

Bethany Wilcoxon joined the Capital Crossroads implementation team in September 2014. As Director, Bethany is charged with the operational management of Capital Crossroads to ensure that the initiative continues to be a national leader in holistic, community, economic, and workforce development strategic implementation, driving the region to even greater levels of success and national recognition.

Bethany is a graduate of Iowa State University's Community and Regional Planning program. She spent several years serving Iowa Great Places, a grant program of the Iowa Department of Cultural Affairs, and then leading the development of The Tomorrow Plan, a \$3.1 million regional initiative to advance sustainability in Greater Des Moines. Her accomplishments include the Business Record's Forty Under 40 (2016), Leadership Iowa (Class of 2015-2016), Global Shapers Des Moines Founding Curator (2015), ISU STATEment Maker (2012), Next American Vanguard (2010), and Greater Des Moines Leadership Institute (Class of 2011-2012).

Outside of her professional work, Bethany serves on the Great Outdoors Foundation Board and the Jester Park Nature Center Capital Campaign Team, and is the US Green Building Council ADVANCE Ambassador for the State of Iowa. She has led Des Moines' Urban Ambassadors as President, served on the Board of the Drake Neighborhood Association, and has volunteered for Leukemia & Lymphoma Society (2014 Woman of the Year Candidate), Big Brothers Big Sisters, ULI Iowa, the Des Moines Symphony, and the Des Moines Metro Opera.

Bethany believes in fostering relationships to create unique opportunities for community collaboration and to rally people together. A passionate and energetic planner, Bethany continually strives to bring new ideas – big and small – to Greater Des Moines.