

REGIONAL ECONOMIC DEVELOPMENT

\$4.8 MILLION in Equity Raised by BIZ Clients

Launched



cultivation CORRIDOR



Hosted Global Insurance Symposium

Launched Data Hub: desmoinesmetrodata.com



REGIONAL BUSINESS DEVELOPMENT



Created Wellness Resources for Member Businesses



Obtained Charter for Urban Land Institute of Iowa

110 = 10,000
Events Participants

5,300+

Business Members

21

Regional Chamber Affiliates

REGIONAL WORKFORCE/EDUCATION DEVELOPMENT

25,000+

Unique Visitors to CarpeDM Site in 2014 #SeizeDesMoines

Lifelong Learning

Early Childhood K-20



3,700

Talent Embeddedness Surveys Completed

3 Established Goals for EDGE, Education Drives Our Great Economy



10%

Internship Increase from Career Center's New Strategic Program

DOWNTOWN DEVELOPMENT

New Capital Investment **\$98.6 MILLION**

New/Retained Jobs **300**

New Company Locations **2**

Downtown Business Expansions **6**

175 = 857,000
Event Days Attendees

★★★★
Advanced Convention Hotel

Produced **5** Major Events + **2** Farmers' Markets + Managed **1** Brenton Skating Plaza



FINANCIAL MANAGEMENT



Financial Performance Ahead of Plan



Organizational Metrics and Deliverables On Plan



Quickly Relocated Operations Following Younkers Fire Without ONE Day of Office Closure

Home Sweet Home



Determined Best Long-Term Space for Best Price Renovation and Return to 700 Locust in 2015

PUBLIC POLICY



Implemented Rules and Regulations Survey and Increased Number of Educational Programs



Attended Successful Advocacy Trip to Washington, D.C. to Advance Federal Legislative Agenda

CAPITAL CROSSROADS



Conducted a Mid-Course Assessment, and Launched a Strategic Adjustment to Plan

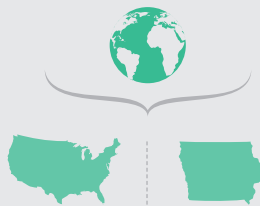
COMMUNICATIONS AND MARKETING

#SeizeDesMoines

14,300 Newsletter Subscribers

145,000 Social Media Followers

310,000 Web Sessions



2,700+ News Stories



"...the most ambitious, aggressive, comprehensive, and effective plan Market Street has ever seen."
- J. Mac Holladay, CEO, Market Street Services