

Amy Lego

Executive Director, Operation Downtown

Downtown Community Alliance

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Biographical Info

Amy Lego is the Executive Director of Operation Downtown, downtown Des Moines' self-supported municipal improvement district (SSMID), and has been with the organization for 13 years. She works with the Board of Directors, non-profit and private sector partners, and local government to strengthen the business environment and quality of life in downtown Des Moines.

With a budget over \$2 million, Amy oversees programs and services provided within the 144-square block district, including daily safe and clean operations, aesthetic improvements, research, special projects, and public space maintenance. Such services include sidewalk/street sweeping/clean-up, pressure washing, graffiti removal, weed removal, snow removal, crime prevention, public assistance, public security, planter/landscaping programs, event assistance, turf/irrigation maintenance, and crow control.

Amy works closely with property owners/managers, contractors, and local government on streetscape and public space improvement projects, including a unique collaborative effort to keep major downtown public spaces like the Principal Riverwalk, Western Gateway Park, and Brenton Skating Plaza safe, clean, and well-maintained, and the highly anticipated transformation of Walnut Street into a vibrant, pedestrian-oriented environment.

Amy and her husband, Dave, stay busy with three children (12, 10, and 6 years old) who are in many activities.

Education

BA, Business Administration-Marketing emphasis, University of Northern Iowa, 1998

Business Accomplishments

- Responsible for safe, clean, and beautiful services in downtown Des Moines, including planter/hanging basket/landscaping programs, public space maintenance, crime prevention, event assistance (including the Downtown Farmers' Market), ambassador program, neighborhood collaboration, and crow control
- Oversees maintenance of specific public downtown spaces, including Western Gateway Park and the Principal Riverwalk
- Supervises Brenton Plaza operations (skating season and summer rental, soon to include a new one-of-a-kind canopy)
- Directs the downtown ambassador program providing sidewalk/street cleaning, pressure washing, graffiti removal, weed removal, public assistance and public security

- Established a hanging basket and cost-sharing planter program encouraging businesses to invest in beautification on the sidewalks near their properties
- Member of BOMA (Building Owners and Managers Association), City Parks Alliance (nationwide membership organization solely dedicated to urban parks), International Downtown Association (connects diverse practitioners who transform cities into health and vibrant places)

Civic Leadership

- Downtown Maintenance Advisory Committee – sets standards for the maintenance of specific downtown public spaces and ensures it is done effectively and efficiently creating a safe, functional, attractive environment
- Multiple short-term advisory committees for downtown streetscape and public space infrastructure, and volunteer events (Walnut Street Revitalization, Cowles Commons, Skywalk Signage, Nightlife Safety, Beautification Committee, Earth Day Trash Bash)
- Liaison to Operation Downtown Board of Directors – whose mission is to enhance the quality of life in downtown Des Moines by making it safe, clean, welcoming, and beautiful

Achievements

- Successful creation and management of the first public/private partnership in downtown Des Moines to provide for cooperative maintenance of public spaces/parks
- Conducted multiple successful petition campaigns to ensure the continuation of downtown Des Moines' improvement district
- Won International Downtown Achievement Award for litter prevention