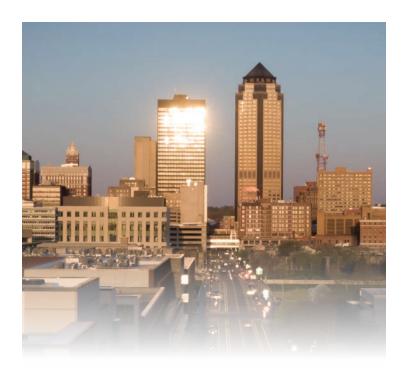


DOWNTOWN DSMQUARTERLY REPORT

QUARTER 2

Published in June 2023

Metrics in report cover March $1-May\ 31$, unless otherwise noted.



ECONOMIC DEVELOPMENT



The Partnership team assisted with two business location or expansion projects, including **Landus** and **Meta Fuel.**



Downtown economic development projects resulted in nearly \$8.7 million in capital investment.

COMMUNICATIONS AND MARKETING

1.4 MII I INN+

impressions on

Downtown DSM

social media

channels

52,500+

engagements on **Downtown DSM**social media

channels

15 MILLION+

impressions of #downtownDSM

46,500+

unique pageviews to **Downtown DSM** websites

HNN+

Downtown DSM media mentions

65+

Downtown DSM blog posts published

21,500+

views of **Downtown DSM** blog posts

TOP PERFORMING DOWNTOWN DSM BLOG POSTS

"Five Free Things to Do in Downtown Des Moines — May Edition" "The Nice Tri - an Event for AII"

"Five Events Coming to Downtown Des Moines (DSM)"

DOWNTOWN DSM FOOT TRAFFIC*

Averaged nearly

63%

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

Averaged more than 65% of pre-pandemic levels during core working days (Tuesday-Thursday)

Averaged more than

89%

of pre-pandemic levels on Friday/ Saturday/Sunday Averaged more than

80%

of pre-pandemic levels overall

National Kastle Back to Work Barometer =

49%

of pre-pandemic levels

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



EVENTS AND ACTIVATIONS

DSM BOOK FESTIVAL (DECEMBER 2022 - MARCH 2023)

attendees

impressions on social media

media mentions

2.4 MILLION advertising impressions DSMbookfestival.com

DOWNTOWN FARMERS' MARKET (MARCH - MAY)

impressions on social media

media mentions

OUT TO LUNCH (MARCH - MAY)

impressions on social media

media mentions

desmoinesfarmersmarket.com unique website visits.

visitors during month of May



pageviews of Out to Lunch landing page

DOWNTOWN MOMENTUM



ICON Water Trails held a groundbreaking for the Scott Avenue site.

15 businesses approved for **Spark DSM Minority Business Incubator** at Downtown events.

Significant progress in funding made on **Des Moines International Airport** terminal project — gap closed to \$54M.

OPERATION DOWNTOWN

pounds of trash removed

graffiti tags removed

dog waste bags replenished

connections/ assistance

DOWNTOWN DSM BUZZ

RANKINGS



Best Midsized Metro for Millennials

— CommercialCafe

Lowest Cost of Living in the U.S.

— Apartment List

Top 12

Best Mid-Size City in the U.S.

— Extra Space Storage

Best Market for Recent College Graduates — Zillow

Fastest-Growing Major Metro in the Midwest — U.S. Census Bureau

POSITIVE HEADLINES

"Out to Lunch series returns to Downtown Des Moines Wednesday"

--- WHO-13

"Your guide to the Downtown Des Moines Farmers' Market from parking to food and more in 2023"

— Des Moines Register

"DSM Book Festival connecting authors with bibliophiles" - WHO-13

"'Des Moines-apalooza' to be city's theme as it hosts 50th anniversary RAGBRAI"

— Des Moines Register

