



Experience a place  
where you can do more  
of what you love.

**Des Moines. Do More.**



*“It’s like you’re in a small town with everything a big city has to offer.”*

## Do More.

**Metro Des Moines is the rare place where you can Do More of what you love and less of what you don’t.  
A place where life is easier.**


- Spend less time commuting to work ... and do more with your family and friends.
- Free yourself from life as an anonymous cog in the corporate machine ... and do more of what brings you professional fulfillment.
- Lower your cost of living ... and do more with your income.

Visit Des Moines. You’ll understand what it means to Do More.

*“I’ve seen this community, especially downtown, just explode and grow and take off so much the last five to ten years. It’s been awesome.”*

# EASE OF LIFE





The background of the advertisement is a blurred night view of a city skyline, likely Greater Des Moines, seen through a window. In the foreground, a dark bottle of wine with a white label stands between two empty wine glasses. To the right, a lit candle in a holder adds a warm, intimate glow to the scene.

## Take control of your life.

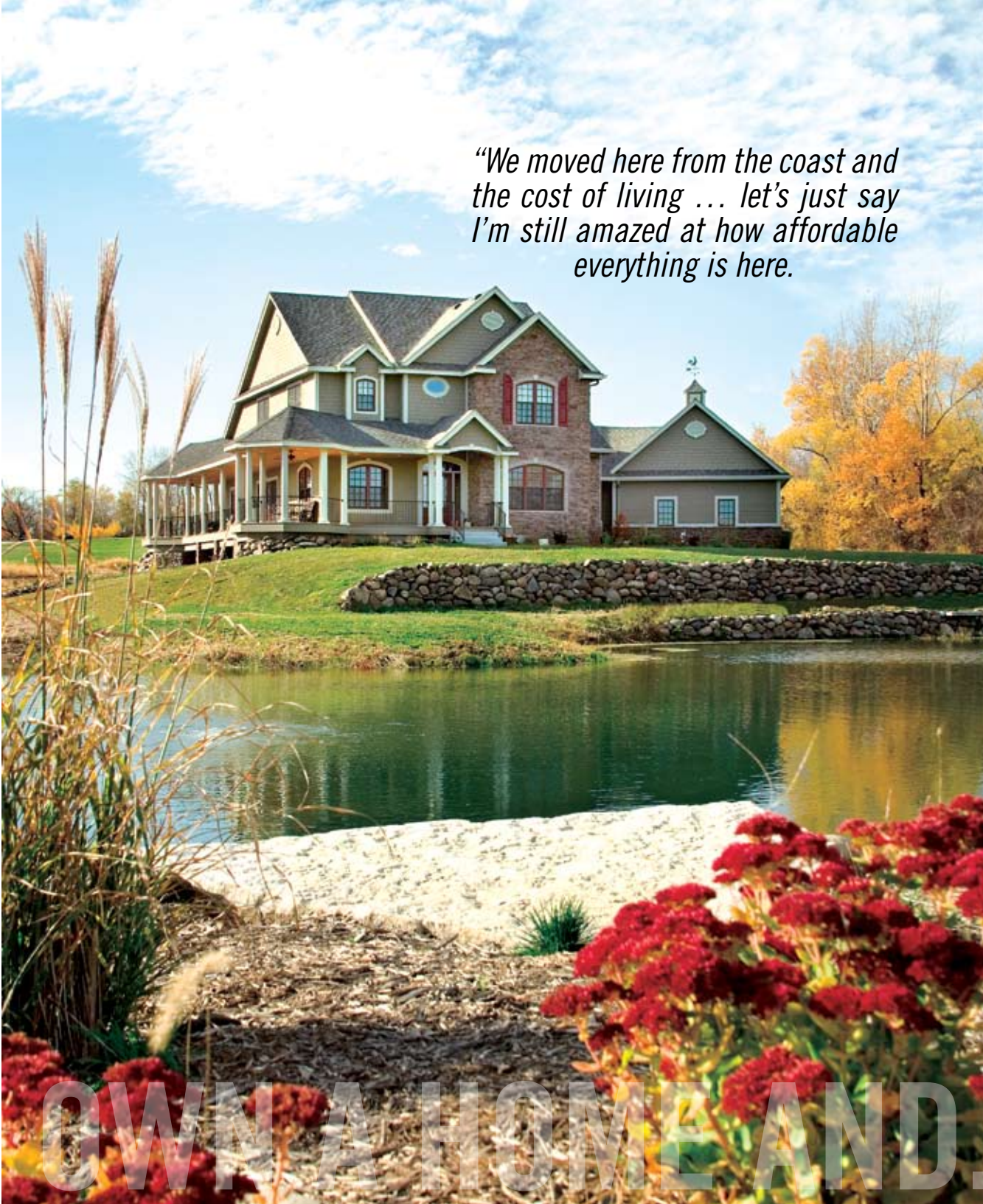
Living, working and playing in Greater Des Moines opens up new vistas of possibilities.

You'll experience fewer of life's hassles that sap your time, money and energy. You'll enjoy more of life's benefits that bring you joy, satisfaction and inspiration.

It's a less congested, less anonymous, more fulfilling lifestyle that puts you back in charge of your life ... and makes you wish you had discovered it sooner.

# LIVE ON YOUR TERMS





*"We moved here from the coast and  
the cost of living ... let's just say  
I'm still amazed at how affordable  
everything is here."*

## Affordable Living

You can probably duplicate your current standard of living (or improve it!) in Greater Des Moines for less than it costs you right now.

Downtown loft ...

Elegant suburban showplace ...

A family-friendly three-bedroom near an amazing school ...

Quaint, bungalow in an artsy, historic neighborhood ...

An acreage with plenty of room for horses ...

Name your housing preference — Greater Des Moines has it. With some 700,000 people living in Greater Des Moines and its suburbs, we almost certainly have the perfect place for you.

Plus, after you pay the mortgage, taxes, utilities and other living costs, you may have an exciting amount of your income left over. For a sportscar. Or a college education. Or a philanthropic venture. Or a trip to the tropics. Whatever floats your boat.

OWN A HOME AND...A BOAT



## Find Balance

“Job” and “life” aren’t mutually exclusive terms in Greater Des Moines. We live a balanced life here, one that values both home and work.

If you’re the corporate type, Des Moines is home to some of the world superpowers in insurance, financial services, agribusiness, biotech and more.

If you prefer small business, you’ll find an eclectic array of eager employers and a business climate that’s ideal for growing your entrepreneurial dream into a reality.

And as our metro continues to grow, service industries such as healthcare and construction are rapidly growing as well.

No matter what you do for a living, Greater Des Moines offers opportunities to have a great job, and a great life.


*“Theater and the arts are everywhere.”*

*“There are just tons of things to do here, especially for a young professional.”*



HAVE A JOB...AND A LIFE



A rowing team of four people is shown from behind, rowing a scull on a body of water. The water is dark with bright, shimmering reflections of sunlight. The rowers are wearing casual clothing; one is in a white shirt and cap, another in a blue shirt, and a third in a white shirt. The scull is white and sleek, with multiple oars dipping into the water. The overall mood is one of speed and teamwork.

Get there *faster*.

Life is too short to spend it surrounded by cars every morning and night. The average commute in Greater Des Moines is 19 minutes.

You read that right. And plenty of people live a single-digit drive from their offices. A shorter commute isn't just good for the blood pressure. It adds more productive hours to your day. Sleep more and get more done at work. Not only that, but driving across town on business doesn't kill the entire afternoon.

Even more exciting: cutting your commute gives you more time to do what you love.

Instead of spending the first 60 minutes after work fighting traffic, cut that to 15 and then invest the remaining 45 playing with the kids, or just relaxing on the deck, playing tennis, working on your Web site, editing your latest video masterpiece ... whatever you want.

It's your time.

Do more of what you want with  
it in Greater Des Moines.

# ACCELERATE



At least one thing you've heard  
about Iowa is true — we're  
one of the best places on the  
planet to raise a family.

You won't find a lot of happy talk here about supporting children. You'll find a lot of happy action. The Des Moines metro area offers world-class schools (primary, secondary and post-secondary), affordable housing, child-friendly employers, quality child care, cultural activities, youth sports, religious and faith-based organizations ... the list of family-friendly features goes on for pages and pages.

Bottom line: Your children will grow up in a safe, caring, diverse environment where it's easy to live your values and do more with the kids.

A photograph of a man and a child playing in a park. The man, on the right, is smiling and holding a blue ball. The child, on the left, is wearing a colorful striped shirt and jeans. They are surrounded by green trees and foliage.

# RAISE A FAMILY





## Building brainpower

If you gave out grades for creating educational opportunities, Iowa would get an A+ — with extra credit points to spare.

Why do the vast majority of Iowans consistently invest their time and money in creating excellent schools at all levels? Because we know education is the key to an unlimited future for every student of every age and background.

You'll find an impressive array of world-class educational opportunities in Greater Des Moines — public, private, pre-school, K-12, colleges, universities, community colleges, trade schools and more.


Iowa consistently ranks in the top five based on statewide average scores for college entry exams. Parent participation in K-12 schools is the envy of the nation. Even attractions like the Science Center of Iowa, Living History Farms and Blank Park Zoo and others emphasize the excitement of learning.

Whether you want to perfect your welding technique or get a Ph.D. in biotechnology, you'll find everything you need to ace life's tests in Greater Des Moines.

*“There’s so much passion for education here. Communities and schools here really work in partnership to make a big difference.”*

# EXPERIENCE WORLD-CLASS SCHOOLS



A photograph of the Iowa State Capitol building at dusk. The building is illuminated with warm lights, and its golden dome is a prominent feature. The sky is a deep blue. The text is overlaid on the left side of the image.

*Our young professionals enjoy opportunities  
to get ahead earlier, make connections  
and foster relationships that improve the  
community and their own lives.*

## Gain access

Sometimes moving to a somewhat smaller pond makes it easier to become a big fish.

Swim over to Greater Des Moines and you'll be amazed at the access you have to the political process, corporate leaders, social organizations and interest groups that you wouldn't get in a larger city.

The access to community leaders gives you the chance to jumpstart your career and go further, faster.

In Greater Des Moines, you can make a difference and your voice will be heard. Come take a look and see how you can make an impact.

# GET CONNECTED



A woman with dark, wavy hair, wearing a dark jacket, is smiling and holding a large bouquet of red and pink flowers. She is standing in front of a display of various colorful flowers, including yellow, red, and blue blooms. The background is slightly blurred, showing more floral arrangements.

*“The ethnic, family-owned restaurants — Afghan food, Thai food, Indian food, Dutch letters — it’s all awesome.”*

## Join the mosaic

Please don’t believe the myth that Des Moines is a one-color city.

Lots of visitors seem surprised to experience our thriving Latino, Bosnian, African-American, Sudanese, Indian and Southeast Asian (and many more) communities. Greater Des Moines embraces diverse ethnicities, lifestyles and backgrounds.

Not only does Greater Des Moines have a surprisingly rich ethnic spectrum, we offer an even greater array of backgrounds, faiths, experiences and skills. Here you’ll find people from small-town Iowa working closely with a colleague from Bombay, India, whose best friend is originally from Mexico City.

Inclusion, access, diversity — we draw strength from it. We revel in it. Come experience it.

# INCLUSION





## Welcome Home.

Home is more than a house and a job. It's finding the place that fits you and your lifestyle. For hundreds of thousands of people like you, Greater Des Moines is home.

If you're looking for a place where people are friendly, career opportunities abound, and the cost of living is affordable, give Greater Des Moines a second look. You might be surprised by what you find.

To see why people like you call Greater Des Moines home, visit [www.desmoinesmetro.com](http://www.desmoinesmetro.com). There's information on 'Living Here' and video clips on residents' favorite things about the metro.

Come take a swing. You might just find you hit the ball out of the park!

# FIND YOUR HOME



# See For Yourself

A Florida transplant put it beautifully: “I would recommend one thing to anyone who is considering Iowa. Just visit once. You’ll never want to leave.”

Is Des Moines right for you? That’s impossible to say until you take a closer look.

Just call 800-376-9059 and let us know if you’re interested in learning more.  
We want to help you find the life you’ve been looking for.

Greater Des Moines. Come for a visit. You may end up staying for (a) life.



For more on how you can Do More in Des Moines,  
visit [www.desmoinesmetro.com](http://www.desmoinesmetro.com)

\* Quotes throughout this book are the unscripted words of Greater Des Moines residents. Hear them for yourself and others like them on the “Do More” DVD or online at [www.desmoinesmetro.com](http://www.desmoinesmetro.com).



Following is more detailed information about the Greater Des Moines area. Things like area stats at a glance, major employers, communities in the region, transportation, housing, education and the like. We hope it will give you the resources you need to begin taking a closer look at Greater Des Moines.

1.800.376.9059

[www.desmoinesmetro.com](http://www.desmoinesmetro.com)





*"You can enjoy life and do it all here, really."*

DES MOINES. **DO  
MORE.**

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