



OPERATION DOWNTOWN

FISCAL YEAR 2019 ANNUAL REPORT

DOWNTOWN
DSM USA

#5 BEST PLACE TO LIVE
— U.S. NEWS & WORLD REPORT, 2019

STATISTICAL HIGHLIGHTS



666,689
pounds of
trash removed



1,672
graffiti tags
removed



153,600
dog waste bags
replenished



555
block faces
power washed



120,000
cigarette butts
recycled since
program started



717
block faces of
weeds removed



2,007
business
contacts made



8,335
people given
assistance



While the Downtown residential and employment population is growing, trash has only increased 1% in two years and pounds of recycling have nearly doubled in one year. Both of these stats are likely thanks to Recycle DSM, Downtown's public space recycling program.

PROGRAM HIGHLIGHTS

- **Recycle DSM Expansion to Court District** – Recycle DSM, a public space recycling program, was successfully launched in Downtown Des Moines (DSM) in 2017. The program has continued to expand. In FY19, the Historic Court District was added to the areas that offer public space recycling, accompanied by original sidewalk art to raise awareness.
- **Recycling at the Downtown Farmers' Market** – The Operation Downtown team worked with the Downtown Farmers' Market to add new blue temporary recycling receptacles to boost the Downtown Farmers' Market recycling efforts.
- **Contract Renewals** – FY19 marks the last year of the existing five-year operating term for the Downtown improvement district so multiple contracts were renewed, including enhanced Historic Court District security, maintenance for Downtown parks, the operating agreement and management contracts.
- **Dog Awareness Campaign** – With more Downtown residents, a dog awareness campaign was launched to encourage use of the Operation Downtown dog bag dispensers and Downtown Dog Park. In addition to website presence and marketing materials, new compostable bag dispensers were placed around Downtown, raising the total to 100.
- **Porous Tree Bed Treatment** – Operation Downtown partnered with the City of Des Moines Public Works Forestry Department to upgrade some of the Historic Court District tree beds with a porous material that is solid enough to walk across, yet porous enough to allow water flow. It made the surface even and reduced the need to clean up mulch or mud around the tree bed.

MISSION To enhance the quality of life in Downtown DSM by making it safe, clean, welcoming and beautiful.

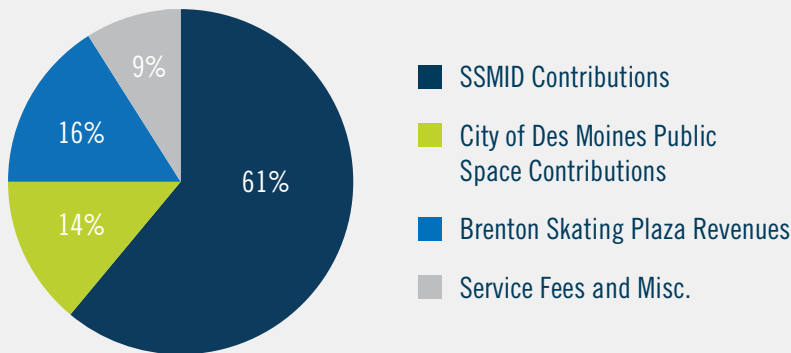


97% OF PEOPLE FEEL SAFE OVERALL DOWNTOWN.
 — 2017 Downtown Perception Study

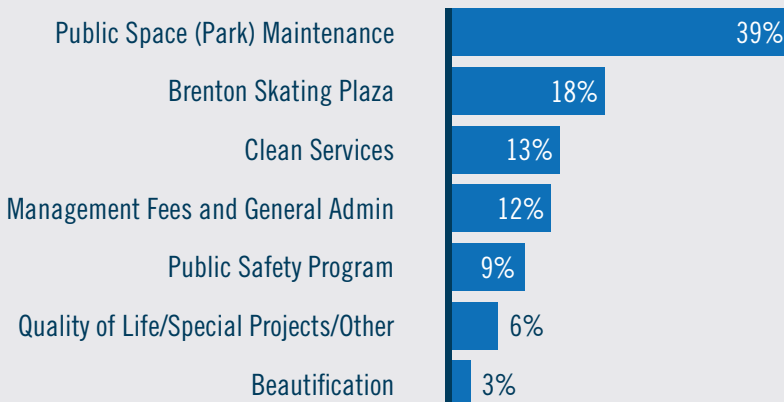
“ This is my first time in Des Moines, Iowa, and I am amazed at how clean the Downtown area is! Thank you for all the work that you do to keep the city clean. And thank you for making my experience great! ”

“ The Operation Downtown workers really impress me. With more people moving into Des Moines and the surrounding areas, this will be even more challenging to keep the city clean but please keep up the fine work. ”

OPERATION DOWNTOWN REVENUE FY19



OPERATION DOWNTOWN EXPENSES FY19



BUSINESS OFFICE
 700 Locust St., Ste. 100
 Des Moines, Iowa 50309
 p: (515) 286-4962
operationdowntown.com

