

PRIORITY ACTIVITIES PROGRESS REPORT

MAY 2019

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Capital Crossroads is a **bold but achievable vision** pushing Central Iowans to dream big, not settle for good enough, think long term and work together.

BUSINESS CAPITAL

Kathryn Kunert and Kraig Paulsen

Central Iowa will remain a regional leader in economic growth

TARGETED INDUSTRY GROWTH

Effectively retain and expand existing businesses

Use Target Industry Councils to inform sector-based action planning

- The Advanced Manufacturing Council met on April 25th at Dee Zee. More than 30 manufacturing executives attended. Founded in 1977, Dee Zee makes auto accessories and 85% of their sales are to original equipment manufacturers such as General Motors and Ford. Dee Zee has increased its Polk County employee base from 350 in 2009 to 1,280 today. Following the meeting, Dee Zee provided a tour of its OEM factory and highlighted a new program with DART to provide transportation to its facilities. Dee Zee employees average 2,000 rides per week on DART buses.

Leverage BRE visits to inform business expansion and attraction efforts

- There were 38 Business Retention and Expansion (BRE) meetings held between November 1 and April 30.

Continue to advance economic activities with local small businesses

- The Partnership hosted the following “Top Five” small business events in February, March and April:
 - *Top Five Legal Things to Know About Social Media for Your Small Business* with Maggie Hanson with Davis Brown Law Firm as the speaker.
 - *Top Five Reasons to Develop Your Client Personas*, featuring Barb Osier Breeser, Vice President of Sales and Marketing with Purplegator.
 - *Top Five Ways to Build a Culture of High-Performance Sales* with Karl Schaphorst, President and Owner of Sandler Sales and Management Training.
- Partnership staff led a “Capital for Your Business” event for small businesses looking to raise money through bank financing, loans and other methods.
- The following Small Business and Startup podcasts were posted:
 - Omar Jordan, Founder and CEO of LenderClose.
 - Sara Jacobson, Owner of Fusion Boutique
 - Ben Lefever, Founder of Certintell Telehealth

Continue to partner with local EDOs to retain and expand businesses

- John Deere ISG held a ribbon cutting ceremony for its new headquarters at 9505 Northpark Drive in Urbandale. The 135,000 square-foot facility will be home to around 700 employees.
- Pella Corporation held an open house for its new office at 9131 Northpark Drive in Urbandale. The 12,000 square-foot office space is equipped with 54 work stations with room to expand to 90 work stations. The Urbandale office houses the digital marketing team and a satellite customer service team.
- Incotec held a VIP open house for its innovation center at 4725 121st Street in Urbandale. Based in the Netherlands, Incotec provides seed enhancement technology. Incotec has 400 employees and provides seed treatment in eight countries. Corporate executives from Europe were part of the presentation team at the open house.

Promote Greater Des Moines and Central Iowa in targeted external markets

Promote Central Iowa through multimedia platforms and technologies. Leverage public relations investments to secure earned media placements.

- The Partnership has continued to build on the digital marketing campaign that launched in 2018 to broaden awareness and interest in the region from prospective talent and economic development prospects. In conjunction with the Des Moines Register's LOCALiQ team, the campaign will leverage digital tactics including display ads, site retargeting, geofencing and search engine marketing ads. In March, the economic development display ads received 152,380 impressions and 97% of the visitors were new to the website. The digital marketing campaign also generated an economic development project in March.
- Greater Des Moines was featured in *Site Selection* magazine as the #3 Metro for Number of Economic Development Projects among metros with a population of 200,000 – 1 million.
- UK-based *The Guardian* featured Des Moines as one of the “Best Towns and Small Cities in the U.S.” The article highlighted our vibrant arts scene and growing food scene.
- MarketWatch re-ran a story showcasing Des Moines as one of “5 Up-and-Coming Tech Communities.”
- Des Moines was named the #3 Best Affordable Place to Live in the U.S. and the #5 Best Place to Live in the U.S by *U.S. News & World Report*.

Host influential site location consultants and corporate executives at prominent Central Iowa events.

- The City of West Des Moines hosted Christopher Lloyd, Senior Vice President at McGuireWoods Consulting. Mr. Lloyd, a member of the Site Selectors Guild, leads McGuireWoods Consulting's Infrastructure and Economic Development team and represents clients nationwide in their site selection and incentives negotiation efforts. He made a presentation at the DMACC West Campus to community leaders.

Conduct targeted outbound promotional trips to priority markets and events. Collaborate effectively with state and local economic development partners.

- The Partnership conducted a marketing trip to Dallas in February. Meetings were held with companies and site selection consultants. In addition, Kevin Foley (Des Moines International Airport Director) and Partnership staff had a meeting with American Airlines route planners.
- DSM USA exhibited at Data Center World in March. Data Center World is the premier educational conference and expo for information technology, data center facilities and IT operations management professionals. Partnership staff, along with Dallas County and West Des Moines representatives, staffed the DSM USA booth and networked with the 1,600+ attendees.
- Partnership staff and representatives from West Des Moines, Greater Dallas County Development Alliance and EPIC attended the Site Selectors Guild (SSG) Annual Conference in Salt Lake City. The SSG is an organization with 60 of the top site selection professionals in the industry.
- Partnership staff attended the Data Center Dynamics Enterprise Conference in New York in April. Now in its 17th year, DCD>New York attracts an audience of more than 1,000 data center owners, managers and technical experts to discuss current trends and issues facing today's data center.

ENTREPRENEURIAL DYNAMISM

Support and enhance key facets of Central Iowa's diverse entrepreneurial ecosystem

Facilitate the provision of seed and growth capital

- Des Moines was named the "Technology Community of the Year" in the Technology Association of Iowa's Prometheus Awards.

- The Partnership launched a mentor network program this year. To date, 61 mentors and 40 entrepreneurs are registered with 23 mentor/mentee matches.
- The sixth edition of the “Raising Capital Seminar” was held in March. A total of 32 attendees registered for this all-day event designed to prepare those raising their first round of equity capital. This event was co-hosted by BrownWinick Law Firm. To date, alumni of this event have raised more than \$26.5 million in new capital.
- The Ames Seed Capital held its annual meeting and luncheon in April to recognize investors and review 2018 accomplishments.
- Partnership staff attended the InvestMidwest Venture Capital Forum. InvestMidwest is a venture capital conference that showcases 40 – 45 companies from throughout the Midwest in the three industry tracks of life sciences, technology and food/ag/bioenergy.
- Mike Colwell was a speaker at the National Angel Capital Association meeting in Chicago. He was a panelist for the session: "How Syndication Initiatives are Making a Difference for Deals and ACA Members."
- Partnership staff attended the Iowa AgriTech Accelerator’s AgTech Day event. A total of 10 startup companies experienced a full day of mentor speed dating and networking with ag-based companies from around Iowa.

INTERNATIONAL EXPANSION

Accelerate growth of key industry clusters through global engagement

Increase the region’s global identity through growth in key services clusters

- The Partnership and the Cultivation Corridor hosted a reception in March for an Australian agtech delegation at the Des Moines Embassy Club. The delegation was represented by sixteen Australian agriculture companies and four government officials. The event was also attended by IEDA staff and local businesses including Corteva, Agrisync and O’Mara Ag Services.
- The Partnership hosted Ron Dermer, Ambassador of Israel to the United States, for a luncheon in April at the Des Moines Embassy Club. Ambassador Dermer is the first sitting Ambassador of Israel to visit Des Moines in the country’s 70-year history. Ambassador Dermer provided remarks about how Israel became the “innovation nation” and is now a global leader in technology development, artificial intelligence, R&D and cybersecurity. There is significant potential for our agtech and insurtech industries to partner with these sectors in Israel. The event was attended by more than 80 business, government and economic development leaders from across the state.

- The sixth annual Global Insurance Symposium, held April 23-25, was a big success. The Partnership, Iowa Insurance Division and Iowa Economic Development Authority originally created this event and still play an important leadership role in organizing and executing it. There were a record 692 registrants from 10 countries. The Global Insurance Accelerator pitch sessions for the 10 insurtech startups in the 2019 cohort again took place during the symposium.

CAPITAL CORE

Colleen MacRae and Scott Sanders

The urban core of Central Iowa will continue to enhance its role as the region's principal activity, hospitality, and employment hub and benefit from safe, dynamic, desirable, and affordable neighborhoods.

DOWNTOWN VITALITY

Increase the capacity and diversity of downtown amenities

Implement strategies from Downtown DSM Retail 2030

- The Retail Data Portal development continues. The last draft will be reviewed by the Downtown Development Council in June and will go live on www.DowntownDSMUSA later this summer.
- Pedestrian count measurement work continues. The team is searching for a tool that is both economical and meets Downtown's various needs.
- New retail has recently opened at the new 111 E. Grand building in the East Village with more to open in the coming weeks.
- Discussions to brand the West End as an arts district are underway with artists, residents and the business community.

Enhance downtown Des Moines activity and event programming

- The first annual DSM Book Festival was held on March 30 and attracted approximately 7,500 people. The event was very positively received and the hashtag "dsmbookfestival" received over 9 million impressions.
- The Downtown Farmer's Market opened for the season May 4 and summer Out to Lunch events will begin May 22.

Continue advancing projects to bring additional workers, residents, and visitors to downtown Des Moines

- Renovation of existing buildings for hotels is progressing. Restoration at the Hotel Fort Des Moines is underway with a late 2019 re-opening planned, to commemorate the hotel's 100-year anniversary. The Fairfield Inn conversion of an office building north of the Iowa Events Center is nearing completion. Aparium Group's conversion of the Midland Building to a boutique hotel is in its early stages with a 2020 opening planned.
- Lincoln and Lisa McIlravy announced plans to build an Element Hotel in the East Village. Construction start is planned for 3Q 2019.
- Design and engineering of the Lauridsen Skatepark continues which will create the country's second largest skate park.
- 111 E. Grand mixed-use office building opened earlier this month in the East Village. It is the first heavy timber building in the State and the first speculative office project in downtown in over 10 years. The building houses new retail and restaurant business at the ground floor and office tenants in the four floors above.

Build and sustain downtown housing at multiple price points

Continue aggressive efforts to support mixed-use, mixed-income housing downtown

- The City continues to work with developers on incorporating a portion of units at affordable rent levels into projects receiving TIF incentives in downtown. Approximately 45 units spread among three downtown projects should become available to those in the downtown workforce making approximately 80% of the area's median income.
- Benchmark Properties announced plans to restore and renovate the Argonne Apartments at 18th and Grand. The entirety of units in this building will be priced so that they will be affordable to those earning approximately 80-100% of the area's median income, with a commitment to maintain a minimum of 10% of these units at 80% AMI for a minimum of 20 years.
- The draft of the City's new zoning code will be released in mid-May. It is a form-based code and will provide direction on where retail, restaurant and other active uses should be a priority.

Develop a Downtown Des Moines Workforce Housing Plan

- The Workforce Housing study is progressing. The data analysis portion of the study is complete and presentation of its findings will begin in June. Work on the policy and strategy aspects of the study are underway with meetings with stakeholders planned over the summer. Completion of the full study is targeted for late this Summer/early Fall.

Support transportation options that promote urban living and increased affordability

- BCycle continues to expand with a new station added at 7th and Laurel, adjacent to the DMACC Urban Campus and United Way. This brings the system to 22 stations and 140 bicycles.

Foster development of connected, pedestrian-friendly downtown environments

Ensure that parking structures and skywalk policies are consistent with downtown urbanism goals

- Final implementation of the PARK downtown Des Moines measures are complete. The year-long strategy changed the hours and rates for on-street parking meters and parking ramps to better align with our mixed-use downtown. Early study of changes to the downtown parking meters is underway to understand costs and benefits of implementing meters with remote payment technologies.

NEIGHBORHOOD IMPROVEMENT

Leverage effective strategic models for neighborhood improvement

Continue to seek resources to advance the Neighborhood Improvement Implementation Plan

- Des Moines City Council has budgeted \$2.5 million toward neighborhood revitalization work in July 2019. In addition, with the passing of the Local Option Sales and Services Tax (LOSST), Des Moines is putting significant resources toward citywide programs that address blighted properties, including increased code enforcement and Blitz on Blight. The Blitz on Blight will accelerate the demolition of public nuisance properties, increasing the volume from 10 per year to approximately 100 per year.

CULTIVATION CORRIDOR

Gage Kent and Billi Hunt

Central Iowa will become the global center for agricultural technology and associated employment.

Implement the Cultivation Corridor economic development strategy

Continue to leverage partnerships with public and private entities to bring agbio and agtech capital, jobs and research to the Corridor

- America's Cultivation Corridor launched "Iowa Ag Innovation Week" March 11-15 which included several events and media outreach. Key engagement partners include Iowa

Economic Development Authority, Iowa Department of Ag and Land Stewardship, Iowa State University and Young Professionals in Agriculture.

- The Corridor also partnered with Iowa Economic Development Authority and Greater Des Moines Partnership to host an Australian delegation focused on innovation and startups. The delegation was represented by sixteen Australian agriculture companies and four government officials.
- The Corridor participated in Advance Bioeconomy Leadership Conference, Empower Rural Iowa and Iowa Biotech's Partnering for Growth Summit.
- The Corridor served as a lead sponsor at TAI's Prometheus Awards, sponsoring the Ag and Biotech Leadership award. There were several winners representing Corridor stakeholders and emerging businesses in the agriculture space.
- Director Billi Hunt spoke at Iowa FFA annual meeting as well as Iowa Youth Institute which is a part of the World Food Prize youth programs.

Actively promote the Cultivation Corridor brand

Increase brand awareness among targeted audiences

- The Corridor launched its advertising campaign introducing America's Cultivation Corridor in April. New branding will be launched at the airport along with billboards. Social media platforms have also been activated with new ads. Spot-social media placement advertising was initiated in Minnesota the week of April 29th to support the lowan Project. Ads were placed in a 30-mile radius around the Twin Cities targeting people who attended an Iowa college or university.
- The Corridor will engage with the FarmHer annual meeting and will also serve on an inclusion committee at ISU.

Develop and execute programming that fosters the development of high-value ag technologies

- The BioWorld Congress will be held in Des Moines July 7-11, 2019. The event is the premier forum for business executives, government officials, academic researchers and end users to share the latest advances in industrial chemicals and products, food ingredients, advanced biofuels and biorefinery platforms, synthetic biology, agricultural technologies and crop production.

CULTURAL CAPITAL

Sally Dix, Greg Edwards and Myrna Johnson

Recommendations emerging from the forthcoming Regional Cultural Assessment will be effectively implemented to maximize the role of arts and culture as vital contributors to Greater Des Moines' quality of life and economy.

REGIONAL ARTS SECTOR

Provide ongoing support for arts and culture organizations and producers and implement the Regional Cultural Assessment.

Generate more spontaneous artistic and cultural connections in new and different spaces.

- In response to both the Regional Cultural Assessment and to interest from local communities, Bravo created a new Public Art Grant this spring. The program is open to 28E partner governments supporting Bravo and provides funding of up to 50% of costs for placement of public art called for in a local public art master plan. Communities can also apply for funding to support the creation of a public art master plan. Applications were received from nine communities and funding will be announced in May.
- Plans for ArtWeek (June 21-28) are also building with several concepts presented organically by individual artists and supportive organizations. One of particular interest was an Arts Marketing "Shark Tank" where three local artists pitched their ideas for Art Week to three local judges. Visionary Services and Art Beacon led this endeavor which is gaining momentum to increase awareness around the depth and breadth of artistic experiences in Des Moines.
- The Isiserettes welcomed collegiate teams to Greater Des Moines for the NCAA Division I Men's Basketball First and Second Rounds.

Support creative artists and entrepreneurs as part of our creative economy.

- On May 13, artist and entrepreneur Chris Dahlquist will present "The Artist Table: Setting A Place for the Artist" to a group of local stakeholders and business leaders. Dahlquist will address the role the individual artist plays in realizing the goals of the Central Iowa Regional Cultural Assessment. She will share proven strategies for aligning artists with businesses, municipal governments, and community art lovers in the development of vibrant artist communities capable of sustained growth and economic development partnerships. And finally, Dahlquist will present initial findings of the first phase of the Creative Economy Initiative including preliminary results of the Artists Needs Assessment Survey.

Support arts, culture and heritage throughout Central Iowa in a diverse, accessible, inclusive and equitable manner.

- Bravo Greater Des Moines has been selected as one of two national pilot sites for expanding Americans for the Arts' Diversity in Arts Leadership (DIAL) undergraduate internship program. This program has been running successfully for 25 years in New York City. DIAL matches undergraduate students from backgrounds traditionally untapped for arts leadership. Applicants can come from anywhere, and the program is designed with Americans for the Arts "Statement on Cultural Equity" in mind. Bravo has made a five-year commitment to the program and seeks to place seven interns for the summer of 2019.

Business mentors are a key component to the DIAL program. Bravo is currently recruiting professionals in the business sector who have a passion for the arts, interest in serving the community, and fostering the career development of young people. Mentors guide and advise students throughout the internship and provide insight into the business world and demonstrate how individuals with varied careers in the business sector can include the arts in their lives.

Ensure young people in the region have access to a rich array of creative and cultural experiences, both formal and informal, educational and recreational

- Seven interns from across the country have been matched with seven arts host organizations and business mentors as part of the Diversity in Arts Leadership internship program. These students from backgrounds traditionally underrepresented in arts leadership will be in Des Moines for 10-week paid summer internships as part of this national expansion of the DIAL program. The intern organizations and programs include:
 - City of West Des Moines – Public art administration, project management and programming.
 - CultureALL – Develop communication strategies to strengthen community relationships.
 - Des Moines Art Center – Enhance community and membership programming and support.
 - Des Moines Performing Arts – Research and develop a ticket access program and support education and community engagement programs.
 - Iowa Public Radio – Market research and concept testing for digital arts/culture/lifestyle resource.
 - Hoyt Sherman Place – Support implementation of Jazz in July, including neighborhood engagement.
 - World Food Prize – Archiving and preserving collections of public and performance artworks and supporting Global Youth Institute.
- To supplement the outstanding programming offered by Greater Des Moines' arts and cultural organizations, Bravo continues to work with Community Youth Concepts on a

report outlining gaps young people see in available cultural programming. Results of that report will be shared as soon as available.

Attract arts & culture visitors to Central Iowa.

- The Catch Des Moines advertising program recently ran targeted ads that highlighted arts and culture and “Spring Things to Do”, which drives to a page that highlights many attractions around the metro, including the Art Route. These ads run throughout Iowa, along with Kansas City, Minneapolis and Omaha.
- Both Des Moines Performing Arts and Des Moines Metro Opera were featured in co-op advertising this spring.
- Catch Des Moines was able to leverage the spotlight from the NCAA Tournament to highlight numerous partners and attractions. Additionally, a *Guardian* article featured Des Moines as one of the best towns and small cities in the US. This article also highlighted over a dozen partners, including arts and culture organizations such as the Des Moines Social Club, Sculpture Garden and Mainframe studios. The feature had a reach of 48 million people.
- Later this month, Catch Des Moines will commence filming two brand video series highlighting local Greater Des Moines attractions, places and entrepreneurs. Videos featuring Scott Siepkner, the Iowa Nice Guy, will create fun, sharable brand videos highlighting our food and beverage, arts and culture and outdoor and sports scenes. A branded series of shorter videos will highlight those “authentically, only in Des Moines” things; from Steak De Burgo and crab Rangoon pizza to the Sculpture Park, Downtown Farmer’s Market, High Trestle Trail and Raygun. These videos will be a part of a social and digital campaign that will help give our brand the fun, slightly quirky personality that it deserves and needs in order to stand out in a very competitive landscape.
- Catch Des Moines is also working with Strategic America on a new brand campaign – TV, print, digital, social – to launch later this summer. The Des Moines brand has evolved considerably over the past few years, and the campaign will focus on the “authentic” Des Moines experience, people and places to create a sense of place. Artists, entrepreneurs and leaders that make Greater Des Moines unique will be highlighted.

GOVERNANCE CAPITAL

Bob Andeweg, Sara Kurovski and Gretchen Tegeler

Central Iowa governments will sustain partnerships to optimize process coordination and regional governance.

COORDINATED OPERATIONS AND GOVERNANCE

Pursue operational coordination

Continue the evolution of the Local Government Collaboration Project

- After having spent several months listening to various experts on stormwater management and holding open discussions on what more effective stormwater management means for the greater Des Moines area, the LGC stormwater project has shifted its focus to sharing this information with stakeholders in the region. The LGC stormwater project has met, or is soon to meet, with the Greater Des Moines Homebuilders Association, Iowa Commercial Realtors Association, area watershed management authorities and area city councils. This portion of the project is finishing up the "why" of enhanced stormwater management before convening city staff and other stakeholders in the work of developing the "how" of enhanced stormwater management to bring to elected officials for consideration. By working collaboratively across the region on this issue, local governments will be better able to manage stormwater for outcomes that will greatly improve our communities.

Adopt and sustain the work of the Central Iowa Code Consortium

- Recommended codes with amendments have been published on the website and are out for review. Public meetings are being held and final approval occur in June.

HUMAN CAPITAL

Elisabeth Buck, Dr. Angela Franklin and Greg Nichols

Central Iowa will feature a workforce with the skills and training necessary to support optimal economic development.

WORKFORCE-SUPPORTIVE POLICIES

Identify and lobby for education policies benefitting Central Iowa

Leverage partners to inform policy priorities and Consider the promotion of education-specific policy issues

- The 2019 Iowa Skills2Compete Coalition, convened by United Way of Central Iowa and chaired by Mary Bontrager (Greater Des Moines Partnership), focused on several key policy issues and appropriations that support workforce pipeline needs during the 2019 legislative session. The following are a few important outcomes from Skills2Compete Policy Agenda:
 - Child Care Assistance "Cliff Effect" (SF 163, SF 191, HF 133, HF 104): Skills2Compete Coalition, UWCI, the Child and Family Policy Center,

OpportUNITY and a coalition of other organizations advocated for the expansion of the state's Child Care Assistance program utilizing new federal funding. In 2019, the number of policy bills introduced in both chambers was increased, including actionable legislation in the Senate. Great strides were made in building awareness with legislators on the importance of expanding this program and increased state investment, however these proposals did not advance.

- Future Ready Iowa Funding: Future Ready Iowa initiatives such as the last-dollar scholarship, Employer Innovation Fund and expanded work-based learning were funded in 2019 after the establishment of the programs in 2018. One highlight is \$13 million in funding for the last-dollar scholarship for Iowans seeking post-secondary education.
- SNAP Employment & Training: UWCI advanced the expansion of the SNAP Employment & Training (SNAP E&T) program as an alternative solution to increased public assistance restrictions in the Senate this year. SNAP E&T allows food assistance recipients to increase their education and skills through additional federal funding. The Senate explored expanding the program through a fiscal review, but did not advance an expansion.
- Adult Education Funding (HF 758): UWCI focus areas in adult education were funded at status quo levels: Pathways for Academic Career and Employment Fund: \$5,000,000, GAP Tuition Assistance: \$2,000,000, Adult Education and Literacy Programs: \$5,500,000

CRADLE THROUGH CAREER PIPELINE

Partner with the private sector to maximize their impact on talent development

- The Partnership continues to solicit and feature blogs highlighting individual, corporate and educational success stories that support the region's EDGE campaign. We are making great progress toward the EDGE goal of 75x25. Our most recent report card shows that 65.5% of working-aged adults in central Iowa have completed some post-secondary experience, up from 61.3% in the prior year.

How have students successfully been advanced to graduation?

- Central Iowa's graduation rate continued its trend, increasing to 93.7%, positioning us close to the community goal of 95% graduation rate by 2020. The most recent release of United Way of Central Iowa's 2019 Community Impact Report highlights how over a decade, the graduation rate in our community has increased by more than 10 percentage

points. That means more than 4,000 students have graduated from high school than would have if the graduation rate remained the same. Here's what's getting us there:

- 70.3 percent of central Iowa kindergarteners were proficient in literacy skills during the 2017-2018 school year, up from 55.5% just three years prior. In particular, the number of Book Buddy (a program that matches young students with reading mentors) preschoolers who showed mastery of pre-reading skills doubled after spending nine months reading with mentors.
- 1,057 children read with reading mentors in the past year through the United Way READ to SUCCEED initiative that is engaging the whole community in helping students read proficiently by the end of third grade. In addition, 55,000 books were distributed throughout the community so at-risk children have access to their own books, the key factor in boosting reading exam scores.
- 40,161 youth participated in United Way-funded school and/or out-of-school programs in 2018, and despite many students facing circumstances that make it difficult to focus on school, 93.2% of these students had good attendance and 90.4% passed all classes.

Graduate Central Iowa high school students college and career ready

Support college and career readiness in Central Iowa high schools

- The Partnership, along with affiliate chamber staff and K-12 education leaders, are finalizing plans for a unique career event bringing awareness to the future world of work. The event will be held in late fall and will be open to all students grades 8-12 in the Des Moines area. Experts on Automation and Artificial Intelligence will discuss the impact of new technologies on jobs across all industry sectors and highlight core competencies required to compete for jobs in the future. Area employers will also showcase how Automation and AI is currently, and will continue, to augment they way do business and what skills will be in high demand in the future.

LIFELONG LEARNING

Help Central Iowa adults advance their education and career opportunities

- After the first three quarters of CIRCA 61 out of 188 participants have enrolled in the program. One major highlight was being able to bring the Iowa Laborers Apprenticeship program into both the Newton Correctional Release Center and the Iowa Correctional Institution for Women. The participants are able to complete 120 hours of classroom learning while incarcerated and then begin the work experience as soon as they are released starting at salaries of \$15+/hour. The relationship between the Department of

Corrections and the Iowa Laborers continues to develop and will expand into other programming that will be sustained outside of the CIRCA grant.

- Central Iowa HealthWorks is above target to assist 380 individuals from underrepresented communities to enter healthcare careers by the end of year 2020. Central Iowa HealthWorks has served 366 clients to date, including 200 CNAs and 75 RNs. The goal of serving 380 clients will be met approximately 18 months ahead of schedule and is on track to surpass 500 by the end of 2020. 85% of Healthworks clients have successfully completed a training and received a new credential and more than 60% have started working in health care so far.

Enhance adults' ability to access jobs and training

Improve transportation access to jobs and training

- The United Way of Central Iowa, Community Foundation of Greater Des Moines, Mid-Iowa Health Foundation, DART, the Des Moines Area MPO and the Partnership have issued an RFP for a transportation assessment and analysis across Polk, Dallas and Warren Counties. The study will identify specific barriers to accessing transportation for the purposes of Education, Earning Income, and Health/Wellbeing and also include a comprehensive accounting of current resources from health and human services organizations. The RFP was released on May 6, 2019 with an expected award date of mid-June.

Maximize current and future talent pools as new technologies emerge

- A strategic planning effort is underway to better understand the anticipated impacts of automation and AI to key industry sectors and to develop an effective talent pipeline strategy addressing workforce, education and training systems. A "Future of Work DSM Launch Event" will be held May 29, 11:00 a.m. – 1:30 p.m. at the Greater Des Moines Botanical Garden. Tim Hoskins, President of Quester, will lead a group through this interactive and thought-provoking discussion. Quester is a Des Moines-based, award winning consumer intelligence firm that harnesses the power of human conversation, artificial intelligence and expert marketing research designed to gain superior insight.

TALENT RETENTION AND ATTRACTION

Retain skilled recent graduates and interns

Leverage tools and relationships to support talent retention

- The Code DSM initial cohort held its first class on Jan. 28. Code DSM is designed to help working adults learn important STEM skills to meet the demands of the workforce. The Partnership is partnering with Des Moines Area Community College on this initiative. The

initial cohort of 16 students will graduate on May 23. The event will include a public reception for employers interested in connecting with this new pool of candidates.

Provide comprehensive internship and intern-support programs

- Seize the City, the Partnership's summer internship program to enhance their overall intern experience and connectivity to Des Moines will kick-off its 9th season on May 29. A series of six events will be held throughout the summer which will connect interns to each other, provide professional development learning opportunities and engage them with area business and community leaders.

Attract top talent to Central Iowa

Promote Central Iowa through external events and visitation

- The Partnership team has visited more than 30 college campuses across the country during the spring semester to recruit potential residents to DSM. Destinations included the University of Virginia, Duke University, North Carolina and many locations throughout the Midwest. In addition, The Partnership participated in six virtual careers through April, including the Big 12 Virtual, SEC/ACC Virtual and Hire Big 10.
- On May 3, the Technology Association of Iowa (TAI) and the Partnership attended the "Iowan Project" recruiting reception in Minneapolis targeting former Iowans in the IT profession. More than 50 professionals attending the event to learn about career opportunities in Des Moines and other Iowa communities.

Enhance targeted outreach and engagement with talent prospects

- New prospects across the US continued to be reached through the Partnership's digital marketing strategy aimed to bring awareness to the career opportunities and lifestyle benefits in DSM USA. Geofencing was used to deliver targeted social media messaging to attendees at the NCAA Round 1 March Madness tournament and the Drake Relays.

Work to attract international talent to the region

- Des Moines has been chosen as one of eight U.S. communities to receive a grant from the Global Talent Bridge program of World Education Services (WES) to receive customized technical assistance to advance its skilled immigrant integration efforts. WES is a national organization dedicated to helping skilled immigrants fully utilize their talents and education in the U.S. The grant will help support the work of The Partnership's Global DSM: International Talent Strategy to attract and retain talent from across the globe. Other communities to receive this grant include: Anchorage, Alaska; Boston, Mass.; Lincoln, Neb.; Pittsburgh, Pa.; Portland, Maine; San Diego, Calif.; and the state of Texas.

NATURAL CAPITAL

Hannah Inman, Larry James and Julie Stewart

Central Iowa will be recognized nationally as a best practice community for its environmental sustainability

OUTDOOR RECREATION

Enhance Central Iowa's network of parks and greenways

Develop and implement a regional parks plan

- Work toward a regional governance model through the Central Iowa Water Trails continues. National consultants Brian Trusty and Leon Younger have been hired to begin the process this summer.

RESOURCE CONSERVATION

Optimize Water Quality and Distribution

Continue expanding watershed-management capacity and impacts

- The Council of Des Moines Area Watershed Management Authorities continues to meet. Participating watersheds include Fourmile Creek, Mud-Camp-Spring Creeks, Walnut Creek, Beaver Creek and North Raccoon. Much work is occurring in the Walnut Creek watershed to encourage regional conservation and connections with land owners.

Partner on conservation and advocacy efforts to sustain Central Iowa's natural resources

Continue building coalitions to develop and implement natural resource protection and enhancement initiatives

- Work continues to strengthen upstream-downstream relationships. An event is planned for July 12 which will highlight urban efforts in Walnut Creek as well as rural nutrient reduction efforts.
- The Central Iowa Water Trails is a coalition dedicated to realizing the water trails vision, unlocking funding for similar projects and advocating for environmental conservation.

MARKETING AND EDUCATION

Actively promote environmental sustainability issues and opportunities

Develop compelling effective public outreach campaigns

- The Outdoor Recreation Calendar is operating on the Great Outdoors Foundation's website. This allows for a one-stop look at outdoor recreation opportunities in Central Iowa.
- The Natural Capital continues to partner with the Social Capital to convene a Feedback 4 Equity focus group. The group is comprised of individuals from underrepresented communities and has already provided valuable feedback on initiatives of the Natural Capital, with a primary focus on the water trails.

PHYSICAL CAPITAL

Todd Ashby, Eric Burmeister and Elizabeth Presutti

Smart planning, timely infrastructure development, and implementation of state-of-the-art technologies will sustain Central Iowa population growth for the present and future

TRANSPORTATION AND MOBILITY

Optimize transportation infrastructure and services

Create a non-partisan mobility alliance as a business-led partnership to advance multimodal mobility in Central Iowa

- On Monday, April 6, the Greater Des Moines Partnership reconvened the Transit Future Work Group (TFWG) in conjunction with special guest and Brookings Institution Fellow, Adie Tomer, who provided a keynote address as part of the Des Moines MPO Tomorrow Plan Speaker Series. The TFWG will meet quarterly and is comprised of representatives and stakeholders from the business community with a vested interest in transit.
- The Mobility Coalition continues to meet to ensure coordination among various transportation stakeholders. Interested parties include the Des Moines Area MPO, DART, the City of Des Moines, the United Way of Central Iowa, the Des Moines Bike Collective and the Greater Des Moines Partnership.
- The Transportation Advisory Group continues to work on implementing transportation services for those who need assistance.

Ensure efficient use of existing transportation investments

- DART has begun sharing plans for a major service change in 2019 focused on the western and northern suburbs as well as Pleasant Hill. That change will look at current services in Ankeny, Clive, Grimes, Pleasant Hill, Urbandale and West Des Moines to ensure current resources and services reflect growth and development patterns, meet rider needs, and use current resources as effectively and efficiently as possible. Organizations, residents and businesses are invited to review the project and share their feedback on DART's website: www.ridedart.com/2019.
- In April, the Des Moines Area MPO awarded more than \$14 million to 18 transportation projects improving Greater Des Moines. The projects receiving funding range from widening streets and the reconstruction of existing roads and bridges, as well as trails, streetscapes and transit buses. The grants are available through the Surface Transportation Block Grant Program and the Surface Transportation Block Grant Set-Aside Program, which are funded by the U.S. Department of Transportation and administered by the MPO. The grant money becomes available for these projects in October 2022.

Foster development of connected, bicycle- and pedestrian-friendly environments

Implement strategies to encourage mobility alternatives

- MPO awards grants based on how well they meet the regional performance measures established in Mobilizing Tomorrow which includes mobility alternatives such as sidewalks, trails and other bicycle- and pedestrian-friendly alternatives.

Enhance regional transit capacity

Provide ongoing support for implementation of DART Forward 2035

- DART is in the midst of reviewing contractor proposals for its Transit Optimization Study. This study will explore how DART can adapt to the changing conditions in the industry and region to efficiently serve the mobility needs of member communities. The most qualified and responsive bidder will be selected in May and a contract will be awarded in June so that the project can begin in July 2019.

Support development patterns and land uses necessary for public transit to thrive

- The DART bus stop at Haymarket will be moved to Merle Hay Mall starting June 2. The move was facilitated by the leadership and staff with the cities of Des Moines and Urbandale, as well as Polk County, as part of agreements that will allow the mall to redevelop vacant storefronts. This node serves four busy bus routes, and the relocated stop will provide much better service for DART customers.

- The MPO works with local governments on project elements and encourages projects that support transit.

Develop key freight infrastructure

Design and promote a regional multimodal transload facility

- An operator has been selected and preliminary design is underway for the Des Moines Transload Facility. The recommended operator is a team comprised of local businessman Paul Cownie as the investor and developer, together with Gabe Claypool as the operator. work continues on NEPA documents and agreements between the MPO and the operator for the BUILD grant and Iowa DOT loan. Related, the MPO has been working with the Federal Rail Administration to begin accessing the \$11.2 BUILD Grant that was awarded to the project late last year. One of the next steps will be to complete an Environmental Impact Study.

DESTINATION AMENITIES

Develop a world-class system of land and water trails

Develop and connect Central Iowa's network of land trails

- The MPO provides funding for trail maintenance as well as working with member communities to fill gaps in the regional network.
- The MPO is using its DATA bike to determine pavement conditions on the trail network that will allow for focused use of maintenance dollars as well as working with member governments on filling in gaps on the trail network.
- The Des Moines Area MPO is currently facilitating the federal Transportation Alternatives Program (TAP). TAP funds are available for a number of uses, including the expansion and maintenance of the trail system.

Build an extensive system of regional water trails

- The Central Iowa Water Trails Incubator has been formed for the purpose of implementing the plan for 150 miles of water trails throughout Central Iowa. This public-private partnership is supported by a coalition of regional partners including Catch Des Moines, the Community Foundation of Greater Des Moines, the Greater Des Moines Partnership, the Great Outdoors Foundation, and the Des Moines Area MPO.

21st CENTURY TECHNOLOGIES

Secure competitive broadband speeds for all regional communities

Identify viable means to secure gigabit internet for Central Iowa communities

- Des Moines is one of 20 U.S. cities in which Verizon plans to roll out 5G service this year.
- Work continues with the region's internet providers. All new developments are being provided with Fiber to the Premise (FTTP), which allows for gigabit speeds.

Pursue Smart City strategies in Central Iowa

Launch a coordinated Smart City initiative

- The Smart City Roundtable continues to bring together city/county staff and discuss tools and implementation strategies, best practices and how to move the region forward.

NEIGHBORHOODS AND HOUSING

Ensure regional diversity in neighborhood and housing costs, styles, and locations

Build “missing middle” housing types

- Work continues on developing more dense options both adjacent to downtown and in suburban communities through smaller houses on smaller lots.

Implement Housing Tomorrow to address regional affordable housing needs

- All funding from the Polk County Housing Trust Fund for affordable housing corresponds with the Housing Tomorrow plan. There continues to be robust discussion from a number of communities regarding a wide variety of housing needs and costs. Communities that have formerly relied only on market driven construction are now starting to find ways to provide incentives for more affordable options.

Promote infill development and the rehabilitation of vacant structures

- Infill and rehabilitation of the Birdland Neighborhood is nearly complete.

Develop vibrant neighborhoods and communities

- Affordable Housing Week focused on issues of housing equity and returning investment to inner ring neighborhoods that have suffered from decades of disinvestment. Discussions

and events were held highlighting implicit bias, impacts of zoning, historical context and a bus tour of current Des Moines neighborhoods.

SOCIAL CAPITAL

Angie Dethlefs-Trettin, Daniel Hoffman-Zinnel and Izaah Knox

Central Iowa will become the gold standard of the successful 21st century region.

SUPPORT A MORE DIVERSE IOWA

Establish community goals for leadership, diversity, equity, inclusion, and civility

- The Social Capital continues to promote and share the 4 Equity tool throughout the region as well as the state. It was shared during a session on Equity Audits at the Des Moines Civil & Human Rights Commission Symposium and other board and committee meetings as a framework for advancing community goals for leadership, diversity, equity, inclusion, and civility.
- The Civility Committee within the Ray Center is currently updating its strategic plan to focus on how it can impact the 2020 election cycle.
- Greater Des Moines Leadership Institute has incorporated equity and inclusion within the organization and curriculum for the last three years. The vision is for leaders to understand how to create a thriving community for all. One measure of success is recruitment of diverse candidates. For the most recent program applications, 21% of Community Leadership Program applicants identified as non-white and 35% of Youth Leadership Initiative applicants identified as non-white.

Leverage and enhance existing efforts

Recognize, celebrate, and continue to lift-up successes since Capital Crossroads' inception

- The Social Capital was engaged in Affordable Housing Week events by leading a panel discussion of solutions to implicit bias in Des Moines housing. The 4 Equity tool was shared as one way to improve equity in housing.
- The Social Capital partnered with the One Economy Health Group to host one of the Mind Matters Community Conversations. The event focused on cultural and racial trauma and featured keynote speaker Dr. Keisha Ross plus a local panel of faith leaders and service providers.

- Work continues within the Social and Natural Capitals to convene the Feedback 4 Equity group to garner insights on parks and recreation, particularly the Central Iowa Water Trails. The next meeting will be held in late June.
- The Ray Center continues its mission to improve civility through character development and ethical leadership. The team is working to secure five more community conversation events focused on civil discourse.
- The Greater Des Moines Leadership Institute will celebrate leadership development in Greater Des Moines on May 14 via the Activate event, which highlights the experience of our Leadership Program class members, including the five non-profit partners they work with. Class projects included:
 - Community Youth Concepts - Developed a toolkit including marketing, legal, and construction services to bolster the long-term sustainability of the new CYC ropes course.
 - Eat Greater Des Moines - Developed a turn-key solution to engage new food rescue recipients in a streamlined onboarding process, which will enable Eat Greater Des Moines to expand their reach.
 - Greater Des Moines Habitat for Humanity - Revamped Tool Lending Library, which provides residents with the tools they need to put sweat equity into their homes and improve their neighborhoods.
 - NAMI Greater Des Moines - Developed an education and engagement strategy to advance NAMI's goal of changing the workplace conversation and approach to mental health.
 - YMCA Supportive Housing Campus - Created a graduate program that gives residents an opportunity to take the next step toward self-sufficiency by moving off campus with continued support.
- Transition of the Youth Leadership Initiative back to the Leadership Institute will be completed this summer and will continue to grow the leadership capacity of high school students.

WELLNESS CAPITAL

Jami Haberl, Suzanne Mineck and Ruth Randleman

Wellness Capital will lead in elevating the conversation and giving voice to the vast number of opportunities to improve the overall social and emotional well-being of the community through advocacy and awareness.

PRESCRIPTIVE ASSESSMENT

Optimize the use of data to inform wellness planning

Participate in regular community health assessments and tracking

- The Community Foundation of Greater Des Moines, United Way of Central Iowa, Mid-Iowa Health Foundation, DART, the Des Moines Area MPO and the Partnership have issued an RFP for a transportation assessment and analysis. The study will identify specific barriers to accessing transportation for the purposes of Education, Earning Income, and Health/Wellbeing and also include a comprehensive accounting of current resources from health and human services organizations.

Partner with businesses to assess and improve their workers' social and emotional well-being

- One of the Mind Matters Community Conversations was targeted to local businesses and this year's Healthiest State Initiative Conference focuses on mental health in the workplace.

PROGRAMS AND SERVICES

Raise awareness of the need for integrated mental health services

Convene partners to inform coordinated mental health programming

- The Wellness Capital partnered with the Science Center of Iowa and nearly 30 other organizations to bring *Mental Health: Mind Matters* to Des Moines. The exhibit opened on Monday, February 4 at a launch event attended by over 200 individuals including 30 elected officials. Remarks were made by Governor Kim Reynolds, Polk County Supervisor Angela Connolly and other stakeholders. The exhibit was incredibly well-received as were the correlating Community Conversations. Preliminary results show:
 - Over 2,200 people attended Community Conversations events;
 - Participants came from six states and over 59 locations across the state of Iowa to attend Community Conversations;
 - Nearly 20 high schools and/or colleges visited the exhibit outside of Community Conversations.
 - More than 50% of groups attending the Science Center of Iowa specifically for Mind Matters were educators.
 - More than ten community organizations donated nearly 100 hours of time to support the exhibit as guest interpreters over the three-month exhibit period.
- The Wellness Capital is also collaborating with community partners on a mental health anti-stigma campaign that will fall on the heels of the *Mental Health: Mind Matters* exhibit. The "Make It OK" campaign will launch on May 14 and will be piloted in three

Iowa counties including Polk County. The campaign was launched initially in Minnesota in 2012 includes three core components:

- Community: trained ambassadors, partner businesses, presentations to civic groups and businesses, planned events and outreach, and promotion of local resources;
- Website: an online hub with resources, videos, a pledge, a stigma quiz, talking tips and more;
- Marketing: social media, ads, flyers, radio spots, media partnerships and billboards.

The goal is to use these three components to eliminate stigma by increasing awareness, knowledge and conversations. Short-term outcomes include increased community awareness and active engagement by multiple stakeholders. Long-term outcomes include a change in social narrative about mental illness, reduced stigma and informed communities.

Support improved regional social and emotional well-being

Advocate for holistic Central Iowa wellness programs

- The Wellness Capital continues to promote the 5-2-1-0 program through social media and other avenues.
- The Healthiest State Annual Conference will be held on May 14 with the theme “Putting Awareness into Action” with a focus on mental health in the workplace.