



GREATER DALLAS COUNTY
Development Alliance

Annual Report 2023



7037 Vista Drive
West Des Moines



dallascounty-ia.org



+515-987-2020



info@dallascounty-ia.org



ABOUT GDCDA

As a public/private partnership committed to facilitating economic vitality and enhancing the quality of life in Dallas County, Iowa, the GDCDA has continued to be a driving force supporting the economic growth and prosperity experienced in the region. As we reflect on the past year and look ahead to the future, the Greater Dallas County Development Alliance remains focused and committed to showcasing the Dallas County difference. We are proud of the progress that continues to make Dallas County a premier place for living, earning, immersing, and doing business. We invite you to join us in experiencing this difference and to explore the endless opportunities that Dallas County offers.

MEET OUR TEAM



Rachel Wacker
Executive Director



Grace Grob
Economic Development Manager

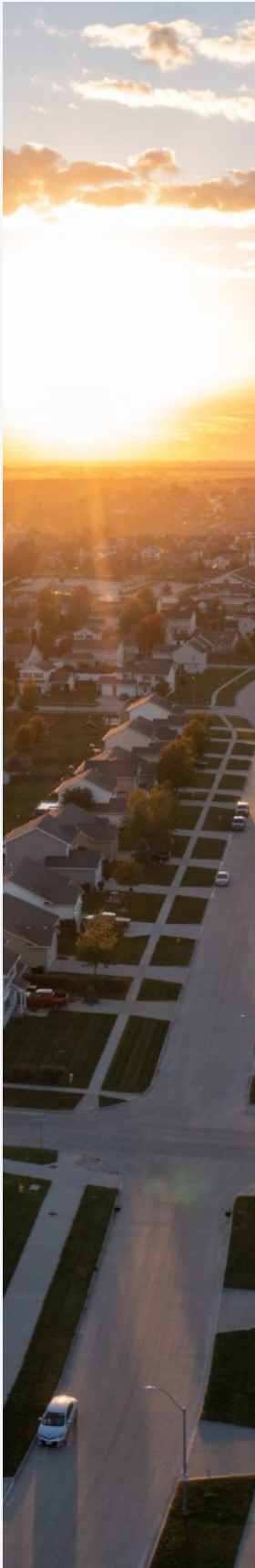


Kathleen Olson
Office Manager



Creighton Cox
Business Outreach & Development
Consultant

In the past year, the GDCDA has taken significant strides in its commitment to fostering economic development and strengthening our connection with local business and industry. One of the key highlights of our progress has been the addition of two positions to our team: the **Economic Development Manager** and the **Business Outreach & Development Consultant**. These additions represent a significant step forward in our ongoing journey to make Greater Dallas County the premier destination for business and improved quality of life. The GDCDA's staff brings energy, expertise, and passion for the mission, and their contributions are vital as we continue to experience the Dallas County difference and set best standards for excellence in economic development.



MISSION

- By leveraging the strengths of our region, the Greater Dallas County Development Alliance seeks to improve economic success and achieve a higher quality of place.
- The GDCDA remains dedicated to our mission, driven by the belief that by uniting our strengths and resources, we can forge a future that benefits all who call this remarkable region home.

VISION

Through a **renewed focus on members**, the Greater Dallas County Development Alliance will transform, provide connections to resources, and convene conversations with partners to be consistently present and support the momentum of expansion and development in our region and set the stage for future growth and sustainable success.

PROGRESS ZONES



Branding and Website

In light of our evolving brand identity and digital presence, it's important to acknowledge that our previous logo, and website may not fully align with our current standards of excellence. Our aim is to enhance our reputation and trustworthiness among clients.



Strategic Plan

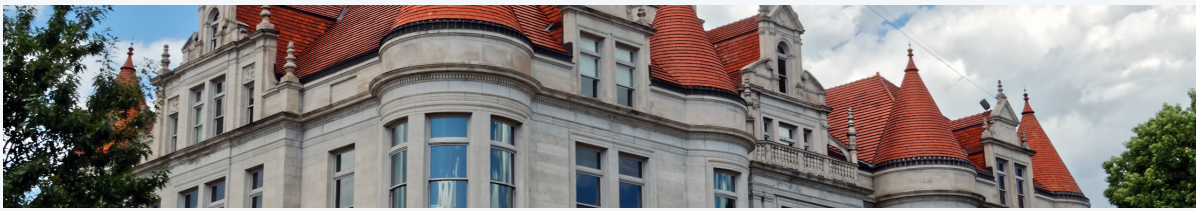
In 2021, the Board of Directors took the initiative to create a strategic plan to establish a mission for the future of the organization. Since it's implementation, the strategic plan presented a need to be more agile, proactive, and open to change so we can capitalize on new avenues for success.



Rightsizing Office Space

Due to overhead expense and size of office, leadership made the fiscal decision to find a works space better suited for the GDCDA's back office operations.





IMPROVEMENTS



Branding and Website Design

The updated the logo and website convey a sense of professionalism, trustworthiness, and dedication to quality. This has positively influenced how members and clients perceive the GDCDA.



Strategic Plan

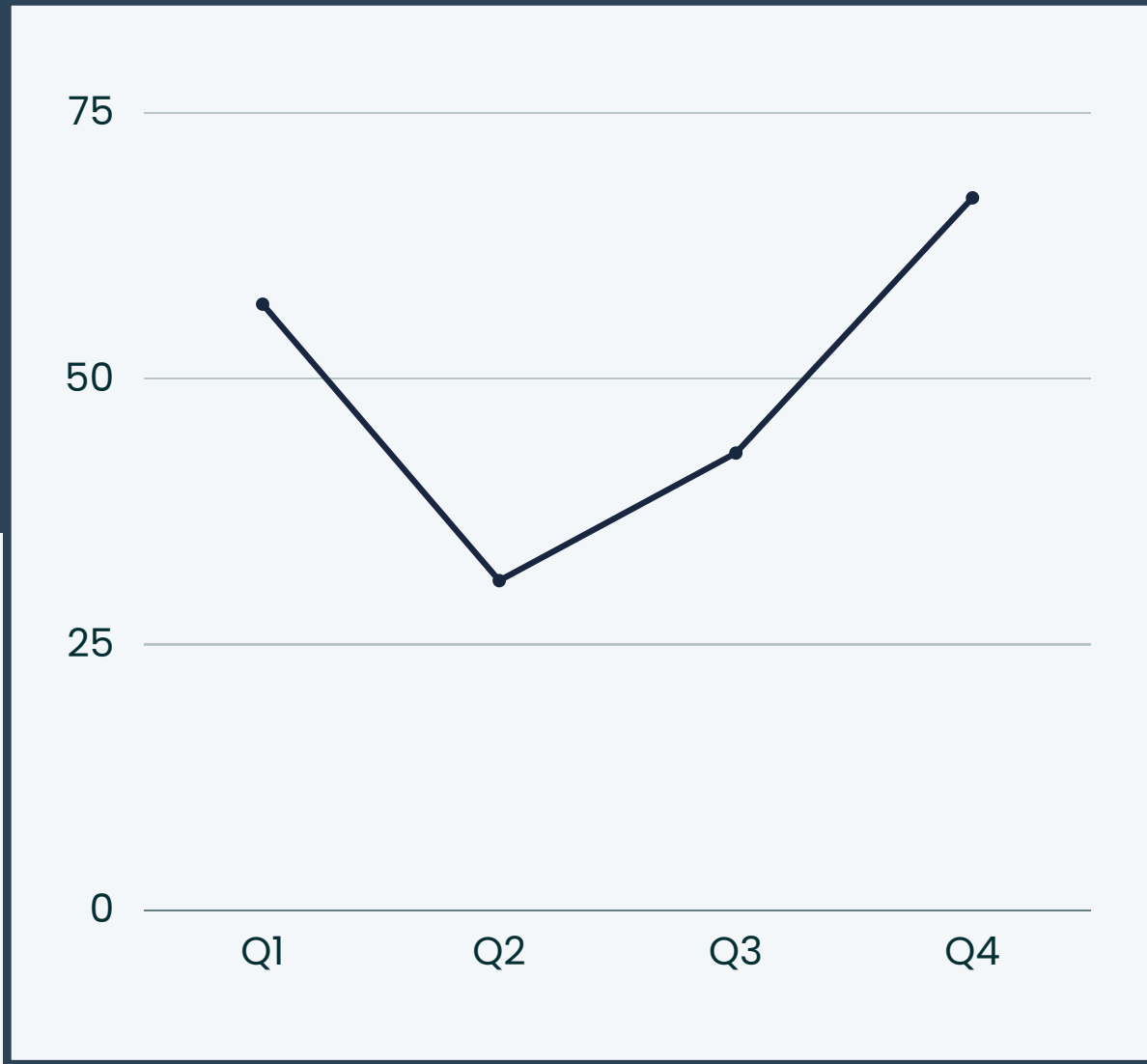
Staff hosted a board retreat to gather feedback on areas of improvement and renewed focus on the plan's mission and vision. The updated the strategic plan allows the GDCDA to identify and capitalize on new opportunities. The GDCDA believes that neglecting to adapt can result in missed growth opportunities.



Downsizing Office Space

The GDCDA moved into a smaller office space with lower overhead, translating to lower rent and expenses. The new location's amenities at no additional charge provides a cost savings that created a direct impact on the bottom line for operation expenses.

BOARD ENGAGEMENT



The data representing board engagement across the four quarters of the calendar year, with last year's annual meeting as the baseline, indicates some fluctuations in engagement. These fluctuations highlight the importance of tracking and analyzing board activities to ensure consistent and effective year-round governance and board participation.



WHAT WE ARE INVOLVED IN

- **Mid Iowa Planning Alliance Executive Board** allows for engagement in strategic regional planning, which is pivotal in our long-term sustainability and prosperity.
- **Greater Des Moines Partnership's Rural Development Committee and Business Retention and Expansion Committee.** The GDCDA's seat at the table ensures representation while addressing specific challenges and opportunities our communities and businesses face, ensuring that economic development efforts are inclusive and comprehensive.
- **Co-chair of the Greater Des Moines Partnership Practitioners Group**, where collaboration with experts in the industry plays a vital role in shaping the economic development strategies and best practices for our region.
- **Adel Partners Economic Development Committee** is instrumental in advancing both business retention and attraction pillars, ensuring the sustained success of local businesses while actively seeking new opportunities for economic growth.

WHAT WE WILL BE FOCUSING ON NEXT YEAR

The GDCDA has identified three key focus areas that will guide our efforts and initiatives:

Programming Enhancement: This includes launching new initiatives to provide valuable resources, training, and support to local leaders, entrepreneurs and small businesses. Additionally, these efforts paint a better picture of Dallas County being a great place to live for all ages, abilities, backgrounds, and values.

Housing Development: The GDCDA's vision of collaborating with local builders and developers to increase the availability of affordable and attainable housing options. The intent is to accomodate a diverse range of residents. We will be exploring innovative housing solutions that meet the unique needs of each community.

Childcare Needs: To address this pressing need, the GDCDA will work closely with childcare providers, local organizations, and government agencies to asses gaps, expand childcare options, and improve the quality of early childhood education services. throughout Dallas County.



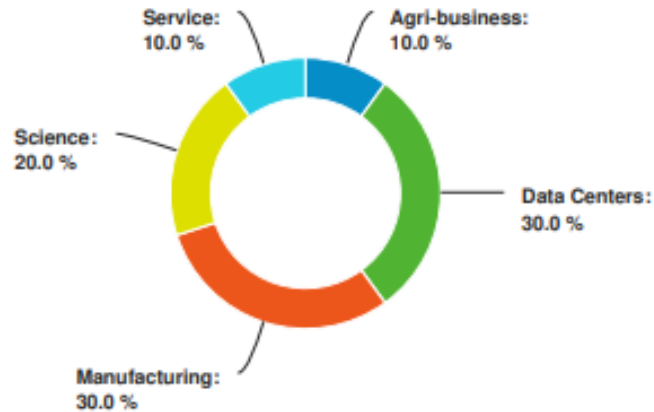
OSMUNDSON MANUFACTURING TO EXPAND FACILITY IN DALLAS COUNTY

Osmundson Manufacturing Co., a fifth-generation family-owned company, designs agricultural disc, coulters, and seeding blades for original equipment manufacturers and distributors worldwide. The company plans to expand its Perry facility by approximately 20,000 square feet to increase manufacturing capacity and employee amenities. The board awarded this \$19 million capital investment project tax benefits through the HQJ program. It is expected to create 17 jobs, of which two are incented at a qualifying wage of \$28.70 per hour.

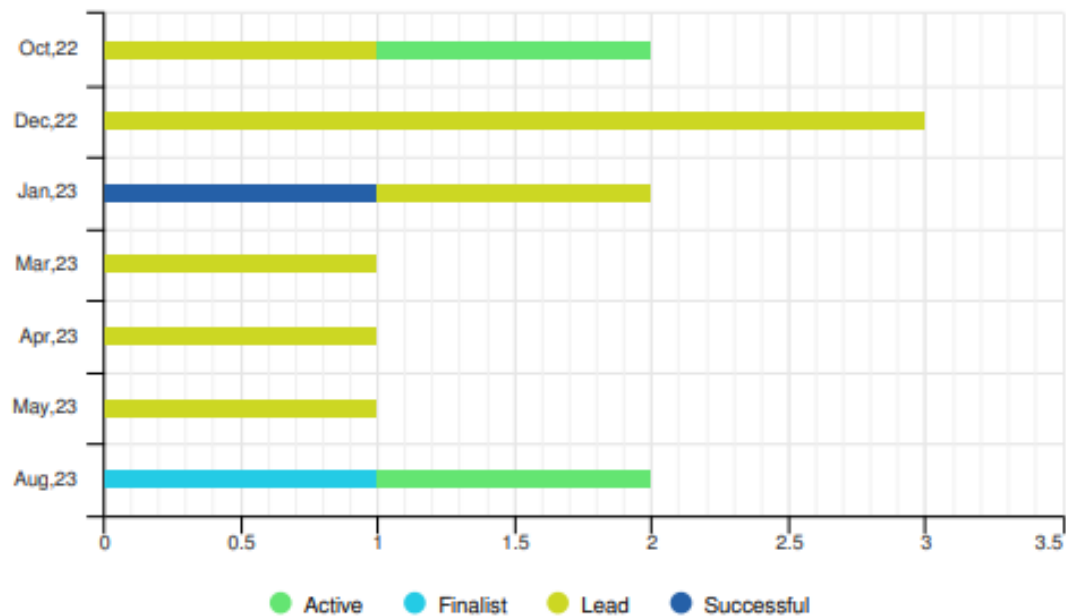
Osmundson is a clear indicator that our County is open for business and thriving as a hub for innovative and forward-thinking companies.

PERFORMANCE METRICS

Prospects By Type - From: 09/01/2022, To: 10/05/2023

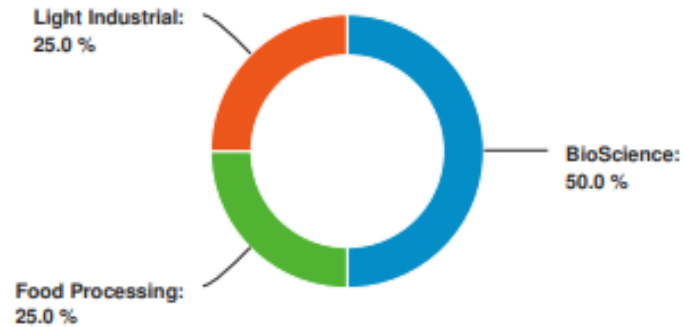


Business Prospect - From: 09/01/2022, To: 10/05/2023

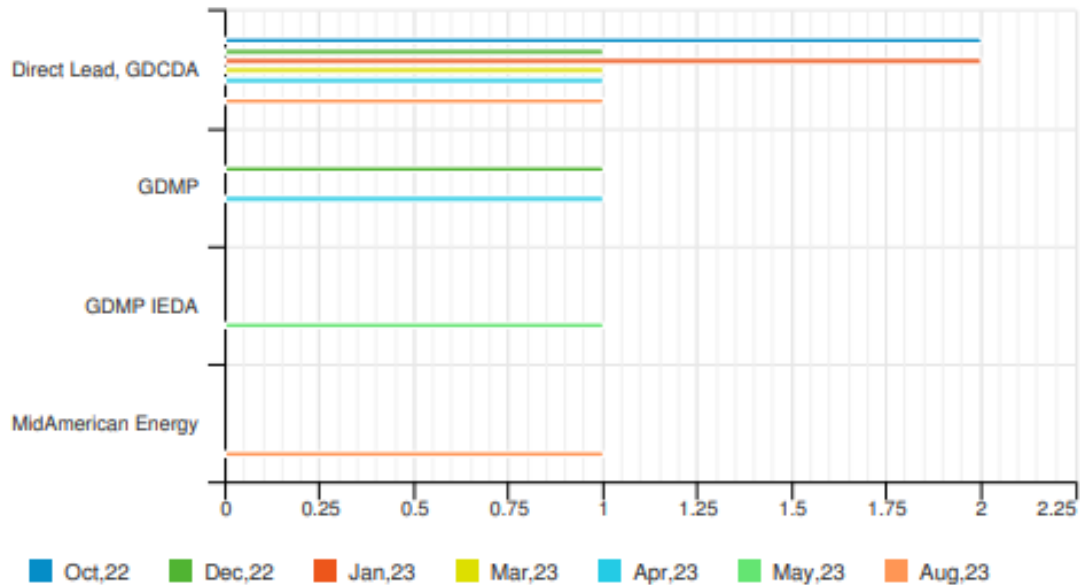


PERFORMANCE METRICS

Industry Type - From: 09/01/2022, To: 10/05/2023

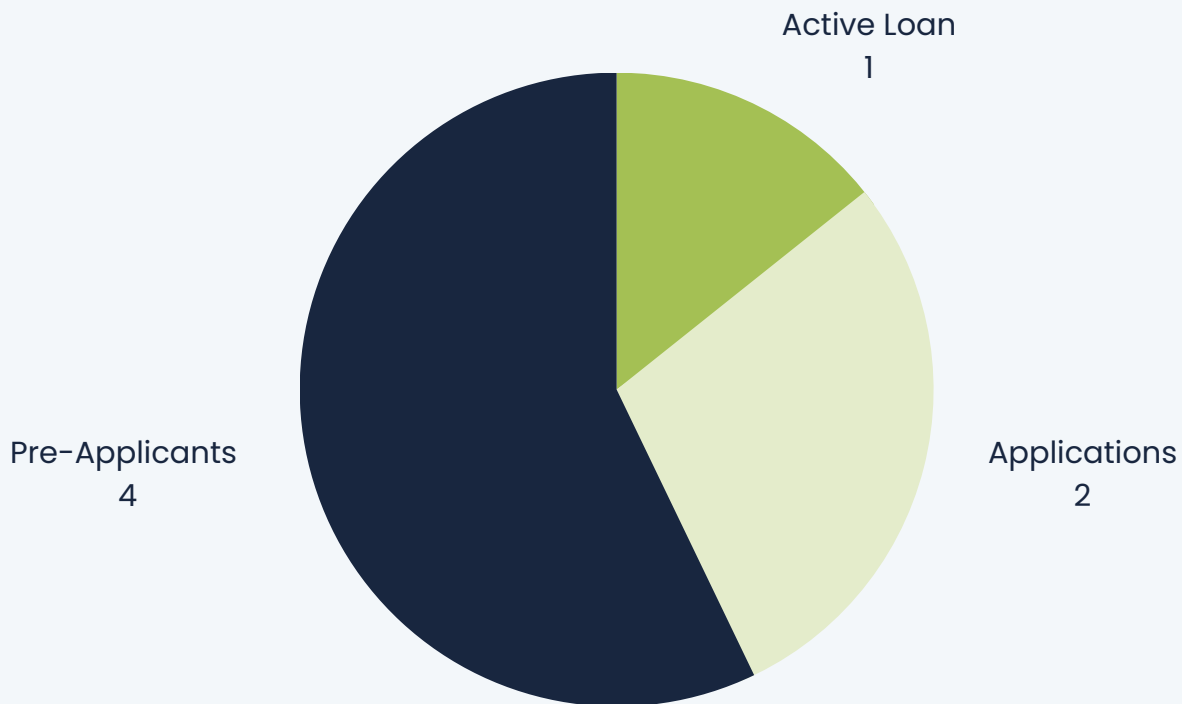


Prospect Lead Sources Comparison - From: 09/01/2022, To: 10/05/2023



GDCDA REVOLVING LOAN FUND

The Revolving Loan Fund Program was designed to provide supplemental financing in support of new and expanding businesses and foster increased value in products of buildings and sites located within Dallas County.



The Revolving Loan Fund has served as a differentiator for Dallas County when business is considering a relocation or expansion. The GDCDA continues to promote this program as a partnership with businesses within the county to offset their costs for improvements and growth.

A LETTER FROM THE PRESIDENT

Dear Members and Supporters,

As we approach the end of another year, I reflect on the past year of economic development activity within our organization with great pride and a profound sense of gratitude. As the President of the Greater Dallas County Development Alliance, I am privileged to have the opportunity to lead and work alongside a dedicated board, staff, and an exceptional community of individuals committed to advancing our mission.

This past year has been nothing short of remarkable, marked by many achievements, challenges met, and meaningful milestones. Through the combined efforts and unwavering dedication of our members and supporters, we have positively impacted our community's economic landscape.

As we look back, I would like to highlight some of the key accomplishments and initiatives that have defined our journey over the past year:

1. Osmundson Manufacturing's \$19M capital investment project resulted in 17 new full-time jobs and increased property value. Capital investment and job creation are still the core of Economic Development, and over 85% of our economic growth occurs because of existing business and industry.
2. The modernization of our strategic plan resulted in the addition of two new positions at the Alliance. The Board of Directors is doubling down on their commitment to the mission and vision we established as peers.
3. Dallas County remains the fastest-growing county in the state. Affordable living, ample career opportunities, and diverse recreation options are just three ingredients to the special sauce that makes Dallas County so attractive.

These accomplishments, along with many others, have contributed to the growth and prosperity of our communities. They underscore the importance of our work and our positive influence on business growth and the lives of those we serve.

However, it's essential to acknowledge that our journey had its challenges. We faced obstacles, navigated uncertainties, and learned valuable lessons. Yet, in these moments of adversity, our strength as an organization truly shines. We have repeatedly shown our ability to persevere, adapt, and emerge stronger.

Looking forward to the coming year, we remain committed to our mission and vision. We recognize that more work is needed, more opportunities to explore, and more lives to impact positively. Our dedication to fostering economic growth, innovation, and prosperity within our community remains unwavering.

I want to express my profound appreciation for your support, dedication, and passion. Each contribution has been instrumental in our success.

As we celebrate the achievements of the past year and embrace the challenges and opportunities of the future, I want to thank you for your continued support and commitment to the GDCDA mission. Together, we will continue to make a lasting impact on the region's economic development.

Warm regards,



A handwritten signature in blue ink that reads "Sven T. Peterson". The signature is fluid and cursive, written on a light-colored, slightly textured background.

Sven Peterson, President, GDCDA
City of Perry Administrator