

DSM USA

GREATER DES MOINES PARTNERSHIP

2025 ANNUAL REPORT

ECONOMIC DEVELOPMENT SUCCESS



140

New or existing regional/
Downtown project leads



28

New and existing locations
and expansions in the region,
including **8** Downtown projects



552

Existing industry and
entrepreneurial meetings



150

BRE surveys completed



8

Office projects equating to
145,277 net new square
feet in occupancy



338

Meetings and appointments
during **26** economic
development trips

THE GREATER DES MOINES PARTNERSHIP

is the largest regional business,
economic development and talent
development organization in the
state of Iowa.

ECONOMIC IMPACT SINCE 1999



\$16.5
BILLION

Capital
investment



43
MILLION

Square
footage



787
More than
39,000
new/retained
jobs



252 new locations
and **535** existing
expansions

WORKFORCE READINESS



THE LEGACY PROJECT Career Ready Collective

Facilitated the second cohort of **THE LEGACY PROJECT: CAREER READY COLLECTIVE** and supported **266** participants and expanded to **2** new locations across the state.



Hosted a record-breaking **DSM INTERN CONNECTION** with **517** registrants; nearly **90%** of participants said they would likely accept a position from their internship employer if offered.



Launched the fourth cohort of the **DSM FELLOWSHIP PROGRAM**

50% Participation growth during the expanded **TEACHING FOR THE WORKFORCE EVENT**

CAPITAL CROSSROADS A VISION FORWARD

Partnered with **CAPITAL CROSSROADS** to launch the **DSM WORKFORCE DEVELOPMENT ECOSYSTEM MAP**



Celebrated the **YOUNG PROFESSIONAL CONNECTION'S (YPC's) 25TH ANNIVERSARY**

15,000

Web views for the **IOWA STARTUP COLLECTIVE**

REGIONAL COMMUNITY INTEGRATION

- Added the Perry Chamber of Commerce and Marshalltown Area Chamber of Commerce to the Regional Affiliate network, now representing more than **7,200** Regional Members, making The Partnership the **second largest** regional Chamber of Commerce in the U.S.
- Hosted **71** Community Connect meetings in counties across The Partnership's service area.
- The Greater Des Moines **REGIONAL SUMMIT** drew a record of nearly **400** attendees.
- Conducted regional economy research and report with James Chung.



SUPPORTED QUALITY OF LIFE IN THE REGION THROUGH HOSTING AND ENHANCING EVENTS



The **DOWNTOWN FARMERS' MARKET** celebrated its 50th season and welcomed an average of **28,000** people per week.

The Market expanded to **12** city blocks with **27** new vendor spaces.

The 20th season of the **DOWNTOWN WINTER FARMERS' MARKET** kicked off the holiday season.

HIDE & SEEK ORNAMENTS YOU KEEP popped up in **20** communities across the region.

The **HOLIDAY PROMENADE** returned to the Historic East Village for **5** Fridays, November-December. It was produced in partnership with the Historic East Village.

WORLD FOOD & MUSIC FESTIVAL and the **OUT TO LUNCH SERIES** generated record attendance.

Supported quality of life projects in the region through **223** storytelling, advocacy and regional engagement efforts.

ADVANCED ENTREPRENEURSHIP COALITION INITIATIVES

154

Guests attended the **IOWA ANGEL INVESTOR SUMMIT**

ENTREPRENEUR FIELD DAYS

Conducted **7** **ENTREPRENEUR FIELD DAYS** with **310** attendees

DO SOMETHING *Greater*

In Greater Des Moines

ADVANCED THE *DO SOMETHING GREATER* NATIONAL ECONOMIC DEVELOPMENT AND TALENT ATTRACTION MARKETING CAMPAIGNS

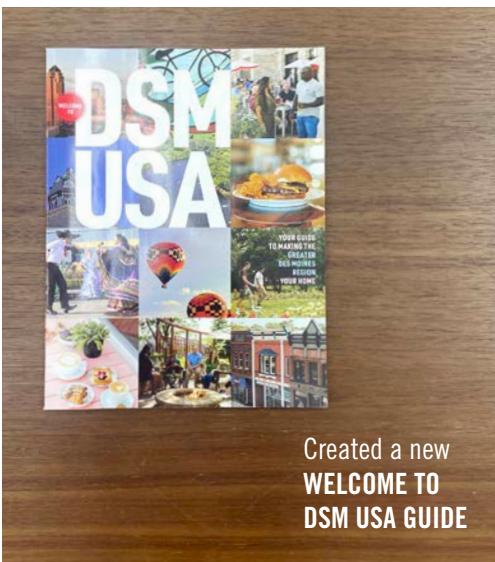
595,429

Talent development and economic development website users



659

Talent pool prospects



Created “**WHERE SHOULD I LIVE**” quiz

109%

Increase in **EXECUTIVE RECRUITMENT TOURS**

Grew **DSM MVP PROGRAM** to **40** local participants connecting community champions with new/prospective residents.

INCLUSIVE ECONOMIC GROWTH



Activated the **GLOBAL DSM TALENT STUDY**



Collaborated with Brookings Institute as part of the **REGIONAL INCLUSIVE GROWTH NETWORK**

18

SCALE DSM BUSINESS ACCELERATOR graduates

26

SPARK DSM BUSINESS INCUBATOR vendors



GARNERED INCLUSIVE ECONOMIC GROWTH AND REGIONAL BUSINESS SUPPORT

- **187** attendees at **3 MULTICULTURAL RECEPTIONS**
- **175** attendees at the **INCLUSION SUMMIT**
- **180** attendees across **3 SUPPLIER DEVELOPMENT EVENTS**

STORYTELLING

5,277

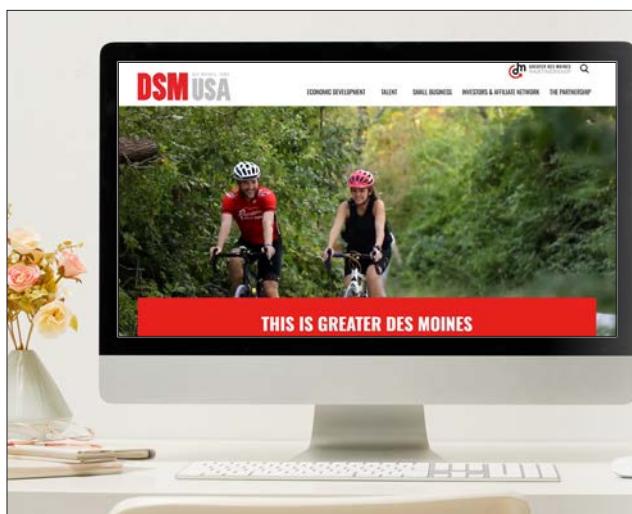
Earned media placements in **96** countries

135,806

Earned pageviews on regional stories

6

National media placements, including: *Newsweek*, *Daily Mail*, *Reader's Digest*, *Midwest Living*, *Site Selection Magazine*, *USA Today Network*



Launched a new **DSMPARTNERSHIP.COM** website

ADVOCATED FOR STATE AND FEDERAL POLICY



Future 435 bill signing with Governor Reynolds

ADVANCED

All 4 state legislative priorities through 6 bills; Attended 3 bill signings with Governor Reynolds including Future 435 (a project 20 years in the making), healthcare and unemployment insurance.

ADVOCATED

For 5 federal priorities through leading 4 federal policy teams with 13 meetings on federal priorities during DMDC; Advanced Tax Cuts and Jobs Act, Future 435 provision in federal Surface Transportation Reauthorization Bill and ROAD to Housing Bill in the U.S. Senate.

Worked with elected officials to advance state and federal public policy priorities:

STATE PRIORITIES:

- Economic Growth
- Workforce Readiness
- Housing
- Quality of Life

FEDERAL PRIORITIES:

- Tax Cuts and Jobs Act
- Housing
- Child Care
- Immigration
- Designating U.S. Hwy. 5/65 as an Interstate

COLLABORATED TO ADVANCE 11 PROJECTS IN ALIGNMENT WITH THE DOWNTOWN DSM: FUTURE FORWARD VISION PLAN & ACTION PLAN

Worked with **OPERATION DOWNTOWN** and community partners on art activations and installations such as:



515 WALNUT TOWER GROUNDBREAKING



"TIMEPIECE" BY OYORAM ART INSTALLATION ON THE FITCH BUILDING



"OPTIK" TEMPORARY ART INSTALLATION



LIGHTED WALKING PATH AT 4TH & COURT



ELEVATOR DES MOINES' MURAL, "CITY IN COLOR"



6 SKYWALKS REIMAGINED INSTALLATIONS

INVESTOR ENGAGEMENT

SECURED 14

New Investors and launched the **DSM EXECUTIVE STEWARDSHIP COUNCIL**

HOSTED 21

Investor events with **2,000+** registrations

ORGANIZATIONAL HEALTH

Grew the **GREATER DES MOINES PARTNERSHIP FOUNDATION 501(C)(3)** to expand regional economic and talent development efforts.

The Partnership was recognized with **3 EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS** from the International Economic Development Council (IEDC).