Successful year two for DSM Fellowship Program:

- 20 Fellows
- 13 companies represented

$8.54 MILLION capital raised for DSM startup companies

105 MILLION impressions of #DSMUSA through 15 social media channels

25.9% increase in unique visitors to Partnership websites

Amplified news for 188 Partnership Investors through storytelling efforts

2019 ANNUAL REPORT

Connected with

- 10,380 prospects for DSM USA jobs through 9 virtual career fairs across the country
- 176 regional leaders led to Washington, D.C., to advance priorities with one voice

Launched the Iowa Caucus Consortium, along with community partners, to welcome national and international media to DSM

Connected prospective candidates for DSM USA jobs through 70 recruiting events at 61 colleges in 19 states

Welcomed 24 new Investors to The Partnership

$8.54 MILLION capital raised for DSM startup companies

4,055 media placements in 49 countries

105 MILLION impressions of #DSMUSA through 15 social media channels

Amplified news for 188 Partnership Investors through storytelling efforts

25.9% increase in unique visitors to Partnership websites

DSM partnership.com
Advanced economic development:

- **Federal priorities** including the water trails project
- **State priorities** including Future Ready Iowa, Des Moines International Airport’s terminal project and workforce housing

Targeted national digital marketing campaign led to:

- **3.2 million** impressions for economic development
- **3** prospect inquiries about relocating or expanding a business to DSM
- **4.8 million** impressions for talent attraction
- **220** talent inquiries about relocating or finding a career in DSM

Matched **57** mentors to mentees through Mentor Connection Program

**2019 ANNUAL REPORT**

Partnership’s regional footprint:

- **10** Counties
- **24** Regional Chambers of Commerce
- **6,500+** Regional Members
- **365+** Investors

Business expansions:

- **22** region-wide
- **5** Downtown

New business locations:

- **11** region-wide
- **5** Downtown

Capital investment:

- **$1.27 billion** region-wide
- **$305 million** Downtown

New or retained jobs:

- **1,094** region-wide
- **83** Downtown

DSM events won **39** awards from the International Festivals and Events Association

Produced **6** major Downtown events:

- Historic East Village Holiday Promenade
- World Food & Music Festival
- Out to Lunch
- Des Moines Arts Festival®, Downtown Farmers’ Market
- Inaugural DSM Book Festival

**Matched 57 mentors to mentees through Mentor Connection Program**

**500+ Young Professionals Connection members engaged**

2019 ANNUAL REPORT
2019 ANNUAL REPORT

Advanced Global DSM efforts:

- Announced plans for a regional welcoming center for foreign-born talent
- Assisted 65 foreign-born professionals with career guidance through Global DSM: International Talent Strategy
- Hosted a Naturalization Ceremony to welcome new Americans
- Drew 1,100 attendees at 4 Multicultural Receptions and the Inclusion Forum

Launched Welcoming Week toolkit

Distributed 1,683 relocation packets to prospective talent

Partnered to advance regional water trails plan, including major transformational Downtown riverfront updates:

- Central Iowa Water Trails Incubator formed
- First of 86 regional water trails projects launched in Johnston
- Supported $25 MILLION BUILD grant

Graduated the first Code DSM cohort and welcomed the second cohort

- Worked with local businesses to develop best practices plan for festivals and events

Partnered on

- Brenton Skating Plaza
- Operation Downtown
- Capital Crossroads
- American Cultivation Corridor

Launched and marketed Opportunity Zones in DSM

Advanced Future World of Work strategies

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Advancement of Future Ready DSM 75x25 goal to increase working-age adults who have completed a post-secondary experience.

75% 25%

211 organizations pledged to support 75x25 goal.

Advanced efforts to establish DSM as an education center of excellence for jobs of the future.

Partnered on groundbreaking of Lauridsen Skatepark.

Advanced Connect Downtown to enhance walkability.

Global Trade: Preferred operator selected for a DSM transload facility.

Worked with Affiliate Chambers of Commerce to host 400+ attendees for Women Mentoring Day.

Assisted Allegiant Airlines with establishing a new base at the Des Moines International Airport.

Hosted Ambassadors to the U.S. from Israel, Indonesia, Kosovo and the Netherlands.

Advanced Downtown DSM Retail 2030 Plan with creation of an online data portal to support Downtown retail development.

Hosted 352 attendees at Small Business Success Summit.

Enhanced the Regional Business Retention and Expansion program.

Created disaster recovery resources to help businesses with preparedness.

Welcomed Adair and Guthrie Counties to The Partnership.