



REGIONAL IMPACT





UNITED TO DRIVE ECONOMIC GROWTH AND
TALENT DEVELOPMENT WITH ONE VOICE,
ONE MISSION AND AS ONE REGION.



WHO WE ARE

The Greater Des Moines Partnership is the largest regional business, economic development and talent development organization in Iowa with more than 400 Investors, 7,200 Regional Chamber Members and a 12-county region – all united in one mission.

Every resident in Greater Des Moines directly or indirectly benefits from our work, whether it's through jobs, connections or the growth of our region. We drive the future for the region for all.

THE PARTNERSHIP NETWORK

Partnership Investors, Affiliate Chambers of Commerce and Regional Chamber Members fuel this work through fiscal investment, board leadership, engagement and advocacy.

At the heart of our work is connection and collaboration. We are united by a shared purpose and commitment to create meaningful impact for our collective region. Our Investors, Affiliate Chambers and Regional Chamber Members help make this possible every day.



Investors

Affiliate Chambers

Regional Chamber Members

Through The Partnership's unique dual-membership model, **Regional Chamber Members** are members of an **Affiliate Chamber of Commerce** as well as **The Partnership**, benefiting from collaboration, connection and resources at the local and regional levels.

WE VALUE



COLLABORATION

We grow and we win, together. The Partnership network works across industries, jurisdictions and public-private-nonprofit organizations to accelerate Greater Des Moines.



A REGIONAL APPROACH

The Greater Des Moines region is the sum of its parts, spanning 12 counties of rural, suburban and urban communities. This unique fabric is our strength.



BEING ALL IN

The people, businesses, networks and communities of Greater Des Moines have our dedication. We give advancing Greater Des Moines our all.

When one community in Greater Des Moines wins, we all win. When one business expands, we all benefit.

THE WORK

Financial contributions from Investors and Affiliate Chambers fund The Partnership and its work. The Partnership's areas of focus, five-year vision, Strategic Priorities and goals are formed with input from our Investors, Affiliates Chambers and Regional Chamber Members, and finalized and approved by The Partnership's Board of Directors.



ECONOMIC DEVELOPMENT

Through specialized industry research, strong collaboration with local, state and federal entities, as well as comprehensive assistance in site selection, The Partnership provides insights on workforce, site selection, tax advantages and more.

- Business Expansion Assistance
- National Business Attraction Campaign
- National and International Recruitment and Marketing Trips
- Research and Data Analysis
- Site Visit Coordination
- Entrepreneur Support
- DSM RFI Ready Site Readiness Program
- Economic Development Practitioners Council



TALENT DEVELOPMENT

The Partnership attracts, retains and cultivates talent and supports developing an engaged, skilled workforce.

- Legacy Project: Career Ready Collective
- DSM Fellowship Program
- DSM Intern Connection
- Executive Tours
- DSM Work-Based Learning Collaborative
- Young Professionals Connection
- DSM MVPs



REGIONAL COMMUNITY INTEGRATION

Through the Regional Community Integration work, The Partnership makes connections across the region to gain insights about the current landscape, challenges and opportunities.

- Affiliate Chamber Network
- Community Liaisons
- Regional Summit
- Community Roundtables



INCLUSIVE BUSINESS STRATEGIES

The Partnership supports the ecosystem of startups, locally-owned businesses and growing enterprises in Greater Des Moines with small business-focused programming.

- 1:1 Consultations
- Spark DSM Business Incubator
- Scale DSM Business Accelerator
- Supplier Development Events
- Workplace and Workforce Programming

COMMUNICATIONS

The Partnership is committed to telling the Greater Des Moines story loud, bold and broad, both locally and across the world.

- Investor, Affiliate and Member Storytelling
- Local and National Story Pitching
- Local Marketing Campaigns
- Crisis Communication Support
- Media Relations
- National Talent Attraction and Economic Development Campaigns
- Support Investor, Affiliate and Member Messaging



EVENTS

From marquee events to networking sessions and educational workshops, Partnership events facilitate connections and build vibrancy, while infusing dollars into the local economy and providing opportunities for small businesses.

- Downtown Farmers’ Market
- World Food & Music Festival
- Out to Lunch
- Winter Market and Events
- Annual Dinner
- Activations
- Investor Events



PUBLIC POLICY

The Partnership is a nonpartisan organization that advocates for public policy that advances Greater Des Moines. Its consensus-based state and federal agendas are shaped by the Government Policy Council, comprised of Investor, Affiliates Chambers and Regional Chamber Member representatives.

- State Policy Agenda
- Federal Policy Agenda
- Legislative Events
- DMDC Fly-in Trip
- Partnership 101 with Congressional Delegation Staff
- Legislative Softball Game
- Candidate Forums



THE PARTNERSHIP VALUE PROPOSITION

Together, we’re building an even stronger, more vibrant region. Your investment powers collaborative action and measurable progress that benefits businesses, communities and people across Greater Des Moines.



THE COST OF DOING BUSINESS

is **14%** lower than the **national average**.

— *Moody's Analytics, 2025*



Greater Des Moines has outpaced the U.S. in total **employment growth** by **6.4%** since 2003.

— *DSM Small Business Jobs Report and SourceLink, 2023*

GOAL: 1 MILLION

The Greater Des Moines Combined Statistical Area (CSA) population has grown to more than **940,000**, and is on pace to reach **one million**.

\$51 BILLION

The Greater Des Moines MSA GDP grew by **\$51 Billion** from 2001-2023, representing growth of **227%**, outpacing the U.S. GDP growth of **156%** in the same period. **Greater Des Moines ranked first** among our Midwestern peers for growth, **20%** above number 2, Omaha.

— *U.S. Bureau of Economic Analysis, 2023*



From 2020-2024, The Partnership's work generated **130** successful economic development projects, **\$6 billion** in capital investment and **6,055** new/retained jobs.

51.7%

Population Growth, 2002-2024.

— *U.S. Census*

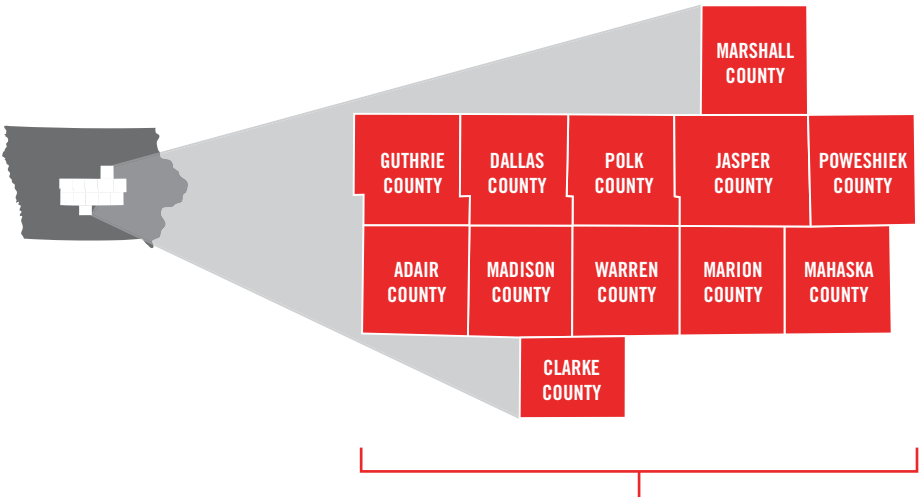
IMPACT

The Partnership and its network of collaborators make an impact on key metrics that demonstrate economic strength, quality of life and community vibrancy.

LEGACY OF IMPACT

The Partnership has grown and evolved over the years after being founded in 1888 as the Des Moines Chamber of Commerce Federation to what we now know today as the Greater Des Moines Partnership as of 1999.

Today, The Partnership is the regional economic development and talent development organization that serves Greater Des Moines, which is comprised of 12 counties and an Affiliate Network of more than 7,200 Regional Chamber Members, making The Partnership **the second largest regional chamber of commerce in the United States**.



GREATER DES MOINES REGION



DSM USA is the regional identifier that represents the **12-county Greater Des Moines region**. The Partnership works with Investors, Affiliate Chambers and Regional Chamber Members to grow the region.



Investors, Affiliate Chambers and Regional Chamber Members empower The Partnership's work to build a growing, dynamic and future focused region.



DSMUSA

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INVEST. JOIN. ENGAGE. SUPPORT.



Over the last several decades, the **Greater Des Moines region** has witnessed phenomenal growth. The Partnership and its network of collaborators have been a key part of this forward momentum that keeps going strong.

Being part of this work gives you a seat at the table and a voice in shaping Greater Des Moines. You gain access to connections, conversations and networks that support your business, career and community.

HOW TO ENGAGE AND MAKE AN IMPACT

- Invest in The Partnership
- Be an Affiliate Chamber
- Be a Regional Chamber Member by Joining a Local Affiliate Chamber
- Sponsor a Program or Event
- Participate in Programs and Events
- Serve on a Board, Committee, Council or Roundtable
- Champion the Work
- Celebrate Greater Des Moines
- Shape the Future of the Region
- Access Insider Information

Visit DSMpartnership.com or contact **Kathryn Smith**, Vice President of Investor Relations and Community Engagement, to learn more about opportunities to be part of the work that is moving Greater Des Moines forward.

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