

# DOWNTOWN DSM QUARTERLY REPORT



## QUARTER 4

Published in December 2023

Metrics in report cover Sept. 1 – Nov. 30,  
unless otherwise noted.

### ECONOMIC DEVELOPMENT (SEPTEMBER – OCTOBER)



The Partnership team assisted with two business location or expansion projects, including recent projects for **Pitchly** and **Tumbleweed**.

**\$1,000,000**

Downtown economic development projects resulted in \$1 million in capital investment.

### COMMUNICATIONS AND MARKETING

**NEARLY  
918,000**  
impressions on  
**Downtown DSM**  
social media channels

**39,000+**  
engagements on  
**Downtown DSM**  
social media  
channels

**9.9 MILLION+**  
impressions of  
**#downtownDSM**

**50,000+**  
**Downtown DSM**  
website users

**346**  
**Downtown DSM**  
media mentions

**59**  
**Downtown DSM** blog  
posts published

**NEARLY 25,000**  
views of **Downtown DSM**  
blog posts

#### TOP PERFORMING DOWNTOWN DSM BLOG POSTS

“Holiday Promenade Deals  
for Friday, Nov. 17”

“Free Things to Do in  
Downtown DSM – November  
Edition”

“Shop These 2023 Winter  
Farmers’ Market Vendors”

### DOWNTOWN DSM FOOT TRAFFIC\*

Averaged nearly  
**66%**

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

*Averaged more than 69% of pre-pandemic levels  
during core working days (Tuesday-Thursday)*

Averaged  
**91%**

of pre-pandemic  
levels on Friday/  
Saturday/Sunday

Averaged more than  
**84%**

of pre-pandemic  
levels overall

National Kastle Back  
to Work Barometer =

**49%**

of pre-pandemic levels

\*Metrics from Jan. 1 – Nov. 30, 2023 | Source: Placer.ai

## EVENTS AND ACTIVATIONS

### DOWNTOWN FARMERS' MARKET (SEPTEMBER - OCTOBER)

515,000+

impressions on  
social media

72

media mentions

65,000+

desmoinesfarmersmarket.com  
unique web visits

200,000+

attendees

### DOWNTOWN WINTER FARMERS' MARKET (NOVEMBER)

129,400+

impressions on  
social media

27

media mentions

NEARLY 31,000+

desmoinesfarmersmarket.com  
unique web visits

15,000+

attendees

### DSM WORKFORCE DAY AT THE BALLPARK (JULY 20 - SEPT. 13)

800+

registrants

38,700+

impressions on  
social media

### HOLIDAY PROMENADE (OCT. 18 - NOV. 30)

32,000+

attendees

NEARLY 71,000+

impressions on social media

44

media mentions

## DOWNTOWN MOMENTUM



### OpenLoop Health

announced the renaming of their Downtown DSM headquarters. The former Bank of America Building will now be called OpenLoop Tower.

**Maverik**, which recently purchased Kum & Go, has opened a regional headquarters in Downtown DSM in the Nationwide building.

The **Des Moines International Airport** broke ground on its new terminal, and Polk County residents overwhelmingly voted yes on a bond referendum in support of the project.

## DOWNTOWN DSM BUZZ

### RANKINGS

TOP 20

Most Neighborly  
City in the U.S.  
— *Neighbor*

TOP 25

Up-and-Coming  
Tech Market  
— *CBRE*

#6

Best Place to Live for Families  
— *U.S. News & World Report*

#8

Top Place to Start a  
Small Business  
— *LendingTree*

#4

Best City for Retirement  
— *ConsumerAffairs*

### POSITIVE HEADLINES

"Voters Say Yes to \$350M Bond Issue for New Des Moines Airport Terminal"  
— *Des Moines Register*

"Downtown DSM Foot Traffic Edging Closer To Pre-Pandemic Levels"  
— *Newsradio 1040 WHO*

"Crowds Gather to Shop Local at the Downtown Winter Farmers' Market"  
— *WHO-13*



"Downtown DSM Poised to Add 1,778 Apartments"  
— *Business Record*

## OPERATION DOWNTOWN

254,193

pounds of trash  
removed

713

graffiti tags removed

45,300

dog waste bags  
replenished

1,078

connections/  
assistance

305

block faces  
pressure washed

94,000

cigarette butts  
recycled  
(Jan. 1 - Oct. 5)

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

DOWNTOWN  
**DSM USA**