

**What is Iowa Next?**

A new initiative that takes a comprehensive approach to state investment in local and regional quality of life efforts by coordinating and streamlining public access to state programs that provide resources to support cultural, natural and recreational community projects.

**What will Iowa Next do?**

- Consolidates the Community Attraction & Tourism Program (CAT), River Enhancement Community Attraction & Tourism Program (RE-CAT), the Iowa Great Places Program, Iowa Cultural Trust and the State Parks Infrastructure Fund.
- Establishes the Iowa Next Commission, made up of the directors of the Iowa Economic Development Authority (IEDA), Iowa Department of Transportation (DOT), Iowa Department of Natural Resources (DNR), Iowa Department of Cultural Affairs (DCA) and seven appointed public members with experience or expertise in culture, recreation, economic or community development.
- Creates the Iowa Next Fund and provides \$26 million to be awarded as grants.
- Employs an Iowa Next liaison to coordinate efforts between quality of life programs.
- Develops an online, public database of quality of life-related funding opportunities and programs.

**What are the goals of Iowa Next?**

- Improve government efficiency and flexibility to more effectively respond to the needs of Iowa communities by simplifying the way they partner with the state to strengthen Iowa's quality of life.
- Enhance and increase cultural, natural and recreational opportunities available to Iowans and visitors while attracting and retaining jobs, employers and talent to our state.
- Leverage and grow public-private partnerships to empower Iowans to invest in the future of their communities.

**Why is now the right time for Iowa Next?**

- Iowa is well-positioned to build on a strong foundation to become a leader in quality of life investment.
- Creating vibrant, sustainable communities to attract and retain a skilled workforce is critical to ensuring a prosperous and competitive future for Iowa.
- Momentum across the state is motivating both urban and rural communities to plan and invest in local and regional assets that position themselves as livable and attractive destinations.
- Communities look to the state to serve as a catalyst that can spur greater private investment toward quality of life projects.
- To encourage communities and regions to leverage and coordinate local resources, the State of Iowa must be willing to do the same by building on its successes and evolving its quality of life programs to respond to the needs of Iowa's communities today.