



# THE DSM USA STORY

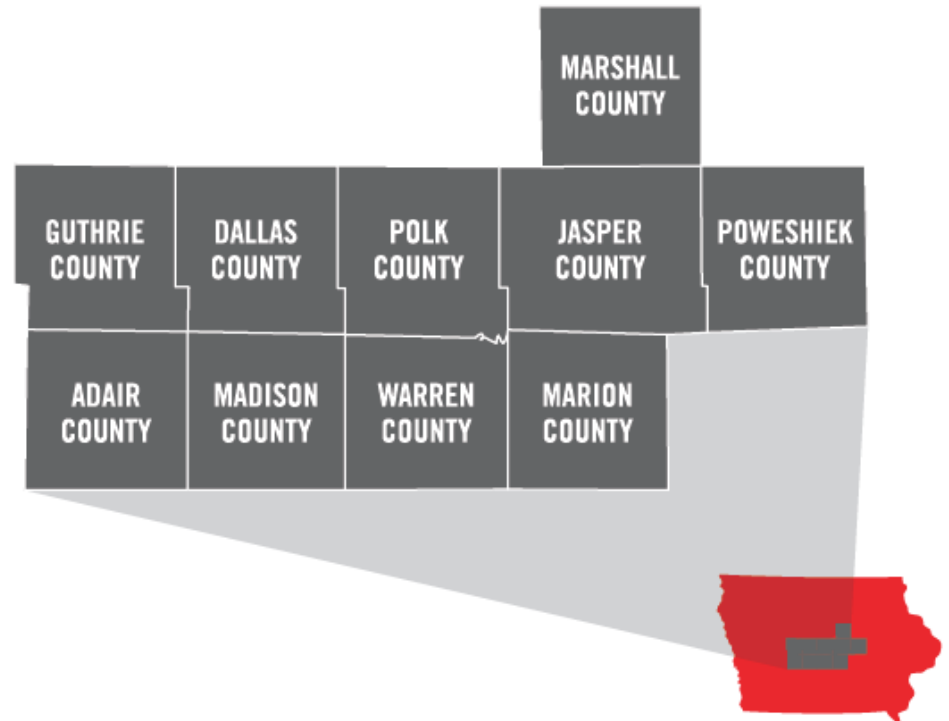
CULTIVATING A REGIONAL VOICE

Tiffany Tauscheck, Chief Strategy Officer  
Courtney Shaw, Vice President of Communications



# WHO WE ARE, WHAT WE DO

**DSM USA**  
DES MOINES, IOWA



# BACKGROUND



- **Goal:** One Voice
- 18-month process
- Quantitative and qualitative research
  - Surveys
  - In-depth interviews
  - Testing
- Led to merge of 13 Partnership websites

# RESEARCH FINDINGS

- According to research, **DSM USA** is:
  - Welcoming
  - Diverse
  - Vibrant
  - Affordable
  - Accessible
- Launched April 2017
- Then, activated additional research for **Downtown DSM USA**



# DSM USA CREATIVE – TALENT



## DSM USA




DES MOINES, IOWA

**VIBRANT.  
AFFORDABLE.  
UNEXPECTED.**

**Fastest Growing Metro in the Midwest**  
— *U.S. Census Bureau*

Greater Des Moines (DSM) is home to welcoming suburban communities and bustling cityscapes. With an 8-10% lower cost of living compared to the national average, according to the Council for Community and Economic Research, you'll also find abundant jobs and exceptional quality of life. Live life without compromise in DSM USA.


#DSMUSA [liveDSMUSA.com](http://liveDSMUSA.com)



## DSM USA

DES MOINES, IOWA

Learn more!  
[liveDSMUSA.com](http://liveDSMUSA.com).





# DSM USA CREATIVE – ECONOMIC DEVELOPMENT



DES MOINES, IOWA

**DSM  
USA**

**\$3.6 Billion  
Invested in New Wind  
Energy Development**  
— *MidAmerican Energy Company*

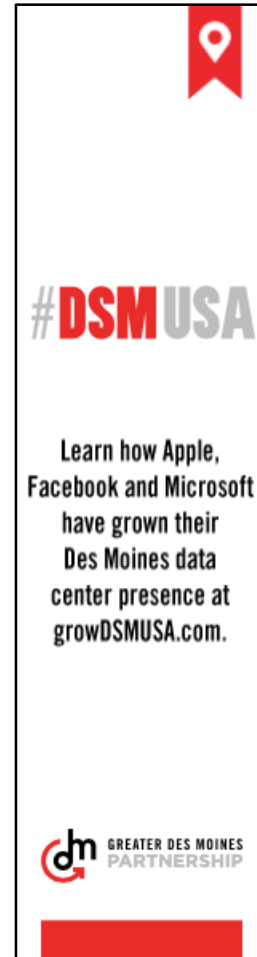
 **GREATER DES MOINES  
PARTNERSHIP**



**DSM USA**


**Data Center  
Tax Benefits.  
Highly Competitive  
Electricity Rates.**

 **GREATER DES MOINES  
PARTNERSHIP**



**#DSMUSA**

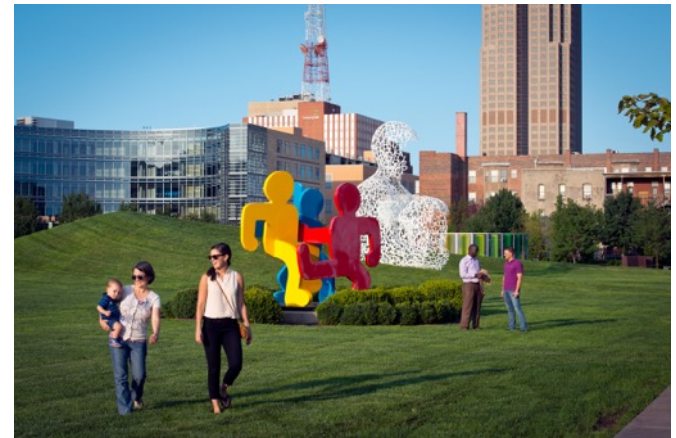
Learn how Apple,  
Facebook and Microsoft  
have grown their  
Des Moines data  
center presence at  
[growDSMUSA.com](http://growDSMUSA.com).

 **GREATER DES MOINES  
PARTNERSHIP**

# DOWNTOWN RESEARCH

- Research shows **Downtown DSM USA** conveys that the region's core is:
  - Fresh
  - Contemporary
  - Active
  - Cultural
  - Diverse
- Launched November 2017

**DOWNTOWN**  
**DSM USA**



# DOWNTOWN DSM USA CREATIVE

#downtownDSM

**Active. Inviting. Cultural.**

Home to world-class restaurants, live music and so much more, Downtown Des Moines (DSM) is full of things to do. Experience the nationally-renowned Downtown Farmers' Market and take a stroll through the Pappajohn Sculpture Park. Catch a concert at Wells Fargo Arena and shop in the Historic East Village. Whether you're a new college grad or a seasoned professional, Downtown DSM is a vibrant place to live, work and play.

[downtownDSMUSA.com](http://downtownDSMUSA.com)

**Top Ten Best Place to Live**  
— U.S. News & World Report, 2017

DOWNTOWN DES MOINES, IOWA

dm GREATER DES MOINES PARTNERSHIP

**DOWNTOWN DSM USA**

#DSMUSA  
#downtownDSM

dm GREATER DES MOINES PARTNERSHIP

[downtownDSMUSA.com](http://downtownDSMUSA.com)

**DOWNTOWN DSM USA**

Looking for Downtown info?

- Events Calendar
- Blog & News
- Things to Do
- Maps & Parking

Visit [downtownDSMUSA.com](http://downtownDSMUSA.com) today!

dm GREATER DES MOINES PARTNERSHIP



# PARTNERSHIP DOWNTOWN BRANDS



Produced by  
 GREATER DES MOINES  
PARTNERSHIP



Produced by  
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In Partnership with  
 GREATER DES MOINES  
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# DOWNTOWN EVENT CREATIVE


DOWNTOWN  
**DSM USA**



THE  
DOWNTOWN  
FARMERS'  
MARKET

SATURDAY MORNINGS  
MAY 5 – OCT. 27, 2018  
7 AM – NOON | OCT. HOURS: 8 AM – NOON  
HISTORIC COURT DISTRICT

#dtfm f t i desmoinesfarmersmarket.com



Produced by  
**dm** GREATER DES MOINES PARTNERSHIP

Presented by  
**U** UnityPoint Health  
Des Moines

Media Partner  
**107.5**  
KISS FM

DOWNTOWN  
**DSM USA**

DOWNTOWN  
FARMERS' MARKET



SATURDAY  
MORNINGS  
MAY 5 – OCT. 27

#dtfm f t i

[desmoinesfarmersmarket.com](http://desmoinesfarmersmarket.com)



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Presented by  
**U** UnityPoint Health  
Des Moines

DOWNTOWN  
**DSM USA**



THANKS FOR VOTING US  
BEST LOCAL FARMERS'  
MARKET AND BEST LOCAL  
PLACE TO TAKE YOUR PARENTS!

**OPENING DAY: MAY 5, 2018**

SATURDAY MORNINGS, MAY – OCT. | HISTORIC COURT DISTRICT  
[desmoinesfarmersmarket.com](http://desmoinesfarmersmarket.com)



#dtfm f t i

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**U** UnityPoint Health  
Des Moines






# TYING IT TOGETHER

DES MOINES, IOWA **DSM USA**

About News & Media Calendars Membership Directory  



WELCOMING. VIBRANT. AFFORDABLE.

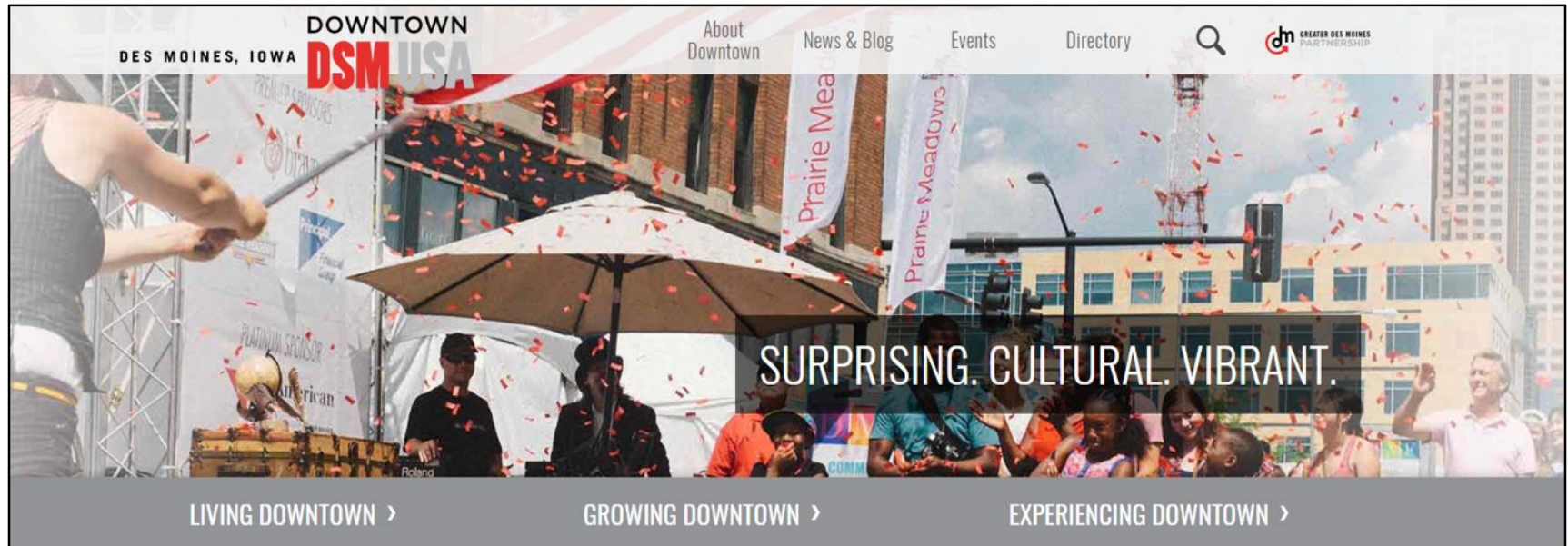
LIVING HERE > GROWING BUSINESS HERE > WORKING HERE >

## WHY DSM USA?

Business grows better in Greater Des Moines (DSM). Whether a business or professional is looking to relocate or expand, the Greater Des Moines Partnership has the resources to help them thrive. As one of the fastest-growing major metros in the country, according to the U.S. Census Bureau, and a low cost of doing business — DSM is the place to cultivate a brighter future.

COST OF DOING BUSINESS IS  
**17% LOWER**  
THAN NATIONAL AVERAGE  
*— Moody's Analytics*

# TYING IT TOGETHER



## DISCOVER DOWNTOWN DSM

From the vibrant sculptures of Western Gateway Park to the Iowa State Capitol, Downtown Des Moines (DSM) is full of things to experience and enjoy.

Here in Iowa's capital city, more than 10,000 people live in Downtown Des Moines (DSM), while more than 80,000 people come to work here each day. Whether they're employed by some of America's largest insurance companies or one of the many tech startups that flourish here, opportunity is abundant in Downtown DSM.



**DSM NAMED  
WORLD FESTIVAL  
& EVENT CITY**

— International Festivals and Events Association, 2017



# TYING IT TOGETHER



The image shows a screenshot of a website for the Downtown Farmers' Market. At the top, there is a navigation bar with links for "About", "Get Involved", "Blog", and a search icon. The logo for "DOWNTOWN DSM USA DES MOINES, IOWA" is in the top right corner. The main banner features a green background with a pattern of small white dots and is surrounded by illustrations of various fruits and vegetables like eggplant, grapes, bell pepper, carrot, and watermelon. The text on the banner reads: "SATURDAY MORNINGS", "MAY 5 – OCT. 27, 2018", "7 AM – NOON | OCT. HOURS: 8 AM – NOON", and "HISTORIC COURT DISTRICT". Below the banner is a grey navigation bar with three links: "SATURDAY MARKET >", "WINTER MARKET >", and "DIRECTIONS & PARKING >".

## DOWNTOWN FARMERS' MARKET

It's easy to find your handful of happiness at the Downtown Farmers' Market! From the first Saturday of May through the last Saturday of October, Greater Des Moines (DSM) supports hundreds of entrepreneurial vendors as they spread through nine blocks of city streets. Then, come wintertime, vendors fill Capital Square and Kaleidoscope at the Hub for the Winter Market, featuring a wide array of seasonal offerings. The Market offers a diverse spread of products, including locally grown produce, Iowa-raised eggs, meats, cheeses and more. Experience local artists, live music and entertainment, street foods and unique learning opportunities all within Downtown Des Moines (DSM). There's always something new to discover at the Downtown Farmers' Market.

Produced by the [Downtown Community Alliance](#), part of the [Greater Des Moines Partnership](#), The Market connects urban and rural communities while supporting nearly 300 family farmers, bakers, artists and crafters from around the state.



**SATURDAY MORNINGS**  
**MAY 5 – OCT. 27, 2018**  
**7 AM – NOON | OCT. HOURS: 8 AM – NOON**  
**HISTORIC COURT DISTRICT**



# AMPLIFYING THE MESSAGE

- Targeted national digital marketing campaign
- **Economic development**
  - C-level executives
  - Decision makers for growth or expansion
- **Talent attraction**
  - Targeting YPs and families
  - Propensity to move to DSM
- Tracking conversions, new traffic and additional actions taken

# DSM USA: TALKING POINTS

- #5 Best Place to Live in the U.S.
  - *U.S. News & World Report, 2019*
- #3 Best Affordable Place to Live in the U.S.
  - *U.S. News & World Report, 2019*
- #7 Best Place for Business and Careers – *Forbes, 2018*
- #1 Most Popular City for Millennial Homebuyers – *Lending Tree, 2018*
- Top 10 Most-Artistic Medium-Sized City – *Expedia, 2018*
- One of “5 Up-and-Coming Tech Hotspots” – *Livability, 2018*
- “World Festival and Event City” – *International Festivals and Events Association, 2017*
- #9 Best City for Quality of Life – *NerdWallet, 2017*
- #1 Minor League Sports Market – *SportsBusiness Journal, 2017*



# DSM USA: TALKING POINTS

800+

Miles of Connected  
Recreational Trails



COST OF DOING BUSINESS IS

17%

LOWER  
THAN NATIONAL AVERAGE

— Moody's Analytics



A 20-minute  
average commute.  
— U.S. Census Bureau, 2017

Fastest Growing  
Age Group:  
25 - 34  
Years

— U.S. Census Bureau

10%  
LOWER  
The cost of  
living is about  
10% lower than  
the national  
average.

— The Council for Community and Economic  
Research, 2018

# SHARE YOUR STORY



[https://youtu.be/8vKJB\\_agzU](https://youtu.be/8vKJB_agzU)

# SHARE YOUR STORY



**BLOG FOR US!**  
**[cshaw@DSMpartnership.com](mailto:cshaw@DSMpartnership.com)**

SMALL BUSINESS SUCCESS STORIES | LOCAL STORIES  
LIVING HERE | WORKING HERE | DOWNTOWN DSM



# HELP TELL DSM'S STORY

- **#DSMUSA Facebook Group**
  - [facebook.com/groups/DSMUSA](https://facebook.com/groups/DSMUSA)
- **Become a DSM USA Ambassador**
  - [DSMpartnership.com/DSMUSAambassadors](https://DSMpartnership.com/DSMUSAambassadors)
- **Be in-the-know**
  - @DSMpartnership
  - @downtownDSMUSA
- **Amplify on social**
  - #DSMUSA
  - #downtownDSM



# QUESTIONS?

**DSM** USA  
DES MOINES, IOWA