

Catch Des Moines Enhancing Image Pride and Perception

Convention & Visitors Bureau (CBV) = Catch Des Moines

Des Moines Partnership = Seize Des Moines

Chief Communication Officer for Regional Des Moines Partnership

What we do

CBV receives some hotel tax to fund culture and arts

Selling Greater Des Moines

Why do travelers visit Des Moines

Found out people's top reasons for visiting

Kansas City people would make a short drive for a short vacation

Community Pride

1. Regional pride
 - a. Act as a region....CBV represents 15 communities around the region. Catch Des Moines got a few rumblings from the suburbs. Majority of their work is downtown, for conventions or events.
2. Catch Des Moines
 - a. Identify gap
 - i. Perception vs. reality
 - ii. See slides
 - iii. Don't use big city feel with small town amenities. Act like a big city and talk like a big city!
3. Large Events
 - a. Brag about hosting the NCAA Men's basketball
 - b. To get the Wizzard World Comic Con they used super hero suits to greet them! They even faked a funeral.
4. CBV Staff outreach
 - a. Staff super involved in the community
 - b. Staff go to all chamber events
 - c. Staff on City Parks and Rec boards and commissions for the City
 - d. Involved in regional and national associations
5. Quality of Life
 - a. Proud of all the things to offer for those who live there or visit.

Catch Champions

- People who help bring in annual meetings or events

Nurture Community Pride by Tiffany Tauscheck

Share Des Moines Ambassadors

Informs ambassadors (empower them to share in their social medias) Please help us share this good news. 200 individuals signed up to share Des Moines...

Invited Ambassadors, photographers and bloggers in Des Moines and encouraged them to keep sharing...launched a Facebook group

Case Study...there was risk in making the goal public of trending on twitter. Reached out to ambassadors prior to event...why do you love it here? Asked for help to trend nationally.

Reminders emails and reminders, add hashtag on event hand-outs, #seizedesmoines

Wrote in multiple calls to action in their script

CEO tweeted on stage

Reached out to local media and wrote scripts for tv stations to ask the questions (in the room, media, and online social media)

Do the work for them and then just ask....

Cultivate the message

Create custom web browsers and everything!!

Questions

How did they convince locals Des Moines was great? Multiple quality of life amenities. There was enthusiasm and people out telling the story about how cool things are. Dress for the job you want. Convince a few people and a few leaders at the time to make Des Moines really cool...

Amenities' – brag about rankings – more rankings and more community pride – shift in thinking...I am going to be proud, but here are the things I am really proud of. Those are your talking points...we are proud because of this.

You have to believe the pride to change it. Leaders lead it...people who believe it and empower them to tell the story