DSMUSA

INVESTOR ENGAGEMENT OPPORTUNITIES

GREATER DES MOINES PARTNERSHIP

700 Locust St., Ste. 100 | Des Moines, Iowa 50309 | USA
(515) 286-4950 | **DSMpartnership.com**

Partnership Investors:

Thank you for your investment in the Greater Des Moines Partnership and your commitment to the future of our region. Our success has always been rooted in collaboration, and Investors like you play an important role in making the Greater Des Moines region a place where businesses, people and communities thrive.

We have accomplished a great deal together, and there is more work ahead. As we look toward our vision of reaching one million population, we are focused on strengthening our region's competitiveness, economic development opportunities, supporting a thriving talent ecosystem and advancing regional priorities. Achieving these goals takes all of us working together with a shared vision for our future.

One of the greatest strengths of The Partnership is the dedication and leadership of our Investors. Through our Boards, Councils, Committees and Roundtables, you can share your perspective, build meaningful connections and contribute to the work moving our region forward. We encourage you to explore the opportunities in this document and find ways to engage that align with your interests and experience.

Thank you again for your investment, leadership and commitment to Greater Des Moines. Together, we will build on our momentum and continue creating a region of opportunity for generations to come.



Sincerely,

Tiffany Tauscheck
President & CEO, Greater Des Moines Partnership

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PARTNERSHIP GOVERNING BOARDS

GREATER DES MOINES PARTNERSHIP BOARD OF DIRECTORS AND PARTNERSHIP EXECUTIVE COMMITTEE*

GOALS: Responsible for governing the affairs of The Partnership, which is organized as a 501(c)(6) nonprofit organization.

FREQUENCY: Executive Committee meets quarterly; full Board of Directors meets quarterly

EXPECTATIONS: Set organization's mission and policies, set and evaluate yearly goals and objectives, engage in long-range planning, establish fiscal policy by setting yearly budget and providing yearly audits, provide adequate resources and develop and maintain communication with stakeholders.

TEAM LEAD: Tiffany Tauscheck, President & CEO, ttauscheck@DSMpartnership.com

GREATER DES MOINES PARTNERSHIP FOUNDATION BOARD*

GOALS: The Greater Des Moines Partnership Foundation is a 501(c)(3) organization designed to promote and support projects that positively impact quality of life and the education, recruitment and retention of talent in the Greater Des Moines, Iowa region.

FREQUENCY: Annually with additional meetings as needed

EXPECTATIONS: Provide support and oversight of The Partnership Foundation. Attend meetings when available. Advocate for The Partnership.

TEAM LEAD: Tiffany Tauscheck, President & CEO, ttauscheck@DSMpartnership.com

DOWNTOWN DSM BOARD OF DIRECTORS AND EXECUTIVE COMMITTEE*

GOALS: Lead efforts to drive development, placemaking and events in Downtown DSM and is organized as a 501(c)(6) nonprofit organization. The Board promotes a strong Downtown through integration of retail, restaurants, businesses, housing, events and placemaking. Board Members will gain access to insider information on upcoming Downtown development and placemaking projects, and have the opportunity to provide guidance and input to help build Downtown for the future.

FREQUENCY: Each meets quarterly

EXPECTATIONS: Attend quarterly meetings. Attend events when available. Advocate for Downtown DSM and The Partnership.

TEAM LEAD: Tiffany Tauscheck, President & CEO, ttauscheck@DSMpartnership.com

DOWNTOWN EVENTS GROUP BOARD*

GOALS: The Downtown Events Group is a 501(c)(3) organization designed to enhance the vibrancy of Downtown Des Moines through the creation, elevation and activation of arts, culture and humanities events and community placemaking.

FREQUENCY: Two to four meetings annually

EXPECTATIONS: Provide support and oversight to enhance Downtown festivals and events, including the Downtown Farmers' Market, Winter Market, World Food & Music Festival, Holiday Promenade and more. Attend events and meetings when available. Advocate for Downtown DSM.

TEAM LEAD: Tiffany Tauscheck, President & CEO, ttauscheck@DSMpartnership.com

ADVISORY BOARDS, COUNCILS AND COMMITTEES

AFFILIATE CHAMBERS OF COMMERCE

AFFILIATE INVOLVEMENT

Get involved with one of our Affiliate Chambers of Commerce: Adel, Altoona, Ankeny, Bondurant, Carlisle, Clive, Des Moines Downtown, DSM West Side, Grimes, Grinnell, Indianola, Johnston, Knoxville, Madison County, Marshalltown, Greater Newton Area Chamber of Commerce, Norwalk, Pella Area Community and Economic (PACE) Alliance, Perry, Pleasant Hill, Go Polk City Chamber, Urbandale, Waukee, West Des Moines.

AFFILIATE PRESIDENTS' COUNCIL

The Partnership's dual-Membership model ensures that Affiliate Chambers of Commerce collaborate to promote open communication, diversity from each Affiliate and an expanding sphere of influence to engage in business development.

TEAM LEAD: Alex Lynch, Director of Regional Community Integration, alynch@DSMpartnership.com

COMMUNICATIONS AND MARKETING

COMMUNICATIONS BOARD

GOALS: These communications experts provide executive-level guidance on public relations, marketing and advertising within The Partnership's key verticals and areas of focus to strategically reach target audiences within each of these industries. This executive team helps the Communications and Marketing team review and communicate strategic priorities, as well as provide insights on proposed integrated marketing and public relations plans, as needed.

FREQUENCY: Quarterly

EXPECTATIONS: Attend Communications Board meetings. Act as strategic advisor on marketing and public relations plans and placements. Attend Partnership events when available. Advocate for The Partnership. Sign up as a DSM USA Ambassador.

TEAM LEAD: Courtney Shaw, Chief Communications and Engagement Officer, cshaw@DSMpartnership.com

MARKETING COMMITTEE

GOALS: Serve as a sounding board for project-based feedback; examples of projects include branding, event creative, research, process improvements, website including SEO and user experience, social media, digital advertising, content marketing and innovative event promotional tactics.

FREQUENCY: Quarterly

EXPECTATIONS: Committee Members are asked to provide expertise and suggestions on tactics to move goals and objectives forward; additionally, Members help tell the region's story through social media, contribute to The Partnership's blog and more.

TEAM LEAD: Alicia Chilton, Vice President of Marketing, achilton@DSMpartnership.com

PUBLIC RELATIONS COMMITTEE

GOALS: To assist in brainstorming, providing input and feedback on Partnership public relations projects, strategies and tactics.

FREQUENCY: Quarterly

EXPECTATIONS: Committee Members are asked to meet quarterly to brainstorm, provide input and feedback specific to public relations strategies and tactics. Additionally, Members help tell the region's story through social media, contribute to The Partnership's blog and more.

TEAM LEAD: Kyle Oppenhuizen, Vice President of Communications, koppenhuizen@DSMpartnership.com

DOWNTOWN

DOWNTOWN ECONOMIC DEVELOPMENT COUNCIL

GOALS: Engage in issues that affect Downtown development efforts.

FREQUENCY: Quarterly

EXPECTATIONS: Attend the quarterly meetings and actively participate in idea generation and discussion.

TEAM LEAD: Renae Mauk, Vice President of Downtown Development, rmauk@downtownDSMUSA.com

DOWNTOWN EMPLOYERS AND STAKEHOLDER ROUNDTABLE

GOALS: Provide Downtown employers an opportunity to discuss and identify opportunities related to Downtown-specific issues.

FREQUENCY: Three to five times a year based on need.

EXPECTATIONS: Attend the meetings and actively participate.

TEAM LEAD: Renae Mauk, Vice President of Downtown Development, rmauk@downtownDSMUSA.com

OPERATION DOWNTOWN BOARD OF DIRECTORS AND EXECUTIVE COMMITTEE*

GOALS: Operation Downtown's mission is to enhance the quality of life in Downtown DSM by making it safe, clean, welcoming and beautiful.

FREQUENCY: Each meets quarterly

EXPECTATIONS: Attend at least three of the meetings each year.

TEAM LEAD: Amy Lego, Executive Director of Operation Downtown, alego@downtownDSMUSA.com

ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT BOARD

GOALS: Provide assistance to startups and early-stage firms, existing industry and economic development partners along with aggressively promoting the region for domestic and international investment. Members are comprised of representatives from companies in the region's key industries of advanced manufacturing, ag innovation, data centers and information solutions, insurance and financial services, and logistics.

FREQUENCY: Quarterly

EXPECTATIONS: Attend the quarterly meetings.

TEAM LEAD: Stacie LoVan, Senior Vice President of Economic Development, slovan@DSMpartnership.com

ECONOMIC DEVELOPMENT PRACTITIONERS

GOALS: To keep partners who work in economic development for a city, county or affiliated organization up-to-date on marketing plans, share best practices and conduct regional studies as needed. Furthermore, the Council will discuss and review statewide economic development programs (incentives, talent development, etc.) along with other issues related to the region's competitiveness and business climate.

FREQUENCY: Six times a year

EXPECTATIONS: Attend the meetings and actively participate in idea generation and discussion.

TEAM LEAD: Stacie LoVan, Senior Vice President of Economic Development, slovan@DSMpartnership.com

ENTREPRENEURSHIP COALITION

GOALS: The Entrepreneurship Coalition is a small group of doers with a common goal to accelerate the evolution of entrepreneurship in Central Iowa. With the belief that no one entity or person owns entrepreneurship, the coalition is built to work together to ensure our region has the right ingredients for entrepreneurs to be successful here.

FREQUENCY: Six times a year

EXPECTATIONS: Active participation in the full group and subcommittee working groups to advance specific projects to entrepreneurship in the community.

TEAM LEAD: Diana Wright, Director of Entrepreneurship & Innovation, dwright@DSMpartnership.com

KEY INDUSTRY ROUNDTABLES

GOALS: Provide a forum for industry leaders to connect, share best practices, and explore challenges and opportunities within their sector to strengthen growth and collaboration.

FREQUENCY: One to two times a year (or on an as needed basis)

EXPECTATIONS: Participants are encouraged to select the roundtable topics most relevant to their work and interests. For the meetings they attend, participants should share ideas and actively contribute to the discussion.

TEAM LEAD: Economic Development Team

ROUNDTABLE TOPICS: Advanced Manufacturing, Ag Innovation, Financial Services, Insurance, Logistics

INVESTOR RELATIONS

DSM EXECUTIVE STEWARDSHIP COUNCIL

GOALS: The DSM Executive Stewardship Council is a small, invitation-only group composed of 10–15 influential senior leaders from across DSM. The Council will serve as a proactive network to engage senior emerging business leaders in regional community life.

FREQUENCY: Two to three times a year

EXPECTATIONS: Members will collaborate to personally connect with new or newly promoted executives and identify opportunities to help them become meaningfully involved in DSM's civic, business and philanthropic landscape.

TEAM LEAD: Kathryn Smith, Vice President of Investor Relations and Community Engagement, ksmith@DSMpartnership.com

TALENT DEVELOPMENT AND INCLUSIVE STRATEGIES

ATTRACTION AND RETENTION COUNCIL

GOALS: Lead Partnership's attraction and retention efforts toward having a diverse breadth of talent through targeted marketing and services to increase awareness of and connection to DSM's career and lifestyle opportunities.

FREQUENCY: Quarterly

EXPECTATIONS: Attend and fully participate in quarterly meetings and occasional special or subcommittee meetings. Bring a broader perspective of issues and opportunities and engage in the community-wide dialogue on relevant issues in the attraction and retention of talent.

TEAM LEAD: Krista Van Hooser-Perin, Director of Workforce, kvanhooser-perin@DSMpartnership.com

BUSINESS RESOURCES BOARD

GOALS: The Partnership strives to ensure the voices of the business community are heard and accounted for, and works to combine those voices into one chorus advancing the mission of economic development. The strength of our Regional Membership strengthens the voice of The Partnership. The development, delivery and oversight of tools and resources that help businesses grow are the value The Partnership adds to the benefits Members seek when they join their local Chamber of Commerce.

FREQUENCY: Quarterly

EXPECTATIONS: Attend the quarterly meetings and actively participate in idea generation and discussion. Provide input, direction and approval of Work Plan.

TEAM LEAD: Alex Lynch, Director of Regional Community Integration, alynch@DSMpartnership.com

DSM WORKFORCE COLLABORATIVE

GOALS: Lead Partnership's talent retention strategies including work-based learning, skills-based hiring, storytelling, and education strategies.

FREQUENCY: Quarterly

EXPECTATIONS: Attend and fully participate in quarterly meetings and occasional special or subcommittee meetings. Bring a broader perspective of issues and opportunities and engage in the community-wide dialogue on relevant issues in the area of education and talent retention.

TEAM LEAD: Krista Van Hooser-Perin, Director of Workforce, kvanhooser-perin@DSMpartnership.com

GOVERNMENT POLICY COUNCIL (GPC)

GOALS: To offer consensus-driven policy direction to the Public Policy team. The Council further convenes in individual workgroups to properly vet and examine policy proposals.

FREQUENCY: Three to five times in the fall (August through November) and three to five times in the spring (January through March)

EXPECTATIONS: Attend the meetings and advocate for a position on specific policy issues. The value of GPC is the thorough examination of policy proposals. Members are also expected to offer guidance and share their expertise on a variety of topics as the policy team works to create The Partnership's State Policy Agenda and Federal Policy Agenda. GPC is open to Investors and Members.

TEAM LEAD: Laura Book, Director of Government Relations and Public Policy, lbook@DSMpartnership.com

INCLUSION COUNCIL: ADVANCING WORKFORCE AND WORKPLACE

GOALS: Provide strategic guidance and insights to The Partnership's Talent Development and Inclusive Strategies team on key programs and initiatives. Offer recommendations on talent attraction and retention, share best practices and advise on emerging trends to strengthen inclusive economic growth efforts.

FREQUENCY: Quarterly

EXPECTATIONS: Actively participate in meetings, engage in meaningful dialogue and represent their organizations. Members should also champion The Partnership's mission and attend key events when available.

TEAM LEAD: Stacey Robles, Inclusive Talent Program Manager, srobles@DSMpartnership.com

REGIONAL ROUNDTABLES

GOALS: Create a forum for regional leaders to connect, exchange ideas and collaborate on opportunities and challenges that impact the Greater Des Moines region.

FREQUENCY: One to two times a year (or as needed)

EXPECTATIONS: Participants are encouraged to select the roundtable topics most relevant to their work and interests. For the meetings they attend, participants should share ideas and actively contribute to the discussion.

TEAM LEAD: Talent Development and Inclusive Strategies Team

ROUNDTABLE TOPICS: AI, Education and Workforce Skills, Healthcare, Housing, Childcare, Global Talent, Transportation, Water

TALENT DEVELOPMENT AND INCLUSIVE STRATEGIES BOARD

GOALS: Provide oversight of the development and implementation of all Partnership programmatic activities and financial resources relating to talent development and education.

FREQUENCY: Quarterly

EXPECTATIONS: Provide input to and approval of annual Talent Development and Inclusive Strategies Work Plan, program budget, goals and measurements. Review and recommend new Partnership initiatives or changes to existing Work Plan to align with the overall Partnership mission and economic development goals. Review and recommend direction on position and/or support of community initiatives/issues not initiated by The Partnership. Such direction may be provided to The Partnership Board of Directors, The Partnership Executive Committee and Partnership team members. Support may involve endorsement, staff involvement, etc. Board members support Partnership initiatives and Talent Development committees through active participation, promotional assistance or resource development.

TEAM LEAD: Jenae Sikkink, Senior Vice President of Talent Development and Inclusive Strategies, jsikkink@DSMpartnership.com

YOUNG PROFESSIONALS CONNECTION (YPC)

GOALS: YPC's mission is to promote an environment that attracts and retains young professionals in DSM. Their efforts focus on connecting young professionals to each other and to the community through social, civic, charitable and professional development endeavors. Anyone can join YPC by completing the membership application and paying the annual fee. There is no age restriction, although most members are between 23 and 35 years of age.

FREQUENCY: YPC has seven committees that meet monthly, a 20-person board that meets monthly and a handful of subcommittees that meet as needed.

EXPECTATIONS: YPC members are encouraged to be as involved as they want to be. Responsibilities of volunteers can range from serving on committees and subcommittees to attending events. Board responsibilities include attending monthly meetings, overseeing or participating in committees, setting the strategic direction of YPC and representing YPC to outside entities.

TEAM LEAD: Krista Van Hooser-Perin, Director of Workforce, kvanhooser-perin@DSMpartnership.com



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