



Commissioner Gary Merrell

DESTINATION DELAWARE COUNTY



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DESTINATION DELAWARE POLARIS CAMPAIGN

JUNE – SEPTEMBER 2021

126,328
VIDEO VIEWS
DURING
CAMPAIGN

A white play button icon inside a blue square with rounded corners, representing a video player.

SOCIAL MEDIA
ADVERTISEMENTS
EARNED
MORE THAN
1.5 MILLION
IMPRESSIONS

A white magnifying glass icon over a person silhouette, all within a blue square with rounded corners, representing search or impressions.

DROVE
MORE THAN
19,000
LINK
CLICKS
TO BUSINESSES'
SITES

A white icon of a computer monitor with a cursor arrow pointing to a link on the screen, all within a blue square with rounded corners.

SOCIAL MEDIA
CONTENT
EARNED
150,300
ENGAGEMENTS

A white icon of a computer monitor displaying a play button, a heart, and a comment bubble, all within a blue square with rounded corners.

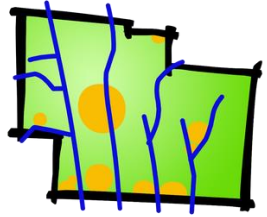
SOCIAL MEDIA ADS
EARNED A
CLICK-THROUGH
RATE OF ABOUT
5%
(INDUSTRY AVERAGE
IS ABOUT 3.5%)

A white icon of a hand holding up three social media icons: Twitter, Facebook, and Instagram, all within a blue square with rounded corners.

PARTNERED
WITH 6
BLOGGERS
WHO REACHED
AN AUDIENCE OF
215K+ USERS

A white icon of a computer monitor displaying a network of six user profiles connected by lines, all within a blue square with rounded corners.

BYXBE CAMPUS



Delaware County
Regional Planning
Commission



THE OHIO STATE
UNIVERSITY

EXTENSION

BYXBE CAMPUS



BYXBE CAMPUS



BYXBE CAMPUS





DELAWARE COUNTY FINANCE AUTHORITY



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BERLIN BUSINESS PARK



County Engineer

DELAWARE
COUNTY *Ohio*



BERLIN BUSINESS PARK

- **1,800-acre business park**
- **Pre-zoned for light industrial and commercial business**
- **Right along US 36 SR 37**
- **Minutes from I-71**

REGIONAL SEWER DISTRICT



REGIONAL SEWER DISTRICT



REGIONAL SEWER DISTRICT

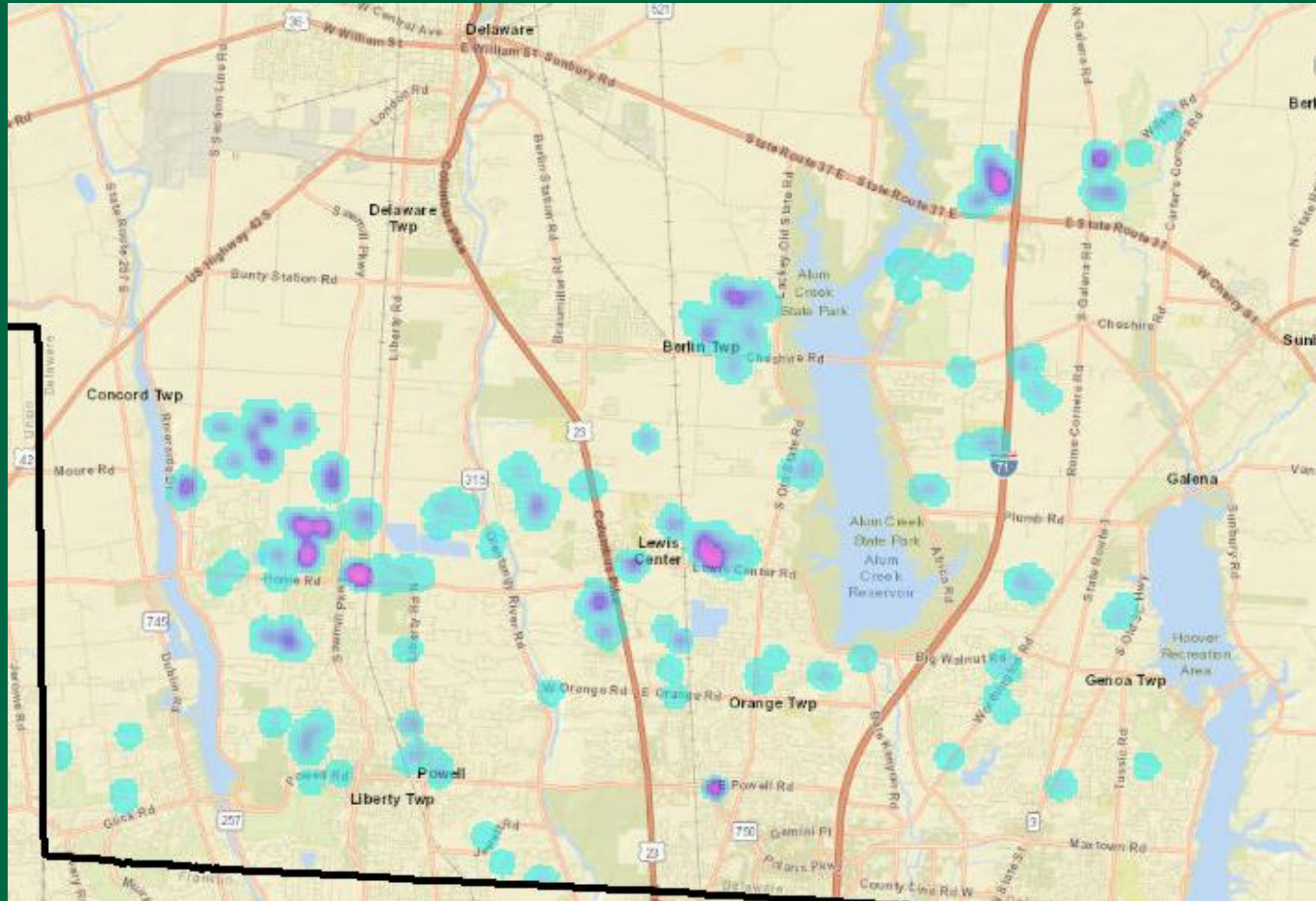


REGIONAL SEWER DISTRICT



REGIONAL SEWER DISTRICT

27% increase
in tap
connections



ODOT AND INTERCHANGES



ODOT AND INTERCHANGES



ODOT AND INTERCHANGES



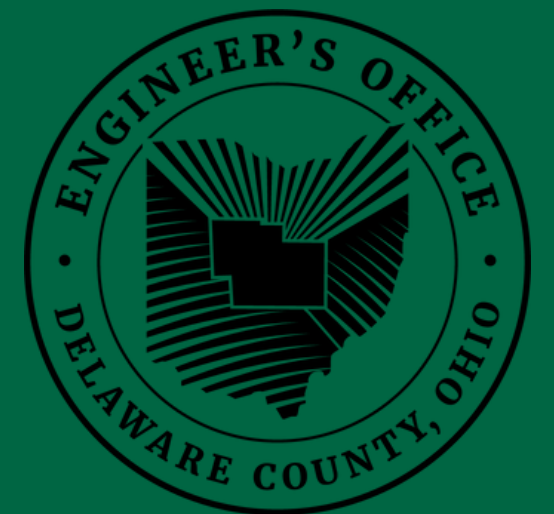
ENGINEER'S OFFICE



ENGINEER'S OFFICE



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DELAWARE
COUNTY *Ohio*