



Council Study Meeting
February 4, 2019
7:00 p.m. or
Immediately Following the City Council Meeting
City Council Chambers

Agenda

1. Discussion and direction regarding the draft FY 20 budget
2. Other items

City Council Study Meeting

1.

Meeting Date: 02/04/2019

Information

Subject

Discussion and direction regarding the draft FY 20 budget

Information

In your packet are the Civic Request and Parking Lot Items.

Fiscal Impact

Attachments

Civic Requests

Requests

Parking Lot Items

Parking Lot Item Memos

CIVIC REQUESTS

The logo for Des Moines Metro Opera features a stylized, multi-colored 'D' composed of several overlapping geometric shapes in red, orange, yellow, green, and blue.

DES MOINES METRO OPERA

November 30, 2018

Civic Funding Request
Attn: Andrew J. Lent
110 N.1st Street
Indianola, Iowa 50125

Dear Mr. Lent,

Des Moines Metro Opera (DMMO) is an independent, non-profit, professional opera company dedicated to bringing world-class opera productions and vital performing arts education to central Iowa, specifically Indianola. Established here in 1973 and now in its 47th year, today, DMMO is Iowa's largest performing arts organization and one of America's most highly respected summer opera companies. Preparations for the 47th Summer Festival Season is underway. Details can be found in our enclosed materials.

Each year Des Moines Metro Opera increases the volume of scenery, props and other production items created from locally purchased materials. The Company employs substantial numbers of artists and attracts contributors and ticket buyers who patronize Des Moines and Indianola-area shops, restaurants and hotels for the festival season. According to a recent economic impact study, in 2012 Des Moines Metro Opera contributed more than \$1 million in labor income and more than \$4 million to metro area industries. Last summer, patrons came to Indianola for DMMO performances from 37 states, 66 Iowa counties and four countries. In 2018, Indianola's approximate \$25,000 investment in the BRAVO 28E agreement yielded a return on investment of \$215,000 to Des Moines Metro Opera, which in turn was reinvested in Indianola businesses and industries. DMMO's presence in Indianola, rather than another municipality, provides a return on investment percentage that tops all of Bravo's 17 partner communities.

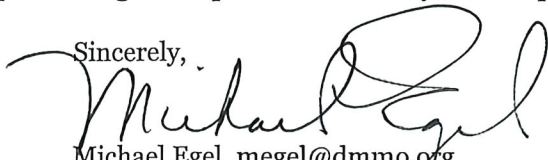
While Des Moines Metro Opera has developed a strong national following, one of the program areas we are most recognized for is our educational programming. In keeping with the mission of the organization, we strive to bring arts experiences to all ages through programs such as the OPERA Iowa tour, which takes opera into classrooms and communities all across Iowa and the surrounding states

Des Moines Metro Opera has been a part of the Indianola community for 46 years and 2019 will be a very special occasion. In summer 2019, DMMO will host the Grand Opening of the renovated Indianola Carnegie Library/Lauridsen Opera Center. Through a series of free public ice cream socials, tours, dedications and a gala event we will demonstrate our gratitude to the community and re-open this historic building to all. In addition, one of Des Moines' most high-profile quarterly events, the DSM Magazine Unveiling Event for their July/August 2019 issue will be hosted at the Carnegie Library and is expected to attract over 400 Des Moines area influencers to Indianola. DMMO will work with the National Balloon Classic and the Chamber of Commerce to showcase the entire city, not just DMMO, at this event. **We would appreciate support from the City of Indianola in the amount of \$6,500 as we prepare for this important re-opening and the community celebrations that will be a part of this historic occasion.** The City of Indianola will receive the following recognition opportunities:

- Prominent billing of name/logo on event program, signage and invitations
- Identified as a Major Sponsor in all press releases and pre-event publicity
- Recognized from the stage at the Grand Opening Celebration & all celebrations

We are very grateful for the many ways in which Indianola has supported DMMO and our mission to serve Iowa and the Midwest with world-class performing arts experiences. For any further questions, please feel free to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michael Egel'.

Michael Egel, megel@dmmo.org
General & Artistic Director

DES MOINES METRO OPERA

City of Indianola General Information

Submitted by

Michael Egel
General and Artistic Director
106 W Boston Ave
Indianola, IA 50125
515.961.6221
megel@dmmo.org

**"World class opera grows tall,
proud in the Corn Belt"**

Chicago Tribune

July 12, 2017

ORGANIZATION INFORMATION



Des Moines Metro Opera is a nationally recognized progressive opera company that has taken its place among America's leading opera festivals. Founded in 1973, it is the state's largest performing arts organization, annually producing over 100 performances in the metro area and around the region. **Last year, 93,000 people experienced Des Moines Metro Opera programming via mainstage performances, educational programs and statewide television and radio broadcasts.** In 2018, Opera Today said "I am not sure what other opera companies are doing for world-class singers at the moment, since they seem to all have been assembled in Indianola, Iowa..."



The Company's Summer Festival Season runs from May through July of each year during which three operas are performed in repertory for 15-16 mainstage performances. The Summer Festival Season takes place in the 468-seat Pote Theater at the Blank Performing Arts Center on the campus of Simpson College in Indianola, Iowa. **During the summer of 2018, the company welcomed audiences from 37 states, 66 Iowa counties, every zip code in the Des Moines metro and four countries.** The 47th Summer Festival season will feature Puccini's *La Bohème*, Bernstein's *Candide*, and Berg's *Wozzeck*.



The company develops audiences of all ages through five educational programs. The OPERA Iowa Educational Touring Troupe and the Apprentice Artist Program for singers are two of the long-standing, flagship programs of the education division. In 2018, Des Moines Metro Opera served over 23,000 children and adults across the state of Iowa through this program. Many schools have long-standing relationships with the OPERA Iowa tour, and look forward to the residency annually or bi-annually. It is especially meaningful when students who participated in the residency are selected as an apprentice artist for the Company years later, having experienced opera for the first time through the OPERA Iowa Tour.



training and performance tools which are essential to establishing a professional career in opera. Apprentice Artists are an important asset to DMMO as they assume smaller main-stage roles and serve as DMMO's professional chorus. They also showcase their scenes work in 8–10 free public performances presented throughout their residency.



(YESS) to invite young people to the dress rehearsal.

II. Apprentice Artist Program is one of the oldest and largest training programs of its kind in the United States. Each summer, DMMO becomes one of our nation's major hubs in America for the training of emerging professional singers. Its goal is to immerse 40 of the best and brightest young talents in America (selected from nearly 1,000 applicants) in intensive dramatic and vocal training over a seven-week time period. Selected artists work on opera scenes or one-act operas, cover principal roles, perform comprimario roles and act as choristers in order to enhance their career training. The curriculum also focuses on the "business" of singing such as audition techniques, resume preparation and agent selection, as well as practical career

III. OPERATION Opera Community Outreach Program which works with more than 20 human service agencies to deliver the arts to underserved and at-risk audiences by inviting them to experience the power of live performance. The primary focus of the program is geared toward underserved audiences. OPERATION Opera operates within Central Iowa communities by making the arts accessible to a broader and more diverse audience through a series of free dress rehearsals of our mainstage productions. Attending an opera performance for many, is a powerful once-in-a-lifetime opportunity. We reached out to groups such as YMCA, Orchard Place and Youth Emergency Services and Shelters



IV. Design and Production Internship Program is for students in the technical (backstage) theater arts who wish to expand their academic studies and focus on gaining experiences and skills for a professional career in the art. It is the mission of the program to provide interns with a professional learning environment to hone theatrical skill sets, gain valuable experiences and expand their theatrical connections through round table discussions with designer, directors, staff and several classroom-based events covering networking, resume/cover letter critique, portfolio review, contracts, and freelancing.



V. Raising Voices – Rising Stars Program, gives talented high school musicians an introduction to the skills needed for a career in live performance, performance after performance and year after year. DMMO delivers this program via a day long opera workshop experience in which students have the opportunity to attend sessions on "Vocal Techniques for the Stage", "Movement on the Stage", "Business of Opera" and "What's Opera All About?" All sessions are led by nationally-known music coaches, directors and singers employed by DMMO for the Summer Festival Season.

COMMUNITY NEED

DMMO believes that a great city is defined by the vibrancy, health and diversity of its arts organizations. Des Moines Metro Opera meets an important community need by serving as a social, cultural, educational, and economic resource to Central Iowa and the Midwest. Companies who are striving to attract new employees believe the vibrancy of the arts and cultural sector within a community has a large impact on their decision to relocate. DMMO believes that opera tells great stories with bold vision. From its beginning; literature, visual art, dance, vocal and orchestral music and most of all, storytelling, have combined to make opera the original multimedia art form. Opera has always brought ancient and modern history to life so DMMO productions also strive to tell the stories of our own time. In doing so, we foster an environment in which the arts are in meaningful exchange with the community. These stories should include the realities that face the diverse families and communities in which we live and must mirror the joys and struggles that our audience members face each and every day and allows all of us to experience more deeply what it means to be human. DMMO believes that arts and culture experiences become increasingly vital in a world that can seem to be more and more prone to division, isolation and even violence. Our performances, whether on the mainstage or in an elementary school, help us understand who we are as human beings, where we have been and where we might go together.



As One – Stoner Theater (2018)



The Tender Land – Maytag Dairy Farms (2018)



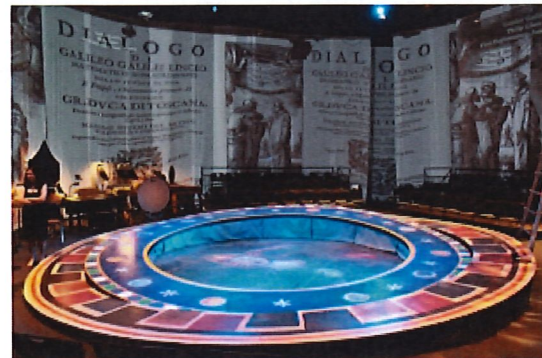
Soldier Songs – Camp Dodge Freedom Center (2017)



Maria de Buenos Aires – The Temple Theater (2017)



Winterreise – Des Moines Art Center (2016)



Galileo Galilei – Science Center of Iowa (2016)

TARGET POPULATION

DMMO holds the belief that great art should be accessible for everyone. It is important that we all work to remove barriers that might separate people from the arts. It is especially true of young people in that the more often they experience the arts, the more likely their desire will be to continue to support the arts as adults.

When combined, Des Moines Metro Opera programming touched the lives of 97,000

individuals last year through our mainstage productions, broadcasted performances and educational programming.

The three mainstage productions annually attract nearly 40-45% attendees from outside the Central Iowa region. The 2nd Stages Series was created to introduce new audiences to opera outside of our mainstage. All performances of *Rappaccini's Daughter* (Botanical Garden), *Winterreise* (Art Center), *Galileo Galilei* (Science Center of Iowa), *Soldier Songs* (Camp Dodge), *Maria de Buenos Aires* (Temple for Performing Arts) and *The Tender Land* (Maytag Dairy Farms) were sold out shows and attracted over 600 individuals each with an average of 18% of those being new to DMMO performances. Our productions of *Le Comte Ory*, *Jenůfa*, *Manon* and *Billy Budd* were aired three times on IPTV and each reached over 30,000 individuals. IPTV broadcasted DMMO's production of *Rusalka* on September 21, 2018. The annual Iowa Public Radio broadcasts of our entire season of three operas (four broadcasts for each of the three operas) from the 2018 Summer Festival reached nearly 30,000 listeners. Iowa Public Television has received two Emmy's for their broadcasts of Des Moines Metro Opera's productions of *Manon* in 2017 and *Billy Budd* in 2018.

November 27, 2018

Andrew Lent

Director of Finance

City of Indianola

110 N1st Street

Indianola, Iowa 50125

Dear Mr. Lent:

The Indianola Concert Association is celebrating our 30th anniversary. We have enclosed everything that you asked for, for consideration for funding from the City Betterment Fund to help us sustain this wonderful opportunity given to the citizens of Indianola. Thank you.

Sincerely,

Becky Wigeland

ICA Board Member

209 West 2nd Ave.

Indianola, Iowa 50125

Indianola Concert Association

The Indianola Concert Association is in its 30th year of bringing quality, live entertainment to Indianola and surrounding areas at an affordable price. We showcase talented performers who appeal to all ages, interact with their audience and provide a magical evening of entertainment. Our four concerts are normally held at the high school auditorium. Due to availability conflicts with the auditorium, we contracted with Blank Performing Arts Center at Simpson College and the First Assembly of God Church in order to accommodate two of the 2018-19 concerts. Our current membership is more than 650.

The ICA Board annually contracts artists through Allied Concert Services in Minneapolis. Our budget is determined by the surplus in our account and the estimation of ticket sales to the community. Each year is a step of faith.

ICA receives funds through two avenues:

- 1) Ticket sales – 4 concerts for a total of \$45 dollars per adult, \$15 per student or \$95 for a family membership. Next year we will also include Opera Iowa to highlight our local talent. We strive to keep prices affordable for young families and adults of all ages.
- 2) A patron program offers individuals and businesses an opportunity to contribute at different levels of support. Patrons and concert sponsors are listed in each concert program. We invite you to view our website at <https://www.indianolaconcertassociation.org>

Enclosed are the three levels of corporate membership. Any dollar amount above the membership fee is considered a tax-deductible contribution.

The concert series is a treasure in our community and your investment ensures its sustainability. We hope the City Betterment Fund will consider a gift of \$500.00.



Indianola Concert Association



Series Membership: Adult \$40, Student \$15, Family \$90 – **before July 1.**

After July 1: Adult \$45, Student \$15, Family \$95

LEVELS OF PATRON SUPPORT AND BENEFITS

The upper 3 levels are geared toward greater tax deduction

\$1,000 - SERIES UNDERWRITER

This contribution level provides the largest opportunity of support to the ICA and the most advertising for you. This level underwrites the entire annual concert series. You will be announced and recognized at all concerts and will receive premium advertising by the ICA, including newspaper ads and community ads. In addition, you will be recognized on our Concert Patron Program page for each event. You will receive ten season memberships.

\$500 – CORPORATE SPONSOR

At this level of support, you will be recognized on our Concert Patron Program page for each event and listed as a series sponsor for one of our concerts. You will receive four season memberships.

\$300 – CO-SPONSOR

At this level of support, you will be recognized on our Concert Patron Program page for each event and listed as a series sponsor for a concert of your choice. You will receive two season memberships.

\$225- \$299 – BENEFACTOR

At this level, you will be mentioned on our Concert Patron Program page for each event. You will receive four season tickets.

\$125 - \$224 – PATRON

At this level, you will be mentioned on our Concert Patron Program page for each event. You will receive two season tickets.

\$75 - \$124 – DONOR

At this level, you will be mentioned on our Concert Patron Program page for each event, and will receive one season ticket.

\$25 - \$74 – CONTRIBUTOR

At this level, you will be mentioned on our Concert Patron Program page for each event.

*Please note: Any dollar amounts above the membership fees will be considered a tax-deductible contribution.



NOVEMBER 17, 2018

TO: Indianola Civic Funding Request

ATTN: Andrew J. Lent

The KEEP INDIANOLA BEAUTIFUL COMMISSION is a special committee made up of local citizens who are passionate about the continued effort to keep our community a wonderful and beautiful "place to call HOME" !!!

Some of the many projects we have accomplished are to establish a beautiful green space addition to the North entrance to our town. We also replaced the original lights on the "Welcome to Indianola" sign with new LED LIGHTS, which have made the sign much more visible.

KIB is responsible for all the new matching furniture and trash cans on the Square. We created the Salem Court Alley mural and seating area. KIB funded and painted the bike mural in Ashland Alley along with heavy duty seating areas.

As a committee we continually monitor and address issues that can be changed to enhance our living experience. KIB funds the hanging flower pots and we funded the metal standing flower holders around the Square. For many years we supported the lights around the top of the business on the Square.

KEEP INDIANOLA BEAUTIFUL would like to request the maximum amount of funding available for the city projects we are wanting to accomplish, which include repainting the mural on Salem Court..

Please consider us for any beautification projects you would like to see accomplished.

Thank You for your past support,

KEEP INDIANOLA BEAUTIFUL COMMITTEE

Mary Donaghy Richards, chair

Mary@MaryDonaghy.com (515-971-7973)

Andy Lent

From: Mary Donaghy <mary@marydonaghy.com>
Sent: Thursday, November 29, 2018 5:18 PM
To: Andy Lent
Subject: Request 2019 funding for Keep Indianola Beautiful....

Importance: High

CIVIC FUNDING REQUEST
ATTN: ANDREW J. LENT

Please consider funding for the Keep Indianola Beautiful commission for the 2019/2020 budget. We have many projects we are planning on spearheading for the community betterment. They are listed in no special processing order:

- 1) Salem Court Mural and alley refurbishment.
- 2) Indianola entrance signage and plant materials for all 4 entrances.
- 3) Continue the updating and replacing of outdated trash receptacles and benches on the Square and on the bike paths.
- 4) Review options for public restrooms on the Square.

As a committee we are always looking for opportunities to beautiful Indianola and would love to get feedback from others. Please consider funding our committee with \$6000. for 2019.

Respectfully submitted,

Keep Indianola Beautiful
Mary Donaghy Richards - chair



Request for Funding FY2019

ORGANIZATION INFORMATION:

National Balloon Classic
PO Box 346, Indianola, Iowa 50125
(515) 961-8415 | www.nationalballoonclassic.com
Contact: Staci Scheurenbrand, Executive Director

ORGANIZATION TYPE:

501 (c) (3) not-for-profit

ORGANIZATION PURPOSE:

The National Balloon Classic is the second oldest and second longest hot air balloon festival in the nation and attracts up to 70,000-90,000 guests of all ages and demographics to Indianola. In addition, up to 100 pilots from around the world participate in our event and bring with them, family, friends, and crew. Our mission: To bring a nationally recognized and celebrated family-friendly event to Indianola that promotes community engagement, tourism, and the sport of hot air ballooning. Our vision: To be a significant contributor to the local economy by attracting thousands of visitors who also shop, dine, sleep, and patronize area businesses, parks, and facilities.

FUNDING REQUEST:

The National Balloon Classic is seeking \$10,000 in funding.

USAGE AND BENEFITS:

Over the past few years, the National Balloon Classic has received great accolades and media exposure including being named as one of the *11 Best Small-Town Festivals in America* by Readers Digest magazine. As one of the oldest and largest hot air balloon events in the country, the National Balloon Classic has been an Iowa tradition for over 30 years and it is a vital contributor to tourism and specifically to the local economy.

Recently, the Iowa Festivals and Events Association invited 20 of the "best of the best" to be part of a newly founded commission that will provide resources, opportunities, and promotion to events and festivals all across Iowa. We are extremely proud to be recognized as an industry leader and to be included in this elite group. Furthermore, the Indianola Downtown Assessment team provided a public summary of a report they created for the city, which not only suggested that the National Balloon Classic was one of Indianola's greatest assets; rather, that more should be done to capitalize on this valuable organization/event.

We are so very proud of the substantial growth we have experienced, which in turn has given the City of Indianola tremendous exposure. Our marketing efforts are your marketing efforts—the larger we get, the more benefits Indianola receives. What we bring in economic impact and promotional value, (on a national and global scale) is something many other entities cannot do. But growth comes with a cost. Each year our costs increase and so do our needs. Although an established event, this is not the same ballooning event as yesteryear. While big budget

items such as propane and housing (pilot registration has increased significantly) are always on the rise; our need for extra security, city services, (police and fire) traffic control, and improved infrastructure all increase the more we grow. Our success would not be possible without your support. We need your help to stay on the outstanding path we're on. Through your support, we can continue to grow, sustain, and improve upon the National Balloon Classic and the Memorial Balloon Field, which is a host venue to other events outside of the 9-day balloon event.

WHAT HAPPENS IN INDIANOLA STAYS IN INDIANOLA:

Guests who visit the National Balloon Classic often stay, play, and dine in Indianola as well. Hotels, restaurants, and local businesses all benefit. Concessionaires/vendors, both native and out-of-town, employee local residents during the event and nonprofit organizations such as Rotary and Lions Club generate substantial funds that stay in the community by supporting many outstanding philanthropic projects and causes.

COLLABORATION IS KEY:

The City is extremely fortunate to have more than one vital attraction/event that calls Indianola home. Other long established and committed-to-community organizations, such as the Des Moines Metro Opera and the Warren County Fair, bring great value to our community also. With the assistance of our City Manager, and his important contacts and resources, all three organizations have been able to collaborate on advertising and marketing efforts. By combining talents, skills, ideas, and budgets, we not only promote our individual brands, we promote our great city in unique and abundant ways. Currently, the National Balloon Classic has partnered with the Des Moines Metro Opera on an artistic, high-exposure campaign that will bring Indianola into an entirely new spotlight. Exciting as these projects are, it is just one more example of how city funds are put to good use.

Previous funds granted from the City of Indianola have been used for capital improvements, pilot housing costs, and event expenses. Again, this type of financial support is critical to our continued success and sustainability, which has a significant impact on our community.

Thank you for your consideration. For questions or additional information, please contact:

Staci Scheurenbrand, Executive Director
(515) 961-8415
staci@nationalballoonclassic.com



November 29, 2018

City Funding Request
Attn: Andrew J. Lent
110 N. 1st St.
Indianola, IA 50125

Dear Mr. Lent:

The mission of the Indianola Chamber of Commerce is to provide economic value and enhance the quality of life in Indianola. We put strategies and tools in place to boost our local economy, support our current businesses, attract more businesses to Indianola, and host events to improve the quality of life for our community.

Our strategic, collaborative approach, driven by clearly defined goals, is critical for using tax dollars wisely. We request \$10,000 from the City's allocation of the hotel/motel tax to apply to programs that align with two of the City Council's top priorities: Economic Development and Quality of Life. The Chamber's emphasis on supporting the success of our businesses also builds the 1% sales tax coffers for city use.

Quality of Life - \$5,000 President's Club Investor

The Chamber manages local and regional information in our office for the community. As an information hub, we work daily with residents, out-of-town guests, and businesses to promote all of the assets of Indianola. We host events during the year and support and promote all community activities and events. The City's financial support is used for welcome packets, as well as the Chamber's major events such as the Friday Night Live concerts, Holiday Extravaganza, Annual Dinner, and Golf Open. As a President's Club investor, the City is listed as a key supporter of all major events and programs in all materials and banners. A full list of the President's Club benefits is attached.

Indianola Tourism/Community Involvement Campaign - \$3,500

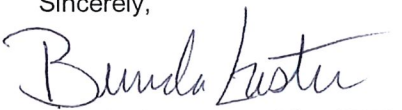
The Chamber has been deploying a strategy for the last 24 months that delivers an intentional, consistent message - "Think Indianola First". The campaign has two major focuses. First, it reminds residents to support local businesses for their professional, medical, and household needs before going anywhere else. Second, it attracts and connects tourists with events and attractions in Indianola. Because Indianola has remarkable assets that can be marketed year-round, the Chamber will use these funds to attract visitors with proven marketing strategies that tell the Indianola story, while helping guests plan their trip to Indianola. The more we get people in this community, and visitors from the surrounding areas, to spend in Indianola, the more economic prosperity we will enjoy. In 2018, the Chamber utilized a marketing campaign to support the "Think Indianola First" message. This campaign consisted of digital marketing, print publications, and social media strategies. In just one instance, this strategy produced a successful Small Business Saturday campaign that resulted in economic gain for many of our local businesses. The City approved a FY2019 allocation of \$3,500 that will focus the Think Indianola First campaign on sports tourism. The FY2020 allocation will continue the Think Indianola First campaign to build a strong tourism market in Indianola.

Economic/Community Betterment - \$1,500

The Chamber is focused on building a strong economy that benefits the entire community. We provide businesses with access to technology and resources that will increase their global digital presence, while meeting the ever-changing communication demands of customers. We deliver strategies and resources to influence economic success for our local businesses. In 2018 we coordinated the Downtown Assessment for the City and are the liaison and voice for Indianola businesses concerning the Law Enforcement Center project. In addition, we are especially proud to have assisted 23 new businesses locate and connect into and around Indianola this year, as well as help several current businesses relocate. We are also currently working with several out-of-area small businesses hoping to open businesses in Indianola.

Thank you for your consideration. We appreciate your support.

Sincerely,


Brenda Easter, President/CEO

Sincerely,


Andy English, Chair



**GREATER DES MOINES
PARTNERSHIP**

700 Locust St., Ste. 100
Des Moines, Iowa 50309
p: (515) 286-4950
growDSMUSA.com

November 28, 2018

The Honorable Kelly B. Shaw
and Indianola City Council Members
City of Indianola
110 N. First St.
Indianola, IA 50125

Dear Mayor Shaw and Indianola City Council Members:

Thank you for your past investment in the Greater Des Moines Partnership's regional economic development effort. Through your investment and the support of many other private and public partners, Central Iowa continues to grow. On behalf of the communities in the region, we work to attract companies and talent to the region. Activities for the year include:

- Conducted 8 recruitment trips resulting in 145 appointments with corporations and site selection consultants.
- Participated in 27 targeted industry and corporate real estate trade shows.
- Secured 4,997 earned media placements in 16 countries.
- Launched a targeted digital marketing campaign to market the region to national audiences with the following results:
 - 2.7 million impressions and 6,845 clicks to growDSMUSA.com.
 - 96 percent of users were new, showing the campaign continues to expand DSM USA's presence to new prospective economic development audiences.
- Promoted job opportunities at 42 in-person recruitment events on 32 college campuses.
- Interacted with 11,668 college and adult prospects through six virtual career fairs.
- Launched a targeted talent attraction digital campaign that led to more than 5.9 million impressions across the country.

Attached for your review are the 2018 annual report and 2019 work plan. We work closely with the City of Indianola and Warren County Economic Development Corporation to assist companies in expanding or locating in Indianola.

Thank you for your past investment in Regional Economic Development supporting our efforts. We are asking that you continue your investment of \$7,500 for the fiscal year 2019-2020.

Sincerely,

David Maahs, Executive Vice President
Greater Des Moines Partnership

Attachments

cc: Ryan Waller
Andrew Lent

DSMUSA

**GREATER DES MOINES PARTNERSHIP,
DOWNTOWN COMMUNITY ALLIANCE,
AND DOWNTOWN EVENTS GROUP, INC.**

Consolidated Statements of Activities

Years ended December 31, 2017 and 2016

	<u>2017</u>	<u>2016</u>
Changes in unrestricted net assets:		
Support and revenue:		
Investor contributions and membership dues	\$ 6,167,036	6,028,760
Program revenue	2,905,808	2,358,902
Management fees	735,967	699,229
Investment income	87,982	72,098
Miscellaneous	67,370	327,302
Insurance proceeds	—	525,992
Total support and revenue	<u>9,964,163</u>	<u>10,012,283</u>
Expenses:		
Program services:		
Community development	2,434,050	2,352,106
Economic development	4,786,073	4,305,200
Community events	<u>1,126,523</u>	<u>1,089,529</u>
Total program services	<u>8,346,646</u>	<u>7,746,835</u>
Supporting services:		
Management and general	1,338,005	1,242,557
Fundraising	<u>466,002</u>	<u>357,177</u>
Total supporting services	<u>1,804,007</u>	<u>1,599,734</u>
Total expenses	<u>10,150,653</u>	<u>9,346,569</u>
Increase in unrestricted net assets	(186,490)	665,714
Net assets at beginning of year	<u>5,645,838</u>	<u>4,980,124</u>
Net assets at end of year	<u>\$ 5,459,348</u>	<u>5,645,838</u>

See accompanying notes to consolidated financial statements.

SQUARE ONE DSM

- Capital secured: \$13,875,000
 - Iowa Innovation Acceleration Fund loans: \$50,000
 - Square One DSM clients' total equity raised: \$13,825,000
- Square One DSM podcasts and networking events: 12
- Conducted two Raising Capital Seminars with excellent feedback
- Held third Accelerate DSM event
 - Event was self-funded
- Plains Angels forum meetings held: 10
- Held Midwest Angel Capital Association regional meeting with 140+ attendees

\$13,875,000

CAPITAL SECURED

EXISTING BUSINESS

BUSINESS AND INDUSTRY VISITS CONDUCTED

169

POTENTIAL EXPANSION AND RETENTION PROJECTS IDENTIFIED

36

REGIONAL FIRM HEADQUARTERS VISITED

33

LOCAL BUSINESSES HOSTED AT THE
PRINCIPAL CHARITY CLASSIC SKYBOX

22

BUSINESS RECRUITMENT

- Inquiry responses: 41
- Sites and buildings to prospects: 181
- Recruitment trips conducted: 8
 - Sent marketing emails prior to marketing recruitment trips
 - Average recipients (Cold Prospects): 131 per email
- Appointments with corporations and site selection consultants: 145
- Targeted industry and corporate real estate trade shows attended/exhibited: 27
- Hosted six national site selectors in July during the ACCE Conference

HOSTED **6**
NATIONAL SITE
SELECTORS
IN JULY



DSM USA SCORECARD

REGIONAL ECONOMIC DEVELOPMENT REPORT

MID-SIZED METROS ECONOMIC BENCHMARK REPORT

Des Moines MSA ranking among approximately 50 U.S. metro areas: 500,000 to 1 million population

YEAR-OVER-YEAR	
Population Growth Rate 25 – 44 Years 2017	2%
Employment Growth Rate August 2018	3.4%
Private Employment Growth Rate August 2018	3.9%
Private Net New Employment August 2018	12,500
Gross Regional Product Growth Rate 2017	4.5%
CURRENT SNAPSHOT	
Share of Population 25 – 34 Years 2017	14.9%
Unemployment Rate August 2018	2.2%
Average Annual Salary 2017	\$50,600
Per Capita Income 2016	\$50,677

TOP 15

MIDDLE

BOTTOM 15

Data compiled by Avalanche Consulting for the Greater Des Moines Partnership

2018 METRICS TO-DATE

EXPANSIONS



CURRENT: 26
GOAL: 20

NEW BUSINESS



CURRENT: 10
GOAL: 10

CAPITAL INVESTMENT



CURRENT: \$1,291,749,423
GOAL: \$700,000,000

NEW/RETAINED JOBS



CURRENT: 1,341
GOAL: 1,250

ECONOMIC GROWTH

Greater Des Moines Partnership team worked closely with city, county, state, utility and local economic development officials to assist in the expansions and new locations listed below.



DSMpartnership.com

Greater Des Moines Partnership

- Continue “Entrepreneur In Residence” program.
- Ensure networking for startup business owners, investors and other interested parties.
 - Develop and hold bi-annual Raising Capital Seminars.
 - Develop podcasts.
 - Sponsor 1 Million Cups.
- Promote the new mentor connection platform to enhance mentor availability to startups.

Goal Two: Assist on existing industry expansion projects and new company locations

- Partners
 - Internal: The Partnership’s Communications and Marketing, Talent Development and Government Relations/Public Policy teams
 - External: City, county, utility, state and local economic development organizations.
- Metrics: Assist 20 existing business expansions and assist with 10 new company locations resulting in capital investment of \$1 billion and job creation/retention of 1,250.

Tactics

- Strategically cultivate relationships with local companies.
 - Host local expanding firms at Principal Charity Classic.
 - Make 20 headquarter visits.
- Serve as a resource for local companies to address their concerns or opportunities within the region.
 - Conduct at least 200 existing industry meetings.
- Identify leads and projects through marketing initiatives including digital marketing, marketing trips and trade shows.
 - Conduct seven marketing trips with a total of at least 100 appointments.
 - Promote the region at 12 trade shows/conferences.
 - Generate 50 new projects.
- Assist in hosting the 2019 BIO World Congress on Industrial Biotechnology in DSM.
- Schedule and host a site selection consultant visit.
- Continue to deepen our social media outreach.
- Implement the Global DSM Trade and Investment Strategy, including the promotion of export success stories.
- Assist local and regional partners in establishing a transload facility.
- Maintain and enhance the strategic research database to support economic development by adding tools for responding to RFIs and conducting economic impact reports.



P.O. 423
Indianola, IA 50125

November 29, 2018

Civic Funding Request
Attn: Andrew J Lent
110 North 1st ST
Indianola, IA 50125

Andrew,

In 2018 the Indianola City Council approved a \$25,000 donation/grant to the Indianola Community Youth Foundation (ICYF) for the Helping Hand (HH) Food Pantry Expansion Project. ICYF/HH received \$5,000 in June of this year.

This letter is our request for \$7,500 for the fiscal year 2020. These funds will be used on this project. ICYF will plan on requesting \$7,500 in 2021 and then \$5,000 in 2022.

If you have any questions or if you need anything further from ICYF, please give me a call at 515-991-6720.

Thank your in advance for your consideration and assistance.

Sincerely,

A handwritten signature in black ink that reads 'Jane Whalen'. The signature is fluid and cursive, with the first and last names clearly legible.

Jane Whalen

ICYF Board Member and Treasurer

Cell: 515-991-6720

Email: janewhelen53@gmail.com

Cc: Ryan Waller



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

January 16, 2019

City of Indianola
Attn: Indianola City Council
110 N 1st St
Indianola, IA 50125

Dear Indianola City Council,

We have officially kicked off our annual campaign month at the Indianola YMCA!! The YMCA is more than a gym; it is a cause. The Y, in a word, is about engagement. Through our three pillars of youth development, healthy living and social responsibility, the Y is reaching into the community, working to make Indianola a place in which everyone can succeed. No one is turned away from any of our services or programs due to the inability to pay based on demonstrated need. The Y believes that our community is stronger when everyone is welcome.

The Indianola YMCA mission statement is clear, concise, and packed with meaning. "To put Christian principals into practice through programs, that build healthy spirit, mind and body for all." The campaign removes the inability to pay as an obstacle for anyone in our community who wants to experience all that the YMCA has to offer. I have seen firsthand the profound impact our Y has on the lives of all kinds of people, from children to senior citizens. The Y is transforming lives every day.

One hundred percent of this year's goal of \$75,000 will be shared with residents of our community who have demonstrated economic need and a desire to be a part of the YMCA.

Please consider giving to this year's Annual Campaign so the Indianola YMCA can continue to open doors for those in need. I am seeking a donation of \$5,000 from the City of Indianola. We certainly cannot do this without your help!

Sincerely,

Heather Hulen
Interim Executive Director
Indianola YMCA



WARREN COUNTY ECONOMIC DEVELOPMENT CORP

November 30, 2018

Dear Indianola City Council, Mayor, and Manager,

On behalf of Warren County Economic Development Corp. (WCEDC), we would like to express our sincere gratitude to the City of Indianola for your continued support and enthusiasm for economic development in Indianola. When we have a strong partnership, the entire community wins.

In this past year, WCEDC has been able to inject over \$35,000 in the form of grants and direct contributions to Indianola Businesses, organizations and initiatives, and has leveraged more than \$145,000 in business assistance loans. Our 2.5 person team is dedicated to ensuring that Indianola is considered by new and relocating companies, and making sure our existing businesses have the tools and resources they need to be successful in the community. Enclosed is a summary of our work to give you an idea of the responsibilities and tasks the WCEDC Team performs and contributes throughout the year for the benefit of Indianola.

It is our hope that you find value in our partnership and consider WCEDC staff an extension of your team. In consideration of the City's budget planning for FY20, we are requesting that \$25,000 be designated for WCEDC's economic development initiatives, assistance, and plan of work.

We truly appreciate your continuing support and partnership. We are honored to be a part of the growth efforts in Indianola and look forward to helping you accomplish your goals over the next year.

Please do not hesitate to contact me or the WCEDC office anytime. Thank you for your consideration of this request.

In your service,

A handwritten signature in cursive script that reads "Rachel Gocken".

Rachel Gocken, Executive Director
rgocken@wcedc.com
515-779-7865

Enclosure

Warren County Economic Development Corp.

111 N. Buxton St. – Indianola, IA 50125 | 515-961-1067 | www.wcedc.com



WARREN COUNTY ECONOMIC DEVELOPMENT CORP.

To promote and encourage economic development in Indianola, WCEDC's team works on many tasks and initiatives, including but not limited to:

FINANCIAL SNAPSHOT

\$23,000 has been awarded to Indianola businesses through our Small Business Grant Contests. (The most recent awardees were Funaro's Deli & Bakery and Embark Ink).

\$3,000 in grants has been awarded to Indianola veteran-owned businesses

\$50,000 has been pledged over the next five years to fund half the cost of the Hometown Pride Program, making it possible and affordable for our communities to participate

\$25,000 pledged to Des Moines Metro Opera's Expansion

\$5,000 pledged to the Food Pantry Expansion

\$8,000 contributed annually to the National Balloon Classic and Warren County Fair

\$1,000 contributed annually to the Indianola YMCA

\$20,000 awarded to Indianola business from Revolving Loan Fund

\$125,000 loan leveraged for three Indianola businesses this year

Ongoing financial support and cost-sharing for community assessments, studies, and initiatives

- Business recruitment efforts
- Prepare and submit proposals in response to business leads from state and regional partners
- assist existing businesses and connect with resources to help them be successful
- Assist in telling the story of Indianola as a place to live and do business through public relations and marketing outlets
- Promote business successes and achievements through networking and social media
- Host Business Awards event to publicly highlight and draw attention to our businesses
- Host annual Small Business Grant Contest
- Provide grants to new or expanding veteran-owned businesses
- Assist city staff and community development
- Promote Indianola's successes and good news
- Research grant and loan opportunities for the City and Indianola businesses
- Grant writing and financial leveraging
- Research and demographics services
- Work with landowners to encourage larger inventory of development land
- Maintain searchable online listing of available commercial buildings and land
- Coordinate Certified Site process
- Provide location assistance and research for business prospects
- Develop, support and promote business assistance opportunities/programming
- Overall project management
- Participate in annual GDMP Washington D.C. Legislative Trip (coordinate Warren County Delegation messaging and priorities)
- Collaborate with the City of Indianola, Chamber and other Indianola organizations to cost-share marketing opportunities
- Provide resources to encourage the development of new businesses
- Administer a Revolving Loan Fund to assist businesses with gap financing
- Develop strong leaders through the annual Warren County Leadership Institute
- Added a full-time community coach to our team through Hometown Pride
- Facilitate the Warren County Gift Certificate program that helps keep dollars local and support our economy
- Financially support community initiatives and organizations that promote Indianola and make it a great place to live and do business
- Commission Laborshed studies every two years and track economic factors to assist our companies and use in recruitment efforts
- WCEDC staff participate in on-going training to keep up to date with industry trends and better serve Indianola

For information on any of the items above, please do not hesitate to reach out to Rachel Gocken at rgocken@wcedc.com or 515-961-1067.

Warren County Economic Development Corp.

111 N. Buxton St. – Indianola, IA 50125 | 515-961-1067 | www.wcedc.com

City of Indianola Proposal

11/30/2018 by Julie Skellenger – Manager of Kiya Koda.

Thank you for taking the time to allow us the opportunity to share the Kiya Koda mission, vision, and success stories. As you know, Kiya Koda was created to serve the community and be a safe place for dogs and cats to find their forever homes. We provide a needed service for any community at a fraction of the cost of our competitors.

For Kiya Koda Humane Society, 2018 was a year of major transitions. Kathi Pfeifer, Kiya Koda manager for 40 years, and Judy McClymond, finance supervisor for 35 years, both retired in September. Their dedication of protecting animals in need will always be greatly appreciated.

Kiya Koda is under new management by Julie Skellenger. Julie is a nurse of 25 years with a passion to serve dogs and cats. Upon accepting the position of Manager for Kiya Koda, she set out to identify changes that needed to be made and implement the necessary and positive changes to Kiya Koda to remain viable. You may have noticed the increased community involvement and praises via the Kiya Koda Facebook page.

Check it out here: <https://www.facebook.com/KiyaKoda/>

CURRENT SERVICE FOR INDIANOLA

To date for the year of 2018, Kiya Koda had 368 stray/owned animals in their care for the City of Indianola. Of those cats/dogs 144 were claimed. This leaves 224 animals in Kiya Koda's care to get ready for adoption. Our current operating expenses for Kiya Koda are \$18,721.10 per month.

- Currently, the city pays Kiya Koda \$2787/month. This fee covers the following:
 - 24/7 on call for City's police and first responders.
 - Boarding/shelter of animals.
 - Dog/Cat Food, basic grooming, and care.
 - Veterinary services that are needed.
 - Supplies needed for the extended stay of dogs/cats.
 - Cleaning supplies of kennels that are cleaned daily.
 - Kitty litter that is refreshed daily.
 - Food that is given twice per day.

Kiya Koda cares for and prepares these dogs/cats for adoption.

- To prepare a dog/cat for adoption includes the following:
 - Bathe dogs/cats.
 - Antibiotics as needed.
 - According to Iowa law, all dogs/cats must be spayed or neutered. In addition to these, dogs and cats receive separate treatments as listed below.
 - Dogs Receive:

- Treatment for worms.
- Parvo/Distemper shot.
- Heartworm check.
- Flea/tick medication - if necessary.
- Rabies shot.
- Cats Receive:
 - Treatment for worms.
 - Rhino distemper shot.
 - Rabies shot.
 - FIV/Feline Leukemia/Heartworm test.
 - Flea/tick medication - if necessary.
 - Ear mite treatment – if necessary.

KIYA KODA COSTS TO SERVICE DOGS/CATS.

Below are the necessary costs to prepare a dog/cat for adoption. Most of these are required by the State of Iowa and good practice for the safety/protection of the community. These costs DO NOT include regular operating expenses to run Kiya Koda.

- Antibiotics as needed – Cost per dog/cat is \$6.32
- Spayed or neutered. - \$96.50
- In addition to these, dogs and cats receive separate treatments as listed below.

○ Dogs Receive:

- Treatment for worms - \$1.00
- Parvo/Distemper shot - \$25.00
- Heartworm check - \$25.00
- Flea/tick medication - \$10.00
- Rabies shot - \$23.25

▪ Total = \$187.07

○ Cats Receive:

- Treatment for worms - \$20.00
- Rhino distemper shot - \$19.00
- Rabies shot - \$23.25
- FIV/Feline Leukemia/Heartworm test - \$29.25
- Flea/tick medication - \$10.00
- Ear mite treatment – \$20.00

▪ Total - \$224.32

- Average cost per dog/cat - **\$205.70**

KIYA KODA COSTS TO SERVICE THE CITY OF INDIANOLA

The necessary average cost to prepare a cat/dog for adoption is \$205.70. Kiya Koda is on pace to service 244 dogs/cats for the city of Indianola. This is an annual cost of \$50190.80 or \$4182.57 per month. This cost DOES NOT include:

- Facility costs.
- Maintenance costs.
- Employee costs.
- Insurance costs.
- Food, litter, and cleaning supplies.
- No overhead costs.
- Our current operating expenses are \$18,721.10 per month.

KIYA KODA PROPOSAL FOR CONTINUED SERVICE TO THE CITY OF INDIANOLA

As you can see, our base costs to service the city of Indianola are substantially higher than what the city is currently paying. We respectfully ask for the contract be updated for the city of Indianola to pay Kiya Koda \$7000 per month for a total of \$84,000 per year. This will allow us to continue to the great service to the city of Indianola and allow us to make some needed adjustments to Kiya Koda. For example:

- Make the necessary transition to computerized records.
- Complete some needed building maintenance.
- Make some upgrades to facility.
- Hire more staff to operate.
- Engage the community on a regular basis.
- Update website and all social media accounts.

Respectfully submitted,

Julie Skellenger – Manager, KKHS

1206 N. Jefferson Way

Indianola, Iowa 50125

515-961-7080

kiyakodahs@gmail.com

www.kiyakoda.com

<https://www.facebook.com/KiyaKoda/>



December 19, 2018

City of Indianola
110 N 1st st
PO Box 299
Indianola, IA 50125

Dear Mayor Kelly Shaw,

IMPACT Community Action Partnership is seeking your financial support for this fiscal year. IMPACT is a local organization that has been serving Warren County low-income residents since 1964. At IMPACT, we assist limited income families in meeting their basic needs. We do this in a variety of ways: heating and cooling assistance, personal hygiene pantry, food cards, eligibility determination, and linking families to programming at other organizations. This past year, we also had funds to help with rent, transportation, and heating/cooling emergencies. This assistance helps create stronger families, which means a stronger community for all of us.

The coming year will continue to be problematic for our limited-income households. Families in Indianola struggle to cope with the rising cost of food, utilities, and housing. This problem is only compounded with increasing medical, transportation, and child care costs. Over 494 households in Indianola receive services from us – which are households that fall below the 150% Poverty Guideline. To meet those requirements, a family of 4 earned less than \$36,375 – or more drastically, a family of 1 earned less than \$17,655. Over 90% of the families we served have a job or receive a fixed income through Social Security, etc. However, this limited income was just simply not enough to make ends meet due to numerous situational and circumstantial barriers.

We are requesting a total of \$11,680.00 to help us continue these vital programs. This request is based on \$10 per person served in Indianola for the past fiscal year. As a community-based program, we need your support.

Thank you again for your past support of our community, and for your consideration of our request for continued support of IMPACT programs and services to the residents of Indianola to meet their most basic needs.

Sincerely,

Patty Sneddon
Warren County Coordinator
psneddon@impactcap.org
515-961-2543

PARKING LOT ITEMS



— FINANCE DEPARTMENT —

To: Mayor and Council

From: Andrew J. Lent, Director of Finance

CC: Ryan Waller, City Manager and Melissa McCoy, Human Resources Director

Date: December 17, 2018

RE: Civic Accounting System Upgrade

In keeping with the strategic plan, the City has reached the point where a decision will be necessary to decide on an accounting/payroll system. Some of the reasons for a new system include:

- IMU switching to a new accounting and utility billing system
- Liability issues with the current payroll timecard system
- Liability issues with the current inspection program
- Current accounting/payroll system is so old we have a lot of downtime due to having to call Civic for assistance,

Staff has reviewed two systems, eLation, the IMU telecommunications billing system, and upgrading our current system, Civic Clarity, to the Civic Connect system. The table below outlines the costs and services for both systems.

	Civic Connect	eLation
One Time Fees – Finance, Payroll and HR	\$28,140 upgrade now, pay in FY2020	\$43,416 Finance/Payroll/HR
Other One Time Fees	\$18,500 – Community Development	\$131,500 + unknown conversion fees – Utility Billing
Annual Fees	\$10,925 *Current - \$12,844	\$3,125
Conversion	None needed	\$150/hour for developer work plus \$80/hour for support, unknown how much work/support is needed, plus travel expenses
HR/Payroll Module	Yes	Yes
HR Applicant Tracking System	Yes	Could build a recruitment system for us
New Hire Onboarding System	Yes	No
Community Development Module	Yes	Forms and Letters Only
Known System	Current system, several other municipalities use this, ie. Norwalk, Clive	Brand new, don't know what to expect, Bellevue is the only Iowa municipality that uses this.

New Modules for Employees and Supervisors:

Civic Connect provides:

- Upgrade without Conversion
- Electronic invoice approval system

- Facilitates invoice tracking and approval
- Facilitates the budget process by providing an electronic exchange of budget requests and approvals.
- Electronic timesheets, paystubs and vacation/sick requests
 - Will allow the City to eliminate paper/excel timesheets and move to online timesheets; this will streamline payroll processes and help to avoid liability issues
 - Will no longer need to print paper stubs; employees will be able to view stubs from a computer or an app on their phone
 - Streamlines requests for time off and ensures consistency throughout the organization
- Electronic applicant tracking system
 - Allows for online applications which provides a cleaner and more organized first impression to our candidates
 - Makes for easier application submission for candidates
 - Allows for staff to store all candidate information in a safe, secure system
 - Allows for liability stability and easy access to information for governmental data reporting,
- Electronic new hire onboarding
 - Allows candidates to complete their background check, drug test and new hire paperwork all in one spot
 - Presents a clean and organized first impression to candidates
 - Streamlines new hire process for both the candidate and the City by eliminating paperwork. Allows for the ability to upload candidate information into the Civic Connect payroll/HR system.
- Community Development System
 - Tracking and forms for inspections
 - Can upload inspections in field to provide real time tracking and follow-up
 - Will help to avoid liability issues

eLation provides:

- Electronic invoice approval system
 - Facilitates invoice tracking and approval
 - Facilitates the budget process by providing an electronic exchange of budget requests and approvals
 - Would require moving the three-digit fund number to the end of the accounting code
- Electronic timesheets, paystubs and vacation/sick requests
 - Will allow us to eliminate paper/excel timesheets and move to online timesheets; this will streamline payroll processes and help to avoid liability issues
 - Will no longer need to print paper stubs; employees will be able to view stubs from a computer or an app on their phone
 - Streamlines requests for time off and ensures consistency throughout the organization
- Electronic applicant tracking system
 - Being that it's not built, unsure of what the system will be able to provide
- Electronic new hire onboarding
 - This is not an option with eLation
- Community Development System
 - Only forms and letters
 - No mobile inspection system

After reviewing the two systems, the Finance Department along with Human Resources, recommends to the Council to upgrade to the Civic Connect system.



PARKS AND RECREATION

January 21, 2019

To: Mayor and City Council
Cc: Ryan Waller, City Manager
Andy Lent, Director of Finance
From: Doug Bylund, Parks and Recreation Director
Re: Pickleball Courts

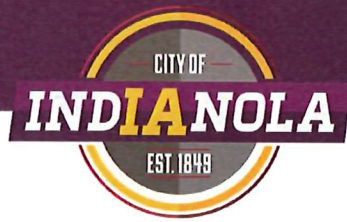
As Pickleball becomes more popular across the country, many cities have installed courts of varying sizes to provide outdoor Pickleball. Staff collected information from other cities around the metro and Iowa to determine the required dimensions for recreational play to determine cost estimates for grading, concrete, fencing, striping and lighting for three options described below. Option 1 is to work with the Indianola School District to repair the current tennis courts at the Middle School, Option 2 is to construct 6 new courts and Option 3 is to construct a smaller 2 court facility.

Option 1:

Indianola Schools have painted 6 Pickleball Courts on the Tennis Courts at the Indianola Middle School. These can serve as community courts for the near future, but the conditions of the surface will need to be addressed if these are to become a long term option. If a commitment to this location is desired, discussions will need to take place between The City and The School District to determine the best method to repair the playing surface to ensure player safety as well as if this location is suitable for the school facility for the long-term commitment. The surface has areas of significant cracking, and one option could be to repair and resurface these courts at a cost of approximately \$45,000-\$60,000.

Option 2:

To construct 6 new pickleball courts at a different location would require grading, concrete, fencing and installation of the playing surface. There are only a few city park locations large enough to accommodate this size of a facility. There is land at the Activity Center, McCord Park, and area around the shelter at Pickard Park. The cost to construct this size of facility could range from \$125,000-\$140,000 depending on the exact location, grading required, and sidewalk for access to the courts. Another expense could be the installation of lights if desired. The estimated cost for the light poles, lights and installation is \$35,000.

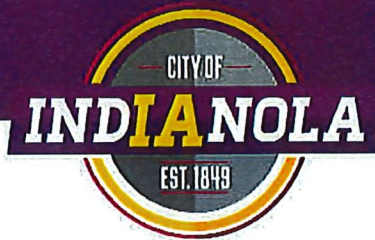


PARKS AND RECREATION

Option 3:

Several cities in the Metro have 2 court Pickleball facilities. Many of them have been installed on existing tennis courts and still maintain the Tennis Court lines along with the Pickleball lines. This allows for flexibility and accommodating more users. In addition to the Activity Center, McCord Park, and Pickard Park, there is area for 2 court facilities in South Park, Barker Park, and Dayton Park. The estimated cost for construction of a 2 court facility would range from \$40,000-\$48,000 and an additional \$12,000 for lights.

While each of these locations has space for the construction of Pickleball courts, there are other amenities that should be considered. South Park, Barker Park and Dayton Park do not have off-street parking and would require participants to park along the street. McCord Park has minimal parking and the lot may need to be expanded to allow for additional park users. McCord Park and Pickard Park are the only 2 that currently have outdoor restrooms or drinking fountains, the others have or could require portable restrooms. As Pickleball tends to be a social gathering activity, we would also want to consider installing seating areas or at least adding picnic tables to accommodate the participants as well.



— OFFICE OF THE MAYOR —

Development Plan and Budget Justification

Topic: Building Entrepreneurial Ecosystems with Sustainability in Mind
Requested budget line: \$3500 for FY 2020

Working Plan: Although steps have been taken by various entities in Indianola and Warren County to build an entrepreneurial environment, there lacks coordination. Simpson's Emerge, LaunchPad65, the Indianola Chamber, and WCEDC via the Small Business Development Center (SBDC) have all worked in the entrepreneurial arena, but coordination between these groups, and an overarching vision, is lacking.

As Mayor for the next three years, I propose to provide outreach to these various groups, bringing them together to share best practices, build competencies, and develop and sustain a community wide entrepreneurial ecosystem that will serve as a catalyst for indigenous economic development with an emphasis on environmental sustainability and the creation of "green jobs".

Two important first steps towards coordinating entrepreneurial efforts is recognizing roadblocks that exist in the community, and taking first steps toward developing an ecosystem in the community to support entrepreneurial efforts. The requested budget of \$3500 is designed to address the latter, and is detailed below in greater detail.

STEP ONE: Recognizing Roadblocks in the Community

- This April, I will host (at my own expense) a get-together of successful entrepreneurs to discuss their successes and frustrations in starting a business in Indianola. Of course, raising capital is a fundamental concern, so I will invite Mike Colwell, Executive Director of Entrepreneurial Initiatives at the Greater Des Moines Partnership to address this concern. Other contacts provided to me by Stacie Lovan of the Partnership will be utilized, but the primary focus here will be to listen to successful (and at times frustrated) entrepreneurs to gain insights into roadblocks and opportunities that exist for entrepreneurs in Indianola.
- Tentatively, this get-together will take place in late April (working date is April 26) and will build on some of the findings from the April 4 event at Simpson College entitled Building Vibrant Communities.

STEP TWO: Developing and Entrepreneurial Ecosystem in Indianola Roundtable

- I am requesting funding for this Roundtable to be held in Indianola this fall. As the name suggests, the Roundtable will bring together persons who can address the shortcomings identified in the April meeting, as well as think strategically to move this initiative forward in the years to come. Here, the focus will remain on entrepreneurial ecosystems, but attention will be given to sustainable development, and ways that the City of Indianola can partner with entrepreneurs to create sustainable as well as "green jobs". The requested \$3500 will be used for travel allowances and consumables to include meals, lodging, and publications. Invited speakers could include:

- Myra Moss, Director of the Sustainable Development Initiative at the Ohio State University Extension office. <https://comdev.osu.edu/programs/community-planning/sustainable-development>
- Linda Wunsch, Director, Greater Dallas County Development Alliance, who oversaw the development of the Woodward (Iowa) Sustainable Eco-Business Park Certified Site.
- Cori Burbach, City of Dubuque, who has been instrumental in that city's sustainability efforts.
- Leadership from any of the three Pappajohn Centers for Entrepreneurship at the Iowa Regent universities.
- Ryan Peterson, President of Impact7g, and environmental consultant for development projects. <https://www.impact7g.com/>
- Victor Hwang, V.P. of Entrepreneurship, Kauffman Foundation. <https://www.kauffman.org/>

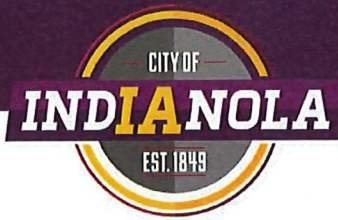
As mentioned, the speakers for the roundtable will be selected based upon findings from the April meeting, as well as through persons that I have come into contact via conferences, workshops, and outreach. I will invite speakers to the fall 2019 event, and propose using the requested monies to underwrite conference participant's expenses.

I intend to attend the Kauffman Foundation's Mayor's Conference on Entrepreneurialism again this summer at my expense. In addition, and in preparation for these initiatives I have already spoken to the following individuals about entrepreneurialism and sustainability:

- Rachel Gocken, Executive Director, WCEDC
- Mayor Ed Malloy, City of Fairfield, Iowa
- Stacie LoVan, Greater Des Moines Partnership
- Margaret Vernon, Kathie and Al Farris, Sustainability Committee
- Terry Pauling, LanuchPad65 (www.launchpad65.com)
- Participation in The Mayors Conference on Entrepreneurship hosted by the Kaufmann Foundation last July.

Thank you for your consideration. I feel strongly that the spirit of entrepreneurialism can be developed here, and that the City of Indianola and my office can play an important role in bringing green jobs and economic development to the Community.

Kelly B. Shaw, Mayor
City of Indianola, Iowa



PARKS AND RECREATION

January 21, 2019

To: Mayor and City Council
Cc: Ryan Waller, City Manager
Andy Lent, Director of Finance
From: Doug Bylund, Parks and Recreation Director
Re: Tree Planting

In the past 5 years, the Parks Department has removed 214 trees and planted 131 trees. We have not replaced trees one for one, as several park areas were overplanted with trees and needed to be thinned out. Many of the trees removed have been ash trees to prepare for the arrival of the emerald ash borer.

The average cost for each new tree is \$155 and includes the tree, mulch, wrap, staking and water bag. Our costs for tree planting over the past 5 years has been \$20,225 (\$4,045 per year) as well as an additional \$29,100 for seasonal staff (\$5,820 per year). For FY 20, we have included \$4,800 for tree planting and \$6,720 for seasonal forestry staff.

Our current practice is to plant 25-30 trees each year and water newly planted trees for 2-3 years after we have planted it depending on the health, how the tree is growing and rainfall amount. Each tree on the watering list gets watered once a week, sometimes twice if newly planted, again depending on weather and planting conditions. Our current watering schedule is maxed out as we have one truck and tank running 40 hours a week. It is used to water downtown daily in the mornings and then used for watering trees the remainder of the time.

The summary below shows the number of trees planted and removed from 2014-2018. It also shows the number of ash trees that are planned to be removed in the coming years. The total does not include ash trees that are in wooded areas or along trails. Our plan, which is consistent with other communities, is to leave ash trees in wooded areas unless they become a hazard or issue. The final column shows areas that are identified for tree planting in the next 4 years.

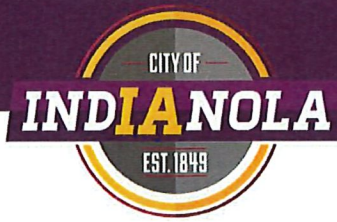


PARKS AND RECREATION

	Trees Planted 2014-2018	Ash Trees Removed 2014-2018	Other Species Removed 2014-2018	Ash Trees Remaining *	Locations for Planting 2019-2022
Activity Center			6	2	3
Aquatic Center	7	6		3	3
Barker Park	4		4		2
Buxton Park	14		6		
City Hall			1	1	1
Dayton Park	8	11	2		4
DeNelsky Park	3		5		
Downey Park			2	1	4
Easton Park		3	2	4	5
Highway 92 West					40
Highway 92		14			
Library	4	2			
McCord Park	5	10	7	2	6
Memorial Park	13	2	3		
Moats Park	6	9	5	1	4
Pickard Park	22	45	22	20	22
Pickard Park Oak Savannah	36		4		
South Park	4	3	3	3	5
Trails	5	15	20	5	
Willow Creek Tot Lot		2		3	4
Total	131	122	92	45	103

*Does not include Ash Trees that are in wooded areas or along trails.

We typically have applied and received the Trees Please grant from MidAmerican. It usually amounts to \$1000 to help with the cost of tree replacement. We are currently in the process of working to develop an IRVM (Integrated Roadside Vegetation Management) plan with LRTF (Living Roadway Trust Fund) to apply for grants through them. Without the plan we are currently unable to apply for the grants. Staff is planning to utilize this grant to pay for the planting of trees along Highway 92 west that were removed



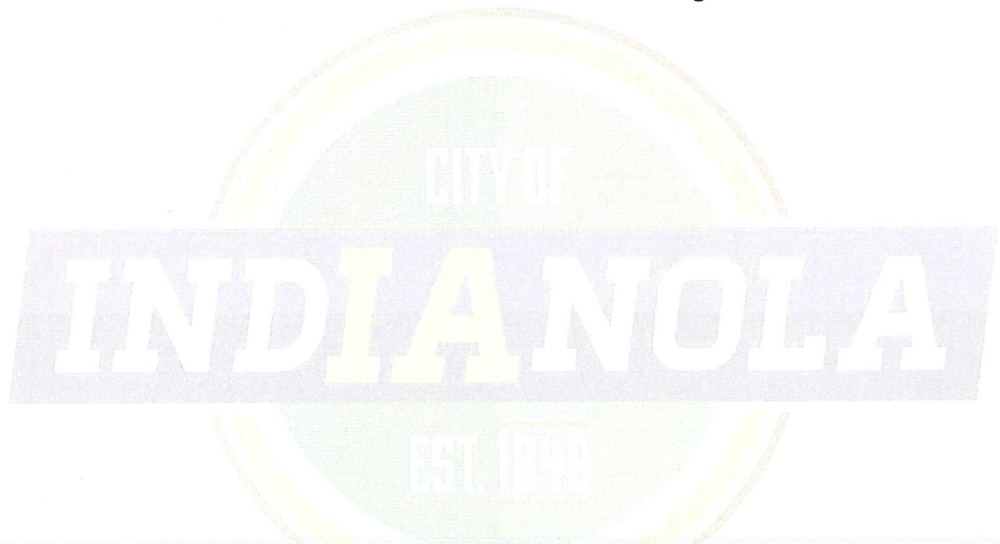
PARKS AND RECREATION

by the State of Iowa along with the widening and re-alignment of the Highway. The tree committee is supportive of tree planting and has been supplementing some of the costs associated with tree planting as well.

A proposed increase in funding of \$15,000 could lead to the planting of an additional 40 trees per year. The summary of the estimated additional expenses is shown below.

Yearly additional expenses:	Staff wages (18 hrs/wk):	\$6,100
	Trees, mulch, wrap:	\$6,200
	Additional stakes, water bags:	\$1,600
Initial Equipment expenses:	Water Tank, Pump, Hoses:	\$1,100

The Parks Department would need to add staff at an additional 18 hours per week for the planting and maintenance of the additional trees. We would also propose adding an additional watering tank and pump to the general park maintenance truck that is used for park rounds 7 days per week in the mornings. This truck would then see increased use in the afternoons for tree watering.



City Council Study Meeting

2.

Meeting Date: 02/04/2019

Information

Subject

Other items

Information

Fiscal Impact

Attachments

No file(s) attached.
