



## **CAPITAL CORRIDOR**

### **Chairs:**

Steve Zumbach, Belin McCormick Law Firm  
Dr. Steven Leath, Iowa State University

Significant progress has been made relative to the branding initiative that is the focal point of the Capital Corridor plan of work since our last report. We had an exceptional presentation by Paul Schlueter of Flynn Wright at their offices on June 24th with close to 100 stakeholders attending.

There was great enthusiasm with good feedback during the event. There were questions and the desire for more education on the assets of Ag Bioscience becoming the centerpiece of this endeavor. Flynn Wright promised this as we move forward.

Please see the attached Phase I Benchmarking Report that has been developed by our consulting firm, Flynn Wright.

With continued progress we are hopeful that the brand will be unveiled in the fourth quarter of 2013.

Another development we are pleased to report on relative to the branding initiative is that our group is pursuing an opportunity to develop a significant project that would set the table for this new brand. We recently met with U.S. Secretary of Agriculture Tom Vilsack to see how the Ag Bioscience initiative might capitalize and partner with USDA. The Secretary offered a number of suggestions that the group is currently investigating.

Those in attendance at the meeting: USDA: Secretary Tom Vilsack, Bill Menner, State Director for Rural Development and Matt Paul, Director, Office of Communications ISU: Dr. Steven Leath, President, and Miles Lackey, Associate Vice President/Chief of Staff Private Sector: Steve Zumbach, Attorney/Partner, Belin McCormick Law Firm; Harry Stine, President & Founder, Stine Seed Company; Susan Bunz, VP, Policy & Outreach, and Jerry Flint, VP-Biotechnology Affairs, DuPont Pioneer; Steve Lacy, President & CEO, Meredith Corporation; Mike Naig, Regional Manager Government Affairs, Monsanto; Paul Schlueter, Vice President of Research and Interactive, Flynn Wright; Jess Vilsack, Attorney, Nyemaster Goode, P.C.; Dan Culhane, President & CEO, Ames Chamber of Commerce; Greater Des Moines Partnership, Jay Byers, CEO, David Maahs, EVP Regional Economic Development, Gene Meyer, President and Matt Hinch, SVP of Governmental Relations.

Below is a summary of the work plan related to the Capital Corridor with comments relative to progress on each component of the plan.

## **Implementation Summary**

### **Coordinate**

The committee has determined that in order to develop the Ames-Des Moines Corridor in proper fashion that it is imperative to focus the efforts of the Capital Corridor on the service territory of the Greater Des Moines Partnership as well as that of the parts of the region not part of the Partnership service territory, which are the counties of Story and Boone. The committee that has been assembled reflects this broader area and will be responsible for implementation of the Capital Corridor portion of the Capital Crossroads plan. This is a change from the original plan which specified the I-35 Corridor between Ames and Des Moines.

### **Optimize The Ames-Des Moines Corridor Marketing Group To Serve As The Coordinator Of Capital Corridor Planning And Development Efforts.**

Minimal discussion has occurred to this point as to the ideal model for deployment of the new brand. Iowa State University has expressed a desire to help however it can in the deployment. That could mean funding a position and hosting the person on the ISU campus, possibly in the Iowa State University Research Park. Nothing has been finalized and we expect there to be additional discussion on this subject as the development of the brand continues to move forward.

### **Confirm A Property Inventory And List Of Current And Planned Developments Along The Corridor**

Initial thoughts on this aspect of the plan are that much of this inventory is in place and that ultimately bringing it together via the Location One Information System (LOIS) will sufficiently address this aspect of the plan.

### **Foster “Virtual” Connections Across The Capital Corridor**

The committee recognizes that bringing leaders together from the greater region will benefit the overall effort. Preliminary thoughts are to develop an annual or bi-annual gathering to bring leaders together and build a broader sense of community. Rob Denson, DMAACC, and Dan Culhane have been working on an event that will be hosted by the college in October to launch the first gathering of region-wide stakeholders.

### **Brand And Market**

We believe that the branding process that is underway is moving in the right direction to capture this major part of the plan of work.

### **Create A Brand For The Capital Corridor And Aggressively Leverage It In External Marketing Campaigns.**

In process.

### **Complement Capital Corridor Efforts By Launching An Internal Campaign To Acknowledge And Celebrate Central Iowa’s Agricultural Economy And Related Sectors.**

The committee recognizes that there are several ways to accomplish this element of the plan. We believe the branding process will include an internal component that will satisfy this portion of the plan of work.

The full Capital Corridor Committee is expected to meet again in August for another progress report from Flynn Wright.



**GOVERNANCE CAPITAL**

**Chairs:**

The Honorable Robert Andeweg, Mayor, City of Urbandale  
Gretchen Tegeler, Taxpayers



## **ENVIRONMENTAL CAPITAL**

### **Chairs:**

Bob Riley, Feed Energy  
Fred Hubbell

### **Sustainable Development: (Land Use and Zoning)**

Have been in contact with Urban Land Institute to discuss starting a chapter in DM (focuses on development but also has a strong focus on sustainability) ULI could be the entity that helps carry forward some of the Capital Crossroads and The Tomorrow Plan ideas. It would also help share best practices. Intend to submit formal application yet this week and host a launch event in August.

Continue working with Drake Law school - their Sustainability and the Law class reviews best practices and develops model code/ordinances that will encourage sustainable development. Several of the model ordinances developed through this process were presented to the MAC at the end of May. We continue to work with our local municipalities and encourage them to adopt these model ordinances that enable sustainable practices and development.

### **Air, Water, Soil / Education & Marketing:**

Hosted meeting of environmental educator earlier this spring. Lots of passion in the room, and lots of ideas for ways to get people outdoors and taking advantage of our natural assets. This is the first of many conversations we will have with these stakeholders as we continue to craft a vision for conservation education in the metro and a strategy for engagement. The second conversation will come in the form of a half day retreat to build on the opportunities identified in spring meeting.

Continue to work on flood mitigation. Have recently merged the Environmental and Physical Capital committees that touch on flood issues. This group met earlier this spring where we heard a presentation on The Climate Data Trends & Applications, by Chris Anderson, Iowa State University. Some findings from the study include:

- Our rain events are much more extreme than they were historically; used to be 1 in 27 years that streams would overflow, now down to 1 in 20 years.
- Wider extremes occurring more frequently.
- Our rainfall has increased since 1981, mostly occurring in the spring. There may not be more storms, but the storms have more moisture in them.

### **Parks, Trails and Conservation:**

- Working with MPO (Tomorrow Plan) to continue the Central Iowa Greenways concept. (Connecting our waterways, parks and trails into one large network) This will include discussion and strategy on buffers, nitrates and watershed management.
- Working closely with Iowa Parks Foundation to ensure connectivity

- Will be launching a trails app during RAGBRAI. According to Iowa Natural Heritage Foundation, Central Iowa now boasts 700 miles of trails and bike lines. (Iowa has a total of more than 3,000.) This smart phone app will help users identify nearby trails, trail heads, and points of interest along the way. The app could also help us continue to quantify trail usage and engage those users.

# CAPITAL CROSSROADS

*A VISION FORWARD*



## **URBAN CAPITAL**

### **Chairs:**

Elisabeth Buck

Teree Caldwell-Johnson

Tom Urban

## **WELLNESS CAPITAL**

### **Chairs:**

Laura Jackson, Wellmark  
Sheila Lang, Hy-Vee

### **Statewide survey gauging interest in wellness:**

- Nice participation, 900 companies with a good concentration in the metro
- Most believe that wellness work, so we think there is an appetite for a community wide initiative
- Barriers: knowledge, \$, time, resources

### **Identifying best practices:**

- The appetite for wellness program was confirmed by our survey. We are now compiling wellness program best practices for review by the committee. We will be looking for initiatives that are successful, replicable, scalable and measurable.
- Looking to local leaders in wellness, Blue Zones Cities, Ames and Minneapolis, WELCOA Award winners for ideas
- Program must be turn-key and remove barriers of knowledge, time and money in order to ensure adoption

The Wellness team will be asking your organizations to pledge their support of these wellness initiatives and help to identify additional avenues for outreach.

The Healthiest State Walk is Wednesday, October 9. Greater Des Moines Partnership will help to lead a walk Downtown. Please plan to join us, or organize a walk within your neighborhood.

### **Next steps:**

- Establish "Program Design" committee that not only broadens the reach of Wellness Capital, but also engages additional expertise and adds more community partners to help with our 'distribution'
  - Call for community based folks and others from Capital Crossroads Committees to sit on Program Design committee (Urban Core)



**PHYSICAL CAPITAL**

**Chairs:**

Dave Caris, MidAmerican Energy

Angela Connolly, Polk County Supervisor

## **SOCIAL CAPITAL**

### **Chairs:**

Kristi Knous, Greater Des Moines Community Foundation  
Phil Hodgins, RDG Planning and Design

The Social Capital element of the Capital Crossroads plan includes three core areas:

- Developing the next generation of leaders and givers in the Capital Crossroads region
- Ensuring civility in community dialogue and community building
- Make the Capital Crossroads a region that welcomes and celebrates diversity

### **Leadership**

Year One Goals Identified in the Capital Crossroad Plan:

- Better Coordinate and leverage existing leadership programs and their alumni.
  - Progress: Community-based, curriculum-based leadership programs have met and formed the Regional Leadership Council with the ultimate goal to convene the group regularly. So far in 2013, the group has met twice with one more meeting on the calendar and plans to incorporate a Central Iowa meeting as part of the Leading Leaders conference coordinated by ABI's Leadership Iowa. Moving forward the group will meet six times a year.
  - Progress: The Regional Leadership Council has created and finalized a survey to collect program specific information that includes data to be shared externally for promotional outreach as well as internal information to assist staff and board in planning for specific program development (fundraising, curriculum planning, etc.). Responses are currently being collected from the participating programs and will also use the external audience data to populate the website being developed for the "Getting Involved" section through the Greater Des Moines Partnership.
- Optimize young-professional networking and programming.
  - Progress: Work continues on developing the Emerging Leaders Collaborative (ELC) that will ultimately encourage better coordination, collaboration and shared resources among existing YP groups in the region.
- Develop a formalized regional mentorship program.
  - Progress: The pilot completed in May and was a great success. 30 mentees and 14 mentors participated in the program, feedback was collected and the planning team is currently reviewing suggestions and making adjustments for future programs.
  - Progress: It is expected that the program will once again be offered with applications being accepted this fall and the program running again from January- May 2014.

### **Community and Civility**

Year One Goals Identified in the Capital Crossroad Plan:

- Continue efforts to foster dialogue on civility and its role in community building.

- Progress: The Civility Initiative was adopted as the cornerstone project for Drake University seniors in marketing/PR and provided research/ programmatic suggestions to give future direction for the Civility Initiative.
- An AmeriCorps worker will be utilized to staff the Civility Initiative as part of the Public Allies program through the Iowa Commission on Volunteer Service; plans are currently being developed to promote the position with a fall start date. (The position will be shared by Character Counts in Iowa and the Community Foundation).
- The four collaborative organizations (Character Counts in Iowa, the Community Foundation of Greater Des Moines, Drake University and the Interfaith Alliance of Iowa), which serves as the committee addressing the goals related to Capital Crossroads, met in June to discuss next steps in moving forward and included discussion on officially naming the “council”, selecting the final approach based on student proposals, and next steps to ensure plans are implemented related to the civility movement.

## **Diversity**

Year One Goals Identified in the Capital Crossroad Plan:

Celebrate regional diversity through high-profile actions and events.

- Progress: The Greater Des Moines Partnership Diversity Council, which serves as the committee addressing the goals related to Capital Crossroads, continues to promote diversity initiatives of community partners to advance and influence community connectedness and inclusion. The group utilizes committees to promote diversity with the following structure and reported these successes as of 2nd quarter end:
- CEO Forum planning is underway for presenting a panel of CEOs and guest speaker in the fall to highlight successes and opportunities of diversity and inclusion in private, nonprofit and public employment.
- Cultural Affairs has begun the integration of other council members and committees with the Capital Crossroads campaign committee.
- Diversity Award continues to improve the process of seeking corporate nominations for recognition in the realm of diversity and inclusion.
- Education continues to deliver quarterly webinars and have successfully delivered two this year: The Road to Inclusion in February 2013 (a live version of this webinar was presented at the 2013 Human Rights Symposium) and Diversity of Everyone’s Business in May 2013.
- Employee Resource Group Forum continues to promote awareness and provided information on topics that promote diversity and inclusion in the workplace.

# CAPITAL CROSSROADS

A VISION FORWARD 

## **BUSINESS CAPITAL**

### **Chairs:**

- Mark Miller, DuPont Pioneer
- Sharron Quisenberry, Iowa State University
- Kathryn Kunert, MidAmerican Energy and Chair, Regional Economic Development

Startup City Des Moines - There are 8 companies in the incubator. As of January 1, StartupCity Des Moines is proving co-working space to better maximize the use of its space. There are four co-working tenants, all technology firms. Also, there are three co-working tenants (one person firms) in process as well as two other possible incubator companies.

### **Incubator Companies**

- Real Estate Fan Pages
- Emploi.us
- PikuZone
- Staff Ninja
- Phonebank
- PosterZen
- Rocket Referrals
- Leverage Consulting

### **Co- Working Tenants**

- Bawte
- Bunchball
- FarmLogs
- Sagacious

### **Plains Angels update:**

- 131 accredited investors
- \$822,600 invested in 3 companies
- Conducted 5 Plains Angels training sessions in 2013

### **Industry Councils** – All of the industry councils have met recently.

- Agribusiness Council toured the USDA Animal Health facilities in Ames.
- Information Solutions Council discussed talent recruitment issues.
- Advanced Manufacturing Council reviewed workforce development issues with Scott Ocken, DMACC's Dean of Industry & Technology
- Financial Services Council heard a presentation by Don Smithey, Aviation Director at DSM International Airport, on air service improvements and long term facility plans.

### **Marketing update:**

- In the second quarter of 2013, the Partnership marketed the region at two trade shows (American Wind Energy Association and 7 x 24 Data Center Conference) and made a recruitment trip to San Francisco/San Jose. Also, the Ames-Des Moines corridor was promoted at the World Congress of Industrial Biotechnology.
- As far as our public relations efforts, we have received some outstanding national rankings in 2013.
  - Forbes, #1 “Best Cities for Jobs This Summer”
  - The Business Journals, #1 “Best Midwest Cities For Young Adults”
  - The Street, #2 “Best Cities To Start A Business”
  - POLICOM, #2 “Strongest Local Economy”
  - Forbes, #3 “Top 15 U.S. Cities’ Emerging Downtowns”
  - Techie.com, Ten Unexpected Cities for High-Tech Innovation



**CAPITAL CORE**

**Chairs:**

Rick Clark, City of Des Moines

Mary O'Keefe, Principal Financial Group



**CULTURAL CAPITAL**

**Chairs:**

Brian Lourenzo, Brick Gentry P.C.

Mary Cownie, Iowa Department of Cultural Affairs

## **HUMAN CAPITAL**

### **Chairs:**

David Wilkerson, Waukee Community Schools  
Scott Johnson, Wells Fargo

### **Advocacy:**

During the Partnership's annual trip to Washington, D.C. we hosted workshops on Education and Immigration Reform. Both sessions featured national and local experts. The Education workshop highlighted coming trends in education system transformation with a focus on implementation of Common Core and the reauthorization of ESEA (Elementary and Secondary School Act). The Immigration Reform workshop featured representatives from key national organizations who have been actively working behind-the-scenes to assist in crafting the legislation currently under debate in Congress including: ImmigrationsWorksUSA, America's Voice Online, Compete America and the U.S. Chamber of Commerce.

### **Cradle thru Career:**

As follow-up to the February 13, 2013 report, the Waukee School Board has approved the implementation of a CAPS (Center for Advanced Placement) program to begin in the 2014-15 school year with the intention of having a separate facility in place for the 2016-17 school year. Based on a model program in the Blue Valley School District (Kansas), the main premise of the CAPS program is that it is based on economic development and innovation where students are engaged with metro area businesses in real world projects and experiences. The curriculum is dynamic and geared toward meeting the workforce needs of the metro area. It is developed in cooperation with, and with heavy input from the business community

Superintendent Wilkerson is in process of creating an Advisory Board for the school. He is also in conversation with other area superintendents to discuss

Processing after the visit indicated that the trip far exceeded expectations and the implementation of a similar concept within the Waukee School District and Des Moines area could be a huge tool for economic development in our area particularly with the types and names of companies that may be involved in this venture with the school district.

The Evelyn K. Davis Center for Working Families is nearing its one-year anniversary. This facility is a cornerstone of the work of DMACC, United Way, Central Iowa Works and other agencies serving the un- and underemployed in Central Iowa. Since its August 2012 opening the center has achieved some remarkable results.

As of June 30, 2013 the center has served over 4,000 people. They currently have 2,857 active clients in its database --1,414 in general intake, 1,203 in education, 426 in financial literacy, and 407 in workforce placement. A few demographics on their client base are:

- 41% of the active clients are between the ages of 21-35
- 59.7% of the clients have an education of a high school diploma or below and 23.4% are without a high school diploma or equivalent

- 56% are African American
- 33% are Caucasian

The age ranges for those clients seeking workforce assistance are: 29% 21-30 years old; 23% 31 - 40 years old; 19.9% 41-50 year old; and 15.5% 51-60 years old. These numbers indicate a trend of people who are being laid off or phased out having to learn new skills and are having difficulty re-entering the workforce.

In June, the Center started its first Summer Youth Employment Program. Over 100 youth applied for the program and 30 were chosen to participate and completed the two week pre-employment program. Over 125 youth went through an interview process to allow them at least that initial experience in the employment process.

Twelve employer and/or non-profit partners are providing work experiences for the youth ranging from non-profits such as ISED, Habitat for Humanity, and Spectrum Resources to businesses such as Bridgestone/Firestone and Des Moines Public Schools. Salaries for the youth were paid through funding from a United Way grant, a partnership with Children Families of Iowa, and support from Bridgestone/Firestone. The youth were also given the opportunity to visit local colleges and participate in large group volunteer projects. In addition, participants were asked to take the NCRC.

### **Marketing:**

Human Capital Survey:

The Greater Des Moines Partnership, in collaboration with Character Counts In Iowa and the Institute for Excellence & Ethics, has announced that the Central Iowa Human Capital Survey is now available. (copy provided to meeting attendees) The survey is designed to determine how embedded our local talent is in the community and in the workplace, based on connectedness to people, place and purpose. The results of this survey will provide direction to community and business leaders in Central Iowa on what more needs to be done to improve the quality and quantity of life in Central Iowa.

The Central Iowa region is prospering and this survey will help us identify how we can assure our local talent is thriving and if they are feeling engaged. Local, national, and global companies like The Principal Financial Group, Wells Fargo, and Facebook are looking to Central Iowa to expand and we need to be sure our workforce feels like they have the resources to reach their full potential both personally and professionally. The key to maintaining this positive momentum in our region is assuring our local talent is fully invested and that we, as a community, are investing wisely in our Human Capital.

The survey is the first of its kind and will be branded as an initiative of the Greater Des Moines Partnership. It is available to complete at: <http://ieesurveys.org/s/hcs-ci/> The survey was distributed via email to one person at each employer who was then asked to disseminate to all employees. We will also be promoting via social media, other newsletters such as YPC's, and through media outreach. Through the results, business and community leaders will have a snapshot on what is working, what is needed, and what can be improved within the working environments throughout Central Iowa. The input from the survey will help to make positive changes in Central Iowa. All responses will be confidential and anonymous. Results will be shared only in composite form.

**Comprehensive Attraction/Retention Web Portal:**

Later this summer, the Partnership will be launching a new regional talent attraction and retention web portal, CarpeDM or Sieze Des Moines. As a part of the Crossroads recommendation for a comprehensive graduate retention strategy, we have developed a unique platform that will respond to a key component of that strategy, but will also serve a much broader pool of potential and existing talent.

Carpe DM will provide information on topics of interest such as housing, education, arts & culture, recreation, employment, lifestyle, health & wellness, transportation and community engagement. Since many of these areas align to other Capitals, we are working in collaboration to develop content, links, calendar integration, and so forth.

To provide a more useful experience for the end user, the site will go deeper than simply providing information. By integrating social media into the site, it will enable prospects and current residents to connect with individuals on the site who will serve as mentors, subject-matter experts, ambassadors, connectors, and so forth. The site will be “owned” by the community as individuals, organizations and communities will provide on-going, relevant content in all areas. With the incorporation of social media integration, personal connection opportunities and community content input, our site will be unique to any other metro area in the country.