

January 9, 2014

Business Publications

The Depot at Fourth
100 4th Street
Des Moines, IA 50309

To Whom It May Concern:

It is with pleasure that I recommend Amy Lego for the Business Record's *Forty Under 40*. As the President and CEO of the Downtown Community Alliance I have been consistently impressed with Amy's high degree of professionalism, efficiency and effectiveness.

When I first came to Des Moines in 2010, I was astounded by how well-run Operation Downtown is. Amy has arguably the best run *clean, safe and beautiful program* in the country. Her work not only enhances our downtown, but raises the standard of what a clean, safe and beautiful city should be. Visitors to the city often refer to our Downtown as being 'clean' (i.e. a phrase that has a much broader meaning than the actual definition of the word and is probably one of the highest compliments that an American can make when referring to the state of a downtown area). Amy also delivers these services in the most efficient manner that I have ever seen – managing a \$2 M program on her own.

Amy's work through Operation Downtown plays a vital role to ensure that our city's vibrant urban center remains inviting and beautiful, strengthening the downtown environment and business community.

It is with sincere conviction that I recommend Amy Lego be selected as a recipient of the Business Record's *Forty Under 40*.

Sincerely,



Glenn Lyons MCIP
President & CEO
Downtown Community Alliance/Downtown Events Group

Downtown Community Alliance

700 Locust Street, Suite 100, Des Moines, IA 50309
515-286-4932 | 515-243-6684 fax | DowntownDesMoines.com



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January 8, 2014

Business Publications
The Depot at Fourth
100 4th Street
Des Moines, IA 50309

To Whom It May Concern:

I am writing to support the nomination of Amy Lego for the Business Record's Forty Under 40 recognition. I have collaborated closely with Amy on downtown public spaces, including the Principal Riverwalk, Western Gateway Park, and Brenton Skating Plaza.

She was a major part of the successful creation and management of the first downtown Des Moines special service area providing for cooperative maintenance of downtown public areas. Downtown Des Moines has set the standard for what a public/private maintenance collaborative effort should look like. Amy has been a constant in that equation.

Since I have known Amy, she has proven to be an effective leader, team player, and problem solver who is respected by colleagues. Representing the downtown business community, she recognizes the evolving trend of private sector involvement in public space maintenance and management.

I offer my fullest endorsement of Amy's nomination for this prestigious recognition. Thank you in advance for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "B. R. Page".

Benjamin R. Page
Parks and Recreation Director

EncoreProperties

January 8, 2014

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The Depot at Fourth
100 4th Street
Des Moines, IA 50309

To Whom It May Concern:

I am writing to recommend Amy Lego for the Business Record's Forty Under 40 recognition. In my capacity as President of the Operation Downtown Board of Directors I have had the pleasure of working closely with Amy for several years, most recently in her position as Executive Director of Operation Downtown.

Since 2000 Amy has had an important role in the downtown environment, including public space improvement projects, daily safe and clean operations, public space maintenance, and beautification programs such as the downtown planters and hanging baskets. Amy is a hard working collaborator who has efficiently directed Operation Downtown's programs, meeting and exceeding our goals of keeping downtown safe, clean, and beautiful.

Amy works closely with and is highly respected by downtown property owners and managers, nonprofit and private sector partners, and colleagues at the City of Des Moines, strengthening the business environment and quality of life in downtown Des Moines. With tremendous downtown investment over the past decade, particularly in public infrastructure, Amy has great responsibility to make sure that investment is kept to a standard our community has come to expect.

Amy is a highly dedicated individual who strives to improve the community through her work. She is truly deserving of the Business Record's Forty Under 40.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kent Mauck', with a large, stylized initial 'K' and a long horizontal flourish extending to the right.

Kent Mauck
President, Encore Properties

Jan. 10, 2014

Business Publications
The Depot at Fourth
100 4th Street
Des Moines, IA 50309

Dear Forty Under 40 search committee,

I am writing to recommend Amy Lego be selected for the 15th Annual Forty Under 40 award. I've had the pleasure of working with Amy at the Downtown Community Alliance for nearly eight years. During this time, I have seen Amy emerge as a leader. Her responsibilities have grown tremendously from being a program manager to leading Operation Downtown as the Executive Director.

As the Executive Director for Operation Downtown, Amy manages a budget of 2.5 million dollars to ensure our downtown is clean, safe and beautiful. In addition, she manages a complex board of directors with over 30 members, multiple committees, several contracts and most recently the Brenton Skating Plaza. This work includes working with property managers, City leaders, CEOs and developers. Amy is well respected and trusted among her colleagues and boards.

Outside of the office you can find Amy dedicated to her family. With three active young children, you can find her serving as the "team mom" on the sidelines of the soccer field, baseball field or basketball game.

Amy is a true leader, a behind the scenes unsung hero, who deserves to be recognized in our community.

Sincerely,



Amy Baker
Vice President of Marketing and Public Relations
Greater Des Moines Partnership