



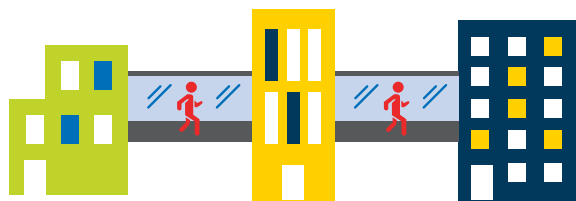
ABOUT THE PROGRAM

The Downtown Community Alliance (DCA) utilizes the annual Executive Call Program to communicate with businesses located in Downtown Des Moines to identify patterns of growth, areas of satisfaction, potential opportunities, challenges and needs of the business community. Eighty businesses participated in the 2017 program, which is sponsored by MidAmerican Energy Company.



41 percent of contacted businesses participated in the 2017 survey compared to 36 percent in 2016.

DOWNTOWN DEMOGRAPHICS



10,000+
residential
population

3,300
new housing units

75,000+
employees

STRENGTHS

GROWTH



4 out of 5 reported increasing revenues.



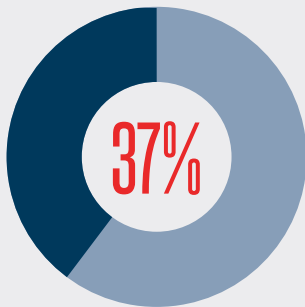
3 out of 5 plan to expand infrastructure and/or workforce in the next few years.



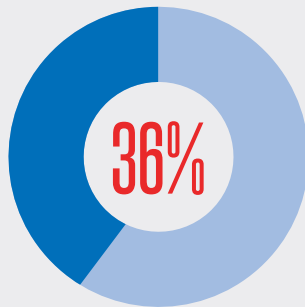
500+ new jobs identified.

“We’ve seen a complete transition of Downtown Des Moines.”

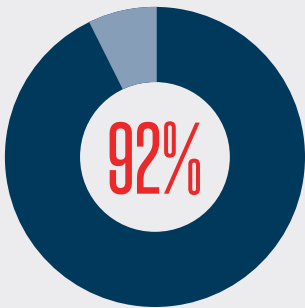
— Bill Lillis, Partner at Lillis O’Malley Olson, Manning Pose & Templeman LLP



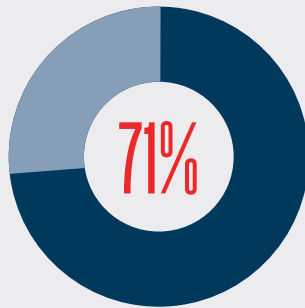
rated the positive business climate as DSM’s biggest strength.



specifically praised DSM’s culture and quality of life.



rated local community college programs as a 6 or higher out of 7.



rated the quality of their employees as a 6 or higher out of 7.

FAVORITE DOWNTOWN AMENITIES



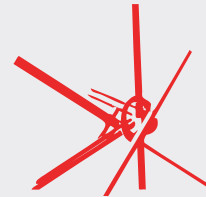
Historic East Village



Des Moines Performing Arts



Downtown Farmers’ Market



John and Mary Pappajohn Sculpture Park



Bike Trails

“Everyone’s cheering for each other — wanting to help other small businesses.”

— Ben Anderson, President of 8/7 Central

AREAS FOR IMPROVEMENT

KEY CHALLENGES

43%

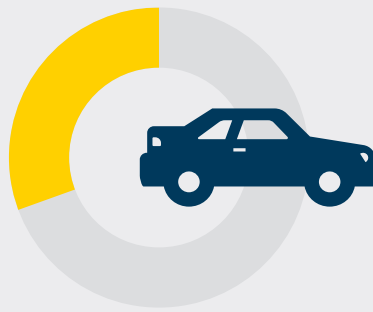
cited challenges with continued growth Downtown.

LABOR



65 percent reported difficulty with recruitment for certain positions/skills.

PARKING



30 percent cited lack of parking as a challenge.

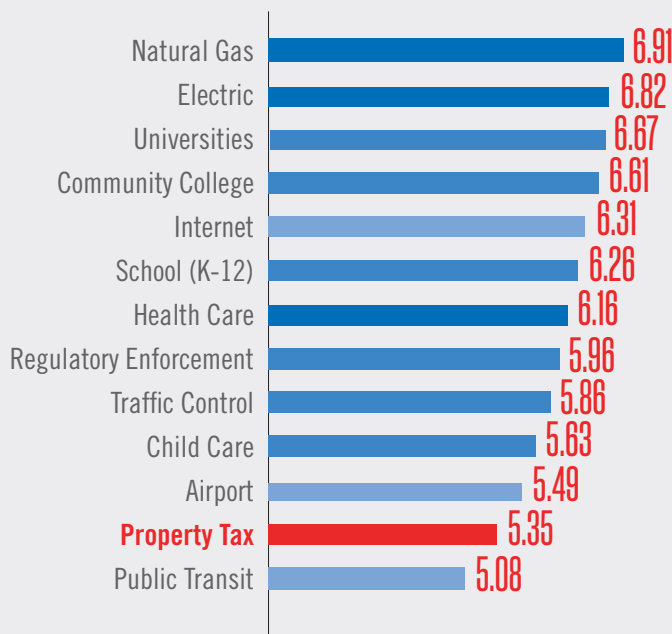
FLIGHTS



20 percent noted cost and/or lack of direct flights as a challenge.

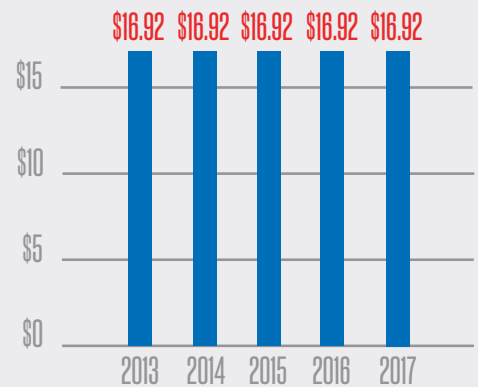
COMMUNITY SERVICE SATISFACTION

(1-7, 7 being high/good)



DID YOU KNOW:

For the last five years, the property tax rate in the City of Des Moines has remained stable.



2017 MOMENTUM

BICI FLATS \$17.5 MILLION <i>Residential</i>	7TH AND GRAND PARKING GARAGE \$28 MILLION <i>Commercial</i>
BLACKBIRD INVESTMENTS TOWER \$85 MILLION <i>Residential</i>	MAINFRAME STUDIOS \$11.2 MILLION <i>Commercial</i>
CITYVILLE PHASE III \$17.37 MILLION <i>Residential</i>	FEDERAL HOME LOAN BANK \$25 MILLION <i>Commercial</i>
CLEMENS BUILDING \$14 MILLION <i>Residential</i>	GRAY'S LANDING OFFICE BUILDING \$15 MILLION <i>Commercial</i>
COLLEGE HILL \$18 MILLION <i>Residential</i>	KRAUSE GATEWAY CENTER \$151 MILLION <i>Commercial</i>
EAGLE VIEW LOFTS \$15 MILLION <i>Residential</i>	MERCY MEDICAL CENTER TOWER \$500 MILLION <i>Commercial</i>
EAGLE VIEW ROWHOMES \$5 MILLION <i>Residential</i>	PRINCIPAL \$284 MILLION <i>Commercial</i>
FELIX APARTMENTS \$17 MILLION <i>Residential</i>	GLOBAL ATLANTIC \$12.9 MILLION <i>Commercial</i>
JACKSON CROSSING \$40 MILLION <i>Residential</i>	IOWA EVENTS CENTER HOTEL \$105 MILLION <i>Hotel</i>
R & T LOFTS \$35 MILLION <i>Residential</i>	HOTEL FORT DES MOINES \$37 MILLION <i>Hotel</i>
WILKINS BUILDING \$18.7 MILLION <i>Residential</i>	POLK COUNTY COURTHOUSE \$75.7 MILLION <i>Civic</i>
	WALNUT STREET STREETScape \$4.5 MILLION <i>Civic</i>

DID YOU KNOW:

- There are more than **1,000** on-street parking spots available in the Historic East Village.
- Des Moines International Airport has increased direct flight destinations by **35%** since 2015.



There are currently

40+

development projects in
Downtown Des Moines.

**"I think it's the collective
environment that makes Des
Moines so strong."**

— Dan Houston,
Chairman, President and CEO of Principal

**DOWNTOWN
DSM USA**

TIM LEACH

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**GREATER DES MOINES
PARTNERSHIP**