

Catch Des Moines Customer Advisory Board – 11 May 2020

Zoom Meeting

Advisory Board Attendees: Scott Wunn, NSDA; Brenda Shaver, APWA; Monica Russell, AASHTO; Teresa Cox, Corteva; Tonya Cameron, United Methodist Women; Staci Perpich, Principal; Dan Cataldi, Iowa Soccer Assn; David Tharp, International Assn for Food Protection; Mary Byrne, Unity Point; Morgan Basham, ConferenceDirect; Jill Stone, Helms Briscoe; Lauren Swanson, National Pork Producers Council; Teresa Parmenter, AAU; David Kliman, Facilitator-The Kliman Group

Des Moines Attendees: Greg Edwards, President- Catch DSM; Trina Flack, VP Sales- Catch DSM; Brock Konrad, VP Marketing- Catch DSM; Chris Baker, Director of Services- Catch DSM; Carolyn Devine, Sales Assistant- Catch DSM; Carrie Jackson, Iowa Events Center; Tamara Chubb, Hilton DSM Downtown

Catch Des Moines State of the Industry (Greg Edwards):

- ~100 cancellations of postponements to date in Greater Des Moines
 - Notable postponements:
 - Principal Charity Classic → June to September 2020
 - IRONMAN 70.3 North American Championships → June to October 2020
 - Iowa State Fair holding onto August dates
 - 2020 events are iffy; 2021 is holding strong; still receiving inquiries for future events—the desire to travel and the desire to meet is still there
- Changes to travel
 - DSM airport typically sees ~5,000 people/day – currently seeing ~ 200 people/day
 - 62% of aircraft nationally is parked (per Don Welsh of Destinations International)
 - Research is showing travel will return to drive markets first
 - Leisure travel will return by road trips, with travelers wanting to go ~200 miles
 - Greater Des Moines is poised to fit this, and typically fares better in a recession or downturn
- Catch Des Moines is repositioning and adapting marketing efforts to the current times, and anticipated future trends
 - S's are Silent, our City is Resilient: <https://www.catchdesmoines.com/support-local/>
 - #DSMlocalchallenge to support local businesses
 - Des Good News- weekly and bi-weekly newsletters to share positive stories in Greater Des Moines
 - Hotel Bonds Program-- Can purchase bond at \$100 to spend at hotel that will mature to \$150 to spend at hotel

Advisory Board Discussion

1. Any info on venues or destinations reopening?

- Iowa Events Center: Convention Center is open, but still adhering to the current State guidelines of no gatherings of more than 10 people (currently in place through 5.27.20).
 - May events have cancelled, most of June events have cancelled; starting to see July/August events ask questions.
- Wells Fargo Arena: Concerts and minor league sports have cancelled. Looking like next major event will be October 2020.
- Iowa State Fairgrounds is currently closed. However, July events are on the books and Iowa State Fair (August) is currently moving forward as scheduled.

2. What does new protocol look like?

- Iowa Events Center: Working on a “reopening plan” currently. This plan will incorporate new layouts, food and beverage guidelines, etc.
- Catch Des Moines is surveying hoteliers to see what new procedures will be
- Most venues and places waiting for direction from government
- Event Industry Council—David Kliman is part of the COVID Task Force
 - Working to compile every guideline that exists pertaining to events
 - Will include info from all sides of events (F&B, planners, A/V, venues, etc.)
 - Will be a living document; constantly updating as new protocol is developed

3. What is driving your decisions?

- Cancellation fees – working with venues to understand fees and costs if commitments are not met
 - Push for meetings to try and reschedule vs cancel
 - Hotels are being lenient and open to discussion about not meeting commitments and waving attritions
 - Advisory Board members noted cities like Los Angeles, Indianapolis and others are giving 0% attrition. Cities and venues that are willing to work with contract terms are going to have the best shot at capturing 2020 business, and keeping future relationships.
- Attendee’s willingness/ability to travel
 - With the job market and economy being challenged, some people may be willing to travel but may not have the finances or flexibility with work to do so
 - Some companies are not allowing travel at least thru August
- Social distancing guidelines
 - Navigating contracts to allow for more space
 - Venues and hotels need to cooperate so these accommodations can be made.

Updates from Advisory Board Members

- National Pork Producers Council
 - Meeting schedule typically resets in September
 - Meetings holding for Sept (2), Oct (2), & Nov (1)
 - ~200 or less for each meeting
 - Some meetings will go off-site (e.g. Lobbying meeting) so will be dependent on guidelines for that
- Principal Financial Group
 - Principal Charity Classic (Des Moines, major Senior PGA tournament) moved to September (from May)
 - Hopeful for spectators
 - Looking at options to maintain social distancing
 - Recognition Meeting scheduled for fall in Southern California
 - Looking at ways to go virtual or hybrid
- Iowa Soccer Association
 - All summer events cancelled (thru July)
 - All states are looking at different ways to open
 - Considering small group training
 - Iowa association is working with University of Iowa to determine safety factors
 - Looking at July 6 to start group training
 - Hopeful for competition starting back in August
- ConferenceDirect
 - Some meetings are holding onto dates
 - Looking at ways to go virtual if need be
 - Spring 2021 events are starting conversations with hotels and venues about options
 - Pending events for 2021, without contracts, are “stalling”
- HelmsBriscoe
 - Some event cancellations through October
 - Events are shifting dates from 2020 to 2021—some 2021 events are moving to 2022 to make room for those events that have shifted
- National Speech & Debate Association
 - “Laser focused” on coming to Des Moines next June for their National Tournament.
 - Moved their 7,000-person Tournament (scheduled for ALBQ) online this year
 - Many volunteers will be operating remote from DSM
 - Some will be live from DSM HQ
 - 44 hotel contracts in Albuquerque had to be changed
 - Most fall events are moving to virtual

- Amateur Athletic Union (AAU)
 - Most of the winter and spring season was able to occur.
 - Track and field cancelled
 - National middle school wrestling duals and girls wrestling cancelled in April
 - AAU Junior Olympic Games are scheduled for Virginia Beach in July/August 2020—decision soon on this.
 - Annual Meeting scheduled for Hawaii in October will be moved to Florida
 - Still evaluating if Florida will happen

- American Society of Animal Science/American Dairy Science Association
 - Annual Conference (scheduled for March 2020) had to be postponed
 - Was trying to turn this into a hybrid event in July (Madison)
 - Only way this conversation is even possible is because they were able to negotiate 0% attrition.
 - Dane County (Madison) has now determined that this July event cannot happen in person—will be a totally virtual conference.
 - Hybrid events: Use the venue as base, but connect people virtually
 - True 50/50 hybrids have high cost associated so that is driving decisions to go full virtual
 - Investing in technology that allows live voiceovers of presentations, up to 8 overlapping live rooms before experiencing significant problems **Meghan is willing to share info on what this tech looks like, and the research she has done**

- United Methodist Women
 - Have written COVID clauses into their contracts (St Louis)
 - 4 months out from planned event they are able to make a final call about their event avoiding penalties

- American Publics Works Association
 - North American Snow Conference, scheduled for April 2020 in Cleveland cancelled
 - April content is virtual through the end of May
 - Using in house technology for this
 - Public Works Expo, scheduled for August 2020 in NOLA cancelled (est. ~5,500 ppl)
 - Purchasing new, more robust platform to go virtual
 - Will charge registration to recoup costs of new technology
 - Technology companies struggling to staff virtual events because of the fast spike

- AASHTO (American Assn of State Highway Transportation Association)
 - March through July 2020 events have turned virtual
 - Sponsors willing to help host virtual meetings—It's a way for association to save costs, way for sponsors to get that exposure since they won't be having expo floors
 - Polling their members to get feedback about future events—their members are state DOTs and budgets and travel restrictions play a role
- Unity Point
 - Primary concern is patient care right now
 - Holding November 2020 date for their largest event.
 - Est. ~1,800 people
 - Questioning whether or not that large of a group will be allowed to meet by then
- International Assn for Food Protection
 - Convention is scheduled for August 2020 in Cleveland. Still planning to host, but working with HPN and looking at options

Now more than ever, it's important to leverage our relationships and work as one industry and team. Please continue to share updates with us, and each other, and we will get through this together.