



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 2025 builds on a longstanding foundation of commitment from Downtown property owners and points to a strong future for Downtown DSM.

PROJECT HIGHLIGHTS

Thanks to all partners, sponsors and donors — including property owners, private supporters and organizations, for helping bring these projects to life and for growing the vibrancy and local art scene of Downtown DSM.



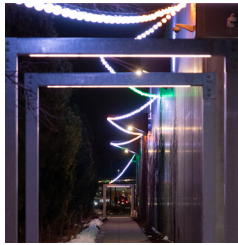
Always Together
Ricardo Gonzalez



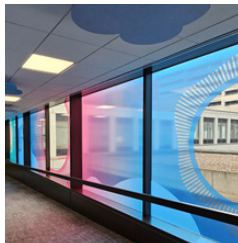
Skywalks Reimagined: (untitled art piece)
Ashley Mary



TimePiece by Oyoram
Digital art installation



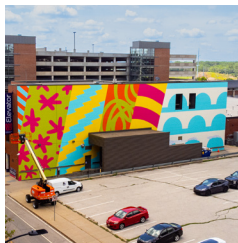
Fourth + Court Walking Path
Slingshot Architecture and Teknephos



Skywalks Reimagined: Joy Walk
Design by Project7 Design and Slingshot Architecture



Optik
The Urban Conga in collaboration with Serge Maheu



City in Color
Van Holmgren



RATED #3

MOST LIVEABLE CITY/METRO

— Reader's Digest, 2025
— RentCafe, 2024
— Visual Capitalist, 2025

STATISTICAL HIGHLIGHTS



678,911
pounds of
trash removed



3,026
graffiti tags
removed



102,800
dog waste bags
replenished



1,106
block faces
power washed



211,500
cigarette butts
recycled



840
block faces of
weeds removed



790
business
contacts made



6,708
people given
assistance

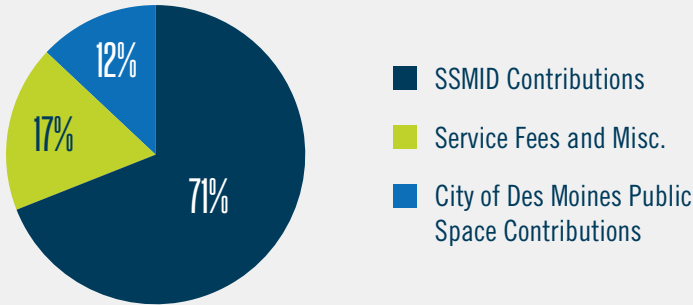
MISSION

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

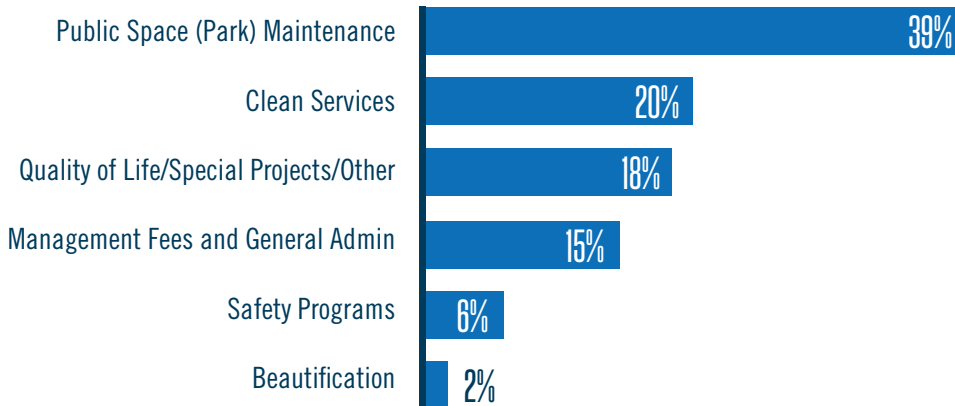
**DOWNTOWN
DSM USA**



OPERATION DOWNTOWN REVENUE FY25



OPERATION DOWNTOWN EXPENSES FY25



TOP 10
BEST PLACE FOR
BUSINESS AND CAREERS

— Forbes, 2024

PROGRAM HIGHLIGHTS

- The Operation Downtown ambassadors distributed handouts including Iowa Cubs tickets on 515 Day, travel mugs with hot chocolate packets in the winter and heart-shaped candies for Valentine's Day. Handouts are a valuable and effective way to create positive interactions with the public.
- Operation Downtown and a private donor provided funding support for the City of Des Moines' Downtown street outreach team, staffed by Primary Health Care. This work began in January and is a two-year pilot.

PRAISE FOR OPERATION DOWNTOWN

“...They always greet everyone with a warm smile and a **friendly demeanor**.”

“I just want to point out what a **great job** these folks did, and what nice people they were. A real pleasure!”

“It’s heartwarming to see how positive, helpful and friendly your staff is to everyone they encounter. Their commitment to **serving the community** is so great to see.”

“Sean and Brandy are **making Downtown Des Moines beautiful**.”

“His **eagerness to help**, his attitude and his unwavering dedication to seeing that I was O.K. is a testament to this program and employees.”



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OPERATION DOWNTOWN



In Partnership with
GREATER DES MOINES
PARTNERSHIP

