

Capital Crossroads Vision Plan for Greater Des Moines and Central Iowa

- 1190 Vision Plan
 - 2011 brought in Market Streets to create Capital Crossroads plan
 - 2014 Market Streets came back to make mid-course corrections including hiring a coordinator
 - 2017 They are again revamping to update the vision into Capital Crossroads 2.0
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- Capital Crossroads is housed out of greater Des Moines partnership team
 - Funders are United Way, Community Foundation, Greater Des Moines Partnership & Metropolitan Planning. Bethany (Staff person has no budget except her salary, but utilizes the funder for things like community report, or other needs.)
 - They brought in two more funders Prairie Casino and CBV
 - The Community Foundation fits their strategies based on capital crossroads
 - They have 700 volunteers. At different times the priorities are busier or less busy
 - Bethany Manage volunteers: 10 capitals with 10 different personalities and focuses
 - Quarterly meetings with all capital leaders (know what is going on and also accountability)
 - Her Supervisor is (Gene Myer president of the partnership)
 - Steering Committee of 60 people. Advising on the development of capital crossroads.
 - They go out and ask people what they want to see and then they go do it. Surveys are a powerful tool for gaining feedback.
 - Leverage volunteers because there is power in working together
 - Capital Crossroads acts to tie everything together so the right hand knows what the left hand is doing.
 - Each of the 10 Capitals has a lot of autonomy
 - It is a community effort vs. organizational effort
 - See their 2015 report to the community [here](#).