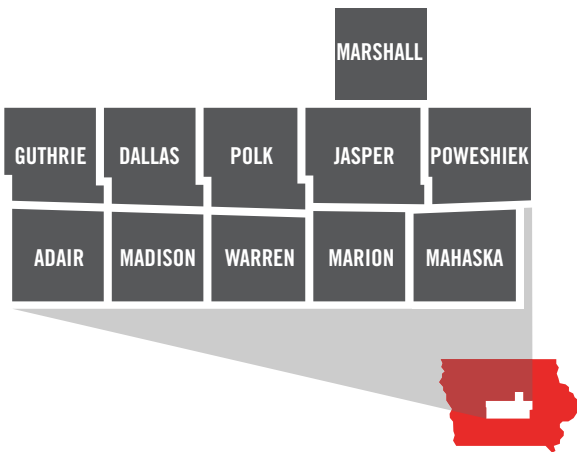


# 2024 REGIONAL EXISTING INDUSTRY REPORT

## REPORT BACKGROUND

Each year, the Greater Des Moines Partnership and its regional partners conduct Regional Existing Industry meetings to gain perspectives of businesses within the Greater Des Moines (DSM) region. The meetings are conducted with primary sector companies engaged in interstate commerce. The resulting Regional Existing Industry Report helps to identify patterns of growth, areas of satisfaction, potential opportunities, challenges and needs of the business community.

## ABOUT THE DSM REGION



11  
Counties

23  
Affiliate  
Chambers

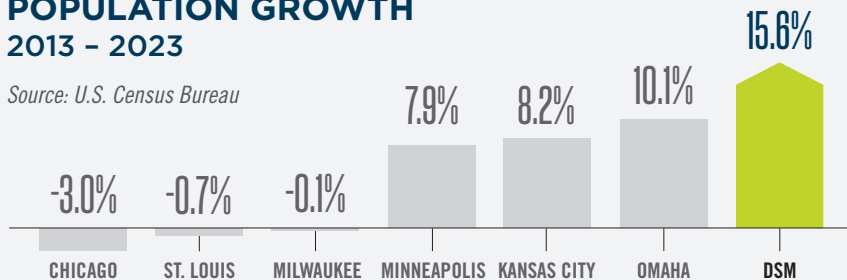
858,664  
2023 Population Estimate  
(U.S. Census Bureau)

### Key Industries:

- Advanced Manufacturing
- Ag Innovation
- Data Centers
- Insurance and Financial Services
- Logistics
- Technology

### POPULATION GROWTH 2013 - 2023

Source: U.S. Census Bureau



DSM's population has grown at a faster rate than the Midwest and the U.S. for several decades.

## 2024 PARTICIPANTS



195

Companies



- 36%** Advanced Manufacturing
- 21%** Professional Services
- 15%** Insurance/Financial Services
- 14%** Other
- 9%** Construction/Real Estate
- 5%** Transportation/Logistics

## KEY FINDINGS

### BUSINESS GROWTH AND INNOVATION

#### LIFE CYCLE OF COMPANIES' PRIMARY PRODUCTS/SERVICES

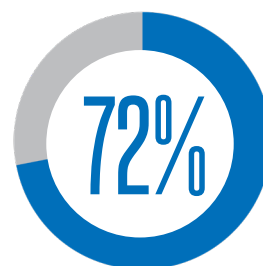


- 9%** Emerging
- 66%** Growing
- 23%** Maturing
- 2%** Declining

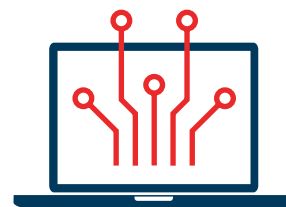


Reported Sales in 2024:

- 58%** Increasing
- 38%** Stable
- 4%** Decreasing



Anticipate new products, services or capabilities over the next two years



- 52%** Of companies are currently using artificial intelligence (AI)
- 38%** Are considering using AI
- 47%** Of companies currently using AI plan to increase their usage

#### BUSINESS GROWTH AND INNOVATION SUMMARY

Despite labor shortages and macroeconomic challenges, most DSM businesses have introduced new product or service offerings. Additionally, 52% of companies confirmed plans to expand or modernize in the next three years. 2024 proved to be a year of uncertainty as the U.S. Presidential election was frequently referenced as a reason companies were choosing to wait rather than expand now.

DSM business leaders feel optimistic about 2025 and the potential for growth. Many companies are utilizing automation to help address labor shortages and over half are currently using artificial intelligence applications to create efficiencies with fewer workers.

## LOCATION AND COMMUNITIES

### DSM COMMUNITY STRENGTHS

- 61%** Successful and Collaborative Business Environment
- 58%** Location and Access
- 31%** Amenities
- 28%** Access to Workforce
- 27%** Proximity to Customers

### TOP PRIORITIES TO INCREASE COMPETITIVENESS

Talent Attraction | Workforce Upskilling  
 Housing Opportunities | Recreation Opportunities  
 Tax Climate

### LOCATION AND COMMUNITIES SUMMARY

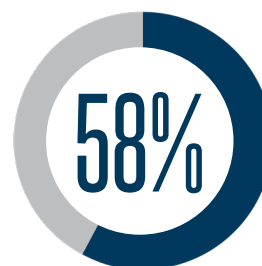
DSM companies identified several regional and community strengths that support their operations and make the region an excellent place to do business. DSM companies feel supported by their communities and the geography provides easy access for employees as well as access to customers, markets, etc.

Businesses also shared their top priorities for increasing competitiveness at the local, regional and state levels when looking at long-term viability. Increasing childcare options and increasing air service capacity at the Des Moines International Airport were noted as priorities, in addition to the top priorities listed at left. Businesses are interested in efforts to increase direct flights to key markets to help lower travel times and increase efficiencies.

## WORKFORCE AND GROWTH BARRIERS

### GROWTH BARRIERS

- 28%** Macroeconomic Factors
- 27%** Lack of Available Workforce
- 14%** Lack of Housing
- 7%** Logistics
- 6%** Lack of Real Estate
- 5%** Lack of Childcare
- 13%** Other



Of companies are adding new positions

### WORKFORCE AND GROWTH BARRIERS SUMMARY

Not unlike other regions in the U.S., the majority of DSM companies are continuing to experience challenges finding and retaining workforce. Many DSM businesses successfully implemented retention strategies including increasing compensation, flexibility and company culture. DSM has also seen an increasing number of office workers transition back to the office after being primarily remote following the pandemic to help strengthen company culture.

DSM businesses are prioritizing talent attraction methods by reaching students earlier in their academic careers to help them explore career opportunities. This strategy includes engaging with local school districts, community colleges, universities and educational partners to expose students to career and training opportunities.

DSM companies are optimistic macroeconomic factors including high interest rates, cost of building materials and rising overhead costs will subside in 2025. The DSM region is positioned well for growth to occur when economic headwinds subside.

## RECOMMENDATIONS



- Build stronger relationships between local businesses and academic partners to connect workforce needs with academic programming as early as possible.
- Engage in and utilize the Regional Existing Industry meetings to build business relationships, better identify the needs and challenges of local companies and continue to monitor expansion opportunities.
- Track business referrals from Business Retention and Expansion (BRE) visits to determine resource needs.
- Continue leveraging the “Do Something Greater” marketing campaign to attract talent to the region.
- Connect resources to businesses as quickly as possible to ensure needs are met and opportunities are not missed.

## ACKNOWLEDGMENTS

The Greater Des Moines Partnership is grateful to our economic development partners who help execute the Regional Existing Industry survey program and make our region a great place to live, work and play.



### RYAN CARROLL

Senior Director of Regional Business Development  
 p: (515) 286-4998 e: rcarroll@DSMpartnership.com

[growDSMUSA.com](http://growDSMUSA.com) | [dataDSMUSA.com](http://dataDSMUSA.com)

