

CATCH DES MOINES



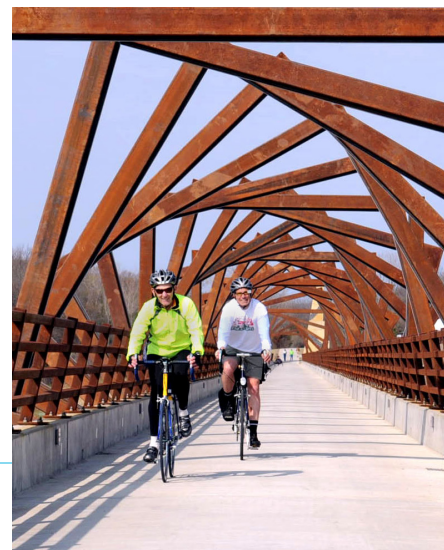
2016-2017 ANNUAL MARKETING PLAN



GREATER DES MOINES CONVENTION & VISITORS BUREAU
DES MOINES AREA SPORTS COMMISSION



GREATER DES MOINES





>> 17,000 travel industry related jobs in Polk/Dallas counties

Des Moines Ranks in America's Most 25 Future-Ready Cities (DELL, 2015)

>> \$2.1 billion travel expenditures in Polk/Dallas counties, \$4,000 per minute spent on travel in the Metro

Des Moines Ranks 11th Best Capital City (WALLETHUB.COM, 2016)

>> Greater Des Moines hosted over 3 million visitors in 2015

Des Moines Leads U.S. Metro Areas in Community Pride (GALLUP, 2015)



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A MESSAGE FROM GREG EDWARDS

President / CEO



Greetings,

2016 was an exciting year for the Greater Des Moines Convention and Visitors Bureau and the Des Moines Area Sports Commission. We hosted 640 events, including the Iowa Caucus and the NCAA Division I Men's Basketball Tournament First and Second Rounds. We also bid on and secured dozens of events for future years. Our success in 2016 was possible because of strong partnerships with the communities we represent and the many businesses and organizations who believe in what we do and work with us to help make it happen. So to all of you - thank you!

As we continue to find new ways to promote Greater Des Moines and showcase the work of our organization, we hope that you find our Annual Marketing Plan a strong resource in providing insight into our brand, mission and accomplishments. The plan highlights our vision and focus for the upcoming year and the goals we've set to get there. You can look for an updated version of this every year as we work to increase visibility of our destination and our brand.

We are proud to showcase the work we did in 2016 and we look forward to the continued partnerships and opportunities ahead in 2017. On behalf of myself, the Board of Directors, and the entire staff, we are excited to start another year of landing new events and bringing in more visitors to catch all Greater Des Moines has to offer.

A handwritten signature in black ink, appearing to read 'Greg Edwards'. The signature is stylized and cursive.

Greg Edwards
President & CEO
Greater Des Moines Convention and Visitors Bureau
Des Moines Area Sports Commission

U.S. TRAVEL INDUSTRY OVERVIEW



LEISURE TRAVEL
\$650.8 BILLION

Total direct spending on leisure travel in 2015¹

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

BUSINESS TRAVEL
\$296.3 BILLION

Total direct spending on business travel in 2015¹

\$99.6 BILLION

Total tax revenue generated from spending on leisure travel¹

Total tax revenue generated from spending on business travel¹

\$48.3 BILLION

Each U.S. household would pay \$1,192 more in taxes without the tax revenue generated by travel and tourism.

1.7 BILLION

Number of one day or overnight trips booked in 2015¹

Number of one day or overnight trips for business booked in 2015¹

459 BILLION



PRIMARY TRANSPORTATION

89%

Driving is a primary mode of travel transportation of trips 50 miles or more²

80%

of business trips are done via driving²

DIGITAL DEPENDENCE



65%

Percentage of leisure and business travelers, respectively, that use the Internet to research travel³

69%

56%

of travelers use smartphone to find activities while on vacation³

No.7 >> Where travel ranks in terms of employment compared to other major private industry sectors

SOURCES: 1.U.S. Travel Answer Sheet, U.S. Travel Association, 2015, https://www.ustravel.org/system/files/Media%20Root/Document/US_Travel_AnswerSheet_2015.pdf | 2.Long Distance Transportation Patterns: Mode Choice, U.S. Department of Transportation Statistics, http://www.rita.dot.gov/bts/sites/rita.dot.gov/bts/files/publications/america_on_the_go/long_distance_transportation_patterns/html/entire.html | 3The 2014 Traveler's Road to Decision, Google, June 2014, https://storage.googleapis.com/think/docs/2014-travelers-road-to-decision_research_studies.pdf





INTRODUCTION

The Greater Des Moines Convention and Visitors Bureau is an accredited Destination Marketing Association 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 local Greater Des Moines communities we represent.

MISSION

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

ORGANIZATIONAL STRUCTURE

HOW WE ARE FUNDED

Catch Des Moines is funded by the communities we support. We receive 2/7th percentage on hotel/motel tax. We report to a 28-member board.

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

- Over 840 Marketing Partners
- Over 15 Corporate Partners

OUR STAFF

Catch Des Moines employs 24 full-time and four part-time staff members who are responsible for managing daily operations, strategic planning, market research, sales and leisure advertising programs, public relations, co-op marketing program and meeting, convention, event and sports sales and support.



The Greater Des Moines Convention and Visitors Bureau is designated an Official Accredited Destination Marketing Organization by Destination Marketing Association 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.

2015-2016 BOARD OF DIRECTORS



CATCH DES MOINES EXECUTIVE COMMITTEE

Bob Andeweg, Chair
Mayor, City of Urbandale

Shannon Cofield
Drake University

Paula Dierenfeld, Vice Chair
Mayor, City of Johnston

Angela Connolly
Polk County Supervisor

Paul Rottenberg, Past Chair
Orchestrated Management Associates

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, City of Des Moines

Skip Conkling, Mayor, City of Altoona

Chris Connolly, Iowa Events Center

Chris Diebel, LPCA Public Strategies

Wes Enos, City of Bondurant

Kerry Gumm, Principal Financial Group

Eric Klein, City of Clive

Sara Kurovski, Mayor, City of Pleasant Hill

Gary Lorenz, Mayor, City of Ankeny

Tom Mahoney, ITA Group

Rick Messerschmidt, City of West Des Moines

Patrick Miller, Des Moines Marriott Downtown

Jason Morse, Mayor, City of Polk County

Tom Murray, TownePlace Suites

John Parker, Jr., Councilman, City of Indianola

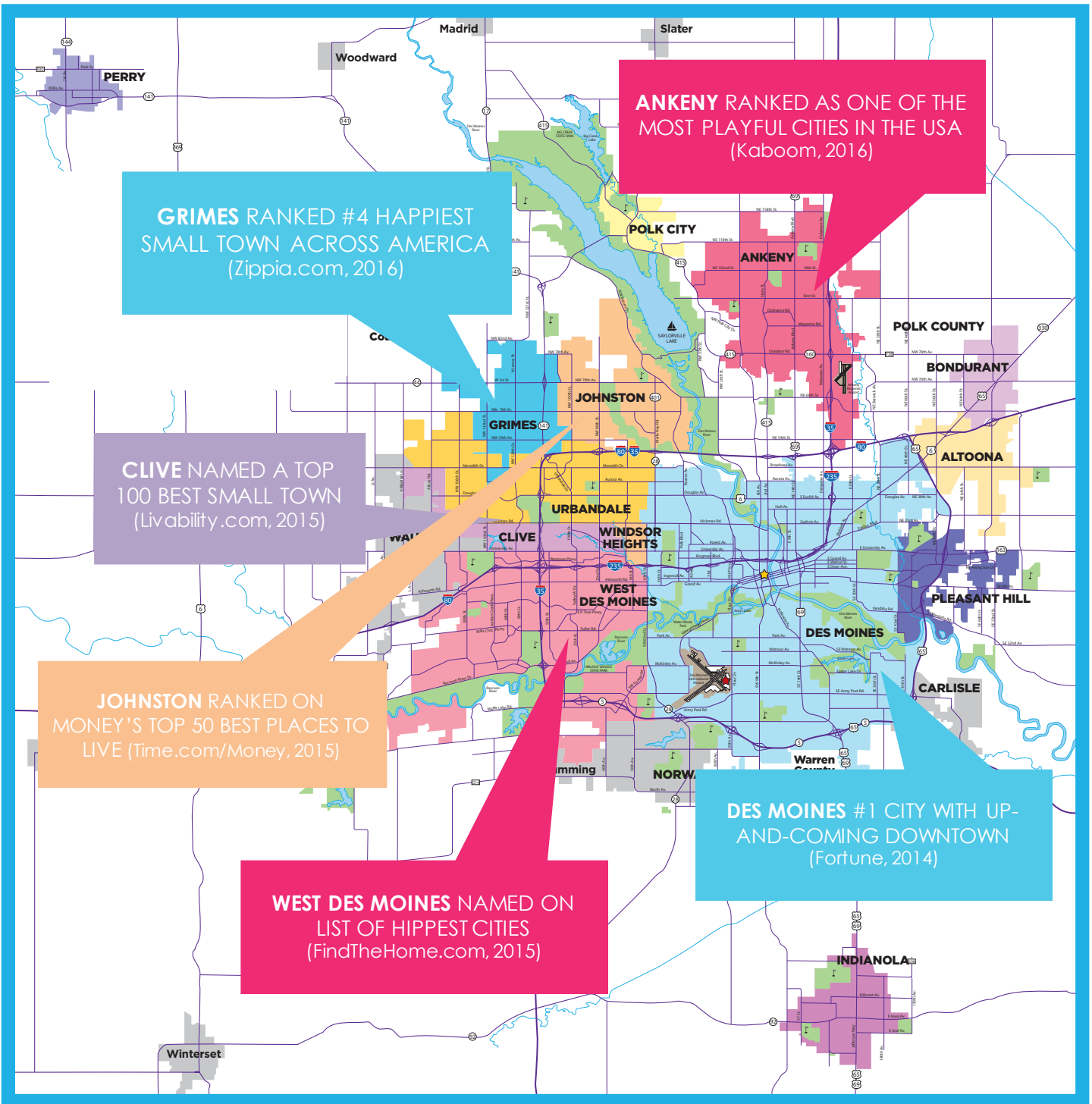
Jay Pattee, Mayor, City of Perry

Gary Slater, Iowa State Fair

Clay Willey, Prairie Meadows Racetrack & Casino

Diana Willits, Mayor, City of Windsor Heights

LOCAL COMMUNITIES WE ARE PROUD TO REPRESENT



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

2015/2016 YEAR IN REVIEW

MAJOR EVENTS HOSTED

- USA Volleyball High Performance Championships / [JULY 2015](#)
- Medicaid Enterprise Systems / [AUGUST 2015](#)
- NCAA Division I Women's Volleyball Regionals / [DECEMBER 2015](#)
- Caucus / [FEBRUARY 2016](#)
- Animal Science / [MARCH 2016](#)
- NCAA Division I Men's Basketball 1st and 2nd Rounds / [MARCH 2016](#)
- The Questers / [MAY 2016](#)
- National Square Dance Convention / [JUNE 2016](#)
- American Quilters Society / [OCTOBER 2016](#)

MEDIA HIGHLIGHTS

180 stories secured

65 regional, national or trade publications

4% above industry-average open rates on e-newsletters

SOCIAL MEDIA

21,978 NEW social media followers

37% increase in follower growth over last fiscal

155% increase in social media referrals to catchdesmoines.com

\$76.4 MILLION ECONOMIC IMPACT

For every **\$1** of hotel/motel tax received, **\$16.59** is returned to the local economy

CATCH
flavor
CATCH DES MOINES

In March 2016, Catch Des Moines launched a new Catch Des Moines Flavor campaign to promote Greater Des Moines as a premier food and drink destination with a unique taste of place.

Hosted a Garth Brooks FAM Trip with **14** Planners

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

SIGNIFICANT BOOKINGS

- National Governors Association / [JULY 2016](#)
- American Cheese Society / [JULY 2016](#)
- Jehovah's Regional Convention / [JUN-JUL 2017](#)
- Life Leadership / [JULY 2017](#)
- AQS QuiltWeek / [OCTOBER 2017-19](#)
- International Babywearing Conference / [JULY 2018](#)
- Association of Chamber of Commerce Executives / [JULY 2018](#)
- National High School Junior High Rodeo / [JUNE 2020](#)
- Midwest JVA / [MAY 2017](#)
- NCCAA Men's/Women's Division II National Championships / [MARCH 2017](#)

>>> 2015-2016 OVERALL GOALS

SALES & SPORTS	ACTUAL	GOAL
MULTI-PROPERTY	35 (117%)	30 (MULTI)
SINGLE PROPERTY	231 (100%)	230 (SINGLE)
CITYWIDE	13 (118%)	11 (CITYWIDE)
SITE VISITS	74 (135%)	55
SALES CALLS	164 (137%)	120
MARKETING OPPORTUNITIES	\$576,302 (107%)	\$540,500
VISITOR INQUIRIES	849,376 (93%)	909,320

>>> **96%** <<<
PARTNER RETENTION RATE







>> **165 SALES CALLS**
with National Organizations

HOSTED 74 SITE VISITS

396 TRADESHOW CONTACTS

CATCH THE BUZZ

Check out what people are saying about their time in Des Moines. And be sure to catch all of the buzz by following us on our social media channels:

	facebook.com/catchdesmoines		pinterest.com/catchdesmoines/
	twitter.com/catchdesmoines		youtube.com/user/catchdesmoines
	instagram.com/catchdesmoines/		https://www.catchdesmoines.com/blog/



“...I knew there was something about Iowa I loved...”

- @UKCoachCalipari, Twitter

“I love this place. #desmoines #iowa”

- @carlottacamille, Instagram

“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

*“#DesMoines #iowa
Downtown Des Moines is an amazing city #travel #buildings #instatraveling”*

- @thevanwilder27, Instagram

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

- @fredcowgillwky, Instagram

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

- @JesseZachary, Twitter



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 the Greater Des Moines Convention Visitors Bureau and Des Moines Area Sports Commission.

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 Greater Des Moines Convention and Visitors Bureau and the Des Moines Area Sports Commission 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 the Greater Des Moines Convention and Visitors Bureau, Des Moines Area Sports Commission and the region.



To learn more about our Strategic Priorities, visit www.catchdesmoines.com/about/





2016-2017 ANNUAL MARKETING PLAN

Photo by Larry Lindell

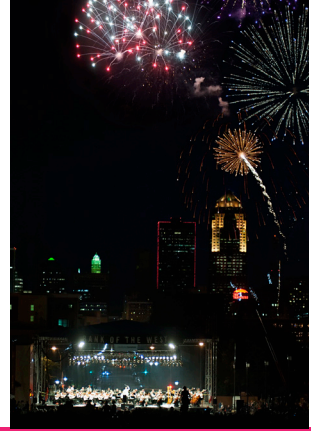


ANNUAL MARKETING PLAN

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 2016-2017 fiscal year to ensure all goals are reached successfully and in a timely manner.

REGIONAL RELEVANCY

- Continue to be an active participant in destination development through research and driving economic impact via community engagement
 - Launch DestinationNEXT diagnostic assessment – detailed destination analysis surveying views, perceptions, wants and needs related to our destination development and ways the travel industry can impact that growth
 - Educate local leaders on how they can be a Catch Champion – provide local leaders the knowledge and resources to expand their leadership regionally/nationally/globally by bringing events specific to their industry to Greater Des Moines
- Provide opportunities for Catch Des Moines partners to engage with clients by showcasing partners through planning resources, contact lists, listings, events, coordinated introductions, etc.
- Develop and execute comprehensive local communications strategy, inclusive of:
 - Regular exposure and sharing of content/resources with local news and civic organizations
 - Annual city and industry hospitality communication plan, including monthly marketing brief, city council annual presentations, city communication officer meetings, distribution of annual marketing plan, VIM updates and more
 - Strategically support local organizations, ensuring direct ROI on overall Catch Des Moines mission
- Ensure accurate and detailed financial records and reporting
 - Successful audit of finances
 - Maintain historical reports for hotel/motel tax, occupancy, etc.
 - Collaborate with team to generate accurate fiscal year budget projections



ANNUAL MARKETING PLAN (CON'T)

ATTRACT NEW MARKETS & RETAIN EXISTING MARKETS

- Continue to grow emerging markets and retain existing events through strategic and efficient sales efforts
 - Book four city-wide conventions/sporting events (defined as 1399+ room nights required for peak night)
 - Book 40 multi-property conventions/sporting events (defined as 300-1399 room nights required for peak night)
 - Book 45 single-property conventions/sporting events (defined as 150-299 room nights required for peak night)
 - Book 225 single-property conventions/sporting events (defined as under 149 room nights required for peak night)
- Actively engage locally, regionally and nationally in industry trade shows and events
 - Participate in 18 national industry trade shows and meet with 500+ organizations
 - Make 165 sales calls to groups outside of Iowa
 - Attend or host four national client meetings outside of Iowa
 - Host 70 planner site visits/familiarization trips
 - Execute four national client events across the country
- Develop and execute annual visitor/trade public relations strategy, focusing on:
 - High profile industry and mainstream media coverage
 - Feature placements in top trade publications
 - Secure regional/national/trade publication placements
- Develop a five year action plan for housing by actively engaging with local hotels, researching latest trends/technology and building internal resources to implement
- 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
- Serves as the areas' marketing face in attracting convention and sporting events to the metro
- Provide area expertise, connect to resources for meeting and event professionals hosting over 800 events in Greater Des Moines



ANNUAL MARKETING PLAN (CON'T)

ENHANCE THE VISITOR EXPERIENCE

- Maintain strong relationships with front line hospitality and to help provide resources, information, solve problems, etc. to ensure a great visitor experience
- Plan for new extranet site for partners to assist with efficient, effective communication to all partners
- Digital media - Develop and execute annual social media & website strategy, focusing on visitor engagement through:
 - Increase Facebook followers outside of Greater Des Moines by 16%
 - Increase overall social media followers by 40%
 - Prioritize Twitter messaging to engage with groups in Greater Des Moines for specific events
 - Increasing total unique visitors by 6%; by providing visitor relevant resources and content
 - Build website refresh strategy for 2017-2018 budget, goals
 - Streamline newsletter communications calendar and content, while maintaining above-average industry open rates of 16-17%

PUSH THE DES MOINES BRAND

- Grow and develop the co-op advertising campaign, working with local partners to tell the story of Greater Des Moines through an integrated media buy, executed with dynamic creative showcasing partners in a cohesive Greater Des Moines message
 - Track ROI and budget on all media buys, optimizing as necessary
- Catch Des Moines
 - Refine and streamline Catch Des Moines brand and look to show the growth in Greater Des Moines over the past five years
 - Develop target market strategy by refining, defining, clarifying and prioritizing target markets to more effectively and efficiently reach sales and leisure travelers
- Grow video and photo libraries
 - Research and implement a file and video-sharing solution
 - Source and secure photos and videos that share the diverse offerings of the Greater Des Moines area



ANNUAL MARKETING PLAN (CON'T)

PUSH THE DES MOINES BRAND (CON'T)

- Develop and execute annual visitor public relations strategy, focusing on:
 - High profile mainstream media coverage
 - Secure Catch Des Moines mentions and interviews

BOARD ADVOCACY

- Develop new format for all board presentation materials
- Regular exposure and sharing of administration, sales and marketing efforts to support the mission
 - Increased city and industry hospitality communication, monthly brief, city council annual presentations, city communication officer meetings, distribution of annual marketing plan, VIM updates and more
- Consistent and clear communication
- Overview of audits, historical reports for hotel/motel tax, occupancy, accurate fiscal year budget projections, etc.

THANK TO OUR CORPORATE PARTNERS



Photo by Larry Lindell



MARKETING

CO-OP ADVERTISING

The Co-op Advertising Program was created to bring people from around the state and country to experience our city. From four original members, our ranks have grown to include 25 major organizations across the metro area. These institutions come in all shapes and sizes but share a common goal: to promote themselves and Greater Des Moines.

CO-OP PARTNERS



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

MARKETING

ADVERTISING MEDIA CREATIVE



NATIONAL balloon CLASSIC

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



CATCH THE SUITE SPOT

The "suite" spot is where the perfectly sized city exceeds expectations. It's a new convention center. And 10,000 reasons to see your head. It's where once business is done for the day, you'll enjoy a city full of things to do by night. Amazing food. Live music. An artistic culture. Unexpected discoveries. All within walking distance. That's why when you're planning your next event, catch the "suite" spot otherwise known as Greater Des Moines.

catchdesmoines.com • (800) 451-2625

GREATER DES MOINES CONVENTION & VISITORS BUREAU



MB2 RACEWAY

CATCH MB2 RACEWAY catchdesmoines.com



CATCH flavor CATCH DES MOINES



CATCH GREATER DES MOINES BOTANICAL GARDEN CATCH DES MOINES



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 cateries 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 CASINO FUN & LIVE RACING CATCH DES MOINES

CLICK FOR UPCOMING EVENTS & LIVE RACING SCHEDULE.



CATCH LIVING HISTORY FARMS CATCH DES MOINES

catchdesmoines.com



CATCH THE LATEST TRENDS

VISIT THE MALL TODAY!

catchdesmoines.com



CATCH IOWA SPEEDWAY CATCH DES MOINES

catchdesmoines.com

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 cateries 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 CULTURE CATCH DES MOINES WINEfest

CATCH CITY SIPS & LOCAL EATS



CATCH DES MOINES active your guide to sports, health, wellness.

catchdesmoinesactive.com



CATCH CULTURE CATCH DES MOINES

CATCH RIVERDANCE
DES MOINES CIVIC CENTER | MARCH 18-20



CATCH CULTURE CATCH DES MOINES



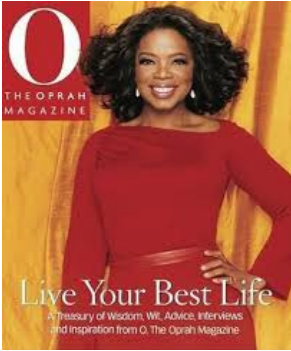
CATCH CULTURE CATCH DES MOINES

CATCH CULTURE
CATCH DRAMATIC STORIES & OUTSTANDING ARTISTS



MARKETING

ADVERTISING MEDIA OUTLETS



MEDIA OUTLETS

- > Print
- > Television
 - TV
 - Cable
 - Satellite
- > Radio
- > Digital Outdoor
- > Online
 - Geo-targeted ads
 - Pre-roll video
 - Pandora ads
- > Social Media
 - Facebook ads
 - Instagram
 - Twitter

SUCCESSFUL
MEETINGS **START HERE**

Midwest Living

SportsEvents MEDIA GROUP

Business Record

The Des Moines Register

CNN

allrecipes.com

THE SPORTS WORLD'S EVENT MAGAZINE
SportTravel

tripadvisor

Better Homes and Gardens

P
PANDORA

tbs



CATCH DES MOINES STRUCTURE

FINANCE & ADMINISTRATION

The Finance & Administration Team manages all office financial, technological, human resource, 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 location. The team works collectively to ensure a smooth pre-event, event and post-event experience for planners.

MARKETING

The Marketing Team is responsible for all marketing efforts, including 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

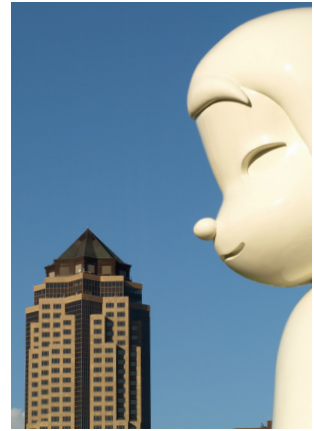
NANCY GOODE – *Vice President of Finance & Administration*
MARISSA BROWN – *Director of Information Technology*
SHANNON WINTERS, CDME – *Finance Manager*
LAURA MCNICHOLS – *Executive Assistant*
JAYNE DURNIN – *Housing & Research Assistant*
PAULA GLEASON – *Receptionist*
JANET KOERNER – *Receptionist*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

SALES / SPORTS / SERVICES

VICKI COMEGYS, CSEE – *Vice President of Conventions, Sports & Services*
KATIE FENCL, CSEE – *Director of Sports*
PAULETTE LESTER – *Director of Convention Services*
MARGIE MARBLE – *Director of Conventions*
TRINA FLACK, CMP – *National Sales Manager – Associations, Government, Student Groups, Engineering and Military*
KATIE STIEN, CMP – *National Sales Manager – Agriculture, Natural Resources and Motorcoach*
AMBER ANGARAN – *Sales Manager – Health & Medical, Education and Hobby*
TIFFANY CONRAD – *Destination, Meeting & Event Specialist*
RYAN VOGT – *Senior Sports Event Manager*
MARY ANN MOORE – *Sales Coordinator*
LAURA BRIGGS – *Sports Services & Volunteer Coordinator*

MARKETING

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



 **CATCH
DES MOINES**
GREATER DES MOINES CONVENTION & VISITORS BUREAU
DES MOINES AREA SPORTS COMMISSION

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