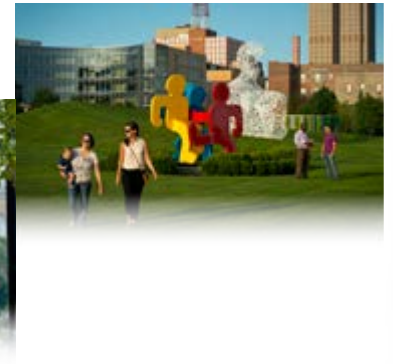


2018 ANNUAL DOWNTOWN BUSINESS CLIMATE REPORT

DOWNTOWN DSM USA



DOWNTOWN DES MOINES, IOWA

ABOUT THE REPORT

The Greater Des Moines Partnership utilizes the annual Downtown Business Climate Report to seek feedback via phone call surveys from businesses located in Downtown Des Moines (DSM). Data gathered from the calls is used to identify patterns of growth, areas of satisfaction, potential opportunities, challenges and needs of the business community. Eighty businesses participated in 2018. The survey is sponsored by MidAmerican Energy Company.

40% 2018

40 percent of businesses contacted participated in the 2018 survey.

DOWNTOWN DEMOGRAPHICS



10,500+
residential population

2,000+
new housing units

81,000+
employees

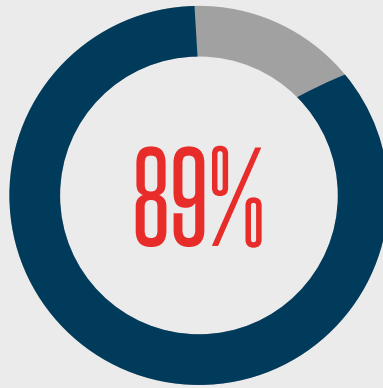


#downtownDSM

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.

“Local business owners look out for one another. It is a team effort to bring people to the community of Downtown Des Moines.”

— Kevin Jones, Subject



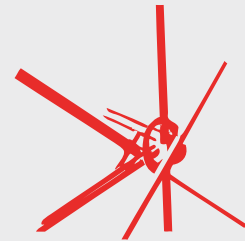
DOWNTOWN ENHANCEMENT IDEAS



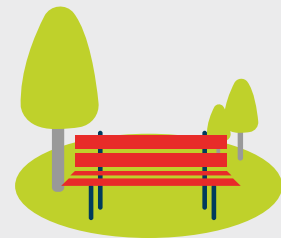
More Events, Entertainment and Activities



Better Transportation Options



More Arts and Culture



More Parks and Green Spaces



More Retail and Shopping

Enhancement ideas provided by Operation Downtown Key Findings Downtown Perception Study, 2017

ADVANCEMENT

EMPLOYEE DATA



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



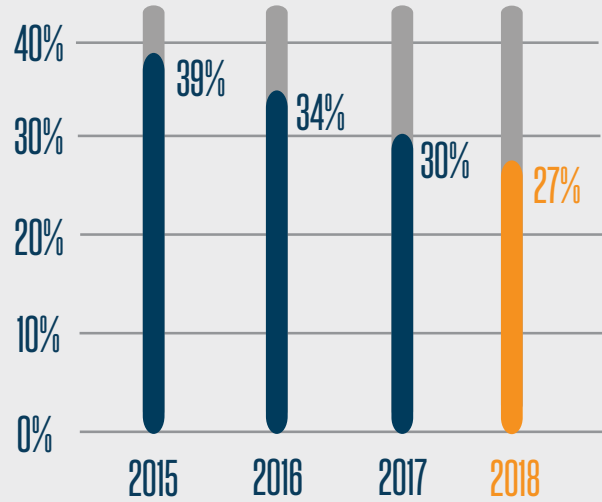
of companies rated the quality of their employees as a 5 or higher out of 7.



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

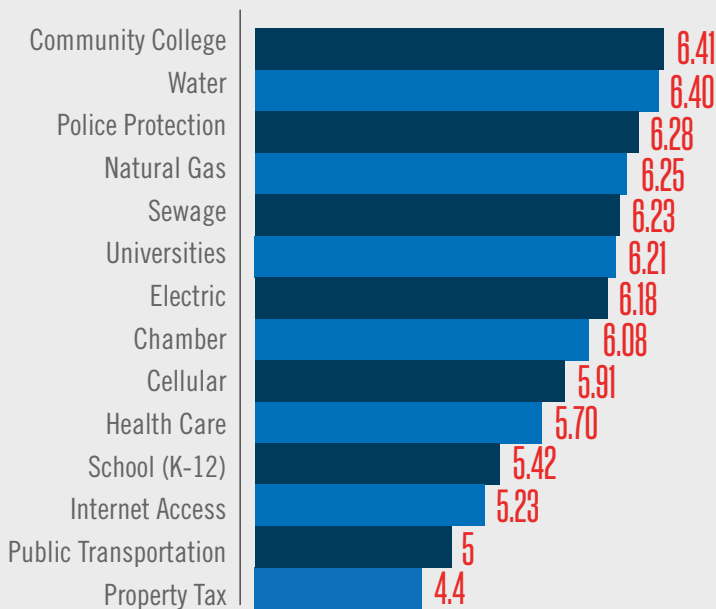
PARKING IMPROVEMENTS

Showing improvement over recent years, only 27 percent of companies reported lack of parking as an issue.



COMMUNITY SERVICE SATISFACTION

(1-7, 7 being high/good)



COMMUNITY STRENGTHS

60%

of companies anticipate positive changes in the community in the future.

54%

of companies reported a positive change in the community in the last two years.

39%

of companies reported that there are no barriers to growth in the community.

RECENT PROJECTS

APARIUM GROUP HOTEL \$39.7 MILLION
Hotel

CARBON 550 \$9 MILLION
Residential

CONNOLLY LOFTS \$10 MILLION
Residential

DISTRICT AT 6TH \$40 MILLION
Residential

FEDERAL COURTHOUSE \$137 MILLION
Public

FEDERAL HOME LOAN BANK \$25 MILLION
Commercial

GRAY'S LANDING OFFICE BUILDING \$15 MILLION
Commercial

GRAY'S STATION PHASE I \$19 MILLION
Residential

HOTEL FORT DES MOINES \$37 MILLION
Hotel

KRAUSE GATEWAY CENTER \$151 MILLION
Commercial

LINC APARTMENTS \$37 MILLION
Residential

LOCUST STREET BRIDGE \$8 MILLION
Public

MERCY MEDICAL CENTER TOWER \$500 MILLION
Commercial

MIESBLOCK \$66 MILLION
Residential

MIESBLOCK COMMERCIAL \$11.2 MILLION
Commercial

NEW HORIZON ACADEMY \$2.6 MILLION
Commercial

PARKWAY LOFTS \$13 MILLION
Residential

POLK COUNTY COURTHOUSE \$75.7 MILLION
Public

ROWAT LOFTS \$28 MILLION
Residential

THE FIFTH \$107 MILLION
Residential

VELOCITY \$20 MILLION
Residential

21C MUSEUM HOTEL \$25 MILLION
Hotel

418 E. GRAND \$30 MILLION
Residential

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.

DSM USA ➔ **DOWNTOWN DSM USA**

There are currently

40+

development projects in
Downtown Des Moines.

"Highly engaged business community, easy to find the correct connection and easy to network."

— Chris Della Vedova,
Confluence

TIM LEACH

Senior Vice President of Downtown Development
p: (515) 286-4944 e: tleach@downtownDSMUSA.com
downtownDSMUSA.com



**GREATER DES MOINES
PARTNERSHIP**