

**#1 PLACE**  
FOR YOUNG PROFESSIONALS  
TO LIVE

— Forbes, 2023

# FISCAL YEAR 2023

## OPERATION DOWNTOWN ANNUAL REPORT

### PROGRAM HIGHLIGHTS

Operation Downtown is approved to continue its work for the next 10 years. Operation Downtown received approval from the Des Moines City Council after successfully completing a petition process to gather support from Downtown Des Moines (DSM) property owners.

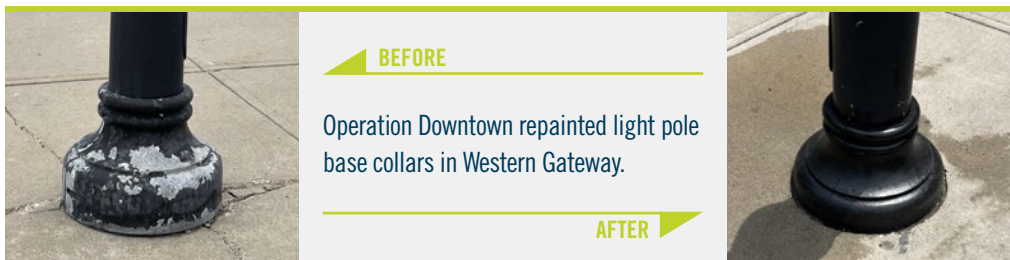


Women of Achievement bridge tunnel, before and after art installation, designed and painted by Ally Frame.

- Operation Downtown contributed over \$450,000 to public improvement projects including:
  - EMC Downtown Park
  - Watering newly planted Downtown DSM trees
  - Replacing outdated Recycle DSM receptacles in Western Gateway and the Historic East Village
  - Refreshing street plant beds
  - Selfie spots in the skywalk, created by local artists Jordan Brooks, Laura Palmer and Chris Sullivan. The art provides perfect selfie backdrops for Downtown DSM residents, workers and visitors
  - A mural in the tunnel under the Iowa Women of Achievement Bridge designed and painted by local artist Ally Frame
- EXposure, an interactive light painting installation with a set of inflated, luminating spheres, was displayed in the Historic East Village
- The City, Polk County and Operation Downtown contributed \$200,000 toward additional officers for the Historic Court District in FY23, and hired nightlife and social economy management consultants to advise on the future of the district.

**AS OF JUNE 2023, DOWNTOWN DSM FOOT TRAFFIC WAS AT NEARLY 84% OF PRE-PANDEMIC (2019) LEVELS AND NEARLY 13% OVER 2022 LEVELS.**

— Placer.ai



**BEFORE**

Operation Downtown repainted light pole base collars in Western Gateway.

**AFTER**

### STATISTICAL HIGHLIGHTS



**813,826**  
pounds of  
trash removed



**2,543**  
graffiti tags  
removed



**172,500**  
dog waste bags  
replenished



**726**  
block faces  
power washed



**176,000**  
cigarette butts  
recycled



**1,319**  
block faces of  
weeds removed



**637**  
business  
contacts made

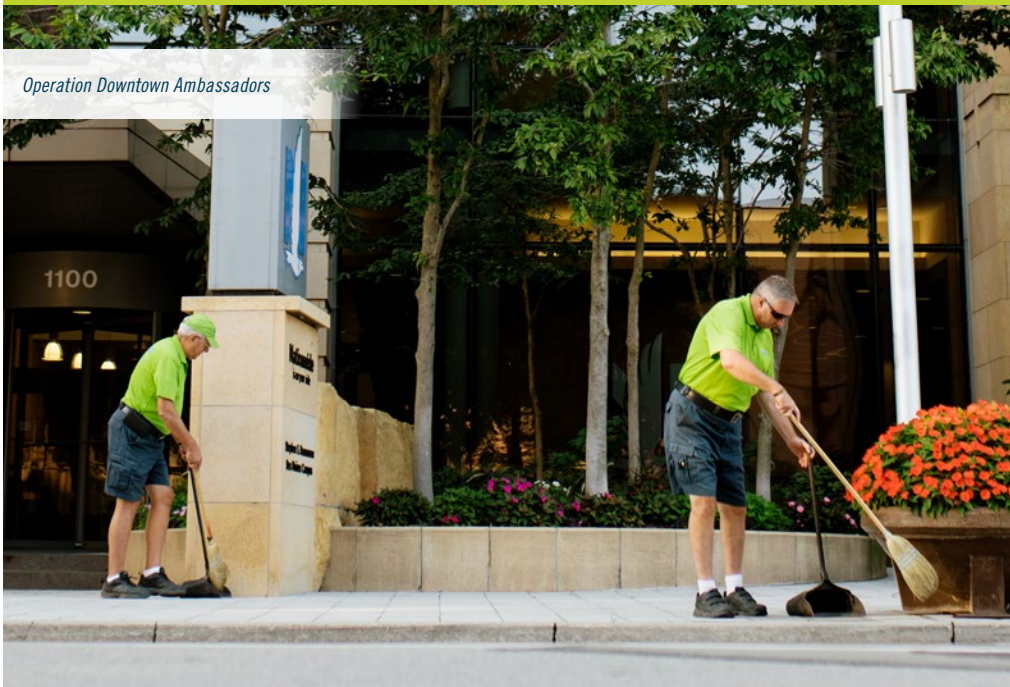


**6,131**  
people given  
assistance

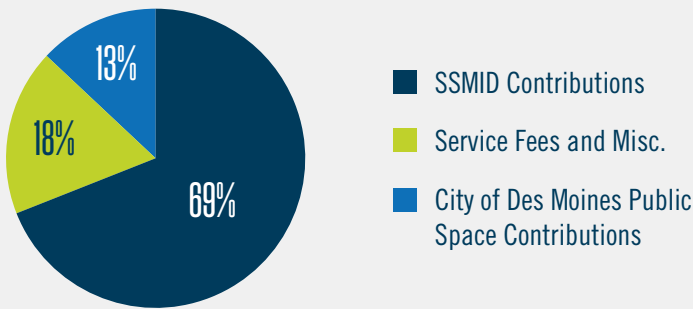
## MISSION

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

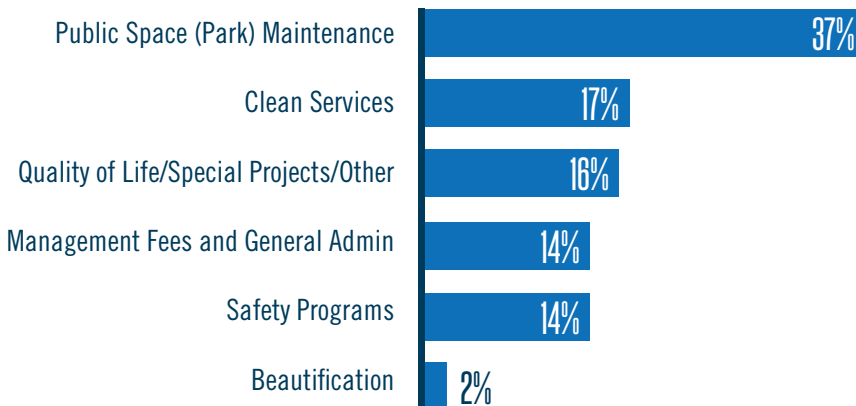
Operation Downtown Ambassadors



## OPERATION DOWNTOWN REVENUE FY23



## OPERATION DOWNTOWN EXPENSES FY23



## PRAISE FOR OPERATION DOWNTOWN

*"We appreciated your finding and painting over graffiti on our building and keeping the sidewalks tidy!"*

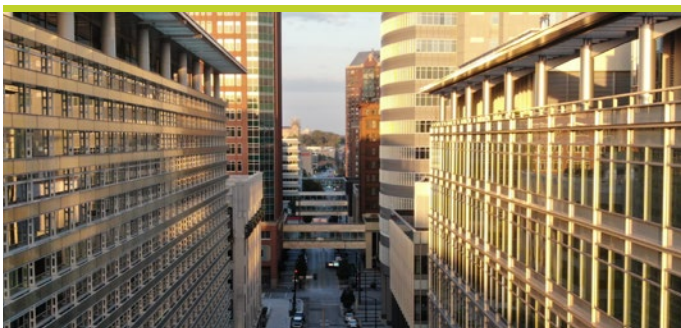
*"Thanks so much for the crews that keep Downtown picked up!"*

*"I just wanted to say thank you to the team for finding the diaper bag my husband left on a parking meter and returning it to us! I was so ecstatic to have it returned."*

*"We get compliments all the time from out-of-towners that say how impressed they are with how clean our Downtown is."*



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**TOP 10**  
**FASTEST-GROWING**  
**MID-SIZED METRO**  
 — Site Selection Group, 2023



**OPERATION DOWNTOWN**



In Partnership with  
**GREATER DES MOINES PARTNERSHIP**

