



# 2022 ANNUAL REPORT

**707**  
JOBS

Created or retained

**32**

TOTAL PROJECTS  
in the Region

**15** NEW LOCATIONS  
**17** EXPANSIONS

**\$989,634,429**

in capital investment

Conducted

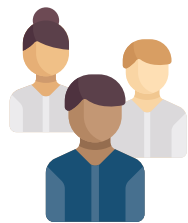
**326**

Regional Business  
Retention and  
Expansion meetings

With

**238**

Unique companies



**720,711**

Unique visitors to  
DSMpartnership.com



## DOWNTOWN DSM DEVELOPMENT PROJECT RESULTS:

**14 EXPANSIONS +  
NEW LOCATIONS**

in Downtown DSM



Created Downtown Employer  
Child Care Consortium and  
helped secure a

**\$940K** GRANT

from the State of Iowa for a  
Downtown child care center

A national digital marketing campaign  
promoting economic development and  
talent attraction drove

**145,350**

WEBSITE VISITS

Partnered with



to connect middle and high school students with colleges and employers

Increased profiles on Tallo Talent Recruitment Platform to

**13,261**

Provided **5 SCHOLARSHIPS** to high school students in the region

**HOSTED 193**

Interns through DSM Intern Connection



**LAUNCHED**

the Workforce Trends and Occupancy Study and created an action-based playbook



Graduated **21 FELLOWS** in the latest DSM Fellowship Program cohort



**ASSISTED 12**

Companies 1-on-1 with company-wide DEI strategies

Presented DEI overview and best practices at chamber events, reaching

**67 COMPANIES**



DSM4**EQUITY**

Worked with community partners to unveil

**21 DSM 4 EQUITY PLAYBOOKS**

**SUPPORTED 29**

Minority-owned small businesses through the new Downtown Farmers' Market Incubator program

**HOSTED 400+**

Attendees at the Inclusion Summit

**HOSTED 286**

Attendees at the Untapped Talent events

**HOSTED 115**

Attendees at the inaugural Future World of Work Summit

**HOSTED 531**

Attendees at the Multicultural Receptions

**HOSTED 2**

Welcome to DSM Receptions



**HOSTED**

Inaugural cohort of the Scale DSM Minority Business Accelerator powered by Interise®

**9 GRADUATED**

from the inaugural program

Hosted

**4 SUPPLIER DIVERSITY EVENTS**

and connected with

**NEARLY**

**150**

buyers and vendors



**World Food & Music Festival**

Created and launched the

**INNOVATION DASHBOARD**

Introduced **ENTREPRENEURSHIP HAPPENS HERE**

marketing campaign to celebrate those who build their business in DSM

**HOSTED MILLIONS OF PEOPLE AT DOWNTOWN DSM EVENTS AND ACTIVATIONS INCLUDING:**

- DSM Book Festival
- Downtown Farmers' Market and Winter Market
- Downtown Workforce Day at Principal Park
- Great DSM Hot Air Balloon Hunt
- Hide and Seek Ornaments You Keep
- Holiday Promenade
- Out to Lunch
- Silent Disco
- Tweet Week
- World Food & Music Festival

**DSM LOCAL**

Hosted Small Business Success Summit with nearly

**250 ATTENDEES**



Downtown DSM foot traffic

**AVERAGED 78%** of pre-pandemic levels, outperforming the national average of 49%

**100%** of Partnership Investors mentioned in storytelling



**PARTNERED WITH OPERATION DOWNTOWN ON TEMPORARY ART ACTIVATIONS AND INSTALLATIONS INCLUDING:**

- LAPS
- Borealis
- EXPosure
- Skywalk Art
- "Anything is Possible" by Tone the MoveMaker





4,604

Earned Media Placements in 62 Countries



Nearly

60M  
#DSMUSA

Impressions

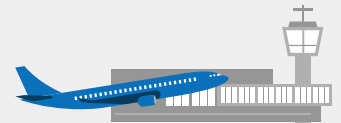
More than

51M  
#downtownDSM

Impressions

WORKED WITH ELECTED OFFICIALS TO ADVANCE STATE AND FEDERAL POLICY PRIORITIES:

- Des Moines International Airport Terminal Project
- Pro-Growth Tax Policies
- ICON Water Trails
- Placemaking
- Infrastructure Investment
- Housing
- Immigration Reform
- Broadband
- Arts and Culture Funding
- Child Care
- Talent and Workforce Policies



Hosted

186

Community leaders at DMDC

LAUNCHED  
#keepiowafirst

Campaign ahead of the 2024 Iowa Caucuses

MOVING FORWARD TOGETHER

COMPLETED A RECORD-BREAKING 5-YEAR INVESTOR CAMPAIGN:

- Secured \$40M in Investor commitments
- 4 new Chairs' Circle Investors
- Percentage of overall increase in dollars: 16%
- 1 new County
- 74 new Investors
- More than 400 Investors

Held

6

Issue forums

Held

10

Candidate forums

Held

13

Additional policy events

COLLABORATED TO EXPAND THE REGIONAL FOOTPRINT:

More than

400  
INVESTORS

24

AFFILIATE  
CHAMBERS

6,500  
AFFILIATE  
MEMBERS

11

COUNTIES  
REPRESENTED  
(Added Mahaska County)