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.

Each household in Polk and Dallas County would have to pay $667.45 more in taxes without the revenue generated by travel and tourism.

In 2018-2019, 316 conventions/events occurred because of Catch Des Moines sales efforts. This resulted in $112.2 million of economic impact supporting 1,206 full time jobs.

In 2018-2019, Catch Des Moines sales staff booked 344 events. This will generate $88.5 million of economic impact supporting 1,009 full time jobs.

In 2018-2019, 673 conventions and events utilized Catch Des Moines resources in 2018-2019. This support includes group servicing, event promotion, Catch Crew, & planner toolkits.

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>$674,269.94 (85.3%)</td>
<td>$673,500</td>
</tr>
<tr>
<td>Impressions</td>
<td>380,845,156 (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>

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

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 Year in Review

- Travel Expenditures
- Significant Bookings
- Media Highlights
- Social Media
- Web Sessions
- Co-Op Advertising Program

USA swimming TYR pro swim series
USA Gymnastics Championships
National Association of Farmers Market Nutrition Programs Annual Conference
ICS Chili, Inc World Champion Chili Cook-off
Certified Piedmontese 2020 Ironman 70.3 North American Championships
National Rural Electric Cooperative Association Region 5 & 6 meeting
US Academic Decathlon National competition
American Cheese Society Annual Conference & Competition
American Meat Science Association Reciprocal Meat Conference
American Shorthorn Association Junior National Show & Youth Conference

Major Events Hosted
- 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) - Div. I Men’s Basketball 1st & 2nd rounds / March 2019
- National Association of Intercollegiate Athletics (NAIA) - Men’s Volleyball / April 2019