

POINTS OF PROGRESS REPORT

CAPITAL CROSSROADS 2.0

Jay Byers, Greater Des Moines Partnership
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Capital Crossroads is a **bold but achievable vision** pushing Central Iowans to dream big, not settle for good enough, think long term and work together.

BUSINESS CAPITAL

Kathryn Kunert, Rick Sanders, and Geoff Wood

- Iowa companies raised more than \$856MM in investment capital between 2016 and 2022 (through Oct), up from \$360MM in the previous seven year period (2008-2015).
- Launched the Scale DSM Minority Business Accelerator which aims to help businesses gain access to knowledge, management know-how and networks needed to increase revenue, create jobs and positively impact the community.
- Several additional Central Iowa accelerators opened, including:
 - Iowa Go-To-Market Accelerator (Ames) launched in 2020
 - BrokerTech Ventures (Waukee) hosted their first cohort in 2020
 - Techstars Iowa (Des Moines) hosted their first cohort in 2020
 - Iowa Agritech Accelerator (Des Moines) launched in 2016 and hosted 4 cohorts but then shut down in 2021
 - Drake Business Accelerator (Des Moines) launched at some point (they are very hard to communicate with but here's a [BR article from Feb](#))
- Created the Greater Des Moines Small Business Recovery Grant Program in response to the COVID-19 pandemic. The Greater Des Moines Partnership partnered with the cities of Carlisle, Clive, Des Moines, Indianola, Johnston, Norwalk, Urbandale, West Des Moines and Windsor Heights along with Polk County and Warren County to issue more than 260 small business recovery grants.
- Hosted the first annual Future World of Work Summit to inform, educate and inspire the business community by highlighting ways employers can adapt and thrive in the work and learning ecosystems of tomorrow.

CAPITAL CORE

Scott Sanders, Amber Lynch and Jo Christine Miles

- Cleaning up the superfund site and preparing for construction of a stadium to host the newly awarded USL soccer team.
- Progress toward renovating the Scott Avenue Dam at the confluence of the Des Moines and Raccoon rivers to create whitewater features for rafters and kayakers as part of the Iowa Confluence Water Trails project.
- Creating Downtown DSM: Future Forward vision plan to position downtown for continued growth and momentum well into the future.
- Launched Invest DSM to invest in four Special Investment Districts using public and private funding to nurture vibrant, healthy, thriving neighborhoods. Establishing this nonprofit authority represents a fundamental change to neighborhood revitalization efforts that has proven successful.
- New mixed-use development in Bridge District, Market District, and Grey's Station to add commercial and residential space that creates new downtown neighborhoods and adds amenities downtown.

CULTIVATION CORRIDOR

Billi Hunt

- Launched the Next Gen Innovation Impact Study program in partnership with the College of Agriculture and Life Sciences at Iowa State University. Through the semester-long program, the inaugural class of Innovation Interns will learn from Iowa's agriculture and research leaders about innovative technologies, programs, research and practices that have the potential to significantly elevate agricultural sustainability and food system resilience in Iowa and around the world
- Two cohorts have successfully completed Cultivo Virtual Academy. The six-week virtual program provides participants with mentorship, interaction with Iowa's agricultural leaders and an online curriculum focused on U.S. market entry, regulatory and financing systems, and customer perspectives.
- Developed the Insights to Innovation series to help connect people from around the world to address global issues in agriculture.
- Created "Why Iowa Profiles" to support the strategy of telling the world about the professional and personal reasons to locate in Iowa.
- Agriculture startup companies account for half of the total amount of capital raised in Iowa in 2020.

CULTURAL CAPITAL

Sally Dix, Greg Edwards and Myrna Johnson

- Since 2006, Bravo invested over \$50 million to over 100 arts and culture organizations in the region and assumed the role of the regional arts council after extensive strategic planning with the community.
- Hosted major national events including AAU Junior Olympic Games, Iowa Caucus Consortium, Bio World Congress, USA Track and Field, USA Swimming, USA Gymnastics, Junior High National Rodeo Finals, IRONMAN North American Championships, USYS National President's Cup, USA/Canada Lions International Annual Forum, and Dew Tour (twice) which added significant economic benefit for the region and raised the region's profile on a national and international stage.
- Since 2018, Polk and Dallas counties have received over \$8.5 billion in total spending due to Tourism related spending. Since July 2018, Catch Des Moines has been responsible for hosting 808 conventions and events, resulting in over \$274 million in economic impact for the region.
- Developed the Regional Cultural Assessment and accompanying reports on metrics, youth connections, and the creative economy to further strengthen the role of arts and culture as vibrant contributors for powering growth, progress and change.
- Developed a Music Economic Impact, Strategy, & Recovery Plan to support the Des Moines music ecosystem and imagine the future of Des Moines as a Music City.

GOVERNANCE CAPITAL

Bob Andeweg, Courtney Clarke and Art Wittmack

- Several cities and counties approved a one-cent Local Option Sales & Service Tax to be used for property tax relief, infrastructure upgrades, public safety enhancements and neighborhood improvements. This additional revenue significantly increased the ability of local government to provide services to help communities thrive.
- The Central Iowa Code Consortium (CICC) guided the region through the code adoption process in 2015, 2018, and 2021. The CICC continues to be a collaborative effort between all participating communities to review code changes, recommend changes to these codes, and produce a metro “model” code for all communities to consider through their local code adoption process.
- Partnered with Natural Capital to implement a stormwater education series and develop a model regional stormwater ordinance with several stakeholders and partners that would bring the region to a higher standard of stormwater management. Several cities have adopted this ordinance and have started implementation.
- Created a new 28E agreement between Iowa Confluence Water Trails and several jurisdictions across Central Iowa to govern the regional project and oversee access points, improvements, and amenities.
- Progress toward developing Central Iowa Water Works to create regional governance of drinking water production in the Des Moines metro area.

HUMAN CAPITAL

Renee Miller, Marvin DeJear and Greg Nichols

- Policy change to smooth the childcare “cliff effect” and help families prepare for market-rate childcare by extending eligibility which was achieved through advocacy and consensus building with businesses and service providers.
- Launched Central Iowa Returning Citizens Achieve (CIRCA) to support individuals returning from prison with securing a job, housing, and other services in the community.
- Launched Central Iowa HealthWorks as a collaborative effort to train and support central Iowans seeking careers in health care which became increasingly important due to health care workforce shortages during the COVID-19 pandemic.
- Created the DSM Fellowship program, a two-year comprehensive professional development and community engagement initiative focused on retaining high potential young leaders in Central Iowa.
- Progress toward the development of a Welcome Center to support the foreign-born population in Central Iowa with a centralized entry point to access resources, education, training, skill-building, cultural programming and more.

NATURAL CAPITAL

Hannah Inman, Larry James and Julie Stewart

- Partnered with Governance Capital to implement a stormwater education series and develop a model regional stormwater ordinance with several stakeholders and partners that would bring the region to a higher standard of stormwater management. Several cities have adopted this ordinance and have started implementation.
- Launched the 1 Million Trees initiative to support the planting and preservation of one million trees over ten years in the metro area.
- Created upstream and downstream partnerships to identify promising strategies to improve water quality in Central Iowa.
- Passed the Polk County Water and Land Legacy Bond which will be spent on water quality projects, natural resources restoration, and park and trail projects.

PHYSICAL CAPITAL

Todd Ashby, Eric Burmeister and Elizabeth Presutti

- Launched Here We Grow Workforce Housing Initiative to begin regional conversation around future workforce housing needs.
- Opened the new transload facility to position Central Iowa as a shipping hub in the Midwest and currently considering expansion.
- Progress toward constructing a new airport terminal to accommodate increased demand and needed updates.
- Introduced innovative on-demand transit services in two communities through DART.
- Progress on several regional projects to connect more than 80 sites along 150 miles of rivers and creeks in Central Iowa as part of the water trails plan.

SOCIAL CAPITAL

Angie Dethlefs-Trettin, Daniel Zinnel, Izaah Knox and Shaimaa Aly

- Created, integrated, and promoted the 4 Equity Tool to support leaders in decision-making to ensure that racial equity is thoughtfully considered and organized Feedback 4 Equity sessions with underrepresented community members to ensure their perspectives were incorporated into key regional projects, such as water trails and the pro soccer stadium.
- Created the DSM USA 4 Equity Collective comprised of a broad range of community stakeholders purposefully selected to engage in the development of a metric system that seeks to ensure diversity, equity and inclusion in all community efforts. Part of this work included launching the Employers 4 Equity playbooks to provide employers with promising practices and local examples for how to increase equity practices in their organizations and contribute to a more equitable region.
- Collaborated with Wellness and Cultural Capitals to bring the Mental Health: Mind Matters traveling exhibit to the community that used hands-on interactives and immersive multimedia experiences to help visitors explore mental illness and its prevalence in society.

- The Directors Council released the One Economy Report and subsequent Blueprint for Action to raise awareness of the disparities that Black residents of Polk County experience and to recommend actions for change.
- Leaders of the Latinx Community launched the Iowa Latinx Project to create a baseline of data regarding the community, build support for Latinx organizations, develop Latinx leadership, and advance understanding of the issues to improve the conditions of the community. In 2022, the Latinx Project launched the Nuestro Iowa report, containing statistics and stories to help understand the Central Iowa Latino Community.
- Thousands participated in the 21-Day Equity Challenge which provided a powerful opportunity for shared learning and growth to develop a deeper understanding of how inequity and racism affect our lives and community.

WELLNESS CAPITAL

Brad Anderson and Jami Haberl

- Supported the 2022 Community Health Needs Assessment to provide data to the region on public health needs.
- Conducted trainings and events about mental illness to reduce stigma in Central Iowa.
- Issued the Return to Town Survey and identified walkability as a key priority for the region following the COVID-19 pandemic.
- Launched VaxDSM as a local collaborative effort designed to lift awareness and acceptance of the value of vaccination against COVID-19 among Black, Latino, African, Asian-American, and other underserved populations within the Des Moines metropolitan area, to decrease illness and deaths in these communities.
- Promoted 5-2-1-0 Healthy Choices Count in schools, early childhood centers, out-of-school time programs, work places, and more with the goal of increasing physical activity and healthy eating. Materials were translated in dozens of languages to reach diverse populations throughout the region.