

QUALITY OF LIFE

Quality of life is widely recognized as a critical factor in location decision making for both workers and companies. A region cannot be world-class without a comprehensive and consistent commitment to its culturally rich diversity, the arts and recreational amenities, all of which serve as economic drivers in today's globally minded community development.

Further, creating water trails and greenways while restoring and maintaining clean and safe rivers, lakes and streams will further boast these attractions locally, regionally and nationally. Greater Des Moines (DSM) has demonstrated a sustained dedication to building cultural and recreational assets for years, the result being a community with an impressive array of unmatched resources for its size. The Partnership's goals are to make DSM the "Trails Capital of the World," to have sustainable waterways and greenways and to offer best-in-class arts and cultural amenities. The Partnership supports federal initiatives that help achieve these objectives.

REGIONAL TRAILS

The Partnership supports funding high-priority trail projects and continued funding for federal trails programs. Numerous studies have shown that trails, parks, recreation and green space help improve communities and grow local economies by increasing physical activity, lowering health care costs, decreasing traffic congestion, attracting businesses, improving property values, increasing tax revenues and creating jobs.

Accordingly, The Partnership supports continuing federal funding for multipurpose trails and other transportation- and recreation-related programs that improve community health and livability. The Partnership also supports continued funding for the Land and Water Conservation Fund (LWCF) program, which provides matching grants to state and local governments for the acquisition and development of public outdoor recreation areas and facilities.

ARTS, CULTURE AND HERITAGE

Arts, culture and heritage are recognized as vital contributors to the region's vibrant quality of life. Arts, culture and heritage attractions and experiences are key drivers of economic activity and help draw regional tourism, increase resident satisfaction, help attract and retain talent and help make DSM a premier place to work, live and play. According to a 2015 economic impact study of the arts completed by Americans for the Arts and supported by Bravo Greater Des Moines, arts, culture and heritage organizations in the region contributed more than \$185 million in total economic activity, supported 5,677 jobs and generated \$16.8 million in state and local tax revenue. Clearly, the arts mean business in DSM.

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Public investment in arts, culture and heritage provides tremendous value and has been a catalyst for the creative sector while also generating unparalleled private support. This continued investment and meaningful partnership will further position Iowa as an innovative, progressive state. Therefore, The Partnership supports the following programs and policies:

- Increased funding for Iowa's National Endowment for the Arts – State Arts Agency Partnership Grant to invest in people and projects that foster economic growth and enhance the cultural identity of local communities.
- Increased funding of the National Park Service – Historic Preservation Fund (HPF) which includes grant-in-aid to Iowa's State Historic Preservation Office for heritage preservation and protection programs that preserve the nation's heritage, create jobs and revitalize communities.
- The Corporation for Public Broadcasting (CPB) provides essential seed money enabling Iowa Public Television (IPTV) to promote education, public safety and community service statewide, reaching rural and underserved Iowa families and communities with quality programs and services. These include Ready to Learn and Ready for School early education services as well as production costs for local programs like Iowa Press and IPTV Kids Clubhouse. Therefore, The Partnership supports continued funding for CPB.
- Increased funding for the National Endowment for the Humanities (NEH), Institute of Museum and Library Services (IMLS) and the National Science Foundation (NSF), whose agencies' resources and grant programs make these investments possible at the state and local level.

In addition to the support of the above programs, The Partnership supports competitive grants offered to the state and local level through federal funding for the National Endowment for the Arts (NEA), National Endowment for the Humanities (NEH), Institute of Museum and Library Services (IMLS), National Parks Service (NPS) – Historic Preservation Fund (HPF) and the National Science Foundation (NSF). Specific grants include:

- Hoyt Sherman Place applied for a National Endowment of the Humanities, Sustaining Cultural Heritage Collections (SCHC) grant in 2017 for \$36,507 to support a two-part project to environmentally sustain and physically protect its historical and valuable art collection. This request is for equipment that would allow Hoyt Sherman Place Foundation to monitor the environment of its gallery spaces.
- \$20,000 from the NEA in support of the OPERA Iowa Educational Troupe program for the Des Moines Metro Opera 2019 OPERA Iowa Tour which covers over 70 Iowa communities to reach approximately 26,000 children and adults across every congressional district through classroom workshops and onsite musical performances.
- The Des Moines Symphony has submitted a \$15,000 request to the NEA to support the 2019 Youth Concerts where more than 5,000 Greater Des Moines (DSM) students in the fourth and fifth grades learn in-depth about orchestral music through an enhanced, multi-media curriculum provided to each school, then see and hear a live Des Moines Symphony performance at its



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home at the Des Moines Civic Center. Support for Youth Concerts helps accomplish a commitment to offering live performances to an increasing number of youth (under age 18) through discounted and free tickets.

- \$320,208 has been requested from the National Endowment for the Humanities (NEH) for the National Digital Newspaper Project (NDNP) program to continue digitization of Iowa's historic newspapers as part of the NEH NDNP 2018 – 2020 cycle.
- The State Historic Preservation Office has requested \$850,000 from the Department of the Interior – National Park Service Historic Preservation Fund Grant-in-Aid to State Historic Preservation Offices for statewide preservation programs including the National Register of Historic Places and consultation for the Federal Historic Tax Credits.
- Des Moines Performing Arts has submitted a request to the NEA in 2018 for the 2019 Dance Series, which is expected to reach 11,000 people in the region.
- The State Historical Society of Iowa has applied for \$18,073 in grants to support activities undertaken by the Iowa Historical Records Advisory Board.
- The State Historical Society of Iowa applied for a \$50,000 NEH SCHC Planning Grant to assemble an experienced interdisciplinary project team to develop a plan for new energy-efficient lighting for the 45,000 square feet of museum gallery space in the State Historical Museum of Iowa. The current lighting system for the vast majority of the State Historical Museum's gallery space is original to the building, which opened in 1987, and is highly energy inefficient and inconsistent with best practices for sustainable museum lighting design.
- Iowa Department of Cultural Affairs has applied for \$626,500 from the National Endowment for the Arts – State Arts Agency Partnership Grant with the Iowa Arts Council in support of statewide grants for arts education and greater access to arts activities in both rural and urban communities. This grant program requires a State of Iowa match.