

THE GREATER DES MOINES PARTNERSHIP  
ANNUAL REPORT 2008

CONNECT  
ADVOCATE  
EXPAND  
NETWORK  
LEARN  
LAUGH  
GLOBALIZE  
UNITE

# REGIONAL ECONOMIC DEVELOPMENT

Regional economic development, the cornerstone of the Partnership's mission, led our 2008 priorities. In spite of a national economic downturn affecting new business growth across the country, our regional economic development goals were accomplished in the following ways:

✓ **Assisting with 20 existing business expansions.** Our Choose Des Moines Communities team completed 185 existing company visits to secure 21 local business expansions during 2008.

✓ **Assisting with 10 new company locations.** The Choose team entertained 68 economic development inquiries, and staffed 281 prospect appointments this year to secure ten new business locations in the region.

✓ **Increasing capital investment by \$150 million.** The economic development activity conducted in 2008 led to an influx of more than \$212 million in new capital investment across the region.



The Partnership's Choose team worked closely with city, county, state and local economic development officials to accomplish these goals. Our 2008 successes included:

- The best research team in the nation providing timely and relevant business and community information necessary to successfully market opportunity in Greater Des Moines.
- Strong connection and communication with local businesses poised for growth via personal visits and expanded contacts in the targeted industries of financial services, manufacturing/distribution, agribusiness, and information technology/solutions.
- Support for the Central Iowa Business Innovation Zone (BIZ) to assist start-up and existing high impact businesses.
- National and International business recruitment activity, maintaining regional partnerships, and expanding the region's identity and reputation through events, such as the John Deere Classic, BIO World Congress, and the Governor's Trade Mission.
- Expansion of the Iowa Agribusiness Export Partnership programming to include enhanced international trade and export assistance; two new subzone designations; and trade missions to China, Japan, Korea and Brazil.
- The award-winning "Des Moines. Do More" marketing/public relations program which raised awareness of the economic advantages and development opportunities in the region by securing high-profile media placements, including,
  - > *Forbes'* "Best Cities for Business & Careers";
  - > *Kiplingers'* "Best Places to Live";
  - > *The Today Show's* "Best Places to Raise a Family";
  - > and, *Smart Money's* "25 housing markets ready to rebound."

# WORKFORCE ATTRACTION

In order for Greater Des Moines' businesses to continue to grow, an available and talented workforce is necessary. Workforce attraction and retention efforts support the Partnership's overall purpose of creating a quality community with a continuing promise of prosperity. 2008 Workforce Attraction goals were:

✓ **Leading the implementation of a regional workforce delivery system.** Our workforce program led the creation and administration of five sectors boards to measurably connect business employment needs and job seekers.

✓ **Increasing awareness of Greater Des Moines' job opportunities.**

Via our workforce marketing program, "Des Moines. Do More.," we directly shared Greater Des Moines' combination of unmatched quality of life and career opportunity with over 75,000 potential new workers.

✓ **Utilizing new technology to expand recruitment capabilities.** The Partnership enhanced online job brokering by developing new social media strategies that reach and build relationships with today's professionals.

✓ **Research and development of a K-12 school-to-work cohort initiative to launch in 2009.**



These workforce program successes were driven by the following strategies:

- "Des Moines. Do more." collateral materials were directly delivered to more than 18,000 professionals this year.
- Relocation information and assistance were delivered in response to 11,600 direct inquiries about Greater Des Moines.
- Workforce Attraction DVDs were directly handed to more than 5,000 athletes participating in local summer events.
- Online viral marketing videos reached more than 21,000 views in 2008.
- Young Professionals Connection engaged 500 members to the community through social, civic, charitable and professional development endeavors.
- "Do More in the City" helped connect 220 summer interns to each other, the community, and Greater Des Moines business and civic leaders.
- Job Fair outreach resulted in nearly 2000 resumes of potential job candidates collected and shared with local business contacts.
- 500 people joined "Carpe DM – Seize Des Moines" on LinkedIn to take advantage of social media opportunities that reach new professional audiences.

# AFFILIATE-REGIONAL MEMBER BUSINESS DEVELOPMENT

2008 was the first year that the Partnership and its regional members and investors formally united to drive economic growth for our region. Together we worked to solidify regional relationships and create business development tools to enhance our regional business climate.

Strategies for building our regional relationships included:

✔ **Transitioning Partnership members to a dual regional membership model.** The Partnership and its Affiliate Chambers of Commerce worked to transition membership to a new dual member model. To date, 94 percent of past Partnership member businesses have renewed their memberships with their local Chambers of Commerce.

✔ **Delivering first regional membership directory.** The sharing of information is crucial to further the development of our business community. The delivery of the first regional directory marked the completion of the first-ever regional business database where all of the Partnership's investors and regional members can be found in one place.

✔ **Delivering two membership surveys.** 600 business leaders responded to our surveys. Satisfaction with the new dual member model increased from 55% of those surveyed at mid-year, to 67% surveyed at year's end. *OneVoice* regional newsletter was the most used regional member benefit in 2008, followed closely by the Regional Member Directory.

✔ **Delivering a weekly regional message.** With the new regional business database in place, the Partnership delivered a weekly email newsletter, complete with a regional calendar and business happenings, to more than 8,000 subscribers.

Building our regional relationships did not stop there. These regional business development successes were driven by:

- Regional business and civic leaders accessed our professional development, networking, business-to-business, and educational opportunities over 7,400 times throughout 2008.
- More than 400 local companies signed up for MarketSource, launched in March to provide Partnership investors and regional members with a searchable directory listing that assists potential clients in finding products or services offered by our member companies.
- The Buy Into the Circle campaign encouraged companies to shift some out-of-town purchases to local businesses over the past 12 months, resulting in redirected local purchases of \$8.5 million.
- The Partnership's 29th annual trip to Washington, D.C. in June brought together more than 200 attendees with representatives from both the private and public sectors to advocate regional economic development to Iowa's Congressional delegation.
- In August, Iowa's seven elected Congressional delegates traveled to Des Moines for the inaugural Congressional breakfast downtown. The elected officials spoke to more than 270 business and community leaders about the elections, the floods and the economic outlook.



# DOWNTOWN DEVELOPMENT

A strong region requires a thriving core. The development of a downtown core is essential to maintaining the momentum. In 2008 the Greater Des Moines Partnership and the Downtown Community Alliance continued to maintain the momentum that downtown has enjoyed. The goals for downtown development included:



## **Attracting businesses and jobs in Downtown Des Moines.**

\$54 million in capital investment was secured for the development of five downtown businesses.



## **Developing a strategic plan for the future growth of our downtown.**

Planning continued in 2008 with assistance from world-class architect, Mario Gondoalsonas. Public sessions were held to identify future downtown opportunities and provide a framework for future development.



**Producing downtown events.** The Downtown Events Group hosted five large-scale events including Skywalk Golf, Des Moines Arts Festival, U.S. Cellular World Food Festival, Holiday Lights Des Moines and GuideOne ImaginEve!, drawing 257,500 guests to downtown Des Moines.



These successes were driven by the following strategies:

- The City of Des Moines, Downtown Community Alliance, Polk County and Nationwide announced a tram feasibility study for Downtown Des Moines linking the Western Gateway to the East Village.
- The Downtown Shuttle launched in May 2008 and surpassed 110,000 passengers in seven months.
- The Downtown Des Moines Chamber was officially launched and attracted more than eighty members in just a few short months.
- A gift card program to keep dollars in the downtown retail businesses reached \$112,247.86 in revenue.
- \$500,000 was committed to the tax-credit program for Brownfields/Grayfields Redevelopment.
- The Downtown Farmer's Market witnessed a record-setting 30,000 visitors on opening day, with an average weekly attendance of 18,000 - 20,000 visitors from May through October.
- The award-winning Des Moines Arts Festival drew 210,000 guests, and
  - > was ranked fifth in the nation by *AmericanStyle Magazine's* reader's poll of the Top Ten Art Fairs and Festivals,
  - > was ranked No. 7 in artist sales by *ArtFair Sourcebook*,
  - > was named Des Moines' Best Cultural Attraction by the *Business Record's* annual reader's poll,
  - > and earned 17 Pinnacle Awards from the International Festivals and Events Association.

# THE GREATER DES MOINES PARTNERSHIP INVESTORS

## CHAIR'S CIRCLE

**Allied Insurance-  
A Nationwide Company  
Aviva USA  
City of Des Moines  
The Des Moines Register  
EMC Insurance Companies**

**FBL Financial Group, Inc.  
GuideOne Insurance  
ING USA Annuity and Life  
Insurance Company  
Iowa Health-Des Moines  
Mercy Medical Center**

**Meredith Corporation  
MidAmerican Energy Company  
Pioneer Hi-Bred, A DuPont Co.  
Polk County  
Prairie Meadows  
The Principal Financial Group**

**Ruan Companies  
Wellmark Blue Cross Blue Shield  
of Iowa  
Wells Fargo & Company**

3E – Electrical Engineering & Equipment  
A.J. Allen Mechanical Contractors, Inc.  
ABC 5 (WOI-TV/DT)  
Acme Printing Co., Inc.  
Acuity Ventures, LLC  
Ahlers & Cooney P.C.  
AIB College of Business  
Albaugh, Inc.  
Alliance Technologies Inc.  
Allied Construction Services Inc.  
All-State Industries, Inc.  
American Cancer Society, Midwest-  
Division, Inc.  
American Equity Investment Life  
Insurance Company  
AmericanEnterprise Group Inc.  
American Red Cross Central Iowa Chapter  
Anderson Erickson Dairy  
Animal Rescue League of Iowa  
Ankeny Economic Development Corporation  
Architectural Arts  
Architectural Wall Systems  
Atlantic Bottling Company  
August Home Publishing Co.  
Authentic Records/The Nadas  
Avis Rent-A-Car  
Baker Electric Inc.  
Baker Group  
Bank Iowa  
Bank of America  
Bank of The West  
Bankers Trust Company  
BAY TSP  
Bearenc Management Group  
Belin Lamson McCormick Zumbach  
Flynn, A Professional Corp.  
Bening Financial Organization  
BH Equities, L.L.C.  
Blank Park Zoo  
The Blood Center of Iowa  
Breiholz Construction Co.  
Broadlawns Medical Center  
Brooks Borg Skiles Architecture-  
Engineering LLP  
Brooks, Roger  
BrownWinick Attorneys At Law  
Business Publications Corp.  
Casey's General Store  
CB Richard Ellis/Hubbell Commercial  
CDS Global  
ChildServe  
C13  
Citi  
City of Altoona  
City of Ankeny  
City of Carlisle  
City of Clive  
City of Indianola  
City of Johnston  
City of Norwalk  
City of Urbandale  
City of Waukee  
City of West Des Moines  
City of Windsor Heights  
Civic Center of Greater Des Moines  
Coldwell Banker Mid-America  
Group REALTORS  
Community Foundation of Greater  
Des Moines  
Construction Services, Inc. subsidiary of  
R&R Realty Group

Continental Western Insurance Co.  
Coppola Enterprises  
Court Avenue Restaurant & Brewing Co.  
Dahl's Foods, Inc.  
Davis, Brown, Koehn, Shors & Roberts, P.C.  
Deloitte & Touche, LLP  
Delta Dental of Iowa  
Denman & Company, LLP  
Denny Elwell Company  
Des Moines Area Community College  
Des Moines Area Regional  
Transit Authority  
Des Moines Art Center  
Des Moines Golf & Country Club  
Des Moines Marriott Downtown  
Des Moines Playhouse  
Des Moines Public Schools  
Des Moines University - Osteopathic  
Medical Center  
Des Moines Water Works  
Development Services Corp. subsidiary  
of R&R Realty Group  
dhg Communications, Inc.  
Dickinson, Mackaman, Tyler & Hagen, P.C.  
Doextra Corporation  
Dorsey & Whitney LLP  
Dowling Catholic High School  
Dr. Pepper/Seven-Up Bottling Group-  
Midwest Division  
Drake University  
Duncan, Green, Brown & Langeness  
The Durrant Group Inc.  
Eastern Polk Regional Development, Inc.  
EFCO Corp.  
Embassy Suites On The River  
Embria Health Sciences, LLC  
EMCO Enterprises, Inc.  
Employee & Family Resources  
Encore Properties  
Equity Dynamics, Inc.  
Ernst & Young LLP  
Essex Meadows, Inc.  
Essman/Companies  
Faegre & Benson L.L.P.  
Farmers Mutual Hail Insurance  
FBL Leasing Services, Inc.  
Federal Home Loan Bank of Des Moines  
Feed Energy Co.  
Finley, Alt, Smith, Scharnberg, Craig,  
Hilmes & Gaffney  
Firestone Agricultural Tire Co.  
First American Bank  
Forrest & Associate, Inc.  
GCommerce, Inc.  
General Mills Operations, Inc.  
The Graham Group, Inc.  
Grand View College  
Greater Dallas County Development  
Alliance  
Greater Des Moines Baseball Co.  
(Iowa Cubs)  
Greater Des Moines Convention &  
Visitors Bureau  
Green Meadows, Ltd.  
Grinnell College  
Grubb & Ellis/Mid-America Commercial  
Hamilton Juffer & Associates, LLP  
Hamilton's Funeral Home  
Hansen Company, Inc.  
HDR, Inc.  
HLKB Architecture

Holmes Murphy & Associates Inc.  
Homesteaders Life Co.  
Hotel Fort Des Moines  
Howard R. Green Company  
Hubbell Homes  
Hubbell Realty Company  
Hubbell Renovations  
Hubbell, Fred & Charlotte  
Hy-Vee Conference Center  
Hy-Vee, Inc.  
IMT Insurance Co. (Mutual)  
Indiana Insurance Co.  
Innovative Injection Technologies  
Iowa Association of Business  
and Industry  
Iowa Association of Independent  
Colleges and Universities  
The Iowa Clinic, P.C., A Multispecialty  
Medical Group  
Iowa Events Center/Global Spectrum  
Iowa Lutheran Hospital  
Iowa Network Services, Inc.  
Iowa Pork Producers Association  
Iowa Realty Company, Inc. - Residential  
Iowa Speedway  
Iowa State Bank  
Iowa State University  
Iowa Taxpayers Association  
Iowa-Des Moines Supply, Inc.  
ITAGroup, Inc.  
John Deere Ag Management Solutions  
John Deere Credit  
John Deere Des Moines Operations  
John Deere Des Moines Works  
JSC Properties, Inc.  
Kemin Industries, Inc.  
Kinter Construction Services, Inc.  
Kirke Financial Services  
Knapp Properties, Inc.  
KPMG LLP  
Kum & Go, L.C.  
Ladco Development, Inc.  
LaMair Mulock Condon Co.  
Liberty Bank  
Life Care Retirement Communities, Inc.  
Life Care Services, Inc.  
LJS Consulting  
Loffredo Fresh Produce Company, Inc.  
LWBJ, LLP  
Management Professionals, Inc.  
subsidiary of R&R Realty Group  
Marsh  
McAninch Corporation  
McGowen Hurst Clark & Smith P.C.  
Mediacom  
The Members Group, Inc.  
Merchants Bonding Co.  
Mercy Capitol  
Mercy Franklin Center  
Metro Waste Authority  
Mid-America Group, LTD.  
Midwest Heritage Bank  
Monsanto Company  
NAI Ruhl & Ruhl Commercial Company  
NAPA Distribution Center  
NCMC Group, Inc.  
Nelson Construction Services  
Neumann Brothers, Inc.  
Northwest Bank  
Nyemaster Goode West Hansell &  
O'Brien, P.C.

Onthank Company  
OPN Architects, Inc.  
Orchard Place  
Palmer Group  
PARAGON IT Professionals  
Paula Feltner, Attorney at Law  
Pella Corporation  
Per Mar Security Services  
Performance Marketing  
Pigott, Inc.  
Principal International Inc.  
Proctor Mechanical Corporation  
QCI  
Qwest  
R&R Equity Partners, Inc. subsidiary  
of R&R Realty Group  
R&R Realty Group  
Rain & Hail LLC  
The Rasmussen Group  
RDG Planning & Design  
Renaissance Savery Hotel  
RSM McGladrey, Inc.  
Ruan Center Corporation  
Ruan Transport Corporation  
Ruan, Inc.  
Russell Construction Co., Inc.  
Ryan Companies U.S., Inc.  
Sammons Financial Group  
The Science Center of Iowa  
ServiceMaster Clean  
Shiffler Associates Architects  
Shive-Hattery, Inc.  
Siegwerk USA Inc.  
Simpson College  
Skinner Law Offices, P.C.  
Snyder & Associates, Inc.  
Stanley Consultants, Inc.  
Storey Kenworthy  
Strategic America  
Stroh Corporation  
substance Architecture Interiors  
Design, LLC  
SVPA Architects Inc.  
Tension Envelope Corp.  
Terrus Real Estate Group  
U.S. Bank  
United Way of Central Iowa  
University of Northern Iowa  
University of Phoenix  
Upper Iowa University - Greater Des  
Moines Area  
UPS  
Van Orsdell, William  
Warren County  
The Weitz Company  
Wells Fargo Bank, N.A.  
Wells Fargo Card Services  
Wells Fargo Financial  
Wells Fargo Financial Center  
Wells Fargo Home Mortgage  
West Bank  
West Des Moines Community Schools  
West Lakes Properties LC  
Whitfield & Eddy, P.L.C.  
Willis Auto Campus  
YMCA of Greater Des Moines



The Greater Des Moines Partnership began 2008 on the heels of a successful five-year investment campaign supporting regional economic development and business climate initiatives. More than 250 companies and public partners have invested in a common regional focus - to elevate the economic vibrancy and outstanding quality of life of Greater Des Moines. The investors, listed on the opposite page, provide the resources necessary to accomplish our mission of driving economic growth.

Early in the year, Partnership stakeholders defined four priority areas of work. The priority work platforms were supported by the successful management of the financial, public policy, and communication goals of the Partnership. This report details the strategies and accomplishments advancing those priorities during 2008, and communicates the business community's return on investment.

The Partnership's regional success in 2008 was enhanced by a more unified and collaborative relationship with its Affiliate Chambers of Commerce, listed at right. Improved connectivity between the local organizations and the Partnership made the advancement of regional objectives possible and brought added value to regional members.

In 2009, the Partnership's priorities will continue to be regional economic, workforce, and downtown development, with an emphasis on regional business development in collaboration with our Affiliate Chambers. This focus will maintain Greater Des Moines' leadership position in economic and community growth.



## UNITED To Drive Economic Growth

One Voice  
One Mission  
One Region

African-American Business Association  
ALIANZA (Latino Business Association)  
Altoona Area Chamber of Commerce  
Ankeny Area Chamber of Commerce  
Bondurant Chamber of Commerce  
Carlisle Chamber of Commerce  
Clive Chamber of Commerce  
Des Moines Downtown Chamber of Commerce  
Des Moines West Side Chamber of Commerce  
East Des Moines Chamber of Commerce  
Greater Des Moines Leadership Institute  
Grimes Chamber and Economic Development  
Indianola Chamber of Commerce  
Johnston Chamber of Commerce  
Norwalk Area Chamber of Commerce  
Pleasant Hill Chamber of Commerce  
Polk City Chamber of Commerce  
South Des Moines Chamber of Commerce  
Urbandale Chamber of Commerce  
Waukee Area Chamber of Commerce  
West Des Moines Chamber of Commerce  
Windsor Heights Chamber of Commerce

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