

# BG Convention & Visitors Bureau



## Annual Report



# 2018





# ANNUAL REPORT OF THE BOWLING GREEN CONVENTION & VISITORS BUREAU JANUARY 1, 2018 - DECEMBER 31, 2018

**Mission Statement established in 2004:** To attract visiting patrons generating economic benefits for the community.



**Staff:**  
Wendy Chambers,  
Executive Director

Jodi Rashley,  
Administrative  
Assistant

Carmen Cano,  
Visitor Center  
Supervisor &  
Technology  
Coordinator

The Bowling Green Convention & Visitors Bureau (CVB) successfully operated within the established budget and completed the first of a three year contract with the city of Bowling Green. A dedicated 1% increase in the hotel/ motel tax was granted to the CVB to facilitate a new branding campaign for the city and the entire community.

We are in the sixth year of our partnership with Bowling Green State University to run the Campus Visitor Center. Monetary support is given and a supervisor oversees the Visitor Center under bureau supervision. BGSU students are utilized to help maintain hours of operation at both locations.

## Our Locations

**Bureau Office**  
Four Corners Center  
130 S. Main St.  
419-353-9445  
1-800-866-0046  
info@visitbgohio.org

**Visitor Center**  
BGSU Campus  
2151 Alumni Dr.  
419-372-2336  
visitorcenter@visitbgohio.org



VisitBGOhio.org | GoBGOhio.com



## 2017 - 2018 Board of Directors:

**Seated:** (Left to right) Todd McGee, Patrick Nelson, Kelli Kling, and Susan Hojnacki.

**Standing:** (Left to right) Tony Vetter, Sandy Rowland, Kristin Otley, Shaun Crusa, Tom Baer, Mary Hinkelman, Wendy Chambers, and Tim Dunn.

**Not Pictured:** Steven Kampf, Tom Kehres, Earlene Kilpatrick, and Christopher Miller.

## Best Hometown Celebration:

The community celebrated its Best Hometown honor at the Simpson Center in July. The event showcased BG's best restaurants, retail, events, lodging and attractions. Food samples and giveaways were on hand as well as tours of the Simpson Gardens on a beautiful summer day.



## Guided and Self-Guided Tours



**CVB Grants Sponsorships:**

- BG Chamber Holiday Parade
- BG Fireworks
- BG Baseball Tournaments
- Black Swamp Arts Festival
- BG Winterfest Chillabration
- Classics on Main Car Show
- Firefly Nights Festival
- Wood County Historical Museum's Furlough Fridays

**Tourism Memberships & Networking:**

- Destination Toledo
- Ohio Convention & Visitors Bureau
- Ohio Lodging Association
- Ohio Travel Association
- State of Ohio Tourism Division

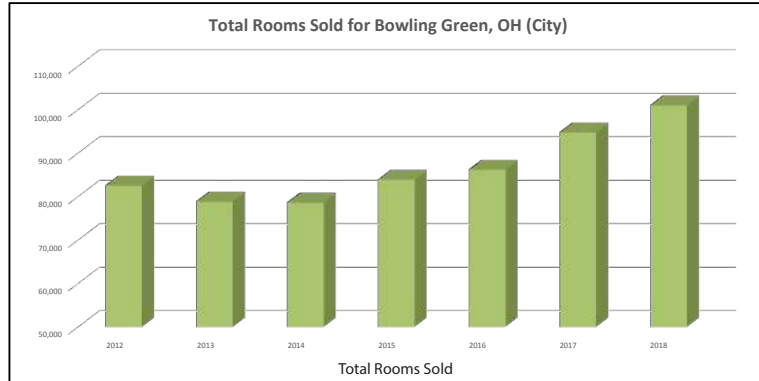
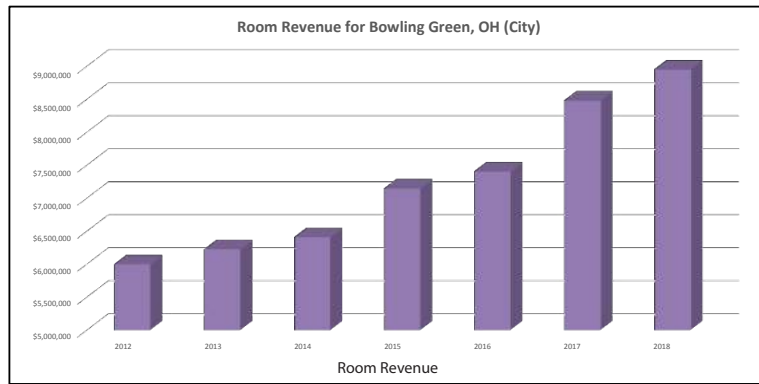
**BGSU Partnerships & Event Support:**

- Campus Visitors Center
- Conference & Event Services
- Homecoming & Falcon Family Weekend
- SOAR (Freshman Orientation)
- President's Day Open House & Preview Days
- BG Soccer Challenge

**Group Travel, Meeting Shows & Co-ops:**

- Member of: **Ohio.IT!**
- Hosted Ohio Town & Gown Summit, BG, OH – July 2018
- Attended Ohio Travel Association Fall Conference – September 2018
- Attended Ohio Lodging Association Fall Conference – October 2018
- Attended Boomers & Groups Travel Show, Frenchlick, IN – October 2018
- State of Ohio Co-op

**STAR Report Statistics for 2012 - 2018 BG Lodging Properties:**



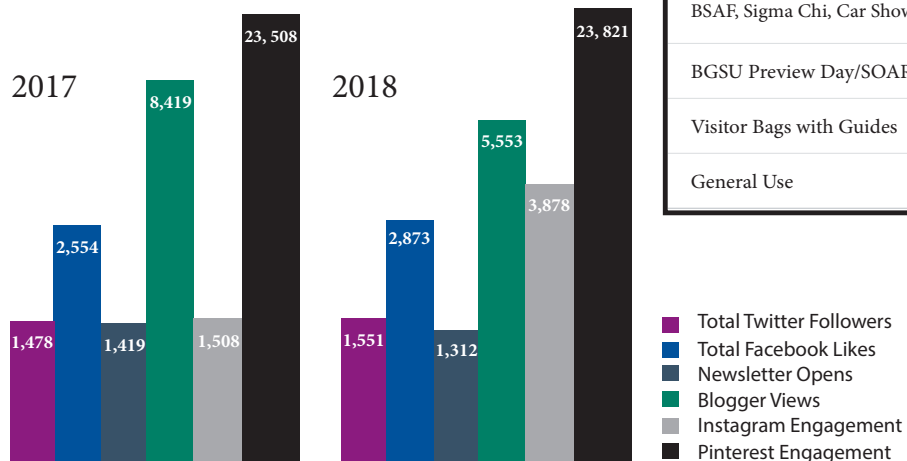
**Key Points**

- Average Daily Rate: Increased 18% since 2012
- Room Revenue: - Increased 32.9% since 2012
- Total Rooms Sold: - Increased 18.4% since 2012
- Bed Tax: - Increased 1% in 2018
- Taxable Room Revenue increased 5.2% in 2018 over 2017

**CVB Media Stats:**

2018 Website Stats	
GoBGOOhio	VisitBGOOhio
Sessions – 16,990 New Users – 11,826	Sessions – 29,915 New Users – 26,009

Distribution of Visitor Guides	2018
Bulk Mailing	946
Rack System (BG, Toledo, Turnpike, I-75)	8,885
Events (Soccer Challenge, NTPA, BSAF, Sigma Chi, Car Show)	10,613
BGSU Preview Day/SOAR	855
Visitor Bags with Guides	471
General Use	4,395



**2018 Summary:**

The **Convention & Visitors Bureau** reports that the BG Lodging properties increased in total rooms sold by 6.1% and the revenue was up by 5.2% from the previous year. The overall travel trend in the state of Ohio was also up in 2018 following the trend in BG. The lodging properties to the north continue to affect our properties' overall business, but continue to support BG's larger events. The

Fairfield Inn is now in its second full year of operation, which took us to 500 rooms in February of 2017. A new lodging property, a Home Two Suites, began construction, but has hit a stalemate, halting its 2019 opening. The hope is to have 600 rooms as we once did years ago to support larger meetings, conferences, and sporting events that come to BG.





## Winterfest BG Chillabration:

Winterfest's addition of the tent last year became the Frozen Swamp Tent in 2018. A new addition of the Winter Market was added along with the musical entertainment. The theme for the Ice Garden Carving Demonstration's was Mascots in Ice. Many other activities were held throughout the city including the first ever Downtown BG Chocolate Crawl benefitting United Way of Wood County.



## Our Best Hometown Holiday Parade:

The Convention and Visitors Bureau was happy to be the Santa Claus sponsor for the Best Hometown Parade this year. Santa Claus rode in the parade with his elves from Julie's Dance Studio. A beautiful wagon was provided by Cabin Creek Mules. The Chamber of Commerce facilitates the parade each year. This year, the parade was broadcast on WTOL 11.



## Ohio Town & Gown Summit:

The city of Bowling Green and Bowling Green State University were proud to host the 3rd Annual Ohio Town & Gown Conference here in BG in July of 2018. Many topics were covered that aimed to help universities and towns work together to create synergies and partnerships for future success. Thank you to all who helped and attended.



## Deck the Four Corners:

Stuffed stockings on the Four Corners Gallery wall were raffled off in December raising over \$1,200 for the 2019 Winterfest BG Chillabration. Almost 30 stockings were donated from area businesses, organizations, and community members to help support Winterfest, an event that has continued to grow each year. We also had a special visit from Santa Claus!

