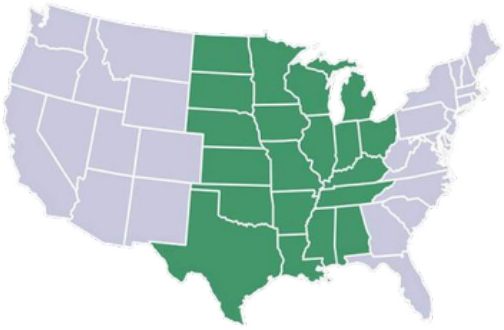
About Heartland Forward

Heartland Forward is a nonpartisan, nonprofit think-and-do tank dedicated to accelerating economic growth and expanding opportunity across the heartland.



Our goal is to generate $500 million in economic impact by 2030 by translating research into action—through policy, programs and partnerships that deliver measurable results.

The heartland spans 20 states and represents the third-largest economy in the world, creating a strong foundation for growth and innovation. Through applied research and collaborative partnerships, we help turn ideas into meaningful solutions to expand economic opportunity, strengthen talent and improve health—ensuring the region competes and leads in the 21st-century economy.

The **Center for Investment Readiness** (CIR) is a dedicated hub for research and strategic program development to enhance investor confidence and support new and thriving businesses in the heartland.

Goal

Generate $100 million in economic impact by 2030

- Empower communities with access to data, tools and insights to tell good stories about their economic development assets and opportunities
- Level the playing field for communities competing with higher-profile markets
- Strengthen connections to capital providers

Plan

Partner with 30 communities by 2030 to create a heartland model for investment readiness

- Expand the CIR network from 10 pilot communities to new states and communities
- Deploy the Heartland Investment Readiness Guidebook, developed in partnership with the McKinsey Institute for Economic Mobility
- Partner with state leaders, economic development agencies and the private sector to host convenings for CIR communities and investors

Join

CIR is growing across the heartland and you can be a part of it

- **Communities:** Apply to bring CIR to your state or region
- **Partners:** Co-host or sponsor a convening in 2027
- **Champions:** Help spread the word through your networks
- **Everyone:** Sign up for news and updates from the Heartland Forward team

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