

DOWNTOWN DSM QUARTERLY REPORT



QUARTER 3

Published in September 2023

Metrics in report cover June 1 – August 31,
unless otherwise noted.

ECONOMIC DEVELOPMENT



The Partnership team assisted with four business location or expansion projects, including **Iowa State University Ivy College of Business, Security Benefit, Cattlemen’s Heritage** and **Algae Biomass Organization**.

\$850,000

Downtown economic development projects resulted in \$850,000 in capital investment.

COMMUNICATIONS AND MARKETING

1.6 MILLION+
impressions on
Downtown DSM
social media
channels

87,500+
engagements on
Downtown DSM
social media
channels

**NEARLY
16 MILLION**
impressions of
#downtownDSM

57,000+
unique pageviews
to **Downtown DSM**
websites

190+
Downtown DSM
media mentions

83
Downtown DSM blog
posts published

NEARLY 5,000
views of **Downtown DSM**
blog posts

TOP PERFORMING DOWNTOWN DSM BLOG POSTS

“Navigate the World
Food & Music Festival and
Support Local this Fall”

“Five of the Wildest
Foods at the World Food &
Music Festival”

“A Weekend in Downtown
Des Moines”

DOWNTOWN DSM FOOT TRAFFIC*

Averaged
67%

of pre-pandemic levels during
working hours (Monday-Friday)

*Averaged more than 70% of pre-pandemic levels
during core working days (Tuesday-Thursday)*

Averaged
93%

of pre-pandemic
levels on Friday/
Saturday/Sunday

Averaged nearly
85%

of pre-pandemic
levels overall

National Kastle Back
to Work Barometer =

49%

of pre-pandemic levels

*Metrics from Jan. 1 – Aug. 31, 2023 | Source: Placer.ai

EVENTS AND ACTIVATIONS

WORLD FOOD & MUSIC FESTIVAL (JANUARY - AUGUST)

105,000+
attendees

130
media mentions

315,000+
impressions on
social media

43,500+
worldfoodandmusicfestival.com
unique web visits

DOWNTOWN FARMERS' MARKET (JUNE - AUGUST)

345,000+
visitors

NEARLY 100
media mentions

NEARLY 894,000
impressions on
social media

67,000+
desmoinesfarmersmarket.com
unique web visits

DOWNTOWN DSM TWEET WEEK (JULY 8 - 16)

221,700+
impressions on
social media

1,000+
pageviews of Tweet
Week landing page

OUT TO LUNCH (MARCH - MAY)

108,000+
impressions on
social media

28
media mentions

8,500
pageviews of Out to
Lunch landing page

DOWNTOWN MOMENTUM

Operation Downtown and **The Partnership** installed a new mural near the Women of Achievement Bridge to celebrate diversity, inclusivity and connection.

Ballet Des Moines announced a 9,000-square-foot Central Campus for Arts and Education in the Kaleidoscope.

Des Moines Airport Authority Board announced a groundbreaking for the new terminal project for Oct 4.

Catch Des Moines and **The Partnership** partnered to host an overnight RAGBRAI stop at Water Works Park.

OPERATION DOWNTOWN

291,000+
pounds of trash
removed

NEARLY
1,300
graffiti tags removed

75,000+
dog waste bags
replenished

1,700+
connections/
assistance

DOWNTOWN DSM BUZZ

RANKINGS

#1

Place for Young
Professionals to Live
— *Forbes*

TOP 10

Mid-Sized City for Best
Business Climate.
— *Business Facilities*

TOP 10

Fastest-Growing
Mid-Sized Metro.
— *Site Selection Group*

TOP 5

Small City for Young Graduates
— *Pheabs*

TOP 12

Best Mid-Size City in the U.S.
— *Extra Space Storage*

POSITIVE HEADLINES

"Downtown DSM foot traffic continues to take steps forward"
— *Business Record*

"What to eat, drink and hear at the World Food & Music Festival in Des Moines this weekend"
— *Des Moines Register*

"Des Moines-Apalooza: Water Works Park hosts RAGBRAI riders in Des Moines" — *KCCI*



Learn more about Downtown DSM by visiting downtownDSM.com.

DOWNTOWN
DSM USA