THE DSM USA STORY

CULTIVATING A REGIONAL VOICE

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

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

#DSMUSA liveDSMUSA.com

Learn more!
liveDSMUSA.com.

downtownDSMUSA.com
DSM USA CREATIVE – ECONOMIC DEVELOPMENT

- $3.6 Billion Invested in New Wind Energy Development
- Data Center Tax Benefits. Highly Competitive Electricity Rates.
- Learn how Apple, Facebook and Microsoft have grown their Des Moines data center presence at growDSMUSA.com.
DOWNTOWN RESEARCH

• Research shows Downtown DSM USA conveys that the region’s core is:
  – Fresh
  – Contemporary
  – Active
  – Cultural
  – Diverse
• Launched November 2017
Active, Inviting, Cultural.

Located in downtown Des Moines, DSM USA is full of things to do. Experience the vibrant and renovated Downtown Des Moines. Wander and take a stroll through the Pappajohn Sculpture Park. Catch a concert at the Five-15 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

Top Ten Best Places to Live
— US News & World Report, 2017

Looking for Downtown Info?
• Events Calendar
• Blog & News
• Things to Do
• Maps & Parking

Visit downtownDSMUSA.com today!
PARTNERSHIP DOWNTOWN BRANDS

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THE

DOWNTOWN

FARMERS’

MARKET

SATURDAY MORNINGS
MAY 5 – OCT. 27, 2018
7 AM – NOON

INTERNATIONAL COURT DISTRICT

#dtfm f € desmoinesfarmersmarket.com

THANKS FOR VOTING US
BEST LOCAL FARMERS’
MARKET AND BEST LOCAL
PLACE TO TAKE YOUR PARENTS!
OPENING DAY: MAY 5, 2018
SATURDAY MORNINGS, MAY 5 – OCT. 1
HISTORIC COURT DISTRICT
desmoinesfarmersmarket.com

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TYING IT TOGETHER

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.
TYING IT TOGETHER

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

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.
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.
• #3 Best Affordable Place to Live in the U.S.
• #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

DSMpartnership.com/rankings
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

The cost of living is about 10% lower than the national average.
— The Council for Community and Economic Research, 2018

CENTRAL LOCATION
SHARE YOUR STORY

https://youtu.be/8vKJB__agzU
SHARE YOUR STORY

BLOG FOR US!
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

• Become a DSM USA Ambassador
  – DSMpartnership.com/DSMUSAambassadors

• Be in-the-know
  – @DSMpartnership
  – @downtownDSMUSA

• Amplify on social
  – #DSMUSA
  – #downtownDSM
QUESTIONS?