

CATCH DES MOINES

ONLY THE S'S ARE SILENT.

Des Moines Customer Advisory Board

<https://www.catchdesmoines.com/cab/>

November 2-3, 2023



Meeting moderated by and report authored by:

David Kliman, CMM

President – The Kliman Group

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david@klimangroup.com

THE KLIMAN GROUP
COMMUNICATION CONSULTING SERVICES





**CATCH
DES MOINES**



CAB members in attendance

- | | |
|------------------|--|
| ○ Mary Byrne | UnityPoint Health |
| ○ Kelly Cavett | Maritz |
| ○ Tonya Cameron | United Women in Faith |
| ○ Glen Elwood | AMR Management Services |
| ○ Monica Fasse | ITA Group |
| ○ Stacy Horner | Iowa State University Foundation |
| ○ Shallee Keenan | Kemin Industries |
| ○ Staci Perpich | Principal |
| ○ Christine Quah | Helms Briscoe |
| ○ Brenda Shaver | American Public Works Association |
| ○ Scott Wunn | National Speech and Debate Association |

Catch Des Moines

- | | |
|------------------|--|
| ○ Greg Edwards | President & CEO |
| ○ Trina Flack | Vice President of Sales |
| ○ Chris Baker | Director of Event Experience |
| ○ Amber Smith | National Sales Manager |
| ○ Kelly Smith | National Sales Manager |
| ○ Carolyn Devine | Sales & Project Manager |
| ○ David Kliman | Meeting Moderator – President The Kliman Group |

MISSION & VISION

MISSION STATEMENT

The Greater Des Moines Convention & Visitors Bureau and the Des Moines Area Sports & Tourism Commission market the region as a visitor destination increasing economic growth and enhancing the visitor experience.

VISION STATEMENT

Our vision is to be the leader in regional destination development through strategic partnerships to advance tourism and economic growth



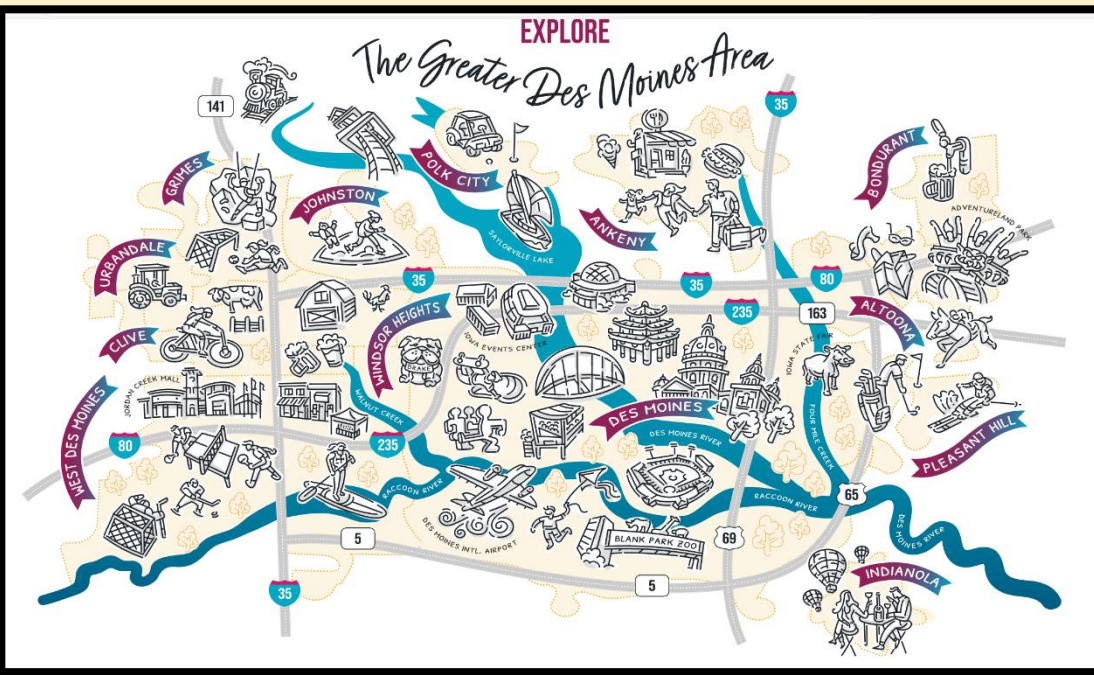
Des Moines Updates



GREG EDWARDS
President & CEO



TRINA FLACK, CMP
Vice President of Sales



ECONOMIC IMPACT OF TOURISM

TRAVEL



SPEND



STAY



HOTEL RECEIPT	
Room	\$100
Hotel/motel tax	\$7
Sales tax	\$5
Total	\$112

IOWA



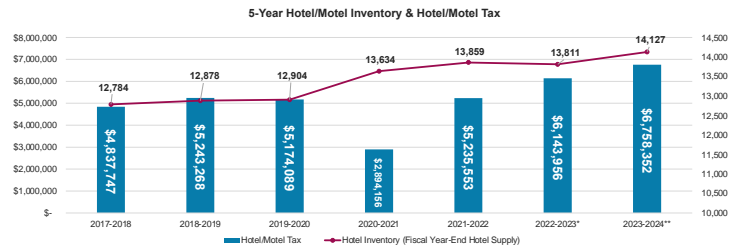
CITY/COUNTY

- CATCH DES MOINES**
Markets Greater Des Moines to increase visitors
- BRAVO**
Arts & Culture
- CITY/COUNTY**
Stays within the community to help fund visitor and quality of life initiatives

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DES MOINES

FUNDING

HOTEL/MOTEL TAX REVENUE



2023-2024 Projected Supply
 Staybridge Suites Ankeny - 107 Rooms
 Home2 Suites and Tru by Hilton Ankeny - 133 Rooms
 GrandStay Hotel Johnston - 76 Rooms

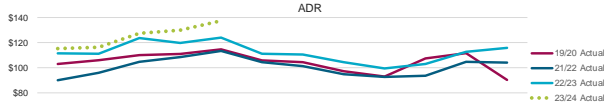
* 22-23 hotel inventory (supply) numbers are current as of March 2023 STR report
 * 22-23 projected year-end hotel/motel tax revenue is \$56,143,956 as of April 2023
 ** 23-24 unapproved h/m tax budget number and projected hotel inventory (22/23 current + projected supply)

FUNDING

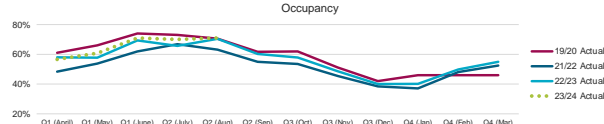
HOTEL/MOTEL TAX REVENUE

STR Report

ADR



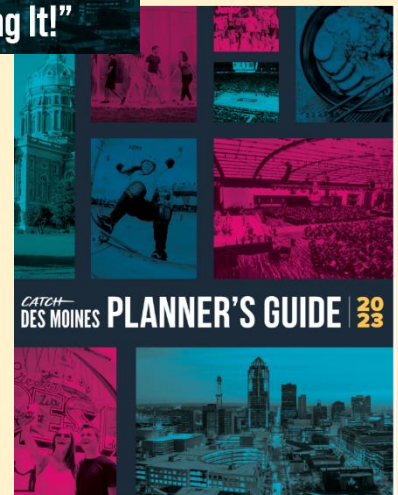
Occupancy



CATCH—
DES MOINES

DES MOINES.

Our City Says "Bring It!"



CATCH—
DES MOINES **PLANNER'S GUIDE 2023**

Des Moines Facts & Figures



ABOUT DES MOINES

POPULATION—

- Over 720,000 people live in Greater Des Moines — an 18.6% increase since the 2020 census.

CAPITAL CITY—

- Iowa Events Center with over 200,000 square feet and attached arena; walkable to downtown hotels

MAJOR EMPLOYERS/INDUSTRIES—

- #2 Insurance and Financial City (behind Hartford); over 80 companies are headquartered here, including Principal, Wellmark and EMC Insurance.
- Large agricultural state, and strong ag -bio industry—presence by John Deere, Corteva, Kemin, Vermeer, and others
- Other major employers include Wells Fargo, HyVee, Mercy One and Amazon

ATTRACTIONS—

- All major attractions—amusement park, casino, science center, zoo, etc
- Over 1,000 locally owned restaurants

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DES MOINES

HOTELS

- 13,800+ rooms citywide
- 2,500 rooms downtown in 15 hotels, many in walking distance to the Iowa Events Center and connected via skywalk.
- Major brands include Marriott, Hilton, Renaissance, Hyatt, Embassy Suites, Holiday Inn, etc.
- Most downtown, and full service hotels in the metro offer airport shuttle

MEETING FACILITIES

- Iowa Events Center offers almost 300,000 square feet, 37 meeting rooms and attached arena; walkable to downtown hotels
- Iowa State Fairgrounds offer more than one dozen venues, 110,000 square foot exhibit hall, free parking, arenas and campgrounds
- Several hotels with meeting space - Downtown Marriott is the largest hotel meeting space

TRANSPORTATION

- Located at the intersection of two of the most traveled interstates (I-80 and I-35)
- Des Moines International Airport with 120+ daily flights, all major airlines and 31 direct flights
- Des Moines Metro is fully drivable within 25 minutes East to West and North to South

POPULATION

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 - 18.6% increase since the 2020 census.

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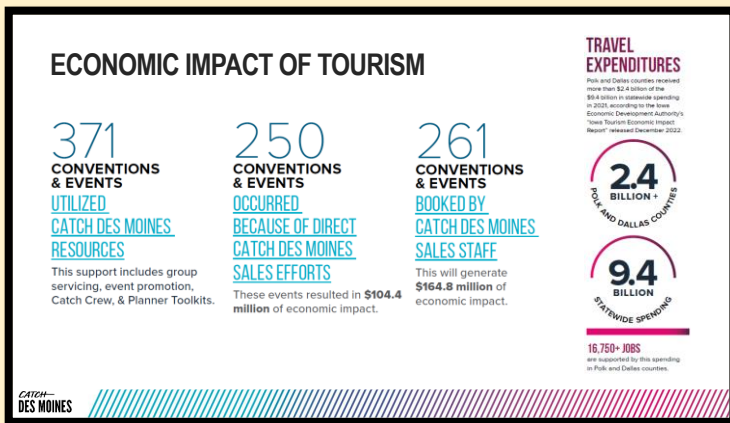
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DESTINATION STRATEGIC PLAN

KEY PRIORITIES:

EVENT EVALUATION & DEVELOPMENT
Create and implement an event evaluation tool to assess an event's current and future potential to drive measurable overnight visitation.

USING DATA TO DEVELOP TRAVEL
Use visitor data to help develop marketing strategies, measure effectiveness, and gain greater insights into how, where, and when to best market Greater Des Moines tourism. Identify which events increase visitors, and provide support and targeted campaigns to maximize economic impact and length of stay.

DOWNTOWN OPTIMIZATION
Optimize downtown Des Moines meetings and events through booking guidelines at the Iowa Events Center and an event booking strategy to include a plan for citywides and high end, single property business. The optimization of downtown will subsequently have a positive impact on the Iowa State Fairgrounds and other important venues in the community.

SPORTS MARKETING VENUE DEVELOPMENT
Advocate for current and proposed sports facility development projects to attract new sports business and remain competitive in the industry. Market and prioritize sports at existing multi-use venues.

DESTINATION DEVELOPMENT
Advocate and lead a strategy that supports investment in current assets, embraces planned projects and has a long-term vision to enhance the overall profile and reputation of Greater Des Moines.

ADVOCACY FOR DESTINATION SUSTAINABILITY & GROWTH
Play an active role in advocating for destination enhancements and explore the expansion of existing and new funding resources to support visitor and quality of life amenities for the region.

COMMITMENTS:

- Diversity, Equity & Inclusion
- Workforce Development

CATCH DES MOINES

DMO Funding Model

- 12% total tax on hotel stays comprised of 7% hotel tax & 5% state sales tax
- 2/7 paid to DMO and 2/7 to local community arts groups
- Catch Des Moines has \$7 million total budget funded by \$6.7 million from hotel tax receipts

New Airport Terminal under construction and will open in 2026

- State-of-the-art terminal will have 18 gates, expanded security areas, enhanced gate operations, the latest baggage handling systems and elevated dining and retail

Meetings & Events

- Sales team evaluated on economic impact not room nights
- 1 million attendees Iowa State Fair over 11 days
- Catch Des Moines defines citywide meetings as using 800+ rooms

DEI&B – Diversity Equity Inclusion & Belonging/Accessibility

- Accessibility is top of mind for planners
- Some groups include accessibility and other DEI&B topics in RFPs
- Some groups include sustainability





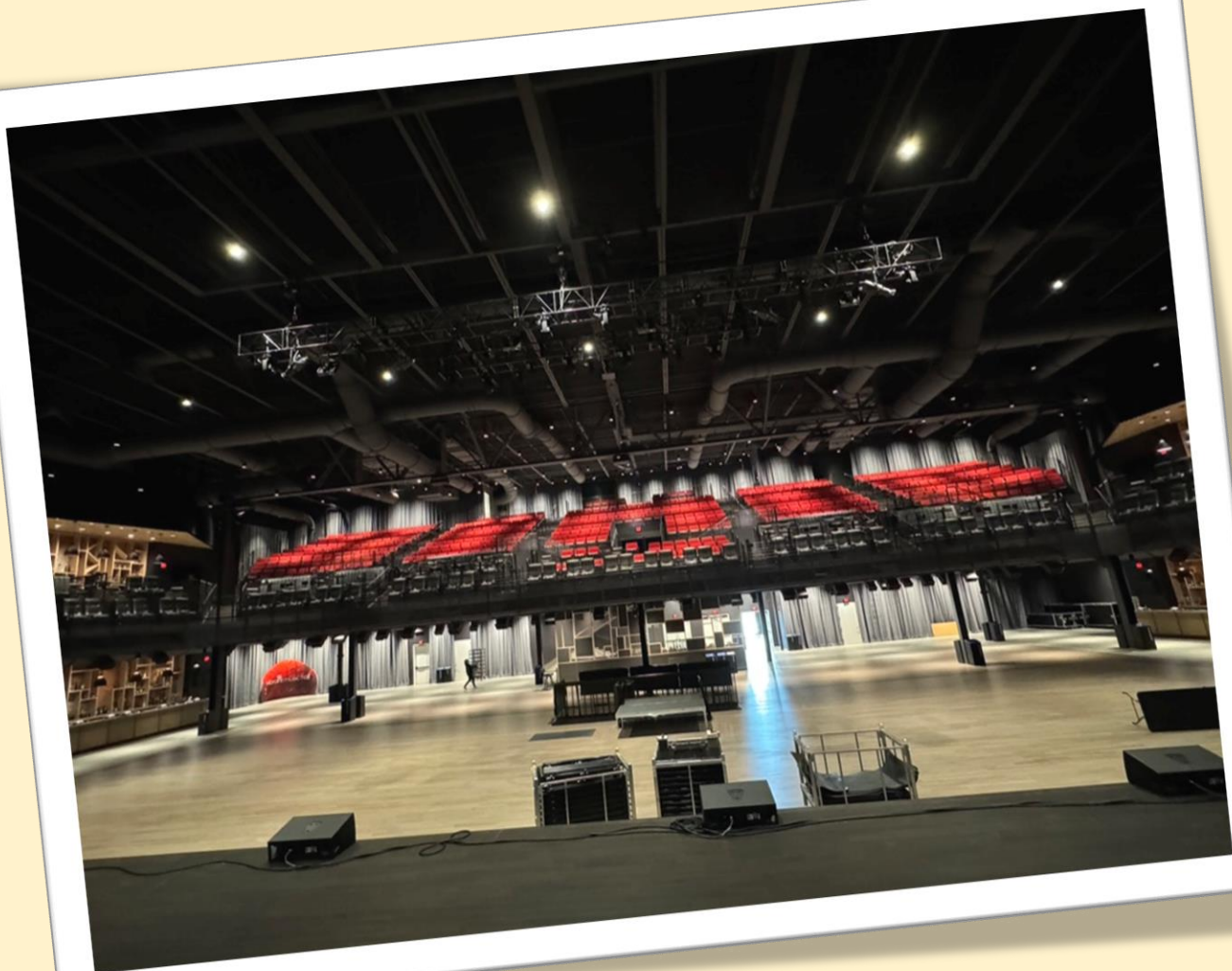
**Des Moines Field Trip
Destination
Development**
Live Nation – [Vibrant
Music Hall](#)
[Haleigh Biancalana,](#)
[General Manager](#)

**LIVE
NATION**
ENTERTAINMENT

Vibrant is one of the first major entertainment venues in this area of Greater Des Moines. It is the anchor tenant of a larger development.

- Discussion about how tourism impacts destination development and this venue will drive demand for additional hotel rooms and restaurants.

Live Nation is providing great corporate and national support to the venue; and also assisting with local synergies. Venue has local murals, people want to work there, and they've created partnerships with local booking agents and artists.



Proposed Water Park Hotel & Conference Center Grand Experience Development

Ryan Moffatt, Community and Economic Development Director, West Des Moines
Riley Hogan, Senior VP Real Estate Services, CBRE
Jim Bergman, Developer

- Overview of the potential [development](#)
- Potential new waterpark, hotel and conference center
- 200 acres secured around the existing [MidAmerican Energy RecPlex](#)
- Originally proposed a 130,000 square foot indoor water park combined with additional 90,000 square foot conference center, and 600 room hotel.
 - Current plans still have water park but have reduced conference center to 75,000 to 80,000 square feet and a 200 room hotel; separate hotel located at the water park.
- Seek ways to combine customers in bathing suits and business suits



The Grand Experience, 226-acre Entertainment District, heading for West Des Moines



CAB feedback

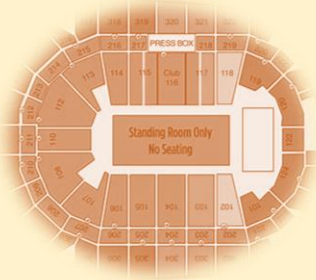
- Lack of 300 room + quality hotel on west side inhibits area's economic growth
- Consider increasing number of guest rooms
- Breakout rooms must have windows



Iowa Events Center Expansion Junior Ballroom IOWA HALL OF PRIDE RENOVATION

Joe Wallace, Project Architect, OPN
Carrie Jackson, Assistant General Manager,
Iowa Events Center

- Hard hat walkthrough of new 10,000 square foot junior ballroom space at the Iowa Events Center, including 7,000 square foot pre-function area. CAB asked to be open and honest about suggesting anything that can be done realistically to enhance products and services
- Multipolar outlets are found in pre function area
- Renovation will also include a refresh of the eight meeting rooms that are on that same level.
- Any suggestions that lead the way and train staff is welcome and important



CAB Feedback

- Availability of built in charging stations was cited by CAB as highly desirable



SUSTAINABILITY

Discussion about the importance of sustainability to planners, and update on efforts at the Iowa Events Center

- Sustainability at the Center includes LED lighting
- Recycling processes are in place
- Light harvesting to reduce electrical use
- Water collections and roof top gardens
- Oakview Group now manages the Center and has strong sustainability focus
- Discussion amongst members that sustainability is important—it is part of the RFP in some cases, and planners are expecting to see back of house practices
- Still a balance between single use and cost- International may still want bottled water, but boxed could be a better option
- There are ways to get to net-zero by using offsets if this is important.
- Planners have responsibility to lead on sustainability

Destinations seek sustainability solutions encompassing economic, social & environmental impacts



Race to Zero - 2030

ANTÓNIO GUTERRES

United Nations Secretary-General
08 November 2022



• **"Government/private sector commitments to net-zero cannot be public relations exercises"**

- Global corporations and associations pledging to support Race to Zero
- Clear implications for event planners, venues & destinations
- **Undetermined Cost Impacts**

Sustainability Resources

- Events Industry Council [Centre for Sustainability and Social Impact](#)
[Centre for Sustainability and Social Impact](#)

MEETINGS
OUTLOOK

AUGUST 2023 PLANNER SURVEY

What are your sustainable practices?



52%

Using recyclable/
eco-friendly badges



19%

Tracking event
carbon footprint



80%

Eliminating or
reducing print



6%

Purchasing carbon
offsets/credits



60%

Sourcing local food
and menus



18%

Offering virtual or
hybrid options



62%

Finding and using
local vendors



28%

Selecting a destination
that reduces travel

MEETINGS
OUTLOOK

AUGUST 2023 PLANNER SURVEY

Will your sustainable practices change in the next 12-24 months?



17% increase significantly

58% increase slightly

24% no change

2% decrease



Skywalk Wayfinding, Updates and Beautification

Calvin Miller, Skywalks Administrator, City of Des Moines

Renae Mauk, VP of Downtown Development, Greater Des Moines Partnership

Mindy Alvarez, Partner, RDG Planning and Design

- The City of Des Moines has recently contracted with RDG Planning & Design to update the wayfinding and beautification of the skywalks. The skywalks connect the Iowa Events Center to hotels, and also connect the majority of downtown Des Moines. There are four miles of skywalks in total.



NEXT TIME USE THE

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CAB feedback:

- Improved highly intuitive signage is needed to enhance user navigation
- Would be willing to use a QR code for wayfinding
- Would like to see the signage be digital, that could direct specific groups during certain time periods
- See opportunities for improved beautification in certain areas
- The skywalk system is an asset for groups and visitors

Artificial intelligence (AI)



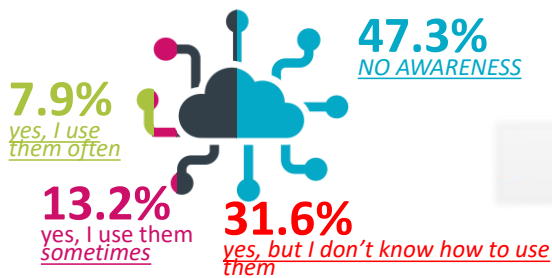
- **Unprecedented development & implementation pace**
- **30 seconds to complete tasks that previously took 30+ minutes**
 - Event Contract Review
 - Agenda Development
 - Speaker Biographies
 - Event/Room Design/Set Up
 - Surveys
 - And so much more
- **Privacy/Data Protection Concerns**

Artificial Intelligence (AI)

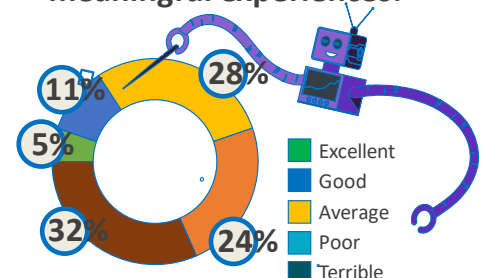
- Example shared: [lawyers blame ChatGPT](#) for tricking them into citing bogus case law
- Won't lose job to AI, will lose job to someone who really knows how to use AI

- Destinations International study of Destination Next looked at trends and the number one trend is AI
- There are privacy and data protection concerns – if you are using a public/open AI, everything you put in becomes public domain
 - o Certain corporations are not allowed to use ChatGPT
- Spark AI is offered by PCMA as a closed source technology
- Some ideas for how people are using it now include making communication softer, speaker bios, agendas, prompt writing
- Lots to learn about privacy and how to use it
- “You won't lose your job to AI but you may lose your job to someone who knows how to use AI.”

Meeting Planner awareness of AI in technology platforms



Rate your use of AI to deliver meaningful experiences.



Panel Discussion - The Realities of AV

Christie Shull-Wendel, Director of Sales, Renaissance Savery Des Moines

Denise Augustine, Director of Event Technology, Encore

Missy Berg, Director of Business Development, Markey's AV

Jessica Van Sloten, Senior Sales Manager, Iowa Events Center



DISCUSSION SUMMARY

- Accessible internet access is considered a “human right”
- Planners and DMOs are hearing that:
 - Most venues have exclusive AV relationships
 - Costs are high and vary market to market
 - The costs are high even when equipment is paid for so that they can continue investment in the technology
- Benefits of exclusive AV agreements cited by Encore Global include:
 - Well trained knowledgeable technicians; technology is rapidly changing
 - It's important to leverage the relationship between the venue and the AV provider so that it's helpful and not hurtful to your event experience
- Planners believe AV negotiations feel very weighted in favor of suppliers
- Cost of AV is negatively impacting total event budgets; total budget remains the same leaving fewer dollars for food and beverage or other meeting expenses
- AV expenses are rising more quickly than other meeting related costs
- High AV costs create environments in which attendees cannot be at their best due to lack of internet access
- High AV costs are a barrier to equal access for all meeting attendees
- Quality of AV can be dependent on the personal contact- if they know your budget and needs they can get creative on solutions
- Some, but not all think Des Moines maintains a competitive edge on AV cost
 - Maintain this competitive edge
- Multiyear and multi-location contracts create special considerations, as much as 20%
- Some groups must get 3 AV bids; use past bids to help both sides present the best package
- One CAB members uses [EVP Consulting](#) to review contracts - Teri Beltran is contact
- Planners' defined excellent AV situations as follows:
 - Great customer service
 - Understand the program and know the buyer
 - Understand cost structures
 - Packaged AV deals are preferred
 - Offer secondary AV costs for off-site and ICW (in conjunction with) events

CAB Listening Session

Lack of local Destination Management Companies (DMCs) was discussed and the following summarize the feedback:

- The DMO fills the need for some groups and direct to RFPs to suppliers
- ITA also fills the gaps in Des Moines for groups; but even they would like a DMC
- Remote DMCs were cited such as Destination 360 and DMC Network
- Planners want a local person in the city or region who has deep connections and knows the local ecosystem
- Lack of DMC locally may hurt the planner experience a little, but planners always figure it out
- Some questioned whether a DMC be welcome in DSM

Key Industry Issues

- Disruption (and lack of) well trained staff negatively impacts hospitality experiences
- Key contract clauses include
 - Force Majeure
 - No walks clause
 - Ability to use the Convention Center
 - Defined attrition
 - What's counted
 - Rooms outside block
 - Pre and post rooms
 - Tax on attribution
 - Ability to block competition from using nearby spaces
 - Push back on audit and charge for services
 - US Sanctions list to ensure OK to pay a vendor outside USA
 - Pricing review clause for both parties
- Contracts issues for hotels
 - Indemnification for outside contractors
 - Insurance
 - Force Majeure
 - Statement from hotel that rates and policies may change
 - Most planner will only see escalation pricing clauses for dates years out and most won't sign these contracts

