

---

# SOFT SHOE HARDCORE

---

"The best of Irish dance, music, arts and culture at the largest three-day Irish Festival on the planet."





# 2014 DUBLIN IRISH FESTIVAL ANNUAL REPORT

## 2014 HONORARY CHAIR



**BRIAN FERRIER AND HIS WIFE, JULIA**  
REGIONAL DIRECTOR OF OPERATIONS, GIANT EAGLE, INC.

## CONTENTS

Leadership .....	3
Executive Summary .....	4
Highlights .....	6
Awards .....	9
Marketing and Media .....	10
Guest Snapshot .....	12
Sponsorship .....	14
VIP Membership .....	15
Volunteers .....	16
Giving Back .....	17
Financials .....	18
Looking Ahead to 2015 .....	19

## HONORARY CHAIRS

**2013 Frank Slavik**

*Tim Hortons*

**2012 Scott White**

*IGS Energy*

**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*

**2005 Tom Thon**

*Clear Channel Columbus Radio*

**2004 Mike Kehoe**

*AT&T Ohio*

**2003 David 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*

# LEADERSHIP

## COMMITTEE CHAIRS

*Admissions/Entryways*  
Linda Dreier

*Animal Exhibits*  
William Arehart

*Beverage Tokens*  
Bob Adamek

*Celtic Rock Club*  
Jim Bishop\*  
Erin Bishop\*  
Clay Rose  
Lynn Rose

*Cultural*  
Kay McGovern

*Dub Club*  
Sharon Adamek  
Ryan Ganger

*Emerald Club*  
Leslie Finn\*\*  
Randy Hicks  
Stacy Hicks  
Frank Willson\*  
Lisa Willson\*

*Entertainment*  
Morton O'Kelly+

*Feis*  
Joe Regan

*Food Vendors*  
Kerry Donahue  
Laurie Donahue

*Founders*  
Bill Hayden

*Guest & Hotel Relations*  
Scott Dring

*Hospitality*  
Lisa Bova\*\*

*Irish Community Pride*  
Tim Krumlauf

*Marketplace/  
Emerald Arts Isle*  
Mark Bernardin\*\*  
Beth Hicks

*Pop, Water & Ice*  
Bruce Goll  
Jeff Myers

*PR/Promotions*  
Kitty Munger  
Mike Pechinak\*

*Scholarship Foundation*  
Michelle Hunter\*\*

*Sharing O' the Green*  
Autumn Skinner  
Carol Zimmerman

*Signage*  
Mark McGuire

*Sponsorship*  
Tom Murnane+

*Sports*  
Molly Byrne  
Brendan O'Reilly

*Sunday Services*  
Jerry Tracy

*Volunteers*  
Joe Starrett

## COMMITTEE MEMBERS

HJ Baker  
Wendy Bell\*  
Nick Bova  
Pat Byrne  
Chris Clinton  
Libby Conn  
Wayne Cruze  
Annie Curran  
Gerry Curran\*\*  
Chris Damo  
Jody Daulton\*\*  
Judy Davis\*\*\*  
Tom Davis  
Nora Dorrian  
Beth Eck  
Willie Ehrlich\*\*  
Matt Hannan  
Christy Fields  
Kevin Ganger  
Lynne Gatton  
Anne Geese\*\*  
Anne Gleine  
John Guccion  
Jenny Hill  
Beth Hillmann  
Anne Hochendonner

David Hopper\*\*  
Rachel Innes  
Elaine Kehoe  
Marcia Kelty\*\*  
Cathy Kerrigan  
Karen Komatsu  
Pat Kranz  
Steve Kranz  
Brian LeRoy\*\*  
Jack Lyttle  
Glenn Mackie  
Erin Macklin  
Kimm Massengill-Bernardin  
Dave Matthews  
Matthew McGuire  
Nona McGuire  
Maxine McKee  
Patrick Miller  
Kathy Murnane\*\*  
Mike Murphy\*  
Joseph Myers  
Rick Nelson  
Joyce O'Neill\*\*  
Anna Oscar\*\*\*  
John Reiner  
Shelia Reiner  
Colleen Rosshirt  
Scott Schmitz  
Diane Seiple  
Gregg Sheehe  
Dennis Shuman  
Nancy Shuman  
Frank Slavik  
Michelle Slavik  
Heather Smith  
Jeff Smith\*  
Stephen Smith, Jr.  
Maggie Snow\*\*  
Mike Snyder  
Chuck Speer\*\*  
Brian Sullivan  
Denae Sullivan  
Kathleen Thon  
Mary Tracy  
Frank Vamos  
Kathy Vannatta  
Emily Webb  
Rich Weber  
Michele White



IS PRESENTATED BY THE CITY OF DUBLIN

## DUBLIN CITY COUNCIL

*Mayor*  
Michael H. Keenan

*Vice Mayor*  
Rick Gerber

*Council Members*  
Marilee Chinnici-Zuercher  
Tim Lecklider  
Greg Peterson  
John Reiner  
Amy Salay

## CITY ADMINISTRATION

*City Manager*  
Marsha Grigsby

*Assistant City Manager*  
Michelle Crandall

## FESTIVAL STAFF

*Festival Director*  
Alison LeRoy

*Event Administrators*  
Mary Jo DiSalvo  
Trish Lackey

*Event Staff*  
Carina Dacierno  
Jeremy Gerstacker  
Libby Montgomery  
Sara O'Malley  
Terry Schimmoller

*Summer Event Staff*  
Ryan Billings  
Courtney Burgtorf  
Amanda Etchison  
Jennifer Finn  
Kelly Kirkland  
Kiersten Kollins  
Julie Lince

*DCRC*  
Barb Burkholder  
Lori Gischel

*Finance*  
Angel Mumma  
Jerry O'Brien

*Legal*  
Stephen Smith, Jr.

*Parks & Open Space*  
Chris Nicol  
Vince Vannicelli

*Police*  
Lt. Steve Farmer

*Risk Management*  
Ron Whittington

*Streets & Utilities*  
John Babyak  
Jeff Stallings

*Volunteer Resources*  
Christine Nardecchia  
Samantha Haberkamp  
Jessica Watson

*Washington Township*  
Steve Skeldon

*Website*  
Bruce Edwards

# EXECUTIVE SUMMARY

THE LARGEST THREE-DAY IRISH FESTIVAL ON THE PLANET EXPANDED ITS FOOTPRINT FROM:

29 → 38

ACRES IN COFFMAN PARK



A NEW BRIDGE WAS DEDICATED IN HONOR OF THE FESTIVAL FOUNDERS

98,000+

GUESTS ATTENDED THE FESTIVAL

JAMESON®



IRISH WHISKEY



NEW SPONSORS HELPED CREATE A DIVERSE LINEUP OF IRISH BEVERAGES

A RECORD  
BREAKING  
**13,000+**

GUESTS ON SUNDAY  
BEFORE 11 A.M.



**1,300+**

FESTIVAL VOLUNTEERS

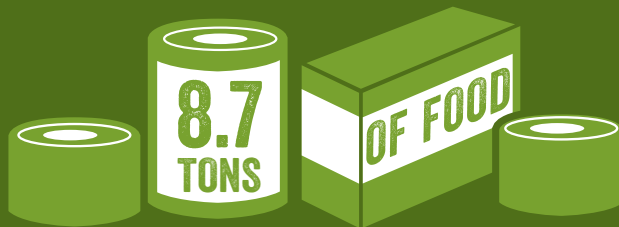
THE FIRST EVER BLACK FRIDAY  
PROMOTION GENERATED MORE THAN  
**\$5,500+** IN NEW  
REVENUE



MORE THAN  
**\$114,000**

WAS RETURNED  
TO COMMUNITY  
ORGANIZATIONS

GUESTS DONATED NEARLY



AND MORE THAN \$10,000  
TO THE DUBLIN FOOD PANTRY



# HIGHLIGHTS

## CULTURE

The cultural areas at the Festival embrace all aspects of Irish culture; from ancient history represented by the Brian Boru and Viking Villages, to the current day, with lectures on Ireland's current economy.

- New presentations included topics on Irish Dancing, Illuminated Manuscripts and the Irish landscape
- New authors included poet Phil Brady, historical novelist Michael McCarthy and Irish fiction travel writer Jeanne Crane
- The Fairy Tea Parties expanded after last year's debut and Pirate Parties were added
- The Irish Festival Academy hosted longer-form classes led by Seamus Egan and Winnie Horan of Solas as well as the lads from We Banjo 3

## ANIMALS OF IRELAND

For the second year, there was standing room only for sheep herding. Demonstrations lasting approximately 30 minutes featured well-trained dogs herding sheep and ducks through an obstacle course to the delight of audiences. The Ohio State University Veterinary Medical Center Celtic Canine area expanded and featured nearly all of the breeds of dogs native to Ireland. Bog Ponies returned this year and moved to a central location near the Celtic Canines making a space perfect for Irish animal lovers.



## THE IGS ENERGY/ DUBLIN IRISH FESTIVAL 5K + KIDS DASH

More than 100 children followed Stinger to the finish line at the DIF/IGS Energy Kids Dash and more than 1,000 runners participated in the 5K on Thursday, July 31. For the first year, runners had an opportunity to donate to the Dublin Food Pantry. Former Dublin Jerome High School men's track coach Mike Aldrink was the top men's overall winner with a time of 14:54. Laura Kaulen of Hilliard, OH, was the top women's overall winner with a time of 16:32.

100+

KIDS  
PARTICIPATED IN  
THE KIDS DASH

1,000+

RUNNERS  
PARTICIPATED IN  
THE 5K



TOP WOMEN'S  
OVERALL WINNER:  
LAURA KAULEN



TOP MEN'S  
OVERALL WINNER:  
MIKE ALDRINK



**GUESTS SHAMROCKED AND ROLLED FOR 3 DAYS**

## MUSIC

**Returning favorites:**

- The Red Hot Chili Pipers
- Solas
- Step Crew
- Willis Clan
- We Banjo 3
- Scythian
- Ashley Maclsaac
- Full Set
- Tempest

**New performers:**

- Sharon Shannon
- Skerryvore
- Cara
- Munnely and Conneely

Black 47, the first Celtic Rock band to perform at the Festival, returned for their Farewell Tour. In addition, many local and regional bands entertained the audiences.

## SHOPPING

Whether it was Dublin Irish Festival-branded merchandise, Celtic jewelry or kilts, the Festival proved to be a shopper's paradise. Surveys continue to indicate that shopping is considered a Festival favorite.



## SPORTS



The Kid's Gaelic Games including a caber toss, braemer throw, sheaf "sheep" toss and hurling, were a hit for children. Hurling, a traditional Irish sport, was also demonstrated for hundreds of Festival onlookers. More than 40 athletes competed in the Men and Women's Amateur and Master Classes. For the first time, the competition included heavy hammer throw. First Place winners in each class were Brent Milller, Men's Masters; Sean Urquhart, Men's Amateur A; Paul Munsch, Men's Amateur B; Anita Sciscoe, Women's Masters; Danielle Curry, Women's Amateur.



**BRAIDY MILLER SET A NEW WORLD RECORD FOR A 39-FOOT SHEAF TOSS**

# GREEN EFFORTS

The Festival continued to implement environmentally-friendly practices with results that indicate guests, volunteers and vendors alike are composting, recycling and riding bikes in greater numbers each year. The amount of composting more than doubled. The signage program now includes more reusable signs that are made with recyclable materials. Bike parking increased by more than 20% over 2013.



**1.1 TONS**

COMPOSTED



**1,103**

BIKES PARKED

# SCHOLARSHIP RECIPIENTS



## SAM KIEFFER AND JACLYN CHU

THE DUBLIN IRISH FESTIVAL PRESENTED  
TWO SCHOLARSHIPS OF



**\$2,500**



# IRISH CONTEST WINNERS:

## REDDEST HAIR:

**1st** Grace Hammett  
James Berend  
Ashley Garcia

**2nd** Sebastian Boyden  
Kyle Fischer  
Mason Taylor

**3rd** Joseph Wharton  
Colleen Kelly  
Bryan Wharton

## MOST FRECKLES:

**1st** Colleen O'Keefe-Schweninger  
Alex Parsons  
Maryann Thimmes

**2nd** Glanna Boyden  
Michael Kelly  
Mark Pfeil

**3rd** Claire Malone  
Madison Evans  
Jennie Kosnik

## GREENEST EYES:

**1st** Julia Hammett  
Audrey Hazelton  
Trina Walker

**2nd** Ashden Holtcamp  
Riley Ries  
Jessica Hamian

**3rd** Sean Parsons  
Maggie Conroy  
William Bishop

## BEST LEGS IN A KILT:

**1st** Nate Sandkuhl  
and baby Holden  
Sandkuhl

**2nd** Glen Welker

**3rd** Kyle Corrigan





# AWARDS



## GOLD

### BEST SOCIAL MEDIA SITE

Dublin Irish Festival Facebook Page

### BEST MISCELLANEOUS CLOTHING

Baby Onesie

### BEST NEW PROMOTIONAL ACTIVITY

Black Friday Ticket Sale

### BEST NEW MERCHANDISE

Hair Ties



## SILVER

### BEST EVENT VIDEO

2014 Promotional Video

### BEST MISCELLANEOUS PRINTED MATERIALS

Annual Report



## BRONZE

### BEST SINGLE MAGAZINE DISPLAY AD

Fiddle Fest

### BEST OTHER MERCHANDISE

Sunglasses

### BEST T-SHIRT DESIGN

Light Green Celtic Rock



*"After 26 years, with more than 100,000 attendees, seven stages and 65 acts, we think it's safe to say the Dublin Irish Festival has got this thing down to a science. No surprise then that they repeat as the winner in this category for the fourth time."*

*"A friend from another big city can be tough to impress but the Dublin Irish Festival is unlike a lot of other festivals, including those that also celebrate Irish heritage – so it's easy to see why it might win this award two years in a row."*

# MARKETING AND MEDIA

## WHEN DOES "BLACK FRIDAY" TURN GREEN?

When Dublin Irish Festival Tickets Go on Sale! For the first time, "Black Friday" became the official start of ticket sale season for the Dublin Irish Festival. Holiday stockings were stuffed with tickets to the largest three-day Irish Festival on the Planet!

## GREEN FRIDAY

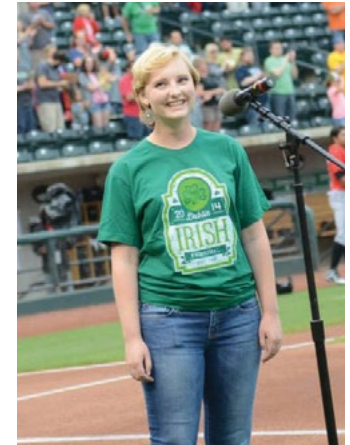
In addition, for the second year, the Friday before St. Patrick's Day kicked off "Green Friday" with the opening of the Friends and Family ticket/token package sales which sold out again this year. More than \$10,000 in non-weather-dependent revenue was generated through these promotions promoting advance ticket sales.

## IRISH HERITAGE NIGHT AT THE COLUMBUS CLIPPERS

July sizzled with the third annual Irish Heritage Night at the Columbus Clippers on Friday, July 18. Guests at Huntington Park were entertained by the Cyrill Scott Pipes bagpipers and Regan/Rankin Academy dancers. Honorary Chair Brian Ferrier threw out the ceremonial first pitch and city staffer Courtney Burgtorf sang the national anthem to a spirited crowd.

## DUBLIN IRISH FESTIVAL KICK-OFF PARTY AT GIANT EAGLE

On Friday, July 25, the first-ever Dublin Irish Festival Kick-off Party at Giant Eagle was held at the Perimeter Marketplace. Irish food and beverages were featured as well as Dublin Irish Festival merchandise, contests, prize giveaways and music and dance made it a special evening for guests and shoppers alike.



## COVERAGE

### USA TODAY

*"You don't need to go to Dublin, Ireland for Celtic immersion, just travel to Coffman Park in Dublin, Ohio for this enormous Irish Festival. Top Irish entertainers from both Europe and North America perform."*

### THE COLUMBUS DISPATCH

*"Top Things to do this Weekend"* on Thursday, July 31 listed the Dublin Irish Festival first!

*"For 27 years, Dublin has been home to one of the largest Irish Festivals in the world with performances on seven stages including dance competitions and Highland games."*

### INTENTS, AAA NOW, GO ENGLISH, IRISH CENTRAL.COM, EXAMINER.COM

*Irish American News* and many other major media gave the Festival coverage that resulted from the Business Wire release that spread the Festival message to millions.

# #DUBLINIRISHFEST BY THE NUMBERS:

The Festival continued to utilize social media to create, engage and share news and promotions to its fans and guests year-round:

## 32,000+ FACEBOOK FANS



## 39% INCREASE IN FACEBOOK FANS IN ONE YEAR

## 2,600+

ONLINE MENTIONS  
JULY THROUGH  
AUGUST

## 350+

MENTIONS ON  
NEWS SITES  
WORLDWIDE

## 47%

INCREASE IN  
HASHTAG USAGE  
ON TWITTER

## 67%

INCREASE IN  
TWITTER  
FOLLOWERS

## FOLLOW US ON

# *instagram*



## OVERALL SHIFT IN MENTIONS FROM TWITTER TO INSTAGRAM

# GUEST SNAPSHOT



## WHAT DO YOU LIKE BEST ABOUT THE FESTIVAL?

*"My family could never pick just one specific thing that we enjoy about the Festival. We love everything."*

*"Gives me that taste of my heritage that I crave, a little bit of Ireland here in Ohio."*

*"It was just a beautiful experience. I am moved by the Irish spirit. It is so beautiful and strong, and I could just feel the community and the heart of the people all celebrating Irish heritage. Next year, I'll be wearing a kilt, too!"*

### THIS YEAR'S SURVEY

was conducted online at [DublinIrishFestival.org](http://DublinIrishFestival.org). Results shown indicate that the Dublin Irish Festival continues to be a great opportunity for sponsors who want to reach a desirable demographic.

97%

RATED THE FESTIVAL  
AS TERRIFIC OR GOOD



73%

HAVE COLLEGE OR POST-GRADUATE DEGREES



16%

ATTENDED ALL THREE DAYS

20%

FROM OUTSIDE OF OHIO



45%

HAVE HOUSEHOLD INCOMES OF MORE THAN \$100,000

26%

HAVE HOUSEHOLD INCOMES OF \$60,000 TO \$99,000



15% ARE FROM DUBLIN

9.5%

FIRST-TIME VISITORS

9% ARE IN THEIR TWENTIES



45% 30 – 50 YEARS OLD

35% 50 – 65 YEARS OLD



# SPONSORSHIP

MORE THAN A **QUARTER OF A MILLION DOLLARS** WAS GENERATED THROUGH SPONSORSHIP



The record breaking sponsorship program has resulted in significant non-weather dependent revenue for the Festival. The program has also provided an event marketing opportunity for corporate sponsors who wish to extend their reach and connect with our desirable demographic. Survey results conclusively showed that sponsorship is a great way for businesses to build greater brand recognition and passion for their products and/or services. The most frequently recalled sponsors were: ScottsMiracle-Gro, Giant Eagle, Killian's, Wendy's, Bob Evans, IGS Energy and Hollywood Casino.

*"Being a sponsor of the Dublin Irish Festival has helped Giant Eagle build brand awareness through exposure of our key marketing messages to our target audience. This year's in-store event proved to us the power of the Festival brand and its loyalty with our consumers. We plan to grow our participation each year and are encouraged with the incremental activation this will bring."*

– Brian Ferrier  
2014 Dublin Irish Festival Honorary  
Chair & Regional Director of Operations, Giant Eagle, Inc.



*"We couldn't be happier to partner with the Dublin Irish Festival. Year after year, the partnership grows stronger and produces desired results. Together, we have increased efficiencies, streamlined distributions and have helped enhance the overall Festival experience. We look forward to working together for many years to come."*

– Russ Morton  
Merchandising & Equipment Manager,  
G & J Pepsi Cola Bottling Company



# VIP MEMBERSHIP

## THREE CLUBS OFFER OPPORTUNITIES FOR SPONSORS AND MEMBERS TO ENJOY IRISH HOSPITALITY IN UNIQUE WAYS THROUGHOUT THE FESTIVAL



### CELTIC ROCK CLUB

*"Celtic Rock Club membership is a one-of-a-kind experience. Killian's Celtic Rock Stage private space is very roomy which gives the ability to host guests and offers access to private bar and restroom. Exceptional service!"*

– Dr. Summit Shah

---



### EMERALD CLUB

*"Emerald Club membership is at the top of our must-do list every Festival. It is a true VIP experience in the heart of the festival where we can relax with family and friends. Each year, we are surprised by the outstanding hospitality and this year was no exception. It's a semi-private area where we can feel the pulse of the Festival."*

– Ed & Alice Gaughan

---



### DUB CLUB

*"Our family loves the Dub Club. It's so close to the ScottsMiracle-Gro Dublin Stage, has its own private bar and restroom. We have recommended that our friends buy into the Dub Club. We could not even imagine not being in the Dub Club on Saturday at the Festival."*

– Charles O'Shaughnessy

# VOLUNTEERS

Volunteers from Dublin and beyond join together to form one community, dedicated to service. Their enthusiasm and hospitality are what make our event the largest and best three-day Irish festival on the planet.

## 1,300+ VOLUNTEERS HELP THE FESTIVAL CONTINUE TO GROW AND THRIVE

### 85

**VOLUNTEER  
ASSIGNMENTS**

### 99%

**WOULD  
VOLUNTEER AGAIN**

### 11,000+

**HOURS OF  
SERVICE**

### 6-92

**AGE RANGE  
OF VOLUNTEERS**

## 2014 BEST OF FEST AWARD WINNERS

Best of the Fest! Awards are given annually to volunteers who have been nominated by their peers, staff and guests for their extraordinary dedication to the Festival.

### ADULT AWARD:

Jordan Ramsey  
(Pop, Water & Ice Volunteer)

### YOUTH AWARD:

Clare Wilsbacher  
(Admissions & Hospitality Volunteer)

### LEADERSHIP AWARD:

Bob VanVliet  
(Admissions Captain)

### FAMILY AWARD:

Laurie Chase  
Lexie Mehl  
Rebecca Mehl  
(Merchandise Volunteers)

### GROUP AWARD:

Emerald Club Committee

## VOLUNTEER SURVEY FEEDBACK

*"Great experience. Will definitely volunteer as long as I live in Dublin."*

*"It is a wonderful event for the community and I appreciate the opportunity to be a part of it."*





# GIVING BACK

The Dublin Irish Festival presents an annual opportunity for local organizations to roll up their sleeves, pitch in and generate significant funds for their causes.

MORE THAN

**\$114,000**

RETURNED TO COMMUNITY

*"The monies that we've raised have made a huge impact in what we're able to accomplish in our program. The purchase of goalie equipment has made it possible for students who would have otherwise not been able to pay for this to play this position. We feel good having the ability to financially assist any player who needs a bit of help."*

– Jeffrey Golliver  
Dublin Coffman Field Hockey Booster Club

*"We've been able to continue our overall operations in no small part to the Sharing O' the Green fundraising opportunity. This is our second largest fundraising event of the year and we would not be able to continue our operation without the funds received from our beverage sales efforts."*

– Tom Cassidy  
The Dublin Singers

*"This event allowed our team to pull together with players and parents to raise money for the Scioto Girls Junior Varsity and Varsity soccer. The best part, is that we felt like we were giving back to the Dublin community at the same time that we raised funds for new equipment and uniforms."*

– Peggy Myers  
Dublin Scioto Girls Soccer Boosters



## COMMUNITY ORGANIZATIONS

Ancient Order of the Hibernians	Dublin Rocks Wrestling Club
Balgriffin Homeowners Association	Dublin Scioto Girls Soccer Boosters
Bishop Watterson Athletic Association	Dublin Scioto Touchdown Club
Dublin AM Rotary	Dublin Women's Philanthropic Club
Dublin Coffman Field Hockey Boosters	Heather Glen Civic Association
Dublin Coffman Girls Soccer	Ladies Ancient Order of Hibernians
Dublin Coffman Men's Soccer Boosters	Ladies Irish Cross Country Boosters
Dublin Coffman Quarterback Club	Lowell Trace Civic Association
Dublin Community Swim Team	Shamrock Club of Columbus
Dublin Counseling Center Dublin Crew LLC	Skating Club of Central Ohio
Dublin Food Pantry	St. Brigid Athletic Association
Dublin High School Hockey Association	St. John Lutheran Church
Dublin Irish Celebration	The Daughters of Erin
Dublin Jerome Girls Soccer Boosters	The Dublin Singers
Dublin Jerome Kickoff Club	Trinity Park Home Owners Association

# 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	2009	2010	2011	2012	2013	2014*
Sponsorship	185,699	211,572	247,980	238,000	248,000	260,430
Admissions	534,178	573,927	449,109	441,978	524,028	577,489
Beverages	697,004	754,975	714,391	707,364	812,218	732,694
Vendors	131,416	144,852	151,591	162,020	166,448	185,949
VIP Clubs	52,200	51,186	66,086	67,888	70,845	62,790
5K/ 4 Miler	-	4,244	5,523	8,444	7,014	6,603
Wee Folk / Misc.	44,094	48,208	38,275	41,614	49,217	46,442
Academy	2,800	2,430	1,910	2,274	1,550	1,550
Refunds/Deposits	54,275	44,188	69,603	56,904	57,151	86,676
<b>TOTAL</b>	<b>\$1,701,666</b>	<b>\$1,835,582</b>	<b>\$1,744,468</b>	<b>\$1,726,486</b>	<b>\$1,936,471</b>	<b>\$1,960,623</b>

EXPENDITURES	2009	2010	2011	2012	2013	2014*
Staff Overtime Wages/Benefits**		180,818	170,087	156,524	180,246	202,074
Meeting Expenses	1,152	1,521	1,382	1,121	1,655	1,762
Communications	297	3,932	3,784	3,157	2,920	3,038
Professional Services	1,036,882	1,055,988	1,060,140	1,098,811	1,171,318	1,227,501
Advertising	64,638	66,176	65,895	69,220	59,224	59,566
Printing	23,260	25,527	19,943	14,932	17,178	13,273
Operating Supplies	234,665	235,990	267,440	254,703	294,723	322,366
Special Projects/Promos	22,316	5,722	13,442	45,360	37,355	16,170
Volunteer Services	14,269	17,600	20,686	19,146	18,929	19,390
<b>TOTAL</b>	<b>\$1,397,479</b>	<b>\$1,593,274</b>	<b>\$1,622,799</b>	<b>\$1,662,974</b>	<b>\$1,783,548</b>	<b>\$1,865,140</b>

\* Figures as of 10/22/14 (not all expenditures have yet been paid, not all revenues have yet been received)

\*\* Staff overtime costs and benefits were specifically attributed to Festival costs in 2010 for the first time

# LOOKING AHEAD TO 2015

## 2015 GOALS

---

- Create the optimum event experience for guests and participants through continued enhancements provided by the ongoing Coffman Park Expansion.
- Increase the number of hotel room nights through programming and promotions in collaboration with Dublin hotels and the Dublin Convention & Visitors Bureau.
- Improve mobile connectivity to increase levels of communication for Festival operations, vendors and guests.
- Find new, creative ways to promote the Festival year round to niche markets that result in increased exposure and new guests.
- Provide new and compelling experiences for return guests that engage them in meaningful ways for longer periods of time.

## 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 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.



JULY 31, AUG. 1 & 2 - 2015



City of Dublin  
Events Administration  
6555 Shier Rings Rd.  
Dublin, OH 43016-8716  
614-410-4545  
events@dublin.oh.us

# THANKS TO OUR SPONSORS



Wendy's



CHEVROLET   
OF DUBLIN  
*Because we care.*

HOLLYWOOD  
*Casino*  
COLUMBUS, OH

THE *Scotts* Miracle-Gro  
COMPANY

IGSENERGY<sup>®</sup>  
THE POWER OF TOMORROW<sup>®</sup>

GIANT EAGLE  
MARKET  
DISTRICT



TourismOhio



Bob Evans<sup>®</sup>

 Dublin Methodist  
Hospital  
OhioHealth



 THE OHIO STATE UNIVERSITY  
VETERINARY MEDICAL CENTER

The Columbus  
Dispatch  
dispatch.com

 NATIONWIDE  
CHILDREN'S  
*When your child needs a hospital, everything matters.<sup>™</sup>*

 CROWNE PLAZA  
HOTELS & RESORTS

MAGNERS  
Original

DANBERT

SUN 95  
94.7fm

102.5

WNCI 97.9

The  
Brew  
105.7

alive!

ThisWeek  
COMMUNITY NEWS

cityscene  
Columbus area entertainment & city

BoneFish Grill

Columbus  
Blue Jackets

Donatos

La Chatelaine

O'Neil Tents &  
Party Supplies

Roosters

Book Loft

Columbus  
Clippers

EcoPack

Live!Technologies

SpaceJunk

Capital City Ice

Dibella's Old  
Fashioned  
Submarines

Golf Car Company

Max & Erma's

Old Bag  
of Nails Pub

Tim Hortons

Chick-Fil-A

J. Liu  
Restaurant & Bar

Mezzo

Party Panache

treetree

Kurtz Brothers

Milano Florist

Pepsi

Woodgamz.com