



2021 ANNUAL REPORT

1,040
JOBS
Created or Retained

Assisted
18
New and Existing
Projects in the Region

53
New
Project
Leads



\$963
MILLION

in Capital Investment

PROJECT HIGHLIGHTS

Supported the Des Moines Industrial Transload Facility Project, which was Completed in 2021

Launched Regional Broadband Strategy Aimed at Increasing Connectivity to Broadband in 11 Counties in the Region

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72,822
Unique Visitors
to Economic
Development Webpages

Conducted
287
Existing Industry
Meetings Focused on
Business Recovery,
Retention and Expansion



Worked with Regional
Partners to Host
375
People from 35 States
at the Global Insurance
Symposium

Held
48
Meetings
to Evaluate
Entrepreneurial
Ecosystem



Created an Industry Report
with Information Gathered from
180 COMPANIES in
24 COMMUNITIES
in the DSM Region



Increased Profiles on Tallo Talent Recruitment Platform to Over

12,000

Provided Consultation to **27 COMPANIES** in Developing DEI Strategies and Plans

The Partnership's CEO Commitment to Racial Equity in DSM Grew to **220 SIGNATURES**

ASSISTED 11 Participants in Enrolling in Certified Diversity Professional and Executive Classes



HOSTED 2 Youth Educational and Employment Panels

Partnered with Tallo on 2 DSM Career Exploration Days with **10** Area Businesses

OVER 330 Students Attended these Events

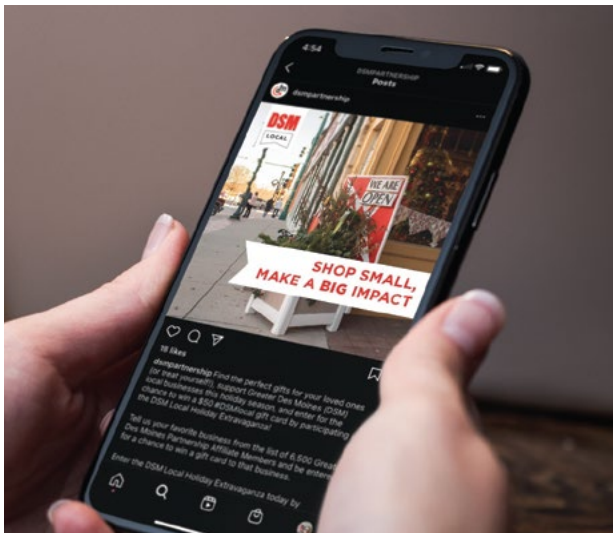
Hosted Three CEO DEI Roundtable Discussions



HOSTED 117 Interns at DSM Intern Connection Summer Series

HOSTED 385 Attendees at the Inclusion Summit and **589 PEOPLE** Attended DEI Webinars

HOSTED 2 Multicultural Receptions and a Welcome to DSM Reception

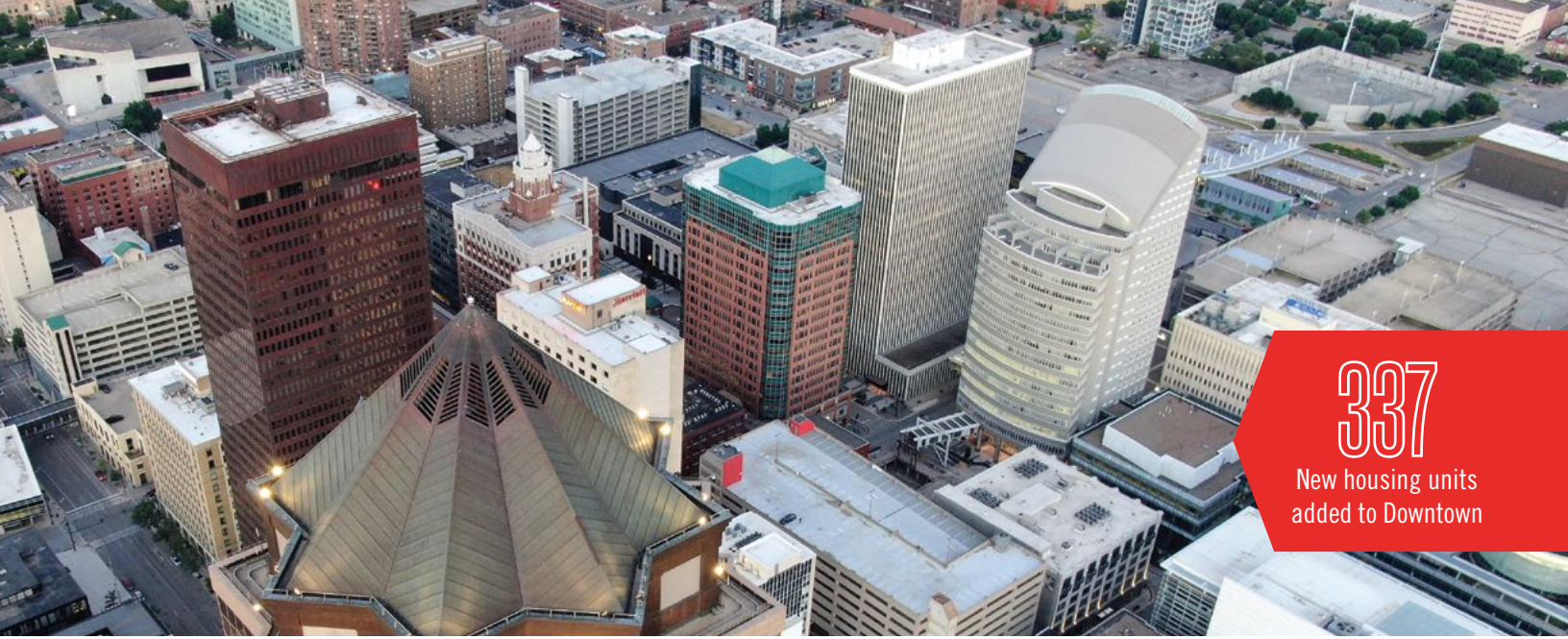


Worked with **Iowa State University** to Complete Small Business Ecosystem Mapping and Action Plan to Assist Businesses in Inclusive Economic Recovery Strategies

Hosted More Than **100** Large and Small Business, Government and Nonprofit Leaders for Supplier Diversity Training

Garnered More Than **580,000** Impressions of **#DSMlocal** in Support of Small Business Week

Worked with Affiliate Chambers to Grow Regional Membership by **7.3%**



337

New housing units added to Downtown

Assisted 6 Businesses in Expansion or Relocation Projects Resulting in **386** New/Retained Jobs



Helped Regional Partners Advance Pro Iowa Soccer Stadium and Global Plaza

HOSTED SIGNATURE DOWNTOWN EVENTS



World Food & Music Festival, Where 50 New Citizens Were Welcomed During a Naturalization Ceremony

Downtown Farmers' Market and Winter Market Presented by UnityPoint Health – Des Moines

Holiday Promenade



Helped Regional Partners Advance Iowa Confluence (ICON) Water Trails

LAUNCHED GLAD YOU'RE HERE | LOVE DOWNTOWN DSM CAMPAIGN

The Campaign Included Surprise-and-Delight Activations Such As:

Launched Glad You're Here I (Heart) Downtown DSM Campaign and Activations to Celebrate Downtown DSM

Great DSM Hot Air Balloon Hunt

Downtown DSM Tweet Week

Out to Lunch

Chalk the Park

Downtown DSM Adventure Stories

Downtown DSM Outdoor Movie Night

Downtown DSM Silent Disco

Hide and Seek Ornaments You Keep



Supported Regional Partners on Court Avenue Security



Launched Downtown DSM: Future Forward Vision Plan and Action Plan

Lauridsen Skatepark, the Largest Skatepark in the U.S., Opened and Hosted the Dew Tour, the Only U.S.-Based Global Olympic Skateboard Qualifying Event





Economic Development Digital Marketing Campaign Resulted in

39,202
UNIQUE VISITORS

and 26 Prospectus Downloads

Talent Development Digital Marketing Campaign Resulted in

35,723

Unique Pageviews and

10,545

Conversions and Toolkit Unique Pageviews

4,532

Earned Media Placements in 60 Countries

65,605

Unique Visitors to Talent Attraction Webpages

584,499

Overall Unique Visitors to Partnership Websites

HIGHLIGHTED 202

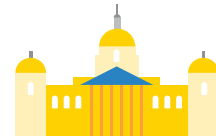
Partnership Investors Through Blogs, Videos, Earned Media, Social Media and Newsletters



Des Moines International Airport New Terminal Project Advanced

Advanced State Policy Priorities:

- Child Care Legislation
- Programming and Funding for Broadband
- Funding for Housing Programs
- Future Ready Iowa Legislation
- Tax Support for Small Businesses



- Led Small Group of Volunteer and Organizational Leaders to Advocate in Washington, D.C.
- Hosted Congressional Delegation for In-District Events



Recorded 12 Episodes of DSM USA Policy HQ Podcast

Advanced Federal Policy Priorities:

- American Rescue Plan Support and Funding Identification
- Supported Bipartisan Infrastructure Bill
- Funding for Des Moines International Airport, Iowa Confluence (ICON) Water Trails and Des Moines Area Regional Transit Authority

Hosted 280 Attendees at 6 Issue Forums:

- Child Care
- Broadband
- Community Placemaking
- Housing
- Justice Reform
- Inclusive Economic Development