



GREATER DES MOINES
PARTNERSHIP

AFFILIATE CHAMBER BENEFITS



WE ARE STRONGER TOGETHER

Your Chamber's Membership as an Affiliate Chamber of Commerce with the Greater Des Moines Partnership bolsters a unique dual-membership model and provides affordable benefits to your Members, your Chamber organization and team.

- Help businesses grow and be successful in the community
- Small business support and programming
- Association of Chamber of Commerce Executives (ACCE) Membership via The Partnership
- Shared Services Model to support Affiliate Chambers with financial, payroll and human resources services
- Talent/workforce attraction, retention, upskilling support and strategies
- Event participation, including options for virtual engagement
- Professional development and training opportunities for employees
- Best practice sharing and access to resources
- Advocacy and public policy support
- Marketing and storytelling to prospective businesses and talent, including prospective Chamber Members

BENEFITS FOR YOUR MEMBERS

For \$18 per year per Member,
each of your Chamber Members can access:



Award-Winning Small Business Programming

Spark DSM Business Incubator

This incubator program is free to your Chamber Members and provides early-stage businesses with opportunities to vend at the Downtown Farmers' Market, #2 in the Top 10 Farmers' Markets in the U.S. by *Shape Magazine*, which hosts over 30,000 people each week. Also, opportunities to sell at the World Food & Music Festival and Winter Market and participate in a newly designed business curriculum.

Scale DSM Business Accelerator

This six-month program is free to your Chamber Members to help them scale up their business. It provides businesses with access to knowledge, management know-how and networks needed to increase revenue, create jobs and positively impact the community.



Top 5 for Small Business Webinar Series

This free webinar series provides business leaders with actionable insights to implement in their business operations.



Increased Visibility

- Listing on the Regional Business Directory and membership on The Partnership's website provide a searchable platform to help potential customers find businesses online, increasing visibility in front of the local audiences we target.
- Access to post job openings on the online DSM USA Career Center promoted nationally.
- Marketing and storytelling through The Partnership's blogs, newsletters, websites and social media channels. This includes items such as:
 - Ghost writing of blogs for business owners who are too busy to write their own blog post.
 - Photos of Member Businesses and Chamber communities are featured in national marketing campaigns, storytelling and national media pitches.
- Speaking opportunities during Partnership events and discounts to Partnership events.

BENEFITS FOR YOUR MEMBERS *Continued*

Local and National Promotion

- Included in a national marketing campaign, Do Something Greater, to attract talent to the Greater Des Moines (DSM) region.
- Participation in DSM RFI Ready economic development site readiness program.
- Inclusion in the DSM Local marketing campaign to support shopping and supporting local during summer, fall and the holiday season. The 2024 campaign had 2 million ad impressions.
- Features on The Partnership's blog, which has over 172,300 annual views on average.
- Promotion through Partnership videos and digital ads.
- Affiliate Chamber events are shared on The Partnership's social media channels, newsletters and regional calendar.
- Affiliate Chamber stories are shared in The Partnership's One Partnership column in the *Business Record*.



Access to Data

- The Partnership subscribes to Placer AI for location intelligence and foot traffic insights, which are helpful data points for determining the success of events and audience market information. Reports are available to Affiliates upon request.
- Workforce and laborshed information.
- Resource bank and benchmarking resources.
- The Partnership is a member of national and state chamber and economic development associations and has access to resources and data which can be shared upon request. This saves Affiliate Chambers time and money from making the investment on their own.



AFFILIATE CHAMBERS OF COMMERCE

Adel Partners Chamber of Commerce	Grimes Chamber & Economic Development	Perry Chamber of Commerce
Altoona Area Chamber of Commerce	Grinnell Area Chamber of Commerce	Pleasant Hill Chamber of Commerce
Ankeny Area Chamber of Commerce	Indianola Chamber of Commerce	Polk City Area Chamber of Commerce
Bondurant Chamber of Commerce	Johnston Chamber of Commerce	Stuart, Iowa Chamber of Commerce
Carlisle Area Chamber of Commerce	Knoxville Chamber of Commerce	Urbandale Chamber of Commerce
Clive Chamber of Commerce	Madison County Chamber of Commerce	Waukee Area Chamber of Commerce
Des Moines Chamber of Commerce	Marshalltown Area Chamber of Commerce	West Des Moines Chamber of Commerce
Des Moines West Side Chamber of Commerce	Norwalk Area Chamber of Commerce	
Greater Newton Area Chamber of Commerce	Pella Area Community & Economic Alliance	

BENEFITS FOR YOUR MEMBERS *Continued*



Connection to Regional Leaders

The Partnership is committed to providing professional development and networking opportunities for the Executive Director and Chamber Board President to learn about best practices from experts and meet peers in the region. Affiliate Chambers and Members are convened for:

- Affiliate Presidents' Council Monthly Meetings
- Quarterly Director Meetings
- Annual Chamber Board Retreat

Partnership staff reach out to your new members to welcome them, thank them for joining your chamber, and find out what their top priorities are so we can share with them customized information about the resources available to them through their dual-membership.

Public Policy Support

The Partnership's Public Policy team engages with state and federal officials to create public policy that generates economic growth, business prosperity and talent development. Through these advocacy efforts your Chamber receives:

- Connections to Iowa's Congressional delegation and staff, State Legislator and Iowa's Executive Branch.
- Support and advocacy on issues important to your Chamber and Members, including economic development, small business, quality of life, workforce housing, workforce, education and childcare.
- Invitation to participate in the Government Policy Council (GPC), which is made up of Partnership Investor and Affiliate Chamber Member organizations, which shapes The Partnership's state and federal public policy agendas.

ABOUT THE GREATER DES MOINES PARTNERSHIP

The Greater Des Moines Partnership is the largest regional business, economic development and talent development organization in Iowa and the second-largest regional chamber of commerce in the country, serving multiple counties in Greater Des Moines.

Together with more than 400 Investors and an Affiliate Chamber of Commerce network of more than 7,200 Regional Chamber Members, The Partnership helps businesses grow and advances quality of life in Greater Des Moines with one voice, one mission and as one region, contributing to a vibrant regional economy.

For more info, contact **Alex Lynch**, Director of Regional Community Integration (515) 286-4958 | alynch@DSMpartnership.com