

# DOWNTOWN DSM QUARTERLY REPORT



## QUARTER 1

Published in March 2023

Metrics in report cover Jan. 1 – Feb. 28,  
unless otherwise noted.

### ECONOMIC DEVELOPMENT



The Partnership team assisted with two business location or expansion projects, **OpenLoop Health** and **Gross-Wen Technologies**.

**\$11  
MILLION**

Downtown economic development projects resulted in more than \$11 million in capital investment.

### COMMUNICATIONS AND MARKETING

**129,400+**  
impressions on  
**Downtown DSM**  
social media  
channels

**6,000+**  
engagements on  
**Downtown DSM**  
social media  
channels

**11.1+ MILLION**  
impressions of  
**#downtownDSM**

**26,000+**  
unique pageviews  
to **Downtown DSM**  
websites

**111**  
Downtown DSM  
media mentions

**19**  
Downtown DSM blog  
posts published

**7,300+**  
views of Downtown  
DSM blog posts

### TOP PERFORMING DOWNTOWN DSM BLOG POSTS

“8 Secret Speakeasies  
and Cool Bars in  
Downtown Des Moines”

“Top 10 Indoor Winter  
Activities in Downtown  
Des Moines”

“12 Places to Celebrate  
National Margarita Day in  
Downtown Des Moines”

### DOWNTOWN DSM FOOT TRAFFIC\*

Averaged nearly  
**65%**

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

*Averaged more than 68% of pre-pandemic levels  
during core working days (Tuesday-Thursday)*

Averaged more than  
**91%**

of pre-pandemic  
levels on  
Friday/Saturday/Sunday

Averaged more than  
**83%**

of pre-pandemic  
levels overall

National Kastle Back  
to Work Barometer =

**48%**

of pre-pandemic levels

\*Metrics from Jan. 1 - March 24, 2023 | Source: Placer.ai

## EVENTS AND ACTIVATIONS

### GREATER DES MOINES PARTNERSHIP ANNUAL DINNER (JAN. 26)

1,000+  
attendees

43,000+  
impressions on social media

460  
Partnership website visits

390  
media mentions

### DSM LOVES YOU VALENTINE'S ACTIVATION (FEB. 13 - 17)

44,400+  
impressions on social media

2  
media mentions



205  
visits to the [downtownDSMUSA.com](http://downtownDSMUSA.com) website

### THE GREAT DSM HOT AIR BALLOON HUNT (MARCH 4)

102,600+  
impressions on social media

5  
media mentions



460  
visits to the [downtownDSMUSA.com](http://downtownDSMUSA.com) website

## DOWNTOWN MOMENTUM



Significant progress made in funding for **Pro Iowa Soccer Stadium and Global Plaza** and **Des Moines International Airport Terminal**.

## OPERATION DOWNTOWN

NEARLY 87,000  
pounds of trash  
removed

19,200  
dog waste bags  
replenished

142  
graffiti tags removed

1,088  
connections/  
assistance

In February, Ambassadors handed out candy branded **"DSM Loves You."**

## DOWNTOWN DSM BUZZ

### RANKINGS

#2

Best Place to Live  
in the Midwest  
— *StudyFinds*

#14

Best Place to Live  
in the U.S.  
— *U.S. News & World  
Report*

World Food & Music Festival  
nominated for **"Favorite City  
Food Festival"**  
— *USA Today*

#9

Top Metro for the Number of Economic Development Projects (*among metros with a population of 200,000 – 1 million*) — *Site Selection Magazine*

### POSITIVE HEADLINES

"Skywalk pop-up spreads a message of self-love through flowers and uplifting messages." — *KCCI (Image)*

"Downtown foot traffic approaching pre-pandemic levels, Des Moines Partnership leaders say." — *Des Moines Register*

"These are my people. This is my town. I believe I found home. Phenomenal city. Absolutely incredible." — *Seton O'Connor, "Dan Patrick Show"*



Learn more about Downtown DSM by visiting [downtownDSM.com](http://downtownDSM.com).

DOWNTOWN  
**DSM USA**