



Founded in 2015, the Des Moines European Heritage Association (DMEHA) is a 501(c)3 tax-exempt nonprofit organization that relies entirely on volunteers, supporters and patrons to ensure its long-term viability in fulfilling its mission.

Without a doubt, DMEHA's signature event is Christkindlmarket Des Moines. We held the first one in downtown Des Moines in December 2016.

This three-day cultural experience recreates the true spirit and warm feeling of a traditional German Christmas market known as Gemütlichkeit (ge-moot-lick-kite).

A carefully selected group of vendors greets marketgoers from their Old World vendor stalls with a variety of Yuletide treasures, including handcrafted items and irresistible Christmas treats. For added authenticity, visitors also can choose from an array of curated items imported directly from Europe, adding to the market's unique character.

Following the children's lantern parade and the official opening ceremony on the first evening, St. Nikolaus and the official Christkind make their appearances throughout the market.

Music and dance play a special part of Christkindlmarket Des Moines. From local school choirs to professional troupes, marketgoers gather in large groups to enjoy the many offerings featuring European-inspired songs and dances of the season.

Whether it's sipping our traditional warming Glühwein or sampling our specially brewed Christmas beer, everyone can toast the season. A great selection of delicious food choices helps to round out the market's culinary experience.

GET INVOLVED!

**BECOME A SPONSOR
BECOME A VENDOR
VOLUNTEER**

Contact *Suzanne Hull* at
515-250-6366 or
christkindlmarketdsm@gmail.com

**SAVE
THE
DATE**

Nov. 30 - Dec. 2, 2018

**Christkindlmarket
Des Moines**

CHRISTKINDLMARKETDSM.COM

 [CHRISTKINDLMARKETDESMOINES](https://www.facebook.com/CHRISTKINDLMARKETDESMOINES)

 [@CHRISTMASDESMOINES](https://www.instagram.com/CHRISTMASDESMOINES)

 [@CHRISTMASDSM](https://twitter.com/CHRISTMASDSM)

(C) 2018. Des Moines European Heritage Association, 501(c)3.

WE ARE



DES MOINES EUROPEAN HERITAGE ASSOCIATION (DMEHA)

We connect Iowans with European traditions, language education and cultural experiences; and we provide resources and tools to other cultural heritage organizations.

AND WE PRODUCE

christkindlmarket



CHRISTKINDLMARKET DES MOINES

A three-day cultural experience that recreates the true spirit and warm feeling of a traditional German Christmas market known as Gemütlichkeit (ge-moot-lick-kite).

WHAT IS CHRISTKINDLMARKET DES MOINES?

LOCATION

Cowles Commons (100% outdoors)
221 Walnut St, Des Moines, IA

WHEN

Friday, November 30th 11am-9pm
Saturday, December 1st 11am-9pm
Sunday, December 2nd 11am-5pm

2017 ATTENDANCE

Approximately 40,000 adults and children
(based on beverage sales)

FOR 2018

27 vendors (10 food and 17 nonfood),
vending outdoors in stalls, food trucks and trailers

KINDERKORNER

A special area at Christkindlmarket Des Moines where children are exposed to various European languages, sing songs, color pictures and hear traditional stories.

OTHER UNIQUE MARKET OFFERINGS

Indoor, heated entertainment area with raised stage: choirs, accordionists, carolers, bands and dancers.

Children, parents, grandparents and bus tours from across the state love the experience of our fresh air market filled with delicious scents, treats, gifts and holiday music.

Dressed in a red velvet and a white fur robe, St. Nicholas and the Christkind lead the opening ceremony.

WHAT BENEFITS DOES CHRISTKINDLMARKET DES MOINES OFFER?

- Provides a free, unique holiday offering to the public.
- Offers a family-friendly activity that highlights Old World traditions.
- Highlights local, state and regional artists and performers.
- Brings 13,000 daily visitors to Downtown Des Moines in low season.
- Provides economic boost to local businesses.
- Leverages Iowa's immigrant past, which is 75% European.
- Supports other existing statewide cultural groups.
- Welcomes all to participate to add cultural diversity.
- Focuses on fun-filled activities that broaden horizons.



IN 2017

Media Reach*: 36,231,061

Ad Value*: \$335,171

News Value*: \$1.01 Million

50,000 website pageviews/year

2,231 Facebook Likes

E-newsletters: 12 issues/year
1,914 subscribers, 32% open rate

Promotional flyers: 1,000

*Third-party audit

COMMUNITY PARTNERSHIPS

Waukee High School
(Wooden vendor stall construction)

Johnston High School
(Vendor/sponsor sign fabrication and wooden vendor stall fabrication)

Chocolaterie Stam
(Delivery truck use)

Centennial Warehousing Corporation
(Vendor stall storage)

Gilcrest/Jewett
(Vendor stall transport)

Carpenters Local 106
(Stall set up at event),

Local non-profits
(Decorated trees for silent auction fundraiser)

Local public libraries
(KinderKorner children's activities).