

Capital Crossroads to mark successes, make adjustments

Capital Crossroads unveils a sort-of mid-term report card Tuesday in a public session designed to highlight successes and announce some adjustments to the five-year visioning and economic-development effort.



Gene Meyer, president of the Greater Des Moines Partnership, said the session will set up the final two years of work, now focused on action steps in 11 areas that include, for example, cultural and urban issues and the recently named Cultivation Corridor.

Then it will be time for Capital Crossroads 2.0 as the work to improve Des Moines and the area within a 50-mile radius continues, he added.

"It started as a vision plan but now is an action plan," Meyer said. "A lot of things have happened, but we aren't done."

Market Street Services of Atlanta, Ga. handled the original Capital Crossroads study that included contacts with 5,000 people. The firm more recently spent 90 days in the area assessing progress.

J. Mac Holladay, CEO of Market Street Services, will review the results, and suggested changes from 4:30 to 7 p.m. at the World Food Prize Hall of Laureates. William H. Fruth, president of POLICOM Corp., also will speak at the event. POLICOM, an independent economic research firm, this year named the Des Moines metro area economy as [the strongest among the nation's metropolitan statistical areas](#).

Meyer said examples of successes include efforts by local cities to review city managers in part on how well they cooperate with other jurisdictions, and training at Des Moines Area Community College that illustrates how public works, police, fire, and parks and recreation departments can become more efficient by cooperating with departments in neighboring cities.