

2019 ANNUAL REPORT



Led **176** regional leaders to **Washington, D.C.**, to advance priorities with one voice

Connected with **10,380** prospective candidates for DSM USA jobs through **9 virtual career fairs** across the country



Launched the **Iowa Caucus Consortium**, along with community partners, to welcome national and international media to DSM



Amplified news for **188** Partnership Investors through storytelling efforts



Connected prospective candidates for DSM USA jobs through **70 recruiting events** at **61 colleges** in **19 states**

Welcomed **24** new Investors to The Partnership 



25.9% increase in **unique visitors** to Partnership websites



\$8.54 MILLION capital raised for DSM startup companies



4,055 media placements in 49 countries



105 MILLION impressions of **#DSMUSA** through 15 social media channels

Founding sponsor of Dwolla's inaugural event,  **Monetary**

Successful year two for **DSM Fellowship Program**: **20** Fellows + **13** companies represented

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Produced **6** major **Downtown events**:
 Historic East Village Holiday Promenade,
 World Food & Music Festival, Out to Lunch,
 Des Moines Arts Festival®, Downtown Farmers'
 Market, inaugural DSM Book Festival



DSM events won **39**
 awards from the International
 Festivals and Events Association

Partnership's regional footprint:

10 Counties

24 Regional Chambers
 of Commerce

6,500+ Regional
 Members

365+ Investors

Advanced **state priorities** including
 Future Ready Iowa, Des Moines
 International Airport's terminal project
 and workforce housing



Advanced **federal priorities**
 including the water trails project

Targeted national digital marketing campaign led to:

3.2 MILLION
 impressions
 for economic
 development



3
 prospect inquiries
 about relocating or
 expanding a business to DSM

4.8 MILLION
 impressions
 for talent attraction



220
 talent inquiries
 about relocating or
 finding a career in DSM

Matched **57** mentors to mentees
 through **Mentor Connection Program**



500+ **Young Professionals Connection**
 members engaged

Advanced economic development:

Business expansions

22 region-wide
5 Downtown

New business locations

11 region-wide
5 Downtown

Capital investment

\$1.27 BILLION
 region-wide
\$305 MILLION
 Downtown

New or retained jobs

1,094 region-wide
83 Downtown

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Advanced Global DSM efforts:



Announced plans for a **regional welcoming center** for foreign-born talent



Assisted **65** foreign-born professionals with career guidance through **Global DSM: International Talent Strategy**



Hosted a **Naturalization Ceremony** to welcome new Americans



Drew **1,100** attendees at **4 Multicultural Receptions** and the **Inclusion Forum**

Launched **Welcoming Week** toolkit



Distributed **1,683** relocation packets to prospective talent



Partnered to advance regional water trails plan, including major transformational Downtown riverfront updates:

Central Iowa Water Trails **Incubator** formed

First of **86** regional water trails projects launched in **Johnston**

Supported **\$25 MILLION** **BUILD** grant

Graduated the first **Code DSM** cohort and welcomed the second cohort



Worked with local businesses to develop **best practices plan** for festivals and events



Partnered on



Partnered on



Partnered on



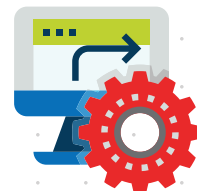
Partnered in advancing



Launched and marketed **Opportunity Zones** in DSM



Advanced **Future World of Work** strategies



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Launched new digital **Small Business Resources Hub**

Advancement of **Future Ready DSM**
75x25 goal to increase
working-age adults who have
completed a post-secondary experience



Advanced efforts to establish
DSM as an **education center of
excellence** for jobs of the future



Advanced **Connect Downtown**
to enhance walkability

75
25

211 organizations pledged
to support **75x25 goal**



Partnered on groundbreaking of
Lauridsen Skatepark



Global Trade: Preferred operator
selected for a **DSM transload facility**



Worked with Affiliate
Chambers of Commerce to host
400+ attendees
for
Women Mentoring Day



Assisted Allegiant Airlines with
establishing a new base at the
Des Moines International Airport



Hosted **Ambassadors to
the U.S.** from Israel, Indonesia,
Kosovo and the Netherlands



Advanced **Downtown DSM Retail
2030 Plan** with creation of an online
data portal to support Downtown
retail development



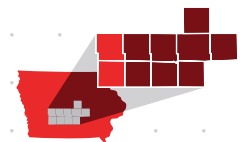
Enhanced the **Regional Business
Retention and Expansion program**



Created **disaster recovery resources**
to help businesses with preparedness



Hosted **352** attendees at
Small Business Success Summit



Welcomed **Adair and Guthrie
Counties** to The Partnership