2018/2019 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.

STATEWIDE $8.5 BILLION
POLK COUNTY: $2.022 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

391 STORIES FEATURED IN PRINT/BROADCAST
40 STORIES IN INDUSTRY PUBLICATIONS
322 WEEKLY LOCAL MEDIA SEGMENTS

SOCIAL MEDIA

8,772 NEW SOCIAL MEDIA FOLLOWERS
9,043,212 IMPRESSIONS FROM SOCIAL MEDIA
159,583 ENGAGEMENTS FROM SOCIAL MEDIA

WEB SESSIONS

1,182,653 WEB SESSIONS ON CATCHDESMOINES.COM

CO-OP ADVERTISING PROGRAM

IMPRESSIONS DELIVERED IN 2018-2019 FOR PARTNERS: 26,088,393

[CLICKS DELIVERED TO PARTNER’S SITES: 9,904]

>>> 92% <<< PARTNER RETENTION RATE

2018-2019 OVERALL GOALS

<table>
<thead>
<tr>
<th></th>
<th>ACTUAL</th>
<th>GOAL</th>
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<tbody>
<tr>
<td>SALES GOALS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Qualified Prospect</td>
<td>589 (133.9%)</td>
<td>440</td>
</tr>
<tr>
<td>Bookings</td>
<td>344 bookings</td>
<td>321</td>
</tr>
<tr>
<td>MARKETING GOALS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing Revenue</td>
<td>$674,269.94 (85.3%)</td>
<td>$673,500</td>
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<tr>
<td>Impressions</td>
<td>380,845,166 (122.85%)</td>
<td>310,000,000</td>
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<tr>
<td>Engagement</td>
<td>1,502,420 (105.06%)</td>
<td>1,430,000</td>
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<tr>
<td>TOTAL REVENUE</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>FINAL NUMBERS AVAILABLE AFTER AUDIT</td>
<td>$5,814,164</td>
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SIGNIFICANT BOOKINGS

- USA SWIMMING TYR PRO SWIM SERIES
  MARCH 2019 AND 2020
- USA GYMNASTICS CHAMPIONSHIPS
  JUNE 2019
- NATIONAL ASSOCIATION OF FARMERS MARKET NUTRITION PROGRAMS ANNUAL CONFERENCE
  SEPTEMBER 2019
- ICS CHILI, INC WORLD CHAMPION CHILI COOK-OFF
  SEPTEMBER 2019-2023
- CERTIFIED PIEDMONT RE 2020 IRONMAN 70.3 NORTH AMERICAN CHAMPIONSHIPS
  JUNE 2020
- NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION REGION 5 & 6 MEETING
  SEPTEMBER 2020
- US ACADENIC DECATHLON NATIONAL COMPETITION
  APRIL 2021
- AMERICAN CHEESE SOCIETY ANNUAL CONFERENCE & COMPETITION
  JULY 2021
- AMERICAN MEAT SCIENCE ASSOCIATION RECIPROCAL MEAT CONFERENCE
  JUNE 2022
- AMERICAN SHORTHORN ASSOCIATION JUNIOR NATIONAL SHOW & YOUTH CONFERENCE
  JUNE 2023

MAJOR EVENTS HOSTED

- BMW MOTORCYCLE OWNERS OF AMERICA
  JULY 2018
- ASSOCIATION OF CHAMBER OF COMMERCE EXECUTIVES
  JULY 2018
- AMATEUR ATHLETIC UNION (AAU) JUNIOR OLYMPICS
  JULY 2018
- PERCHERON HORSE ASSOCIATION OF AMERICA
  OCTOBER 2018
- DEPARTMENT OF VETERANS AFFAIRS
  OCTOBER 2018
- NATIONAL ASSOCIATION OF INTERCOLLEGIATE ATHLETICS (NAIA) - WRESTLING NATIONAL CHAMPIONSHIPS
  MARCH 2019
- NATIONAL COLLEGIATE ATHLETIC ASSOCIATION (NCAA) - Div. I MEN'S BASKETBALL 1ST & 2ND ROUNDS
  MARCH 2019
- NATIONAL ASSOCIATION OF INTERCOLLEGIATE ATHLETICS (NAIA) - MEN'S VOLLEYBALL
  APRIL 2019

IN 2018-2019, CATCH DES MOINES SALESS STAFF BOOKED 344 EVENTS

This will generate $88.5 million of economic impact supporting 1,009 full time jobs.