

New Terminal Project Advanced at Des Moines International Airport

Expanded the Government Policy Council E-Newsletter to a Weekly Publish

Successfully Advocated for State Public Policy Legislation:



- Future Ready Iowa Legislation
- Universal Licensing Reform
- Justice Reform Legislation
- Empower Rural Iowa Funding for Broadband
- Liability Protections in Response to COVID-19
- Iowa Reinvestment Act Reauthorization

Federal Policy Efforts:

Hosted **5** Issue-Based Webinars on Federal Legislation

Hosted **10** Candidate Forums for Candidates Running for Federal Office

More Than **160** Attendees at DMDC Virtual Events

Created the COVID-19 Rapid Response Hub, Displaying Real-Time Resources for the DSM Business Community

Worked with Local Partners to Launch the Stay Safe Pledge to Encourage Businesses, Customers to Follow COVID-19 Guidelines



2,600 Media Members Credentialed Through Iowa Caucus Consortium

DSM USA



DSM USA

4,482 Earned Media Placements in **56** Countries

193 Investors Highlighted Through Partnership Communications Channels

Digital Marketing Campaign Showcasing "This Must Be the Place" led to:

3.2 MILLION Impressions for Economic Development

68 Economic Development Conversions (i.e. Indicated Emails or Calls)

3.6 MILLION Impressions for Talent Attraction

141 Talent Inquiries About Relocating or Finding a Career in DSM

59,022 Unique Pageviews to COVID-19 Business Resources

506,101 Unique Visitors to DSMpartnership.com

DSM LOCAL Launched DSM Local Campaign to Support Small Businesses



New Podcasts Launched:
• DSM USA Policy HQ
• Leading in Times of Challenge
• DSM USA Weekly

2020 ANNUAL REPORT

100 DSM Leaders Served on the DSM Forward Task Force, Guiding Creation of **16** Industry and **6** Business Function Playbooks to Help Business Recovery

210,782,427 Impressions of Hashtags Related to The Partnership or Partnership Programming
#DSMUSA
#downtownDSM
#DSMstrong
#maskupDSM
#DSMlocal and #DSMlocalchallenge

113 @shopDSMlocal Instagram Followers
5 Photoshoots Conducted at Regional Small Business Locations
1,267 Unique Pageviews of the DSM Local Buying Guide

Hosted **24** Investor and Member Virtual Briefings to Keep DSM Leaders Informed and Connected, Drawing **2,611** Attendees



Announced the DSM Day of Thanks to Show Support for Frontline Workers

1.26 BILLION in Capital Investment



Assisted in Helping Startups Secure **\$16,500,000** in Equity Funding

Clients' SBIR Grants: **\$150,000**

Clients' Total Equity Raised: **\$16,350,000**

1,658 Jobs Created or Retained

14 Existing Company Expansions

250 Existing Industry Meetings

Provided **260** Hours of Direct Consulting for Startups



and Matched **20** Mentors and Mentees

52 New Project Leads

6 New Company Locations



53,369 Unique Visitors to Economic Development Webpages

260
Jobs Posted Through
DSM Employment Ready
Portal to Connect
Residents with Careers

10,345
Jobs Posted to
the DSM USA
Career Center



9,475
Students and
Working-Aged Adults
Signed Up Through
Tallo Recruitment
Platform

Attended
84
In-Person and
Virtual College
Visits and
Career Fairs

Worked with
Local Partners to
Launch DSM Tutor
Connection and
Connected
102
Tutors to Students

700 People Attended
Inclusion Summit



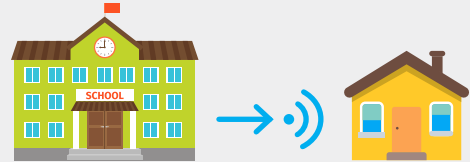
Assisted Local and State Stakeholders with Downtown Development Efforts Including:

\$12.9 MILLION
in Capital Investment

3
Existing Company Expansions
and New Company Locations

104
Jobs Created
or Retained

Operation Downtown
Ambassadors Worked
More Than
500
Hours on Special
Projects Including
Disinfecting
Downtown Surfaces



Worked with Des Moines Public Schools,
Mediacom and Community Foundation of
Greater Des Moines to Connect

1,800

Households to Broadband Access to Help
Students Continue Education from Home



58,356
Unique
Visitors to Talent
Attraction
Webpages

Mental Health Awareness:
Hosted
6
Virtual Sessions of Make It OK
Mental Health Series

Created
5
New Workplace Wellness Toolkits to
Help Residents Stay Mentally Healthy
While Working from Home

Posted
5
Wellbeing Blogs



The Drive-Through Bite-Size Market and Drive-Through Winter Farmers'
and Makers' Market Safely Hosted More Than

4,900
Vehicles

57,000
People Watched the
Downtown Farmers'
Market Virtual Market
Meet-Ups

1,168
People Shopped the Downtown Farmers'
Marketplace Online That Was Launched
to Connect Vendors with Customers



Offered Safe At-Home Celebration of
Food, Music, Heritage and Culture

1,835
People Voted
in Brunch
Bracket

913
Culture Kits
Handed
Out

100
Attendees
to Revive the Live
Drive-in
Concert Series

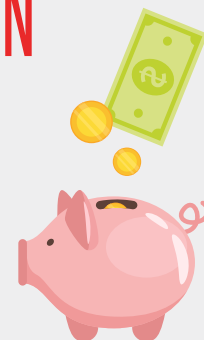
1,177,232
Impressions
of #globalDSM
Hashtag

Launched Second Cohort of
DSM Fellowship Program with
23
Fellows from
7
Companies

53,000
Unique
Pageviews
to the Small
Business
Resources
Hub

More Than
2,500
People Participated
in Nearly
40
Small Business
and Startup Virtual
Events

\$1.79 MILLION
Awarded to
292
Companies Through
Small Business
Recovery Grant
Program Thanks to
Community Partners



325
Outdoor Heaters Provided to
Local Restaurants Through
the Extend the Season Grant

More Than
200
CEOs Signed
the CEO
Commitment to
Racial Equity

Future Ready Iowa:
66.7%
of Working-Age Adults in the Region Have
Completed Post-Secondary Education, an Increase
of 1.4 Percentage Points from the Year Prior

Regional
Partners Secured \$49 MILLION in Funding for Central Iowa
Water Trails Project

Safely Hosted
15,000
Skaters at
Brenton
Skating Plaza to Encourage
Residents to
Stay Active

Worked with
Historic
East Village
Businesses to
Host Socially
Distant
12
Days of
Promenade



Promoted the "WOW"
Sculpture Installed at
Lauridsen Skatepark: the
Largest Skatepark in the U.S.

49
People
Participated
in Virtual
DSM Book
Festival Events

11
DSM Book Festival
Programs through
the DSM Book Club
and Iowa Author
Series



Pro Iowa Soccer Stadium
and Global Plaza Project
Advanced in Downtown DSM

Community Partners Revamped
Use of the Firehouse Community
Campus as a Space for Arts,
Culture and Education

17,336
People Watched Virtual In for Lunch Events

