

CAPITAL CROSSROADS

A VISION FORWARD



CAPITAL CORRIDOR

Chairs:

Steve Zumbach, Belin McCormick Law Firm

Dr. Steven Leath, Iowa State University



GOVERNANCE CAPITAL

Chairs:

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

Background

The Local Government Collaboration Pilot Program continues to move forward. Initiated by the Capital Crossroads – Governance Capital in 2012, the pilot program is testing ways to increase the amount of formal collaboration between cities and counties in central Iowa and make local governments more efficient and effective.

Fifteen cities and three counties are partnering with the Taxpayers Association of Central Iowa and the Des Moines Area Community College's DMACC Business Resources (DBR) in the pilot program. The overall goal is to develop a system for convening key staff persons in cities and counties and finding solutions to common challenges and opportunities. If the pilot program is successful, it can be replicated in other areas of local government.

The measure of its success will be how sustainable formal collaboration is from year to year. Hopefully, there will be a shift over time from the efforts being part of a program to becoming new culture or "a way of doing business" for local governments.

With input from each of the involved groups, two functions of local government were selected for the pilot project – Public Works and Fire/Emergency Medical Services (EMS). Staff members of DBR wrote a several-month facilitation plan that engages city managers/administrators, public works directors and fire chiefs to address each area. DBR's role is to facilitate the work of the five teams and deliver an implementation plan for the solutions of each team.

Meetings were held with the public works directors and the city managers/administrators in October of 2012 and with the city managers/administrators and fire chiefs in December of 2012. The purposes of the first meetings were to identify common interests, select two or three focus areas where new collaborative solutions would make better government, and identify persons interested in working on teams for each focus area. They used the criteria of what will have the greatest impact and what can be accomplished in one year for selecting the focus areas. The Public Works selected areas were Right-of-way Management (ROW) and Tree and Branch Debris Management. The Fire/EMS areas were Training, Equipment and Unified Fire Code.

Update meetings with the city managers were held in early May 2013 when each team presented the data collected and proposed best solution to further collaboration among the participating local government entities. Based on the feedback from the city managers group, the teams then worked on implementation plans for the respective best solutions.

Current Status

A summary of the process and projects was presented on August 12, 2013 to the Metro Advisory Group (MAC), which is a group that consists of the Mayor and a council member from each city.

Final recommendations were presented to all city managers at a meeting on October 9, 2013. City Council workshops are now being scheduled for December 2013 and January 2014, when team members from each project will present their recommendations.

The Capital Crossroads Governance Sub-Committee will receive a presentation in December 2013, will evaluate the results, and determine whether and which functional areas in which to move forward in 2014.

Right Of Way Team Members:

Dave Cubit, Johnston
Greg Sparks, WDM
David McKay, Urbandale
Paul Moritz, Ankeny
Vern Willey, Altoona
Jen Dakovich, DSM

The ROW team is creating a comprehensive, consistent best practice for ROW management metro wide. To achieve this best practice approach, it has developed a standardization of the Right Of Way permit application form to be used metro wide. This best solution was determined after the ROW team collected and reviewed ROW policies, codes, and permit applications from 12 different communities in the metro area. The form will be hosted by a third party that will oversee any future modifications.

Requesting the same basic information across the metro will create efficiencies and benefit a number of groups including utility companies, private contractors, and municipalities. Once the standard form is filled out, those seeking ROW permits in other communities across the metro will not have to spend time collecting this information again but will have it readily available for future applications.

Debris Management Team Members:

Jon Davis, Polk County Emergency Management
Bret Hodne, WDM
Tim Hoskins, Norwalk
Pat Kozitza, DSM
Rhonda O'Connor, Metro Waste Authority
Jason Van Ausdall, Windsor Heights
Bart Weller, Clive

This team has created a uniform regional standard for handling tree debris caused by disasters. The proposed standard will in turn become a part of the Polk County Comprehensive Emergency Plan and position the region for maximum FEMA benefits were a disaster designated as a federal disaster.

The team has identified consistent severity designations (Minor, Major, Destroyed) with associated service levels and responsibilities.

To facilitate the concept of designated debris drop off sites in the case of major damage, the team will develop locations from several metropolitan communities. A layout template for a debris site has been created and will be included in the Comprehensive Emergency Plan. In addition, job aids for those that would manage a debris site have been completed and will also be included in the plan which will be presented to the Polk County Emergency Management Commission.

The team is encouraging contractors to register on the national FEMA register to facilitate access to contractors in the event of a disaster. The benefits from the work of the Debris Management Team are many:

- Increased ability to restore public health and safety
- City street grid or USNG for locating debris
- Guidelines for damage assessment
- Scalable program for debris removal
- Increased public confidence in community's ability to manage a disaster
- Timely public service information
- Expedited debris clean up
- Maximum potential for FEMA Reimbursement
- Consistent adherence to debris management plan
- Agencies may still opt to implement their own plan, but they will understand the potential financial risk

Unified Code Team Members:

Don Cox, WDM

John TeKippe, DSM

Jim Sanders, Johnston

Clint Robinson, Waukee

Jonathan Lund, DSM

Every few years a new International Fire Code is released and municipalities individually choose which items will be adopted and which will not. The Unified Code team has developed a standard metro model fire code adoption process. The proposed model process is similar to a process used in the metropolitan area of Clarke County, Nevada, where a consortium works together to allow multiple municipalities to adopt new codes at the same time with the same modifications. The consortium includes all stakeholders, including builders. The team has chosen to implement the process in time for implementing the new 2015 International Code.

The benefits from the proposed metro model fire code and code adoption process include:

- Increased communication and collaboration with all key stakeholders impacted by the fire code(s) across the metro;
- Consistency in adoption, interpretation, and enforcement of fire code(s) throughout the metro;
- More efficient use of metro staff time in reviewing International Code changes;
- Elimination of the perceived competitive disadvantage due to code differences across the metro.

Fire/EMS Officer Development & Training Members:

Chris Cross, Windsor Heights

Dustin Huston, Norwalk

Rex Mundt, Ankeny

Rick Roe, Clive

This team aims to improve resources for FIRE/EMS training without adding costs to individual departments. The team has developed a common, competency based officer training model to align with professional requirements. It will post specific offerings on a common website and will identify regional subject matter experts.

The potential benefits from the proposed competency based officer training model are as follows:

- Structured training and pathway provided locally within the state of Iowa
- Collaboration between metro cities, DMACC, FSTB to provide needed training
- Increased clarity and direction for a fire service career in the metro area
- Improved applicant pool for metro fire departments

CAPITAL CROSSROADS

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ENVIRONMENTAL CAPITAL

Chairs:

Bob Riley, Feed Energy
Fred Hubbell

The makeup of the Natural Capital committee is comprised of four subcommittees.

Steering Committee:

Pat Boddy, RDG Planning and Design
The Honorable Frank Cownie, Mayor of Des Moines
Luis Rico-Gutierrez, Iowa State University
Tom Hadden, Metro Waste Authority
Larry James Jr., Hogan Law Office
Mark Ackelson, Iowa Natural Heritage Foundation

Subcommittees:

Land Use and Zoning Development
Parks, Trails & Conservation
Air / Water / Soil
Marketing & Education
Executive Committee

OVERVIEW: A LOOK BACK

- Focused on Climate Change and Water Quality Initiatives during the last quarter
- Worked with Iowa Natural Heritage Foundation and West Des Moines on the app for regional trails.
- Continue work on Transit Oriented Development (TOD) and the express bus lane.
- Failed to get Governor backing for high speed rail to Des Moines from Chicago
- Received the report on a "Greener, Greater Des Moines" which is the economic development piece showing the value of green jobs in our local and state economy.
- Worked over curriculum ideas for Environmental Educators with a core group.

Current Initiatives: All Natural Capital Committees

Land Use and Zoning

Larry James presented his report on the Urban Land Institute, and explained the benefits for Des Moines as its newest member. (<http://www.uli.org/>). We have assembled a group of 20 area developers, lawyers, bankers, and others that dabble in development to establish a local chapter of the Urban Land Institute.

ULI is an interdisciplinary thought leadership table around land use and development. ULI provides education and research that will be helpful to our community as we work to implement concepts within Capital Crossroads and The Tomorrow Plan.

ULI is committed to:

- Bringing together leaders from across the fields of real estate and land use policy to exchange best practices and serve community needs;
- Fostering collaboration within and beyond ULI's membership through mentoring, dialogue, and problem solving;
- Exploring issues of urbanization, conservation, regeneration, land use, capital formation, and sustainable development;
- Advancing land use policies and design practices that respect the uniqueness of both the built and natural environments;
- Sharing knowledge through education, applied research, publishing, and electronic media; and
- Sustaining a diverse global network of local practice and advisory efforts that address current and future challenges.

ULI- *Developing for Humanity* video: <http://uli.org/videos/developing-for-humanity/>

Air- Water- Soil

MWA is working on a debris management plan from storms and other disasters... keeping our streams and rivers cleaner.

This effort dovetails with the watershed management authorities that continue to be crafted, with the help of MPO staff, utilizing watershed instead of political boundaries for the governance of these resources. The MPO has been a good forum to facilitate the coordination of these environmental efforts.

The Wastewater Reclamation Authority (WRA) has changed its rules to allow the opportunity to sponsor water quality projects. The beauty of this concept is that the projects are funded by the savings using the state revolving loan fund. In the past, the WRA was reluctant to fund such projects. I believe the Capital Crossroads was a help, as well as a number of Board members who did not want to settle for the status quo. We can potentially fund millions of dollars worth of watershed projects in the future. This is a game-changer for the area and will bring water quality projects to the top of the list!

Metro Waste Authority established an Adopt A Stream program which allows any group who is interested to go on line and select a stream segment and adopt it. The goal is to connect individuals with streams in their neighborhoods which will not only clean up those items they can see but hopefully start a mindset of looking at other ways to improve the watershed.

A new effort to bring diverse interests to the table for discussion and action plan development is taking hold in Iowa. It is called the Midwest Polarity Initiative and Growing Green Communities is an organization assisting with bringing this practice to the public. In the near future, you will see GGC working with Simpson College to host a series of Polarity Thinking workshops. This effort will begin to embed the idea of collaboration and maximizing strengths within an issue.

Climate, Energy, Land Use and Zoning

Tom Steyer, will help Iowa's to organize their Climate Change groups and the activities they will pursue to spread the word. He met with about 60 people while here in Des Moines, and will provide us with some organizing tools and models for organizing change.

Media reports proliferate the airwaves with continually unfolding news about actions needed to deal with Climate Change. Even the Pope is getting involved. The whole faith based community is treating this issue aggressively.

Outdoor Recreation, Parks and Trails

The state Green Ribbon Commission on State parks continues to work on connectivity, a better user experience, and a stable funding stream leading up to the Centennial in 2020.

The Capital Crossroads region will benefit, as the connection of our city, county and state parks in our areas will be done geographically, through trails, programmatically, through regional planning, and socially and culturally through a better defined user experience.

The Trail Map app from Iowa Natural Heritage Foundation will be available before year end, and the West Des Moines Trail app is on the streets as we speak.

The Iowa Parks Foundation's Green Ribbon Commission, co-chaired by Bob Riley, with Mark Ackelson also serving on the steering committee, is nearing completion of its Vision for Parks. A major emphasis is being put on immediate and long-term needs, stable, multiple source funding and regional collaborations between city, county, state and federal facilities and programs. We expect the final draft report in February.

The roll out of the projects from the Polk County Water & Land Legacy bond (passed by 72%) are showing impacts across the county and also helping make the physical connections to areas outside the county. Parks, trails, lake improvements, water quality demonstrations and education facilities are all underway and are actually proceeding ahead of schedule at this point.

New trail corridors in the early stages include the extension of the Chichaqua Valley Trail from East of Bondurant into that town and then into northern Des Moines where it will also intersect with the new extension of the Gay Lea Wilson Trail that connects Ankeny to Pleasant Hill and then to Altoona, which also connects to a spur over to Saylorville Trail and High Trestle Trail. There was a rainy day celebration of the new extension on October 30th at the Carney Marsh wildlife area along the trail which was attended by local elected officials and those involved in the project for many years.

New corridors being acquired include an additional direct connection from Ankeny into north Des Moines that will go underneath I-80/35 along a UP RR line and connect to a planned trail corridor/bike lanes along Broadway.

One of the most exciting new trails is the Marshalltown to Eldora corridor being purchased by Iowa Natural Heritage Foundation. This will link to the Heart of Iowa Trail across Southern Story and Marshall Counties that connects into Marshalltown. The HOI trail also goes west to the High Trestle Trail.

INHF is also nearing completion of its first phase of a Trails App that will link to not only landmarks and natural and cultural features but provide directions to services and local attractions as well.

A concerning discussion in Des Moines is the possibility of tearing down the Jackson St. pedestrian/bike bridge, which will result in a loss of some trail connectivity and routing options in the downtown area.

A coalition of conservation organizations continues to push forward to work with elected officials to identify acceptable means of funding the Natural Resources and Outdoor Recreation Trust Fund (Iowa's Water & Land Legacy constitutional protected fund). It may take time and political will but this is the only foreseeable way of providing stable protected funding for conservation, water quality, soil protection and parks, trails, and greenway needs.

Lastly, we are pleased to report that INHF has secured a conservation easement on approximately 400 acres in the first phase of a major conservation project along approximately 3 miles of the Raccoon River recently annexed into West Des Moines south of Booneville. The partnership with Raccoon River Land Company (Bill Knapp and Jim Cownie) has been in the works for nearly 15 years. This is the first phase of a multi-stage project that will protect the natural and cultural resources, restore floodplain forests and wetlands and link to a continuous 14-mile greenway clear into the heart of Des Moines. The project will have significant open space, water quality and wildlife habitat benefits while also enhancing future development in the area.

Communication, Marketing, Education

Pat Boddy, our one Education, Communication and Outreach coordinator, has been doing a yeoman's job in getting out the word about environmental issues. Convened a

OVERVIEW: A LOOK at Now and the near future

- Riley Resource Group (RRG) and RDG partnered to host a four day Design Residency with nine Graduate Students from Five states, incorporating each of the Capital Crossroads Capitals into a multi-faceted plan. The purpose of this was to blend the assets of our natural, business and community resources into a plan that transforms. This plan will improve the trails, lake, river and prairie near our corporate offices, and the use of them. Our hope is to produce a framework which can be replicated throughout the region, furthering the principles embodied in the components of the Capital Crossroads Initiative.
- The plan by Polk County to improve parks and water quality passed by 72%. This is a clear mandate that the citizens and elected officials recognized water quality and recreation as a key economic infrastructure issue that needs constant reinvestment and voted for a 20 year plan to address it.

At the State level, the same issues prevail:

- funding for these needed investments go up and down with each administration, and the problems keep getting worse by all measurements.

- The Des Moines Register has run a series of news articles and opinion pieces on the severity of Iowa's water quality issues and the State's need to provide funding and leadership to address these important economic development needs.

As we have said before, 63% of Iowans voted to change the constitution, providing for a natural resources and outdoor recreating trust fund. 72% of Polk county voters passed a bond referendum to improve parks, trails and water quality. I have here a sheet provided by the GDMP showing the great accomplishment of the partnerships and the businesses and the cities in which they operate. I see lots of business, workforce, economic and development statistics here. Help me understand why we don't value our environment in the same way and make these issues part of our partnership and legislative priorities

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URBAN CAPITAL

Chairs:

Elisabeth Buck

Teree Caldwell-Johnson

Tom Urban



WELLNESS CAPITAL

Chairs:

Laura Jackson, Wellmark
Sheila Lang, Hy-Vee

In our quest to become the Healthiest State in the Nation by 2016, we have made progress. Our Gallup Well-Being index ranking has gone from 19th in 2010 to 16th in 2011 to 9th in 2012. However, the heavy lifting on this initiative is really just beginning.

Over the past year, we have learned (confirmed) that businesses large and small do believe that wellness works. The challenge is that businesses don't have the time, financial resources, or expertise to implement wellness programs/initiatives. Over the course of the next year, we will be pushing out information and ideas for our businesses to implement - in accordance with the Healthiest State's 2014 wellness calendar. Our focus will be on the following:

January: Living a more active lifestyle; includes engagement in the Live Healthy 10-week challenge.

February: Smoking cessation; increase number of Iowa companies that are smoke free, increase adoption of smoke-free policies in the workplace, awareness of resources to help quit smoking.
March: Dental health; improve the number of Iowans visiting the dentist; schedule annual appointments.

April: Workplace well-being; April 1 is National Laugh Out loud Day. Partnering with Community Colleges on management skills training.

May: Improving nutrition, eat more fruits and vegetables; meal planning
We ask that our Capital Crossroads colleagues use the coming information in their own businesses and civic organizations, help us get the word out and distribute the information by passing it along to your own networks and on social media.

PHYSICAL CAPITAL

Chairs:

Dave Caris, MidAmerican Energy
Angela Connolly, Polk County Supervisor

Alice's Road Groundbreaking - Gov. Branstad, three members of Congress, and more than 100 spectators in Waukee recently attending the groundbreaking ceremony for the Alice's Road corridor, which has been more than a decade in the making. This project has been included in the Partnership's D.C. Trip agenda for many years.

Transit

- DART continues to enhance its operations and make public transportation even more accessible to the Greater Des Moines community. Recent updates include:
- Later night service -- In August DART extended its hours of operation later into the evening, to 11:30 p.m. weekdays, 9:30 p.m. Saturdays and 6:30 p.m. Sundays.
- New tech tools -- People can now search for transit trips using the new MyDART Trip Planner BETA, which launched October 1 at www.ridedart.com in both desktop and mobile versions. Additionally, DART's schedules have been incorporated into Google Maps and Bing Maps.
- LEED Certification -- An announcement on the LEED certification of DART Central Station is planned for Thursday, November 21. A celebration will be held 4:30 to 7 p.m. on Wednesday, December 4, at DART Central Station, 620 Cherry Street, Des Moines.

Polk County Courthouse

Polk County voters recently approved the \$81 million in bonding to renovate the current Polk County Courthouse, former county jail, and former Wellmark/JC Penney building in downtown. Measure A received approval from 67% of voters.

DSM Airport

The September report for the Des Moines International Airport showed a 7.3% increase in monthly passenger totals over the past 12 months. In addition, Southwest Airlines recently added a non-stop flight to Vegas.

Ames-Des Moines Corridor Study

Study will look at market for transit services between Ames and Des Moines. Determine if transit service is feasible in the corridor. If so, what type of service (express bus, car/van pool, BRT) would work in the corridor, frequency of service and stop locations

Rail Port Study

Study will perform freight movement analysis of the MPO region. From this study, the volume and value of potential freight will be determined, regardless of carrier or mode. These results will then be used to more finely target the actual location(s) and design criteria for a transload

facility in the MPO region. Essentially looking at what are the freight movements in the region, what are the impediments, what are the opportunities and how to optimize the transportation system to allow for the best most efficient movement of goods through the region.

State Legislative Agenda

The Partnership recently finished its series of state legislative policy meetings with members and stakeholders to develop the 2014 state legislative agenda. The proposed agenda was approved by the Partnership Executive Committee last Friday, and will be unveiled at the Legislative Leadership Luncheon on December 4 at the Renaissance Savery Hotel. As in past years, the agenda includes a number of transportation and infrastructure projects that the Partnership will continue to work on with Central Iowa Legislators.

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 to share and learn from one another. In 2013, the group has met four times with one more meeting on the calendar. In November the group incorporated a Central Iowa meeting as part of the Leading Leaders conference coordinated by ABI's Leadership Iowa. A guest speaker presented at this meeting offering ideas for how regional leadership groups can work together and better leverage resources. Moving forward the group will meet bi-monthly.
- 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 have been collected and compiled from the participating programs. Data collected for external audiences will be used to populate the website being developed for the "Getting Involved" section through the Greater Des Moines Partnership. This survey will be updated on an annual basis.

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.
- Progress: Collecting mission statements from YP Groups in the region. Will put together working document with ELC Vision/Mission.
- Progress: Working to create a shared calendar between YP Groups.
- Progress: Group moving to set more regular meeting times monthly or bi-monthly. Next meeting is set for December at which time the group will identify Tactics and Strategies for 2014.

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 has reviewed suggestions and has made adjustments for future programs.
- Progress: The second year of the program will be offered starting in January 2014. The program will increase from 5 sessions to 6 with all sessions to be held at the Des Moines Social Club. The committee has recruited 13 mentors and is currently in the process of reviewing the 40 applications received to select a total of 30 participants for the program.
- Progress: Conversations have started on finding a permanent home for the program to ensure program sustainability and continued success.

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.
- Progress: A Public Ally AmeriCorps member through the Iowa Commission on Volunteer Service was hired in October in the role of Civility Coordinator to staff the Civility Initiative. The Public Ally member will work to implement action steps, as well as review, develop and expand civility programming (The position is shared by Character Counts in Iowa and the Community Foundation).
- Progress: 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 again in October with McLellan Marketing to continue conversations and discuss recommendations in regards to identifying next steps and the marketing/messaging of the Civility Initiative. The group continues to work to identify and implement a strategic plan.

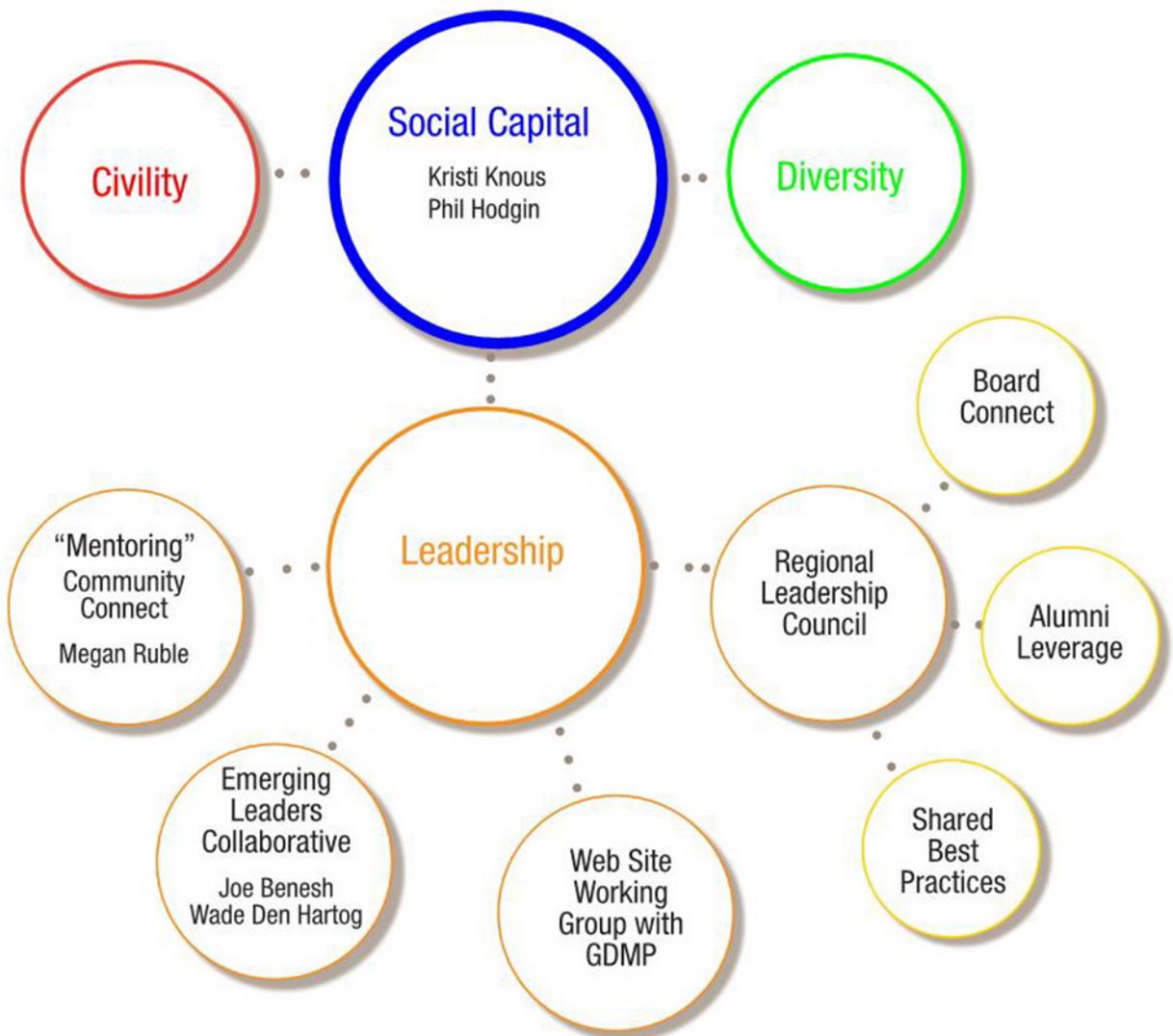
Diversity

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:
- CEO Forum was held in November with more than 200 in attendance. A panel of area CEOs highlighted successes and opportunities of diversity and inclusion in private, nonprofit and public employment. They also shared perspectives on workplace strategies and actions that recognize and value differences resulting in inclusive cultures.
- Cultural Affairs—has begun the integration of other council members and committees with the Capital Crossroads campaign committee.
- Diversity Award—the title of this annual award is changing to the Inclusion Award. Nominations for 29 companies have been submitted for this year's award, designed to recognize corporate organizations in the realm of diversity and inclusion.

- Education—continue to deliver quarterly webinars and workshops, and have successfully delivered three this year: The Road to Inclusion in February 2013 (a live version of this webinar was presented at the 2013 Human Rights Symposium), Diversity of Everyone’s Business in May 2013. A breakout session (Employee Resource Groups & Networks - Top 5 Must-Haves!) was presented at the Iowa Mosaic Diversity Conference in October.
- Employee Resource Group Forum continues to promote awareness and provide information on topics that promote diversity and inclusion in the workplace. A multicultural reception was held at Grandview University with a mini job fair (Nationwide is scheduled to host the next one).
- Website—the Carpe DM website through the Greater Des Moines Partnership will have a diversity section incorporated into it which will also have interactive components for the general public to use.
- Media Highlight—Nathan Ritz, Greater Des Moines Partnership, was featured on the front page of the Business Record in regards to his work in moving businesses from Diversity to Inclusion.



BUSINESS CAPITAL

Chairs:

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

Startup City Des Moines

As of January 1, StartupCity Des Moines has accepted co-working tenants to maximize the use of its space since the pipeline of startups has decreased due to an improving economy. Currently, there are four incubator companies and ten technology related co-working tenants. Recent activities at StartupCity include Code Day and Startup Weekend.

- Incubator Companies (4): Emplo.us, PikuZone, PosterZen and Rocket Referrals
- Co-working tenants (10): Bawte, Farmlogs, Bunchball, EZNetPay, Hatchlings, VolunteerLocal, Evolve/Stickshift, Jason Funk, SPNews and Lunar Technology Corporation

Business Innovation Zone and Plains Angels

- 89 clients served in 2013 by the BIZ
- Capital secured:
- IEDA Demonstration grants of \$50,000
- Iowa Innovation Acceleration Fund (Propel) loans of \$250,000
- Plains Angels equity investments of \$947,600
- Plains Angels equity in process of \$350,000
 - Conducted ten BIZ educational luncheon seminars in 2013
 - Conducted eight Angel Investor Training seminars in 2013

Industry Councils

- Advanced Manufacturing Council held a meeting on Sept. 26th at EFCO. This was a roundtable discussion on regulatory issues with Chuck Gipp, DNR Director.
- Information Solutions Council will be meeting at WebFilings in Ames on December 17 and will be discussing workforce recruitment strategies.

International

- Developed a regional export plan through participation in the Brookings Institution's Metropolitan Export Initiative (Carmella is bringing copies to the meeting). Our goal is to increase the number of exporters in Central Iowa by 10% over the next five years.
- Attended the U.S. Midwest- Japan Association annual meeting.
- Participated in the Governor's trade mission to India.
- Held meetings with 21 visiting international businesses/delegations in 2013.

Marketing update

- Since July 1, 2013, the Partnership marketed the region through the following activities:
- Hosted three site selection consultants.

- Attended two insurance conferences (ACLI and PCI).
- Exhibited at two corporate real estate conferences (CoreNet Global and SIOR).
- Conducted three recruitment trips (Chicago, Los Angeles and Minneapolis).
- Promoted the Ames-Des Moines corridor at a data center conference (Data Center World) and a bioscience (SupplySideWest) trade show.

As far as our public relations efforts, we have received some outstanding media placements in the second half of 2013 highlighted by Forbes ranking Des Moines as the top metropolitan area for business and careers. Here is a sample of the media placements.

Site Selection, July 2013

“Data Centers in Midwest”

<http://www.siteselection.com/issues/2013/jul/data-centers.cfm>

U.S. Airways inflight magazine, July 2013

“Fresh as You Please”

http://www.nxtbook.com/nxtbooks/pace/usairways_july2013/#/30

Kiplinger Newsletter, August 2013

“10 Best Cities for Cheapskates”

<http://www.kiplinger.com/slideshow/real-estate/T010-S001-10-best-cities-for-cheapskates/index.html>

Forbes, August 7, 2013

“Best Places for Business and Careers”

<http://www.forbes.com/pictures/mli45eegfe/1-des-moines-iowa/#gallerycontent>

New York Times, August 14, 2013

“Eating in Iowa: Farm-Fresh, Fried and Frugal”

http://travel.nytimes.com/2013/08/15/travel/eating-in-iowa-farm-fresh-fried-and-frugal.html?ref=sethkugel&_r=0

The Daily Meal, August 27, 2013

“101 Best Farmers’ Markets in America”

<http://www.thedailymeal.com/101-best-farmers-markets-in-america>

Trustbelt.com, August 2013

“From Recovery to Boom, Central Iowa Is Seeing Explosive Economic Growth”

<http://www.trustbelt.com/from-recovery-to-boom-central-iowa-is-seeing-explosive-economic-growth/>

Forbes, September 28, 2013

“Three Best Cities To Start A Business”

http://www.forbes.com/sites/rent/2013/09/28/three-best-cities-to-start-a-business/#comment_reply

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CAPITAL CORE

Chairs:

Rick Clark, City of Des Moines
Mary O'Keefe, Principal Financial Group

Implementation work continues on Capital Core recommendations.

- The Principal Riverwalk, completed in December 2012, hosted the RAGBRAI Des Moines celebrations. Some 40,000 people attended this first major event on the completed Riverwalk.
- Work on the Botanical Garden, Cowles Common, and the Des Moines Social Club projects continue to advance. Phase I of the Botanical Garden is now complete; The Des Moines Social Club is expected to open in February 2013; and construction of the new Cowles Common is now underway with completion set for Fall 2014.
- City Council approval of the Concept Design and a request for funding the Detailed Design of Phase I of the Walnut Street improvements (between 5th and 8th Streets) occurred on November 18. A 50/50 private/public cost sharing of the \$4.77 M project is anticipated with a potential Phase I start in Summer 2014.
- The Des Moines Redevelopment Company continues to work with Polk County and the City of Des Moines on the development of a 450-room, 4-star convention hotel for the Iowa Events Center. The project is now in the second stage of the RFP, with two development teams remaining. Selection of the preferred development team should occur in December; work on the proposal would then proceed in earnest.
- Fundraising for the new YMCA is nearly complete, design work is underway, and construction should begin sometime in the New Year.

Polk County voters approved the referendum to fund renovations to the Court House and two County-owned buildings (i.e. the former JC Penny Store and the adjacent jail) in the November election. Work on this \$80+ M project will proceed in the New Year.

Construction of more than one dozen development projects are currently underway in Downtown Des Moines, involving more than 700 units of housing and 200 hotel rooms. Another dozen or so development projects are 'in the works'. These projects would involve an additional 500 residential units and 200 hotel rooms. And, of course, reinvestment in the Principal campus is also underway.

CULTURAL CAPITAL

Chairs:

Brian Lourenzo, Brick Gentry P.C.
Mary Cownie, Iowa Department of Cultural Affairs

Lots of work going on all fronts with respect to the stated objectives of collaboration, communication and sustainability. Brian and Mary have met regularly with all of the following subcommittees who also gathered together on November 19, 2013 to share progress, identify overlap and discuss opportunities to collaborate. This report will be shared with the new Executive Director of Bravo in January to engage same in the process as Bravo will surely be the home for much of this work going forward.

Speaker Presentation Series – John Schmidt and Matt McIver

- The committee conducted a review of speaker series across the country, state and central Iowa.
- Surveyed and met with arts and culture leaders to determine need.
- Research led to determination that an additional speakers series focused at the arts and culture sector may not be needed, instead the idea arose of a Speaker's Bureau that would be charged with incorporating arts and culture topical speakers in already existing series in the central Iowa area.
- Planning for future home of this work, feedback needed from Bravo and DCA.

Cultural Tourism Plan – Jeff Fleming and Greg Edwards

- Fleming provided a progress report to goals already in implementation.
- Meetings have been held with arts and culture groups including the Bravo Block I organizations.
- Catch Des Moines Culture microsite is under development and incorporates feedback from arts and culture leaders.
- Partnership with CVB essential to this plan, with the Calendar/Website committee meeting with Cultural Tourism regarding the calendar component being housed under CVB's Catch Des Moines microsite.

Calendar/Website – Matt Harris and Eric Olmscheid

- Meetings with Cultural Tourism committee to discuss overlap of goals.
- Opportunity to use CVB infrastructure to build out a common community calendar
- Timing of implementation by CVB and funding are outstanding questions
- Potential media partnership with DM Register/Juice/local broadcast for buy-in of calendar

Advocacy – Chris Kramer and Christine Hensley

- Develop advocacy plan in conjunction with Bravo, Iowa Cultural Caucus, Iowa Arts Summit (IAC)

- Develop a statewide advocacy network of advocates
- Cultivate relationships with legislators during 2014 legislative session
- Develop toolkit for advocates – talking points, unified message, research
- End goal for Advocacy committee to make a final recommendation for an overall advocacy component of Cultural Capital.

Marketing and Public Relations – Lauren Burt and Leisha Barcus

- Increase citizen participation, unify message but not compete with CVB and other marketing efforts.
- Develop unifying brand image for Catch Des Moines Culture for use by organizations and PR efforts
- Partner with one media outlet for pre-arranged arts and culture story/op-ed/column placement.
- Identify local testimonials for use in this outreach.
- Committee will work to highlight work of coordinating Cultural Capital committees.

Regional Music Economy – Amedeo Rossi and Chris Ford

- Enhancing regional music economy through “Music University” held at Drake.
- Included a public forum of local music professionals, a special viewing at Varsity Theater, Mary O’Keefe from Principal on planning efforts.
- Public forum feedback: need public space for flyers and posters downtown, coordinated calendar for musicians and artists, All Ages law is problematic.
- Development of mid-sized performance venue 1,000-2,000 seat flexible use venue
- Looking at MLK corridor, E. 6th and identifying venue space of 20,000 sq. ft. (10,000 sq. ft. actual venue, 10,000 sq. ft. back of house and other mixed use)
- Working with Dr. David Swenson, ISU to develop economic impact study of music economy similar to 2012 Economic Impact study commissioned by Bravo.

Arts Performance, Education and Incubation Space – Justin Mandelbaum and Zach Mannheimer

- Des Moines Social Club nearly complete! It will be moving into the Firehouse early in 2014 to begin programming and will offer a restaurant, coffee shop, comic book store, art gallery, collaborative office space, classrooms, recording studio, experimental space and a culinary school.
- Des Moines Arts Studio Project in feasibility study phase! If successful, it would become a hub of arts-related activities engaging persons from Central Iowa and beyond – eventually including monthly open-studio events, classes for all ages, art shows, gallery exhibits and arts-related social events.



HUMAN CAPITAL

Chairs:

David Wilkerson, Waukee Community Schools
Scott Johnson, Wells Fargo

We are pleased to announce that Chris Littlefield will be joining Dave Wilkerson as Co-Chair of the Human Capital. Chris will be taking the place of Scott Johnson who recently retired from Wells Fargo.

Advocacy:

The 2013 Business Education Summit resulted in a strong and united business voice that took a leadership role in advocating for transformative reform in education. House File 215 was passed during the 2013 Legislative Session and marks the start of a commitment by Iowa to return to a position of national leadership in education excellence. To build on last year's momentum we are planning a second Summit to educate and engage business on key education issues which will continuously improve Iowa's educational system including: full implementation of Iowa Core; enhancing STEM offerings; expanding broadband across the state; and continuing to build on the 2013 Education Reform Bill. With the 2014 legislature session approaching, proposals are emerging that, if successful, would reverse hard-earned progress on several critical issues such as the Iowa Core. Through efforts such as the Summit we will continue to work toward establishing 21st Century learning standards and comprehensive student achievement assessments that are aligned to or exceed globally competitive critical learning skills.

Cradle-through- Career:

In August, the Partnership hired Market Street Services, Inc. to reassess the original strategic plan for Human Capital and provide an updated Cradle-Through-Career analysis. Following a re-evaluation of the current Central Iowa workforce development system and an expanded review of existing models across the country, in November Market Street submitted a report to the leadership of the Human Capital steering council and the Partnership. After reviewing recommendations from the report and ensuing conversations with the board of the Business Education Alliance (BEA), we have determined that BEA will take the lead role in advancing the work of this Capital through a new initiative entitled EDGE (Education Drives our Greater Economy). Through EDGE, we will establish bold regional goals and metrics to advance the quality and quantity of Central Iowa's talent pipeline. A redesign of the governance structure, staffing needs, and plan implementation are in process.

Progress continues on the development of a CAPS (Center for Advanced Professional Studies) School in Waukee. Superintendent Wilkerson has created an Advisory Board consisting of educators, business and community leaders, and economic developers. Business partners have been identified for on-site classrooms beginning in the fall of 2014.

The Evelyn K. Davis Center for Working Families just passed its one year anniversary serving the un- and underemployed in Central Iowa. As of November 19, 2013 the center has served nearly

7,000 people. They currently have 4,323 active clients in its database --- 1,164 in general intake, 2,045 in education, 612 in financial literacy, and 502 in workforce placement. A few demographics on their client base are:

- 47% 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
- 46.7% are African American
- 42.7% are Caucasian

The age ranges for those clients seeking workforce assistance are: 31.6% 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 provided 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 completed the first Central Iowa Human Capital Survey. Results of the survey have been shared with Partnership leadership. Attached to this report is snapshot of response rates for key questions on the survey. A media rollout is planned for December and an overview of the report will be presented to leadership of our regional chamber affiliates in January. Individual community reports will be made available at that time also. 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.

Comprehensive Attraction/Retention Web Portal:

Before the end of 2013, 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.