

# 2016/2017 YEAR IN REVIEW

## TRAVEL EXPENDITURES



Polk and Dallas Counties caught more than one quarter of the \$8.1 billion in statewide travel-generated economic impact in 2015 according to the Iowa Economic

Development Authority's County Impact Study released September 2016.

STATEWIDE  
\$8.1 billion

POLK & DALLAS  
COUNTIES  
\$2.085 billion

POLK COUNTY:  
\$1.9 BILLION

DALLAS COUNTY  
\$185 MILLION

## MEDIA HIGHLIGHTS

**198** STORIES SECURED.

**34** FEATURED PLACEMENT IN INDUSTRY PUBLICATIONS, PLUS AN ADDITIONAL **208** WEEKLY LOCAL MEDIA SEGMENTS.

## SOCIAL MEDIA



**29,122**

NEW SOCIAL MEDIA FOLLOWERS

**37%**

INCREASE IN FOLLOWER GROWTH OVER LAST FISCAL

**155%**

INCREASE IN SOCIAL MEDIA REFERRALS TO [catchdesmoines.com](http://catchdesmoines.com)

**\$72.13**  
MILLION  
ECONOMIC  
IMPACT  
OF **288**  
EVENTS HOSTED

CREATING **1,132**  
FULL TIME JOBS AND  
SUPPORTED **45,981**  
OTHER JOBS WITHIN  
OUR COMMUNITY



**\$57.66**  
MILLION  
ECONOMIC  
IMPACT OF  
**145** BOOKED  
EVENTS FOR FUTURE

CREATING **849** FULL  
TIME JOBS AND  
SUPPORTED **29,758**  
OTHER JOBS WITHIN  
OUR COMMUNITY



## SIGNIFICANT BOOKINGS

- AAU Middle School Wrestling Duals / **APRIL 2017**
- NetLynx Sports Midwest JVA Challenge / **MAY 2017**
- Hot Rod Magazine Hot Rod Power Tour / **JUNE 2017**
- USSSA Fast Pitch National Championship 8U, 11U and 13U / **JULY 2017**
- AAU Wrestling Iowa Kids State Folkstyle Wrestling Championships / **FEBRUARY 2018**
- NAIA Wrestling National Championships / **MARCH 2018**
- Iowa State Pool Players Association Iowa State 8 & 9Ball Championships / **APRIL 2018, APRIL 2019 & APRIL 2020**
- National Pork Producers Council World Pork Expo / **JUNE 2018**
- BMW Motorcycle Owners of America International Rally / **JULY 2018**
- LIFE Leadership Summer Leadership / **JULY 2018**
- United Student Organization United Fall Leadership Conference / **OCTOBER 2018**
- NCAA Division I Men's Basketball 1st and 2nd Rounds / **MARCH 2019**
- Enlisted Association of the National Guard of the U.S. Annual Conference and Expo / **AUGUST 2019**
- National Frame Building Association 2020 Annual Expo / **FEBRUARY 2020**
- National Congress of State Games State Games of America / **JULY 2021**

## 2016-2017 OVERALL GOALS

	ACTUAL	GOALS
<b>CONVENTION/ SPORTS ACTIVITIES</b>		
MULTI-PROPERTY	40 (100%)	40 (MULTI)
SINGLE PROPERTY	248 (92%)	270 (SINGLE)
CITYWIDE	5 (125%)	4 (CITYWIDE)
SITE VISITS	88 (126%)	70
SALES CALLS	170 (103%)	165
TRADE SHOW CONTACTS	624 (124%)	505
<b>**MARKETING OPPORTUNITIES</b>	<b>\$659,666 (112%)</b>	<b>\$587,055</b>
<b>TOTAL REVENUE</b>	<b>\$5,458,673 (100.34%)</b>	<b>\$5,440,058</b>

## MAJOR EVENTS HOSTED

- Red Power Roundup
- National Historical Truck
- American Cheese Society

>>> **95%** <<<  
PARTNER RETENTION RATE

\*\*Inclusive of in-kind contributions.