

# INVESTOR BENEFITS

Your investment directly impacts the economic development, talent attraction, placemaking, engagement and storytelling work that moves the Greater Des Moines (DSM) region forward. Investor organizations have a seat at the table to shape today's narrative and write the script for tomorrow's bright, bold future. As an Investor, you benefit from:

- Invitations to convene with leaders from across DSM USA to tackle challenges, seize opportunities and work collaboratively.
- Unique networking opportunities to connect with peers, elected officials and community leaders.
- Being recognized as a leading organization with a strong commitment to driving the region forward.
- Access to a portfolio of resources to draw and retain the best and brightest workforce and talent.
- Having access to all the latest research data, videos, marketing tools and information used to elevate our region.

## HOW YOUR INVESTMENT BENEFITS DSM USA



**\$14.7 Billion in Capital Investment**  
since The Partnership was founded in 1999.



**16.3% population growth**  
– Des Moines - West Des Moines Metropolitan  
Statistical Area (MSA), 2012-2022



Hundreds of blog posts, stories and press releases per year, telling the DSM Story loud, bold and broad.



AND INVESTORS ARE IN  
GOOD COMPANY

**76%**

of DSM's Major Employers are  
Partnership Investors or Members

**75**

Board of Director Members, who are  
executive and C-suite-level leaders at  
Investor companies and organizations

**27**

Boards, Committees, Councils and other  
groups with membership filled by Investor  
representatives

And what's good for DSM is good for the companies  
operating here and the people living here.

See more benefits for Investors. ➡

# INVESTOR BENEFITS AT A GLANCE

## ECONOMIC DEVELOPMENT

- Full team of Economic Development experts ready and willing to help Investor organizations grow and reach their goals.
- Strategically activate upon the goals and needs of the region, ultimately making our community stronger.
- When we work with new projects and companies coming into the region, we are often asked for referrals to local companies and we go to our Investors first.



## INFORMATION/RESEARCH

- Personal researcher on staff to help collect specialized industry research and data.
- Quarterly One Partnership Reports that provide detailed information on The Partnership's results and key findings regarding the 12-county region.



## TALENT RECRUITMENT AND DEVELOPMENT

- Access to talent development tools needed to attract, develop and retain high-quality, high-performing employees to your organization.
- One-on-one customized executive recruitment tours to help you introduce highly sought-after candidates to the region in memorable way and encourage relocation.
- Access to important recruitment resources like The Partnership's relocation packet.
- Welcome to DSM Receptions throughout the year to help Investor's new talent familiarize themselves with the DSM region before and after they choose to relocate.



## ENGAGEMENT

- Assist in shaping the future of our region in a tangible way.
- Ability to join one of The Partnership's boards, committees, councils or task forces. This gives Investors and their team a seat at the table to help drive The Partnership's work plans and regional strategies. Find the full list at [DSMpartnership.com/engagement](https://DSMpartnership.com/engagement).
- The Partnership has robust engagement with local, state and federal officials to create and inform public policy that generates economic growth, business prosperity and talent development in DSM. Connecting Investors to elected officials is an important part of the public policy development process.



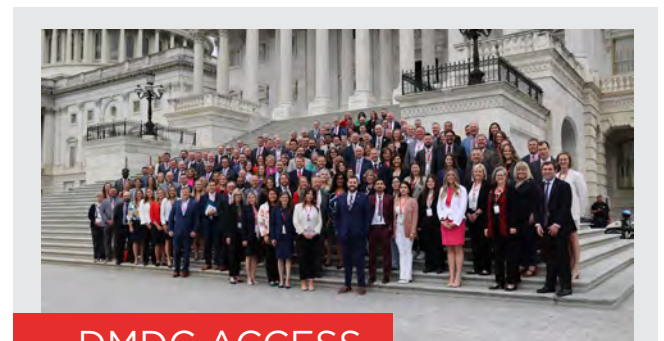
## NETWORKING/CONNECTIONS

- The Partnership connects your employees to a variety of networking, community involvement and professional development opportunities to help them thrive in their career in DSM.
- Investors' interns are invited to The Partnership's DSM Intern Connection program, which connects interns and college students to community leaders, executives and peers and provides an opportunity to learn more about DSM.
- The Partnership also holds Investor-only events. These events (at times virtual, in-person or in a hybrid format) provide insider content and give Investors opportunities to engage in a meaningful way. Examples of Investor-only events include Meet the CEO, Inside the Boardroom and unique insider access gatherings.



## STORYTELLING/MARKETING/ BRAND AWARENESS

- The Partnership makes it a priority to amplify and share its Investors news and stories through our DSM USA and Downtown blogs, newsletters, Partnership social media channels, Talent Attraction website and more.
- Investors gain access to our highly qualified public relations (PR) team for PR and crisis communications expert support.
- Partnership Investors are recognized on The Partnership's Investor List which appears on The Partnership website and is printed and shared thousands of times annually. This is a source of regional pride for current Investors and highlights the impactful organizations throughout the region.



### DMDC ACCESS

Investors receive priority access to our annual DMDC Fly-in event, as well as special pricing. DMDC is a unique opportunity that allows participants to promote local economic development plans to Iowa's Congressional delegation, the Administration and their staffs, and advocate for key issues impacting DSM in the nation's capital.



# WHY THE PARTNERSHIP

As the fourth largest regional chamber of commerce in the United States, with over 400 Investors, 24 Affiliate Chambers and 6,500+ members, and covering 12 counties, The Partnership is a convener of collective strength, thought-leadership and community focus.

Since 1999, The Partnership, with the support of its Investors, has assisted in hundreds of company relocations and expansions in DSM resulting in more than \$14.7 billion in capital investment, in addition to work on talent attraction and retention, cultivating regional collaboration and strengthening the region's core.

## THE BENEFIT OF MOVING FORWARD TOGETHER

Working toward the common goal of a bold vision for our region means we operate from a place of strength and a community mindset.

Visit [DSMpartnership.com/investors](https://DSMpartnership.com/investors) for more information, a list of current Investors, engagement opportunities and more.

Investors drive our bold vision for our region, empowering DSM to move forward together from a place of strength and a community mindset.



**INVESTOR RELATIONS**

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