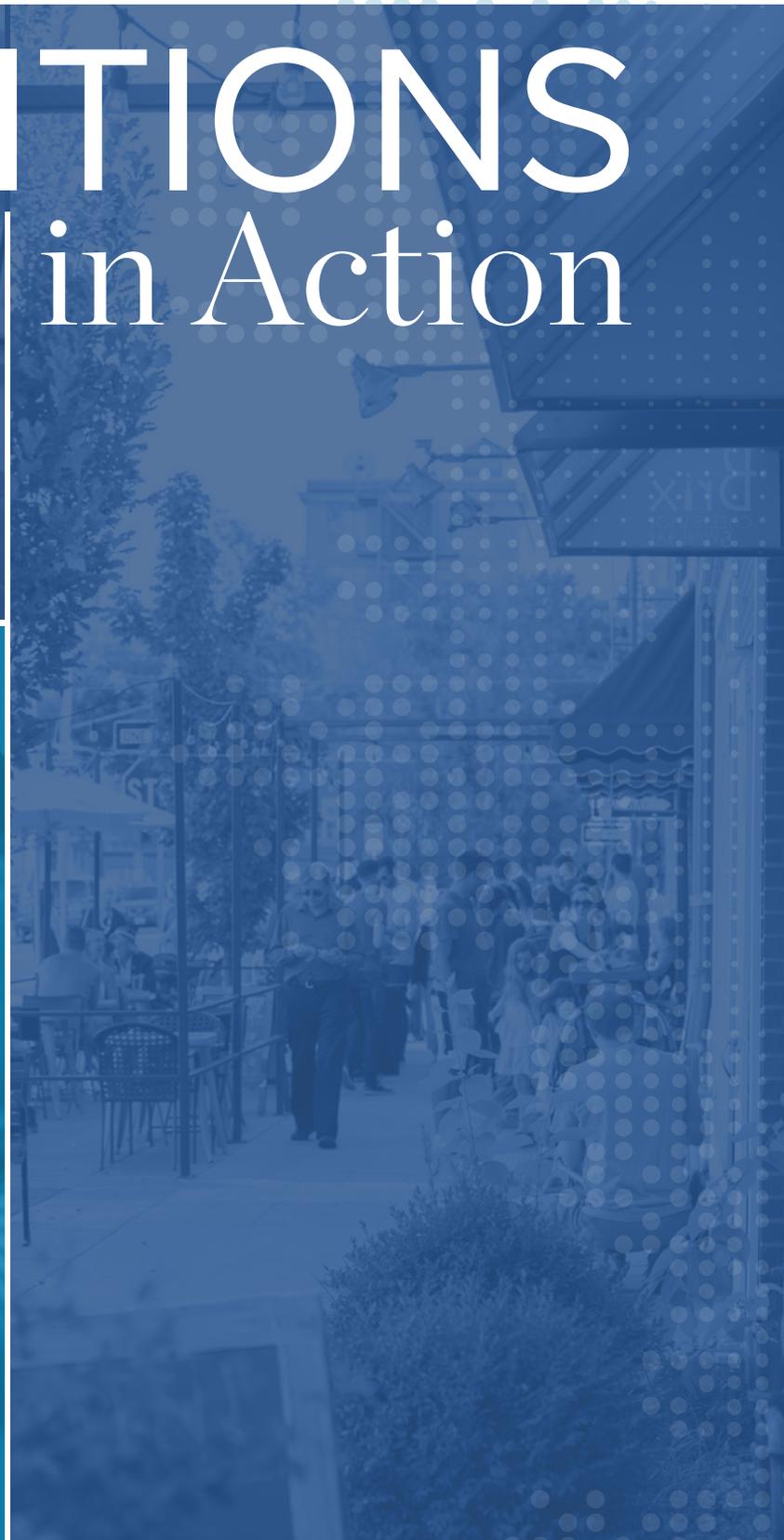


COALITIONS in Action



GREATER IOWA CITY, INC.
2025 ANNUAL REPORT

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Our mission:
To inspire the Iowa City area to be greater by:
1) elevating business;
2) investing in strategic initiatives; and
3) advocating for the economic resiliency for the greater community.

FOREWORD

Greater Iowa City, Inc. Investors,

This past year has been a reminder of what we can accomplish when we work together, invest locally, and act nimbly. Greater Iowa City, Inc. exists because of your investment, participation, and guidance and because of the shared belief that our region will grow stronger when businesses, community partners, and civic leaders join forces.

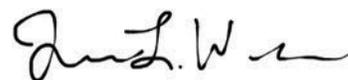
This report reflects multiple coalitions in action. Some highlights include: 1) the coalition of business and community leaders that have become an ecosystem of support, resulting in \$416,000 in grants given to 58 small, locally-owned businesses and over 160 appointments for technical support at the Business Resource Center; 2) the coalition of local design, engineering, and nonprofit experts to establish new Strategic Investment District plans that will pay dividends for years to come; 3) the coalition of childcare experts and service providers to operationalize the Wage Enhancement Program, increasing childcare slots by 30% and full-time staffing by 56%; and as a last example 4) the coalition of community champions that successfully advocated (and voters agreed) to apply a Local Option Sales tax in Iowa City, Coralville, and North Liberty, adding approximately \$22 million to our local economy every single year.

These coalitions represent just a few of the very best Johnson County businesses, community leaders, and what the people that represent our region can do.

We hope the report that follows makes the underlying message very clear: this is a community where you want to live and work. This is a community that cares.

We are deeply grateful for the trust and support our members bring to this collective work. Your participation and guidance have ensured that we are investing in areas that matter most to you, your employees, customers, and stakeholders.

With appreciation and optimism,



Jennie Wunderlich, Executive Council Chair



Nancy Bird, President & CEO

SECTION

1 Data Digest

- **Our New Approach to Data Delivery**
- **Community Data Dashboard**
- **2024 Johnson County Snapshot**

OUR NEW APPROACH TO DATA DELIVERY

In 2024, Greater Iowa City, Inc. released the organization's first Data Digest benchmark report for Johnson County. After aligning stakeholder input with our organization's mission, over 30 business climate and quality of life metrics were selected to be included in the report and to be used in future annual benchmark data collection efforts. The report also featured identical comparison data for eight counties across the nation that are similar to Johnson County.

Greater IC uses this data to guide our initiatives, strategic investments, and decision-making. Consistently collecting and analyzing our extensive dataset ensures that our work aligns with demonstrated community strengths and needs.

For this year's data release, we are excited to launch an online, interactive Community Data Dashboard that showcases all data included in the original 2024 Data Digest report. The newly unveiled data dashboard for 2025 also includes data metrics for the 7-county region.

The Community Data Dashboard provides clear benefits to all future users of the dashboard. By transitioning the data from 2024's static report to an engaging, interactive dashboard, users are able to 1) visualize the data through different modes, 2) download the data directly from our website, 3) filter data by year, county, or data metric, and 4) compare Johnson County to benchmarked counties using graphs, tables, or charts.

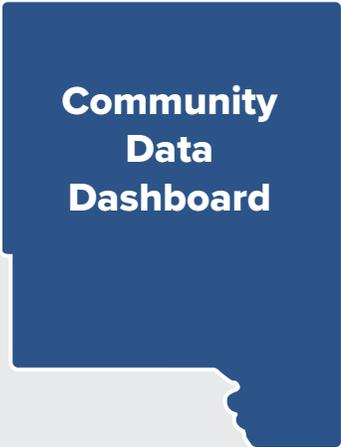
Our Community Data Dashboard is for all. It can be used by local government, private businesses, nonprofit organizations, or residents alike.





COMMUNITY DATA DASHBOARD

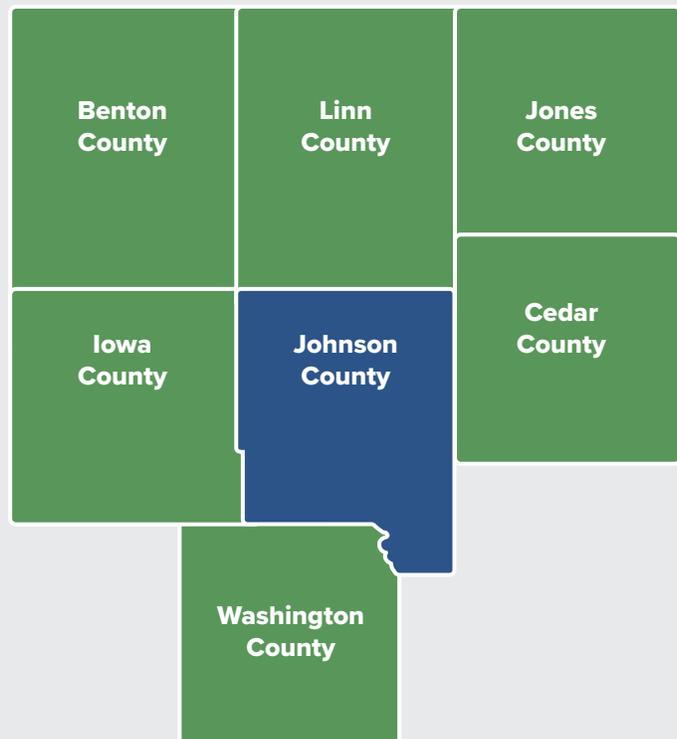
Johnson County’s residents, workers, and businesses of all sizes have consistently made the county a strong place to conduct business over the past ten years. Pairing well with the county’s economic strengths is access to unique quality of life amenities found throughout Johnson County’s rural and metropolitan areas. The Community Data Dashboard provides insights for Johnson County and our comparison counties on over 30 metrics, and the 7-County Regional Data shows those same metrics for seven of the area’s regional counties.



The dashboard’s labor force metrics and their corresponding historical data show that all counties in the dashboard experienced a decrease in total labor force participation rate from 2013 to 2023. Shares of the population who are working age have also decreased. However, over that same 11-year period, every county simultaneously experienced an increase in the percentage of households with children under 6 years old and both parents in the workforce.

These contrasting data trends point to a growing concern for all: more older workers are leaving the workforce, and fewer young people are entering the workforce, leaving a noticeable mismatch in labor demand and labor supply. Increasing total labor supply will be a focused strategy for many areas in the future, including Johnson County.

Of the local counties, Johnson County ranks near the top of the region in many business climate measures such as unemployment, worker availability, gross domestic product, and average job pay. For the quality of life metrics, Johnson County lies in the middle for multiple income, health, and opportunity measures, while leading the way in visitor spending per capita. Since 2012, Johnson (+11%) and Washington (+6%) Counties were the only counties to experience significant population increases, while other rural counties’ population either held stagnant or slightly decreased. These population trends, plus other data trends, can be viewed by exploring the 7-County Regional Data.



2024 JOHNSON COUNTY SNAPSHOT

BUSINESS CLIMATE OVERVIEW

	2024	Total change from last year	Percent change
Unemployment rate	2.4%	No Change	0%
Total employment	85,682	+591 employees	+0.8%
Total businesses	3,490	-20 businesses	-0.6%
Total GDP	\$9.67 billion	+\$182.5 million	+1.9%
Population	154,881	+1,521 residents	+1.0%

2024 TOP 5 SECTORS

- 1 HEALTH CARE AND SOCIAL ASSISTANCE
- 2 EDUCATIONAL SERVICES
- 3 RETAIL TRADE
- 4 ACCOMMODATION AND FOOD SERVICES
- 5 MANUFACTURING

QUALITY OF LIFE OVERVIEW

	2024	Percent change
Two parents working	79.0%	+3.3%
Household income	\$75,662	+2.7%
Building permits for housing structures	1,236	-10.1%
Nonwhite residents	25.0%	+6.4%
Food secure	88.5%	-1.6%
Residents that live & work in Johnson County	66%	-1%



**EXPLORE THE
GREATER IOWA CITY,
INC. COMMUNITY
DATA DASHBOARD**

SECTION

2

Elevating Business

- **Elevating Business**
- **Entrepreneurial Ecosystem**
- **Community Connections**
- **Business Resource Center (BRC)**
- **Ribbon Cuttings**
- **Ambassador Program**
- **Title Events**
- **Underestimated Small Business Grant**
- **Fostering a Welcoming Culture**

ELEVATING BUSINESS

In 2025, Greater Iowa City, Inc. launched the Business Resource Center (BRC) at MERGE, expanded collaboration with university-based entrepreneurial partners, hosted networking events that connected public and private entities, and made renovations to MERGE and 808 that improved meeting spaces, offices, and coworking.

Together, these upgrades signal an intentional approach to business support. The Business Resource Center offers not only support but a centralized point of connection. Renovated spaces improve the quality and flexibility of daily operations. Curated events and university partnerships create shared pathways for engagement. The result is a stronger foundation that is functional, visible, and connected for a business community that increasingly relies on shared infrastructure to navigate change and pursue growth.

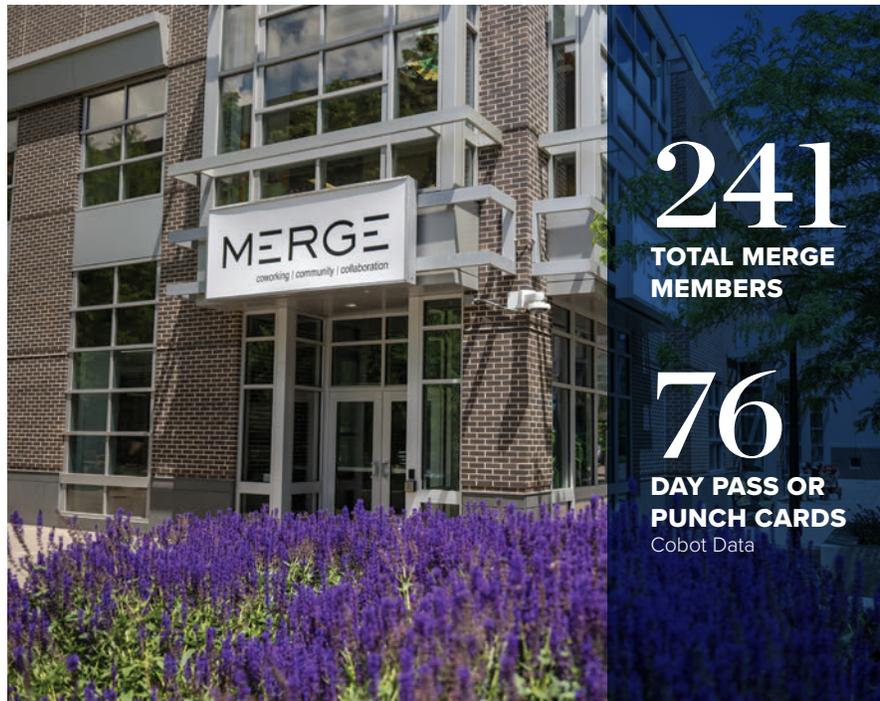




ENTREPRENEURIAL ECOSYSTEM

Greater IC’s co-working, event, and office spaces at MERGE in downtown Iowa City and at 808 on 5th Street in Coralville support local businesses, solo entrepreneurs, and the area’s community of remote professionals. The spaces also provide event space and a place for private and public entities to gather, such as:

- 1 Million Cups
- JPEC Startup Incubator
- Corporate Off-site Team Meetings
- Culture Events like UNESCO City of Literature Programming
- Private Recruitment Events
- Classrooms for Summer Learning Programs
- Mandela Washington Fellows
- Beyond Fashion Festival
- Monthly Business Development Sessions
- Legislative Forums
- The Gazette Business Breakfast Series
- Entrepreneurial Lunch Series
- Build Johnson County



“ **IAN LYTTLE**
 PRINCIPAL DATA
 VISUALIZATION ARCHITECT,
 SCHNEIDER ELECTRIC

On days when I can work remotely, there is no better place for me than MERGE. I can find as much noise or quiet as I like, internet is super-fast, and folks are friendly and engaging. There are few nicer places than downtown Iowa City.



“ **AMI TAYLOR**
 TAYLOR CPA’S &
 ADVISORS

My office at MERGE has provided immense value. The greatest benefit, however, is the community. The team at MERGE and Greater IC has fostered the ultimate ecosystem for talent and opportunity, characterized by a warmth and kindness that mirrors the best of Iowa City.



95

COMMUNITY LUNCH CONNECTIONS ACROSS IOWA CITY, CORALVILLE, AND NORTH LIBERTY IN 2025

\$43,500

IN LOCAL SPENDING AT RESTAURANTS

3,000 ATTENDEES

20 LOCALLY OWNED RESTAURANTS

COMMUNITY CONNECTIONS

Greater Iowa City, Inc. hosts Community Lunch and Coffee Connection events across Iowa City, Coralville, North Liberty, and surrounding areas. Each gathering provides a welcoming environment to engage with city leaders, learn about ongoing initiatives, and strengthen professional networks.

\$79,526

IN LOCAL SPENDING AT HOSPITALITY AND EVENT VENUES



“ **MELISSA CARLSON**
MARKETING DIRECTOR,
CONCRETE POLYFIX

I started regularly attending Community Lunch Connections earlier this year when I stepped into a new role. It’s been a wonderful way to meet people and build meaningful connections, both personally and professionally.



“ **JOE SCHMIDT**
EMPLOYER RELATIONS
MANAGER, UNIVERSITY
OF IOWA HEALTH CARE

Greater Iowa City’s networking events like Coffee Connections provide a great opportunity to establish valuable connections with area business leaders who share an interest in the community’s success.



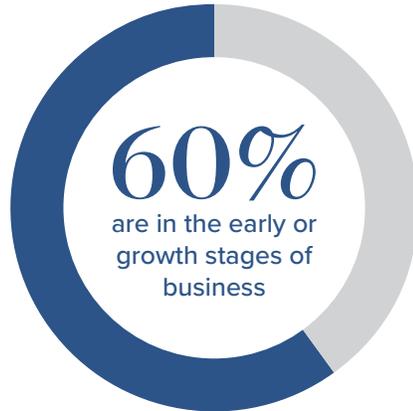
“ **EMILIO ESTRADA**
OWNER, ANDALE
CANTINA

We’d like to thank Greater IC for being such a wonderful bridge that helps us connect with other local business owners. We’re proud to be a gathering place for growing our networking community and supporting small local businesses.



BUSINESS RESOURCE CENTER (BRC)

Through the Business Resource Center at MERGE, businesses and nonprofits at any stage have met one-on-one with volunteer experts for support on legal structure, financial planning, marketing, human resources, technology, accounting, funding, and related needs. Each session focused on practical questions and clear next steps, often connecting participants with additional partners and resources. All appointments were offered at no cost.



TOP NEEDS

68% ACCOUNTING AND BOOKKEEPING

62% MENTORSHIP

47% ACCESS TO CAPITAL



Mentor and BRC Expert – Robin Springer, Chief Energy Officer, Robin Springer Consulting

161

appointments with local entrepreneurs were booked by the Business Resource Center since launching in fall 2024. Most sessions were 30 minutes long and focused on financial planning, legal support, and business coaching.



TOM HICKS
FOUNDER, THROW & CATCH CONSULTING

When I was launching Throw & Catch Consulting, MERGE and Greater Iowa City, Inc. provided exactly the kind of connected ecosystem I needed. I got plugged into 1 Million Cups, met with experts through the Business Resource Center, and attended networking events that helped me build relationships and momentum.



MACKENSIE GRAHAM
FOUNDER & ATTORNEY, AMPERSAND LEGAL

I love volunteering with the BRC because it aligns with one of the foundational tenets of my business, Ampersand Legal. Access to high quality legal services shouldn't be exclusive to big companies and wealthy individuals. So, it's incredibly fulfilling to be able to connect local entrepreneurs starting and growing businesses with the legal resources and appropriate expertise needed. I know from experience that sometimes it's that sort of encouragement and education that makes all the difference in turning the overwhelming into the actionable.



MACY KRALL
OWNER 223 BABY CO.

I met with a business coach, his name was Scott. He was fantastic! He really helped me figure out how to use my grant money for my business.



SCAN THE QR CODE TO SEE HOW THE BRC CAN HELP BUSINESSES



RIBBON CUTTINGS

IN 2025, RIBBON CUTTINGS REACHED 30 CELEBRATIONS REPRESENTING:

13
NEW BUSINESSES

5
REBRANDS

5
EXPANSIONS OR RELOCATIONS

7
MILESTONES

AND DREW MORE THAN
1,000
ATTENDEES



RYAN BOBST
EXECUTIVE DIRECTOR NORTH LIBERTY COMMUNITY PANTRY

We were so excited for the chance to partner with Greater Iowa City with a Ribbon Cutting to celebrate our Grand Opening of our new 10,500-square-foot facility in North Liberty! Not only did they handle RSVPs, a schedule for the day, and promotion of the event, they also were extremely accommodating to our unique schedule. Greater Iowa City's professional touch made our day special and helped see more than 200 supporters and neighbors join us in our celebration.



ADRIANA CONTRERAS
OWNER, ADRIANA'S SALON AND BOUTIQUE

I have enjoyed working with Greater Iowa City this year! They did a good job highlighting my grand openings of my salons and I am very grateful with their services. Thank you for the dedication in serving businesses in Iowa City and the surrounding cities.



SCAN THE QR CODE TO SEE
THE RIBBON CUTTING VIDEO

AMBASSADOR PROGRAM

In 2025, Greater Iowa City, Inc.'s Ambassador Program played an essential role in welcoming new businesses, celebrating local milestones, and building lasting connections across the region. As enthusiastic and trusted faces of the business community, they helped new members feel supported and visible while reinforcing Greater IC's commitment to business support.



“ **RICARDO RANGEL JR.**
LEPIC-KROEGER
REALTORS

I have been an active member of this community throughout my 11-year career as a real estate agent. I became a Greater IC Ambassador in 2023, allowing me to grow my circle of influence and expand my business.



“ **LEXI MENDOZA**
HILLS BANK

Whether it's a new business, a non-profit opening a new facility, an existing business expanding or anything in between, highlighting milestones is significant. The opportunity to build relationships with businesses and non-profits in our community has been incredibly fulfilling.



“ **GRACE LAUBENTHAL**
LEPIC-KROEGER
REALTORS

Being an Ambassador has been such a rewarding experience — it's given me the chance to build genuine relationships, connect with incredible people in our community, and play a small part in helping local businesses thrive. It's also reminded me how strong our community truly is when we all show up and support one another.



TITLE EVENTS

BETTER TOGETHER 2030

A SHARED FUTURE FOR JOHNSON COUNTY

Excellence in Action

In January, Greater Iowa City, Inc. and the Better Together 2030 coalition hosted the third annual Excellence in Action Awards. This celebration advances community development across Johnson County. The Sizzle, Bravo, and Catalyst Awards recognized individuals, nonprofits, and organizations whose leadership and collaborative efforts are creating a more inclusive, vibrant, and future-ready region.



225

PEOPLE ATTENDED

13

AWARDS WERE PRESENTED



A Toast to Business

In March, Greater Iowa City, Inc. hosted A Toast to Business, a new awards celebration recognizing the individuals and organizations driving Johnson County's economic growth and business leadership.



200+
PEOPLE ATTENDED

12
AWARDS PRESENTED

Business Education & Partnerships

- **Trade Builder:**
Aaron Mcglynn
- **Youth Engagement:**
Bio::Neos

Business Impact

- **Spirit of Rural Prosperity:**
White Pumpkin Studio
- **Small Business:**
VetRxDirect
- **Economic Growth:**
Big Grove Brewery
- **Roots:**
Johns Grocery

Business Leadership

- **Unity Builder:**
Sarah Davis, SMD Atelier
- **Artisan Innovator:**
The Tuesday Agency

Greater IC Investor Awards

- **Ambassador Spirit:**
Mackensie Graham, Ampersand Legal
- **Council Impact:**
James Davies, Russel Construction Company
- **Emerging Investor of the Year:**
Aaron Bontrager, Payroll Vault Iowa City
- **Investor of the Year:**
Hodge Construction Company

Golf Classic

In June, Greater Iowa City, Inc. hosted our annual Golf Classic at Finkbine Golf Course, bringing together more than 120 investors and business professionals for an 18-hole tournament, on-course activities, and a closing reception. The event supported Greater IC's mission to strengthen local businesses and enhance economic vitality.



25
FOURSOME
TEAMS

120
INVESTORS



UNDERESTIMATED SMALL BUSINESS GRANT

Greater IC, in partnership with the Community Foundation of Johnson County and South of 6 Iowa City Business District and use of Johnson County’s American Rescue Plan Act dollars, launched the Underestimated Small Business Grant to move flexible, owner-centered capital to entrepreneurs who face the steepest barriers.

The program paired right-sized grants with a low-barrier application and advised applicants by phone, text, and email, using clear criteria and a review process focused on viability and community impact. It reached founders across Johnson County in childcare and education services, neighborhood food businesses, trades and home services, retail, and health and wellness. Grant awardees reported 1) steadier cash flow within weeks, 2) the ability to accept larger orders, 3) safer and more welcoming customer spaces, and 4) time saved on compliance and bookkeeping. Look for a brief report of specific grant outcomes and next steps from Greater IC in 2026.

251
COMPLETED APPLICATIONS

58
AWARD RECIPIENTS

\$416,135
TOTAL AMOUNT AWARDED

\$8,000
MEDIAN GRANT AMOUNT

**ARABIC, CHINESE, ENGLISH,
FRENCH, SPANISH, SWAHILI
LANGUAGES REPRESENTED
IN APPLICATIONS**

**MOST
COMMON
FUND USES**

8% did not respond to survey

36%
OPERATIONAL
SUPPORT

10%
STOREFRONT
IMPROVEMENTS

46%
BOTH



TERRENCE THAMES
OWNER & CREATIVE
DIRECTOR, COCOA
CREATIVE AGENCY

The funding helped our company to create jobs, serve the clients, and elevate the community while helping businesses with advertising, media, branding, and business marketing strategy.



**JENNIFER COLEMAN
& LISA HILLS**
DAYCARE OWNERS,
NORTH LIBERTY

Being an underestimated entrepreneur has made us work harder to prove that our daycare can make a difference in children’s lives. Our goal is to always make children feel safe, loved and important.



**ISABEL AND
SALATIEL GARCIA**
OWNERS, LUNA’S TACO’S

The money from the Underestimated Small Business Grant saved our business. It helped us get out of debt, improve parts of our business, and offer more quality products.

FOSTERING A WELCOMING CULTURE

A welcoming community requires trust and partnerships. For the fourth year in a row, Greater Iowa City, Inc. supported Johnson County cities, organizations, and community members in celebrating Welcoming Week. The weeklong fall campaign focused on immigrants, who make up more than 10 percent of Johnson County’s population, and recognizes the thousands of immigrant families who contribute to the region’s economy. In 2025, local governments and nonprofit organizations hosted more than 10 public events, including block parties, welcoming gatherings, and community conversations.

In August 2025, Johnson County became a Certified Welcoming community through Welcoming America. Due to these efforts, it joined a network of only 28 governments nationwide and became the sixth county to earn the designation. The certification recognizes immigrant inclusion in civic engagement, economic development, and education. More than 15 local nonprofits, public agencies, and community groups contributed to the submission, including Greater IC.



IMMIGRANTS MAKE UP OVER
10%
OF JOHNSON COUNTY’S
POPULATION

28
TOTAL CERTIFIED
WELCOMING
GOVERNMENTS IN THE U.S.

15+
LOCAL ORGANIZATIONS
CONTRIBUTED TO
WELCOMING CERTIFICATION
EVIDENCE

10+
WELCOMING WEEK EVENTS
HELD IN 2025

6
CERTIFIED COUNTIES
NATIONWIDE

CERTIFICATION EARNED:
AUGUST 2025
ENGAGEMENT TIMEFRAME: FALL
2024 THROUGH SPRING 2025

SECTION

3

Invest in Strategic Initiatives

- **Listening to Business Matters: The Business Retention & Expansion (BRE) Survey**
- **Strategic Investment Districts**
- **Economic Development is a Team Sport**
- **Childcare Solutions**



- 46% OF EMPLOYEES WORK ON SITE
- 30% HYBRID
- 24% REMOTELY



- 46% 16 TO 30 MINUTES
- 39% 0 TO 15 MINUTES
- 4% 31 TO 45 MINUTES
- 11% UNSURE



- 57% OWN THEIR FACILITY
- 43% LEASE



- 11% A POST-GRADUATE DEGREE
- 24% AN UNDERGRADUATE DEGREE
- 14% TECHNICAL OR ASSOCIATE'S DEGREES
- 24% A HIGH SCHOOL DIPLOMA OR EQUIVALENT
- 14% FIELD EXPERIENCE
- 13% NO EDUCATIONAL REQUIREMENT



- 1 29% QUALITY OF LIFE
- 2 17% COMMUNITY AMENITIES
- 3 14% PROXIMITY TO CUSTOMERS
- 12% COST OF DOING BUSINESS
- 10% OTHER
- REMAINING RESPONDENTS NOTED WORKFORCE ACCESS, SUPPLY CHAINS, OR TRANSPORTATION SYSTEMS

LISTENING TO BUSINESS MATTERS: THE BUSINESS RETENTION & EXPANSION (BRE) SURVEY

Our role at Greater Iowa City, Inc. is to align business needs with local action. We work directly with cities, counties, utility providers, education partners, and state agencies to ensure our employers have what they need to thrive.

Information gathering can lead to infrastructure upgrades, new workforce initiatives, or development incentives. The survey turns voices into action.

Most job growth comes from companies that are already here. The BRE survey helps us take action early, match opportunities with the right tools, and strengthen partnerships across sectors. When employers share challenges around housing, talent, or infrastructure, we gain a roadmap for how to respond.

In aggregate, the companies that shared BRE survey input with Greater IC indicated that the top advantages of operating in Johnson County are 1) the high quality of life, 2) the abundance of community amenities, and 3) the proximity to customers.



SPONSORS & PROCESS PARTNERS



PROCESS LEADS

5TH STREET



CHERRY STREET



SYCAMORE



REFINEMENT SESSIONS POWERED BY



STRATEGIC INVESTMENT DISTRICTS

Last year, Greater Iowa City, Inc. announced three Strategic Investment Districts, specific areas in Iowa City, Coralville, and North Liberty, that with intentional planning and investment could catalyze economic growth and improve quality of life by creating vibrant, walkable neighborhoods. The following districts were carefully selected in collaboration with the Greater IC Executive Council and our business support, economic development, and community development councils:

- Cherry Street (North Liberty)
- 5th Street (Coralville)
- Sycamore (Iowa City)

The next step was to create strategic, community-informed plans for each district to provide a clear roadmap for future development. This year, Greater IC facilitated “charrettes,” multi-day, structured design sessions with various stakeholders and experts, to create plans for each district.

Each charrette team included experts from local architectural and engineering firms and financial institutions, along with city staff to ensure alignment on comprehensive planning and zoning regulations. Teams also hosted meetings with residents and property owners to learn more about their desires for their neighborhoods. Once drafts were created, each plan was reviewed by local experts in housing, transportation, childcare, and accessibility.

Throughout the planning process, teams used the following criteria to guide their proposals:

1. Place-Based Economic Development & Business Growth
2. Connectivity & Access to Essential Services
3. Housing Diversity & Affordability
4. Placemaking & Public Space Activation
5. Increasing Transportation Resiliency & Expanding Sustainable Mobility

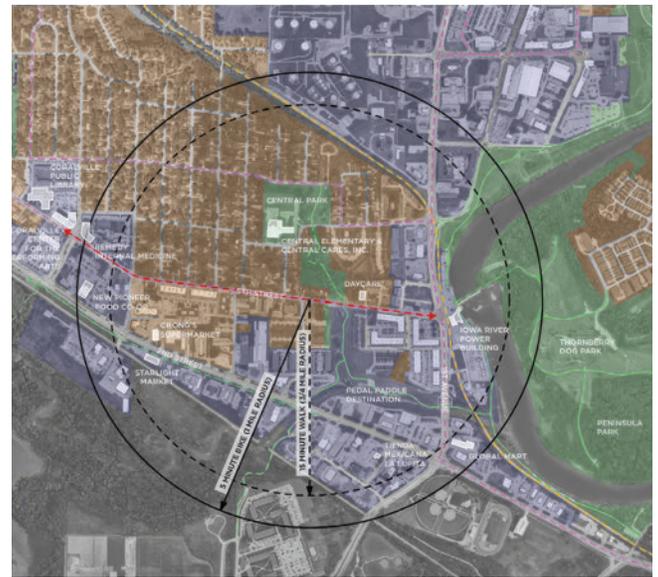
Thank you to our charrette sponsors and process leads who shared their expertise to create each plan. If interested in investing in the Cherry Street, 5th Street, or Sycamore Investment Districts, contact us at Greater Iowa City, Inc. for a review of the district plans.



WE INVITE COMMUNITY MEMBERS, PARTNERS, AND INVESTORS TO SHARE FEEDBACK OR IDEAS AS EACH DISTRICT MOVES FROM PLAN TO ACTION.

5TH STREET, CORALVILLE
Honoring a historic corridor

The 5th Street charrette started with a neighborhood meeting at Pat & Fran’s Irish Pub followed by a two-day planning session at the Old Town Hall in the heart of the district. After thoughtful discussion and plan refinements, the team focused on how to create a distinct sense of place through a clearly marked district gateway and corresponding branding and visuals. They also highlighted the opportunity for homes with first-floor commercial space and living quarters above or behind to maintain the district’s character, supporting mixed use retail and pedestrian enhancements at the 10th Street intersection and connecting catalytic sites within the 1-mile radius.



ABOVE: 5th Street Investment District with 1-mile radius

- GREEN SPACE
- RESIDENTIAL ZONING
- COMMERCIAL ZONING



5th Street Corridor Planning



CHERRY STREET, NORTH LIBERTY Designing a true 15-minute district

Cherry Street’s charrette included an evening walkthrough of the district and community open house at Heyn’s Ice Cream, followed by a focused one-day workshop. The team coalesced around a 15-minute-district framework: everyday needs like schools, groceries, and health care all within a 15-minute walk with ample connections and transportation options so people can move easily. The team prioritized early wins like safer crossings and trail connectivity, infill housing demonstrations, and future opportunities to increase neighborhood-serving retail. The plan leverages the city’s recent investments in the area and outlines growth opportunities while maintaining the district’s small-town charm.

ABOVE: Cherry Street Investment District with 1-mile radius

- GREEN SPACE
- RESIDENTIAL ZONING
- COMMERCIAL ZONING



SYCAMORE, IOWA CITY

Revitalizing a community anchor and increasing housing supply

The Sycamore charrette team met with area residents at 2 Dogs Pub and heard about the need for more activation, safer crossings, shade, and wayfinding. The team’s proposal includes options to revitalize the Sycamore mall and surrounding parking lot through an open-air public plaza and tree planting. The plan also includes several multi-family housing developments to increase housing supply and create opportunities for people who work in the district to live closer to their place of employment and enjoy a walkable, active neighborhood with a healthy commercial and residential mix.



ABOVE: Sycamore Investment District with 1-mile radius

- GREEN SPACE
- RESIDENTIAL ZONING
- COMMERCIAL ZONING



Sycamore Site Concept



ECONOMIC DEVELOPMENT IS A TEAM SPORT

Greater Iowa City, Inc. supported a range of projects, both completed and those underway, through collaboration with municipalities, the Iowa Economic Development Authority, property owners, business leaders, and design professionals. We extend our gratitude to the many, many partners who have made these community investments possible.

CIVCO Medical Solutions: Opened a new 96,000-square-foot headquarters in Coralville—a \$15 million investment that merged corporate and manufacturing functions under one roof. Greater IC supported the project once built with promotion and a celebratory ribbon cutting.

Procter & Gamble Expansion: A \$150 million investment adding over 100 high-quality jobs, achieved through stakeholder coordination and facilitation of state-level incentives. Greater IC played a central role in aligning job creation metrics with the High-Quality Jobs Act and ensuring timely approvals through the Iowa Economic Development Authority.

Iowa City Industrial Park: Greater IC supported the final 40 acres sale, including 20 to MidAmerican Energy, making way for further growth. This milestone caps years of public-private collaboration expanding the region’s tax and employment base.

NORDEX Site Reactivation: The dormant wind-turbine site (since 2013) was reactivated this year and Greater IC supported with coordinated advocacy. Helping to secure a visit from the Governor, NORDEX received a spotlight amid national green-energy uncertainty.

Former ACT Campus: The Iceberg Development group purchased a 400-acre site in Iowa City and plans to redevelop it with residential and commercial spaces. This unique collaboration of multiple partners, including the Housing Fellowship, will be one of a kind.

Former Pearson Campus: The Geifman Group’s redevelopment of the site at 2510 N. Dodge Street features modern upgrades and new retail, warehouse, and recreational uses, signaling confidence in the North Dodge corridor. Greater IC continues to collaborate with the new owners.

Urban Central District: North Liberty approved a \$100 million redevelopment of 20 acres by the Lion Development Group around Cherry Street, with 65,000 square feet of commercial space and 350 residential units. In the central Cherry Street Investment District, Greater IC will support its ongoing development.

Iowa River Power Restaurant: Historic renovation underway to reopen in 2026 with Coralville incentives ensuring preservation and revitalization. On the eastern edge of the 5th Street Investment District, Greater IC will remain involved in its ongoing development.

Gather Iowa: A mixed-use southeast Coralville project featuring retail, 280 apartments, a 105-room hotel, and improved pedestrian and flood-mitigation infrastructure. On the southern edge of the 5th Street Investment District, Greater IC will remain involved in its ongoing development.

These projects exemplify the collective impact of regional collaboration.



RYAN HEIAR
CITY ADMINISTRATOR FOR NORTH LIBERTY

A thriving city is built on the strength of its people and the resilience of its economy. Community and economic development aren’t just strategies; they’re the heartbeat of progress. The Greater IC Team aligns its efforts with City priorities to attract new businesses, retain existing ones, and support public investment in quality-of-life projects, all of which strengthen the economic foundation of our region.

CHILDCARE SOLUTIONS

Johnson County continues to face a childcare crisis that affects families, limits workforce participation, and slows local economic growth. Over the past year, Greater Iowa City, Inc. supported the Johnson County Wage Enhancement Program (WEP), a countywide coalition effort, that helps stabilize childcare centers.

By adding \$2 per hour to the wages of full-time childcare staff using ARPA funds from the City of Iowa City and Johnson County, the program improved staffing at ten licensed centers across the county. As the funding sunsets, sustaining this momentum will take continued partnership between the public and private sectors. Local employers such as GreenState Credit Union, the University of Iowa, and Riverside Casino & Golf Resort have already shown leadership, recognizing that access to childcare is a shared responsibility across our community. The Childcare Solutions CEO & HR Leadership Summit brought together local businesses and providers to focus on sustainability and next steps.



“ **CHELSEY MARKLE**
EXECUTIVE DIRECTOR, THE ARC OF
SOUTHEAST IOWA

The workforce crisis in care services is very real. Being able to enhance our recruitment and retention abilities and professionalize this field has been incredibly impactful.



SCAN THE QR CODE TO LEARN MORE ABOUT THE IMPACT OF CHILDCARE SOLUTIONS



\$2
PER HOUR WAGE ENHANCEMENT FOR FULL-TIME CHILDCARE WORKERS

200
CHILDCARE EMPLOYEES SUPPORTED

9
LICENSED CHILDCARE CENTERS PARTICIPATING IN JOHNSON COUNTY

56%
INCREASE IN FULL-TIME STAFFING SINCE PROGRAM START

30%
INCREASE IN AVAILABLE CHILDCARE SLOTS

100%
OF CONTRIBUTIONS GO DIRECTLY TO CHILDCARE STAFF

MAJOR CONTRIBUTORS: GREENSTATE CREDIT UNION, UNIVERSITY OF IOWA, RIVERSIDE CASINO & GOLF RESORT

SECTION

4

Advocate for a Resilient Economy

- **Advocacy Recap**
- **State and Federal Engagement**
- **Local Advocacy**
 - **Local Option Sales Tax**
 - **Conservation Bond**

2025 ADVOCACY RECAP

In 2025, Greater Iowa City, Inc. continued to advocate for the economic vitality and overall livability of the county, making our area a great place to grow a business and build a life. Through coordinated efforts at the local, state, and federal levels, we worked to ensure that the priorities you shared—talent development, business growth, workforce expansion, and livability and community attraction—were effectively represented in policy discussions.



STATE AND FEDERAL ENGAGEMENT

At the state level, we worked to ensure the region's priorities were reflected in legislative conversations in Des Moines. Alongside statewide economic development partners, we provided input on new business incentives and engaged in policy discussions on property tax reform to better support growing communities. We also hosted local forums on key issues such as insurance markets and zoning impacts on housing, giving legislators direct access to community perspectives and potential policy solutions.

Federally, Greater Iowa City, Inc. maintained regular contact with congressional offices to advocate for the region. When tariff proposals and potential changes to federal funding surfaced, we facilitated conversations with business leaders and submitted a letter to our representatives outlining the possible impacts to the local economy. We also partnered with the Cedar Rapids Metro Economic Alliance to take a regional delegation of over 40 leaders to Washington, D.C. There, we discussed shared priorities such as infrastructure, international trade, workforce development, and research funding with national policymakers.





PUBLIC CAMPAIGNS AND POLICY PARTNERSHIPS

Greater Iowa City, Inc. focused on building coalitions in 2025 to address community-wide challenges and improve quality of life across Johnson County. This work included increasing housing supply, expanding access to childcare, and supporting underrepresented businesses.

Local Option Sales Tax

Greater Iowa City, Inc. advocated for the Iowa City, Coralville, and North Liberty City Councils to all put a 1% Local Option Sales Tax (LOST) on the ballot this fall and led the campaign effort to pass the ballot initiative. The Committee to Support Yes on Local Option was a coalition of partners motivated to diversify the tax base and increase local funding for critical infrastructure. On November 4, voters in each municipality overwhelming voted “yes” to implement the tax. This vote affirms our community’s commitment to making smart investments, working collaboratively, and finding local solutions to our most urgent needs.

A Community-wide Effort

The passage of the Local Option Sales Tax gives our communities a new revenue stream that supports local priorities and leverages our significant visitor spending. Half of the funds will go toward property tax relief, while the other half will be directed to essential community projects like affordable housing, public safety, community amenities, and infrastructure.

The Local Option Sales Tax campaign exemplifies how local partnerships can make a difference. When confronted with tight budgets and funding uncertainty at the state and federal level, our communities came together — city leaders, nonprofit organizations, businesses, and residents — to find new ways to fund what matters locally.

The success of this initiative reflects months of outreach, collaboration, and hard work. More than 50 volunteers stepped forward to advocate for the Local Option Sales Tax. Together, they hosted over 80 public presentations and outreach events, installed over 600 yard signs, and had numerous conversations with voters about the identified community projects.

The campaign also drew impressive community backing with 75+ endorsements from elected officials and local leaders, and 19 nonprofit organizations publicly voicing their support.

This coalition of residents, businesses, and nonprofits proved what’s possible when we look locally for solutions and unite around a shared goal of building more resilient communities.

Thank you to these organizations for their participation on the campaign committee:

- Think Iowa City
- Johnson County Affordable Housing Coalition
- Better Together 2030
- Housing Trust Fund of Johnson County
- Iowa City Area Association of Realtors
- Shelter House
- The Housing Fellowship

Thank you to these organizations for their public support of the campaign:

- Bike Iowa City
- CommUnity Crisis Services
- DVIP & RVAP
- FilmScene
- Iowa City Area Sports Commission
- Iowa City Downtown District
- Iowa City UNESCO City of Literature
- Iowa Valley Habitat for Humanity
- South of 6 Business District
- Table to Table
- United Action for Youth



Conservation Bond

We proudly supported the successful Johnson County Conservation Bond campaign in fall 2024, led by Think Iowa City under Pillar One of the Better Together 2030 All In Vision. The bond secured \$30 million to protect water quality, expand public lands, and enhance parks and trails. Approved by 78 percent of voters, the measure reflected our community’s shared commitment to sustainability, livability, and long-term investment in natural assets.



OUR APPROACH TO ADVOCACY

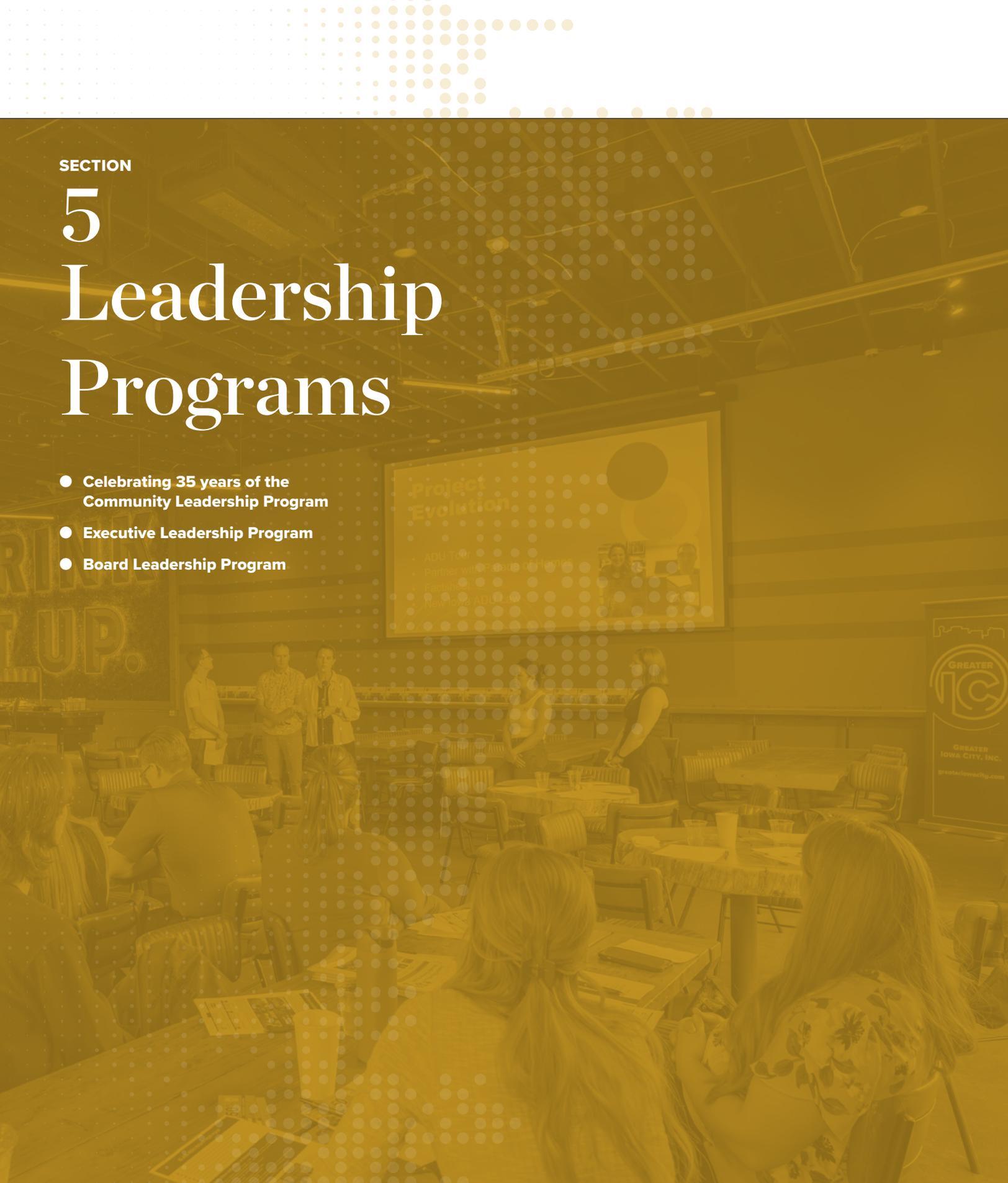
Just as important as the policies we support is the way we approach advocacy. Greater Iowa City, Inc. is committed to collaboration and assumes positive intent from all partners. We work strategically to improve systems and processes, aiming for better, quicker outcomes. We also strive to convene diverse coalitions that can navigate hard conversations while continuing to move forward together. These principles continue to guide our work and will shape the opportunities we pursue in the year ahead.

SECTION

5

Leadership Programs

- Celebrating 35 years of the Community Leadership Program
- Executive Leadership Program
- Board Leadership Program



CELEBRATING 35 YEARS OF THE COMMUNITY LEADERSHIP PROGRAM

Greater Iowa City, Inc. celebrated 35 years of the Community Leadership Program (CLP) with an anniversary gathering at Walker Homestead. Alumni, sponsors, and community leaders came together to reflect on the program’s legacy and its continued role in shaping civic leadership across Johnson County.

Since its founding in 1990, CLP has welcomed more than 800 participants into a year-long experience focused on collaboration, connection, and community insight. Graduates have gone on to lead in government, business, and the nonprofit sector. Many credit the program with helping them better understand how to serve their community. To commemorate the milestone, Greater IC premiered a short video featuring alumni stories and reflections.

CLP continues to grow a network of leaders who are informed, engaged, and ready to make a difference across our region.



SCAN THE QR CODE TO WATCH THE ANNIVERSARY VIDEO.



JOSH MOE
IOWA CITY COUNCIL

At the encouragement of CLP members, I decided to run for City Council. The program helped me see that local leadership really matters.

800+
CLP ALUMNI, 24 NEW GRADUATES

100+
VOLUNTEERS POWERING THE CLP PROGRAM IN 2025

10
SESSIONS COVERING TOPICS LIKE ECONOMIC DEVELOPMENT, EDUCATION, ARTS & CULTURE, HEALTH CARE





BRIAN BOELK
AXIOM CONSULTANTS

As a leader with Axiom Consultants, I am thankful to have had participated in the Greater Iowa City Executive Leadership Program. Not only were the sessions on leadership insightful and all-encompassing via excellent teachers and speakers, but this program also brought together a wide range of professionals and leaders in our community from all aspects of life. I am grateful to have had completed the ELP and broaden my network of colleagues who I now call friends.

15

ELP GRADUATES IN 2025

4

WORLD-CLASS TIPPIE FACULTY LEADING SESSIONS ON STRATEGIC CHANGES, EMPLOYEE WELL-BEING, AND MORE

EXECUTIVE LEADERSHIP PROGRAM

Greater Iowa City, Inc. hosted the Executive Leadership Program (ELP) in partnership with the Tippie Leadership Collaborative at the University of Iowa Tippie College of Business. Now in its fourth year, the program brings together a cohort of local leaders from businesses, nonprofits, government, and the University to learn from top business professors about practical, research-based approaches to leadership.

This year’s class explored topics like leading diverse and high-performing teams, recruiting and retaining top talent, fostering employee engagement and well-being, and driving effective organizational change. Each session featured interactive discussions, simulations, and case studies that encouraged reflection and immediate application within their own workplaces.



BOARD LEADERSHIP PROGRAM

Greater Iowa City, Inc. continues to champion nonprofit leadership through the Board Leadership Program (BLP), developed in partnership with United Way of Johnson and Washington Counties and the Community Foundation of Johnson County. Now in its second year, the program prepares community members and professionals to serve confidently and effectively on nonprofit boards.

The 2025 cohort is currently underway and brings together a dynamic group of emerging and experienced leaders. Over six months, participants explore topics such as board governance, nonprofit finance, fundraising, advocacy, and strategic planning, guided by local subject-matter experts.



FERNANDO PACHECO
HILLS BANK

BLP helped me understand the real responsibilities of board service and connected me with leaders and organizations I might never have met otherwise. I now feel prepared to make a meaningful impact.

28

**GRADUATES FROM THE
INAUGURAL BLP CLASS**

3

**PARTNER ORGANIZATIONS
LEADING; GREATER IC,
COMMUNITY FOUNDATION OF
JOHNSON COUNTY, UNITED WAY
OF JOHNSON & WASHINGTON
COUNTIES**

6

**SESSIONS COVERING NONPROFIT
FINANCE, FUNDRAISING,
ADVOCACY AND MORE**

SECTION

6

Resources

- [Investor Guide](#)
- [Investor List](#)
- [Event Calendar](#)
- [Sponsorship Guide](#)

INVESTOR GUIDE

Investing with Greater Iowa City Inc. connects you to a local network of over 3,500 business and community members. Investors gain access to important resources, leadership opportunities, and local connections and help shape our advocacy to grow a resilient economy. Greater IC is your platform to get engaged and contribute locally.

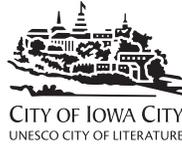
For more information on becoming a Greater Iowa City, Inc. investor, contact: info@greateriowacity.com.

VISIONARY	LEVEL 4: VISIONARY — STARTING AT \$25,000	<ul style="list-style-type: none"> • Complimentary conferences and meeting room usage • Community Leadership Program (CLP) sponsorship • Customized service 	+	
	LEAD & ADVISE	ADVISOR LEVEL IV — STARTING AT \$10,000		<ul style="list-style-type: none"> • Invitation to CEO & All In summit events • Supporting Sponsorship for Build Johnson County
		ADVISOR LEVEL III — STARTING AT \$5,000		<ul style="list-style-type: none"> • Access to community tours for candidate recruitment • First invitation to bid on special projects (site search, planning, development opportunities, initiatives)
		ADVISOR LEVEL II — STARTING AT \$2,500		<ul style="list-style-type: none"> • Eligible for Economic Development Council
CONNECT & PARTNER	ADVISOR LEVEL I — STARTING AT \$1,500	<ul style="list-style-type: none"> • Eligible for Business Support Innovation Council • Eligible for Community Development Council 	+	
	PARTNER — STARTING AT \$500	<ul style="list-style-type: none"> • Ribbon Cuttings / Ground Breakings • Eligible for Referral Exchange Groups • Eligible for Ambassador Program • Access to elected official & advocacy forums and events • Online Business Directory listing • Complimentary notary services • Discounted Certificate of Origin • Sponsor event opportunities • Post events on Greater IC online events calendar <hr/> <ul style="list-style-type: none"> • Newsletter subscriptions • Invitation to City Connection lunches • Utilization of Business Resource Center • Access to public ticketed events 		



INVESTOR LIST

VISIONARY
\$25,000+



ADVISOR
LEVEL IV
\$10,000-
\$24,999

ACT
CIVCO Medical Solutions
ImOn Communications
Integrated DNA Technologies (IDT)

Linn County Rural Electric Cooperative
McComas-Lacina Construction
Neumann Monson Architects
The Eastern Iowa Airport (CID)

U.S. Bank
University of Iowa John Pappajohn Entrepreneurial Center (JPEC)

ADVISOR
LEVEL III
\$5,000-\$9,999

Acclara, an R1 Company
Bradley & Riley PC
Central Iowa Power Cooperative (CIPCO)
Collins Aerospace
Conlon Construction
First Interstate Bank

Hawkeye Ready Mix, Inc.
Iowa River Power
King's Material, Inc.
Knutson Construction
ORF Biologics
Perspective Therapeutics
Phelan Tucker Law

Skogman Realty
Strategic Insights
Van Meter Inc.
Veridian Credit Union
West Bank

ADVISOR
LEVEL II
\$2,500-\$4,999

Alliant Energy
Bankers Advertising/ Tru Art Color Graphics
Brandt Heating & Air Conditioning
Build to Suit, Inc.
Cedar Rapids Bank & Trust
City of Oxford
City of West Branch
First Trust & Savings Bank
Hodge Construction Co.
Hy-Vee

Iowa Interstate Railroad, LLC
LL Pelling Company
McClure
Miron Construction Co., Inc.
New Ventures/ Eastern Iowa REC
Nordex USA, Inc.
Relion Insurance Solutions
Ryan Companies US, Inc.
Shive-Hattery Architecture+ Engineering
Shuttleworth & Ingersoll, P.L.C.

Slingshot Architecture
South Slope Cooperative Communications
SouthGate Companies
Staff Management/SMX
TrueNorth Companies, LC.
Two Rivers Bank & Trust
University of Iowa Center for Advancement
University of Iowa Intercollegiate Athletics
Woodruff Construction

ADVISOR LEVEL I
\$1,500–\$2,499

7G Distributing
 Acme Electric Company
 Alpla, Inc.
 Artisan Insight Studios
 Atlantic Coca-Cola Bottling
 Company
 Axiom Consultants, LLC
 Bachmeier Carpet One Floor &
 Home
 Bio::Neos, Inc.
 Can Shed
 CASHlynk
 CBI Bank & Trust
 Chase Bank
 City of Solon

City of Tiffin
 Community CPA & Associates Inc
 DCI Group, Inc.
 ENGIE
 ESG Professional Accountants
 Fredrikson & Byron, P.A.
 Graduate Iowa City
 Hothouse yoga - Coralville
 KZIA Z102.9 KGYM 1600 ESPN
 Lepic-Kroeger, REALTORS
 Mortenson Construction
 Company
 New Pioneer Co-op
 Oaknoll Retirement Residence
 Oasis Street Food & Restaurant
 OPN Architects, Inc.

PCI Academy
 ProCircular
 PSC Distribution Plumbers
 Supply Co. & Studio; H2O
 Showroom
 QC Kinetix
 RDG Planning & Design
 Revology
 Scheels All Sports
 Tailored Tax and Accounting
 Travero
 United Natural Foods, Inc.
 University of Iowa Tippie
 College of Business
 Watts Group
 West Music Company

PARTNER LEVEL
\$500–\$1,499

3E-Electrical Engineering &
 Equipment Company
 4Cs Community Coordinated
 Child Care
 965 Flats
 AAA Iowa City
 Active Endeavors
 Adriana's Salon & Boutique
 Advanced Business Systems
 Advanced Electrical Services, Inc.
 Allegra
 AllSpice Culinarium
 AlphaGraphics
 Alzheimer's Association
 AM Management, Inc.
 Ambrose & Associates Realtors
 American Family Insurance/
 John Raley
 Ampersand Legal
 Anaman Concierge Services, LLC
 Archer Growth Marketing
 Aureon
 Backpocket Brewing
 Barrel House
 BCI Lumber
 BeMobile Inc.

Benson & Hepker Design
 Big Brothers Big Sisters of
 Johnson County
 Big Grove Brewery
 BigTen Rentals
 Bike Library
 Billion Auto of Iowa City
 Blackstone
 Blank & McCune The Real Estate
 Company
 Blue Lagoon Pool & Spa
 Blue Top Ridge Golf Course
 Bluebird Sky, LLC
 Bookkeeping by Alli, LLC
 BowlDogs
 Boys & Girls Clubs of the Corridor
 Brand Driven Digital
 Bread Garden Market
 Bronze by Brooke
 Brothers Bar & Grill
 Brown Deer Cooperative
 Brown Deer Golf Club & Bunkers
 Bar and Grill
 Brown Deer Place
 BrownWinick Law Firm
 Burger Haul

Cabinet Style
 Carbon Builders
 CarePro Health Services
 Carew Chiropractic Clinic
 Caribou Coffee
 Carousel Motors
 Carousel Nissan
 Carpenters Union Local 1260
 Carrie Houchins-Witt Tax &
 Financial Services LLC.
 Circle Computer Resources, Inc.
 Cedar Point Capital Partners
 Cedar Rapids/ Iowa City
 Building & Construction
 Trades Council
 Cedar Ridge Distillery
 Champion Xpress Carwash
 ChildServe
 City Tractor Co., Inc.
 CliftonLarsonAllen
 CMIT Solutions of Cedar
 Rapids-Iowa City
 Coach's Corner
 Colony Acres Family Farm
 CommUnity Crisis Services &
 Food Bank



- Community Foundation of Johnson County
- Concrete PolyFix
- Cook Appraisal LLC
- Copy Systems, Inc.
- Coral Ridge Mall
- Coralville Community Food Pantry
- Cordea Credit Union
- Corridor Business Journal
- Courtyard by Marriott
- Crystal Clear Bottled Water
- Culver's Frozen Custard
- D&R Pest Control
- de Novo Marketing
- Diversions Tabletop Game Lounge
- DVIP/ RVAP
- Dr. Suzanne Stock, Orthodontist
- Dream City
- Dudley Brothers Company
- Dupaco Community Credit Union
- Dwell Home Furnishings & Interior Design
- E's Florals
- Eagle Ridge Resort & Spa
- Early Explorers
- Eastern Iowa Rehabilitation Hospital
- Ecocare Supply
- Electronic Engineering Co.
- Elegance on 5th
- Enduring Strength Physical Therapy & Fitness
- Eye Associates of Iowa City P.C.
- Fairfield Inn & Suites Coralville
- Faithful Companions
- Fareway Stores Inc. #993
- Farm Bureau Financial Services
- Farmers & Merchants Savings Bank
- FBI Buildings, Inc.
- Featherstone at Hickory Hill
- Fiddlehead Gardens
- FilmScene
- Finkbine Golf Course and Bump's Restaurant
- Firestop Solutions of Iowa
- Flanker Media
- Foster Appliance
- Foth
- Fox Pest Control
- Friends of the Animal Center Foundation
- Gameday Men's Health - North Liberty
- Garcia Painting
- get fresh
- GLD Commercial
- Global Ties Iowa
- Goodwill of the Heartland
- Graham Construction
- Grand Appliance
- Grant Wood Area Education Agency
- Hammes Homestead and Consulting
- Hands Jewelers
- Harmonic Hospitality Group
- Harry's Custom Trophies, Ltd.
- Haverkamp Properties
- Hawkeye Area Community Action Program (HACAP)
- Hawkeye Brokerage Center
- Hawkeye Fire & Safety
- Hayek, Moreland & Smith, L.L.P.
- HBK Engineering, LLC
- Heartland Bank and Trust Company
- Heartland Inn
- Heritage Area Agency on Aging
- Herteen & Stocker Jewelers
- Hieronymi Partners
- High Caliber Contracting
- High Property Management
- Hilton Garden Inn Iowa City Downtown University
- Holiday Inn Coralville
- Holiday Inn Express & Suites
- Holmes Murphy
- Home2 Suites by Hilton
- Homewood Suites by Hilton Coralville Iowa River Landing
- Honkamp
- Honor Radon Mitigation Specialist
- Horizons, A Family Service Alliance
- Hotel Millwright
- Housing Trust Fund of Johnson County
- Humpal Chiropractic, LLC
- Hy-Vee Health Exemplar Care
- Hyatt Place Iowa City Downtown
- Hyatt Regency Coralville Hotel & Conference Center
- Hyper Energy Bar
- IBEW Local 405
- Informatics, Inc.
- Iowa Audiology & Hearing Aid Centers
- Iowa Book
- Iowa Child Care Resource & Referral
- Iowa City Area Association of Realtors
- Iowa City Community School District
- Iowa City Free Medical & Dental Clinic
- Iowa City Hospice/ Visiting Nurse Association
- Iowa City Landscaping & Garden Center
- Iowa City Municipal Airport
- Iowa City Noon Rotary Club
- Iowa City Public Library
- Iowa City Ready Mix Inc.
- Iowa City Veterans Affairs Health Care System
- Iowa Donor Network
- Iowa Heartlanders
- Iowa LECET
- Iowa Public Radio
- Iowa Realty
- Iowa River Landing
- Iowa Sports Foundation/ Corridor Corporate Games
- Iowa State University Extension and Outreach Johnson County
- Iowa Women's Foundation
- ISU CIRAS (Center for Industrial Research and Service)
- ITC Midwest
- Jensen Eyecare Center
- Jet Air, Inc.
- John Roffman Construction, Inc.
- Johnson County Affordable Housing Coalition
- Johnson County Agricultural Association
- Johnson County Historical Society
- Johnson County Refuse (an LRS Company)
- Just Dogs PlayCare, Inc.
- K&G Digital 360
- Kate Moreland Coaching & Consulting
- KCRG-TV
- KCTC/ Technology Services of Iowa, LLC
- Kelly Heating & Air Conditioning
- KFC
- Kim Schillig Real Estate, Lepic-Kroeger Realtors
- Kingfisher Data
- Kuhl, Phillips, & Jans, Inc.
- KwikStar
- LattaHarris, LLP
- Leff Law Firm, L.L.P.
- Legacy Senior Living Community
- Legat Architects
- Lensing Funeral & Cremation Service
- Liberty Growth, LLC
- Lifetime Navigators
- Linder Tire Service, Inc. (I.C.)
- Linder Tire Service, Inc. (N.L.)
- Loparex
- Luna's Tacos of Iowa City
- M.C. Ginsberg Jewelers, Inc.
- Mahaska
- Main Event Catering
- Mainstay Suites
- Mattress By Appointment Iowa City

Mayor's Youth Empowerment Program	Peg Fraser- Country Financial	Simmons Perrine Moyer Bergman PLC	The Learning Grove Academy - North Liberty
McGrath Toyota of Iowa City	Pella Windows & Doors	Slumberland Furniture	The Mansion
Mechanical Contractors Association of Iowa	Petland Iowa City	Snyder & Associates	The Stimmel Agency
Mediacom	Pinnacle Realty	SOHO Doors, LLC	The Stuffed Olive
Mediacom Business	PinSeekers	South of 6 Business District	Theisen's of Coralville
Meld Marketing	PIP Marketing, Signs, Print	SpareMe Bowl & Arcade	Thompson & Co. Salon Parlor
Mended Rose Construction	Power Concrete Construction & Design Center	Star Hotels IA, LLC- Comfort Suites	Tidal Wave Auto Spa of Coralville
MercyCare Business Health Solutions	Prestige Properties, LLC	State Farm Insurance/ Adam Schechinger Agency	Towncrest Pharmacy
Merit Construction Company	Preucil School of Music	State Farm Insurance/ Boyd P. Murray	Towncrest Wellness Apothecary
MGSI Glass	Pro-Clean Car Wash Express	State Farm Insurance/ Danielle Humphreys Agency	Transamerica Financial Advisors, Inc./ Jeffery Dancer
Midwest Audiology	Pure Barre Coralville	State Farm Insurance/ Nanci Kohl Agency	Trumbull Consulting Inc.
Midwest Dental - Coralville	R. M. Boggs Company, Inc.	State Farm Insurance/ Ryan Harvey	Underground Printing
Midwestern Financial Group	Raising Cane's Chicken Fingers	Steindler Orthopedic Clinic P.L.C.	United Action For Youth
Mike Margolin - Cetera Wealth Partners	Randstad USA	Stirlingshire of Coralville, Assisted Living Memory Care	United Rentals
MMS Consultants, Inc.	Randy's Flooring	Storybook Financial	United Way of Johnson and Washington Counties
Mobil 1 Lube Express	Rapids Reproductions	Streamline Architects	University Heights
MSI Mold Builders	RE/MAX Affiliates	Streb Construction Co., Inc.	University of Iowa Hancher Auditorium
MWACR - Midwest America Commercial Realty	Reds Alehouse	Stretch Zone	University of Iowa Stanley Museum of Art
Myliu Marketing	Regina Catholic Education Center	Stuff Etc. Quality Consignment	University Scooters
National Alliance on Mental Illness Johnson County	Remedium Systems, LLC.	Surroundings Interiors	Unlimited Abilities Inc.
National Property Inspections	Right Way Painting & Staining	Sustainable Landscape Solutions	Urban Acres Real Estate
Navigate Homes	RISE at Riverfront Crossings	Systems Unlimited, Inc.	V's Nail Lash Brow Studio
Neighborhood Centers of Johnson County	Robin Springer Consulting	Tap Tap	Veenstra & Kimm, Inc.
New Leaf Wellness	RoCon Construction	Taxes Plus	Verne Folkmann, Lepic-Kroeger, REALTORS
New Moon Bookkeeping	Ronald McDonald House Charities of Eastern Iowa	Team Iowa Physical Therapy	VetRxDirect
North Liberty Community Pantry	Roxxy	Texas Roadhouse	Vortex Digital, Inc.
North Star Resource Group	RSM US LLP	The Arc of Southeast Iowa	Watts Vault & Monument
Northwestern Mutual - Coralville	Rubric Legal	The Baker Group	Westcor JD Royal Hospitality
NuCara Pharmacy	Ruhl & Ruhl Realtors	The Bird House, Hospice Home of Johnson County	White Pumpkin
Office Express Office Products	Running Robots	The Englert Theatre	Willowwind School
Old Brick	Russell Construction & Development	The GIVE Foundation	Window Genie
Old Capitol Town Center	Saddleback Ridge Golf Course	The Green House	Windstar Lines
On With Life	Scratch Cupcakery	The Gym - Iowa River Landing	Winkel, Parker & Foster CPA PC
Optimae LifeServices	Sean McIntyre, REALTOR	The Highlander Hotel	WoodSpring Suites
PACE Property Management	Selzer Werderitsch Associates	The Iowa Children's Museum	World of Bikes
Pagliari's Pizza	Septagon Construction Co., Inc.	The Jill Armstrong Team	Wright Outdoor Solutions
Paragon Interiors	ServiceMaster by Rice	The Kirkwood Room at Governor's Ridge	Xtream Arena - Oak View Group
Pat & Fran's Irish Pub	SERVPRO of Iowa City/ Coralville		
Payroll Vault	Shelter House		
Payteva	Shoemaker & Haaland Professional Engineers, Inc.		



EVENT CALENDAR

Greater IC events offer direct access to the people and conversations shaping our region’s future. Whether focused on business growth, economic development, advocacy, or community partnerships, these gatherings create space for collaboration, problem-solving, and measurable progress. Every event reflects our mission to elevate enterprise, invest in strategic initiatives, and advocate for a resilient economy.

TITLE EVENTS

- Annual Meeting (Annually in Fall)
- Excellence in Action (Annually in Winter)
- A Toast To Business (Annually in Spring)
- Golf Classic (Annually in Summer)

COUNCILS

- Business Support & Innovation (quarterly)
- Economic Development (quarterly)
- Community Development (quarterly)

BUSINESS SUPPORT & ECONOMIC DEVELOPMENT EVENTS

- Build Johnson County (biannual)
- Entrepreneurial Lunch (quarterly)
- Gazette Breakfast Series (semi-annually)
- HR Circle (quarterly)
- Referral Group Meetings (twice monthly)
- Ignite IC (annually)
- Ribbon Cuttings

ADVOCACY

- DC Fly-In (annually)
- Legislative Launch (annually)
- Legislative Forums (three)
- Candidate Forums (election years)
- Legislative Night at the Capitol

COMMUNITY CONNECTION EVENTS

- Iowa City (1st & 3rd Wednesdays)
- North Liberty (2nd Wednesday & 1st Friday)
- Coralville (every Monday)
- 1MC (every Wednesday)

AMBASSADORS

- Monthly meetings
- Quarterly events (volunteering & socials)

SPONSORSHIP GUIDE

Greater Iowa City, Inc. offers a diverse slate of sponsorship opportunities that allow businesses to align their brand with the region’s most impactful events and initiatives. From high-visibility title events like the Annual Meeting and Golf Classic to advocacy-focused programs such as the DC Fly-In and Legislative Forums, sponsors can choose opportunities that reflect their values and goals. Additional sponsorships span small business support, leadership development, community connection, and economic development. Each is designed to build visibility while contributing to a stronger local economy.



SCAN THE QR CODE TO VIEW THE FULL 2025-2026 SPONSORSHIP GUIDE AND EXPLORE OPTIONS TO CONNECT, SUPPORT, AND GROW WITH US.



GREATER IOWA CITY, INC. LEADERSHIP

Executive Council | Board of Directors

Chair, **Jennie Wunderlich**, PSC Distribution & Studio H2O

Vice Chair, **Nick Lindsley**, Neumann Monson Architects

Secretary, **Jon Landon**, Fredrikson & Byron, P.A.

Treasurer, **Geoff Fruin**, City of Iowa City

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319-337-9637

INFO@GREATERIOWACITY.COM

**136 S. DUBUQUE ST.
IOWA CITY, IA 52240**

