

2019-2020 ANNUAL MARKETING PLAN



DES MOINES. THE Ss ARE SILENT. OUR CITY IS BOOMING.

CATCH—
DES MOINES



TABLE OF CONTENTS

Message from Greg Edwards 3

Who We Are 4

Board of Directors 5

Catch Des Moines Structure 6

Catch Des Moines Staff 7

2018 - 2019 Year in Review 8

Admin, Finance, HR, Technology 9

Sales.....10

Services 11

Marketing.....12-13

Creative Campaign..... 14-16

Thank you..... 17

A MESSAGE FROM GREG EDWARDS

PRESIDENT & CEO



Greetings,

What a year for Catch Des Moines! In 2018-19, Catch Des Moines worked with 673 conventions and events. Three hundred sixteen of those conventions and events occurred because of our sales efforts, creating \$112 million in economic impact and supporting 1,206 full-time jobs! Events including the return of the NCAA Division 1 Men's Basketball First and Second rounds, AAU Junior Olympics and USA Track and Field, just to name a few. Additionally, we celebrated the exciting announcement of the Certified Piedmontese 2020 IRONMAN 70.3 North American Championship taking place on June 21, 2020.

Each year, we publish our Annual Marketing Plan as a resource to highlight the mission and work of our organization. The 2019-20 Annual Marketing Plan illustrates the strategies of our vision and focus areas for the upcoming year, along with the goals we've set to get there. Also included is a quick recap of this past year's successes.

Our success is dependent on our strong community partnerships, local organizations, and business partners who believe in what we do and work alongside us to make it happen. So to all of you – thank you!

We are proud of the work we completed in 2018-19 and look forward to the new and continued partnerships and opportunities ahead. On behalf of myself, the Board of Directors and the entire Catch Des Moines team, we are excited for another year of increasing visitors to Greater Des Moines.

Regards,

Greg Edwards
President & CEO
Catch Des Moines



WHO WE ARE

The Greater Des Moines Convention & Visitors Bureau and the Des Moines Area Sports Commission, collectively known as Catch Des Moines, markets the region as a visitor destination, increasing economic growth and enhancing the visitor experience.

Catch Des Moines is an accredited Destinations International organization. As the visitors' and meeting professionals' trusted partner, we are the heart, the soul, and the energy of our destination. Our focus is to drive economic success and enhance the quality of life in the 15 Greater Des Moines communities we represent.

BRAND PROMISE

Greater Des Moines is full of unexpected delights waiting to be discovered.

TARGET AUDIENCES

- Leisure visitors — Social Moms / Gen X Families (35–54) and Young Professionals / Millennial Families (25–34)
Leisure markets: Iowa, Omaha, Kansas City, Minneapolis, Western Illinois
- Conventions / events / sports planners and executive directors
- Brand advocates and champions within the community
- Tourism operators and co-op partners

COMMUNITIES WE REPRESENT

PERRY ANKENY CLIVE POLK CITY GRIMES INDIANOLA WINDSOR HEIGHTS
ALTOONA BONDURANT DES MOINES URBANDALE POLK COUNTY WEST DES MOINES
PLEASANT HILL JOHNSTON

ORGANIZATIONAL STRUCTURE

HOW WE ARE FUNDED

Catch Des Moines is funded by the communities we support. We receive 2/7th of the hotel/motel tax. We are governed by a 28-member board.

We generate additional revenue through private sector sponsorships and marketing partnerships:

- Over 990 Partners
- 24 Corporate Partners

OUR STAFF

Catch Des Moines employs 27 full-time and four part-time staff members who are responsible for managing daily operations, strategic planning, market research, local partnerships, sales and leisure advertising programs (locally, regionally and nationally), public relations, co-op advertising, conventions, event and sports sales and support.

ACCREDITATION



Catch Des Moines is designated an Official Accredited Destination Marketing Organization by Destinations International's Destination Marketing Accreditation Program.

The accreditation program defines quality and performance standards in destination marketing and management. It recognizes destination marketing organizations that meet or exceed industry standards.

CATCH DES MOINES BOARD OF DIRECTORS



2019 - 2020 EXECUTIVE COMMITTEE

ANGELA CONNOLLY, CHAIR
Polk County Supervisor

MARTY MARTIN
Drake University President

TOM MAHONEY, PAST CHAIR
Past Chair, ITA Group, Inc.

GARY SLATER, VICE CHAIR/SECRETARY
CEO Iowa State Fair

FRANK COWNIE
Mayor of Des Moines

2019 - 2020 BOARD MEMBERS

David Adelman, Cornerstone Government Affairs

Bob Andeweg, Mayor, City of Urbandale

John Andorf, Mayor, City of Perry

Ann Atkin, Prairie Meadows Casino Racetrack & Hotel

Bobbi Bentz, Councilperson, City of Ankeny

Jeremy Boka, Councilperson, City of Altoona

Dave Burgess, Mayor, City of Windsor Heights

Jay Byers, Greater Des Moines Partnership

Dan Carlino, Hilton Des Moines Downtown

Jake Christensen, Christensen Development

Chris Connolly, Iowa Events Center

Paula Dierenfeld, Mayor, City of Johnston

Jeff Fleming, Des Moines Art Center

Curt Gause, Councilperson, City of Pleasant Hill

Greg Hudson, Councilperson, City of West Des Moines

Paula Juffer, Principal Financial Group

Eric Klein, Councilperson, City of Clive

Scott Mikkelsen, Mayor, City of Grimes

Jason Morse, Mayor, City of Polk City

John Parker, Jr., Councilperson, City of Indianola

Bob Pepper, Councilperson, City of Bondurant

Steve Peters, West Des Moines Marriott

Paul Rottenberg, Orchestrate Hospitality



CATCH DES MOINES STRUCTURE

FINANCE & ADMINISTRATION

The Finance & Administration Team manages all office financial, technological, human resources and operational work at Catch Des Moines.

SALES / SPORTS / SERVICES

The Sales, Sports & Services Team leads all Catch Des Moines efforts to market central Iowa across the country as a premier meeting and event location. The team works collectively to secure new conventions and events and ensure a seamless experience for planners and attendees.

MARKETING

The Marketing Team is responsible for all marketing efforts, including building/retaining partnerships, driving private sector revenue, advertising, public relations, media relations and Catch Des Moines events. In conjunction with an advertising agency, the marketing team is responsible for developing media strategies, executing media buys and management of overall brand positioning.



CATCH DES MOINES STAFF

GREG EDWARDS

PRESIDENT & CEO



ADMINISTRATION

GREG EDWARDS – President & CEO

MARISSA BROWN – Vice President of Technology & Research

SHANNON WINTERS, CDME, SHRM-CP – Vice President of Finance & Human Resources

LAURA MCNICHOLS – Director of Administration

JENNA SCHAEFFER – Manager of Information Services

PAULA GLEASON – Receptionist

JANET KOERNER – Receptionist

CONVENTIONS, SPORTS & SERVICES

TRINA FLACK, CMP – Vice President of Sales

CHRIS BAKER – Director of Destination Services

MARGIE MARBLE – National Sales Manager (Association, Hobby, DSA)

AMBER SMITH – National Sales Manager (Health & Medical, Association, Religious)

KELLY SMITH – National Sales Manager (National Association, Religious)

KATIE STIEN, CMP – National Sales Manager (Agriculture, Natural Resources, Motorcoach)

RYAN VOGT, CSEE – National Sports Manager

TIFFANY CONRAD – Sales Manager

BAILEE ARNBURG – Housing Coordinator

MAGGIE DAVIS – Destination Services Coordinator

JAYNE DURNIN, CMP – Housing & Event Coordinator

MARY ANN MOORE – Sales Coordinator

LAURA SMIDT – Sports Event Coordinator

KENDAL BURZACOTT – Partner Specialist

CAROLYN DEVINE – Sales Assistant

JAN MEYERS – Airport Volunteer Coordinator

MARKETING

BROCK KONRAD – Vice President of Marketing

BEN HANDFELT – Director of Creative & Communications

JUSTIN ZERFAS – Senior Marketing Manager

MANDY MCWHERTER – Communications & PR Manager

CAILIN RUSKEY – Web & Social Media Manager

JORDAN CROZIER – Graphic Designer

2018/2019 YEAR IN REVIEW

TRAVEL EXPENDITURES



Polk and Dallas counties received more than one quarter of the \$9 billion in state-wide spending in 2018 according to the Iowa Economic Development Authority's "Economic Impact of Travel on Iowa Counties" released September 2019.



POLK COUNTY:
\$2.2 BILLION

DALLAS COUNTY:
\$203.9 MILLION

EACH HOUSEHOLD IN POLK AND DALLAS COUNTY WOULD HAVE TO PAY \$667.45 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

**673 CONVENTIONS AND
EVENTS UTILIZED
CATCH DES MOINES
RESOURCES IN 2018-2019**

THIS SUPPORT INCLUDES
**GROUP SERVICING,
EVENT PROMOTION,
CATCH CREW, &
PLANNER TOOLKITS**

IN 2018-2019,
316 CONVENTIONS/EVENTS
OCCURRED BECAUSE OF
**CATCH DES MOINES
SALES EFFORTS**

THIS RESULTED IN
\$112.2 MILLION
OF ECONOMIC IMPACT
SUPPORTING
1,206 FULL TIME JOBS

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

THIS WILL GENERATE
\$88.5 MILLION
OF ECONOMIC IMPACT
SUPPORTING
1,009 FULL TIME JOBS

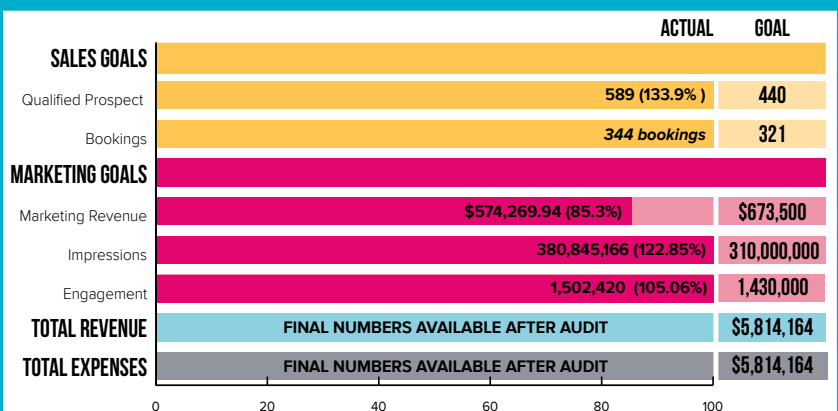
SIGNIFICANT BOOKINGS

- 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 PIEDMONTESE 2020 IRONMAN 70.3 NORTH AMERICAN CHAMPIONSHIPS
JUNE 2020
- NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION REGION 5 & 6 MEETING
SEPTEMBER 2020
- US ACADEMIC 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

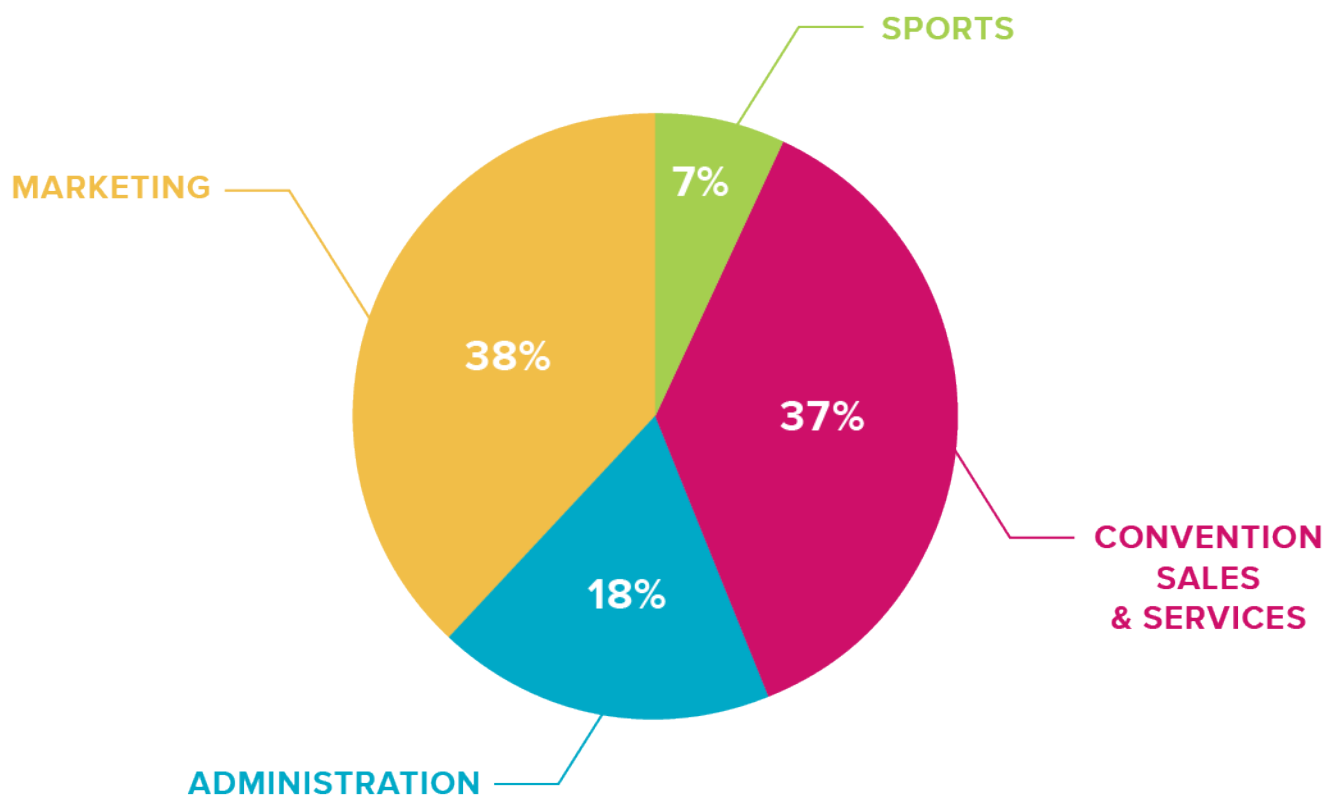
2018-2019 OVERALL GOALS



ADMIN, FINANCE, HR, TECHNOLOGY

The Administrative Team supports the Catch Des Moines staff ensuring the organization is able to run efficiently. The team oversees all financial activity, human resources, office operations, research and data maintenance. The team also oversees technology, maintaining our systems and delivering innovative solutions. It establishes and maintains policies and procedures to ensure compliance.

CATCH DES MOINES FY 2019/20 BUDGET





SALES

The sales team is focused on securing new conventions, meetings and sporting events to drive economic impact in Greater Des Moines. A team of six sales managers strategically target key markets, including agriculture, sports, medical, association, education, government, corporate, hobby, religious and group tours.

GOALS:

Total Points: 1289

Total Bookings: 353 (10% increase)

Qualified Prospects: 440 future opportunities

Site Visits: 70 planners

KEY STRATEGIES:

- ◆ Host the inaugural Catch Des Moines Customer Advisory Board Meeting, with meeting planners spanning across market segments and event size. Show off Greater Des Moines while gaining valuable insight on necessary future infrastructure, targeted advertising, room blocks and attrition, and making the attendee experience top notch.
- ◆ Increase national exposure and relationship building through industry tradeshows and events, client events and sales calls in key feeder markets such as Washington D.C., Chicago, Kansas City, Dallas, Indianapolis and Colorado Springs.
- ◆ Leverage Catch Champions to secure future events.
- ◆ Maintain and increase exposure and relationship building with third-party planners.
- ◆ Showcase Greater Des Moines as a destination to motorcoach planners.

TACTICS:

- ◆ Attend ten industry tradeshows, meeting with over 500 national meeting planners; pre and post show mailings; expose Greater DSM through advertising in conjunction with the show.
- ◆ Maintain memberships and attend industry events with MPI, PCMA, ISAE, IFEA, ASAE, NASC and AAU.
- ◆ Host fall and spring client events with industry partners in Washington D.C. and Chicago.
- ◆ Increase sponsorship and involvement with third party planners such as ConferenceDirect and HelmsBriscoe, in order to strategically fill need periods. Provide a booking incentive.
- ◆ Attend the American Bus Association conference to drive motorcoach traffic. Continue to service leads and refer partners throughout the year.
- ◆ Develop new assets for the Catch Champions campaign. Maintain relationships with local CEOs and state associations. Present to 20 local departments and organizations.



SERVICES

The destination services team provides services and resources to booked events in Greater Des Moines. The team of six professionals, which includes service, housing and partnership coordinators, works with the event organizer to coordinate all details and services, before, during and after the event. The team provides industry leading support based on the unique needs and specific goals of each group.

GOALS:

- ◆ Enhance all visitors' experiences by highlighting Des Moines' uniqueness and authenticity at conventions, sporting events and community events.
- ◆ Process over 25,000 room nights through housing.
- ◆ Educate the hospitality and service industry by leading the continued development of the 5-Star Service Program – 250 individuals through the program this fiscal year.
- ◆ Maintain 90% partner retention.

KEY STRATEGIES:

- ◆ Support the sales team's efforts throughout the sales process and build relationships with event organizers to enhance their likelihood of confirming Des Moines and the services offered by Catch Des Moines and our partners.
- ◆ Developing Pop-Up Visitor Centers for all major events in Des Moines to continue to assist conventions and festivals by providing visitor information.
- ◆ The Catch Housing team is continuing to develop the prospecting process with the sales team to drive additional business and revenue to the housing program.
- ◆ The 5-Star Service Frontline Training program will continue into its second year with an emphasis on community partners and individuals to train and educate the hospitality community and the public.

TACTICS:

- ◆ Attend industry related educational seminars to continue to stay up to date on industry trends and network with other service professionals (Event Services Professionals Association, MeetingMax, Destinations International Summits).
- ◆ Execute partner networking events, including but not limited to, quarterly VIM and meeting planners luncheons, Annual Celebration, Market 515, Catch Celebrity Golf Outing and CEO Dinner.
- ◆ Define internal processes for executing service programs to increase efficiency and delivery.
- ◆ Continue developing service tiers and attendance building programs.



MARKETING

The marketing team plays an integral role in supporting the sales, convention and sports divisions on a national and industry level, along with targeting leisure travelers within more defined regional target markets. Their role is to define and manage the brand, produce marketing collateral that supports our messaging, and to tell the stories, whether it be through advertising, PR or social media, that help to elevate the region and increase visitors to Greater Des Moines.

GOALS:

Impressions: 448,000,000 (17% increase)

Engagements: 1,575,000 (5% increase)

Marketing Revenue: \$652,053

KEY STRATEGIES:

- ◆ Create and launch new brand campaign.
- ◆ Integrate new creative and mediums into new markets by continuing to evolve the diversity of our marketing mix.
- ◆ Continue to grow co-op program by partners and total revenue.
- ◆ Grow media relations and secure more local and national media placements.

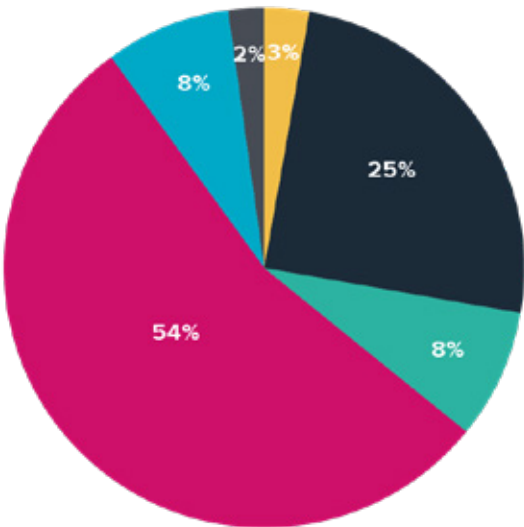
TACTICS:

- ◆ Create the new 'Des Moines: The S's are Silent' brand campaign videos, web, digital, social, print, radio and television assets along with the new Des Best series videos. Then launch into markets in September.
- ◆ Continue to shift marketing media buys to better distribute use of dollars across each medium. Use bigger percentage of ad buys for digital and social placements to better use our new assets.
- ◆ Add more offerings to the co-op program to help increase the demand of the program. Also, tie in the new brand campaign with partners for co-op opportunities.
- ◆ Use national wire press release opportunities to garner bigger national attention. Use major events, specifically 2020 Iowa Caucuses, as hooks for stories.

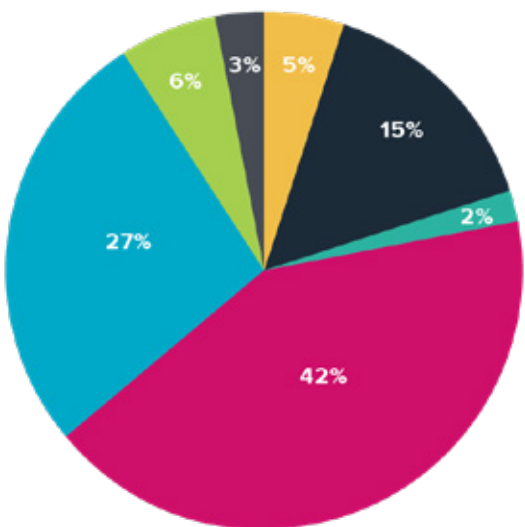


MARKETING

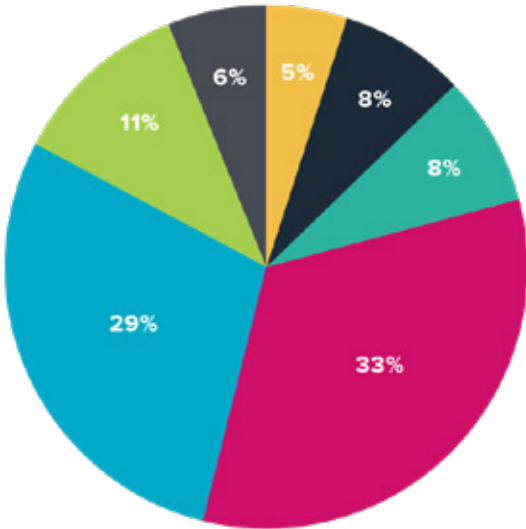
2017-2018 ADVERTISING MIX



2018-2019 ADVERTISING MIX



2019-2020 ADVERTISING MIX

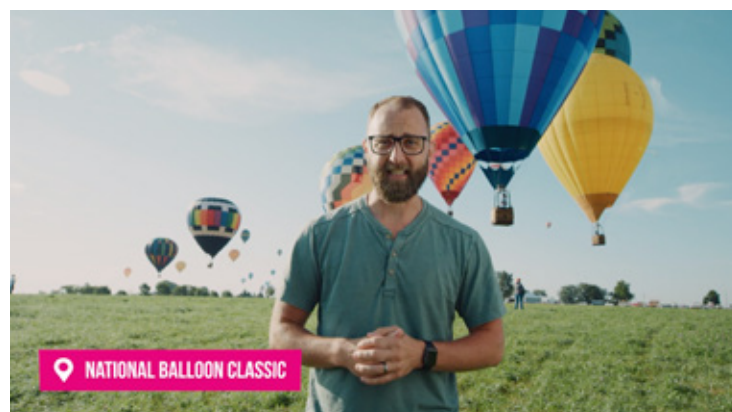


■ PRINT ■ DIGITAL DISPLAY ■ RADIO ■ TV ■ PRE ROLL ■ SOCIAL ■ SEM



NEW CREATIVE CAMPAIGN

THE S's ARE SILENT COMMERCIALS AND VIDEOS





NEW CREATIVE CAMPAIGN

THE S's ARE SILENT PRINT, DIGITAL, SOCIAL, CO-OP, AIRPORT



**CATCH—
DES MOINES**




NEW CREATIVE CAMPAIGN

THE S's ARE SILENT PRINT, DIGITAL, SOCIAL, CO-OP, AIRPORT

Catch Des Moines
Written by Strategic America [?] · February 3 at 2:02 PM · 🌐

Des Moines. The S's are Silent.
Our dinner attire is a blast. Fong's is a funky fusion of tiki, Italian and Chinese. Be sure to try the Crab Rangoon pizza.



CATCHDESMOINES.COM

Discover the Best Comfort Food Restaurants in Greater Des Moines

[Learn More](#)

**CATCH—
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DES MOINES. THE Ss ARE SILENT.
Our Tournament
GETS LOUD.

**Principal[®]
Charity Classic**
Presented by WELLS FARGO

MAY 27-31

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Our art
SPRINGS TO LIFE.

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PAPPAJOHN SCULPTURE PARK

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THANK YOU TO OUR CORPORATE PARTNERS



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