

# INVESTOR ENGAGEMENT OPPORTUNITIES 2022



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 have experienced 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 that is welcoming and inclusive of all backgrounds. We will embolden the global presence of DSM, establish DSM as an entrepreneurial center, move the needle on placemaking projects 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 help keep our community DSM strong.

Thank you for your commitment to our region.

Sincerely,



Jay Byers  
President and CEO, 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, President and CEO, jbyers@DSMpartnership.com

## INVESTOR RELATIONS

### Investor Relations Committee

**GOALS:** The Investor Relations Committee offers strategic input and feedback on the Investor Relations Work Plan, prospective Investortargeting and ongoing Investor benefits.

**FREQUENCY:** Quarterly

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

**TEAM LEAD:** Tiffany Tauscheck, Chief Operations 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, ag/bioscience, data centers and information solutions, insurance and financial services, and logistics.

**FREQUENCY:** Quarterly

**EXPECTATIONS:** Attend the quarterly meetings.

**TEAM LEAD:** Brian Crowe, Executive Vice President of Economic Development, bcrowe@DSMpartnership.com

### Economic 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 on development projects.

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

### 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

### Target Industry Council: Advanced Manufacturing

**GOALS:** Provide an opportunity 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:** Brian Crowe, Executive Vice President of Economic Development, bcrowe@DSMpartnership.com

### Target Industry Council: Financial Services

**GOALS:** Provide an opportunity 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:** Brian Crowe, Executive Vice President of Economic Development, bcrowe@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 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:** Marvin DeJear, Jr., Senior Vice President of Talent Development, mdejear@DSMpartnership.com

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### Future Ready DSM Council

**GOALS:** Lead Partnership's education efforts, implementation and accountability of Future Ready DSM.

**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 preparation.

**TEAM LEAD:** Marvin DeJear, Jr., Senior Vice President of Talent Development, mdejear@DSMpartnership.com

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### Inclusion Council

**GOALS:** To share best practices around diversity and inclusion, celebrates success of companies and organizations who are doing great work in this space and inspire action to participants, Investors, Members and the community at large to ensure DSM has diverse, vibrant and inclusive workplaces and is a region where all have the opportunity to connect, live, learn and thrive.

**FREQUENCY:** Every six weeks

**EXPECTATIONS:** Members 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:** Sanjita Pradhan, Director of Diversity and Inclusion, spradhan@DSMpartnership.com

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### Global DSM Talent 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:** Attending the meetings.

**TEAM LEAD:** Marvin DeJear, Jr., Senior Vice President of Talent Development, mdejear@DSMpartnership.com and Andrea Woodard, Senior Vice President of Government Relations and Public Policy, awoodard@DSMpartnership.com

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### 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 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:** Sidney Pezley, Program Manager of Talent Development, spezley@DSMpartnership.com

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### Attraction and Retention Council

**GOALS:** Lead Partnership's attraction and retention efforts towards 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:** Marvin DeJear, Jr., Senior Vice President of Talent Development, mdejear@DSMpartnership.com

## DOWNTOWN

### Downtown DSM Board of Directors and Executive Committee\*

**GOALS:** Lead efforts to drive development, placemaking and events in Downtown DSM. 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, Chief Operations Officer, [ttauscheck@DSMpartnership.com](mailto:ttauscheck@DSMpartnership.com)

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### Downtown Economic Development Council

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

**FREQUENCY:** Monthly

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

**TEAM LEAD:** Tim Leach, Senior Vice President of Downtown Development, [tlease@downtownDSMUSA.com](mailto:tlease@downtownDSMUSA.com)

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### 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:** Quarterly

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

**TEAM LEAD:** Amy Lego, Executive Director of Operation Downtown, [alego@downtownDSMUSA.com](mailto:alego@downtownDSMUSA.com)

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### Downtown Events Committee

**GOALS:** To provide support for Downtown festivals and events produced by The Partnership.

**FREQUENCY:** Quarterly

**EXPECTATIONS:** Generate ideas to enhance Downtown festivals and events, including the Downtown Farmers' Market, Winter Market, World Food & Music Festival, Holiday Promenade, DSM Book Festival and more. Committee provides guidance on best practices and open doors for new event partnerships.

**TEAM LEAD:** Colleen Murphy, Downtown Events Director, [cmurphy@downtownDSMUSA.com](mailto:cmurphy@downtownDSMUSA.com)

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## 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](mailto: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](mailto:cmoffatt@DSMpartnership.com)

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## COMMUNICATIONS & 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. 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:** Courtney Shaw, Senior Vice President of Communications, [cshaw@DSMpartnership.com](mailto:cshaw@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 DSM and share the region's story with the world.

**FREQUENCY:** As needed

**EXPECTATIONS:** Share regional news on social media. Attend Partnership events when available. Advocate for The Partnership.

**TEAM LEAD:** Kyle Oppenhuizen, Director of Communications, [koppenhuizen@DSMpartnership.com](mailto:koppenhuizen@DSMpartnership.com)

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#### 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, Director of Marketing, [achilton@DSMpartnership.com](mailto:achilton@DSMpartnership.com)

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#### 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, Director of Communications, [koppenhuizen@DSMpartnership.com](mailto:koppenhuizen@DSMpartnership.com)

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### 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:** 3 - 5 times in the fall (August through November) and 3 - 5 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:** Andrea Woodard, Senior Vice President of Government Relations and Public Policy, [awoodard@DSMpartnership.com](mailto:awoodard@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 2 - 4 times a year

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

**TEAM LEAD:** Ryan Moon, Public Policy Manager, [rmoon@DSMpartnership.com](mailto:rmoon@DSMpartnership.com)

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### 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:** Britney Samuelson, Director of Capital Crossroads, [bsamuelson@capitalcrossroadsvision.com](mailto:bsamuelson@capitalcrossroadsvision.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).

#### Affiliate Involvement

Get involved with one of our 24 Affiliate Chambers of Commerce: Adel, Altoona, Ankeny, Bondurant, Carlisle, Clive, Des Moines Downtown, FuseDSM, DSM West Side, Grimes, Grinnell, Indianola, Johnston, Knoxville, Madison County, Greater Newton Area Chamber of Commerce, Norwalk, Pella Area Chamber and Economic Development (PACE), Pleasant Hill, Go Polk City Chamber, 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.

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09/2021