determine which radio channel(s) to use for event/incident operations.
- The Law Enforcement Branch Director will formulate a plan for normal operations, critical incident operations, and a back up plan should communications suffer a failure.
- During the actual event a single **Event Commander**, will serve as the overall manager of the event. This person will be identified by his/her unit number or as "**Event Commander.**" In addition, any communications with the **Event Command Post** will also be addressed to "**Command Post**"
- **During a critical incident, requiring the activation of the Critical Incident Plan, Event Command will become a unified command, with three Event Commanders (Law Enforcement, Fire, and Events).**
- Communications with the **Mobile Command Post**, if it is deployed will be to "**Field Command.**"
- **All Section Chiefs will be identified by their ECP functional authority area (eg: "Operations," or "Finance."**
- All **Branch Directors** will be identified as "(Service/Parks/Streets, etc) **Branch Director.**"
- All communications will be brief and to the point to avoid "busy-ing" out the radio system.

In the event a response is required by safety, or other forces from a foreign jurisdiction they will be directed by the event command post to the talk group(s) designated by Unified Command. If they do not have interoperability with the City of Dublin Radio System it can be accomplished by:

- Spare City radios distributed for use during the event/incident
- The Dublin Police Communications Center (at the Justice Center) can crosspatch the event talk groups on the Dublin Radio System to a common frequency used by the foreign jurisdiction
- Unified Command can elect to move event/incident communications to a talk group or radio system common to all participating agencies (ie: ICALL/ITAC, Columbus 800 mz, Delaware 800 mz)

Communications with Event Command Post: All communications should be disseminated through each City Division's representative in the Event Command Post. This allows centralized monitoring of all radio communications.

Communications with Branches: Each City Branch, and/or group associated with the event should produce their own plan for all communications within their Branch or group.

Radio Communications Frequencies and Interoperability: It is imperative that everyone working at the Dublin Irish Festival follow a Radio Communications plan that allows for interoperability between all participating parties in the event. For the normal, day to day operations of the Dublin Irish Festival the following frequencies on the Dublin 800 mz Radio System will be used:

Police/Security:	Event 1 (3A)
Police Talk-around:	Event 2 (3B)

Fire/EMS:	Event 3 (3C)
Streets:	Event 4 (3D)
Grounds (Includes Parks and Open Spaces, Facilities & DCRC Staff):	Event 5 (3E)
Events:	Event 6 (3F) / staff uses only during critical incident, during normal operations, events uses rented system

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Failure of the Dublin 800 mhz Radio System: In the event of a catastrophic failure of the Dublin Radio System communications will be relocated to the following channels/frequencies:

Police/Security:	Dublin 1 or (MARCS)
Police Talk-around:	Event 7 (Delaware System)
Fire/EMS:	Washington FG (Columbus System)
Streets:	Nextel
Grounds:	Nextel
Events:	Rented Radio System

Rented Radio System:

The Events staff, Finance, Volunteer services, IT and all volunteers use a rental radio system to communicate during the Festival. This system works well during the event but there is no way to make a single broadcast across all channels. In addition, only channel 1 is on the repeater and is the only reliable signal to reach all areas of the Festival grounds and throughout the Recreation Center.

The Channels represented on this system are as follows:

Channel 1	Command Post/ Information
Channel 2	Beverage Distribution
Channel 3	Beverage Managers/Token collection
Channel 4	Entertainer/Exhibitors
Channel 5	Finance
Channel 6	Entrances
Channel 7	Volunteer Services
Channel 8	Vendors
Channel 9	IT/Tickets
Channel 10	Events (restricted channel)

In a critical incident, the Events representative in the Command Post will make announcements on all channels. This will need to be done by manually switching to each channel.

Two rental radios will be assigned to the Events Representative in the ECP. These radios will have the ability to scan traffic on other channels. Radio #1 will scan 1-3 and Radio #2 will scan Channel 1, 4-6.

In a Tier 2 critical incident, Events will assign an additional staff member to report to the command post to help manage radio traffic. Additionally, personnel on channels, 8, 9 & 10 will be asked to switch to channel 1. The two Events staff people will then monitor Channels 1- 6. Channel 7 will be managed by the Volunteer Services representative in the command post.

In any critical incident, Channel 1 must be clear of all non-emergency radio traffic

Critical Incident Plan

Introduction

For guest safety, if an incident potentially threatens the Festival grounds or a portion thereof, the City of Dublin will implement the **Critical Incident Plan**. Unified Command will make the decision to move between tiers based on the specific incident plans and on specific facts of the incident. While the plan is designed to move incrementally through the tiers, an incident may require moving directly to a Tier 3 or 4 without advance notice.

The following are the tiers of the Critical Incident Plan:

Tier 1

Tier 1 will indicate that **severe weather** is approaching the event area with an estimated arrival of one to two hours, or **another threat** has been received or has come to the attention of event officials. It is mainly a watch and see situation.

Tier 2

Tier 2 will indicate that **severe weather** is approximately one hour away from the event or cloud to ground lightning strikes are between 10 and 30 miles from the event, or **another threat** has been determined to be credible. At this point, preparations will be put in place for further action on Festival grounds.

Tier 3 - Suspension of Operations

Tier 3 will indicate that **severe weather** is imminent, or cloud to ground lightning strikes are less than 10 miles from the event, or **any other threat is identified** which does not immediately threaten death or serious injury, but that, in the opinion of the Unified Command requires a suspension of operations. If a suspension of operations is ordered by the Unified Command it requires that all Festival activities immediately stop. Stages, vendors, beverage and food sales will all be stopped. Gates will be closed and guests will not be allowed to enter the grounds. Shuttles will not bring guests to the grounds, but will instead immediately report to shuttle pick-up locations to transport guests back to the parking lots. Announcements will be made recommending that guests and participants leave the Festival grounds temporarily. Guests and participants will be advised that shelter is available at the three designated Safety Shelters (See Annex II). Announcements with information about the threats will be made at stages as well as via the Dublin Emergency Warning Siren (DEWS) system.

Tier 4 - Evacuation

Tier 4 will indicate that an emergency has been identified which poses an imminent threat of death or serious injury. In Tier 4 the **Evacuation Plan** will be put into place. There are three very important differences that distinguish an **evacuation** from a **suspension of operations**:

1. In an evacuation public safety personnel will require all guests and participants to leave any area(s) that pose an imminent threat to their safety. Examples would be; requiring all persons to leave a tent area in the event of high winds or tornado, or requiring all persons to leave an area threatened by a potential explosive device.
2. Notification to guests and participants will be more urgent and may specify the type of incident.
3. All staff will eventually be required to move to a safe location as well.

All Clear

An all clear status describes the point at which the Unified Command decides that no imminent or credible threat exists that could endanger the safety and/or security of the event and/or persons working, or attending the event. Examples of situations which could be perceived as an "all clear" status would be:

- Cloud to ground lightning farther than 10 miles away from the event
- The elimination through arrest, investigation, or other means of any other known or suspected threats.

(This list is not all inclusive)

Staff Action in Critical Incidents

Each branch will create detailed plans for each of the tiers of a Critical Incident. This will be included in Annex III of the plan and will be required to be updated every year and completed by each branch by May 1. The following lists specific duties for certain staff and volunteers. It is not an all-inclusive list. Each volunteer duty will have a job description which will detail the specific steps to take in each Tier.

Tier 1

IN THE EVENT OF A BOMB THREAT ALL STAFF MUST REFRAIN FROM USING CELL PHONES OR RADIOS UNTIL CLEARED BY POLICE AND/OR FIRE

Police, Fire, and Event I.C's: Report to ECP. Monitor activity and prepare for future response. Keep all staff informed of activity. **Unified Command will make the decision to declare a Tier 1.**

Event Command Post: Receive updates from meteorologist and advise Unified Command if severe weather is one to two hours from Festival grounds. Monitor weather radar and lightning detector. Monitor information regarding any non-weather related threat.

Comm Center (Police Headquarters): Make an all-channel radio announcement to provide staff with news on the impending weather situation. (If threat is not weather-related this step should not be undertaken without approval of the Police Branch Director.) [Contact City Manager and City Public Information Officer](#)

Police Division Personnel: Remain at assigned posts. Monitor radio for updates.

~~**Event Marketing Administrator:** Contact City Manager to inform her of status~~

Facilities: Staff will continue with assigned tasks but will monitor radio

Parks and Open Spaces: Staff will continue with assigned tasks but will monitor radio

Finance: Staff will continue with assigned tasks but will monitor radio

I.T: Lead staff person on-site will switch to rental radio channel 1 for information and will report back to assigned channel.

Recreations Center Employees: Staff will continue with assigned tasks but will monitor radio

Streets & Utilities: Staff will continue with assigned tasks but will monitor radio

Wee Folk Area Staff: Lead Rec Center staff people will switch to rental radio channel 1 for updates.

Volunteer Services: Staff will continue with assigned tasks but will monitor radio.

Staff at check in will let any volunteers checking in know that there is a possibility of a suspension of operations or evacuation and will ask volunteer to review their critical incident roles.

Event Staff and Lead volunteers: All staff and leaders will switch to Channel 1 for further updates and begin to inform the participants in the responsible area but will continue with assigned tasks

Tier 2

IN THE EVENT OF A BOMB THREAT ALL STAFF MUST REFRAIN FROM USING CELL PHONES OR RADIOS UNTIL CLEARED BY POLICE AND/OR FIRE

All Command and General Staff: Report to ECP. Monitor activity and prepare for future response. Keep all staff informed of activity. **Unified Command will make the decision to declare a Tier 2.**

Event Command Post: Consults with meteorologist and advise Police Branch Director and Event Commander of weather's progress. Ensure that all members of command staff (City Manager, Unified Command) are aware of Tier 2 status.

Notify Fire/EMS if threat is bomb, hazmat, or bio-hazard related.

Comm Center (Police Headquarters): Make an all-channel radio announcement to provide staff with news that severe weather is approximately 1 hour from the Festival (if applicable). Make any other announcements over all channels that the Police Branch Director deems appropriate. Contact City Manager and City PIO.

Unified Command: Confer to make decision on evacuation or suspension of operations.

Police Division Personnel: Prepare to report to positions outlined in the Division of Police Critical incident Plan addendum for staffing Safety shelters and/or assisting with evacuation/suspension of operations and traffic control.

Security at the Finance area shall escort Finance personnel onto the grounds in preparation for collecting all monies.

City Council Members: ~~Assigned Events Liaison will contact City Council members attending the event to brief them on Tier 2 status. City PIO to notify council members via text message and/or phone call or face to face.~~

~~**Event Marketing Administrator (Liaison to Council):** will call City Manager and email Council members to inform them of status.~~

Private Security Officers: Private security officers assigned to gates should remain on post to assist guests with directions to parking lots and shelters and to assure that arriving guests are hand stamped by admission gate volunteers.

Fire/EMS: In the event of a bomb, bio-hazard, hazmat, or other non-weather related threat Fire/EMS should stage at the closest access point to where the perceived threat is located.

Facilities Staff: Staff assigned to bathrooms will take equipment to Post Road event barn and await further instructions from Grounds supervisor

Recreation Staff: Staff will make sure that all areas of the DCRC are open an accessible to the public in case of a need for sheltering and after report to front desk and monitor Event rented radio for information

Parks and Open Spaces: Staff will begin searching grounds for any unsecure items in the case of high winds.

Finance: The Finance Branch Director should make immediate preparations to collect all monies from the event grounds. Staff in the Finance area of the Municipal Building should prepare to secure all monies safely.

I.T: Lead staff person on-site will switch to rental radio channel 1 for information and will report back to assigned channel. Staff working will discuss with Finance and other IT/Ticketing staff on-site to coordinate picking up equipment if needed.

Wee Folk Area Staff: Recreation manager will inform all recreation staff of situation. Lead event staff person will inform SuperGames, vendors and sound crew of situation.

Volunteer Services: Staff at check in will let any volunteers checking in know that there is a possibility of suspension of operations or evacuation and will ask volunteer to review their critical incident roles. Volunteer zone captains will make sure all volunteers in their areas are aware of the situation and are clear on their assigned critical incident roles.

Guest Shuttle Drivers: Lead shuttle manager will monitor assigned radio and check in with Event Production Administrator for instructions.

Stage Managers: Stage managers will make an initial announcement at the instruction of the event command post. Sample announcements will be included in their stage manager binders.

Streets & Utilities: Prepare to report to areas assigned in Streets Critical Incident Plan

Vendor Liaisons: Continue to inform vendors of situation. Remind them of the requirement to stop selling in the event of a suspension or evacuation.

Event Staff and Lead volunteers: All staff and leaders will inform the participants in the responsible area and will help with any initial preparations including securing materials and tent sides

Tier 3 – Suspension of Operations

IN THE EVENT OF A BOMB THREAT ALL STAFF MUST REFRAIN FROM USING CELL PHONES OR RADIOS UNTIL CLEARED BY POLICE AND/OR FIRE

All Command and General Staff: Remain in command post to supervise suspension of operations.
Unified Command will make the decision to declare a Tier 3.

Event Command Post: Make an all-channel radio announcement that the Festival has suspended operations. Make the following suspension of operations announcement over the DEWS system, isolating to the sirens at Post and Discovery Blvd, Dublin Coffman High School, and Coffman Park:

Due to [nature of incident] The Dublin Division of Police has ordered that all Festival operations are temporarily suspended at this time. It is recommended that all guests and participants leave Festival grounds temporarily, or you may seek shelter inside the Dublin Recreation Center, the Dublin Municipal Building, or Dublin Coffman High School. We hope to resolve this issue soon, and will resume normal Festival operations as soon as possible.

If lighting is the reason for Tier 3:

*Due to **an impending lighting storm** The Dublin Division of Police has ordered that all Festival operations are temporarily suspended at this time. It is recommended that you not seek shelter in any temporary structures or tents during this storm and that you leave Festival grounds temporarily. Temporary shelter is available at the Dublin Recreation Center, the Dublin Municipal Building, or Dublin Coffman High School. As soon as possible we will resume normal Festival operations.*

Field Command: Consult with meteorologist and advise Police Branch Director and Event Commander of weather's progress. Ensure that all members of command staff are aware of Tier 3. Notify Fire/EMS if threat is bomb, hazmat, or bio-hazard related.

Police Division Personnel: Report to positions outlined in the Police Critical Incident Plan addendum for staffing of **Safety Shelters** (assisting with patrons that elect to use the Safety Shelters for shelter) and traffic control.

Security at the Finance area shall ensure that all Finance personnel collecting monies from the grounds are escorted at all times.

Private Security Officers: Private security officers assigned to gates should remain on post to assist guests with directions to parking lots and shelters and to prevent additional guests from entering the event grounds. They should assist admissions gates volunteers in moving tables and chairs to free up space for exiting guests.

Fire/EMS: In the event of a bomb, bio-hazard, hazmat, or other non-weather related threat Fire/EMS should stage at the closest access point to where the perceived threat is located.

Council Members: City PIO to contact via text and/or phone call or face to face.

Facilities Staff: Staff assigned to bathrooms will first make sure there is no one in the bathrooms and then will report to Grounds supervisor for instruction on securing Festival site. Staff assigned to Recreation Center will report to DCRC MOD for instructions.

Parks and Open Spaces: Grounds staff will put tent sides – with the first priority of the Marketplace and Emerald Arts Isle Vendors, followed by beverage stands. They will then report to stages, larger ones first to see if any help is needed in securing and making safe the band and stage equipment.

Finance: The Finance Branch Director should ensure that all monies from the event grounds are collected as quickly as possible. Staff in the Finance area of the Municipal Building should secure all monies safely.

I.T.: Staff and Ticket personnel will remove all scanners from on-site. They will work with finance staff in help in getting materials back to the Dublin Municipal Building

Recreations Center Employees: Staff will help orderly movement of guests into shelter areas. Staff will remain in contact with the Event Production Administrator in Festival Operations. Staff will be able to make announcements as necessary at the direction of the Event Production Administrator.

Wee Folk Area Staff: Lead event staff person will ensure crafts and stage activities are stopped. All craft materials will be safely stowed. Lead event staff will also inform SuperGames to shut down. Recreation manager will take cash box and wristbands to Finance. Staff to escort all-unaccompanied children to shelter in the Municipal Building. While in shelter, an area will be designated near the front reception desk for parents to retrieve their children.

Volunteer Services: Staff will open up volunteer hospitality for anyone seeking shelter in the Dublin Recreation Center. Staff will ask volunteers to remain on-site or in a sheltered location, if possible, so they can return to their duties should an “all clear” be authorized.

Volunteer zone captains will make sure all volunteers in their area are performing assigned critical incident duty or are seeking shelter.

Guest Shuttle Drivers: All shuttles will immediately report to pick-up locations on Festival grounds to help clear grounds. No passengers will be picked up in shuttle lots. **The decision to deploy shuttles will be up to the Operations Chief, depending on the severity and urgency of the critical incident.**

Streets & Utilities: Report to positions outlined in Streets plan for assisting with evacuation, and traffic control.

Event Staff and Lead volunteers: All staff and leaders make sure all Festival activities have ceased and will help with transportation or securing any valuables. Staff will encourage all participants to take shelter.

Tier 4 – Evacuation

IN THE EVENT OF A BOMB THREAT ALL STAFF MUST REFRAIN FROM USING CELL PHONES OR RADIOS UNTIL CLEARED BY POLICE AND/OR FIRE

All Command and General Staff: Remain in ECP to supervise the Event's evacuation procedures.
Unified Command will make the decision to declare a Tier 4.

Event Command Post: Make an all-channel radio announcement that the Festival is to be evacuated.

Make the following evacuation announcement over the DEWS system, isolating to the sirens at Post and Discovery Blvd, Dublin Coffman High School, and Coffman Park:

Weather related critical incident:

*Due to the strong possibility of **(insert threat)** the Dublin Division of Police has ordered a temporary evacuation of the Festival grounds. All guests and employees of the Dublin Irish Festival are asked to leave the Festival grounds immediately. Please do not seek shelter in any tents or temporary structures. You may seek temporary shelter inside the Dublin Recreation Center, the Dublin Municipal Building, or Dublin Coffman High School. Please proceed to the nearest gate in an orderly fashion. (Repeat every 5 minutes)*

For non-weather related critical incident (this may be specific to a certain portion of the grounds only):

The Dublin Division of Police has determined that it is necessary to evacuate the Irish Festival Grounds temporarily. All guests and employees of the Dublin Irish Festival are asked to leave the Festival grounds immediately. Please do not seek shelter anywhere on Festival grounds. You may seek temporary shelter inside the Dublin Recreation Center, the Dublin Municipal Building, or Dublin Coffman High School. Please proceed to the nearest gate in an orderly fashion. (Repeat every 5 minutes)

Field Comm: Consult meteorologist and advise Police Branch Director and Event Commander of weather's progress. Ensure that all members of command staff are aware of Tier 4 status.

Notify Fire/EMS if threat is bomb, hazmat, or bio-hazard related.

Police Division Personnel: Report to positions outlined in the Police Critical Incident Plan addendum for staffing of **Safety shelters**, assisting with evacuation, and traffic control.

Security at the Finance area shall ensure that all Finance personnel seek shelter away from windows. Security officers shall remain in place and keep the Finance area secured at all times.

City Council Members: ~~Assigned Events Liaison~~ Ci Designated Community Relations staff will contact City Council members attending the event to brief them on Tier 4 status. On-site Council members should report to the training room on the first floor of the Dublin Community Recreation Center, located behind the front desk. ~~Events Liaison~~ Designated Community Relations staff will be posted with City Council and will keep them updated on status of the incident.

Private Security Officers: Private security officers assigned to gates should remain on post to assist guests with directions to parking lots and shelters and to prevent additional guests from

entering the event grounds. They should assist admissions gates volunteers in moving tables and chairs to free up space for exiting guests

Fire/EMS: In the event of a bomb, bio-hazard, hazmat, or other non-weather related threat Fire/EMS should stage at the closest access point to where the perceived threat is located.

Facilities Staff: Staff assigned to bathrooms will first make sure there is no one in the bathrooms and then will report to Grounds supervisor for instruction on securing Festival site. Staff assigned to Recreation Center will report to DCRC MOD for instructions

Parks and Open Spaces: Grounds staff will put tent sides – with the first priority of the Marketplace and Emerald Arts Isle Vendors, followed by beverage stands. They will then report to stages, larger ones first to see if any help is needed in securing and making safe the band and stage equipment.

Finance: The Finance Branch Director shall ensure that all staff seek shelter away from windows. Police will provide security for the area at all times.

I.T: Staff and Ticketing personnel will ensure all scanners have been removed from on-site. They will work with finance staff in help in getting materials back to the Dublin Municipal Building

Recreations Center Employees: Staff will help orderly movement of guests into shelter areas. Staff will remain in contact with each other and command post in order to determine when areas are full and to be able to report status of incident to guests. Staff will be able to make announcements as necessary at the direction of the command post.

Wee Folk Area Staff: Lead event staff person will ensure crafts and stage activities are stopped. All craft materials will be safely stowed. Lead event staff will also inform SuperGames to shut down.

Recreation manager will take cash box and wristbands to Finance. Staff will escort all-unaccompanied children to shelter in the Municipal Building. While in shelter, an area will be designated near the front reception desk for parents to retrieve their children.

Volunteer Services: Staff will open up volunteer hospitality for anyone seeking shelter in the Dublin Recreation Center. Staff will ask volunteers to remain on-site or in an evacuation shelter, if possible, so they can return to their duties should an “all clear” be authorized.

Volunteer zone captains will make sure all volunteers in their area are performing assigned critical incident duty or are seeking shelter.

Guest Shuttle Drivers: All shuttles will immediately report to pick-up locations on Festival grounds to help clear grounds. No passengers will be picked up in shuttle lots. **The decision to deploy shuttles will be up to the Operations Chief, depending on the severity and urgency of the critical incident.**

Streets & Utilities: Report to positions outlined in Streets plan for assisting with evacuation, and traffic control.

Event Staff and Lead volunteers: All staff and leaders make sure all Festival activities have ceased and will help with transportation or securing any valuables. Staff will encourage all participants to take shelter.

All Clear

Specific Assignments and Responsibilities:

All Command and General Staff: Meet to determine if critical incident is over and it is safe for event to resume. Proceed with three-tiered re-entry.

Remain in ECP to supervise resumption of operational activities.

Event Command Post: Make an all-channel radio announcement that Festival operations will be resuming with a three-tiered re-entry plan, allowing staff to enter first, then participants and vendors, before allowing a general re-entry.

Make the following evacuation announcement over the DEWS system, isolating to the sirens at Post and Discovery Blvd, Dublin Coffman High School, and Coffman Park:

The Dublin Division of Police has determined that the critical incident necessitating the temporary evacuation of the Dublin Irish Festival grounds has ended. We will be re-opening the Festival after staff has had time to set up. Please be patient as first staff, then volunteers and participants will be allowed to re-enter. After this is completed the Festival will re-open for all guests. (Indicate when staff may enter, then volunteers and participants, and finally when all guests may re-enter.)

Field Comm: Relay weather information to Police Branch Director. Keep monitoring weather and update when necessary.

Comm Center (H.Q.): Upon receiving instructions from the Police Branch Director on site, transmit an all-channel radio announcement indicating that the incident status is now "All Clear" and that re-entry will be made in three phases.

- Advise only employees and staff may re-enter first.
- When instructed by the ECP, advise that all volunteers, vendors and participants may re-enter
- When instructed by the ECP, advise that all guests may re-enter

Volunteers:

- Return when advised by staff

Police Division Personnel: Report to original positions, except for officers staffing Safety shelters.

Safety shelter Officers: Remain in place to relay to staff, volunteers, participants, and guests when they may return to the Festival grounds.

Private Security Officers: Return to original positions. Regulate three-tiered re-entry as directed by gate supervisor.

Facilities Staff: Staff will clean up any areas that were used as shelter locations

Parks and Open Spaces: In the case of a weather incident, monitor Festival grounds for any needed repairs, addition of mulch, etc.

Finance: Prepare all monies to be returned to grounds. Return monies to grounds once volunteers and participants are in place. Prepare to resume normal operations.

I.T: Staff will first return and set-up scanners and credit card machines at gates and then will move on to token locations.

Recreations Center Employees: Staff will make announcement on intercom system. Staff will help guests leave building and will help determine the need for clean-up after the incident.

Wee Folk Area Staff: All staff will return to Wee Folk area with children. Unaccompanied children will be taken to the wristband tent until their parents arrive. Recreation manager will return cashbox and wristbands.

Volunteer Services: Staff will ensure volunteers report back to their original assignments and will work to get schedules back on track.

Staff will monitor volunteer locations to ensure volunteers have returned to their posts.

Guest Shuttle Drivers: All shuttles will resume normal shuttling schedules

Event Staff and Lead volunteers: All staff and leaders will return to assigned areas and make sure all activities are ready to go. They will report back any issues that need fixed or appear unsafe to Command Post.

Annex I: Emergency Exit Routes

Pedestrians: In the event of a suspension of activities or evacuation from the Dublin Irish Festival grounds guests will be directed to one of the five entrance/exit. This direction should be made by the stage managers at each entertainment location within the Festival. In a severe incident the Dublin Early Warning system may be activated and announcements made via its P.A. capabilities.

The exits are located at:

- North Gate: Located at the north end of the Festival lawn, adjacent to the Dublin Recreation Center.
- East Gate: Located at the east end of Dublin Park Dr. adjacent to the municipal building.
- Southwest Gate: Located at Post Rd/Emerald Parkway
- Southeast Gate: Located at Post Road, near Event Barn
- Participant's Gate (west Coffman Park Dr.):

Vehicular Traffic: Police and/or Streets employees will staff the following intersections in the event of an evacuation from this event:

- Tara Hill and Coffman
- Coffman Rd. at the Dublin Coffman H.S. south lot
- Coffman at Brand Rd.
- Coffman at Emerald Pkwy.
- Post Rd. at Emerald Pkwy.
- Emerald Pkwy. at both Verizon buildings
- Emerald Pkwy. at the main exit from Cardinal Health
- Emerald Pkwy. at SR 745
- Emerald Pkwy. at Riverside Dr.
- Tara Hill and Muirfield Dr.
- Post and Avery Rd.

To facilitate egress from the event vehicular traffic will be routed as follows:

- All traffic from the lots on Emerald Pkwy. (Cardinal Health, Verizon) will be routed east
- All traffic from Tara Hill, approaching Coffman Rd. will be routed south
- All traffic from Tara Hill approaching Muirfield Dr. will be allowed to proceed in all directions
- All traffic from Dublin Coffman High School's main lot will be routed to the north
- All traffic from Dublin Coffman High School's south lot will be routed to the south

Annex II: Safety Shelters & Structure Safety Specifications

Safety shelters for the Dublin Irish Festival are structures where staff, participants, and guests may seek shelter during an evacuation.

The Safety shelters for the Dublin Irish Festival are identified as follows:

- 1. The Dublin Municipal Building:** Only the City Council chambers, the lobby restrooms, and the basement of the Municipal building will be open for shelter. **All other areas of the Municipal building are restricted to Finance and Safety personnel.** A supervisor and two workers from Facilities should staff this location in Tiers 3 and 4 to assist guests.
- 2. The Dublin Community Recreation Center:** All interior rooms, hallways, locker rooms, and the gymnasiums will be open for shelter. If the incident is not weather-related, outside rooms will be open for shelter. **The upstairs of the DCRC is restricted to ECP and DCRC personnel.** A supervisor and two workers from Recreation Services should staff this location in Tiers 3 and 4 to assist guests.
- 3. Dublin Coffman High School:** Only interior rooms, hallways, the Performing Arts Center, and the gymnasiums will be open for shelter in a weather incident. If the incident is not weather-related exterior rooms are appropriate for shelter. A supervisor and two workers from Facilities, in cooperation with the on-duty school custodian, should staff this location in Tiers 3 and 4 to assist guests.

In the event of an evacuation Safety shelters will be staffed by at least one police supervisor and two police officers.

The police supervisor assigned to a Safety shelter has the authority to make decisions related to the health and safety of persons in the Safety shelter.

The police supervisor assigned to a Safety shelter should work closely with the person normally in charge of the facility (ie: the Manager-on-duty at the Dublin Community Recreation Center, the principal, or custodian on duty at Dublin Coffman high school, and the City representative normally in charge of the Municipal Building during the Festival).

Coffman Park Pavilion: Approved for shelter from severe weather except for lightning and tornado activity.

Tents: Approved for shelter in rain storms. Not approved for shelter during lightning storms, or when winds have sustained gusts higher than 50 mph.

Coffman Park Event Barn: Not approved for shelter.

Art Barn: Not approved for shelter.

Nyrop Property: Not approved for shelter.

EVENTS Center: Not approved for shelter. (This is the secondary site for the event command post).

Annex III: Specific Branch Plans

Annex IV: Public Information Plan

PURPOSE

This section presents a plan of action to provide prompt, authoritative and understandable emergency information to the public through a variety of methods for natural and technological emergencies or disasters.

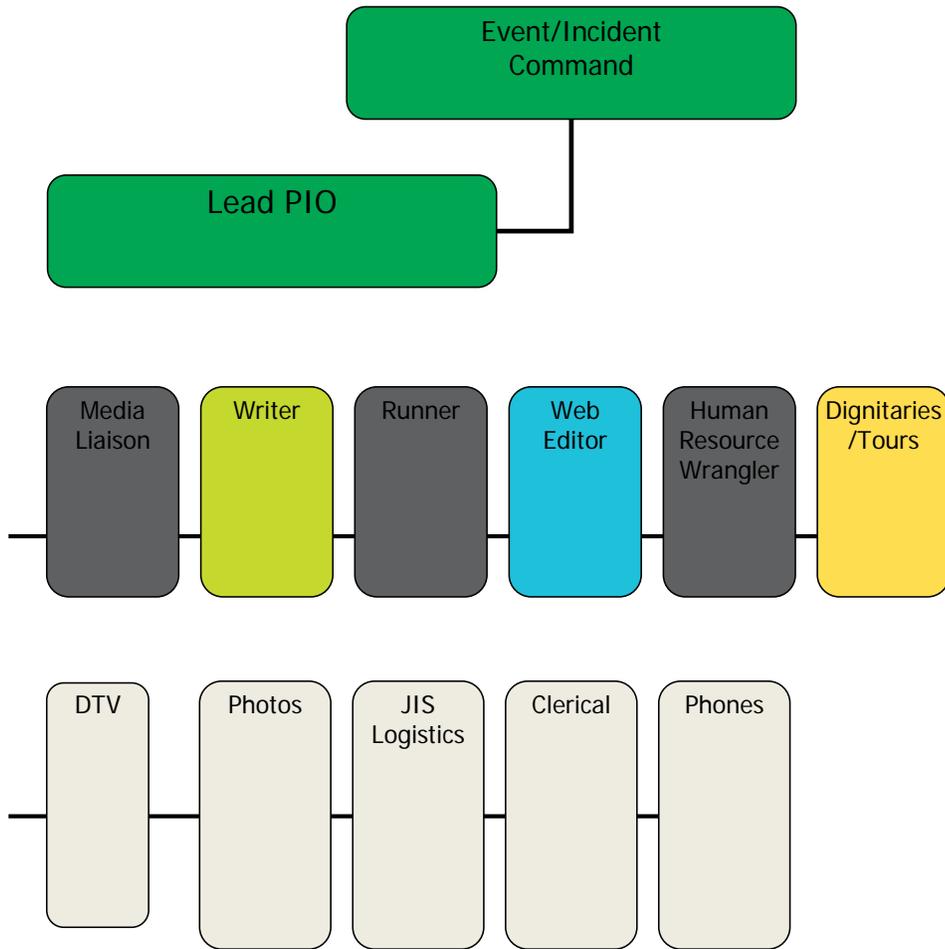
OPERATIONS

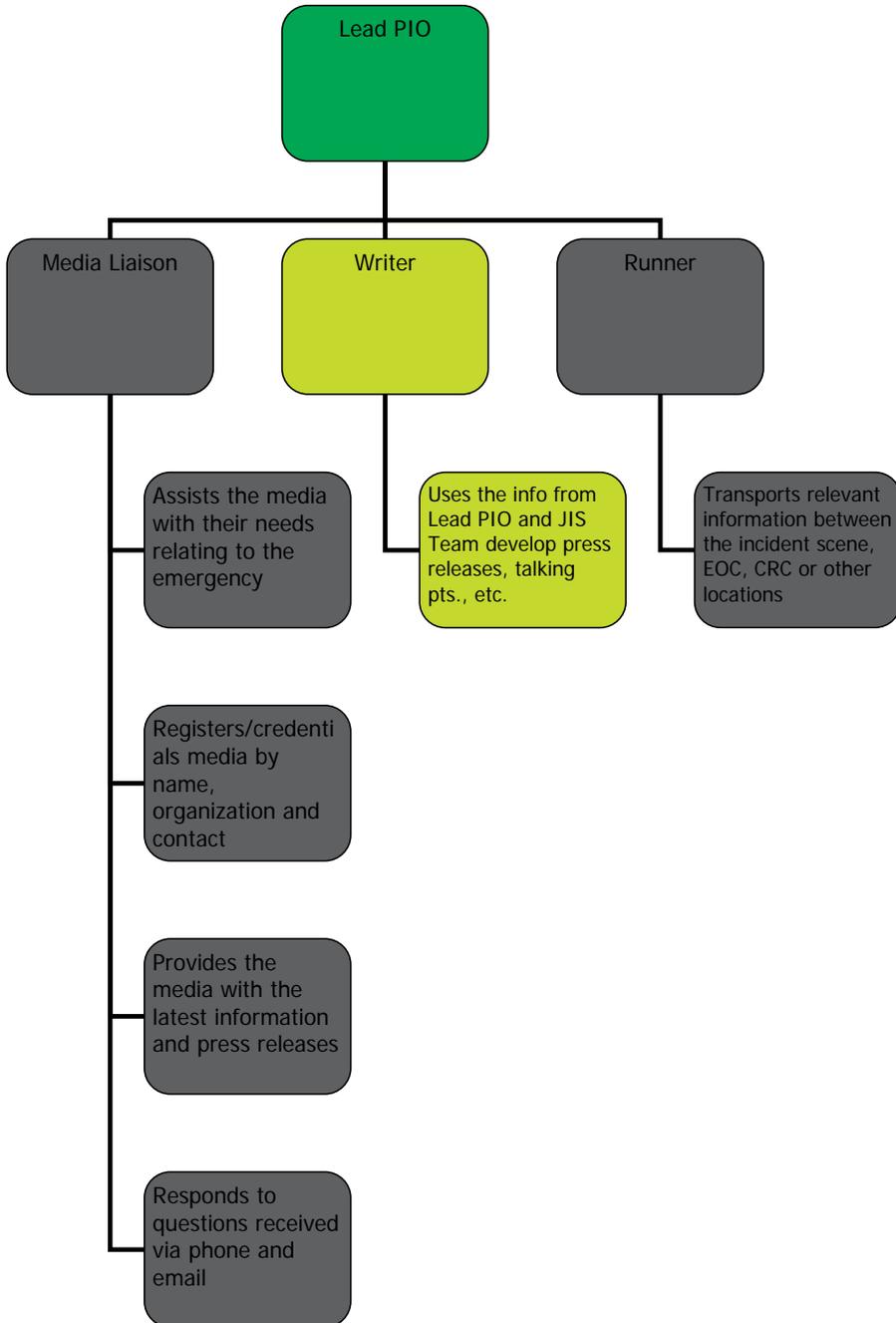
1. The Division of Community Relations will operate in Meeting Room 2 on the second floor of the Dublin Community Recreation Center (DCRC), adjacent to the Event Command Center (ECP). This room will be designated as the Joint Information Center (JIC).
2. The JIC will provide a location for those participating in the management of an incident to work together to ensure that timely, accurate, easy-to-understand, and consistent information is disseminated to the public.
 - a. The alternate location for the JIC will be located in Community Relations. This activation should occur in concert with the ECP moving to its secondary location at City Hall.
3. Upon activation, the JIC will serve as the central point for the gathering of the latest developments and information for dissemination to the media.
4. Upon activation of the JIC, Meeting Room 1 on the second floor of the DCRC will serve as the Media Briefing Center, the central point for on-site media access to the latest developments and information.
 - a. The alternate location for the Media Briefing Center will be located in Community Relations. This activation should occur in concert with the ECP moving to its secondary location at City Hall.
5. Every effort will be made to ensure information released under a Joint Information System (JIS) is coordinated with all impacted jurisdictions.
6. Information generally will focus on messages, such as warning, shelter and evacuation or suspension of activities. A special effort will be made to report the facts as accurately as possible and provide advice concerning necessary protective actions. Rumor control will be a major aspect of the information program and will operate from the JIC, supervised by a PIO designee of the Lead PIO.

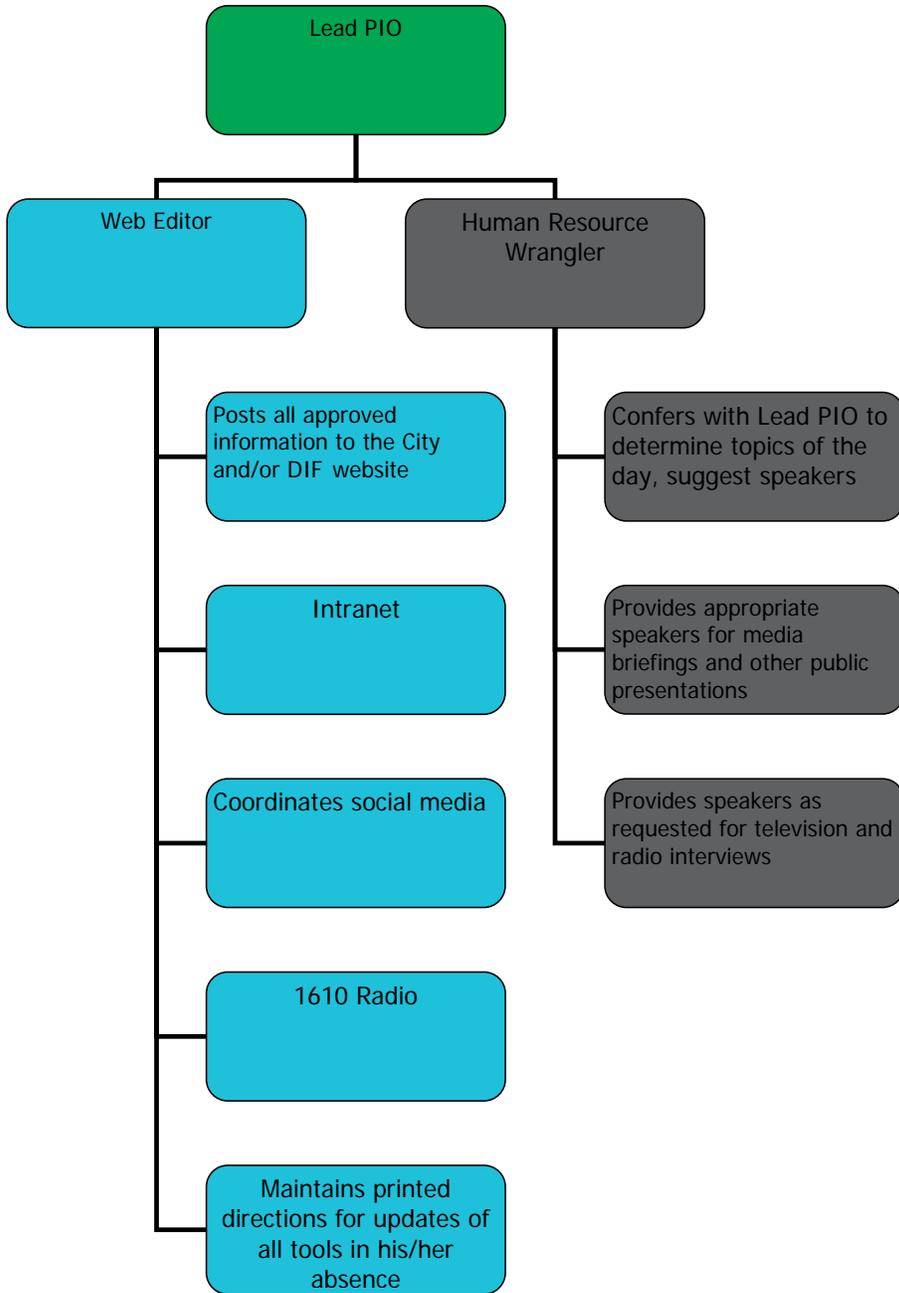
ORGANIZATION

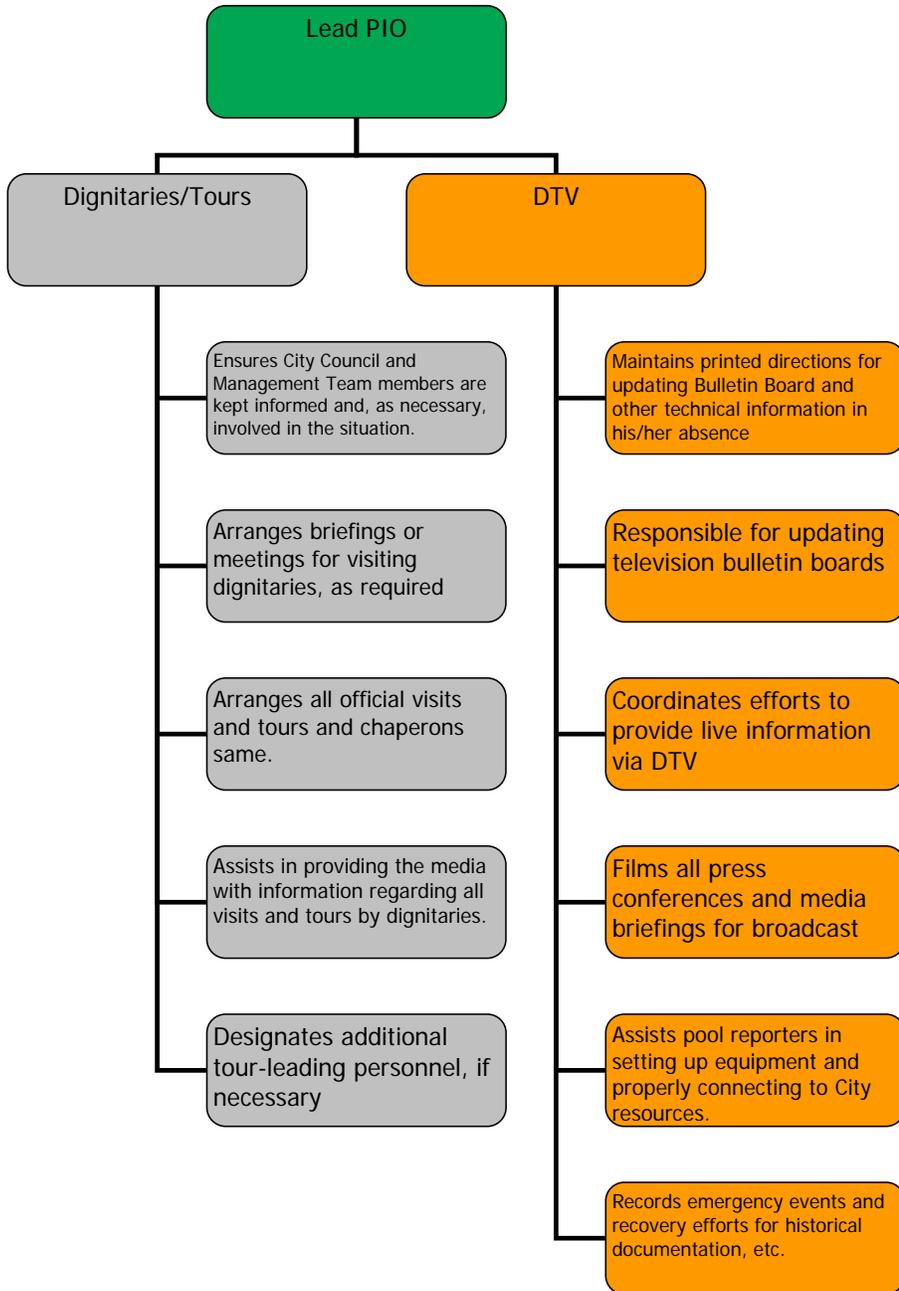
1. The City's Public Information Officer (PIO) for the Division of Police will serve as the primary coordinator and contact for media relations in the event of an emergency or disaster, designated as the Lead PIO. The Lead PIO will receive direction from the EVENTS Incident Commander.
2. The JIC will be supervised by a designee of the Lead PIO. Staffing of the JIC will be the responsibility of the Lead PIO.
3. The Lead PIO will designate a staff member from the Division of Community Relations to be in contact with City Council, management staff and employees.
4. The Lead PIO will designate a staff member from the Division of Community Relations to be in contact with the media during and after the emergency by scheduling regular press briefings and coordinating regular releases of pertinent information.
5. The Lead PIO serves as the JIC Team Leader. The Lead PIO will be headquartered in the ECP and designate a PIO to coordinate activities such as information gathering, writing and dissemination within the JIC. The Lead PIO maintains overall responsibility for coordinating the release of information and ensuring successful communication between the ECP and JIC.

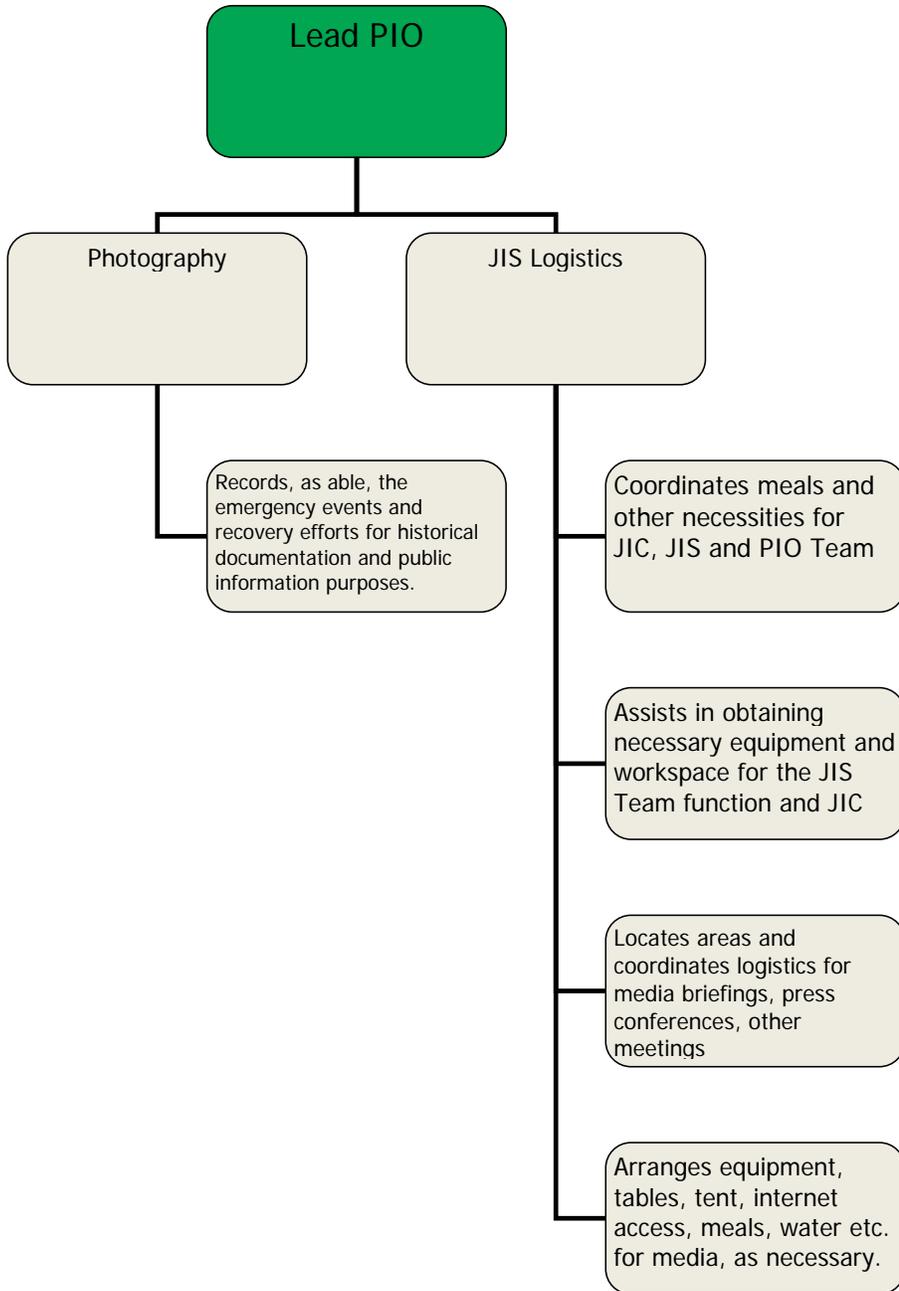
- 6. The Web Editor, or his/her designee, will be stationed in the JIC to lead and coordinate online information dissemination.
- 7. Other staff may be designated by the Lead PIO to handle certain media-related functions.

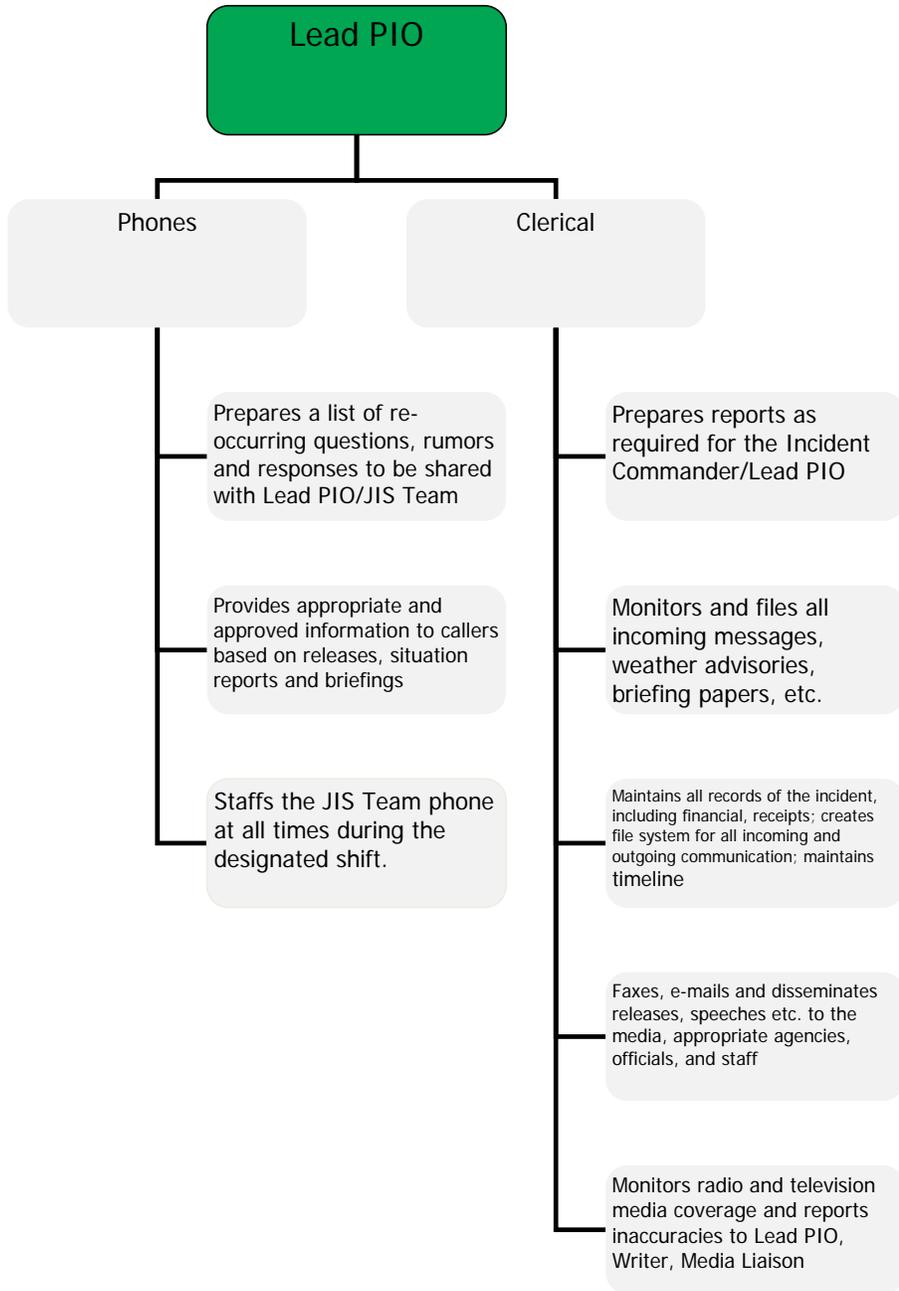












EXECUTION

1. To be effective, emergency communications must be consistent, timely, accurate and clearly stated.
2. It is important that the information made public "speaks with one voice." The Lead PIO will designate the appropriate person or persons to talk to the media. The Lead PIO may elect to assume that responsibility herself/himself and may appoint an alternate spokesperson. In this instance, this practice supersedes the City's standard media relations policy which states that "any City employee may answer any question from any reporter." During an emergency or for any issue that could have a negative impact on the City's public image, all media inquiries and communications must be directed through the Lead PIO.
3. When evacuation is imminent, public information will expand its capabilities to answer public inquiries and prepare new or modified public announcements. Information and maps about relocation will be distributed to the public via print and digital media.
4. City and/or DTV Videographers shall be notified of any planned press conferences and briefings. Filming of the actual emergency events or operations of the response staff shall be done where and when practical, keeping in mind that an historical record may be valuable to the organization for various reasons. At no time shall the filming be done at risk to staff members or shall it interfere with the operations necessary to support the emergency response. The film crew shall have access to all emergency operations areas and are not to be governed by the same restrictions that apply to the outside media, providing this access does not interfere with operations or cause safety concerns.

MEDIA COMMUNICATIONS

1. Press releases and media updates, such as emails and social media messages shall be distributed to normal media outlets, as well as other outlets that shall be added as they are identified.
2. The Lead PIO shall determine when a press release is appropriate.
3. The release of any information to the media will be coordinated through and approved by the Lead PIO and EVENTS Incident Commander.
4. Council members, management team and staff shall receive information no later than the time the media receives them.
5. In many circumstances, the media will not be allowed unfettered access to an incident scene. However, it may be desirable to allow the media limited, assisted and supervised access to a scene.
6. In situations where the EVENTS Incident Commander has determined access to the scene should be restricted, the Lead PIO will advise the EVENTS Incident Commander about allowing or disallowing media access, and will coordinate the degree of access and ground rules for that access for the media. Every reasonable effort to assist the media with coverage should be made.
7. Upon approval of the Lead PIO and EVENTS Incident Commander, the media may be allowed limited access to the ECP, escorted by a member of the JIC team.
8. If visiting dignitaries or public officials visit the ECP, the media may be allowed access to them upon approval by the Lead PIO and EVENTS Incident Commander.

ATTACHMENTS

- A. JIC Tier Personnel Plan
- B. Materials List
- C. Priority Media List

- D. MailChimp Posting Instructions
- E. List of Central Ohio Public Information Officers
- F. Staffing Schedule
- G. Division of Community Relations Contact Information

RELEASE TEMPLATES

1. Suspension Release
2. Evacuation Release
3. JIC Activation Release
4. Press Conference Release

A. Joint Information Center (JIC) Personnel Plan

Tier 1

- **Personnel** can switch to Channel 1 of the rented system to monitor situation.
- Lead PIO will report to the ECP.

Tier 2

- **EVENTS Dispatchers** will make an announcement on all rented radio channels about the threat and status. They will also make an announcement on Channel 8 (Vendors), Channel 9 (IT/Tickets) and Channel 10 (Events) that any personnel on those channels should switch to Channel 1 for updates. They will contact the **Stage Managers** on Channel 4 (entertainers) to give precise announcement information if necessary.
- **All other personnel** will inform other participants in the areas they are overseeing about the Tier 2 status and will continue to monitor Channel 1.

Tier 3

- **Primary and secondary EVENTS Command Post Dispatchers** will make an announcement on all rented radio channels about the threat and status. They will contact the **Stage Managers** on Channel 4 (entertainers) to give precise announcement information.
- **Lead Public Information Officer** (Division of Police PIO) will advise EVENTS Dispatcher of activation of Joint Information Center (JIC). If Lead PIO is unavailable, the Director of Community Relations/Public Affairs Officer will assume Lead PIO duties. The Lead PIO will send an emergency text message to Council members, City Manager and Clerk of Council.
- **Director of Community Relations/Public Affairs Officer** will report to the JIC with the necessary materials from Festival Operations. If the Director of Community Relations/Public Affairs Officer is unavailable, the Web Editor will assume Director of Community Relations/Public Affairs Officer duties in the JIC.
- **Web Editor** will report to the JIC upon its activation. If the Web Editor is unavailable, the Web Specialist will assume Web Editor duties in the JIC.
- **Administrative Assistant/Office Assistant** will communicate all messages to Council members.
- **All other personnel** can switch to Channel one of the rented system to monitor situation.

Tier 4

- **EVENTS Dispatchers** will make an announcement on all rented radio channels about the threat and status. They will contact the **Stage Managers** on Channel 4 (entertainers) to give precise announcement information.
- **Lead Public Information Officer** (Division of Police PIO) will advise CR Dispatcher of activation of Joint Information Center (JIC). If Lead PIO is unavailable, Director of Community Relations/Public Affairs Officer will assume Lead PIO duties.
- **Director of Community Relations/Public Affairs Officer** will report to the JIC with the necessary materials from **Festival Operations**. If the Director of Community Relations/Public Affairs Officer is unavailable, the Web Editor will assume the Director of Community Relations/Public Affairs Officer duties in the JIC.
- **Web Editor** will report to the JIC upon its activation. If the Web Editor is unavailable, the Web Specialist will assume duties of Web Editor in the JIC. **All other personnel** can switch to Channel 1 of **the rented** system to monitor situation.
- **Administrative Assistant/Office Assistant** will communicate all messages to Council members.

Once assigned duties are completed, all staff should immediately seek shelter.

All Clear

- **EVENTS Dispatchers** will make an announcement on all rented radio channels. The first tier of people notified should be Admissions and EVENTS staff. All other volunteers will be allowed on grounds in the second tier of people.
- **Lead PIO** will notify EVENTS Dispatcher of de-activation of the JIC.
- **The Director of Community Relations/Public Affairs Officer** will be responsible for closing JIC operations and transportation of necessary materials.
- **Administrative Assistant/Office Assistant** will communicate all messages to Council members.

B. Materials List

Upon activation of the JIC, the PIO in charge of the JIC, or his/her designee, shall ensure the following supplies are transported from Festival Operations at the DCRC to the JIC:

- Laptop computers (2)
- Mobile phones
- Mobile phone chargers
- Digital camera
- Business cards
- Hand sanitizer
- Energy/nutrition bars
- Legal pads
- Pens,
- Pencils
- Markers
- Post-its
- Tape
- Scissors
- Stapler and staples
- Calculator
- Staple guns and staples
- Telephone directories
- Extension cords/surge protectors
- CDs and DVDs
- City road maps
- Binders
- Safety vests
- Transparent sheet protectors
- Bull horn
- Clip boards
- Duct tape
- Large paper tablets
- Media credentials
- Media/VIP parking passes
- Ponchos
- Flashlights
- List of Central Ohio Public Information Officers
- Media List

C. Priority Media List (updated July 2012)

(Phone numbers '614' area code unless otherwise noted)

NBC (4)

stories@nbc4i.com

Phone: 263-5555

ABC/FOX (6/28)

news@wsyx6.com

Phone: 481-6672

CBS (10)

wbnsdesk@10tv.com

Phone: 460-3950

WTVN (610)

newsroom@wtvn.com

Phone: 486-6101

WOSU (820)

news@wosu.org

Phone: 292-7625

WNCI (97.9)

Phone: 486-6101

DUBLIN VILLAGER

Phone: 740-888-6000

editorial@thisweeknews.com

Jennifer Noblit

740-888-6090

jnoblit@thisweeknews.com

Reporter

Cell: 614-323-6730

COLUMBUS DISPATCH

Phone: 461-5200

Holly Zachariah

Cell: 374-9582

hzachariah@dispatch.com

Reporter

Ted Decker

tdecker@dispatch.com

D. MailChimp Posting Instructions

Mail Chimp

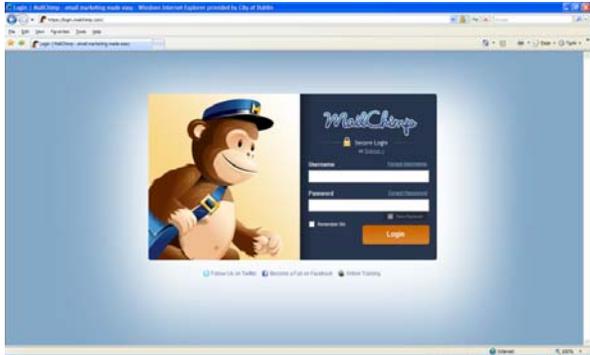
Address: <http://www.mailchimp.com/>

Click on 'Login'

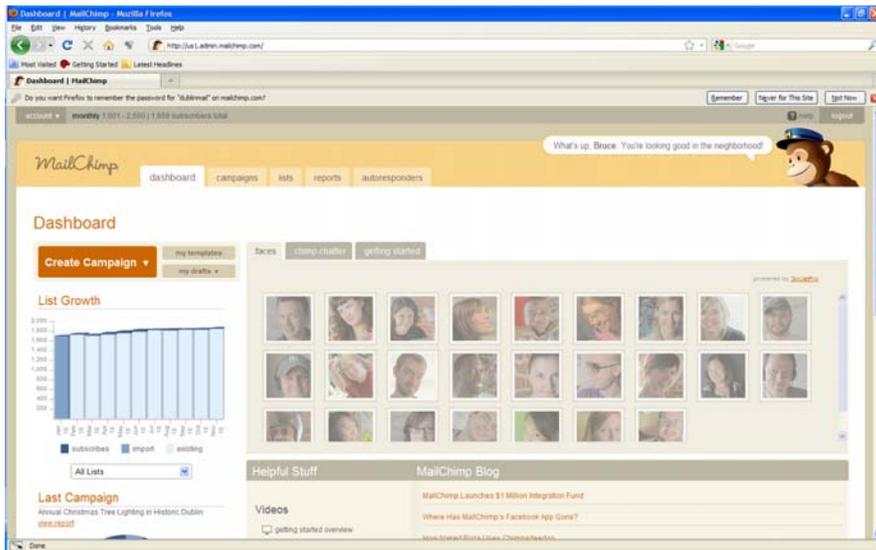
Username: dublinmail

Password: 5200dublinohio

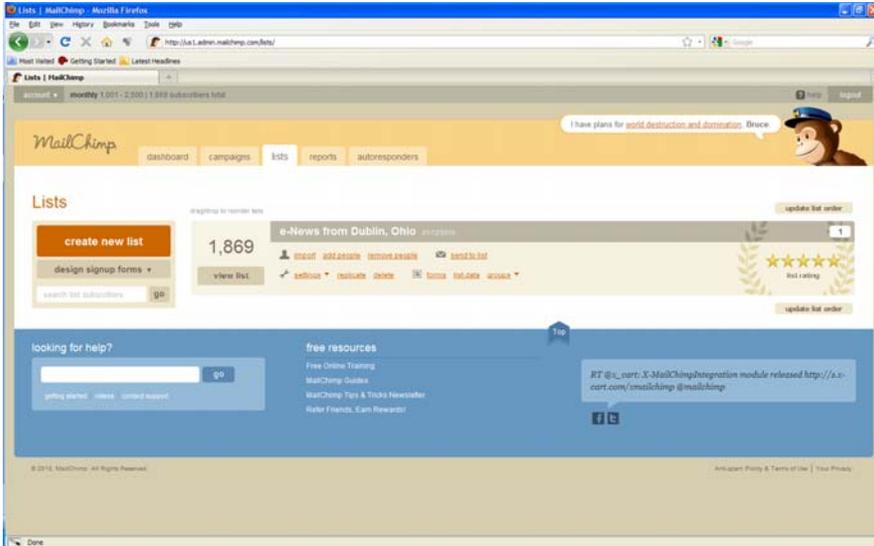
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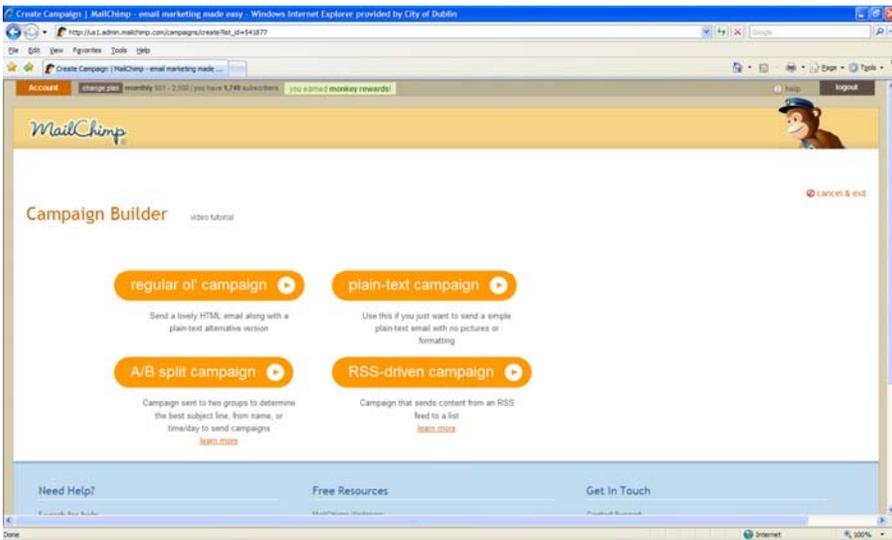
Once you login this screen will appear:



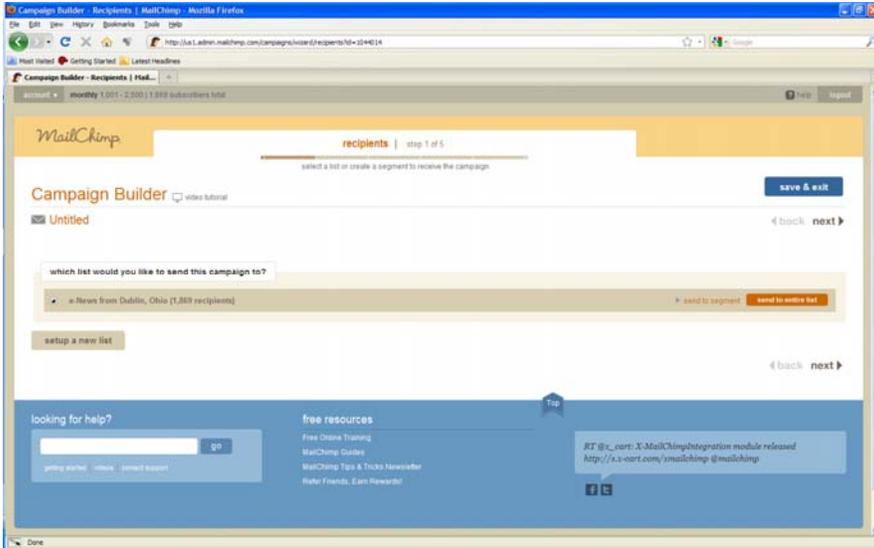
Click on the 'Lists' tab



Under the e-News from Dublin, Ohio click on 'send to list'



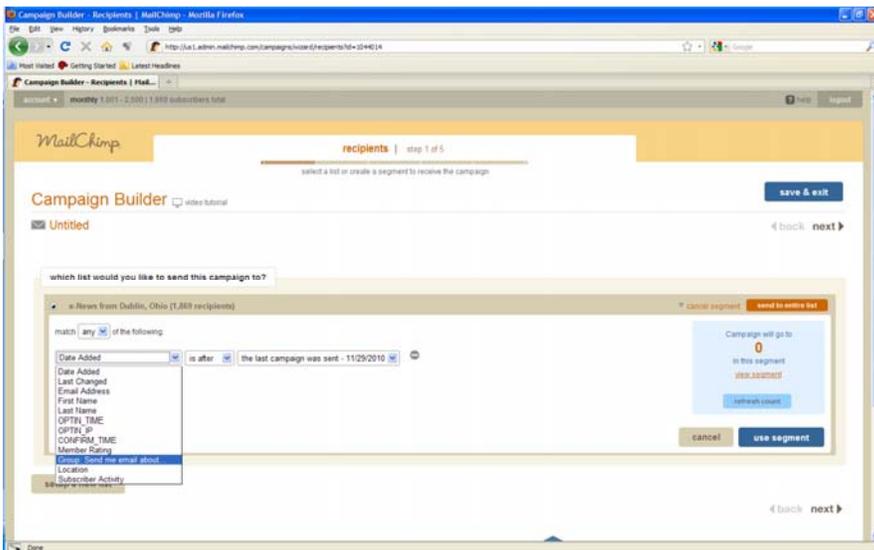
Click on 'regular ol' campaign

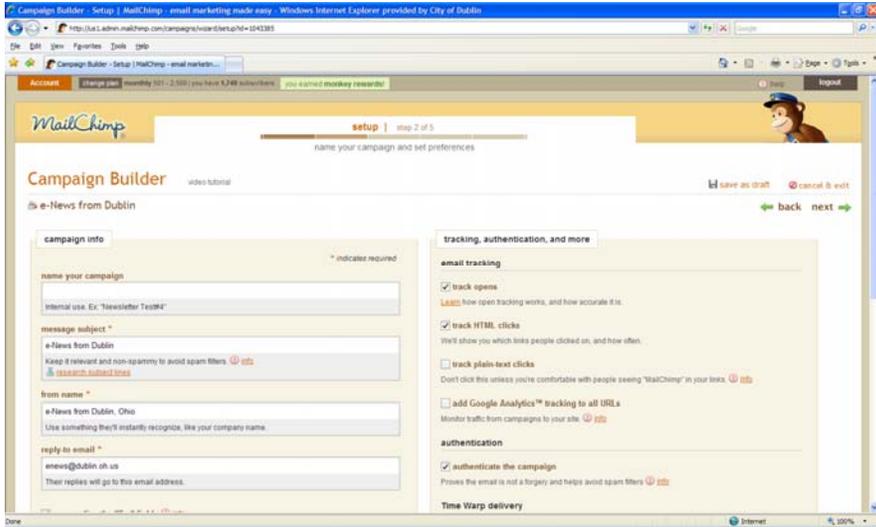


This is where you select who you want to send e-News to. **Click on 'send to segment'**

This opens a drop down menu where you select 'Group: Send me e-mail...' and then pick a group

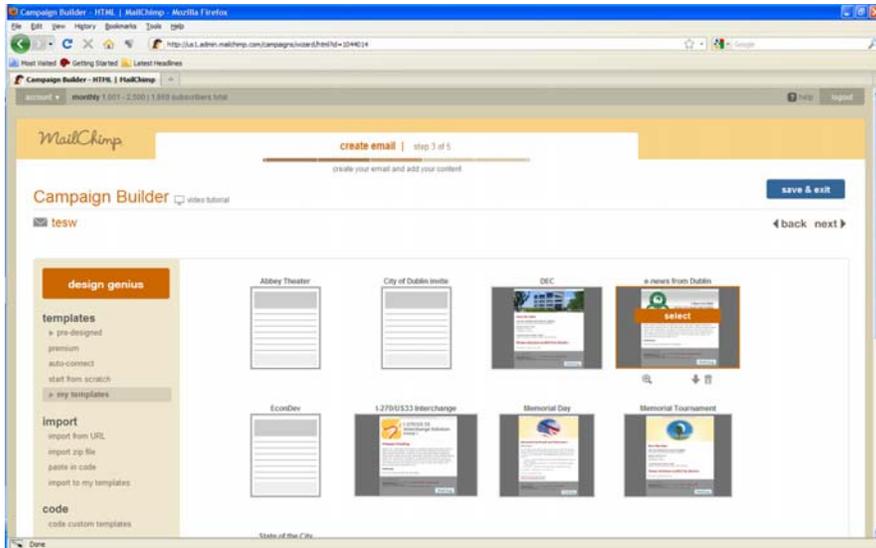
Once you select a category then click **'use segment'** (if you want to see how many people you will be sending it to click 'refresh count') You can select multiple groups, press and hold the ctrl button and click on each group.



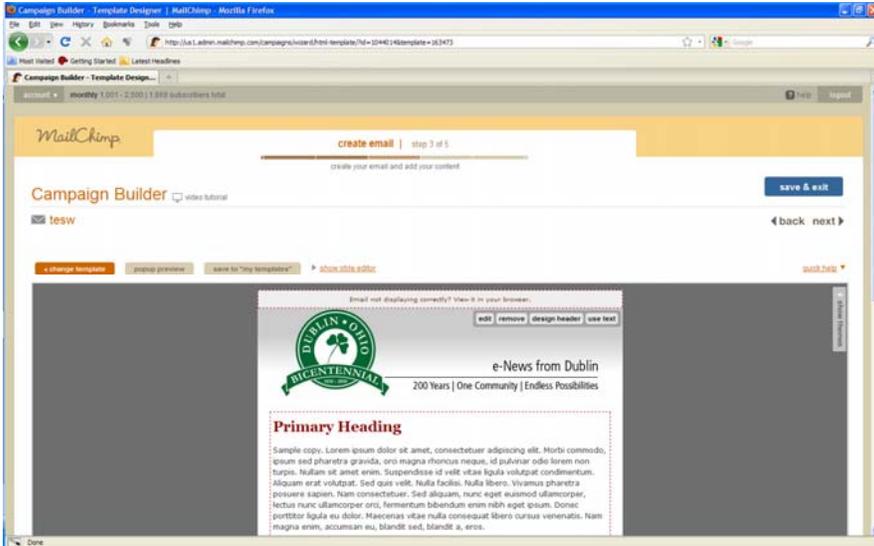


Enter your **campaign name** and **message subject**. For example if this was a Crime Advisory put Crime Advisory in both places. Be sure to click 'add Google Analytics tracking to all URLs' this will help track how many people click on a link from your e-News

Then click 'next'

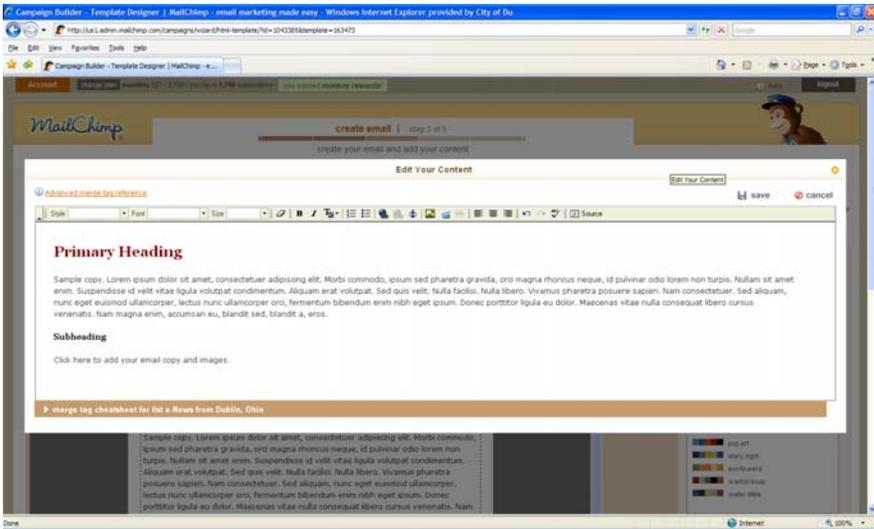


This screen lets you pick the e-News template. Click on 'e-news from Dublin' (Soon there will be a different template for each group.) Mouse over the template and click 'select'



Click on the text in the template to add text. Cut and paste your text into the pop-up screen. Be sure to format the text. Highlight the text and pick how it should be styled > Title (Headline) > Subtitle (Second Headline) > Default Text (Body Copy)

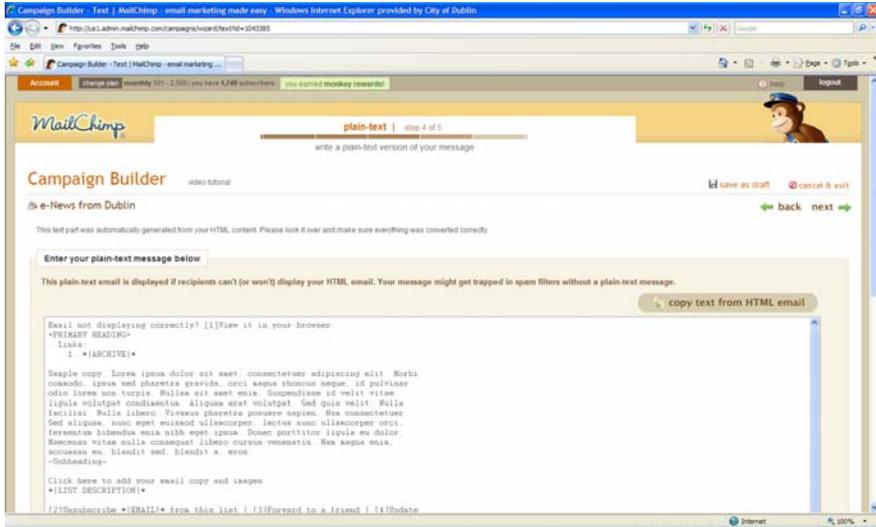
Once the text looks good click on 'save'



If you scroll down to the bottom of the page you will see a 'Send Test' button – you can send a test to your e-mail to make sure it looks good.

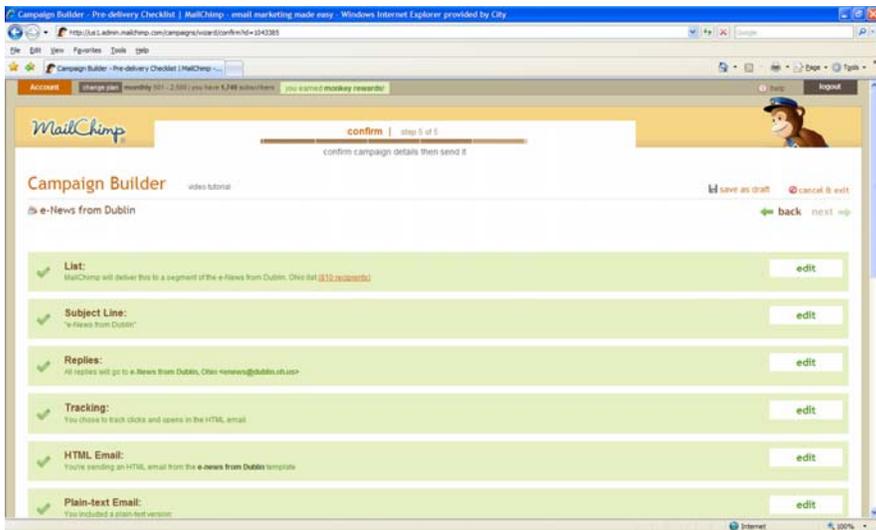
Then click 'next'

7/30/2012 8:12 AM



It will then show you how the e-mail will look in plain text. Be sure to clean up the extra elements to make it look good.

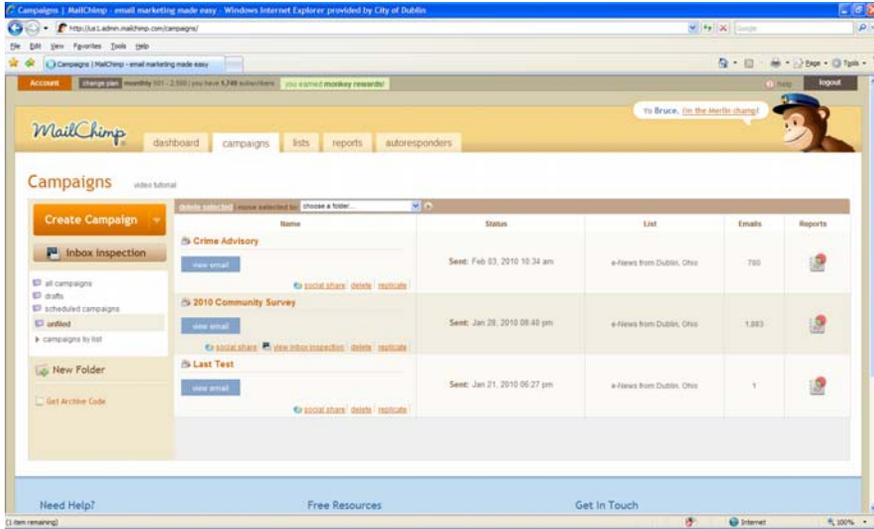
Then click 'next'



You will get one last chance to look and make sure everything looks good to go. Scroll down to the bottom of the page and click 'Send Now' or click 'Schedule Delivery'

Once it goes out you can log back in track how it did.

Click on the 'campaigns'



It will put up a list of all the e-News – click on the 'view report' icon to see the stats

E. List of Central Ohio Public Information Officers

Last Name	First Name	Title	Agency	Cell Phone	Email
Aigler	Jeremiah	Registered Sanitarian	Wyandot County Health Department	419-618-7639	jaigler@co.wyandot.oh.us
Anthony	Mark	Public Affairs Officer	Franklin County Emergency Management and Homeland Security	614-206-1162	mdanthon@franklincountyohio.gov
Batson	Megan	Sanitarian/PIO	Fayette County Health Department	740-572-2155	megan.batson@odh.ohio.gov
Berkemer	Elizabeth	Public Relations & Media Manager	Central Ohio Transit Authority	614-565-6767	berkemerea@cota.com
Bournea	Chris	Public Information Officer	Ohio Dept. of Job & Family Services	614-531-5254	Chris.Bournea@jfs.ohio.gov
Bowser	Chris	Supervisor, Public Relations	Groveport Madison Schools	614-554-0731	chris.bowser@gocruisers.org
Breedlove	Amber	Health Communication Specialist	Franklin County Public Health	614-332-0392	adbreedl@franklincountyohio.gov
Brown	Anne	Community Relations / Public Information Officer	City of Worthington	614-530-5933	brown@ci.worthington.oh.us
Cage	Bernice	Public Information Officer	Mid-Ohio Regional Planning Commission	614-626-1117	bcage@morpc.org
Canavan	Megan	Public Information Officer	City of Dublin	614-327-6827	mcanavan@dublin.oh.us
Carter	Jesse	Public Information Officer	Delaware General Health District	740-815-9193	jcarter@delawarehealth.org
Collins	Laurie	Emergency Preparedness Coordinator	Logan County Health District	937-597-5510	laurie.collins@odh.ohio.gov
Cook	Lynn	Director, Communications & Marketing	American Red Cross of Greater Columbus	614-332-4929	cookl@usa.redcross.org
Cook	Lisa	Administrative Assistant/PIO	Marion County Health Department	740-244-9677	lcook@odh.ohio.gov
Crossland	Sandra	Director of Nursing	Galion City Health Department	419-566-0070	sandy.crossland@odh.ohio.gov

Dickey	Christa	Community Affairs Administrator	City of Westerville	317-440-5197	christa.dickey@westerville.org
Dybiec	Leslie	Public Information Officer	Washington Township	614-496-4064	ldybiec@wtp.com
Ehrgood	Bill	Assistant Public Information Officer	Columbus Division of Fire	614-554-9014	wwehrgood@columbus.gov
Evans	Alexis	Director of Health Education & Special Projects/PIO	Madison County/London City Health District	740-506-2144	aevans@co.madison.oh.us
Ford	Amanda	Assistant Director	Columbus Dept. of Public Safety		aaford@columbus.gov
Fowler	Michael	Public Information Officer	Columbus Division of Fire	614-456-8293	mfowler@columbus.gov
Galli	Heather	Police Officer	City of Upper Arlington	614-580-1988	hgalli@uaoh.net
Gnezda	Victoria	Communications Director	Worthington Schools	614-565-2080	vgnezda@worthington.k12.oh.us
Hand	Kelly	Public Health Information Manager	Morrow County Health Department	614-483-6510	dwhiting@columbus.gov
Homan	Marty	Employee Communication Information Officer	Franklin County Board of Commissioners	614-402-5203	mrhoman@franklincountyohio.gov
Hoyt	Brian	Public Information Manager	City of Gahanna	614-625-6329	brian.hoyt@gahanna.gov
Jarrell	Jennifer	Information Management Director	Delaware County Sheriff's Office	330-289-3063	sheriffinfo@co.delawar.oh.us
Jordan	Shawna	Assistant PIO	Union County Health Department	614-657-7208	shawna.jordan@health.co.union.oh.us
Kibler	Scott	Health Commissioner	Crawford Cty General Health District	419-566-7781	cchc@crawford-co.org
Kirkpatrick	Todd	PIO WIC Director/Health Education Director	Licking County Health Department	740-503-3811	tkirkpatrick@lickingcohealth.org
Kline	Mitzi	Director of Communication	Franklin County Public Health	614-374-1924	mrkline@franklincountyohio.gov
Kochensparger	Dan	Public Information Officer	City of Upper Arlington	614-774-4687	dkochensparger@uaoh.net
Koprowski	Laura	Public and Government Affairs Director	Mid-Ohio Regional Planning Commission	614-626-1116	lkoprowski@morpc.org
Kress	Elizabeth	Health Educator	Franklin County Public Health	614-271-0933	eakress@franklincountyohio.gov
LeRoy	Alison	Events Administrator	City of Dublin	604-206-3305	aleroy@dublin.oh.us
McAfee	Scott	Public Information Officer	Village of New Albany	614-774-5144	smcafee@villageofnewalbany.org
McNutt	Michael	Public Relations Specialist	Columbus Public Health Office of Community Preparedness	614-604-5895	mmmcnutt@columbus.gov
Moreau	Jayne	Assistant Director of Communications	Columbus Public Health	614-203-9287	jcmoreau@columbus.gov
Palm	Pam	PIO/Director Health Promotion Services	Knox County Health Department	740-507-6533	ppalm@knoxhealth.com
Peacock	Mary Ellen	Senior Counselor, Media Relations	Nationwide Children's Hospital	614-937-7316	maryellen.peacock@nationwidechildrens.org
Rase	Lisa	Deputy Registrar/Backup PIO	Pickaway County Health Department	740-412-7152	lrased@pchd.org
Robinson	Jeff	Public Information Officer	City of Powell	740-815-0642	jrobinson@cityofpowell.us
Rodriguez	Jose	Director of Communications	Columbus Public Health	614-604-5025	jrodriguez@columbus.gov
Shadwick	Aimee	Public Affairs Manager	ADAMH Board of Franklin County	614-657-0431	ashadwick@adamh.co.franklin.oh.us
Sheffer	Brent	Public Information Officer	Central Ohio Amateur Radio Emergency Service	614-554-4545	bsheffer@insight.rr.com
Shields	Gary	Registered Sanitarian/PIO	Kenton Hardin Health Department	419-674-7634	gary.shields@odh.ohio.gov
Speight	Emma	Deputy City Manager - Community Affairs	City of Upper Arlington	614-205-9765	espeight@uaoh.net
Stalter	Donna	Public Relations Specialist	Fairfield Medical Center	740-215-7870	donnas@fcmhealth.org
Stonerock	Matthew	Emergency Preparedness Coordinator	Logan County Health District	937-441-4179	matt.stonerock@odh.ohio.gov

Tabor	Angie	Manager of Communications	Columbus Regional Airport Auth	614-774-1153	atabor@columbusairports.com
Thompson	Leigh	Emergency Preparedness Coordinator	Fayette County Health Department	614-446-7958	leigh.thompson@odh.ohio.gov
Thrush	Jennifer	Public Information Officer	Union County Health Department	937-243-2987	jennifer.thrush@health.co.union.oh.us
Tracey	Connie	Communications Coordinator	Columbus Regional Airport Auth	614-783-4614	ctracy@columbusairports.com
Viebranz	Greg	Executive Director of Communication	Westerville City School District	614-432-9955	viebranz@wcohs.org
Warner	Jeff	Communications Director	New Albany-Plain Local Schools	614-202-5426	jwarner@napls.us
Wasowski	Krista	Health Commissioner	Morrow County Health Department	419-560-5701	Krista.Wasowski@odh.ohio.gov
Weiner	Rich	Sergeant/Public Information Officer	Columbus Police	614-774-7603	rweiner@columbuspolice.org
Young Mohr	Laura	Public Relations Specialist	Columbus Dept. of Public Utilities	614-565-4786	lymohr@columbus.gov

F. Staffing Schedule

Irish Fest Tier 1 & 2	Friday Noon - 5pm	Friday 5p-12am	Saturday 9-5pm	Saturday 5p-12am	Sunday 9-3pm	Sunday 3pm-9 pm
Sandra	N/A	Available	Available	Available	Command Post	Command Post
Sue	Command Post	Command Post	N/A	N/A	N/A	N/A
Meg	Available	Available	Command Post	Command Post	N/A	N/A
Bruce	Available	Available	Web & Social Media	Available	Available	Finance
Kevin	Web & Social Media	Web & Social Media	Available	Web & Social Media	Web & Social Media	Web & Social Media

Irish Fest Tier 3 & 4	Friday Noon - 5pm	Friday 5p-12am	Saturday 9-5pm	Saturday 5p-12am	Sunday 9-3pm	Sunday 3pm-9 pm
Sandra	N/A	Available	Media	Media	Command Post/Council	Command Post/Council
Sue	Command Post/Council	Command Post/Council	N/A	N/A	N/A	N/A
Meg	Media	Media	Command Post/Council	Command Post/Council	N/A	N/A
Bruce	Available	Available	Web & Social Media	Council	Media	Media
Kevin	Web & Social Media	Web & Social Media	Available	Web & Social Media	Web & Social Media	Web & Social Media
Debby	Council	Available	N/A	N/A	Council	Available

Lauren	Available	Council	Council	N/A	Available	Council
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G. Division of Community Relations Contact Information

NAME	CURRENT ADDRESS	TITLE	EMAIL	PERSONAL CELL #	WORK CELL #	EXTENSION	EMERGENCY CONTACT
Sue Burness	6321 Memorial Drive Dublin, OH 43017	Public Affairs Officer	sburness@dublin.oh.us	561-1617	226-5382	X4508	Jim Burness 204-2676
Megan Canavan	181 Seatrain Drive Delaware, OH 43015	Public Information Officer	mcanavan@dublin.oh.us		327-6827	X4504	Brian Canavan 425-3578
Kevin Cooper	5404 Tara Hill Drive Dublin, OH 43017	Website Developer	kcooper@dublin.oh.us	562-7194	206-6946	X4517	Beki Cooper 562-5565
Bruce Edwards	95 Benheim Road Columbus, OH 43214	Web Administrator	bedwards@dublin.oh.us	268-5242	989-7956	X4511	Tricia Edwards 657-9556
Joe Fox	7998 Glenmore Drive Powell, OH 43065	Multi Media Specialist	joe@svcvideo.com	327-0210	545-0064		Lindsey Fox 314-5838
Debby Glander	5824 Whitestone Drive Columbus, OH 43228	Administrative Assistant	dglander@dublin.oh.us	323-7119	226-5158	X4502	Gordon Glander 323-7110
Lauren McDonald	4868 Wellspring Court Dublin, OH 43016	Office Assistant II	lmcdonald@dublin.oh.us	937-654- 1023		X4450	Shane McDonald 937-681-4440
John Nichols	7429 Christie Chapel Road Dublin, OH 43017	Multi Media Specialist	john@svcvideo.com		571-3564		Lindsay Nichols 619-0441
Sandra Puskarcik	7127 Coventry Woods Drive Dublin, OH 43017	Director of Community Relations	spuskarcik@dublin.oh.us	766-4321	206-3303	X4501	Dave Mckee 402-3425
Nancy Richison	4698 Huntwicke Drive Hilliard, OH 43026	Consultant	nrichison@dublin.oh.us	921-0616	579-2612		
Mary Taynor	26650 James Watkins Road North Lewisburg, OH 43060	Office Assistant I	mtaynor@dublin.oh.us	330-4017		X4410 (Tax)	Joe Taynor 394-4046
Brittany Vickers	4730 Chestnut Hills Road Newark, OH 43055	CR Intern	bvickers@dublin.oh.us	740-334- 2183		X2113	Pam Vickers (Mother) 740-501-1714
Olivia Williams	63 Appletree Court Howard, OH 43028	CR Intern	owilliams@dublin.oh.us	740-501- 1759		X2114	Cordelia Williams (Mother) 740-398-4918

FOR IMMEDIATE RELEASE

(Insert date here month day, 2012)

Dublin Irish Festival suspends operations

(DUBLIN, Ohio) — The City has suspended the Dublin Irish Festival because of (reason here).

The suspension will last until approximately (time here).

The Festival grounds HAVE NOT been evacuated. The Festival HAS NOT been canceled.

Please check the Festival Web site at www.DublinIrishFestival.org for updates to the status of the Festival.

###

Contact: Megan Canavan
Public Information Officer
614.410.4504 (office)
614.327.6827 (mobile)
mcanavan@dublin.oh.us (email)
[@DublinOhio](https://twitter.com/DublinOhio)/[@DublinIrishFest](https://twitter.com/DublinIrishFest)/[@DublinPolice](https://twitter.com/DublinPolice) (twitter)

FOR IMMEDIATE RELEASE

(Insert date here month day, 2012)

City evacuates the Dublin Irish Festival

(DUBLIN, Ohio) — The City has evacuated the Dublin Irish Festival because of (reason here). All patrons, vendors and event personnel should leave the grounds immediately.

Shuttles will take visitors to their respective parking lots as quickly as possible.

The Festival will resume operations when officials have deemed the grounds safe for the general public.

Please visit the Festival Web site at www.DublinIrishFestival.org for updates to the status of the Festival.

###

Contact:

Megan Canavan

Public Information Officer

614.410.4504 (office)

614.327.6827 (mobile)

mcanavan@dublin.oh.us (email)

[@DublinOhio](https://twitter.com/DublinOhio)/[@DublinIrishFest](https://twitter.com/DublinIrishFest)/[@DublinPolice](https://twitter.com/DublinPolice) (twitter)

FOR IMMEDIATE RELEASE

(Insert date here month day, 2012)

Dublin Irish Festival activates Joint Information Center

(DUBLIN, Ohio) — The City has activated the Joint Information Center for the purpose of informing the public of emergency situations at the Dublin Irish Festival.

Media updates of emergency situations at the Festival will originate from the JIC. Please report to the Abbey Theater at the Dublin Community Recreation Center (DCRC), 5600 Post Road, for briefings and alerts.

A press conference will be held at TIME HERE on DAY HERE in Meeting Room 1 on the second floor of the DCRC.

###

Contact:

Megan Canavan

Public Information Officer

614-410-4504 (office)

614-327-6827 (mobile)

mcanavan@dublin.oh.us (email)

[@DublinOhio](#)/[@DublinIrishFest](#)/[@DublinPolice](#) (twitter)

FOR IMMEDIATE RELEASE

(Insert date here month day, 2012)

City to hold press conference for Dublin Irish Festival emergency

(DUBLIN, Ohio) — The City has scheduled a press conference for (time and day here).

The purpose of the conference is to discuss an emergency incident that occurred at the Festival.

Please report to Meeting Room 1 on the second floor of the Dublin Community Recreation Center, 5600 Post Road, for the conference.

###

Contact:

Megan Canavan

Public Information Officer

614-410-4504 (office)

614-327-6827 (mobile)

mcanavan@dublin.oh.us (email)

[@DublinOhio](#)/[@DublinIrishFest](#)/[@DublinPolice](#) (twitter)

Annex VI: Maps/Diagrams

Details maps and diagrams will be added to binder closer to Festival.

Annex VII: Contact Information

Details contact information for entertainers, exhibits, vendors and contractors will be added to binder closer to Festival. In addition, a system will be worked out where a mass text message alert can be sent to their mobile phones in a critical incident.

Annex IX: Credentials



Event Staff

Jim

Neighbors



Access -
 All areas on-site
 Hospitality areas -Event Staff only
All Access:
 Event Staff
 Media - All Access
 Some Contractors



Entertainer

Jim

Neighbors



Access -
 Municipal Building Hosp.
 Credential HQ
 Meal Lounge -days indicated
Entertainer/Exhibitor:
 Entertainers
 Wee Folk
 Exhibitors



Food Vendor

Jim

Neighbors



Access -
 Municipal Building Hosp.

Vendor:
 Food
 Marketplace/Emerald Isle
 Wee Folk
 Misc. Vendors



Jim

Neighbors



Access -
 Municipal Building Hosp.

Misc.:
 Stage Managers
 Entertainer Support
 Sports
 Bev. Fund Shift Leaders
 Some Contractors



Jim

Neighbors



Access -
 Municipal Building Hosp.
 Council Only - All VIP Clubs
 Meal Lounge - Board & some committee
VIPs:
 Sponsors
 Media
 Council Members/Honorary Chairs
 Committee/Board/Shift Leaders



Phone: 614-410-4545
 Emergencies: 911

Jim

Neighbors

F/Sa/Su

Back-
 Only those with access
 to Meal lounge will have
 days indicating when they
 have access

Annex X: Specific Incidents Plans

Assaults/Fighting

In the event an assault or fight is reported to staff the following procedures should be followed:

Staff & Volunteers:

1. Report the incident to the Event Command Post immediately.
2. If there are obvious injuries, report the incident using City radio system, channel Event 2 (3B) and/or rental radio system Channel 1.
3. Be a good witness: Try to remember the description of suspects, direction of travel, weapons used, etc.
4. Render assistance is possible, and only once it is safe to do so.
5. Remain on scene to give information to police and/or EMS personnel.

Police:

1. Respond to the location of reported incident.
2. Subdue and apprehend any suspects, if possible.
3. Render necessary aid to victim(s) until EMS personnel arrive.
4. Determine if any suspects have left the scene. Notify other officers and the Event Command Post of this information, especially if the suspect poses a potential threat to Festival guests and/or staff.
5. Determine if there is a crime scene.
6. Establish and secure perimeter to protect crime scene.
7. Identify any potential witnesses. Record identifying information.
8. Initiate an incident report
9. Obtain witness statements.
10. Hold scene for detectives, or until released by a police supervisor.

Bomb Threat/Suspicious Package

(The following plan follows Dublin Division of Police policy, General Order 46.1.4a)

In the event that ECP receives a bomb threat: Communications personnel in Field Comm or the ECP receiving a report of a bomb threat or a report of a suspected explosive device shall obtain as many details as possible from the caller and relay the information to the officers responding.

- Officers dispatched to the scene shall respond in a non-emergency fashion unless otherwise directed by the Law Enforcement Branch Director or a police supervisor. Officers should mark out on location prior to arriving on scene. Officers should then **power off** (shut down) their portable radio, vehicle radio, MDC systems, microphones, and cell phone equipment (if applicable).
- After investigating the complaint, if the determination is made by the Law Enforcement Branch Supervisor to evacuate at least a portion of the Festival, this plan's critical incident plan will be activated.
- If **nearby businesses, properties, residences, or persons** are deemed at risk, the Event Commander or Law Enforcement Branch Supervisor should ensure that appropriate steps are taken to make contact with nearby businesses, properties, and residences to inform them of the situation.

- If the determination is made by a police supervisor or the Law Enforcement Branch Director to **search an area where an explosive device is reportedly hidden** a search team comprised of police officers escorted by persons who are familiar with the area should be established. A security perimeter should also be established, along with a non-electronic means of communication (i.e. runners, checkpoints, etc.).
 - If a **suspected device is located**, the Law Enforcement Branch Director shall be notified, the appropriate bomb disposal unit(s) and Washington Township Fire Department shall be contacted, and the agency search teams and property representatives shall be evacuated from the immediate area pending the arrival of the bomb disposal team(s). In addition, the Operations Bureau Commander, Services Bureau Commander, and Chief of Police **should be contacted** if a device or suspected device is located.
 - If an evacuation of the area has not yet been conducted, once a suspected device is located one should be ordered by Unified Command. The size and scope of the evacuation will be determined based on the facts as they are known at the time. The chart below labeled *Bomb Threat Stand Off Distances* should be consulted.
 - If a device or suspected device is located, the Law Enforcement Branch Director, shall coordinate activities with the bomb squad upon their arrival.
 - **Bomb disposal operations** will be referred to the Columbus Fire Department Bomb Squad and/or the Franklin County Sheriff's Department Bomb Squad. At the request of the responding bomb squad, a K-9 unit trained in explosives detection may be made. For purposes of this policy, the Columbus Fire Department Bomb Squad is the preferred unit for response.
 - If **military ordnance** is involved, the U.S. Army E.O.D. shall be contacted to dispose of the device.
 - Notification of the device (any explosive device) shall be made to the local office of the **A.T.F.** who may conduct the investigation. The Law Enforcement Branch Director should contact the local A.T.F. office when a real or suspected device is located. A copy of the offense report should be faxed to the local A.T.F. office by the reporting officer as soon as practical. If the device is a suspected act of terrorism, the local **F.B.I.** office should also be contacted.

Bomb Threat Stand-Off Distances

Threat Description		Explosives Capacity ¹ (TNT Equivalent)	Building Evacuation Distance ²	Outdoor Evacuation Distance ³
	Pipe Bomb	5 LBS/ 2.3 KG	70 FT/ 21 M	850 FT/ 259 M
	Briefcase/ Suitcase Bomb	50 LBS/ 23 KG	150 FT/ 46 M	1,850 FT/ 564 M
	Compact Sedan	500 LBS/ 227 KG	320 FT/ 98 M	1,500 FT/ 457 M
	Sedan	1,000 LBS/ 454 KG	400 FT/ 122 M	1,750 FT/ 533 M
	Passenger/ Cargo Van	4,000 LBS/ 1,814 KG	600 FT/ 183 M	2,750 FT/ 838 M
	Small Moving Van/ Delivery Truck	10,000 LBS/ 4,536 KG	860 FT/ 262 M	3,750 FT/ 1,143 M
	Moving Van/ Water Truck	30,000 LBS/ 13,608 KG	1,240 FT/ 378 M	6,500 FT/ 1,981 M
	Semi-Trailer	60,000 LBS/ 27,216 KG	1,500 FT/ 457 M	7,000 FT/ 2,134 M

This table is for general emergency planning only. A given building's vulnerability to explosions depends on its construction and composition. The data in these tables may not accurately reflect these variables. Some risk will remain for any persons closer than the Outdoor Evacuation Distance.

Annex XII: Glossary

Branch: The organizational level having functional or geographical responsibility for major aspects of incident operations. A branch is organizationally situated between the section and the division or group in the Operations Section, and between the section and units in the Logistics Section. Branches are identified by the use of Roman numerals or by functional area.

Chain of Command: A series of command, control, executive, or management positions in hierarchical order of authority.

Command: The act of directing, ordering, or controlling by virtue of explicit statutory, regulatory, or delegated authority.

Command Staff: The event command staff consists of the Event Commander (in an emergency this would be the Unified Command), and the information, safety, and liaison officers.

Credible Threat: A credible threat is any threat to the safety and/or security of the event and/or persons working at, or attending the event that, in the opinion of the Event Commander offers reasonable grounds to believe it to be true. Examples of credible threats would be:

- A bomb threat with specific information relating to time of detonation, etc.
- Information from a reliable source concerning possible terrorist activity
- An actual suspected explosive device found on or near the event
- An actual or suspected bio-hazard on or near the event
- An actual or suspected hazmat situation on or near the event
- Information from a reliable source of impending severe weather

(This list of possible credible threats is not all inclusive)

Critical Incident: A critical incident is any event or situation that threatens people and/or their homes, businesses, or community. While we often think of floods, tornadoes, hurricanes, or armed assailants as posing critical incidents, the true definition of a critical incident includes any situation requiring swift, decisive action involving multiple components in response to and occurring outside of the normal course of routine business activities. (MSU Critical Incident Protocol, 2000).

Evacuation: Organized, phased, and supervised withdrawal, dispersal, or removal of guests (and staff) from dangerous or potentially dangerous areas, and their reception and care in safe areas.

Event: A planned, non-critical incident activity. ICS can be used as the management system for a wide range of events, e.g., parades, concerts, Community, or sporting events.

Event Command Post (ECP): The field location at which the primary tactical-level, on-scene incident command functions are performed. The ECP is normally identified by a green flag, a rotating, or flashing light or by a large sign.

General Staff: A group of incident management personnel organized according to function and reporting to the Incident Commander (or Unified Command). The General Staff normally consists of the Operations Section Chief, Planning Section Chief, Logistics Section Chief, and Finance/Administration Section Chief.

Imminent Threat: An imminent threat is any emergency that poses an immediate threat of death and/or serious injury to persons working at, participating in, or attending the event.

Incident: An occurrence or event, natural or human-caused that requires an emergency response to protect life or property. Incidents can, for example, include major disasters, emergencies, terrorist attacks, terrorist threats, fires, floods, hazardous materials spills, nuclear accidents, aircraft accidents, earthquakes, hurricanes, tornadoes, tropical storms, war-related disasters, public health and medical emergencies, and other occurrences requiring an emergency response.

Incident Command System (ICS): A standardized on-scene critical incident management construct specifically designed to provide for the adoption of an integrated organizational structure that reflects the complexity and demands of single or multiple incidents, without being hindered by jurisdictional boundaries. ICS is the combination of facilities, equipment, personnel, procedures, and communications operating within a common organizational structure, designed to aid in the management of resources during incidents.

It is used for all kinds of emergencies (or events) and is applicable to small as well as large and complex incidents. ICS is used by various jurisdictions and functional agencies, both public and private, to organize field-level incident management operations.

Liaison Officer: A member of the Command Staff responsible for coordinating with representatives from cooperating and assisting agencies.

National Incident Management System (NIMS): A system mandated by HSPD-5 that provides a consistent nationwide approach for Federal, State, local, and tribal governments; the private-sector, and nongovernmental organizations to work effectively and efficiently together to prepare for, respond to, and recover from domestic incidents, regardless of cause, size, or complexity. To provide for interoperability and compatibility among Federal, State, local, and tribal capabilities, the NIMS includes a core set of concepts, principles, and terminology. HSPD-5 identifies these as the ICS; multi-agency coordination systems; training; identification and management of resources (including systems for classifying types of resources); qualification and certification; and the collection, tracking, and reporting of incident information and incident resources.

Section: The organizational level having responsibility for a major functional area of event management, e.g., Operations, Planning, Logistics, Finance/Administration, and Intelligence (if established). The section is organizationally situated between the branch and the Event or Unified Command.

Severe Weather: The World Meteorological Organization has defined severe weather as:

Dangerous meteorological or hydro-meteorological phenomenon, of varying duration, with risk of causing major damage, serious social disruption and loss of human life, requiring measures for minimizing loss, mitigation and avoidance, and requiring detailed information about the phenomenon (location, area or region affected, time, duration, intensity and evolution) to be distributed as soon as possible to the public and responsible authorities

For the purposes of this plan, the following weather phenomenon have been identified as the most likely "severe weather" possibilities:

- Thunderstorms and lightning
- Storms with possible tornado activity
- Sustained winds or gusts of 50 m.p.h. or greater.
- Storms with damaging hail

Span of Control: The number of individuals a supervisor is responsible for, usually expressed as the ratio of supervisors to individuals. (Under the NIMS, an appropriate span of control is between 1:3 and 1:7.)

Staging Area: Location established where resources can be placed while awaiting a tactical assignment. The Operations Section manages Staging Areas.

Suspension of Operations: A planned and organized suspension of all Festival activities. This will include the following:

Stages, vendors, beverage and food sales will all be stopped. Gates will be closed and guests will not be allowed to enter the grounds. Shuttles will not bring guests to the grounds, but will instead immediately report to shuttle pick-up locations to transport guests back to the parking lots. Guests and participants will be advised that shelter is available at the three designated Safety Shelters (See Annex II). Announcements with information about the threats will be made at stages as well as via the Dublin Emergency Warning Siren (DEWS) system.

Threat: An indication of possible violence, harm, or danger.

Unified Command: An application of ICS used when there is more than one agency (or City Division) with event jurisdiction or when incidents cross political jurisdictions. Agencies or City Divisions work together through the designated members of the UC, often the senior person from agencies and/or disciplines participating in the UC, to establish a common set of objectives and strategies.

City of Dublin

Crisis Communications Plan

Community Relations



Contents

Crisis Inventory

Definitions

Incident Command/Public Information Functions

ICS Concept of Operations for Public Information

Community Relations Emergency Operations Plan

Community Relations Equipment

Appendix

Definitions

Emergency: For the sake of simplicity, the term “emergency” will be used in this plan to denote any situation that requires immediate and/or ongoing communications response. Any incident, whether natural or manmade, that requires responsive action to protect life or property. Under the Robert T. Stafford Disaster Relief and Emergency Assistance Act, an emergency means any occasion or instance for which, in the determination of the President, Federal assistance is needed to supplement State and local efforts and capabilities to save lives and to protect property and public health and safety, or to lessen or avert the threat of a catastrophe in any part of the United States.

Joint Information Center (JIC): A facility established to coordinate all incident-related public information activities. It is the central point of contact for all news media. Public information officials from all participating agencies should co-locate at the JIC.

Joint Information System (JIS): A structure that integrates incident information and public affairs into a cohesive organization designed to provide consistent, coordinated, accurate, accessible, timely, and complete information during crisis or incident operations. The mission of the JIS is to provide a structure and system for developing and delivering coordinated interagency messages; developing, recommending, and executing public information plans and strategies on behalf of the Incident Commander (IC); advising the IC concerning public affairs issues that could affect a response effort; and controlling rumors and inaccurate information that could undermine public confidence in the emergency response effort.

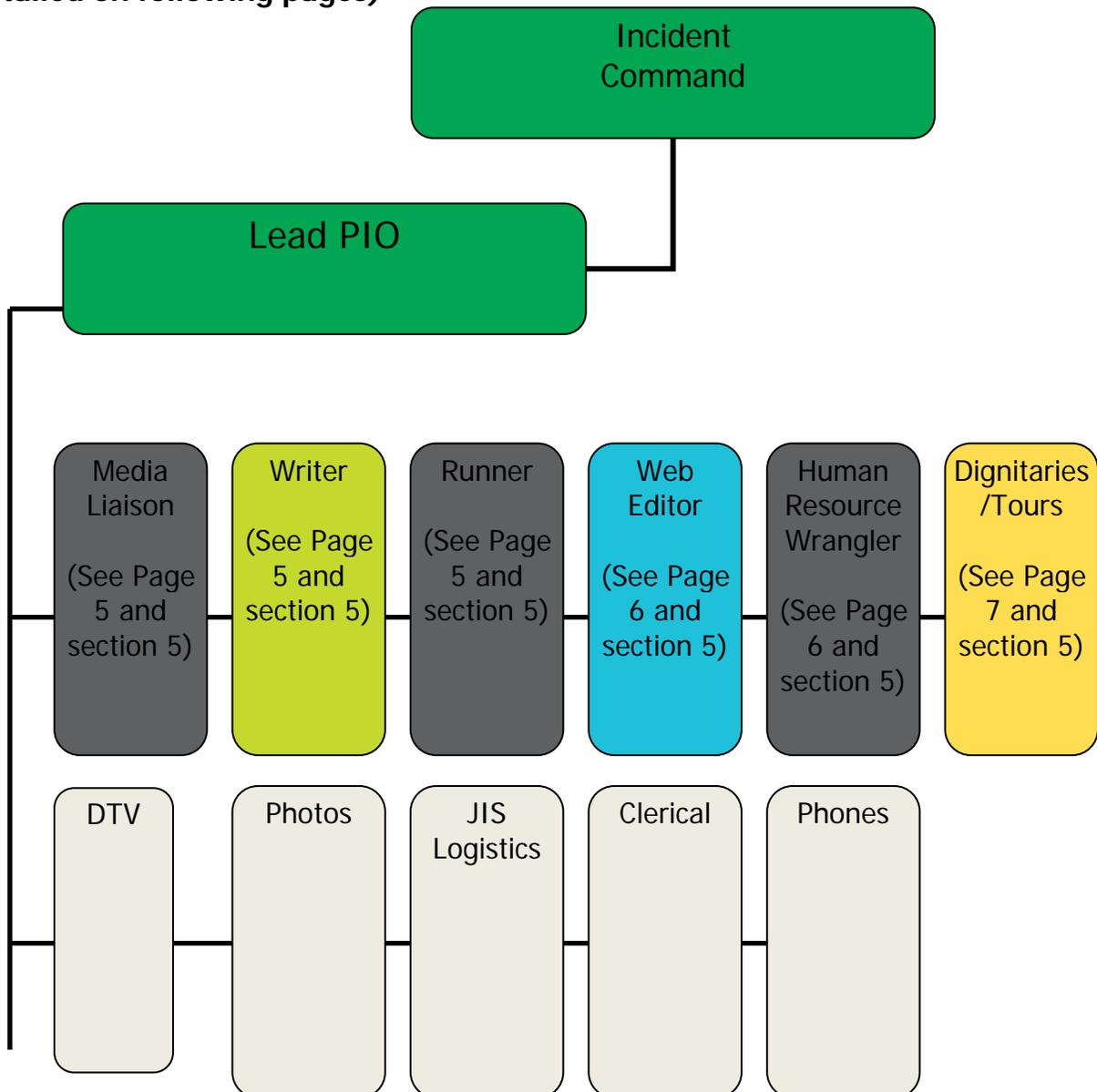
Incident Command System (ICS): A standardized on-scene emergency management construct specifically designed to provide an integrated organizational structure that reflects the complexity and demands of single or multiple incidents, without being hindered by jurisdictional boundaries. ICS is the combination of facilities, equipment, personnel, procedures, and communications operating within a common organizational structure, designed to aid in the management of resources during incidents. It is used for all kinds of emergencies and is applicable to small as well as large and complex incidents. ICS is used by various jurisdictions and functional agencies, both public and private, to organize field-level incident management operations.

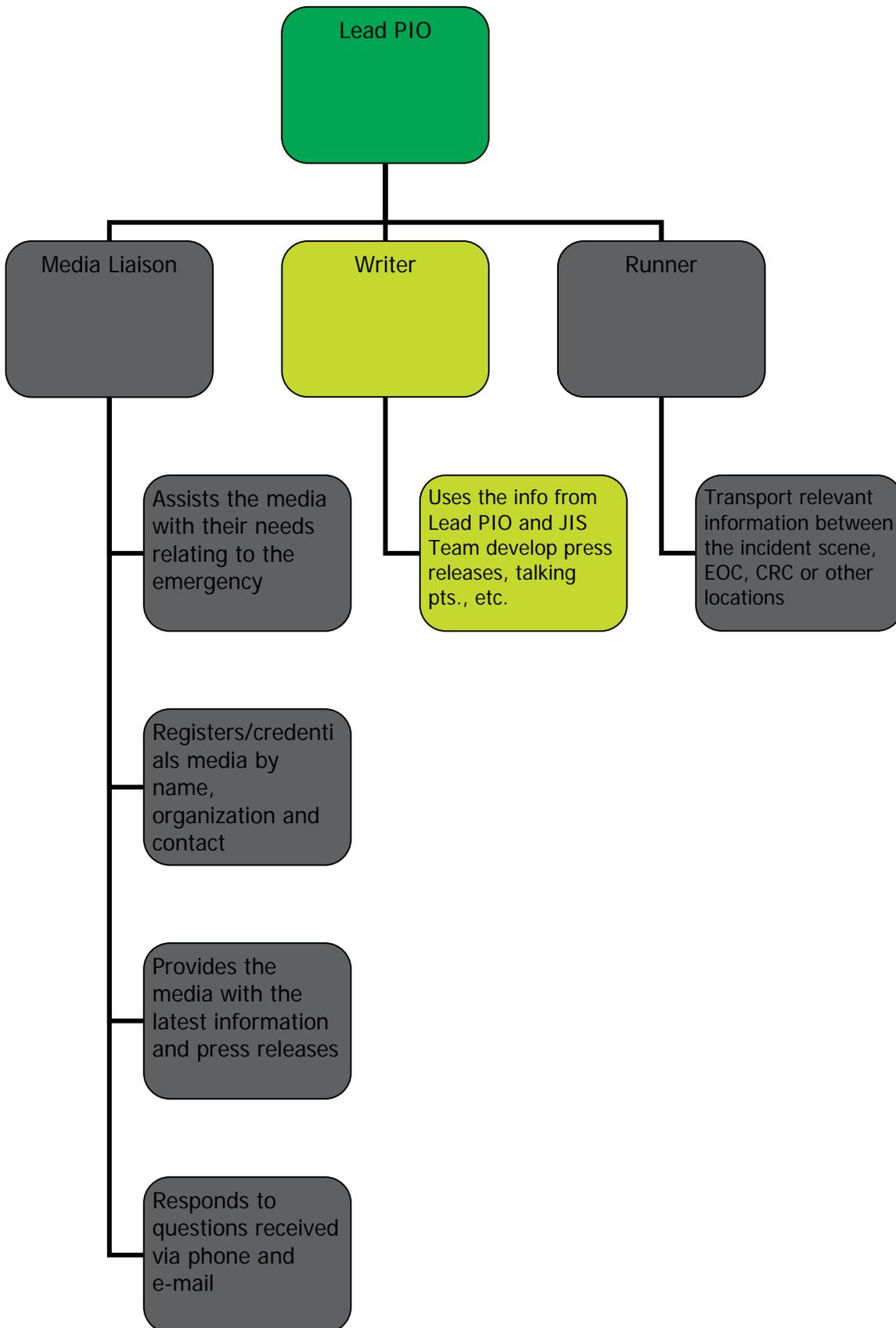
Lead Public Information Officer/Lead PIO: In this plan, the term Lead PIO is used to describe the individual who interacts directly with Incident Command and coordinates public information activities. This individual is the conduit for information to internal and external stakeholders, including the media, residents and other organizations seeking information directly from the incident. Depending upon the scope of the emergency, this may be done by the Lead PIO or by the Lead PIO delegating responsibilities to other support PIOs. In a large-scale emergency, that position will be filled by the Director of Community Relations or his/her designee.

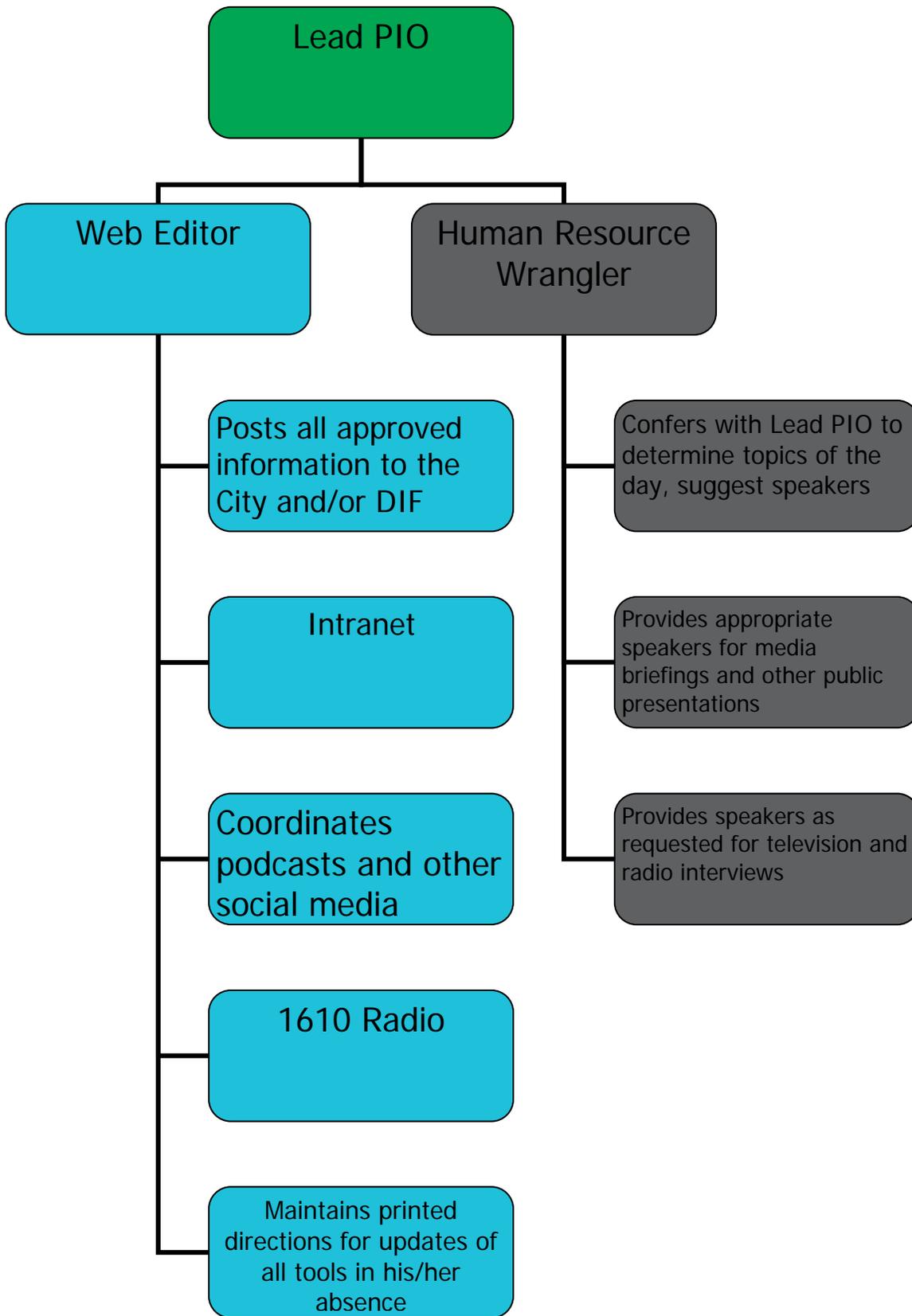
Public Information Officer/PIO: In this document, PIO refers to members of the Community Relations staff or other individuals supporting the Lead PIO. It may refer to a Public Affairs Officer or Public Information Officer.

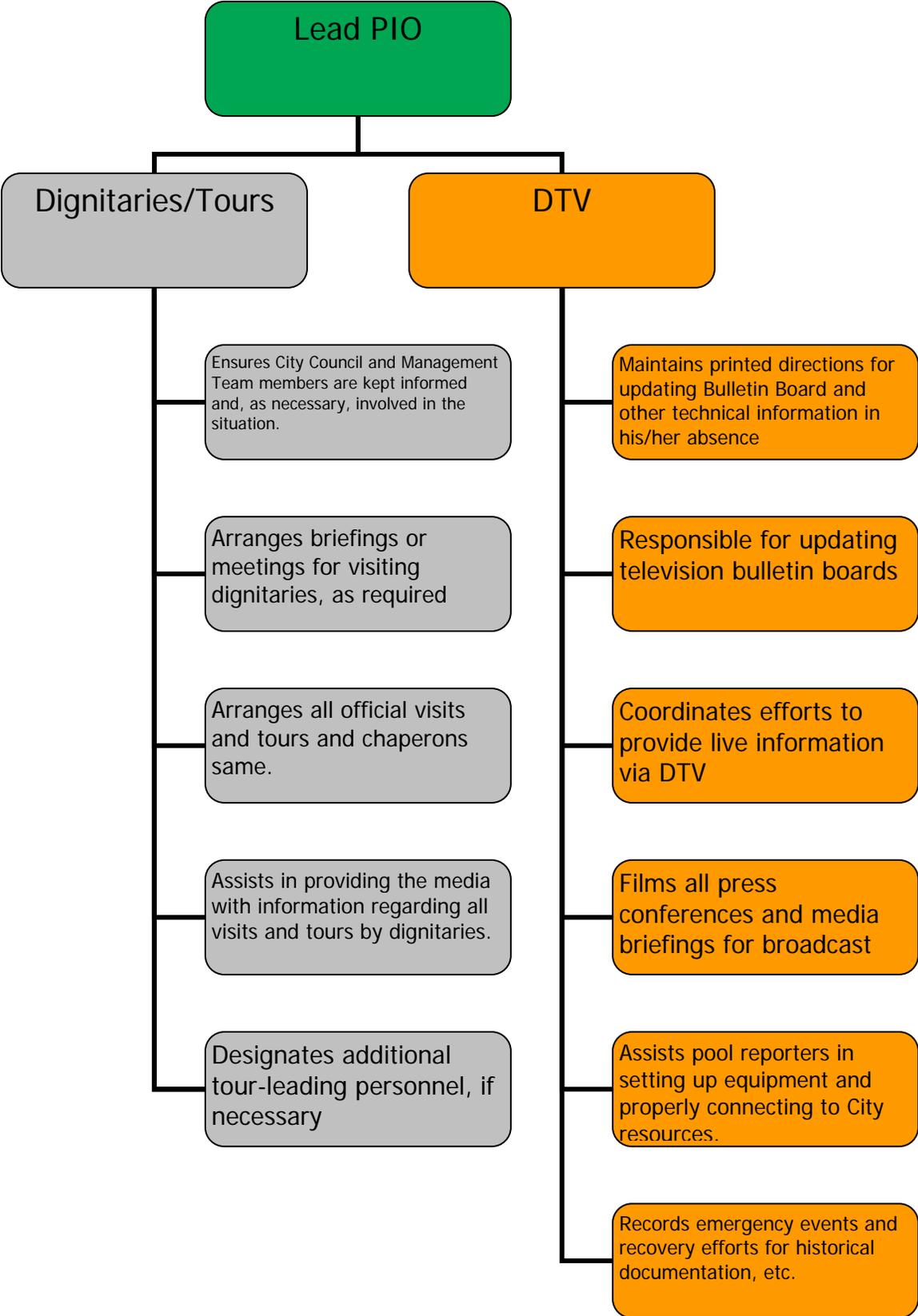
EOC: Emergency Operations Center

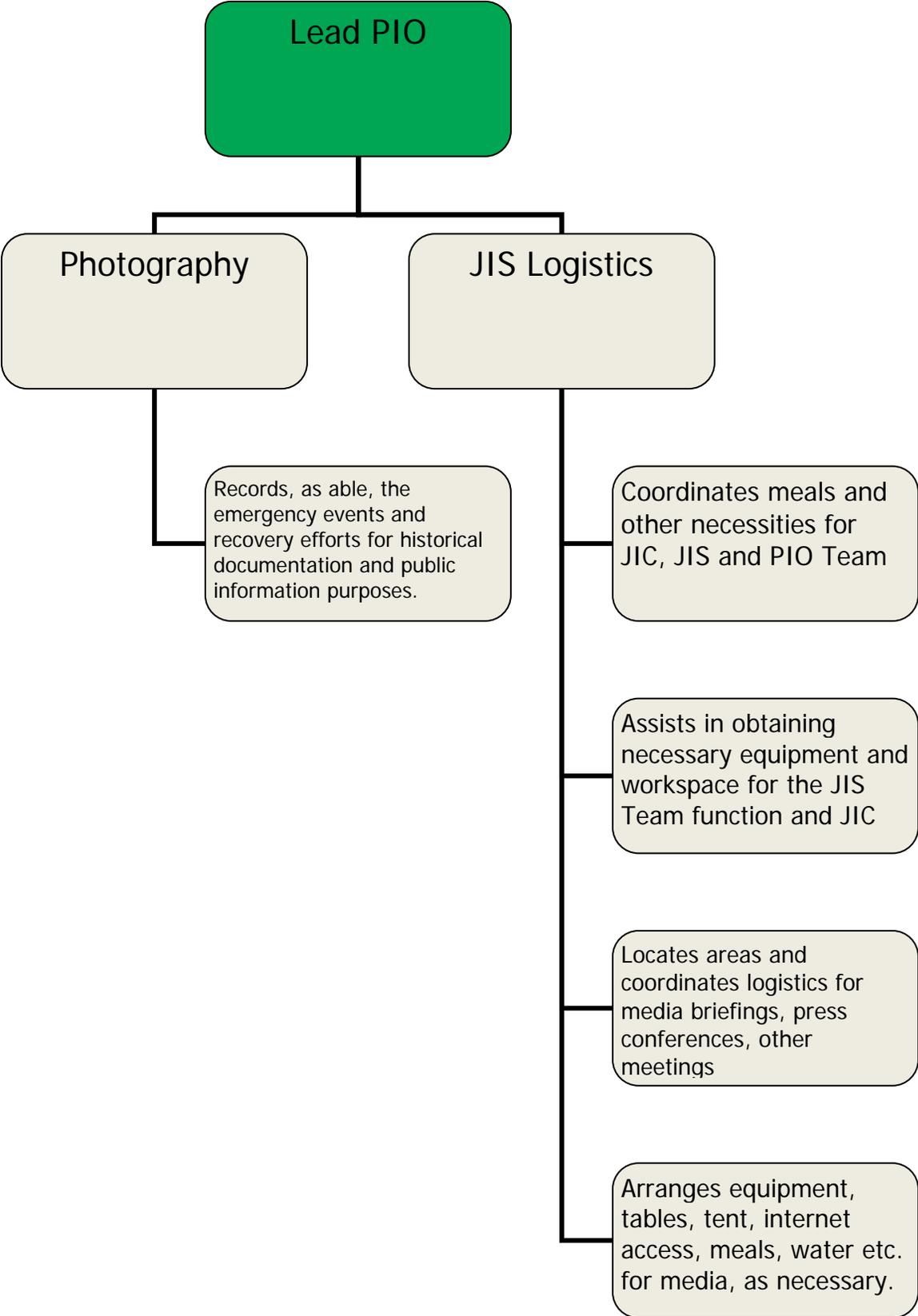
Incident Command/Public Information Functions (Tasks of each task detailed on following pages)

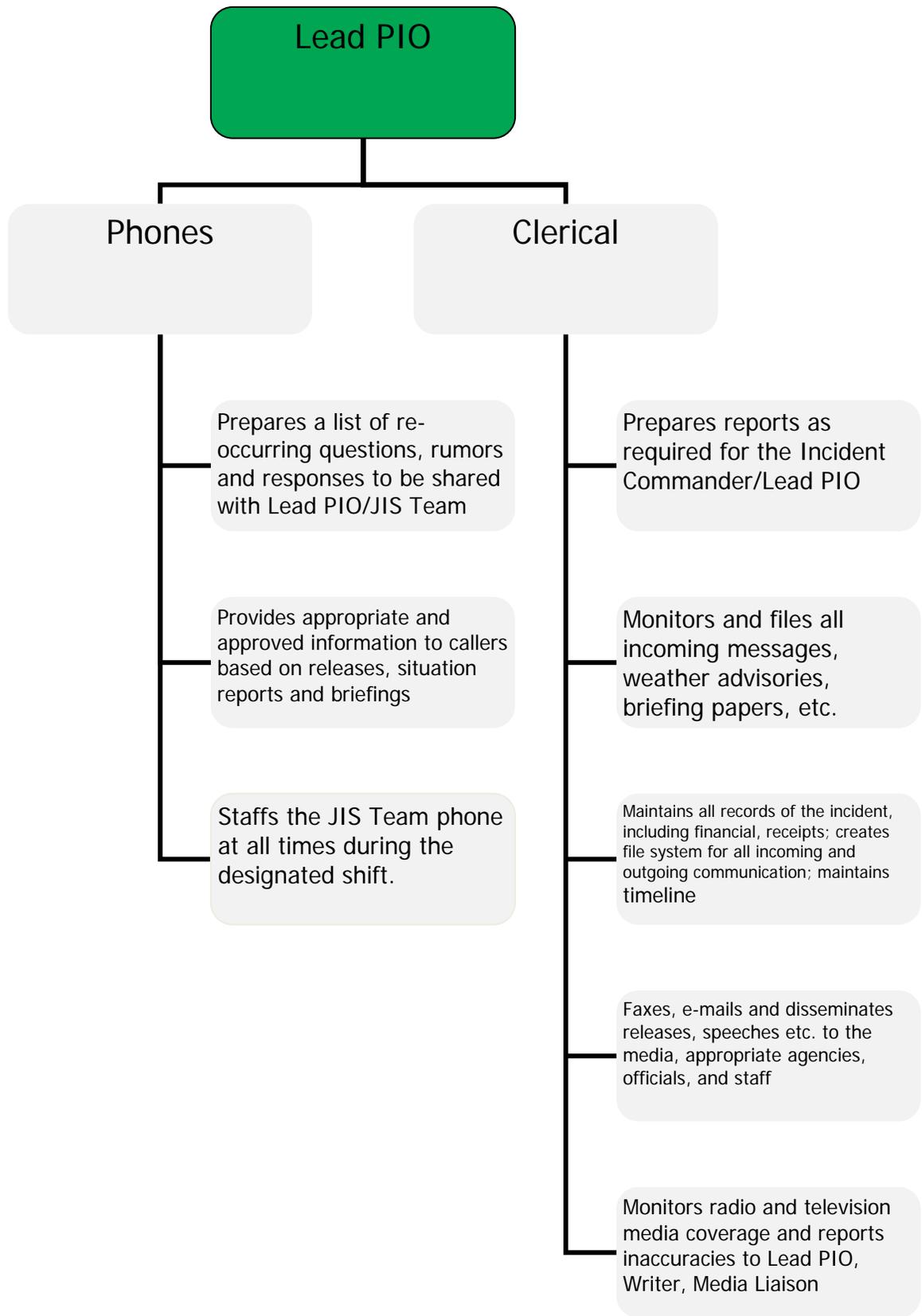












Lead PIO

Phones

Prepares a list of re-occurring questions, rumors and responses to be shared with Lead PIO/JIS Team

Provides appropriate and approved information to callers based on releases, situation reports and briefings

Staffs the JIS Team phone at all times during the designated shift.

Clerical

Prepares reports as required for the Incident Commander/Lead PIO

Monitors and files all incoming messages, weather advisories, briefing papers, etc.

Maintains all records of the incident, including financial, receipts; creates file system for all incoming and outgoing communication; maintains timeline

Faxes, e-mails and disseminates releases, speeches etc. to the media, appropriate agencies, officials, and staff

Monitors radio and television media coverage and reports inaccuracies to Lead PIO, Writer, Media Liaison

ICS Concept of Operations for Public Information

The PIO Supports the Incident Command.

Under the ICS, the Lead PIO is a key staff member supporting the Incident Command. The Lead PIO represents and advises Incident Command on all public information matters relating to the management of the incident. The Lead PIO handles media and public inquiries, emergency public information and warnings, rumor monitoring and response, media monitoring, and other functions required to coordinate, clear with appropriate authorities, and disseminate accurate and timely information related to the incident, particularly regarding information on public health and safety and protection.

The Lead PIO is also responsible for coordinating public information at or near the incident site and serving as the on-scene link to other PIOs. In a large-scale operation, the other PIOs serve in the field with links to the Joint Information Center (JIC), which is typically collocated with the federal, regional, state, and local EOC tasked with primary incident coordination responsibilities. The JIC provides the mechanism for integrating public information activities among agencies, across jurisdictions, and with private-sector and nongovernmental organizations.

Joint Information System.

The JIS is an organized, integrated, and coordinated method of ensuring the delivery of understandable, timely, accurate, and consistent information to the public in a crisis. It includes the plans, protocols, and structures used to provide information to the public during incident operations, and encompasses all public information operations related to an incident, including all federal, state, local, and private organization PIOs, staff, and JICs established to support an incident.

An effective JIS includes interagency coordination and integration; developing and delivering coordinated messages; support for decision-makers; and flexibility, modularity, and adaptability.

Community Relations Emergency Operations Plan

1. Priorities of the JIS Team

- 1.1. The initial priorities for JIS are facilitating public safety efforts through information production and dissemination; response to public inquiry; monitoring and rumor control; and media relations.

2. Objectives of the JIS Team

- 2.1. To provide the most accurate and timely information regarding emergency events.
- 2.2. To coordinate the total and comprehensive information flow to the media including, but not limited to, television, Internet, radio and print media at the local, regional and national levels.
- 2.3. To ensure that, in an emergency or crisis situation, the City message comes from one source, not multiple sources.
- 2.3. To treat all media personnel fairly and equally.
- 2.4. To act in a professional manner on-camera, behind the scenes and as spokespersons for the City of Dublin.

3. Lead Public Information Officer

The Lead PIO determines and manages any additional communications personnel and resources that will be needed, based on the nature of the incident, and provides this information to the Incident Commander. The Lead PIO reports to the Incident Command Post, the EOC, the Community Relations Center or other primary JIS location. Other JIS staff will report to Community Relations Center unless directed otherwise by the Lead PIO.

3.1 Determining the Lead PIO

- 3.1.1. In emergencies in which the Incident Command structure has been implemented, the Lead PIO for the City is the first member of the Community Relations Team to respond on the scene or to be contacted by Incident Command. This person maintains this role until s/he transfers responsibility to another person.
- 3.1.2. In an emergency, the Lead PIO is the official spokesperson for the release of public information. S/he may delegate parts of this responsibility to other members of the JIS Team, City staff or City Officials.
- 3.1.3. In the event of an EOC activation, the Lead PIO is the Director of Community Relations or her/his designee. In the event the Director is unavailable, a senior PIO/PAO assumes this role.
- 3.1.4. In cases where a JIC has been created, there may be public information representatives from multiple jurisdictions available. In such cases, the Lead PIO is determined as follows, generally based on whom the incident commander is:

- 3.1.4A. During fire, hazmat, terrorist or similar incidents in which the primary responders are Washington Township Fire Department, the Lead PIO shall be the Fire/EMS Public Information Officer.
- 3.1.4B. During community-wide incidents (for example: hurricane, flooding, evacuation, etc.) or at such time as Washington Township ceases to be primary responders, the Lead PIO shall be the City Director of Community Relations or his/her designee.
- 3.1.4C. During incidents that involve agencies from the federal government or military, the situation must determine the appropriate Lead PIO. (This may include the EMA, FBI, etc.) Community Relations will maintain its role as primary communicators/ombudsmen for Dublin residents/corporate residents.
- 3.1.4D. During a community-wide health crisis, the Franklin County Board of Health may serve as Lead PIO.
- 3.1.5. Should the time come when the Lead PIO is relieved of responsibility (either because the incident is of an extended nature or because it is deemed by the Lead PIO, Incident Commander or Director of Community Relations that another person should serve in that capacity) the current Lead PIO will brief the replacement Lead PIO about all information relevant to performing the responsibilities of that position before relinquishing the role.

3.2 Responsibilities of the Lead PIO

- 3.2.1. The Lead PIO or her/his designee will determine the single release point for information on specific emergency-related information. Depending upon the nature of the situation, that may be the Community Relations Center, the Incident Command Center, the Emergency Operations Center, the Joint Information Center or the Secondary Emergency Information Center.
- 3.2.2. Proper staffing of the JIS and JIC
- 3.2.3. Supervision of the entire City JIS Team, which shall be supplemented if necessary by members of outside agencies. (SEE LIST IN APPENDIX B). If non-City employees are added to the team, the Lead PIO shall assess their credentials and ascertain how they can supplement the existing team appropriately.
- 3.2.4. Assignment of appropriate tasks for each team member.
- 3.2.5. Preparation of work schedules (for extended emergencies)
- 3.2.6. Arrangement of necessary workspace, supplies, telephones, computers, etc.
- 3.2.7. If necessary, establishment of a Joint Information Center (JIC) with other organizations, which may include neighboring communities, Franklin County, Franklin County EMS, Franklin County Health Department, Washington Township, Franklin County Sheriff, Ohio Highway Patrol and the State of Ohio
- 3.2.8. Keeping thorough records including, but not limited, to a timeline of communications activities, copies of press releases, interviews, media requests, information released and official actions taken during the emergency event.

When the JIS team is demobilized, copies of all records shall be turned over to the Incident Commander.

- 3.2.9. Briefing other members of the JIS Team about information, either in person or via phone/radio.
- 3.2.10. Reviews all press releases and obtains approval of Incident Commander before distribution
- 3.2.11. Advises Incident Command on all public information matters, including media and public inquiries, emergency public information and warnings, rumor monitoring and control and media monitoring.
- 3.2.12. Attends all briefings and shares the information with the JIS Team.
- 3.2.13. If any JIS Team member is being relieved of responsibility (either because the incident is of an extended nature or because it is deemed by the Lead PIO, Incident Commander or Director of Community Relations that another person should serve in that capacity) the current Team member or Lead PIO will brief the new JIS Team member about all information relevant to performing the responsibilities of that position.

4. JIS Team staffing

- 4.1. The Lead PIO determines necessary JIS Team staffing for the incident.
- 4.2. The core members shall come from Community Relations.
- 4.3. Depending on the type and impact of an event, communications resources from other organizations may be enlisted, which may include neighboring communities, Franklin County, Franklin County EMS, Franklin County Health Department, Washington Township, Franklin County Sheriff, Ohio Highway Patrol and the State of Ohio. All personnel and resources mobilized remain under the direction and control of the Lead PIO , unless otherwise noted.
- 4.4. It is the responsibility of each team member to brief his/her replacement at shift change.
- 4.5. Each team member shall also brief his/her immediate supervisor before leaving his post.

5. Delineation of JIS Team Resources (See flow chart at beginning of manual)

5.1. Media Liaison

- 5.1.1. Assists the media with their needs relating to the emergency
- 5.1.2. Registers/credentials media who visit and/or perform interviews by name, organization and contact information. A copy of this media list shall be kept on file with the Lead PIO.
- 5.1.3. Provides the media with the latest reports, handouts, information and press releases
- 5.1.4. Responds to questions received via phone and e-mail.

5.2. Writer

- 5.2.1. Uses the information gathered from Lead PIO and other JIS Team members to develop press releases, articles, speeches and talking points for appropriate staff, administrators, officials and dignitaries. Creates key messages daily and as needed.

5.3. Runner

Primary coordination of information will be done by radio or telephone. Should these resources be unavailable, the Lead PIO may designate staff to serve as “runners” to transport relevant information between the incident scene, EOC, CRC or other locations, as necessary. Responsibilities include:

- 5.3.1. Gathers information by communicating with other emergency support personnel.
- 5.3.2. Gathers information by communicating with community and governmental resources
- 5.3.3. Meets with personnel manning the phones to ascertain the most frequently asked questions and hot topics. Rumor control is a critical component of every communications plan.
- 5.3.4. Briefs the Lead PIO and the writer by sharing the information gathered

5.4 Web designer/editor

- 5.4.1. Posts all approved press releases, handouts and related information to the City and/or DIF Websites at www.dublin.oh.us and www.dublinirishfestival.org
- 5.4.2. Posts information for City staff on intranet (DubNet) site
- 5.4.3. Maintains printed directions for updating Web sites in his/her absence/trains other staff members to perform basic maintenance and updates
- 5.4.4. The City and/or DIF Web sites shall be updated as frequently as necessary during the emergency event. The JIS Team should keep in mind that the parties interested in the information will not always be solely local residents and should be aware that seasonal residents and out-of-state family members may also need to be apprised of on-going emergency events.
- 5.4.5. Coordinates efforts of social media tools, including podcasts, blogs, etc.

5.5. Human Resource Wrangler

- 5.5.1. Provides appropriate speakers for media briefings and other public presentations
- 5.5.2. Provides speakers as requested for television and radio interviews
- 5.5.3. Confers with Lead PIO to determine the topics of the day and suggest appropriate speakers

5.6. Phones

- 5.6.1. Staffs the JIS Team phone at all times during the designated shift.
- 5.6.2. Provides appropriate and approved information to the callers based on press releases, situation reports and briefings
- 5.6.3. Prepares a list of re-occurring questions, rumors and list of appropriate responses to be shared with Lead PIO and other JIS Team members

5.7. Clerical Duties

- 5.7.1. Monitors and files all incoming messages, weather advisories, briefing papers, etc.
- 5.7.2. Maintains all records of the incident, including financial, receipts and timekeeping; creates file system for all incoming and outgoing communication; maintains timeline
- 5.7.3. Faxes, e-mails and disseminates press releases, speeches and other written material to the media, appropriate agencies, officials, and staff
- 5.7.4. Prepares reports as required for the Incident Commander/Lead PIO
- 5.7.5. Monitors radio and television media coverage of the incident and reports inaccuracies to the Lead PIO, Writer and Media Liaison

5.8. Dignitaries and Tours

- 5.8.1. With the approval of the Incident Commander, EOC Coordinator and Lead PIO, arranges all official visits and tours and chaperons same.
- 5.8.2. Arranges briefings or meetings for visiting dignitaries, as required
- 5.8.3. Assists in providing the media with information regarding all visits and tours by dignitaries. Press conferences requested by the dignitary shall be held in a location other than the Emergency Operations Center.
- 5.8.4. Arranges logistics of City media conferences.

5.9. DTV

- 5.9.1. Responsible for updating television bulletin boards
- 5.9.2. Coordinates efforts to provide live information via DTV
- 5.9.3. Films all press conferences and media briefings for broadcast
- 5.9.4. Assists pool reporters in setting up equipment and properly connecting to City resources.
- 5.9.5. Records, as able, the emergency events and recovery efforts for historical documentation and for use as public information programming.
- 5.9.6. Maintains printed directions for updating Bulletin Board and other technical information in his/her absence

5.10. Photography

- 5.10.1. Records, as able, the emergency events and recovery efforts for historical documentation and public information purposes.

5.11. JIS Logistics

Note: A staff member from Community Relations may be asked to use his/her expertise and contact information to facilitate incident logistic needs for the JIS Team and JIC. This is a separate function from the Incident Command "Logistics" function, which performs logistics for the greater emergency. This individual's expertise may also be called upon to assist in the latter function, though.

- 5.11.1. Assists in obtaining necessary equipment and workspace for the JIS Team function

- 5.11.2. Locates appropriate area for media briefings; arranges equipment, tables, tent, internet access, meals, water as necessary.
- 5.11.3. Set up space and equipment for press conferences
- 5.11.4. Coordinates meals and other necessities for JIS Team

6. Community Relations equipment

6.1. Emergency operations kits must be maintained at Community Relations and stored in a location accessible to all CR staff. The contents of these kits should be reviewed semi-annually. These kits should contain the following:

- Legal pads
- White copy paper
- Variety of brightly colored paper
- Envelopes
- Post-its
- Scissors
- Stapler
- Staples
- Staple guns
- Hole punch
- Fleet maps (aircraft)
- Snack food
- Water
- Letterhead
- Bull horn
- Clip boards
- Large paper tablets
- Media credentials
- Information binder
- Flashlights
- File folders
- Batteries
- Tape
- Paper clips
- Calculator
- Telephone directories
- Media list
- Binders
- Transparent sheet protectors
- Bottled water
- Bacterial cleaner or hand wipes
- Hats, shirts or name badges to identify communications staff
- Business cards
- First Aid kit
- Duct tape
- Check in/out board for staff
- Media/VIP parking passes
- Ponchos
- CDs, DVDs data storage
- Flash drives
- Extension cords/surge protectors
- Safety vests
- Laptop computers (4-6) and printer
- Radios
- Internet access
- Televisions
- Mobile phones (4-6)
- Easels, Large pads of paper
- Tables (2)
- Digital cameras with batteries and storage
- Fax machine
- Portable podium with podium banner
- Portable PA system
- Plotter, ink and paper
- Tent for media briefings
- Crisis Communications Plan

7. Daily operations

7.1. *The PIO team shall endeavor to keep messages consistent across various media.*

- 7.1.1. It is important that the information made public "speaks with one voice". The Lead PIO will designate the appropriate person or persons to talk to the media. The Lead PIO may elect to assume that responsibility herself/himself and may appoint an alternate spokesperson. In this instance, this practice supercedes the City's standard media relations policy (outlined in "Media Relations Manual," attached) which states that "any City employee may answer any question from any reporter." ***During an emergency or for any issue that could have a negative impact on the City's public image, all media inquiries and communications must be directed through the Lead PIO.***
- 7.1.2. To be effective, emergency communications must be timely, accurate and clearly stated.

7.2. *Press releases/Media updates*

- 7.2.1. Shall use the established form and layout, and shall be numbered for easy tracking (Appendix L)
- 7.2.2. Press releases/media updates shall be distributed to normal media outlets, and other outlets shall be added as they are identified
- 7.2.3. The Lead PIO shall determine when a press release is appropriate. For events of long duration, general public updates shall be distributed at least once per day.
- 7.2.4. The Lead PIO and the Incident Commander shall approve all press releases before being distributed.
- 7.2.5. Elected officials, management team and staff shall be receive media releases/information no later than the time the media receives them

7.3. *Media briefings*

- 7.3.1. In the event of a significant and ongoing situation, the Lead PIO, in agreement with the Incident Commander, will schedule a minimum of one media briefing per day to be held at a time when the information can have the best possible media/public exposure. The Incident Commander and Lead PIO will consult on additional briefings.
- 7.3.2. The JIS Team shall brief staff members or officials who are requested to speak at the media briefings. The JIS Team will prepare speaking points to ensure that information shared is accurate and consistent. Press conferences shall be held in a location other than the Emergency Operations Center (generally the Justice Center Courtroom or Council Chambers) and will be coordinated with assistance of the JIS Logistics (5.11)

7.4. *Media Access*

- 7.4.1. Upon approval of the Lead PIO, Incident Commander and the EOC Coordinator, the media **may** be allowed limited access to the EOC. The media shall be escorted at all times by a member of the PIO team.

- 7.4.2. Photojournalists **may** be allowed reasonable escorted access if that access does not interfere with on-going operations and prior approval is received from the Lead PIO , Incident Commander and the EOC Coordinator.
- 7.4.3. Where practical, pool cameras will be set up for television journalists to share.
- 7.4.4. If visiting dignitaries or public officials visit the EOC, the media may be allowed access to them upon approval by the Lead PIO, Incident Commander and the EOC Coordinator.
- 7.4.5. It may be desirable for the JIS Team to arrange for a separate media center, away from the EOC and JIC. The options defined as the Secondary Emergency Information Center (the Justice Center Courtroom, DCRC or Service Center) are the likely locations for this media center. All media are to be referred to this center as the source for information and as the location for all briefings. (JIS Logistics will work with Information Technology to arrange phone lines, fax machines, printers, data ports, cable hook-ups for monitors and other technology support.)

In some circumstances, the JIS Team may determine the need to provide the credentials to identify members of the working media. One example of why this might be necessary would be situations in which the Lead PIO feels it may be desirable to provide the media access to an incident scene while restricting access to the general public or when it might be desirable to requiring media to “pool” (share resources such as electronic feeds) or to prohibit certain media from accessing a scene. JIS Team will coordinate media credentials that immediately identify approved media.

In many circumstances, it is undesirable or unsafe to allow media unfettered access to an incident scene. However, it may be desirable for any number of reasons to allow the media limited, assisted and/or supervised access to a scene. In situations where the Incident Command Officer has determined access to the scene should be restricted, the Lead PIO will advise the Incident Command Officer about allowing or disallowing media access, and will coordinate the degree of access and ground rules for that access for the media. Every reasonable effort to assist the media with coverage should be made.

7.4.6. Media Assumptions

7.4.6.A. Local media

The local media will cooperate in communicating Dublin’s emergency communications messages ahead of the need for news coverage, at least in the initial warning and response phase. Local media will require less immediate assistance than non-local media, but the impact of their coverage could be greater and the relationships the City has with these media will continue once the immediate incident is completed.

7.4.6.B. External media interest

Non-local media will be less cooperative in communicating Dublin's emergency communications messages and more interested in spectacle, visual impact of images, and emotional impact of coverage. Non-local media may require additional background information and personal assistance to assure accurate and beneficial coverage. The relationship with these media is unlikely to continue once the immediate incident is completed.

7.5. Videographer/DTV

- 7.5.1. City and/or DTV Videographers shall be notified of any planned press conferences and briefings.
- 7.5.2. Filming of the actual emergency events or operations of the response staff shall be done where and when practical, keeping in mind that an historical record may be valuable to the organization for various reasons. At no time shall the filming be done at risk to staff members or shall it interfere with the operations necessary to support the emergency response.
- 7.5.3. The City/DTV film crew shall have access to all emergency operations areas and are not to be governed by the same restrictions that apply to the outside media, providing this access does not interfere with operations.
- 7.5.4. All filming by staff shall be at the direction of the Lead PIO and with the approval of the Incident Commander and the EOC Coordinator.

7.6. Communicating with Elected Officials and City Employees

- 7.6. 1. City Council and City employees are critical audiences in the communication process.
- 7.6. 2. The PAO/Council PIO shall ensure all information distributed to the public is also distributed to City Council, Management Team and City employees.

8. Joint Information Center (JIC)

During emergencies, the public may receive information from a variety of sources. The JIC provides a location for organizations participating in the management of an incident to work together to ensure that timely, accurate, easy-to-understand, and consistent information is disseminated to the public.

- 8.1. The JIC is a physical location where Regional PIOs can gather PIOs from other agencies to ensure coordination of information to be released to the public and the media. When the JIC is created for a Dublin-based situation, the Lead PIO serves as the JIC Team Leader. If the Lead PIO is housed in the EOC, a senior PIO/PAO will coordinate efforts within the JIC.
- 8.2. The Lead PIO maintains overall responsibility for coordinating the release of information, but may delegate this authority.
- 8.3. The release of any information to the media by participating agencies will be coordinated through and approved by the JIC Team Leader, Lead PIO and/or the Incident Commander.

- 8.4. Upon activation the JIC will serve as the central point for media access to the latest developments and current information.
- 8.5. In the case of a Unified Command, those contributing to the JIC do not lose their individual identities; rather, each entity contributes to the overall unified message.
- 8.6. Every effort will be made to ensure information released under a Joint Information System is coordinated with all affected jurisdictions.
- 8.7. In large or complex incidents, particularly those involving complex medical and public health information requirements, multiple JICs may be established at various levels of government. All JICs must communicate and coordinate with each other on an ongoing basis. Public awareness functions must also be coordinated with the information- and operational-security matters that are the responsibility of the information and intelligence function of the ICS, particularly when public awareness activities may affect information or operations security.
- 8.8. The JIC must include representatives of each jurisdiction, agency, private sector, and nongovernmental organization involved in incident management activities.
- 8.9. A single JIC location is preferable, but the system should be flexible and adaptable enough to accommodate multiple JIC locations when the circumstances of an incident require. Multiple JICs may be needed for a complex incident spanning a wide geographic area or multiple jurisdictions.
- 8.10. Each JIC must have procedures and protocols to communicate and coordinate effectively with other JICs, as well as with other appropriate components of the ICS organization.

9. Post-event or Recovery Period

- 9.1. Follow-up is critical to the communications process. In a large-scale event international, national and local media will continue to follow the story closely even after the crisis has passed. In addition, they will appear for anniversaries of the event and will maintain an interest during the long-term recovery period.
- 9.2. The Director of Community Relations and/or his/her designee shall continue to coordinate information flow to the media and develop press releases, news conferences and media briefings as appropriate.

10. Emergency JIS or JIC Locations

Depending upon the nature and severity of the incident, JIS Team activities will operate and be coordinated from one of the following locations:

- 10.1 Command Post/Incident Command Center:** In the event the incident is contained to a limited geographic area, the Lead PIO may work from the incident command post. Back-up JIS Team members may also be assigned to the scene or the incident or work from the Community Relations Center. Depending upon the nature of the incident, Back-up JIS Team members also may be assigned to the Municipal Building, other City buildings or other locations, as appropriate.

- 10.2. Primary Information Center: Community Relations Center, 5200 Emerald Parkway.** For a majority of incidents, JIS Team functions will be based out of the offices of the Community Relations.
- 10.3. Secondary Emergency Information Center.** In the event it becomes desirable to activate a supplemental base of operations for the JIS Team, the primary location is the Justice Center Courtroom. Tertiary locations include the DCRC (5600 Post Road.) and the Service Center (6555 Shier-Rings Road).
- 10.4. Emergency Operations Center.** In the event the City activates the EOC, the Lead PIO or his/her designee will be based there. Back-up JIS Team members may be based at the scene of the incident or work from the Community Relations Center. Depending upon the nature of the incident, back-up JIS Team members also may be assigned to the Municipal Building, other City buildings or other locations, as appropriate.
- 10.5. Joint Information Center.** In the event that Public Information Officers from multiple jurisdictions become involved in a situation, it may become beneficial to create a Joint Information Center. The primary site for this center is the Community Relations Center (5620 Post Road), followed by the Justice Center Courtroom, the DCRC and the Service Center.
- 11. Financials.**
In the event of an emergency, it will be necessary to expedite purchases and track expenses for later review and potential reimbursement by the Federal government. A staff member shall be assigned to work with Finance on these responsibilities.

Appendix A — Community Relations staff contact info

Appendix B — Regional PIO/Joint Information Center contact info/COPIN

Appendix C — Posting Emergency Information to the City website, DIF web site, RSS, Remote updates

Appendix D — Posting Emergency Information to Cable Bulletin Board

Appendix E — Posting Emergency Information to 1610 Radio

Appendix F— Broadcasting information via DTV

Appendix G — Overriding DTV/Cable Bulletin Board feed for live feed

Appendix H — Using City Early Warning System to broadcast to residents

Appendix I — Media contact information

Appendix J — Process for informing staff, management team, Council

Appendix K — Staff training: Professional/Administrative/Other departments

Appendix L — Forms (media release, advisory, fax, media log, press conference agenda, work schedule, media log, timeline)

Appendix M — Situation-specific checklists

*Appendix N — Notes on secondary communications tactics
(Phone #s for local/regional printers, ham radio, airplane, etc.)*

Appendix O — Special Needs Audiences
Non-English speaking (particularly Hispanic, Japanese, Hindi, other Asian)
Individuals with disabilities (sight, hearing impairments)
Nursing homes/retirement centers
Schools
Visitors/Tourists (unfamiliar with area)

Appendix P — Audiences

Appendix Q — City call-out list

Appendix R — Logistics contacts

Appendix S — City phone system

Appendix T – Updating the Crisis Communications Plan

Appendix U—City of Dublin Media Relations and Social Media Policy

Appendix V—Inclement Weather Notification Process

Appendix A — Community Relations staff contact info (Jan. 2012)

NAME	CURRENT ADDRESS	TITLE	EMAIL	PERSONAL CELL #	WORK CELL #	EXTENSION
Sue Burness	6321 Memorial Drive Dublin, OH 43017	Public Affairs Officer	sburness@dublin.oh.us	561-1617	226-5382	X4508
Megan Canavan	181 Seatrain Drive Delaware, Ohio 43015	Public Information Officer	mcanavan@dublin.oh.us		327-6827	X4504
Kevin Cooper	5404 Tara Hill Drive Dublin, OH 43017	Website Developer	kcooper@dublin.oh.us	562-7194	206-6946	X4517
Bruce Edwards	95 Benheim Road Columbus, OH 43214	Web Administrator	bedwards@dublin.oh.us	268-5242	989-7956	X4511
Joe Fox	6001 Craughwell Lane Dublin, OH 43017- 3466	Multi Media Specialist	joe@svcvideo.com	327-0210	545-0064	
Debby Glander	5824 Whitestone Drive Columbus, OH 43228	Administrativ e Assistant	dglander@dublin.oh.us	323-7119	226-5158	X4502
Sean O'Hanlon	203 W. 10 th Ave. #500 Columbus, OH 43201	Intern	sohanlon@dublin.oh.us	805-377- 7131		X4514
Christie Keller- Wilt	5218 Brandonway Court Dublin, OH 43017	Consultant	ckeller-wilt@dublin.oh.us	734-0605	202-0136	
Lauren McDonald	4868 Wellspring Court Dublin, OH 43016	Office Assistant II	lmcdonald@dublin.oh.us	937-654- 1023		X4450
John Nichols	7429 Christie Chapel Road Dublin, OH 43017	Multi Media Specialist	john@svcvideo.com		571-3564	
Sandra Puskarcik	7127 Coventry Woods Drive Dublin, OH 43017	Director of Community Relations	spuskarcik@dublin.oh.us	766-4321	206-3303	X4501
Nancy Richison	4698 Huntwicke Drive Hilliard, OH 43026	Consultant	nrichison@dublin.oh.us	921-0616	579-2612	X2113

Appendix B — Regional PIO/Joint Information Center contact info/COPIN

In the event an emergency is of sufficient scope that it becomes necessary to open a Joint Information Center, the following individuals and organizations could be contacted to support the City team. In addition, the Central Ohio Public Information Network is a comprehensive database of Central Ohio public relations and government.

Appendix C-1 – Posting Emergency Information to the City website, Dublin Irish Festival website, MailChimp, Facebook and Twitter.

The following instructions are to act as a guide for the Backup personnel.

NOTE: For dublin.oh.us you will need an FTP program to access the page & files. You can download a free FTP program at these locations:

<http://www.coreftp.com/>

or

<http://fireftp.mozdev.org/>

Follow the FTP program's instruction on setup.

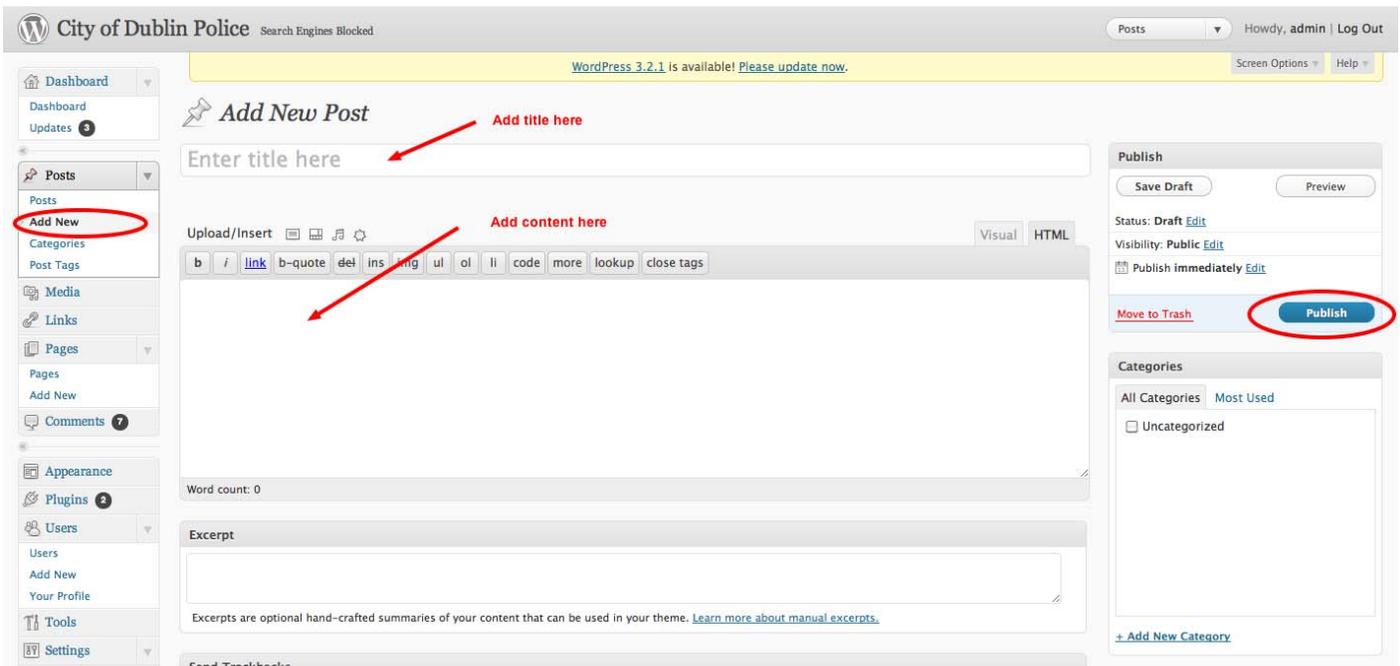
Procedures for www.dublin.oh.us – Adding a posting/release to the Police page.

Step 1. Go to <http://www.dublin.oh.us/police/news/release/wp-login.php>

Username:admin

Password:dublin5620

Step 2. Click add post and enter information, click Publish when finished. See workflow below



Your're done.

Adding to the News Room on dublin.oh.us

Step 1. Login in to dublin.oh.us via FTP.

FTP Credentials

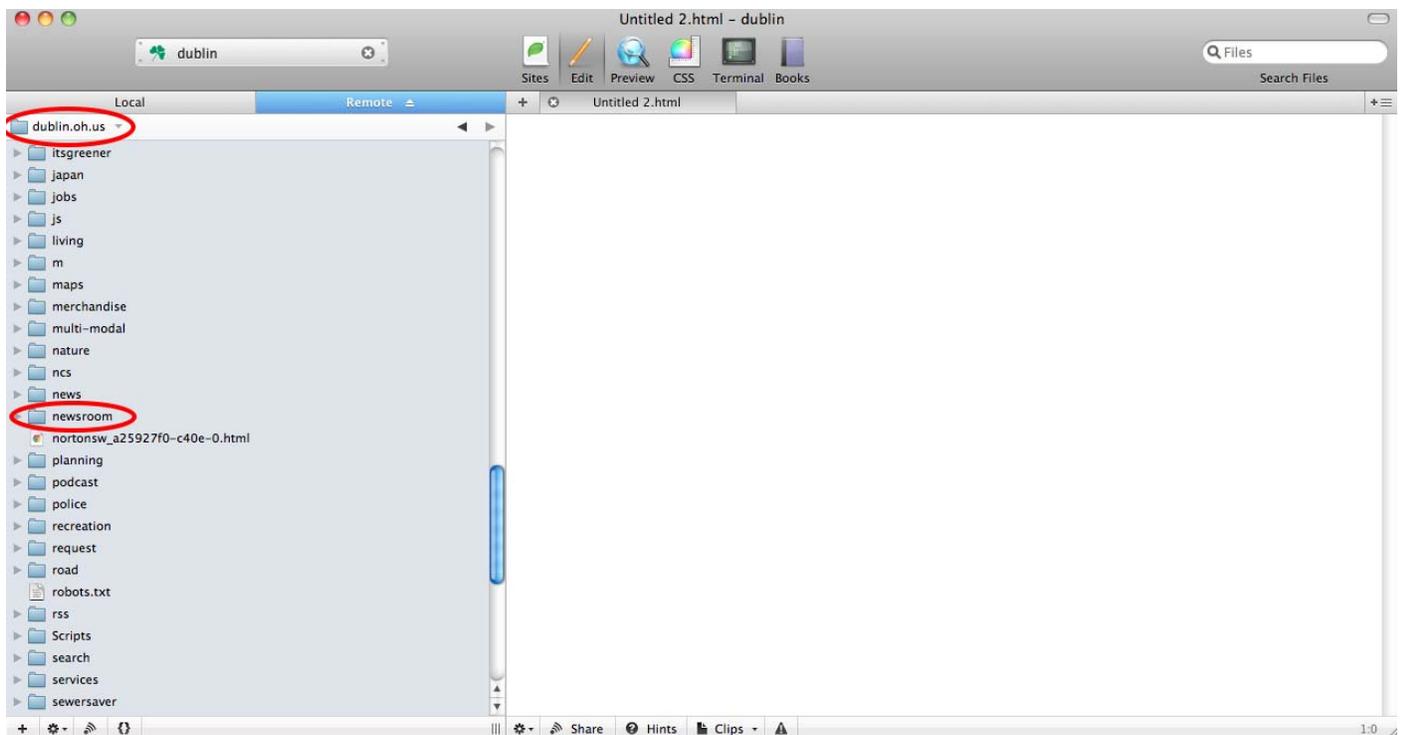
FTP host: www.dublin.oh.us

Login: dubllin1

Password: rdV-Ya-5

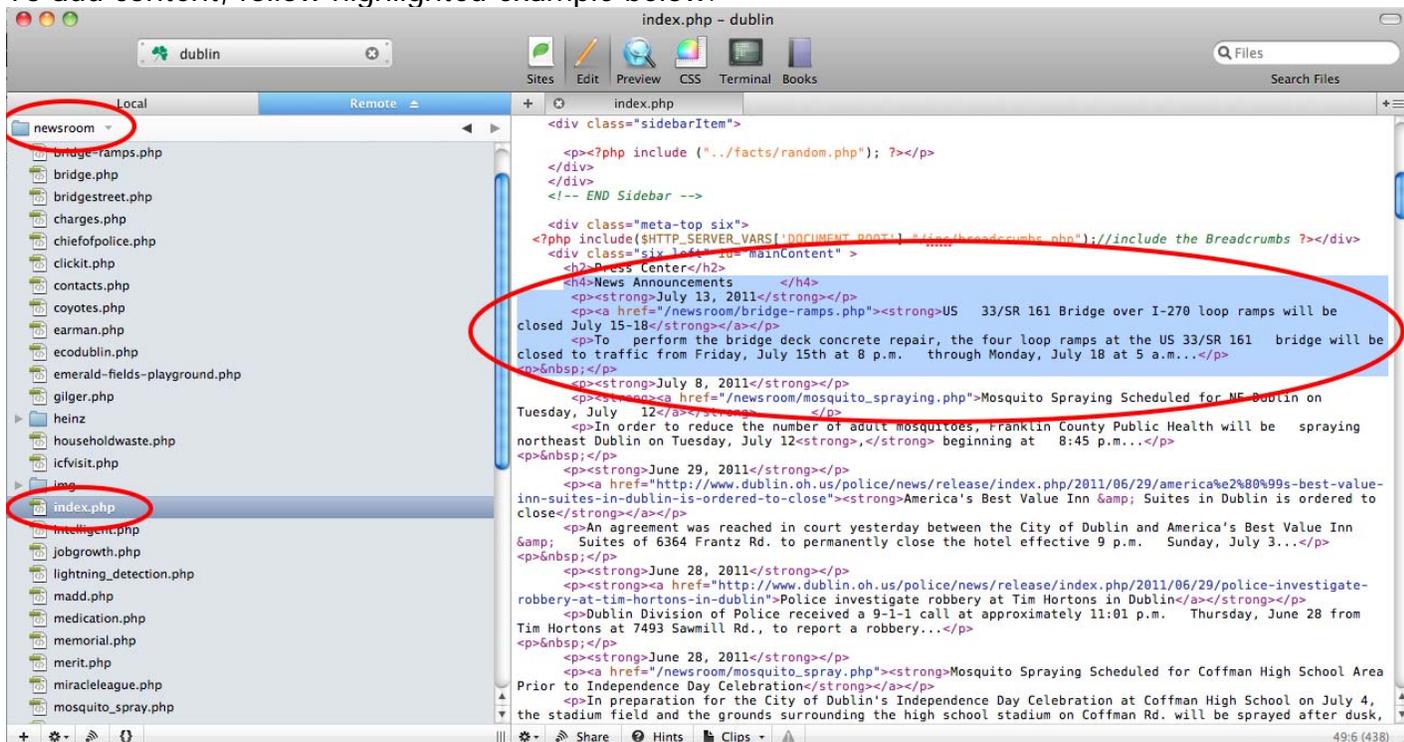
(continue on next page)

Step 2. When logged into FTP, double-click on the folder dublin.oh.us then the folder newsroom then click on the index.php file.



(continue on next page)

To add content, follow highlighted example below.



You're done.

Have content has been updated or added, be sure to save the file so change will take affect. (NOTE: Saving varies between FTP clients, be sure to understand how your FTP works)

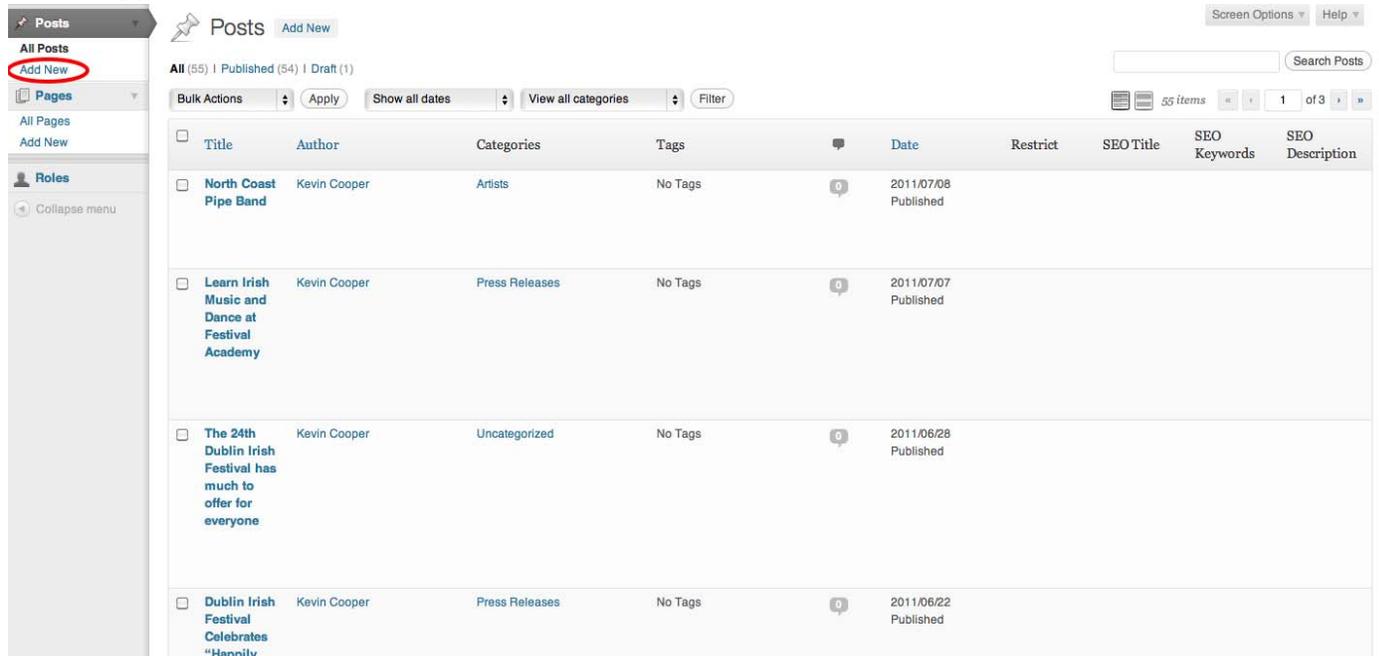
Adding Media Release to dublirishfestival.org

Step 1. Go to <http://dublirishfestival.org/login>

Username:difadmin

Password:5200dublin!!

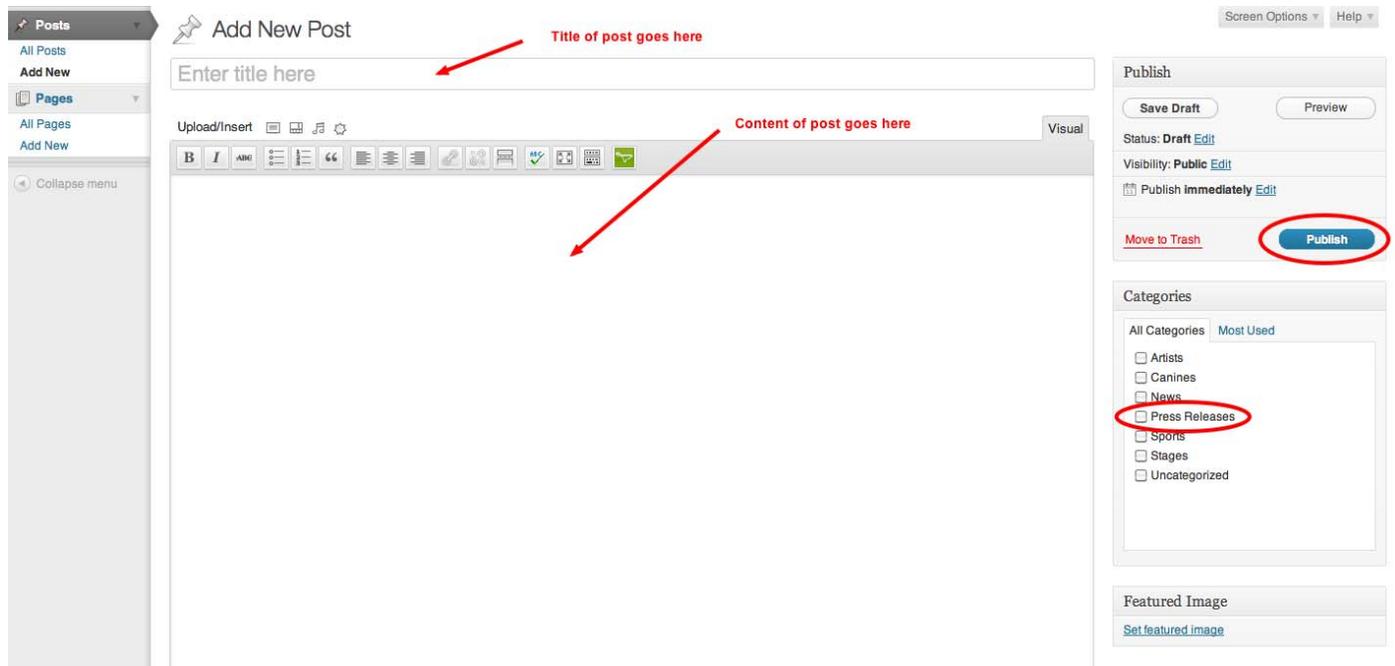
Once logged in, click on Add New Post.



The screenshot shows the WordPress admin dashboard. On the left sidebar, the 'Posts' menu is expanded, and 'Add New' is circled in red. The main content area displays a list of posts. The table has columns for Title, Author, Categories, Tags, Date, Restrict, SEO Title, SEO Keywords, and SEO Description. The posts listed are:

<input type="checkbox"/>	Title	Author	Categories	Tags	Date	Restrict	SEO Title	SEO Keywords	SEO Description
<input type="checkbox"/>	North Coast Pipe Band	Kevin Cooper	Artists	No Tags	2011/07/08 Published				
<input type="checkbox"/>	Learn Irish Music and Dance at Festival Academy	Kevin Cooper	Press Releases	No Tags	2011/07/07 Published				
<input type="checkbox"/>	The 24th Dublin Irish Festival has much to offer for everyone	Kevin Cooper	Uncategorized	No Tags	2011/06/28 Published				
<input type="checkbox"/>	Dublin Irish Festival Celebrates "Happily	Kevin Cooper	Press Releases	No Tags	2011/06/22 Published				

Fill out the appropriate information. Check the "Press Release" category. Click Publish when finished.



You're done!

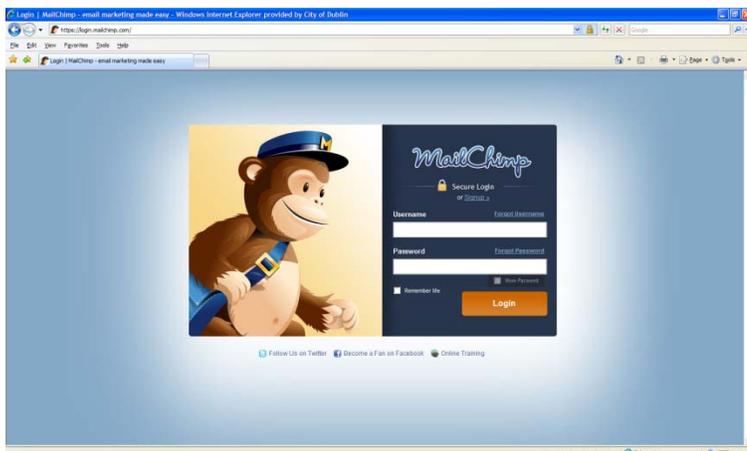
Mail Chimp

Address: <http://www.mailchimp.com/>

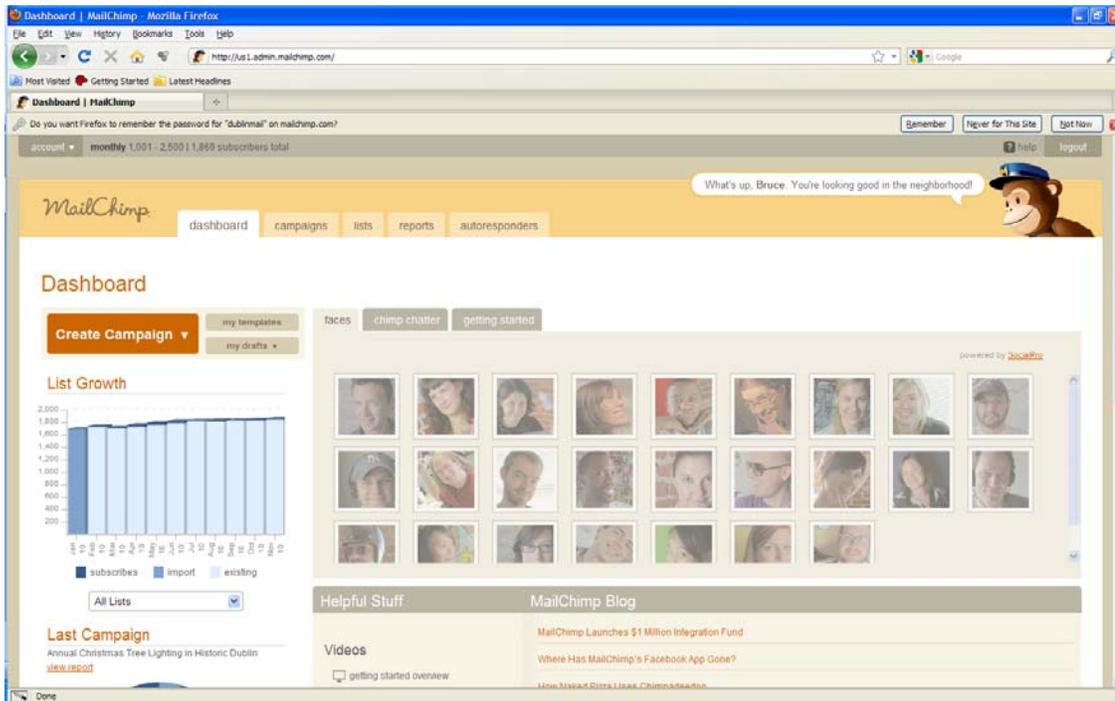
Click on 'Login'

Username: dublinmail

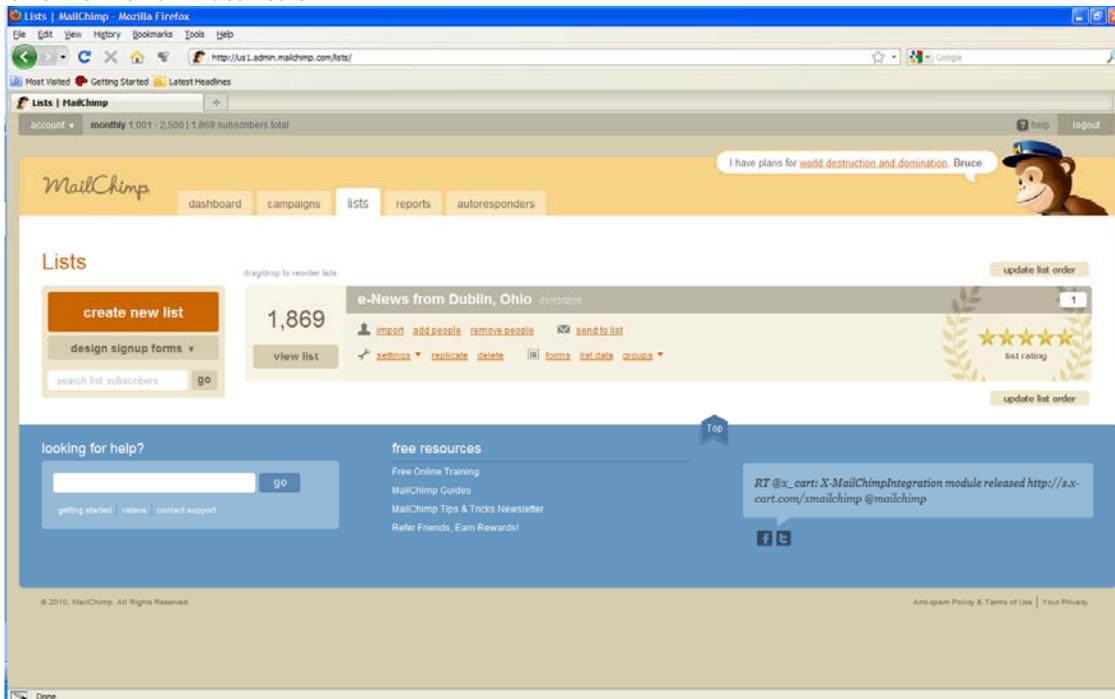
Password: 5200dublinohio



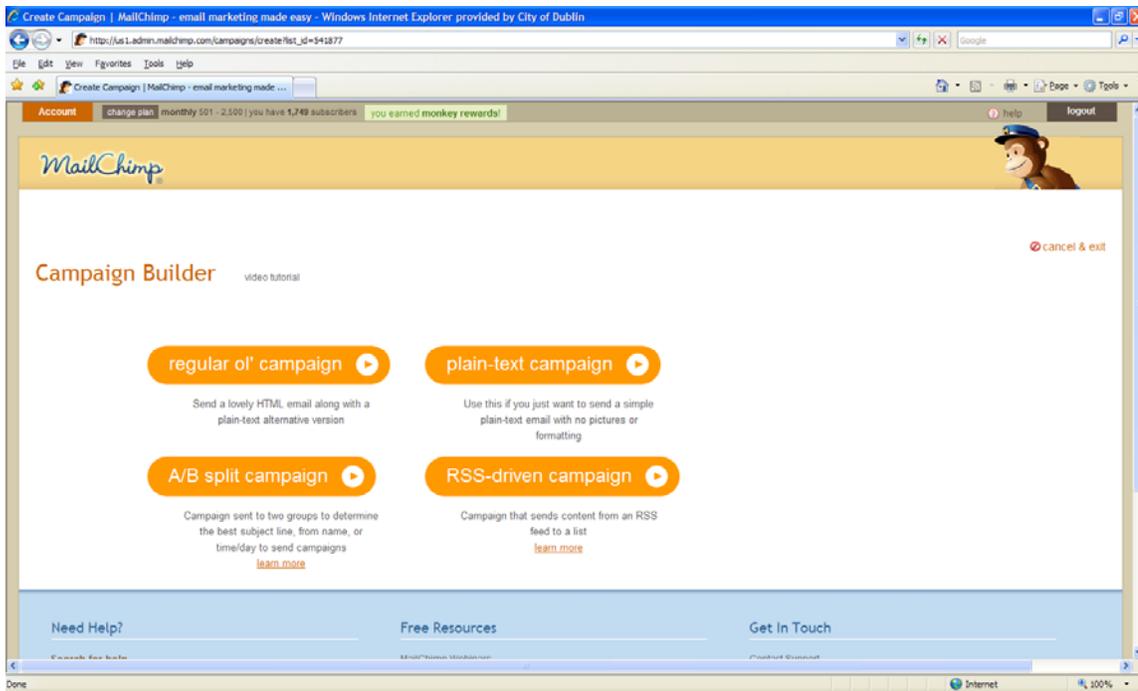
Once you login this screen will appear:



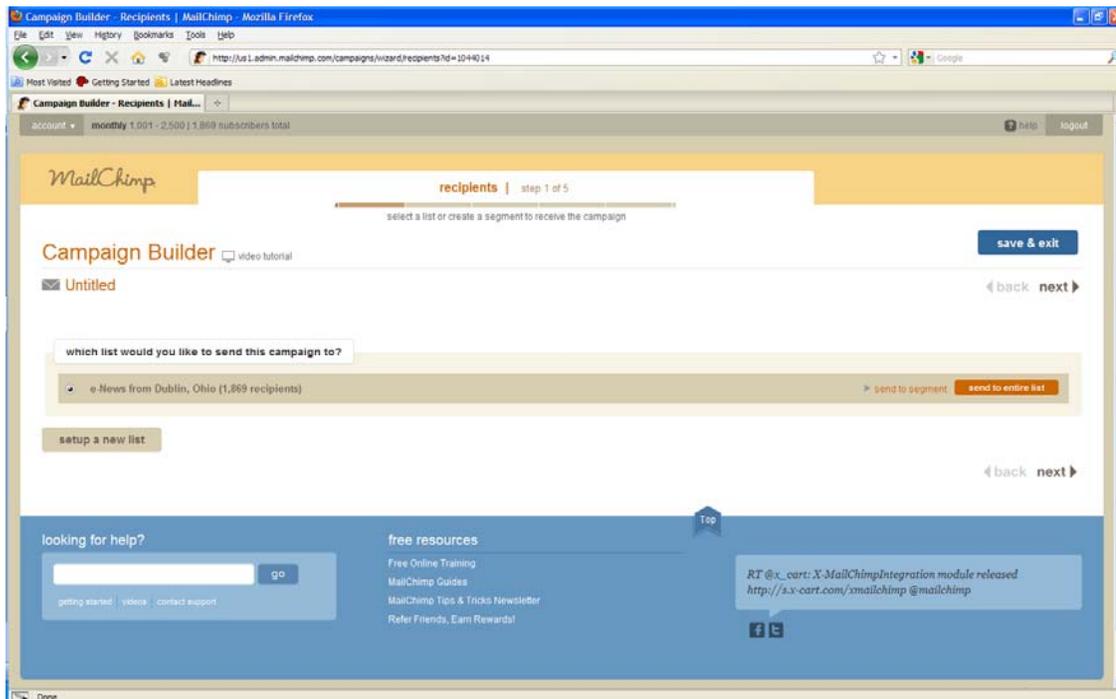
Click on the 'Lists' tab



Under the e-News from Dublin, Ohio click on 'send to list'



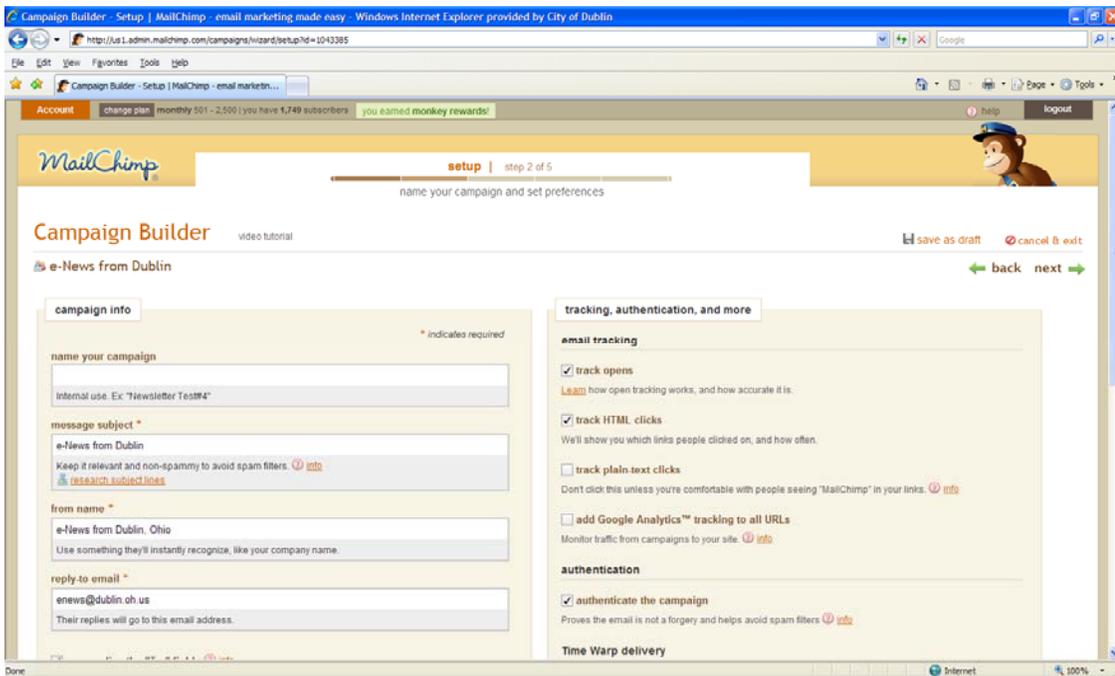
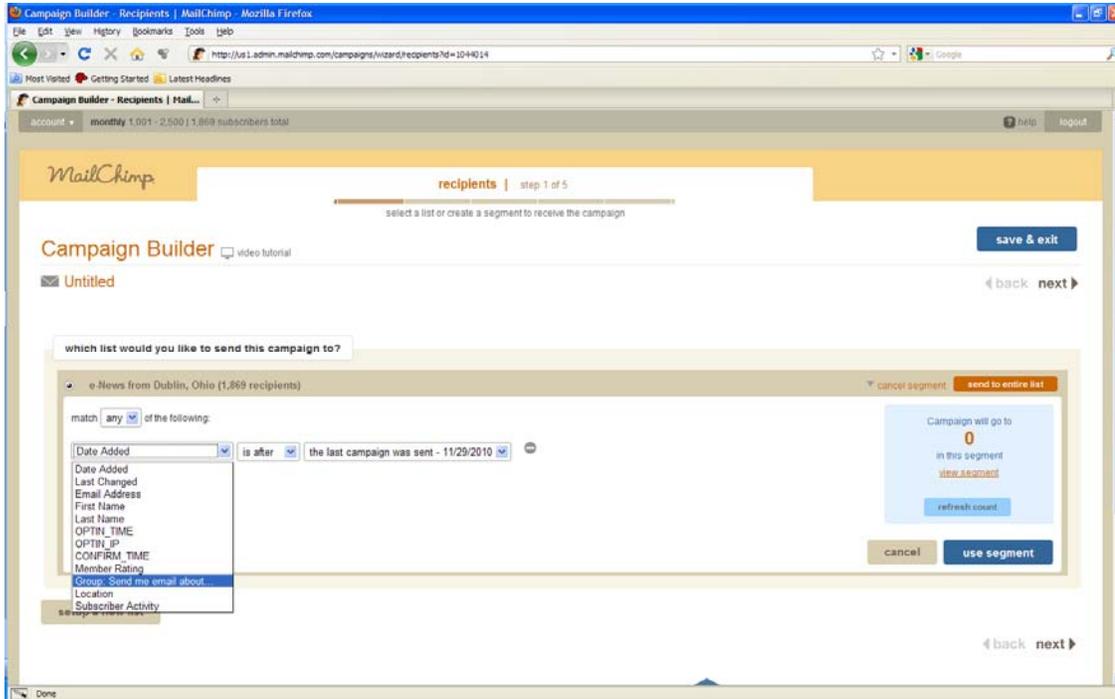
Click on 'regular ol' campaign



This is where you select who you want to send e-News to. **Click on 'send to segment'**

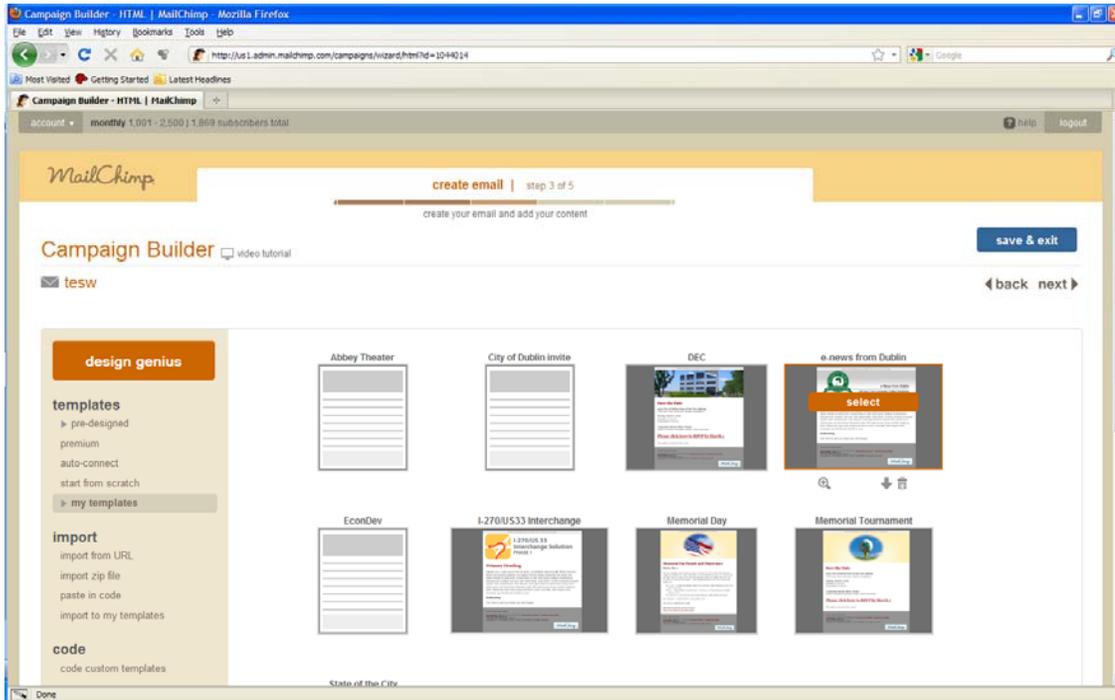
This opens a drop down menu where you select 'Group: Send me e-mail...' and then pick a group

Once you select a category then click **'use segment'** (if you want to see how many people you will be sending it to click 'refresh count') You can select multiple groups, press and hold the ctrl button and click on each group.

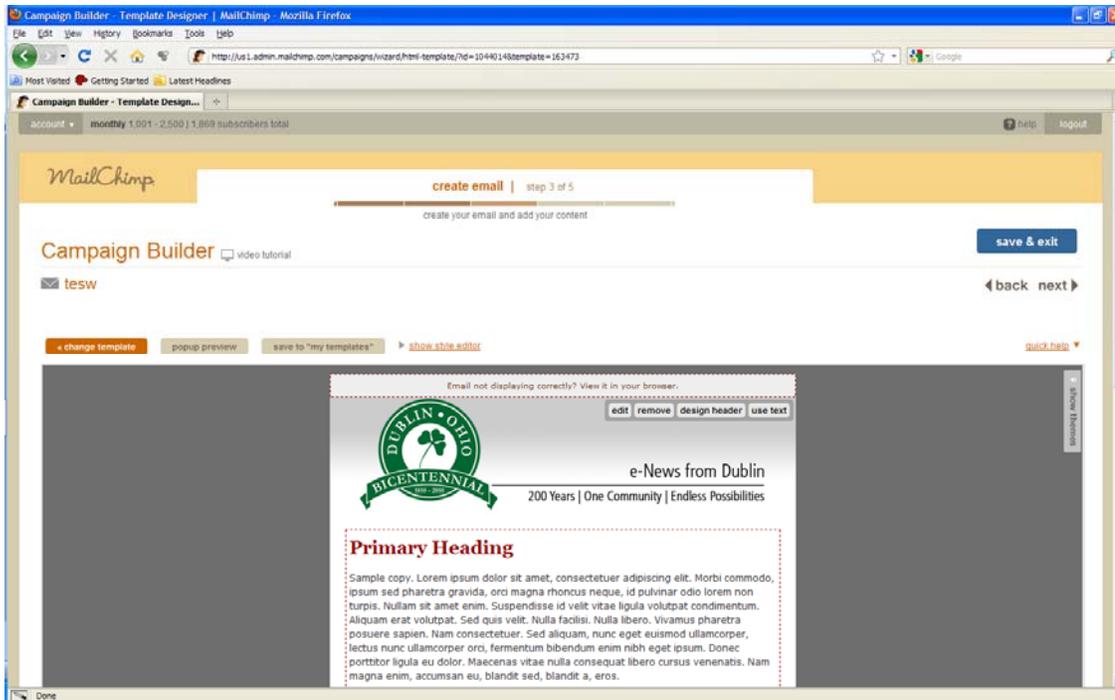


Enter your **campaign name** and **message subject**. For example if this was a Crime Advisory put Crime Advisory in both places. Be sure to click 'add Google Analytics tracking to all URLs' this will help track how many people click on a link from your e-News

Then click 'next'

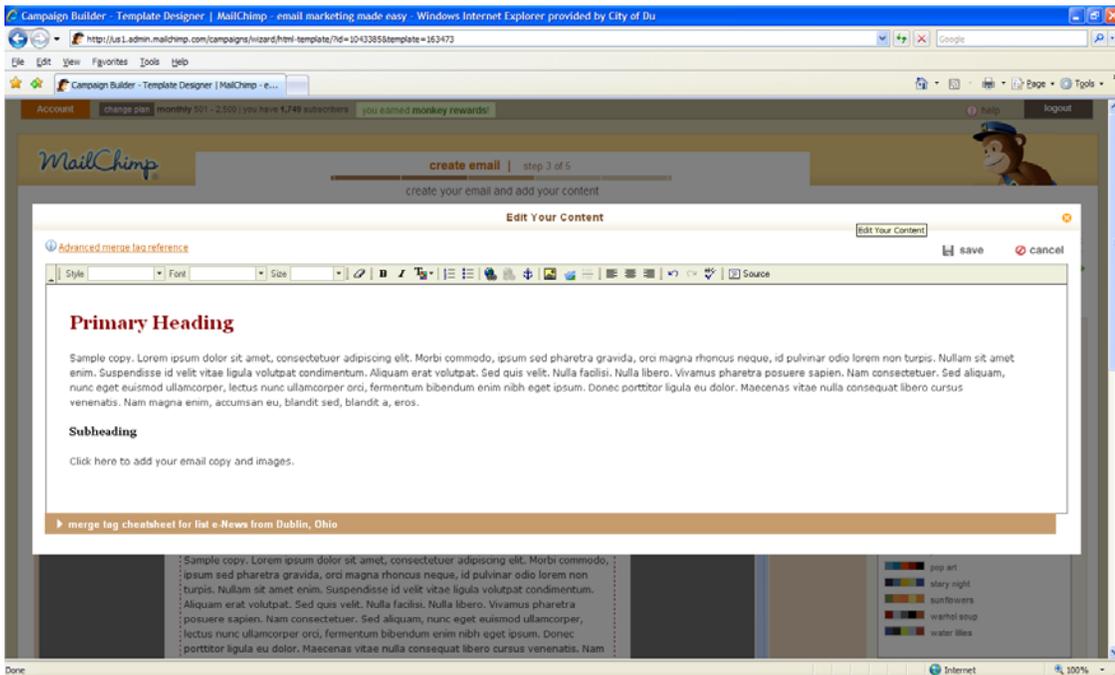


This screen lets you pick the e-News template. Click on 'e-news from Dublin' (Soon there will be a different template for each group.) Mouse over the template and click 'select'



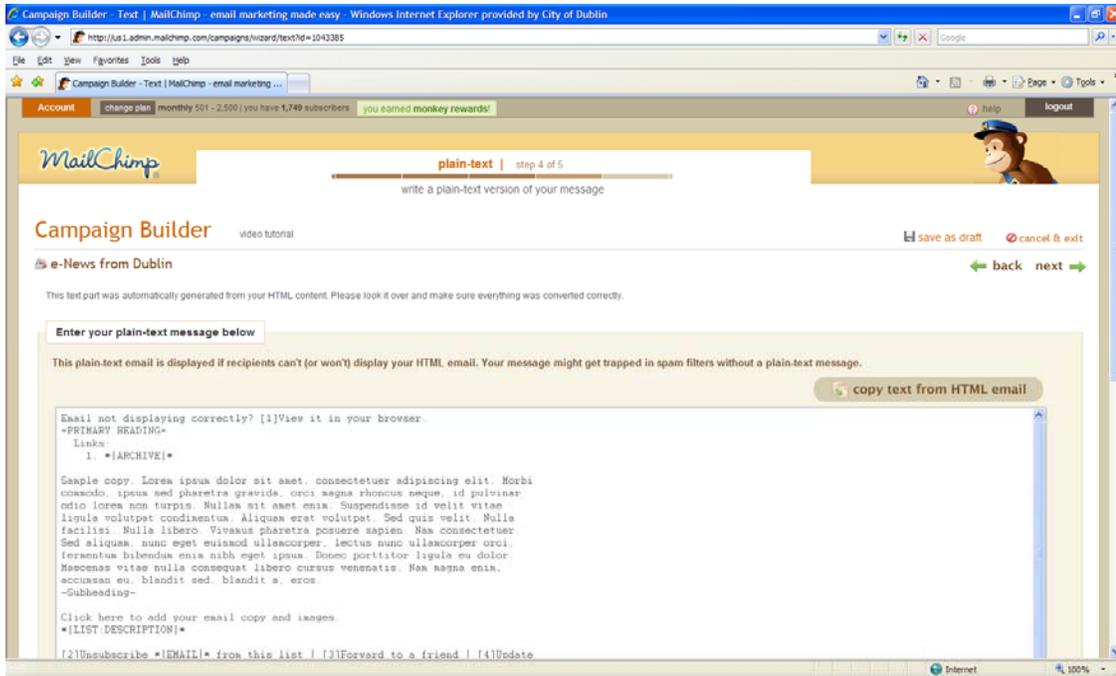
Click on the text in the template to add text. Cut and paste your text into the pop-up screen. Be sure to format the text. Highlight the text and pick how it should be styled > Title (Headline) > Subtitle (Second Headline) > Default Text (Body Copy)

Once the text looks good click on 'save'



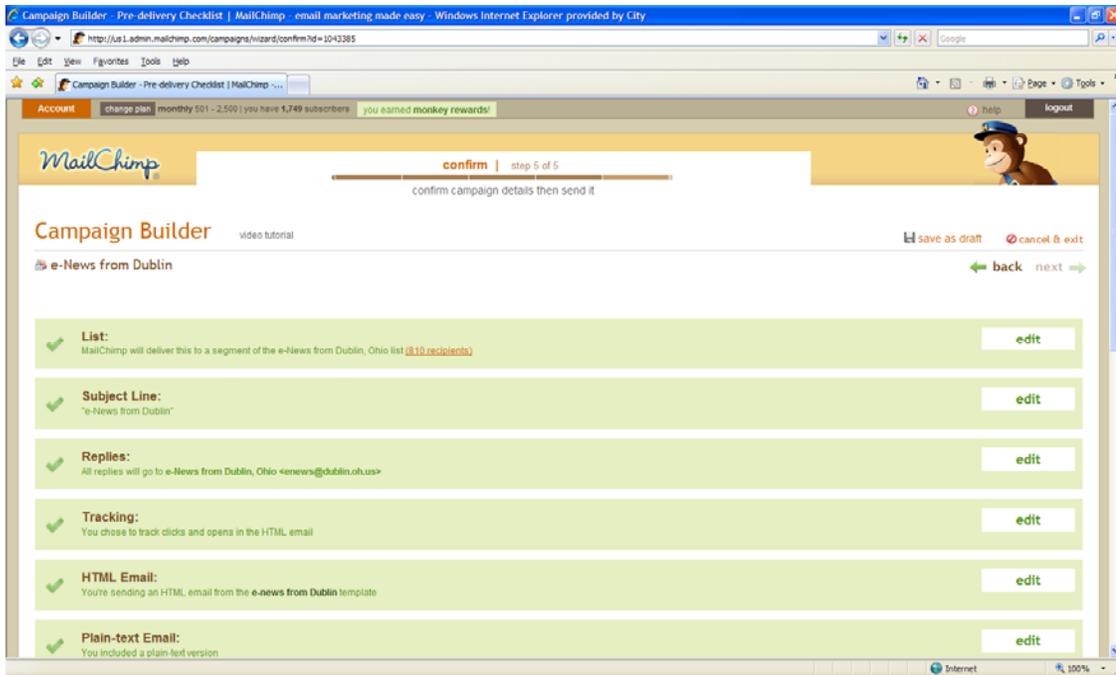
If you scroll down to the bottom of the page you will see a 'Send Test' button – you can send a test to your e-mail to make sure it looks good.

Then click 'next'



It will then show you how the e-mail will look in plain text. Be sure to clean up the extra elements to make it look good.

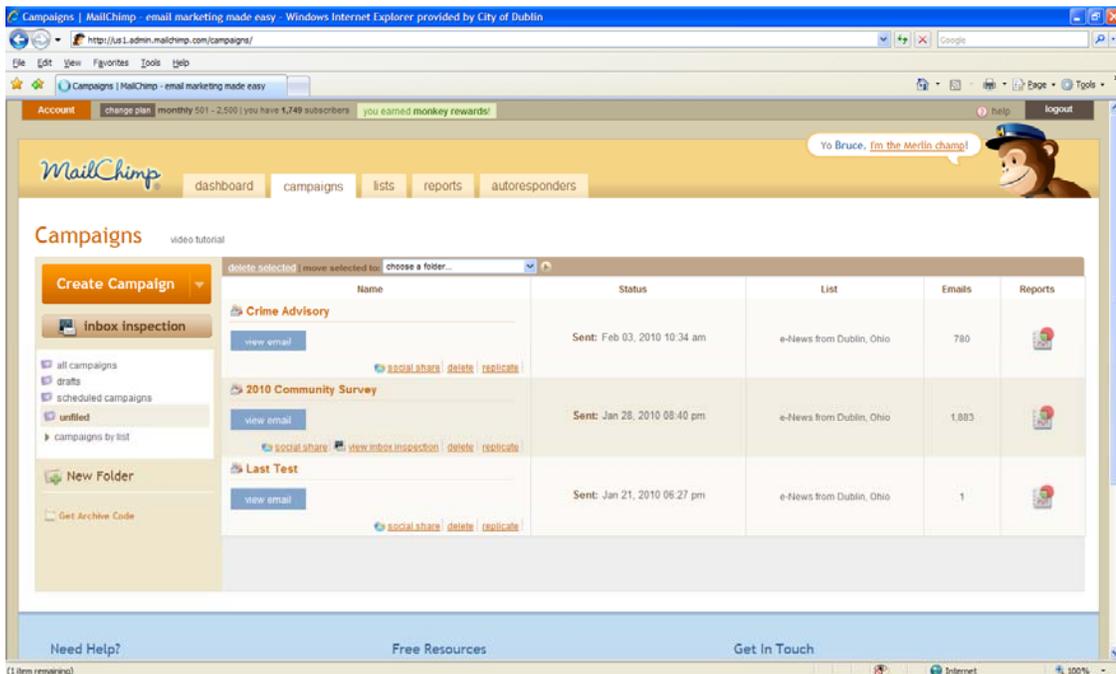
Then click 'next'



You will get one last chance to look and make sure everything looks good to go. Scroll down to the bottom of the page and click 'Send Now' or click 'Schedule Delivery'

Once it goes out you can log back in track how it did.

Click on the 'campaigns'



It will put up a list of all the e-News – click on the ‘view report’ icon to see the stats

Social Media Information

Facebook

Username: bedwards@dublin.oh.us

Password: dublinohio

Twitter

Username: dublinohio

Password: 5200dublinohio

Appendix E – Posting Emergency Information to 1610 Radio

Procedures for 1610 AM Radio

(Updated July 3, 2006)

- Scripts for 1610 can be found: M:\OnAirCommunications\1610\2006
- Update recording according to Dublin City Council meetings (first and third Mondays of each month)

BY TELEPHONE

Step 1. Dial 410-4773

Step 2. Enter Code: * 98304 #

Step 3. Enter: * 0 #

This will take you to the main directory of options:

- * 1 # To record
- * 2 # To hear message
- * 3 # To erase
- * 4 # To set spacing
- * 5 # To set play list
- * 6 # To hear play list
- * 7 # To set record source
- * 8 # To set record speed
- * 9 # To set message music

Step 4. Enter * 3 # and 999 # to erase current messages from memory

Step 5. Enter * 1 # to record new message (use * 2 # , * 3 # to add more messages)

- Step 6. Enter 1 # to begin recording; enter # to stop recording
Begin message with:
"Thank you for tuning to 1610 AM WNXV 474, the City of
Dublin's community information and emergency service."
*(If you goof, enter * 3 # and 1 # before going back to Step 5)*
- Step 7. Once finished recording, set the play list by entering * 5 #
and 1 # (add 2 # , 3 # for more messages)

And you're finished!

MANUAL RECORDING

The radio station is physically located at the Service Center, 6555 Shier-Rings Road in the main data center. It is in a tall black cabinet.

Step 1. Press the "speaker" button at the front of the telephone. The machine should immediately begin to talk you through the recording options described in Step 2.

- Step 2. Enter: * 0 #
This will take you to the main directory of options:
- * 1 # To record
 - * 2 # To hear message
 - * 3 # To erase
 - * 4 # To set spacing
 - * 5 # To set play list
 - * 6 # To hear play list
 - * 7 # To set record source
 - * 8 # To set record speed
 - * 9 # To set message music

Step 3. Enter * 3 # and 999 # to erase current messages from memory

Step 4. Enter * 1 # to record new message

Step 5. Enter 1 # to begin recording. Use the microphone, making sure it is turned on. When you are finished speaking, enter # to stop recording.

Begin message with:

"Thank you for tuning to 1610 AM WNXV 474, the City of Dublin's community information and emergency service."
*(If you goof, enter * 3 # and 1 # before going back to Step 5)*

Step 6. Once finished recording, set the play list by entering * 5 # and 1 #.

Step 7. Press the speaker button again on the front of the phone to finish this recording session. Within seconds the new recording should start playing on the air.

TROUBLE SHOOTING

- Should the phone number not connect, go to the radio station at the Service Center, 6555 Shier-Rings Road. Try to reboot it by turning the power button off, then on again. If rebooting the machine does not reset the phone, you can manually record following the above directions.
- If you have trouble with the power/battery back up, Gary Smith in Engineering has been a wonderful resource in the past. He has tested and replaced batteries at a moment's notice.

NOTES

- You can record more than one message and then have them play in whatever order you wish by setting/re-setting the play list. Thus, if you have standard text that rarely changes, you can record it all once as one message, then do a second message that consists of the regular updates.
- It is advised that you have the radio station serviced annually. Traditionally this has been done in the spring prior to the start of the Memorial Tournament – a time when many visitors to the community tune in for traffic reports, etc. Contacts are Information Station Specialists as below. They need to be contacted a couple of months out from your planned service time – they come down from Michigan and its

cheaper to use them when they have a staff person out doing several routine visits at various communities. We have traditionally budgeted \$1,000 annually to cover any maintenance costs. Again, Gary Smith has been great at helping out by providing a bucket truck to check the antenna.

- It would also be recommended to tune into 1610 periodically when out driving just to check that it's working and to test its range.

Information Station Specialists

Bill Baker

P.O. Box 51

Zeeland, MI 49464

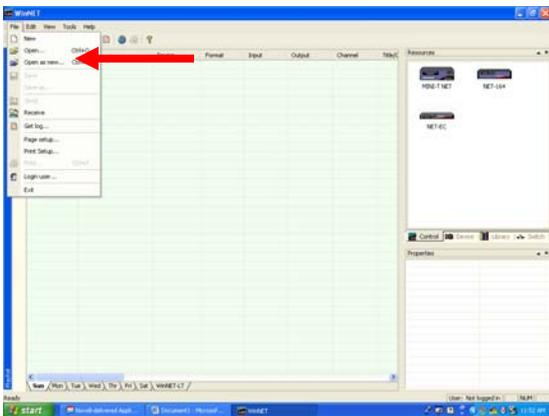
Phone: 616-772-2300

Fax: 616-772-2966

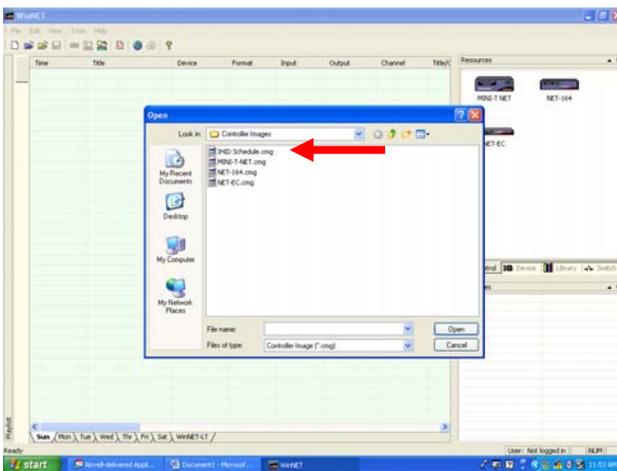
Appendix F— Broadcasting information via DTV



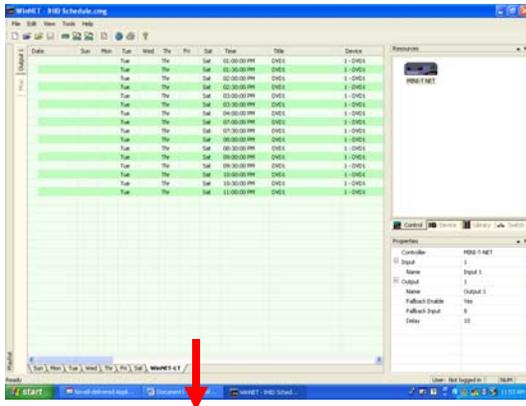
1. Turn on the monitor and, if necessary, the computer. Log in if necessary. The computer should be set in "Workstation Only" mode.
2. In the server box is a black device. There are lighted icons on the front. The top one should be a blinking red icon of a TV. If this light is not on and blinking, it indicates one of the DVDs is broadcasting its feed. WAIT UNTIL THAT FEED ENDS BEFORE CHANGING DVD.
3. Put your DVD in one of the four DVD players in the cabinet below. DVD1 is ONLY for It's Happening. DVD2 is ONLY for Council meetings. Close the cabinet.
4. Wait until the DVD loads and the clock starts. Press the "STOP" button twice — until the DVD clock reads "T 1"
5. Double click on the "WinNet" icon in the upper left corner on the computer.



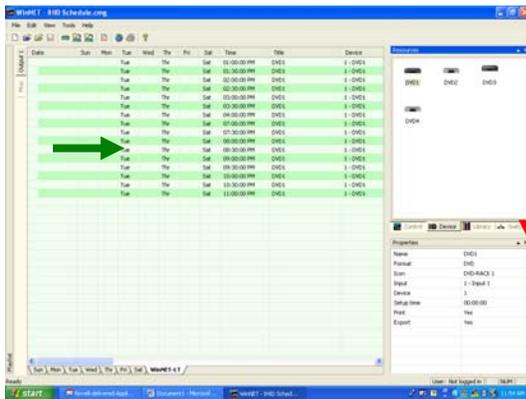
6. When the program opens, go to "File" and "Open".



7. Open the file called "IHID current.cmg"



8. At the bottom left of the screen, there are a series of tabs. Click on the tab farthest to the right, called "WinLet-LT."
9. The current schedule should appear. It will look very similar to an Excel document.
10. Each horizontal row represents the time of day and which day(s) of the week a specific show will begin.



11 (PERFORM FOR EACH CHANGE TO SCHEDULE)

A. TO CHANGE A SCHEDULED SHOW

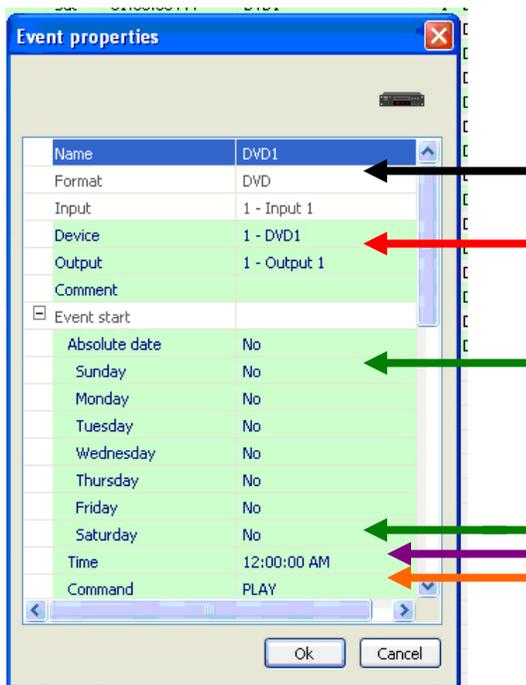
Double click on the line for the specific show you want to change (green arrow). Go to STEP 12.

B. TO ADD A NEW SHOW

On the right-hand side of the screen are several tabs. Click the "Device" tab (red arrow). Four icons will appear above the tabs, labeled DVD1, DVD2, DVD3 and DVD4. Click on the icon for the player your DVD is in (blue arrow). Drag that icon to the side of the left side of the screen with the schedule. Go to STEP 12.

C. TO DELETE A SCHEDULED SHOW

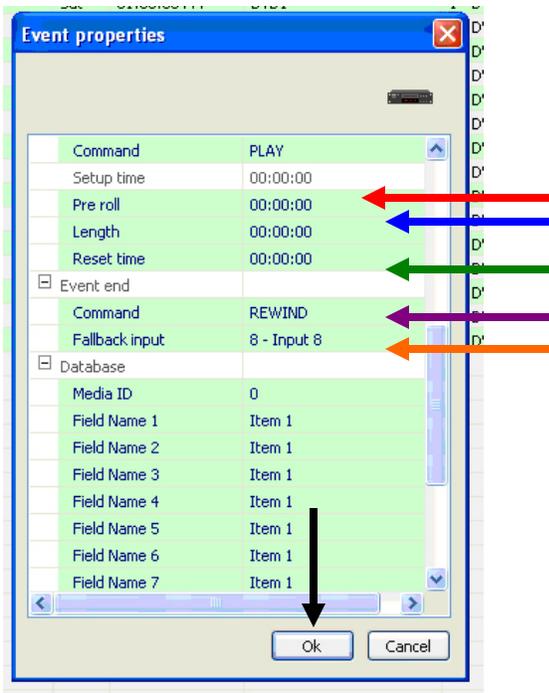
Double click on the line for the specific show you want to change (green arrow). Right click. Select delete. Perform Step 11 for each schedule change.



12 (SETTING PROGRAM START/STOP TIMES)

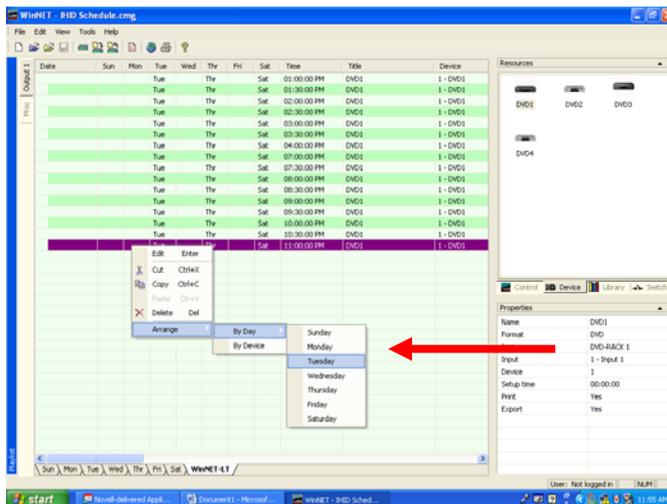
After performing Step 11A or 11B, a new box called "Event Properties" will open with a vertical series of options. You can change each property on the green lines (see color-coded arrows) by clicking on it.

- "Name" is the title of the show (e.g., IHID June)
- The "Device" option should reflect the DVD your show is on (DVD1, DVD2, etc.)
- Under "Event Start," there are buttons for each day of the week, followed by a "Yes" or "No." A "Yes" indicates the show will play on that day of the week. Select "Yes" for as many days of the week that you want the show to air at a specific time of day. Do NOT change "Absolute Date"; it should be "No."
- To set the time the show starts, click the "Time" option. The times are presented in this format: 00:00:00 AM, which is hours:minutes:seconds followed by AM or PM.
- The "Command" option should be set on "Play"

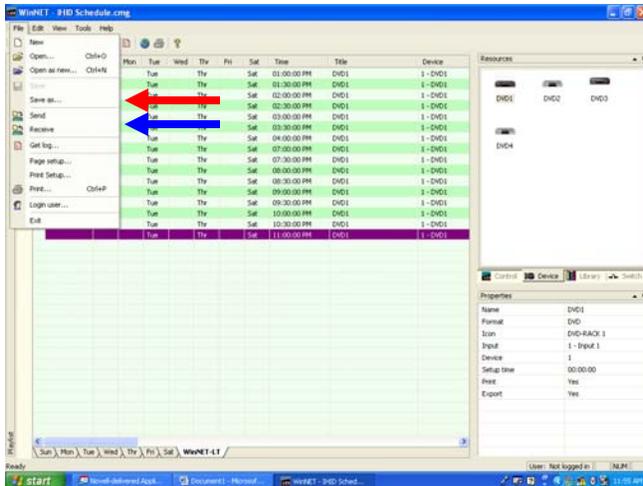


- Under **preroll** option, type in 4 seconds (00:00:04). This is the amount of time before the DVD begins broadcasting.
 - Input the **length** of the show in the "length" option. For example, 00:29:05 means the show is 29 minutes and 5 seconds long.
 - "**Reset time**" should be equal to the **length** of the show (in the above example, 00:29:05) and the **preroll** time (4 seconds). In this case, **Reset time** should be 00:29:09. This is how long after the show begins until the machine switches to the next show you have programmed or defaults back to the Cable Bulletin Board.
- a. Under "Event End," find the "**Command**" option. Change it to "Stop."
 - b. If you want to default to the Bulletin Board at the end of this show, **Fallback input** should be 8-Input 8.
 - c. If you want the system to begin showing another show immediately after this one is done, change "**fallback input**" to the DVD player the next show is on.
 - d. Click "**OK**" at the bottom of the box.

Each time you wish to program a show to play, you must follow the process detailed in steps 11 and 12.



13.
 - When you have programmed the system with all your shows, right-click on the schedule. Click on "arrange" and then "by day." Select the first day of the week for which you have scheduled shows. (Typically, Sunday)



- Go to **File/Save As**. Save your new programs with the date: "Schedule050507." The computer may ask you for a user name and password. They are "dublin" and "dublin."
- Then, save as "Schedule current." This creates a permanent copy of the programming for future reference as well as changes the schedule.
- Now go to **File/Send**. The computer may ask you for a user name and password. They are "dublin" and "dublin."
- Your new TV schedule is ready to go!
- Close the program by clicking on the upper right-hand corner. Turn off the monitor.

Appendix I — Media contact information (updated Jan. 2012)

(Phone numbers '614' area code unless otherwise noted)

NBC (4)

Phone: 263-5555 Fax: 263-0166 stories@nbc4i.com

ABC/FOX (6/28)

Phone: 481-6672 Fax: 481-6624 news@wsyx6.com

CBS (10)

Phone: 460-3950 Fax: 460-2891 wbnsdesk@10tv.com

WTVN (610)

Phone: 486-6101 Fax: 487-2559 newsroom@wtvn.com

WOSU (820)

Phone: 292-7625 mediarelations@wosu.org

WNCI (97.9)

Phone: 486-6101 Fax: 487-2559

DUBLIN NEWS

Phone: 785-1199 Fax: 842-4760 SNPnews@columbusmediaenterprises.com

Kevin Corvo
Reporter

akcorvo@att.net

Tim Krumlauf
Editor

296-0975

tkrumlauf@columbusmediaenterprises.com

DUBLIN VILLAGER

Phone: 740-888-6000 Fax: 740-888-6006 editorial@thisweeknews.com

Jennifer Noblit
Reporter

740-888-6090

jnoblit@thisweeknews.com

Cell: 614-323-6730

COLUMBUS DISPATCH

Phone: 461-5200 Fax: 481-7850

Stephanie Czekalinski
Crime & Public Safety Reporter

sczekalinski@dispatch.com

Holly Zachariah
Reporter

Cell: 374-9582

hzachariah@dispatch.com

Appendix J — Process for informing staff, management team, Council

In the event of an emergency, some of all of the following activities may occur:

MESSAGING/PLANNING

- Lead PIO, Incident Commander, City Manager and/or Internal Communications PIO develop key messages and appropriate direction for internal audiences

STAFF

- Managers/supervisors are provided with information and key messages for staff
- Internal communications PIO sends out immediate e-mail to ALL STAFF about nature of emergency and provides specific direction for action
- Direct staff to go to Dubnet for more information
- Information is recorded by Community Relations on City emergency call-in number (found on the back of employee badges)
- Information placed on Dubnet for employees and spouses
- Dubnet contains employee-specific message explaining emergency and what to do, promises to provide updates every hour
- Recorded phone message/page is delivered to all staff (see Appendix S for instructions)
- Printed information created for staff with specific information/direction
- All-staff meeting(s) may be planned based on the nature of the situation

MANAGEMENT STAFF

- Establish and use phone tree to alert staff of situation

COUNCIL

- Public Affairs Officer sends out immediate email to City Manager and/or Council about nature of emergency and whether Council action is needed
- Key messages are provided to Council, if applicable
- List all phone numbers for PAO (home, cell, work) and Director of Community Relations for questions

Appendix L — Templates (media release, advisory, fax, media log, press conference agenda, work schedule, media log, timeline)

FOR IMMEDIATE RELEASE

McDonald's in Dublin robbed, suspect charged

(DUBLIN, Ohio)—*January 18, 2012*—The Dublin Division of Police have arrested and charged Victor Lamont Drafton, 37, of Columbus for aggravated robbery after he robbed McDonald's at 337 W. Bridge Street at approximately 4:12 a.m. this morning.

Drafton followed an employee into the restaurant and demanded she open the safe. He then fled on foot.

The follow-up investigation was led by Cpl. Greg Lattanzi.

###

Contact: Megan Canavan
Public Information Officer
614.410.4504 (office)
614.327.6827 (mobile)
mcanavan@dublin.oh.us (email)
[@DublinOhio](https://twitter.com/DublinOhio)/[@DublinPolice](https://twitter.com/DublinPolice) (twitter)

MEDIA LOG

EMERGENCY INFORMATION CENTER

DATE/ TIME	PERSON	MEDIA OUTLET	PHONE	TOPIC	ACTION TAKEN
Jan. 6 3:14 p.m.	Joe Smith	WBNS TV	555-5555	TORNADO SHELTER LOCATION	Provided info, map

Appendix O — Special Needs Audiences

Non-English speaking (particularly Hispanic, Japanese, Indian, other Asian)

Individuals with disabilities (sight, hearing impairments)

Nursing homes/retirement centers

Schools

Visitors/Tourists (unfamiliar with area)

Appendix P — Audiences

City of Dublin - Callout List

FOR INTERNAL USE ONLY - DO NOT RELEASE

Office of the City Manager

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
Marsha Grigsby, City Manager	-	(614) 766-9862	(614) 496-8337	4420
Myra Caplinger, Executive Assistant	502	(614) 799-0268	(614) 206-2194	4402
Charlotte Colley, Management Assistant	-	(513) 488-3952	(614) 668-8034	4446
Nathan Johnson, Management Intern			(937) 313-2717	4429
Mary Minshall, Office Assistant I	-	(614) 873-5491		6-4405
Sara Ott, Senior Project Manager	-	(740) 967-0693	(614) 226-3278	4448

Community Relations

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
Sandra Puskarcik, Director Comm Relations	506	(614) 766-4321	(614) 206-3303	4501
Sue Burness, Public Affairs Officer		(614) 717-0280	(614) 226-5382	4508
Megan Canavan, Public Information Officer	-		(614) 327-6827	4504
Kevin Cooper, Website Developer	-	(614) 562-7194	(614) 206-6946	4517
Bruce Edwards, Web Administrator	515	(614) 268-5242	(614) 989-7956	4511
Joe Fox, Multi Media Specialist	-		(614) 327-0210	614-545-
Debby Glander, Administrative Assistant	-	(614) 323-7119	(614) 226-5158	4502
Lauren McDonald, Office Assistant I			(937) 654-1023	4450
John Nichols, Multi Media Specialist	-	(614) 219-2934	(614) 571-3564	614-545-
Nancy Richison	-	(614) 921-0616	(614) 579-2612	4514

Human Resources

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
Dave Harding, Director Human Resources	-	(614) 766-2075	(614) 206-3864	4407
Lori Bailey, Risk Management Assistant	-	(614) 875-3028		4468
Linda Gilliam, HR Assistant	-	(614) 274-0568		4408
Kristin Maier, HR Specialist	-	(614) 949-6089		4815
Jennifer Miglietti, HR Specialist		(614) 425-9385		4726
Mary Kay Ruwette, Human Resource Manager	-	(614) 791-9287	(614) 206-0625	4445
Ron Whittington, Safety Adm/Risk Manager	-	(614) 940-2019	(614) 332-7072	4411
Lisa Williamson, Staff Assistant	-	(740) 549-4151		4466

Legislative Affairs

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
Anne Clarke, Clerk of Council	-	(614) 467-4271	(614) 207-0849	4436
Judy Beal, Deputy Clerk of Council	-	(614) 389-4427	(614) 202-8222	4437

Emergency Management

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
Tom Hirschy, Law Enf Planner/Emergency Mgmt	78		(614) 989-5883	4808

Events Administration

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
Alison LeRoy, Events Manager	508	(614) 447-1375	(614) 206-3305	4503
Carina Dacierno, Staff Assistant	513	(614) 376-4118	(614) 679-1633	4516

Mary Jo DiSalvo, Events Administrator	514	(614) 761-0419	(614) 679-1143	4507
Trish Lackey, Events Administrator	515	(614) 746-5294	(614) 353-7000	4506
Terry Schimmoller, Event Assistant	516	(614) 889-8022	(614) 679-1864	4510

Parks

Name and Title

	Radio	Home Phone:	Cell or Pager	Extension
Fred Hahn, Director of Parks & Open Space	4101	(614) 267-3622	(614) 206-3306	4706
Jade Badenburg, Maintenance Worker	4125	(614) 844-3831		6-4337
Matt Besecker, Assistant Horticulturist	4307	(614) 246-9138		6-4234
John Bower, Maintenance Worker	4120	(614) 873-1666		6-4334
Eric Chippas, Maintenance Worker	4124	(614) 336-9276		6-4366
Paula Choje, City Forester	4401	(614) 268-7318	(614) 989-0155	4701
Jim Clevenger, Maintenance Worker	4128	(937) 644-4476		6-4342
Kelly Dee, Maintenance Worker	4129	(614) 419-6595		6-4386
Devin Dodson, Assistant Horticulturist	4303	(614) 878-9782		6-4332
Matt Dunbar, Parks Crew Supervisor	4108	(937) 642-5629	(614) 496-0201	4716
Brandi Fox, Office Assistant I	BASE	(614) 207-3462		4262
Pat Gilger, Maintenance Worker	4114	(740) 881-0937		6-4329
Gary Headlee, Maintenance Worker	4111	(614) 799-8829		6-4328
Tim Jansen, Parks Crew Supervisor	4104	(614) 853-2147	(614) 989-0157	4727
Laura Karagory, Landscape Architect	BASE4	(614) 430-2885	(614) 374-3752	4707
Marja Keplar, Administrative Assistant	BASE4	(614) 539-7802		4710
Jocelyn Knerr, Forestry Assistant	4405	(614) 733-0386		6-4330
Adam McCoy, Assistant Horticulturist	4302			6-4355
Michelle Migliore, Nature Education Coordinator	BASE	(614) 308-0374	(614) 327-5893	4730
Scott Moncrief, Assistant Horticulturist	4306	(614) 323-2874	(614) 718-0337	6-4316
Mark Morgan, Maintenance Worker	4117	(937) 642-1883		6-4384
Michael Morris, Maintenance Worker	4113	(614) 549-0152		6-4339
Jeff Myers, Forestry Assistant	4403	(614) 351-4902		6-4347
Chris Nicol, Parks Crew Supervisor	4109	(937) 313-3550	(614) 207-9855	6-4722
Larry Nicol, Maintenance Worker	4116	(937) 642-5196		6-4368
Brady Ostrander, Maintenance Worker	4122	(614) 873-9610		6-4333
Alex Rozanski, Contract Specialist	BASE	(614) 889-8158	(614) 332-2694	4265
Tom Seibert, Parks Crew Supervisor	4106	(614) 274-8458	(614) 496-0204	4714
Barb Setterlin, City Horticulturist	4301	(614) 799-8829	(614) 989-0156	4704
Chris Sheldon, Maintenance Worker	4126	(614) 873-0667		6-4346

Parks

Name and Title

	Radio	Home Phone:	Cell or Pager	Extension
Shawn Shipman, Horticulture Assistant	4306			6-4385
Steve Spillers, Assistant City Forester	4402	(614) 577-9834		4703
Jim Stidam, Maintenance Worker	4112	(937) 642-7783		6-4367
Christen Stout, Maintenance Worker	4118	(740) 625-5821		6-4371
Derek Stromski, Assistant Forester	4406	(740) 381-2267		6-4271
Michael Sturtz, Forestry Assistant	4404	(740) 983-2761		6-4369
Tim Underhill, Maintenance Worker	4115	(614) 873-3035		6-4331
Vince Vanicelli, Parks Crew Supervisor	4105	(614) 873-8516	(614) 348-6807	4713
Kevin Vaughn, Maintenance Worker	4123	(614) 529-8186		6-4338
Rob Wagner, Parks Crew Supervisor	4107	(614) 873-6173	(614) 496-5750	4752
Ron Warren, Maintenance Worker	4815	(262) 853-6878		6-4360
Mike Waugh, Parks Crew Supervisor	4103	(614) 889-9438	(614) 348-6808	4712
Rhonda White, Assistant Horticulturist	4304	(614) 891-4331		6-4348
Rob Williams, Maintenance Worker	4130	(614) 433-0509		6-4256

Police

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
Heinz von Eckartsberg, Chief of Police	A		(614) 778-6010	4803
Jeremy Bantz, Communications Technician	91			6-4130
Rodney Barnes, Community Education Unit Sergeant	103		(614) 937-1468	4805
Dan Beam, Police Officer	151			6-4030
Richard Brorein, Police Officer	129			6-4031

Police

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
Christopher Burkhardt, Communications Technician	96		(614) 206-3298	4873
Paul Burks, Police Officer	148			6-4131
Amy Chapin, Communications Technician	82			6-4082
Justin Chappelle, Police Officer	113			
Eric Cochrun, Police Officer (K9)	166			6-4044
Charles Collier, Police Officer	139			6-4032
Barbara Conaway, Communications Technician	92			6-4073
Gabe Coulter, Police Officer	132			6-4032
Robert Davis, Detective	121		(614) 679-6638	4827
Scott Davis, Detective	120		(614) 989-5886	4828
John DeJarnette, Lieutenant	L2		(614) 778-5270	4813
Lynn Dugger, Police Officer	122			6-4151
William Dunn, Police Officer	160			4814
Michael Dunson, Police Officer	168			6-4088
Kathy Evans, School Resource Officer	141		(614) 679-1625	6-4074
Todd Evans, Police Officer	125			6-4039
Steve Farmer, Lieutenant	L1		(614) 900-3409	4806
Carolyn Fergus, Communications Supervisor	99			6-4136
Angie Flesher, Communications Technician	79			6-4076
Thomas Gallagher, Police Officer	150			6-4143
Erik Gilleland, Detective	161			6-4041
Edward Gozski, Sergeant	101			4807
Wendy Greasamar, Office Assistant II	83			4819
Lore Griffith, Police Officer	145			6-4043
Kyle Groves, Police Officer	126			6-4040
Jeff Hall, School Resource Officer	158			6-4042
Joel Hall, Police Officer	154			6-4022
Sara Hall, School Resource Officer	115			6-4068
Kristopher Harris, Communications Technician	90			6-4080
Phillip Hetzel, Police Officer	140			6-4053
Tim Hosterman, Corporal	181			6-4047
Craig Hungler, Sergeant	106		(614) 348-4889	4809
Charles Jaeger, Police Officer	167			6-4045
Tim Jones, Police Officer	127			6-4066
Ben Karns, Communications Technician	80			6-4057
Michael Keck, Police Officer	118			6-4049
Kevin Keiffer, Corporal	183			6-4050
Pat Knapik, Office Assistant II	87			4818
William Krayner, Detective Sergeant	108			4810
John Kreuz, Police Officer	117			6-4051
Steve Krumm, Police Officer	116			6-4052
Greg Lattanzi, Corporal	180			6-4146
Michael Laws, Police Officer	133			6-4060

Michael McCaskey, School Resource Officer	131	(614) 496-0482	6-4137
Bryan McClain, Police Officer	142		6-4061
Bruce McKenna, DARE Officer	149	(614) 332-5190	4824
Rebecca Metcalf, Administrative Specialist	88	(614) 873-3895	4804
Jeremy Miller, Police Officer	165		6-4045
Kevin Miller, Police Officer	155		6-4054
William Morris, Corporal	184		6-4135
JoAnn Muether, Property Technician	89		6-4817
Jason Murphy, School Resource Officer	147	(614) 402-3505	6-4056
Nancy Nicodemus, Communications Supervisor	97		4840
Brian Nimmo, School Resource Officer	146		6-4138
Justin Paez, Sergeant	182		6-4036

Police

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
Chad Patrick, Police Officer	164			6-4026
Michael Pineault, Communications Technician	94			4829
Richard Pond, Reserve Officer	171			6-4070
Greg Potts, Sergeant	107			4811
Evan Pridham, Detective (Juvenile)	124		(614) 989-5890	4831
Paul Ricca, Police Officer	114			
Renaee Rice, Corporal	185			6-4064
Linda Richey, Office Assistant II	84			4821
Paul Richmond, Communications Technician	95			4845
Kevin Rickenbacher, Police Officer	136		(614) 348-3051	4826
Charles Rudy, School Resource Officer	138			6-4059
Tom Seeling, Police Officer	123			
Beth Shannon, Communications Technician	93			6-4078
Andrea Shull, Police Officer	137			6-4028
Stephanie Skipworth, Communications Technician	98			6-4065
Jay Somerville, Technical Services Bureau Commander	L3		(614) 496-0771	4816
Charles Sterling, Police Officer	143			6-4075
Jake Stoll, Police Officer	159			6-4062
Kristin Stritmatter, Staff Assistant	85			4822
Nicholas Tabernik, Police Officer	156			6-4145
Tammy Vigh, Temp Office Assistant				
Eric Walden, Police Officer				
Gwen Walsh, Police Officer	135			6-4132
Jacob Williams, Police Officer	152			
John Wright, Police Officer	130			6-4067
Lauren Yankanin, Communications Technician	77			6-4142

Recreation Services

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
Matt Earman, Director of Recreation Services	-	(740) 881-9640	(614) 348-1588	4568
Barb Burkholder, Recreation Services Administrator	-	(614) 940-9307	(614) 554-1053	4553
Pat Casto, Fitness/Wellness Supervisor	-	(614) 607-5500		4572
Courtenay Chaffin, Assistant Aquatics Coordinator	-	(614) 579-0588		4597
Michael Croft, Recreation Program Supervisor	-	(702) 401-2454		4562
Crista Donaldson, Administrative Assistant	-	(614) 798-8798		4555
Joe Fabick, Recreation Administrator	-	(330) 310-9406		4576
Kirk Fisher, Recreation Services Administrator	-	(614) 459-7349	(614) 989-1045	4563

Tracey Gee, Recreation Services Administrator	-	(614) 763-0688	(614) 554-1052	4561
Scott Hanks, Recreation Program Supervisor	-	(614) 439-6161	(614) 554-7559	4578
Tracy Hrusovsky, Facility Coordinator	-	(614) 219-3222		4569
Wanda Kamler, Recreation Program Supervisor	-	(614) 319-3790		4559
David Kuck, Sea Dragons Swim Team Coach	-	(614) 517-9722		4566
Meredith Sonnenberg-Brooks, Recreation Program Supervisor	-	(614) 873-3257		4458
Lori Moorman, Operations Supervisor	-	(614) 315-4847		4588
TJ Putnam, Assistant Fitness Supervisor	-	(614) 404-7864		4584
Terry Rabalais, Front Desk Supervisor	-	(614) 798-1151		4591
Patty Rinella, Assistant Recreation Program Supervisor	-	(614) 850-9792		4552
Michael Schirtzinger, Theater Supervisor	-	(614) 274-0527		4554
Mollie Steiner, Wellness Assistant	-	(614) 425-0979		4589
Jennifer Vosters, Asst. Rec. Program Supervisor	-	(614) 561-9935		4573
Kim Wigram, Aquatics Supervisor	-	(614) 946-9608		4567

Volunteer Resources

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
Christine Nardecchia, Volunteer Administrator	-	(614) 569-9606	(614) 496-1502	4406
Samantha Haberkamp, Administrative Assistant	-	(614) 893-9562	(614) 893-9562	4404

Accounting & Auditing

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
Steve Sova, Director Accounting & Auditing	-	(614) 851-8139		4423
Linda Glick, Payroll Specialist	-	(614) 876-0086		4424
Gayle Harbage, Accounting Specialist	-	(614) 879-7650		4425
Vickie Hassell, Accounting Specialist	-	(614) 205-2710	(614) 205-2710	4458
Susan Pahwa, Accountant	-	(614) 791-8215		4427
Michelle Smith, Accounting Assistant	-		(614) 804-1538	4426

Fiscal Administration

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
Angel Mumma, Deputy City Manager/Director of Finance	-	(614) 775-0893	(614) 745-9904	4401
Bryan Thurman, Deputy Director of Finance	-	(937) 484-5711	(937) 206-2364	4442
Judy Ciccone, Procurement Assistant	-	(614) 738-6010		4439
JoAnna Clark, Administrative Assistant	-	(614) 825-4550		4422
Melody Kennedy, Financial Analyst	-	(614) 798-8566		4421

Taxation

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
Faye Gibson, Director of Taxation	-		(614) 561-3178	4430
Jacob Archer, Accounting Specialist	-	(937) 642-7269		4432
Brenda Hammond, Accounting Specialist	-	(614) 889-5332	(614) 581-3171	4435
Valery Kelley, Staff Assistant	-		(614) 216-9954	4431
Gina Martinez, Office Assistant II	-	(614) 781-9438		4434
Charlotte Mathers, Accounting Specialist	-	(614) 717-0264		4433
Cynthia Schneider, Part-Time Office Assistant I	-		(614) 607-4840	4449

Administrative Services

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
Michelle Crandall, Director of Administrative Services	511	(614) 569-9692	(614) 206-4886	4403
Tami Moore, Administrative Specialist	390	(614) 787-0821		4444

Court Services

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
Lisa Wilson, Court Administrator	-	(614) 771-9545		4916
Sharon Hague, Staff Assistant	-	(614) 761-2994		4914
Cathy Hilbert, Court Clerk	-	(614) 873-5639		4922
Kristen Plieninger, Probation Officer	-	(614) 949-0497		4910
Janice Speicher, Court Clerk	-	(937) 642-6223		4912

Facilities Management

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
Brian Ashford, Facilities Manager	-	(614) 882-7295	(614) 419-2505	4774
Larry George, Operations Administrator	4501	(937) 644-8439	(614) 496-0200	4709
Sue Ake, Custodial Worker	4806	(614) 870-0778		
Ken Cashner, Maintenance Worker	4514	(614) 791-8504		6-4376
Juliana Castillo, Custodial Worker	-	(614) 408-8360		4750
Troy Cunningham, Custodial Worker	4805	(614) 794-9084		6-4354
Roy Dotson, Maintenance Worker	4515	(614) 879-6020		6-4378
Kevin Ewald, Maintenance Worker	4518	(614) 746-5661		6-4373
Clenton Henderson, Custodial Worker	4817	(614) 237-3494		6-4382
Clint Hutson, Crew Supervisor	4506	(614) 879-8179	(614) 207-9857	4717
Jeff Jenkins, Facilities Crew Supervisor	4502	(614) 889-9189	(614) 496-0202	4715
Valery Kelley, Office Assistant I	BASE	(614) 732-5289		4771
Elizabeth King, Maintenance Worker	4816	(614) 274-8221		6570
Dave Leggett, Maintenance Worker	4512	(614) 965-1590		6-4340

Facilities Management

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
James Lovejoy, Custodial Worker	4808	(614) 272-7909		6-4362
Phil Peaks, Custodial Worker	4809	(614) 279-5806		6-4381
Becky Petee, Custodial Worker	4834			
Robert Preston, Maintenance Worker	4519	(614) 525-1082		6-4352
Susan Radebaugh, Custodial Worker	4804	(614) 921-9612		6-4379
Tyrone Reggins, Custodial Worker	4813	(614) 252-7603		6-4359
Bruce Runyon, Maintenance Worker	4517	(614) 876-6497		6-4343
Robert Scruggs, Maintenance Worker	4516	(614) 948-5393		4750
Donna Stevens, Custodial Worker	-			4550
Crystal Tingler, Crew Supervisor	4505	(740) 549-3340	(614) 496-0206	4719
Kalle Young, Staff Assistant	BASE	(614) 389-3395		4724

Fleet Management

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
Darryl Syler, Fleet Manager	-	(501) 658-8121	(614) 725-6394	4757
Mike Bliss, Auto Technician	-	(614) 582-3289		6-4259
Bob Butcher, Auto Technician	-	(614) 733-0911		6-4237
Debbie Commeans, Office Assistant II	-	(614) 352-8102		4770
Don Francis, Auto Mechanic		(937) 644-9854		6-4238
Scott Herd, Auto Mechanic		(614) 877-0914		6-4377
Jeff Sparks, Automotive Technician	-	(614) 348-7074		6-4263
Terry Stickel, Auto Technician		(740) 983-4040		6-4240
Scott Wine, Auto Technician	-	(614) 771-7764		6-4239
John Hyatt, Fleet Administrator	-	(740) 494-4097	(614) 496-0207	4760

Information Technology

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
Peter Husenitza, Director Info Technology	-	(614) 486-4120	(614) 206-3858	4412
Cyndy Barney, Software Application Specialist	-	(614) 635-8345	(614) 989-4624	4609
Joe Benson, Sr. IT Analyst	-		(614) 419-3303	4417
Brandon Brown, GIS Administrator	-		(614) 989-0235	4453
Lincoln Counts, Sr. IT Analyst			(614) 517-4755	4413
Bobbie Dominick, Administrative Assistant	-	(614) 459-4338		4419
Richard Frantz, Sr. GIS Analyst	-	(614) 352-7478	(614) 352-7478	4454
Brad Jones, Network Engineer	-		(614) 537-0293	4415
Maria Renzetti, Project Leader	-	(614) 442-6991	(614) 496-3675	4452
Bob Schaber, Network Operations Manager	-	(614) 859-6101	(614) 206-8758	4416
Jim Thompson, Project Leader	-	(614) 898-7215	(614) 206-3861	4451

Economic Development

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
Dana McDaniel, Deputy City Manager/ Director of Economic	501	(614) 717-0861	(614) 206-3311	4619
Tamara Brown, Administrative Specialist	-	(614) 761-1879	(614) 402-5384	4618
Michael Clarey, Economic Development Administrator	-		(614) 900-7636	4630
Colleen Gilger, Economic Development Administrator	-	(740) 881-0937	(614) 668-8184	4615
Jeremiah Gracia, Economic Development Administrator	-		(614) 900-7635	4655

Building Standards

Name and Title	Radio	Home Phone:	Cell or Pager	Extension
Jeff Tyler, Director of Building Standards	-	(937) 322-9929	(614) 517-7752	4604

Velma Coen, Development Review Specialist	387	(740) 363-3623		4667
Rod Durbin, Residential Plan Examiner	-	(419) 565-8484	(614) 402-1353	4613
Debra Fite, Office Assistant II	-	(740) 857-1907		4608
Seth Harding, Building Inspector	-		(330) 440-3434	4607
Robyn Harp, Office Assistant II	-	(614) 447-0957		4601
Raymond Harpham, Commerical Plans Examiner	-	(614) 889-5671		4612

Building Standards

<i>Name and Title</i>	<i>Radio</i>	<i>Home Phone:</i>	<i>Cell or Pager</i>	<i>Extension</i>
Tina Kauffman, Office Assistant II	-	(614) 734-0363		4602
Bryan Lenko, Building Inspector	-	(740) 363-4001	(614) 419-4748	4606
Ed Loper, Building Inspector	-		(614) 419-4746	4605
Dave Marshall, Development Review Specialist	384	(614) 777-9648		4664
Jan Rozanski, Senior Building Inspector	-	(614) 761-8946	(614) 419-4750	4610
Ric Walker, Building Inspector	-	(614) 850-7269	(614) 206-6845	4671
Ted Zombek, Electrical Inspector	-	(614) 899-0904	(614) 419-4753	4645

Engineering

<i>Name and Title</i>	<i>Radio</i>	<i>Home Phone:</i>	<i>Cell or Pager</i>	<i>Extension</i>
Paul Hammersmith, Director of Engineering	301	(740) 881-5429	(614) 402-2542	4617
John Bailey, Maintenance Worker	331	(614) 875-3028	(614) 206-3307	4755
JoAn Camp, Administrative Assistant	300	(614) 771-5586		4622
Jeremy Cooper, Engineering Project Inspector	-	(614) 933-8834	(614) 402-2541	4634
Barbara Cox, Engineering Manager - Development	-	(614) 329-2296	(614) 554-5108	4641
Eagan Foster, Civil Engineer		(614) 771-1919	(614) 625-6092	4637
Jeff Frambes, Engineering Project Inspector	-	(614) 873-9808	(614) 496-0773	4628
Todd Garwick, Civil Engineer	-	(614) 389-1017	(614) 937-4355	4665
Jack Gates, Engineering Project Coordinator	-	(614) 239-9367	(614) 496-0774	4639
Helen George, Staff Assistant	-	(614) 389-0119		4640
Mark Grady, Engineering Project Inspector		(740) 993-2890	(614) 571-8438	4624
Justin Hamilton, Engineering Project Inspector	-	(740) 363-5170	(614) 496-5604	4668
Chris Jester, Electrical Worker	-	(614) 361-2047	(614) 206-3297	4689
Darren Lee, Civil Engineer	-	(614) 873-4499	(614) 743-9973	4625
Monte Leonhart, Engineering Project Inspector	-	(740) 362-6438	(614) 679-6174	4632
Jill Lushinsky, Maintenance Worker	4811	(614) 853-9780	(614) 774-1673	6-4353
Grady McGraw, Engineering Project Inspector	-	(740) 636-1398	(614) 332-1088	4681
John Milligan, Electrical Worker	320	(740) 595-0552	(614) 496-3555	4686
Blair Minthorn, Maintenance Worker		(937) 644-2184	(614) 390-9912	4755
Teresa Moore, Office Assistant I	-	(937) 747-9402		4616
Dwayne Nicholas, Maintenance Worker	-	(614) 205-1620	(614) 348-4588	4755
Eric Petee, Engineering Assistant	-	(614) 588-4185	(614) 905-8931	4614
Ken Richardson, Engineering Manager - Design	-	(614) 442-1954	(614) 554-5227	4631
Scott Sanders, Engineering Project Inspector	330	(614) 801-0069	(614) 206-3319	4629
Dean Saunders, Engineering Project Coordinator	-	(740) 965-4980	(614) 554-3744	4623
Brian Smith, Electrical Worker	321	(740) 548-5172	(614) 402-2540	4688
Aaron Stanford, Civil Engineer	-	(740) 369-7530	(614) 975-2241	4676
John Stidam, Electrical Worker	322	(937) 642-9388	(614) 496-3556	4642
Mike Sweder, Civil Engineer	-	(614) 579-4683	(614) 571-5966	4621
Mary Taynor, Office Assistant I	-	(937) 209-2273		4638
Tina Wawszkiewicz, Civil Engineer	-	(614) 493-2743	(614) 668-1705	4636
Jean-Ellen Willis, Engineering Manager - Transportation	302	(614) 336-7998	(614) 402-4310	4633
Kristin Yoroko, Civil Engineer	-	(740) 362-9244	(614) 554-5226	4657

Land Use and Long Range Planning**Name and Title**

	Radio	Home Phone:	Cell or Pager	Extension
Steve Langworthy, Director Land Use & Long Range Planning	-		(614) 207-8614	4653
Carson Combs, Senior Planner	-		(614) 354-5163	4669
Alexis Dunfee	-	(419) 341-4177	(419) 341-4177	4654
Libby Farley, Administrative Assistant	389	(614) 873-4681	(614) 378-4682	4652
Justin Goodwin, Planner II	-		(614) 670-3221	4677
Gary Gunderman, Planning Manager	-		(614) 572-9204	4682
Claudia Husak, Planner II	-		(614) 598-6656	4675
Greg Jones, Code Enforcement Supervisor	386	(614) 873-1244	(614) 348-3043	4647
Matt Kromalic, Appearance Code/Code Enforcement Officer	-	(614) 777-5703	(614) 893-6476	4685
Jonathan Lee, Intern	-		(614) 330-5798	4365

Land Use and Long Range Planning**Name and Title**

	Radio	Home Phone:	Cell or Pager	Extension
Diane Madden, Clerical Specialist I	-	(614) 353-9511		4658
Jeannie Martin, Landscape Architect	-	(614) 430-5949	(614) 735-3322	4650
Brian Martin, Landscape Inspector	309	(614) 219-1094	(614) 419-1061	4660
Ebony Mills, Office Assistant II	-		(614) 668-8114	4648
Tammy Noble-Flading, Senior Planner	-	(614) 873-4568	(614) 670-3922	4649
Daniel O'Connor, Code Enforcement Officer	-	(614) 876-7934	(614) 348-3044	4678
Daniel Phillabaum, Planner	-	(614) 327-5524	(614) 327-5524	4662
Victoria (Tori) Proehl	-	(740) 285-9735	(740) 285-9735	4679
Jennifer Rauch, Planner I	-	(614) 317-7513	(614) 354-5377	4690
Rachel Ray, Planner I	-		(614) 746-8043	4656
Flora Rogers, Administrative Assistant	380	(614) 264-4018	(614) 264-4018	4659

Streets & Utilities**Name and Title**

	Radio	Home Phone:	Cell or Pager	Extension
Ron Burns, Director of Streets & Utilities	200	(614) 799-0292	(614) 496-0199	4708
Brent Ager, Maintenance Worker	228	(614) 777-4430		6-4348
Jon Allen, Maintenance Worker	289		(614) 946-7432	
John Babyak, Operations Administrator	233	(614) 760-0070	(614) 207-2593	4718
Daryl Ballenger, Maintenance Worker	292	(614) 865-1678	(614) 286-7474	
Jane Ballinger, Maintenance Worker	205	(740) 816-0598		6-4290
Gary Browning, Crew Supervisor - Streets	232	(740) 477-1375	(614) 374-5068	4703
Luke Browning, Maintenance Worker	250	(614) 991-5489	(614) 732-2301	6-4266
Janet Carpenter, Office Assistant II	209	(614) 746-0276		4720
Harold Dellenbach, Maintenance Worker	247		(614) 309-2483	6-4363
Mark Del Raso, Maintenance Worker	298	(614) 424-1950		
Paul Evans, Maintenance Worker	248	(740) 666-1365		6-4241
Audra Gray, Office Assistant I	229		(614) 327-8422	4750
Bill Grubaugh, Operations Administrator	211	(614) 873-7218	(614) 206-3312	4758
Alex Hall, Maintenance Worker	256		(614) 348-0218	6-4279
Michael Herriott, Maintenance Worker	235	(937) 642-6453		6-4351
Mike Hommon, Maintenance Worker	284	(614) 395-7551		
Barb Icenhour, Office Assistant II	225	(614) 771-8199	(614) 315-2966	4763
John Jenkins, Maintenance Worker	215	(614) 799-9090	(614) 419-1601	6-4267
Dwain Kelley, Maintenance Worker	230	(614) 759-9475		6-4247
Beth Lozier, Operations Administrator	201	(614) 580-7822	(614) 679-9484	4753
Kim Mahaney, Administrative Assistant	217	(614) 771-0731	(614) 206-3314	4761
Tom Martin, Maintenance Worker	296	(740) 504-8727		
Dustin McCoy, Maintenance Worker	249		(614) 774-6702	6-4264

Matt McDade, Maintenance Worker	210		(614) 207-5814	6-4245
Van McGinnis, Maintenance Worker	287	(614) 272-5130	(614) 348-6089	
Dennis McKibben, Maintenance Worker	231	(614) 898-9573	(740) 207-5269	6-4248
Skip Moerch, Maintenance Worker	236	(614) 878-7479		6-4249
Andrew Moore, Maintenance Worker	293	(740) 262-5491		
Steve Myers, Maintenance Worker	213	(937) 349-2024	(419) 460-2864	6-4277
Randy Otis, Maintenance Worker	212	(614) 879-9318		6-4235
Adam Parker, Maintenance Worker	224	(614) 870-9156		6-4270
John Petee, Maintenance Worker	216	(937) 246-3995	(937) 407-4529	6-4365
Frank Phillips, Maintenance Worker	242	(614) 774-2870		6-4268
Mark Riley, Crew Supervisor - Special Events	202	(614) 214-4691	(614) 571-0167	4764
Mike Ross, Crew Supervisor - Solid Waste	226	(614) 638-0690	(614) 206-3317	4754
Alozno Smith, Maintenance Worker	295	(614) 623-0474		
Jeff Stallings, Crew Supervisor	244	(937) 644-1539	(614) 348-1668	4765
Richard Thomas, Maintenance Worker	294	(614) 572-6045		
Shaun Wickam, Maintenance Worker	245	(614) 433-9751		6-4284
Kallie Wile	286	(614) 823-4938		4711
Dan Wilson, Maintenance Worker	237	(614) 572-8003	(614) 572-7996	6-4250
Harold Young, Maintenance Worker	207		(937) 537-1517	6-4275

Appendix R — Emergency logistics contacts

Portable Bathroom	PortaKleen	Jennie Kolometz	740-808-1488
Tents/Tables/etc.	Oneil	Mark	402-7561
		Main line	837-6352
Trailer Rental	Pac-Van	Ken	328-8281
Generators/Light Towers	Ohio Cat	Jeff Frank	580-1312
		After hours service;	851-3500
	Nations Rent	Chad	374-0058
Golf Carts	Golf Car Company	Sarah Volker	873-1055
Radios	B&C Communication	Steve Stauch	276-5552
Refrigerated Trucks	Transportation Refrigeration	Bonna	351-9600
Electrician	Springfield Acme	Pat McCurdy	937-206-5533
Cleaning Company	QAC	Jonathan Mathews	374-9707

In addition, City of Dublin has approximately the following supplies:

- 1 20' x 30' tent
- 1 30' x 30' tent
- 10 10' x 10' tents
- 30 8' tables
- 100 folding chairs
- Trash boxes

Misc. generators

3 block party packages containing:

- 4 - 10' x 10' tents
- 50 chairs
- 2 sandwich boards (holds 24" x 24" sign)
- 2 trash bins/liners
- 8 tables (30" x 8')
- 1 road barricade
- 200 watt PA system
- 1 recycling container

Appendix T — Policy on updating plan

This plan is a living document and should be periodically reviewed for accuracy and to ensure contact information is up-to-date. This should include a review of media contact numbers, procedures, etc.

Staff should perform a review and update of this plan annually. This responsibility will be assigned to the communications staff and led by the PIO staffer charged with this duty. The plan also should be reviewed periodically by the Division of Police.

In addition, contact numbers for staff, call-out lists and other contact lists should be updated at least quarterly. This responsibility will be assigned to Community Relations front desk clerical staff.

The contents of emergency kits should be reviewed semi-annually. Batteries, pens and other consumables that may experience failure over time should be replaced at this time. This responsibility will be assigned to Community Relations front desk clerical staff.

Once reviewed and updated, two copies shall be distributed to all Community Relations personnel — one for their office and one to keep at home/in their vehicles. Copies also should go to key staff from other divisions and PIOs from Washington Township, Dublin Schools, and surrounding jurisdictions.

Appendix U—City of Dublin Media Relations and Social Media Policy

The Media and Community Relations

The Media

The media (including online social media) is one of the most effective tools to disseminate accurate and timely coverage of City policies, programs and events to residents and other stakeholders. The City's 2008 Community Survey identified media coverage as the community's primary link to City affairs and decision making.

Therefore, it is important to use these tools wisely to ensure the City's message is accurate and consistent.

This Media Relations Policy will guide elected and appointed officials and the Administration in developing a successful working relationship with the media.

The media, as referred to throughout this policy, includes (but is not limited to) local, regional, national and international:

- *Print publications (e.g., daily/weekly newspapers; professional and commercial magazines; journals.)*
- *Radio and television stations*
- *Wire services (e.g., Associated Press, Reuters)*
- *Web-based media services and online social networking sites (e.g., Twitter, Facebook)*

Community Relations

The Division of Community Relations is the City's primary liaison with the media and is responsible for ensuring information released by the City is accurate, consistent and distributed to appropriate outlets in a timely manner.

In instances where media coverage is required or anticipated, or for any issue that could impact the City's public image, division directors shall notify Community Relations at the earliest opportunity.

Employees shall consult with their division director and a public information officer (PIO) from Community Relations before talking to any media representative. To ensure consistency and accuracy of messages, Community Relations will help identify the proper spokespeople for any given subject, determine key messages, and prepare employees for media interviews and public presentations where the media may be present.

The City Manager and/or Community Relations will determine when it is appropriate to contact City Council and other division directors regarding information released to the media.

Timeliness of response

Staff shall give priority to information requests received from the media. Reasonable efforts shall be made to determine and honor media deadlines.

All media inquiries shall be responded to with accuracy as soon as practical; however, factual accuracy is more important than providing a quick answer to a question.

When unsure of a response to an inquiry, it is acceptable to tell the media representative facts must be confirmed and that you will return the call in a prompt fashion.

Spokesperson

In some circumstances, the City Manager or Community Relations will designate a single spokesperson to respond to an issue of major significance to ensure information is disseminated swiftly, accurately and consistently to all interested media sources. When such a designation is made, the City Manager or Community Relations will notify elected and appointed officials and Administration to forward all inquiries to that spokesperson.

Evaluating media activities

Community Relations provides ongoing review and evaluation of the City's press information efforts. In addition to providing daily reports of relevant news stories to key elected officials and staff, Community Relations maintains:

Media release file – a record of press releases distributed by the City of Dublin.

Media coverage - files on published articles relating to City affairs. Video files are kept on a limited basis based on their importance. News clippings from media outlets other than local weeklies are forwarded in a timely fashion to the City Manager, Administration, City Council and community leaders.

Media monitoring – contracts with appropriate media monitoring organizations (e.g., clipping services).

Emergency Operations Center/NIMS

The Director of Community Relations (or his/her designee) is the primary public information contact when the emergency operation center is activated or when a situation requires implementation of the National Incident Management System incident command structure.

Elected and appointed officials, public meetings

City Council and Board and Commission members

The Mayor is usually the official spokesperson for City Council. The chair of a Board or Commission usually serves as that group's spokesperson. In this capacity, the official spokesperson's statements should reflect the actions taken by the group – not personal opinion.

City Council, Board and Commission members respond to media inquiries at their own discretion with the knowledge that their responses reflect on the community and the City.

If speaking with a representative of the media, members of Council and its Boards and Commissions are encouraged to explain if their response is on behalf of the entire Council, Board or Commission, or if they are expressing their individual views. However, there is no guarantee the media or public will make that distinction when the comments are printed or broadcast.

City Council members and appointed officials are asked to notify the City Manager and Community Relations if they have been contacted by the media, particularly if the inquiry relates to a controversial, potentially controversial or unusual topic.

As a courtesy, members of City Council and its Boards and Commissions are encouraged to notify other members if they write a letter to the editor or post City-related information online. They are asked to provide the City Manager and Director of Community Relations advance copies.

Unless otherwise notified, Council, Board and Commission members' contact phone numbers and e-mail addresses may be given to the public and media.

Responding to Council actions

Staff shall not make judgmental comments regarding individual members of or actions by Council, Boards and Commissions. They shall also refrain from offering personal opinions on official City policy when responding to media inquiries. Staff shall not anticipate an action or position that has not formally been taken by City Council or City Administration. Any inquiry regarding "why" an individual Council member voted in a particular manner on a specific issue shall be forwarded to the Council member in question.

Public meetings

Every effort should be made to encourage accurate media coverage of City Council, Board and Commission meetings, actions and decisions.

DISTRIBUTION OF AGENDA PACKETS

Community Relations posts the agendas for all City Council, Board and Commission meetings on the City's Web site at least 24 hours before the meeting. Preparation of the Council agenda is the responsibility of the Clerk of Council. City administrative staff members prepare the other agendas.

The Sunshine Law requires the City to provide 24 hours advance notice to those media contacts who have requested notification of public meetings. Such notification must also include the purpose or agenda for the meeting. City Council meeting packets are prepared by the Clerk of Council for the beat reporters of the *Columbus Dispatch*, *Dublin Villager*, *Dublin News* and the *Delaware Gazette*. They also are available on the City's Web site.

Staff reports, budget information, issue papers, etc. shall be made available to the media upon distribution to City Council.

MEDIA ATTENDANCE AT MEETINGS

Media representatives are encouraged to attend and report on actions taken at City Council/Council Committee meetings, work sessions and regularly scheduled Board and Commission meetings. Reasonable accommodations shall be made to facilitate their coverage (e.g., a media table, access to outlets for laptops, space for TV cameras, etc.) provided this does not distract or disrupt the proceedings as determined by the Mayor or meeting chair.

RECORDINGS, PHOTOS OF MEETINGS

Recordings and photography at City Council and Board and Commission meetings are allowed provided they do not disrupt the proceedings in progress as determined by the Mayor or meeting chairperson. Anyone wishing to record a City Council, Board or Commission meeting must notify the Clerk of Council or the Director of Community Relations prior to the meeting to ensure appropriate accommodations are available.

DTV

City Council regular meetings are recorded and aired on the City's government access channel and via the internet with minimal editing. Elected and appointed officials and staff should bear in mind that their statements, actions and body language can be viewed by a broad audience. Meetings also can be viewed online as streaming video at the City's Web site. These recordings are not the official record of the meetings.

City staff and the media

Community Relations as primary media contact

Community Relations manages media relations activities for all divisions, including preparation of City news releases, response to media inquiries and promotion of programs, events and policies.

Staff members shall consult with Community Relations before talking to the media. If the inquiry involves policy issues, the staff member may respond only after direction to do so from his or her division director and Community Relations.

Often a staff member's job-related knowledge makes that individual the most logical respondent to a media inquiry. This is often the case with routine factual information relating specifically to an employee's job functions. That does not preclude contacting Community Relations prior to talking to the media.

When interacting with the media, staff members shall bear in mind they represent the City. Staff appearing on camera for TV interviews or photos should dress and comport themselves accordingly.

Scope of response – Staff members shall not respond to media inquiries that are not directly related to their professional responsibilities. Such questions should be referred to the appropriate division director or Community Relations.

Inaccurate information – The media shall not be intentionally misled or provided inaccurate or incomplete information by a staff member.

Personnel – Do not discuss staff members or personnel actions. These requests shall be directed to the Director of Human Resources or Community Relations.

Division of Police

In releasing information about police investigations and operations, the City will comply with Ohio Revised Code.

Media requests for information regarding a police policy matter or specific field incident shall be referred to the Community Relations police PIO.

Certain investigations, incidents or events involving police activities could be jeopardized with early or inappropriate release of information. In these situations, information may be released only by the Chief of Police, a Lieutenant, commanding officer, or Community Relations.

If possible, the Division of Police shall contact Community Relations immediately when a fast-breaking story occurs and be called in to assist in responding to press inquiries when necessary.

Legal matters

Staff members shall neither respond to media inquiries regarding an issue involving City litigation nor offer legal opinions on City policies or activities. Media inquiries regarding filed cases should be referred to Community Relations, which will work with the City Manager and City Law Director on an appropriate response.

Election issues

Staff members shall not offer personal opinions to the media on Dublin City Council elections or other City-related election issues.

Factual discrepancies

It is the responsibility of Community Relations to contact the media when a story has been published or aired containing a factual error that significantly impacts the public's perception. Depending on the nature of the error, the request for correction could be made by written letter, e-mail or a phone call.

Council members should immediately notify the City Manager or Community Relations if they believe incorrect information is being communicated by the press regarding a City program or issue. Directors should immediately notify Community Relations.

Information written by staff

The City encourages staff to write articles for newspapers, magazines, trade journals, scholarly journals, Web sites, social media or other outlets on innovative City programs and services as a means of enhancing personal development and highlighting City achievements.

If authorship is related to their work or otherwise reflects upon the City of Dublin, staff members wishing to submit articles and information intended for publication shall have such work (including the publication title and projected publication date) reviewed by their division director and Community Relations before submission for publication.

It is the responsibility of the writer and division director to forward a copy of the published article to Community Relations.

Letters to the editor

When appropriately presented, letters to the editors of newspapers and electronic media may be effective tools in clarifying a misconception of City policies and programs and for correcting inaccurate information that has been reported by the press. Elected and appointed officials and division directors who believe a City letter to the editor is warranted should discuss their concerns with the City Manager and Director of Community Relations, who will determine if a response is appropriate and who should prepare and sign the letter.

Any letters to the editor or other opinion-based written materials created by employees in their official capacities or that will reflect upon the City of Dublin must be approved by the City Manager and Director of Community Relations before submittal.

Responding as private citizens

The following guidelines should be followed for those staff members or employee groups who choose to contact or respond to City-related news stories as private citizens.

Letters may not be prepared on City time, distributed on City stationery, mailed at City expense or sent from City computers.

Telephone contact may not be made on City time using City telephones or other devices.

Use of City facilities or supplies is prohibited.

Staff members should avoid including their official title or indicate that the response is on behalf of the City. If the staff member is identified as a City employee, they must include language that states the opinions set forth in their communication do not necessarily represent the views or position of the City.

City staff and social media

Social media

This portion of the media relations policy refers to tools existing on the implementation date of this plan and developed afterward.

Technology has made it easy to post information and opinions on the Internet via Facebook, Twitter, blogs, other social media and other information sharing systems. While the City recognizes and encourages innovative ways to use these technology tools to communicate with its customers, enhance its services and provide benefits to the organization, such use must be part of a comprehensive approach to communication.

When employees wish to use these tools to communicate messages about the City, they shall start the process with their Community Relations PIO, who will help determine how social media fits into the City's overall approach to communications and marketing and discuss appropriate messaging, timelines and individual responsibilities. Community Relations will maintain a list of approved users and account holders, and coordinate exchange of news, internal links and information.

Employees using any social media for work-related functions are bound by the City's technology use policy, A.O. 1.23. Staff using an account for City/work purposes must identify themselves as a City employee in all instances.

On work-related and personal sites, employees are bound by applicable personnel policies, including, but not limited to, 33.69 (25) "conduct unbecoming an employee." City employees who hold personal accounts are expected to know and understand the content and information posted to these accounts can be and easily connected to an individual's employment with the City of Dublin. Therefore, personal accounts may be viewed in some capacity as a reflection on the City by nature of their public accessibility.

On both personal and work sites, employees shall ensure their online content is consistent with the ethics and acceptable behavior of the organization. They may not post information or opinions that portray the City, Dublin's elected and appointed officials, or other employees in a negative light.

Further, posting proprietary information, content or confidential and/or sensitive information related to the City is prohibited on employees' personal pages.

Because of the necessity for open records and transparency of government, City employees using social media to communicate City messages may only do so using City of Dublin accounts. Employees shall be aware that posting information to personal sites during work hours is discouraged and may be subject to public record laws. Employees using these tools and whose conduct on or off the job negatively affects job performance or job performance of other employees, or the image or reputation of the City, will be subject to disciplinary actions, up to and including dismissal.

The City discourages use or updates to personal social networking sites with City equipment and/or on City time.

Interacting with the media

Media interviews

Media Inquiries – Interviews with reporters are usually held over the phone or in person during a pre-scheduled interview. Before being interviewed, it is important to determine the focus of the story and the specific information desired by the reporter. It is acceptable to ask the reporter from what angle he/she is approaching the story. During the interview, always assume all your statements will be made public, even if you believe the conversation is “off the record.” The reporter may also ask to record the interview.

Depending on the story, a photographer may accompany the reporter or schedule a follow-up session. The photographer will appreciate any assistance you can provide in appropriate photographs, which could enhance the story. Staff members may decline to be photographed.

Video – Television is a visual medium. Television reporters will be most interested in interviewing a staff spokesperson on camera or recording an activity with high visual appeal.

When interviewed on-camera wear bright colors and simple patterns. Avoid light (pale) colors (white, yellow) as they do not photograph well. All interviews are subject to editing by the media before airing.

Audio – Radio and podcast interviews are usually pre-recorded in-person or over the phone. When interviewed over the phone, most reporters will ask permission before recording. All interviews are subject to editing by the media before airing.

UNSCHEDULED MEDIA INTERVIEWS

Television Inquiries – Television crews that arrive in the City with no pre-arranged interview appointment should be directed to Community Relations for assistance. If a

television crew requires footage with no interview (commonly referred to as a B-roll), the division director, designee or PIO should accompany the videographer.

Preparation and distribution of information

MEDIA RELEASES AND OTHER COMMUNICATIONS TOOLS

Information in news releases and other communications tools shall be written and distributed only by Community Relations staff. Divisions desiring news releases should contact the appropriate PIO.

All news releases distributed by the City of Dublin shall be on official City news release letterhead or e-mailed in such a way that the City of Dublin is clearly identified as the source of information. The release shall include the date and the name of the City staff person who can serve as a media contact for inquiries or additional information. Community Relations maintains an updated media list of local beat reporters, business editors, calendar editors, trade publications, online news sources and wire services.

MEDIA CONFERENCES

A media conference can only be convened at the direction of the City Manager or Director of Community of Relations.

PUBLIC RECORDS REQUESTS

Employees shall alert Community Relations regarding any formal public records request by the media. They should use their best judgment about alerting Community Relations to potentially controversial public records requests from other individuals or organizations.

Media and public requests for inspection and copying of public information and records shall be accommodated during normal business hours as outlined in Administrative Order 1.18.

CLOSED RECORDS

City records regarding issues of individual privacy, confidential legal matters, or City litigation are exempt from public disclosure. Such records include:

Medical records of City employees are exempt from public disclosure. (Personnel records for the most part are public records and must be released to the public. Social security numbers may be redacted from personnel files.)

Actual proceedings of executive sessions. (The media will be told in advance whether the Council will be discussing a litigation, personnel or land acquisition issue). In accordance with the Brown Act, the subject of executive sessions shall be noted on the agenda.

Confidential memos between the City Law Director and City officials/staff (attorney/client privilege).

DETERMINING WHETHER A RECORD MAY BE DISCLOSED

In situations where there is a discrepancy or uncertainty on the part of a City employee regarding release of an official record to a member of the media, the City Manager or Community Relations should be contacted. They will determine whether attaining legal opinion is necessary, Specific categories of records may be exempted by the Public Records Act.

Appendix V—Inclement Weather Delay Cancellation Notification Procedure (Updated 01/30/2012)

Notification Procedure

1) **NBC4** - WCMH

Call 614-261-4829 and, when prompted, put in ID # **882**. Again, when prompted, put in password **882**. Select code to identify the status you are changing by using the codes on the attached sheet for NBC4.

Web address: <http://66.195.5.231/closings.asp> (Instructions are included)
Assignment Desk #: 614-263-5555 or 1-800-232-9264 ext. 4320 or 4293
News Director: Stan Sanders, 614-263-5555

2) **10TV** - WBNS

Call 1-866-766-9267 (which is 1-866-SNO-WBNS) or 1-877-766-9325 and follow the voice prompts. Enter the City's ID number, which is #**250531**. When prompted, enter the City's password, which is **5992**. You will then need to choose one of the six options describing our delay/closing. The options are 1) Closed; 2) One-hour delay; 3) Two-hour delay; 4) Dismissed Early; 5) No A.M. Kindergarten; or 6) No P.M. Kindergarten.

This procedure will update 10-TV, their website, and WBNS radio stations.

Phone: 614-280-3600

E-mail: onndesk@ohionewsnow.com

Contact: Don Taylor, 614-460-3950 **OR**

Susan Layborn 614-460-3950 E-mail: susan.layborn@10tv.com

3) **ABC 6** WSYX and
FOX 28 WTTE

www.abc6onyourside.com/newsroom.closings/login/ click on
WSYX/WTTE School Closings Login.

ID Code: **1386**

Password: 1185

Information: School closing hotline 614-485-1443, pbischoff@sbgnet.com

Phone: 614-481-6839 (If Internet access cannot be made)

Emergency Contact: Paul A. Bischoff, 614-481-6659

Newsroom 614-481-6672

4) **WSNY – Sunny 95** and **WOBD – Oldies 108**

Call 614-459-6397 and use code word **ICICLE** with specific instructions describing the status of the delay/cancellation (i.e. you can specify “non-essential employees”).

OR

Fax to 459-2660 on City letterhead advising the status of the delay/cancellation. If using a fax on letterhead, a code word is not necessary. However, the fax machine is not checked as often as the phone/voice mail. You can fax and then call and advise that you sent a fax so they will check the fax machine.

5) **Clear Channel Radio Stations**

WCOL 92.3 FM (www.wcol.com)

WLZT 93.3 FM (www.933litefm.com)

WNCI 97.9 FM (www.wnci.com)

WFJX 105.7 FM (www.1047thefox.com)

WTVN 610 AM (www.wtvn.com)

WTPG 1230 AM (www.talk1230thezone.com)

Call the 610 WTVN Newsroom Hotline at 614-487-2480 and give them our code word: **G017**.

94.7 FM

Phone: 614-459-6397

Code: ICEPICK

Contact: Clark Donley, clark.donley@columbusradiogroup.com

6) **City of Dublin Website**

Contact Bruce Edwards at 614-268-5242 (Home) or at 614-989-7956 (cell). He will put info on the main page so that when someone logs onto www.dublin.oh.us, there will be a notification indicating whatever message we want it to say (i.e. Non-Essential City staff members are on a 2 hour delay, etc.).

7) City of Dublin Radio 1610 AM & Dublin Cable Channel

Contact Bruce Edwards at 614-268-5242 (Home) or at 614-989-7956 (cell). He will update both the City's Radio Station and the Cable Channel.

8) All City Email

Contact Megan Canavan at 614-327-6827 (cell) or 614-410-4504 (office) to initiate an email to all city employees.

9) Employee Hotline on Back of ID Card

Dial 614-410-4900 or 1-800-647-1530 and Press #. Enter the mail box number: **3060** and the passcode: **1234**. Then press 1. To record a new greeting press 3, then press 1 (to change greeting #1). Record what you want the message to say and then press #. The newly recorded message will be the outgoing message.

10) City Main Phone Number Outgoing Message

Dial 614-410-4900 and Press #. Enter the mail box number: **4400** and the passcode: **1234**. Then press 1. (The existing outgoing message is message 2. The inclement weather message is message 3.)

If you want to active the inclement weather message that says offices are closed due to the weather – Press 2, then Press 3.

If you want to change the inclement weather message, press 3 then select message 3 to record. After you record the message press pound. Then press 2, then press 3 to active the newly recorded message 3.

Appendix B





City of Dublin

Office of the City Manager

5200 Emerald Parkway • Dublin, OH 43017-1090
Phone: 614-410-4400 • Fax: 614-410-4490

Memo

To: Members of Dublin City Council

From: Marsha I. Grigsby, City Manager 

Date: May 3, 2012

Initiated Alison LeRoy, Events Manager

By: Mary Jo DiSalvo, Events Administrator
Trish Lackey, Events Administrator

Re: St. Patrick's Day Event Report

Background

The St. Patrick's Day Parade was held on Saturday, March 10. Attached is a follow-up report prepared by Events Administration.

Highlights of the event include:

- More than 21,000 guests turned out to view the parade
- Rich Weber was honored as the Grand Leprechaun
- Volunteers contributed nearly 225 hours of service

Recommendation

Information only.

2012 St. Patrick's Day Report

Summary

Event Overview

The 2012 Dublin St. Patrick's Day Celebration was held on Saturday, March 10 with an estimated attendance of 21,000. Sunny skies and 45 degree temperatures brought out the crowds to kick off the St. Patrick's Day week. The review stand featured the Hooligans, who entertained one hour before the parade.

The parade featured approximately 106 entries. Float contest winners were:

Grand Leprechaun's Choice:	Amanda Firefighter's Festival
Pot O' Gold Award:	Sister's Sweet Shoppe
Rainbow Award:	South Bloomfield Old Village Days

Grand Leprechaun

Rich Weber was selected to serve as Grand Leprechaun of the St. Patrick's Day Celebration. Rich followed in his father's, Chi Weber's, footsteps to lead the parade and serve as judge for the parade float decorating contest.

Rich led the St. Patrick's Day parade in media interviews prior to the event. Rich was honored at the luncheon with Dublin City Council members and invited guests at J. Liu Restaurant & Bar following the parade.

City-wide Celebrations

Celebrations included the Lion's Club pancake breakfast at Sells Middle School and the Best Legs in a Kilt contest sponsored by the Historic Dublin Business Association on Friday night.

Marketing & Media

Media Coverage

In 2012, the City of Dublin's St. Patrick's Day parade once again received positive media coverage. Dublin was identified on PR Newswire by Orbitz as one of the Top 10 Spots to Get in the Irish Spirit this St. Patrick's Day.

"Orbitz has identified the top ten destinations for St. Patrick's Day celebrations, and in the spirit of keeping the weekend both fun and safe, will donate \$1 to Mothers Against Drunk Driving (MADD) for every download of the Orbitz Hotels app for iPhone or iPad so that celebrants can enjoy the holiday, easily book a hotel room after a day of festivities and even keep a little green in their pockets by finding great hotel deals for the night.

Dublin, Ohio – in aptly-named Dublin (population 41,000), residents claim "Irish is an Attitude," and just last year the popular parade was highlighted by a green-teen flash mob.

Volunteers

Eighty-eight volunteers assisted with the St. Patrick's Day parade accumulating a total of 225 service hours. They volunteered at information tents, line-up lots and along the parade route to ensure the safety of our participants and spectators. The Dublin A.M. Rotary returned this year as parade marshals.

Sponsorship/Partnership

Cash Sponsors/Partners

	<u>Total Amount</u>	<u>Item Sponsored</u>
bd's Mongolian BBQ	\$ 500	Dublin Jerome Band
Liberty Tax Service	500	Dublin Coffman Band
Kildare's Irish Pub	500	Cap City Pipe & Drum
Primrose School	500	Dublin Scioto Band
Tansky Sawmill Toyota	<u>10,000</u>	<u>Sponsor and vehicles</u>
Total (to Table 1.1)	<u>\$ 12,000</u>	

In-Kind Partners

<u>Services</u>		
	<u>Value of Donation</u>	<u>Item Donated</u>
J. Liu	\$1,200	Luncheon food and venue
Golf Car Company	\$1,800	Golf carts
Tim Hortons	\$ 500	Coffee and donuts
Ha' Penny Bridge Irish Imports	\$ 75	Walking stick
Crowne Plaza Hotel	\$ 250	Hotel rooms for helium balloon company
Total	<u>\$3,825</u>	
<u>Media</u>		
	<u>Value of Donated Media Coverage</u>	
WBNS 10TV	\$20,000	
Dublin News	\$15,000	
ABC 6/Fox 28	\$12,000	
WWCD101	\$15,000	
WSNY 95	\$30,000	
Classic Hits 103.9	\$12,000	
Total	<u>\$104,000</u>	

Financials

Revenue & Expenditures

Table 1 (below) is a financial summary for the St. Patrick's Day Parade. Total revenue received was \$12,250. The cost of materials, supplies and labor costs (salaries and wages, and overtime) for the event totaled \$70,251. This resulted in a 17.4% cost recovery for the Event. The Dublin St. Patrick's Day Parade is funded by revenue generated by the event as well as the City of Dublin's Hotel/Motel Tax Fund. Labor costs for staff working the Parade are charged back to their work unit. Work units assisting the event were mainly Streets & Utilities, Parks & Open Space, and Police.

Table 1 – Summary of the Event

Hotel / Motel Tax Fund (Fund 217)		2012 Total
Revenue		
Total Revenue		\$ 12,250
Expenditures		
Salaries and Wages (Regular time)		\$ 25,009
Overtime		\$ 1,589
Services and Supplies		\$ 18,099
Total Expenditures –Hotel/motel Tax Fund (Fund 217)		\$ 44,697
Other Funds		
Expenditures		
Salaries and Wages (Regular time)		\$ 7,558
Overtime		\$ 17,996
Total Expenditures – Other Funds		\$ 25,554
Total Expenditures		\$ 70,251
Revenue Over/Under Expenditures		\$ (58,001)
Direct Cost Recovery		17.4 %

Revenue & Expenditures (continued)

Table 1.1 (below) shows the 2012 actual Event revenue totaling \$12,250. This revenue was receipted into the Hotel/Motel Tax Fund. In addition to the revenue received, the City received \$3,825 from Event Partners as in-kind contributions and \$104,000 as in-kind media contributions that are not reflected in the revenue dollar amount below.

Table 1.1 – Event Revenue

Revenue	2012 Actual	2012 Estimated Revenue
Sponsorships	\$ 10,000	\$ 10,000
Parade Partners	\$ 2,000	\$ 3,500
Fees	\$ 250	\$ 0
Total Revenue	\$ 12,250	\$ 13,500

Table 1.2 (below) shows the direct expenditures for the event. The expenditures were charged to the Hotel/Motel Tax Fund. Expenditures were budgeted to be \$18,800, with actual expenditures totaling \$18,099. Actual expenditures were 3.7% below budget.

Table 1.2 – Event Direct Expenditures

Expenditures	2012 Actual	2012 Budget
Professional Services	\$ 14,865	\$ 14,950
Operating Supplies	\$ 3,234	\$ 3,850
Total Expenditures	\$ 18,099	\$ 18,800

Table 1.3 is a break-down of the labor hours and labor costs (salaries and wages, and overtime) of providing the Event. Aside from Event Administration staff, Streets Crews spent the most time preparing for the event. Staff attempts to complete as much set-up and tear-down as possible during regular working hours. There are no overtime hours associated with set-up and tear-down for this event; it is all included in regular time. Efforts are made to keep overtime to a minimum when possible. On the Event Day, most hours are overtime hours for non-exempt employees. **Exempt employees are not eligible for overtime. Any additional hours worked by exempt staff on Event days are not shown in Table 1.3.**

As seen in **Table 1.3**, the “Event Day Cost” of \$19,462 would be eliminated if the Event was not held in subsequent years. The work hours completed in the “Pre/Post Event” column during regular hours would likely be worked whether or not the event occurs. Staff would be working their routine job functions.

Revenue & Expenditures (continued)

Table 1.3 – Labor Hours and Expenditures (costs include salaries and wages, and overtime)

Work Unit	Pre/Post Event Hours (regular time)	Pre/Post Event Cost (regular time)	Pre/Post Event Hours (overtime)	Pre/Post Event Cost (overtime)	Event Day Hours	Event Day Cost	Total Staff Event Hours	Total Staff Event Costs
Events Administration	863	\$25,009	4	\$ 123	44.75	\$ 1,466	911.75	\$ 26,598
Streets **	178	\$ 4,494	0	\$ 0	199.5	\$ 7,196	377.5	\$ 11,690
Parks	57	\$ 1,703	0	\$ 0	120	\$ 4,793	177	\$ 6,496
Police	23	\$ 899	0	\$ 0	103.75	\$ 5,892	126.75	\$ 6,791
Volunteer Services	24	\$ 462	0	0	4	\$ 115	28	\$ 577
Total	1,145	\$32,567	4	\$ 123	472	\$19,462	1,621	\$52,152

** Includes staff from Facilities, Fleet and Sign Shops.

Looking Ahead to 2013

For the 2013 parade, Events Administration staff will:

- Review possible relocation of Inflation Celebration so that more guests can participate
- Conduct another Parade Workshop for current and future parade participants
- Increase budget to offset cost of helium for balloons

Appendix C





CITY OF DUBLIN.

Office of the City Manager
5200 Emerald Parkway • Dublin, OH 43017-1090
Phone: 614-410-4400 • Fax: 614-410-4490

Memo

To: Members of Dublin City Council
From: Marsha I. Grigsby, City Manager 
Date: August 18, 2011
Initiated By: Alison LeRoy, Events Manager
Re: Independence Day Event Report 2011

Background:

The 2011 Independence Day Celebration was a great success and with good weather throughout the day, all events were well attended.

Highlights included:

- Selection of Grand Marshal Jeff Noble
- Performance by legendary Smokey Robinson
- Addition of new sponsor PNC Bank

Recommendation

Information only.

2011 Independence Day Report

Summary

The 2011 Dublin Independence Day Celebration was held on Monday, July 4. The theme “Star Spangled Soul” was reflected through the day in parade units and table decorations.

Grand Marshal

The Grand Marshal of the Independence Day Celebration was Jeff Noble. As Grand Marshal, Jeff led the Independence Day Parade, participated in media interviews, was introduced during the evening celebration and served as a judge for the table-decorating and float contests. Former Grand Marshals received a reserved table at the evening celebration and rode on a float in the parade.

Jeff has volunteered for the City of Dublin for 16 years in a variety of assignments and leadership roles. He has also been the Commander of the Wesley G. Davids Dublin Post 800 American Legion for the past two years and has been a volunteer coach for track and basketball at St. Brigid of Kildare School for the past five years.

Specific Event Information

- 8 a.m. Sherm Sheldon Fishing Derby
- 11 a.m. Parade
- 4:30 p.m. Evening Celebration
- 5 p.m. Skyhoundz Hyperflite Canine Frisbee Disc Championship

Sherm Sheldon Fishing Derby

The 26th annual Sherm Sheldon Fishing Derby started the day at 8 a.m. Held at the Dublin Community Recreation Center pond, kids and adults competed to win prizes for catching the biggest fish. The following prizes were awarded:

Age 3 & Under Division

- First Place – Samantha Kiefer
- Second Place – Brooke Dorner
- Third Place – Grant Benham

Four-Six Year Old Division

- First Place – Aiden Svancara
- Second Place – Pierson Bryan
- Third Place – Ben Leverte

Seven-Twelve Year Old Division

- First Place – Matthew Eserman
- Second Place – Jen Smallwood
- Third Place – Zoey Sheodin

Thirteen and above Division

- First Place – Tom Cody
- Second Place – Josh Whitehouse
- Third Place – Jacob Emple

Parade

The City's Independence Day Parade started at Metro Center and continued along Bridge Street through Historic Dublin. Consistent with 2010, an estimated 22,000 residents and guests lined the streets to watch 93 parade units. The Arthritis Foundation again provided cars featured in their annual show for Council members to ride in the parade. Float decorating contest winners were:

Grand Marshal's Choice – Hemmingway Village Civic Association
Firecracker Award – Dublin Baptist Church
Sparkler Award – Muirfield Village Muirfins

In response to questions from the ACLU about our policy regarding political candidates and elected officials, staff has met with the Legal Department and plans on creating a new policy that addresses political units in the parade. This final plan will be presented to Council in the fall.

Skyhoundz Hyperflite Canine Frisbee Disc Championship

The annual Frisbee Disc Championship was open to all veteran and novice dogs able to catch a flying Frisbee disc. The event, coordinated by Recreation Services, was held outside the Dublin Coffman High School stadium. This year's winners were:

First Place – Bazooka with owner Matt Bilderback from Westerville, OH
Second Place – Bella with owner Matt Bilderback from Westerville, OH
Third Place – Big Blue with owner Marshall Smith from Stamping Ground, KY

Evening Celebration

The City of Dublin's Evening Celebration for Independence Day has become the largest suburban celebration in Central Ohio. Known for featuring national recording acts, extensive children's areas and outstanding fireworks, the event has become a tradition for Dublin families. There were an estimated 12,000 people inside the stadium.

The children's area filled the north end zone and the space north of the football field. Wristbands and tickets were sold, which gave kids the opportunity to participate in unlimited activities or just a few. Attractions included slides, inflatables (bounces) and a variety of games.

The Table Decorating Contest for reserved tables allows participants to get into the spirit of the day and have fun creating imaginative tabletops. Contest winners were:

First Place – Emily Shirk/Ramsey Family
Second Place – Anne Alloway/LeJeune Family
Third Place – Karleen Levell

The entertainment started with a patriotic performance by the Concert Band of Dublin and was followed by local band Sharp Circle. Smokey Robinson took to the stage and sang many of his beloved hits. The music finale ended with recent Dublin Jerome graduate Courtney Cunningham singing the national anthem.

Zambelli International created a wonderful fireworks show with a soundtrack that was available prior to the event for download. City staff worked closely with Washington Township Fire Department to supervise the safety aspects of the show. Washington Township generously waived the \$500 fireworks permit fee.

Sponsorships/Partnerships

The sponsorship program generated \$11,000 cash, \$10,750 in-kind goods and services and \$21,000 in-kind media.

Cash Sponsors/Partners

	<u>Total Amount</u>
Sponsor	
PNC Bank	\$5,000
Dr. Pepper/ Snapple	\$2,500
Chick-Fil-A	\$500
Patriotic Table Partners	
Franklin County Engineer Dean Ringle	\$1,000
Senator Jim Hughes	\$1,000
Victor Martensen	\$1,000
TOTAL	\$11,000

In-Kind Partners

<u>Company</u>	<u>Item/Services Donated</u>	<u>Value of Donation</u>
Dr. Pepper/ Snapple	Soft drinks	\$ 1,000
Tim Hortons	Donuts and coffee	\$ 500
Golf Car Company	Golf cart rental	\$ 400
GFS Marketplace	Entertainer food/misc.	\$ 500
O'neil Tent & Party Supply	Discount on rental fee	\$ 800
Live! Technologies	Discount of service fee	\$ 7,500
Port-a-Kleen	Discount of rental fee	\$ 300
TOTAL		\$ 10,750
<i>Media</i>		
SNP/Dublin News		\$ 15,000
WWHO TV		\$1,000
WNND Radio		\$5,000
TOTAL		\$ 21,000

Volunteers & Event Administration Staff

Volunteers

At this year's event, 122 volunteers contributed more than 362 hours. Volunteers of all ages were involved in different activities, including checking wristbands for reserved tables at night and directing people in the parade.

Event Administration Staff

Alison LeRoy, Events Manager

Mary Jo DiSalvo & Trish Lackey, Events Administrators

Carina Dacierno, Libby Montgomery & Terry Schimmoller, Staff Assistants

Marissa Adkins, Katy Hord, Stephanie VanVliet & Sarah Wessling, Event Assistants

Financials

Revenue & Expenditures

Table 1 is a financial summary for the Independence Day celebration. Total revenue received was \$62,459. The cost of materials and supplies plus labor costs for the event totaled \$383,914. This resulted in a 16.3% cost recovery for the Event. The celebration is funded by revenue generated by the Event as well as the City of Dublin’s Hotel/Motel Tax Fund. Labor costs for staff working the Event are charged back to their respective Work Units. Labor costs for Events staff are charged to the Hotel/Motel Tax Fund. Other Work Units assisting with the Event were mainly Streets & Utilities, Parks, Police, and Recreation Services.

Table 1 – Summary of the Event

Hotel / Motel Tax Fund (Fund 217)		2010 Total	2011 Total
	Revenue		
	Total Revenue	\$ 55,434	\$ 62,459
	Expenditures		
	Salaries and Wages (Regular time)	\$ 21,903	\$ 15,842
	Overtime	\$ 2,081	\$ 1,170
	Services and Supplies	\$ 308,475	\$ 314,449
	Total Expenditures –Hotel/motel Tax Fund (Fund 217)	\$ 332,459	\$ 331,461
	Other Funds		
	Expenditures		
	Salaries and Wages (Regular time)	\$ 17,152	\$ 14,587
	Overtime	\$ 36,399	\$ 37,866
	Total Expenditures – Other Funds	\$ 53,551	\$ 52,453
	Total Expenditures	\$ 386,010	\$ 383,914
	Revenue Over/Under Expenditures	\$ (330,576)	\$ (321,455)
	Direct Cost Recovery	14.4%	16.3%

Table 1.1 shows the 2011 actual Event revenue totaling \$62,459. This revenue was receipted into the Hotel/Motel Tax Fund. Actual 2011 revenue collected totaled 98% of the projected revenue for the Event, and exceeded revenue collections for 2010 by more than \$7,000.

Table 1.1 – Event Revenue

Revenue	2010 Actual	2011 Actual	2011 Projected Revenue
Permit Fees	\$ 2,600	\$ 4,475	\$3,000
Contributions/Donations	\$ 6,500	\$ 11,000	\$ 15,000
Rental – Table Sales	\$ 35,700	\$ 35,600	\$ 35,700
Other Miscellaneous	\$ 10,634	\$ 11,384	\$ 10,000
Total Revenue	\$ 55,434	\$ 62,459	\$ 63,700

Table 1.2 shows the direct expenditures for the Event. These expenditures were charged to the Hotel/Motel Tax Fund. Expenditures were budgeted to be \$316,950, with actual expenditures totaling \$314,449. Events staff were able to stay under the budgeted expenditures by \$2,500 to complete the Event.

Table 1.2 – Event Direct Expenditures – Services and Supplies (Fund 217)

Expenditures	2010 Actual	2011 Actual	2011 Budget
Professional Services	\$ 304,855	\$ 312,466	\$ 311,550
Operating Supplies	\$ 3,620	\$ 1,983	\$ 5,400
Total Expenditures	\$ 308,475	\$ 314,449	\$ 316,950

Table 1.3 is a break-down of the labor hours and labor costs of providing the Event. Staff strives to complete as much set-up and tear-down as possible during regular working hours. Efforts are made to keep overtime to a minimum when possible. On the Event Day, most hours are overtime hours for non-exempt employees. **Exempt employees are not eligible for overtime. Any additional hours worked by exempt staff on event days are not shown in Table 1.3.** This included the Event Manager and Administrators and the Director of Accounting & Auditing.

As shown in **Table 1.3** the “Event Day Cost” in labor of \$ 39,036 would be eliminated if the Event was not held in subsequent years. The work hours completed in the “Pre/Post Event” column during regular hours would likely be worked whether or not the event occurs. Staff would work their routine job functions.

Table 1.3 – Labor Hours and Expenditures (cost) - 2011

Work Unit	Pre/Post Event Hours	Pre/Post Event Cost	Event Day Hours	Event Day Cost	Total Staff Event Hours	Total Staff Event Costs
Events Administration	762	\$15,842	69	\$ 1,170	831	\$17,012
Streets & Utilities	228.5	\$ 4,979	342.5	\$11,138	571	\$16,117
Parks	343	\$ 9,538	216.75	\$ 8,642	559.75	\$18,180
Police	1.5	\$ 70	306.75	\$15,713	308.25	\$15,783
Recreation		\$ 0	183	\$ 2,229	183	\$ 2,229
Miscellaneous **		\$ 0	6	\$ 144	6	\$ 144
Total	1,335	\$30,429	1,124	\$39,036	2,459	\$69,465

** Includes City of Dublin code enforcement staff.

Looking Ahead to 2012

The Independence Day Celebration continues to be a great Dublin family event. Events Administration plans to build on the success of the all-day celebration while researching entertainment options and event activities that best reflect community interest for the celebration. Cost-containment and safety at the event remain paramount.

Appendix D



2011 ANNUAL REPORT



dublin
IRISH FESTIVAL

LIKE IRELAND,
EXCEPT SMALLER

Dublin Irish Festival
is presented by:



City of Dublin

DublinIrishFestival.org

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Jim & Leslie Finn
2011 Honorary Chairs

FESTIVAL HONORARY CHAIRS

2011	Jim & Leslie Finn Festival Board Members
2010	Randy Hicks Bob Evans
2009	Frank Willson WBNS 10TV
2008	John Fleming Superior Beverage Group
2007	Dan Sullivan the Memorial Tournament
2006	Cheryl Herbert Dublin Methodist Hospital, OhioHealth
2005	Tom Thon Clear Channel Columbus Radio
2004	Mike Kehoe AT&T Ohio
2003	Dave D'Antoni Ashland Chemical
2002	Donald J. Hunter Duke Realty Corporation
2001	Ronald L. Geese Continental Office Environments
2000	Michael P. Kelty ScottsMiracle-Gro
1999	Terry Tindel Verizon Wireless
1998	Terry O'Connell Time Warner Cable
1997	Denny Lynch Wendy's International

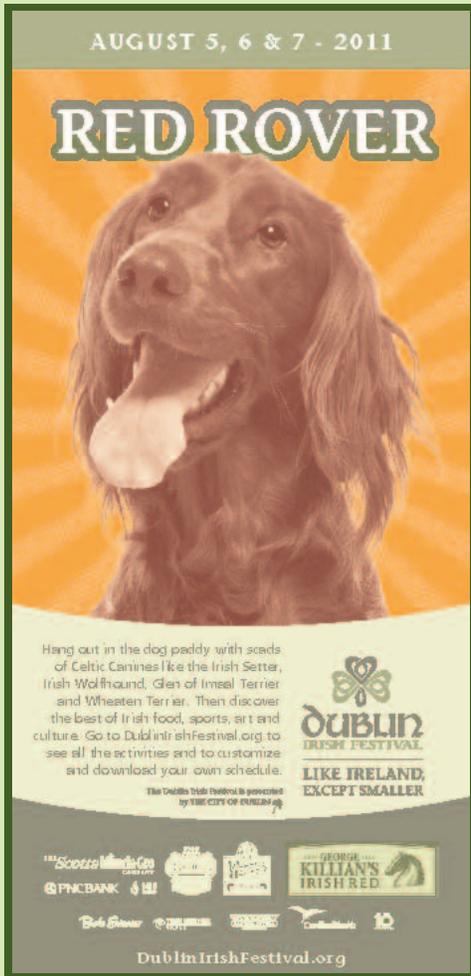
EXECUTIVE SUMMARY

The 2011 Dublin Irish Festival demonstrated that Irish attitude cannot be dampened by inclement weather. Despite sweltering heat throughout most of the weekend and a torrential downpour that prematurely shut down the Festival Sunday, 2011 was memorable in its own special ways.

- More than 92,000 guests attended the Festival
- Eight tour groups visited the Festival representing visitors from Ohio, Pennsylvania, Illinois, New Jersey and Michigan
- Non-weather based revenue increased more than 13 percent, though overall revenue decreased 5 percent
- The sponsorship program generated \$248,000, an increase of 17 percent over last year
- More than \$102,000 was returned to the Dublin community through the Sharing O' the Green program
- Sunday morning guests donated 10,300 pounds of food and \$8,800 to the Dublin Food Pantry
- More than 1,300 people volunteered for the Festival
- Live streaming of Festival entertainment was one of the Top 10 Most Visited pages on dublinirishfestival.org
- Festival Facebook fans have grown to nearly 15,000



MARKETING & MEDIA



The 24th annual Dublin Irish Festival marketing focused on building brand equity and lived up to its promise to be “like Ireland, except smaller.” Thursday before the Festival, *The Columbus Dispatch* Weekender featured the Dublin Irish Festival Highland Games.

A new promotion targeted Central Ohio shoppers and residents through street teams of Irish dancers who created **Flash Mobs** at Polaris Mall and Sundays at Scioto in July. The buzz created at these events was picked up on Facebook and YouTube.

Again this year, **corporate Dublin residents** were targeted for a promotion designed to attract them to the Festival after work on Friday. Complimentary online tickets were sent to select Dublin businesses which were redeemed in record numbers.

One month prior to the Festival, **dublinirishfestival.org** experienced the following increases over the same time period in 2010:

- 5 percent increase in unique visitors
- 30 percent increase in page views

During the Festival, **dublinirishfestival.org** experienced the following increases when compared to Festival weekend in 2010:

- 10 percent increase in unique visitors
- 41 percent increase in page views

Delta Sky Magazine reached 4.7 million readers with a Festival photo and this caption, “Be Irish for a day at the second largest Festival of its kind.”

“Thanks for being such a great partner. We posted pictures on Facebook and did some tweets. Many of the teens there also posted on Facebook - so we all got great coverage.”

Susan Peters, Director of Group Sales & Tourism
COSI

“Covering everything that transpires over more than half a dozen stages is impossible: ingesting it all is akin to drinking from a fire hose.”

Mike Farragher
Off the Record

SPONSORSHIP

The Dublin Irish Festival Means Business

- **Diet Pepsi** produced a can featuring a discount on admission which was distributed in 14 Ohio counties
- **Time Warner Cable** conducted a Dub Club Sweepstakes promotion that generated nearly 5,000 entries in July
- **Woodbridge** wine produced bottle neckers featuring the Festival which were displayed on products in retail stores in Central Ohio
- **Wendy's** printed and displayed table tents, door decals, counter cards and window clings in several locations
- **Groupon** displayed a banner ad on July 7 in markets including Cleveland, Cincinnati, Columbus, Akron/Canton, Pittsburgh and Toledo resulting in 142,972 impressions
- **Old Bag of Nails Pub** produced coasters and menu inserts at their 14 restaurants
- **IGS Energy** displayed their co-branded natural gas vehicle at the Festival
- **ScottsMiracle-Gro** offered Festival VIP packages as staff incentives
- **Cardinal Health** shared their on-site space with the American Heart Association
- **Dublin Methodist Hospital-Ohio Health** sponsored the Bike Parking areas to promote wellness
- **WBNS 10TV** personalities introduced entertainers on stage and greeted guests on-site
- **Bob Evans** characters Biscuit and Gravy presented discount coupons to encourage guests to visit their restaurants after the Festival
- **Bonefish Grill** showcased their menu as an Emerald Club sponsor
- **Dean Allstate Insurance** engaged with guests using a prize wheel at the Festival
- **J. Liu Restaurant & Bar** offered an online discount for Festival guests to drive traffic to their Dublin location
- **Columbus State Preferred Pathway** reached out to prospective students through their sponsorship of the Information Tents

A SPECIAL THANK YOU TO OUR SPONSORS



* CULTmarketing*

- | | | |
|-----------------------------|--------------------------------|-------------------------------|
| Bonefish Grill | Golf Car Company | O'Neil Tents & Party Supplies |
| Capital City Ice | Groupon | Old Bag of Nails Pub |
| Chick-fil-a | J. Liu Restaurant & Bar | Party Panache |
| Claddaugh Irish Pub | Kurtz Brothers | Pepsi |
| Columbus Blue Jackets | Live!Technologies | Porta Kleen |
| Crown Plaza Columbus-Dublin | Marriott Columbus Northwest | Reed Arts |
| Culture Ireland | Mary Kelley's Restaurant & Pub | Tim Hortons |
| EcoPack | Milano Florist | Tucci's |
| GFS Marketplace | | Woodgamz |

VIP MEMBERSHIP

Three VIP opportunities offer guests varying degrees of entertainment, hospitality and networking at the Festival.



Emerald Club

Within listening distance of the Time Warner Cable Trinity Stage, The Emerald Club generated \$38,500 in memberships.



Celtic Rock Club

The Celtic Rock Club offers elevated views of the Killian's Celtic Rock Stage and brought in \$22,300 in memberships.

Dub Club

A recent addition to the Festival, Dub Club members enjoy prime views of the Scotts MiracleGro Dublin Stage. Memberships this year totaled \$5,590.



"This was our first year for the Dub Club. We really enjoyed the semi-private setting, restrooms and bar."

Mike and Kathy Redmond

GUEST SNAPSHOT



Each year, intercept and online surveys are conducted to provide insight into our Festival guests, where they're from and more. Results below are from surveys conducted at various times and locations throughout the Festival weekend.

- Survey respondents visited an average length of 8.8 hours
- 99 percent rated their experience as "Terrific" or "Good"
- 16 percent attended all three days
- 14 percent of those surveyed were from outside Ohio
- 13 percent live in Dublin
- 36 percent of our survey respondents were first-time visitors
- 51 percent of those surveyed have college or post-graduate degrees
- More than 18 percent have annual household incomes of more than \$100,000, more than 26 percent between \$60,000- \$99,000
- 39 percent of survey respondents were between 30 – 50 years of age, 23 percent were between 50 – 65 and 26 percent were in their 20s
- 99 percent of survey respondents are likely to return to the Festival in 2012
- 98 percent would recommend the Festival to others

What do you like best about the Irish Festival?

"Absolutely everything. This was my first year attending and I loved it. I cherish my Irish heritage and what a wonderful way to celebrate it. My wife did not really want to go with me but she was so happy that she did. Even though her heritage is mostly German, I think that I have converted her. We both cannot wait to go next year to help celebrate your twenty-fifth year!"

GIVING BACK

Sharing O' the Green

The Sharing O' the Green program provides community organizations an opportunity to raise funds for their programs and activities through service at the Festival. This year, the program included a new opportunity to serve as parking lot attendants. The combined efforts of all participants resulted in \$102,401 supporting 30 organizations.



Ancient Order of Hibernians
Balgriffin Homeowners Association
Bishop Watterson Athletic Association
Daughters of Erin
Dublin AM Rotary
Dublin Crew
Dublin Coffman Girl's Field Hockey
Dublin Coffman Girl's Soccer Boosters
Dublin Coffman Men's Soccer Boosters
Dublin Coffman Quarterback Club
Dublin Coffman Wrestling Boosters
Dublin Community Swim Team
Dublin Counseling Center
Dublin High School Hockey Association
Dublin Irish Celebration

Dublin Jerome Girl's Soccer Boosters
Dublin Jerome Kick-Off Club
Dublin Scioto Touchdown Club
Dublin Singers
Dublin Women's Philanthropic Club
Heather Glen Civic Association
Irish Rebounders Club
Ladies Ancient Order of Hibernians
Lowell Trace Civic Association
Miracle League
Shamrock Club of Columbus
Skating Club of Central Ohio
St. Brigid Athletic Association
St. John Lutheran Church
Trinity Park Homeowners Association

"The City of Dublin makes it very easy to participate in the Dublin Irish Festival - even for first-timers! The staff checked on our group numerous times to ensure everything was going well and that we had everything we needed to accomplish our task. Dublin Crew is looking forward to its continued involvement and support and is designating its Sharing O' the Green proceeds toward the purchase of a new 4+ rowing shell."

**Sue Haidle, President
Dublin Crew Inc.**

AWARDS

International Festival and Events Association (IFEA), Pinnacle Awards

The Dublin Irish Festival received seven IFEA Haas & Wilkerson Pinnacle Awards. The awards were presented at IFEA's 56th annual Convention and Expo held Oct. 3-5 in Fort Worth, TX.

The IFEA/Haas & Wilkerson Pinnacle Awards competition recognizes outstanding festival and events programming, promotions and media initiatives. Entries are judged on criteria including creativity, clarity of message, design, overall appeal and measurable results.



Gold

Best Single New Sponsor Program

Dublin Methodist Hospital-Ohio Health Bike Parking

Best TV Promotion

"Best Legs" Commercial

Best Merchandise

Shot Glass



Volunteers organize bikes at the Dublin Methodist Hospital - Ohio Health Festival Bike Parking

Silver

Best Social Media Site

Facebook Page

Best T-Shirt Design

"Like Ireland, Except Smaller"

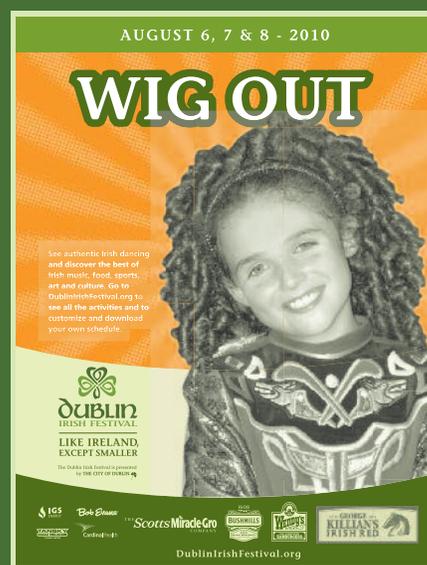
Bronze

Best Individual Sponsor Program

Bob Evans

Best Single Magazine Display Ad

"Wig Out"



"Wig Out" Magazine Ad

HIGHLIGHTS



Beverage Tastings

The Bushmills Whiskey Snug is the home of the popular Dublin Irish Festival beverage tastings presented by masters of Irish Beer, Whiskey and Mead. The 2011 Dublin Irish Festival was proud to introduce its first Mead tasting on Sunday which sold out in record time.

Adolescents and Community Together Coalition A.C.T.

Members of the Dublin A.C.T. Coalition participated in the Festival this year for the first time. Students and parents attended beverage server training sessions to experience the education that beverage servers receive to ensure the highest guest safety standards. The group also participated in the Festival by displaying signage designed to raise awareness among teens and parents about positive lifestyle choices.



Highland Games

The ever-popular Highland Games returned to the Dublin Irish Festival with a winning addition to its competitive lineup. For the first time, the Highland Games included a team of women athletes including Adriane Blenwitt who broke the Women's World Record in Weight for Distance, throwing 28 pounds, 48 feet and 6.5 inches.

Green Initiative

Since 2008, the Festival has become increasingly dedicated to its green initiative by finding and implementing new ways to make the Festival more environmentally friendly. This year, 6,073 reusable mugs were sold and all beer cups were recyclable. Throughout the weekend, nearly 3.5 tons of trash was recycled. In addition, composting was introduced in multiple locations and totaled nearly 1.4 tons of food and other materials. Green efforts resulted in more than 35 percent of Festival trash being diverted from landfills. Finally, more than 834 people rode their bikes to the Festival reducing the carbon footprint and promoting health and wellness.



IGS Energy Dublin Irish Festival 5K

The weekend got a "jump start" on Thursday at the Dub Crawl and IGS Energy Dublin Irish Festival 5K. A total of 820 runners crossed the finish line. During the awards presentation, runners and spectators were entertained by special guest appearances by Columbus Blue Jacket R.J. Umberger and Anthony Rothman and Dimitrious Stanley from 97.1 The Fan. Dublin Coffman alumnus, John Kieffer, was the top overall runner. Paige Biglin was the top female finisher.

HIGHLIGHTS

Music & Culture

The Festival introduced new talent from Ireland this year including Beoga, Buille and Goitse. In addition, the Tossers, Fuchsia Band and the Elders also made their first appearances. Returning traditional and Celtic Rock music favorites included Moya Brennan, Gaelic Storm, Dervish, Teada, The Young Dubliners and dance sensation, StepCrew. Liz Carrol and storyteller Batt Burns taught at the Dublin Irish Festival Academy and performed at the Festival along with Oisín Mac Diarmada, Séamus Begley and Liam Kelly.



Bob Evans Sand Sculpture

The popularity of the remake of the movie, "Gulliver's Travels," and the Irish cultural significance of the story, made the sand sculpture a highlight for Festival guests of all ages.

Scholarship Recipients

Recognized for their outstanding Festival volunteer contributions as well as their academic and extracurricular achievements, Brian Gibson and Alexandra Chirakos were recipients of the 2011 Dublin Irish Festival scholarships.



Wendy's Wee Folk Irish Contests

Winners of this year's Irish contests were:

Reddest Hair

- 1st - Grace Hammett, James Berend, Lauren Franke
- 2nd - Lena Beirne, Devin Schutts, Valerie Arrendale
- 3rd - Grant Naples, Maureen Schweningen, Stacy Adkins

Greenest Eyes

- 1st - Julia Hammett, Victoria Hagenmeyer, Ryan Garcia
- 2nd - Natalia Schenberger, Daniel Dicks, Patricia Mazurek
- 3rd - Sean Parsons, Ellen Zuercher, Connor Organ

Most Freckles

- 1st - Donovan O'Malley, Nate Majka, Brad Bradley
- 2nd - Fiona Bowen, Devin Schutts, Anne Robbirds
- 3rd - Colleen Schweningen, Mike Kelly, Kelly Eau Claire



VOLUNTEERS

With the help of more than 1,300 volunteers and their 12,600 hours of service, the Festival continues to thrive. Volunteers served in 77 different areas at the Festival and returned at an impressive rate of 70 percent.

Best of the Fest Award Winners

Each year, Best of the Fest awards are given to volunteers who distinguish themselves with their dedication to the Festival.

Leadership Award: Jerry Tracy

Chairperson of the Sunday Services committee, Jerry advised the committee to contribute all cash donations to one cause – feeding the hungry. All cash collections and thousands of canned goods are now donated to the Dublin Food Pantry. Said a nominee, “It’s not easy to recruit and organize musicians, servers, clergy members and others to conduct outside services at an outdoor event. Jerry Tracy has made the Festival one of a kind by managing six Sunday services which attract thousands of people to Coffman Park.” Jerry’s service to the Festival is well-deserving of this honor.



Adult Event Award: Debbie Giddings

Debbie joined the Festival volunteer team in 2007 and her role in Volunteer Headquarters fits like a glove. One nominee said of her, “She welcomes every volunteer and is a great asset ... Debbie is very organized and accurate and takes pride in seeing that Volunteer Headquarters runs smoothly. She prints daily schedules, starts the early shift of each and every day, and ensures that all volunteers in Headquarters are comfortable with their duties.”

Youth Event Award: Mark Widerschein

Sixteen-year old Mark received many, many nominations this year because of his “joy” and “willingness to spare every moment he has to help us,” said Hospitality chairperson Lisa Bova. “His spirit and hard work make him a perfect team member.” Said another nominee, “He represents the Festival extremely well...loyal, smiling, generous and always in motion.” First-time volunteers said of Mark, “He was so helpful in training us on the job. He is always willing to do anything to get a positive result-even staying a double shift.”

Family Award: The Wilsbachers

For the sixth year, this mother and two-daughter team has worked the Festival together. Mom Molly and daughters Catherine and Clare are fixtures at the Admission Gates. Catherine and Clare have mastered Admissions scanning and admission procedures, and now help at the Admission Gates. Molly is known for her announcement...“Have tickets, no waiting!” They have a sunny demeanor and love sharing their knowledge, recruiting other volunteers to help, and even offering to stay extra shifts when not scheduled.

Group Award: Rea & Associates, Inc.

Rea & Associates has been a welcome addition to the Celtic Rock Club for the last three years. Their service shows how positive leadership and involvement of an entire team makes a great difference to so many. A nominee stated, “From the moment each guest arrives until the moment each guest leaves, he/she is made to feel welcome and special.” This area of the Festival has only gotten better since Rea & Associates has become involved.

FESTIVAL LEADERSHIP

Advisory Board

Sharon Adamek - Dub Club
William Arehart - Animal Exhibits*
Lisa Bova - Hospitality
Kerry Donahue - Food Vendors
Laurie Donahue - Food Vendors
Linda Dreier - Admissions/Entryways*
Scott Dring - Guest & Hotel Relations**
Bill Hayden - Founders
Noreen Hayden - Founders
Randy Hicks - Emerald Club
Stacy Hicks - Emerald Club
Michelle Hunter - Scholarship Foundation
Patrick King - Beverages**
Tim Krumlauf - Irish Community Pride
Kay McGovern - Cultural
Mark McGuire - Merchants
Kitty Munger - PR/Promotions
Tom Murnane - Sponsorship Relations
Jeff Noble - Volunteers
Morton O'Kelly - Entertainment
Joe Regan - Feis
Clay Rose - Celtic Rock Club
Lynn Rose - Celtic Rock Club
Diane Seiple - Dub Club
Jerry Tracy - Sunday Services
Frank Willson - Emerald Club
Lisa Willson - Emerald Club
Carol Zimmerman - Beverage Servers

* 5 year

** 10 year

*** 15 year

Leadership Service Pins Awarded

Committee Members

Bob Adamek	Brian LeRoy
HJ Baker*	John Locke
Wendy Bell	Jack Mack
Mark Bernardin	Jackie Mack
Erin Bishop	Glenn Mackie
Jim Bishop	Kimm Massengill-Bernardin
Matt Bosco	Dave Matthews
Kelly Bonkofsky	Matthew McGuire
Nick Bova	Nona McGuire*
Molly Byrne*	Maxine McKee
Pat Byrne	Patrick Miller
Chris Clinton	Kathy Murnane
Kristi Colliver	Mike Murphy
Rick Colliver	Mike Nagel
Wayne Cruze	Ed Nangle
Annie Curran	Rick Nelson
Chris Damo	Joyce O'Neill
Jody Daulton	Christen Opperman
Judy Davis	Anna Osgard
Tom Davis	Zane Paschal
Nora Dorrian***	Mike Pechinak
Willie Ehrlich	Denae Rall
Christy Fields	Sharon Rogers
Jim Finn	Jerry Schopinsky
Leslie Finn	Gregg Sheehe
Kevin Ganger	Dennis Shuman
Ryan Ganger	Nancy Shuman
Lynne Gattton	Frank Slavik**
Anne Geese	Michelle Slavik**
Anne Gleine**	Cathy Jo Smith**
Janelle Guerin	Heather Smith*
Jamie Heberling-McCartney	Jeff Smith
Beth Hicks	Stephen Smith, Jr.*
Jenny Hill**	Maggie Snow
Beth Hillmann	Mike Snyder
David Hopper	Chuck Speer
Randy Imwalle	John Stacy
Rachel Innes	Joe Starrett
Elaine Kehoe**	Dan Steinberg
Cristie Keller-Wilt*	Megan Stephens
Marsha Kelty	Brian Sullivan
Kitty King	Mary Szymkowiak
Karen Komatsu	Kathleen Thon
Pat Kranz	Mary Tracy**
Steve Kranz	Kathy Vannatta

FINANCIALS

The Dublin Irish Festival is funded by revenue generated by the event as well as the City of Dublin's Hotel/Motel Tax Fund as reviewed and approved by Dublin City Council. Revenue dollars return to Hotel/Motel Tax Fund and help support community organizations and events.



REVENUES	2007	2008	2009	2010	2011*
Sponsorship	141,074	160,399	185,699	211,572	247,980
Admissions	487,600	507,201	534,178	573,927	449,109
Beverages	514,058	640,880	697,004	754,975	712,910
Vendors	107,945	119,770	131,416	144,852	151,591
VIP Clubs	45,350	51,445	52,200	51,186	66,086
5K/ 4 Miler	4,397	-	-	4,244	5,523
Wee Folk	25,897	32,303	44,094	48,208	38,275
Academy	4,900	3,875	2,800	2,430	1,910
Refunds/Deposits	21,718	31,350	54,275	44,188	69,603
TOTAL	\$1,352,939	\$1,547,223	\$1,701,666	\$1,835,582	\$1,742,987

EXPENDITURES	2007	2008	2009	2010	2011*
Staff Wages/Benefits**				180,818	170,087
Meeting Expenses	1,004	2,492	1,152	1,521	1,333
Communications	1,378	1,469	297	3,932	3,784
Professional Services	1,117,433	981,015	1,036,882	1,055,988	1,060,140
Advertising	72,849	77,319	64,638	66,176	65,895
Printing	29,372	27,849	23,260	25,527	19,736
Operating Supplies	172,968	207,372	234,665	235,990	272,047
Special Projects/Promos	52,481	22,685	22,316	5,722	13,425
Volunteer Services	20,110	21,758	14,269	17,600	20,686
TOTAL	\$1,467,595	\$1,341,959	\$1,397,479	\$1,593,274	1,627,133

*Figures as of 11/3/11

** Staff costs and benefits were specifically attributed to Festival costs in 2010 for the first time

LOOKING AHEAD TO 2012

As we look forward to celebrating 25 years of "all things Irish," we are especially grateful to the visionaries who believed in a dream that has become a world class event. Special thanks to the Columbus Feis for bringing dance to Dublin and to our Festival Founders and the Dublin Irish Celebration, whose passion for Irish music and dance lead them to a tennis court in Coffman Park in 1988. Thanks also to the members of Dublin City Council who, in 1992, accepted the responsibility for ensuring that as Dublin grew, so would an Irish Festival bearing its name.



Join us August 3, 4 & 5, 2012 for a party 25 years in the making!

Alex DeLoay *Maryjo DiSalvo* *Irish Lady*

2012 Goals

- Celebrate the 25th anniversary of the Festival
- Host the Association of North American Celtic & Irish Festivals conference which promotes the Festival and the City.
- Create more participant ownership in the beverage program through implementation of a new revenue sharing formula
- Develop creative, new ways to share Irish culture through fun, educational messaging to guests of all ages before, during and after the Festival
- Maximize revenue streams through increased emphasis on non-weather dependent sources.
- Prepare for the Coffman Park expansion through careful consideration of its potential impact on planning for future Festivals

Ongoing Goals

- Preserve the Irish cultural integrity of the Festival
- Improve the guest experience through exceptional customer service
- Focus on safety, crowd management and accessibility issues
- Focus on environmentally friendly practices
- Maximize revenue and cost-containment

Mission

The mission of a City of Dublin event is to engage, enrich and unify the community and to showcase Dublin's amenities to visitors by producing high-quality, safe and family-friendly events.

The mission of the Dublin Irish Festival specifically is to produce an internationally recognized event that promotes Irish music, dance, culture and tradition. The Festival strives to significantly impact the Dublin economy through overnight stays in hotels and increased sales at area businesses.

FESTIVAL STAFF

Festival Director

Alison LeRoy

Event Administrators

Mary Jo DiSalvo

Trish Lackey

Event Support Team

Carina Dacierno

Libby Montgomery

Terry Schimmoller

Event Assistants

Marissa Adkins

Katy Hord

Sarah Wessling

Stephanie VanVliet

FESTIVAL SUPPORT

Finance

Steve Sova

Legal

Stephen Smith, Jr.

Parks & Open Space

Vince Vannicelli

Police

Chief Heinz von Eckartsberg

Lt. John DeJarnette

Recreation Services

Barb Burkholder

Risk Management

Ron Whittington

Streets & Utilities

John Babyak

Volunteer Resources

Judy Godsey

Christine Nardecchia

Samantha Haberkamp

Washington Township

Steve Skeldon

Web Site

Kevin Cooper

DUBLIN CITY COUNCIL

Mayor Timothy A. Lecklider

Vice Mayor Amy J. Salay

Cathy A. Boring

Marilee Chinnici-Zuercher

Richard S. Gerber

Michael H. Keenan

John G. Reiner

CITY ADMINISTRATION

City Manager

Marsha Grigsby

Director, Administrative Services

Michelle Crandall

FESTIVAL FOUNDERS

Barbara Avery Chapman

Terrie Conrad

Bill Denihan

Jack Eggspuehler

Bill Hayden

Noreen Hayden

Chuck Kranstuber

Wally Maurer

Kay McGovern

Mary Margaret McLernon

Kitty Munger

Phil Price

Remembering Ann Richens & Tom Sheidt (Pirate McGregor)

This year, we experienced the loss of two long-time Festival friends.

Ann Richens, founder of the Richens-Timm Academy of Irish Dance, was involved in the Festival from the very first days. From programming dance stages in the early years to leading the Festival's World Record-breaking largest Irish jigs, Ann was an integral part of the celebration. We will be forever grateful to her for bringing Irish dance to the Dublin Irish Festival.

Tom Sheidt, better known as storyteller Pirate McGregor, is also remembered for his performances with the band Fannigan's Isle. From Tom's first performance in 1994, Pirate McGregor became a beloved character in the Wee Folk area. He and his wonderful stories will be greatly missed.

5620 Post Road
Dublin, Ohio 43017
614-410-4545
DublinIrishFestival.org

Dublin Irish Festival
is presented by:



City of Dublin



DUBLIN
IRISH FESTIVAL

LIKE IRELAND,
EXCEPT SMALLER

**2010
Annual
Report**

DublinIrishFestival.org

The Dublin Irish Festival is presented
by THE CITY OF DUBLIN 

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FESTIVAL HONORARY CHAIRS



Randy Hicks
2010 Honorary Chair

2010	Randy Hicks Bob Evans	2003	Dave D'Antoni Ashland Chemical
2009	Frank Willson WBNS 10TV	2002	Donald J. Hunter Duke Realty Corporation
2008	John Fleming Superior Beverage Group	2001	Ronald L. Geese Continental Office Environments
2007	Dan Sullivan the Memorial Tournament	2000	Michael P. Kelty ScottsMiracle-Gro
2006	Cheryl Herbert Dublin Methodist Hospital, OhioHealth	1999	Terry Tindel Verizon Wireless
2005	Tom Thon Clear Channel Columbus Radio	1998	Terry O'Connell Time Warner Cable
2004	Mike Kehoe AT&T Ohio	1997	Denny Lynch Wendy's International

EXECUTIVE SUMMARY

As we reflect on the 2010 Dublin Irish Festival, we realize how fortunate we have been and the many reasons we have to celebrate. In a year when so many continue to be affected by the economy, we were able to exceed revenue goals and make a greater return on investment to the Dublin community.

- Gross revenues increased more than 7 percent
- The sponsorship program generated \$211,499, up 14 percent
- Total attendance was 100,466
- For the second consecutive year, Friday attendance was record breaking with more than 26,000 guests, a 9 percent increase
- Fans of the Festival Facebook page doubled to more than 9,000
- Sunday guests donated more than 10,000 pounds of food to the Dublin Food Pantry
- More than \$122,800 was returned to the community through Festival fundraising endeavors
- More than 1,300 volunteered for the Festival
- The Dublin Convention and Visitors Bureau reported record overnight stays in Dublin hotels, a 24 percent increase
- Estimated economic impact of \$6.12 million



MARKETING & MEDIA

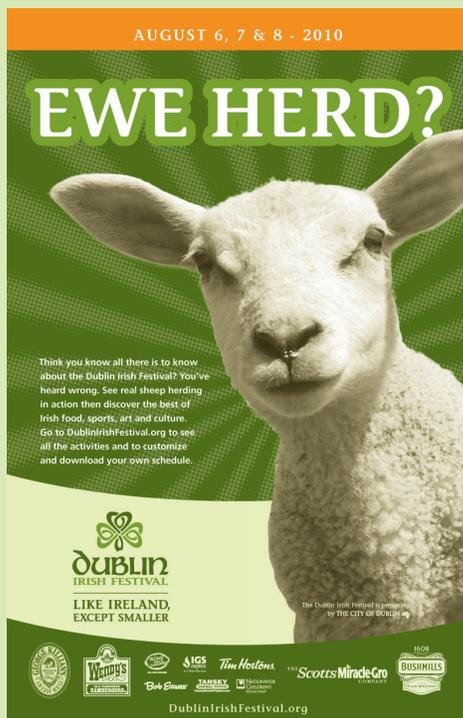
Brand awareness was raised by the continuation of the marketing campaign initiated in 2009 that combined traditional and new media. Consistent and targeted use of graphics and messaging were used throughout all scheduled media.

A 2010 Festival goal to extend the reach and frequency of messaging through the further expansion of social media efforts and engaging guests with real-time information was successfully achieved. Some examples include:

- Nearly six million Facebook impressions between July 4 - August 6
- The Festival was #10 on Google's Hot Searches on Friday, August 6
- Visits to DublinIrishFestival.org were up nearly 17 percent over last year
- Twitter followers of the Festival number nearly 5,000 & more than 9,000 Facebook fans

From shuttle buses carrying people to Pepsi trucks carrying product, the Dublin Irish Festival message was on the road again in 2010. Street teams also took the Festival message to local festivals and events.

Locally, regionally and globally the Festival story reached an increasing number of people. Online impressions in the Columbus Dispatch, Alive! and dispatch.com for six weeks prior to the Festival totalled 1.47 million. Usatoday.com impressions numbered 17.9 million.



"WBNS-10TV has enjoyed a long standing relationship with the Dublin Irish Festival based on the professionalism of the organizers and the quality of the attendees. Each year we've seen solid attribution to our partnership through increased ratings and other qualitative research. The staff of the Dublin Irish Festival demonstrates true collaboration with its marketing partners and 10TV will continue to use this as a quality venue to reach out and touch our consumers."

Frank Willson, Director of Operations
WBNS-10TV

"I got some business from the Irish Festival just from someone who saw my company logo on the website; they didn't even attend the Festival. That's powerful. When just being associated with the Festival brand creates enough credibility with a potential client to motivate a sale."

Pat Baker, Owner
Party Panache

SPONSORSHIP

Despite economic challenges, the business community continued to embrace the Festival as a marketing opportunity. Cash sponsorship totaled \$211,499, a 14 percent increase.

In-kind contributions increased 36 percent to more than \$692,000. These donations of goods and services help the Festival greatly reduce expenses.

Sponsorship surveys indicate that custom designed sponsorship packages that reflect specific marketing objectives lead to positive outcomes for sponsors and the Festival. The top three benefits preferred by sponsors include the opportunity to become involved in the community, increase brand awareness, the ability to reach their target markets and conduct on-site marketing.

The number of sponsors who are finding creative and memorable ways of reaching their markets before, during and after the Festival continues to grow. Some examples include:

- Crowne Plaza Hotel key cards featuring the Festival
- Killian's coasters featuring Dublin Irish Festival Stout and Festival dates in local restaurants and pubs prior to the event
- Bob Evans children's coloring menu featuring hidden DIF logos and coupon



VIP MEMBERSHIP

In addition to sponsorship, three VIP membership opportunities were offered at the Festival. The Emerald Club, Celtic Rock Club and new Dub Club offered Festival guests multiple ways to enjoy unique levels of hospitality and entertainment.

Emerald Club

Emerald Club guests who responded to our survey reported that on a 5 point scale, their experience was a 4.7. This consistent level of satisfaction has kept Emerald Club members returning year after year.

Celtic Rock Club

New and returning Celtic Rock Club memberships resulted in revenue of \$16,376 an increase of 4%.

Dub Club

New to the Festival, the Dub Club offered individual guests an opportunity to enjoy private space to see and hear the entertainment at the ScottsMiracle-Gro Dublin Stage. The Dub Club also offered a private bar and restrooms.

2010 Emerald Club Members

Nathan and Kelly Allen
David & Cynthia Anderson
The Arthritis Foundation, Central Ohio Chapter
BMI Federal Credit Union
Burke Whistles, Inc.
Celtic Heritage
CEP Global
Rob & Karen Chapell
Lynette Chronister, Donald Taylor & Kevin & Trena McNair
Carol L. Clinton, MD
Columbus Financial Concepts
Columbus Feis
COPEDS
Dan Post Boot Co.
Distributed Solutions Inc.
Dublin Chamber of Commerce
Dublin Irish Celebration
Dublink Development Company
Jim & Leslie Finn
John & Colleen Gotherman
Ha'Penny Bridge Imports of Ireland
The Harper/ Allison Family
Haslett Heating & Cooling
Tom and Gayle Holton
H.R. Gray
Senator Jim Hughes
Steven & Jennifer Nash Humphrey
Tony Keogh & Kim Bond
Key-4 Cleaning Supplies
Patricia C. Knox
Karen Komatsu
Jim Long / Emerald Bank
Paul and Claudia Lundahl
Tom & Trish Mazurek
McCash, Baker and Plesich, LP
Nature's One, Inc.
Ohio Orthopedic Center of Excellence
Charlie & Debbie O'Shaughnessy
Tom and Maureen Pedrick
The Greg & Rae Jean
Phillips Family
Reed Arts
Carson & Tierney Reider & Sons
The Reider-Thoman Family
David Robie
Schottenstein Zox & Dunn
Shanahan Family
The Spencer Family
S.R. Tokar Family
Chuck Stein - Dublin Life Magazine
Peter & Debbie Stephens
Strip Hoppers Leithart McGrath & Terlecky, L.P.A.
Tim Hortons - Frank & Michelle Slavik
Clay & Sharon Uber
Dr. Kenneth and Kristine Westerheide

2010 Celtic Rock Club Members

Byrne's Pub
City of Dublin Economic Development
H.R. Gray
Ignited Enterprises
InnoSource
Killian's
Live! Technologies
O'neil Tents & Party Supplies
Once Upon A Child
Principle Financial Group



GUEST SNAPSHOT

What do you like best about the Dublin Irish Festival?

"Artists that I would otherwise have no opportunity to see during the year"

"Dublin Stout"

"A great cost-effective trip"

"Kid-friendly activities"

"Cultural and heritage pride"

"Amazing vendors and Irish food"



Who attends the Dublin Irish Festival? Each year, intercept and on-line surveys attempt to answer this question and more. This year, our guest snapshot resembles the ones we've taken in the past with a few interesting variations.

- Survey respondents visited an average length of 8.6 hours (one hour longer than reported in 2009)
- 99 percent rated their experience as "Terrific" or "Good"
- 17 percent attended all three days
- 13 percent of those surveyed were from outside Ohio
- 18 percent live in Dublin
- 32 percent of our survey respondents were first-time visitors
- 62 percent of those surveyed have college or post-graduate degrees
- More than 24 percent reported an annual household income of more than \$100,000. More than 28 percent reported incomes of between \$60,000- 99,000.
- 42 percent of survey respondents were between 30 – 50 years of age, 23 percent were between 50 – 65 and 24 percent were in their 20s
- 97 percent of survey respondents are likely to return to the Festival in 2011 and 99 percent are likely to recommend the Festival to family, friends and co-workers



GIVING BACK

Sharing O' the Green



"The Dublin AM Rotary had a fantastic experience with the Dublin Irish Festival. Our club embraced the opportunity to serve and enjoyed many fun hours together. The benefits of our fundraising will be used towards the many local projects that our club supports."

Dave Connelly
President, Dublin AM Rotary

The Sharing O' the Green program provides an opportunity for groups to serve the community and raise funds to support their own programs. This year \$122,800 was raised, an increase of 18%.

Sharing O' the Green program participants:

Ancient Order Of Hibernians
Balgriffin Homeowners Association
Bishop Watterson Athletic Association
Daughters of Erin
Dublin AM Rotary Club
Dublin Coffman Girls Field Hockey
Dublin Coffman Girls Soccer Booster Club
Dublin Coffman Hockey Association
Dublin Coffman Mens Soccer
Dublin Coffman Quarterback Club
Dublin Community Swim Team
Dublin Counseling Center
Dublin Food Pantry
Dublin Irish Celebration
Dublin Jerome Girls Soccer Boosters
Dublin Jerome Kickoff Club
Dublin Rocks Wrestling
Dublin Scioto Touchdown Club
The Dublin Singers
Dublin Women's Philanthropic Club
Heather Glen Civic Association
Ladies Ancient Order of Hibernians
Lowell Trace Civic Association
Miracle League
The Shamrock Club of Columbus
Skating Club of Central Ohio
St. Brigid Athletic Association
St. Brigid Social Action Committee
St. John's Lutheran Church
Trinity Park Homeowners Association

AWARDS

International Festival and Events Association (IFEA)

At IFEA's 54th Annual Convention, the Dublin Irish Festival received seven awards in specific categories:

Gold

- Best Event Website
- Best Social Media Site
- Best Other Merchandise (Wool Ewe Be Mine Baby Bib)

Silver

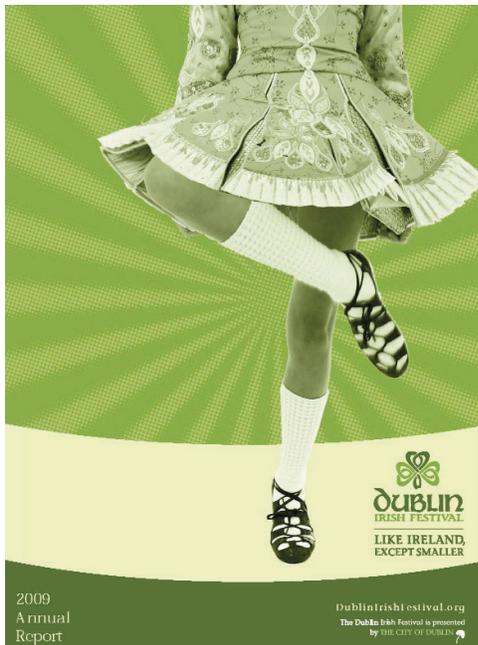
- Best Miscellaneous Printed Materials (Annual Report)
- Best Ad Series (Wig Out, Stout Clout, Ewe Heard, Get Reel and Log On)
- Best Other Merchandise (Celtic Canine Water Bottle)
- Best Miscellaneous Clothing (Ivory DIF Henley)



The City-County Communications & Marketing Association (3CMA)

Silver Circle Award

- Digital Interactive - Issue Specific Website



"My husband Don and I will never miss another Dublin, Ohio Irish Festival. It is now part of our family's Irish tradition. With my sister coming there right after her wedding and me getting engaged there the very next year, it holds so much sentimental value for us. Can't wait till next year."

Lynette Chronister
Frederick, Maryland

HIGHLIGHTS



Academy

The Dublin Irish Festival Academy welcomed some big names in Irish music. Legendary artists including Seamus Egan and Winnie Horan of Solas and Cillian Vallely and Kevin Crawford of Lunasa, instructed students.

Columbus Feis

The Columbus Feis celebrated its 30th Anniversary in 2010. Approximately 1,200 dancers competed at the Festival and at Dublin Coffman High School.

Cultural

The cultural areas of the Festival allow guests to discover their roots, step back into ancient times or learn a new skill. With a variety of exhibitors and four dedicated cultural stages, there was something for all interests and abilities. New workshops this year were conducted in crochet, calligraphy and the history of Celtic crosses. The Festival also welcomed new presenters; singer-songwriter Len Graham and storyteller Yvonne Healy.



Dublin Irish Festival Stout

Brewed exclusively for the Irish Festival, Dublin Irish Festival Stout was on tap prior to the Festival in 13 local pubs and restaurants. At the Festival stout was served at every draft pouring location and sales increased 59%.

Dublin Methodist Hospital Bike Parking

During the Festival, 918 guests valeted their bikes at one of two supervised bike parking locations.

Gaelic Sports

New at the Festival, Gaelic football and rugby were popular attractions at the Tansky Sawmill Toyota Greenfields Sports Area. The Columbus Jackaroos demonstrated Gaelic Football while Ohio Rugby taught onlookers the oldest form of football in the United States, rugby.



IGS Energy/Dublin Irish Festival 5K

The 5K was held Thursday during the Dub Crawl in Historic Dublin. More than 900 runners participated in the run/walk. Michael Sawicki was the top overall runner with a time of 15:39. The top female finisher was Annie Beecham with a time of 17:33.

Merchandise

The Festival merchandise had a historic year with a 13% increase in sales over '09. Especially popular were the new doggie water bottles, long-sleeve Henley shirt and women's burn-out T-shirt.

Music and Dance

The Festival welcomed many new acts. Barleyjuice, Celtic Spring, Enter the Haggis, Girsas, Lunasa, McPeake, 78th Frasier Pipe Band, David Munnely Band, Old Bay Ceili Band and Irish music legends Moya Brennan and Natalie MacMaster. Of course, there were many returning favorites including Gaelic Storm, Seven Nations and The Saw Doctors. This year's finale was lead by the Fedoryka brothers from Scythian.



Scholarship Recipients

Drew Hilgefert from Dublin Coffman High School, and Connor Reider from St. Charles Preparatory School were selected from among a prestigious group of candidates to be the recipients of the Dublin Irish Festival scholarships. Drew is a seven-year volunteer for the Festival and Connor has served the Festival for five years and has participated as a dancer for ten years.

Sunday Services

The addition of two new services, a Druid service and an Episcopalian U2charist, contributed to record attendance before the gates officially opened at 11 a.m. Sunday. A spirit of generosity was demonstrated by Festival guests Sunday morning. A total of \$9,070 was contributed at the five services for local charities and 10,000 pounds of food was donated to the Dublin Food Pantry.



Wendy's Wee Folk

The Wee Folk Area continued to grow. More children participated in the free craft area and more purchased wristbands to the Pot O' Gold Playland.

Winners of this year's Irish contests were:

Reddest Hair

Under 8: 1st - Maura Oyler, 2nd - Grace Hammett & Jameson Habing
Age 9-17: 1st - James Berend, 2nd - Mary Maxwell, 3rd - Kyle Fischer
Adult: 1st - Joe Hubka, 2nd - Sabrina Wofter, 3rd - Hunter Haines

Greenest Eyes

Under 8: 1st - Ariana Parquette, 2nd - Kaitlin Symanski,
3rd - Cecilia Clark
Age 9-17: 1st - Connor Richardson, 2nd - Kelly Rosmarin,
3rd - Sidney Conn & Meredith MacDonald
Adult: 1st - Rose Pearson, 2nd - Kathleen Enoch, 3rd - Emily Lydie

Most Freckles

Under 8: 1st - Alex Parsons, 2nd - Bailey Griggs, 3rd - Jimmy Zalimas
Age 9-17: 1st - Cole Wheeler, 2nd - Devin Shuttz, 3rd - Michael Kelly
Adult: 1st - Jared Sims, 2nd - Mary Crisp, 3rd - Mary Morlan



VOLUNTEERS

With the help of our 1,300 volunteers and their 12,000 hours of service, the Festival continues to thrive.

Volunteer Survey Results

- 96% rated their experience as a volunteer as either “Excellent” or “Good”
- 98% believe they are a part of a team with staff and other volunteers
- 99% say they support the Festival in other ways than by just volunteering



Best of the Fest Award Winners

Each year, Best of the Fest awards are given to volunteers who distinguish themselves with their dedication to the Festival.

Leadership Award: Tom Murnane

For the past 22 years, Tom Murnane has been one of the “backbones” of the Dublin Irish Festival. Said a nominee, “...he works year-round and throughout the entire Festival weekend to do anything and everything to ensure a successful event.” Tom spends the year lending his expertise working on sponsorship and marketing efforts, meeting with business leaders and building relationships. His passion is evident, his knowledge of the event is unsurpassed, and his dedication to relationship-building on behalf of the Festival is remarkable.

Adult Event Award: Craig and Pam Cassell

Craig began as a volunteer for the Festival in 1999 and then recruited his wife Pam to join him in 2005. Together, this husband/wife team has become THE Saturday standard at the East Admission Gate. As one nominator put it, “When the Cassells are on site, everyone can breathe a sigh of relief, because we know a major entry into the Festival is in great hands.” Their calm demeanor, welcoming attitude and quiet confidence make an evident difference in those busy Saturday evening hours when thousands of guests enter the Festival.

Youth Event Award: Sam Kieffer

This 15-year old Dublin Coffman High School student has been volunteering since he was nine, his spirit and pride for the Dublin Irish Festival have never wavered. He is a wonderful example to other teens; respectful, positive and willing to help whenever he can. He volunteered in the Events Administration office this summer and during the Festival he managed the Bike Parking Area.

Family Award: The Jeff Myers Family

This family team has been a fixture at the Festival for eight years. Jeff has made volunteering a family affair with his children Ryan, Olivia, and Joseph. Although they are very active volunteers in the Dublin and central Ohio community, their dedication to the Dublin Irish Festival is unwavering. In fact, they volunteer the entire weekend, typically working 12 to 14 hours per day.

VOLUNTEER LEADERSHIP

Advisory Board

William Arehart - Animal Exhibits
Kerry Donahue - Food Vendors**
Laurie Donahue - Food Vendors**
Linda Dreier - Admissions/Entryways
Scott Dring - Visitor & Hotel Relations
Jim Finn - Emerald Club
Leslie Finn - Emerald Club
Bill Hayden - Founders
Noreen Hayden - Founders
Michelle Hunter - Scholarship Foundation
Ed Kelly - Sports
Patrick King - Beverages
Tim Krumlauf - Irish Community Pride**
Kay McGovern - Cultural
Mark McGuire - Merchants
Kitty Munger - PR/Promotions
Tom Murnane - Sponsorship Relations
Jeff Noble - Volunteers
Morton O'Kelly - Entertainment
Joe Regan - Feis***
Clay Rose - Celtic Rock Club**
Lynn Rose - Celtic Rock Club**
Diane Seiple - Dub Club **
Donna Sharkey - Hospitality
Jerry Tracy - Sunday Services***
Carol Zimmerman - Event Fund Partners

* 5 year

**10 year

*** 15 year

Leadership Service Pins Awarded

Committee Members

Bob Adamek	Karen Komatsu
HJ Baker	Brian LeRoy
Wendy Bell	John Locke
Mark Bernardin	Jack Mack
Erin Bishop	Jackie Mack
Jim Bishop	Glenn Mackie*
Matt Bloso	Kimm Massengill-Bernardin
Lisa Bova	Matthew McGuire
Nick Bova*	Nona McGuire
Molly Byrne	Patrick Miller
Pat Byrne	Kathy Murnane
Chris Clinton*	Mike Murphy
Kristi Colliver	Ed Nangle
Rick Colliver	Rick Nelson*
Wayne Cruze*	Joyce O'Neill
Chris Damo	Anna Oscar
Jody Daulton	Zane Paschal
Judy Davis	Denae Rall
Tom Davis	Sharon Rogers
Anna Dickson	Jerry Schopinsky
Nora Dorrian	Gregg Sheehe
Ryan Driscoll	Dennis Shuman
Willie Ehrlich	Nancy Shuman
Christy Fields	Frank Slavik
Sue Fleming	Michelle Slavik
Lynne Gatton	Cathy Jo Smith
Anne Geese	Heather Smith
Anne Gleine	Jeff Smith
Pat Graham	Stephen Smith, Jr.
Janelle Guerin	Maggie Snow
Jamie Heberling*	Mike Snyder
Beth Hicks	Chuck Speer
Jenny Hill	Joe Starrett
Beth Hillmann	Dan Steinberg
David Hopper	Brian Sullivan*
Rachel Innes	Mary Szymkowiak
Elaine Kehoe	Kathleen Thon*
Cristie Keller-Wilt	Jerry Tracy
Marsha Kelty	Mary Tracy
Kitty King	Lisa Willson

FINANCIALS

The Dublin Irish Festival is funded by revenue generated by the event as well as the City of Dublin's Hotel/Motel Tax Fund as reviewed and approved by Dublin City Council. Revenue dollars return to Hotel/Motel Tax Fund and help support community organizations and events.



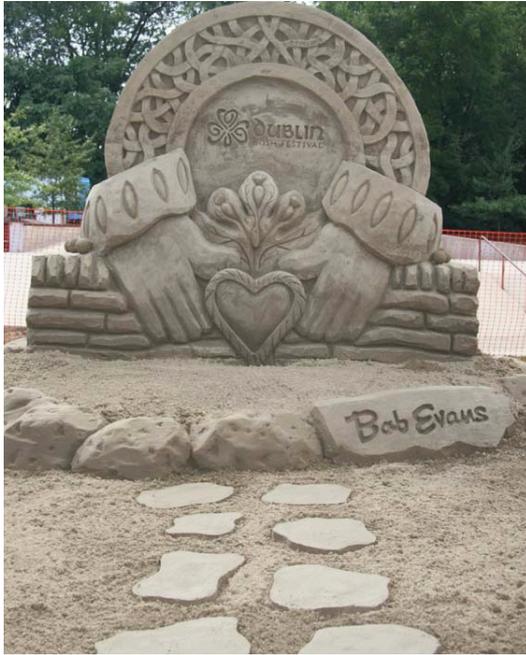
REVENUES	2006	2007	2008	2009	2010*
Sponsorship	137,500	141,074	160,399	185,699	213,572
Admissions	396,577	487,600	507,201	534,178	573,927
Beverages	432,320	514,058	640,880	697,004	754,975
Vendors	101,755	107,945	119,770	131,416	144,852
VIP Clubs	30,625	45,350	51,445	52,200	51,186
5K/ 4 Miler	2,935	4,397	-	-	4,244
Wee Folk	36,006	25,897	32,303	44,094	48,208
Academy	2,390	4,900	3,875	2,800	2,430
Refunds/Deposits	21,749	21,718	31,350	54,275	44,188
REVENUE TOTAL	\$1,161,857	\$1,352,939	\$1,547,223	\$1,701,666	\$1,837,582

EXPENDITURES	2006	2007	2008	2009	2010*
Staff Wages/Benefits**					180,818
Meeting Expenses	941	1,004	2,492	1,152	1,451
Communications	1,420	1,378	1,469	297	3,932
Professional Services	859,337	1,117,433	981,015	1,036,882	1,055,988
Advertising	62,548	72,849	77,319	64,638	66,176
Printing	30,323	29,372	27,849	23,260	25,395
Operating Supplies	137,934	172,968	207,372	234,665	235,990
Special Projects/Promotions	31,255	52,481	22,685	22,316	5,722
Volunteer Services	21,460	20,110	21,758	14,269	17,516
TOTAL	\$1,148,218	\$1,467,595	\$1,341,959	\$1,397,479	\$1,592,988

*Figures as of 12/6/10

** Staff costs and benefits were specifically attributed to Festival costs in 2010 for the first time

LOOKING AHEAD TO 2011



We look forward to the future with optimism as we dedicate ourselves to ensuring that the luck of the Irish remains with us as we prepare for the 2011 Dublin Irish Festival.

“Like Ireland, Except Smaller,” is a brand we take to heart in our efforts to bring the finest Irish culture, music and dance from throughout the world to Dublin, Ohio. We put our “Irish Attitude” and warm hospitality to work to keep them coming back.

Sláinte!
Dublin Irish Festival

Alex DeLoay Mary Jo DiSalvo Irish Lady

2011 Goals

- Continue to maximize revenue through cost reduction and resource management
- Enhance the level of Irish hospitality through improvements to the entry and exit experience including shuttles, parking and the credential process
- Streamline the beverage distribution process through internal management systems
- Focus on programming efficiencies to keep guests engaged for longer periods of time and for additional days throughout the weekend
- Engage people in year-around involvement with the Festival through ongoing communication about their ideas and experiences through social media outlets

Ongoing Goals

- Preserve the Irish cultural integrity of the Festival
- Improve the guest experience through exceptional customer service
- Focus on safety, crowd management and accessibility issues
- Focus on environmentally friendly practices

Mission

The mission of a City of Dublin event is to engage, enrich and unify the community and to showcase Dublin’s amenities to visitors by producing high-quality, safe and family-friendly events.

The mission of the Dublin Irish Festival specifically is to produce an internationally recognized event that promotes Irish music, dance, culture and tradition. The Festival strives to significantly impact the Dublin economy through overnight stays in hotels and increased sales at area businesses.

FESTIVAL STAFF

Festival Director

Alison LeRoy

Event Administrators

Mary Jo DiSalvo

Trish Lackey

Administrative

Carina Dacierno

Terry Schimmoller

Event Assistants

Matthew Hogan

Amanda Smigelsky

Seasonal Staff

KC Becker

Katy Hord

Hannah Patchen

FESTIVAL SUPPORT

Finance

Steve Sovo

Legal

Stephen Smith, Jr.

Parks & Open Space

Vince Vannicelli

Police

Interim Chief Heinz von Eckartsberg

Recreation Services

Barb Burkholder

Risk Management

Ron Whittington

Streets & Utilities

John Babyak

Jim DiBona

Volunteer Services

Judy Godsey

Christine Nardecchia

Samantha Haberkamp

Washington Township

Steve Skeldon

Web Site

Bruce Edwards

Michael Sawicki

DUBLIN CITY COUNCIL

Mayor Timothy A. Lecklider

Vice Mayor Amy J. Salay

Cathy A. Boring

Marilee Chinnici-Zuercher

Richard S. Gerber

Michael H. Keenan

John G. Reiner

CITY MANAGER

Marsha Grigsby



5620 Post Road
Dublin, Ohio 43017
614-410-4545
DublinIrishFestival.org

The Dublin Irish Festival is presented
by THE CITY OF DUBLIN




DUBLIN
IRISH FESTIVAL

**LIKE IRELAND,
EXCEPT SMALLER**

2009
Annual
Report

DublinIrishFestival.org

The Dublin Irish Festival is presented
by THE CITY OF DUBLIN 

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FESTIVAL HONORARY CHAIRS



Frank Willson
2009 Honorary Chair

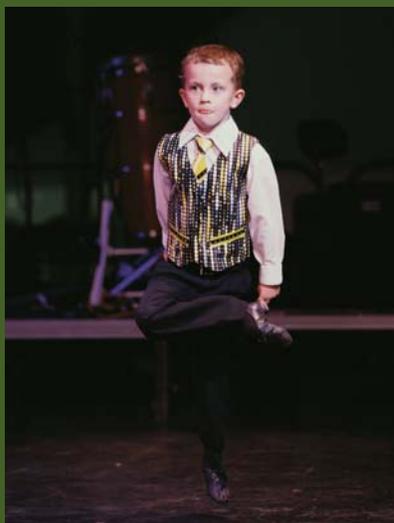
- | | |
|--|---|
| 2009 Frank Willson
WBNS 10TV | 2002 Donald J. Hunter
Duke Realty Corporation |
| 2008 John Fleming
Superior Beverage Group | 2001 Ronald L. Geese
Continental Office
Environments |
| 2007 Dan Sullivan
the Memorial Tournament | 2000 Michael P. Kely
ScottsMiracle-Gro |
| 2006 Cheryl Herbert
Dublin Methodist Hospital,
OhioHealth | 1999 Terry Tindel
Verizon Wireless |
| 2005 Tom Thon
Clear Channel
Columbus Radio | 1998 Terry O'Connell
Time Warner Cable |
| 2004 Mike Kehoe
AT&T Ohio | 1997 Denny Lynch
Wendy's International |
| 2003 Dave D'Antoni
Ashland Chemical | |

EXECUTIVE SUMMARY

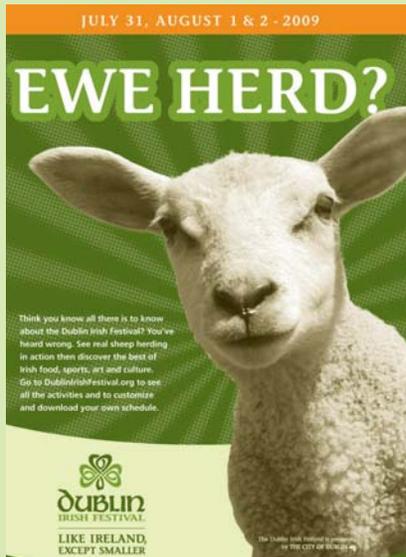
The same warm Irish hospitality that was in the air when the first 100 guests gathered on a tennis court 22 years ago was shared by more than 102,000 guests at the 2009 Dublin Irish Festival.



- Friday's attendance was up 34 percent while Sunday was up 19 percent, resulting in a record-breaking attendance of 102,000
- Gross revenues increased 10 percent
- The Festival received 10 Pinnacle Awards from the International Festival and Events Association
- From January through August 2009 the Dublin Irish Festival Web site received 734,200 page views, an increase of 14 percent
- Sunday guests donated 8,000 pounds of food to the Dublin Food Pantry
- More than \$103,700 was returned to the community through Festival fundraising endeavors
- Wee Folk activity wristband sales increased 25 percent
- The sponsorship program generated \$185,700, up 16 percent
- Volunteers contributed more than 13,500 hours to the Festival
- The Dublin Convention and Visitors Bureau reported a total of 1,830 room nights at Dublin hotels



MARKETING & MEDIA



Marketing

A traditional marketing approach was replaced this year by an infusion of Festival fun. Creative concepts included “Get Reel,” which was designed to reach Irish dance enthusiasts; “Paddy Pups” targeted dog lovers; “Log On” featured sports and encouraged use of the web site; “Fiddle Stix”, “Puff Daddy” and “Get Punk’d” targeted music enthusiasts; and “Look Mum” reached young mothers.

Programming and promotions were designed to drive attendance on Friday and Sunday. The Friday Corporate Dublin promotion resulted in an increased participation of more than 118 percent. Sunday was Family Day with free admission before 11 a.m. with a donation of a canned good for the Dublin Food Pantry. Not only did the Dublin Food Pantry receive 8,000 pounds of food, but Sunday attendance increased by 19 percent.

DublinIrishFestival.org shared up-to-the-minute information with a record number of visitors. More than 734,000 page views were reported from January through August 2009, an increase of 14 percent.

With nearly 4,500 followers on Twitter and another 4,000 fans on Facebook, the Dublin Irish Festival’s social media presence was stronger than ever. This year also marked the debut of the Festival blog, which allowed even more interaction with fans.

Media

Increased attendance at the Dublin Irish Festival can be attributed in part to the coverage generated in all media outlets. In addition to exceptional local media coverage, international media coverage included a feature story in *Irish Music Magazine*.

Nationally, the *Chicago Tribune* featured the Dublin Irish Festival in its top 10 “All the World’s a Stage” events section and the *Pittsburgh Post Gazette* highlighted the Festival as a “Quick Getaway” destination. The *Examiner.com* and *Men’s Journal* also featured the Festival.

In Ohio, the *Cleveland Plain Dealer*, *Cleveland.com*, the *Akron Beacon Journal*, *WBNS 10TV*, *Time Warner Cable*, *WCMH TV* and *ABC 6/Fox 28*, *ClearChannel Radio*, *WWCD 101* and more media outlets featured the Irish Festival for their readers, viewers and listeners.

SPONSORSHIP

Despite economic challenges, the business community continued to embrace the Festival as a marketing opportunity. Cash sponsorship totaled \$185,700, a 16 percent increase.

In-kind donations increased 8 percent to nearly \$495,000. These donations of goods and services help the Festival greatly reduce expenses.

Sponsor activation took the form of creative marketing efforts before and during the Festival weekend. During July, Tim Hortons offered a special Dublin Irish Festival donut in 60 Ohio locations and Jeni's Ice Cream featured a new flavor: Dublin Irish Festival Stout. In addition, Wendy's promotional materials included table tents and window cling-ons, Old Bag of Nails Pub created custom coasters and menu inserts. Shearer's Potato Chip bags featured a sticker promoting the Festival logo and dates.

During the Festival weekend, sponsors engaged guests in unique ways. From the appearances of 10TV personalities to characters including Bob Evans Biscuit and Gravy and the Geico Gecko, to T-shirt tosses at the IGS Energy Ceili Dance Tent, the Festival spirit was contagious.

"At Tansky Sawmill Toyota, we have committed to give back to the community that has given to us for the last 40 years. The Dublin Irish Festival is the heart of our customer base, and has proven to be a successful event that gets better every year."
~Nate Tansky



A SPECIAL THANK YOU TO OUR SPONSORS

- | | | |
|-------------------|-------------------|------------------|
| Live Technologies | GFS Marketplace | Old Bag of Nails |
| Crowne Plaza | OfficeMax Impress | Montgomery Inn |
| O'neil Tents | Pepsi | Mary Kelley's |
| Hilton Garden Inn | Golf Car Company | Milano Florist |
| Kurtz Bros. | J. Liu | Party Panache |
| La Chatelaine | City Barbeque | |

EMERALD CLUB & CELTIC ROCK CLUB

Sponsors, members and guests enjoyed the hospitality and networking offered at the Emerald Club. The Montgomery Inn, Bob Evans, J. Liu Restaurant and Bar, City Barbeque and Old Bag of Nails Pub provided sensational menus and Milano Florists provided beautiful flower arrangements throughout the weekend. More than \$36,000 was raised through Emerald Club memberships.

The Celtic Rock Club provided an open-air, elevated area offering exclusive views of the performances at the Killian's Celtic Rock Stage for groups of 20 or more. The Celtic Rock Club generated \$15,800 through memberships, a 44 percent increase.

2009 Celtic Rock Club Members

Byrne's Pub
City of Dublin Economic Development
Greg Brown
H.R. Gray
Lifestyles Community Pavilion
Live! Technologies
O'neil Tents & Party Supplies
Once Upon A Child
Principle Financial Group



2009 Emerald Club Members

Al & Diane Hunter
Anna Dickson
BMI Federal Credit Union
Brian Douglas
Brian P. Doyle
Burgess Insurance & Investments
Burke Whistles, Inc.
Carol Clinton MD, Timeless Skin Solutions
Clay & Lynn Rose
Clay & Sharon Uber
Codeworks, LLC
Columbus Feis, Inc.
Danis Building Construction
Dr. Kenneth & Kristine Westerheide
Dublin Chamber of Commerce
Dublin Convention & Visitors Bureau
Dublin Irish Celebration
Dublin Life Magazine
Dublink Development Co., LLC
The Edger-Dezarn Wedding
Emerald Bank
Frank Slavik
Gene & Ann McDonough
Greg & Rae Jean Phillips
Ha'penny Bridge Imports of Ireland
Haslett Heating & Cooling
H.R. Gray
Jane Brautigam

J.G. Kelly Financial Group
Jim & Leslie Finn
Jim Tucker
Marilee Chinnici-Zuercher
Michelle Crandall
Myra Harper & Family
Nathan & Kelly Allen
Ohio Municipal Attorneys Association
Ohio Orthopedic Center of Excellence
Ohio Real Estate Consultants, Inc.
Paul & Claudia Lundahl
Phil & Lisa McCorkle
Priority Mortgage
Reed Arts
Reider/Thoman Family
Rob & Karen Chapell
Schottenstein, Zox & Dunn
ScottsMiracle-Gro
Senator Jim Hughes
The Shanahan Family
Spencer Family
S. R. Tokar Family
Strip, Hoppers, Leithart, McGrath & Terlecky, LPA
Tom & Gayle Holton
Tom & Maureen Pedrick
Tom McCash
Tony Keogh



GUEST SNAPSHOT

"I love seeing all the people... We went to Ireland for our honeymoon and this is the closest we can get to being back in Ireland. Love the music!"

~Festival Guest



Intercept surveys were conducted all three days of the Festival at various times and locations. These results give us a picture of our Festival guests.

- Survey respondents visited an average of 7.6 hours
- 97 percent rated their experience as "terrific" or "good"
- 13 percent attended all three days
- 11 percent of those surveyed were from outside Ohio
- 21 percent live in Dublin
- 38 percent of our survey respondents were first-time visitors
- 67 percent of those surveyed have college or post-graduate degrees
- Of those who responded, more than 28 percent reported an annual household income of greater than \$100,000
- 45 percent of survey respondents were between 30-50 years of age, 22 percent were between 50-65 and 22 percent were in their 20s
- 98 percent of our survey respondents are likely to return to the Festival in 2010 and 99 percent are likely to recommend the Festival to family, friends and co-workers



GIVING BACK

Sharing O' the Green



"Dublin Counseling Center has been participating in the City of Dublin Event Fund Partnership for the Irish Festival for a dozen years. We love that people have come to recognize and expect our presence at the Festival. It is an opportunity to not only serve the City and its guests, but also educate people and destigmatize the myths of mental health issues. The funds raised have been used for public education materials for clients; child therapy tools and toys; professional education materials for our clinicians; and much more."

~Lucy Smith, Dublin Counseling Center



The Sharing O' the Green program provides an opportunity for groups to serve the community and raise funds to support their own programs. This year \$103,775 was raised, an increase of 7 percent.

Sharing O' the Green program participants:

- Ancient Order Of Hibernians
- Balgriffin Homeowners Association
- Bishop Watterson Athletic Association
- Daughters of Erin
- Dublin Coffman Girls Field Hockey
- Dublin Coffman Girls Soccer Booster Club
- Dublin Coffman Hockey Association
- Dublin Coffman Mens Soccer
- Dublin Coffman Quarterback Club
- Dublin Community Swim Team
- Dublin Counseling Center
- Dublin Irish Celebration
- Dublin Jerome Girls Soccer Boosters
- Dublin Jerome Kickoff Club
- Dublin Rocks Wrestling
- Dublin Scioto Touchdown Club
- The Dublin Singers
- Dublin Women's Philanthropic Club
- Heather Glen Civic Association
- Ladies Ancient Order of Hibernians
- Lowell Trace Civic Association
- Miracle League
- The Shamrock Club of Columbus
- Skating Club of Central Ohio
- St. Brigid Athletic Association
- St. John's Lutheran Church
- Social Action Committee
- Trinity Park Homeowners Association

AWARDS

American Bus Association (ABA)

The American Bus Association named the Dublin Irish Festival one of North America's Top 100 Events for 2009



International Festival and Events Association (IFEA)

At IFEA's 54th Annual Convention, the Festival received 10 awards in specific categories:



Gold

Best Radio Promotion: Move Your Feet!

Best Sponsor: Wendy's International

Silver

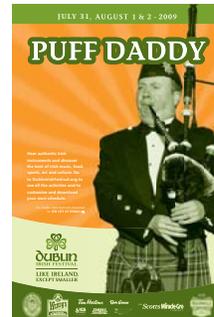
Best Local Television Program: Dublin Irish Festival Unwrapped, DTV

Best Radio Promotion: Mr. O'Casey's Irish Caber Toss Class

Best Ad Series: Puff Daddy, Fiddle Stix & Beat Box

Best Invitation: Round Up

Best New Promotion: Dublin Irish Festival Stout



Bronze

Best Television Promotion: Labored Caber Toss

Best Individual Sponsor Program: Old Bag of Nails

Best Other Merchandise: Little Pot O' Gold Onesie



HIGHLIGHTS



4 Miler

The annual 4 Miler was held Thursday during the Dub Crawl in Historic Dublin. Greg Wilmer was the top overall runner with a time of 21:26. The top female finisher was Melissa Converse with a time of 23:36.

Academy

Forty-four students enrolled in the Dublin Irish Festival Academy, held on Wednesday and Thursday prior to the Festival. Classes were taught by Niamh Parsons, Chris Bain, Jackie Moran and Brian Miller.

Bike Parking

During the Festival 865 guests took advantage of the two bike parking locations; which allowed guests to leave their bicycles in a secure location. An estimated 447 cars were not used due to the green efforts of Festival guests.

Dublin Irish Festival Stout

Brewed exclusively for the Irish Festival, Dublin Irish Festival Stout was on tap prior to the Festival in 15 local pubs and restaurants. At the Festival stout was served at every draft pouring location, with 148 kegs sold, 23 percent more than 2008.



Gaelic Games

On Saturday, August 1, the Festival held its Gaelic Games competition featuring athletes from Mid-Atlantic Scottish Athletics and Great Lakes Scottish Athletics Association. Competitors in three different classes participated in seven events throughout the day. Winners by class:

Masters (40+): Rob Hatch
Amateur A: Jason Thomas
Amateur B: Brian Huntley

Gatherings

Throughout the three-day Festival weekend, three couples tied the knot at the new gathering tent, adjacent to the Coffman Park pond. In addition, the Festival welcomed a family reunion and two social gatherings

Merchandise

The 2009 Festival merchandise offered new options for guest of all ages. New items included baby onesies, toddler T-shirts and golf balls. On Friday, sales increased more than 37 percent from 2008. More than 2,000 pieces of apparel and 500 pub and shot glasses were sold during the Festival. The Official Festival T-shirt – Like Ireland, Except Smaller – was the most popular T-shirt of 2009 and was sold out by Saturday evening.



Music and Dance

The Festival celebrated Irish music connections on a global level, featuring for the first time French-Canadian super group La Bottine Souriante, the Latin-infused sensation Salsa Celtica, and Nova Scotia's high-energy fiddling treasure, Troy MacGillivray. Returning favorites gracing Festival stages included Niamh Parsons & Graham Dunne, The Prodigals, Gaelic Storm, Scythian, Slide and Dervish. Jim Keenan and the Cape May Ceili Band drew a record number of participants to the popular Saturday Night Ceili. The Shamrock Pub and Celtic Music House stages displayed the talents of many fine central Ohio Irish musicians. Ann Richens, of the highly respected Richens/Timm Academy of Irish Dance, led the spirited Festival Finale extravaganza.

Scholarship Recipients

Twins Laura and Stephanie VanVliet were awarded the Dublin Irish Festival scholarships, which are funded by Emerald Club memberships. The twins graduated from Dublin Coffman High School. Laura attends The Ohio State University and studies chemical and biomolecular engineering and Stephanie attends Ohio Wesleyan University and is majoring in international studies.

Wee Folk

The Wee Folk Area saw an increase in the number of children taking part in the activities and fun. New crafts including Shamrock masks and personalized shamrock buttons. Great entertainment kept the wee folk Area popular.

Winners of this year's Irish contests were:

Reddest Hair

Under 8: 1st - James Berend, 2nd - Kaleigh Fischer, 3rd - Keelin Morris
Age 9-17: 1st - Devin Shutts, 2nd - Maggie Conroy, 3rd - Alex Bowman
Adult: 1st - Melissa Ward, 2nd - Shannon Fischer, 3rd - Kelly Eaucloire

Greenest Eyes

Under 8: 1st - Zoe Gaskins, 2nd - Asher Zakrajsek, 3rd - Caroline Mundy
Age 9-17: 1st - Maggie Conroy, 2nd - William Thompson, 3rd - Ashley Cantor
Adult: 1st - Dawn Wilson, 2nd - Danielle Lindley, 3rd - Reanna Evans

Most Freckles

Under 8: 1st - Kathleen Kelly, 2nd - Josh Jaminest, 3rd - Matty Zakrajsek
Age 9-17: 1st - Alex Bowman, 2nd - Madison Maynard, 3rd - Will O'Sullivan
Adult: 1st - Mary Morelan, 2nd - Bill Bishop, 3rd - Kelly Eaucloire



VOLUNTEERS

The Festival could not happen without the help of our 1,352 volunteers and their 13,721 hours of service.

Volunteer Survey Results

- 96 percent said they will volunteer again in 2010
- 94 percent said they felt appreciated by staff and patrons
- 98 percent of volunteers called their experience “excellent” or “good”
- The number one reason given for volunteering: “It has become a tradition”
- Our Dublin Irish Festival volunteers are “green” in more ways than one: 52 percent either carpooled, walked or rode a bike to the event to volunteer



Best of the Fest Award Winners

Each year, Best of the Fest awards are given to volunteers who distinguish themselves with their dedication to the Festival.

Leadership Award: William “Bill” Arehart

Bill has served hundreds of hours at the Dublin Irish Festival for one of the Festival’s favorite areas: the Celtic Canines. Described as the “go-to-man” for this educational and family-friendly area, Bill has been described as being a great advocate because “he tirelessly promotes Irish dogs at the Festival” and is an “outstanding organizer and leader.” His efforts stand out because of the “physical labor and coordination in working with all animals and breeds.”

Adult Event Award: Willie Ehrlich

An active community member, City and special event volunteer, Willie serves on the Communications Committee and truly gives it her all. One nominee said, “She is a shining example of a star volunteer,” while another said, “She never expects the spotlight, kudos or any praise.” Willie wears several hats during the Festival including taking responsibility for gathering surveys and acting as a media liaison, checking them in and helping them with their news stories.

Youth Event Award: Mitchell Graham

Never before has a first-time youth volunteer been given this honor. Each day of the Festival, Mitchell Graham came in to ask where his help was needed. His positive attitude was apparent. “He has a very mature understanding that things like this Festival can’t happen without everyone offering their help,” said one nominee. No stranger to serving others throughout the rest of the year, Mitchell “Buddy Walks” for the Down Syndrome Association of America and has tutored at Deer Run Elementary.

Family Award: Bob, Mara, Elisabeth, Stephanie, Laura, and Rebecca VanVliet

For the past eight years, this family has made a phenomenal impact on the Festival through their countless hours of service. In fact, they have made an impact on just about every special event in Dublin from those at the holidays, to St. Patrick’s Day and Independence Day. But the Dublin Irish Festival is their crowning family volunteer event.

VOLUNTEER LEADERSHIP

Advisory Board

William Arehart - Animal Exhibits
Kerry Donahue - Food Vendors
Laurie Donahue - Food Vendors
Linda Dreier - Admissions/Entryways
Scott Dring - Visitor & Hotel Relations
Jim Finn - VIP Memberships*
Leslie Finn - VIP Memberships*
Bill Hayden - Founders
Noreen Hayden - Founders
Michelle Hunter - Scholarship Foundation*
Ed Kelly - Sports
Patrick King - Beverages
Tim Krumlauf - Irish Community Pride
Kay McGovern - Cultural
Mark McGuire - Merchants
Tom Murnane - Sponsorship Relations***
Kitty Munger - PR/Promotions
Jeff Noble - Volunteers
Morton O'Kelly - Entertainment***
Tim Picciano - Dub Crawl*
Joe Regan - Feis
Diane Seiple - Community Relations
Donna Sharkey - Hospitality
Jerry Tracy - Sunday Services
Carol Zimmerman - Event Fund Partners

* 5 year

** 10 year

*** 20 year

Leadership Service Pins Awarded

Committee Members

HJ Baker
Jeanette Beeler
Mark Bernardin*
Becky Blatt
Matt Bloasco
Kelly Bonkofsky
Lisa Bova*
Nick Bova
Stuart Brand
Molly Byrne
Pat Byrne
Chris Clinton
Wayne Cruze
Jerry Curran
Chris Damo
Jody Daulton*
Judy Davis**
Tom Davis
Anna Dickson**
Nora Dorrian
Ryan Driscoll
Willie Ehrlich*
Anne Elliott
Abbi Failla
Sue Fleming
Trish Gary
Lynne Gatton
Anne Geese*
Anne Gleine
Brian Hanna
Jamie Heberling
Beth Hicks
Jenny Hill
Beth Hillmann
Abby Holtkamp
David Hopper*
Rachel Innes
Elaine Kehoe
Cristie Keller-Wilt
Marsha Kelty*
Kitty King
Steve Kranz
Pat Kranz
Brian LeRoy*
John Locke
Glenn Mackie
Kimm Massengill-Bernardin
Nona McGuire
Patrick Miller
Sue Mogan***
Pat Monahan
Kathy Murnane*
Ed Nangle
Rick Nelson
Joyce O'Neill*
Zane Paschal
Denae Rall
Mike Redmond
Clay Rose
Lynn Rose
Gregg Sheehe
Dennis Shuman
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Michelle Slavik
Cathy Jo Smith
Heather Smith
Sandy Smith
Stephen Smith, Jr.
Maggie Snow*
Chuck Speer*
Joe Starrett
Brian Sullivan
Mary Szymkowiak*
Kathleen Thon
Jerry Tracy
Mary Tracy
Lee Wolf-James*

FINANCIALS

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Admissions	353,867	396,577	487,600	507,201	533,633
Beverages	424,300	432,320	514,058	640,880	696,688
Vendors	97,698	101,755	107,945	119,770	131,416
Emerald/Celtic Rock Club	25,250	30,625	45,350	51,445	52,200
5K/ 4 Miler	3,055	2,935	4,397	-	-
Wee Folk	28,456	36,006	25,897	32,303	44,094
Academy	4,475	2,390	4,900	3,875	2,800
Refunds/Deposits	14,384	21,749	21,718	31,350	54,275
REVENUE TOTAL	\$1,072,985	\$1,161,857	\$1,352,939	\$1,547,223	\$1,700,805

EXPENDITURES	2005	2006	2007	2008	2009*
Meeting Expenses	2,758	941	1,004	2,492	2,605
Communications	5,712	1,420	1,378	1,469	297
Professional Services	735,335	859,337	1,117,433	981,015	1,036,584
Advertising	63,459	62,548	72,849	77,319	65,358
Printing	40,418	30,323	29,372	27,849	23,260
Operating Supplies	143,209	137,934	172,968	207,372	234,223
Special Projects/Promotions	24,792	31,255	52,481	22,685	22,315
Volunteer Services	16,861	21,460	20,110	21,758	14,269
TOTAL	\$1,032,544	\$1,148,218	\$1,467,595	\$1,341,959	\$1,398,911

*Figures as of 10/26/09

LOOKING AHEAD TO 2010



Presenting a festival with a high-quality, diverse line-up will be the driving force that will motivate and energize Festival staff, advisory board and committee members. In addition, we will strive to introduce our Festival, and most importantly, the Irish culture to a new and broader audiences.

Safety and guest comfort will remain paramount, we will present the most cost-effective event which will have a significant positive economic impact on the Dublin community.

We vow to hold dear the traditions and uniqueness of the Dublin Irish Festival while embracing new ideas. Thank you for your continued support.

Sláinte!
Dublin Irish Festival

2010 Goals

- Continue to program and promote each day of the Festival as its own unique experience to identified target markets to maximize efficiency and balance attendance
- Increase participation in the Irish Academy and associated hotel stays through a change of venue and timing
- Maximize revenue through cost reduction efforts, resource management and the addition of an individual VIP membership opportunity
- Provide meaningful engagement opportunities through the volunteer and revenue sharing programs while implementing succession planning practices for board and committee members
- Extend the reach and frequency of Festival messaging through the further expansion of social media efforts and engaging Festival guests with real-time information

Ongoing Goals

- Preserve the Irish cultural integrity of the Festival
- Improve the guest experience through exceptional customer service
- Focus on safety, crowd management and accessibility issues
- Focus on environmentally friendly practices

Mission

The mission of a City of Dublin event is to engage, enrich and unify the community and to showcase Dublin's amenities to visitors by producing high-quality, safe and family-friendly events.

The mission of the Dublin Irish Festival specifically is to produce an internationally recognized event that promotes Irish music, dance, culture and tradition. The Festival strives to significantly impact the Dublin economy through overnight stays in hotels and increased sales at area businesses.

2009 FESTIVAL STAFF

Festival Director

Sandra Puskarcik

Event Administrators

Mary Jo DiSalvo
Alison Doolittle LeRoy

Web

Bruce Edwards
Michael Sawicki

Communications

David Ball
Michael Racey

Administrative

Carina Dacierno
Tami Flenner
Terry Schimmoller
Chris Sever

Event Assistants

Dana Henry
Matthew Hogan
Amanda Smigelsky

Interns

Erica Bailey
Megan Moore
Lindsey Wright

2009 FESTIVAL SUPPORT

Finance

Steve Sova

Legal

Stephen Smith, Jr.

Parks & Open Space

Vince Vannicelli

Police

Lt. Heinz VonEckartsberg

Recreation Services

Barb Burkholder
Scott Hanks
Trish Lackey

Risk Management

Ron Whittington

Streets & Utilities

John Babyak
Jim DiBona

Volunteer Services

Judy Godsey
Christine Nardecchia
Rachel Adkins

Washington Township

Steve Skeldon

DUBLIN CITY COUNCIL

Mayor Marilee Chinnici-Zuercher

Vice Mayor Cathy A. Boring

Richard S. Gerber

Michael H. Keenan

Timothy A. Lecklider

John G. Reiner

Amy J. Salay

CITY MANAGER

Terry Foegler



The Dublin Irish Festival is presented by THE CITY OF DUBLIN 

5620 Post Road

Dublin, Ohio 43017

614-410-4545

DublinIrishFestival.org

Appendix E







Global Impact

- Since inaugural event in 1994, The Presidents Cup has grown in size and stature with each and every playing
- One of the most eagerly awaited, highly watched events in all of golf
- More than a golf tournament – **Diplomatic Strength** through presence of US Presidents and World Leaders as well as **Regional Value** through economic impact and international recognition

“The Presidents Cup is one of the world’s great sporting events attracting the international golfing world, Heads of State and industry leaders and is watched by millions of people globally” - Hon John Brumby MP, Premier of Victoria, Australia

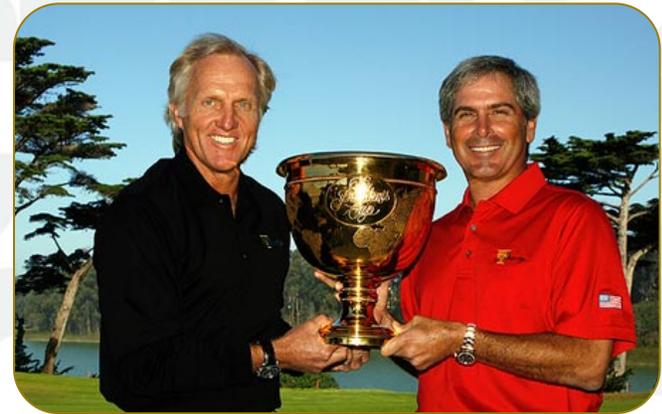




Strong Attributes

The Presidents Cup places on display many of the most positive attributes within the game of golf:

- Iconic Captains
- Sportsmanship
- Greatest Players
- Fierce Competition
- Leadership
- Charitable Giving
- Broad Fan Appeal





Charitable Giving

- The golfers who play in the event do not receive prize money
- Each player, captain and captain's assistant names a charity or golf related project to receive a portion of the proceeds
- Over US\$22 million has been donated to a wide range of worthy causes since the tournament began
- Record tying US\$4.2 million distributed worldwide following 2009 event





Players & Competition

- International Match Play format featuring the world's top players
- 12 Member Teams
 - United States
 - International (Excluding Europe)
- 34 Matches over Four Days of Competition
- Some of the greatest names of this era have participated in The Presidents Cup from Tiger Woods, Phil Mickelson, Jim Furyk and Fred Couples for the United States to Ernie Els, Vijay Singh, Nick Price and Greg Norman for the International Team





Legendary Captains

- Teams are led by legendary captains
- Men whose accomplishments on and off the golf course have earned them the admiration of fans and the respect of the superstars they have led
- 2009 Captains Greg Norman and Fred Couples reprise their roles in Melbourne for the 2011 event
- Former Captains include:
 - Jack Nicklaus, Gary Player, Arnold Palmer, Peter Thomson, Ken Venturi, Hale Irwin and David Graham





The Honorary Chairmen

- Since its inception, Presidents and Prime Ministers have served as Honorary Chairmen, allowing the competition to stand as a symbol of international goodwill that reaches beyond the fairway
- Their involvement further enhances the stature of The Presidents Cup as well as golf on a global basis

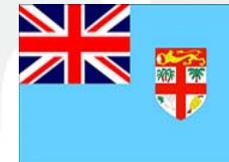
Year	Location	Honorary Chairman
1994	Washington DC, USA	38 th President of United States Gerald Ford
1996	Washington DC, USA	41 st President of United States George H.W. Bush
1998	Melbourne, Victoria, Australia	Prime Minister of Australia, John Howard
2000	Washington DC, USA	42 nd President of United States William Jefferson Clinton
2003	George, South Africa	President, Republic of South Africa, Thabo Mbeki
2005	Washington DC, USA	43 rd President of United States George W. Bush
2007	Montreal, Quebec, Canada	Prime Minister of Canada, Stephen Harper
2009	San Francisco, California, USA	44 th President of United States Barack Obama
2011	Melbourne, Victoria, Australia	Prime Minister of Australia, The Honourable Julia Gillard





Event Impact – Global Reach

- **Over 600 credentialed media traveling in from all corners of the world**
- **Thousands of stories and posts emanating from Muirfield Village Golf Club and Dublin, Ohio**
- **All leading US sports media will cover the week's activities and competition**
- **All regional media will cover the competition, human interest and business stories related with the Presidents Cup**





Event Impact – Strong Viewership

- The Presidents Cup provides global exposure for countries outside of Europe and the U.S. unmatched by any other event in golf
- Broadcast distributed to over 200 Countries through 16 International television networks
- Over 26 hours of live golf competition coverage over 4 days to over 600 million households throughout the world. Emerging international markets are able to showcase themselves on the world stage





International Television Reach

225 COUNTRIES...580 MILLION+ HOUSEHOLDS...30 LANGUAGES

CANADA

The Golf Channel
Canwest / Canwest HD
TSN / TSN HD
RDS / RDS HD

LATIN AMERICA

PAN-LATIN AMERICA
Golf Channel Latin
America
ESPN
COLOMBIA
CityTV
BRAZIL
ESPN Brasil

EUROPE

UK
Sky Sport
Sky Sports HD
GERMANY
Sky Sports/Sky Sports HD
SWITZERLAND
Teleclub Sport
SPAIN
Golf+/Canal+ Deportes HD
ICELAND
2 Sport
GREECE & CYPRUS
Novaspport
FRANCE
Sport +/Canal + Sport
BELGIUM
Be Sport
PORTUGAL
Sport TV/Sports TV HD
Sport TV Golfe
NETHERLANDS
Sport 1/ Sport 1 HD
SCANDINAVIA & BALTICS
Viasat Golf
SWEDEN & FINLAND
Viasat Sport
Viasat Sport HD
DENMARK
TV2 Sport
TV2 Sport HD

EUROPE (cont.)

NORWAY
Viasat Sport
Viasat Sport HD
CZECH REPUBLIC
CT4 Sport
BALKANS
GolfKlub
SportKlub
PAN-EUROPE
Eurosport
Eurosport HD
CNBC Europe

MIDDLE EAST

PAN-MIDDLE EAST
Fox Sports
ESPN/ESPN Israel

AFRICA

PAN-AFRICA
SuperSport
ESPN

AUSTRALASIA

AUSTRALIA & NEW ZEALAND
Fox Sports
Fox Sports HD

ASIA

JAPAN
NHK BS-1
GTV
Jupiter Golf Network
SOUTH KOREA
SBS Sports/SBS Sports HD
SBS Golf/SBS Golf HD
SBS/SBS HD
CHINA
Golf Channel
Selective Provincial Channels
HONG KONG
i-CABLE/i-CABLE HD
MALAYSIA
Astro Golf Channel
Astro SuperSports HD
INDIAN SUBCONTINENT
Neo Sports
SINGAPORE
StarHub Golf Channel
Sports HD
Super Sports
PHILIPPINES
Solar Sports
THAILAND
TrueSport
TAIWAN
Golf Channel HD/Z Channel
PAN-ASIA
CNBC Asia



Event Impact – Regional Value, Local Activation

- Projected economic impact to the City of Dublin and Greater Columbus - \$50 million
 - Potential of 5 - 7,000 + international travelers
 - Over 10 - 12,000 + spectator room nights anticipated
- Attendees will stay in Dublin and Columbus and spend their money on room nights, food & beverage and regional attractions
- Anticipated Attendance
 - 30,000+ per Competition Day
 - 150,000 over throughout week
 - Domestic – 95%
 - International – 5%





Audience Profile

- The Presidents Cup attracts Educated, Affluent, Influential Audience

Job Title: President	149
Job Title: Vice President	194
Job Title: Top Manager	159
HHI \$200,000+	158
Decides Travel 1 Million +	195
Flies Internationally for Business	174



INDEX VS. US AVG.
(US AVG.=100)

Source: MRI DB 2009



Support Request – City of Dublin



Partnership Outline

PGA TOUR and Muirfield Village Golf Club seek the support of the City of Dublin, along with other leading public entities, through four primary areas of focus:

- Financial Commitment
- City Services Support
- Marketing Communication Cooperation
- Political and Diplomatic Contribution

In recognition of the City's support The President's Cup will deliver tangible assets through various outlets detailed within:

- Region host collaboration benefit
- Hospitality, Business Development Venue
- Official Functions Presence
- Asset Delivery



Financial Commitment

The President's Cup seeks \$250,000 through the City's budget, broken down as follows:

- 2011 - \$25,000
- 2012 - \$100,000
- 2013 - \$125,000

Potential option to include fees from Dublin CVB and bed tax funds to support/offset investment

Fees requested to be paid on or before August 1st of each year.



City Services Support

The President's Cup seeks services provided by the City of Dublin in an equivalent financial amount of \$100,000. Included in the value offered is:

- Uniform Police assignments throughout week (within Dublin and on Tournament grounds)
- Traffic Operations (i.e., Signs, Street Barricades, City Personnel)



Marketing & Communication

Request for the City of Dublin to cooperate with The Presidents Cup through the inclusion of Presidents Cup recognition in the annual marketing/communications plans:

- Advertising Campaigns (print, electronic)
- Branded media (website, newsletters, press releases)
- Promotional Platforms (Street Signs, Conference/Convention displays)



Political and Diplomatic Contribution

The Presidents Cup will invite City of Dublin leaders to participate in various official functions. Potential inclusions are:

- 2011 Presidents Cup Official Party (Melbourne, Australia)
- 2013 Presidents Cup Kick Off Reception(s)
- 2013 Presidents Cup Official Functions (Opening/Closing Ceremonies, official parties/receptions)



Asset Delivery

City of Dublin will gain access to various assets available through the 2013 Presidents Cup:

Official Host Collaboration

- Join the State of Ohio, City of Columbus, Franklin and Delaware Counties as an Region Hosts
- Receive media recognition – placed and earned – throughout the build up to the event and during competition week. An extended window of May 2010 through October 2013.

Hospitality/Business Development Venue

- Exclusive use of the Sarazen Villa throughout week for entertainment and business development
- 150 tickets per day (Mon-Sun)
- 10 preferred parking passes
- 10 invitations to Presidents Cup Gala and all other official functions including Opening/Closing Ceremonies



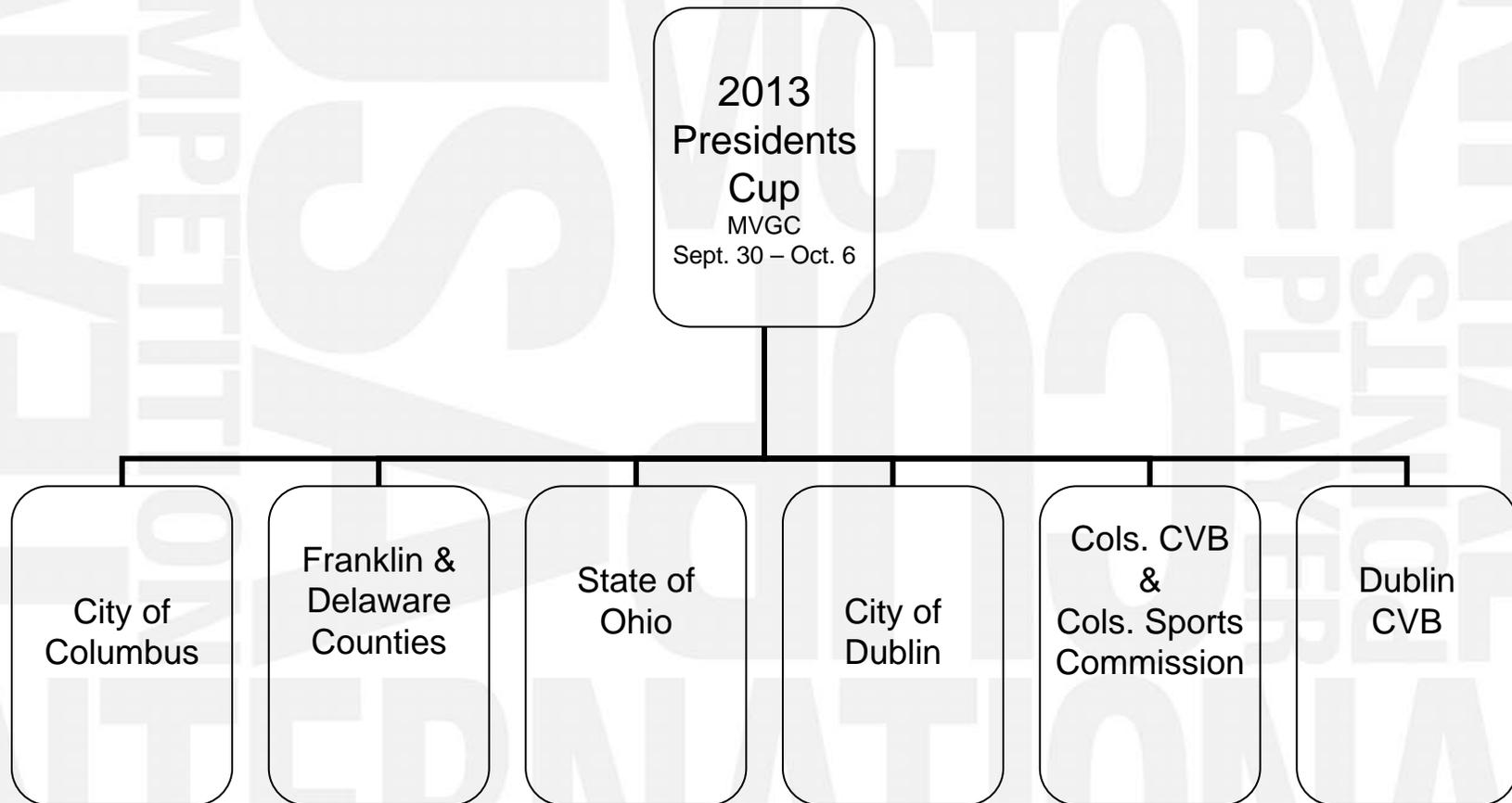
Asset Delivery

Muirfield Village Golf Club and the PGA TOUR will develop a plan to position Dublin, Ohio as the designated destination for President's Cup spectator packages, included in the planning:

- Develop spectator package that includes room nights, President's Cup tickets, transportation to and from hotel and course, evening events.
- Partner with City of Dublin, Dublin CVB, member hotels and area merchants to establish spectator package components
- Establish pricing levels and communication process – partner with PGA TOUR
- Beginning in Fall 2011 – communicate options during 2011 event

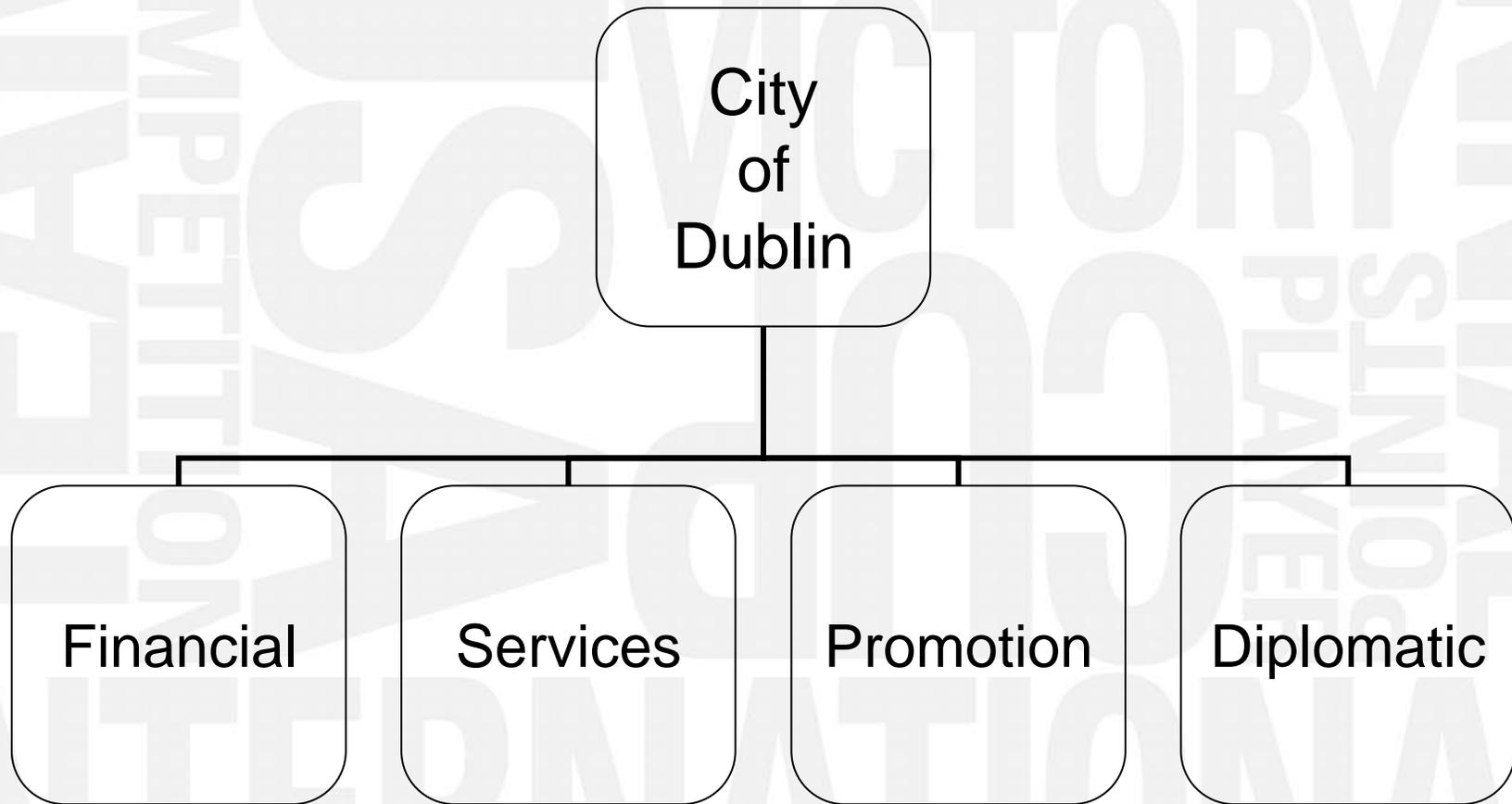


Support Model - 2013 Presidents Cup





Support Model - City Of Dublin





Thank you

Appendix F



RECORD OF RESOLUTIONS

Dayton Legal Blank, Inc., Form No. 30045

Resolution No. 31-12

Passed _____, 20____

A RESOLUTION ADOPTING THE CITY OF DUBLIN'S GOALS FOR 2012-2013

WHEREAS, the City of Dublin has a rich history of engaging in an annual goal setting process to establish its near term priorities for the community; and

WHEREAS, many of the goals of Council from previous years continue to remain active and guide the actions of both Council and the Administration in their budgeting and programming initiatives; and

WHEREAS, City Council endeavors to be strategic in its deliberations regarding these goals so that the current opportunities, needs and challenges facing the community are fully considered; and

WHEREAS, City Council desires to formally adopt its 2012-2013 goals to help guide the City in shaping its future.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Dublin, State of Ohio, 4 of the elected members concurring, that:

Section 1. As a result of the annual goal-setting process, Dublin City Council hereby reaffirms the following Strategic Focus Areas and their associated policy statements, which represent those major areas of emphasis upon which the City's existing and new goals will continue to focus.

STRATEGIC FOCUS AREAS

- **Fiscal Health & Economic Vitality**

Policy: The City ensures its financial security through the implementation and coordination of sound fiscal policies; carefully balanced land planning reflecting sound land use principles; forward investing in infrastructure development; and a continuous focus on successful economic development programs

- **Liveable, Sustainable and Safe**

Policy: The City supports a Liveable, Sustainable and Safe community by encouraging community pride and facilitating a high level of quality of life for citizens by planning and emphasizing public safety, innovative programs, community wellness and extraordinary amenities.

- **Civic Engagement**

Policy: The City creates a participatory environment for the active engagement of residents and community stakeholders by promoting proactive and ongoing communication; providing opportunities for citizens to utilize their talents and skills to benefit the community; encouraging citizen education and interactions with the City and other organizations in order to foster pride and ownership in the community.

- **Public Services and Infrastructure**

Policy: The City provides appropriately designed, well maintained and robust public infrastructure systems. Additionally, the City provides exemplary public services delivered in a manner to ensure an extraordinary quality of life. Infrastructure and services are provided in a cost-effective manner to meet the

RECORD OF RESOLUTIONS

Resolution No. 31-12

Page 2 of 3
Passed _____, 20____

needs and expectations of residents, businesses, visitors and other stakeholders. These systems and services are created and implemented through a process of thoughtful prioritization with broad community input.

- **Smart, Customer-focused Government**

Policy: The City maximizes its financial and human resources to execute the responsibilities of local government and to achieve established goals. The City is accountable and responsive to the needs and the desires of the community by employing performance-based management systems; evaluating best practices of other high-performing organizations; and working collaboratively with other public entities to provide efficient, responsive and innovative local government.

Section 2. As a result of the annual goal-setting process, Dublin City Council hereby adopts the following goals for 2012-2013:

2012-2013 CITY COUNCIL GOALS

Goal 1. Facilitate increased networking between business and government to better understand business needs, challenges and opportunities to optimize Dublin's business climate. Continue to focus on and pursue international opportunities that support the attraction, growth and development of businesses.

Goal 2. Develop a 21st century learning environment, combining library and educational facilities, which will provide opportunities for lifelong learning, educational synergies and support the City's economic development, while advancing the community's quality of life. The City will initiate a site selection process for the facility(ies) and establish a plan for acquisition.

Goal 3. Realize the vision of true mixed-use, walkable neighborhoods in the Bridge Street District by working with our public and private partners to create a sustainable, vibrant and dynamic mix of land uses, creative open spaces, and signature architecture that attract a diverse population of residents and visitors. Begin implementation of the vision by cooperating in the development of charter projects, establishing gateways at major District entries, and evaluating the creation of entertainment districts.

Goal 4. Develop brand recognition locally, nationally and internationally through key stakeholders and strategic market initiatives. Tell and validate the Dublin experience through engagement of third parties who champion the brand for the advancement of Dublin.

Goal 5. Create a community culture of health, wellness and work/life balance for those who work and live in Dublin using innovative, collaborative, community-based educational and motivational initiatives

Goal 6. Build on the City's existing practice of shared services by continuing to explore new partnerships with private, non-profit, and governmental entities, with a focus on service improvement and/or cost reduction.

Goal 7. Design and implement a city-wide training and professional development program that reinforces the Dublin brand by ensuring employees have access to the right resources, training and skill improvement opportunities that maximize employee talents, foster a culture of innovation, and promote excellence in customer service through a coordinated, multi-year employee development strategy.

RECORD OF RESOLUTIONS

Dayton Legal Blank, Inc., Form No. 30045

Resolution No. 31-12

Page 3 of 3
Passed _____, 20____

Section 3. This Resolution shall take effect and be in force upon passage in accordance with Section 4.04(a) of the Revised Charter.

Passed this 18th day of June, 2012.

Timothy A. Leebidin

Mayor – Presiding Officer

ATTEST:

Anne C. Clark

Clerk of Council



City of Dublin

Office of the City Manager

5200 Emerald Parkway • Dublin, OH 43017-1090

Phone: 614-410-4400 • Fax: 614-410-4490

Memo

To: Members of Dublin City Council

From: Marsha I. Grigsby, City Manager 

Date: June 14, 2012

Initiated By: Sara Ott, Sr. Project Manager

Re: Resolution 31-12 – Adopting City of Dublin Goals for 2012-2013

Background

Attached is Resolution 31-12, presenting the goals of the City of Dublin for 2012-2013, based upon City Council's discussion at its annual goal setting retreat in February 2012.

The resolution reaffirms City Council's support of the strategic focus areas and accompanying policy statements for operations of the City. There are no changes to the strategic focus areas from last year.

Goals 1, 2, and 3 have been expanded to further articulate City Council's perspective and direction. Goal 4 is a new goal to address increasing the value and promotion of the Dublin brand. Goals 5,6,7 remain unchanged from 2011-2012.

Recommendation

Staff recommends adoption of Resolution 31-12 at the June 18 Council meeting.

RECORD OF RESOLUTIONS

Dayton Legal Blank, Inc., Form No. 30045

Resolution No. 18-11

Passed _____, 20____

A RESOLUTION ADOPTING THE CITY OF DUBLIN'S GOALS FOR 2011-2012

WHEREAS, the City of Dublin has a rich history of engaging in an annual goal setting process to establish its near term priorities for the community; and

WHEREAS, many of the goals of Council from previous years continue to remain active and guide the actions of both Council and the Administration in their budgeting and programming initiatives; and

WHEREAS, the City Council endeavors to be strategic in its deliberations regarding these goals so that the current opportunities, needs and challenges facing the community are fully considered; and

WHEREAS, the City Council desires to formally adopt its 2011-2012 goals to help guide the City in shaping its future.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Dublin, State of Ohio, 7 of the elected members concurring that:

Section 1. As a result of the annual goal-setting process, Dublin City Council hereby reaffirms the following Strategic Focus Areas (and their associated policy statements), which represent those major areas of emphasis upon which the City's existing and new goals will continue to focus.

STRATEGIC FOCUS AREAS

- **Fiscal Health & Economic Vitality**

Policy: The City ensures its financial security through the implementation and coordination of sound fiscal policies; carefully balanced land planning reflecting sound land use principles; forward investing in infrastructure development ; and a continuous focus on successful economic development programs

- **Liveable, Sustainable and Safe**

Policy: The City supports a Liveable, Sustainable and Safe community by encouraging community pride and facilitating a high level of quality of life for citizens by planning and emphasizing public safety, innovative programs, community wellness and extraordinary amenities.

- **Civic Engagement**

Policy: The City creates a participatory environment for the active engagement of residents and community stakeholders by promoting proactive and ongoing communication; providing opportunities for citizens to utilize their talents and skills to benefit the community; encouraging citizen education and interactions with the City and other organizations in order to foster pride and ownership in the community.

- **Public Services and Infrastructure**

Policy: The City provides appropriately designed, well maintained and robust public infrastructure systems. Additionally, the City provides exemplary public services delivered in a manner to ensure an extraordinary quality of life. Infrastructure and services are provided in a cost-effective manner to meet the needs and expectations of residents, businesses, visitors and other stakeholders. These systems and services are created and implemented through a process of thoughtful prioritization with broad community input.

RECORD OF RESOLUTIONS

Dayton Legal Blank, Inc., Form No. 30045

Resolution No. 18-11

Page 2
Passed _____, 20____

- **Smart, Customer-focused Government**

Policy: The City maximizes its financial and human resources to execute the responsibilities of local government and to achieve established goals. The City is accountable and responsive to the needs and the desires of the community by employing performance-based management systems; evaluating best practices of other high-performing organizations; and working collaboratively with other public entities to provide efficient, responsive and innovative local government.

Section 2. As a result of the annual goal-setting process, Dublin City Council hereby adopts the following goals for 2011-2012:

2011-2012 CITY COUNCIL GOALS

Goal 1. Facilitate increased networking between business and government to better understand business needs, challenges and opportunities to optimize Dublin's business climate.

Goal 2. Develop a 21st century learning environment, combining library and educational facilities, which will provide opportunities for lifelong learning, educational synergies and support the City's economic development, while advancing the community's quality of life.

Goal 3. Complete the Bridge Street corridor plan to provide a vision for the corridor, which will reinforce the City's long-term competitiveness, create a vibrant and walkable environment with a dynamic mix of land uses and housing types, and that enhances the City's long-term sustainability.

Goal 4. Create a community culture of health, wellness and work/life balance for those who work and live in Dublin using innovative, collaborative, community-based educational and motivational initiatives.

Goal 5. Build on the City's existing practice of shared services by continuing to explore new partnerships with private, non-profit, and governmental entities, with a focus on service improvement and/or cost reduction.

Goal 6. Design and implement a city-wide training and professional development program that reinforces the Dublin brand by ensuring employees have access to the right resources, training and skill improvement opportunities that maximize employee talents, foster a culture of innovation, and promote excellence in customer service through a coordinated, multi-year employee development strategy.

Section 3. This Resolution shall take effect and be in force upon passage in accordance with Section 4.04(a) of the Revised Charter.

Passed this 25th day of April, 2011.

Timothy G. Lechler
Mayor – Presiding Officer

ATTEST:

Anne C. Clarke
Clerk of Council



CITY OF DUBLIN

Office of the City Manager
5200 Emerald Parkway
Dublin, Ohio 43017-1090
Phone: 614-410-4401 * Fax: 614-410-4900

Memo

TO: Members of Dublin City Council
FROM: Marsha Grigsby, City Manager *J. Grigsby*
DATE: April 21, 2011
RE: Resolution 18-11 - Adopting the City of Dublin's Goals for 2011-2012

Summary

Attached is a resolution presenting the goals of the City of Dublin for 2011-2012.

The resolution reaffirms City Council's support of the strategic focus areas and accompanying policy statements for operations of the City. One focus area is presented with a slight modification to clearly delineate the City Council's intent for community wellness as part of the Sustainable, Livable and Safe strategic focus area.

Goals 1, 2, and 3 remain as a continuation from the 2010-2011 goals. Three new goals - numbers 4,5, and 6 – are based upon City Council's discussion at its annual goal setting retreat in February, 2011.

Language referencing goals established prior to 2010 is not included in the resolution. The intent of these earlier goals was incorporated into the strategic focus areas or the goals have been met.

Recommendation

Staff recommends adoption of Resolution 18-11 adopting the City of Dublin's goals for 2011-2012.

Appendix G



Dublin Hotels

KEY



Internet



Restaurant on site



Pets permitted



Pool



Exercise



Breakfast

						# of Rooms	Suites
Chase Suite Hotel 4130 Tuller Rd. 766-7762 • 888/433-9408 www.chasehoteldublin.com			outdoor			92	92
Columbus Marriott Northwest 5605 Blazer Pkwy. 791-1000 • 888/801-7133 www.columbusmarriottnorthwest.com			indoor			303	6
Courtyard by Marriott 5175 Post Rd. 764-9393 • 800/321-2211 www.dublincourtyard.com			indoor			147	12
Crowne Plaza Columbus-Dublin 600 Metro Pl. N. 764-2200 • 866/372-5566 www.crowneplaza.com/dublinoh			indoor			215	1
Embassy Suites Columbus/Dublin 5100 Upper Metro Pl. 790-9000 • 800/362-2779 www.columbusdublin.embassysuites.com			indoor			284	284
Extended StayAmerica-Metro Place 450 Metro Pl. N. 760-0053 • 800/398-7829 www.extendedstayhotels.com						104	104
Extended Stay Deluxe-Tuttle Crossing 5530 Tuttle Crossing Blvd. 760-0245 • 800/398-7829 www.extendedstayhotels.com						82	82
Hampton Inn 3920 Tuller Rd. 889-0573 • 800/426-7866 www.columbusdublin.hamptoninn.com			outdoor			123	0
Hilton Garden Inn 500 Metro Pl. N. 766-9900 • 800/600-1550 www.columbusdublin.gardeninn.com			indoor			100	0
Holiday Inn Express Dublin 5500 Tuttle Crossing Blvd. 793-5500 www.hiexpress.com/dublinoh			indoor			117	3
Homewood Suites by Hilton 5300 Parkcenter Ave. 791-8675 • 800/225-5466 www.homewoodsuites.com			indoor			89	89
Quality Inn & Suites 3950 Tuller Rd. 764-0770 800/4CHOICE www.qualityinn.com						41	41
Red Roof Inn 5125 Post Rd. 764-3993 • 800/843-7663 www.redroof.com						106	0
Residence Inn by Marriott 435 Metro Pl. S. 791-0403 • 800/331-3131 www.dublinresidenceinn.com			outdoor			106	106

*Contact for additional cost

Hotel / Motel Tax

The City's Director of Taxation reviews the application for completeness and accuracy and in some cases will meet with the applicant prior to their submitting a formal grant request. Once the Director of Taxation determines the application is complete and ready for review, it is then given to the City Council Finance Committee. The Committee considers requests and makes recommendations to Dublin City Council.

Applicants are encouraged to attend these review meetings. A meeting notice will be mailed to applicants. Approval or disapproval of the Finance Committee's recommendation to grant/deny funds is made by City Council. Applicants can watch the City Council meeting live on the City's website, www.dublin.oh.us.

Grant Follow-up Report

Organizations receiving grants must complete and submit a Grant Follow-up Report within 30 days after the event or upon completion of the project. This report documents how the funds were spent; the funds must be spent solely on the event or project for which the grant was sought. The report should also document how the City's logo was incorporated into the organization's event or project. The grant will be rescinded if the Grant Follow-up Report is not submitted within 30 days. The Grant Follow-up Report Form, along with all the information in this brochure, is available at the City's website: www.dublin.oh.us/taxgrant.

Send Applications:

Faye Gibson
Director of Taxation
5200 Emerald Parkway
Dublin, Ohio 43017
Phone: 614-410-4430
Fax: 614-923-5539

Ten (10) copies of applications must be received no later than 5 p.m., Friday, Nov. 5 for consideration for a grant.

Dublin City Council

At-Large Council Members

Marilee Chinnici-Zuercher
Richard S. Gerber
Michael H. Keenan

Ward Council Members

Cathy A. Boring (Ward 1)
Vice Mayor - Amy J. Salay (Ward 2)
John G. Reiner (Ward 3)
Mayor - Timothy A. Lecklider (Ward 4)

Interim City Manager

Marsha Grigsby

City of Dublin

Hotel / Motel Tax Grant Application & Process



www.dublin.oh.us/taxgrant



CITY OF DUBLIN..

City of Dublin
Department of Finance
5200 Emerald Parkway
Dublin, Ohio 43017
614-410-4400 (phone)
614-761-6535 (fax)
www.dublin.oh.us



CITY OF DUBLIN..

Review of Grant Requests

The City of Dublin Hotel/Motel Tax Fund was established to improve the quality of life for its residents, corporate citizens and visitors. As home to 15 hotels/motels, Dublin generates funds from a six percent tax on overnight stays as outlined in City Ordinance 133-87. These funds are invested back into the community through designated projects and events that enhance visitor appeal and encourage overnight stays.

Criteria

The City welcomes grant requests from federally recognized, tax-exempt, not-for-profit organizations. Grants are made in the areas of:

- Cultural arts
- Beautification of public property
- Improvement of Dublin's historic district
- Special events
- Projects/events that appeal to Dublin visitors/tourists
- Other projects that will enhance Dublin

Priorities

The City of Dublin is interested in funding organizations that demonstrate they have planned their projects with respect to the community's goals and values. Priority is given to projects that:

- Generate overnight stays in Dublin hotels
- Encourage support of Dublin businesses, restaurants and attractions
- Attract positive coverage in local, regional and national media
- Reach a broad segment of the community
- Request seed money for innovative programs related to the aforementioned criteria
- Seek multiple sources of support rather than rely on the City as a single funding source
- Yield benefits to the community for the resources invested
- Promote cooperation among event organizers to reduce costs
- Enhance or improve the community

Limitations

Since the City of Dublin cannot fund every worthwhile endeavor, its resources are directed to those areas where public support will have the greatest impact. In general, the following are not considered for funding:

- Individuals
- Organizations that support political candidates or political philosophies
- Organizations whose primary purpose is to influence, promote or attempt to initiate legislation
- Organizations in need of funding for travel outside of Dublin
- For-profit ventures
- Budget deficits incurred prior to application
- Endowments

Application Process

Ten (10) copies of the proposal must be submitted. Requests for funding must be type-written and respond to the following in the order presented:

A. Organization

- Name, address, phone number and federal I.D. number of the organization and a contact person. State whether the applicant is controlled, supervised, operated by or in connection with another organization, or if it is the outgrowth of another organization
- History and description of the program and goals
- Names and addresses of the Board of Directors, board members associated with/employed by the organization and documentation that the board authorized the application
- Names, titles, duties and qualifications of volunteers and/or staff responsible for project implementation
- A copy of the Treasury letter certifying tax-exempt status as an organization that is not a private foundation and a copy of the organization's most recent Form 990 - Income Tax Return of Organization Exempt for Income Tax

B. Project/Event

- Project - List project/event title.
- Purpose - What will the project accomplish? Is the request for a one-time special project or new activity, or operating support for an existing program or event?
- Budget - Amount requested and a complete statement of the purpose of the grant. What is the total cost of the project? Specifically, how will the money be used? When will the money be needed?

- Goals - What are the opportunities that the project will attempt to attract? What immediate and long-range results are expected? Who will benefit from the project? How and to what extent?
- Attendance - What is the expected spectator attendance? What is the expected participant attendance? What are the attendance records for the last two years?
- Overnight Visitors - How many overnight visitors are estimated? What is the basis for estimates? How will you promote Dublin hotels?
- Promotion - How will the project/event be promoted? In what mediums/markets will you be promoting this event?
- City Services - What City services are required to implement the project/event? What is the cost of these services? Have these services been coordinated with the City's Events Administration? Has an Event Permit Application been approved?
- Approach - How will the project be carried out? Where and by whom? How long will it take?
- Support - What other sources of support are committed or are being sought for the project? Organizations and amounts should be listed.
- Future Support - Will the project continue beyond the funding period? If so, how will it be supported? If the program is to be sustained, provide plans for permanent support after the City's funding has terminated.
- Maintenance Costs - What are the projections for short-term and long-term costs to maintain this project?
- Coordination - What other organizations are working on the project/event? How will coordination be accomplished?
- Evaluation - By what criteria will the success or failure of the project/event be measured? What are the methods and dates of evaluation?
- Follow Up - Certification that the organization will complete and submit a Grant Follow-up Report within 30 days after the event or upon completion of the project.
- Letters of support, articles or data relating to the project may be included as appendices.
- Meetings with representatives of the requesting organization may be necessary to gain a complete understanding of the project.

C. Deadlines

- **Applications must be submitted to the City no later than 5 p.m. on Friday, Nov. 5, 2010.**

Hotel/Motel Tax Grants 2007 - 2011
EXHIBIT A

	2007	2008	2009	2010	2011
Dublin Arts Council (Cell Phone Tour)					22,050
DCVB (Australian Rules Football Championship Bid Fee)					6,000
Dublin Kiwanis Frog Jump	3,000	4,000	5,750	5,650	5,750
Dublin Soccer League (goals)		21,000	29,004	6,547	
Arthritis Foundation	7,500	7,500	10,000	10,000	10,000
Ohio Wildlife Center	28,194				
National InterCollegiate Flying Association					7,500
DYA - Baseball Tournaments	5,200				22,500
Dublin Area Art League		3,500	7,000	10,800	10,800
Living History Exhibit				2,400	
Ohio Premiere Girls Soccer			5,350		
Dublin Historical Society				15,302	
Dublin Coffman HS Teen Institute	3,000				
Historic Dublin Business Assn - 200 Years of Commitment to Community	20,000	20,000	15,000	20,000	20,000
Ohio AAU Track & Field Championships	5,780				
Dublin Jerome HS Big Band Classic		3,650			
Mustang Club of America		2,200			
Arthrogyposis MC Support		3,150			
Dublin Women's Philanthropic Club			1,000	1,000	
Can-Am Games				24,950	
Blarney House Charities				3,000	
Dublin Chamber Civic Foundation				4,000	
P.R.O.U.D.				1,350	
Dublin Historical Society/City/Library				8,600	
Dublin City Schools - "Leatherlips"				9,000	
Dublin Foundation				4,500	
Miracle League of Central Ohio					6,500
Dublin Farmers Market					7,000
Ohio Cycling Association					4,925
Dublin Scioto Lacrosse Boosters					3,000
Kiwanis Club of Dublin					2,200
Total	74,681	59,508	75,113	137,109	128,225
Dublin Convention & Visitors Bureau	619,156	587,868	490,514	510,513	560,729
Dublin Arts Council	431,465	439,494	447,724	456,158 *	464,802 *
* Does not include deduction of \$75,000 for bicentennial art					

Appendix H





2012 City of Dublin Community Event Guidebook

Provided by:
City of Dublin
Events Administration
5620 Post Road
Dublin, OH 43017
614-410-4545
614-410-4535 fax
*Available online at <http://www.dublin.oh.us/cr/guidebook>
Updated December 2011*

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Welcome

We are pleased you have chosen Dublin as the site for your community event and are sure you will find a cooperative and friendly spirit among the businesses, merchants, employees and residents of Dublin.

A number of City departments are involved in the logistics necessary to produce a safe and successful community event. In addition, the City requires permits and approvals before an event may take place.

In an effort to simplify the application procedures for community event planners, the City of Dublin has prepared this guidebook. The staff of Events Administration is available to answer your questions to ensure a successful event.

Please note that the event organizer is responsible for fees and wages for all City services and staff as determined by the Community Event Committee. The event organizer may also be charged a rental fee for use of City facilities and an additional fee for lost or damaged City property. On approval by City Council, Dublin's Hotel/Motel Tax Fund may be available to help offset these and other costs associated with your event, should you choose to apply.

Please feel free to call me at Events Administration at 614-410-4545 once you've had the opportunity to review the enclosed information.

Here's wishing you a great event!

Sincerely,

Terry Schimmoller
Community Event Liaison
Events Administration
City of Dublin

Community Event Permit Process At-a-Glance

Every event must go through the permit process whether it is a new or annual event.

Definition of an Event:

Event means any festival, concert, parade, public performance or announced public gathering held on a public street, right-of-way or public property. Events in which the public is invited on private property which may affect public safety, health or welfare by their impact on surrounding public or private property or which may involve an improper use of the property under other City ordinances, such as zoning restrictions, may be deemed an event for the purpose of this ordinance.

Definition of a Community Event:

Generally, a Community Celebration is any activity/event held in conjunction with four recognized community-wide events: St. Patrick's Day Celebration, The Memorial Tournament, Independence Day and the Dublin Irish Festival.

Affected dates. A Community Celebration may only take place during the days of the events listed above.

Substitutions. There will be no substitute dates or additional events where Community Celebrations may take place under this policy.

Purpose -- The purpose of providing special permits to Community Celebrations is to promote community-wide activities celebrating these four events and to expand community involvement in the City of Dublin's signature celebrations.

Step One: Community Event Permit Application & Guidebook

- Complete and return the City of Dublin Community Event Permit Application at least ninety (90) days prior to the event. Use this Guidebook as a reference to complete the application.
- The Community Event Committee will review a Permit Application packet only if all forms are completed and all necessary information and supporting documents are included.

Step Two: Community Event Committee Meeting

- When a completed Permit Application has been received, a representative of Dublin Events Administration will schedule your attendance at a Community Event Committee meeting, generally held on Thursday mornings anywhere from 90 to 45 days before your event date.
- If, after meeting with the Community Event Committee, the completed Permit Application is approved, the event organizer will receive a Community Event Permit listing the specific requirements that have been met to hold the event.

Community Event Administrative Policy

Community Event Committee: The Community Event Committee consists of City of Dublin staff representing the various departments that may provide a service during an event. These committee members review the Community Event Permit Application and offer suggestions and recommendations for approval or denial. The Community Event Committee will meet at least once with the applicant.

Permit required; exception:

No person shall engage, participate in, aid, form or start an event unless a permit is obtained from the City of Dublin Events Administration. This section shall not apply to the following:

- Funeral processions supervised by a licensed mortuary
- Picketing as permitted by City ordinance
- Or other event as approved by the City

Issue of permit; conditions:

Criteria of Issuance of a Community Event Permit. The Director of Events Administration, using the recommendations of the Community Event Committee, shall issue a permit for a proposed event unless he/she finds:

- A. The Permit Application is not complete in all material respects and all information contained in the application does not accurately reflect the knowledge of the applying organization/individual
- B. The Permit Application was not completed and returned to Events Administration within the required time frame (90 days prior to event); and no waiver from this requirement has been granted
- C. The conduct of the event will substantially interrupt the safe and orderly movement of other traffic contiguous to its route
- D. The conduct of the event will require the diversion of so great a number of other City employees, such as Police, Parks or Streets & Utilities staff, in that adequate staff is not available to complete City assignments
- E. The concentration of persons, equipment, vehicles or animals at the event or assembly sites will substantially interfere with adequate fire and police protection of, or emergency medical service to, areas near such sites
- F. The conduct of the event is reasonably likely to result in violence to persons or property, causing serious harm to the public
- G. The number of events will require the diversion of so great a number of City employees that adequate staff is not available to complete City assignments
- H. The event is to be held for the primary purpose of advertising a product, goods, or services, and is designed to be held primarily for profit
- I. The event site or route will cause too great a disturbance to surrounding residents and businesses
- J. The event site has been utilized in a recurring role in the past year and a determination has been made that the proposed use would be too disruptive to the residents or the natural landscaping
- K. The route has been utilized in a recurring role in the past year and a determination has been made that the proposed route would be too disruptive to residents or businesses
- L. The date or location of the event is in direct conflict with an existing event; or
- M. Any proposed use of public property, right-of-way or facilities will interfere with normal use of the property, right-of-way or facility by the City or the general use

Compliance with other laws. The granting of any Community Event Permit required by this policy shall not eliminate:

- Requirements for any business license or any other permits which may be prescribed by any other federal, state or local statutes, ordinances, rules or regulations;
- Compliance with any other applicable federal, state or local statutes ordinances, rules or regulations.

Notice of action on application:

The Director of Events Administration or designee shall normally act upon the Community Event Permit Application required by this policy within two weeks (10 business days) of all requirements being fulfilled, notifying the applicant of the decision. If the application is denied, the reasons shall be set forth in writing.

Approval of the Community Event Permit under alternative date, time, route or conditions:

The Director of Events Administration, in denying an application for a Community Event Permit under this policy, shall be empowered to authorize the conduct of the event on a date, at a time, over a route and under different conditions from that which were requested by the applicant.

Revocation of a Community Event Permit (prior to event occurrence):

A Community Event Permit may be revoked at the discretion of the Director of Events Administration upon consultation with the appropriate public safety forces when the health or safety of the public is threatened by an emergency, disorder or other unforeseen condition which has arisen.

Revocation of a Community Event Permit (during event occurrence):

A Community Event Permit may be revoked during an event. If a Community Event Permit is revoked, the event must be cancelled and activities must be terminated immediately. The Director of Events Administration or designee has the responsibility to revoke a permit for reasons of health, inclement weather, or public safety. This will be determined by the Director after consultation with the senior safety officer on-site and/or with the City Manager.

Enforcement of other laws:

Nothing contained in this document shall prohibit the authority of any officer to arrest a person engaged in any act or activity granted under this policy, if the conduct of such person violates the laws of the state, provision of this Code, or ordinances of the City, or unreasonably obstructs the public streets and sidewalks of the City, or if such person engaged in acts that cause or would tend to cause a breach of the peace.

Community Event Committee Members

Representatives from the following City departments attend the Community Event meetings as needed:

- Events Administration
- Police
- Streets & Utilities
- Parks
- Risk Management
- Code Enforcement
- Building Standards
- Engineering
- Recreation Services
- Washington Township Fire Dept.

City of Dublin Services & Support

In this section, all event services provided by the City of Dublin and Washington Township are defined.

Security and Safety Services

The Dublin Police will identify general security issues to consider at your community event. Police officers may be required for traffic control on public roadways and other safety concerns. A private security company may be hired for events on private property. The Dublin Police will work with event organizers to find what meets their specific security needs.

The event organizer will receive an estimate in advance for each potential scenario. Event organizers will normally be charged the following special duty rates for Police services:

- \$37.00 per hour for all officers, with a minimum of 3 hours billed per officer.

For events that require four or more officers, an event supervisor is required. For these special events charges will be:

- \$37.00 per hour for all officers, with a minimum of 3 hours billed per officer.
- \$43.00 per hour for event supervisor, with a minimum of 3 hours billed per supervisor.

In the event that not enough officers sign up to voluntarily work a special event, the event requires that officers be ordered to work, the City of Dublin is contractually required to pay all officers the City's overtime rate for any hours worked. That rate is currently:

- \$130.00 per hour for all officers, including supervisors, with a minimum of 3 hours billed per officer.

In addition, the following cancellation policy is included in our event estimates:

Any business or individual that has contracted for a special duty officer from the Dublin Police, who wishes to cancel the job must make notification to the Dublin Police or the individual officer at least one hour prior to the scheduled start of the job. If neither the Dublin Police nor the officer is contacted, or the cancellation is made less than an hour prior to the scheduled start of the job the business or individual will be billed for three (3) hours "show up" time for all officers scheduled to work. Contact to cancel a job may be made to the Dublin Police Communications Center 24 hours a day at: 614-889-1112.

First Aid and Emergency Services

The event organizer is responsible for making arrangements for first aid and emergency services to be provided on-site, if necessary. Washington Township Fire Department can provide on-site first aid services for a fee (this can be arranged at your Community Event Permit review meeting).

Washington Township Fire Department Emergency Medical Service (EMS) may be summoned by dialing 9-1-1 by cellular phone or land line. The direct-dial phone number of 614-766-1112 may also be used.

Traffic Control and Road Closures

Approval for use of City streets, alleys, sidewalks and parking lots is generally given through the Events Administration Director or designee. A parking plan for use of City, non-City, public and/or private lots should be included along with the days/times they are needed. If a shuttle will be used, indicate the route, and pick-up/drop-off points. For the City to allow for a road closure, the following must be considered: resident/business impact, detour routes, signage and notification, set up of barricades and directional signage, traffic control and safety.

Road Closures/ Lane Restrictions

The event organizer is responsible for maintaining a minimum 12-foot wide fire and emergency lane through all areas. Events Administration will notify the Washington Township Fire Department and Dublin Police of all road closures. If roads are to be closed or access to certain residents or businesses is restricted, the event organizer is responsible for preparing, printing and distributing a notification letter to all affected residents and businesses. Police Officers and/or Streets & Utilities staff may be required on-site to help with traffic control. For a fee, the Dublin Engineering can provide temporary no-parking signs, traffic cones, road barricades, etc., to secure the road closure. All road closures and lane restrictions will be set up and removed by City of Dublin staff.

In order for an event to request that a Dublin road be closed or lane restricted, the organizers must indicate their intention on the Community Event Permit Application 90 days prior to an event. Those applications that do not meet the following requirements will be denied road closure for their event:

- A list of the roads to be closed and corresponding intersections;
- A legible map of the closure areas and/or event site including placement of volunteers and personnel
 - *Please note that event personnel are required to wear safety vests or brightly colored apparel if they will be working on or near a public roadway*
- Proposed times and dates of the closure and reopening; and
- Any request for removal of on-street parking

Notification Letter to Affected Businesses and Residents

The City of Dublin may be able to provide mailing lists. If you need an address list, a written request listing all affected roads must be made to Events Administration at least six weeks before your event. (This written request can be submitted with your Permit Application.) All affected businesses and residents must receive a notification letter at least 30 days prior to the event. Failure to properly distribute the notification letter could result in cancellation of your Community Event Permit. Letter must receive approval from Events Administration prior to being mailed.

On-Street Parking Removal

If you wish to eliminate on-street parking during your event, you must indicate the request on the permit application. Temporary no-parking signs are available from Engineering for a fee. The event organizer is responsible for the collection and return of such signs at the conclusion of the event. If the temporary no-parking signs and stakes are not returned, a fee will be charged to the event organizer for City staff labor time to collect the signs.

Parking

Vehicles may not be parked or driven on sidewalks, bike paths or City-owned grass area without approval.

City property

The City of Dublin can provide temporary directional signage for event parking, reserved parking and handicapped parking.

Private parking

The City of Dublin can provide temporary directional signage for event parking and reserved parking to complement your parking plan.

Signage

Please describe and indicate the location of all on-site (City property only) directional and promotional signage to be used during and around your event on the Permit Application. Permission to post any sign on public property must be obtained prior to the display of any signs. These signs must be removed within 24 hours of the conclusion of your event. All signage must comply with current sign code regulations.

On-Site Signage

On-site community event signage to be used ONLY for the duration of the event, with the exception of banners, does not require a temporary sign permit but must be in compliance with Dublin code. On-site hanging banners require a temporary sign permit and may be erected for a maximum of 14 days. A temporary sign permit may be obtained from Code Enforcement, at 614-410-4647, and a copy must be submitted to Events Administration.

Directional Signage

A temporary sign permit also is required for placement of directional signs. Prohibited sign locations include: any public right of way; any location where the view of approaching and intersecting traffic would be obstructed; any private property sites without prior written authorization granted by the property owner; any site along the State Route 161 median strip.

Sanitation

Sanitation and maintaining an orderly, safe event is the responsibility of the event organizer.

Restrooms

The event organizer is responsible for providing and servicing portable restrooms during events when permanent facilities are not available or deemed not adequate by the Community Event Committee for the estimated size of your attendance. Please include provisions for people with disabilities. Restrooms in City parks and facilities will be cleaned, repaired and maintained by Parks custodial during your event. Fees may be incurred for this service.

Litter Prevention

The event organizer is responsible for maintaining the event in a clean and orderly condition both during and after the event. The event organizer may be required to rent a dumpster at his expense. The cost of any litter clean up beyond normal daily routine will be charged to the event.

Litter containers are available through Keep Franklin County Beautiful, Inc., located on the west side of Columbus. Call 614-485-9007 to arrange purchase and pick up. Recycling containers may be available from the Solid Waste Authority of Central Ohio (SWACO), 614-871-5100, 4239 London-Groveport Rd. in Grove City. If the event is held on City property, the City may require the event organizer to secure a dumpster with size and placement to be determined by the City.

Fees for City Services & Equipment

If the event organizer requests City services or if the Community Event Committee has determined that City services are necessary to hold a safe and successful event in the City of Dublin, the event organizer will be invoiced for those services at the conclusion of the event. In addition, fees will be assessed for use of City equipment.

An estimate of the cost of City services and equipment will be provided to the event organizer after the initial meeting with the Community Event Committee. This estimate could be affected by weather, changes made by the event organizer, crowd size and other factors.

After the event, Dublin Finance will send the event organizer an invoice outlining the cost of the services provided by the City. Payment is due upon receipt.

Building Inspections, Tents, Temporary Structures & Electrical Issues

Dublin Building Standards and the Washington Township Fire Department welcome the opportunity to work with you to make certain that all safety issues are addressed and liability issues are minimized for your event. Please review the notes below to determine what services your event may require.

Tents

- Tents 200 square feet or larger will not be erected, maintained or used without a permit from the Washington Township Fire Department. A Flame Resistant Certificate for the tent must be submitted to the Washington Township Fire Department, located at 6200 Eiterman Rd., for the issuance of a permit. There is a cost for the permit. A check made payable to the Washington Township Fire Department shall accompany the tent permit application. Please call 652-3920 if you have questions regarding tents.
- Each tent must have a minimum clearance of three feet surrounding it on all sides. In the case of multiple tents this means a total of six feet or more between each structure. Each tent must have a working fire extinguisher at the time of inspection and for the duration of the event.
- Ohio Utilities Protection Service (OUPS) must be contacted at 800-362-2764 at least 48 hours before tents are erected to mark area utilities. Proposed tent locations must be indicated on event application.

Temporary Structures

- A permit for temporary structures (sales trailers, etc.) must be secured through Dublin Building Standards. The permit cost is \$70. Event organizer must submit layout drawings of the event site attached to the Permit Application, or at a minimum of 30 days in advance of the event in triplicate to Dublin Building Standards, 5800 Shier Rings Road, Dublin, OH 43016. Information required includes location of tents, platforms and bleachers and the erection or modification of any building or structure. Drawings will indicate electrical, propane and plumbing service requirements for such items as special lighting, needs for cooking, portable generators, sound systems and portable toilets.
- Field inspections will be required to verify installation in accordance with approved plans. Please call Dublin Building Standards at 614-410-4680 at least 48 hours in advance of your event set-up to schedule your inspection. Set-up must be ready for inspection by 1 p.m. on the day before the event. Or, if the event takes place on Sunday or Monday, by 1 p.m. on Friday. After hours and weekend inspections are available for a fee of \$85 per hour for a minimum of three hours.
- All electrical and construction work must be done by Dublin-registered contractors. To become a registered contractor, contact Dublin Building Standards at 614-410-4670. Please note that all outdoor extension cords must be 3-prong UL listed extension cords.

Entertainment

Parades, Processions, Bike and Foot Races

City road closures for the use of parades, processions, bike and foot races, etc., must be indicated on the Permit Application and accompanied by a detailed suggested route map. The Director of Events Administration or designee will have final approval of the route. The Community Event Committee will work with you to determine the best route possible.

Fireworks

Fireworks permits are obtained from the Washington Township Fire Department, 6200 Eiterman Rd. The fire department and the Dublin Police both must approve fireworks sites. Contact shall be made with the fire department to review all fire code requirements concerning firework displays. A fee will be charged for the fireworks permit. Please attach a copy of the fireworks permit to the Permit Application.

Amusements & Attractions

Dublin Building Standards and Washington Township Fire Department must inspect all amusements and attractions, such as rides, inflatables and haunted houses. Rides also need to be inspected by the Ohio Department of Agriculture.

Noise Ordinance

Individuals or organizations are solely responsible for ensuring that the event complies with ordinances of the City of Dublin. The complete Noise Ordinance is viewable on the City's Web site at www.dublin.oh.us.

Individuals or organizations must not create noise that can be clearly heard from a distance of 50 feet and is disruptive to any person of normal sensitivity.

Construction operations shall only take place between 7 a.m. and 9 p.m. Requests may be made to the City Manager to extend these hours on a project-by-project basis.

The loading and unloading of commercial waste containers may only take place between 7 a.m. and 9 p.m. if the container is located within 500 yards of a residential area. Inappropriate creation of noise or violation of construction and commercial waste removal hours are subject to penalty.

Noise violation exceptions include:

- Construction operations conducted by the City of Dublin
- Operation of safety/emergency equipment, warning sirens & emergency vehicles
- Sound emanating from scheduled events conducted, sponsored, or permitted by the City of Dublin and Dublin City Schools
- Emergency work authorized by the City of Dublin

Food & Beverage

Health and licensing requirements apply to all food/beverage sales. A permit must be obtained from the Franklin County Health Department only when a sale price is associated with the exchange of food or beverages. Food served free of charge or free with the option to donate an unidentified amount, does not require a permit or license.

The Temporary Food Service Permit cost is \$25 per day for up to five days for 2011. Health and licensing inspectors will visit the event and have the authority to close any food/beverage sales operation not in compliance with Health and Licensing regulations. All permits must be clearly displayed. Ohio and Dublin Fire Codes do not permit cooking inside tents. For further information on food and beverage guidelines, please call the Franklin County Health Department at 614-462-3160 or visit www.myfcph.org.

The type of permits and fees may vary for events that occur in Dublin but outside of Franklin County (i.e. Delaware or Union counties.)

Alcohol

A Special Events Liquor Permit must be obtained from the State of Ohio Liquor Control Department at least 15 days prior to the event. For further permit information, contact the State of Ohio Liquor Control Department at 614-387-7407 or www.com.ohio.gov/liqr/. Please attach a copy of the permit and/or the license to the community event application.

If the event location is on City property, a written request for the use of alcohol must be submitted to City Council for review at least 90 days prior to the event and after obtaining conditional approval for a Community Event Permit by the Community Event Committee. Please send a copy of the written request to the Director of Events Administration.

The event organizer is responsible for checking the identification of all persons being served alcohol and for ensuring all persons acting as servers are age 21 or older. It is also the volunteer servers' responsibility to make sure that intoxicated persons are not served. If the event is sponsored or co-sponsored by the City of Dublin, or it is held on City property, a list must be submitted with the names of the volunteer alcohol servers. In addition, those named on the list will be required to attend an education session conducted by Dublin Police prior to serving (additional cost may apply). Included in this session will be an overview of the liquor laws and the individual's liability in enforcing them. Even if the City is not a co-sponsor, the educational seminar for servers is encouraged.

Proof of Liquor Liability Insurance in the minimum amount of one million dollars on an "occurrence" basis, naming the City of Dublin as an additional insured is required if the sponsoring organization and/or server is in the business of distributing/selling alcohol. A copy of the certificate must be provided to Events Administration at least 30 days prior to event. Event organizers must comply with all Ohio laws.

City Properties

Event organizers may secure park facilities, shelter houses and grill areas by completing and submitting a Request Form found at www.dublin.oh.us/recreation/rental/ or by calling the Dublin Community Recreation Center at 614-410-4550. All rules and regulations provided for City parks must be followed. Due to increased demand for City parks as community event sites, please reserve space for your event as early as possible.

City Parks & Facilities

Following are the fees to rent park facilities:

- Reservation and use of ball diamonds, athletic field lighting and light towers:
Reservation Fee - \$50 per diamond daily Non-profit/ \$100 For-profit
Use of lighting - \$6 per diamond hourly

- Reservation and use of all Scioto Park and Coffman Park shelter houses and amphitheaters, and the Coffman Park Pavilion per hour:
Shelter houses - \$5 Residents/\$12.50 Non-residents
Coffman Park Pavilion - \$12.50/hr or \$100/day Residents (+\$100 refundable deposit)
\$25/hr or \$200/day Non-residents (+\$100 refundable deposit)
Amphitheater - \$10 Residents/\$20 Non-residents for Community Stage

Please note these park rules:*

- No alcoholic beverages permitted in City parks, excluding identified City celebrations
 - Pets must be on a leash
 - Fires permitted in grills only
 - Use trash receptacles provided
 - Park hours are normally from dawn to dark unless prior approval is granted
- * *Other accommodations may be made through the permit process if necessary.*

Post-Event Site Evaluation

Permit holders not returning the park(s) in the same condition as it was secured before their event shall be billed for clean up or repair services as recommended by Parks staff. Clean-up costs are calculated at \$100 per hour/per person.

A post-event site evaluation will focus on these items:

- Have all event-related items (blocks, lumber, chairs, tables, signs, etc.) been removed?
- Have all tent stake holes been patched or repaired?
- Has all trash been picked up and removed?
- Has the water feature/fountain been cleared of debris?
- Have all hard surfaces been cleared of stains?
- Have any trees, shrubs, flowers, or turf been damaged?
- Have any light poles, park furniture, sculpture, or water feature/fountain been damaged?
- Has the irrigation system been damaged?
- Have all electric panels and outlets been closed and secured?
- Has the area been cleared of all animal waste?

Community Event Equipment Rental Policy

The City of Dublin has a portable stage available for rental for community events. The stage is only available for rental within 25 miles of Dublin. Full payment of stage rental and labor must be made at least 2 weeks in advance.

Equipment Rental Fees

<u>Equipment</u>	<u>Cost Per Day</u>
Mobile Stage (Showmobile) - with or without stage extensions	\$ 750 (plus labor)
Labor - delivery, set-up, tear-down	\$ 900

Reservations

Priorities in reserving the stage are:

- City of Dublin Events Administration
- Other City of Dublin departments/divisions
- City of Dublin non-profit, community and service organizations
- City of Dublin businesses
- Non-profit organizations within 25 miles of the City of Dublin.

Reservations will be taken beginning every January for the current year. The City of Dublin Events Administration reserves the right to refuse rental of the stage for any event deemed a potential hazard to the stage or its operators, or any event deemed not in the best interest of the City of Dublin or general public. A reservation form is available at www.dublin.oh.us/cr/guidebook/. The stage is not available for individual use/rental.

Rules & Regulations

It is understood that the group or organization using the Mobile Stage will comply with the laws of the State of Ohio, the City of Dublin, and the following rules set forth by Events Administration:

- The stage will not be altered in any way (including hard wiring into the electrical box).
- Groups will be responsible to see that no drugs or intoxicating liquors are used by persons on the stage.
- Groups will be responsible to see that all activities are properly controlled and supervised. Plans for program, supervision and control will be asked to be seen prior to scheduled event. Groups are responsible for cleaning up the area following the event.
- Groups will assume responsibility and liability for all persons in attendance. The City of Dublin will require a certificate of insurance evidencing the liability protection of \$500,000 bodily injury and \$500,000 property damage with the City of Dublin shown as additional insured.
- Groups assume responsibility for any damage to the stage during the period of use.
- Detailed event schedule must be submitted at least one month prior to stage use outlining specific use of stage, performers and number of performers to use stage.
- Stage set-up location must be on hard surface such as concrete or asphalt (turf is not permitted).
- City of Dublin will not be liable for damage to concrete, asphalt or turf during delivery, set-up, tear-down, departure or any other time while the stage is being rented.
- The use of staples, nails or any type of tape or adhesive is not permitted to be attached to the stage.

Stage Delivery & Set-Up

The group requesting the stage shall have a representative present at site one (1) month prior to use to meet with the Events Administration representative who will be delivering unit to determine route to deliver stage and decide if route is adequate for delivery of stage. Location for set-up will be approved by City employee at this time.

The group requesting use of stage shall have a representative present at the site at the time the unit is scheduled to arrive. This representative is to direct placement of the stage and accept delivery. The stage will be delivered at the hour specified. Please make sure you allow for a minimum of three-hour set-up prior to the start of the event. The use of the stage extension requires additional set-up time. Any additional time needed, such as sound and light set-up and takedown for performers, must be included within the time specified on the application.

City employees will not be responsible for, nor will assist in set-up of any other equipment other than the stage. For multi-day events, a representative of Dublin Parks will determine prior to rental whether it is necessary that the stage be removed from the site each day. If stage is not kept overnight, the renter will cover labor costs for removal and delivery for next day's use. If stage is stored on site overnight, a certified security guard is required to be on site with the stage.

Cancellation

Cancellation on part of the lessee must be made no later than 48 hours prior to the event. Arrangements must be made during normal business hours. One-half of the fee will be refunded.

In the case of inclement weather, rental fee will be refunded if cancellation is made prior to stage leaving its storage area. In the event of inclement weather where no cancellation is made until stage arrives at the site, lessee will be refunded 1/4 of daily amount paid. In the event the stage is set-up prior to cancellation decision is made, the daily fee is not refunded.

In the event that for any reason Dublin Events Administration cannot fulfill any part of the agreement, the Lessee recovery is limited to full refund only; the City shall have no further responsibility.

Insurance Coverage

Requirement

Event organizers will be responsible for any and all damages caused by their organization, volunteers, employees, participants and spectators. In order to protect the City against financial loss arising from any incidents or accidents that may occur, the sponsoring organization, permit holder or host establishment may be required to obtain a comprehensive general liability insurance policy for bodily injury and property damage arising for the event.

See attached City of Dublin Event Insurance Guidelines.

This requirement may be waived when it is necessary to comply with any federal, state, or local law, statute, regulation or constitutional provision. In addition, the City, in its sole discretion, may waive the insurance requirement.

Indemnity/Hold Harmless Agreement

The Hold Harmless-Indemnification Agreement in the Permit Application must be signed by an authorized representative of the sponsoring organization.

Americans With Disabilities Act

The City of Dublin strives to make its programs, services and activities accessible to qualified individuals with disabilities. In that regard, the City suggests that you make reasonable modifications to the programs, services and activities of your event to insure accessibility to such individuals.

Hotel/Motel Tax Fund

A Hotel/Motel Tax or “Bed Tax” fund has been created to offset the costs of qualifying community events. It is distributed on a first-come, first-served qualified basis on the recommendation of the Finance Committee with the approval of City Council. Refer to the enclosed brochure for application details.



**CITY OF DUBLIN
ADMINISTRATIVE ORDERS
OF THE CITY MANAGER**

Administrative Order 5.12
TO: Director of Finance and Director of Community Relations
FROM: Jane S. Brautigam, City Manager
SUBJECT: Policy & Fee Schedule Governing the Rental of City Equipment for Special Events and Fees for Related City Services
DATE: January 7, 2003
Supersedes and Replaces Administrative Order dated 12/01/00

I. PURPOSE

The purpose of this Administrative Order is to establish a fee schedule and a policy governing the rental of City special events equipment. Any questions or inquiries regarding this Administrative Order should be directed to the Department of Finance or Community Relations.

II. POLICY

In an effort to recover the costs of "wear and tear" on City equipment when rented for special events, other than those events listed in Ordinance 33-95, Section 5, the attached fee structure is hereby adopted. The list of equipment identified in the attached fee schedule is subject to change as items are purchased or retired and equipment inventories are updated.

It is the policy of the City that equipment may be rented by Dublin residents and special event organizers whose events take place in the City of Dublin. Non-residents or organizers whose events will be held outside the City of Dublin may also rent such equipment, however, such individuals or organizations must receive special approval from the City Manager and/or Director of Community Relations prior to rental of the City equipment. For the purpose of safety, and to preserve the integrity of City equipment, the City Manager and/or Director of Community Relations reserves the right to require anyone renting City equipment to pay the required fee for City employees to deliver and pick-up, set-up and tear-down the equipment being rented as well as accompany the equipment at all times. Special Event Organizers are responsible for obtaining any and all applicable building permits related to movement, set-up or teardown of rented equipment. A pre-

rental and post-rental checklist will be completed by City Staff to verify the condition of the equipment before and after each use.

III. FEE SCHEDULE

The attached fee schedule applies to equipment rented from the City. Dublin Community Relations is responsible for verifying that equipment is returned in proper condition. If the rented equipment is returned damaged, the individual or organization shall be responsible for the cost of repair or replacement of the equipment, at current replacement cost. Any equipment returned late may incur an additional rental fee. The attached Equipment Rental Form shall be completed prior to the release of the equipment. Equipment rental fees, and any staff time necessary to execute equipment rental, will be invoiced by the City's Department of Finance, along with any other costs for City services, to the event organizer subsequent to the special event taking place.

When equipment is rented pursuant to Section II of this Administrative Order for events that are not sponsored or supported by Dublin Community Relations, the attached equipment Rental Form shall be completed prior to the release of the equipment, and all rental fees shall be collected prior to the equipment leaving the premises.

IV. FEE WAIVERS AND ADJUSTMENTS

Fee waivers and/or adjustments may be made at the discretion of the City Manager to a maximum of \$750 for equipment rental and staff time necessary to execute equipment rental.

For fee waivers or adjustments in excess of \$750 the City Manager may recommend waivers or fee adjustments to City Council pursuant to the provisions of Ordinance 33-95, Section 4.



CITY OF DUBLIN

Division of Human Resources
5200 Emerald Parkway • Dublin, OH 43017
Phone: 614-410-4400 • Fax: 614-761-2965

City of Dublin Community Event Insurance Guidelines

The following insurance guidelines shall apply when a festival/event is held on public property and involves:

- Expected attendance of 500 or more people;
- The display of fireworks;
- The sale of alcoholic beverages;
- The operation of carnival rides;
- Races/marathons/sporting events on public roads/parks

The applicant/event producer must comply with the following insurance requirements to be considered for a festival/event permit. The applicant/event producer and the vendors that are contracted by them must purchase and maintain, for the duration of event including setup and dismantling, the following types of insurance at their expense:

1. **GENERAL LIABILITY INSURANCE-** If the applicant is a business or group, a commercial general liability insurance policy, or its equivalent, written on an occurrence basis, with a minimum of \$1,000,000 combined single limit of liability per occurrence for bodily injury, personal injury, or property damage is required. If food or beverages are to be served, then product liability coverage must also be included with a minimum of \$1,000,000 per occurrence.
 - a. Fireworks Displays. If the applicant/event producer intends to display fireworks, and obtains a pyrotechnics permit from the Washington Township Fire Department, or contracts with a pyrotechnic vendor who obtains the permit, then the minimum combined single limit of liability, for all pyrotechnics displays is \$2,000,000 per occurrence. The amount may be increased at the discretion of the City based on potential risk of the event. The company that actually launches the fireworks must provide a liability certificate of insurance for \$2,000,000 per occurrence, including the City of Dublin as an additional insured and listing the date(s) of the event.
 - b. Individual Applicant. If the applicant/event producer is not a business or group, but instead an applicant who is an individual, who expects more than 500 attendees to the event, and/or intends to serve or sell alcoholic beverages at the event, the applicant /event producer must provide proof of personal liability insurance in the amount of not less than \$500,000 combined single limit through either a homeowners policy or other liability insurance policy by submitting a certificate of insurance.
 - (1) If alcohol is served or sold by the individual, the certificate of insurance must specify that incidental/host liquor liability coverage applies for this particular event and specify the date of the event, unless the individual contracts with a City permitted alcohol vendor to serve the alcohol.

- (2) It is recommended that the individual applicant use the services of City permitted alcoholic beverage caterer* to serve the alcohol. In such cases, the individual applicant must provide a certificate of insurance from the permitted caterer evidencing liquor legal liability of \$1,000,000 per claim and aggregate. This certificate must list the City of Dublin as an additional insured.
- c. Notice of Policy Cancellation. All insurance policies must state the City of Dublin will be notified at least ten (10) days in advance of any intent by the insurance company to cancel or non-renew the applicant/event producer's insurance coverage.
2. ***LIQUOR LEGAL LIABILITY INSURANCE- If the applicant/event producer is a business or group and intends to serve alcoholic beverages at the event and applicant is in the business of manufacturing, distributing, selling, or serving alcoholic beverages, or uses the permitted alcoholic beverage caterer to serve alcoholic beverages, then liquor legal liability coverage must be purchased by the actual firm which serves or sells the alcohol. It can be endorsed to the commercial general liability insurance policy or purchased separately. The minimum acceptable limit of liability per occurrence and aggregate is \$1,000,000.***
- a. Host Liquor Liability Insurance- If the applicant/event producer is a business which will serve or sell alcoholic beverages at the event and is not in the business of manufacturing, distributing, selling, or serving alcoholic beverages, then the applicant/event producer's commercial general liability policy, required above, should not include the ISO Form CG 21500989 liquor liability exclusion amendatory endorsement, or similar exclusion limiting coverage for serving or selling alcoholic beverages.
3. **OTHER-** The applicant/event producer and all vendors must list the City of Dublin as an additional insured for the event on all commercial general liability and liquor legal liability insurance policies.

The City reserves the right to require insurance of applicants/event producers and/or vendors for activities other than those specifically mentioned above, or to increase the minimum acceptable limits of liability with the reasonable notice to the applicant/event producer.

The certificate of insurance must be submitted with the City of Dublin Community Event Permit Application. Approval of insurance by the City does not in any way relieve or decrease the liability of the applicant/event producer or vendor. The City does not represent that the specified limits of liability or coverage or policy forms are sufficient or adequate to protect the interest or liabilities of the applicant/event producer or vendor.

All insurance must be placed with insurance companies with an AM Best Rating of no less than B+VI unless otherwise approved by City's Risk Manager.

For further information regarding insurance, please contact:
Dublin Human Resources
Risk Manager/Safety Administrator
5200 Emerald Parkway
Dublin, OH 43017 614-410-4400 ~ 1-800-647-1501

*Contact Risk Manager for current approved caterer list.



Event: _____
Date of event: _____
Meeting date: _____

2012 City of Dublin Community Event Permit Application

Complete and return to:
City of Dublin
Events Administration
5620 Post Road
Dublin, OH 43017
614-410-4545
614-410-4535 fax
TSchimmoller@dublin.oh.us

Available online at <http://dublin.oh.us/cr/guidebook/>
Updated December 2011

This completed application must be received by the City of Dublin 90 days prior to the proposed event. The \$125 permit application fee is due by the event meeting date. If the permit packet is not received by that time, City staff has the right to refuse to review the event permit.

Name of Event _____

Day & Date of Event: _____

Location of Event: _____

City property I own the property The owner of the property is: _____

Responsible Organization: _____

Event Organizer (if different) _____

Event Web site: _____

Contact's Name: _____

Please note whether the following mailing address is for the organization or the contact's residence.

Address: _____

City/State: _____ Zip: _____

Telephone: (b) _____ (h) _____

Cell Phone: _____ Fax: _____

Email: _____

Have you applied for a Hotel/Motel Tax Grant? Yes No

Type of Event: Run/Walk Bike Race Parade Street Fair Other

Brief Event Description – including purpose, target audience and description.

Day/Dates/Times of Event: _____

Day/Dates/Time of Set Up: _____

Day/Dates/Times of Tear Down: _____

Day/Dates/Times of Rain Event: _____

Will you charge admission or participation fees? If so, what? _____

If parade, race, run or walk, please indicate route and attach a proposed route map:

Attendance: _____ Anticipated Spectators: _____ Anticipated Participants: _____

Will the normal operations of residents or businesses be affected by your event? Yes No

If yes, please attach a copy of the notification letter to be approved by Events Administration before being sent to the affected residents/businesses.

*****Any items left blank will be determined at the event meeting.*****

Security and First Aid:

Describe your internal security procedures (e.g. are you hiring a private security firm?):

Will you request Dublin Police for event security? Yes No

Will there be a command post at your event? Yes No

Will you have an on-site provider of primary first aid? Yes No

If yes, will you request on-site Washington Township Emergency Medical Service or other provider?
 WTFD Other

Please list the provider of first aid if other than Washington Township:

Contact: _____ Phone: _____

Traffic Control & Parking Resources & Equipment:

Please describe your traffic, parking and overflow plan: _____

Will you request the services of Dublin Police for traffic control? Yes No

List specific lot locations and number of parking spaces available:

Will you charge a fee for parking? If so, what? _____

Will you request on-street parking removal? Yes No

Will you request that any street(s) be closed? Yes No

If yes, please list street(s), date(s) & time(s): _____

Will you require barricades? Yes No Quantity: _____

Traffic cones? Yes No Quantity: _____

Will this event require temporary No Parking signs? Yes No Quantity: _____

Handicapped Parking signs? Yes No Quantity: _____

Directional signage? Yes No Quantity: _____

Sandwich boards? Yes No Quantity: _____

Sanitation for Events Held on City Property:

Will streets need to be cleaned before/after event? Yes No

Describe your clean-up plans both during and after the event: _____

Company delivering trash and/or recycling dumpster: _____

Contact: _____ Phone: _____ After hours phone _____

Dumpsters and trash cleanup are the responsibility of the event organizer. Charges may be incurred for any cleanup done by City staff.

Portable toilets rental company: _____

Contact: _____ Phone: _____ After hours phone _____

Proposed locations: _____

Drop off date/time:Pick up date/time: _____

Electric & Water

Will you use electricity? Yes No Generators? Yes No

Outdoor extension cords must be 3-prong UL listed extension cords. Proper grounding required.

Describe electrical usage:

All electrical and temporary structure permits must be obtained from the City of Dublin Building Standards, 614-410-4600.

Will you need a water source? Yes No Clean/drinking water? Yes No

If yes, a fire hydrant permit may be required.

Equipment

Will you use tents or inflatables? Yes No

Rental company: _____ Phone: _____

List tent or inflatable size(s) & location(s) or attach map: _____

A permit from Washington Township Fire Department (614-652-3920) is required for any inflatable or any tent 200 square feet or larger.

Will other temporary structures be used (e.g., bleachers, stages, etc.)? Yes No

If so, please list specifics and locations:

All electrical and temporary structure permits must be obtained from the City of Dublin Building Standards, 614-410-4670.

Will you rent the mobile stage from the City of Dublin? Yes No

If yes, please complete the Mobile Stage Rental Form

Entertainment Activities

Will you have music? Yes No Time(s) of music: _____
If yes, what type of music/amplification? (e.g., DJ, live band, portable system)

Food & Beverage

Will food be sold at your event? Yes No If yes, describe: _____
If yes, each vendor must obtain a food vendor license. If they do not have a license, please contact the appropriate County Board of Health office to secure one.

Will food be served at your event? Yes No If yes, what type? _____
Will alcohol be sold or served at your event? Yes No
If yes, please attach a complete list of who will be serving alcohol.
What is your training for alcohol servers? _____
Will you request alcohol training from the Dublin Police? Yes No

Facility/Park Rental and Reservation:

Will you rent a City facility/park for your event? Yes No
If yes, please list which one: _____
Have you reserved the facility/park through the Dublin Community Recreation Center?
 Yes No
Please list date/time of facility/park reservation: _____

**CITY OF DUBLIN
HOLD HARMLESS/INDEMNITY AGREEMENT**

To the fullest extent by law, the undersigned Organization agrees to indemnify and hold the City of Dublin (City), its respective officers, agents, and employees and volunteers harmless from and against all loss, cost, expense, damage, liability or claims, whether groundless or not, arising out of the bodily injury, sickness, or disease (including death result at any time therefrom) which may be sustained or claimed by any person or persons, or the damage or destruction of any property, including the loss of use thereof, based on any act or omission, negligent or otherwise, of the Organization, or anyone acting in its behalf in connection with or incident to the event scheduled for _____, except that the Organization shall not be responsible to the City on indemnity for damages caused by or resulting from the City's sole negligence; and the Organization shall, at its own cost and expense, defend any such claim and any suit, action, or proceeding which may be commenced thereunder. And the Organization shall pay any and all judgments that may be recovered in any suit, action or proceeding, and any and all expense, including but not limited to, costs, attorney's fees and settlement expenses that may be incurred therein.

Organization Name

Authorized Signature

Date

City Manager, City of Dublin

Date

Signatures

Event Organizer:

By signing below, I certify that I have read, understand and agree to abide by the policies and procedures of the City of Dublin as they pertain to the event I am organizing.

Event Organizer: _____ Date: _____

Attachments Check List

Refer to Community Event Guidebook as to whether or not you must submit the following. When applicable, attach copies of:

- Tent permit
- Electrical permit
- Temporary structure permit
- Sign permit
- Insurance Requirement
- Detailed layout map, including tent locations, vendor sites and logistical needs
- Route map
- Neighborhood/business notification letter
- Alcohol Permit and letter to City Council requesting permission to serve/sell alcohol on City property
- Fireworks permit



**Division of Events Administration
Mobile Stage Rental Form**

Equipment	Cost Per Day
Mobile Stage (Showmobile) – with or without stage extensions	\$ 750 (plus labor)
Labor - delivery, set-up, tear-down	\$ 900

The stage is available for rental to entities providing a community event. The stage is only available for rental within 25 miles of Dublin. Full payment of stage rental and labor must be made at least 2 weeks in advance. The community event organizer is responsible for obtaining any and all applicable permits related to setup and teardown of equipment.

Name of Event: _____

Day & Date of Event: _____

Location of Event: _____

Responsible Organization: _____

Web site: _____

Contact Name: _____

Please note whether the following mailing address is for the organization or the contact residence.

Address: _____

City/State: _____ Zip: _____

Office Phone _____ Home Phone _____

Cell Phone: _____ Fax: _____

Email: _____

Setup Day and Time: _____

Teardown Day and Time: _____

Exact location stage is to be placed (include direction to face, etc.)

Attach an event site map and surrounding areas, highlighting the location of the stage:

Other Information (include extra staging if needed, driving directions to location, etc.):

We, the users, understand that we assume full responsibility for any damage, theft, or loss to said unit and its accessories between the time the City completes setting it up and the time the City takes it down. We, the users, also agree to adhere to the requests set forth in the rental policy. We do have a copy of the rental policy and fully understand the requirements set forth in renting the mobile stage as outlined in the rental policy.

Signature: _____

Organization Name: _____

Date: _____

Total Fee: _____

City of Dublin signature and date: _____

Appendix I



Curfew

Youths under age 13 should not be in or upon public streets, public places, places of amusement or entertainment, vacant lots, or other unsupervised places after 9 p.m. during the school year, and after 10 p.m. during the summer. Youths between ages 13 and 17 should not be in or upon public streets, public places, places of amusement or entertainment, vacant lots, or other unsupervised places between the hours of midnight and 4:30 a.m. Ordinance 109-88

Fireworks

It is unlawful for any person to possess fireworks in the City of Dublin unless authorized or licensed to do so by law. City Code follows that no person shall discharge, ignite or explode any fireworks in the City of Dublin. The sale of fireworks of any kind to a person under 18 years of age is prohibited.

Permissible devices and/or activities include snappers and party poppers, wire sparklers, snakes or glow worms, smoke devices and trick matches. These devices are permissible on your own private property pursuant to Dublin Code §93.24 (G) and (F). These devices are defined in Dublin Code §93.20. The relevant definitions are included below:

PARTY POPPER. A small plastic or paper item that contains not more than 16 milligrams of friction-sensitive explosive composition, that is ignited by pulling string protruding from the item, and from which paper streamers are expelled when the item is ignited.

SMOKE DEVICE. A tube or sphere that contains pyrotechnic composition that, upon ignition, produces white or colored smoke as the primary effect.

SNAKE OR GLOW WORM. A device that consists of a pressed pellet of pyrotechnic composition that produces a large, snake-like ash upon burning, which ash expands in length as the pellet burns.

SNAPPER. A small, paper-wrapped item that contains a minute quantity of explosive composition coated on small bits of sand, and that, when dropped, implodes.

TRICK MATCH. A kitchen or book match that is coated with a small quantity of explosive composition and that, upon ignition, produces a small report or a shower of sparks.

WIRE SPARKLER. A sparkler consisting of a wire or stick coated with a nonexplosive pyrotechnic mixture that produces a shower of sparks upon ignition and that contains no more than 100 grams of this mixture. Please consult Dublin Code §92.20 through §93.24, or contact the Dublin Police Department, if you have any questions regarding whether a device or activity is permissible. Code 1523.02

Noise

Individuals and entities must not create noise that is plainly audible at a distance of 50 feet and is disruptive to any person of normal sensitivity. The operation of lawn mowers and other landscaping equipment may only take place between 7 a.m. and 9 p.m.

Construction operations may only take place between 7 a.m. and 9 p.m. Requests may be made to the City Manager to extend these hours on a project-by-project basis. The loading and unloading of commercial waste containers may only take place between 7 a.m. and 9 p.m. if the container is located within 500 yards of a residential area.

Exceptions to this policy include:

Construction operations conducted by the City of Dublin;

Operation of safety and emergency equipment, warning systems and emergency vehicles;

Sound emanating from scheduled special events conducted or permitted by the City of Dublin and Dublin City Schools; or

Emergency work authorized by the City of Dublin.

Inappropriate creation of noise or violation of construction and commercial waste removal hours are subject to penalty.

To report noise violations resulting from construction crews or commercial waste haulers call the Dublin Code Enforcement Office at 614-410-4647.

Excessive noise during overnight hours caused by pets, neighborhood parties and motor vehicles or other acts of disorderly conduct should be reported to Dublin Police at 614-889-1112.

Parking

Commercial Vehicle

The parking of commercial vehicles is prohibited in residential districts unless the vehicle is enclosed in a garage, provided the garage door is no taller than nine feet in height. Exceptions exist for delivery purposes.

Recreational Vehicle

A recreational vehicle may be stored on a residential property provided it is fully enclosed by a structure so that it cannot be seen from an adjacent street.

No vehicles may be parked in a landscaped front, side or rear yard.

Guidelines for parking recreational vehicles in residential districts include:

A recreational vehicle may be located on a residential lot and outside of an enclosed structure for up to 72 hours in any 30-day period, provided the owner or person in charge of the vehicle is a guest of the resident(s) of that lot. In no case shall the vehicle be used for overnight sleeping or living.

Parking of recreational vehicles is prohibited within the public rights-of-way, any required side or rear yards and no-build/disturb zones.

All parking must be on a hard, paved surface. The above regulations also apply to other large recreational vehicles such as boats and trailered personal watercraft. For more information, contact Land Use and Long Range Planning at 614-410-4600.

Solicitations

For-Profit Organizations

All for-profit organizations must apply for and obtain a license for each individual member soliciting or peddling door to door from the Office of Code Enforcement. The license, when issued, must be worn conspicuously on the outer layer of clothing of each individual peddler or solicitor.

Not-for-Profit Organizations

All not-for-profit organizations must register with the Office of Code Enforcement and obtain a registration certificate to sell any product or seek funds or donations door to door. Larger groups may apply for a group permit. In this case, individual registration certificates will be distributed to group members.

All registration certificates must be carried with the individual at all times. Registration certificates explain the group's purpose and give a physical description of the corresponding individual member.

Activities Requiring No License or Registration:

People or groups seeking to disseminate any lawful message regarding a cause, issue, religion or political candidate without soliciting funds or donations.

Peddling or soliciting the purchase of or subscription to newspapers having their principal sale in the City of Dublin, Franklin County, Delaware County or Union County.

Peddling or soliciting only for wholesale delivery to merchants, manufacturers and other businesses or manufacturing establishments.

Peddling or soliciting on the invitation or request of the person contacted.

Peddling or soliciting conducted only to other members of the organization doing the peddling or soliciting.

Peddling or soliciting in the form of collections or contributions at the regular assemblies, meetings or services of any recognized charitable or religious not-for-profit organization.

No Peddler or Solicitor Stickers

Peddling and soliciting is prohibited in any manner or place between 9 p.m. and 9 a.m. or on any Sunday or holiday. Solicitation is limited to those houses not displaying a "No Peddlers or Solicitors Invited" sticker. Stickers may be obtained at no cost at the Dublin Municipal Building, 5200 Emerald Parkway.

Taxes

City Income Tax

The local income tax rate is 2 percent and applies to gross wages, salaries and other personal service compensation and net profits of Dublin businesses. The revenue generated from income tax is used to fund the majority of City-provided services and capital improvement projects completed by the City. Income tax revenue is allocated 75 percent to the General Fund and 25 percent to the Capital Improvements Tax Fund. The income tax revenue allocated to the Capital Improvements Fund can only be utilized for capital improvements.

Property Tax

Property tax rates vary by "taxing district." There are six different taxing districts in the City of Dublin; your taxing district is based upon where you live.

Hotel/Motel Tax

A 6 percent tax is levied on overnight stays in Dublin hotels/motels. This revenue is invested back into the community for special events and cultural activities. The Dublin Convention & Visitors Bureau and the Dublin Arts Council each receive approximately 25 percent of the annual revenue generated by the hotel/motel tax.

Sales Tax

A 6.75 percent sales tax is imposed on taxable purchases in Franklin County, 6.75 percent in Delaware County and 6.75 percent in Union County.

§ 153.156 COMMUNITY ACTIVITIES; SPECIAL EVENTS.

(A) A community activity or special event may be promoted by installing banners along the designated light poles within the historic district. The installation of these banners is coordinated through the Office of Special Events. All banners are a standard size, installed by the city and limited to a maximum of three colors.

(B) A community activity, as defined in § 153.151, shall be limited to a maximum of one off-site promotional sign. These signs are considered temporary signs, and a sign permit is required before installation. A temporary sign permit may be obtained from the Zoning Administrator or designee. The application and permit fees, as determined by Council, are included in the fee schedule available from the Planning Division. On-site community activity signage to be used ONLY for the duration of the event, with the exception of banners and gas-inflatable devices, does not require a permit. The city will provide and install standardized sandwich board for all off-site promotional signs. The event organizer is responsible for supplying paper or plastic signs which will be affixed to the sign posts.

(1) The event must be open to the public and be non-discriminatory. Free admission is not a requirement.

(2) Community activity promotional signage shall not contain any commercial advertising. If an organization is sponsoring the event, the title of the organization may be used on promotional signage.

(3) Promotional signs may not exceed six square feet in area and three feet in height.

(4) No more than three colors shall be included on such sign(s), including black and white.

(5) Such signs shall not be illuminated.

(6) Promotional signs shall not be displayed more than seven days immediately preceding the event and shall be removed no later than 24 hours following conclusion of the event.

(C) A special event, as defined in § 153.151, shall be entitled to a maximum of two off-site promotional signs and six directional signs. These signs are considered temporary signs, and a sign permit is required before installation. A temporary sign permit will be issued for a special event only after a special event application form has been filled out and approved by the Special Event Coordinator or designee. On-site special event signage to be used ONLY for the duration of the event, with the exception of banners and gas-inflatable devices, does not require a permit. The event coordinator is required to complete a special event application form which includes a description of the proposed promotional and directional sign package. The location and number of signs permitted will be determined on a case by case basis, not to exceed one off-site promotional sign, and six directional signs. The city will provide and install standardized sandwich boards for all off-site promotional and

directional signs. The event organizer will be responsible for supplying paper or plastic signs which will be affixed to the boards.

- (1) The event must be open to the public and be non-discriminatory. Free admission is not a requirement.
- (2) Special event promotional signage shall not contain any commercial advertising. If an organization is sponsoring the event, the title of the organization may be used on promotional signage.
- (3) Promotional signs may not exceed six square feet in area and three feet in height.
- (4) Promotional signs shall not be displayed more than seven days immediately preceding the event and shall be removed no later than 24 hours following conclusion of the event.
- (5) Directional signs may not exceed two square feet in area and one foot in height.
- (6) Directional signs shall be installed no more than 24 hours immediately preceding the event and shall be removed within 24 hours following conclusion of the event.
- (7) No more than three colors shall be included on such signs(s), including black and white.
- (8) Such signs shall not be illuminated.

('80 Code, § 1189.07) (Ord. 66-94, passed 3-20-95; Am. Ord. 103-95, passed 12-18-95) Penalty, see § 153.999

§ 115.07 BUSINESS HOURS RESTRICTED.

(A) No person shall peddle, solicit or conduct market research, door to door, at dwelling houses or businesses at random, on sidewalks or streets, at public places, at private meeting places or in any other manner or place in the municipality between 9:00 p.m. and 9:00 a.m. or on any Sunday or Holiday.

(B) This section does not apply to invitees or national charitable corporations licensed to do business in Ohio with recognized periods for campaigns, provided the organizations have been licensed to solicit by the City Manager.

('80 Code, § 717.07) (Ord. 86-88, passed 10-3-88) Penalty, see § 115.99

§ 132.03 DISORDERLY CONDUCT.

(A) No person shall recklessly cause inconvenience, annoyance or alarm to another, by doing any of the following:

(1) Engaging in fighting, in threatening harm to persons or property, or in violent or turbulent behavior;

(2) Making unreasonable noise or offensively coarse utterance, gesture or display, or communicating unwarranted and grossly abusive language to any person, which by its very utterance or usage inflicts injury or tends to incite an immediate breach of the peace;

(3) Insulting, taunting or challenging another, under circumstances in which such conduct is likely to provoke a violent response;

(4) Hindering or preventing the movement of persons on a public street, road, highway or right of way, or to, from, within or upon public or private property, so as to interfere with the rights of others, and by any act which serves no lawful and reasonable purpose of the offender;

(5) Creating a condition which is physically offensive to persons or which presents a risk of physical harm to persons or property, by any act which serves no lawful and reasonable purpose of the offender.

(6) Creating or causing the creation of noise so as to disturb or disrupt the peace and quiet of any reasonable person of normal sensitivity, including, but not limited to the following:

(a) The emission of sound in such a manner as to be plainly audible at a distance 50 feet from the building, structure, vehicle, equipment, machinery, animal or fowl from which the sound is emanating.

(b) Exemptions to division (a) include the following:

1. Sound emanating from scheduled events conducted, sponsored or permitted by the city or schools;

2. Construction operations occurring between the hours of 7:00 a.m. and 9:00 p.m., provided that all equipment is operated in accordance with the manufacturer's specifications and/or with all standard manufacturer's mufflers and noise-reducing equipment in use and in proper operating condition;

3. Construction operations conducted by the city as approved by City Council;

4. The loading and/or unloading of commercial waste receptacles between the hours of 7:00 a.m. and 9:00 p.m. within 500 yards of any residentially zoned property;

5. Noise of safety signals, warning devices, emergency pressure relief valves, and church bells;

6. Noise resulting from any authorized emergency vehicle;

7. Lawn mowers and other similar motorized landscaping equipment used between 7:00 a.m. and 9:00 p.m. when operated with all the manufacturer's standard muffler and/or sound reducing equipment in use and in proper operating condition; and

8. Emergency work as authorized by the city.

(B) No person, while voluntarily intoxicated shall do either of the following:

(1) In a public place or in the presence of two or more persons, engage in conduct likely to be offensive or to cause inconvenience, annoyance or alarm to persons of ordinary sensibilities, which conduct the offender, if he were not intoxicated, should know is likely to have such effect on others;

(2) Engage in conduct or create a condition which presents a risk of physical harm to himself or another, or to the property of another.

(C) Violation of any statute or ordinance of which an element is operating a motor vehicle, locomotive, watercraft, aircraft or other vehicle while under the influence of alcohol or any drug of abuse, is not a violation of division (B) above.

(D) When to an ordinary observer a person appears to be intoxicated, it is probable cause to believe such person is voluntarily intoxicated for purposes of division (B) above.

(E) Whoever violates this section is guilty of disorderly conduct.

(1) Except as otherwise provided in division (E)(2) of this section, disorderly conduct is a minor misdemeanor.

(2) Disorderly conduct is a misdemeanor of the fourth degree if any of the following applies:

(a) The offender persists in disorderly conduct after reasonable warning or request to desist.

(b) The offense is committed in the vicinity of a school or in a school safety zone.

(c) The offense is committed in the presence of any law enforcement officer, firefighter, rescuer, medical person, emergency medical services person, or other authorized person who is engaged in the person's duties at the scene of a fire, accident, disaster, riot, or emergency of any kind.

(d) The offense is committed in the presence of any emergency facility person who is engaged in the person's duties in an emergency facility.

(F) For violations covered under division (A)(6) above, a person shall be guilty of a misdemeanor of the fourth degree for a second or subsequent offense, if less than 12 months have elapsed since the last offense of the same provision. Each day such offense is committed or continued shall constitute a separate offense and shall be punishable as such. Citations shall be issued to a person, firm or corporation and/or an individual present at the time of the alleged offense.

(Ord. 100-99, passed 9-20-99)

(G) As used in this section, SCHOOL, SCHOOL PREMISES and SCHOOL BUILDING have the same meanings as in R.C. § 2925.01.

(R.C. § 2917.11) ('80 Code, § 509.03) Penalty, see § 130.99

§ 132.08 CURFEW FOR MINORS.

(A) No minor under the age of 13 years shall loiter, idle, wander, stroll, or play in or upon the public streets or public places, places of amusement or entertainment, vacant lots, or other unsupervised places during the period after 9:00 p.m. during the school calendar year (including Sundays and holidays) and after 10:00 p.m. during the time of the year not within the school calendar year.

(B) No minor between the ages of 13 through 17 years shall loiter, idle, wander, stroll or play in or upon the public streets or other places, places of amusement and entertainment, vacant lots or unsupervised places between the hours of 12:00 a.m. midnight and 4:30 a.m. the following day.

(C) The provisions of this section do not apply to a minor accompanied by his parent, guardian or an adult person made responsible for the child by the parent, or where the minor is upon an emergency errand or legitimate business directed by his or her parent, guardian or other adult person made responsible for the child by the parent.

(D) Whoever violates this section is guilty of a misdemeanor of the fourth degree. Any parent, guardian or person having the legal custody and control of any minor violating this section is guilty of a minor misdemeanor.

(Ord. 29-81, passed 5-4-81; Am. Ord. 109-88, passed 12-19-88) Penalty, see § 130.99

§ 94.05 LITTERING.

(A) Definitions. For the purpose of this section, the following terms, phrases, words, and their derivations shall have the meaning given herein. When not inconsistent with the context, words used in the present tense include the future, words used in the plural number include the singular number. The word "shall" is always mandatory and not merely directory:

(1) AIRCRAFT. Any contrivance now known or hereafter invented, used or designed for navigation or for flight in the air, and includes but is not limited to helicopters and lighter-than-air dirigibles and balloons.

(2) AUTHORIZED PRIVATE RECEPTACLE. A litter storage and collection receptacle as required and authorized in this article.

(3) CITY. The City of Dublin.

(4) COMMERCIAL HANDBILL. Any newspaper or similar publication containing substantial amounts of matter advertising articles or things for sale or any businesses or services for profit which newspaper or similar publication is in normal course distributed without charge and without subscription therefore by the recipients, and includes, but is not limited to, any printed or written matter, any sample or device, dodger, circular, leaflet, pamphlet, booklet, paper or any other printed or otherwise reproduced original and copies of any matter or literature which:

(a) Advertises for sale any merchandise, product, commodity or things; or

(b) Directs attention to any business or mercantile or commercial establishment or activity for the purpose of either directly or indirectly promoting the interest thereof by sales; or

(c) Directs attention to or advertises any meeting, theatrical performance, exhibition or event of any kind, for which an admission fee is charged for the purpose of profit; or

(d) While containing reading matter other than advertising matter, is predominantly and essentially an advertisement and is distributed or circulated for advertising purposes or for private benefit and gain for any person so engaged as advertiser or distributor.

(5) LITTER. Garbage, refuse, and rubbish and all other waste material which, if thrown or deposited in a manner prohibited by this article, tends to create a danger to public health, safety and welfare or significantly reduces the aesthetic appearance of public or private property or the public right of way.

(6) LITTER RECEPTACLE. A dumpster, trash can, trash bin, garbage can or similar container in which litter is deposited for removal.

(7) NEWSPAPER. Any newspaper of general circulation as defined by general law, any newspaper duly entered with the Post Office Department of the United States, in accordance with

the federal statute or regulation, any newspaper filed and recorded with any recording officer as provided by general law and includes but is not limited to any newspaper, periodical or current magazine regularly published and sold to the public by subscription.

(8) NONCOMMERCIAL HANDBILL. Any printed or written matter, any sample or device, dodger, circular, leaflet, pamphlet, newspaper, magazine, paper booklet or any other printed or otherwise reproduced original or copies of any matter of literature not included in the definitions of a commercial handbill.

(9) PARK. A park, reservation, playground, recreation center or any other public area in the city owned or used by the city and devoted to recreation.

(10) PERSON. Any person, firm, partnership, association, corporation, company or organization of any kind.

(11) PRIVATE PREMISES. Any dwelling, house, building, multi-family structure or other structure designed or used either wholly or in part for private residential purposes, whether inhabited or temporarily or continuously uninhabited or vacant, and includes but is not limited to any yard, grounds, walk, driveway, porch, steps, vestibule or mailbox belonging or appurtenant to such dwelling, house building or other structure.

(12) PUBLIC PLACE. Any and all streets, sidewalks, boulevards, alleys or other public ways and any and all public parks, squares, spaces, grounds and buildings.

(13) REFUSE. All putrescible and nonputrescible solid wastes except body wastes, including garbage, rubbish, ashes, street cleanings, dead animals, abandoned, wrecked or junked vehicles or parts thereof and solid market and industrial wastes.

(14) RUBBISH. Nonputrescible solid wastes consisting of both combustible and noncombustible wastes, such as paper, wrappings, cigarettes, cardboard, tin cans, yard clippings, leaves, metal, wood, glass, crockery, bedding and similar materials.

(15) RIGHT OF WAY. The entire width between the boundary lines of every way publicly maintained when any part thereof is open to the use of the public for purposes of vehicular travel.

(16) VEHICLE. Every device in, upon or by which any person or property is or may be transported or drawn upon a highway.

(B) Litter in public places. No person shall throw or deposit litter in or upon any street, sidewalk or other public place including freshwater streams, lakes, and ponds within the city except in public receptacles, or in authorized private receptacles for refuse, recycling or yard waste collection or as placed at the curb for chipper service, leaf service or other city sponsored collection service.

(C) Placement of litter in receptacles. Persons placing litter in public receptacles or in authorized private receptacles shall do so in such a manner as to prevent it from being carried, or deposited by the elements upon any street, sidewalk or other public place or upon private property.

(D) Depositing litter in gutters. No person shall sweep into or deposit in any gutter, street or other public place within the city the accumulation of litter from any public or private sidewalk or driveway or any building or lot. Persons owning or occupying property or places of business shall keep the sidewalk and parkway in front of their premises free of litter.

(E) Litter from a vehicle. No person, while a driver or passenger in a vehicle, shall throw or deposit litter upon any street or other public place within the city, or upon private property.

(F) Littering in parks. No person shall throw or deposit litter in any park within the city except in public receptacles and in such manner that the litter will be prevented from being carried or deposited by the elements upon any part of the park or upon any street or other public place. Where public receptacles are not provided, all litter shall be carried away from the park by the person responsible for its presence and properly disposed of elsewhere as provided in this article or as prescribed by other sections of the city's codified ordinances.

(G) Deposit of commercial handbills on public property. No person shall throw or deposit any commercial or noncommercial handbill in or upon any sidewalk, street or other public place within the city, nor shall any person hand out or distribute or sell any commercial handbill in any public place, but nothing in this section shall be deemed to prohibit any person from handing out or distributing on any sidewalk, street, or other public place within the city, without charge to the receiver thereof, any commercial handbill to any person willing to accept it.

(H) Handbills: placing on vehicles. No person shall throw or deposit any commercial or noncommercial handbill in or upon any vehicle, but it is not unlawful in any public place for a person to hand out or distribute without charge to the receiver thereof, a noncommercial handbill to any occupant of a vehicle who is willing to accept it.

(I) Handbills: deposited on posted property. No person shall throw, deposit or distribute any commercial or noncommercial handbill upon any private premises, if requested by any one thereon not to do so, or if there is placed on the premises in a conspicuous position near the entrance thereof, a sign bearing the words, "No Trespassing," "No Peddlers or Agents," "No Advertisement," or any similar notice, indicating in any manner that the occupants of said premises do not desire to have their right of privacy disturbed, or to have any handbill left upon such premises.

(J) Depositing handbill at inhabited premises: mail and newspapers. No person shall throw, deposit or distribute any commercial or noncommercial handbill in or upon private premises which are inhabited unless the handbill is so placed or deposited as to secure or prevent the handbill from being blown or drifted about the premises or sidewalks, streets or other public places, and except that mailboxes may not be so used when so prohibited by federal postal law or regulations. The provisions of

this section shall not apply to the distribution of mail by the United States nor of newspapers as defined by this article.

(K) Dropping litter from aircraft. No person in an aircraft shall throw out, drop or deposit within the city any litter, handbill or any other object.

(L) Deposit of litter on occupied private property. No person shall throw or deposit litter on any occupied private property within the city, whether owned by such person or not, except that the owner or person in control of private property may maintain authorized private receptacles or collection in such a manner that litter will be prevented from being carried or deposited by the elements upon any street, sidewalk, or other public place or upon any private property.

(M) Maintenance of litter free premises. The owner or person in control of any private property shall at all times maintain the premises free of litter; but this section shall not prohibit the storage or litter in authorized private receptacles for collection, or within any building when not in violation of any health, fire, building code or other regulation, order, ordinance or statute.

(N) Vacant lots. No person shall throw or deposit litter on any open or vacant private property within the city whether owned by such person or not. Vacant lots shall be kept free of litter at all times by the person responsible for the property.

(O) Business establishments: receptacles. Every person owning, or managing, or having charge, control or occupancy of any real property in the city, who maintains a receptacle designated for their use shall dispose of refuse in such a way that said receptacle shall not overflow and the refuse so deposited shall not circulate freely in the environment.

(P) Receptacles: sanitary conditions. Every person owning, or managing, or having charge, control or occupancy of any real property in the city who maintains litter receptacles shall maintain such containers and receptacles in good condition. No receptacle may have ragged or sharp edges or any other defect liable to hamper or injure the person depositing or collecting the contents thereof.

(Q) Unsightly premises. Every person owning, or managing, or having charge, control or occupancy of any real property in the city shall not allow any part of such property visible from the street of adjoining premises to become so unsightly or untidy as to substantially detract from the appearance of the immediate neighborhood or tend to threaten the safety and welfare of the immediate neighborhood.

(R) Abatement. All persons, firms, or corporations owning, leasing or occupying buildings, grounds, or lots are hereby required to remove rubbish, trash, weeds, or other accumulation of filth or debris which constitutes a hazard to the public health, safety and welfare, from buildings, grounds, lots, contiguous sidewalks, streets, and alleys.

(S) Notice of abatement: procedure. Any person, whether as principle, manager, agent or employees, of the owner, lessee or occupant of any building, grounds or lots who receive Notice to

Abate from the City Manager or his authorized representative will have five working days from the receipt of the Notice to Abate to abate litter as described in divisions (A) through (R) of this section.

(T) Copy of resolution to be served or published. A copy of the Notice to Abate adopted under division (S) of this section may be served personally or at the usual place of residence of such owner, occupant or person in charge of such land or by registered mail, or in lieu of such service, may be published for two consecutive weeks in a newspaper of general circulation in the city.

(U) Enforcement. In case of failure or refusal to comply with any such Notice of Abatement, the work required thereby may be done at the expense of the city and the amount of money expended therefor shall be a valid claim against the owner, occupant or person in charge and a lien upon such land which may be enforced by suit in any court of competent jurisdiction. Proceedings under this division shall not relieve any party defendant from criminal prosecution or punishment for violation of any other criminal law or ordinance in force within the city.

(V) Penalty.

(1) Any person violating any provisions of this section will be deemed guilty of a misdemeanor and subject to penalty.

(2) Each day such violation is committed or permitted to continue after the initial five working days to abate shall constitute a separate offense and shall be punishable as such hereunder.

(Ord. 29-98, passed 5-4-98) Penalty, see § 94.99

§ 134.04 PUBLIC GAMING.

(A) No person, while at a hotel, restaurant, tavern, store, arena, hall or other place of public accommodation, business, amusement or resort shall make a bet or play any game of chance.

(B) No person, being the owner or lessee, or having custody, control or supervision of a hotel, restaurant, tavern, store, arena, hall or other place of public accommodation, business, amusement or resort shall recklessly permit such premises to be used or occupied in violation of division (A) above.

(C) This section does not prohibit conduct in connection with gambling expressly permitted by law.

(D) Whoever violates this section is guilty of public gaming, a minor misdemeanor. If the offender has previously been convicted of any gambling offense, public gaming is a misdemeanor of the fourth degree.

(E) Premises used or occupied in violation of division (B) above constitute a nuisance subject to abatement pursuant to R.C. Chapter 3767.

(R.C. § 2915.04) ('80 Code, § 517.04) Penalty, see § 130.99

§ 93.21 PUBLIC EXHIBITION PERMIT REQUIRED.

(A) An exhibitor of fireworks licensed under R.C. §§ 3743.50 through 3743.55 who wishes to conduct a public fireworks exhibition shall apply for approval to conduct the exhibition to the Fire Chief or fire prevention officer and to the Police Chief or other similar chief law enforcement officer, or the designee of the Police Chief or other similar chief law enforcement officer, having jurisdiction over the premises.

(B) The approval required by division (A) of this section shall be evidenced by the Fire Chief or fire prevention officer and by the Police Chief or other similar chief law enforcement officer, or the designee of the Police Chief or similar chief law enforcement officer, signing a permit for the exhibition. Any exhibitor of fireworks who wishes to conduct a public fireworks exhibition may obtain a copy of the form from the State Fire Marshal or, if available, from the Fire Chief, a fire prevention officer, the Police Chief or other similar chief law enforcement officer, or a designee of the Police Chief or other similar chief law enforcement officer.

(C) Before a permit is signed and issued to a licensed exhibitor of fireworks, the Fire Chief or fire prevention officer, in consultation with the Police Chief or other similar chief law enforcement officer, or the designee of the Police Chief or other similar chief law enforcement officer, shall inspect the premises on which the exhibition will take place and shall determine that, in fact, the applicant for the permit is a licensed exhibitor of fireworks. Each applicant shall show his or her license as an exhibitor of fireworks to the Fire Chief or fire prevention officer.

(D) The Fire Chief or fire prevention officer and the Police Chief or other similar chief law enforcement officer, or the designee of the Police Chief or other similar chief law enforcement officer, shall give approval to conduct a public fireworks exhibition only if satisfied, based on the inspection, that the premises on which the exhibition will be conducted allow the exhibitor to comply with the rules adopted by the State Fire Marshal pursuant to R.C. § 3743.53(B) and (E) and that the applicant is, in fact, a licensed exhibitor of fireworks. The Fire Chief or fire prevention officer, in consultation with the Police Chief or other similar chief law enforcement officer or with the designee of the Police Chief or other similar chief law enforcement officer, may inspect the premises immediately prior to the exhibition to determine if the exhibitor has complied with the rules, and may revoke a permit for noncompliance with the rules.

(E) If the Legislative Authority has prescribed a fee for the issuance of a permit for a public fireworks exhibition, the Fire Chief or fire prevention officer and Police Chief or other similar chief law enforcement officer, or their designee, shall not issue a permit until the exhibitor pays the requisite fee.

(F) Each exhibitor shall provide an indemnity bond in the amount of at least one million dollars with surety satisfactory to the Fire Chief or fire prevention officer and to the Police Chief or other similar chief law enforcement officer, or the designee of the Police Chief or other similar chief law enforcement officer, conditioned for the payment of all final judgments that may be rendered against the exhibitor on account of injury, death, or loss to person or property emanating from the fireworks exhibitor, or proof of insurance coverage of at least one million dollars for liability arising from injury,

death, or loss of persons or property emanating from the fireworks exhibition. The Legislative Authority may require the exhibitor to provide an indemnity bond or proof of insurance coverage in amounts greater than those required by this division. The Fire Chief or fire prevention officer and Police Chief or other similar chief law enforcement officer, or their designee, shall not issue a permit until the exhibitor provides the bond or proof of the insurance coverage required by this division or by the Legislative Authority.

(G) Each permit for a fireworks exhibition issued by the Fire Chief or fire prevention officer and by the Police Chief or other similar chief law enforcement officer, or the designee of the Police Chief or other similar chief law enforcement officer, shall contain a distinct number, designate the municipality, and identify the certified fire safety inspector, Fire Chief, or fire prevention officer who will be present before, during and after the exhibition, where appropriate. A copy of each permit issued shall be forwarded by the Fire Chief or fire prevention officer and by the Police Chief or other similar chief law enforcement officer, or designee of the Police Chief or other similar chief law enforcement officer, issuing it to the State Fire Marshal. A permit is not transferable or assignable.

(H) The Fire Chief or fire prevention officer and Police Chief or other similar chief law enforcement officer, or designee of the Police Chief or other similar chief law enforcement officer, shall keep a record of issued permits for fireworks exhibitions. In this list, the Fire Chief, fire prevention officer, Police Chief or other similar chief law enforcement officer, or designee of the Police Chief or other similar chief law enforcement officer, shall list the name of the exhibitor, his or her license number, the premises on which the exhibition will be conducted, the date and time of the exhibition, and the number and political subdivision designation of the permit issued to the exhibitor for the exhibition.

(I) The Legislative Authority shall require that a certified fire safety inspector, Fire Chief or fire prevention officer be present before, during and after the exhibition, and shall require the certified fire safety inspector, Fire Chief or fire prevention officer to inspect the premises where the exhibition is to take place and determine whether the exhibition is in compliance with this chapter and Ohio R.C. Chapter 3743.

(R.C. § 3743.54) ('80 Code, § 1523.02)

Appendix J





Dublin Bicycle Ambassador Volunteer Assignment Description

PURPOSE AND OBJECTIVE

The purpose of the Dublin Bicycle Ambassadors is to support initiatives that will increase use of the Dublin bike paths and bike lanes for fun, fitness and transportation. A Dublin Bicycle Ambassador (DBA) serves as an advocate, an authorized representative, and overall observer/reporter while biking on bike paths and lanes within the City of Dublin.

DUTIES AND RESPONSIBILITIES

Practice responsible, courteous and safe bicycling practices.

Observe and report: Observe user behavior, maintenance, trends and events. Report observations on web-based forums as assigned. When necessary, contact emergency line or designated personnel or programs.

Assist members of the public with wayfinding, biking etiquette and/or proactive information about paths in Dublin.

Acknowledge and when possible reward youth citizens for good bicycle behavior.

Assist with bike counts, bike advocacy activities and further the community's research efforts.

Serve as a positive role model and ambassador to the community.

SUPERVISION

Overall supervision for the tenure of DBAs is the Volunteer Administrator. However, day-to-day direction and supervision may come from DBA Staff Team Members from: City of Dublin Police, Washington Township, City Administration, Parks, or Planning Departments.

TIME COMMITMENT

Volunteers are required to commit to one-year of service and make a good faith effort to serve once per week.

REQUIREMENTS

Must be at least 16 years of age or older.

Must have own bicycle in good working condition and proper safety helmet.

Sign a City of Dublin Volunteer Waiver and Release, attest to being in the appropriate physical and mental condition for the assignment, and agree to policies and procedures as outlined.

Attend required training by The City of Dublin and Washington Township, including CPR and First Aid Training.

Notify the City of Dublin and complete appropriate process if an injury or accident to the DBA volunteer occurs.

While on duty, the DBA must:

- Wear a safety helmet, city-issued name badge and safety vest
- Follow proper bicycle etiquette and related ordinances while biking
- Represent the City of Dublin and Washington Township as an “Ambassador”

Must demonstrate the ability:

- To respect and relate to people of all ages, abilities and backgrounds
- To communicate effectively both orally and in writing
- To use web-based and mobile communication tools as outlined in training guidelines
- To gather and record factual information accurately
- To contact proper authorities when appropriate and follow direction given
- To follow guidelines as established by The City of Dublin and Washington Township

BENEFITS

- Opportunity to interact with citizens in a positive, proactive manner
- Utilize skills, past experiences and knowledge
- Make a positive impact on Dublin’s safety, health and environment
- Gain an understanding of local government practices and planning
- Further education by attend training and certifications offered
- Represent the community at speaking engagements and leadership events

VOLUNTEER CODE OF CONDUCT

As a Dublin Bicycle Ambassador (DBA), you are considered an authorized volunteer representative to the public. The Dublin community supports and expects that its public servants, paid or volunteer, are committed to the highest ideals, quality service, and proper conduct. By signing this Code of Conduct as a DBA, you are stating that you agree to the following conduct codes.

RESPECT FOR OTHERS WHILE SERVING AS A DBA

- I will respect the rights, dignity and worth of all citizens
- I will treat everyone equally regardless of age, gender, culture, background, ability or faith
- I will be a positive role model
- I will respect private and public property
- I will follow all City Ordinances related to parks, biking and traffic

ACT PROFESSIONALLY AND TAKE RESPONSIBILITY FOR MY ACTIONS AS A DBA

- I will take necessary steps to ensure that I am in the appropriate mental and physical condition to serve
- My language, manner, preparation, and follow through will demonstrate responsible standards
- I will display control, respect, dignity and professionalism
- I understand that I am forbidden to carry a weapon while serving as a DBA
- I will not drink alcohol or take illegal drugs before or while serving as a DBA or when wearing uniform
- I will not misrepresent myself as having any further authority other than that of a DBA
- I will refrain from any form of personal abuse towards citizens, including inappropriate or unwanted sexual advances on others, verbal, physical or emotional
- I will report any emergencies to the appropriate authorities
- I will practice responsible, courteous and safe bicycling practices
- I will avoid conflict of interest situations and refrain from actions that may be perceived as such

RESPECT FOR MY DBA ROLE

- I will accept assignments consistent with my interest, abilities, available time with an open mind and willingness to learn
- I will accept feedback from my supervisor(s) in order to do the best job possible
- I will provide feedback to my supervisor(s) in order to be a part of the best program possible
- I will comply with policies, procedures and agreement as outlined for DBAs
- I will not accept tips, request meals to be paid for or otherwise accept payment for my volunteer service
- I understand that failure to take responsibility to adhere to policies may cause my dismissal.

Signed: _____

Date: _____



2012

Beverage Server Training



20oz DRAFT = 3 TOKENS
Refillable Mug = 3 TOKENS

WE 2 BEER LIMIT PER VISIT!

ALCOHOL SALES END AT:
FRIDAY - 11:30
SATURDAY - 11:00
SUNDAY - 8:00

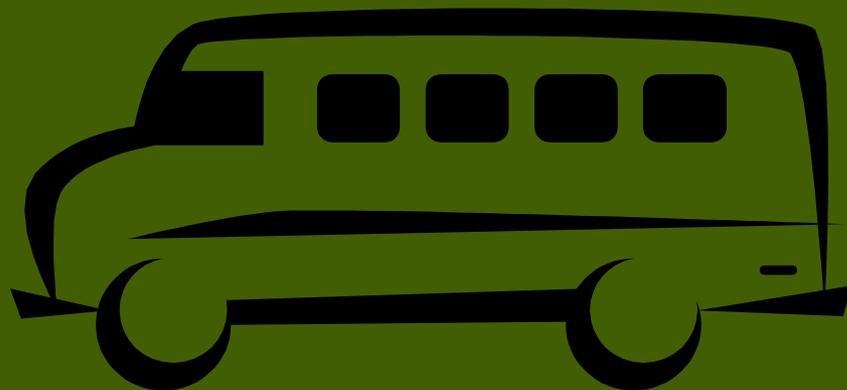
UNDERAGE DRINKING NOT BE TOLERATED

7NWX 6090
INDIANAPOLIS

Parking & Shuttles



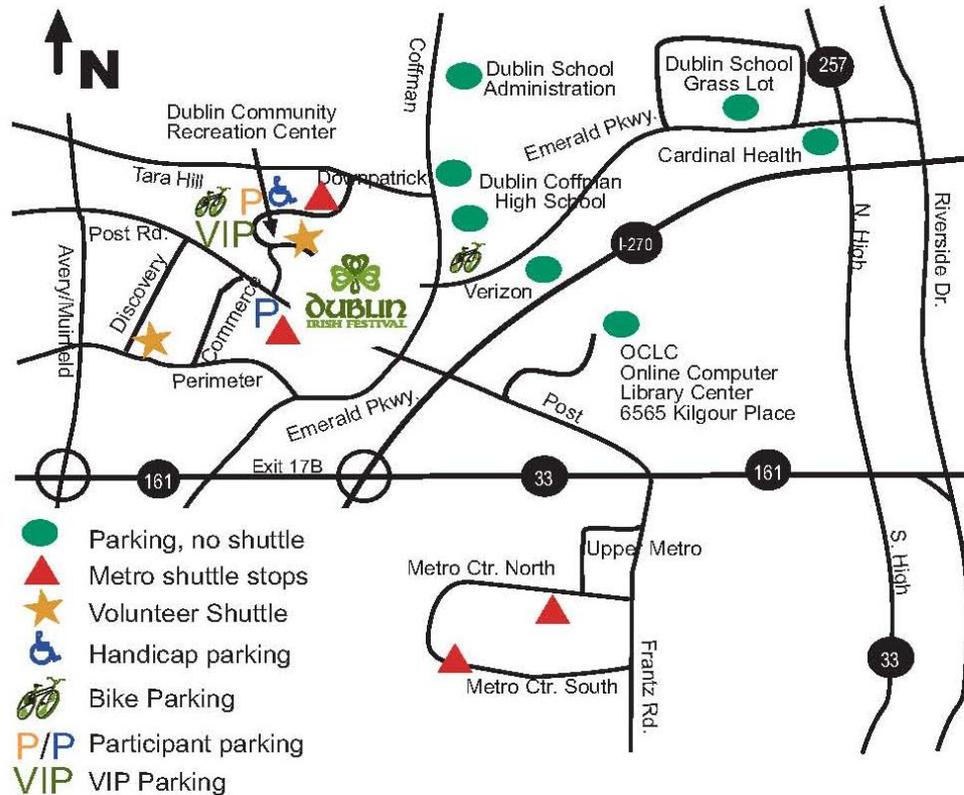
- Fiserv, 6000 Perimeter Dr.
- Parking pass must be displayed on vehicle dashboard
- A volunteer shuttle will pick-up and drop-off at the Volunteer lot and at the Dublin Community Recreation Center (DCRC)
- Hours:
 - Friday: 2:30 p.m. – 1 a.m.
 - Saturday: 8:30 a.m. – 1 a.m.
 - Sunday: 8:30 a.m. – 10 p.m.



Parking & Shuttle Map



Dublin Irish Festival Parking Map



Dress Code & Tips



- Please wear provided apron
- Groups are encouraged to show spirit through apparel
- Items must be event appropriate
- Clothing **cannot** show support for a particular cause
- Dress for the weather
- Wear comfortable, close toed shoes
- Bring sun protection
 - i.e. sunscreen, hat, sunglasses, etc.

Check-In



- Sharing o' the Green Headquarters
 - DCRC / Classroom B
 - Arrive for check-in at assigned shift start time
 - Present your ID at check-in
 - Must sign-in for your shift and your shift only
 - Main location for information, central meeting
- At Sharing o' the Green Headquarters you will...
 - Get your Participant ticket
 - Receive an ID Display lanyard
 - Be given an apron

Opening Serving Locations



- Shift Supervisors pick-up radio, credential and supply box from Sharing o' the Green Headquarters
- Locate booth on grounds, and verify it is your correct serving location
- Display location identifier (New for 2012)
- Drop tent sides
- Check stock of cups, ice and product
- Direct questions to the Dublin AM Rotary Beverage Location Manager



Beverage Inventory Management



- Dublin AM Rotary
- I-Pad Beverage Inventory Application
 - Product Management
- Radio communication

Closing Serving Locations



- Put-up tent sides
- Stack inventory by product inside tent
- Clean counters, place trash outside of tent
- Give tokens to the Token Manager, Shift Supervisor must remain at booth until tokens are collected and alcohol is inventoried by Dublin AM Rotary
- Shift Supervisor take radios, credentials and supply box back to Sharing o' the Green headquarters

Closing Serving Location on Sunday



- Place product on assigned pallets, do not mix product
- Give tokens to the Token Manager, Shift Supervisor must remain at booth until tokens are collected and alcohol is inventoried by Dublin AM Rotary
- Bring radios, aprons and supply box back to Sharing o' the Green headquarters

Alcohol Serving Hours



- Friday: 4 – 11:30 p.m.
- Saturday: 11 a.m. – 11:30 p.m.
- Sunday: 11 a.m. – 8:30 p.m.



- You must have your Driver License with you to serve

Tokens & DIF



- Tokens are \$2 each
- No cash transactions at beverage locations
- Beverages are served in exchange for tokens
- Tokens will be picked-up periodically by a Token Manager (DIF TM)



Which Are Counterfeit?





Counterfeit!



Counterfeit!



Safety Plan – Tier One



- Indicate that a weather threat is 1 to 2 hours out or have received indication of another hazard
- Action: Shift Leader at each location will monitor radios for future information. Sellers should make sure all products are located under tent.

Safety Plan – Tier Two



- Indicates that weather or hazard is approximately 1 hour away
- Action: No additional product will be delivered. Sellers will locate tent sides and partially put them in place to prepare for a suspension or evacuation.

Safety Plan – Tier Three



- Suspension of Operations (severe weather is imminent or other threat identified)
- Action: Sellers will immediately stop selling and either put up tent sides or close beer truck. At least two sellers will remain at location until tokens are picked up.

Safety Plan – Tier Four



- Evacuation if there is threat of death or serious injury
- Action: Sellers will immediately stop selling and either put up tent sides or close beer truck. If tokens have not been picked up, sellers will take tokens with them to a shelter location.

Safety Plan – All Clear



- All Clear status will describe the point at which no threat exists
- Action: Beverage workers will take down sides of tent and prepare for sales. Token Managers (DIF TM) will as quickly as possible distribute token collection bins

Breakout Sessions



- All Cocktail Location Servers to Talla 1/2
- All Beer Location Servers remain seated
- Staff will **NOT accept** your agreements and hand out parking passes until you have completed your breakout session.



DUBLIN IRISH FESTIVAL
2 BEER LIMIT PER VISIT
Alcohol Sales End At:
Friday 11:30 p.m.
Saturday 11:30 p.m.
Sunday 8:30 p.m.

BLUE MOON STOUT
20 oz. Draft 3 Tokens
Refills on 3 Tokens
Non-Alcoholic 2 Tokens
SUNDAYS UNDERAGE DRINKING

DUBLIN
2 BEER PER VISIT
Alcohol Sales End At:
Friday 11:30 p.m.
Saturday 11:30 p.m.
Sunday 8:30 p.m.



SHARIN' O' THE GREEN
DUBLIN

AUGUST 3, 4 & 5 - 2012



LIKE IRELAND,
EXCEPT SMALLER

YEARS
25

2012
Volunteer Handbook

General Information

Volunteer Headquarters

Dublin Community Recreation Center

Friday, August 3 9 a.m. to midnight

Saturday, August 4 8:30 a.m. to midnight

Sunday, August 5 8:30 a.m. to 9 p.m.

Volunteer Information

For information that may affect volunteers during the Festival, call 614-410-4406 for updates recorded throughout the Festival and DublinIrishFestival.org for online information.

Festival Hours

Friday, August 3 4 p.m. - midnight

Saturday, August 4 11 a.m. - midnight

Sunday, August 5 11 a.m. - 9 p.m.*

*Gates open at 9:45 a.m. for Sunday services

Giving Back

Until 11 a.m. on Sunday the Dublin Food Pantry will collect non-perishable food items at each gate.

Sunday Services

10:15 a.m.: Mass in the Irish language
ScottsMiracle-Gro Dublin Stage

10:15 a.m.: Traditional Catholic Mass I
Killian's Celtic Rock Stage

10:15 a.m.: Interdenominational Service
Chase Bank Trinity Stage

10:15 a.m. Druid Service
Celtic Music House

10:45 a.m.: Traditional Catholic Mass II
Giant Eagle Irish Thunder Stage

10:45 a.m. Episcopal U2Charist
Allstate Dean Insurance Shamrock Stage

Volunteer Guidelines

Volunteer Training and Kickoff

Saturday, July 28: 9:30 a.m. - 11:00 a.m.

Celtic Rock Stage, Coffman Park

Other Packet & T-Shirt Pick Up Times

If you can't make it to the Training and Kickoff, we will also have packet and shirt pick up times on the following:

Monday, July 30: 4:00 p.m. - 7:00 p.m.

Dublin Community Recreation Center

Tuesday, July 31: 4:00 p.m. - 7:00 p.m.

Dublin Community Recreation Center

Wednesday, August 1: 4:00 p.m. - 7:00 p.m.

Dublin Community Recreation Center

Thursday, August 2: 4:00 p.m. - 7:00 p.m.

Dublin Community Recreation Center

All volunteer assignments are sent via e-mail. Your volunteer shirt and name badge indicate you are on-duty as a volunteer. Dress for the weather and for your own comfort, but keep common sense and safety in mind. Wear comfortable, close-toed shoes (such as athletic shoes - please- NO FLIP FLOPS!) and bring any sun protection you may need (hat, sunscreen, etc.)

Bring a Refillable Water Bottle

Bring your own refillable water bottle and help us cut down on plastic bottle waste.

Alcohol Consumption

You may not drink alcohol before or during your scheduled shift. Should you choose to drink after your volunteer shift, be sure you have checked out at Volunteer Headquarters, and have changed out of your volunteer shirt. **Please do not wear your volunteer shirt while consuming alcohol.**

Harassment

Volunteers are included in the City of Dublin's sexual and Harassment Policy. If you feel you are placed in an uncomfortable situation, contact a staff member in Volunteer Headquarters. Furthermore, it is expected that each volunteer will uphold the same measure of respect to patrons, volunteers, staff, entertainers and exhibitors.

Dublin Irish Festival Parking Map

Injury Reporting

In case of any volunteer injury, you are responsible to notify Volunteer Headquarters. Information may need to be compiled for everyone's protection.

Weather Conditions

Rain or shine, please report to Festival grounds for your assignment. The need for volunteer help sometimes increases during inclement weather. If conditions become threatening, staff will determine if and when the Safety Plan should be activated.

Parking and Transportation

Allow Travel and Parking Time

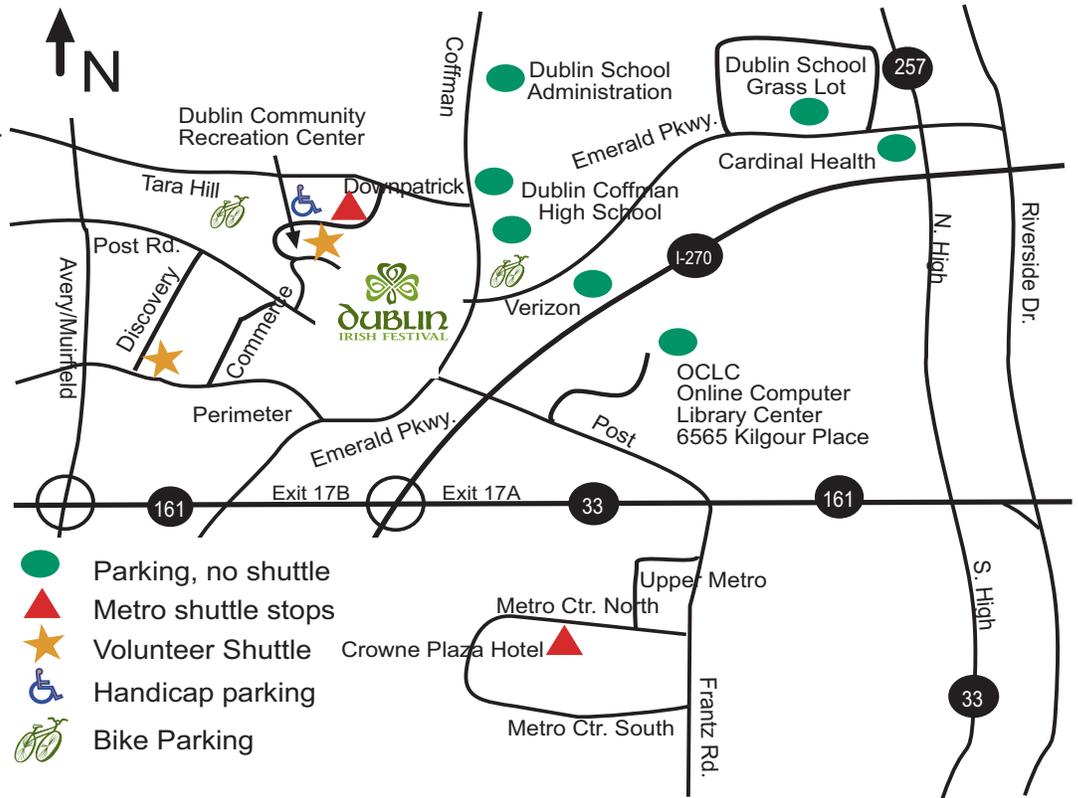
Allow plenty of extra time to get to the Festival, park and take a shuttle to Volunteer Headquarters. Check in at least 20 minutes before your shift and get to your assigned location.

Volunteer Parking & Shuttle Service

Volunteer parking and shuttles are located at Fiserv, 6000 Perimeter Dr. This lot is for volunteers **ONLY**. A map is on the reverse side of your parking pass. Please use this lot **ONLY** when you are volunteering and display your parking pass on your dash. A shuttle will take you from the lot to Volunteer Headquarters, where you will need to check-in for your shift. The City of Dublin is not responsible for loss or damage to your vehicle, its accessories or contents resulting from theft, vandalism, fire or any other cause.

Directions to Volunteer Parking Lot

From I-270 take Exit 17B to SR-33 west to Avery-Muirfield Dr. exit north, turn right on Perimeter Dr. and then left on Discovery Blvd. Park in the lot north of the Fiserv building.



Volunteer Shuttle Hours

Friday, August 3 2 p.m. to 1 a.m.
 Saturday, August 4 8:30 a.m. to 1 a.m.
 Sunday, August 5 8:30 a.m. to 10 p.m.

We Encourage you to Carpool

With an army of 1,300 volunteers, we're certain you know someone else volunteering at the Festival. Join them and share a ride.

Better Yet, Ride your Bike

Bike parking is located just west of the DCRC (closest to Volunteer HQ) and at the corner of Coffman Rd. and Emerald Parkway.

Join us Thursday Night for the Dub Crawl

Come to Historic Dublin for the Dublin Irish Festival Dub Crawl and IGS Energy 5K run. There will be special offers by shops, restaurants and pubs.

At the Festival

Mandatory Check-in and Check-out

It is critical that all volunteers check-in with their confirmation letter before their shift and check-out after the shift is complete. Why? We have to keep track of staffing at some 60 areas; help the effort by communicating with us. Volunteer Headquarters serves as your “homeroom” and central hub.

Youth Volunteers

You and your parents/guardians are responsible for a meet up plan for when your shift is over. Please communicate your whereabouts with one another for when you’re done volunteering. You’re welcome to use Volunteer Headquarters as a meet up point.

Admission

All staff, entertainers, exhibitors and volunteers must go through a security check and must have a ticket for admission. A volunteer shirt and/or name badge will **NOT** suffice for entry onto Festival grounds. During your assignment, if you leave Festival grounds to return to Volunteer Headquarters or go to any point beyond an Admission Gate, **be sure to have your hand stamped for re-entry.**

Getting to and Serving at Your Assignment

After checking in at Volunteer Headquarters, you will be directed to your assigned location. From there:

- Present your participant ticket at the Entrance
- Go directly to your assignment location
- Confirm you are at the correct location (via signage, other volunteers or staff)
- Do not assume that if the area is staffed with volunteers that you are not needed - you are most likely there to replace those volunteers
- When your shift is complete, do not leave until replacement volunteers have arrived
- If you leave Festival grounds, get your hand stamped for re-entry
- Return to Volunteer Headquarters to check out

Admission for Off-Duty Volunteers

Your volunteer T-shirt does **NOT** grant you entry into the Festival. You must use your complimentary ticket for the day you come to the Festival to enjoy it.

Safety and First Aid

Volunteers are extra eyes and ears for us!

Lost Children

Take lost children to an information tent located near the east, north and south entrances.

First Aid

First aid assistance will be available on-site from Washington Township paramedics located at the north and southwest entrances. If emergency assistance is needed, please find a volunteer or staff member with a radio who can call in to the Command Post or you can call 911 at any time.

Stay Well!

Please take responsibility for your well-being by staying hydrated with water and wearing sunblock. Please, look out for other volunteers and give each other breaks when needed.

Security

Dublin Police will provide 24 hour security in the park. Lost, damaged or stolen items are not the responsibility of the Dublin Irish Festival or the City of Dublin.

If you see anything suspicious, unusual or unsafe, report it to a member of the event staff, to Volunteer Headquarters or use a radio to reach the command post on Channel 1.

For an emergency, dial 9-1-1.

Communication

DublinIrishFestival.org

The Festival Web site is your best source for up-to-the-minute Festival information. We also will be using Twitter and Facebook throughout the weekend.

Scheduling, Cancellations, Changes and General Questions about Service

All communication regarding scheduling, cancellations, shift change requests or general questions about volunteering should be directed to: Volunteer Resources, 614-410-4400 or cnardecchia@dublin.oh.us

Volunteer Information Line

For up-to-date information that may affect volunteers during the Festival, go to DublinIrishFestival.org or call 614-410-4406. This line is continuously updated beginning on the first day of the Festival.

During the Event

Volunteer Headquarters is the main point of volunteer communication during the Festival. Get instructions, questions about assignments or needs fulfilled there. We also have beverages and food courtesy of Tim Hortons.

While on Duty

Many staff members, identifiable by uniform, will be on hand during the Festival and will check with you periodically. Staff or committee volunteers can assist you with needs while at your assignment.

Command Post

The Command Post is only available via radio on Channel 1. Staffed by City employees, any issues (e.g., a broken ATM, power outage, etc.) should be directed to the Command Post. **For an emergency, dial 9-1-1.**

Festival Operations

The Festival Operations is located in the DCRC across the hall from Volunteer Headquarters. Festival radio check-out, supplies and other operational issues may be addressed there in person. Staff in Festival Operations will be able to answer any general Festival questions. They can also be reached by radio on Channel 1 or by calling 614-410-4545.

Tell Us About It

We value volunteer feedback and make many changes and enhancements based on it. Go to DublinIrishFestival.org to complete a volunteer survey when your experience is over. Paper copies will be in Volunteer Headquarters as well.

Festival Staff

The Dublin Irish Festival is produced by the City of Dublin, Events Administration, with the assistance of all departments and the support of Dublin City Council.

Dublin City Council: Mayor Tim Lecklider, Vice Mayor Amy Salay, Cathy A. Boring, Marilee Chinnici-Zuercher, Rick Gerber, Michael H. Keenan and John Reiner

City Manager: Marsha Grigsby

Administrative Services Director:
Michelle L. Crandall

Festival Director: Alison LeRoy

Event Marketing Administrator: Mary Jo DiSalvo

Event Production Administrator: Trish Lackey

Volunteer Resources Administrator:
Christine Nardecchia

Event Support: Carina Dacierno, Samantha Haberkamp, Terry Schimmoller, Sharon Hague, and Barbara Burkholder

Event Assistants: Jeremy Gerstacker, Kelly Kirkland, Libby Montgomery, Lindsay Stout, Sara O'Malley, Steven Veltri

Intern:
Emily Mills

The Dublin Irish Festival has a Volunteer Committee of leaders dedicated to your service on site. Expect these volunteers to come around and check on you while you are volunteering. In the event of an emergency, they will communicate with you, your areas and provide guidance and direction.

Dublin Irish Festival Safety Plan

The Festival has created a comprehensive plan in case of an emergency. The actions that you will need to take if we reach a Tier 3 or 4 incident are indicated below. You will be notified if we reach these tiers either via radio, volunteer or public address system. Please review the plan below to understand your role in the event of an emergency.

Tier 3 - Suspension of Operations will indicate that severe weather is imminent, or any other threat is identified which does not immediately threaten death or serious injury. In this tier, all Festival activities will stop immediately and entrances will be closed to new guests.

Participant Action: Participants must immediately stop all activities. This includes entertainment, sales, and all performances. Participants will be **encouraged** to seek shelter in the Municipal Building, DCRC or Dublin Coffman High School. Volunteers will be informing participants and the outdoor warning system in the park will provide more information.

Tier 4 - Evacuation will be called only if an imminent threat of death or serious injury is indicated. Public safety personnel will require all patrons and participants to leave any area(s) that pose an imminent threat to their safety.

Participant Action: Participants must immediately stop all activities. This includes entertainment, sales, and all performances. Participants will be **required** to seek shelter in the Municipal Building, DCRC or Dublin Coffman High School. Volunteers will inform participants and the outdoor warning system in the park will provide more information.

An **All Clear** status describes the point at which no imminent or credible threat exists that could endanger the safety and/or security of the Festival guests and staff.

Participant Action: Participants will be re-admitted to grounds when staff deems that the site is ready.





MAP KEY

- Tokens
- Beer
- Cocktails & Wine
- Pop & Water
- Columbus State Preferred Pathway Information Tent
- Phones
- Baby Changing
- Playground
- Restrooms
- First Aid
- ATMs
- Tickets
- Food Vendors
- Emergency Shelter

- 1 Dublin Wine Cellar
- 2 Grafton Street Marketplace
- 3 Irish Tea Room
- 4 Author's Corner
- 5 Cultural Workshops
- 6 Wake House
- 7 Community Organizations
- 8 Music Workshops
- 9 Sessions
- 10 Bog Ponies
- 11 Irish Traditions
- 12 Music Exhibits
- 13 Ward Irish Music Archives
- 14 Spoken Word
- 15 American Celtic Art Exhibit
- 16 Brian Boru's Ireland
- 17 Festival Merchandise & Entertainer CD Sales
- 18 Emerald Arts Isle
- 19 Bob Evans Sand Sculpture
- 20 O'Connell St. Marketplace
- 21 Genealogy
- 22 Celtic Canines
- 23 Wee Folk Crafts
- 24 Wee Folk Stage
- 25 Pot O' Gold Playland
- 26 Festival Merchandise
- 27 Temple Bar Marketplace

Dublin Community Recreation Center
 Festival Operations
 Volunteer / Entertainer / Exhibitor / Sharing o' the Green Headquarters

Dub Club
 ScottsMiracle-Gro
Dublin Stage

Chase Bank
Trinity Stage

Giant Eagle
Irish Thunder Stage

Cardinal Health
Ceili Dance Tent

Wendy's
Wee Folk Area

Killian's
Celtic Rock

Tansky Sawmill
 Toyota
Greenfields Sports Area

BRIDGE

SW
 ENTRANCE

SE
 ENTRANCE

N
 ENTRANCE

E
 ENTRANCE

Coffman HS
 300 yds

Coffman HS
 200 yds

Dublin Methodist Hospital
 Bike Parking

Dublin Methodist Hospital
 Bike Parking

Metro Shuttle Pick-Up

Metro Shuttle Pick-Up

Coffman Park Drive

Coffman Park Dr.

Post Road

Northwest Food Court

Northeast Food Court

Central Food Court

Creekside Food Court

Temple Bar Food Court

Coffman Homestead

Emerald Parkway

Dublin Municipal Building

Allstate Dean Insurance
Shamrock Stage

Bushmills Whiskey
Snug

Celtic Music House

Celtic Rock Club

Dub Club

Emerald Club

Cardinal Health

Whiskey Snug

Wendy's Wee Folk Area

Killian's Celtic Rock

Greenfields Sports Area

Dub Club

Chase Bank Trinity Stage

Giant Eagle Irish Thunder Stage

Cardinal Health Ceili Dance Tent

Wendy's Wee Folk Area

Killian's Celtic Rock

Greenfields Sports Area

N ENTRANCE

E ENTRANCE

SW ENTRANCE

SE ENTRANCE

Coffman HS 300 yds

Coffman HS 200 yds

Dublin Methodist Hospital Bike Parking

Dublin Methodist Hospital Bike Parking

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Metro Shuttle Pick-Up

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Creekside Food Court

Temple Bar Food Court

Coffman Homestead

Emerald Parkway

Dublin Municipal Building

Allstate Dean Insurance Shamrock Stage

Bushmills Whiskey Snug

Celtic Music House

Celtic Rock Club

Greenfields Sports Area

Dub Club

Emerald Club

Cardinal Health

Whiskey Snug

Wendy's Wee Folk Area

Killian's Celtic Rock

Greenfields Sports Area

Dub Club

Chase Bank Trinity Stage

Giant Eagle Irish Thunder Stage

Cardinal Health Ceili Dance Tent

Wendy's Wee Folk Area

Killian's Celtic Rock

Greenfields Sports Area

N ENTRANCE

E ENTRANCE

SW ENTRANCE

SE ENTRANCE

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Coffman HS 200 yds

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Emerald Parkway

Dublin Municipal Building

Allstate Dean Insurance Shamrock Stage

Bushmills Whiskey Snug

Celtic Music House

Celtic Rock Club



Thank you to our Dublin Irish Festival volunteer team
for rolling out the green carpet year after year.

**Here's to 25 *more* years of the finest
team of volunteers ever assembled!**

Mark your calendars to join us in 2013:
August 2, 3, & 4, 2013



City of Dublin

**Abbey Theater of Dublin
Volunteer Usher Guidelines**

Rev. 01/25/07
City of Dublin
Office of Volunteer Services



Volunteer Usher Guidelines Dublin Community Theater

Thank you for offering your time and service to the Abbey Theater of Dublin. Opened to the public in March 2000, we are pleased to offer a quality performing arts space to our ever-growing community supported by a committed staff. And now, a team of volunteer ushers will help our staff welcome the public as our guests during performances.

The Dublin Community Recreation Center

The Dublin Community Theater is located within the Dublin Community Recreation Center (DCRC). The DCRC is a comprehensive facility offering quality recreation programs to the Dublin community. The facility offers a senior adult and teen lounges, a gymnasium, an aerobics/dance studio, leisure pool, lap pool, spa/hot tub, babysitting room, fitness area, jogging/walking track and a number of classroom and meeting areas, including a 300-seat community hall.

The Theater

The Abbey Theater of Dublin offers the community a venue for Dublin-based performing arts groups, as well as movies, lectures and seminars. Accommodations are available for groups as diverse as children's ballet, contemporary music, travelogues and political debate. The beautiful hardwood stage is located at floor level, providing excellent views from all seats. The backstage area offers short-term storage and two private dressing rooms. The flexible space boasts state-of-the-art lighting, sound and video systems to accommodate virtually any need.

I. Role of a Theater Usher

The role of an usher is to be the "host of the house" during performances and functions at the theater. Ushers serve to:

- **First and foremost...** be friendly, welcoming ambassadors
- Direct patrons to seats
- Distribute programs
- Assist people with mobility issues
- Monitor rules (no food or drink in theater, etc.)
- Direct latecomers to appropriate entry/seats
- Answer directional questions (restroom or telephone locations, etc.)
- Open/close house doors when needed
- Report any disturbances to staff
- Tidy up after performances

The following are some details about each of those duties:

- **Be friendly and welcoming.** You are not only representing yourself, but the City of Dublin as well. Please, be as accommodating as possible by genuinely welcoming everyone to the theater. You might consider saying things like, “*Welcome! We’re glad you came.*” Or “*Help yourself in, let us know if we can help you tonight.*” Especially during these new months of the theater’s opening, people may look bewildered at the new surroundings. Invite them in, show them the entrance, and understand that they are not as familiar as you are with the structure. Be the first to make contact when possible; you’ll make them feel more at ease.
- **Direct patrons to seats.** For the time being, seating in the theater is general seating. This means that patrons will not have “assigned” seats according to their tickets. Although this may change in the future from performance to performance, it makes a difference as to how you direct patrons. For general seating, you should 1. Welcome patrons 2. Direct them to the doors and 3. Point out available seating. 4. Encourage patrons, especially early arrivals to sit in the middle of the rows, so that people won’t have to climb over those already seated.
- **Distribute programs.** Most productions will have a program that goes with the performance. Please distribute one program per guest, and if recycling bins are out in the lobby area, tell them to recycle them when they are done with them.
- **Assist people with mobility issues.** The front row seating area is designated for people with disabilities. This could include people who use wheelchairs, helper dogs or those with interpreters. Some helpful tips when helping people with disabilities:
 1. Please be sensitive to those in wheelchairs. It is courteous to bend down to their level when speaking with them, so that they are not always straining by looking up at you.
 2. Helper dogs are always welcome, as they are a vital part of mobility for some people. Please, *do not pet* the dog or offer to guide the dog by the leash. Think of the dog as an actual extension of the person, who is there to work for its master, not to be a pet.
 3. When talking with people who use interpreters, speak directly to the person, not their interpreters. Speak in first person, not third. In other words, **do not** say, “Would she like to be seated further up?” Instead, ask directly, “Would YOU like to be seated further up?”

Monitor rules. There are a few rules that you will want to monitor. They are the following:

1. **NO FOOD OR DRINK IS PERMISSIBLE IN THE THEATER AT ANY TIME.** If someone comes in with a soda can or snack, kindly tell them, "I'm sorry, but we ask that no food or drink be brought into the theater." Generally, you will find that most people are glad to oblige. This will especially be an issue after intermission; you'll want to keep a close eye on patrons as they re-enter the theater.
 2. **No cell phones/pagers.** If you notice someone carrying a cell phone or pager, again, kindly ask him or her if they can put the device on "silent" or "vibrator" mode, so as not to disturb the performance. Some theaters have offered the service of check in for such devices; we do not. They will keep the device with them, but should have them turned off or onto silent/vibrator mode.
 3. **Clear Aisles.** No seating or standing in aisle ways or steps during performances.
- **Direct latecomers to appropriate entry/seats.** Latecomers should NOT enter the theater through the lower main doors. Instead, direct them to the **back staircase**, where they can enter the theater with fewer disturbances.
 - **Answer directional questions.** People will naturally ask you where common areas are, such as restrooms and payphones. Please familiarize yourself with the locations of such areas, as you will certainly be asked for directions. Some patrons may have general questions about the entire facility. Invite them to go to the front desk of the DCRC (if it is open), where staff will gladly answer any of their questions about membership, classes or programs.
 - **Open/close house doors when needed.** Here is the timeline you should follow at each performance:
 1. OPEN: House doors open 30-minutes before performances.
 2. CLOSE: House doors close immediately upon the beginning of the performance (usually, house lights will dim or go off to cue this).
 3. OPEN: Just before intermission, house doors are open.
 4. CLOSE: Just after intermission/before the second half, house doors close.
 5. OPEN: Just before the end of the performance, open them again, and leave them open.

Although this is a very logical order, it helps to be reminded of the sequence from time to time. Please be sure to familiarize yourself with the performance via the program or staff to find out if there are any special instructions for the evening's performance.

- **Report any disturbances to staff.** People may sometimes be unruly or display inappropriate behavior during a performance. If you are comfortable doing so, you may go up to a patron to politely and quietly ask them to quiet down. If you are uncomfortable doing so, you are welcome to get a staff member, who will take care of the situation for you. Use your judgement when deciding what is appropriate or inappropriate. A good rule of thumb is...if you notice a person's behavior is disturbing other patrons around him/her, you may decide to take action. Again, it is of the utmost importance to be friendly and courteous when doing so.
- **Tidy up after performances.** We do not expect you to actually "clean" the theater space after performances. However, it will make things run more smoothly for our staff if you could gather up any left over programs, tickets or obvious trash items left behind.

II. Your Timing & Arrival

You will want to be at the theater between 20 & 30 minutes before curtain. You can expect to leave the theater 10 to 15 minutes after the production is over. Some notes about reporting in:

- When you come in, **please sign in your volunteer hours at the DCRC front desk.** This is not only a liability issue (we need to know who is in the building), but it also helps us track your individual volunteer hours and total volunteer hours. The sign-in book is located at the DCRC front desk.
- After signing in, look for theater staff and let them know you're there. They will happily welcome you and of course be relieved that you've come in that night!
- Ask if there are any special notes about the performance. Usually, the staff member will tell you of any special circumstances for the evening. But just in case, it is always safe to ask.

III. Ticketing and Box Office Functions

Ushers are not responsible for any box office duties at this time. Patrons, however, may ask where they can get tickets for the evening performance. This will be located in one of two areas. 1. If the performance art group chooses to handle its own ticket sales, they will be handling that from the desk space in the lobby area. 2. If the event is offered by the Dublin Community Recreation Center, patrons will need to purchase tickets.

IV. Emergency Procedures and General Safety

Fire alarms, medical emergencies, and unruly/inappropriate behavior are of course entirely unpredictable and we never know when such unfortunate incidents will occur. Here are basic guidelines for such incidents:

1. **Fire alarm.** When a fire alarm is signaled, it will be very obvious. You will hear a sounding alarm and see a strobe-like flashing light. If this happens during a performance, no questions asked, we must evacuate the building. Please note all exit signs and fire escape routes (see attached) and direct people to CALMLY leave the building. If the alarm is false, you will be notified as soon as the information becomes available.
2. **Medical Emergency.** If someone becomes ill, report it immediately to the Manager on Duty or theater staff. That staff member will take appropriate action to call for help or administer CPR/First Aid. Never hesitate to make an issue of someone you suspect may be ill.
3. **Unruly behavior.** If you witness something vandalous, unruly or violent, again, get the Manager on Duty or theater staff to the area immediately. Do not stay in the area to watch what happens, but do be on hand if the staff member asks you need to get other staff for assistance.

General Safety Notes

1. **Volunteer parking** is the same as general DCRC parking. If however, you are uncomfortable at ANY TIME walking to your car, day or night, do not hesitate asking a staff member or the Manager on Duty to escort you to your car. Although we are fortunate enough to live in a very safe community, it is common sense to follow personal safety.
2. **Valuable belongings**, purses, etc. It is a good idea to keep anything valuable at home. There is no "locked" area where we can store your belongings or purses for you while you are at the theater, so it might be best to leave your purse at home or put them in your car trunk before you arrive.

V. Staff

- **Manager on Duty.** The DCRC has a system called “Manager on Duty” rotations, and the manager is commonly referred to as the “M.O.D.”. This manager is responsible for the general facility management of the DCRC, and will be in a recognizable uniform. You may go to the M.O.D. with any facility questions, concerns, or comments that come up during the evening.
- **Theater Supervisor: Michael Schirtzinger.** Michael serves as your immediate supervisor. He is responsible for overseeing all performance art functions in the theater as well as scheduling theater ushers. Most of your communication about ushering and volunteering for the theater will come from Michael.
- **Kirk Fisher.** Kirk is a Recreation Services Administrator for Dublin Recreation Services. Kirk may also be available to help you with any questions or issues you have in the theater.
- **Christine Nardecchia.** Christine coordinates volunteer and community service for the City of Dublin. She serves as your overall supervisor and advocate. If you have any issues, concerns or compliments about how the ushering process is running, you are welcome to call her with those comments.

VI. Dress Code

The universal dress code for theater ushers is black and white. Pants, skirts or slacks should be black, and blouses or shirts should be white. Please, do not wear black jeans or any other jeans material. You will also want to wear close-toed, soft-soled comfortable shoes when you usher.

VII. Name Badges

We will distribute a name badge to you when you first volunteer. This name badge will have your first name on it. Please wear it above your waist or attached to a collar where people can easily see it. We are proud to have volunteers at our City functions, and we want people to know it!

VIII. Scheduling

As far in advance as possible, Michael will coordinate a schedule with you. Unless otherwise notified, we will look forward to seeing you at the performances for which you are scheduled. If you prefer reminder calls, please let us know and we'll be glad to do that for you. If however, an emergency comes up and you will not be able to volunteer, please note the following numbers.

Call staff in the priority order they appear:

- | | |
|-------------------------|---|
| 1. Michael Schirtzinger | 410-4554 |
| 2. Kirk Fisher | 410-4563 |
| 3. DCRC Front Desk: | 410-4550; ask them to either page or
get one of the above staff members. |
| 5. Christine Nardecchia | 410-4406 |

Want to get more involved?

The City of Dublin has a comprehensive volunteer program with year-round opportunities. If you are interested in becoming more involved, let us know!

Some Final Notes:

Our hats are tipped to you with appreciation for being a part of our team. We look forward to working with a volunteer team of ushers, and value the assistance and input you will have about the process. Please, know that our communication lines are always open to you. We know you will make a great impression on the community!



*We can no other answer make but thanks, and thanks,
and ever thanks.*

--William Shakespeare

Appendix K



SPONSORSHIP

Despite economic challenges, the business community continued to embrace the Festival as a marketing opportunity. Cash sponsorship totaled \$185,700, a 16 percent increase.

In-kind donations increased 8 percent to nearly \$495,000. These donations of goods and services help the Festival greatly reduce expenses.

Sponsor activation took the form of creative marketing efforts before and during the Festival weekend. During July, Tim Hortons offered a special Dublin Irish Festival donut in 60 Ohio locations and Jeni's Ice Cream featured a new flavor: Dublin Irish Festival Stout. In addition, Wendy's promotional materials included table tents and window cling-ons, Old Bag of Nails Pub created custom coasters and menu inserts. Shearer's Potato Chip bags featured a sticker promoting the Festival logo and dates.

During the Festival weekend, sponsors engaged guests in unique ways. From the appearances of 10TV personalities to characters including Bob Evans Biscuit and Gravy and the Geico Gecko, to T-shirt tosses at the IGS Energy Ceili Dance Tent, the Festival spirit was contagious.

"At Tansky Sawmill Toyota, we have committed to give back to the community that has given to us for the last 40 years. The Dublin Irish Festival is the heart of our customer base, and has proven to be a successful event that gets better every year."
~Nate Tansky



A SPECIAL THANK YOU TO OUR SPONSORS



- | | | |
|-------------------|-------------------|------------------|
| Live Technologies | GFS Marketplace | Old Bag of Nails |
| Crowne Plaza | OfficeMax Impress | Montgomery Inn |
| O'neil Tents | Pepsi | Mary Kelley's |
| Hilton Garden Inn | Golf Car Company | Milano Florist |
| Kurtz Bros. | J. Liu | Party Panache |
| La Chatelaine | City Barbeque | |

EMERALD CLUB & CELTIC ROCK CLUB

Sponsors, members and guests enjoyed the hospitality and networking offered at the Emerald Club. The Montgomery Inn, Bob Evans, J. Liu Restaurant and Bar, City Barbeque and Old Bag of Nails Pub provided sensational menus and Milano Florists provided beautiful flower arrangements throughout the weekend. More than \$36,000 was raised through Emerald Club memberships.

The Celtic Rock Club provided an open-air, elevated area offering exclusive views of the performances at the Killian's Celtic Rock Stage for groups of 20 or more. The Celtic Rock Club generated \$15,800 through memberships, a 44 percent increase.

2009 Celtic Rock Club Members

Byrne's Pub
City of Dublin Economic Development
Greg Brown
H.R. Gray
Lifestyles Community Pavilion
Live! Technologies
O'neil Tents & Party Supplies
Once Upon A Child
Principle Financial Group



2009 Emerald Club Members

Al & Diane Hunter
Anna Dickson
BMI Federal Credit Union
Brian Douglas
Brian P. Doyle
Burgess Insurance & Investments
Burke Whistles, Inc.
Carol Clinton MD, Timeless Skin Solutions
Clay & Lynn Rose
Clay & Sharon Uber
Codeworks, LLC
Columbus Feis, Inc.
Danis Building Construction
Dr. Kenneth & Kristine Westerheide
Dublin Chamber of Commerce
Dublin Convention & Visitors Bureau
Dublin Irish Celebration
Dublin Life Magazine
Dublink Development Co., LLC
The Edger-Dezarn Wedding
Emerald Bank
Frank Slavik
Gene & Ann McDonough
Greg & Rae Jean Phillips
Ha'penny Bridge Imports of Ireland
Haslett Heating & Cooling
H.R. Gray
Jane Brautigam

J.G. Kelly Financial Group
Jim & Leslie Finn
Jim Tucker
Marilee Chinnici-Zuercher
Michelle Crandall
Myra Harper & Family
Nathan & Kelly Allen
Ohio Municipal Attorneys Association
Ohio Orthopedic Center of Excellence
Ohio Real Estate Consultants, Inc.
Paul & Claudia Lundahl
Phil & Lisa McCorkle
Priority Mortgage
Reed Arts
Reider/Thoman Family
Rob & Karen Chapell
Schottenstein, Zox & Dunn
ScottsMiracle-Gro
Senator Jim Hughes
The Shanahan Family
Spencer Family
S. R. Tokar Family
Strip, Hoppers, Leithart, McGrath & Terlecky, LPA
Tom & Gayle Holton
Tom & Maureen Pedrick
Tom McCash
Tony Keogh



VOLUNTEER LEADERSHIP

Advisory Board

William Arehart - Animal Exhibits
Kerry Donahue - Food Vendors
Laurie Donahue - Food Vendors
Linda Dreier - Admissions/Entryways
Scott Dring - Visitor & Hotel Relations
Jim Finn - VIP Memberships*
Leslie Finn - VIP Memberships*
Bill Hayden - Founders
Noreen Hayden - Founders
Michelle Hunter - Scholarship Foundation*
Ed Kelly - Sports
Patrick King - Beverages
Tim Krumlauf - Irish Community Pride
Kay McGovern - Cultural
Mark McGuire - Merchants
Tom Murnane - Sponsorship Relations***
Kitty Munger - PR/Promotions
Jeff Noble - Volunteers
Morton O'Kelly - Entertainment***
Tim Picciano - Dub Crawl*
Joe Regan - Feis
Diane Seiple - Community Relations
Donna Sharkey - Hospitality
Jerry Tracy - Sunday Services
Carol Zimmerman - Event Fund Partners

* 5 year

** 10 year

*** 20 year

Leadership Service Pins Awarded

Committee Members

HJ Baker
Jeanette Beeler
Mark Bernardin*
Becky Blatt
Matt Bloasco
Kelly Bonkofsky
Lisa Bova*
Nick Bova
Stuart Brand
Molly Byrne
Pat Byrne
Chris Clinton
Wayne Cruze
Jerry Curran
Chris Damo
Jody Daulton*
Judy Davis**
Tom Davis
Anna Dickson**
Nora Dorrian
Ryan Driscoll
Willie Ehrlich*
Anne Elliott
Abbi Failla
Sue Fleming
Trish Gary
Lynne Gatton
Anne Geese*
Anne Gleine
Brian Hanna
Jamie Heberling
Beth Hicks
Jenny Hill
Beth Hillmann
Abby Holtkamp
David Hopper*
Rachel Innes
Elaine Kehoe
Cristie Keller-Wilt
Marsha Kelty*
Kitty King
Steve Kranz
Pat Kranz
Brian LeRoy*
John Locke
Glenn Mackie
Kimm Massengill-Bernardin
Nona McGuire
Patrick Miller
Sue Mogan***
Pat Monahan
Kathy Murnane*
Ed Nangle
Rick Nelson
Joyce O'Neill*
Zane Paschal
Denae Rall
Mike Redmond
Clay Rose
Lynn Rose
Gregg Sheehe
Dennis Shuman
Nancy Shuman
Frank Slavik
Michelle Slavik
Cathy Jo Smith
Heather Smith
Sandy Smith
Stephen Smith, Jr.
Maggie Snow*
Chuck Speer*
Joe Starrett
Brian Sullivan
Mary Szymkowiak*
Kathleen Thon
Jerry Tracy
Mary Tracy
Lee Wolf-James*

FINANCIALS

The Dublin Irish Festival is funded by revenue generated by the event as well as the City of Dublin's Hotel/Motel Tax Fund as reviewed and approved by Dublin City Council. Revenue dollars return to Hotel/Motel Tax Fund and help support community organizations and events. Costs do not include City staff time associated with the production and administration of the event.



REVENUES	2005	2006	2007	2008	2009*
Sponsorship	121,500	137,500	141,074	160,399	185,699
Admissions	353,867	396,577	487,600	507,201	533,633
Beverages	424,300	432,320	514,058	640,880	696,688
Vendors	97,698	101,755	107,945	119,770	131,416
Emerald/Celtic Rock Club	25,250	30,625	45,350	51,445	52,200
5K/ 4 Miler	3,055	2,935	4,397	-	-
Wee Folk	28,456	36,006	25,897	32,303	44,094
Academy	4,475	2,390	4,900	3,875	2,800
Refunds/Deposits	14,384	21,749	21,718	31,350	54,275
REVENUE TOTAL	\$1,072,985	\$1,161,857	\$1,352,939	\$1,547,223	\$1,700,805

EXPENDITURES	2005	2006	2007	2008	2009*
Meeting Expenses	2,758	941	1,004	2,492	2,605
Communications	5,712	1,420	1,378	1,469	297
Professional Services	735,335	859,337	1,117,433	981,015	1,036,584
Advertising	63,459	62,548	72,849	77,319	65,358
Printing	40,418	30,323	29,372	27,849	23,260
Operating Supplies	143,209	137,934	172,968	207,372	234,223
Special Projects/Promotions	24,792	31,255	52,481	22,685	22,315
Volunteer Services	16,861	21,460	20,110	21,758	14,269
TOTAL	\$1,032,544	\$1,148,218	\$1,467,595	\$1,341,959	\$1,398,911

*Figures as of 10/26/09

SPONSORSHIP

Despite economic challenges, the business community continued to embrace the Festival as a marketing opportunity. Cash sponsorship totaled \$211,499, a 14 percent increase.

In-kind contributions increased 36 percent to more than \$692,000. These donations of goods and services help the Festival greatly reduce expenses.

Sponsorship surveys indicate that custom designed sponsorship packages that reflect specific marketing objectives lead to positive outcomes for sponsors and the Festival. The top three benefits preferred by sponsors include the opportunity to become involved in the community, increase brand awareness, the ability to reach their target markets and conduct on-site marketing.

The number of sponsors who are finding creative and memorable ways of reaching their markets before, during and after the Festival continues to grow. Some examples include:

- Crowne Plaza Hotel key cards featuring the Festival
- Killian's coasters featuring Dublin Irish Festival Stout and Festival dates in local restaurants and pubs prior to the event
- Bob Evans children's coloring menu featuring hidden DIF logos and coupon



VIP MEMBERSHIP

In addition to sponsorship, three VIP membership opportunities were offered at the Festival. The Emerald Club, Celtic Rock Club and new Dub Club offered Festival guests multiple ways to enjoy unique levels of hospitality and entertainment.

Emerald Club

Emerald Club guests who responded to our survey reported that on a 5 point scale, their experience was a 4.7. This consistent level of satisfaction has kept Emerald Club members returning year after year.

Celtic Rock Club

New and returning Celtic Rock Club memberships resulted in revenue of \$16,376 an increase of 4%.

Dub Club

New to the Festival, the Dub Club offered individual guests an opportunity to enjoy private space to see and hear the entertainment at the ScottsMiracle-Gro Dublin Stage. The Dub Club also offered a private bar and restrooms.

2010 Emerald Club Members

Nathan and Kelly Allen
David & Cynthia Anderson
The Arthritis Foundation, Central Ohio Chapter
BMI Federal Credit Union
Burke Whistles, Inc.
Celtic Heritage
CEP Global
Rob & Karen Chapell
Lynette Chronister, Donald Taylor & Kevin & Trena McNair
Carol L. Clinton, MD
Columbus Financial Concepts
Columbus Feis
COPEDS
Dan Post Boot Co.
Distributed Solutions Inc.
Dublin Chamber of Commerce
Dublin Irish Celebration
Dublink Development Company
Jim & Leslie Finn
John & Colleen Gotherman
Ha'Penny Bridge Imports of Ireland
The Harper/ Allison Family
Haslett Heating & Cooling
Tom and Gayle Holton
H.R. Gray
Senator Jim Hughes
Steven & Jennifer Nash Humphrey
Tony Keogh & Kim Bond
Key-4 Cleaning Supplies
Patricia C. Knox
Karen Komatsu
Jim Long / Emerald Bank
Paul and Claudia Lundahl
Tom & Trish Mazurek
McCash, Baker and Plesich, LP
Nature's One, Inc.
Ohio Orthopedic Center of Excellence
Charlie & Debbie O'Shaughnessy
Tom and Maureen Pedrick
The Greg & Rae Jean
Phillips Family
Reed Arts
Carson & Tierney Reider & Sons
The Reider-Thoman Family
David Robie
Schottenstein Zox & Dunn
Shanahan Family
The Spencer Family
S.R. Tokar Family
Chuck Stein - Dublin Life Magazine
Peter & Debbie Stephens
Strip Hoppers Leithart McGrath & Terlecky, L.P.A.
Tim Hortons - Frank & Michelle Slavik
Clay & Sharon Uber
Dr. Kenneth and Kristine Westerheide

2010 Celtic Rock Club Members

Byrne's Pub
City of Dublin Economic Development
H.R. Gray
Ignited Enterprises
InnoSource
Killian's
Live! Technologies
O'neil Tents & Party Supplies
Once Upon A Child
Principle Financial Group



FINANCIALS

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Admissions	396,577	487,600	507,201	534,178	573,927
Beverages	432,320	514,058	640,880	697,004	754,975
Vendors	101,755	107,945	119,770	131,416	144,852
VIP Clubs	30,625	45,350	51,445	52,200	51,186
5K/ 4 Miler	2,935	4,397	-	-	4,244
Wee Folk	36,006	25,897	32,303	44,094	48,208
Academy	2,390	4,900	3,875	2,800	2,430
Refunds/Deposits	21,749	21,718	31,350	54,275	44,188
REVENUE TOTAL	\$1,161,857	\$1,352,939	\$1,547,223	\$1,701,666	\$1,837,582

EXPENDITURES	2006	2007	2008	2009	2010*
Staff Wages/Benefits**					180,818
Meeting Expenses	941	1,004	2,492	1,152	1,451
Communications	1,420	1,378	1,469	297	3,932
Professional Services	859,337	1,117,433	981,015	1,036,882	1,055,988
Advertising	62,548	72,849	77,319	64,638	66,176
Printing	30,323	29,372	27,849	23,260	25,395
Operating Supplies	137,934	172,968	207,372	234,665	235,990
Special Projects/Promotions	31,255	52,481	22,685	22,316	5,722
Volunteer Services	21,460	20,110	21,758	14,269	17,516
TOTAL	\$1,148,218	\$1,467,595	\$1,341,959	\$1,397,479	\$1,592,988

*Figures as of 12/6/10

** Staff costs and benefits were specifically attributed to Festival costs in 2010 for the first time

St Patrick's Day Sponsorship

Sponsorship/Partnership

Cash Sponsors/Partners

	<u>Total Amount</u>	<u>Item Sponsored</u>
bd's Mongolian BBQ	\$ 500	Dublin Jerome Band
Liberty Tax Service	500	Dublin Coffman Band
Kildare's Irish Pub	500	Cap City Pipe & Drum
Primrose School	500	Dublin Scioto Band
Tansky Sawmill Toyota	<u>10,000</u>	<u>Sponsor and vehicles</u>
Total (to Table 1.1)	<u>\$ 12,000</u>	

In-Kind Partners

<u>Services</u>		
	<u>Value of Donation</u>	<u>Item Donated</u>
J. Liu	\$1,200	Luncheon food and venue
Golf Car Company	\$1,800	Golf carts
Tim Hortons	\$ 500	Coffee and donuts
Ha' Penny Bridge Irish Imports	\$ 75	Walking stick
Crowne Plaza Hotel	\$ 250	Hotel rooms for helium balloon company
Total	<u>\$3,825</u>	
<u>Media</u>		
	<u>Value of Donated Media Coverage</u>	
WBNS 10TV	\$20,000	
Dublin News	\$15,000	
ABC 6/Fox 28	\$12,000	
WWCD101	\$15,000	
WSNY 95	\$30,000	
Classic Hits 103.9	\$12,000	
Total	<u>\$104,000</u>	

Sponsorships/Partnerships

The sponsorship program generated \$11,000 cash, \$10,750 in-kind goods and services and \$21,000 in-kind media.

Cash Sponsors/Partners

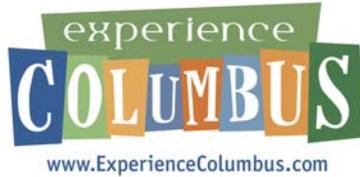
	<u>Total Amount</u>
Sponsor	
PNC Bank	\$5,000
Dr. Pepper/ Snapple	\$2,500
Chick-Fil-A	\$500
Patriotic Table Partners	
Franklin County Engineer Dean Ringle	\$1,000
Senator Jim Hughes	\$1,000
Victor Martensen	\$1,000
TOTAL	\$11,000

In-Kind Partners

<u>Company</u>	<u>Item/Services Donated</u>	<u>Value of Donation</u>
Dr. Pepper/ Snapple	Soft drinks	\$ 1,000
Tim Hortons	Donuts and coffee	\$ 500
Golf Car Company	Golf cart rental	\$ 400
GFS Marketplace	Entertainer food/misc.	\$ 500
O'neil Tent & Party Supply	Discount on rental fee	\$ 800
Live! Technologies	Discount of service fee	\$ 7,500
Port-a-Kleen	Discount of rental fee	\$ 300
TOTAL		\$ 10,750
<i>Media</i>		
SNP/Dublin News		\$ 15,000
WWHO TV		\$1,000
WNND Radio		\$5,000
TOTAL		\$ 21,000

Appendix L





Columbus Media Outlets

Daily Newspapers
Community News and Specialty Publications
Television Stations
Radio Stations

Daily Newspapers

The Columbus Dispatch

34 S. Third St., Columbus, OH 43215
614-461-5000, www.dispatch.com

The Daily Reporter

580 S. High St., Columbus, OH 43215
614-228-6397, www.sourcenews.com

Community News and Specialty Publications

Business First of Columbus, Inc.

303 W. Nationwide Blvd., Columbus, OH 43215
614-461-4040

CNS/ThisWeek

670 Lakeview Plaza Blvd., Ste. F, Worthington, OH 43085
614-841-1781

Call & Post

750 E. Long St., Ste. 3000, Columbus, OH 43203
614-224-8123

The Catholic Times

197 E. Gay St., First Floor, Columbus, OH 43215
614-224-5195, www.ctonline.org

CityScene Magazine

4500 Mobile Dr., Ste. 100, Columbus, OH 43220
614-572-1240, www.columbuscityscene.org

Columbus Media Outlets

Columbus Alive

1079 N. High St., Columbus, OH 43201
614-221-2449, www.columbusalive.com

Columbus Messenger Newspapers

3500 Sullivant Ave. Columbus, OH 43204
614-272-5422, www.columbusmessenger.com

Columbus Monthly (magazine)

5255 Sinclair Rd., P.O. Box 29913, Columbus, OH 43229
614-888-4567, www.columbusmonthly.com

The Columbus Post

172 E. State St., Ste. 203, Columbus, OH 43215
614-224-6723, www.columbuspost.com

DublinLife Magazine

4500 Mobile Dr., Ste. 100, Columbus, OH 43220
614-572-1240, www.dublinlifemagazine.com

The Lantern (The Ohio State University student newspaper)

242 W. 18th Ave., Rm. 271, Columbus, OH 43210
614-292-5721, www.thelantern.com

The Minority Communicator/The Minority Communicator Times

76 Parsons Ave., Columbus, OH 43215
614-621-8740

Ohio Jewish Chronicle/Senior Times

2862 Johnstown Rd., Columbus, OH 43219
614-337-2055

The Other Paper

5255 Sinclair Rd., P.O. Box 29913, Columbus, OH 43229
614-847-3800

Outlook Weekly

406 E. Wilson Bridge Rd., Columbus, OH 43085
614-268-8525, www.outlooknews.com

SBN Columbus

300B E. Main St., Ste. 254, Columbus, OH 43209
614-237-4469

Suburban News Publications

5257 Sinclair Rd., Columbus, OH 43229
614-785-1199, www.snponline.com

Columbus Media Outlets

Upper Arlington Magazine

4500 Mobile Dr., Ste. 100, Columbus, OH 43220
614-572-1240, www.upperarlingtonmagazine.com

Westerville Magazine

4500 Mobile Dr., Ste. 100, Columbus, OH 43220
614-572-1240, www.westervillemagazine.com

Television Stations

ONN, Ohio News Network

175 S. Third St., Columbus, OH 43215
614-280-3600, www.onnnews.com

WBNS-TV 10 (CBS Affiliate)

770 Twin Rivers Drive, P.O. Box 1010, Columbus, OH 43216
614-460-3758, www.10tv.com

WCMH NBC 4 (NBC Affiliate)

3165 Olentangy River Rd., P.O. Box 4, Columbus, OH 43202
614-263-5555, www.nbc4columbus.com

WOSU-TV 34

2400 Olentangy River Rd., Columbus, OH 42310-1027
614-292-9678, www.wosu.org

WSYX-ABC 6 (ABC Affiliate)

1261 Dublin Rd., Columbus, OH 43215
614-481-6667, www.wsyx6.com

WTTE-FOX 28

1261 Dublin Rd., Columbus, OH 43215
614-481-6659, www.wtte28.com

Radio Stations

WBNS 1460 AM / WBNS 97.1 FM (Sports / Adult Contemporary)

605 S. Front St., Ste. 300, Columbus, OH 43215
614-460-3850, www.1460thefan.com / www.mix971.net

WCBE 90.5 FM (NPR News, Alternative)

540 Jack Gibbs Blvd., Columbus, OH 43215
614-365-5555, www.wcbe.org

WCKX 107.5 FM / WXMG 98.9 FM / WJYD 106.3 FM (Urban Contemporary)

1500 W. Third Ave., Ste. 300, Columbus, OH 43212
614-487-1444

Columbus Media Outlets

WCVO 104.9 FM (Christian)

4400 Reynoldsburg-New Albany Rd., Columbus, OH 43054
614-855-9171, www.wcvo.org

WFJX 105.7 FM (Classic Rock)

6172 Busch Blvd. Ste. 2000, Columbus, OH 43229-2515
614-430-9624

WHOK 95.5 FM (Country)

2 Nationwide Plaza, 10th Floor, Columbus, OH 43215
614-229-3819, www.whok.com

WJZA 103.5 FM / WJZK 104.3 FM (Smooth Jazz)

655 Metro Place S., Ste. 100, Dublin, OH 43017
614-889-1043

WLVQ 96.3 FM (Album-Oriented Rock)

2 Nationwide Plaza, 10th floor, Columbus, OH 43215
614-227-9696, www.qfm96.com

WMNI 920 AM / WBZX 99.7 FM / WEGE 103.9 FM (Adult Standards / Rock / Classic Rock)

1458 Dublin Rd., Columbus, OH 43215
614-232-0289, www.wmni.com / www.wbzx.com / www.eagle1039.com

WODB FM OLDIES 108 (Oldies)

513 E. Rich St., Columbus, OH 43215
614-573-8400 x204, www.oldies108wodb.com

WOSU 820 AM / 89.7 FM (NPR and Local News / Classical)

2400 Olentangy River Rd., Columbus, OH 43210
614-292-9678, www.wosu.org

WRFD 880 AM (Farm and Agriculture)

8101 N. High St., Ste. 360, Columbus, OH 43235
614-848-3108

WTVN 610 AM / WZNW 1230 AM / WNCI 97.9 FM / WCOL 92.3 FM / WFJX 105.7 FM (News, Talk and Sports / News and Sports / Adult Contemporary / Country / Classic Rock)

1301 Dublin Rd., Columbus, OH 43215
614-487-2480, www.610wtn.com / www.talk1230thezone.com / www.wnci.com / www.wcol.com / www.1057thefox.com

WVKO 1580 AM / WSNY 94.7 FM (Gospel / Adult Contemporary)

4401 Carriage Hill Ln., Columbus, OH 43220
614-451-2191, www.wsnv.com

Columbus Media Outlets

WWCD 101.1 FM (Alternative Rock)
503 S. Front St., Columbus, OH 43215
614-221-9923, www.cd101.com

Appendix M



Dublin Convention & Visitors Bureau
2012-13 Marketing Plan
(Presented: 6/11/2012)

“People in our places, feet on our streets, heads in beds”

Key Objectives:

- #1 Build brand awareness of Dublin as a destination.
- #2 Generate qualified leads and room nights.
- #3 Establish the Dublin Convention & Visitors Bureau as an expert source of visitor information.
- #4 Effectively communicate the value and importance of the Dublin Convention & Visitors Bureau to key stakeholders.
- #5 Establish a cohesive and informed visitor destination.

Tactic	Objective	Market	Timeline	Staff	Status/Results	Key Measurement
Market Dublin at OSAE Marketplace Trade Show	1, 2	SMERF	August	SK		New Leads; Brand Awareness Survey
Market Dublin at Connect Marketplace Trade Show	1, 2	SMERF	August	SK		New Leads; Brand Awareness Survey
Create a series of 3 short videos with a branded character to market the destination through Social Media channels	1, 3	All	August	MS		Social Media/Website Metrics
Conduct semi-annual meetings with local hotel industry	3, 5	All	August	Staff		Industry Survey; Partnership Program Revenue
Create field availability calendar for City of Dublin, City Schools, MOSSL fields.	2	Sports	August	JB		New Leads
Create Partnership Collateral Materials	5	Local	August	SK		Partnership Program Revenue
***Create a Partnership Program benefit package with various options of participation	5	Local	August	SK		Partnership Program Revenue
Maximize search engine optimization of website	1, 3	All	August	MS		Website Metrics, E-Travel Club
***Create a focused media relations strategy	1, 3	All	August	MS/SD		Earned Media Impressions
Maximize google/yahoo keyword marketing	1, 2, 3	All	August	JB		Brand Awareness Survey; Website Metrics; New Leads
***Establish a fund for bid fees and/or rental of athletic facilities for new events	2	All	August	SD		New Leads
***Create a partner video endorsing the Dublin CVB Partnership Program and local tourism industry	1, 4, 5	Local	August	MS/SD/SK		Partnership Program Sales

Utilize Ohio Tourism Division Partnership Opportunities (i.e. website contest, Itinerary Builder, PR, etc.)	1, 3	Leisure	September	SD/ MS		Brand Awareness Survey; Visitor Inquiries
***Create an “Irish is an Attitude Day” targeting local tourism industry, stakeholders	1, 3, 4, 5	All	September	KR		Brand Awareness Survey; Partnership Program Revenue
Select Irish is an Attitude Annual Awards	1, 4	All	September	MS		Brand Awareness Survey
Market Dublin at Small Market Meetings Trade Show	1, 2	SMERF	October	SK		New Leads; Brand Awareness Survey
Market Dublin at TEAMS Trade Show	1, 2	Sports	October	JB		Brand Awareness Survey; New Business Leads
***Create a new, interactive mobile site	1, 3, 5	All	October	MS		Website Metrics
***Market Dublin at Rejuvenate Marketplace Trade Show	1, 2	SMERF	October	SK		New Leads; Brand Awareness Survey
Create strategy to increase following on social media sites (Facebook, Twitter, Blog, YouTube)	1, 3, 5	All	October	MS		Website Metrics
Establish educational sessions for local religious and reunion event planners	1, 2, 3	SMERF	October	SK		Brand Awareness Survey; New Business Leads
Maximize SEO of individual partner pages on Bureau Website, boost overall SEO rankings of partner pages, as well as Bureau site	1, 3	All	Summer/ Fall	MS		Website Metrics, SEO tracking
***Facilitate Destination Training Program for the local tourism industry	3, 4, 5	All	Fall/ Spring	KR		Industry Survey
Enhance meeting and event planner section of website	1, 3	SMERF	Fall	SK/ MS		Website Metrics; New Leads
***Create a direct mail campaign utilizing Group Tour contacts	1, 2, 3	Group Tour	Fall	MS		New Leads
Create Partnership Fulfillment Report	5	Local	Fall	SK/ SD		Partnership Program Revenue

***Create a program that utilizes the Bureau's Irish Experiences for the leisure traveler (kid coloring books, crafts, sample itineraries, etc)	1, 2	Leisure	Fall	Staff		Brand Awareness; New Leads
Enhance Partnership Program	4, 5	All	October	SK		Partnership Program Revenue
***Create industry-wide survey regarding services, benefits of the Bureau	3, 4, 5	All	September	SD		Industry Survey; Partnership Program Revenue
***Establish an Irish Approved program that alerts customers that a business has an Irish experience.	1, 3, 5	All	September	Staff		Partnership Program Revenue; Brand Awareness
Create recognition program for organizations/individuals bringing events to Dublin	3, 5	Sports	September	JB		Number of Room Nights from Existing Events
Create a Discover Dublin Discount Sheet	1, 2	All	December	MS		New Leads; Website Metrics
Create e-newsletter distribution calendar	1, 3	All	January	MS		Website Metrics, Brand Awareness Study
Develop year-round package with Columbus Zoo and COSI	1, 2, 3	Leisure	January	SD		Room Nights Booked; Brand Awareness Survey; Inquiries
Create a profile/sell sheet	1, 2	Group Tour	January	MS		Brand Awareness Survey
Market Dublin at the American Bus Association Marketplace Trade Show	1, 2	Group Tour	January	MS		New Business Leads
Create Official Dublin Visitors/Event Planners Guide	1, 3, 5	All	January	MS		Brand Awareness Survey; Partnership Program Revenue
Create Digital Version of Official Dublin Visitors/Event Planners Guide for website	1, 3, 5	All	January	MS		Brand Awareness Survey; Partnership Program Revenue
Create a blog calendar (internally) to ensure an ongoing presence	1, 3	All	January	MS		Website visits, Increase number of blog visits, E-Travel Club

Create and distribute rack card about golf in Dublin	1, 2, 3	Sports	January	JB		New Leads
Market Dublin at Heartland Travel Showcase Trade Show	1, 2	Group Tour	February	MS		New Business Leads
***Market Dublin at golf shows in Cleveland, Detroit and Pittsburgh	1, 2	Sports	Feb-March	JB		Brand Awareness Survey; New Business Leads
Create annual report	3, 4, 5	Local	February	SD		City of Dublin Community Survey; Industry Survey
***Create new destination video	1, 3	All	February	MS/ SD		Brand Awareness, Website Metrics
Market Dublin through the Experience Columbus Group Tour Co-op	1, 2	Group Tour	Winter	MS		New Business Leads
Market Dublin through the Ohio Has IT! Co-op Partnership	1, 2	Group Tour	Winter	MS		New Business Leads
Market Dublin at the National Association of Sports Commissions (NASC) symposium	1, 2	Sports	April	JB		Brand Awareness Survey; New Business Leads
Secure print media placements (i.e. Ohio Magazine, Budget Travel, AAA, etc.)	1, 3	Leisure	Spring	SD		Brand Awareness Survey; Visitor Inquiries
Secure non-paid radio/TV promotions in feeder markets	1, 3	Leisure	Spring/ Summer	MS		Brand Awareness Survey; Visitor Inquiries
***Create a "Fairy House" Tour in Historic Dublin	1, 3, 4	All	Spring	KR		Brand Awareness Survey
Host two Partner Meetings to distribute key information and establish an ongoing dialogue	5	Local	Spring/ Fall	Staff		Partnership Program Revenue
***Host an annual open house at the Dublin Visitor Center for partners	3, 5	Local	Spring	KR		Partnership Program Revenue
***Market Dublin at the TAP (Tourism Alliance Partnership) Show	1, 2	Group Tour	June	MS		New Business Leads

Create weekly event calendar, restaurant specials	1, 3, 5	All	Weekly	KR		Industry Survey; Partnership Program Revenue
Write monthly "Tourism Matters" column for placement in <i>Dublin Villager</i>	4	Local	Monthly	SD		City of Dublin Community Survey; Industry Survey; Brand Awareness
Distribute monthly Bureau updates to Hotels, Board and Partners	3, 4, 5	Local	Monthly	SD		Industry Survey
Create and distribute a monthly E-newsletter for E-travel club	1, 3	All	Monthly	MS		Brand Awareness Survey, Website Metrics, E-Travel Club
Create and distribute Bureau Biz newsletter	4	Local	Bi-Monthly	MS		City of Dublin Community Survey; Industry Survey
Conduct quarterly Sales Meets with local hotel industry sales forces	3, 5	All	Quarterly	Sales Staff		Industry Survey; Partnership Program
Make quarterly presentations to Dublin City Council	4	Local	Quarterly	SD		City of Dublin Community Survey
Secure print media placements (i.e. Group Tour Magazine, etc.)	1, 3	Group Tour	Quarterly	MS		Earned Media Impressions
***Develop database for key decision-makers in the reunion/wedding markets.	1, 2	SMERF	Quarterly	SK		New Leads
Create online packages (Columbus Zoo/Zoombezi Bay, St. Patrick's Day, etc.)	1, 2, 3	Leisure	Year-Round	SD		Room Nights Booked; Brand Awareness Survey; Inquiries
***Leverage 2013 Presidents Cup held in Dublin in collaboration with event Organizing Committee.	1, 2	Sports	Year-Round	JB		Brand Awareness Survey; New Business Leads
Secure print media placements (i.e. Small Market Meetings, etc.)	1, 2, 3	SMERF	Year-Round	SK		Brand Awareness Survey; New Business Leads
Secure news features in targeted markets	1, 3	All	Year-Round	MS		Earned Media Impressions

Secure Press Trip(s) for Travel Writers	1, 3	All	Year-Round	MS		Earned Media Impressions
Build awareness via external sites (i.e. trip advisor, discoverohio, etc.)	1, 3	All	Year-Round	MS		Brand Awareness Survey; Website Metrics, E-Travel Club
Build upon current inventory of 30 Irish-themed experiences	1, 2	Group Tour/ SMERF	Year-Round	MS/SK		Brand Awareness Survey
Create print and online media campaign and determine placements	1, 2	Leisure/ Sports	Year-Round	SD		Brand Awareness Survey; Website Metrics
Make sales calls to sports prospect lists	2	Sports	Year-Round	JB		New Leads
Grow partnerships with directors of existing athletic tournaments (OHSAA, DSL, DYA)	2	Sports	Year-Round	JB		New Leads
Utilize the Dublin Special Events Council to secure future business	2	Sports	Year-Round	JB		New Leads
Make sales calls to SMERF prospect lists	2	SMERF	Year-Round	SK		New Leads
Secure contacts through Ohio Society of Association Executives (OSAE)	2	SMERF	Year-Round	SK		New Leads
Secure contacts through Meeting Planners International (MPI)	2	SMERF	Year-Round	SK		New Leads
***Secure contacts through Wedding Professionals of Columbus (WPC)	2	SMERF	Year-Round	SK		New Leads
Attend local community events promoting Bureau services and capabilities	1, 2	SMERF	Year-Round	SK		New Leads
Make sales calls to Group Tour prospect lists	2	Group Tour	Year-Round	MS		New Leads

***Institute knowledge gained from status of DMAI Accreditation Board Member	4	All	Year-Round	SD		Industry Survey
Generate an alert for local tourism industry in anticipation of large events visiting Dublin	3, 4, 5	All	Year-Round	KR		Partnership Program Revenue; Industry Survey
Submit story ideas for local media placement	3, 4	All	Year-Round	SD		Earned Media Impressions
Provide DCVB information to local media	4	Local	Year-Round	SD		City of Dublin Community Survey; Industry Survey
Make presentations to local civic organizations	3, 4	Local	Year-Round	Staff		City of Dublin Community Survey; Partnership Program Revenue
Participate in various community events/organizations	4	Local	Year-Round	Staff		City of Dublin Community Survey; Partnership Program Revenue
Generate and maintain event room night consumption chart and calendar	2	Sports	Year-Round	JB		Number of Room Nights from Existing Events
Utilize NASC economic impact model to measure benefit of events on local community	2, 3, 4	Sports	Year-Round	JB		City of Dublin Community Survey
Market the unique designation of being internationally accredited	1, 3, 4, 5	All	Year-Round	Staff		City of Dublin Community Survey

*** *Represents new tactics for the 2012-13 Marketing Plan.*

Dublin CVB Staff Responsibilities:

SD Scott Dring
MS Mary Szymkowiak
JB Josh Bricker
SK Samantha Kennedy
KR Katie Rich

Dublin Convention & Visitors Bureau 2012-13 Marketing Plan --- Key Measurements

Measurement	Market	Staff	Goal increase vs. 2011-12
Increase Website visits, E-Travel Club participation.	All	MS	15 percent
Increase Partnership Program revenue.	All	SK	5 percent
Increase the total number of Bureau package reservations.	Leisure	SD	10 percent
Generate 1,100 new, confirmed sports room nights.	Sports	JB	N/A
Increase the number of room nights from existing athletic events.	Sports	JB	5 percent
Generate 75 group tour qualified leads.	Group Tour	MS	N/A
Convert 75 percent of qualified group tour leads to overnight or day trip business.	Group Tour	MS	N/A
Generate 20 SMERF qualified leads.	SMERF	SK	N/A
Secure 1,000 new SMERF room nights.	SMERF	SK	N/A
Dublin residents correctly identify purpose of the DCVB (City Survey).	Local	SD	5 percent
Dublin residents correctly identify Dublin's Destination Brand (City Survey).	Local	SD	5 percent
Increase stakeholder satisfaction for Bureau's services/offerings.	All	SD	5 percent
<p><i>Additional Measurements:</i></p> <ul style="list-style-type: none"> • Surveys (Consumer, Industry, Hoteliers, etc.) • Visitor Inquiries (Email, phone, Visitor Center, etc.) • Social Media (Facebook, Blog, Twitter, Bitly) • Groups Serviced, Industry Awards, Earned Media Impressions • Dublin hotel occupancy, average daily rate, bed tax receipts 			

2011

A Year in Review



800/245-8387

www.IrishisanAttitude.com



What is the Dublin CVB?

The Dublin Convention & Visitors Bureau is the sales and marketing organization charged with selling Dublin, Ohio as a travel destination. The DCVB, a non-profit organization, utilizes a multifaceted marketing effort to attract visitors from various markets.

In the difficult economic climate of 2011, the Bureau was able to decrease its administrative costs and increase its level of marketing. The Bureau shifted its efforts toward markets that would provide the greatest return and directly generate much needed business and revenue for the City of Dublin. With businesses scaling back on travel, the Bureau placed a greater emphasis on such markets as leisure, sports, group tour, reunions, etc. The results are detailed in the *2011: A Year in Review*.

Accreditation

The Dublin Convention & Visitors Bureau achieved its reaccreditation in 2011 through the Destination Marketing Accreditation Program (DMAP). In earning the DMAP accreditation, convention and visitors bureaus communicate to their community, buyers and potential visitors that their CVB has attained a significant measure of excellence. There are only 139 CVBs worldwide that have achieved accreditation.





Leisure MARKET

The goal of the Bureau's Leisure Marketing efforts is to raise awareness of Dublin as a leisure destination and help generate overnight weekend visitors – a great time of need for Dublin's hotels.

IN DUBLIN, EVERYONE'S JUST A LITTLE IRISH

Visit IrishisanAttitude.com to book your Kids Eat Free Discounted Dublin Getaway Package | Call 800.245.8387

Notable Dublin CVB Results

- Booked a record number Columbus Zoo/COSI Kids Eat Free Summer Campaign packages – an increase of 67 percent over 2010.
 - 2,115 room nights
 - 4,000 free kids meal coupons
- Launched a new print advertising campaign to tap visitors “Inner Irishness.”
- Created several new year-round leisure packages featuring the Columbus Zoo, COSI Columbus, area restaurants, Historic Dublin and more.
- Secured the official leisure package and broadcast media for the 2013 Presidents Cup.
- Attracted nearly 2,100 room nights for the Dublin Irish Festival.
- Hosted visitors from 29 countries and 44 states at the Dublin Visitor Information Center in Historic Dublin.

We conducted a survey of many of our visitors and asked: “When you think of Dublin, Ohio ...what comes to mind?” This word cloud offers a fun illustration of their answers (with the most frequently repeated words appearing LARGEST).



Sports MARKET



The goal of the Bureau's Sports Marketing team is to position Dublin as a sports destination and attract professional, amateur, collegiate and youth sporting events to Dublin.

Notable Dublin CVB Results

- Secured the 2014 United States Australian Rules Football League's National Championships and the 2012 49th Parallel Cup. Both events will bring in an estimated 1,200 room nights.
- Broke the record for the second straight year for the Nike Challenge Cup Soccer Tournament – generating 2,650 room nights.
- Established a partnership with the Ohio High School Athletic Association that resulted in an increase of 49 percent in room nights secured in Dublin for its winter championships.
- Experienced a 5 percent increase in room nights secured from pre-existing sporting events.



THE PRESIDENTS CUP 2013

In collaboration with Muirfield Village Golf Club and the PGA TOUR, Dublin is proud to welcome The Presidents Cup, Sept. 30 – Oct. 6, 2013. Dublin is the only city in the world to have the playing of three of golf's most prestigious international team competitions: The Ryder Cup (1987), The Solheim Cup (1998) and The Presidents Cup 2013. Muirfield Village Golf Club will showcase the team match play event featuring 24 of the world's top golfers.

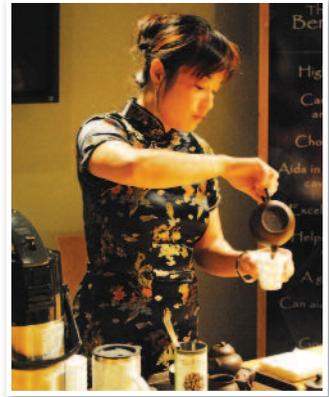
The Bureau's Golf Package Program directly generated more than \$1.6 million in total revenue since its inception in 1999.

Group Tour MARKET

The goal of the Group Tour effort is to create unique experiences that will attract bus tours to Dublin for both day and overnight trips.

Notable Dublin CVB Results

- Booked 30 tours in 2011 generating 458 room nights and 18 day trips.
- Sixteen tours represented repeat visits by companies the Bureau worked with previously over the past five years.
- Generated an estimated \$326,000 to the local economy as a result of booked group tour business—reflecting a 34:1 return-on-investment of the Bureau’s Group tour marketing dollars.
- Launched four new unique experiences for group tours, bringing the total to 25 hands-on Irish experiences that groups can partake in while visiting Dublin.
- Developed 12 multi-cultural experiences for group tours—marketing them under an “Around the World in Dublin, Ohio” itinerary.
- Pursued the Group Tour market through a multi-faceted approach that resulted in more than 100 appointments with tour operators at regional and national trade shows.
- Participated in two cooperative efforts—the Ohio Has IT! Partnership (an 80-member statewide marketing consortium) and the Experience Columbus Group Tour Council (a local tourism marketing partnership).



Economic impact of Group Tours to Dublin resulted in a 13-to-1 return on investment of Bureau marketing dollars.



SMERF Market

The Bureau implements an aggressive sales and marketing effort to lure business from the SMERF Market (social, military, educational, religious, fraternal). The goal of the sales team is to secure meetings, trade shows, conventions and other business within the SMERF market.



Notable Dublin CVB Results in 2011

- Experienced a 13 percent increase of secured hotel room nights.
- Experienced a 200 percent increase in event information requests.
- Met with more than 250 influential planners across the U.S. during the Connect Marketplace, Ohio Society of Association Executives Marketplace and Small Market Meetings Conferences.

New Business Secured in 2011

- International Conference of Police Chaplains Region IV (2013)
- Ancient Order of Hibernians Ohio Biennial Convention (2013)
- North American Irish Festival Organizers (2012)
- Ohio Mortgage Bankers Association Annual Convention (2012)
- Tri State Accountants Meeting (2012)
- Episcopal Diocese of Southeastern Ohio Meeting (2011)
- Ohio Job & Family Services Directors Association (2011)
- Jindal Family Reunion (2011)



“We enjoyed our experience in Dublin immensely. We thought that we basically knew what to expect, and we were pleasantly surprised by how everything exceeded our expectations. We were so impressed by our experience in Dublin that we have already signed a contract to return in 2012!”

— **Martha Mattson**

Ohio Job & Family Services Directors Association



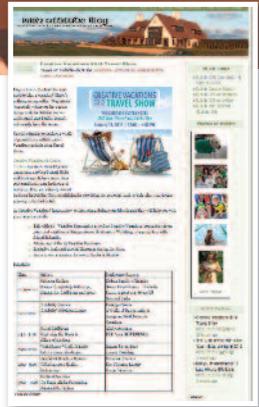
Standing Apart from the rest ...

Several organizations recognized The Dublin Convention & Visitors Bureau for its marketing efforts in 2011. In all instances, the Bureau competed against numerous organizations from across the state of Ohio with much higher budgets.



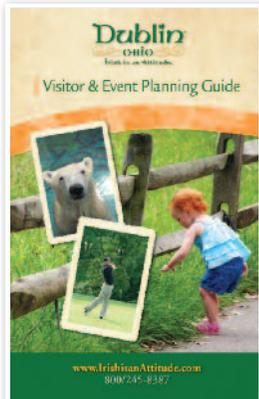
Middy Awards from the Ohio Association of Convention and Visitors Bureaus:

- 1st Place Newsletter
- 1st Place Website
- 1st Place Print Campaign
- 1st Place Visitors Guide
- 2nd Place Blog



PRISM Awards from the Central Ohio Public Relations Society of America:

- 1st Place Newsletter
- 2nd Place Golf Guide
- 2nd Place Blog



Ruby Awards from the Ohio Travel Association:

- 2nd Place Newsletter (Bureau Biz)
- 2nd Place Visitors Guide
- 2nd Place Blog



Social Media Effort Results/ *Budget Overview*

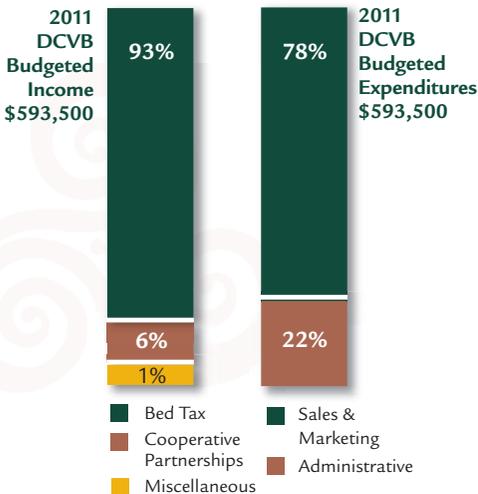
Social Marketing the Irish Attitude –

By better strategizing our Social Media marketing efforts this year, the Dublin DCVB drove the following increases over the past 12 months:

- Website : 16 percent increase in visitors
- Website: 27 percent increase in unique visitors
- Destination Dublin E-Travel Club: 29 percent increase in members
- Facebook: 68 percent increase in fans
- Twitter: 29 percent increase in followers among our collective accounts
- Blog views: 89 percent increase
- Youtube: 200 percent increase in views

The Bureau launched an aggressive social media campaign during the month of November to promote The Presidents Cup 2013 with results including:

- Facebook: 18 posts + 6,474 Facebook impressions
- Twitter: 65,000+ impressions; 61 Total Tweets/Retweets
- Youtube: DCVB team posted 10 Presidents Cup related promotional videos to DCVB Youtube Channel; 42 percent increase in Dublin CVB Youtube video views as compared to the entire history of the account. To date—2,253 views of these 10 videos.



2011 Dublin Lodging Highlights

(Compared to 2010 figures)

Bed Tax Revenue = \$2,242,912 (10% increase)

Total Hotels = 14 (6% decrease)

Total Rooms = 1,941 (4% decrease)

Occupancy Rate = 62.9% (5.5% increase)

Average Daily Rate = \$92.08 (4.0% increase)

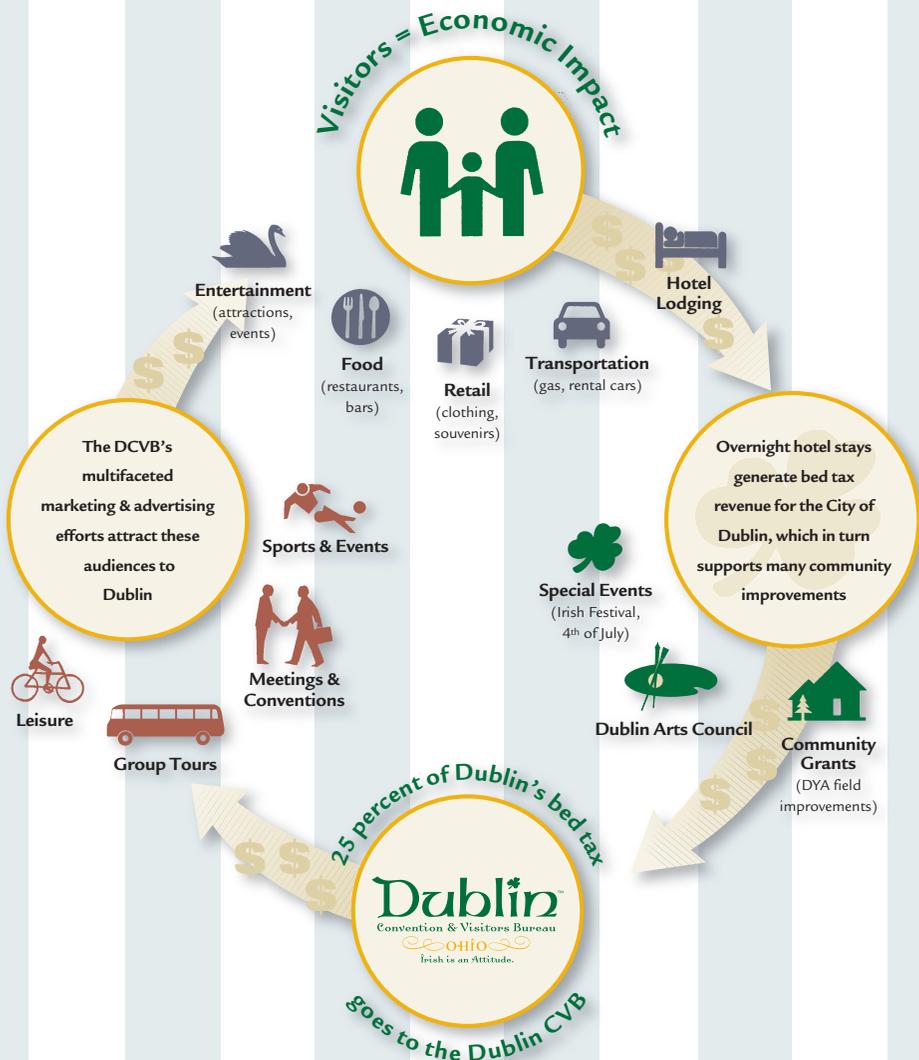
*The DCVB receives 25% of the hotel/motel bed tax, allocated to the Bureau by the City of Dublin Division of Taxation.

The Bureau's Partnership Program offers marketing and promotional opportunities for partners through its collateral materials, website, social media, visitor center and other outlets.



Generating Dublin's *Tourism Dollars*

Visitors generate tens of millions of dollars every year for Dublin through expenditures on food, retail purchases, transportation, entertainment and hotel lodging. The Dublin CVB's marketing efforts bring visitors to Dublin and help build this growing economy.



Board of Directors

Pete Fingerhut, *President*
Eric Belfrage, *President-Elect*
Cheryl Herbert, *Past President*
Nichole Brinker, *Secretary*
Clay Rose, *Treasurer*
Craig Baldrige
Heather Baxter
Sue Burness
Lisa Garner
Kimberly Kayler
Sondra Kowaluk
Kelli Lynn
Greg Peterson
Sandra Puskarcik
Scott Dring

Staff

Scott Dring, *Executive Director*
Mary Szymkowiak, *Communications & Group Tour Specialist*
Josh Bricker, *Sports/Events Sales Manager*
Allison Potter, *SMERF Marketing & Sales Manager*
Katie Rich, *Office Manager*



Dublin[™]
OHIO
Irish is an Attitude.

Dublin Convention & Visitors Bureau
9 South High St. • Dublin, OH 43017 • 800/245-8387

www.IrishisanAttitude.com

Appendix N





These *Discover Dublin Discounts* are offered through the Dublin Convention & Visitors Bureau. (Limit One coupon sheet per person, per visit. Expires 12.31.12) www.IrishisanAttitude.com 800/245-8387

10% Off One Item, In-Store Purchase

(Limit 1 per person. No cash value. Not valid with other offers.)

The Sisters Sweet Shoppe

35 Darby St · Dublin
614/761-1118

www.thesistersweetshoppe.com

Coupon provided by Dublin CVB

Exp. 12.31.12

Free first-time Shopper's Gift when you stop by the Service Desk.
(Limit 1 per person. No cash value. Not valid with other offers.)

WHOLE FOODS MARKET®

3670 W. Dublin Granville Rd.
Columbus 614/760-5556
www.wholefoodsmarket.com

Coupon provided by Dublin CVB

Exp. 12.31.12

15% off yogurt purchase
(Limit 1 per person. No cash value. Not valid with other offers.)

Menchie's Frozen Yogurt

7545 Sawmill Rd. Dublin
614/339-5656
www.menchies.com

Coupon provided by Dublin CVB

Exp. 12.31.12

30% off Any One Item
(Does not include sale merchandise. Limit 1 per person. No cash value. Not valid with other offers.)

Clover Boutique

48 S. High St · Dublin
614/440-4633
www.cloverboutique.com

Coupon provided by Dublin CVB

Exp. 12.31.12

15% discount.
(Limit 1 offer per person. No cash value. Not valid with other offers.)

Aboxa FUDGE

THE BEST FUDGE YOU WILL EVER EAT

123 S. High St · Historic Dublin
614/787-2201
www.aboxafudge.com

Coupon provided by Dublin CVB

Exp. 12.31.12

COSI EXCLUSIVE PARTNER Discount Admission!

Show this coupon at the COSI Box Office to get up to
\$8.00 OFF
COSI GENERAL ADMISSION FOR A FAMILY OF 4
Now through December 31, 2012

COSI 333 W. Broad Street, downtown Columbus, just west of Scioto River
www.cosi.org | 614.228.2674

Center of Science and Industry
\$2 off per person up to 4 in party. Expires 12/31/12. Not valid for special upcharge exhibitions, single theater tickets, Family Friday Night, or in combo with other offers. Code (COSI 146).

Exp. 12.31.12

Free Dessert with Any Lunch Purchase
(Limit 1 per person. No cash value. Not valid with other offers.)

Biddie's Coach House
A Victorian Style Tea Room

76 S. High St. Historic Dublin
614/764-9359
www.biddies.com

Coupon provided by Dublin CVB

Exp. 12.31.12

\$49 50-minute Swedish Massage
(Offer valid to all first-time guests. No cash value. Not valid with other offers.)

THE WOODHOUSE day spa®

19 North High St. Historic Dublin
614/790-8822
www.woodhousecolumbus.com

Coupon provided by Dublin CVB

Exp. 12.31.12

Buy one, second admission free
(Limit 1 per person. No cash value. Not valid with other offers.)

Kelton House Museum & Garden

586 E. Town St. Columbus
614/464-2022
www.keltonhouse.com

Coupon provided by Dublin CVB

Exp. 12.31.12

\$1 off admission to Ohio History Center Museum
(Limit 4 per coupon. No cash value. Not valid with other offers.)

OHIO HISTORY SOCIETY

800 E. 17th Avenue · Columbus
614/297-2300
www.ohiohistory.org

Coupon provided by Dublin CVB

Exp. 12.31.12

Receive 20% off 1 item from our Irish section.

(Limit 1 per person. No cash value. Cannot be combined with other discounts.)

1 STOP BEAD SHOP

6347 Sawmill Rd · Dublin
614/573-6452
www.1stopbeadshop.com

Coupon provided by Dublin CVB

Exp. 12.31.12

FREE cup of the Special Tea of the Day with any retail purchase over \$15
(Limit 1 per person. No cash value. Not valid with other offers.)

TehKu Tea Company

55 S. High St · Dublin
614/761-3808
www.tehku.com

Coupon provided by Dublin CVB

Exp. 12.31.12

One free Spring Roll or Potsticker appetizer with order of One Entree
(Limit 1 coupon per person.)

j. liu restaurant & bar

50 West Bridge St. Historic Dublin
614/718-1818
www.JLiuRestaurant.com

Coupon provided by Dublin CVB

Exp. 12.31.12

50% off any appetizer. Dine in only.
(Limit 1 per person. No cash value. Not valid with other offers.)

KOGENS Far East Fare

9711 Sawmill Pkwy · Dublin
614/440-4633
www.kogens.com

Coupon provided by Dublin CVB

Exp. 12.31.12

10% Off In-Store Purchase
(Limit 1 per person. No cash value. Not valid with other offers.)

Ha'penny Bridge Imports of Ireland

75 S. High St · Dublin
614/889-9615
www.hapennyimports.com

Coupon provided by Dublin CVB

Exp. 12.31.12

Buy 5 cupcakes and get the 6th one free.
(Limit 1 per person. No cash value. Not valid with other offers.)

Our Cupcakery

16 N. High St · Dublin
659-1555
www.ourcupcakery.com

Coupon provided by Dublin CVB

Exp. 12.31.12

\$2 off \$10 or \$5 off \$25 purchase
(Limit 1 per table. No cash value. Not valid w/other offers. Not valid on tax, tip or gratuity.)

Sunny Street Cafe

Dublin's Bright Spot for Breakfast and Lunch

Valid only at:
7042 Hospital Dr · Dublin
Kroger Avery Shopping Center
614/389-3640
www.sunnystreetcafe.com

Coupon provided by Dublin CVB

Exp. 12.31.12

\$2 Discount Off Tour Admission
(During open tour times. No cash value.)

Phoenix Bats Ohio's only MLB Wood Bat Manufacturer

7801 Corporate Blvd Suite E
Plain City
614/873-7776
www.phoenixbats.com

Coupon provided by Dublin CVB

Exp. 12.31.12

Come back for the Dublin Irish Festival 25th Anniversary Celebration!

Aug. 3-5, 2012



Appendix O





The Brand

The Research

The Campaign

The Brand

*At the Heart of our Brand
is a New Logo and
Positioning Line*



What is a Brand?

Branding a destination is the only way to stand out in a crowded marketplace. It is nothing more (and nothing less) than creating a distinct personality – and then telling the entire world about it.

Our brand positioning statement.

Dublin's brand positioning statement is the part of the brand identity that is actively communicated to our target audience and that demonstrates a distinctive advantage over our competitors. Our brand positioning statement is as follows: *For people who want to reward themselves and their family with a little extra recreation, Dublin is a worldly small town destination near Columbus, Ohio distinguished by a passionate connection to all things Irish and golf so no matter what you do – it's world-class fun.*

Our new logo and positioning line – "Irish is an Attitude."

The positioning line is the expression of the brand and is the tip of the iceberg when it comes to branding. It is the catchy phrase or statement that visitors will come to associate with Dublin. *Irish is an Attitude* makes use of the "Irish" equity that exists in the Dublin name, leverages Dublin's position as a leader in Irish tourism and promotes the idea that you don't have to be Irish to enjoy Irish fun.



The Brand

The Research

The Campaign

The Research

The Research Behind our New Identity

Evaluation.

We are committed to evaluating everything we do and the new brand is no different. Tracking studies will be implemented to measure the brand's performance over time and help answer two key questions: have responses to the brand among target audiences changed in the way the process intended? And have these changes resulted in consumer action that will achieve the desired objectives of the brand?

Our new brand identity didn't just happen.

It was guided and informed by months of market research, which included an assessment of the environment; inquiry origin, visitor origin, demographics and psychographics of residents and visitors; perceptions of visitors, residents and stakeholders; and a review of current communications and the competition.

Five key insights.

Grounded in research, these insights serve as the backbone of Dublin's brand:

- Dublin's name is an asset that immediately conjures up strong Irish associations – so much that visitors say they want more;
- Dublin excels in attracting business travelers, people seeking Irish excitement and golfers;
- The entire community uses its name as an excuse for celebration;
- Dublin delivers images of Ireland and golf all year long and everywhere;
- The biggest draws – Memorial Tournament, Irish Festival, etc. – do not sustain tourism for an entire year.

The organization behind all this.

The Dublin Convention & Visitors Bureau (DCVB) is the official sales and marketing organization charged with selling Dublin, Ohio as a convention, meeting, sports, group tour and leisure destination. The DCVB is a private, nonprofit organization.



- The Brand
- The Research
- The Campaign

The Campaign

Where the Brand Comes to Life

Living the brand.

How do we get the *Irish is an Attitude* message in front of prospective Dublin visitors? We incorporate it into the Bureau's multi-faceted marketing program that includes print and television advertising, internet marketing, promotions, public relations, among others. We even redesign and rename our Web site – www.IrishisanAttitude.com.

Irish is an Attitude – The Print Campaign.

This approach uses long headlines and imagery that seem to be describing Dublin, Ireland, until an unexpected twist at the end reveals that the actual location is Dublin, Ohio. Strategically, this allows us to reinforce Dublin's essential Irishness, while giving us a solid base for promoting the area's non-Irish attractions within that framework.

Ah, Dublin,
 The stacked stone walls.
 The meandering streams.
 The hand-cut, sod-faced pot bunkers.
 The deceptively gentle green fairways.
 The natural habitat of
 The Golden Bear.

No, not everything in Dublin, Ohio is really Irish—but it is synonymous with great golf. From the annual PGA Memorial Tournament at Jack Nicklaus' Muirfield Village Golf Club to rolling courses as green as the hills of Killamey, Dublin offers a golf experience like no other. Play a few of the 12 courses in our Golf/Hotel Getaway Package. Visit an authentic Irish pub. Come to Dublin whenever you're in the mood to escape to a place that's cheerfully different from the one you left behind. You don't need Irish in your blood. Just in your soul.

For your FREE online Golf Package quote, visit www.IrishisanAttitude.com • 866/999-GOLF

Golf Ad

Ah, Dublin,
 The pubs. The shamrocks.
 The festivals. The Irish dancing.
 The wearing of green.
 The friendly, smiling faces.
 The Manatees.

No, not everything in Dublin, Ohio is really Irish. And no, at heart, it doesn't really matter. Somehow, the golf courses are greener than you ever thought golf courses could be, the local pubs become the gathering spots of County Cork, and you almost expect the manatees at the Columbus Zoo to greet you with "Top of the morning!" In short, whatever you do here, you'll have a good time doing it. Which, come to think of it, is just about as Irish as you can get.

To learn more, contact the Dublin Convention & Visitors Bureau
 800/245-8387 • www.IrishisanAttitude.com

Leisure Ad

Appendix P



For Immediate Release

March 1, 2011

Dublin City Council proclaim March as 'Safe Ride' Month

Dublin City Council proclaimed March as 'Safe Ride' Month in Dublin at the Monday, Feb. 28 City Council meeting.

The City has partnered with [Franklin County Safe Communities](#) to encourage local pubs and restaurants in Dublin to become a Central Ohio Safe Ride Program Participant.

"Safety is paramount in Dublin," said Dublin City Manager Marsha Grigsby. "The City puts the safety of our residents at the forefront and this is why we are encouraging local restaurants and bars to participate in Central Ohio Safe Ride. We want patrons to enjoy themselves but we want them to get home safely."

The Central Ohio Safe Ride Program promotes responsible serving and provides vouchers to be used toward taxi fare. Through the Safe Ride program, establishments provide patrons with \$10 vouchers to be used toward taxi fare. The program is funded by sponsorships from distributing companies and contributions from restaurants/bars and taxi cab companies. Pubs and restaurants in Dublin have been provided with 30 complimentary vouchers from the City for enrolling in the program.

Pubs and restaurants currently enrolled in the program include:

- Brazenhead Irish Pub
- Cabo Cocina
- Dublin Village Tavern
- Mary Kelley's Restaurant & Pub
- Oscar's
- Rusty Bucket Restaurant and Tavern
- Tutto Vino

Dublin Police strive to reduce crime, reduce accidents, and prepare for critical incidents, and encourage patrons to take a safe ride home.

For additional updates on Dublin's current public safety campaigns, visit www.dublin.oh.us/police.

Fact Sheet

- Most fatal and injury crashes in Central Ohio occur during the evening, on weekends and around holidays. This relates directly to having more impaired drivers on the roads. In 2008, 40 people died and 825 were injured in Franklin Co. in alcohol-related crashes.
- In Dublin, there were 191 OVI arrests (adults and juveniles) in 2010 and 124 OVI arrests (adults and juveniles) in 2009.
- In 2009, there were 103 crash fatalities on St. Patrick's Day in the U.S.

For more information

Contact: Megan Canavan at 614.410.4504 | mcanavan@dublin.oh.us | Twitter: [@megcanavan](https://twitter.com/megcanavan)

Download: [Police Award Photo](#)

Central Ohio Safe Ride taxi voucher program

Impaired driving is one of America’s deadliest crimes. It’s not just a problem nationally; it is also a great concern here in Central Ohio.

Statistics show that most fatal and injury traffic related crashes in our community occur during the evening, on weekends and around holidays. This is directly related to more impaired drivers on the road. The decision to operate a vehicle when impaired can quickly turn a fun outing or special celebration into a time of tragedy. During 2008, 40 people died and 825 were injured in Franklin County in alcohol-related crashes. 47% of those deaths were alcohol related and occurred between the hours of 8pm and 4am. (*Ohio Department of Public Safety Crash Statistics*)

To address this problem the Central Ohio Safe Ride Advisory Council partnered with local pubs and restaurants to create the Safe Ride taxi voucher program – keeping impaired drivers off the road by providing them with a safe ride home.

How It Works

Safe Ride vouchers are worth \$10.00 toward a taxi ride home. Establishments purchase vouchers and distribute them to their patrons who have been drinking and should not get behind the wheel. Patrons can then use the vouchers as cash with any Taxi Company Participating in the Safe Ride program. Establishments can distribute vouchers all year-round or reserve them for special occasions.



Benefits of Participating in the Program

- Opportunity to help protect the safety of the Central Ohio community by ensuring patrons do not leave your establishment impaired.
- Community recognition as responsible server
- Vouchers provide a polite way to refuse the sale of alcohol to visually intoxicated persons, as required by Ohio Revised Code. ORC 4301.22(B)

How to Enroll

Establishments can enroll in the program for a \$50.00 fee and order vouchers at a price of \$10 each. Because of the support of our sponsors, we can offer the vouchers at a price of **Buy One Get One Free!** (i.e. order 10 vouchers and get 10 more for free)

Vouchers can be distributed and more can be ordered anytime throughout the year.

Registration: \$50

Vouchers: \$10 each (**BUY ONE GET ONE FREE**)

Redeeming: For every 10 vouchers that are redeemed, Safe Ride will donate 1 free voucher back to the establishment!

Interested in joining Central Ohio Safe Ride? There are 2 easy ways to sign up:

- Contact [Karisa Harvey](#), who can answer your questions and send you the enrollment packet.
- Download the enrollment packet, complete the information and submit via fax. ([Click here](#) for enrollment packet *PDF* and submission instructions)

Check out the [Safe Ride News](#) tab to see Central Ohio Safe Ride in the media!!

Central Ohio Safe Ride Advisory Council



This St. Patrick's Day

**CHOOSE
A SAFE
RIDE**

Ask your server for details.



**Ask me how to
get a SAFE RIDE
home**



City of Dublin

**Ask your server
about how you
can get a safe
ride home.**

**\$10 taxi vouchers are
available per passenger.**

Sponsored by Central Ohio Safe Ride

Appendix Q



GIVING BACK

Sharing O' the Green



"Dublin Counseling Center has been participating in the City of Dublin Event Fund Partnership for the Irish Festival for a dozen years. We love that people have come to recognize and expect our presence at the Festival. It is an opportunity to not only serve the City and its guests, but also educate people and destigmatize the myths of mental health issues. The funds raised have been used for public education materials for clients; child therapy tools and toys; professional education materials for our clinicians; and much more."

~Lucy Smith, Dublin Counseling Center



The Sharing O' the Green program provides an opportunity for groups to serve the community and raise funds to support their own programs. This year \$103,775 was raised, an increase of 7 percent.

Sharing O' the Green program participants:

- Ancient Order Of Hibernians
- Balgriffin Homeowners Association
- Bishop Watterson Athletic Association
- Daughters of Erin
- Dublin Coffman Girls Field Hockey
- Dublin Coffman Girls Soccer Booster Club
- Dublin Coffman Hockey Association
- Dublin Coffman Mens Soccer
- Dublin Coffman Quarterback Club
- Dublin Community Swim Team
- Dublin Counseling Center
- Dublin Irish Celebration
- Dublin Jerome Girls Soccer Boosters
- Dublin Jerome Kickoff Club
- Dublin Rocks Wrestling
- Dublin Scioto Touchdown Club
- The Dublin Singers
- Dublin Women's Philanthropic Club
- Heather Glen Civic Association
- Ladies Ancient Order of Hibernians
- Lowell Trace Civic Association
- Miracle League
- The Shamrock Club of Columbus
- Skating Club of Central Ohio
- St. Brigid Athletic Association
- St. John's Lutheran Church
- Social Action Committee
- Trinity Park Homeowners Association

GIVING BACK

Sharing O' the Green



"The Dublin AM Rotary had a fantastic experience with the Dublin Irish Festival. Our club embraced the opportunity to serve and enjoyed many fun hours together. The benefits of our fundraising will be used towards the many local projects that our club supports."

Dave Connelly
President, Dublin AM Rotary

The Sharing O' the Green program provides an opportunity for groups to serve the community and raise funds to support their own programs. This year \$122,800 was raised, an increase of 18%.

Sharing O' the Green program participants:

Ancient Order Of Hibernians
Balgriffin Homeowners Association
Bishop Watterson Athletic Association
Daughters of Erin
Dublin AM Rotary Club
Dublin Coffman Girls Field Hockey
Dublin Coffman Girls Soccer Booster Club
Dublin Coffman Hockey Association
Dublin Coffman Mens Soccer
Dublin Coffman Quarterback Club
Dublin Community Swim Team
Dublin Counseling Center
Dublin Food Pantry
Dublin Irish Celebration
Dublin Jerome Girls Soccer Boosters
Dublin Jerome Kickoff Club
Dublin Rocks Wrestling
Dublin Scioto Touchdown Club
The Dublin Singers
Dublin Women's Philanthropic Club
Heather Glen Civic Association
Ladies Ancient Order of Hibernians
Lowell Trace Civic Association
Miracle League
The Shamrock Club of Columbus
Skating Club of Central Ohio
St. Brigid Athletic Association
St. Brigid Social Action Committee
St. John's Lutheran Church
Trinity Park Homeowners Association

Appendix R





Trained Beverage Servers get ready to open their booth at the Festival.



Category 40
Best Educational Program
Beverage Training
Budget \$750,000 – \$1.5 Million



Overview Information:

Introduction & background of the program/event:

In 1999, the Dublin Irish Festival created a partnership program with Dublin-based organizations called Sharing o' the Green which allows community groups to participate in the Festival as a way to raise funds to and engage with the community to enrich the City of Dublin.

The Sharing O' the Green Program allows community organizations to serve in several capacities, including beverage pouring, at the Dublin Irish Festival. In return for service, organizations earn a percentage of the revenue generated by their group's beverage location.

Purpose/objective of the program:

Each person serving alcohol at the Dublin Irish Festival is required to attend a mandatory one hour training session prior to the event. Two beverage training sessions are offered to ensure that all participants have an opportunity to attend. The objective of the training is to educate participants about the products being served, how to best serve them as well as educating them about the laws that pertain to pouring alcohol.

Target Audience:

The target audience for the beverage training program are the members of Dublin community groups who participate in the Sharing o' the Green program. Last year, more than 24 community groups participated in the Sharing o' the Green program, totaling more than 1,000 participants.

Duration of the program (start to finish) and years program has been part of event (if applicable)

The mandatory beverage training is approximately one hour in length and the program has been in place since 1999 when the Sharing o' the Green program began.

Description of sponsor/charity/volunteer/school/other group involvement with event/program and benefits to each (if applicable):

In 2010 beverage sponsors of the Dublin Irish Festival are invited to be a part of the beverage server training to enhance the overall educational experience. 2010 was the first year that the beverage sponsors were added to the educational program. Having beverage sponsors participate provides an opportunity for beverage servers to hear from the experts about each of the products being served at the Festival.

Tie-in of program to main event:

The overall goal in adding the beverage product "experts" to the beverage server training is for each of the servers to become more comfortable in their role to serve, but also to learn more about how to "sell" the beverages to Festival patrons. Learning how to best sell the product results in more success for the organizations as each organization participating in the Sharing o' the Green program receives funds based on the sales at their location.

Overall effectiveness/success of program:

In addition to increasing product confidence in the beverage servers, adding beverage “experts” to beverage training resulted in an improved Festival patron experience. After adding representatives from each of the beverage sponsors to the beverage training, sales of beverages at the Festival increased by ten percent.

Festival beverage servers commented that they “enjoyed” the opportunity to learn about the products as well as how to serve them properly. The beverage sponsors that presented information are entertaining as well as informative.

Overall revenue and expense budget of specific program / event:

Because beverage servers are trained in the correct way to pour and serve, the Festival better managed product inventory and generated increased revenue due to time and product savings.

Expenses for the training are not reflected in the budget because beverage sponsors were pleased to have the opportunity to present their products to such a desirable demographic. The training is an effective way to educate beverage servers at little to no explicit cost to the event.

Attendance/number of participants:

Because training is mandatory, more than 1,000 beverage servers attend the beverage trainings

Measurable results: tangible & intangible:

Beverage servers who have attended training for multiple years have remarked that they enjoy learning about the products from the beverage sponsors because in addition to making training more interesting, they see better sales at their locations due to better educated servers.

By including the police department, legal representatives, and beverage sponsors in the training process, Festival staff has the opportunity to focus on improving the server and patron experience.

Additional Information:**Detailed description of the education program/curriculum:**

The agenda reflected the curriculum which included:

Introduction

- Beverage Server Guidelines
- Dublin Police Alcohol Training
- Beverage Sponsors
- Waiver Collection

The program curriculum presented by each of the following beverage sponsors included product and pouring education on their featured products:

Bushmills Irish Whiskey

- Bushmills Original
- Bushmills Black Bush
- Bushmills 10
- Bailey’s Irish Cream

Oliver Winery:

- Mead Wine
- Black Cherry Spritzers
- Mango Spritzers

Boru Vodka and Glazers Distribution

- Boru Cranberry
- Bloody Boru

Heidelberg Distributing Co.

- Mikes Hard Lemonade
- 1800 Ultimate Margarita
- Woodbridge Wines
- Other fine red and white wines

In order to verify the attendance of each server, every participant signs a Dublin Irish Festival Alcohol Servers agreement which is handed in at the completion of training.

Who provided the education and in what setting:

The one-hour training session starts with a power point presentation and introduction by Dublin Irish Festival Beverage Manager, Trish Lackey. The City of Dublin Police Department in conjunction with the assistant law director for The City of Dublin, Stephen Smith Jr, present beverage server guidelines and legal information. Finally, beverage sponsor representatives present the art of mixology and product information.

The training takes place in the Abbey Theater of Dublin which is owned and operated by the City of Dublin. The Abbey Theater seats more than 340 attendees and features state of the art audio visual equipment.

What was the take-away for attendees/participants?

Beverage servers leave training with the knowledge necessary to mix and serve beverages efficiently and safely while providing an enjoyable experience to Festival patrons.

Supporting Question:

What did you do to update/change this program from the year before?

Many of the fundraising groups have participated in the program since 1999 with a large percentage of the beverage servers returning each year. Frequently, beverage servers ask why they are required to attend the same training year after year. In addition to safeguarding the alcohol permits issued from the State of Ohio, Festival organizers decided to enhance the educational value of the program to maintain the interest of returning servers by including the beverage product sponsors. Because many of our beverage products have an Irish history, learning more about the Irish products being served increases the entertainment value in addition to the educational value. Beverage representatives demonstrate proper bartending techniques which helps to retain server interest.

Were your updates/changes successful? Please provide measurable results / examples:

Not only did the addition of beverage sponsors enhance the experience of the participating beverage server, it also added to their product knowledge. This resulted in a ten percent beverage sale increase in 2010 and enhanced the guest experience. The beverage server training program was featured as a cover story in the Columbus Dispatch as a result of the improved training.