

State of Iowa



# Great Places

## Overview



## Great Places

**Imagine if...**



## Great Places

**Iowa's Great Places offer a vibrant, integrated quality of life where people choose to live, work, visit, stay and play.**



## Great Places

**Great Places is designed to bring together the resources of state government to build capacity in communities, regions, neighborhoods or districts to better the quality of life of all residents and visitors.**



## Dimensions

- **Unique Sense of Place**
- **Engaging Experiences**
- **Rich Social Fabric**
- **Vital Economy**
- **Pleasing Environment**
- **Strong Foundation**
- **Creative Culture**



## Unique Sense of Place

**A sense of place that values historical roots while embracing a shared vision which welcomes, includes and involves both natives and newcomers and promotes itself as a great place.**



## Engaging Experiences

**Provides and supports authentic, credible and varied opportunities for individual and community expression, interaction and common experiences.**



## Rich Social Fabric

**Promotes and encourages equitable networks of social interaction, formal and informal, throughout the community.**





## Vital Economy

**Balanced, growing,  
transformative mix of  
rewarding jobs and sustaining  
capital.**



## Pleasing Environment

**Clean, healthy, accessible  
natural and built environments  
that enhance the quality of life.**



## Strong Foundation

**Infrastructure that is available,  
accessible and responsive to  
everyone – the entire social  
fabric/all populations.**



## Creative Culture

**Shared attitude of optimism  
that welcomes new ideas,  
based on a diverse and  
inclusive cultural mosaic.**



## Great Government

- **Concentrated efforts**
- **Package resources**
- **Cooperation/Communication**
- **Competitive offers**
- **Partnering and Coaching**



## Overarching Criteria

- **Vision**
- **Commitment**
- **Asset inventory**
- **Broad-based, inclusive GP team**
- **Creativity & innovation**



## Broad-based, inclusive GP team

- **Represents the elements of GPs**
- **Represents the current reality & trends/tendencies**



# Commitment

- **Dollars**
- **People**
- **In-Kind**
- **How much?**
- **For how long?**
- **Verifiable**





# Asset Inventory

- **Where We Are**
- **Strengths**
- **Gaps**
- **Comprehensive**
- **Realistic**



## Vision

- **Where We Want to Be**
- **Originality**
- **Attainability**
- **WOW Factor**



# Creativity & Innovation

- **New**
- **Surprising**
- **Welcoming new ideas**



## New Vocabulary

Old:

**Selection Criteria**

**Accountability**

**Application**

**Sustainability**

**Community**

New:

**Guiding Values**

**Fulfillment**

**Offer**

**Planned Evolution**

**Place**

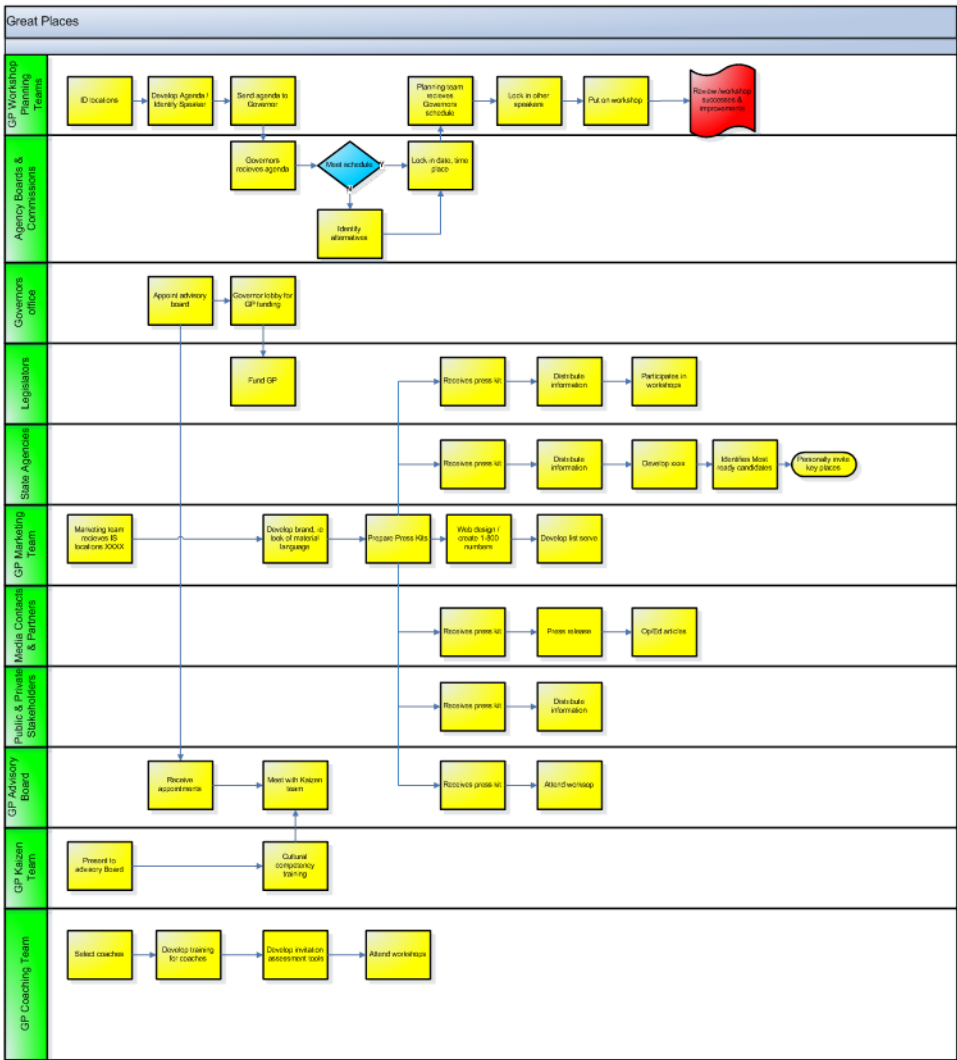


## Process

- **Call to Action/Regional Forums**
- **Invitation**
- **Coaching**
- **Offer**
- **Negotiation**
- **Selection of 3 Pilot Places**



# Process Map





# Call to Action Regional Forums

## **AGENDA:**

- **Opening WOW**
- **Welcome**
- **Governor's Remarks**
- **Panel Discussion: Great Place Dimensions**
- **Interactive Dream Session**
- **What Does All This Mean to You?**
- **Questions & Answers**
- **Closing WOW**
- **Informal Networking Chats**







## Timeline

- **April/May: 6 Regional Forums**
- **July 1: Invitations Received**
- **July/August: Coaches work with places to get offers ready**
- **September: Places present offers**
- **October 1: Select 3 Pilot Places**
- **Oct/Nov/Dec: Negotiation of Partnership Agreements**
- **December 31: Agreements in place**

