



FISCAL YEAR 2026

OPERATION DOWNTOWN ANNUAL REPORT

Operation Downtown provides services that keep **Downtown Des Moines (DSM)** clean and safe, leads special projects that contribute to a welcoming and vibrant community, and convenes stakeholders and partners to advance a shared mission of a positive Downtown DSM experience. The work done in Fiscal Year 2026 builds on a longstanding foundation of commitment from Downtown property owners and helps continue to build a strong future for Downtown DSM.

PROJECT HIGHLIGHTS



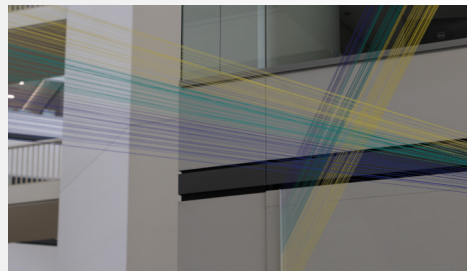
Mini Art Vending Machines:

Operation Downtown funded mini art vending machines Downtown featuring original artwork from 18 local artists. Mainframe Studios implemented and manages the project, curating new artists to feature for each rotation.



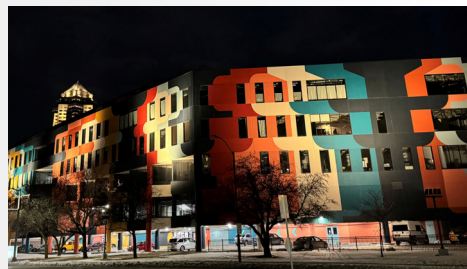
Domino Effect:

Operation Downtown co-presented "Domino Effect" by Ingrid Ingrid, a temporary interactive public art piece, on Cowles Commons with Des Moines Performing Arts.



Skywalks Reimagined: Capital Square:

Operation Downtown funded a Skywalks Reimagined installation at Capital Square by local artist Jill Wells. "Enlightened" sits suspended above the skywalk and creates the illusion of warm, soothing light rays shining through the atrium.



Mainframe Studios Lighting Project:

Operation Downtown contributed to Mainframe Studio's capital lighting project, illuminating the colorful exterior of Mainframe and revitalizing a key gateway into Downtown DSM.



**OPERATION
DOWNTOWN**

STATISTICAL HIGHLIGHTS



634,583
pounds of
trash removed



2,730
graffiti tags
removed



72,800
dog waste bags
replenished



704
block faces
power washed



856
business
contacts made



4,685
people given
assistance



241,840
cigarette butts
recycled*



647
block faces of
weeds removed

***DID YOU KNOW?** The Operation Downtown Ambassador team ships cigarette butts to TerraCycle, a company that recycles them into products such as park benches and chairs.

#4

MOST LIVABLE METRO IN THE U.S.

— RentCafe, 2026

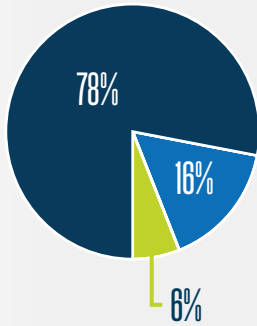
MISSION: Keeping Downtown DSM clean, safe, welcoming and vibrant in support of a positive experience.

**DOWNTOWN
DSM USA**



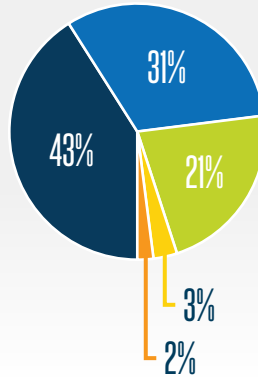
REVENUE

- SSMID Contributions
- City-Funded Downtown Maintenance Services
- Service Fees and Misc.



EXPENSES

- Public Space (Park) Maintenance
- Clean and Safe Services
- Management Fees and General Admin
- Quality of Life/Special Projects/Other
- Beautification



PERCEPTION SURVEY HIGHLIGHTS



#6 BEST
PLACE FOR MILLENNIALS
TO LIVE IN THE U.S.

— *Travel + Leisure*, 2026

PROGRAM HIGHLIGHTS

- The **Downtown Maintenance contract**, a model of successful public-private collaboration for cooperative maintenance of Downtown parks and other public spaces, was renewed for two more years.
- Operation Downtown began renovation of a **new Operations Center** that will bring renewed vibrancy to the area and streamline operations.
- Operation Downtown purchased a **new truck** and **All-Terrain Litter Vacuum (ATLV)**. The ATLV was funded by Prairie Meadows.
- A street **outreach team**, funded in part by Operation Downtown, helped 165 households throughout Des Moines enter housing in an 18-month period.
- Ambassadors handed out candy hearts for Valentine's Day and Iowa Cubs tickets for 515 Day to **surprise and delight** employees, residents and visitors.



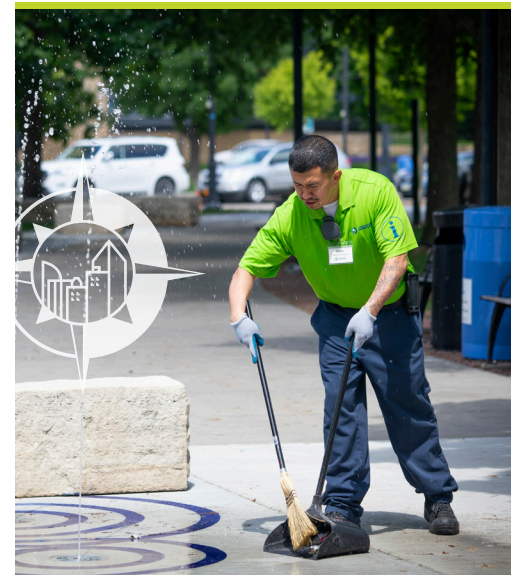
PRAISE FOR OPERATION DOWNTOWN

“I would like to commend one of your employees who found the check I had written... and offered to mail it to me which he did. I really appreciate his **honesty and professionalism.**”

“I just want to point out **what a great job** these two (Ambassadors) did, and what nice people they were; a real pleasure!”

“Operation Downtown is truly a **valued partner!**”

“I am still in disbelief that someone found my lost wallet and handed it to the bank. I am **deeply humbled and grateful** to you for this service. You have given me reason to keep believing that goodness exists and I will always look for ways to pay forward my gratitude.”



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OPERATION
DOWNTOWN



In Partnership with
GREATER DES MOINES
PARTNERSHIP

