

TourismOhio Scorecard

Vision

Ohio is a destination of choice, enriching lives through authentic travel experiences.

Mission

Aggressively position Ohio as a relevant travel destination and support Ohio's tourism industry to drive economic prosperity throughout the state.

Strategic Initiative 1 Branding and Marketing Communications

Goal: Strategically position Ohio as a relevant travel destination using compelling branding and marketing initiatives.

- Objective 1.1** Develop a comprehensive, integrated marketing and communications plan which advances the organization's Key Performance Indicators (KPIs) by May 2015.
- Objective 1.2** Create and launch an authentic, dynamic brand and brand strategy for Ohio tourism by Summer 2015.
- Objective 1.3** Develop and execute a comprehensive research plan.
- Objective 1.4** Expand TourismOhio Co-op opportunities for traditional and non-traditional partners to further amplify the brand.

Strategic Initiative 3 Financial Stability

Goal: Demonstrate sound fiscal stewardship for TourismOhio funding.

- Objective 3.1** Leverage Funding through effective strategic partnerships, collaboration and marketing in order to advance the tourism industry in Ohio and meet/exceed Key Performance Indicators (KPIs).
- Objective 3.2** Drive performance by achieving measurable objectives and tactics, as well as a positive Return on Investment (ROI).
- Objective 3.3** Explore potential new sources of funding to advance the organization's mission.

Strategic Initiative 2 Strategic Partnerships and Collaboration

Goal: Cultivate and strengthen strategic partnerships by fostering collaboration with industry influencers and key stakeholder groups.

- Objective 2.1** Lead ongoing collaborative and inclusive efforts to align all members of the tourism industry in Ohio.
- Objective 2.2** Enhance outreach and engagement activities with peer state agencies in Ohio.
- Objective 2.3** Identify, cultivate and activate private-sector partners to leverage support that will positively impact Ohio's tourism industry and the state's economy.
- Objective 2.4** Effectively communicate with Ohio tourism stakeholders, public officials and opinion leaders about the value of tourism in Ohio.





Strategic Initiative 4 Organizational Excellence

Goal: Ensure organizational excellence through a commitment to the highest standards of operation, execution and customer service.

- Objective 4.1** Create a top-tier marketing organization which features a scalable structure, innovative strategies and high-level talent.
- Objective 4.2** Develop and monitor a balanced scorecard to track progress and demonstrate TourismOhio's commitment to being a results-driven organization.
- Objective 4.3** Establish TourismOhio as a subject matter expert for integrated marketing communications and a resource for constituents and stakeholders.



Branding and Marketing Communications

Strategically position Ohio as a relevant travel destination using compelling branding and marketing initiatives.

Key Performance Indicator Metric	2016 Projection	2015 Actual	2014 Actual	2015 Score
Number of Visits	216M	207M	200M	
Number of Overnights	42.6M	40.8M	39.0M	
Number of Out-of-State Overnights	26.4M	26.1M	24.2M	
Direct Spend	\$35.1B	\$32.8B	\$31.2B	


Strategic Partnerships and Collaboration

Cultivate and strengthen strategic partnerships by fostering collaboration with industry influencers and key stakeholder groups.

Key Performance Indicator Metric	2016 Actual	2016 Projection	2016 Score
TourismOhio Advisory Board Meetings	5	6	
Peer Agency Updates	4	4	



Organizational Excellence

Ensure organizational excellence through a commitment to the highest standards of operation, execution and customer service.

Key Performance Indicator Metric	2016 Actual	2016 Projection	2016 Score
TourismOhio fully staffed	—	July 2016	

Financial Stability

Demonstrate sound fiscal stewardship for TourismOhio funding.

Key Performance Indicator Metric	FY2016 Actual	FY2016 Projection	FY2015 Actual	FY2016 Score
State Sales Tax Revenue	\$915.7M	\$902.2M	\$892.2M	
TourismOhio Funding	\$10.2M	\$10.0M	\$10.2M	







John R. Kasich, Governor

Development
Services Agency

David Goodman, Director

TourismOhio **Plan to Win**

Key

-  Above expectation
-  Meets expectation
-  Below expectation/in progress
-  No progress/no data