

2017 ANNUAL REPORT

#DSMUSA

Assisted with securing capital investment of **\$1.1 billion**

Assisted with  **2,689** new jobs created or retained at DSM companies

Connected with **3,244** prospective candidates for DSM USA jobs at **99 recruiting events** and **53 colleges**

Connected with  **11,435** prospective candidates for DSM USA jobs through **6 virtual career fairs** across the country

TrustBelt Conference drew national economic development professionals to DSM


Held first annual Small Business Success Summit and partnered on two small business event series

1,000+ participants in small business programming

12,000+ engaged in Partnership-wide programming

Assisted with **23** existing business expansions


Assisted with **11** new company locations

75  **25** First EDGE report card — moving the needle toward 75% by 2025 goal

56% more resumes added to DSM USA Career Center

Global DSM International Talent Strategy assisted **25 foreign-born professionals** with career guidance

Launched Iowa AgriTech Accelerator and **graduated 4 AgTech startups**

 **500+** people from **10 countries** attended Global Insurance Symposium

Helped DSM entrepreneurs raise more than **\$5.9** million in capital



Provided **804** hours of consulting to entrepreneurs, including veteran, minority and female entrepreneurs

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Helped attract and retain **7 Downtown DSM companies** for \$217 million of investment and

1,870 JOBS

Continued to keep Downtown DSM **safe, clean and beautiful:**

97% of survey respondents felt **SAFE**

97% said Downtown DSM is **CLEAN**



87%

of materials collected through **Recycle DSM** pilot program was diverted from landfills

1,024,101

attended The Partnership's Downtown events

DSM USA was named a **World Festival and Event City** by the International Festival & Events Association (IFEA)



IFEA PINNACLE AWARDS:

Des Moines Arts Festival® **earned 28**
Downtown Farmers' Market **earned 8**
World Food & Music Festival **earned 2**

1,973

new Downtown DSM housing units expected, with **\$348 million** invested



Partnered to create a 6-mile Art Route, **uniting 87 pieces of public art in Downtown DSM**

Art Route Art Pocket took shape in West Des Moines

Partnered in the launch of **Capital Crossroads 2.0** Regional Vision Plan

Launched a new regional identifier:

DSM USA

Launched a new Downtown identifier:

DOWNTOWN DSM USA

Launched **DSMpartnership.com**, merging 13 websites into one



200+ DSM delegates visited D.C. to advocate for the region with one voice

Connect Downtown mobility plan was propelled forward in Downtown DSM

#DSMUSA

Facebook Group:
3,190 members

↑ 281%

- **278,856** views from 203 videos
- **127** published blogs
- **4,800+** earned media placements in 25 countries
- **74 million** hashtag impressions for #DSMUSA

Broke records with **Maximizing Momentum 2022 Investor Campaign:**

Investor revenue

19%

60 NEW INVESTORS