

# 2018 BUSINESS PLAN

NEBRASKA  
... the  
good life

WEST TO  
80

EXIT 4  
Dodge St  
Event Ctr-Balpark  
Eppley Airfield



*Visit*  
**OMAHA**™

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



# VISIT OMAHA

VISION	MISSION	VALUE PROPOSITION
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.	To promote and develop the Omaha metropolitan area as a dynamic tourism destination in order to stimulate economic growth.	Visit Omaha creates sustainable demand for the destination through meeting, event, sports and leisure marketing, collaborative relationships, broad industry experience and unprecedented product knowledge.

## OUR KEY OBJECTIVES

- 1 Increase visitor-related economic impact for the Omaha metropolitan area**
- 2 Influence the long-term development of the destination 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.
- Continuously evaluate and update IT systems and department needs to remain competitive and cost-efficient.
- 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.
- Raise local awareness of the value of tourism in the local economy.

## NEW INITIATIVES

- Lead efforts to accomplish initiatives spelled out in Visit Omaha's 5-year strategic plan
- Secure stable funding for the Meeting Sales strategic marketing fund
- Modernize the procurement and account-payable processes
- Enhance staff expertise on existing technologies
- Implement Simpleview Dashboards for reporting and tracking of key metrics
- Provide employee centric training so staff continues to hone their skills within their particular field.

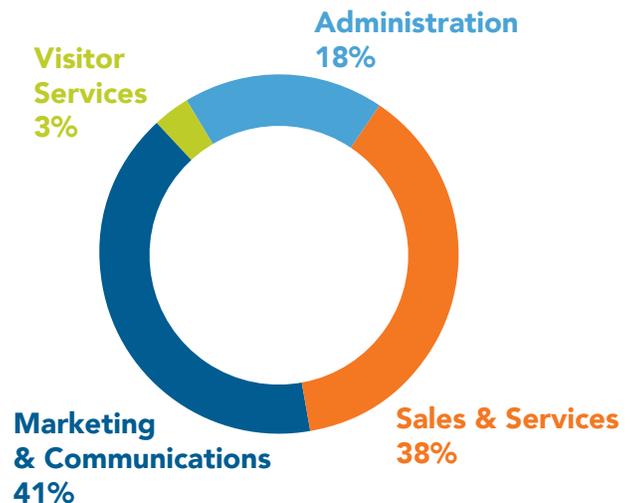
## 2018 REVENUE

	Projected
Lodging tax - County (2%)	\$3,888,881
Occupation tax - City (.5%)	\$923,820
General Fund/Private Dollars	\$1,201,184
<b>Total revenues</b>	<b>\$6,013,885</b>

## 2018 EXPENSES

	%	Projected
Sales & Services	38%	\$2,278,435
Marketing & Communications	41%	\$2,458,348
Visitor Information	3%	\$205,388
Administration	18%	\$1,071,714
<b>Total expenses by dept</b>		<b>\$6,013,885</b>

## 2018 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.



*Visit Omaha tradeshow booth at 2017 ASAE Annual Expo in Toronto  
(3rd place out of 700 booths)*

## 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 70 site tours for planners who are in the process of considering Omaha, 3 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

- Research regional meeting sales partnerships with Sarpy & Pottawattamie counties.
- Increase sales efforts in Chicago.
- Expand into the West meetings market.
- Lead the sports sales efforts for the City of Omaha and partner with local organizations, facilities within the state and the region.
- Solicit feedback from prospective clients and lost city-wide business.
- Join the Team Nebraska partnership with other CVB's in the state to provide a unified approach in selling the sports market.
- Develop and implement sales and marketing strategies to address the continued growth in hotel supply projected over the next two years.
- Collaborate with the Omaha Chamber, local executives and elected officials to target Omaha's key markets including; corporate, education, healthcare, religious and sports.



*Oct 2017 - Trust for Insuring Educators Meeting  
at CenturyLink Center Omaha*



*Visit Omaha tradeshow booth  
at 2017 IMEX America in Las Vegas*

## TARGET GOALS

**125,000** Definite Room Nights

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**425,000** Room Nights Lead Generation

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**70** Site Visits

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**3** Familiarization Tours

# 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.

## 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.



*The sales and services team after providing the staff breakfast.*

## NEW INITIATIVES

- Implement Destinations International Best Practices for attendance promoting.
- Utilize Destinations International event room demand analyzer for measuring true room demand for events.
- Solicit sponsorships for the American Bus Association from within the state and region.
- Promote housing services to local and regional sporting event partners.
- Increase and train volunteer base.
- Redesign and enhance the menu of pre-promotional offerings to assist event organizers by maximizing attendees interest and attendance.
- Conduct destination education and training opportunities for local partners that will help ensure a positive experience for organizers and attendees.



*Visit Omaha's services team provided information and housing services during the 2017 FEI World Cup.*

## TARGET GOALS

**210** Leads and Referrals

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**3** Housing Contract goal

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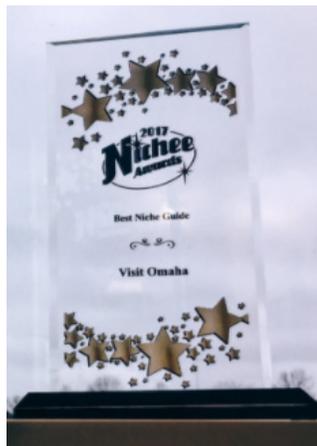
**55** Conduct post event surveys to gauge organization and customer satisfaction

# 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.



**2017 Visitor Guide won a Niche Magazine Award for Best Guide book**

## 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

- Develop and launch a promotional and advertising strategy to brand Omaha as a 52-weekend destination in drive markets, including Kansas City, Des Moines and Sioux Falls.
- Utilize cutting-edge media tactics such as Addressable TV, TV Ad Sync, IP Targeting and CubeYou targeting to expand messaging into new fly and drive markets including: Minneapolis; Denver; St. Louis; Ames, IA; Cedar Rapids, IA; Iowa City, IA; Lawrence, KS and Topeka, KS. The ads will target 'Task-Master Moms', an audience research shows are more inclined to visit Omaha.
- Produce customized, unique high-impact direct mail promotional pieces targeting meeting, event and sports decision makers.
- Research the development and funding of a new visitor experience utilizing augmented reality.
- Partner with local attractions and restaurants to create immersive experiences for blogger and social media influencer outreach and familiarization trips for both the leisure and convention markets.
- Continue to educate and inspire the local community about the benefits of tourism by showcasing emotional stories of those whose jobs depend on tourism.
- Increase in-house video creation for social media sharing to grow engagement.
- Create new content focused on unique outdoor activities to share on a variety of platforms including VisitOmaha.com and social media channels.



**Bob 0.9K Marathon Campaign won  
2017 Destinations International WOW Award for Most Creative**

## TARGET GOALS

**5%** Increase website sessions from target markets

**4%** Increase weekend hotel demand

**10%** Increase in marketable database to 241,685

**15%** Increase in website sessions to 1.4 million

**10%** Increase in social media audience to 162,000

**20%** Increase in PR generated impressions/audience

**2 MILLION** Paid media impressions targeting convention decision makers

**\$5,000** 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.

## NEW INITIATIVES

- Research and explore options to sell retail logo items/apparel. The retail items will fulfill a need for visitors and creates additional marketing opportunities of the Visit Omaha brand.
- Expand outreach of our resources to the greater Omaha metropolitan area. Interact with visitors and locals by providing materials that will increase visitation to, and spending with, our partners.
- Study and explore options for a Mobile Marketing Unit.
- In partnership with the airport and surrounding communities, update cosmetically and upgrade technology at the airport information kiosks to provide a more interactive and engaging experience.

## TARGET GOALS

Attend **10** familiarization tours

Recruit, train and retain **70** volunteers

Expand and enhance the regional tourism awards program



Omaha Metropolitan Area Tourism Awards

# STAFF

## ADMINISTRATION

Keith Backsen, CDME  
*EXECUTIVE DIRECTOR / PRESIDENT*

Dean Miller  
*VICE PRESIDENT OF OPERATIONS*

Jodie Smith  
*ACCOUNTING CLERK*

Cindy Brickey  
*EXECUTIVE ASSISTANT*

## MARKETING AND COMMUNICATIONS

Deborah Ward  
*VICE PRESIDENT OF MARKETING  
& COMMUNICATIONS*

Jasmyn Goodwin  
*DIRECTOR OF MARKETING & CONTENT*

Tracie McPherson, APR  
*DIRECTOR OF COMMUNICATIONS*

Erin O'Brien  
*SOCIAL MEDIA MANAGER*

Amy Cunningham  
*GRAPHIC DESIGNER*

Lynn Mace  
*MARKETING COORDINATOR*

## VISITORS CENTER

Michele Hayes, PHR, SHRM-CP  
*VISITOR SERVICES MANAGER*

## MEETING, SPORTS AND EVENT SALES

Cathy Keller  
*VICE PRESIDENT OF SALES & SERVICES*

Mark Rath, CSEE  
*DIRECTOR OF SALES*

Matt Heck  
*NATIONAL SALES MANAGER*

Mattie Scheeter, CMP  
*NATIONAL SALES MANAGER*

Kenzie Coleman  
*NATIONAL SALES MANAGER*

Bill Slovinski  
*TOURISM SALES MANAGER*

Sue Chevalier  
*RESEARCH ANALYST*

Kristin Beglin  
*NATIONAL SALES COORDINATOR*

Kelsey McGreer  
*SALES AND MARKETING COORDINATOR*

## MEETING, SPORTS AND EVENT SERVICES

Erin Brungardt  
*SERVICES & HOUSING MANAGER*

Anabella Coenen  
*SERVICES COORDINATOR*



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