

# DSM FORWARD OFFERS EXPERT-LED PLAYBOOKS FOR INDUSTRIES, BUSINESSES

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GREATER DES MOINES, IA (May 8, 2020) – The Greater Des Moines Partnership has launched a compilation of **DSM Forward playbooks** devoted to helping businesses and industries prepare for next steps related to economic recovery from the COVID-19 pandemic. DSM Forward includes industry-specific playbooks and business function playbooks with recommendations — leveraging international, national, state and local sources and following federal, state and local public health official recommendations — to help guide businesses and organizations as they determine pathways toward the future in an everchanging landscape.

The first five of the industry-specific playbooks have been published: Child Care, Gyms, Personal Services, Restaurants and Retail. DSM Forward also includes professional business function playbooks with takeaways that are specific to professional functions that could be present in any business, regardless of industry. The playbooks are meant to provide guidelines and recommendations. They are not prescriptive, nor do they include specific timelines, as each organization is unique.

“The Partnership continues to focus on keeping businesses in business, keeping people working and keeping our community healthy,” said Jay Byers, CEO of the Greater Des Moines Partnership. “While timing for the stages of recovery will be dictated by public health guidelines and metrics, we must plan for the next phase and future of DSM. Our goal is to provide DSM industry leaders with information so they can determine

what works best for them as they set their plans to move forward in a smart, safe and collaborative way.”

“This is what our region does — we work together as public and private sector partners to protect the health, safety and vitality of our region,” said Polk County Supervisor Angela Connolly, a Tri-Chair of Capital Crossroads. “We are collaboratively responding to this situation to help ensure a collective strength as we work toward recovery.”

The expert-led, data-driven playbooks are living, breathing instruments that will be updated regularly as the COVID-19 response continues to evolve and more information becomes available.

The playbooks have been guided by input from the DSM Forward Task Force made up of Greater Des Moines Partnership Board Members, Capital Crossroads leadership and other industry leaders. The Partnership worked with Bâton Global to guide this process, which included extensive feedback from business, industry and community leaders and the community at-large. The playbooks were produced in alignment with developing plans by Polk County Board of Supervisors, Polk County Emergency Management, Polk County Health, the State of Iowa and other key partners. A number of other industry playbooks will be added as The Partnership and Task Force work with industry leaders to ensure the most relevant, accurate information is presented.

“DSM Forward has been a tremendously collaborative effort that has encompassed so many local leaders,” said Matt McCoy, Chair of the Polk County Board of Supervisors. “These playbooks will serve as important resources and tools as workplaces look toward the future and prepare for recovery.”

“When the COVID-19 pandemic started in Iowa, employers in Greater Des Moines acted quickly to protect the health of the community, which

helped put our hospitals in a position to successfully serve patients,” said David Stark, President and Chief Executive Officer at UnityPoint Health – Des Moines. “DSM Forward provides guideposts for businesses and organizations to continue to do what is best for their employees and the community.”

“Our health systems, Federal and State Officials, State and County Health Departments, business leaders and our communities collaborated to address this dreadful virus together,” said Bob Ritz, CEO of MercyOne. “It will take that same level of collaboration, through public/private partnerships, to successfully advance the recovery phase, and we are grateful that the DSM Forward playbooks will keep employers and leaders across Greater Des Moines on the same page as we cautiously navigate this together.”

The Greater Des Moines Partnership's DSM Forward playbooks are not intended to constitute legal advice or provide specific direction. Please see the DSM Forward playbook [legal disclaimer](#) for more information.

View the DSM Forward website at [DSMpartnership.com/DSMforward](https://DSMpartnership.com/DSMforward). Watch for continued updates as new industries are added and as the situation continues to evolve.

## About the Greater Des Moines Partnership

*The Greater Des Moines Partnership is the economic and community development organization that serves Greater Des Moines (DSM), Iowa. Together with 24 Affiliate Chambers of Commerce, more than 6,500 Regional Business Members and more than 365 Investors, The Partnership drives economic growth with one voice, one mission and as one region. Through innovation, strategic planning and global collaboration, The Partnership grows opportunity, helps create jobs and*

*promotes DSM as the best place to build a business, a career and a future. Learn more at [DSMpartnership.com](https://www.dsmpartnership.com).*