

2022 REGIONAL EXISTING INDUSTRY REPORT

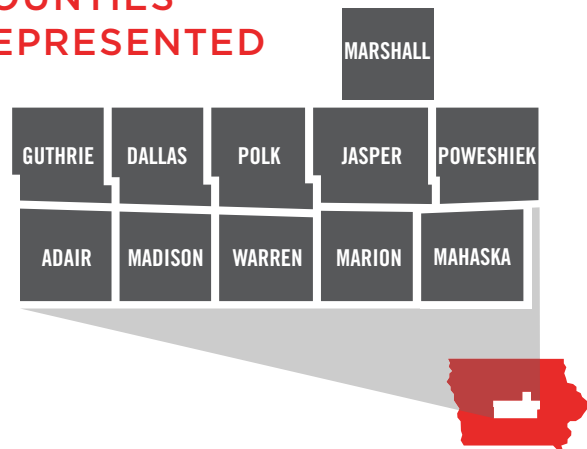
PROGRAM BACKGROUND

The Greater Des Moines Partnership and its regional partners use the Synchronist Existing Industry Survey to gain perspectives of businesses within the Greater Des Moines (DSM) region. The interviews 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. The interviews were conducted in 2022.

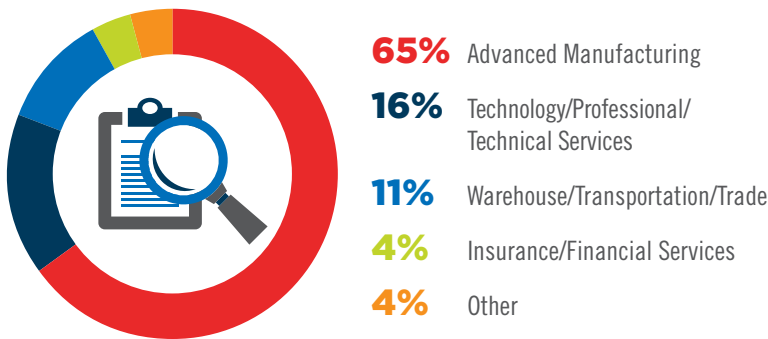
SURVEY OVERVIEW



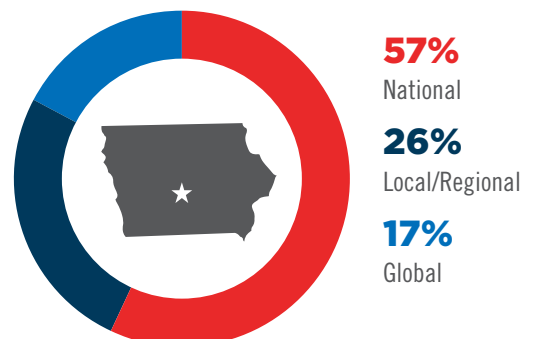
COUNTIES REPRESENTED



PARTICIPATING INDUSTRIES



PRIMARY MARKET OF PARTICIPATING COMPANIES



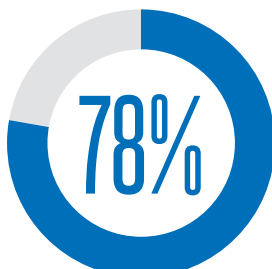
BUSINESS GROWTH AND INNOVATION

Most DSM businesses have recently introduced new product and service offerings and the majority of companies plan to roll out new capabilities over the next two years. Sixty-seven percent of surveyed companies have seen an increased demand for products and services, creating the need for many companies to consider expanding operations.

DSM COMPANIES CONTINUE TO INNOVATE



Introduced new products, services or capabilities over the last three years



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



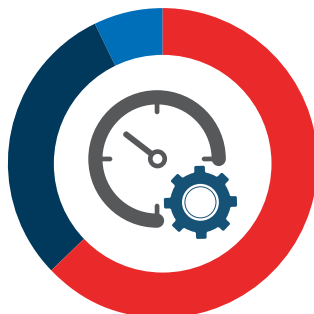
Anticipate future technology enhancements to their operation



51%

Indicated that they have plans to expand or modernize their operations in DSM over the next three years

LIFE CYCLE OF COMPANIES' PRIMARY PRODUCTS/SERVICES



63%
Growing or Emerging

30%
Maturing

7%
Declining

DSM is experiencing a high level of momentum as the fastest-growing major metro in the Midwest (*U.S. Census Bureau*).

850,481

Population
(U.S. Census Bureau)



Population growth in the region, 2010–2022

DSM is comprised of multiple key industry sectors including:

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



2022 KEY FINDINGS



DSM companies are still innovating and planning to grow despite rising costs and inflation.



Sales and demand are increasing but workforce availability makes it difficult to meet demands.



Supply chain is slowly improving but lack of truck drivers and difficulty getting shipping containers are still causing problems.

RECOMMENDATIONS



Focus on regional placemaking to ensure that all urban, suburban and rural communities have opportunities to attract, grow and retain businesses and workforce.



Continue pursuing diversity, equity and inclusion (DEI) initiatives to support talent attraction to DSM and work with educational stakeholders, colleges and universities to address skills gaps.



Work with local partners to develop a new BRE strategy and program to enhance engagement with existing businesses.

ACKNOWLEDGMENTS

The Greater Des Moines Partnership is grateful to the large group of individuals and organizations who helped shape the 2022 Regional Existing Industry Report, including those listed below:



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