2017/2018 YEAR IN REVIEW

TRAVEL EXPENDITURES
Polk and Dallas Counties received more than one quarter of the $8.1 billion in statewide travel-generated economic impact in 2016 according to the Iowa Economic Development Authority's County Impact Study released September 2017.

STATEWIDE $8.1 billion
POLK & DALLAS COUNTIES $2.085 billion
POLK COUNTY: $1.9 billion
DALLAS COUNTY: $185 million

MEDIA HIGHLIGHTS
456 STORIES FEATURED IN PRINT/BROADCAST
59 STORIES IN INDUSTRY PUBLICATIONS
237 WEEKLY LOCAL MEDIA SEGMENTS

SOCIAL MEDIA
9,304 NEW SOCIAL MEDIA FOLLOWERS
9.95% INCREASE IN FOLLOWER GROWTH OVER LAST FISCAL
6,540,363 IMPRESSIONS FROM SOCIAL MEDIA
65,189 ENGAGEMENTS FROM SOCIAL MEDIA

WEBSITE GROWTH
4.5% GROWTH IN WEB SESSIONS TO CATCHDESMOINES.COM

CO-OP ADVERTISING PROGRAM
IMPRESSIONS DELIVERED IN 2017-2018 FOR PARTNERS: 47,897,486
[ OVER-DELIVERED PROJECTED IMPRESSIONS BY 102% ]

>>> 98.96% <<< PARTNER RETENTION RATE

715 CONVENTIONS/EVENTS UTILIZED
CATCH DES MOINES RESOURCES IN 2017-2018

296 OF THOSE CONVENTIONS/EVENTS OCCURRED BECAUSE OF SALES EFFORTS CREATING $78.47 MILLION IN ECONOMIC IMPACT

$110.98 MILLION ECONOMIC IMPACT OF 302 BOOKED EVENTS

SIGNIFICANT BOOKINGS
- USA OUTDOOR TRACK & FIELD CHAMPIONSHIPS
  JUNE 2018 AND JULY 2019
- USA WRESTLING PRESEASON NATIONALS
  OCTOBER 2018 AND 2019
- BIO WORLD CONGRESS
  JULY 2019
- GENERAL ASSEMBLY OF THE CHRISTIAN CHURCH
  DISCIPLES OF CHRIST) JULY 2019
- NATIONAL CONGRESS ON SCHOOL TRANSPORTATION
  MAY 2020
- SOIL AND WATER CONSERVATION SOCIETY ANNUAL CONFERENCE
  JULY 2020
- NURSING ORGANIZATIONS ALLIANCE FALL SUMMIT
  NOVEMBER 2020
- MIDWEST NURSING RESEARCH SOCIETY ANNUAL CONFERENCE
  MARCH 2021
- NATIONAL SPEECH AND DEBATE TOURNAMENT
  JUNE 2021
- USA/CANADA LIONS ANNUAL FORUM
  SEPTEMBER 2021
- JUNIOR HIGH NATIONAL FINALS RODEO
  JUNE 2024 AND JUNE 2025

MAJOR EVENTS HOSTED
- NATIONAL JUNIOR ANGUS SHOW / JULY 2017
- SOLHEIM CUP / AUGUST 2017
- AQS QUILT WEEK / OCTOBER 2017
- KENNEDY CENTER AMERICAN COLLEGE THEATER FESTIVAL / JANUARY 2018
- NAIA WRESTLING CHAMPIONSHIPS / MARCH 2018
- USA RACQUETBALL NATIONAL JUNIOR OLYMPIC CHAMPIONSHIPS / JUNE 2018
- USA OUTDOOR TRACK & FIELD CHAMPIONSHIPS / JUNE 2018

2017-2018 OVERALL GOALS

<table>
<thead>
<tr>
<th>GOAL</th>
<th>ACTUAL ($)</th>
<th>ACTUAL (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SALES GOALS</td>
<td>1,267,800 (115%)</td>
<td>1,100,000</td>
</tr>
<tr>
<td>SINGLE PROPERTY</td>
<td>152,400</td>
<td>600</td>
</tr>
<tr>
<td>MULTI-PROPERTY</td>
<td>515,400</td>
<td>600</td>
</tr>
<tr>
<td>CITYWIDE</td>
<td>301,324,357 (120.52%)</td>
<td>1,000,000</td>
</tr>
<tr>
<td>MARKETING GOALS</td>
<td>1,364,532 (136.45%)</td>
<td>581,407</td>
</tr>
<tr>
<td>REVENUE</td>
<td>$479,322 (82.42%)</td>
<td>55,575,424 (95.95%)</td>
</tr>
<tr>
<td>IMPRESSIONS</td>
<td>301,324,357 (120.52%)</td>
<td>5,518,190</td>
</tr>
<tr>
<td>ENGAGEMENTS</td>
<td>1,364,532 (136.45%)</td>
<td>5,518,190</td>
</tr>
<tr>
<td>TOTAL REVENUE</td>
<td>$5,575,424 (95.95%)</td>
<td>5,518,190</td>
</tr>
<tr>
<td>TOTAL EXPENSE</td>
<td>$5,472,528 (94.18%)</td>
<td>5,518,190</td>
</tr>
</tbody>
</table>

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