

Dear Valued Member:

Thank you for your Membership with and participation in the Greater Des Moines Partnership. Your involvement and commitment reinforces and elevates the economic vitality and continued momentum of Greater Des Moines (DSM). DSM continues to earn top national rankings that are exemplary of our thriving business community. As a local business leader and Member of your Chamber of Commerce, you play a vital role in this success story.

Our mission to drive economic development, talent development, Downtown development and community development is achievable thanks to the regional collaboration of our 24 Affiliate Chambers of Commerce. Boasting a network of more than 6,400 Regional Members, The Partnership provides a strong, collective voice on business matters and public policy issues. Working as a leader, The Partnership is focused on initiatives that benefit our businesses directly and that strengthen the regional economy as a whole.

In addition to the valuable programs and resources that your local Chamber provides to you to build relationships, expand client prospects and connect you to a broader base of suppliers, The Partnership's vast regional network offers even more opportunities to grow your business. Our Look Local First program promotes local expertise, products and services to increase investment in businesses within DSM. We advocate each year in Washington, D.C., for issues that are important to businesses like yours. We provide resources such as the Small Business Resources Hub to assist businesses stay current on emerging trends and improve overall business acumen.

The Partnership is committed to building on our success as a region to take DSM to the next level of economic development. We value your participation locally and regionally; our collaboration helps to grow and strengthen the diverse small business and startup spirit in the region. We thank you for your continued support of the regional business community, The Partnership and its 24 Affiliate Chambers of Commerce.

Sincerely,



**JAY BYERS**  
CEO

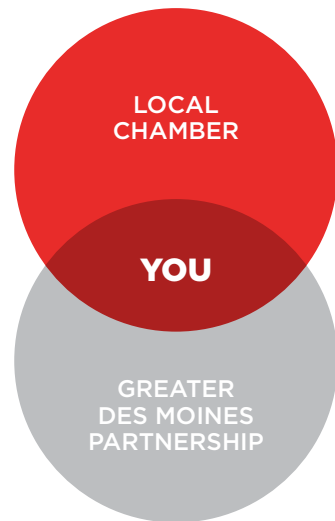


**EUGENE T. MEYER**  
PRESIDENT





The Partnership and its Affiliate Chambers have a dual-Membership model that combines the value of Chamber benefits with the value of Partnership benefits in one dues structure. Local Chamber Members automatically become Partnership Members at no additional cost.



## CREATING CONNECTIONS AND CULTIVATING GROWTH

This collaboration offers Regional Members enhanced connections with potential clients, exclusive resources and tools to help their business grow. It is a two-for-one value that benefits and strengthens the regionalism that is inherent in Greater Des Moines (DSM).

The programming from Chambers elevates the voice of small businesses and creates local connections for Members to access other local businesses and the community at large.

Regional Members of The Partnership have access to a wide range of tools to help their business and workforce grow.

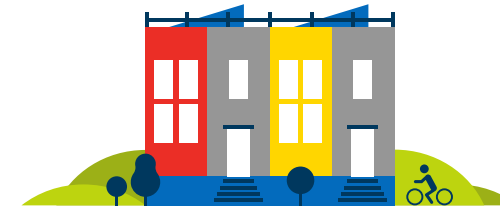
By working together, we have more resources to leverage and create a strong network of business support.

Local businesses and Members also have the option to invest in The Partnership. Investment in The Partnership helps to further its mission of creating one voice as one region. Partnership Investors help to champion the dynamic and bustling DSM business community. Their support is invaluable.

Under this dual-Membership model, The Partnership continues its focus on economic development and creating an environment that welcomes and encourages business and community growth. The Partnership's strategic initiatives impact the region as a whole.

## ECONOMIC DEVELOPMENT

Industry leaders including *Site Selection Magazine* rank The Partnership's economic development team in the 10 top producing organizations in the nation. The team works closely with city, county, state and local economic development leaders to assist with business expansions and new locations across the region. Local businesses may also take advantage of the specialized industry research and comprehensive demographic and business climate information the team gathers to promote DSM.



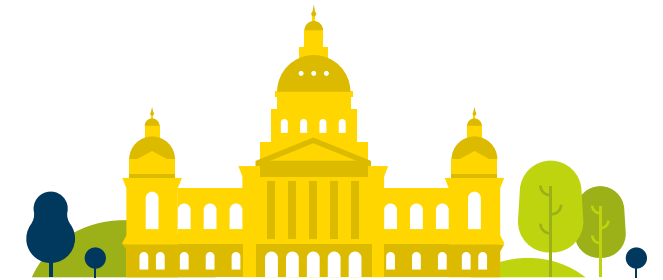
## DOWNTOWN DEVELOPMENT



The Greater Des Moines Partnership is dedicated to increasing urban vibrancy in Downtown Des Moines (DSM), providing strategic urban planning, economic and business development, marketing and public relations. It also produces signature events, and through Operation Downtown enhances safety, beauty and cleanliness.

## PUBLIC POLICY

By building and establishing relationships with elected officials, The Partnership has the advantage of communicating the needs of DSM throughout the year. The Partnership's public policy agendas advocate for the business community at the local, state and federal levels.



## TALENT DEVELOPMENT



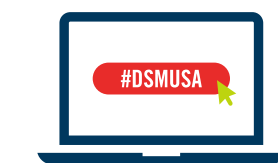
The Partnership offers resources for finding and retaining a vibrant workforce. It also provides numerous educational and development opportunities for K-12 students, post-secondary students and young professionals. The Partnership has a robust online Career Center for both employers and job seekers to utilize, as well as other recruitment resources such as executive tours, college career fair visits, trailing spouse job guidance, relocation packets and more.

## BUSINESS RESOURCES AND COMMUNITY DEVELOPMENT

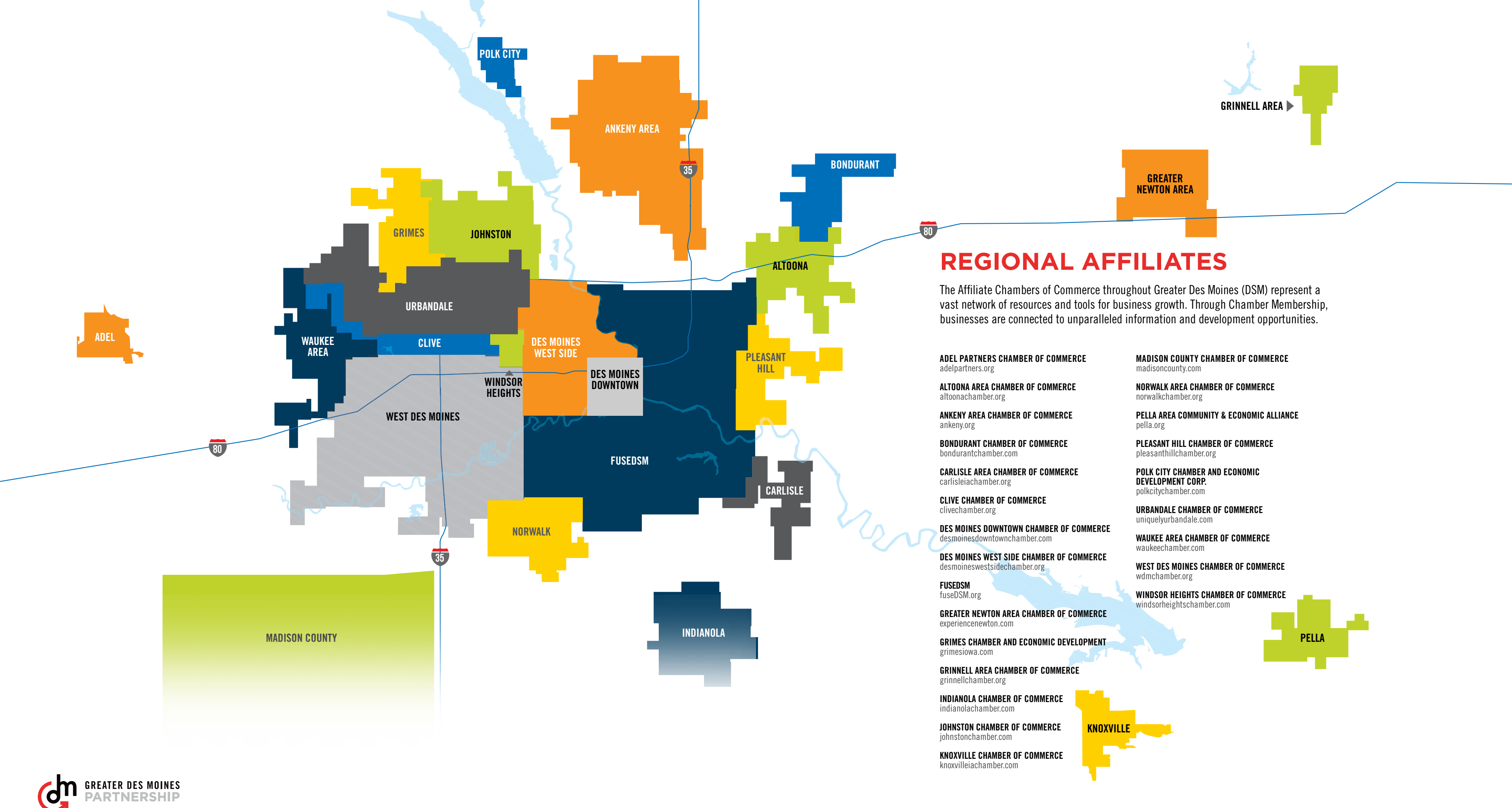


The Partnership focuses on providing small businesses opportunities for networking and educational enrichment. Creating a thriving business environment for organizations large and small is crucial to the overall success of the region. The Partnership works to help Members build relationships and solve issues within their businesses.

## COMMUNICATIONS AND MARKETING



The Partnership provides the community, its Members and Investors up-to-date news and information on the latest happenings in DSM via weekly email newsletters, a monthly print publication and multiple websites, blog and social media platforms. Its marketing and public relations programs help focus national media attention on the region's success stories — as well as the stories of its Members and Investors — helping to build its reputation as the #1 region to build a business, a career and a future.



## REGIONAL AFFILIATES

The Affiliate Chambers of Commerce throughout Greater Des Moines (DSM) represent a vast network of resources and tools for business growth. Through Chamber Membership, businesses are connected to unparalleled information and development opportunities.

- ADEL PARTNERS CHAMBER OF COMMERCE**  
adelpartners.org
- ALTOONA AREA CHAMBER OF COMMERCE**  
altoonachamber.org
- ANKENY AREA CHAMBER OF COMMERCE**  
ankeny.org
- BONDURANT CHAMBER OF COMMERCE**  
bondurantchamber.com
- CARLISLE AREA CHAMBER OF COMMERCE**  
carlisleiachamber.org
- CLIVE CHAMBER OF COMMERCE**  
clivechamber.org
- DES MOINES DOWNTOWN CHAMBER OF COMMERCE**  
desmoinesdowntownchamber.com
- DES MOINES WEST SIDE CHAMBER OF COMMERCE**  
desmoineswestsidechamber.org
- FUSED SM**  
fuseDSM.org
- GREATER NEWTON AREA CHAMBER OF COMMERCE**  
experiencenewton.com
- GRIMES CHAMBER AND ECONOMIC DEVELOPMENT**  
grimesiowa.com
- GRINNELL AREA CHAMBER OF COMMERCE**  
grinnellchamber.org
- INDIANOLA CHAMBER OF COMMERCE**  
indianolachamber.com
- JOHNSTON CHAMBER OF COMMERCE**  
johnstonchamber.com
- KNOXVILLE CHAMBER OF COMMERCE**  
knoxvilleiachamber.com
- MADISON COUNTY CHAMBER OF COMMERCE**  
madisoncounty.com
- NORWALK AREA CHAMBER OF COMMERCE**  
norwalkchamber.org
- PELLA AREA COMMUNITY & ECONOMIC ALLIANCE**  
pella.org
- PLEASANT HILL CHAMBER OF COMMERCE**  
pleasanthillchamber.org
- POLK CITY CHAMBER AND ECONOMIC DEVELOPMENT CORP.**  
polkcitychamber.com
- URBANDALE CHAMBER OF COMMERCE**  
uniquelyurbandale.com
- WAUKEE AREA CHAMBER OF COMMERCE**  
waukeechamber.com
- WEST DES MOINES CHAMBER OF COMMERCE**  
wdmchamber.org
- WINDSOR HEIGHTS CHAMBER OF COMMERCE**  
windsorheightschamber.com





## MORE ACCESSIBILITY. MORE VISIBILITY. MORE BUSINESS.

How can your business become globally accessed and resourced? The Partnership directory gives Members access to a list of contacts, businesses and community members. The directory is easily accessible for locating company and contact listings.

### DIRECTORY SEARCH

Visitors are able to search alphabetically, by company name, contact name and keywords. There are categories and subcategories for in-depth searches and map locations for specificity.

For example, you need a dessert for your office party from a local vendor within driving distance:

KEYWORD

...Cupcake Shops

#### RESULTS

1. Cupcakes of Des Moines
2. Greater Des Moines Cupcakes
3. Suzy's Cupcakes

Or your coworker told you about the latest cupcake place in town and you wanted to contact them about catering your next big event:

BUSINESS

SUZY'S CUPCAKES

CONTACT

**CONTACT**  
Suzy Smith  
(515) 555-0000  
123 11<sup>th</sup> Ave.  
Des Moines, Iowa

Or you were networking at a local Chamber event and met so-and-so but forgot to ask for a business card:

### CALENDAR

**JAN 1** Access any Chamber or Partnership event on The Partnership's calendar.

**JAN 2** Events reach a broad range of audiences allowing you to connect with new people.

**JAN 3** Easily add an event to your own calendar with the "Add to Calendar" option.

### MEMBERS

The Partnership boasts a network of more than

**6,400**

Regional Members.

### STATISTICS

The Partnership's website receives more than

**400,000**  
unique visitors annually.

### WEB TRAFFIC



Roughly 57 percent of all web traffic today involves a mobile device. You will find both the regional calendar and directory features are mobile friendly.

### ACCESSIBILITY



Both the calendar and directory can be easily shared on social media.



The number of unique visitors the Greater Des Moines Partnership website sees roughly every month, expanding the reach of your business and clients.

# CHAMBER MEMBERSHIP IS AN EFFECTIVE BUSINESS STRATEGY

A national survey\* of 2,000 adults reveals that being active in a local Chamber of Commerce is an effective business strategy because two-thirds of consumers believe that such companies use good business practices, are reputable, care about their customers and are involved in the community.

## WHAT A LOCAL CHAMBER MEMBERSHIP SHOWS CONSUMERS



A separate study commissioned by ACCE and completed by community-based commercial credit union, Cortera, sampled 10 Chambers of Commerce and approximately 10,000 companies spread across 10 states throughout the country. The study concluded that Chamber Members consistently pay their bills in a more timely manner, resulting in better credit scores (629 vs. 557) than U.S. businesses as a whole.

# CHAMBER MEMBERSHIP TESTIMONIALS OF VALUE



**Meg Schneider, IOM, CAE**  
Greater Des Moines Partnership  
Senior Vice President of Business Resources and Community Development

“The data clearly demonstrate the monetary and relational value of joining a local Chamber, while also gaining Membership to The Partnership. The dual-Membership model is unique and proven to be effective.”



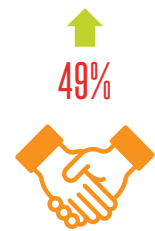
**Jonathan Koester**  
Koester Development  
2018 Affiliate Presidents' Council Chair

“Greater Des Moines (DSM) is experiencing great momentum due to its ability to collaborate regionally. Being involved in the Chamber and The Partnership has helped me develop key connections throughout DSM that have allowed me to grow my business and better serve the DSM community.”



**Julia Johnson**  
NuCara Pharmacy  
2019 Affiliate Presidents' Council Chair

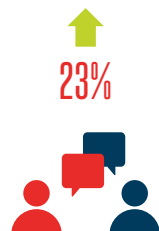
“Being a member of your local Affiliate Chamber connects you to a resourceful network of professionals. Through active participation, you are gaining access to growth opportunities for your business. These opportunities are expanded with the dual-Membership model of the Greater Des Moines Partnership, which extends your network to a larger platform with a reach of more than 6,400 members.”



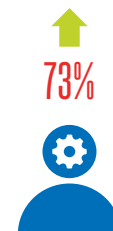
When consumers know that a small business is a Member of the Chamber of Commerce, they are 49 percent more likely to think favorably of it...



...and 80 percent more likely to purchase goods or services from the company in the future.



Consumers say that being active in a local Chamber is 23 percent more effective for communicating a company uses good business practices...



...and a Chamber company enjoys a 73 percent increase in consumer awareness over a non-Chamber company.



If a company shows that it is highly involved in its local Chamber, consumers are 10 percent more likely to think that its products stack up better against competition.



**Jay Byers**  
Greater Des Moines Partnership  
CEO

“DSM continues to fight above its weight on the national stage due in large part to strong regional collaboration. The Partnership is focused on helping our Affiliate Chambers promote economic growth and prosperity across the region. Together, we are able to help our businesses grow and make our communities more vibrant.”



**Eugene T. Meyer**  
Greater Des Moines Partnership  
President

“The Capital Crossroads Regional Vision Plan is a great example of what we can accomplish when we work together. Our regional model has been recognized nationally as a best-in-class strategy, and has created such momentum locally we are already talking about what comes next. Together we are achieving what no one could have dreamed of doing alone.”

## JOIN US

Membership in your local Chamber of Commerce brings you automatic Membership with The Partnership. Together, we strengthen DSM with one voice, one mission, as one region.



\*The study was conducted by The Schapiro Group, an Atlanta-based strategic consulting firm, commissioned by the American Chamber of Commerce Executives (ACCE), in cooperation with the Western Association of Chamber Executives.





## MEMBER RESOURCES

The Partnership is focused on providing its Regional Members and Investors with the tools necessary to drive success.

## STARTUP RESOURCES

### Plains Angels

The Plains Angels are dedicated to providing outstanding financial returns to accredited angel investors while assisting early-stage high-growth potential startup companies by being an excellent source of funding and advice.

### Global Insurance Accelerator

A world-class accelerator for startup companies targeting the insurance industry.



### Iowa AgriTech Accelerator

With mentors and investors hailing from the AgTech industry, this Accelerator, specifically for AgTech innovators, creates opportunities for startups to collaborate with industry leaders and top-notch companies.



### Mentor Connection

Connect with a mentor to overcome the challenges of starting a business, or share your own lessons of starting up by mentoring a rising startup.



### SourceLink

An online business resource that helps small business owners find information via an online one-stop shop, accessible around-the-clock and across the region.

## MAKE CONNECTIONS

### Networking Opportunities

Every successful leader knows: It's often who you know that drives the engine of business. Connect with fellow Investors and Members at events focused on goal-oriented topics or areas you are passionate about. Programs are offered at a variety of times to fit into your schedule more easily.

### Volunteer Opportunities

Give back to the community that you love through multiple volunteer opportunities that connect you to new people and organizations. Join any number of councils and committees working on issues from government policy and workforce attraction to sustainability and education.



### Chamber Night Events

A night of fun at one of the metro's vibrant attractions coupled with the chance to network with other Chamber Members in relaxed and carefree settings.

## GROW YOUR BUSINESS

From professional development opportunities and finding the right talent for your business to informative business events and regional advocacy, The Partnership offers many ways to grow your business and find success.

### Small Business Resources Hub

The Hub features an assortment of tools, educational opportunities, professional development learnings and enrichment experiences to help small business and startup owners connect and grow their business. Learn more at [DSMpartnership.com/smallbusiness](http://DSMpartnership.com/smallbusiness).

### Top Five For Small Business

Benefit from The Partnership's popular educational luncheons — the Top Five for Small Businesses Series.

### Small Business and Startup Stories DSM

Produced by the Greater Des Moines Partnership, Small Business and Startup Stories DSM features conversations with small business owners who share victories and failures on their paths to success.



### Small Business Success Summit

Join fellow small business owners in DSM to get informed and inspired by keynote speakers, workshops and breakout sessions on a variety of timely topics that affect business owners and managers.

### First Fridays

Hear inspiring stories from local female business owners and benefit from learning about their small business journey at the First Friday Series.

### Meet the Buyers

Big businesses and small businesses seek client relationships where everyone wins. These forums help spark those relationships by connecting the dots between local needs and local resources.

### Capital For Your Small Business

Aiming to inform and educate both potential and current business owners on capital options for their businesses, this event walks attendees through the spectrum of financial opportunities and features several speakers discussing lessons learned from personal experience.

### Raising Capital Seminar

Learn how to successfully secure equity funding and gain valuable insight from other startup owners who have been through the process.

### One-on-One Planning

Owning your own business is not without its challenges. Members can take advantage of one-on-one, confidential meetings that will allow for faster, smarter business growth.

### Succession Planning

Your life's work has been poured into your business. As you consider transferring ownership, The Partnership has the experts and resources to help.

## ELEVATE YOUR VISIBILITY

### Online Database

A tailored search engine that will connect the community to your business through niche categories.

### Enhanced Directory Listings

Descriptive text and logo can be added to the online directory to enhance your listing appeal and allow for your organization to be more searchable.



### Look Local First

A community effort to build awareness about the importance of buying local. The Partnership provides you with information on the importance of supporting the local economy and marketing materials to inform your customers.

## ACT GLOBALLY

### International Programming

The Partnership hosts numerous events that focus on navigating the international business and trade markets.

### essCert

A state-of-the-art approach to international trade. With its implementation, essCert enables online processing of Certificates of Origin.

### Global DSM

Global DSM establishes DSM as a global community through bolstering trade and foreign direct investments and leveraging international talent.



## ATTRACT AND RETAIN TOP TALENT

### International Trips

Throughout the year, Members have the opportunity to embark on international trips that familiarize attendees with cultural and business practices.

### DSM USA Career Center

An interactive tool that connects employers with potential candidates. Employers are able to create a profile, post jobs and receive notice of potential candidates that fill their criteria. Likewise, job seekers may create profiles and receive information about jobs. The Career Center also scrapes jobs from DSM employer websites so the list of jobs is comprehensive.



### Professional and Educational Development

Throughout the year, The Partnership offers events exploring timely business issues by industry experts.

### Relocation Information

These packets contain a wealth of community information for Member companies to use for recruiting candidates from outside the region.

### liveDSMUSA.com

Ranked nationally for quality of life, DSM is the fastest growing major metro in the Midwest (*U.S. Census Bureau, 2017*). Live life without compromise in DSM.

### #DSMUSA Facebook group

It's easy to find event information and share what you love about DSM through the #DSMUSA public Facebook Group — a tool to both attract new and retain current residents in the region.

### Global DSM Talent

This initiative identifies, prepares and connects highly-skilled foreign-born talent to opportunities in DSM.



### Connect 2 Business

Connect 2 Business innovates on talent attainment by providing an outlet for K – 12 students and local businesses to establish mutually beneficial connections.

### Internships 101 Guide

The Internships 101 Guide provides a framework for how to implement or update an internship program within your organization. Employers can use the Guide for direction on how to establish a plan, recruit, hire and manage interns.

### Seize the City

Seize the City is a series of free events for interns spending their summer in DSM. The series includes networking events designed to engage summer interns with business and community leaders, young professionals and other interns. In addition to professional opportunities, interns will experience first-hand what makes DSM a vibrant region.



### Young Professionals Connection (YPC)

Connects young professionals in DSM to networking and professional development opportunities.

## CREATE A WINNING CULTURE

### Welcome to DSM USA Receptions

New residents who have recently relocated to DSM have an opportunity to connect with one another and learn more about the community.

### Multicultural Receptions

Multicultural Receptions offer a unique opportunity for attendees to connect with community leaders and organizations that have a focus on creating an inclusive environment in DSM workplaces.

### Inclusion Forum

Inclusion Forum brings together business, community and civic leaders to hear from impactful keynote speakers and share best practices, celebrate success and inspire action related to diversity and inclusion.

### GetActive Workplace Wellness

The GetActive Workplace Wellness Toolkit provides businesses with wellness tips and resources they can easily share with their employees in an effort to promote a healthy workplace and make Iowa the healthiest state in the nation.

## BE RECOGNIZED

### Economic Impact Awards

The Economic Impact Awards commemorate the influence recognized companies have had on the local economy in terms of job creation, capital investment and facility expansion.



### Central Iowa YP of the Year Awards

The Central Iowa YP of the Year Awards honor young professionals who are making a difference in the DSM community. These awards are presented by Young Professionals Connection.

### Inclusion Award

The Inclusion Award honors employers who have championed diversity and inclusion at their businesses, organizations and in the community.



### EDGE Award

Education Drives Our Greater Economy (EDGE) ensures that 75 percent of DSM adults have postsecondary degrees, certificates or other credentials by 2025 that align with workforce needs. The EDGE Award honors a DSM leader who has demonstrated these principals in their personal and professional life.

## ACCESS INFORMATION

### Newsletters

A plethora of online and print newsletters keep you up-to-date on the latest news and events from The Partnership, Affiliate Chambers and Greater Des Moines (DSM).

### Blog

Through The Partnership's blog, find unique perspectives and buzzworthy information on relevant DSM topics.

### Social Media

Leadership from around the region is sharing DSM's story through #DSMUSA. Find information on Facebook, Twitter, Instagram, LinkedIn and YouTube.



### DSM USA Research Stats & Data Hub

An online resource for economic, demographic and workforce data in DSM that can be sorted by community.

### Webinars and Live-Streaming

Regular professional and business development programming that meets the needs of small business with online participation or 24/7 access to a library full of video recordings.

### Lunch and Learn Events

Combining the "How to" with the "How do you do?" Lunch and Learns serve up a satisfying portion of networking opportunity with a side or two of business expertise.

## REGIONAL LEADERSHIP

### Capital Crossroads

The Capital Crossroads Regional Vision Plan builds on the region's strengths and provides a road map to ensure DSM grows and prospers for current and future generations. The multi-year plan is based on the principle that opportunity, sustainability and talent will drive DSM's future success.

### State Advocacy

Join The Partnership in advocacy efforts by providing input on the State Policy Agenda and participating in events such as the Legislative Leadership Luncheon, the Welcome Back Legislative Reception and The Partnership's Day on the Hill.

### DMDC

The annual advocacy trip to the nation's capital takes nearly 200 business, civic and community leaders from the region to promote vital regional and local priorities and economic development projects.

### Advocacy 101

Learn how to advocate on behalf of your company or organization at all levels of government.

### EDGE

Education Drives Our Greater Economy (EDGE) 75x25 focuses on improving educational attainment from early childhood learning through adult life-long learning. Take action at [DSMpartnership.com/edge](https://DSMpartnership.com/edge) to show your support.





DES MOINES, IOWA



# DSM USA

UNITED TO DRIVE ECONOMIC GROWTH WITH  
**ONE VOICE, ONE MISSION, ONE REGION.**



