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)

DES MOINES RANKS IN AMERICA’S MOST 25 FUTURE-READY CITIES
(DELL, 2015)

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

GREATER DES MOINES HOSTED OVER 3 MILLION VISITORS IN 2015

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

TOP TEN IN HIPPEST MID-SIZED CITIES IN AMERICA
(GOGOBOT.COM)

ONE OF 10 UNDERRATED CITIES FOR ART LOVERS
(U.S. NEWS & WORLD REPORT)

TOP 10 CITY FOR CREATIVES
(SMART ASSET)

#2 BEST STATE FAIR IN THE COUNTRY
(USA TODAY)

DES MOINES LEADS U.S. METRO AREAS IN COMMUNITY PRIDE
(GALLUP)

#1 BEST UP-AND-COMING CITY FOR FOODIES
(WOMEN’S HEALTH MAGAZINE)

DES MOINES RANKS 11TH BEST CAPITAL CITY
(WALLETHUB.COM)

SIX BEST NEW BEER CITIES TO VISIT
(VINEPAIR.COM)

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(VINEPAIR.COM)

DES MOINES LEADS U.S. METRO AREAS IN COMMUNITY PRIDE
(GALLUP)
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!

Greg Edwards
President & CEO
Catch Des Moines
<table>
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<th>Chapter</th>
<th>Content</th>
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<td>22. Catch Des Moines Structure</td>
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U.S. TRAVEL INDUSTRY OVERVIEW

**LEISURE TRAVEL**

$683.1 BILLION
Total direct spending on leisure travel in 2016¹

$106.4 BILLION
Total tax revenue generated from spending on leisure travel¹

1.7 BILLION
Number of one day or overnight trips booked in 2016¹

NEARLY 4 OUT 5
Domestic trips taken are for leisure purposes¹

15.3 MILLION
U.S. job supported by travel expenditures¹

**BUSINESS TRAVEL**

$307.2 BILLION
Total direct spending on business travel in 2016¹

$51.4 BILLION
Total tax revenue generated from spending on business travel¹

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

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

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

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

U.S. travel directly supported nearly 8.6 millions 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

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

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

**SOURCES:**
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 ANDREWS, 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
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
(Zippia.com)

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

WEST DES MOINES
NAMED ON LIST OF HIPPEST CITIES
(FindTheHome.com)
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.

$72.13 MILLION ECONOMIC IMPACT OF 288 EVENTS HOSTED

Creating 1,132 full time jobs and supported 48,981 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.

**Inclusive of in-kind contributions.

### 2016-2017 OVERALL GOALS

<table>
<thead>
<tr>
<th>CONVENTION/SPORTS ACTIVITIES</th>
<th>ACTUAL</th>
<th>GOALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MULTI PROPERTY</td>
<td>40 (100%)</td>
<td>40 (MULTI)</td>
</tr>
<tr>
<td>SINGLE PROPERTY</td>
<td>248 (92%)</td>
<td>270 (SINGLE)</td>
</tr>
<tr>
<td>CITYWIDE</td>
<td>5 (12%)</td>
<td>4 (CITYWIDE)</td>
</tr>
<tr>
<td>SITE VISITS</td>
<td>88 (126%)</td>
<td>70</td>
</tr>
<tr>
<td>SALES CALLS</td>
<td>170 (103%)</td>
<td>165</td>
</tr>
<tr>
<td>TRADE SHOW CONTACTS</td>
<td>624 (124%)</td>
<td>505</td>
</tr>
<tr>
<td><strong>MARKETING OPPORTUNITIES</strong></td>
<td>$659,666 (112%)</td>
<td>$587,055</td>
</tr>
<tr>
<td>TOTAL REVENUE</td>
<td>$5,458,673 (100.34%)</td>
<td>$5,440,058</td>
</tr>
</tbody>
</table>

**MARKETING OPPORTUNITIES**

*Inclusive of in-kind contributions.

### MAJOR EVENTS HOSTED

- 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 YEAR IN REVIEW

**TRAVEL EXPENDITURES**

- $8.1 billion statewide travel-generated economic impact
- Polk and 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**

- New Social Media Followers: 29,122
- Increase in follower growth over last fiscal: 37%
- Increase in social media referrals: 155%

**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
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### 2016/2017 YEAR IN REVIEW

**TRAFFIC CALLS**

- 165

**SALES CALLS**

- Multi-property: 248
- Single property: 270
- Citywide: 4

**TRADE SHOW CONTACTS**

- Multi-property: 624
- Single property: 505

**MARKETING OPPORTUNITIES**

- Multi-property: $659,666
- Single property: $587,055

**TOTAL REVENUE**

- Multi-property: $5,458,673
- Single property: $5,440,058
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 experiences\(^2\)
- Gen X ranks at the top in per-day spending at $627/day and their top priority is hotel stay\(^3\)

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 October\(^7\)

TOP 3 MARKETS\(^4\)

<table>
<thead>
<tr>
<th>EASTERN IOWA</th>
<th>COUNCIL BLUFFS/OMAHA</th>
<th>SIOUX CITY</th>
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<tbody>
<tr>
<td>Linn County – Cedar Rapids/Waterloo DMA</td>
<td>Pottawattamie County – Omaha/Council Bluffs DMA</td>
<td>Woodbury County – Sioux City DMA</td>
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<tr>
<td>Scott County – Davenport/Rock Island/Moline DMA</td>
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<tr>
<td>Dubuque County – Dubuque DMA</td>
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</tbody>
</table>
BRAND RESEARCH (CON’T)

ACTIVITIES
People who visit Greater Des Moines are interested in:

- 82% of visitors to Greater Des Moines said they’d consider returning to Des Moines.
- 83% of people use social networks, video sites and photo sites to go to research travel.
- 56% of travelers feel inspired to make travel decisions after a conversation with friends – showing the importance of creating ambassadors.
- Top resources that influence travel decisions:
  - Friends/family recommendations (61%)
  - Social media (47%)
  - Magazine articles (36%)
  - CVB websites (35%)
  - Review sites (32%)

INFLUENCES

PERCEPTION
Attributes that ranked the highest on the survey included:

- 94% of visitors to Greater Des Moines said they’d consider returning to Des Moines.

SOURCES
4. Connex Tableau Des Moines Traveler
5. Des Moines Visitor Survey 2016
7. D.K. Shifflet TRAVEL PERFORMANCE/MonitorSM Report
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 survey.

**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.
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/
2017-2018 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”

- @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
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!”
- @FREDGOWGILLWLY, Instagram

“I love this place. #desmoines #iowa”
- @CARLOTTACAMILLE, Instagram
THANK TO OUR CORPORATE PARTNERS

Photo by Larry Lindell
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

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

The "suite" spot 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 full of things to do by night. Experience amazing food, fine music, artistic culture and unexpected discoveries. When you're planning your next event, catch the "suite" spot otherwise known as Greater Des Moines.

catchdesmoines.com • (800) 451-2625

CATCH WILD RIDES AND FAMILY FUN
BUY TICKETS TODAY!

CATCH GREATER DES MOINES BOTANICAL GARDEN

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

CATCH CULTURE
CATCH CITY SIPS & LOCAL EATS

CATCH GROUP TRAVEL IN GREATER DES MOINES

The "suite" spot 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 full of things to do by night. Experience amazing food, fine music, artistic culture and unexpected discoveries. When you're planning your next event, catch the "suite" spot otherwise known as Greater Des Moines.

catchdesmoines.com • (800) 451-2625

CATCH THE FASTEST SHORT TRACK ON THE PLANET!
Tickets start at just $15!
catchdesmoines.com

CATCH INTERACTIVE EXHIBITS & A-HA MOMENTS
CLICK FOR SURPRISE PRO口ORATES!
catchdesmoines.com

CATCH RETAIL THERAPY
VISIT THE MALL TODAY!
catchdesmoines.com

CATCH CULTURE
CATCH DRAMATIC STORIES & OUTSTANDING ARTISTS

CATCH GROUP TRAVEL IN GREATER DES MOINES
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
• Tradeshows
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.
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