

2018 ANNUAL REPORT



Advanced the creation of certifying a **MEGASITE**  to further the regional economy

Won **33 awards** from the International Festivals and Events Association

Produced **5 Downtown events**:

- World Food & Music Festival
- Downtown Farmers' Market
- Des Moines Arts Festival®
- Out to Lunch
- Winter Games

Partnered on **Brenton Skating Plaza**

Partnered on **Historic East Village Holiday Promenade**

 Announced 2019 **DSM Book Festival**

Global DSM: International Talent Strategy **assisted 35+ foreign-born professionals** with career guidance

Advanced Regional Economic Development:


Assisted with  **1,341** **new jobs created or retained** at DSM companies

Assisted with **26** **existing business expansions**

Assisted with **10** **new company locations**

Assisted with securing capital investment of **\$1.3 BILLION**

Partnered with the City of Des Moines on a new **Downtown marketing campaign**

 Progression of **EDGE 75x25** goal to increase working-age adults who have completed a post-secondary experience:
Goal: 75% by 2025
Current: 65.3%

Connected with **1,453**  prospective candidates for DSM USA jobs at **42 recruiting events** and **29 colleges**

Connected with **11,668** prospective candidates for DSM USA jobs through **8 virtual career fairs** across the country

The DSM Fellowship Program launched with:

24 **Fellows** + **14** **companies represented**



Partnered on the creation of **Code DSM**, a coding academy to help residents gain tech skills to meet workforce needs

Welcomed **27 NEW INVESTORS** to The Partnership

Welcomed the **Knoxville Chamber of Commerce**

The Partnership proudly partners with:
24 Affiliates
6,400 Members
340+ Investors

Enhanced the vibrancy of **DOWNTOWN DSM:**

Assisted in advancing a regional **water trails plan**, including major transformational Downtown riverfront updates

Assisted in fundraising and groundbreaking of **Lauridsen Skatepark**
Assisted with progress toward a **Downtown Public Market**

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200+

DSM delegates visited D.C. to advocate for the region with one voice

Hosted

10 policy forums

focusing on congressional and gubernatorial elections

Assisted in activating a

Downtown Retail Strategic Plan

to drive Downtown's future

Advanced state priorities including Future Ready Iowa, water quality and tax reform

Amplified DSM USA story loud, bold and broad with



5,335

media placements in 15 countries

322% increase in unique visitors to The Partnership's websites

139 million impressions of #DSMUSA

Advanced Downtown Economic Development:



5 business expansions



5 new business locations



\$311 MILLION capital investment



673 new or retained jobs

Advanced creation of a new small business jobs report to help grow small businesses

Launched Synchronist Main Street program with 27 company interviews

Created a succession-planning team for small businesses

Completed a 5-year SSMID renewal process for Operation Downtown to ensure a safe, clean and beautiful Downtown DSM

Launched a targeted national digital marketing campaign leading to:



3 MILLION impressions from economic development audiences



7.3 MILLION impressions from prospective talent audiences

32

economic development conversions

146

talent attraction conversions



Established new programming to help small businesses embrace online selling

Hosted

1,000+ CHAMBER OF COMMERCE

industry leaders from around the world at Association of Chamber of Commerce Executives (ACCE) Annual Convention

\$13.9 MILLION

CAPITAL RAISED

by DSM startup companies



Advanced creation of Mentor Connection Program designed to support small businesses and startups

Partnered in advancing Capital Crossroads priorities including workforce housing, storm water management, mental health, recreation and inclusion

Partnered in advancing Cultivation Corridor