

PARTNERSHIP INVESTOR BENEFITS

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, inclusion, talent development, placemaking and storytelling. 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

- The Partnership is equipped with comprehensive economic development resources to help our Investor businesses grow.
- By becoming an Investor, you and your employees gain access to a personal researcher on staff to help collect specialized industry research and data.
- Investors gain access to talent development tools needed to attract, develop and retain high-quality, high-performing employees to your company. The Partnership connects your employees to a variety of networking, community involvement and professional development opportunities to help them thrive in their career in DSM.
- Partnership Investors gain access to customized executive recruitment tours to help you introduce highly sought-after candidates to the region in a detailed, memorable fashion to help encourage the move to DSM.
- Partnership Investors gain access to important recruitment resources like The Partnership's relocation packet and Welcome to DSM Reception events to help their new talent familiarize themselves with the DSM region before and after they choose to relocate.
- Investor company's interns have the opportunity to be a part of The Partnership's DSM Intern Connection program. The DSM Intern Connection program allows interns and college students to connect with community leaders and executives, and network with fellow students while learning about what makes DSM unique.
- As an Investor, you gain access to one-on-one DEI consultation services that help you identify the business case for diversity in your company and provide you and your team with Diversity and Inclusion plans with measurable goals.
- The Partnership makes it a priority to amplify and share its Investors news and stories through our DSM USA and Downtown blogs, podcasts, newsletters, Partnership social media channels and more.
- Investors gain access to our highly qualified public relations (PR) team for PR and crisis communications expert support.
- Partnership Investors gain priority access to our DMDC event. DMDC is a unique opportunity that allows participants to promote local economic development plans to Iowa's Congressional delegation, the Administration and their staffs, and advocate for key issues impacting DSM in the nation's capital.
- 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 can join 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 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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GREATER DES MOINES
PARTNERSHIP

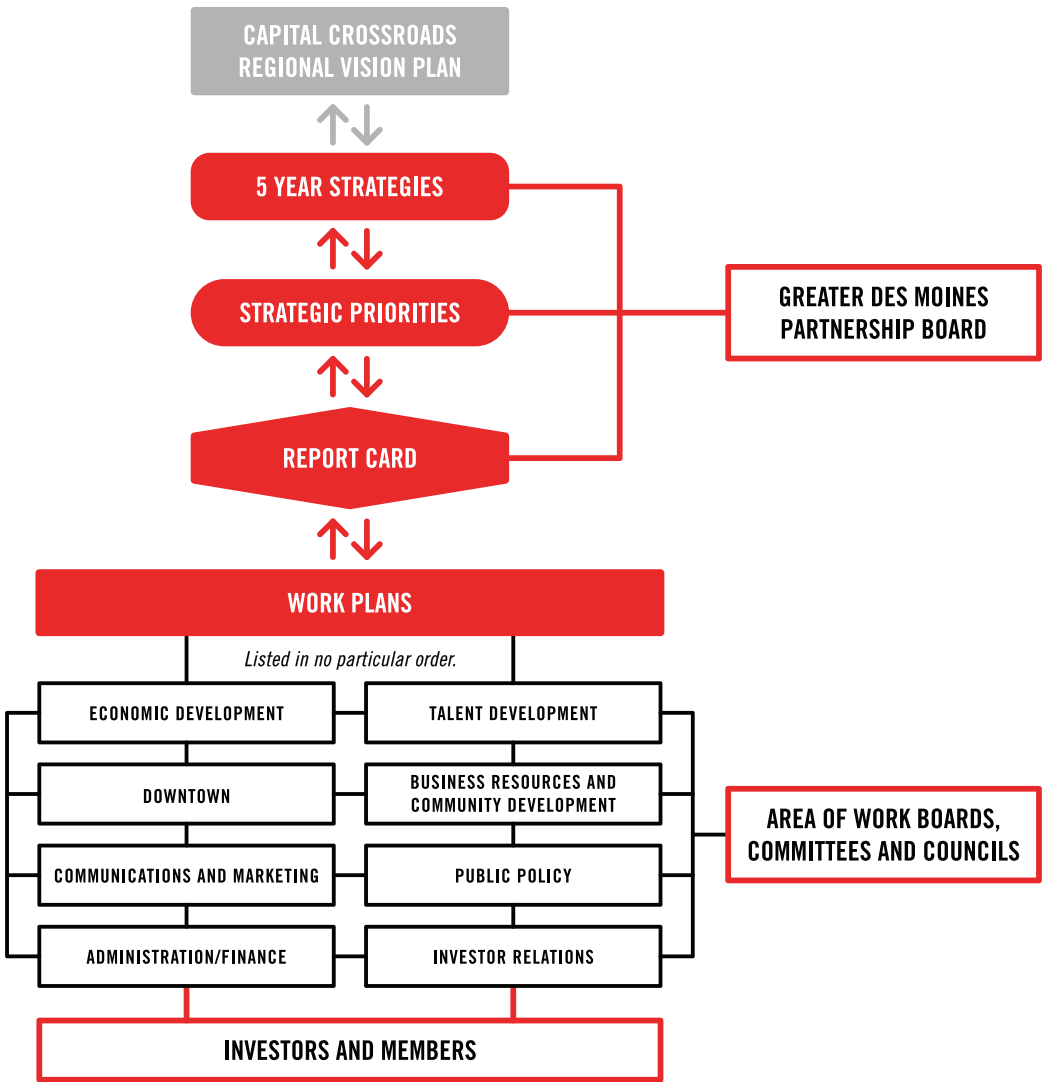
FIVE-YEAR STRATEGIES

The Moving Forward Together 2027 Investor Campaign Vision is centered on:

- Positioning Greater Des Moines (DSM) for future growth
- Talent
- Economic Development
- Inclusion
- Placemaking
- Storytelling

ORGANIZATIONAL APPROACH TO STRATEGY

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



To learn more, visit DSMpartnership.com/investors.

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