

2019 ANNUAL DOWNTOWN BUSINESS CLIMATE REPORT

DOWNTOWN DSM USA



DOWNTOWN DES MOINES, IOWA

ABOUT THE REPORT

The Greater Des Moines Partnership utilizes the annual Downtown Business Climate Report to gain perspectives of businesses located in Downtown Des Moines (DSM). The report is used to identify patterns of growth, areas of satisfaction, potential opportunities, challenges and needs of the business community. Fifty-six businesses participated in 2019. The survey is sponsored by MidAmerican Energy Company.

33% 2019

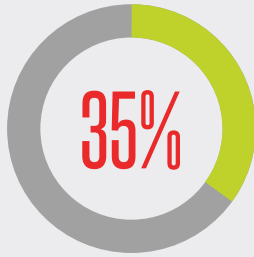
33 percent of businesses contacted participated in the 2019 survey.

#downtownDSM

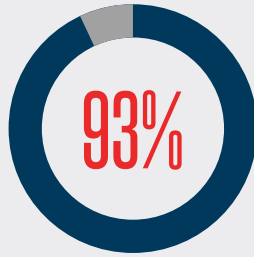


**GREATER DES MOINES
PARTNERSHIP**

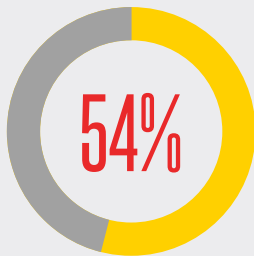
BUSINESS CLIMATE



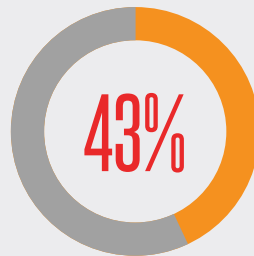
of companies rated the positive business climate as DSM's biggest strength.



of companies reported the technology infrastructure is adequate for their company's growth plan.



of companies reported their annual sales are increasing.



of companies reported their annual sales revenue is stable.

“Such a commitment to great customer service is to be commended. Thank you to Operation Downtown for keeping Downtown clean and safe. I love living and working Downtown.”

— *Downtown Resident*



DOWNTOWN ENHANCEMENT



666,689

Pounds of trash removed



1,672

Graffiti tags removed



153,600

Dog waste bags replenished



8,335

People given assistance



120,000

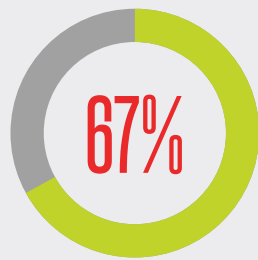
Cigarette butts recycled since program was started

Enhancement statistics provided by Operation Downtown

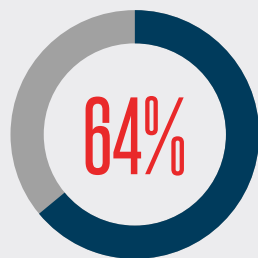
BUSINESS CLIMATE

EMPLOYER DATA

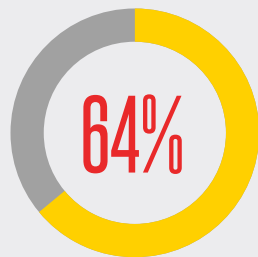
(1-7, 7 being high/good)



of companies reported an increase of employment needs.



of companies rated the quality and stability of their employees as a 5 or higher out of 7.



identified property tax assessment as a 5 or lower on a scale of 1 – 7.



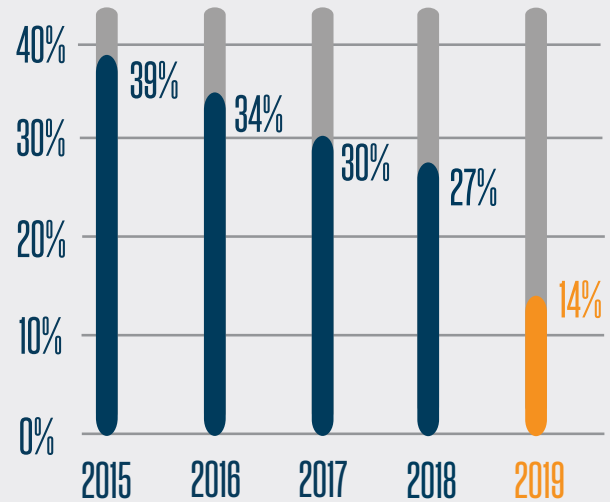
of participants said they have difficulties securing business needs.
Of the 29%, needs are:
38% business services
31% labor
19% finance
12% other

“Unemployment is so low, recruitment is a challenge, especially tech workers.”

— Steve Smith, CEO of GCommerce

PARKING IMPROVEMENTS

Showing improvement over recent years, only 14 percent of companies reported lack of parking as an issue.



COMMUNITY STRENGTHS



of companies identified positive changes in the community that have impacted businesses.

Of the 72%, companies noted:
40% development
24% demographics
14% parking availability & costs
12% other
10% housing

“We benefit from more downtown living and development, restaurants, businesses relocating here like the Kum and Go headquarters.”

— Richard Early, Des Moines Symphony Executive Director

BUSINESS CLIMATE

PUBLIC SERVICE SATISFACTION

(1-7, 7 being high/good)

Quality of Police Protection

91%

Quality of Healthcare

74%

Quality of Housing

73%

1 2 3 4 5 6 7

DOWNTOWN DEMOGRAPHICS



618,219

residential population within a 30-minute drive from Downtown DSM

364,293

workers within a 30-minute drive from Downtown DSM

\$71,026

median household income within a 30-minute drive from Downtown DSM

RECENT PROJECTS

428 E. GRAND \$30 MILLION
Residential

CARBON 55 \$9 MILLION
Residential

CONNOLLY LOFTS \$10 MILLION
Residential

DISTRICT AT 6TH \$40 MILLION
Residential

GRAY'S STATION PHASE I \$19 MILLION
Residential

GRIFFIN BUILDING \$12.4 MILLION
Residential

LINC APARTMENTS \$37 MILLION
Residential

MIESBLOCK \$66 MILLION
Residential

ROWAT LOFTS \$28 MILLION
Residential

THE BANKS PHASE II \$18 MILLION
Residential

111 E. GRAND OFFICE/RETAIL TBD
Commercial

GRAY'S LANDING OFFICE BUILDING \$15 MILLION
Commercial

KRAUSE GATEWAY CENTER \$151 MILLION
Commercial

MIESBLOCK COMMERCIAL \$11.2 MILLION
Commercial

21C MUSEUM HOTEL \$107 MILLION
Hotel

FAIRFIELD INN AND SUITES \$10.8 MILLION
Hotel

HOTEL FORT DES MOINES \$37 MILLION
Hotel

APARIUM GROUP HOTEL \$39.7 MILLION
Hotel

COURT AVENUE BRIDGE REHAB \$7 MILLION
Civic

GRAY'S LAKE AREA PEDESTRIAN BRIDGE \$4 MILLION
Civic

LOCUST STREET BRIDGE \$8 MILLION
Civic

DID YOU KNOW:

DSM USA is the regional identifier for Greater Des Moines (DSM). Downtown DSM USA is the identifier for the region's core — Downtown. The Downtown DSM USA identifier is the result of significant quantitative and qualitative research that shows the identifier closely ties Downtown to the region, therefore making both identities stronger. Downtown DSM USA is shown through research to communicate that Downtown is fresh, contemporary, active, cultural and diverse.



There are currently **40** development projects in Downtown Des Moines.

"I believe Des Moines is a gold mine... You get a small town feel with big city culture and environment."

— Kristen Amfahr, Manager of Staybridge Suites Des Moines Downtown

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