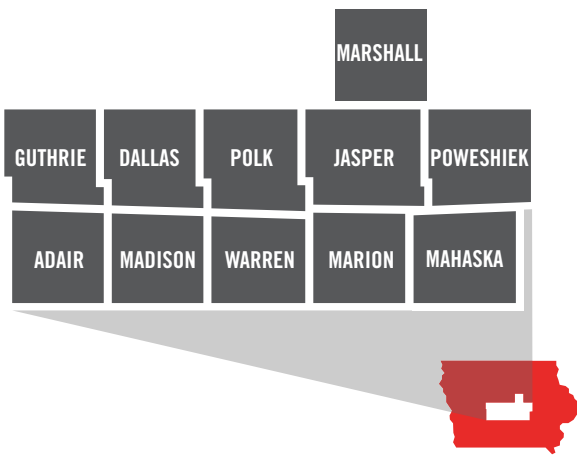


2023 REGIONAL EXISTING INDUSTRY REPORT

REPORT BACKGROUND

Each year, the Greater Des Moines Partnership and its regional partners conduct Regional Existing Industry meetings to gain perspectives of businesses within the Greater Des Moines (DSM) region. The meetings were conducted with primary sector companies engaged in interstate commerce. The resulting Regional Existing Industry Report helps to identify patterns of growth, areas of satisfaction, potential opportunities, challenges and needs of the business community.

ABOUT THE DSM REGION



11
Counties

23
Affiliate Chambers

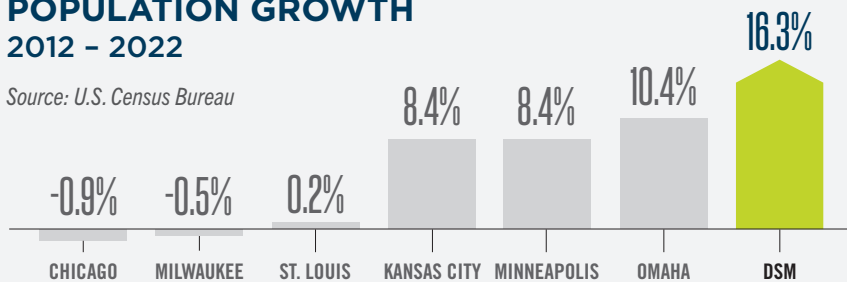
850,481
2022 Population Estimate
(U.S. Census Bureau)

Key Industries:

- Advanced Manufacturing
- Ag Innovation
- Data Centers
- Insurance and Financial Services
- Logistics
- Technology

POPULATION GROWTH 2012 - 2022

Source: U.S. Census Bureau



DSM is experiencing a high level of momentum as the fastest-growing major metro in the Midwest. By percentage, DSM grew faster than peer Midwest MSAs both year-over-year and in the 10-year period.

2023 DSM ECONOMIC IMPACT

31 Total Projects
\$2,007,236,160 Capital Investment
2,578,118 Square Footage
1,462 New/Retained Jobs



2023 PARTICIPANTS



97

Companies



- 50%** Advanced Manufacturing
- 17%** Technology/Professional Services
- 12%** Logistics
- 9%** Insurance/Financial Services
- 12%** Other

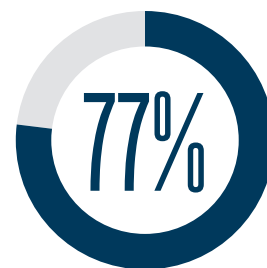
2023 KEY FINDINGS

BUSINESS GROWTH AND INNOVATION

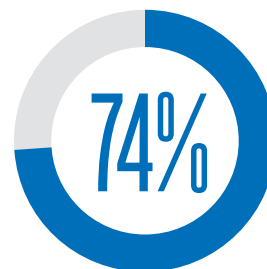
LIFE CYCLE OF COMPANIES' PRIMARY PRODUCTS/SERVICES



- 62%** Growing
- 31%** Maturing
- 5%** Emerging
- 2%** Declining



Reported a sales increase in 2023



Anticipate new products, services or capabilities over the next two years



\$18.6M

Average anticipated expansion investment reported

BUSINESS GROWTH AND INNOVATION SUMMARY

Despite labor shortages and macroeconomic factors, most DSM businesses have recently introduced new product and service offerings. Additionally, 50% of the companies confirmed plans to expand or modernize in the next three years. Companies that do not have plans for expansion referenced workforce and real estate options as the primary challenges.

Those reporting business success, growth and satisfaction regularly referenced the importance of creating or exploring new products and services for their customers. Several companies that reported a successful year stated technology and online platforms were contributing factors to their increase in sales.

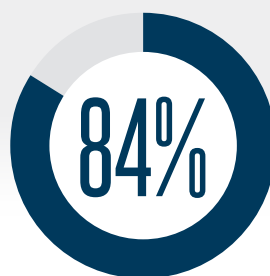
LOCATION AND COMMUNITIES

DSM COMMUNITY STRENGTHS

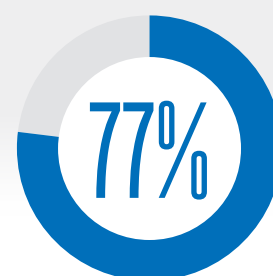
97%

Of companies proactively shared at least one of the following as strengths of doing business in DSM:

- 72%** Location and Access
- 43%** Quality of Life/Community
- 39%** Successful and Collaborative Business Environment
- 23%** Workforce



Expressed **NO** missing quality of life amenities



Expressed **NO** municipal or utility concerns/issues

LOCATION AND COMMUNITIES SUMMARY

DSM companies identified location/access, quality of life/community and a successful and collaborative business environment as key strengths supporting their success. While workforce is a state- and nationwide challenge, several companies are finding great success in retaining and adding new employees in the DSM region.

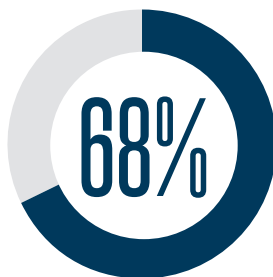
Many businesses also reported positive experiences and support from their local communities and regional economic development partners.

WORKFORCE AND GROWTH BARRIERS

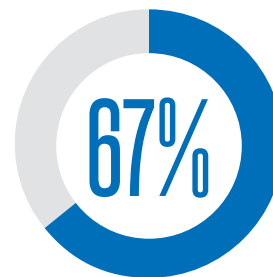
53%

Of companies shared at least one barrier to growth and companies responded as follows:

- 63%** Lack of Available Workforce
- 14%** Lack of Real Estate Options
- 8%** Macroeconomic Factors
- 4%** Logistics/Supply Chain
- 2%** Industry Climate
- 2%** Business Climate
- 22%** Other



Of companies have added or utilize workforce retention programs



Of companies ranked their current workforce's ability to meet the organization's needs at 7 or higher on a scale of 10

WORKFORCE AND GROWTH BARRIERS SUMMARY

Like all other regions in the U.S., many DSM companies are experiencing workforce challenges. To help with these challenges, companies confirmed they have added new or currently have successful workforce programs at their businesses. The programs implemented were largely focused on increased financial compensation and benefits. Paid time off and flexibility were also common responses. Additionally, several companies expressed the importance of forming relationships with their employees and providing in-office amenities as key to their positive company culture.

RECOMMENDATIONS



- Encourage companies to identify financial, professional development and flexible work opportunities to retain and attract workforce. The region has also seen success in repurposing office space into residential space as a community attraction. Focus on placemaking and local amenities to ensure that all urban, suburban and rural communities have opportunities to attract, grow and retain workforce and residents.
- Engage with local businesses and academic partners to identify workforce incentives and internship programs that engage students with industries as early as possible.
- Engage in and utilize the Regional Existing Industry meetings to build business relationships, better identify the needs and challenges of local companies and continue to keep the DSM region as a top choice for site selectors and companies.

ACKNOWLEDGMENTS

The Greater Des Moines Partnership is grateful to our economic development partners who help execute the Regional Existing Industry survey program and make our region a great place to live, work and play.



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