

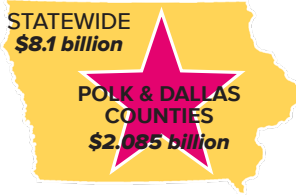
# 2017/2018 YEAR IN REVIEW

## 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 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**

SUPPORTING **1,166**  
FULL TIME JOBS

**\$110.98  
MILLION  
ECONOMIC  
IMPACT OF  
302 BOOKED  
EVENTS**

SUPPORTING **1,571**  
FULL TIME JOBS

## 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

	ACTUAL (#)	GOAL
<b>SALES GOALS</b>	<b>1,267.80 (115%)</b>	<b>1,100 (PTS)</b>
SINGLE PROPERTY	152.40	
MULTI-PROPERTY	515.40	
CITYWIDE	600	
<b>MARKETING GOALS</b>		
REVENUE	\$479,222 (82.42%)	\$581,407
IMPRESSIONS	301,324,357 (120.52%)	250,000,000
ENGAGEMENTS	1,364,532 (136.45%)	1,000,000
TOTAL REVENUE	\$5,575,424 (95.95%)	\$5,810,190
TOTAL EXPENSE	\$5,472,528 (94.18%)	\$5,810,190