

CAPITAL CROSSROADS

THE VISION PLAN FOR GREATER DES MOINES & CENTRAL IOWA



Central Iowa is poised to leverage its momentum today and into the future. Capital Crossroads 2.0 positions our region to

AIM HIGHER & DREAM BIGGER.

63 MEMBER STEERING COMMITTEE



12
Focus Groups

20
One-on-One Interviews

2
Town Halls

3,000
Survey Responses

KANSAS CITY
INDIANAPOLIS
DES MOINES
NASHVILLE

Benchmark Cities



A diverse, inclusive place to live, work, learn, and play



THE CAPITALS

Capital Crossroads is driven by three guiding principles: Talent drives success, capture high-value opportunities, and growth must be sustainable.



CAPITAL CORE

Maintain a vibrant downtown surrounded by thriving neighborhoods

- Downtown Vitality
- Neighborhood Improvement



BUSINESS CAPITAL

Remain a regional leader in economic growth

- Targeted Industry Growth
- Entrepreneurial Dynamism
- International Expansion



CULTIVATION CORRIDOR

Become the global center for ag technology and associated employment

- Economic Development
- Brand Promotion
- Agbio & Agtech Innovation



WELLNESS CAPITAL

Advocate for and create awareness of social and emotional well-being

- Prescriptive Assessment
- Programs & Services



HUMAN CAPITAL

Support optimal economic development through workforce training

- Workforce-Supportive Policies
- Cradle through Career Pipeline
- Lifelong Learning
- Talent Retention & Attraction



SOCIAL CAPITAL

Become the gold standard of the successful 21st century region

- Civility
- Diversity, Equity & Inclusion
- Leadership



CULTURAL CAPITAL

Maximize the role of arts and culture

- Support for Arts & Culture Organizations & Producers
- Regional Cultural Assessment



PHYSICAL CAPITAL

Sustain population growth into the future

- Transportation & Mobility
- Destination Amenities
- 21st Century Technologies
- Neighborhoods & Housing



GOVERNANCE CAPITAL

Optimize process coordination through sustained partnerships

- Operational Coordination
- Regional Governance Opportunities



NATURAL CAPITAL

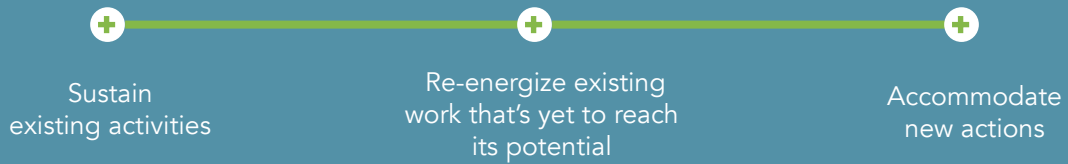
Gain national recognition for environmental sustainability

- Land Use, Zoning & Sustainability
- Outdoor Recreation
- Resource Conservation
- Marketing & Education

CXR 2.0: GROWING PARTNERSHIPS AND LEVERAGING CATALYST INITIATIVES THROUGHOUT ALL TEN CAPITALS TO BENEFIT CENTRAL IOWANS



OUR COLLECTIVE CHARGE



**WE'VE SET FORTH A BOLD VISION WITH CXR 2.0.
JOIN US IN DREAMING BIG, NOT SETTLING FOR GOOD ENOUGH,
THINKING LONG TERM, AND WORKING TOGETHER.**

