

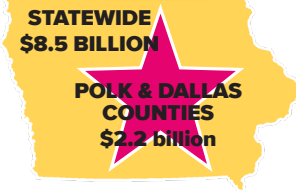
2017/2018 YEAR IN REVIEW

TRAVEL EXPENDITURES



Polk and Dallas Counties received more than one quarter of the \$8.5 billion in state-wide spending in 2017 according to the Iowa Economic

Development Authority's "The Economic Impact of Travel on Iowa Counties" released October 2018.



POLK COUNTY: \$2.02 BILLION

DALLAS COUNTY: \$194.74 MILLION

EACH HOUSEHOLD IN POLK AND DALLAS COUNTY WOULD HAVE TO PAY \$661 MORE IN TAXES WITHOUT THE REVENUE GENERATED BY TRAVEL AND TOURISM.

MEDIA HIGHLIGHTS

456 STORIES FEATURED IN PRINT/BROADCAST

59 STORIES IN INDUSTRY PUBLICATIONS

237 WEEKLY LOCAL MEDIA SEGMENTS

SOCIAL MEDIA



9,304 NEW SOCIAL MEDIA FOLLOWERS

9.95% INCREASE IN FOLLOWER GROWTH OVER LAST FISCAL

6,540,363 IMPRESSIONS FROM SOCIAL MEDIA

65,189 ENGAGEMENTS FROM SOCIAL MEDIA



WEBSITE GROWTH

4.5% GROWTH IN WEB SESSIONS TO CATCHDESMOINES.COM

CO-OP ADVERTISING PROGRAM

IMPRESSIONS DELIVERED IN 2017-2018 FOR PARTNERS: **47,897,486**

[OVER-DELIVERED PROJECTED IMPRESSIONS BY **102%**]

>>> 98.96% <<<
PARTNER RETENTION RATE

715 HOSTED CONVENTIONS/EVENTS UTILIZED CATCH DES MOINES RESOURCES IN 2017-2018

296 OF THOSE CONVENTIONS/EVENTS OCCURRED BECAUSE OF SALES EFFORTS CREATING \$78.47 MILLION IN ECONOMIC IMPACT

SUPPORTING **1,166** FULL TIME JOBS

\$110.98 MILLION ECONOMIC IMPACT OF 302 BOOKED EVENTS

SUPPORTING **1,571** FULL TIME JOBS

SIGNIFICANT BOOKINGS

- USA OUTDOOR TRACK & FIELD CHAMPIONSHIPS JUNE 2018 AND JULY 2019
- USA WRESTLING PRESEASON NATIONALS OCTOBER 2018 AND 2019
- BIO WORLD CONGRESS JULY 2019
- GENERAL ASSEMBLY OF THE CHRISTIAN CHURCH (DISCIPLES OF CHRIST) JULY 2019
- NATIONAL CONGRESS ON SCHOOL TRANSPORTATION MAY 2020
- SOIL AND WATER CONSERVATION SOCIETY ANNUAL CONFERENCE JULY 2020
- NURSING ORGANIZATIONS ALLIANCE FALL SUMMIT NOVEMBER 2020
- MIDWEST NURSING RESEARCH SOCIETY ANNUAL CONFERENCE MARCH 2021
- NATIONAL SPEECH AND DEBATE TOURNAMENT JUNE 2021
- USA/CANADA LIONS ANNUAL FORUM SEPTEMBER 2021
- JUNIOR HIGH NATIONAL FINALS RODEO JUNE 2024 AND JUNE 2025

MAJOR EVENTS HOSTED

- NATIONAL JUNIOR ANGUS SHOW / JULY 2017
- SOLHEIM CUP / AUGUST 2017
- AQS QUILT WEEK / OCTOBER 2017
- KENNEDY CENTER AMERICAN COLLEGE THEATER FESTIVAL REGION 5 / JANUARY 2018
- NAIA WRESTLING CHAMPIONSHIPS / MARCH 2018
- USA RACQUETBALL NATIONAL JUNIOR OLYMPIC CHAMPIONSHIPS / JUNE 2018
- USA OUTDOOR TRACK & FIELD CHAMPIONSHIPS / JUNE 2018

2017-2018 OVERALL GOALS

	ACTUAL (#)	GOAL
SALES GOALS	1,267.80 (115%)	1,100 (PTS)
SINGLE PROPERTY	152.40	
MULTI-PROPERTY	515.40	
CITYWIDE	600	
MARKETING GOALS		
REVENUE	\$479,222 (82.42%)	\$581,407
IMPRESSIONS	301,324,357 (120.52%)	250,000,000
ENGAGEMENTS	1,364,532 (136.45%)	1,000,000
TOTAL REVENUE	\$5,575,424 (95.95%)	\$5,810,190
TOTAL EXPENSE	\$5,472,528 (94.18%)	\$5,810,190