



# 2023 ANNUAL REPORT

## ECONOMIC DEVELOPMENT SUCCESS:

**94**  
PROJECT LEADS

**332**  
existing industry and  
entrepreneurial meetings

More than  
**\$2 BILLION**  
in capital investment



Des Moines International Airport new terminal project broke ground and received bond referendum with

**80%**  
PUBLIC SUPPORT

## 31 BUSINESS LOCATION OR EXPANSION PROJECTS, INCLUDING:

- Apple
- Clow Valve Co.
- Ihle Fabrications, LLC
- Maverik
- Meta
- Microsoft
- OpenLoop Health
- Toggle
- Vermeer Corporation



## THE "DO SOMETHING GREATER" TALENT AND ECONOMIC DEVELOPMENT MARKETING CAMPAIGNS CONTRIBUTED TO:

Iowa Confluence (ICON) Water Trails held a groundbreaking at Scott Avenue

More than  
**291,000**  
WEB USERS

More than  
**27 MILLION**  
IMPRESSIONS



DSM RFI Ready program launched with  
**19 SITES**  
that are prime for development

## 11-COUNTY LISTENING TOUR:

Met with more than 375 Investors, Affiliates, Members, policymakers and stakeholders

11

Counties

25

Cities

23

Chambers of  
Commerce

24

Federal and State  
Policymakers

130

Investors/  
Board Members/  
Stakeholders

34

Small Business  
Owners/Leaders

Worked with regional partners to launch new

## CAPITAL CROSSROADS ROADMAP



Hosted the Future World of  
Work Summit with more than

100 ATTENDEES

Launched

## DSM WORKFORCE COLLABORATIVE

to drive work-based learning and talent  
retention strategies



Launched an updated

## CAREER CENTER

that lists job openings throughout  
the region

The DSM Intern Connection

summer event series hosted more than

315 COLLEGE STUDENTS

representing more than

70 EMPLOYERS

and more than

50 COLLEGES

74%

say they are likely to accept  
a job with their internship  
employer in DSM

78%

say they are likely  
to relocate here

Supported

# 51 SMALL BUSINESSES

through Scale DSM and Spark DSM programming  
as well as other services and training



Activated the Iowa Caucus Consortium  
and Iowa Caucus Media Center to host

1,200+

national and international media members

## MAJOR REGIONAL PROJECTS ADVANCED THROUGH COMMUNITY PARTNERS:

- Market District in Des Moines
- Pro Iowa Soccer Stadium and Global Plaza
- Future 435 Project
- Mediacom Stadium at Drake University
- Grimes Hope Entertainment District and GrimesPlex
- Sapphire Lake in Grinnell
- Johnston Gateway District
- Veterans District in Knoxville
- 13th Street District in Marshalltown
- Legacy Plaza in Newton
- Norwalk Central Project
- Urbandale Community Recreation Complex
- Des Moines University campus in West Des Moines
- And many more

Hosted

# 8 DSM DAYS

on college campuses and  
unique experiences for

119

higher education  
professionals

Hosted

21

young professionals in the  
DSM Fellowship Program





Hosted  
**175 ATTENDEES**  
at the Economic Impact Awards

More than  
**1,100**  
people from across the region attended Chamber Night with the Iowa Cubs

Assisted more than  
**60 COMPANIES**  
with inclusion-related strategies

Hosted  
**285 ATTENDEES**  
at the Inclusion Summit

Hosted more than  
**250 ATTENDEES**  
at the Small Business Success Summit

  
**41 PEOPLE**  
completed the DEI Management Certification Program



HOSTED **MILLIONS** OF PEOPLE AT MAJOR EVENTS AND POP-UP ACTIVATIONS INCLUDING:

- DSM Book Festival
- DSM Loves You Activation
- Downtown Farmers' Market and Winter Market
- DSM Workforce Day at the Ballpark Activation
- Great DSM Hot Air Balloon Hunt Activation
- Hide and Seek Ornaments You Keep Activation
- Holiday Promenade
- Out to Lunch Activations
- Skywalk Selfie Spots
- Tweet Week Activation
- World Food & Music Festival



Partnered with Operation Downtown on special projects including Skywalk activations, beautification projects and a mural near the Women of Achievement Bridge.

**THE DOWNTOWN DSM: FUTURE FORWARD VISION PLAN & ACTION PLAN WAS PASSED UNANIMOUSLY AS PART OF THE CITY OF DES MOINES' COMPREHENSIVE PLAN. THE PLAN RECEIVED AWARDS FROM:**

- International Economic Development Council
- American Planning Association Iowa Chapter



More than  
**837,000 WEB USERS**  
 across all Partnership websites

**PROGRESS ON POLICY PRIORITIES INCLUDED:**

- Workforce readiness
- Child care
- Housing
- Placemaking
- Des Moines International Airport

▲  
**177**

people attended the  
 DMDC advocacy trip to  
 Washington, D.C.

More than  
**4,700**  
 earned media placements in  
**60 COUNTRIES**



Regional 515 Day  
 celebration won  
 national award from  
 the Association of  
 Chamber of Commerce  
 Executives

**DOWNTOWN FOOT TRAFFIC:**

**8%**  
 higher than 2022

**29%**  
 higher workday levels  
 over 2022



Secured  
**10**  
 new Investors

Hosted more than  
**200 ATTENDEES**  
 at Entrepreneur Field Days events  
 across the region that showcased  
**7 LOCAL BUSINESSES**

**HUNDREDS OF PEOPLE ATTENDED ADVOCACY EVENTS INCLUDING:**

- Lunch on the Hill
- Iowa Legislative Slow-Pitch Softball Game