



FISCAL YEAR 2024

OPERATION DOWNTOWN ANNUAL REPORT

PROGRAM HIGHLIGHTS

Operation Downtown provides services that keep Downtown Des Moines (DSM) clean and safe, leads special projects that contribute to a welcoming and vibrant community, and convenes stakeholders and partners to advance a shared mission of a positive Downtown DSM experience. The work done in Fiscal Year 2024 builds on a longstanding foundation of commitment from Downtown property owners and points to a strong future for Downtown DSM.

- Operation Downtown, in partnership with the Greater Des Moines Partnership and Des Moines Performing Arts, brought Impulse by CS Design & Lateral Office to Cowles Commons. The national traveling exhibit featured 15 oversized seesaws of various sizes with lighting and sound, and attracted more than 46,000 people over a month-long stretch.
- With funding from Operation Downtown and in partnership with The Partnership, a new mural titled “Capitol View” was created on the east wall at 208 Court Avenue. Iowa artists Thomas Agran and Drew Etienne designed the mural that showcases the Downtown skyline, enhances the vibrancy of Downtown DSM and serves as a backdrop for the Downtown Farmers’ Market presented by UnityPoint Health – Des Moines.
- Mainframe Studios installed rooftop artwork titled “Inhale... Exhale...,” created by nationally renowned artist Jordan Weber. The words glow and pulse to serve as a prompt for meditative breathing as people pass by. Operation Downtown, in partnership with The Partnership, provided funding for this project.
- To bolster the Downtown Banner Program, Operation Downtown sponsored new banners and bracket replacements on light poles to fill in gaps, enhancing the aesthetic of Downtown streets.
- In celebration of 515 Day, Operation Downtown ambassadors handed out Des Moines flags to pedestrians as a positive interaction and welcome surprise.



“Capitol View” in the Historic Court District by artists Thomas Agran and Drew Etienne.

DOWNTOWN
DSM USA

#7 SAFEST
CITY TO LIVE IN THE U.S.

– U.S. News & World Report, 2024

STATISTICAL HIGHLIGHTS



729,766
pounds of
trash removed



3,122
graffiti tags
removed



188,400
dog waste bags
replenished



1,061
block faces
power washed



136,900
cigarette butts
recycled



1,726
block faces of
weeds removed



617
business
contacts made



4,503
people given
assistance

MISSION

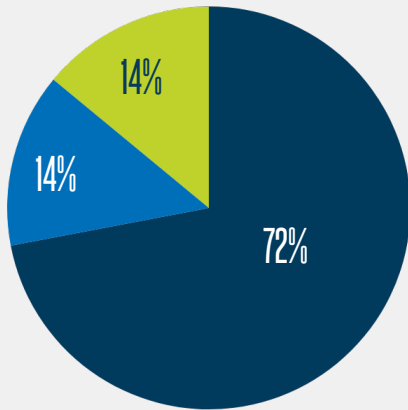
Keeping Downtown DSM clean, safe, welcoming and vibrant in support of a positive experience.



Operation Downtown Ambassadors

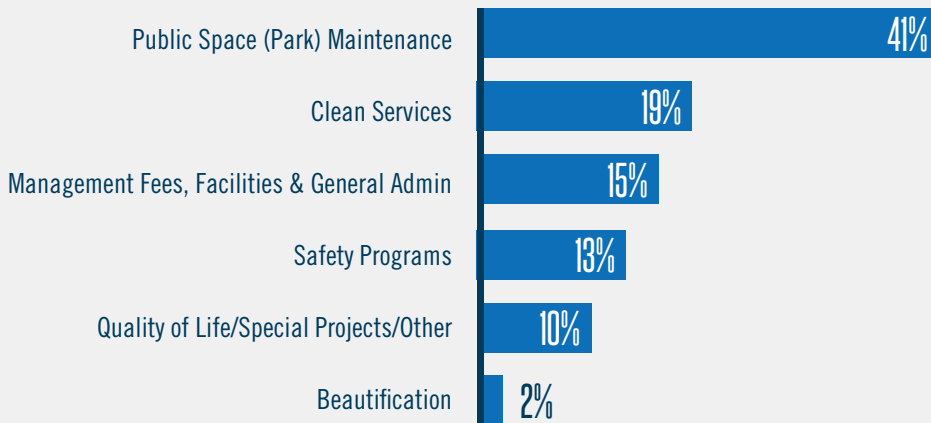


OPERATION DOWNTOWN REVENUE FY24



- SSMID Contributions
- Service Fees & Misc.
- City of Des Moines/Public Space Contributions

OPERATION DOWNTOWN EXPENSES FY24



TOP 10
CLEANEST CITY IN AMERICA

— Lawnstarter, 2024

PRAISE FOR OPERATION DOWNTOWN

“You help keep our properties looking amazing at all times!”

“We get comments daily about how beautiful and clean Downtown is compared to other cities.”

“The kindness and the ‘do the right thing’ attitude that comes from Operation Downtown Ambassadors reinforces that people care and are good.”

“Your work with Operation Downtown was referenced as a model for maintaining a high-quality public realm.”

“My vehicle had a dead battery, and they gave me a jump start which was very kind of them to do.”

“Thank you so much for finding my wallet!”



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In Partnership with

GREATER DES MOINES PARTNERSHIP

