-des moines. the ss are silent. our city is booming.
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
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

[Image representing the communities]

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 Peffer, 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
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.

**2018/2019 YEAR IN REVIEW**

**TRAVEL EXPENDITURES**

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**

**2018-2019 OVERALL GOALS**

<table>
<thead>
<tr>
<th>GOAL</th>
<th>ACTUAL</th>
<th>GOAL</th>
</tr>
</thead>
<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>$574,269.94 (85.3%)</td>
<td>$673,500</td>
</tr>
<tr>
<td>Impressions</td>
<td>380,849,166 (122.85%)</td>
<td>310,000,000</td>
</tr>
<tr>
<td>Engagement</td>
<td>1,502,420 (105.06%)</td>
<td>1,430,000</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>FINAL NUMBERS AVAILABLE AFTER AUDIT</td>
<td>$5,814,164</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>FINAL NUMBERS AVAILABLE AFTER AUDIT</td>
<td>$5,814,164</td>
</tr>
</tbody>
</table>

**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 Meat Science Association Reciprocal Meat Conference**
  - July 2021
- **American Short Horn Association Junior National Show & Youth Conference**
  - June 2022
- **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**
  - November 2018
- **National Association of Intercollegiate Athletics (NAIA) - Wrestling National Championships**
  - March 2019
- **National Collegiate Athletic Association (NCAA) - Division I Men’s Basketball 1st & 2nd Rounds**
  - March 2019
- **National Collegiate Athletic Association (NCAA) - Men’s Volleyball**
  - April 2019
- **American Shorthorn Association Junior National Show & Youth Conference**
  - June 2023

**MAJOR EVENTS HOSTED**

- **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 Meat Science Association Reciprocal Meat Conference**
  - July 2021
- **American Short Horn Association Junior National Show & Youth Conference**
  - June 2022
- **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) - Division I Men’s Basketball 1st & 2nd Rounds**
  - March 2019
- **National Collegiate Athletic Association (NCAA) - Men’s Volleyball**
  - April 2019
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.
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

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.

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.
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

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.

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.
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
NEW CREATIVE CAMPAIGN

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

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

Discover the Best Comfort Food Restaurants in Greater Des Moines
THANK YOU TO OUR CORPORATE PARTNERS