

# SEPTEMBER MHA MEETING

Annual Update from  
Tourism Partners

## AGENDA

- Steve Hilton, MHA President
- Kema Geroux, TreeRush Adventures
- Gil Cohen, Omaha Magazine
- Speakers:
  - Roger Dixon, MECA
  - Mark Eckman, Council Bluffs CVB
  - Keith Backsen & Cathy Keller, Visit Omaha
  - Josh Todd, Omaha Sports Commission
  - Fred Uhe, Sarpy Co Tourism

ROGER DIXON  
MECA



# Riverfront Revitalization Project

Roger Dixon

*President & CEO*

**MECA**

• Tri-Park Complex, LLC •

# Riverfront Revitalization

*Omaha, Nebraska*





# Groundbreaking

Gene Leahy Mall  
*February 28, 2019*



# Gene Leahy Mall



Pavilions & Playgrounds | Green Space for Recreation | New Features | Preservation of Character



# Heartland of America Park



Skate Ribbon & Water Features | Green Space for Recreation | New Features | Connection to River

# Lewis & Clark Landing



Urban Beach | Walking Trails | Sand Volleyball | Connection to River

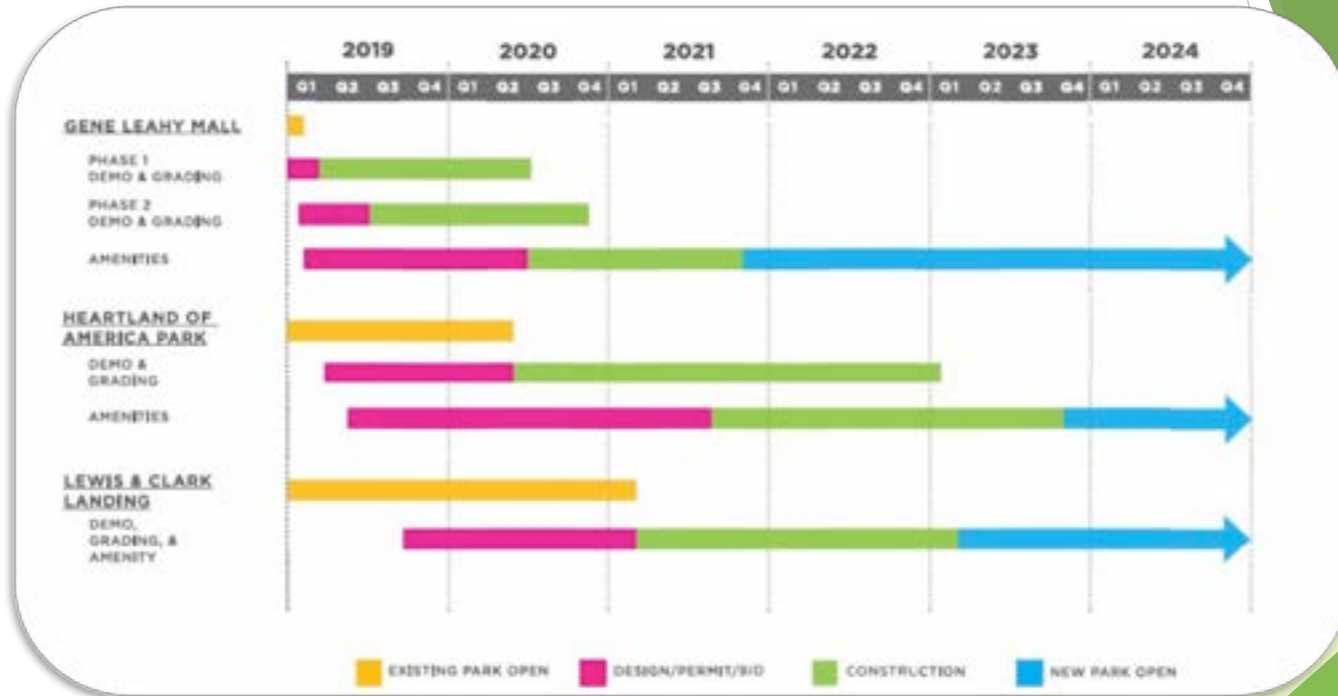
# Programming



The image features a modern, abstract graphic design. On the left, there are three green, pointed shapes of varying sizes. The central focus is a dark grey trapezoidal shape containing the word "Funding" in a bold, white, sans-serif font. To the right of this shape is a large, complex area composed of numerous overlapping, semi-transparent green triangles and polygons, creating a layered, geometric effect. The overall composition is clean and professional, suitable for a business or financial presentation.

**Funding**

# Schedule



Gene Leahy Mall 2021 | Heartland of America Park 2023 | Lewis & Clark Landing 2023



**The  
RiverFront**

 **Gene Leahy Mall**  
at The RiverFront

 **Heartland of America Park**  
at The RiverFront

 **Lewis and Clark Landing**  
at The RiverFront



# Progress



First Picture: April 11



Most Recent: September 9



Most Recent: September 9



# Construction Updates



- 8<sup>th</sup> Street Closure & Pedestrian Bridge Removal
- 8<sup>th</sup> Street Reconstruction



- Pedestrian Bridge Removal in GLM



- Iconic Orange Space Frame Relocation to Millwork Commons District



**Thank You!**

MARK ECKMAN  
COUNCIL BLUFFS CVB



## IOWA WEST SPORTS PLEX



- 75,000-square-foot/\$8.5 million project
- Indoor turf/one youth 11v11 soccer field
- Youth sports: soccer, baseball, and softball
- Operated by Council Bluffs Soccer Club

# IOWA WEST PICKLEBALL

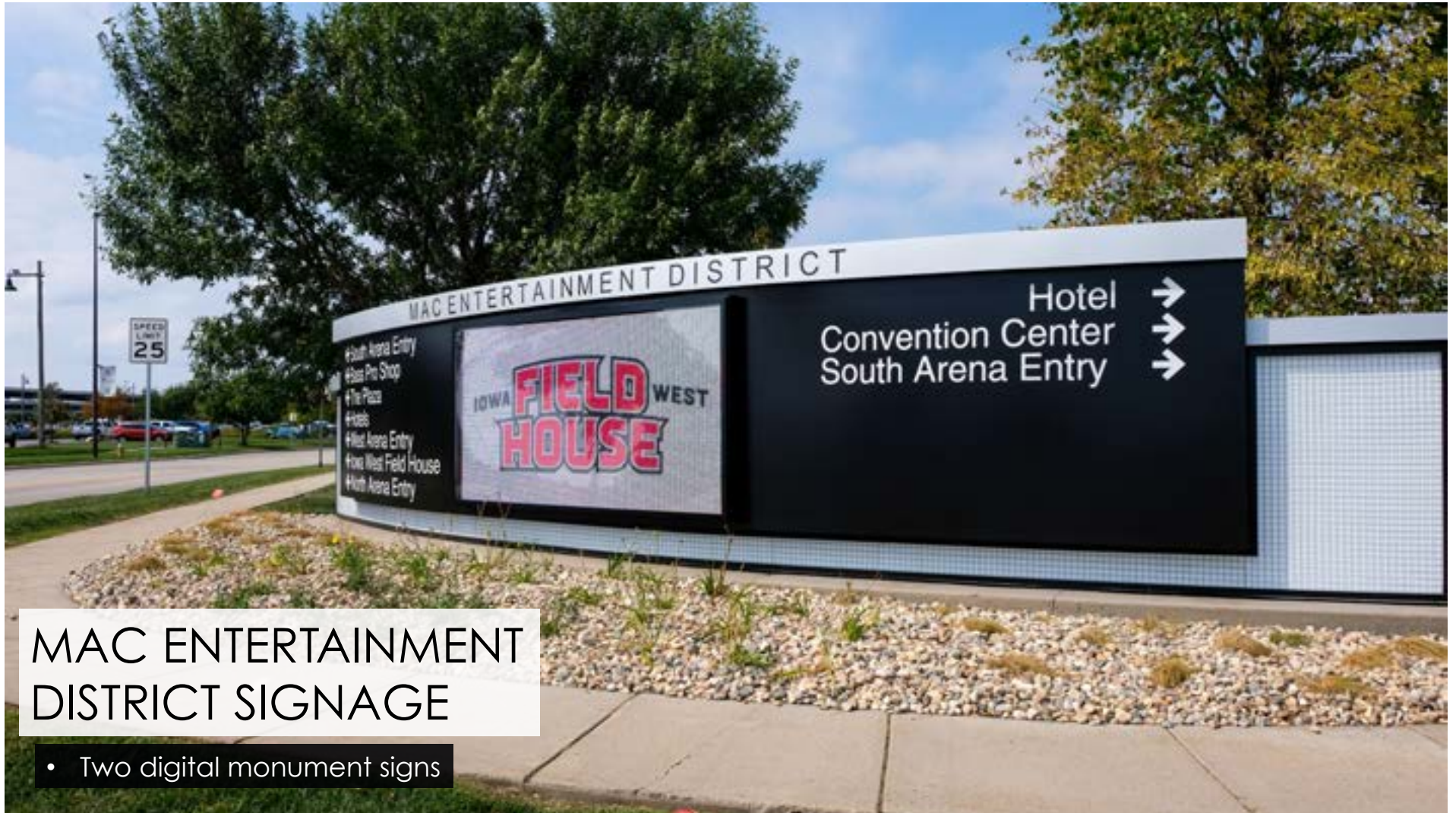
- 16,000 square feet with six courts
- \$600,000 project inside the Iowa West Field House
- Operated by the Council Bluffs Area Pickleball Club



## MAC ENTERTAINMENT DISTRICT SIGNAGE

- 45-foot digital pylon sign near I-80/29
- 25-foot digital pylon sign on 23rd Avenue





## MAC ENTERTAINMENT DISTRICT SIGNAGE

- Two digital monument signs





## MAC ENTERTAINMENT DISTRICT SIGNAGE

- 20 wayfinding signs
- Two MAC parking lots have been repaved with concrete.



# MAC ENTERTAINMENT DISTRICT

- Brewery opened this summer adjacent to MAC

# INTERSTATE RECONSTRUCTION

- Westbound express lanes opened in March
- Eastbound express lanes under construction
- Nebraska Ave interchange replaced from Nov 2019 to Oct 2021
- I-480/29 interchange construction Nov 2020 to July 2023

CBCVB OFFICE & VISITOR CENTER  
509 23<sup>rd</sup> Avenue





KEITH BACKSEN & CATHY KELLER  
VISIT OMAHA



# 2020 OUTLOOK | *Visit* OMAHA™

# 2020 PREDICTIONS FOR THE TRAVEL ECONOMY

## **Recession in 2020:**

- 25% - 78% chance
- Cautious Optimism
- Many feel the 2020 election will determine.

## **Travel Industry Impact:**

With occupancy levels at record highs — even if a 2008 recession would happen the travel/hotel industry is in a much better position to handle it.

- 66% national occupancy average
- 9% drop would be 61%

Based on information provided at US Travel ESTO conference by:  
Anirban Basu, Sage Policy Group  
David Huether, U.S. Travel Association  
Adam Sacks, Tourism Economics



# 2020 PREDICTIONS

Biggest impact to tourism over next 5 years will be the aging population

More **27** year olds  
in the country than  
any other age.

#2 – 28 year olds

#3 – 26 year olds



*Based on information provided at US Travel ESTO conference by:  
Anirban Basu, Sage Policy Group  
David Huether, U.S. Travel Association  
Adam Sacks, Tourism Economics*

# 2020 STR FORECAST

## Douglas County

Occupancy	58.3%
ADR	\$106.90
REVPAR	\$62.29

## Downtown

Occupancy	66.5%
ADR	\$133.27
REVPAR	\$88.66

# 2020 STR FORECAST

## Douglas County

Supply	Up 4.9%
Demand	Up 4.6%
Revenue	Up 5.6%

## Downtown

Supply	Up 10.7%
Demand	Up 12%
Revenue	Up 13%

# STR Market Pipeline Report

Under Construction	# Rooms	Projected Opening
<b>Home2 Suites by Hilton Omaha UN Medical Center Area</b> 4440 Douglas St	102	October 2019
<b>Curio Collection by Hilton Omaha Downtown NE</b> 203 S 18th St	90	October 2019 (more likely Q1 2020)
<b>Four Points by Sheraton North 30<sup>th</sup></b>	120	October 2019 *not in STR
<b>Aloft Omaha West</b> 215 S 181st St	120	February 2020
<b>Kimpton Blackstone</b> 302 S36th St.	204	April 2020
<b>Aloft Omaha Aksarben Village</b> S 63 <sup>rd</sup> St & Center St.	112	September 2020
	<b>Total Rooms: 748</b>	

\*Source: STR, Inc. - publication or other re-use of this data without the express written permission of STR is strictly prohibited.

# STR Market Pipeline Report

Final Planning	# Rooms	Projected Opening
<b>Autograph Collection Omaha Downtown</b> 1299 Farman St.	120	August 2020
<b>Holiday Inn Express &amp; Suites Omaha</b> 19040 Evans St.	90	November 2020
<b>MOXY Omaha Downtown</b> 409 S 12th St	105	December 2020
<b>Tru by Hilton Omaha I 80 @ 72nd Street</b> SEQ of S 72nd St and Hascall St	69	September 2021
	Total Rooms: <b>384</b>	

\*Source: STR, Inc. - publication or other re-use of this data without the express written permission of STR is strictly prohibited.

# STR Market Pipeline Report

Planning	# Rooms	Projected Opening
<b>Hotel Indigo</b> 1802 Dodge St.	90	January 2021 (likely Q4 2020)
<b>Comfort Inn &amp; Suites Blair</b> Pi Hack St & S Hwy 30	60	January 2021
<b>Avis Omaha</b> 19260 Gold St	70	April 2021
<b>Candlewood Suites Omaha</b> 2430 S 192 <sup>nd</sup> Ave	70	April 2021
<b>Home2 Suites by Hilton Omaha I-80 @ 72nd Street</b> SEQ of S 72nd St & Hascall St	69	September 2021
<b>Comfort Suites Carter Lake</b> Abbott Dr	80	Unknown
	Total Rooms: <b>439</b>	

\*Source: STR, Inc. - publication or other re-use of this data without the express written permission of STR is strictly prohibited.

# 2020 MEETINGS, EVENTS AND GROUPS

## To Date:

**75** meetings, events and group tours.

**125,316** room nights.

**\$195** million in economic impact.



# MAJOR EVENTS IN 2020

## January:

- American Bus Association – 3,500 attendees, 10,725 room nights

## February:

- President's Day Volleyball – 6,000 attendees, 6,700 room nights
- NSAA High School Wrestling – 12,000 attendees, 2,225 room nights

## March:

- NCAA Basketball 1<sup>st</sup> & 2<sup>nd</sup> Rounds, 15,000 attendees, 2,953 room nights

## April:

- Home Instead, 1,200 attendees, 2,140 room nights

## May:

- Berkshire Hathaway, 35,000 attendees, 17,000 room nights

## June:

- Triple Crown Sports, 30,000 attendees, 9,700 room nights
- CWS, 440 attendees, 5,600 room nights (teams)
- U.S. Olympic Swim Trials, 11,000 attendees, 21,329 room nights.





# MAJORS EVENT IN 2020

## July:

- American Society of Agricultural & Biological Engineers, 2,200 attendees, 2,335 room nights

## September:

- Arts Midwest, 900 attendees, 2,062 room nights

## November:

- NE Association of School Boards, 100 attendees, 1,480 room nights

## December:

- American Volleyball Coaches Association, 3,000 attendees, 4,944 room nights.
- NCAA Volleyball Championships, 12,000 attendees, 876 room nights (teams/fans)



# THE TAP REPORT – 2020 MONTHLY

<i>Omaha 2020 R/N</i>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	12,470	9,326	8,665	6,247	6,646	38,600	7,426	1,609	5,818	2,003	2,812	6,694	108,316
Pace Targets	4,546	10,794	7,127	6,732	9,195	15,947	5,299	2,648	4,257	3,010	2,026	1,650	73,231
Variance	7,924	(1,468)	1,538	(485)	(2,549)	22,653	2,127	(1,039)	1,561	(1,007)	786	5,044	35,085
Consumption Benchmark	5,279	13,268	9,231	9,367	13,453	25,703	8,780	4,842	8,111	5,908	4,083	3,418	111,443
Pace Percentage	274%	86%	122%	93%	72%	242%	140%	61%	137%	67%	139%	406%	148%
Total Demand Room Nights	31,445	22,656	28,636	22,261	20,423	70,756	62,013	22,115	28,225	46,632	10,748	10,754	376,664
Lost Room Nights	18,975	13,330	19,971	16,014	13,777	32,156	54,587	20,506	22,407	44,629	7,936	4,060	268,348
Conversion Percentage	40%	41%	30%	28%	33%	55%	12%	7%	21%	4%	26%	62%	29%
Tentative Room Nights	30	1,400	1,185	1,490	2,481	952	417	30	1,606	348	265	2,734	12,938

- Knowland, The Tap Report, Sept. 2019



# THE TAP REPORT – 2020 THROUGH 2026

<i>Omaha R/N</i>	2019	2020	2021	2022	2023	2024	2025	2026	Total
Definite Room Nights	105,646	108,316	43,070	23,478	16,335	2,300	0	0	299,145
Pace Targets	110,205	73,231	42,776	23,743	7,343	1,397	537	0	259,232
Variance	(4,559)	35,085	294	(265)	8,992	903	(537)	0	903
Consumption Benchmark	111,443	111,443	111,443	111,443	111,443	111,443	111,443	111,443	891,544
Pace Percentage	96%	148%	101%	99%	222%	165%	0%	0%	115%
Total Demand Room Nights	418,280	376,664	265,748	146,748	70,598	11,415	17,541	0	1,306,994
Lost Room Nights	312,634	268,348	222,678	123,270	54,263	9,115	17,541	0	1,007,849
Conversion Percentage	25%	29%	16%	16%	23%	20%	0%	0%	23%
Tentative Room Nights	1,342	12,938	36,486	36,799	27,848	32,179	18,707	7,927	174,226

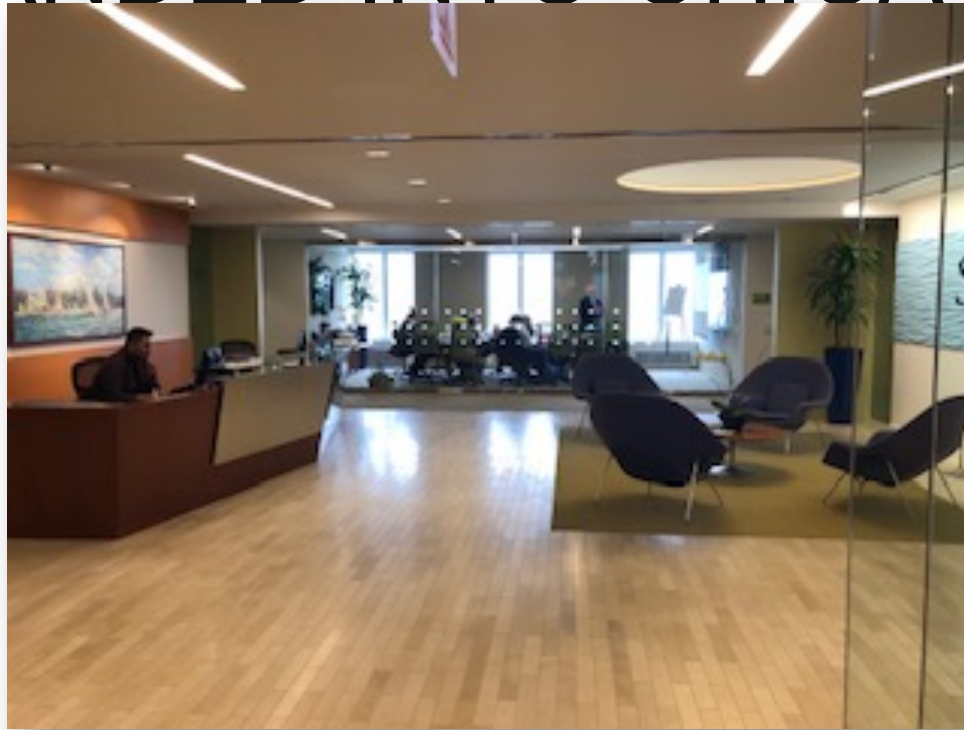
- Knowland, The Tap Report, Sept. 2019



# 2020 PARTNER TRADESHOWS



# VISIT OMAHA OFFICE - EXPANDED INTO CHICAGO



Visit  
OMAHA™

# MARKETING STRATEGIES - LEISURE

## Task Master Mom

- 25-54 w/children of any age
- \$70-100K income
- Money Savers

## Adults

- 25-39
- \$70+ income
- Traveling w/wo children

## Top Markets

1. Kansas City
2. Des Moines
3. Sioux Falls
4. Minneapolis
5. Chicago
6. Dallas



# MARKETING STRATEGIES - LEISURE

Foot Traffic Attribution



Visit  
OMAHA™

# WRAP UP

- The Travel industry is in much better shape to handle a recession should it happen in 2020.
- Omaha hotel demand and revenue will be up in 2020
- Partner with Visit Omaha on sales missions and tradeshow
- Think about how you could take advantage of our leisure advertising and layer in your messaging into key markets.





JOSH TODD  
OMAHA SPORTS COMMISSION



Enriching  
*Omaha*  
Through Sport

**MHA Meeting  
2020 Outlook**

September 26, 2019

**Josh Todd**  
Executive Director

# Bracketfest

## March 17, 2020



**OMAHASPORTS**  
COMMISSION

**March-July 2020**



**OMAHA**SPORTS  
COMMISSION

**May 28, 2020**



**OMAHASPORTS**  
• HALL OF FAME •

**August 2020**

THE CAPITOL DISTRICT  
POLE VAULT  
OMAHA, NE

**OMAHASPORTS**  
COMMISSION

**June 21-28, 2020**



**U.S. OLYMPIC  
TEAM TRIALS**



**OMAHA SPORTS**  
COMMISSION

# EVENT OVERVIEW

- **Omaha Cup (Test Event)**  
Friday & Saturday, June 12 & 13
- **U.S. Olympic Team Trials – Swimming**  
Sunday – Sunday, June 21 - 28







# U.S. OLYMPIC TEAM TRIALS



- **EVENT FORMAT**
- **QUALIFIED ATHLETES/TEAMS**
- **TICKET SALES**
- **HOTELS**
- **TELEVISION/MEDIA**
- **ECONOMIC IMPACT**
- **AQUA ZONE & USA SWIMMING LIVE**

# **Beyond 2020 & Current Bids**

- **Olympic Trials (Curling 2022, Swimming 2024)**
- **NAIA & NCAA 2022-2026 (smaller, controllable)**
- **USOPC (Olympic) National Governing Bodies events**
- **Beep Baseball World Series (2022, 2023)**
- **Continue OSC locally created, sustainable event series...**
- **Strengthen partnerships with events and venues in Omaha**

**\*Friendly reminder:  
2020 OSC Partnerships & Event Sponsorships available  
November/December 2019!**

**Q & A**

***THANK YOU!***

**OMAHA**SPORTS  
COMMISSION | *Enriching  
Omaha  
Through Sport*

FRED UHE  
SARPY CO TOURISM



**12356 Ballpark Way  
Papillion, NE 68046**

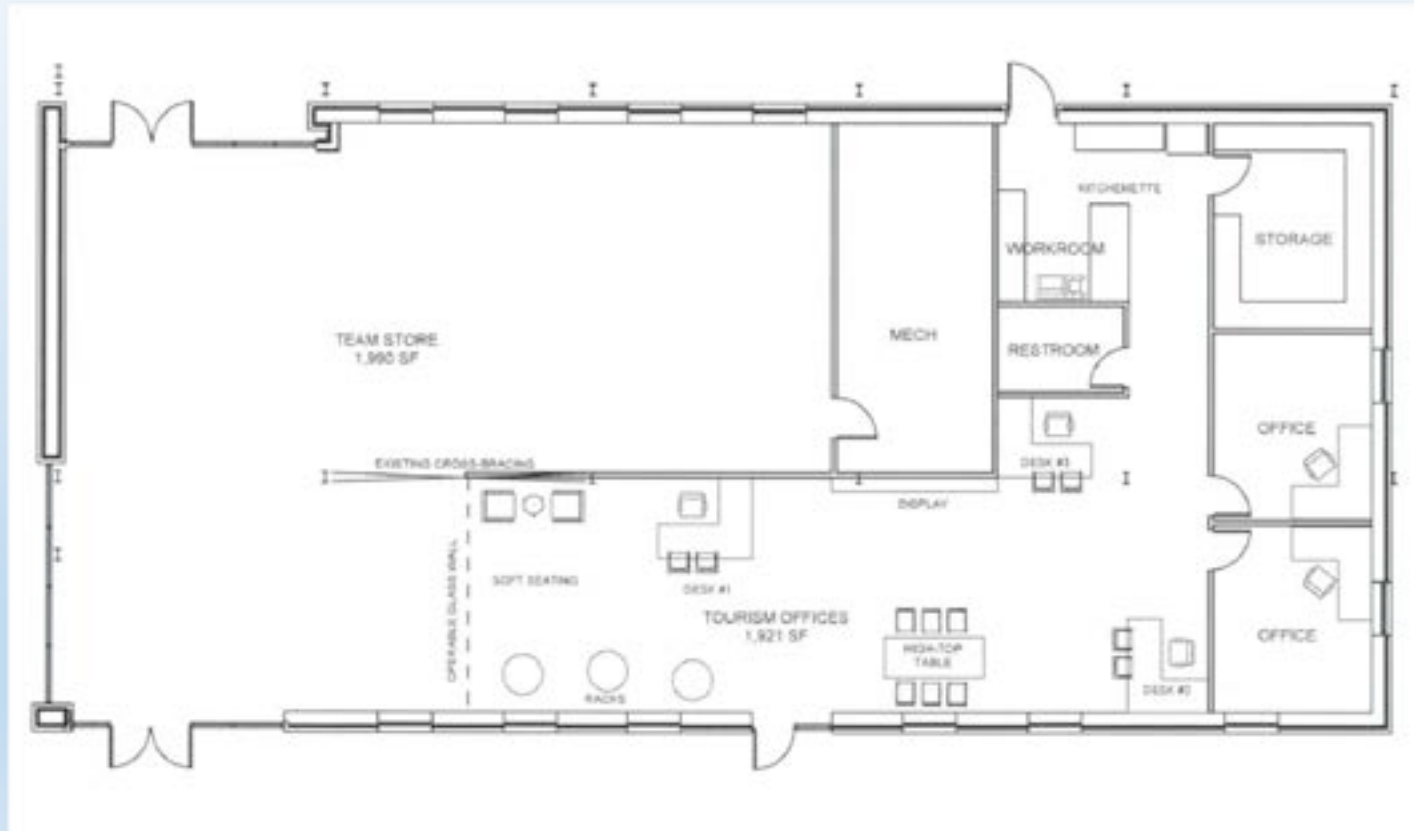
# Our New Location!



# Interior Pictures



# Floor Plans





# Sarpy County in 2019



**IT'S ALL ABOUT HEART!**  
HCI 2019 SARPY COUNTY

The 2019 Peer Group conference will be held in beautiful Sarpy County March 11-15. Sarpy County is between Omaha and Lincoln, nestled amidst the gently rolling hills, lush forests and crystalline rivers of southeast Nebraska. This heartland destination is close to home for most of our bankers, so we hope to see all of you this year. Plan for an amazing experience at HCI's Peer Group conference!

- Business Appointment Marketplace
- Plenty of informal time to network
- Fabulous education sessions with motivating speakers
- Open mic sessions
- Banker-Partner Table Topics - a conference favorite!
- Great FAM tour
- Loads of fun



The Pope And Young Club announces the 31<sup>st</sup> Biennial Convention to be held in Omaha, Nebraska April 10<sup>th</sup> - 13<sup>th</sup>, 2019

POPE AND YOUNG CLUB BIENNIAL CONVENTION  
**OMAHA**  
LA VISTA HOTEL & CONFERENCE CENTER  
2019

Every two years the Pope And Young Club gathers to celebrate North America's rich bowhunting heritage. We honor outstanding examples of this continent's wildlife, discuss issues relevant to the Club's role as a leader in the bowhunting and conservation communities, do a little fundraising for the Club's Conservation and Outreach Fund and talk with old friends and meet new ones. The convention culminates with the highly anticipated 31st Biennium Awards presentation and banquet on Saturday evening. The 31st Biennium Awards will be given in recognition of the most outstanding North American big-game animals from the last two years and all new World's Records will be officially announced. This is an event you do not want to miss... join Pope and Young Club members from all over North America for our 2019 gathering!

Convention Highlights:

- Friday Keynote Speaker - Donald Trump, Jr.
- Thursday Live Entertainment - David Brinker (CD titled "Made Out West")
- Big game trophy awards
- Hunt Auction
- Gear Raffles
- Silent Auction
- Photo Contest
- 3-D Shoot
- Clay Shoot
- Adventure Race
- Jim Dougherty Memorial golf tournament
- Top Bowhunting Seminars & Workshops
- Top Bowhunting Outfitters & Manufacturers



## 2019 ILA/NSLA Joint Conference

October 3<sup>rd</sup> – 5<sup>th</sup>, 2019

### Mission:

The Nebraska Library Association supports and promotes all libraries, library media centers and library services in the state. Its foremost concerns are the professional development of its members, library advocacy and open access to information for all citizens.

# 2019 Flooding Impact on Sarpy County



## Impacted Events

- Small Town Baseball Tournament - cancelled
- Riverfest - rescheduled and moved to new location
- Nebraska Celtic Festival - moved to new location
- Bellevue Half Marathon & 5K - moved to new location
- Offutt AFB Airshow - cancelled

# 2019 Midwest Regional Quidditch Championship ~November 9-10~



**US QUIDDITCH** **2019 MIDWEST REGIONAL CHAMPIONSHIP**

**NOVEMBER 9-10, 2019  
AT PAVILLION LANDING**

Quidditch is a full contact, competitive, mixed gender sport. It began in 2007 and has since spread to over 300 colleges, high schools and club teams nationwide, including at Creighton University, the University of Kansas, and Iowa State University. The sport is a unique mix of elements from rugby, baseball, and tag. The tournament is produced in partnership with Saps County Tourism.

College teams from Colorado, Iowa, Illinois, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and Wisconsin will compete at the USQ Midwest Regional Championship for the opportunity to attend the national championship, the US Quidditch Cup and the title of regional champion.

<b>ATTEND</b> Admission is free! The schedule of games will be released on Wednesday, October 30.	<b>VOLUNTEER</b> Service hour opportunity for students. Free lunch and t-shirt for day-long volunteers.	<b>PLAY</b> Free youth workshops will be offered on Saturday and Sunday. Minors must sign a waiver to play.
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Activities will take place both indoors and outdoors.

For questions, email [events@usquidditch.org](mailto:events@usquidditch.org) or call 360-436-6255.  
**Learn more at [usquidditch.org](http://usquidditch.org)!**

Photos by Mike Salvo, Tom Powers, and USQ Quality Quidditch



# Omaha Pro Soccer



- USL-Omaha to unveil team's name, crest and colors during block party on October 3<sup>rd</sup>.
- Season will run March – October
- 28-game season
  - 14 home matches
  - 14 away matches
- USL League One
  - 10 teams (2019)
  - 13 teams (2020)



# Sarpy County 2020



**THE OMAHA INVITE**  
February 14-16, 2020  
High School

USA JO Girls levels 2-10  
USA Xcel Girls all levels  
(Pre-NBA 2000 Quarter)  
USA JO Boys all levels

**OGA**  
Omaha Gymnastics Academy

**USA GYMNASTICS**

Register today at [www.usagym.org](http://www.usagym.org)  
Contact [scrouse@cox.net](mailto:scrouse@cox.net) or [seich@cox.net](mailto:seich@cox.net)  
Host hotel and schedules to be posted at [www.usagym.org/usa-omaha-invite](http://www.usagym.org/usa-omaha-invite)



**BASEBALL**  
NSAA STATE CHAMPIONSHIPS

MAY 11, 13-16, 2019  
CLASS A-LINCOLN | CLASS B-PAPILLION



**MIDWEST REGIONAL  
QUIDDITCH CHAMPIONSHIP**

October 31–November 1, 2020  
Papillion Landing Field House  
(1022 West Lincoln Street, Papillion, NE 68046)

Based on the sport from the Harry Potter series, the real-life version is coming to Sarpy County this fall as collegiate teams compete in the 2020 Midwest Regional Quidditch Championship, presented by US Quidditch.

Quidditch is a mixed gender, full contact sport that includes elements from rugby, basketball and soccer; all while players keep brooms between their legs.

Cost: Free

Mark your calendars and plan to attend this unique and exciting event this fall at the Papillion Landing Field House!

For more information, please contact Sarpy County Tourism, 402-552-5771 or [www.sarpycountytourism.com](http://www.sarpycountytourism.com)

2020 will mark the 10<sup>th</sup> season at Werner Park for the Omaha Storm Chasers. Many special events are being planned.



THANK YOU