

**INVESTOR  
ENGAGEMENT  
OPPORTUNITIES**

2019



**GREATER DES MOINES  
PARTNERSHIP**



Partnership Investors:

Thank you for your investment in the Greater Des Moines Partnership, the economic development and community development organization for the region. You have taken an important step to invest in the future of our region.

As an Investor, we welcome your involvement on The Partnership's boards, councils, committees and initiatives. Our organization is successful because of the dedication of our volunteers. By serving The Partnership, you have the opportunity to shape important decisions that impact our region now and into the future. You give yourself and your organization a voice. We invite you to take a look through this booklet to help determine where you might want to get more involved.

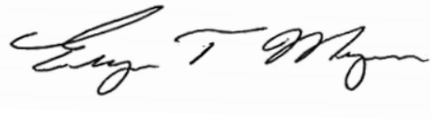
As you know, we are experiencing great momentum as a community in terms of population growth, gross domestic product growth, employment growth and many other areas. With your help, we will further cultivate Greater Des Moines (DSM) as a talent-ready environment. We will embolden the global presence of DSM, establish DSM as an entrepreneurial center and tell our region's story loud, bold and broad. We will do all of this while preparing for population of one million strong. It is critically important that we have a diverse group of people around the table to help shape the future of DSM. Your involvement in The Partnership will allow our community to push forward and reach new heights.

Thank you for your commitment to our region.

Sincerely,



Jay Byers  
CEO, Greater Des Moines Partnership



Eugene T. Meyer  
President, Greater Des Moines Partnership

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## PARTNERSHIP

### 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:** Jay Byers, CEO, jbyers@DSMpartnership.com

## INVESTOR RELATIONS

### Development Committee

**GOALS:** The Partnership has created a Development Committee to offer strategic input and feedback on the Investor Relations Work Plan, prospective Investor targeting and on-going Investor benefits.

**FREQUENCY:** Quarterly

**EXPECTATIONS:** To provide feedback and guidance related to tactics and metrics captured in the Investor Work Plan. Connect Partnership staff to prospective Investors; potentially making introductions and/or joining staff of prospective calls/pitches. Provide input and guidance on Investor strategies, program offerings and events.

**TEAM LEAD:** Tiffany Tauscheck, Chief Strategy Officer, ttauscheck@DSMpartnership.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, agbioscience, data centers and information solutions, insurance and financial services and logistics

**FREQUENCY:** Four times per year

**EXPECTATIONS:** Attend the quarterly meetings

**TEAM LEAD:** David Maahs, Executive Vice President of Economic Development, dmaahs@DSMpartnership.com

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### Development Council

**GOALS:** Provide thought leadership on economic growth and development. This council is comprised of architects, attorneys, bankers, contractors, CPAs, developers and others interested in economic development.

**FREQUENCY:** Three times a year

**EXPECTATIONS:** Attend the meetings and provide feedback.

**TEAM LEAD:** Mike Swesey, Senior Vice President of Economic Development, mswesey@DSMpartnership.com

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### Economic Development Practitioners

**GOALS:** To keep partners up-to-date on marketing plans, conduct regional laborshed studies as needed and share best practices. 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, Project Director of Economic Development, slovan@DSMpartnership.com

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### Global DSM International Council

**GOALS:** To provide thought leadership and direction on strategies outlined in Global DSM: Trade and Investment Strategy and oversee the implementation of the regional exporting plans. In addition, the Council provides guidance in hosting visiting trade delegations and provides direction on the region's foreign direct investment strategies.

**FREQUENCY:** Quarterly

**EXPECTATIONS:** Attend the quarterly meetings and provide assistance and support when warranted with global business initiatives.

**TEAM LEAD:** Ryan Carroll, Project Manager of Economic Development and International Trade Manager, rcarroll@DSMpartnership.com

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### Target Industry Council: Advanced Manufacturing

**GOALS:** This council is for representatives from manufacturing firms to share best practices and focus on challenges and opportunities facing the advanced manufacturing industry.

**FREQUENCY:** Two-to-three times per year

**EXPECTATIONS:** Attend the meetings and provide feedback.

**TEAM LEAD:** David Maahs, Executive Vice President of Economic Development, dmaahs@DSMpartnership.com

## Target Industry Council: Financial Services

**GOALS:** This council is for representatives from financial services companies to share best practices and focus on challenges and opportunities facing the financial services industry.

**FREQUENCY:** Two-to-three times per year

**EXPECTATIONS:** Attend the meetings and provide feedback.

**TEAM LEAD:** David Maahs, Executive Vice President of Economic Development, dmaahs@DSMpartnership.com

## TALENT DEVELOPMENT

### Talent Development 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 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 approve current status reports to ensure compliance with annual work plan, program budget, goals and measurements; 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. Support Partnership initiatives and Talent Development Board committees through active participation, promotional assistance or resource development.

**TEAM LEAD:** Mary Bontrager, Executive Vice President of Talent Development, mbontrager@DSMpartnership.com

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### Attraction & Retention Council (ARC)

**GOALS:** Provide oversight of the development and implementation of innovative and proactive talent attraction and retention practices to meet the demands of DSM USA's labor pool.

**FREQUENCY:** Six times a year

**EXPECTATIONS:** Provide input to annual Talent Development Work Plan, goals and measurements relating to talent attraction and retention. Review and recommend new Partnership initiatives or changes to existing talent development programs in the areas of: Sourcing strategies and tools, recruitment best practices and talent development and marketing and communications tactics. Review and recommend direction on position and/or support Public Policy issues that impact our ability as a region to effectively attract and retain quality talent. Support Partnership Talent Development initiatives through active participation, promotion assistance and/or resource development to achieve priority goals as determined annually by the Council. Serve on strategic subcommittees as needed.

**TEAM LEAD:** Mary Bontrager, Executive Vice President of Talent Development, mbontrager@DSMpartnership.com

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### Business/Education Council

**GOALS:** Lead Partnership's education efforts, implementation and accountability of Education Drives our Greater Economy (EDGE) 75x25.

**FREQUENCY:** Quarterly

**EXPECTATIONS:** Attend meetings

**TEAM LEAD:** Mary Bontrager, Executive Vice President of Talent Development, mbontrager@DSMpartnership.com

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### Immigration Council

**GOALS:** Lead Partnership policy and education efforts relating to immigration reform. Develop strategies to educate and engage business community on issues impacting economic and talent development due to current immigration policy.

**FREQUENCY:** Monthly

**EXPECTATIONS:** Attend the meetings.

**TEAM LEAD:** Mary Bontrager, Executive Vice President of Talent Development, mbontrager@DSMpartnership.com

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### Inclusion Council

**GOALS:** To support and elevate a diverse, vibrant and inclusive regional economy. Through education, promotion and public awareness practices, the Council can create a community where all have the opportunity to connect, live, learn and thrive.

**FREQUENCY:** Every six weeks

**EXPECTATIONS:** Should have an interest in inclusion efforts, be capable of influencing their company's policy and/or business efforts and understand business needs relevant to recruitment and retention.

**TEAM LEAD:** Mary Bontrager, Executive Vice President of Talent Development, mbontrager@DSMpartnership.com

## Young Professionals Connection (YPC)

**GOALS:** YPC's mission is to promote an environment that attracts and retains young professionals in Greater Des Moines. 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 sub-committees 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 committee 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:** Mary Bontrager, Executive Vice President of Talent Development, mbontrager@DSMpartnership.com

## DOWNTOWN

### Downtown Community Alliance (DCA) Board of Directors and DCA Executive Committee\*

**GOALS:** To provide strategic urban planning, economic and business development, marketing and public relations. The DCA, part of The Partnership's work, is a champion, advocate and steward of Downtown Des Moines. The DCA is leading efforts to revitalize Walnut Street integrating art, retail, restaurants and new housing. In addition, the DCA is working closely with Des Moines Redevelopment Company (DMRC) to drive growth in the urban core. The DCA works diligently to enhance the quality of life and economic vitality of Downtown Des Moines by producing major public events.

**FREQUENCY:** Quarterly

**EXPECTATIONS:** Attend quarterly meetings.

**TEAM LEAD:** Eugene T. Meyer, President, gmeyer@DSMpartnership.com

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### Downtown Economic Development Council

**GOALS:** Engage in issues that affect Downtown development efforts.

**FREQUENCY:** Every other month

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

**TEAM LEAD:** Tim Leach, Senior Vice President of Downtown Development, tleach@downtowndesmoines.com

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### Operation Downtown Board of Directors\*

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

**FREQUENCY:** Quarterly

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

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

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### Downtown Events

**GOALS:** To raise funds for DCA festivals and events.

**FREQUENCY:** Biannually

**EXPECTATIONS:** The committee members work closely with the Downtown team to identify sponsors for events.

**TEAM LEAD:** Colleen Murphy, Downtown Events Director, cmurphy@downtowndesmoines.com

## BUSINESS RESOURCES AND COMMUNITY DEVELOPMENT

### Business Resources and Community Development 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:** Meg Schneider, Senior Vice President of Business Resources and Community Development, mschneider@DSMpartnership.com

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### Program Committee

**GOALS:** Create programming, tools and strategic interventions to enable the success of small business in our region.

**FREQUENCY:** 4-5 times per year

**EXPECTATIONS:** To assist in brainstorming, providing input and feedback.

**TEAM LEAD:** Christina Moffatt, Director of Small Business Development, cmoffatt@DSMpartnership.com

## Succession Planning Advisory Network (SPAN)

**GOALS:** This Task Force is for representatives with experience in succession planning; either for their own business or on behalf of others.

**FREQUENCY:** 4-5 times per year

**EXPECTATIONS:** Periodically share high-level, confidential advice and guidance with small business owners as they set about planning for the succession of their business.

**TEAM LEAD:** Meg Schneider, Senior Vice President of Business Resources and Community Development, mschneider@DSMpartnership.com

## COMMUNICATIONS

### Partnership Communications Board

**GOALS:** These experts provide executive-level guidance in public relations, marketing and advertising placements within The Partnership's key verticals and areas of focus to strategically target audiences within each of these industries. This executive team helps the Communications and Marketing team review and communicate strategic priorities, review team work plans and provide insight 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. Review Report Card Goals and annual Communications and Marketing Work Plan. Attend Partnership events when available. Advocate for The Partnership. Sign up as a DSM USA Ambassador.

**TEAM LEAD:** Tiffany Tauscheck, Chief Strategy Officer, ttauscheck@DSMpartnership.com

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### DSM USA Ambassadors

**GOALS:** DSM USA Ambassadors are active professionals, businesses, residents and community leaders who show their support, enthusiasm and passion for Greater Des Moines (DSM) and share our story with the world.

**FREQUENCY:** As needed

**EXPECTATIONS:** Meet as needed to brainstorm, provide input and feedback specific to marketing strategies and tactics. Attend Partnership events when available. Advocate for The Partnership. Sign up as a DSM USA Ambassador.

**TEAM LEAD:** Tiffany Tauscheck, Chief Strategy Officer, ttauscheck@DSMpartnership.com

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### Marketing Committee

**GOALS:** To assist in brainstorming, providing input and feedback.

**FREQUENCY:** Quarterly

**EXPECTATIONS:** Help tell the region's story through social media, #DSMUSA Facebook group, contributing to The Partnership's blog and more.

**TEAM LEAD:** Kristine Thompson, Director of Marketing, kthompson@DSMpartnership.com

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### Public Relations Committee

**GOALS:** To assist in brainstorming, providing input and feedback.

**FREQUENCY:** Quarterly

**EXPECTATIONS:** Meet as needed to brainstorm, provide input and feedback specific to public relations strategies and tactics. Attend Partnership events when available. Advocate for The Partnership. Sign up as a DSM USA Ambassador.

**TEAM LEAD:** Kyle Oppenhuizen, Director of Communications, koppenhuizen@DSMpartnership.com

## PUBLIC POLICY

### 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:** Five to seven times in the fall (Sept. through Nov.) and five to seven times in the spring (Feb. through April)

**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.

**TEAM LEAD:** Joe Murphy, Senior Vice President of Government Relations and Public Policy, jmurphy@DSMpartnership.com

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### Transit Future Work Group

**GOALS:** To create a region where people have multiple efficient, affordable and accessible transportation options.

**FREQUENCY:** As needed — typically two to four times a year

**EXPECTATIONS:** Attend the meetings when available.

**TEAM LEAD:** Andrea Woodard, Director of Public Policy and Strategic Initiatives, awoodard@DSMpartnership.com

## CAPITAL CROSSROADS

### Capital Crossroads Committee

**GOALS:** To implement the Capital Crossroads Regional Vision Plan. Ten Capitals, or work platforms, form the structure of Capital Crossroads, spanning a breadth of topic areas. Each Capital has a committee with volunteer opportunities.

**FREQUENCY:** The steering committee meets quarterly and committees meet on an as-needed basis

**EXPECTATIONS:** Serve on teams, help secure resources (time, financial, etc.) to implement projects, help recruit new volunteers and make connections across community groups.

**TEAM LEAD:** Nikki Syverson, Director of Capital Crossroads, [nsyverson@DSMpartnership.com](mailto:nsyverson@DSMpartnership.com)

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### Iowa's Soil and Water Future Task Force

**GOALS:** To identify strategies and funding sources leading to soil and water health.

**FREQUENCY:** As needed

**EXPECTATIONS:** Attend all meetings and share ideas and feedback on any potential legislation and funding opportunities.

**TEAM LEAD:** Nikki Syverson, Director of Capital Crossroads, [nsyverson@DSMpartnership.com](mailto:nsyverson@DSMpartnership.com)

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## OTHER INITIATIVES ALIGNED WITH PARTNERSHIP WORK

The Partnership supports the mission and work of the following organizations. The governance of these organizations does not fall under The Partnership's scope of work.

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### Affiliate Chambers of Commerce

The Partnership has 24 Affiliate Chambers of Commerce. See the full list and find more information on each at [DSMpartnership.com/affiliates](http://DSMpartnership.com/affiliates).

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### Affiliate Involvement

Get involved with one of our 24 Affiliate Chambers of Commerce: Adel, Altoona, Ankeny, Bondurant, Carlisle, Clive, Des Moines Downtown, Des Moines East and South, Des Moines West Side, Grimes, Grinnell, Indianola, Johnston, Knoxville, Madison County, Newton, Norwalk, Pella, Pleasant Hill, Polk City, Urbandale, Waukee, West Des Moines or Windsor Heights.

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### 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.

# **INVESTOR ENGAGEMENT OPPORTUNITIES**

2019



03/2018