



Brand Manifesto

Des Moines is everything you want to find in a city.
It is a Friday night at a Broadway musical.
A Saturday morning at the Farmers' Market.
A Sunday of roller coasters and cotton candy at Adventureland.

Des Moines is meat and potatoes.
Lebanese falafels.
Thai chicken pizza.
Butternut Squash Gnocchi.
The juiciest burger you've ever devoured.

It is turning a corner and seeing a Sculpture Garden.
A shop that sells vinyl records.
A coffeehouse that serves up dark roast in a mug
and a folk singer on a stage.

It is a vibe.
Live Jazz that tempts you into a club.
Rock concerts at a waterfront amphitheater.
An amazing guitarist playing on the street corner for tips.

It is exposing your kids to various exhibits at the Science Center.
To African wildlife at the Blank Park Zoo.
To baseball played under the lights on a warm summer evening.

It is sports.
Soccer tournaments.
Women's March Madness.
NCAA Track & Field Championships.
Recreational trails to stretch your legs and invigorate the spirit.

It is Jordan Creek Mall. The East Village. Valley Junction.
Big box stores. And boutiques.
Department stores. Vintage clothing.
Screen-printed t-shirts.
Name brands. And hidden gems.

Des Moines is the Art Festival.
The Art Center.
The Art Galleries.
The Performing Arts.
It is turning enjoying the arts into an art.

It is the sweet spot for meeting planners
where the right-sized event venue
meets a perfectly comfortable hotel
meets skywalks to get around downtown easily
meets a "cityful" of things to do by night.

Des Moines is a meeting haven.
Downtown meeting space on the Des Moines River.
A stroll through the Hall of Veterans in the new convention center.
Distinctive event venues across Central Iowa
like Jester Park Lodge nestled in wildlife-rich woodland
or a restored historic library that opens your mind.

Des Moines is where you can do it all.
where Interstates 80 and 35 meet to get you there fast
and Southwest Airlines flies at the Des Moines International Airport
and 30,000 parking spaces downtown make it easy to park.

Des Moines is all that.
And it is everything you don't expect to find in a city.

Des Moines is easy.
Easy to get around.
Easy to park.
Easy to get a table on short notice.
Easy to get directions to where you want to go.
Easy to feel safe.
Easy to afford.
Easy to fall in love with.

What you find in Des Moines is a big city that doesn't act too big.

What you find is a city that makes it easy to catch more.

To remember more.