

PARTNERSHIP

INVESTOR BENEFITS

DSM USA

WHY INVEST IN THE PARTNERSHIP?

By investing in the Greater Des Moines Partnership, your company is investing in the future of the Greater Des Moines (DSM) region. The Partnership's vision for the future, as well as the strategic work plan created to reach this vision, is focused on economic development, talent development and placemaking. Each of these elements helps drive more people and businesses to move to DSM, which equates to more potential customers and employees for local businesses. This investment is the fuel needed in order to deliver tangible growth opportunities that impact bottom lines for The Partnership's Investors.

INVESTOR BENEFITS

- Becoming a Partnership Investor enables you to shape the future of our region in a tangible way.
- As an Investor, you and members of your team could consider joining one of The Partnership's **boards, committees, councils or task forces**. This gives you a seat at the table to help drive The Partnership's work plans and regional strategies. The full list of Investor Engagement Opportunities is available on The Partnership's Investors web page.
- The Partnership has robust engagement with local, state and federal officials to create and inform public policy that generates economic growth, business prosperity and talent development in DSM. Connecting Investors to elected officials is an important part of the public policy development process. Learn more by visiting The Partnership's website.
- The Partnership also holds **Investor-only events**. These events (at times virtual, in-person or in a hybrid format) provide insider content and give Investors opportunities to engage with meaningful thought-leadership topics. Some examples of Investor-only events include: Meet the CEO, Inside the Boardroom, Investor and Member Briefings.
- Partnership Investors are provided quarterly **Investor Reports** that provide detailed information on The Partnership's results.
- Partnership Investors are recognized on The Partnership's **Investor List**, which appears on The Partnership website and is printed and shared thousands of times annually. This is a source of regional pride for current Investors.
- Dollars invested in The Partnership allow The Partnership to strategically activate upon the goals and needs of the region, ultimately making our community stronger.

With questions, please contact:

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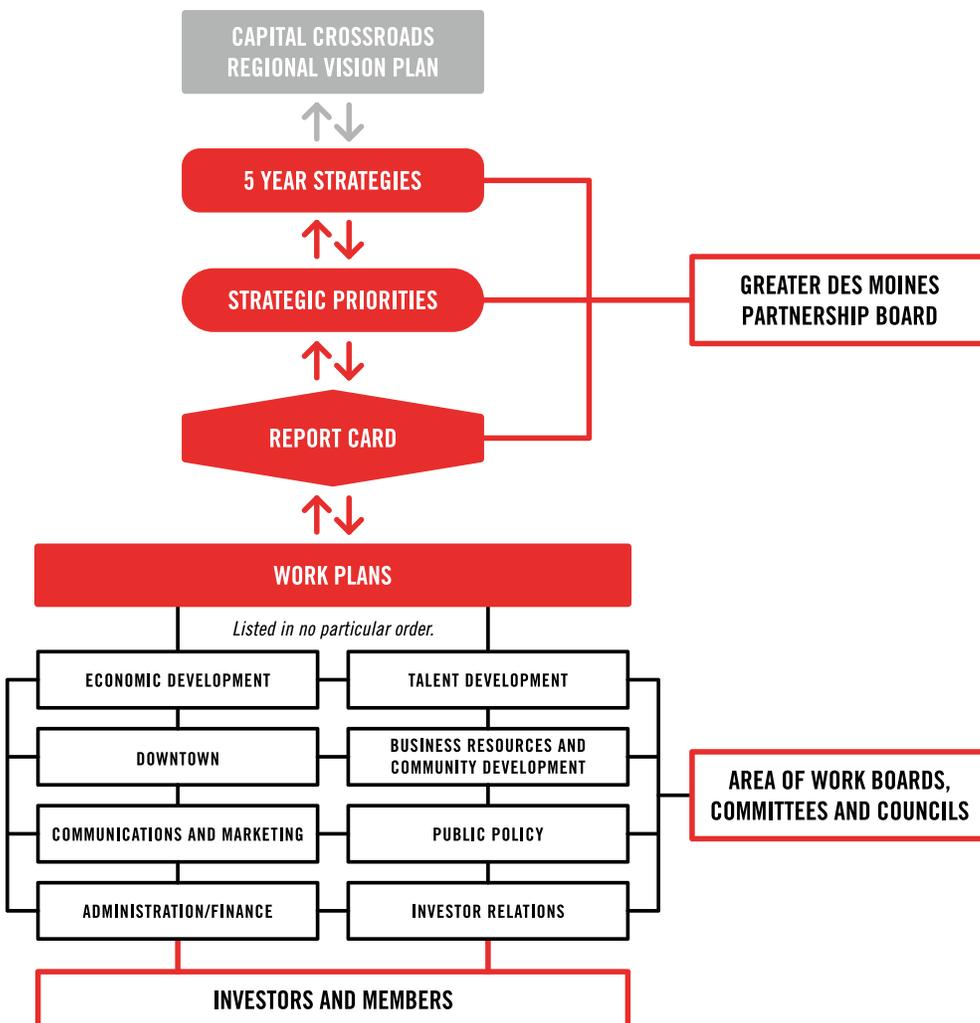
FIVE-YEAR STRATEGIES

The following strategies were established as part of The Partnership's Maximizing Momentum 2022 Investor Campaign.

- Ensure our region is **talent-ready**.
- Embolden the **global presence** of DSM as the place to locate, start and grow a business.
- **Innovate and accelerate**.
- **Tell the region's story** loud, bold, broad to reach more audiences.
- Prepare for **one million in population**.
- Move the needle on major **placemaking** projects.

ORGANIZATIONAL APPROACH TO STRATEGY

The graphic below is a visual representation of how the Greater Des Moines Partnership is structured and continues to carry out the organization's mission. The Partnership's work is built bottom up, with oversight by the Greater Des Moines Partnership Board and informed by Capital Crossroads Regional Vision Plan.



To learn more, visit DSMpartnership.com/investors.

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