Conventions & Meetings
Recreational/Youth Sports & Tournaments

Iowa State Fair

STAKEHOLDERS ALSO RANKED THE FOLLOWING AS THE TOP FOUR AREAS OF RECOMMENDED FOCUS FOR CATCH DES MOINES:

SWOT ANALYSIS

STRENGTHS
- Community support and pride
- Sports tourism
- Iowa State Fair
- State Capitol
- Largest conference venue in the state
- Proximity to drive markets
- Corporate presence
- Ease of access/congestion during commute times
- Safe community
- Economic development/continued growth
- Agriculture market

弱点
- Lack of differentiation from comparative and competitive destinations
- Lack of high-profile "attractors"
- Lack of funding sources – (No TBID)
- Airlift
- Tight labor market
- Convention/downtown hotel package
- Lack of regional collaboration with major projects/infrastructure development
- Lack of concentration of indoor/outdoor sports facilities with sufficient capacity

机会
- Continued and focused development support with existing attractions
- Continued direct marketing campaigns with curated, targeted content and in-house fulfillment
- A unified downtown citywide convention strategy
- Proactive event development strategy (i.e. Event Matrix)
- Convention center district development
- Increased advocacy for new destination developments (recreation, water trails, skatepark, airport, etc.) and aspirational opportunities to increase visitors
- Capitalizing on events using new development (skatepark, etc.)

威胁
- Competition for funding
- Lack of advocacy/support for investments to increase visitor and elevate destination cache
- State government approach to restrict future funding opportunities (TBID)
- Inadequate labor market
- COVID-19 future travel impact
- Sports tourism limitation due to lack of courts or fields in one location; and sponsorship dollars to host these events.
- Ongoing development and innovation in competitive cities
DIVERSITY, EQUITY AND INCLUSION

Catch Des Moines is a proponent of increasing diversity, increasing innovation, and is a catalyst for creativity, and makes life that much more fun and exciting.

DIVERSITY

● Create a plan for additional reporting both in the lead stage and post-event that tracks proposed charges and actual spend. Additional historical data will help with leveraging on bids and potential opportunities, and ideas for future strategies.

○ Peer cities throughout the country are developing and implementing this practice of the matrix, and ensure validity for future decisions.

○ Research common themes amongst points of interest.

○ Using visitor data to help develop marketing strategies, use STR data to show occupancy and rate information, and make this easy for visitors.

○ Engage other Iowa destinations in joint advocacy and funding resources and tourism improvement districts.

○ Advancing Catch Des Moines’ position and brand in the events market.

○ Coordinate regular meetings with developers and city stakeholders to enhance the overall profile and quality of life amenities for the region.

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○ Advocate for Destination Investment and Growth

○ Identify the feasibility of a Tourism Improvement District in Grimes’ PLEX, Norwalk.

○ Consider the involvement of Clinton, who is a leader in tourism and economic development.

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 מקורות

1. "Maximizing opportunities for regional and national events in the events market.
2. "Opportunities to expand sports market through new and planned sports facilities to attract larger convention hotels, and to remain competitive, local and regional, and national and high-profile sporting events. This includes traditional and new markets.
3. "Research common themes amongst points of interest.
4. "Providing more accurate economic impact calculations.
5. "Identifying opportunities for future projects, and potential future enhancements, and resources will go to events that increase overnight visitation.
6. "Use STR data to show occupancy and rate information, and make this easy for visitors.
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