



Project Data

Key Scope Items:

- Assessment of CVB Effectiveness
- Organizational Review
- Suggested Organizational Changes

HSP Professionals Involved in Project: Rob Hunden

Time of Service: 2001

Convention Bureau Organizational Audit

Cincinnati, Ohio

In 2001, Mr. Hunden worked with the Greater Cincinnati Convention and Visitors Bureau (GCCVB) to conduct an organizational review of the bureau and assess its strategic role in representing the Cincinnati metro area. The review accomplished three main objectives in providing the GCCVB with:

- An examination of the effectiveness of the GCCVB in representing and promoting the Cincinnati metro area and recommendation for strategies to enhance the profile and economic impact of CVB activities.
- A complete review of the Bureau's culture, structure, processes, strategies and overall operations and presentation of recommended strategies for enhancing capacity and efficiency in operations as well as for strengthening the long-term productivity of the GCCVB's sales, marketing and convention service efforts.
- Suggestions for alternative organizational structures, including governance and stakeholder involvement as well as for regional market coverage and funding issues to consider.

In addition, the project also assisted the GCCVB in an evaluation of the Bureau's membership program and the development of a business plan to promote regional tourism.