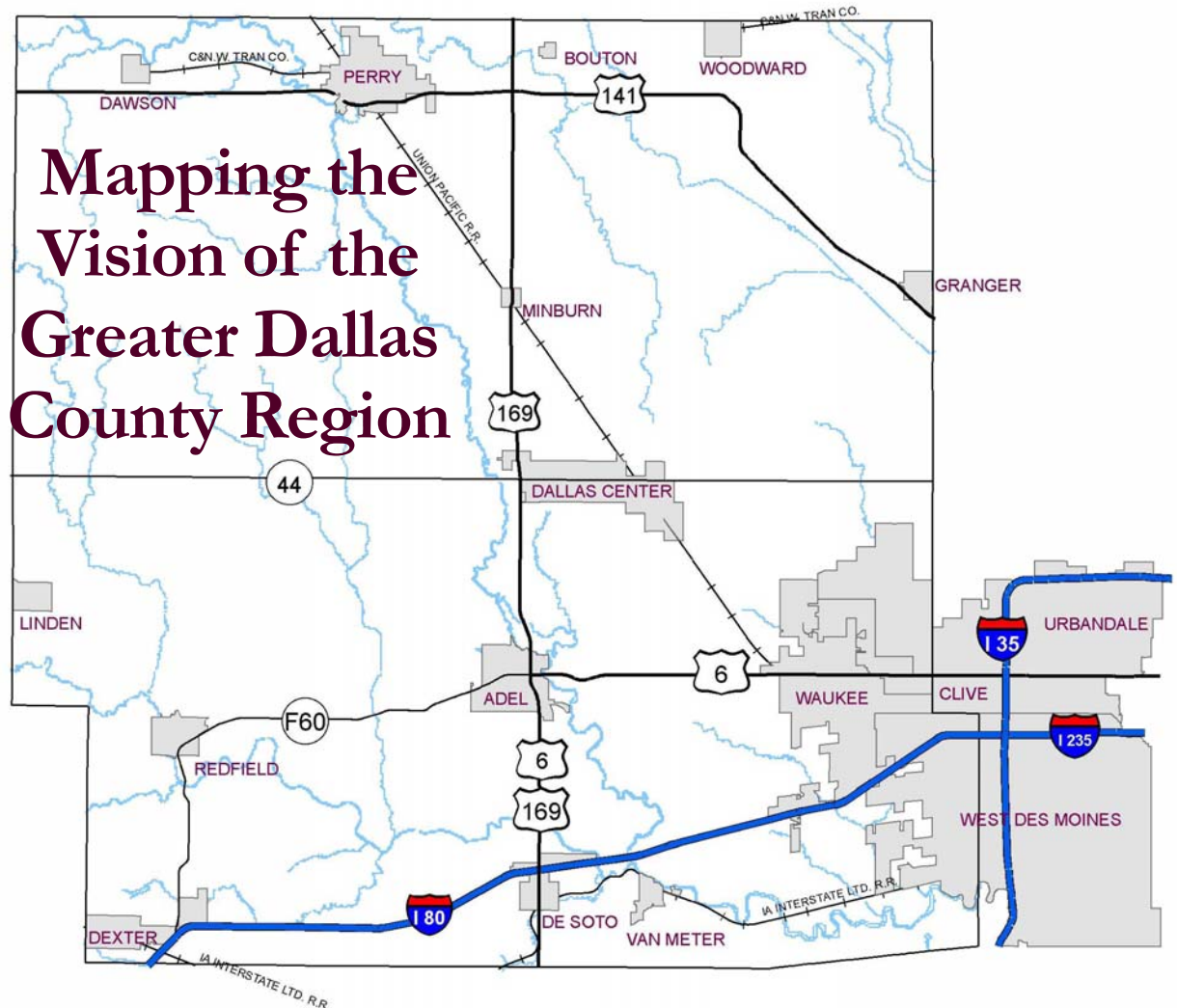


# Greater Dallas County Development Alliance



Vision ~ Options ~ Growth



September 2005 | Annual Report

2004 - 2005

## Board of Directors

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Clyde Evans, President  
Wayne McKinney, Vice President  
Doran Ryan, Secretary/Treasurer  
Deb Calvert, Past President  
Marc Meyer  
Jody Gunderson  
Tom Jorgenson  
Kim Chapman  
Tony Oberman  
Dale Swanson  
Butch Niebuhr  
Andy Varley  
Mark Miller  
Brett Bosworth  
Chris Voggesser  
Representative Ralph Watts  
Representative Donovan Olson  
Representative Jodi Tymeson  
Senator Doug Shull  
Senator Jerry Behn

### **Staff**

Linda Schaut, CEcD, Executive Director  
Debbie Kastantin, Research Analyst  
Julie Einck, Business Development  
Leann Reiste, Administrative Assistant

## Mission Statement

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*The mission of the Greater Dallas County Development Alliance is to retain, stimulate and facilitate targeted high-wage, high-growth business investments in the communities served.*



**D**uring the 2004-2005 Fiscal Year, The Alliance Board of Directors and staff worked diligently to internationally position Dallas County as the place to live and work. Staff visited with a delegation of New Zealanders seeking business opportunities in Iowa and shared the Dallas County advantage. The organization's website was revamped and an improved world wide web presence was unveiled. Staff continues to work with companies like Pioneer International and Hy-Line International to strengthen and maintain their established research and production facilities in Dallas County.

Greater Dallas County's strategic position at the crossroads of Interstate Highways 35 and 80 makes our location desirable for companies needing quick and easy access to customers and suppliers. The Alliance recognizes the importance of a quality transportation infrastructure for economic development projects and spent a great deal of time assisting in the development of comprehensive plans for new and improved roadways, railroad options and general aviation projects. The Alliance, with our member communities, participated in the Greater Des Moines Partnership's Washington, D.C. lobby trip seeking federal support for such things as highway interchanges, highway corridor improvements and highway system studies.

The Alliance has assisted with 12 projects during the 2004-2005 Fiscal Year. The Alliance has most recently announced our assistance in placing an Iowa office for Assurant Inc. in West Des Moines and successfully obtaining state funding support for a company out of Irvine, California, Westec Interactive, as they plan a new major office location in West Des Moines.

Dallas County continues to be the fastest growing county in Iowa and the 10<sup>th</sup> fastest growing in the nation. The Alliance team is committed to carefully mapping growth and development of the area for the future benefit of all of our citizens. Your continued support of The Alliance makes this possible.

Thank you,

A handwritten signature in black ink that reads "Clyde E. Evans". The signature is written in a cursive, flowing style.

Clyde E. Evans, President  
Greater Dallas County Development Alliance



**D**allas County is the fastest growing county in Iowa...and the tenth fastest growing in the nation. To ensure the area continues to attract high-value growth, The Alliance launched a funding campaign during the 2004-2005 Fiscal Year. The Vision 2005 Campaign goal is to raise \$500,000 to support an aggressive, focused three-year economic development strategic plan. Co-chairs for the campaign are Mark Miller of Pioneer Hi-Bred International and Bob Baird of Raccoon Valley Bank.

Four investment levels are available:

Investment Level	Annual Investment
Visionary	\$5,000
Catalyst	\$2,500
Champion	\$1,000
Advocate	\$ 500

General investor benefits include an insider's e-newsletter, briefings and networking and promotional opportunities. Visionary investors are entitled to a seat on The Alliance Board of Directors.

“While greater Dallas County as part of the central Iowa region is promoted through the

Greater Des Moines Partnership, the new dollars will be utilized by The Alliance to increase efforts to uniquely position and market the greater Dallas County area that will lead to the attraction of new businesses that are a good match with our strengths and assets,” said Mark Miller. “Plans are to enhance The Alliance’s online presence and to implement an Internet marketing strategy to attract targeted visitors to the website. Funds will also be used to develop printed materials to support The Alliance’s marketing-sales strategies.”

In accordance with the organization’s strategic plan, funds will be utilized to develop a comprehensive five-year economic development strategic growth plan for the county in collaboration with county leaders and municipalities, enhance The Alliance’s existing business outreach and networking programming to retain and grow existing business investments and jobs, and strengthen local community economic development preparedness and competitiveness through product development and training.

The strategic plan includes specific measurable goals and reporting protocols. “The Alliance’s goal will be to generate a significant return on investment for our investors and stakeholders including the residents of greater Dallas County in terms of quality job creation and an expanded, diversified economy,” Bob Baird, Vision Campaign co-chair.

**2005 VISION CAMPAIGN INVESTORS**

(As of August 1, 2005)

**VISIONARY**

**CB Richard Ellis/Hubbell Commercial**  
**Des Moines Area Community College**  
**DeWaay Capital Management**  
**Iowa Health Systems**  
**MidAmerican Energy Company**  
**Mid-America Group**  
**Hy-Line International**  
**Peoples Trust & Savings Bank**  
**Pioneer Hi-Bred International**  
**R&R Investors**  
**Raccoon Valley Bank**  
**Regency Commercial Services**  
**Stanbrough Development**  
**Weitz Companies**  
**Wells Fargo Banks**  
**West Bank**  
**West Lakes Properties**  
**Xenia Rural Water**

**CATALYST**

**Percival Scientific**

**CHAMPION**

**Alliant Energy**  
**Gilchrist-Jewett**  
**Guthrie County REC**  
**McAninch**  
**Perry Industries**  
**United Brick and Tile**

**ADVOCATE**

**Aquila**  
**Holmes Murphy**

“Very simply put – the reputation and knowledge of the Greater Dallas County Development Alliance staff, coupled with the growth happening in Dallas County made it a very easy decision to become one of the first visionary members of The Alliance.” - Chris Voggesser, The Weitz Company

“As a six year member of The Alliance, Hy-Line has consistently received tangible returns on our membership dollars. When The Alliance recently presented the Vision Campaign to us, we knew our continued investment was the right decision and one that would keep us on the leading edge of development issues and opportunities that impact our operations and the business environment countywide.” – Dr. Dennis W. Casey, President, Hy-Line International

ORGANIZATIONAL DEVELOPMENT VISION ...

At the July 2005 Board of Directors' meeting, by-laws for The Alliance were revised to state: "The members of the Board of Directors shall consist of the following designated areas. Cities with population over 3000 shall have one seat from each member city and one (1) city seat representing all other communities and the Dallas County Board of Supervisors shall be represented by one (1) seat. The remaining seats on the Board shall be held by a representative of the Visionary level members of the organization. Additionally, honorary non-voting board seats will be extended to those individuals elected to represent all or a portion of Dallas County in the Iowa House of Representatives and the Iowa Senate."

The Alliance Board of Directors for the 2005-2006 Fiscal Year  
(As of August 1, 2005)

NAME	REPRESENTING
Clyde Evans, President	City of West Des Moines
Wayne McKinney, Vice-President	McKinney Law Firm
Deb Calvert, Past President	MidAmerican Energy Company
Doran Ryan, Secretary/Treasurer	People's Trust & Savings Bank
Andy Mumma	Raccoon Valley Bank
Marc Meyer	West Bank
Jody Gunderson	City of Waukee
Tom Jorgenson	Hy-Line International
Kim Chapman	Dallas County
Dale Swanson	City of Adel
Butch Niebuhr	City of Perry
Andy Varley	At-Large Community Representative
Mark Miller	Pioneer Hi-Bred
Brett Bosworth	R&R Investors
Chris Voggesser	Weitz Companies
Evan Oster	Westlakes Properties
Kyle Gamble	CB Richard Ellis
Brad Long	Mid-America Group
Ward Phifer	Regency Commercial Services
Jeff Frey	Wells Fargo Bank
Rob Denson	Des Moines Area Community College
Daryl Henze	City of Urbandale/UDA
Eric Crowell	Iowa Health Systems
Don DeWaay	DeWaay Capital Management
Dan Miller	Xenia Rural Water
Mark Trost	Stanbrough Development
Representative Ralph Watts	House District 47
Representative Donovan Olson	House District 48
Representative Jodi Tymeson	House District 73
Senator Jerry Behn	Senate District 24
Senator Doug Shull	Senate District 37



**G**round-breaking activities visually remind us of the success The Alliance team has realized in recruiting, retaining and growing business developments in the greater Dallas County area. From the Wells Fargo Corporate Campus in West Des Moines to the newest Commerce Park Campus by DeWaay Capital Management, The Alliance team has partnered in making the capital investment and job growth planned by these companies happen.



“My vision for a new headquarters location for my company and the Commerce Park campus in Clive, Iowa was aided by Linda Schaut and her team at The Alliance. The Alliance team understands the Iowa Department of Economic Development (IDED) project application process and their assistance with the submittal to the IDED was instrumental in receiving the successful grant award. Additionally, the team served as a liaison for our company with numerous other partners including the City of West Des Moines, the City of Clive, MidAmerican Energy Company and Des Moines Area Community College. Through Linda’s expert advice DeWaay Capital Management was able to work with MidAmerican Energy to utilize their energy efficiency savings programs in our new construction plans. Des Moines Area Community College’s job training programs was another recommendation from The Alliance team that will be beneficial to our company as we grow our team. I extend my thanks and appreciation of Linda and The Alliance for their help in making my vision a reality.”

- Don DeWaay, President  
DeWaay Capital Management

BUSINESS DEVELOPMENT VISION ...

“The Alliance was instrumental in preparing and writing the RISE grant for the Wells Fargo project undertaken by the City of West Des Moines. Their assistance helped realize the single



largest RISE grant awarded in the history of the Iowa Department of Transportation (I-DOT) and a significant benefit to the City. The Alliance secured prompt turnaround on the grant, providing a product in less than a week. Linda Schaut, in particular, utilized her contacts to facilitate an acceptable proposal

for I-DOT. By structuring the grant for a period of two years, The Alliance was able to secure this unprecedented amount of money for the City. As Mayor and City Manager, we appreciate The Alliance’s dedicated and effective efforts to improve the economic vitality of West Des Moines.” - West Des Moines Mayor, Eugene Meyer and City Manager, Jeff Pomeranz

“The professionalism of The Alliance staff in assisting the commercial brokerage community in presenting land (such as the site purchased by Wells Fargo) and buildings for prospects considering a central Iowa location is exceptional.”

- Jeff Segin, Knapp Properties.



The Alliance met with representatives of Assurant Inc. late last year as the company pursued opportunities to open an Iowa office. That decision was announced in February and 25 people are now employed in the newly opened West Des Moines location.

Westec InterActive of Irvine, California expressed interest in placing a major new office location in Dallas, Texas or central Iowa. The Alliance team immediately began working with company leaders in reviewing their options and promoting the greater Dallas County area as the right location for this company. The Alliance prepared an Application for Financial Assistance and submitted the necessary materials to the Iowa Department of Economic Development and in June, the IDED approved funding assistance through the Community Economic Betterment

## BUSINESS DEVELOPMENT VISION ...

Account (CEBA) of a \$350,000 forgivable loan and a \$150,000 five year 0% interest loan. The City of West Des Moines agreed to provide a local match for the CEBA of a five year 5% loan of \$100,000. In exchange, Westec has agreed to make an initial capital investment of \$2.5 million and create 100 jobs over the next three years with an average starting salary of \$48,000. Westec has negotiated office space in the Sonoma Building in the Dallas County portion of West Des Moines and a skeletal crew will be in place by fall of 2005.

The work of The Alliance continued on the heels of the Westec Interactive project as work began with MortgageHub of Conshohocken, Pennsylvania. One of the original founders, Bill Adamowski, had recently been named Interim CEO of MortgageHub and it became his goal to recruit the company back to Iowa, put a solid management team around the product and build sales out to \$15-\$20 million annually.

The Alliance team went to work to help Mr. Adamowski realize his vision for MortgageHub. In collaboration with The Greater Des Moines Partnership, The Alliance provided



technical support and grant writing assistance in preparing the application for financial assistance to the Iowa Department of Economic Development. As a requirement of the Community Economic Betterment Account (CEBA) application is a local government match, The Alliance worked with officials from the City of Urbandale to obtain the necessary support from the community. On July 21, the IDEED announced funding assistance of a \$150,000 loan – 50% which is forgivable and 50% as a 0% interest loan.

MortgageHub anticipates a very quick transition to Urbandale, with the move happening as soon as late third quarter or early fourth quarter of 2005. One of the first initiatives in their new location will be to hire a strong sales team to open new markets. Very few current employees will be moving with the company to their new location and a total of 23 jobs paying an average salary of \$73,250 per year is the projected need.

Pioneer Hi-Bred International plans for a research facility in Dallas Center, announced last year, have proceeded smoothly during this past fiscal year and additional land acquisition and job creation is taking place. During the 2005-2006 fiscal year, it is anticipated that an additional six acres will be incorporated into the Dallas Center campus. Job creation has been greater than anticipated with close to 75 employees located at the Dallas Center site. The Alliance team has continued to provide business assistance to Pioneer to strengthen their presence in the greater Dallas County area.

"Perry Economic Development Inc. is very grateful for all the hard work that Linda Schaut and her staff at The Greater Dallas County Alliance did on the (USDA) REDL&G grant project. Without their assistance Perry, Iowa would not have been the recipient of a \$300,000 interest free loan. This loan will allow Perry Economic Development to go forward with the construction of a new 30,000 square foot spec building in our community, and the possible creation of many new jobs."

- Rich Jones, President Wells Fargo Bank, Perry

## BUSINESS DEVELOPMENT VISION ...

The Alliance team completed another successful year of our Existing Business Program utilizing the nationally recognized Synchronist® survey system in identifying needs and issues with existing companies in our service territory. Thirty-six companies were called upon during the 2004-2005 Fiscal Year as part of this program.

It is a safe rule of thumb among economic development professionals to say that 80% of new jobs are created by existing businesses. It is also known that 100% of job loss comes from existing businesses.

The Urbandale Development Association has increased member benefits due to the coordinated effort with the Greater Dallas County Development Alliance. The Alliance is the lead organization in responding to economic development prospects considering a location or expansion of their operation in Urbandale; however the professional staff offers expertise beyond that role.

The most recent example I am personally aware of is when I accompanied Linda Schaut on a call to review services available to a local developer. The developer was in the process of constructing a facility for a local business that was expanding and hiring additional staff. The developer arranged an appointment with the company and Linda to investigate the potential of programs that may assist them in their growth plans. Job Training through the community college was identified as a program that would help this company in the training of new employees as well as helping with retraining some of the existing employees. State and City incentives in connection with the construction of a new facility were also identified as having the potential to improve the bottom line for this company. This would in turn allow the company to expand more quickly into another market area with less stress on the financial side. The knowledge that Linda and her staff bring to economic development projects will continue to help keep Urbandale companies located in our community and assist them in their expansion needs.

- Ken Wunsch, President, Urbandale Development Association

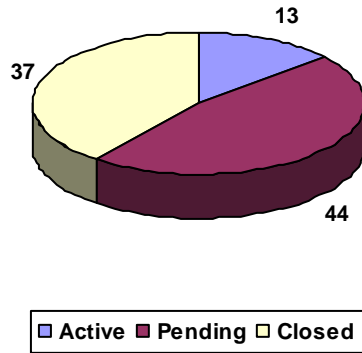
The aggregate "Investment Forecast Report" generated from information received during last year's business calls reveals important growth information in the area of capital investment and employment. The current employment figure for the companies responding totals 1,898. The estimated total job growth planned by these companies is 347 positions or an 18% growth. A total of \$8,481,000 is the estimated dollar investment in expansion plans for an additional 50,400 square feet of space.

Executives interviewed provided an overwhelmingly high evaluation of the local work force. On a scale of 1 to 5, with 5 being the highest ranking, the local work force quality, stability and productivity factors received an aggregate average score of 4 or higher. Worker availability ranked slightly lower with an average score of 3.54.

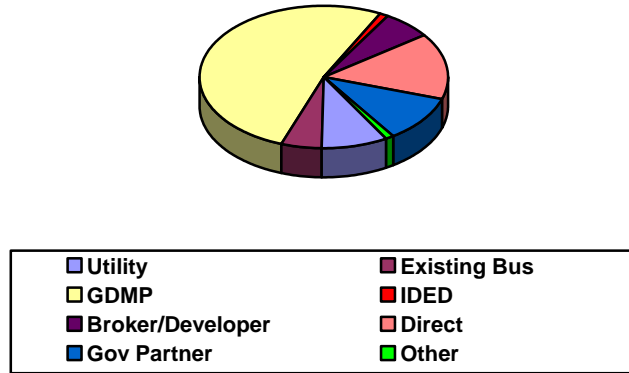
The executives also ranked local public services very highly. In the category of public safety and emergency services, the average score was 4.5 or higher. Community planning received a score of 4.42. The local K-12 schools also scored 4.63.

The Alliance team will continue to make this program a priority coupled with new business recruitment to keep our local economy strong.

**FY 2004-2005 Prospects**



**Lead Source FY 04-05**



**Closed Projects – 2004-2005 Fiscal Year**

12 Projects Completed in Service Territory

Total Capital Investment = \$33,646,000

Additional Square Footage Occupied = 97,900 SF

Jobs Retained = 704

Jobs Created = 517

Total Grant \$ Leveraged = \$1,500,000

Total Tax Incentives Offered = \$789,371

Local Government Match \$ Leveraged = \$273,800

Job Training \$ Received = \$1,085,246

**Cumulative three year business expansion and prospect activity:**  
 Total # of Projects Completed: 26  
 Total Capital Investment: \$571,993,203  
 Total # of Jobs Created: 2,775  
 Total # of Jobs Retained: 3,143  
 Total Grant Dollars Leveraged: \$12,735,000



Carefully planning and mapping out the growth scenarios, in a region experiencing rapid change such as the greater Dallas County area, takes vision and collaborative partnerships working together to pursue a multitude of options. Seventeen communities are geographically positioned at least in part within the county line boundaries and an eighteenth - the City of Grimes - is growing west across the Polk/Dallas line. Working with the municipal governments of all of these communities as well as with the County Board of Supervisors for Polk and Dallas is crucial to achieve comprehensive land use planning, zoning and annexation agreements beneficial to everyone. Additionally, this collaboration is essential for transportation and utility infrastructure planning that must take place for strong economic development activity to continue.

“The City of Adel has been a member of the Alliance since it was formed in 1987. Dallas County has been growing at a rapid rate – 10<sup>th</sup> fastest in the country – and I have seen the Alliance board of directors and staff position themselves to provide a wide range of services to all communities from supporting roles to actually helping close deals. Economic development is the cornerstone of any prosperous county and we are truly fortunate to have a professional staff providing quality service to that end. We look forward to continuing our relationship with the Alliance.”

- Mayor Jim Peters, City of Adel

The Alliance team meets on a monthly basis with our community representatives through the City Clerks Committee and the Mayors Association. The Mayors of Dallas County have worked diligently on important issues with County-wide impact such as the creation of a Local Housing Trust Fund and a County Endowment Fund. The Dallas County Mayors are also represented in regular meetings with leaders of Polk County and Warren County communities on issues such as Project Destiny – another collaborative effort organized through the Greater Des Moines Partnership calling for the creation of a regional authority encompassing the governments of Polk, Dallas and Warren Counties and their respective municipal governments. The “Regional Authority” will be organized as a public/private partnership whose mission will be to advance and help finance quality of life amenities in Central Iowa including publicly owned regional facilities, a regional multi-purpose recreational trails system and culture, arts, scientific and historic preservation organizations.

These projects promote a quality of life in the Dallas County area which benefits businesses and residents.

COMMUNITY DEVELOPMENT VISION...

“Over the course of the past year the GDCDA staff has been instrumental in facilitating, coordinating and managing the efforts of the Dallas County Mayors Association to help establish the Dallas County Housing Trust Fund and the Dallas County Endowment Fund. These two entities will have a huge impact on the lives of the citizens of Dallas County for decades to come. Without the help of the Alliance Team, these new institutions might not exist.”  
- Mayor Marty Glanz, City of DeSoto

Greater Dallas County has existing transportation infrastructure with Interstate 80 and Interstate 35 meeting at our eastern border which helps drive commercial and business development in the region. Building on this interstate highway backbone, The Alliance believes the addition of a dedicated general aviation airport in Dallas County will complement our ground transportation system. We believe it will enhance the Central Iowa business climate by assisting Des Moines International Airport and Ankeny Regional Airport in efficiently and reliably moving goods and people to their destinations.

“Our experience with the Greater Dallas County Development Alliance has been in co-developing various projects to create economic opportunity. Our experience has been that they are quick to respond to requests and are very efficient at obtaining critical data and history necessary to evaluate various economic development opportunities. Their staff is friendly, proficient and visionary in their thinking.”  
- Terry Lutz, President, McClure Engineering

Although Dallas County lost a railroad line through abandonment this past year, the Iowa Interstate Railroad line running along the southern border of the county is slated for improvements and upgrades. The Alliance is pursuing opportunities for the placement of industrial projects along this route to take advantage of this transportation asset. Increased interest in access to rail among our prospect inquiries are driven by the higher costs of gasoline and the trucking industries shortage of drivers. The Alliance is dedicated to keeping as many transportation options as possible available to our business prospects.



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During the next year, The Alliance team will continue to drive economic development opportunities making the Greater Dallas County area a destination place to live, work and play.

Greater Dallas County

Development Alliance

(The Alliance)

813 Main Street

Adel, Iowa 50003

PHONE: 515.993.3009

FAX: 515.993.2804

Email: [info@dallascounty-ia.org](mailto:info@dallascounty-ia.org)

[www.dallascounty-ia.org](http://www.dallascounty-ia.org)

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