



## Legislation Details (With Text)

**File #:** 1582-2024      **Version:** 1

**Type:** Ordinance      **Status:** Passed

**File created:** 5/28/2024      **In control:** Finance & Governance Committee

**On agenda:** 6/3/2024      **Final action:** 6/5/2024

**Title:** To authorize the Director of Finance and Management to modify the agreement with Experience Columbus; to authorize a transfer of appropriations; to authorize an appropriation and expenditure within the general fund and the Neighborhood Initiatives subfund; and to declare an emergency. (\$725,000.00)

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. 1582-2024

Date	Ver.	Action By	Action	Result
6/5/2024	1	CITY CLERK	Attest	
6/4/2024	1	ACTING MAYOR	Signed	
6/3/2024	1	COUNCIL PRESIDENT	Signed	
6/3/2024	1	Columbus City Council	Approved	Pass

This ordinance authorizes the Director of the Department of Finance and Management to modify the agreement originally authorized by ordinance 0417-2024.

Experience Columbus is the county convention and visitors bureau and provides marketing services to increase tourism and convention business. Data has shown that for every dollar spent by Experience Columbus toward the organization's marketing and promotion services, visitors spent \$13.60.

At the same time, there is acknowledgement that familiarity with Columbus as a destination remains low outside of Ohio. Surveys indicate that those who are familiar with Columbus have a strong, positive perception of it, and that increasing familiarity and awareness of the city is critical toward positioning Columbus as an appealing leisure destination, and subsequently an attractive city to host conventions and other large gatherings.

Experience Columbus intends to leverage additional funding to target singles and families within a 250-500 miles radius of the city. The organization will lean heavily on digital, paid social, video, and unique public relations activations. Additionally, Experience Columbus intends to increase the city's presence at conventions, conferences, trade shows, and other events.

**Fiscal Impact:** Funding is available within the general fund and the Neighborhood Initiatives subfund to support this modification.

Emergency action is requested in order to provide Experience Columbus with the resources necessary to immediately undertake marketing activities during summer, the busiest tourism months of the year.

To authorize the Director of Finance and Management to modify the agreement with Experience Columbus; to authorize a transfer of appropriations; to authorize an appropriation and expenditure within the general fund and the Neighborhood Initiatives subfund; and to declare an emergency. (\$725,000.00)

**WHEREAS**, Experience Columbus is the county convention and visitors bureau and provides marketing services to increase tourism and convention business; and

**WHEREAS**, there is acknowledgement that familiarity with Columbus as a destination remains low outside of Ohio; and

**WHEREAS**, surveys indicate that those who are familiar with Columbus have a strong, positive perception of it, and that increasing familiarity and awareness of the city is critical toward positioning Columbus as an appealing leisure destination; and

**WHEREAS**, an emergency exists in the usual daily business of the Department of Finance and Management in that it is immediately necessary to authorize a modification in order to undertake marketing activities during the busiest tourism months of the year without delay; **now, therefore**,

**BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBUS:**

**SECTION 1.** That the Director of Finance and Management is hereby authorized to modify and increase the agreement with Experience Columbus originally authorized by ordinance 0417-2024 by expanding the scope of work to include additional geographic marketing and enhanced presence at conventions, trade shows, and conferences.

**SECTION 2.** That the Auditor is hereby authorized and directed to transfer appropriations in the amount of \$300,000.00 within the general fund per the accounting codes in the attachment to this ordinance.

**SECTION 3.** That the Auditor is hereby authorized and directed to appropriate \$425,000.00 within the Neighborhood Initiatives subfund, fund 1000, subfund 100018, per the accounting codes in the attachment to this ordinance.

**SECTION 4.** That per the action authorized in Section 1 of this ordinance, the expenditure of \$725,000.00, or so much thereof as is needed, is hereby authorized per the accounting codes in the attachment to this ordinance.

**SECTION 5.** That the funds necessary to carry out the purpose of this ordinance are hereby deemed appropriated, and the City Auditor shall establish such accounting codes as necessary.

**SECTION 6.** That the City Auditor is authorized to make any accounting changes to revise the funding source for all contracts or contract modifications associated with this ordinance.

**SECTION 7.** That for reasons stated in the preamble hereto, which is hereby made a part hereof, this ordinance is hereby declared to be an emergency measure and shall take effect and be in force from and after its passage and approval by the Mayor, or ten days after passage if the Mayor neither approves nor vetoes the same.