



CATCH DES MOINES



2017-2018

ANNUAL MARKETING PLAN



WHO WE ARE

The Greater Des Moines Convention & Visitors Bureau and the Des Moines Area Sports Commission, collectively known as Catch Des Moines, markets the region as a visitor destination increasing economic growth and enhancing the visitor experience.

Catch Des Moines is an accredited Destinations International Organization. As the visitor's and meeting professional's trusted partner, we are the heart, the soul and the energy of our destination. Our focus is to drive economic success and enhance the quality of life in the 15 Greater Des Moines communities we represent.

BRAND PROMISE

Greater Des Moines is full of unexpected delights waiting to be discovered.

TARGET AUDIENCES

- Leisure visitors—Social Moms/Gen X Families (35–54) and Young Professionals/Millennial Families (25–34)
- Convention/events/sports planners and executive directors
- Brand advocates and champions within the community
- Tourism operators and co-op partners

ORGANIZATIONAL STRUCTURE

HOW WE ARE FUNDED

Catch Des Moines is funded by the communities we support. We receive 2/7th of hotel/motel tax. We are governed by a 28–member board.

We generate additional revenue through private sector sponsorships and marketing partnerships:

- Over 1,029 Marketing Partners
- Over 23 Corporate Partners

OUR STAFF

Catch Des Moines employs 26 full-time and four part-time staff members who are responsible for managing daily operations, strategic planning, market research, local partnerships, sales and leisure advertising programs (locally, regionally and nationally), public relations, co-op advertising and meeting, convention, event and sports sales and support.

ACCREDITATION



Catch Des Moines is designated an Official Accredited

Destination Marketing Organization by Destinations International's Destination Marketing Accreditation Program.

The accreditation program defines quality and performance issues in destination marketing and recognizes destination marketing organizations that meet or exceed industry standards.

EMERGING DESTINATION

**#1 BEST UP-AND-COMING CITY
FOR FOODIES**

(WOMEN'S HEALTH MAGAZINE)

**TOP TEN IN HIPPEST MID-SIZED
CITIES IN AMERICA**

(GOGOBOT.COM)

**DES MOINES RANKS IN AMERICA'S
MOST 25 FUTURE-READY CITIES**

(DELL, 2015)

**17,000 TRAVEL INDUSTRY RELATED
JOBS IN POLK/DALLAS COUNTIES**

**SIX BEST NEW BEER
CITIES TO VISIT**

(VINEPAIR.COM)

**TOP 10 CITY FOR
CREATIVES**

(SMART ASSET)

**ONE OF 10 UNDERRATED
CITIES FOR ART LOVERS**

(U.S. NEWS & WORLD REPORT)

**#2 BEST STATE FAIR IN
THE COUNTRY**

(USA TODAY)

**GREATER DES MOINES HOSTED OVER
3 MILLION VISITORS IN 2015**

**DES MOINES RANKS 11TH
BEST CAPITAL CITY**

(WALLETHUB.COM)

**DES MOINES LEADS U.S. METRO
AREAS IN COMMUNITY PRIDE**

(GALLUP)

**\$2.1 BILLION TRAVEL EXPENDITURES IN
POLK/DALLAS COUNTIES, \$4,000 PER
MINUTE SPENT ON TRAVEL IN THE METRO**



A MESSAGE FROM GREG EDWARDS

PRESIDENT / CEO



Greetings,

This past year was another exciting year for Catch Des Moines. We welcomed a new strategic branding/advertising agency partner who led us through a brand refresh, we boasted a 95% retention rate of our local partners, we hosted 288 meetings, conventions or sporting events, and we secured some exciting bids for the future. In 2019, we will welcome back the NCAA Division I Men's Basketball Tournament First and Second Rounds to Greater Des Moines. We will also play host to the NCAA Division I Men's Golf Regional Championship. And that's only the start! We were also on the team that brought the world-renowned Solheim Cup to Greater Des Moines.

The success of our organization is dependent on our strong community partnerships, local organizations and business partners who believe in what we do and work with us to promote Greater Des Moines as a surprisingly cool destination. So to all of you – thank you!

Last year we published our 2016-2017 Annual Marketing Plan as a resource to highlight the mission, vision and work of our organization. In this year's 2017-2018 Annual Marketing Plan, we continue that tradition of emphasizing our vision and focus for the upcoming year, the goals we've set to get there and a quick recap of this past year's successes. Additionally, in this year's plan we have included some background on our brand refresh strategy and research that got us to the new look/feel of Catch Des Moines. We hope you enjoy it as much as we do.

As we reflect on the past year and look forward to the next year, we want to once again say how proud we are to work with our partners to promote Greater Des Moines as a visitor destination. On behalf of myself, the Board of Directors, and the entire staff, we appreciate the partnerships, the support and the interest in Greater Des Moines. We look forward to what 2017-2018 brings!

A handwritten signature in black ink, appearing to read 'Greg Edwards'.

Greg Edwards
President & CEO
Catch Des Moines



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U.S. TRAVEL INDUSTRY OVERVIEW



LEISURE TRAVEL

\$683.1 BILLION

Total direct spending on leisure travel in 2016¹

LEISURE AND BUSINESS TRAVEL REPRESENT TWO OF THE LARGEST SOURCES OF DIRECT SPENDING

BUSINESS TRAVEL

\$307.2 BILLION

Total direct spending on business travel in 2016¹

\$106.4 BILLION

Total tax revenue generated from spending on leisure travel¹

Total tax revenue generated from spending on business travel¹

\$51.4 BILLION

1.7 BILLION

Number of one day or overnight trips booked in 2016¹

Each U.S. household would pay **\$1,250** more in taxes without the tax revenue generated by travel and tourism¹.

457.4 MILLION

Number of one day or overnight trips for business booked in 2016¹

THE TRAVEL INDUSTRY HAS CREATED JOBS AT A FASTER RATE (16.6 percent) THAN THE REST OF THE ECONOMY (10.3 percent) FROM THE BEGINNING OF THE OVERALL EMPLOYMENT RECOVERY IN EARLY 2010¹

NEARLY 4 OUT OF 5

Domestic trips taken are for leisure purposes¹

15.3 MILLION

U.S. job supported by travel expenditures¹

1 OUT OF 9

U.S. jobs that depend on travel & tourism¹

NO. 7

Where travel ranks in terms of employment compared to other major private industry sectors¹

>> U.S. travel directly supported nearly **8.6 million** U.S. jobs in 2016¹

>> Travelers spent **\$248.5 billion** on food services which accounted for **25 percent** of total travelers spending¹

>> Every **\$1 million** in sales of travel goods and services directly generates **nine jobs** for the industry¹



Spending on lodging increase **4.5 percent** from 2015, the highest growth rate among all major travel spending categories in 2016¹



Food services and lodging are the top two spending categories by domestic and international travelers¹

2017-2018 BOARD OF DIRECTORS



CATCH DES MOINES EXECUTIVE COMMITTEE

TOM MAHONEY, CHAIR

Chairman & CEO, ITA Group, Inc.

MARTY MARTIN

President, Drake University

ANGELA CONNOLLY, VICE CHAIR

Supervisor, Polk County

GARY SLATER

CEO/Manager, Iowa State Fair

BOB ANDEWEG, PAST CHAIR & SECRETARY/TREASURER

Mayor, City of Urbandale

CATCH DES MOINES BOARD MEMBERS

Tom Armstrong, Mayor, City of Grimes

Jay Byers, Greater Des Moines Partnership

Jeff Chelesvig, Des Moines Performing Arts

Jake Christensen, Christensen Development

Chris Coleman, Councilperson, City of Des Moines

Chris Connolly, Iowa Events Center

Chris Diebel, LPCA Public Strategies

Paula Dierenfeld, City of Johnston

Matt Felling, Hilton Des Moines Downtown

Kerry Gumm, Principal Financial Group

Jennifer Keeler, Councilperson, City of Bondurant

Eric Klein, Councilperson, City of Clive

Sara Kurovski, Mayor, City of Pleasant Hill

Gary Lorenz, Mayor, City of Ankeny

Rick Messerschmidt, Councilperson, City of West Des Moines

Patrick Miller, Des Moines Marriott Downtown

Jason Morse, Mayor, City of Polk County

Dean O'Connor, Councilperson, City of Altoona

John Parker, Jr., Councilperson, City of Indianola

Jay Pattee, Mayor, City of Perry

Clay Willey, Prairie Meadows Racetrack & Casino

Diana Willits, Mayor, City of Windsor Heights

WINDSOR HEIGHTS
WEST DES MOINES
PLEASANT HILL JOHNSTON
INDIANOLA
POLK COUNTY
GRIMES
URBANDALE
CLIVE
POLK CITY
BONDURANT
ALTOONA
DES MOINES
PERRY

RANKINGS FROM THE COMMUNITIES WE REPRESENT

ANKENY

RANKED AS ONE OF THE MOST PLAYFUL
CITIES IN THE USA
(Kaboom)

DES MOINES

#1 CITY WITH UP-AND
COMING DOWNTOWN
(Fortune)

CLIVE

NAMED A TOP 100 BEST
SMALL TOWN
(Livability.com)

GRIMES

RANKED #4 HAPPIEST SMALL
TOWN ACROSS AMERICA
(Zippla.com)

JOHNSTON

MONEY'S TOP 50 BEST
PLACES TO LIVE
(Time.com/Money)

WEST DES MOINES

NAMED ON LIST OF HIPPEST CITIES
(FindTheHome.com)

CATCH
DES MOINES



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

\$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

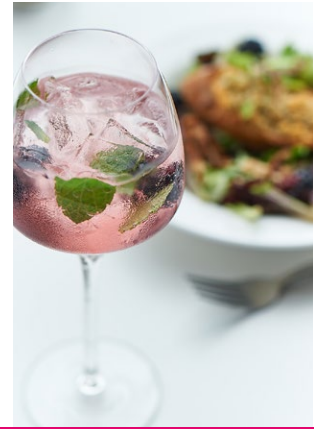
	ACTUAL	GOALS
CONVENTION/ SPORTS ACTIVITIES		
MULTI-PROPERTY	40 (100%)	40 (MULTI)
SINGLE PROPERTY	248 (92%)	270 (SINGLE)
CITYWIDE	5 (125%)	4 (CITYWIDE)
SITE VISITS	88 (126%)	70
SALES CALLS	170 (103%)	165
TRADE SHOW CONTACTS	624 (124%)	505
**MARKETING OPPORTUNITIES	\$659,666 (112%)	\$587,055
TOTAL REVENUE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

MAJOR EVENTS HOSTED

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

>>> 95% <<<
PARTNER RETENTION RATE

**Inclusive of in-kind contributions.



BRAND RESEARCH

Over the past year, Catch Des Moines has worked hard to refresh our brand. As part of the process, Catch Des Moines and our strategic branding agency spent the first four months digging into qualitative and quantitative research to support the new brand strategy. Below is a snapshot of the data behind the refreshed brand.

AUDIENCE:

MILLENNIALS vs GEN X

- Millennials rank highest on being Activity Seekers (57%), Culinary Interest (69%), and Authenticity (65%)¹
- Gen X indexes highest for Price Sensitivity (56%) and Travel Planning Intensity (61%)¹
- While traveling, Millennials use social media and 75% post to social networks at least once a day while traveling. They also claim that user-generated content influences their decisions more than advertising (84%)²
- 70% of Millennials stated they expect their destinations to offer immersive, interactive, and hand-on experiences²
- Gen X ranks at the top in per-day spending at \$627/day and their top priority is hotel stay³

GREATER DES MOINES VISITORS

- Greater Des Moines welcomed more than 3 million visitors in 2016
- Greater Des Moines visitors accounted for \$2.1 billion in travel expenditures, which breaks down to \$4,000 per minute
- Greater Des Moines attracts more than four of ten travelers with children in the household (44%); a slightly higher share than US over night leisure travelers (37%)
- 9 out of 10 overnight leisure travelers arrive by auto – a slightly higher share than the US average
- Top reasons people travel to Greater Des Moines
 - Visit friends/relatives
 - Getaway weekend
 - Special event
- Top travel months are August, December, May and October⁷

TOP 3 MARKETS⁴

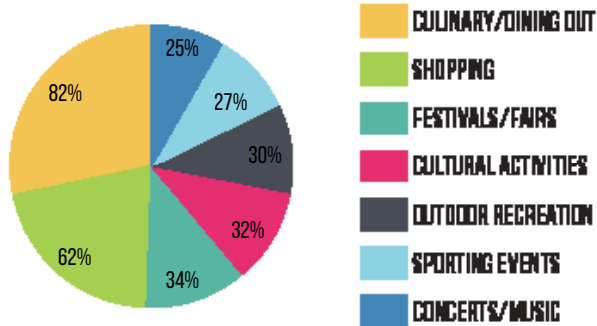
EASTERN IOWA	COUNCIL BLUFFS/OMAHA	SIoux CITY
<ul style="list-style-type: none"> • Linn County – Cedar Rapids/Waterloo DMA • Scott County – Davenport/Rock Island/Moline DMA • Dubuque County – Dubuque DMA 	<ul style="list-style-type: none"> • Pottawattamie County – Omaha/Council Bluffs DMA 	<ul style="list-style-type: none"> • Woodbury County – Sioux City DMA



BRAND RESEARCH (CON'T)

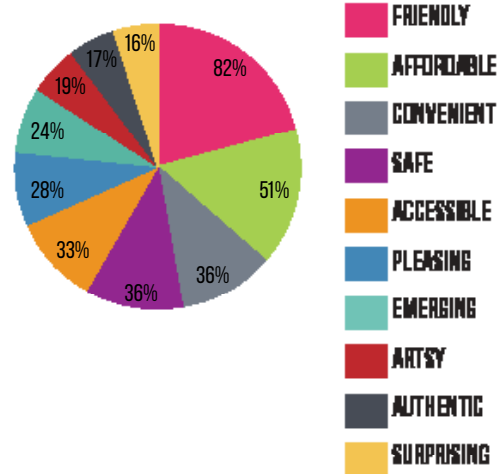
ACTIVITIES

People who visit Greater Des Moines are interested in:⁵



PERCEPTION

Attributes that ranked the highest on the survey included:⁵



INFLUENCES

- 83% of people use social networks, video sites and photo sites to go to research travel⁶
- 56% of travelers feel inspired to make travel decisions after a conversation with friends – showing the importance of creating ambassadors⁶
- Top resources that influence travel decisions:⁵
 - Friends/family recommendations (61%)
 - Social media (47%)
 - Magazine articles (36%)
 - CVB websites (35%)
 - Review sites (32%)

94% of visitors to Greater Des Moines said they'd consider returning to Des Moines⁵

SOURCES

- ¹<http://www.destinationanalysts.com/the-state-of-the-international-traveler-study/the-state-of-the-american-traveler-study/>
- ²<http://thebrief.com/articles/millennial-expectations-are-reshaping-travel-industry-602>
- ³<http://www.americanexpress.com/us/small-business/openforum/articles/gen-x-how-to-market-to-the-forgotten-generation/>
- ⁴Connex Tableau Des Moines Traveler
- ⁵Des Moines Visitor Survey 2016
- ⁶http://stprage.googleapis.com/think/docs/2014-travelers-road-to-decision_research_studies.pdf
- ⁷D.K. Shifflet TRAVEL PERFORMANCE/MonitorSM Report



PERCEPTION VS REALITY

We know who we want to come here, but how do we get them here? To do that, we need to figure out what resonates with those that have been here. What were their perceptions before they came here vs. after their visit? While the perceptions tell us what they feel or think, we were also interested in learning those tangible “surprises” that informed their perception. These responses come from the 2016 Des Moines Traveler survey⁴

Pre: Like most of the rural Midwest, I presumed there would be lots of corn, Under Armour hoodies, ranch dressing and Carhart jackets.

Post: Urban yet approachable. People made me feel welcome. More of a Rayban and stroller crowd than it was a Carhart and Mountain Dew crowd. Still lots of ranch dressing though.

Pre: Clean, safe, middle of the road.

Post: Des Moines is unassuming yet doesn't put on airs. It is what it is and it's fine with that.

A progressive yet grounded city with authentic people, a hip vibe, unexpected art, stellar beer and budget-friendly family itineraries.

Pre: Des Moines used to be kind of boring; not a lot of culture or things to do besides Adventureland.

Post: Des Moines is dynamic and eclectic. It's much more alive and engaging than it ever was before. It combines the best of big city arts and culture with that authentic Iowa feel.

Pre: Sleepy, safe—grew up here but moved away.

Post: Des Moines has done a phenomenal job over the past decade of reinventing itself and building relevancy with major events, tactical marketing campaigns and leveraging its strengths (art, people, festivals) without trying to become something it's not.

Pre: Good perception. Nice people.

Post: Perception was reality and surpassed. Enjoyed the Court District downtown. Pleasantly surprised by the quality of Iowa craft beers. BBQ was outstanding.

Pre: Where is that?

Post: Best-kept secret in the country.

2014-2017 STRATEGIC PRIORITIES

In early 2014, Catch Des Moines went through a strategic planning process to define current realities with future-forward objectives. That process resulted in five strategic priorities outlined below. Since the adoption of these strategic priorities, the Board of Directors and staff members have created action plans and defined measurable objectives to hold ourselves accountable for the advancement of the organization and Greater Des Moines.

REGIONAL RELEVANCY

Continue to be a leader in the region, involved in all conversations regarding destination development, both traditional and non-traditional.

ATTRACT NEW MARKETS & RETAIN EXISTING MARKETS

Attract new markets and retain existing markets to increase revenue and reach exposure of Catch Des Moines.

ENHANCE THE VISITOR EXPERIENCE

Enhance visitor satisfaction through coordinated efforts to provide experiences that consistently meet and exceed visitor expectations.

PUSH THE DES MOINES BRAND

Review the Catch Des Moines brand survey results to determine effectiveness of brand and what areas upon which we can improve.

BOARD ADVOCACY

Further engage Board of Directors to actively advocate for Catch Des Moines.



TO LEARN MORE ABOUT OUR STRATEGIC PRIORITIES,
VISIT catchdesmoines.com/about/

CATCH
DES MOINES

A vibrant night cityscape featuring a river in the foreground, a multi-arched bridge, and a skyline of illuminated buildings. A large, brilliant firework bursts in the dark sky, casting a long, bright trail down towards the city. The scene is filled with the colors of the fireworks and the city lights.

2017-2018
ANNUAL MARKETING PLAN



ANNUAL MARKETING PLAN

The Catch Des Moines Annual Marketing Plan is based on our 2014-2017 Strategic Plan. Our goals, strategies and tactics will be executed by all departments throughout the 2017-2018 fiscal year to ensure all goals are reached successfully and in a timely manner.

REGIONAL RELEVANCY

- Increase frequency of impactful interaction with constituents in 15 communities we represent
 - Establish peer-to-peer relationships with community representatives
- Continue to provide opportunities for Catch Des Moines partners to engage with clients by showcasing partners through planning resources, contact lists, listings, events, media, etc.
- Educate local constituents about how to get involved – Catch Champions
 - Provide local leaders the knowledge and resources to expand their leadership regionally and nationally by bringing events specific to their industry to Greater Des Moines
- Ensure accurate and detailed financial records and reporting
 - Successful audit of finances
 - Track STR data against collections
 - Collaborate with executive team to create accurate projections
 - Maintain accreditation as DMO
- Secure meetings and events for metro facilities
- Promote region as a meeting and event destination across the country
- Update process to ensure we achieve all accreditation standards

“Leaving Des Moines and I have to say, two thumbs up to this city. Had a lot of fun and it was a great tournament”

PAT FORDE YAHOO SPORTS AFTER
NCAA MEN’S BASKETBALL
1ST AND 2ND ROUND

“Took a quick trip to #desmoines to get a lay of the land. What a great city! #explore #TravelTuesday #Midwest”

- @JESSEZACHARY, Twitter



ANNUAL MARKETING PLAN (CON'T)

ATTRACT NEW MARKETS & RETAIN EXISTING MARKETS

- Develop media plan focusing on 3-4 primary media markets – Eastern Iowa, Western Iowa, Omaha
 - Inclusive of all leisure advertising, PR, social media, web, email and blogging strategies
- Determine 2-3 secondary markets to test and learn via owned media
- Commission visitor study to increase knowledge of visitor traffic, inclusive of demographics, psychographics, travel and spending behaviors, geography, trends, etc.
- Maintain innovative administrative and support resources
 - Assist with budget management for large events with financial commitments
 - Manage access to latest aspects of available internal technology applications and communication, including working on the technology plan for strategic initiatives and coordinating dashboards for reporting and data needs
- Develop long-range strategic plan for event housing
 - Reach out to groups/planners for housing opportunities
- Align sales effort in securing events with industries the State and the Greater Des Moines Partnership are concentrated on
- Retain state and regional events; meetings from moving outside the metro

ENHANCE THE VISITOR EXPERIENCE

- Grow relationships with front line hospitality and help provide resources, information, solve problems, etc. to ensure a great visitor experience
- Conduct audit of all visitor communication tactics
- Continue to execute social media strategy, growing visitor following and engaging with visitors via platforms
- Execute new technology plan
- Begin working with hotels for Junior Olympic Housing

"...I knew there was something about Iowa I loved..."

- @UKCOACHCALIPARI, Twitter

"#DesMoines #iowa Downtown Des Moines is an amazing city #travel #buildings #instatraveling"

- @THEVANWILDER27, Instagram

**CATCH
DES MOINES**



ANNUAL MARKETING PLAN (CON'T)

PUSH THE DES MOINES BRAND

- Establish brand awareness baseline and measure annually to track trends of brand exposure
 - Audit past surveys and current research for relevant data points
 - Develop and conduct surveys for leisure and sales audiences
- Drive awareness through earned media strategy reaching three primary media markets and industry media
- Develop and execute website refresh strategy

BOARD ADVOCACY

- Continue to refine and increase board communication planning
 - Compile messaging and data for monthly board brief
 - Create quarterly board report
- Implement dashboards for monthly reporting to the board
- Manage dashboards for board reports and data presentations

*“Never been to Des Moines...
Very impressed with the beauty
and nice people. Best kept
secret I’ve seen in a while!”*

- @FREDCOWGILLWLKY, Instagram

*“I love this place.
#desmoines #iowa”*

- @CARLOTTACAMILLE, Instagram

THANK TO OUR CORPORATE PARTNERS



Photo by Larry Lindell

2016 - 2017 MARKETING

CO-OP ADVERTISING

The Co-op Advertising Program was created to bring people from around the state and region to experience the events and attractions in Greater Des Moines our city. From four original members, our ranks have grown to include 17 major organizations across the metro area. These institutions come in all shapes and sizes but share a common goal: to promote Greater Des Moines.

CO-OP PARTNERS

IOWA SPEEDWAY



ADVENTURELAND



**CATCH
BLANK PARK ZOO**

catchdesmoines.com | CATCH
DES MOINES



**CATCH
DES MOINES**



**CATCH
INTERACTIVE EXHIBITS
& EXPLOSIVE ELEMENTS**

CLICK FOR SUMMER PROGRAMS.

catchdesmoines.com | CATCH
DES MOINES

NOTE: Brand refresh wasn't in the market until July 2017.

2016 - 2017 MARKETING

ADVERTISING MEDIA CREATIVE

NATIONAL balloon CLASSIC
CATCH THE NATIONAL BALLOON CLASSIC
 JULY 29-AUGUST 6 catchdesmoines.com

CATCH WILD RIDES AND FAMILY FUN
 BUY TICKETS TODAY! **ADVENTURELAND**

CATCH GREATER DES MOINES BOTANICAL GARDEN

CATCH CASINO FUN & LIVE RACING
 CLICK FOR UPCOMING EVENTS & LIVE RACING SCHEDULE.

TOWA SPEEDWAY
CATCH THE FASTEST SHORT TRACK ON THE PLANET!
 TICKETS START AT JUST \$15!

SCIENCE CENTER OF IOWA
CATCH INTERACTIVE EXHIBITS & A-HA MOMENTS
 CLICK FOR SUMMER PROGRAMS

Valley West MALL
CATCH RETAIL THERAPY
 VISIT THE MALL TODAY!

CATCH CULTURE CATCH DES MOINES WINEfest
CATCH CITY SIPS & LOCAL EATS

CATCH CULTURE CATCH DES MOINES
CATCH RIVERDANCE
 DES MOINES CIVIC CENTER | MARCH 18-20

CATCH CULTURE CATCH DES MOINES

CATCH CULTURE CATCH DES MOINES
CATCH CULTURE
 CATCH DRAMATIC STORIES & OUTSTANDING ARTISTS

CATCH THE SUITE SPOT
 The "suite" spot is where the perfect size city exceeds expectations. More than 12,500 rooms to rest your head. It's where once business is done for the day, you'll enjoy a city full of things to do by night. Experience amazing food, live music, artistic culture and unexpected discoveries. When you're planning your next event, catch the "suite" spot otherwise known as Greater Des Moines.

CATCH DES MOINES catchdesmoines.com • (800) 451-2625

CATCH flavor CATCH DES MOINES
 Prepare for eclectic eats, local lagers and delectable desserts. Greater Des Moines is your destination for premier, locally-sourced food and drink. From award-winning eateries to unassuming cafes, it's easy to get your fix with our food scene. Savor a destination with mouthwatering flavor in Greater Des Moines.

catchdesmoinesflavor.com

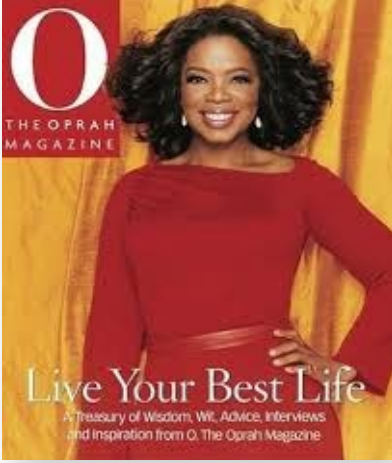
CATCH GROUP TRAVEL IN GREATER DES MOINES

CATCH DES MOINES catchdesmoines.com

CATCH DES MOINES

2016 - 2017 MARKETING

ADVERTISING MEDIA OUTLETS



MEDIA OUTLETS

- > Print
- > Television
- > Radio
- > Digital Outdoor
- > Online
 - Geo-targeted ads
 - Pre-roll video
 - Pandora ads
- > Social Media
 - Facebook ads
 - Instagram ads
- > Tradeshow



The Des Moines Register

Business Record



CATCH DES MOINES

CATCH DES MOINES STRUCTURE



FINANCE & ADMINISTRATION

The Finance & Administration Team manages all office financial, technological, human resources, housing and operational work at Catch Des Moines.

SALES / SPORTS / SERVICES

The Sales, Sports and Service Team leads all Catch Des Moines efforts to market Central Iowa across the country as a premier meeting and event location. The team works collectively to secure new conventions and events and ensure a smooth pre-event, event and post-event experience for planners.

MARKETING

The Marketing Team is responsible for all marketing efforts, including building/retaining partnerships, driving private sector revenue, media relations, advertising, public relations (PR) and Catch Des Moines events. In conjunction with an advertising agency, the marketing team is responsible for developing media strategies, executing media buys, and management of overall brand positioning.



CATCH DES MOINES STAFF



GREG EDWARDS
PRESIDENT & CEO

ADMINISTRATION

NANCY GOODE – Vice President of Finance & Administration
MARISSA BROWN – Director of Information Technology
SHANNON WINTERS, CDME - Director of Finance
LAURA MCNICHOLS – Executive Assistant and Operations Manager
JAYNE DURNIN – Housing & Research Coordinator
PAULA GLEASON – Receptionist
JANET KOERNER – Receptionist
JEREMY JOHNSON – Shipping

SALES / SPORTS / SERVICES

VICKI COMEGYS, CSEE – Vice President of Conventions, Sports & Services
KATIE FENCL, CSEE – Director of Conventions, Sports & Services
TRINA FLACK, CMP – Director of Sales
PAULETTE LESTER – Director of Convention Services
MARGIE MARBLE – National Sales Manager – Direct Selling, Cooperations, Trade)
RYAN VOGT – National Sales Manager – Sports
KATIE STIEN, CMP – National Sales Manager – Agriculture, Natural Resources and Motorcoach
AMBER ANGARAN – Destination Account Executive – Health & Medical, Education and Hobby
LAURA BRIGGS – Destination Services Manager
TIFFANY CONRAD – Destination, Meeting & Event Specialist
MARY ANN MOORE – Sales Coordinator
PARKER MURPHY – Department Coordinator

MARKETING

RACHEL BOLDUC – Vice President of Marketing
ERIN HAINES – Director of Marketing
GOIZANE MULLIN – Director of Projects & Events
ADDISON BRATVOLD – Marketing & PR Manager
JEN CROSS – Development & Partner Manager
JUSTIN ZERFAS – Marketing Manager
AUDREY WEIDMAN – Web Specialist
JENNA SCHAFFER – Partner Coordinator
JAN MEYERS – Volunteer Coordinator



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