

# HISTORY

## REGIONAL VISION PLANS

## PARTNERSHIP ORGANIZATIONAL EVOLUTION

- 1990** | **Des Moines Vision Plan**
- 1993** | **Project 21**
- 1998** | **Major Projects Task Force**
- 1999** | The Greater Des Moines Partnership formed by merging the Greater Des Moines Chamber of Commerce Federation, Choose Des Moines Communities and the Des Moines Development Corporation. At its inception, The Partnership was made up of 13 Affiliate Chambers, 1,400 Members and served three counties.
- 2000** | Young Professionals Connection (YPC) formed as an initiative of The Partnership.
- 2001** | The Downtown Community Alliance (DCA) joined The Partnership, including the Downtown Farmers' Market.
- 2002** | Operation Downtown is incorporated and became a contracted partner of the DCA.
- 2003** | **Project Destiny**
- 2004** | The Downtown Events Group merged into the DCA with the strategic focus of enhancing vibrancy and quality of life Downtown. The group now produces:  
- World Food & Music Festival  
- Wonder of Words  
- ImaginEve!  
- Out to Lunch  
The merge also solidified the Des Moines Arts Festival® as a contracted partner of the DCA.
- 2006** | The Greater Des Moines Leadership Institute is housed within The Partnership offices as a contracted partner.
- 2007** | **What's Next, Downtown**  
A new Chamber Affiliate/Member dual membership model was created.  
Business Innovation Zone, later named Square One DSM, formed as a Partnership initiative.
- 2011** | **Capital Crossroads Regional Vision Plan**  
Youth Leadership Initiative (YLI) became an initiative of The Partnership.  
The Partnership partnered in the formation of the Iowa Caucus Consortium for the 2012 Caucus cycle.
- 2012** | Plains Angels formed as a Partnership initiative.  
Brenton Skating Plaza contracted as a partner of the DCA.
- 2013** | The Partnership played an instrumental role in the launch of Cultivation Corridor.  
The Partnership partnered in originating the Global Insurance Symposium.
- 2014** | The Partnership played an instrumental role in the creation of an Iowa chapter of the Urban Land Institute.  
The Partnership partnered in the formation of the Iowa Caucus Consortium for the 2016 Caucus cycle.  
The Partnership partnered in originating the Global Insurance Accelerator.
- 2015** | Education Drives our Greater Economy (EDGE) 75x25 launched as a Partnership initiative.  
The Partnership partnered with Capital Crossroads in forming the Iowa Soil and Water Future Task Force.  
The Partnership partnered with Capital Crossroads in forming the Transit Future Work Group.
- 2016** | The Partnership secured funding from six investors to build a global agtech startup accelerator.
- 2017** | **Capital Crossroads 2.0 Regional Vision Plan**

