



CUSTOMER ADVISORY BOARD  
OCTOBER 2019

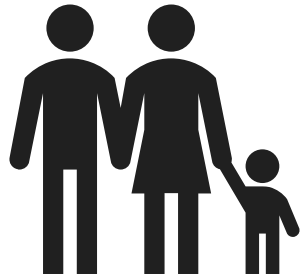
*CATCH*  
DES MOINES

## ABOUT

Catch Des Moines' mission is to market the region as a visitor destination **increasing economic impact** and **enhancing the visitor experience.**



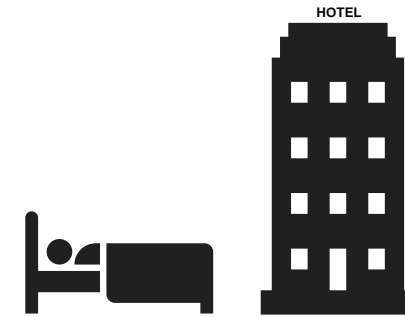
# ABOUT



TRAVEL



SPEND



STAY



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

\$100

IOWA

CITY /  
COUNTY  
\$7.00



**BRAVO**  
Arts & Culture  
\$2.00



**CATCH DES MOINES**  
Market the region to  
increase visitors  
\$2.00



\$3.00  
CITY / COUNTY





# ABOUT

Marketing

Sales

Services



CATCH  
DES MOINES



## INTERESTING FACTS

Des Moines is Iowa's **capital city**.

Iowa **leads the nation** in the production of ethanol, the main component of E85 fuel.

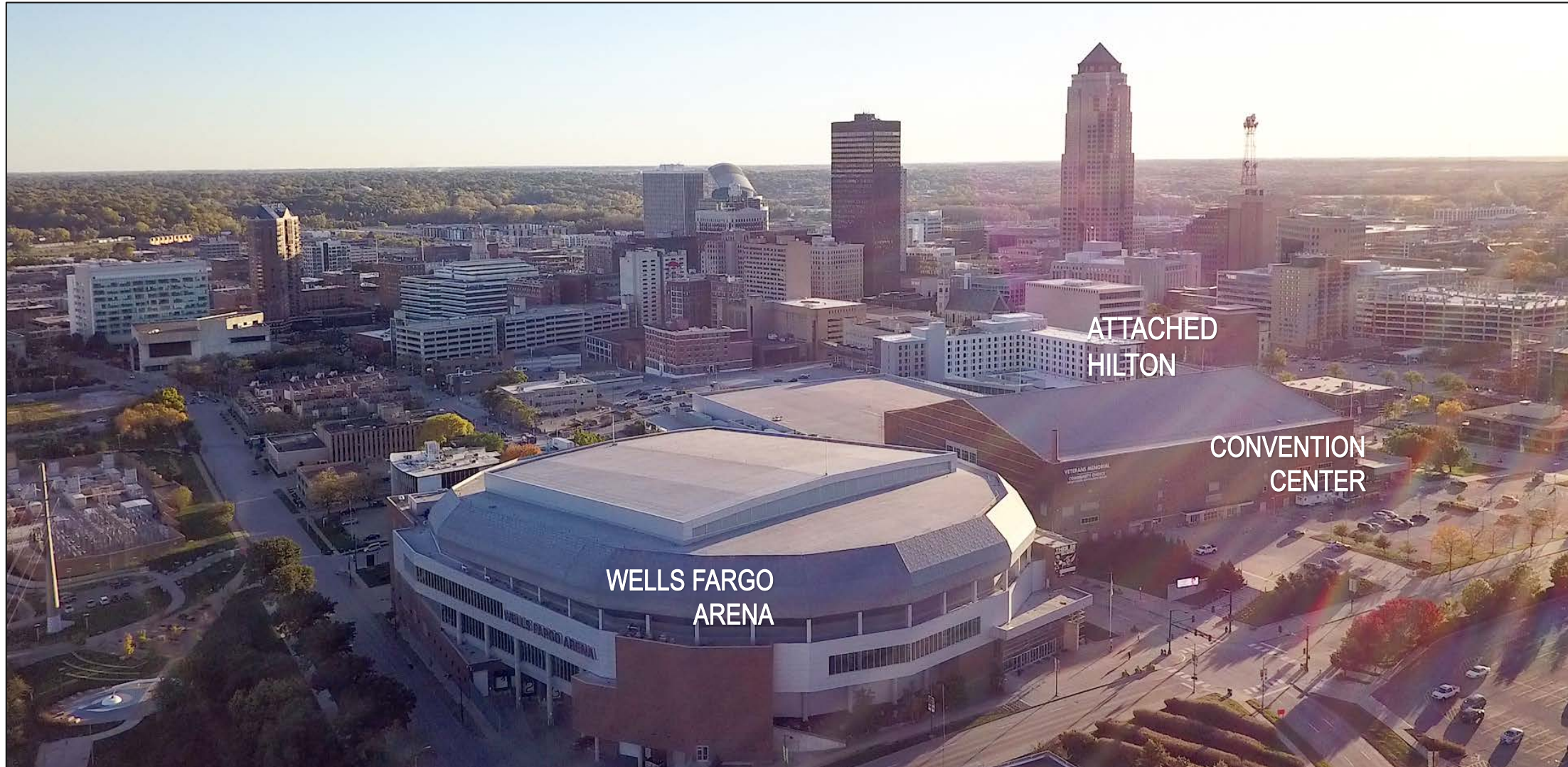
Iowa is second in **wind energy** production among the 50 states.

Des Moines is the world's **3<sup>rd</sup> largest insurance center**, home to more than **85** insurance companies.

Major employers include: Wells Fargo, Principal, Nationwide, Corteva, John Deere, Wellmark and Firestone.



# IOWA EVENTS CENTER





# IOWA EVENTS CENTER

**220,000+ square feet** of meeting/exhibit space

- 29,000 square foot ballroom
- 35 breakouts
- 150,000 square foot exhibit hall

**Wells Fargo Arena**

- 17,100 seats

**\*\*Tax-exempt facility**



# ATTACHED HOTEL

**NOW OPEN!!** The Hilton has 330 sleeping rooms with 14,000 square feet of meeting space.







# IOWA STATE FAIRGROUNDS

The Iowa State Fairgrounds totals **445 acres**, including **160 acres** of shaded campgrounds.

Located just minutes from Downtown Des Moines.

There are **14 different venues** to choose from ranging from 1,824 to 110,400 square feet.

Facility is **TAX EXEMPT** - offers a savings of 6%.

# HOTEL INVENTORY

Nearly **2,500 hotel rooms downtown**, many within walking distance of the Iowa Events Center and most connected via skywalk.

More than **13,500 hotel rooms citywide** including 22 full services hotels and 107 select service hotels.

Product includes Marriott, Hilton, Renaissance, Hyatt, Embassy Suites, Sheraton, Holiday Inn, Element and more.

The Des Moines Marriott is our largest hotel with **417 rooms**.





# TRANSPORTATION

**Des Moines** is at the intersection of two highly traveled interstates in the U.S.: **I-80** (coast-to-coast) and **I-35** (border-to-border).

One-fourth of U.S. population can drive to **Des Moines** in one day (700 miles).



**Des Moines International Airport** offers 90 daily flights, 9,500 seats & non-stop flights to 22 cities.

All major airlines including Allegiant Air, American Airlines, Delta, Frontier Airlines, Southwest Airlines and United Airlines.

## DIRECT FLIGHTS TO DES MOINES





# CATCH THE EASE

Des Moines is easy, accessible and eco-friendly. Get around downtown using a **free shuttle**, **BCycle** or **skywalks**. Grab a ride from **Uber**, **Lyft**, **Yellow Cab** or **DART**.

## Walkability

Downtown hotels, 100+ restaurants and 20+ attractions within blocks of the Iowa Events Center.

## Skywalks

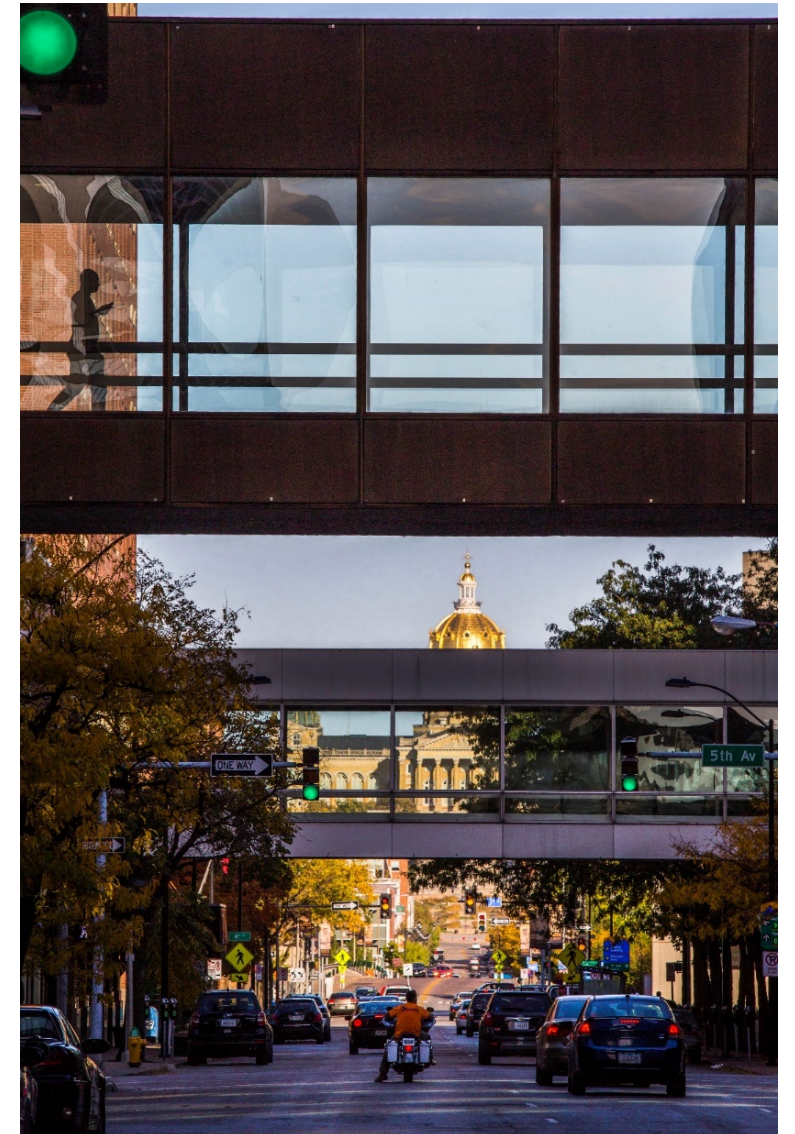
Four miles of connected, climate-controlled downtown covered skywalks.

## Shuttles

Complimentary airport shuttle to most downtown Des Moines, and full service hotels and free D-Line shuttle.

## Metropolitan Area

Drivable within 25 minutes from east to west or north to south.



# CULINARY EXCELLENCE



**1,000+**  
LOCALLY-OWNED  
RESTAURANTS



**11**  
JAMES BEARD  
NOMINATED CHEFS



AS SEEN ON TV  
DESTINATIONS



**20+**  
LOCAL BREWERIES  
& WINERIES



Des Moines was ranked the  
**#5 Best Midwest Food  
Town** by Midwest Living.



# ARTS & CULTURE

The \$42 million **John & Mary Pappajohn Sculpture Park**, located in the middle of downtown, was listed as one of *Midwest Living's* 45 Best New Midwest Spots to Play, Eat & Stay.

**Des Moines Art Festival** was the 2016 recipient of the Grand Pinnacle Award reflecting the best overall festival and event in the world.

**ART ROUTE** is a new, artful path, connecting 87 works of public art downtown. Green circles and pink chevrons, along with 14 painted crosswalks, connect 6.5 miles downtown.

Home to the **80/35 Music Festival** and **Hinterland**.

**Performing arts** including Hoyt Sherman Place, Des Moines Civic Center, Stoner Theater, Community Playhouse, Temple Theater and more.



# DES MOINES FARMERS MARKET

Downtown Des Moines Farmers' Market ranked **#2 Best in America** according to multiple media outlets.

The Market supports nearly **300 vendors** and an average of **25,000 visitors** each **Saturday** from **May – October**.





# SHOPPING



Des Moines was ranked by *Forbes.com* as the 4<sup>th</sup> best city in America where you can get the “Best Bang-for-the-Buck”.

Experience department stores, name brands and boutiques at **Jordan Creek Town Center**



Explore one-of-a-kind treasures in the **East Village** and **Historic Valley Junction** shopping districts

# MEREDITH CORPORATION

Meredith Corporation publishes *Better Homes & Gardens* and *People* magazine out of its Des Moines headquarters.

The famous Test Gardens and Test Kitchens are also in Des Moines.





# DOWNTOWN YMCA



50-meter indoor Olympic-size pool.

Above-deck spectator seating for 1,200.

Centrally located, attached to the skywalk system, within walking distance to many hotels, restaurants and amenities.

The facility also features a gym, indoor track, racquetball and handball courts, indoor cycling studio and wellness center.



# WATER TRAILS



**The next BIG thing!**

Making the waterways safer  
and creating water  
recreation in three locations.



# LAURIDSEN SKATEPARK

**88,000 square feet** of skateable terrain, making it the **LARGEST** skatepark in the nation.

WOW skateable artwork.

Lower plaza with pedestrian walkway and shaded bench seating.



# EVENT SUCCESS

American Cheese Society  
Disciples of Christ International Convention  
Junior High National Finals Rodeo  
Wizard World Comic Con  
Kennedy Center American College Theater Festival  
P.E.O. Sisterhood International Convention  
National Governor's Association  
World Pork Expo  
BMW Motorcycle Owners Assn  
American Chamber of Commerce Execs  
American Motor Vehicle Administrators  
AAU Junior Olympics  
Ladies PGA Solheim Cup  
NCAA DI Men's Basketball Tournament 1st and 2nd Rounds





# FUTURE EVENTS

National Speech and Debate Association

State Games of America

USA/Canada Lions Forum

IRONMAN North American Championships

American Meat Science Association

US Academic Decathlon

National Assn of County Agricultural Agents

National Rural Electric Cooperatives

# CATCH DES MOINES GENERATED \$112.2 MILLION IN ECONOMIC IMPACT

BY BRINGING MEETINGS, CONVENTIONS, SPORTING EVENTS AND  
LEISURE TRAVELERS TO THE COMMUNITY



# *CATCH* DES MOINES

Greg Edwards  
President & CEO  
[greg@catchdesmoines.com](mailto:greg@catchdesmoines.com)



Accredited since 2007, in recognition of Catch Des Moines' commitment to industry excellence and meeting the industry standard for performance and accountability of destination organizations around the world.

# DESTINATION MASTER PLAN





# Destination Master Plan Process



**GOAL:** Develop a Destination Master Plan capable of guiding Catch Des Moines' future tourism growth efforts through 2025.



**Driving Stakeholder  
Consensus**

15 municipalities  
40 focus groups/interviews  
98 individuals  
374 stakeholder survey responses  
19 person steering committee



**Assessing Tourism  
Assets**

Hotel Business Mix  
14 destinations compared  
Event matrix  
293 regional attractions & venues  
7 development zones



**Determining  
Destination  
Development**

Optimization of Iowa Events Center

Review of CDM Partnership model



**Developing Strategic  
Recommendations**

6 strategic priorities  
18 strategic concepts  
CDM future actions  
Municipality future actions  
Partner future actions

# DESTINATION MASTER PLAN

## STRATEGIC PRIORITIES

1. Coordinate Events Across the Year
2. Connect Destination Assets
3. Set a Shared Future Destination Vision
4. Advocate for Quality of Place Investments
5. Leverage Authenticity
6. Strengthen & Transform Catch Des Moines



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# DESTINATION MASTER PLAN

Connect Destination Assets



ATTACHED  
HILTON

CONVENTION  
CENTER

WELLS FARGO  
ARENA

CATCH  
DES MOINES



# DESTINATION MASTER PLAN

## Connect Destination Assets









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# DESTINATION MASTER PLAN

## Set a Shared Future Destination Vision

1. Develop an aspirational destination vision

2. Consider competitive opportunities

### **Competitive Destinations:**

Grand Rapids  
Kansas City  
Louisville  
Oklahoma City  
Omaha  
St. Louis

### **Comparative Destinations:**

Lexington  
Madison  
Spokane  
Tulsa

### **Aspirational Destinations:**

Denver  
Indianapolis  
Milwaukee  
Minneapolis