



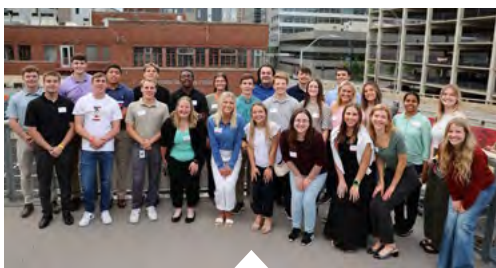
2024 ANNUAL REPORT

ECONOMIC DEVELOPMENT SUCCESS

103 PROJECT LEADS

new or existing regional/Downtown

- 29 new and existing locations and expansions, including 6 Downtown projects
- DSM RFI Ready sites submitted to 20 prospects
- 495 existing industry visits
- 195 Business Retention and Expansion surveys completed



349

DSM Intern Connection registrants from 64 colleges/universities in 22 states

GREATER DES MOINES REGIONAL SUMMIT

AND ECONOMIC IMPACT AWARDS

HOSTED MORE THAN 300 attendees at the first ever Regional Summit

LAUNCHED REGIONAL COMMUNITY INTEGRATION STRATEGY

Met with 103 organizations in 22 communities through Regional Community Liaison program

Worked with 23 Affiliate Chambers of Commerce and launched regional community Integration Strategy

ANNOUNCED DSM WORKFORCE COLLABORATIVE TO ADVANCE TALENT RETENTION STRATEGIES



Partnered on creation of the LEGACY PROJECT: CAREER READY COLLECTIVE and supported 94 PARTICIPANTS, involving:

- 18 high schools
- 113 professionals
- 8 non-profits

GRADUATED 19 FELLOWS from the DSM Fellowship Program

Released WORKFORCE INSIGHTS STUDY

Supported business-to-education connections through IOWA WORK-BASED LEARNING COORDINATORS CONFERENCE and led webinar workshop series for work-based learning

Meet Greater Des Moines MVPs

Have questions about living in Greater Des Moines, or looking to make a connection? Meet our DSM MVPs! These DSM super stars can give you an inside look at living and working in DSM and help you get connected to the community. Browse the profiles, reach out and an MVP will be in touch to answer questions and point you in the direction of making connections and feeling at home in DSM.



Lily Allen-Dueñas
Ask Me About
Arts and Culture
Entrepreneurship
Fitness
Food and Drink



Tim Brickley
Ask Me About
Technology
Outdoor Recreation
Food and Drink
Raising Kids in DSM



Sarah Smith
Ask Me About
Outdoor Recreation
Arts and Culture
Food and Drink
Crinell



Jacob Repp
Ask Me About
Technology
Entrepreneurship
Food and Drink

Advanced the **Do Something Greater** national economic development and talent attraction marketing campaigns:

393K +

talent development and economic development website users

390

talent pool prospects

Launched the **DSM MVP PROGRAM** to connect community champions with new/prospective residents



HOSTED MORE THAN 175

attendees at the **Small Business Success Summit**



HOSTED NEARLY 250

attendees at the **Inclusion Summit**

SUPPORTED QUALITY OF LIFE PROJECTS IN THE REGION THROUGH

220

storytelling, advocacy and regional engagement efforts



SUPPORTED 85 BUSINESSES THROUGH

- 49 consultations
- 13 Scale DSM Business Accelerator participants
- 24 Spark DSM Business Incubator vendors



Collaborated to advance the Downtown DSM: Future Forward Vision Plan & Action Plan with **3 COMPLETED PROJECTS**

Collaborated with the Brookings Institute and joined the **REGIONAL INCLUSIVE GROWTH NETWORK**



EXPANDED DOWNTOWN FARMERS' MARKET FOOTPRINT,
WITH FOOT TRAFFIC **4% HIGHER** THAN 2023 TOTALING MORE
THAN 758,000 VISITORS OVER 26 WEEKS



EXPANDED THE GREAT DSM HOT AIR BALLOON HUNT
TO **7 COMMUNITIES** WITHIN THE REGION

DOWNTOWN FOOT TRAFFIC:
7% INCREASE in Downtown workday
foot traffic compared to 2023

Created 3 new Investor events with
623 TOTAL ATTENDEES

HOSTED AND ENHANCED EVENTS
Across All 11 Counties in the DSM Region



OUT TO LUNCH



WORLD FOOD & MUSIC FESTIVAL



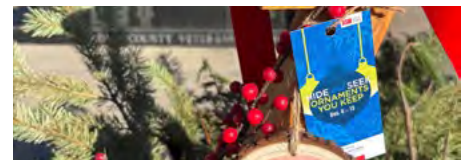
REGIONAL PARK PURSUIT



HOLIDAY PROMENADE



WINTER MARKET



HIDE AND SEEK ORNAMENTS YOU KEEP

Partnered with Operation Downtown
on temporary art activations and
installations including:

- Capital View mural
- Impulse Seesaw activation
- Inhale Exhale illuminated art
- Winter Window Wonderland

ADVOCATED FOR STATE AND FEDERAL POLICY:



CAPITAL CROSSROADS A VISION FORWARD

Supported activation of
CAPITAL CROSSROADS ROADMAP
with regional partners

- **16 POLICY EVENTS** completed with **1,500 ATTENDEES** including **200+ DMDC PARTICIPANTS**, the largest delegation in recent history
- **ATTENDED 2 BILL SIGNINGS** by Governor Reynolds
- **7 FEDERAL POLICY TEAM MEETINGS** with Iowa Congressional Delegation

5,314
earned media placements in
75 COUNTRIES

Worked with elected officials to advance state and federal priorities:

STATE PRIORITIES:

- Economic Development
- Work-Based Learning
- Child Care
- Housing
- Placemaking
- Destination Iowa

FEDERAL PRIORITIES:

- Des Moines International Airport
- Designating U.S. Hwy. 65 as an Interstate
- Housing
- Child Care
- Immigration
- Perry Community Support
- Small Business Support
- Healthcare Workforce

ENTREPRENEUR FIELD DAYS

Hosted more than **380 ATTENDEES**
at Entrepreneur Field Days events
across the region that showcased
9 local businesses

HOSTED 2

Raising Capital events and the
Angel Investor Summit



Established the
**GREATER DES MOINES
PARTNERSHIP FOUNDATION
501(C)(3)**



Secured
12
new Investors



100% of Partnership Investors
mentioned in storytelling efforts



PUBLISHED 619 REGIONAL STORIES