

Our Region Today

- ▶ Natural resources are one of our biggest and most important assets
- ▶ Tradition of agriculture is rooted deep in our past, while meeting the ever changing landscape to ensure its future
- ▶ Many of our children are leaving to find jobs in other places
- ▶ 35% of our children live in poverty
- ▶ Many of the Heartland's residents never graduated from high school, and only 12% go on to higher education
- ▶ Wages in the Heartland are \$31,129 compared to the State \$43,660 and the nation \$48,301
- ▶ Our way of life is important to us

A Resilient Region...

- ▶ Prepares our workforce for jobs of the future
- ▶ Provides transportation to conveniently travel and move goods to market
- ▶ Ensures clean water for drinking, recreation, and ecosystems
- ▶ Supports new and innovative agriculture
- ▶ Celebrates our climate, our unique natural resources, and our cultural heritage

Heartland 2060 Goals

Talent Supply & Education

Encourage youth to remain in the Heartland

Enhance lifelong learning opportunities for Heartland residents

Develop, attract, and retain a skilled workforce to meet future employer needs

Encourage innovation and creativity in education at all levels

Business Climate & Competitiveness

Support new and existing businesses

Innovation & Economic Development

Increase the share of employment in skilled labor occupations

Strengthen the Heartland's energy industry

Strengthen the Heartland's logistics and manufacturing industries

Strengthen the Heartland's agricultural industry

Strengthen the Heartland's tourism and recreation industries

Support both established and emerging regional employment centers

Infrastructure & Growth Leadership

Improve coordination of economic development, land use, infrastructure, transportation and natural resource planning

Improve the Heartland's telecommunications and information technology infrastructure

Develop transportation systems to support a prosperous, globally competitive economy and improves the quality of life for Heartland residents while minimizing impacts to the natural environment

Quality of Life & Quality Places

Improve the region's quality of life and enhance the health, safety, and wellness of its residents

Promote the Heartland's arts, cultural, and historic resources

Encourage development of attainable housing in all communities of the Heartland

Protect natural resources to ensure recreational opportunities including fishing, hunting and ecotourism

Civic & Governance Systems

Strengthen and promote a regional identity for the Heartland that reflects its vibrant, diverse, and collaborative communities



Visit us on the web:
heartland2060.com or cfrpc.org

Heartland 2060 is creating a 50-year vision for the future that enables growth while preserving natural areas, protecting wildlife, increasing agricultural production, supporting healthy communities, and ensuring a vibrant economic and social life. A **resilient region** will enable us to preserve our unique values, including a mix of urban and rural lifestyles, while supporting development of our communities. By having a shared vision, we can be prepared for any future that is in store for us. By understanding what is important to us and what our challenges are, we can work together to be a resilient region.

Core Values

- Stewardship of Natural Resources
- Our Communities
- Future for Our Children
- Our Water Resources
- Respect for Agriculture

Partners



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