

2019 BUSINESS PLAN



Visit
OMAHA™

VISIT OMAHA - OMAHA'S TOURISM AUTHORITY - VISITOMAHA.COM



VISIT OMAHA

VISION	MISSION	VALUE PROPOSITION
<p>Visit Omaha aspires to be the Omaha metropolitan area's tourism expert and a major contributor to the local economy, supporting job creation and new product development that enhances Omaha's appeal to visitors.</p>	<p>To promote and develop the Omaha metropolitan area as a dynamic tourism community in order to stimulate economic growth.</p>	<p>Visit Omaha creates sustainable demand for the community through meeting, event, sports and leisure marketing; collaborative relationships; broad industry experience; and unprecedented product knowledge.</p>

OUR KEY OBJECTIVES

- 1 Increase visitor-related economic impact for the Omaha metropolitan area**
- 2 Influence the long-term development of the community and its brand**
- 3 Deliver a positive customer experience**
- 4 Collaborate and enhance relationships with local organizations and stakeholders**
- 5 Be recognized as an efficient, high-performing organization**

ADMINISTRATION AND FINANCE

DEPARTMENT OVERVIEW

Visit Omaha's administration oversees the daily operational needs of the office, executes the long-term strategic direction of the organization, forges relationships with community partners and secures funding sources. The finance team is responsible for the organization's financial strategy, manages the technology needs of the operation and acts as the administrator for the Omaha Destination Marketing Corporation, which is responsible for the management of the Strategic Marketing Fund used to incentivize meeting and event business to select Omaha.

KEY AREAS OF WORK

- Achieve revenue and expense goals for Visit Omaha.
- Enhance staff expertise on existing technologies to maximize existing Visit Omaha systems.
- Review employee evaluation procedures and update classification/compensation materials.
- Maintain visibility in the community, represent Visit Omaha's interest, and provide input on decision-making committees and work groups.
- Lead efforts to accomplish initiatives spelled out in Visit Omaha's 5-year strategic plan.
- Continue to raise local awareness of the value of tourism in the local economy and participate in key stakeholder meetings for new product development.

NEW INITIATIVES

- Secure stable funding for the Meeting Sales strategic marketing fund.
- Modernize the procurement and account-payable processes and automate the reporting on the budget, expenses and revenue for the year.
- Maintain DMAP Accreditation Standards for Visit Omaha.
- Implement the reporting and tracking of key metrics through Dashboards for Visit Omaha.
- Provide employee centric training so employees can continue to hone their skills within their particular field.
- Launch "The Ted Project" (Tourism Event Development) to allocate incentive dollars to support expansion of existing multi-day events or the creation of new multi-day events.

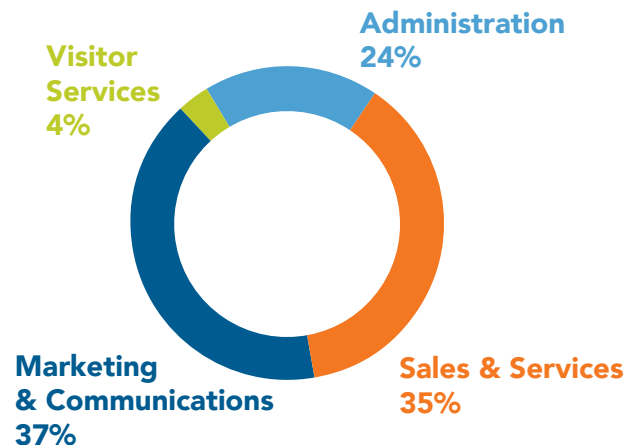
2019 REVENUE

	Projected
Lodging tax - County (2%)	\$3,850,129
Occupation tax - City (.5%)	\$838,000
General Fund/Private Dollars	\$1,577,500
Total revenues	\$6,265,629

2019 EXPENSES

	%	Projected
Sales & Services	35%	\$2,192,763
Marketing & Communications	37%	\$2,334,757
Visitor Information	4%	\$240,077
Administration	24%	\$1,498,032
Total expenses by dept		\$6,265,629

2019 BUDGET BY DEPARTMENT



MEETING, SPORTS AND EVENT SALES

DEPARTMENT OVERVIEW

Visit Omaha's sales team markets Omaha to state, regional, national, and international corporations, associations, sports and motorcoach groups, with an emphasis on groups that will utilize facilities and hotel properties with meeting space. The sales team's activities fill hotel rooms, generate attendance to events, bring in tax dollars, and contribute to the overall economic health of the Omaha metropolitan area.



Destinations Showcase - Washington, D.C.



*MPI Tradeshow Zen Zone - Indianapolis, IN
Sponsored by Visit Omaha and CHI Health Center Omaha*

KEY AREAS OF WORK

- Source qualified sales leads and definite bookings for both citywide and single hotel business, resulting in successful completion of agreed-upon annual measurements.
- Complete a minimum of 15 sales trips, including at least two multi-city programs, to meet with approximately 150 qualified planners and organizers in order to solicit new and repeat groups for Omaha.
- Arrange and conduct 80 site tours for planners who are in the process of considering Omaha, 2 familiarization tours and 2 customer focus group meetings.
- Ensure a professional cohesive citywide sales effort by developing and maintaining a high level of trust and camaraderie within the hospitality community, and participate in ongoing education and communication with partners.
- Work with Visit Omaha hotel and venue partners to identify new tradeshow/event opportunities in key markets, and continue to broaden sales activities at tradeshows and in key feeder cities.
- Continue to enhance ongoing research programs to identify new meeting, sports and event business for the destination.
- Qualify, solicit and generate leads in the motorcoach market; maintain and service current accounts; make sales calls; design itineraries; schedule and conduct sales trips; and participate in targeted tradeshows and sales missions to broaden the awareness of Omaha in the motorcoach market.

NEW INITIATIVES

- Establish a partnership with the Association Forum in Chicagoland and host an experience in Omaha for up to eight association executives.
- Collaborate with the Omaha Sports Academy and NE Elite Volleyball to attract five new sporting events to the Union Bank & Trust Sports Complex.
- Expand into the Western U.S. meetings market and increase the number of organizations in our database from that market by 20%.
- Enhance our partnership with the Omaha Sports Commission by developing a shared sports database.
- Host a Religious Conference Management Association (RMCA) regional meeting for up to ten targeted associations to entice them to submit an RFP for a future meeting in Omaha.
- Host a strategic convention partner meeting to analyze Visit Omaha's database to determine future targeted markets.
- Upgrade the CVENT partnership to promote all convention meeting hotels in Omaha.
- Dedicate a Sales Manager to the Small Meetings Market to increase Omaha's share in the market by 10%.
- Promote two new motorcoach tours to Group Tour Leaders – the Railroad Tour and the Warren Buffet Tour.



IMEX Tradeshow - Las Vegas, NV



Destination Celebration Tradeshow - Minneapolis, MN

TARGET GOALS

127,000 Definite Room Nights

470,000 Room Nights Lead Generation

80 Site Visits

2 Familiarization Tours



Destination Celebration Tradeshow - Minneapolis, MN

MEETING, SPORTS, EVENT SERVICES & HOUSING

DEPARTMENT OVERVIEW

Once an event is confirmed for Omaha, the Visit Omaha services and housing team works with the event organizer to coordinate details and services before, during and after the event. The team quantifies its success by measuring the event organizers' satisfaction, as well as tracking the services leads shared with partners, event attendance, hotel room nights utilized and the economic impact the group brings into the metropolitan area.



ABA Marketplace - Louisville, KY
Omaha won 2nd place for best booth

KEY AREAS OF WORK

- Support the sales team's efforts throughout the sales process, and build relationships with event organizers to enhance their likelihood of confirming Omaha and the services offered by Visit Omaha and our partners.
- Provide exceptional level of service and support to event organizers. Services include, but are not limited to, planning assistance, site visit coordination, pre-attendance builders and promotional materials, and referrals to partners.
- Coordinate with the hotel community, area venues and other industry partners to ensure a positive experience for event organizer and attendees.
- Provide, upon request, housing services to any event that utilizes a local venue and two or more hotel properties.
- Solicit and capture event organizer and attendee feedback on their experience in Omaha, both formally and informally, and share the results with key industry stakeholders.



Visit Omaha staff at 2019 American Bus Association (ABA) Marketplace - Louisville, KY

NEW INITIATIVES

- Host the American Bus Association (ABA) Market Place Advisory Committee meeting to showcase Omaha to group tour leaders.
- Lead the planning for the American Bus Association (ABA) Marketplace 2020 event, and manage the 13 established committees.
- Host ASAE's Leadership Retreat to promote Omaha to association decision makers.
- Launch a badge program that provides convention attendees with special promotions at participating restaurants and businesses during their conference.
- Launch team and fan housing for the 2020 U.S. Olympic Swim Trails.
- Increase our volunteer base by 10%.
- Promote housing services to local and regional sporting event partners with the goal of solidifying two new housing contracts.



*Religious Conference Management Association meeting
(RCMA) Community Service Project - Omaha, NE*



2018 U.S. Olympic gold medal winning curling team. Team USA qualified at the 2017 U.S. Olympic Curling Trails in Omaha, NE

TARGET GOALS

700 Leads and Referrals

2 Housing Contract goal

30 Conduct post event surveys to gauge organization and customer satisfaction

MARKETING AND COMMUNICATIONS

DEPARTMENT OVERVIEW

The Visit Omaha marketing and communications team crafts and articulates the destination's brand; executes advertising programs to support the meetings, sports and events sales team; and leads the organization's direct to consumer advertising and promotion efforts. The team is responsible for strategically planning and implementing all advertising and promotional efforts for Visit Omaha.

The team is also responsible for Visit Omaha's network of social media channels, the consumer and partner e-newsletters, the Omaha Visitors Guide, and the Visit Omaha.com website. The Visit Omaha communication efforts focus on securing media coverage of Omaha, which in turn raises awareness of Omaha regionally and nationally. Impressions, engagement, reach and frequency are measurements used to gauge success, as well as increased visitation from targeted markets.



**Visit Omaha branded train in Minneapolis, MN.
January through April, 2019**

KEY AREAS OF WORK

- Execute a multi-channel content and digital strategy that delivers relevant, inspirational and actionable information to visitors, effortlessly connecting them with Omaha partners and experiences.
- Create need-time advertising campaigns designed to spur visitation.
- Produce targeted publications and multi-channel tools addressed to specific audiences/visitors, and ensure that the organization's communications are consistent in tone, image and messaging.
- Continue to build upon the Welcome to the Weekend brand message with a focus on niche markets segments.
- Enhance the awareness of Omaha as a food destination with continued focus on the Now Serving Omaha vignettes, stories on emerging chefs, craft brew and distilleries, and the Farm-to-Fork movement in Omaha.
- Inspire new product development with initiatives such as the Bob campaign, development of distinctive neighborhoods, and collaboration with the tourism community.
- Generate positive, inspirational and topical media coverage of Omaha as a desirable travel, meeting and sports destination by working with targeted travel writers, editors, bloggers, online media and other influencers.
- Identify, benchmark and track new PR measurements, including key message resonance; number of media interactions; and total audience reach.
- Enhance and expand Omaha Restaurant Week to increase Omaha's image as a travel-worthy dining destination by supporting local restaurants and building local brand advocates.

NEW INITIATIVES

- Produce and launch new 15-second video commercials targeting audiences in Minneapolis, Kansas City, Des Moines, Sioux Falls and St. Louis to enhance the 52-weekends branding campaign. A test campaign will be conducted in St. Louis to examine its viability as a new fly-in market for the leisure market.
- Utilize promotional tactics to target bleisure travelers to inspire them to add days to their stay and/or to bring their families.
- Utilize a high impact train wrap in Minneapolis during the NCAA Men's Basketball Final Four Championship to increase awareness of Omaha as a leisure and sports destination.
- Produce and distribute video content that creates new tourism products by packaging existing experiences, e.g. unique local coffee, sweet, and retail shops.
- Develop and launch a lead generation campaign that produces new opportunities for the Visit Omaha sales team, and increases the GDPR compliant meetings database.
- Implement Conversion Rate Optimization (CRO) to create a customized web experience for users that serves relevant content and increases engagement on site.
- Embrace brand journalism and create an online newsroom to distribute original content and supporting collateral to increase Omaha media exposure.
- Create a competitive platform for digital influencers to vie for promotional trips to Omaha, to further highlight Omaha as a 52-weekend destination.
- Develop a local advocacy plan to regularly communicate with local and state lawmakers on how tourism brings families closer together and helps neighborhoods grow, value sentiments research shows Omaha residents strongly embrace.
- Develop new engagement opportunities to enhance the Bob the Bridge experience.



2019 Visitor Guide
250,000 distribution

TARGET GOALS

20% Increase in GDPR compliant consumer database

10% Increase in time spent on VisitOmaha.com

15% Increase in VisitOmaha.com pageviews from target markets

10% Increase in meeting planner audience reached through earned media efforts

30 New convention sales leads generated

15% Increase in audience reached through influencer engagements

15% Increase in social media engagement (likes, shares, comments, video views)

\$4,000 Increase in Omaha Restaurant Week revenue

VISITOR INFORMATION SERVICES

DEPARTMENT OVERVIEW

The Visit Omaha visitor information team staffs the Omaha Visitor Information Center located in the Old Market area and supports the two visitor information booths at Omaha's Airport. The airport booths are staffed by volunteers from Kiwanis Club of Omaha Golden K.

In all locations the staff interacts directly with visitors, answering questions and providing an insider's perspective on points of interest such as: attractions, tours, hotels, restaurants, and local neighborhoods and businesses.

The information centers provide visitors with a wide variety of metro area maps, visitor guides, recreational information and promotional brochures from Visit Omaha partners. The team also coordinates Visit Omaha's brochure program distributing Omaha collateral across the state of Nebraska.

KEY AREAS OF WORK

- Year-round operation of the visitors center and information desks at the airport that serve over 40,000 visitors per year.
- Provide visitors with excellent customer service and pertinent information to ensure a great visitor experience, and maximum economic impact for the city and our partners.
- Partner with Council Bluffs CVB & Sarpy County Tourism for the 3rd Annual OMA Tourism Awards. This tourism awards program recognizes front line staff who have gone above and beyond for the visitors to the Omaha metropolitan area.

NEW INITIATIVES

- Research a variety of promotional options to attract an increased number of visitors to the downtown Omaha Visitors Center.
- Expand outreach of Visit Omaha resources to the greater Omaha metropolitan area. Interact with visitors and locals by providing materials that will increase visitation to, and spending with, our tourism partners.
- Expand tourism outreach to educate local school students and their families about activities, events and attractions available in the Omaha metro area.
- In partnership with the airport and surrounding communities, update the design and technology at the airport information kiosks, to provide a more interactive and engaging experience.

TARGET GOALS

Attend **10** familiarization tours

Recruit, train and retain **75** volunteers

Redesign and enhance the regional information kiosks at Omaha's Airport



Omaha Visitors Center at 10th and Farnam

STAFF

ADMINISTRATION

Keith Backsen, CDME
EXECUTIVE DIRECTOR / PRESIDENT

Dean Miller
VICE PRESIDENT OF OPERATIONS

Jodie Jordon
ACCOUNTING CLERK

Cindy Brickey
EXECUTIVE ASSISTANT

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SOCIAL MEDIA MANAGER

Amy Cunningham
GRAPHIC DESIGNER

Lynn Mace
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VISITOR SERVICES MANAGER

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