

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 23 Affiliate Chambers of Commerce. Boasting a network of more than 6,100 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 like yours 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 GetActive Workplace Wellness Toolkit to assist businesses in serving their employees.

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 entrepreneurial spirit in the region. We thank you for your continued support of the regional business community, The Partnership and its 23 Affiliate Chambers of Commerce.

Sincerely,



JAY BYERS

CEO



EUGENE T. MEYER

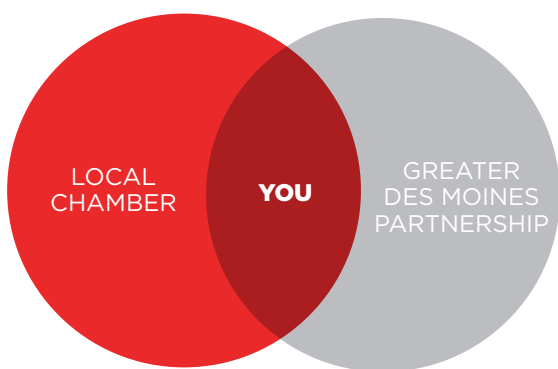
PRESIDENT





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 business 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

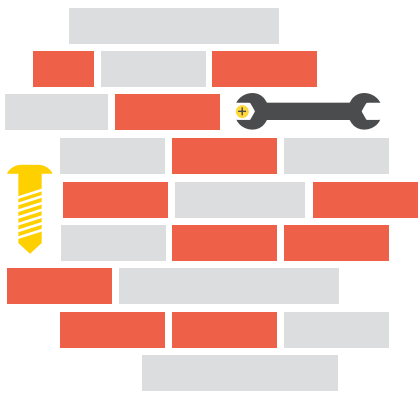
together, we have more resources to leverage and create a strong network of business support.

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.



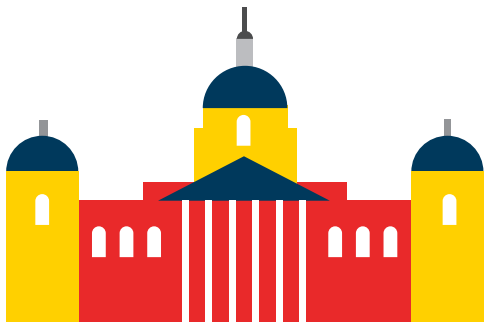
DOWNTOWN DEVELOPMENT

The Downtown Community Alliance (DCA) 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.



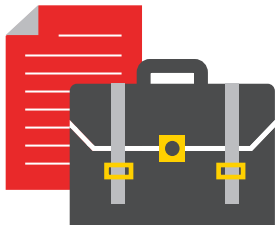
PUBLIC POLICY

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.



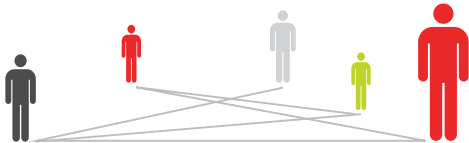
TALENT DEVELOPMENT

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 and entrepreneurs 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.



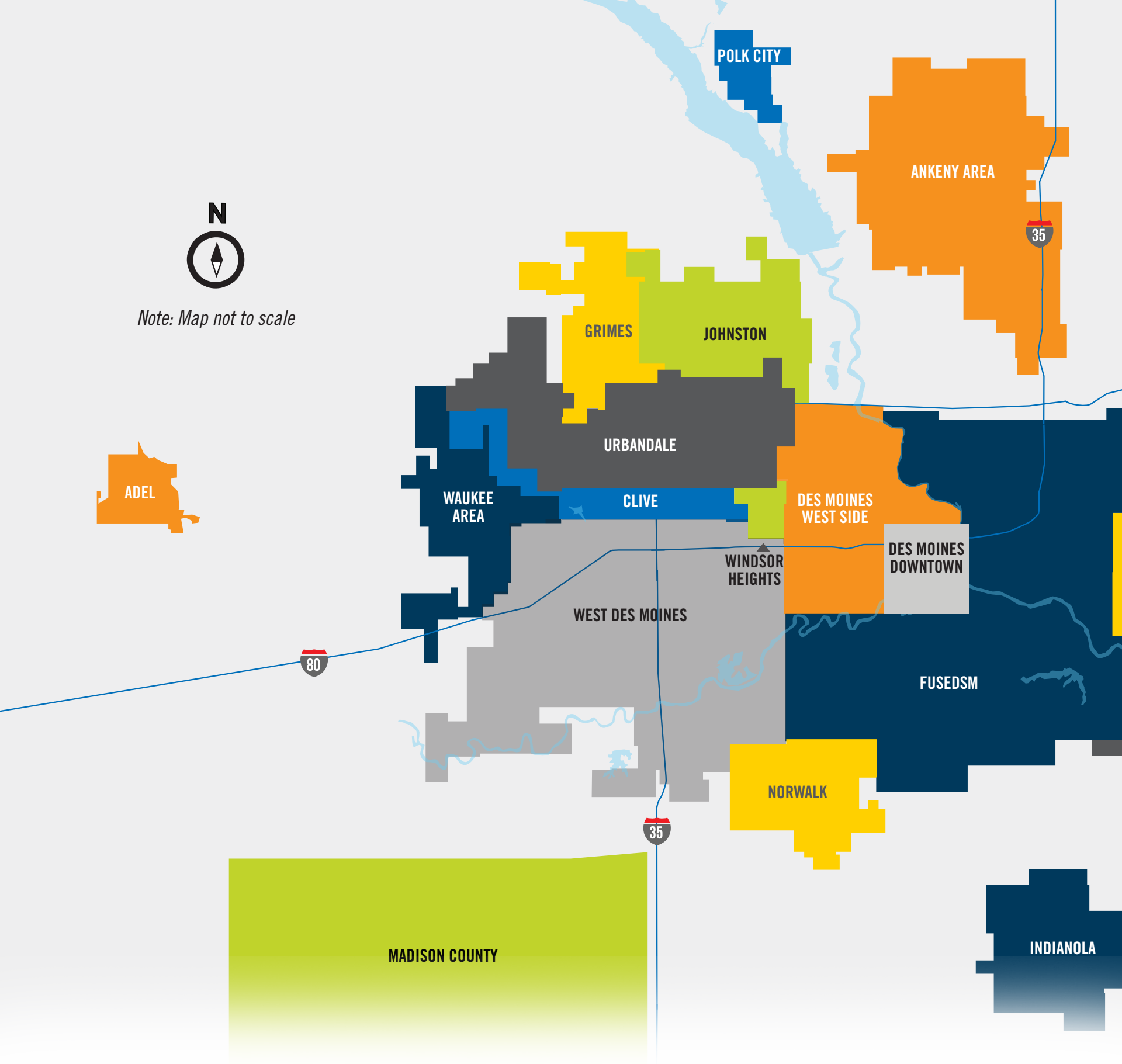
COMMUNICATIONS AND MARKETING

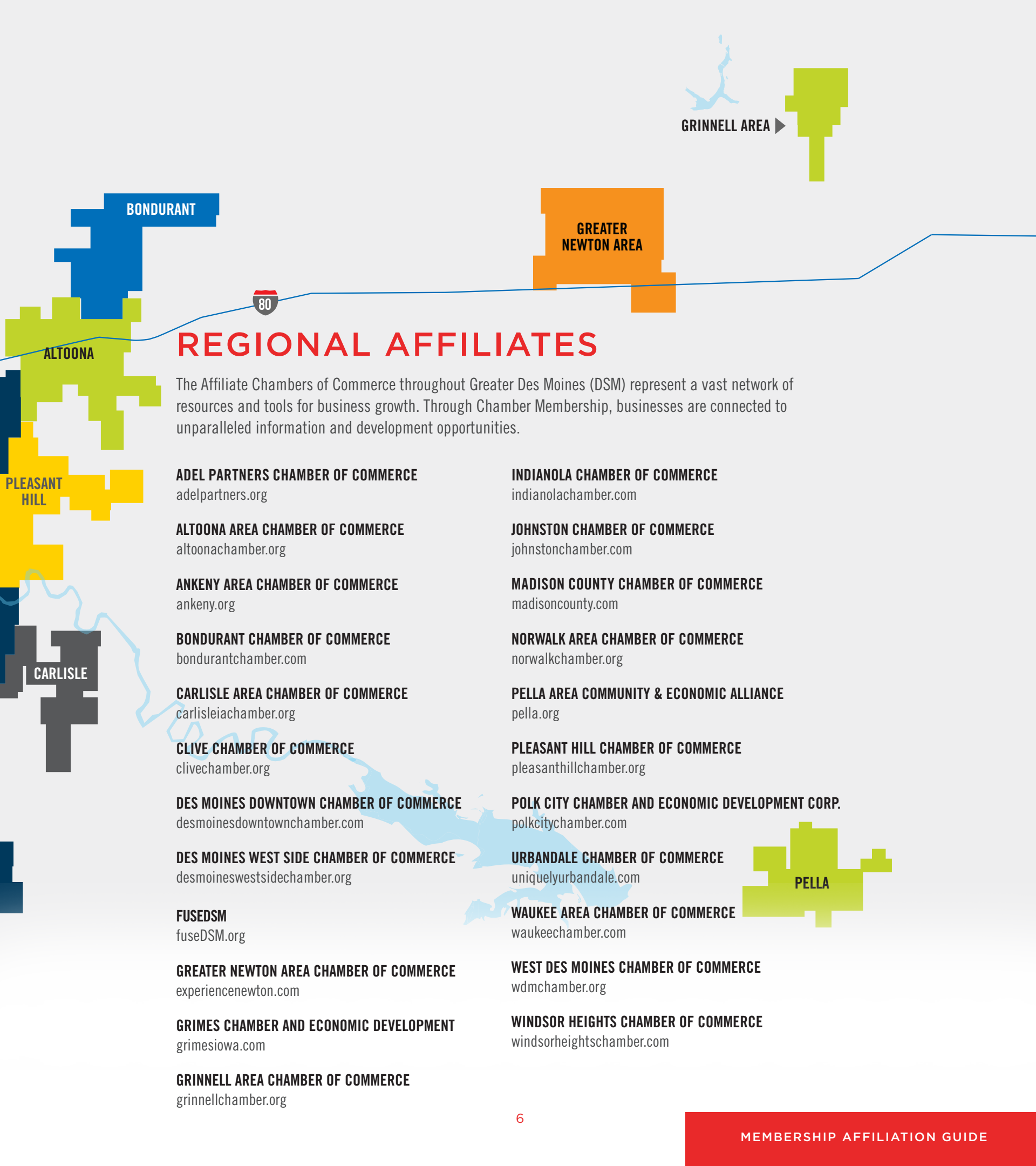
The Partnership provides the community, its Members and Investors up-to-date news and information on the latest happenings in DSM via weekly email newsletters, a monthly print publication and multiple websites and social media platforms. Its marketing and public relations programs help focus national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





Note: Map not to scale





GRINNELL AREA ▶

BONDURANT

GREATER
NEWTON AREA

ALTOONA

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
ankenys.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

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

PELLA



MORE ACCESSIBILITY. MORE VISIBILITY. MORE BUSINESS.

How can your business become globally accessed and resourced? The Greater Des Moines 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



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

 **CONTACT**



CONTACT:
Suzy Smith
(515) 555-0000
123 11th Ave.
Des Moines, Iowa

CALENDAR

AUG 14 Access any Chamber or Partnership event on The Partnership's calendar.

AUG 15 Events reach a broad range of audiences allowing you to connect with new people.

AUG 16 Easily add an event to your own calendar with the "Add to Calendar" option.

STATISTICS

On average the Greater Des Moines Partnership directory is viewed

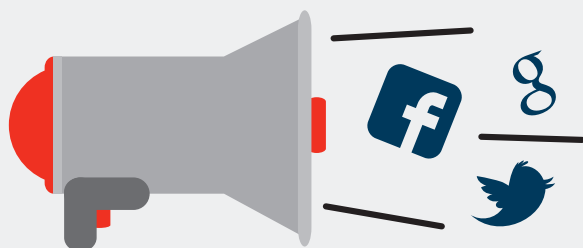
2045

times every month, roughly

26652

times a year.

ACCESSIBILITY

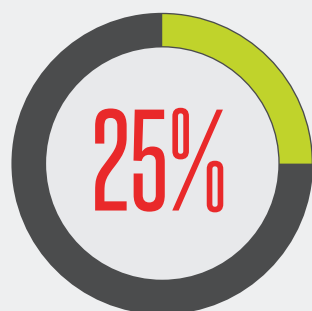


Both the calendar and directory can be easily shared on social media.



6,400+

The number of contacts in the Greater Des Moines Partnership directory.



Roughly 25 percent of all web traffic today involves a mobile device. You will find both the regional calendar and directory features are mobile friendly.



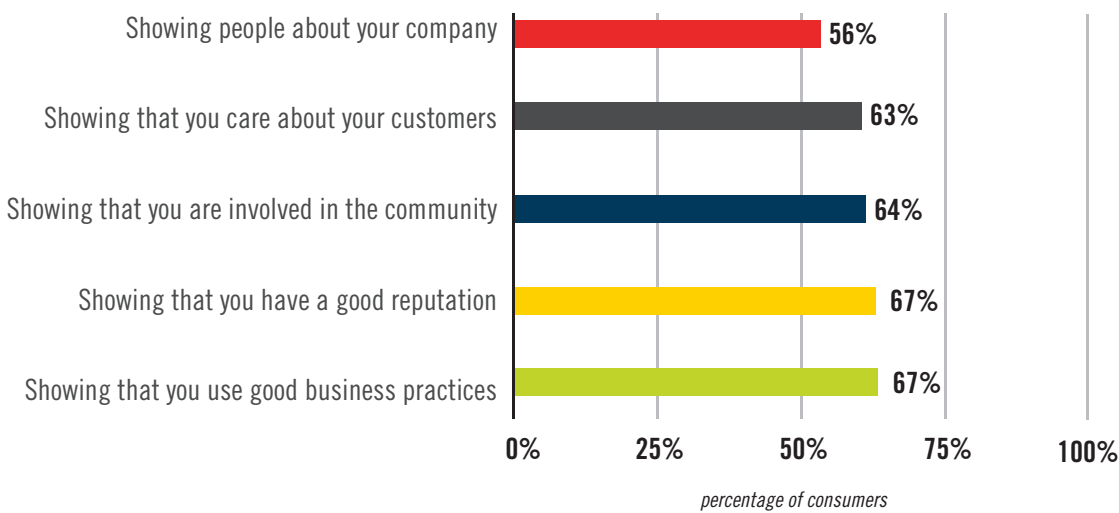
9,000+

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.

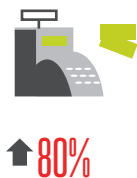
WHAT A LOCAL CHAMBER MEMBERSHIP SHOWS CONSUMERS



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.



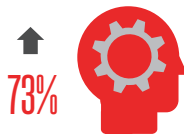
When consumers know that a small business is a Member of the Chamber of Commerce, they are 49 percent more likely to think favorably of it...



...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.

*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.

CHAMBER MEMBERSHIP TESTIMONIALS OF VALUE

“The data clearly demonstrates 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.”



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

“Your customers are more selective than ever when it comes to who they choose to do business with. Having an active role in your local Affiliate Chamber affords you great connectivity and exposure in your own community. What is even better is the dual-Membership model of the Greater Des Moines Partnership makes you part of a strong network of over 6,100 Members, providing you a regional, national and even global voice.”



Justin Brown
Downing Construction
2017 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 Greater Des Moines community.”



Jonathan Koester
Koester Development
2018 Affiliate Presidents’ Council Chair

“Greater Des Moines 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.”



Jay Byers
Greater Des Moines Partnership
CEO

“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.”

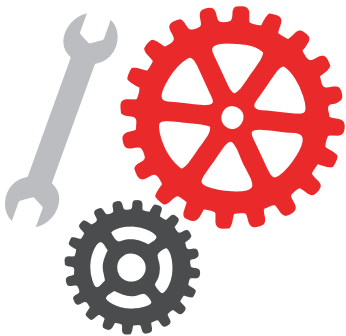


Eugene T. Meyer
Greater Des Moines Partnership
President

JOIN US

Membership in your local Chamber of Commerce brings you automatic Membership with the Greater Des Moines Partnership. Together, we strengthen Greater Des Moines (DSM) with one voice, one mission, as one region.





MEMBER TOOLKIT

The Partnership is focused on providing its Regional Members and Investors a robust assortment of tools, educational opportunities, professional development and enrichment and the latest technology to connect to new customers and grow their businesses.

WAYS TO CONNECT

SOURCELINK

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

ECONOMIC GARDENING

An innovative economic growth strategy that focuses on providing information and strategies to grow existing businesses.

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.



INTERNATIONAL PROGRAMMING

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

INTERNATIONAL TRIPS

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

ECERTIFY

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

GLOBAL DSM

Global DSM establishes Greater Des Moines (DSM) as a global community through bolstering trade and foreign direct investments and leveraging international talent.

DSM USA RESEARCH, STATS AND 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.

B2B FORUMS

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.

ADVOCACY 101

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

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.

AWARDS

Celebrate Business and Economic Impact Awards

The Celebrate Business Awards promote the DSM business community by acknowledging innovative and enduring business initiatives. The awards are presented annually in several categories including embracing innovation, promoting lifelong learning and community involvement, to name a few. 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 and *Juice*.

Inclusion Award

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



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.

First Fridays

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

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.

Top Five for Small Business

Benefit from The Partnership’s popular educational luncheons, part of the Top Five Things for Small Businesses Series.

One-on-One Planning

Several Partnership initiatives — such as Square One DSM, the Accelerator programs and other small business support initiatives — offer one-on-one mentorship that allow for faster, smarter business growth.

ENTREPRENEURIAL INITIATIVES



PLAINS ANGELS

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



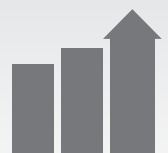
SQUARE ONE DSM

Square One DSM helps entrepreneurs maximize their successes through navigating resources, strengthening knowledge, improving skills, forming strategic alliances and securing proper capitalization.



GLOBAL INSURANCE ACCELERATOR

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



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.

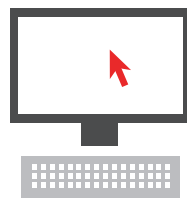
ELEVATE YOUR VISIBILITY

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.



REGIONAL LEADERSHIP

Public Policy and Advocacy

The Partnership works at federal, state and local levels to advance policies that contribute to a positive business climate for the region.

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.

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.

EDGE

Education Drives our Greater Economy (EDGE) 75x25 focuses on improving educational attainment from early childhood learning through adult life-long learning.



GET IN THE KNOW

Newsletters

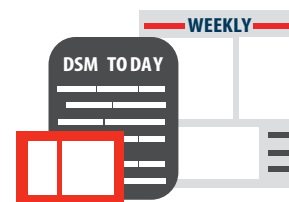
A plethora of online and print newsletters keep you up-to-date on the latest news and events from The Partnership, Affiliate Chambers and Greater Des Moines (DSM).

Blog

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

Social Media

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



NETWORK AND EXPAND

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 Nights

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.



FIND AND RETAIN TOP TALENT

PROFESSIONAL AND EDUCATIONAL DEVELOPMENT

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

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 Greater Des Moines (DSM) employers so the list of jobs is comprehensive.

YOUNG PROFESSIONALS CONNECTION (YPC)

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

RELOCATION PACKETS

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

#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.

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.

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.

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.

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 FORUMS

Inclusion Forums bring together business, community and civic leaders to discuss issues related to diversity and hear from impactful keynote speakers.



DES MOINES, IOWA



DSM





USA

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

