

# THE GREATER DES MOINES PARTNERSHIP 2009 GOALS



## Regional Economic Development

Assist with 20 expansions

Assist with 10 new company locations

Increase capital investment by \$275 million

Deliver Regional Office Space Plan



## Workforce Development

Create post secondary school to work program

Expand on regional workforce delivery system

Increase awareness of Greater Des Moines' job opportunities and labor exchange capabilities through new technologies



## Downtown Development

Attract/ Retain/expand downtown businesses to create 300 jobs and increase capital investment by \$225 million

Continue implementation of the Downtown Plan and develop additional downtown amenities

Produce 5 major downtown events plus the Farmer's Market; evaluate DEG structure and develop a sustainable event plan



## Regional Business Development and Affiliate Relations

Develop Regional Member/model to its maximum potential

Raise regional member satisfaction from 66 to 75%

Seek out opportunities for our 4,400+ regional members to connect

Provide tools and resources that businesses need to grow and prosper



## Public Policy

Engage next generation leadership in regional visioning effort

Develop State Legislative Goals and advance top priorities

Deliver successful D.C. trip and advance Federal priorities



## Communications

Elevate Member-Investor Education/Outreach with 26 group presentations

Public Relations Project success with 20 national/ 10 trade-regional media placements



## Financial Management

Track investor billings and assess impact

Expand investor relations with an additional \$100,000

Demonstrate organizational efficiency