



DES MOINES

CAMPAIGN COMMITTEE MEETING NOTES

August 28, 2023 | Tri-City Electric
11:00 AM – 12:00 PM

In attendance: Kirk Besh, Joyce Chapman, Teg Dhawan, Jeff Fleming, and Connie Wimer
Staff: Blaire Massa
Consultant: Nikki Syverson

WELCOME & INTRODUCTIONS

Connie Wimer welcomed the group and asked each individual to share why they're involved with Ballet Des Moines and this campaign.

CAMPAIGN OVERVIEW

Blaire Massa shared the high-level scope for the campaign. We're working to raise \$2.5 million to support a 9,000 arts and education campus in downtown Des Moines. The campus will be a new home for ballet Des Moines, will retain and build vibrancy downtown, and will also be a space offered to BDM's many community partners.

The Ballet is working with MA Architecture and plans to show renderings to the group soon. The goal is to be in the space early 2024.

Jami Milne is working on the casebook design. A draft of the casebook will be shared at the Sept 11 meeting.

CAMPAIGN BEST PRACTICES

Nikki Syverson shared a slide deck that outlined the committee and ISC's role in the campaign, the campaign process and next steps for getting started.

CAMPAIGN POLICIES

A draft document of campaign policies was discussed as a group. The campaign will not accept gifts of real estate at this point, and pledges paid longer than 3 years will be discussed on a case-by-case basis. Nikki will also add language to address matching gifts. An updated draft will be reviewed by the committee at the next meeting.

EARLY SUPPORT & TOP PROSPECTS

Nikki Syverson shared the gift range chart to reach \$2.5 million as well as analysis of the Ballet Des Moines prospect landscape. Three lead gifts have already been secured starting the campaign at \$680,000. A grant request of \$100,000 is pending with Polk County. Additionally, 19

current prospects have been identified at the \$50,000+ level as well as 6 new corporate prospects and 20 new individuals.

Prior to making assignments at the Sept 11 meeting, ISC will analyze additional Ballet Des Moines lists and as well as additional names suggested by committee members.

The most pressing task now is to invite prospective donors to the Sept 21 rehearsal with the Balenchine and Wheeldon repetiteur. A list of names was circulated and initial assignments were made. The list will be shared with the full committee for further review.

Blaire also made note of the November 14 dsm unveiling in the atrium of the new campus, and the October 27 – 29 performances of Jekyll and Hyde as additional cultivation opportunities.

NEXT MEETING

The next meeting will be held on Monday, September 11 at 11 am at Collaborate DSM, 3106 Ingersoll Avenue. Agenda items will include reviewing the casebook and naming opportunities, an overview on “Making the Ask,” and initial prospect assignments.