The Purpose
To identify opportunities to leverage arts and culture as essential drivers of quality of life and economic development in Central Iowa.
Cultural Priorities

Although presented as separate priorities, all are deeply intertwined and success in one will directly affect success in others.

1. Every Day, Everywhere Art will bring:
   - More active, vibrant neighborhoods and community hubs.
   - New opportunities for artists and organizations to participate in regional planning and community priorities.

2. A robust Creative Economy will yield:
   - A healthy community of self-sustaining artists thriving in Central Iowa.
   - Support networks for creative businesses and entrepreneurs to flourish.
   - Greater Des Moines is nationally known as a supportive creative environment.

3. Creating a Cultural Tapestry will offer:
   - Arts, culture and heritage are consistently defined to include the many cultural groups of Central Iowa.
   - Barriers to engagement in the arts are acknowledged and removed.
   - More engagement in arts activities by more diverse communities.

4. Strong Youth Connections will provide:
   - Increased access to arts education and programs.
   - Broad recognition and appreciation for the long-term positive impacts of arts experiences on young people.

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Vision FOR THE Future:

With strong economic growth and deep appreciation for quality of life in Central Iowa, now is the time to build on the region’s social connectedness and desire to strengthen and build community with the arts at the center. Cultural and community leaders, artists, regional planners, municipal governments, developers, neighborhoods, employers, funders, entrepreneurs, residents and advocates must come together to actively infuse the arts into decisions, plans and actions to realize this vision.

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$115,000

INITIAL FUNDS

for Implementation

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The Regional Cultural Assessment defines opportunities for the region’s cultural community to thrive.

Central Iowans weighed in to draw a picture of where the region sits currently, and to create a vision for a path forward.

800
COMMUNITY MEMBERS participated

18
individual and small group INTERVIEWS

10
COMMUNITY WORKSHOPS

2
PUBLIC SURVEYS

6
advisory group PEER REVIEW MEETINGS

4
CULTURAL PRIORITIES identified

Central Iowa is defined in this Assessment as the 17-community partners currently joining forces Greater Des Moines. To learn more about Greater Des Moines partners, visit www.bettergreaterdm.org

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OCT. - DEC. (2016):
Research
Review existing plans and priorities to align arts and culture with regional objectives.

DEC. (2016) - MARCH (2017):
Engage
Convene community and creative sector through surveys and in-person conversations.

MARCH - JUNE (2017):
Analyze
Evaluate the research and community input to determine how arts and culture can help advance regional priorities.

JULY - NOV. (2017):
Final Assessment
Identify key cultural priorities as ways to leverage arts and culture to drive quality of life and economic development.

24+
COMMUNITY ACTIONS identified as first steps to act on these cultural priorities.
To read the full Regional Cultural Assessment, visit:

WWW.CENTRALIOWARCA.ORG

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KYLE & SHARON KRAUSE
PAMELA BASS-BOOKEY & HARRY BOOKEY

STEERING COMMITTEE MEMBERS:

Marty Martin, Chair — President, Drake University
Pamela Bass-Bookey — President, Temple for Performing Arts, LLC
Jay Byers — CEO, Greater Des Moines Partnership
Tim Heaston — CFO, ITA Group, Inc.
Myrna Johnson — Executive Director, Iowa Public Radio
Izaah Knox — Executive Director, Urban Dreams
Sharon Krause — Owner, Dalla Terra Ranch
Jeff Russell — President and CEO, Delta Dental of Iowa
Brian Waller — President, Technology Association of Iowa