



COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Adel City Hall, 301 S. 10th Street, Adel, IA 50003

Tuesday, August 4, 2020 at 6:30 p.m.

NEW BUSINESS

- a) February 24, 2020 Minutes
- b) Residential Tax Abatement Program Review
- c) Next Steps After *Envision Adel 2040* (e.g., Zoning Map, Subdivision Ordinance, Design Guidelines, Building Code, Site Plan, etc.)
- d) Annexation Priorities, Incentives, and Urban Renewal Area
- e) Greater Dallas County Development Alliance Update
- f) Goals, Organization, Planning, and Duties of the Committee
- g) Future Groups to Meet
 - a. City of Perry
 - b. City of Waukee
 - c. MidAmerican Energy
 - d. Greater Des Moines Partnership
 - e. Mediacom, Centurylink, and Other Fiber Providers
 - f. State of Iowa

OTHER BUSINESS

ADJOURNMENT

Community & Economic Development Committee
February 24, 2020 – Meeting Minutes

The City of Adel's Community & Economic Development Committee met in the council chambers at Adel City Hall. Ockerman called the meeting to order at 6:03 p.m. Members Present: Christensen, McAdon, and Ockerman. Others Present: City Administrator Brown, Adel Partners Chamber of Commerce President Bengtson, Adel Partners Economic Development Committee chair Thomas Book, and Greater Dallas County Development Alliance Executive Director Linda Wunsch.

NEW BUSINESS

a) January 7, 2020 Minutes

McAdon motioned, seconded by Christensen, to approve the January 7, 2020 minutes. Motion carried unanimously.

c) Adel Partners Chamber of Commerce (moved before "b")

Bengtson provided a quarterly update. Approximately a third of her time with the Chamber is devoted to business development and following up with prospective businesses. The Chamber has hired Trilix Marketing to manage the brand and social media campaigns. Bengtson described several potential sites and projects that have been discussed recently.

Christensen asked about Bengtson's typical week. Bengtson said her time is spent checking in with current members, learning about future ideas and possibilities, and trying to connect relevant parties. Christensen asked what the City is missing regarding economic development. Book stated that there is not a private development corporation to invest in land and buildings. Bengtson stated that there is not an official staff member to make connections between realtors, developers, and potential business owners. A planner could also be helpful.

McAdon stated that the Chamber can be the conduit for development phone calls and can market the City's sense of community. Ockerman stated that Adel is on a path to something in between Perry and Waukee.

b) Greater Dallas County Development Alliance

Wunsch described the Alliance's various roles, including business to business, retention, and expansion. The Alliance helps companies understand State programs and helps market four certified sites. Ockerman stated that the City has heard mixed messages on certified sites, especially when City dollars are spent to prepare land the City does not control.

Christensen asked what Adel could change about economic development. Wunsch stated that having an on-call team to respond to projects, having sites that are shovel-ready for development, and a clear process for incentives would be helpful. Wunsch recommended reviewing the City of Manchester's economic development group.

d) Annexation

Ockerman stated that City Attorney Kristine Stone has been working with McClure to prepare the East Annex Sanitary Sewer Connection Fee District. The committee discussed annexation priorities based on the 2018 Strategic Plan.

An annexation request from 24459 288th Trail will be reviewed by the council. Ockerman suggested preemptively rezoning or creating a TIF district in some areas. The committee agreed to avoid some of the annexation agreements the City made in 2010-2011. Brown will review several zoning and tax questions.

e) Amending the Southbridge Urban Renewal Area and TIF District to Add Section of Southbridge Plat 2

Brown will ask Robert Cramer and Ahlers & Cooney about this proposal.

f) Urban Renewal Area and TIF District for Land near New Casey's on HWY 169

Brown stated that the new landowner in this area has not requested any incentives.

g) Organization, Planning, and Duties of the Committee; h) Future Groups to Meet

Ockerman requested meeting other groups before defining this committee. Christensen suggested talking with the State.

OTHER BUSINESS

ADJOURNMENT – 8:09 p.m.

Respectfully submitted: Anthony Brown, City Administrator

2020 Metro Residential Tax Abatement Programs

City	2010 Pop.	Residential Tax Abatement Program	Expiration	New Const. Amount	New Const. Period	Improvement Amount	Improvement Period
Adel	3,682	Three year declining scale for new construction and improvements.	1/1/2021	75% first year, then 50%, then 25%.	3 years	75% first year, then 50%, then 25%.	3 years
Altoona	14,541	100% tax abatement for five years on the first \$75,000. May require two hardwood trees.	12/31/2022	100% on the first \$75,000	5 years	100% on the first \$75,000	5 years
<i>Ankeny</i>	<i>27,117</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
Bondurant	3,860	Three year declining scale for new construction and improvements.	7/30/2021	75% first year, then 60%, then 45%.	3 years	75% first year, then 60%, then 45%.	3 years
Carlisle	3,876	100% tax abatement for five years on new construction. Five year declining scale on existing real estate (likely for improvements). Excludes multi-family of 4+ units.	4/29/2024	100%	5 years	100% first year, then 80%, 60%, 40%, and 20%.	5 years
<i>Clive</i>	<i>15,447</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
Dallas Center	1,623	100% tax abatement for five years on the first \$75,000. Eight developments eligible.	Unknown	100% on the first \$75,000	5 years	100% on the first \$75,000	5 years
<i>De Soto</i>	<i>1,050</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
Des Moines	203,433	Four different schedules of abatement are available for new construction and improvements in a targeted, low-density residential area.	12/31/2025	Depends on schedule.	Depends on schedule.	Depends on schedule.	Depends on schedule.
<i>Grimes</i>	<i>8,246</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
Indianola	14,782	Two different schedules for new construction and improvements.	Jul-23	Depends on schedule. Max. is a five-years.	Depends on schedule.	Depends on schedule.	Depends on schedule.
<i>Johnston</i>	<i>17,278</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
Norwalk	8,945	100% tax abatement for five years on the first \$75,000 for new construction and improvements.	Unknown	100% on the first \$75,000	5 years	100% on the first \$75,000	5 years
Perry	7,702	Ten year program for new construction and five year program for improvements.	12/31/2026	100% for five years, then 85%, 60%, 45%, 30%, and 15%.	10 years	100%	5 years
Pleasant Hill	8,785	Five year declining scale for new construction and improvements.	Unknown	75% first year, then 60%, 45%, 30%, and 15%.	5 years	75% first year, then 60%, 45%, 30%, and 15%.	5 years
<i>Polk City</i>	<i>3,418</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
<i>Urbandale</i>	<i>39,463</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
Van Meter	1,016	Five year declining scale for new construction and improvements.	Unknown	100% for three years, then 75%, then 50%.	5 years	100% for three years, then 75%, then 50%.	5 years
<i>Waukee</i>	<i>13,790</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
<i>West Des Moines</i>	<i>56,609</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
Windsor Heights	4,860	Four year declining scale on the first \$75,000 for new construction and improvements.	Unknown	On \$75,000, 100%, then 75%, 50%, and 25%.	4 years	On \$75,000, 100%, then 75%, 50%, and 25%.	4 years

*For improvements, owners are typically required to increase the valuation by 5-20% depending on the city.

2011-2020 Adel Residential Building Permits

Calendar Year	# of Permits*	Total Construction Value	Average Construction Value
2011	26	\$6,100,288	\$234,626
2012	29	\$7,374,073	\$254,278
2013	47	\$12,705,050	\$270,320
2014	41	\$11,768,685	\$287,041
2015	119	\$33,594,023	\$282,303
2016	138	\$38,910,606	\$281,961
2017	219	\$63,656,837	\$290,670
2018	175	\$49,986,410	\$285,637
2019	20	\$6,035,559	\$301,778
<i>2020**</i>	<i>21</i>	<i>\$5,587,753</i>	<i>\$266,083</i>
TOTALS**	835	\$235,719,284	\$282,299

**Permits include single family and duplex; additions not included*

***Figures through July 27, 2020; three new subdivisions with 160 lots total opened in October 2019*



The Ingenuity Company

Strategy | Visioning | Design Thinking | Diagramming | Organizational Development

Date:	18 June 2020
To:	Greater Dallas County Development Alliance C/O Kathleen Olson, Office Manager
From:	Joseph R. Benesh President + CEO The Ingenuity Company 920 36 th Street Des Moines, Iowa 50312 305.450.9120 joe@ingenuitycompany.com
Regarding:	Strategic Planning + Facilitation Proposal

Members of the Selection Committee:



We are pleased to offer our services as facilitators of your group's visioning and strategy session, assist in the initial outlay of goals, and suggest steps for future tactical implementation. I understand that your group wishes to have a facilitated discussion about mission, vision, supporting frameworks, objectives and organizational success metrics.

The Ingenuity Company feels we are uniquely qualified to

assist you in reaching this outcome. Below please find a little bit about us, our process, and some information about our work.

About the Ingenuity Company:

- Core Values:** *Intelligence, Integrity, Passion, Inspiration, Responsiveness, Empathy, Optimism, Inclusivity, Persistence.*
- Mission:** *Empower clients with intelligent, scalable, and dynamic solutions to accelerate their ability to achieve higher ROIs, streamlined resources, more satisfied clients, and fulfilled personnel.*
- Vision:** *Utilize our best talents and full potential to achieve success for our clients and employees; raise the visibility of the successes of clients and strategic partners to enhance, improve, and underscore the brilliance of our collective entrepreneurial spirit.*

About Joe Benesh:

Joe Benesh is a native of Newton, Iowa. Joe has a background in planning that spans more than sixteen years. His unique ability to listen, process, and framework thoughts and ideas into focused strategies and tactical implementation plans has led to purposeful and sustainable growth in the organizations he works with. In addition to the groups he has worked with in the central Iowa region, Joe has also built successful organizations in Chicago and Miami. Joe was recently asked to join the University of Iowa teaching staff as an adjunct, where he teaches strategic planning in their Masters of Business Administration program.

Joe is a Past-President of the Downtown Des Moines Chamber of Commerce, which increased its membership by 1/3 and doubled its operating budget during his term. He also serves on the boards of several non-profits dedicated to a wide range of issues in our community and around the state. Joe has been a regular blogger for the Des Moines Business Record, where he wrote a monthly blog on organizational strategy, which he is currently editing into a book on strategic planning. He is also a current blogger for the Greater Des Moines Partnership.

Joe will service as primary contact and facilitator for the included scope of work. We will not contract with any third-party vendor, as the components of the plan are consistent with this consultant's areas of expertise.

Proposal Key:

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Executive Summary / Design Brief:

In order to develop a solution, it is important to first define the question. Building an understanding of any project consists of convening a diverse range of voices, listening, and synthesizing a summary of the collected data into a useable, actionable, and measurable form.

Having worked on buildings as an architect, having developed visioning plans for cities that include education, housing, and industry strategies as a strategic planner, and having served as the leadership in a chamber of commerce organization dedicated to economic development, the wide range of my experiences has allowed me to see the value that bringing together many voices and areas of expertise can have in diverse and distinctive ways.

My role as the facilitator of your process is to take these voices, the data and insights we collect, and the current conditions and synthesize them into a tangible and measurable set of objectives, linked to an organizational end-state vision that fulfills your mission. It is also to help manage progression through the process as actively as possible, maintain engagement through frequent and responsive communication, and respecting the time and providing value of those participating in the process.

Using the methodology outlined in this proposal, I have had success on a broad range of types and scales of project work. The framework I use is adaptable to the needs of each organization I work with – deliverables, communication, and processes are built from a solid foundation of experience and expertise, and assembled from and responsive to the question defined, based on research, listening sessions, and other collected data.

Developing a data-driven end state vision for the future affords the chance for the organization to exist in spaces where there is demand, employing strategies to maintain resiliency, sustainability, and build lasting relationships with the target audience – and be able to clearly illustrate value:

- Who are we for?
- What do they seek from us?
- What do we provide?
- How are we different?
- Why will people utilize us?

The process that the Ingenuity Company uses is distinctive – it is inclusive and responsive to the specific needs of each client, and will establish:

- A Clearly Defined Vision for the Future
- A Clearly Structured Set of Goals
- Identification and Responses to Emerging Trends
- Considerations for Maintaining First-Class Services and Programs for Businesses and the Region
- Transparent and Consistent Communication Throughout the Process
- Consensus Building; Inclusive and Adaptable to Relevant Needs
- Clearly Defined Objectives, Strategies, and a Prioritized Tactical Framework
- Evaluation and Enhancements to Operations, Programs and Services
- Outreach and Community + Regional / Business Engagement
- Training and Ongoing Support for Implementation and Utilization of the Strategic Plan

The primary goal of any strategic plan is for the organization to provide an exceptional experience for their stakeholders and members of their community. I am excited about the opportunity to work with your group and facilitate a process that will allow you to imagine the next evolution of your organization, develop and realize your goals, and establish a clear picture of what the future holds for the community and the region. Economic development is the engine that powers the growth, enhancement, and improvements to the quality of life of all it impacts, and it is critical to have a plan in place to establish the very best chances for success.

Strategic Planning Summary Scope of Work

Summary : The below is a brief outline the scope of services developed per your RFP, dated 01 June 2020. Attendees for each session can be determined prior to finalizing the below. There are also team exercises that the group will utilize during the visioning session, either designed or specifically tailored for each subject matter area and based on the initial meeting series.

We have constructed a timeline that we feel is realistic to meet your goals, but want to emphasize that we are flexible; we want to be sure that we give ourselves time for the process to be successful and meet its intent.

Discovery Phase

Exploration : Orientation + listening sessions to determine format and content of Strategy Session.

Timeframe : TBD*, Mid-July 2020 (following 10 July contract execution)

Length : 90 Minutes

Who : Identified Stakeholders (follow up and coordination with staff)

Objectives:

- Identify expectations of key stakeholders / ongoing regional engagement planning
- Identify and inventory target alliance groups for focus group sessions
 - Broad Mix of Community + Regional Stakeholders / Businesses / Target Groups / Diverse + Inclusive Mix of Audience (to be developed collaboratively with staff / board)
 - Board / Leadership / Executive Committee
 - 3 Member Staff
- Outline steps, outcomes, and timeline for process
- Identify and quantify organizational dynamics to construct customized process
- Identify operational issues and best practices around economic guidance
- Definition of success metrics in key focus areas
- Development of survey topics and questions
- Work with GDCDA Strategic Planning Committee + Board to develop agenda

Research : Survey and data collection of internal and external stakeholders and community partners.

Timeframe : TBD*, Late-July / Early August (Allow Three Weeks for Survey)

Length : Via Online Survey

Who : TBD

Objectives:

- Collect survey data for use in designing Strategic Planning session, built upon listening session data
- Gain understanding of engagement, emphasis, + service delivery programming areas to create responsive process
- Test priority structure of action / activities + execution frameworks
- Evaluate success and potential organizational improvement frameworks

Deliverable : Organizational Environmental Scan, Outlook Data, + Survey Summary

Strategic Phase

Analysis : Organizational / Analysis Discussion Meeting + Presentation / Briefing with Identified Stakeholders

Timeframe : TBD*, Mid-August 2020 (can be while survey is in progress)

Length : 2-3 Hours

Who : GDCDA SPC Members

Objectives:

- Review data from outcomes and listening sessions
- Analysis of high level data to clarify planning outcomes
- Prioritization of data collected / alignment with emphasis areas
- Discuss Strategic Planning session format and make-up

Strategy Session : Framework vision, strategies, and objectives for organization, based on content gathered through research and listening sessions.

Timeframe : TBD*, Late August 2020

Length : 6 Hours

Who : Full Stakeholder Group, As Identified

Objectives:

- Support and Fulfillment of Mission
- Development of 10-Year Vision for the Organization
- Development of Vision Framework for Shorter (5-Year) Implementation, Including:
 - Establishment of Clear Mission and Vision
 - Core Tenets + Values
 - Value Proposition and Situational Analysis
 - Validate and Establish Objectives + Goals
 - Roles and Expectations / Human Resources
 - Accountability + Engagement
 - Organizational Structure
 - Potential Staff Engagement / Growth
 - Capacity Building; Prototyping and Ideation Based on Survey Feedback
 - Financial Sustainability
 - External Overview + Service Delivery Programming Analysis
 - Economic Development Planning + Best Practices
 - Discussion of Differentiators from Other Similar Groups
 - Brand Awareness, Identity, Marketing, Outreach, + Messaging
 - Outreach + Strategic Partnership Development
 - Strategic + Purposeful Board Growth

Tactical Phase

Synthesis : Meeting + Presentation/Briefing with staff and "Implementation" work group.

Timeframe : TBD*, Early-Mid September 2020

Length : 60-90 Minutes

Who : TBD, GDCDA SPC Members, Staff, + Executive Committee

Objectives:

- Refine information gathered during strategic session
- Review diagrammatic information with work groups and staff
- Define draft goals and refine objectives
- Define initial tactical items for review
- Discussion of how financial strategy / sustainability impacts Tactical Session
- Review agenda for tactical session

Tactical Sessions : Development of operation and tactical objectives for implementation.

Timeframe : TBD*, Mid-September 2020

Length : 2 Hours, Each (Number and Agenda Determined by Strategy Session)

Who : Identified GDCDA SPC Work Groups

Objectives:

- Discussion of 1,2,3 (and/or otherwise established) year time horizon priorities, timelines, and critical path action items
- **Service delivery programmatic prioritization**
- Marketing, communications, + public relations planning
- Economic development objectives
- **Organizational success metrics, key performance indicators, + benchmarking**
- **Workshop on 1-year goals to translate to tactical "action items" for implementation**
- Assign accountability agents for each tactical item - "Gatekeepers"
- Discussion of end state vision for each timeline

Deliverables : Executive Summary : Strategic Planning Documents (TBD)

Draft Delivery : **TBD*, Early October 2020**

Review Period : **October 2020**

Review Period: Draft document distributed to stakeholders for review. Format, timeline, and collection of feedback to be developed with GDCDA collaboratively to meet needs of review group.

Final Report Delivery : **Late October-November 2020**
Includes: Strategic Plan document, an executive summary of the draft Strategic Plan, a recommended package of material suitable for public distribution and outreach.

Implementation Phase

Training + Implementation : Training and distribution of tools to benefit and enable the long-term success and sustainability of the plan.

Timeframe : TBD*, December 2020 / January 2021 and Ongoing
Length : 2 Hours and/or as ongoing Sessions
Who : TBD, Based on Strategic Planning Document

Objectives:

- Reliable process training, self-adjustment of the plan framework
- Strategic Plan implementation tools, "How to Use" the plan
- Community + regional integration into plan processes and feedback on efforts
- Improve meeting processes to increase efficacy, review and updating the plan
- Provide tools for committee / staff work + board reporting
- Training on Roles and Responsibilities of the organization
- Discussion of policies and procedures updates under the new plan framework
- Ongoing support for the organization moving ahead under the new plan; advice, best practices, or other support services, as needed

Deliverables : Roles and Responsibilities Document
Implementation + Resource Planning Worksheets
Support + Development for Community / Regional Outreach + Engagement
All documents assembled into an operational strategic planning handbook

***Timeframes to be set prior to initial listening session and vary by activity module, but we will work to find the optimal timeline for our work together to satisfy the needs of your organization.**

About Our Process:

"No matter how obvious the need for change, discipline and planning are essential in cascading change through and organization. This planning needs to anticipate resistance and the need to adjust the process as it evolves." - Michael Feiner

1. **We listen. We collaborate.** We work with you with the understanding that this is your process. We have an initial listening session to determine together the best way to facilitate the strategic planning discussion and what will yield the greatest results. For you. Nothing is pre-packaged or out of the box.

Step 1: Initial Listening Session - Workshop Setting to determine rubric, format, and key stakeholders.

2. **We design.** We provide innovative thought and lead the discussion intelligently, based on research, best practices, and experience. The Ingenuity Company designs exercises to be done during the session specific to your organization and need - this allows solutions to be tailored specifically using your collective voice.

Step 2: The Ingenuity Company will prepare an agenda for a session based on the initial meeting, including exercises and outcomes.

3. **We Framework.** Creating an ecosystem that allows for reinvention and rejuvenation starts with a framework. Frameworks allow free thinking to commence; the structure of an idea being in front of you allows you to let go of the frameworks in your head - and starts to populate our discussion with goals and strategies that will ultimately make the solution successful. We build the next steps together, not unlike the steel frame of a building holding up a glass façade. Whether it's building a diagram, formulating a strategy or tactic, defining or redefining a mission or vision statement, or working to lead a discussion, we act as agents of change to develop the tools we need to synthesize a solution.

Step 3: Retreat Session - We will facilitate a session to identify / refine items set in the initial meeting, including, but not limited to : Mission, Vision, Goals and Objectives, Tactics and Strategies, Success Metrics, and Accountability Agents.

4. **We synthesize. We process.** We provide innovative, sustainable solutions. By deconstructing the idea of process and strategic development, we can break things down to their base level and rebuild them. Start with the root level and build, augment, aggregate, design. Think about each level of "need" separately and reasons and substantiators for each. This affords the greatest opportunities for long-term sustainable growth. Redefining the identity of a company's self and needs structure allows for true growth over a longer period of time, rather than a short-term solution that may not yield the intended result.

Step 4: Deliverables - We will deliver a draft Strategic Plan for your organization's review and comment and continue to work with you until you feel we are satisfied that we have a document that will allow your organization to reach its potential.

5. **We deliver. We stay engaged.** We work to help you determine metrics for how to measure success, accountability, and key performance indicators. We work with you to determine the "pain questions" on how your process or organization will continue to evolve.

Step 5: The Ingenuity Company is invested in the companies we work for - we are deeply committed to helping you reach your goals. We will remain engaged as consultants as you deem necessary as partners and supporters. We work for organizations and communities we believe in.

About Our Relevant Recent Past Work, as a Facilitator for Strategic Planning:

Strategic Planning + Organizational Framework Development + Diagramming

Capital Crossroads, Social Capital

Mission and Vision Development / Strategic Planning + Diagramming

*Downtown Des Moines Chamber of Commerce
Emerging Professionals Collaborative + NGO
Vision Marshalltown
YSS*

Mission and Vision Development / Strategic + Organizational Planning

*University of Iowa - Dept. of Anesthesia
University of Iowa - Dept. of Pediatrics
Des Moines Art Center
Hope Agency Des Moines
River Hills Community Health Center
Crescent Community Health Center
Polk County Health Services
Prevent Child Abuse Iowa
Iowa Primary Care Association
Iowa Area Development Group
New Leaders Council - Des Moines
Iowa Rivers Revival
Summer of the Arts
Eat Greater Des Moines
Animal Lifeline
One Iowa | One Iowa Action
League of Women Voters
Iowa Physical Therapy Association
Dawn's List
21st Century Forum
Greater Des Moines Area Experienced Professionals (GAP)
Des Moines East+South Chamber of Commerce
Passageway
Urban Bicycle Food Ministry*

Teaching + Didactics

University of Iowa:

*Adjunct Professor, Strategy
Seminar Leader, Design Thinking and Leadership
Guest Lecturer, Design Thinking, Strategic Planning + Creative Destruction*

Greater Des Moines Partnership:

*Strategic Planning + Organizational Development
Webinar Host*

Practical Farmers of Iowa

Strategic Planning + Organizational Development

*Des Moines Metropolitan Planning Organization (MPO)
Science Center of Iowa
Iowa Primary Care Association
Des Moines Music Coalition
Iowa Stage Theatre Company
Community Youth Concepts (CYC)
Boys and Girls Club of Central Iowa
Ankeny Young Professionals
The Beacon of Life
AIA Iowa Central Iowa Architects Section
Young Professionals of Iowa
Leadership Iowa University - ABI
Communications, West Des Moines Leadership Academy
Central Iowa Health Systems
Iowa Commission on Volunteer Service
Jaycees of Iowa*

Roles + Responsibilities Development

*Downtown Des Moines Chamber of Commerce
Vision Marshalltown
Community Youth Concepts (CYC)
Animal Lifeline
League of Women Voters
Iowa Physical Therapy Association
AIA National : Regional Associate Director Governance
Young Professionals of Iowa
Leadership Iowa University - ABI
Jaycees of Iowa*

Strategic + Organizational Facilitation

*Startup Des Moines
Downtown Des Moines Chamber of Commerce
The Iowa Clinic
Leadership Iowa - ABI
UNI Center on Domestic Violence Prevention
Des Moines Habitat for Humanity / Greater Des Moines Leadership Institute*

Eligibility:

The offeror, The Ingenuity Company, is not aware of any information bearing on the existence of any potential organizational conflict of interest. If the offeror is aware of information bearing on whether a potential conflict may exist, the offeror shall provide a disclosure statement and mitigation plan describing this information.

Testimonials:

Below please find some feedback from our past and ongoing clients.

"Joe Benesh was incredibly thorough and detail-oriented with his analysis for New Leaders Council - Des Moines.

We were impressed with him on all levels: our initial meetings with him, his homework and research, and his patient and masterful skills as a facilitator. The end product was adopted, nearly unedited, and our national Executive Director was very impressed.

Joe's capacity to facilitate group discussion and brainstorming pushed NLC to the next level."

- **Ryan Crane**, *New Leaders Council*

"Joe's services in facilitating the process to develop the foundation of Vision Marshalltown were fantastic. His talents were exactly what we needed to guide and facilitate our community leadership as we developed the mission, vision and value statements for Vision Marshalltown. His facilitation skills were outstanding."

- **Karn Gregoire**, Executive Director, Martha-Ellen Tye Foundation

"Our small organization selected Joe to lead us through a Strategic Planning session. To say we were intimidated and overwhelmed at the idea was an understatement. Joe was great about walking us through the entire process from start to many follow-ups to help us ensure we were on track and progressing in the plan we established."

- **Stacie Leinen**, Animal Lifeline of Iowa

"Joe Benesh facilitated two strategic planning sessions for our Board that allowed us to grasp the whole picture of our organization, leading us to better understand our priorities and the opportunities to best serve our members."

- **Jennifer Chittenden**, *Downtown Des Moines Chamber of Commerce*

References:

Karn Gregoire

Executive Director, Martha-Ellen Tye Foundation / Vision Marshalltown
515.271.0322 / karn@marthaellentyefoundation.org

Jeff Fleming

Director, Des Moines Art Center
641.752.8340 / JFleming@desmoinesartcenter.org

Liz Cox

Executive Director, Polk County Health Services
515.243.0867 / l.cox@pchsia.org

Amy Walden Madden

Executive Director + Co-Founder, Hope Agency Des Moines
515.331.4142 / AmyWM@hopeagencydsm.org

Gunnar Olson

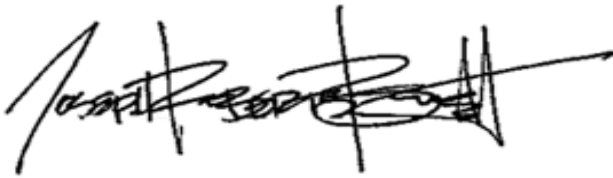
Communications + Strategy Manager, Des Moines Metropolitan Planning Organization (MPO)
515.334.0075 / golson@dmampo.org

Dan Raedeker

Vice President of Community Engagement, Science Center of Iowa
515-245-4005 / dan.raedeker@sciowa.org

Please do not hesitate to contact me regarding any questions you might have on the above. We are very excited about the opportunity to work with the Greater Dallas County Development Authority.

Thank you for your time and consideration,



Joseph R. Benesh, MBA
President + CEO, The Ingenuity Company