



# Changing Lives. Empowering Communities.

Newton Legacy Plaza



DMACC  
FOUNDATION





# Supporting Students, Connecting Community

**Des Moines Area Community College has a long history of collaborating to bring education and training to communities.**

**The DMACC Newton Campus, established in 1993 through a gift from the Maytag Corporation, is one example of the successful partnerships DMACC creates with private and public entities. Using that formula, we are launching a major project in Newton.**

Bolstered by a partnership built on a firm foundation, the DMACC Newton Campus has seen steady enrollment since its founding. However, as economic vitality in Newton waned, opportunities for residents—and specifically students—declined.

Many from Newton found employment and established residences in outlying communities. This spurred DMACC, Christensen Development Newton LLC, Jasper County, and the City of Newton to partner on a new project: The Newton Legacy Reinvestment District. This partnership aims to create a vibrant space for DMACC students, Newton residents, and visitors. Its amenities and employment opportunities will help the City of Newton and Jasper County regain their status as a destination to visit, work, and live.

## PROJECT PARTNERSHIPS

At the center of the Newton Legacy Reinvestment District is the DMACC Newton Campus. This ambitious project calls for Christensen Development Newton LLC to create market rate apartments, and a boutique hotel with a craft cocktail lobby bar. District plans also include an event space that will make Newton a destination for tourists, weddings, and other events as well as supporting other business, including the Iowa Speedway. Additionally, it will provide educational, employment, and housing opportunities for DMACC students to learn, work, and live. The City of Newton will enhance the City's infrastructure through Historic Downtown Improvement and Housing Grants, rehabilitate vacant buildings through the Vacant Building Initiative, create community spaces with a bike path connector and splash pad park, and more.

## SUPPORTING STUDENTS

Enrollment at DMACC's Newton Campus has been steady since its founding. With programs including nursing, baking, welding, a career academy and one of the only Court Reporting programs in Iowa, Newton Campus provides critical services that attract students from across the state.

However, the current lack of housing and employment is a deterrent for many who now must choose to live outside of Newton and commute. This new District boosts both economic and educational

opportunities by creating a shared space for gathering as a community. Specifically, this project addresses critical needs by:

- **Adding market rate housing adjacent to Campus.**
- **Supporting students by providing real-world work experience in the Baking program at a new hotel and event space.**
- **Creating additional modern space designed to support students in rapidly growing programs, including Cybersecurity, Court Reporting, Nursing, Welding, and more.**
- **Enhancing the community by providing walkways and ample space for students and the community to gather.**

To see this vision become a reality, DMACC is launching a capital campaign to support continued growth on campus and in the community.

**The pages that follow detail our vision and provide insight on your role in making this dream a reality. By giving to this campaign, you are supporting students as they gain the knowledge and skills necessary to find success in an increasingly competitive workforce, while strengthening a community and county in Central Iowa.**



# The Greenspace at Legacy Plaza



Located where the Maytag Plant One production facility once stood, the Newton Legacy Plaza Greenspace will be the centerpiece of the DMACC Newton Campus and serve as the center of the community.

## FOSTERING COMMUNITY

The project will connect the five acres on the east side of DMACC's Buildings 1 and 2 to the adjacent Legacy Plaza (former Maytag buildings) to create a multi-use plaza. A walking path will connect the Campus and Plaza, and attention will be paid to beautifying the area with natural vegetation along the walkways, shade trees in common areas, and shade structures in various locations.

## CREATING CONNECTIONS

The design fosters connection, with a large lawn at the center and a covered multi-use Pavilion. The Pavilion will convert to an ice rink in the winter courtesy of the Iowa Wild hockey franchise, and in the warmer months, the Pavilion will allow for small concerts. The Pavilion and large lawn will serve as a community space, bringing together the community and all venues.

## BEAUTIFYING THE PLAZA

An art sculpture anchors the south entrance, greeting community members and visitors to the plaza. The planned sculpture uses Corten steel and stainless-steel materials to reflect the dichotomy between the past and the current materials used by manufacturing industries. Public art is included throughout the plaza, including on the façade of various architectural features and on the academic buildings, adding further interest and beauty to the area.

## PAYING ATTENTION TO DETAIL

The academic building will include a new entrance and floor-to-ceiling windows to connect the interior with the greenspace on the Plaza. Attention has been paid to creating an intentional connection with paved sidewalks, access to activity spaces, and attractive landscaping that supports movement between academic and work-based learning opportunities in area businesses created by the Newton Legacy Reinvestment District.



# Leaving YOUR Legacy at Legacy Plaza



When Legacy Plaza is complete, it will create a space for current and future DMACC students, residents, and visitors to gather. Your support is needed to bring this ambitious \$4 million project to life.

## DONOR RECOGNITION

### Donor Wall

- Gifts of \$1,000 or more will be recognized on a donor wall that will complement the sculpture within the Plaza. The donor wall will create a legacy for our donors, along with our students and the community. Gifts to the Legacy Plaza will be showcased by the level of giving.

### Structures

- A limited number of opportunities have been set aside for donors wishing for exclusive naming rights to structures within the plaza. These hardscape structures, along with the minimum gift amount are included below for your consideration.

All gifts to the Newton Legacy Plaza will be handled by the DMACC Foundation, a 501(c)3. To make a gift to the project, please see the Donor form on Page 7. Thank you for your consideration.

## Naming Opportunities

<b>Pavilion</b> .....	\$500,000
<b>Sculpture</b> .....	\$300,000 (Committed)
<b>Canopies (4 available)</b> .....	\$150,000/each

**To learn more about supporting the project,  
please visit [dmacc.edu/foundation](http://dmacc.edu/foundation)**





## Making Your Gift

The following information may be helpful as you consider the various ways in which you can support the DMACC Legacy Plaza Greenspace at the Newton Campus.

**PLEDGES:** Made over a period of five years, your pledge allows you to give a larger gift and pay for it over time.

**CASH:** Currency, checks, or credit card. Cash gifts provide an opportunity to make an immediate impact.

- **By check:** Please make the check payable to the DMACC Foundation and mail to: DMACC Foundation, 2006 S. Ankeny Blvd., Bldg. 22, Ankeny, IA 50023. NOTE: Please list Legacy Greenspace in the memo line of the check.
- **By Phone:** If you wish to give by phone, please call 515-964-6229.
- **Online:** You can make a gift electronically at [dmacc.edu/foundation/Pages/makeagift.aspx](http://dmacc.edu/foundation/Pages/makeagift.aspx)

**SECURITIES:** Appreciated stocks, bonds, and mutual funds provide additional tax savings, allowing you to deduct the securities' current market value and eliminate capital gains tax.

**MATCHING GIFTS:** If your employer, or your spouse's employer, offers a program that matches all or a part of qualifying gifts, you can double or even triple the value of your gift. Check with your Human Resources department to see if your employer matches gifts.

**RETIREMENT SAVINGS:** Name the DMACC Foundation as a beneficiary on your IRA, profit-sharing account, or other retirement plan. If you're 70 ½ years or older, you can direct your required minimum distribution towards the project.

**GRAIN/LIVESTOCK:** Gifts of corn, soybeans, cattle, or hogs are viable options for those involved in agriculture and can provide significant tax benefits.

**Gift Stewardship:** Your gifts will be used specifically for the purpose(s) they were given and treated with the utmost care and confidentiality per your instruction.

**DMACC Gift Acceptance:** All gifts are reviewable by the DMACC Gift Acceptance policy.

**Consult Your Tax Advisor:** The information in this booklet is not offered as legal or tax advice. For legal and tax advice, please contact your tax attorney or tax accountant.



## Yes! I/We Want to Support Newton Legacy Plaza!

Donor's Name(s) \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_ State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

**Newton Legacy Plaza Needs Your Support!** It is my/our intention to contribute:

\$300    \$600    \$1,000    \$1,500    \$3,000    \$5,000    Other: \$ \_\_\_\_\_

Check is enclosed, payable to DMACC Foundation.

I/We will make a gift using a credit card. Please contact me to process my credit card gift.

I/We will make a pledge of \$ \_\_\_\_\_, payable as follows:

A sum of \$ \_\_\_\_\_ every (check one)  Month    Quarter    Year (over 5 years)

Beginning on \_\_\_\_\_ Ending on \_\_\_\_\_

Recognize gift using my/our name(s) as listed here: \_\_\_\_\_

Please keep this gift confidential. I wish to remain anonymous.

### NAMED GIFT

Please contact me about one of the named giving opportunities.

### CONTRIBUTE ONLINE

If you prefer, you may make a gift by visiting us online at [dmacc.edu/foundation](http://dmacc.edu/foundation)

### MATCHING CONTRIBUTIONS

If your employer matches donations, please enclose a signed Matching Donation form from your employer.

### SECURITIES OR STOCKS

Please contact the DMACC Foundation at [foundation@dmacc.edu](mailto:foundation@dmacc.edu) or (515) 964-6229 for details.

Signature(s) \_\_\_\_\_ Date \_\_\_\_\_

**Return this completed form to:** DMACC Foundation, 2006 S. Ankeny Blvd., Bldg. 22, Ankeny, IA 50023

## About the DMACC Foundation

Founded in 1972, the DMACC Foundation is a 501(c)(3) organization that works cooperatively with individual donors, local businesses, and support organizations to ensure funding is available for student scholarships and facility and program enhancements. To learn more about how we are working with private donors to support students, visit [dmacc.edu/foundation](http://dmacc.edu/foundation).





**Snap to learn  
more about how  
you can make an  
impact today.**



**DMACC**

**FOUNDATION**

**2006 S. Ankeny Blvd., Bldg #22  
Ankeny, IA 50023  
515-964-6229  
foundation@dmacc.edu**