

DOWNTOWN DSM QUARTERLY 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**.

**\$8.7
MILLION**

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

COMMUNICATIONS AND MARKETING

1.4 MILLION+

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

600+

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 All”

“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)

6,500

attendees

181,000+

impressions on social media

NEARLY 600

media mentions

2.4 MILLION

advertising impressions

NEARLY 15,000

visits to DSMbookfestival.com

DOWNTOWN FARMERS' MARKET (MARCH - MAY)

993,500+

impressions on social media

107

media mentions

37,000+

desmoinesfarmersmarket.com unique website visits.

155,000+

visitors during month of May

OUT TO LUNCH (MARCH - MAY)

46,586

impressions on social media

40

media mentions



6,677

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

202,000+

pounds of trash removed

36,000+

dog waste bags replenished

830+

graffiti tags removed

2,000+

connections/assistance

DOWNTOWN DSM BUZZ

RANKINGS

#1

Best Mid-sized Metro for Millennials
— *CommercialCafe*

#7

Lowest Cost of Living in the U.S.
— *Apartment List*

Top 12

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

#3

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*



Learn more about Downtown DSM by visiting downtownDSM.com.

DOWNTOWN
DSM USA