





Pro Iowa was formed by a group of collaborative leaders who are invested in the growth and development of Central Iowa.

# Tomorrow's Iowa Starts Today



## THE MISSION

Design and build an iconic stadium that energizes Iowa's economy and unites people through shared experiences

## THE VISION

A destination that lives at the junction of sports and culture, captivating Iowans across generations

# Tomorrow's Iowa Starts Today



## NOW'S OUR TIME

Des Moines is poised to land the next United Soccer League (USL) Championship League franchise. We have the opportunity right now to turn this into a reality for the city, and the state.

It's our time.

# This is Pro Iowa

ECONOMIC DEVELOPMENT  
CELEBRATING GLOBAL COMMUNITY  
SOCCER IS THE FUTURE  
ATTRACTING NEW TALENT  
NEIGHBORHOOD BEACON

PRO IOWA

# Economic development



PRO IOWA

# Celebrating global community



PRO IOWA

# Soccer is the future





PRO IOWA

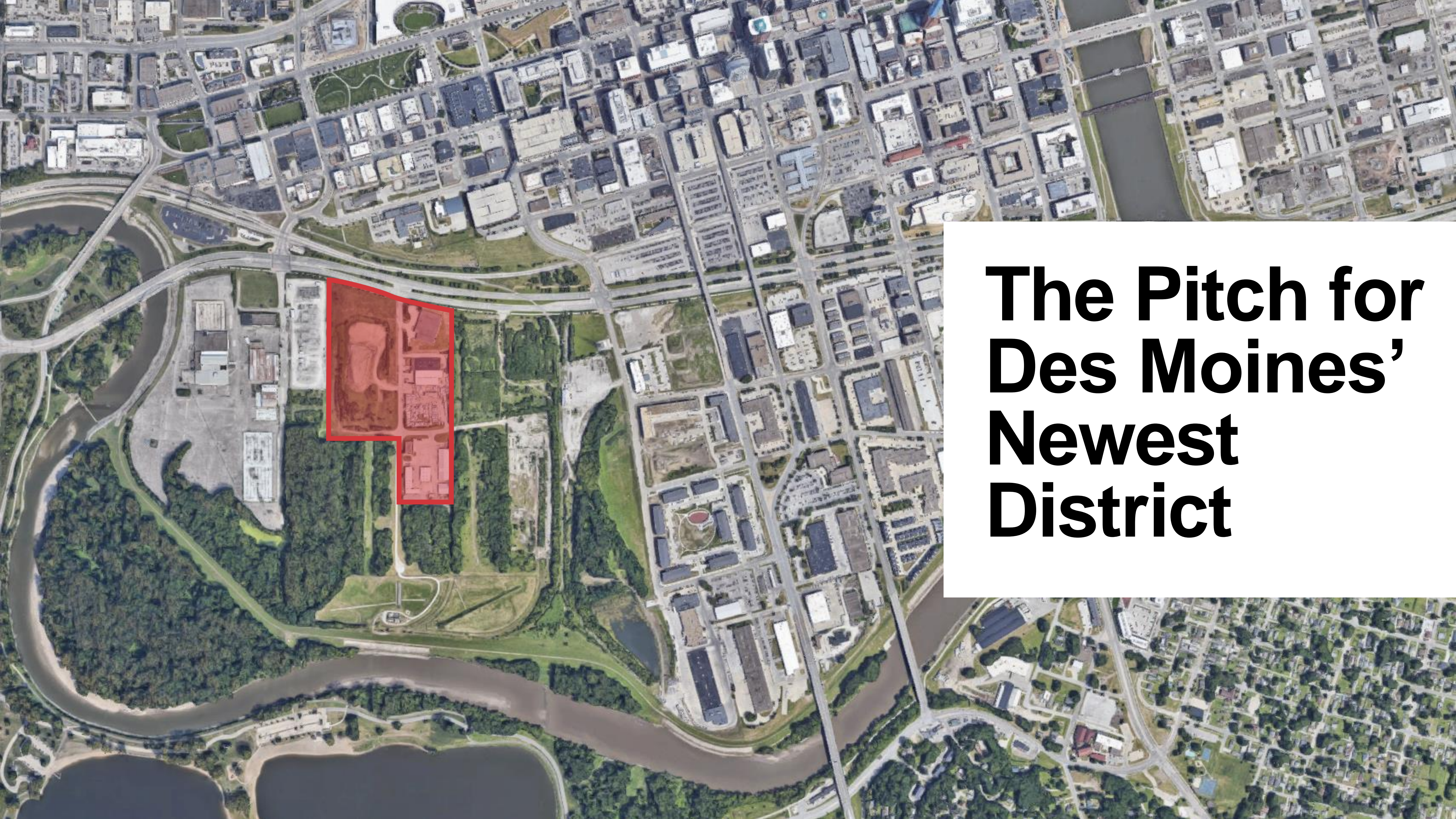
# Attracting new talent



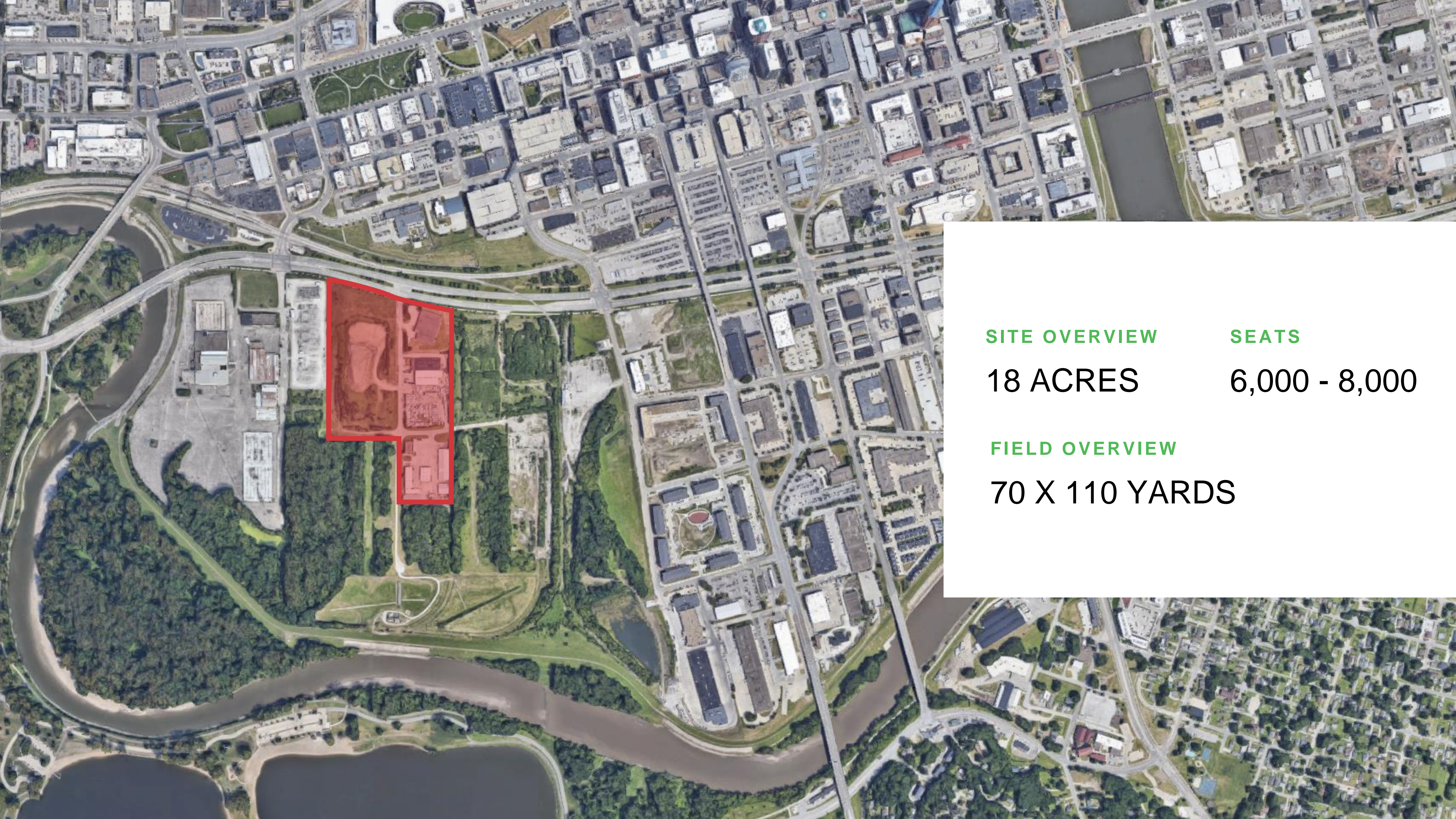
PRO IOWA

# Neighborhood beacon





# The Pitch for Des Moines' Newest District



**SITE OVERVIEW**

**SEATS**

**18 ACRES**

**6,000 - 8,000**

**FIELD OVERVIEW**

**70 X 110 YARDS**



# Elevating Our Game

A USL Championship  
team would be Iowa's  
first professional  
soccer franchise



**Building  
a movement  
—uniting a  
community**

**34,000  
Iowa youth  
play the game  
each year**



**“ A multiuse stadium in  
Downtown Des Moines could  
both enhance new business  
development in our urban  
core and attract a more  
diverse workforce to our city.”**



# By the Numbers

## **YEAR ONE**

\$30 million in economic spending generated

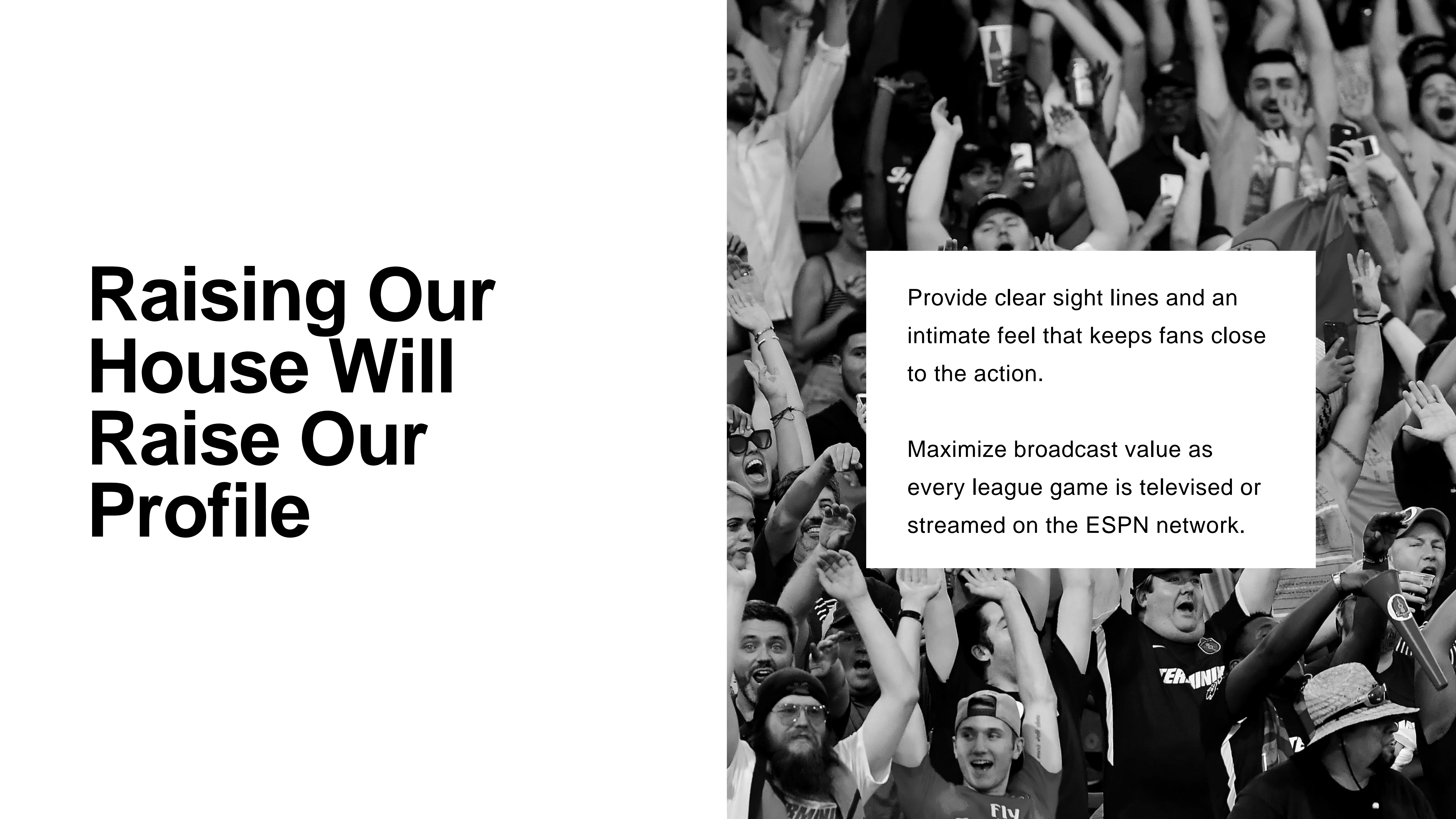
## **YEAR FIVE**

\$60 million approximately in economic spending generated

## **YEAR TEN**

\$119.4 million in economic spending generated

# Raising Our House Will Raise Our Profile



Provide clear sight lines and an intimate feel that keeps fans close to the action.

Maximize broadcast value as every league game is televised or streamed on the ESPN network.





# This is Our Team

## HONORARY CHAIRS

Dan Houston  
Steve Lacy  
Mark Oman  
John Pappajohn

## ADVISORY BOARD

Luca Berrone  
Franklin Codel  
Rob Feeney  
Sam Gabriel  
Susan Hatten  
Laura Jackson  
Peter Kitundu  
Izaah Knox  
Sharon Krause  
Tanner Krause  
Kerty Levy  
Chris Littlefield  
Matt McCoy  
Alejandro Orozco  
Jeff Russell  
Loretta Sieman  
Rick Tollakson  
Jim Wallace  
Mike Whalen  
Steve Zumbach

## WORKING GROUP

Dan Keough  
*Chair*  
Suku Radia  
*Capital Stack, Committee Chair*  
Tiffany Tauscheck  
*Public Relations, Committee Chair*  
Jay Byers  
Greg Edwards  
Susan Fitzsimmons  
Richie Hurd  
Emily Kessinger  
Kristi Knous  
Kevin Krause  
Kyle Krause  
Mark McManigal  
Wayne Reames  
Doug Reichardt  
Terry Rich  
Jim Ross  
R.J. Tursi



# Join The Movement

@USLProIowa

#USLProIowa

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