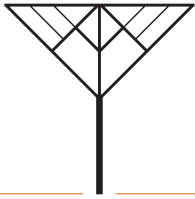
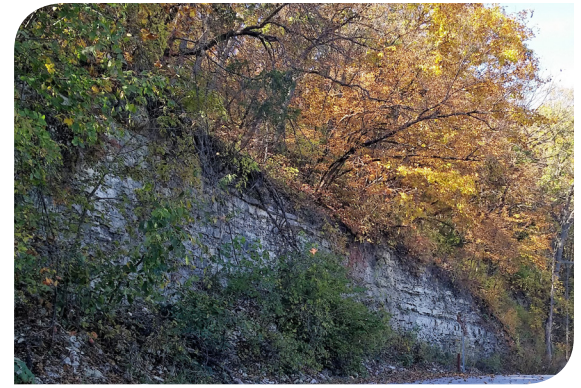


# EXTRAORDINARY VISION



MADISON COUNTY CONSERVATION CENTER  
CAPITAL CAMPAIGN



## South Central Iowa Region United with the Des Moines Metro

Madison County is the Des Moines metro's southwest arm and is a vital piece of the Des Moines area puzzle. The majority of people living in Madison County work, shop, or play in the metro. In turn, many metro area residents consistently choose to recreate in Madison County to take advantage of the rural beauty and cultural amenities.

“W.T. and Edna M. Dahl made a commitment years ago to be benefactors in support of nonprofit projects in Central Iowa. The Madison County Conservation Center is one of those projects that we are pleased to be able to lend our support in the best interest of environmental education and outdoor enrichment. We are certain that Edna and W.T. would be proud to be a part of this local project!”

– Paul Tyler, W.T and Edna M. Dahl Trustee

Madison County is part of Capital Crossroads geographic area. Capital Crossroads is the strategy plan providing our region with a vision for sustainable economic growth and development. The Conservation Center aligns with many of the 10 Capitals, or work platforms, that form the structure of Capital Crossroads. Sustainability and natural environment goals will be achieved through the Conservation Center, along with goals relating to social relationships, public-private partnerships, and wellness.

“This exciting project aligns perfectly with one of the key goals of the Capital Crossroads Vision Plan: make Central Iowa recognized nationally as a best practice region for environmental sustainability and diverse array of natural amenities. Investing in quality of life and recreational amenities, like the Madison County Conservation Center, plays a key role in attracting and retaining both companies and talent in our region.”

– Jay Byers, CEO Capital Crossroads & Greater Des Moines Partnership

The splendor and serenity of Madison County provides significant quality of life benefits for south central Iowans. This region enhances metro corporations' abilities to attract and retain top-notch talent for their workforce. The Madison County Conservation Center will complement the existing natural beauty and historical features that make this region such a popular place to live and visit.

“The Madison County Conservation Center will be an awesome addition to all that Madison County has to offer as it will play an important part in preserving and enhancing the beauty and uniqueness of Madison County. It will be a gem in the setting of Pammel Park and will serve to set standards for future natural resource enhancement efforts.

The reach of this project extends beyond Madison County; it will teach and inspire all who visit. We would like those who visit to be stimulated by the setting, the design, the information, and the motivation that they absorb during their visit.

I feel privileged to work with such a fine, dedicated team in developing and building the Madison County Conservation Center.”

– Fritz James, Campaign Volunteer Leader & Donor



**CAPITAL CROSSROADS**  
A VISION FORWARD 

