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**iowa city**

**SOMEWHERE TO  
WRITE HOME ABOUT**



# History

## Mission

The Iowa City/Coralville Area CVB advances the economic vitality and quality of life for residents and visitors as Iowa's premier destination.

## Structure

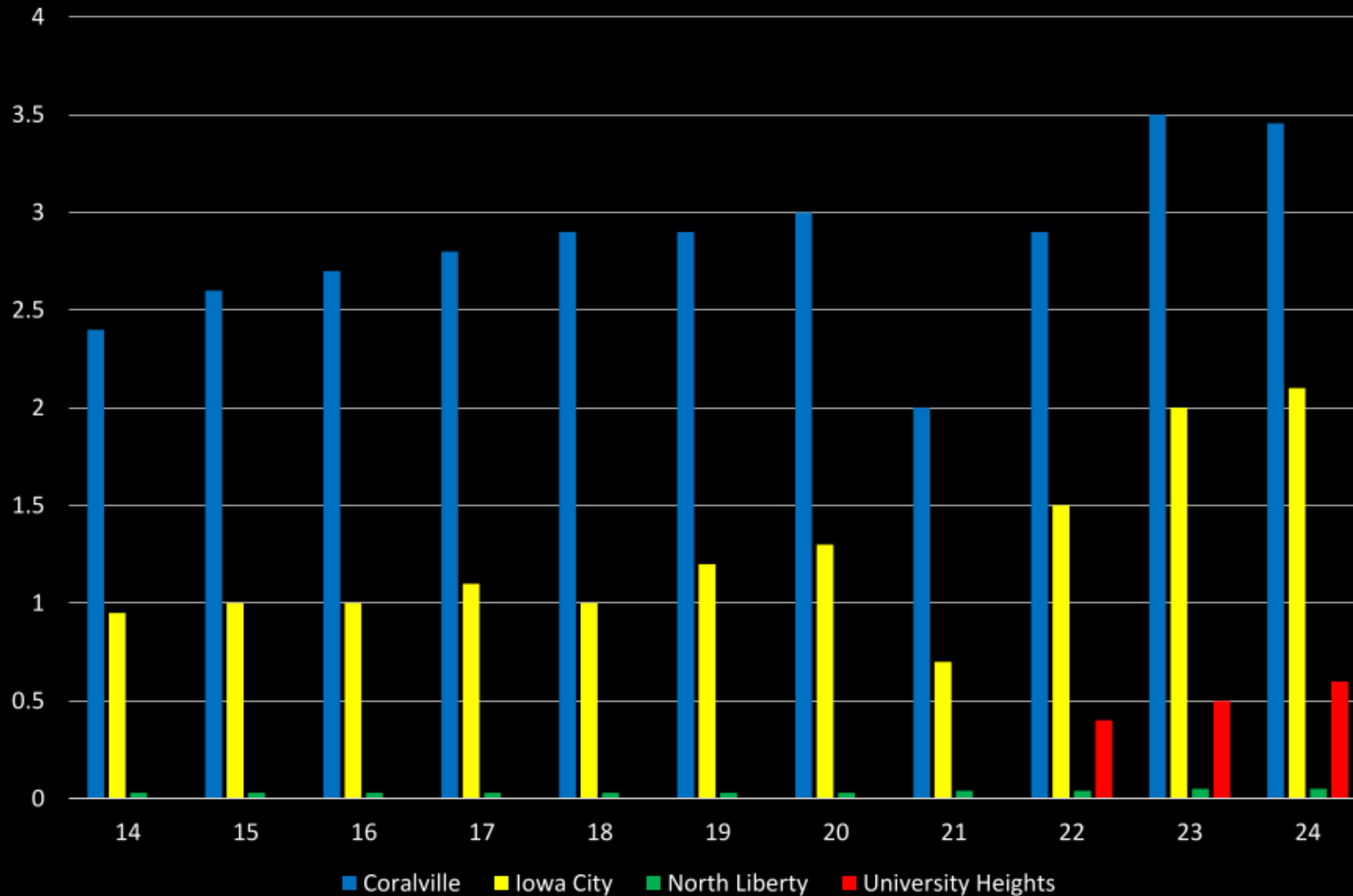
- Incubated in 1979 by Iowa City Area Chamber of Commerce
- 5% hotel/motel referendum was successfully passed in Nov 1983 creating new 501c6 in early 1984; 50/50 rule
- Hotel/motel was increased (by vote) to 7% in 1993
- Iowa City Area Sports Commission formed in 2016 and officially registered as 501c3 in 2018

## Funding

- Total operating budget for FY25 is \$2.3M
- 46% hotel/motel tax; 19% from partnership; 35% program revenue



# Visitor Tax Revenue (2014 - 2024)



## Iowa City

47.5% Police  
27.5% Parks & Rec  
23% Think Iowa City  
2% HGI/Element TIF (8 of 12)

## Coralville, UH, NL

50% General Fund  
25% Parks & Rec  
25% Think Iowa City

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CORALVILLE  
NORTH LIBERTY  
UNIVERSITY HEIGHTS  
THE UNIVERSITY OF IOWA  
JOHNSON COUNTY

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# Board of Directors

## Officers

Jake Moore, Chair  
GreenState Credit Union

Meghann Foster, Vice Chair  
City of Coralville

Brian Flynn, Treasurer  
30 Hop, Tin Roost, Joe's Place

Tim Schroeder, Secretary  
City of University Heights

Mitch Gross, Past Chair  
Iowa City Community School District

Dale Arens, University of Iowa Athletics

Jeff Capps, Iowa Children's Museum

Peter Matthes, University of Iowa

Kelly Murphy, Courtyard by Marriott

Brent Smith, City of North Liberty

Shanti Roundtree, Pearson

Laura Soride, REMAX Realtors

Bruce Teague, City of Iowa City

Matt Traetow, Hyatt Regency

Rod Sullivan, Johnson County

## Ex-officio

Josh Schamberger, Iowa City/Coralville Area CVB



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# Team



Nick Kaeding  
Senior VP of Finance & Administration

Monica Nieves Hirsch  
VP of Marketing & Communications

Stacey Houseman  
VP of Sales & Event Experience

Nick Pfeiffer  
VP of Public Affairs

Luke Eustice  
Director, Iowa City Area Sports Commission

Kylee Stock  
Director of Special Events

Kylee Walker  
Manager, Iowa City Area Sports Commission

Anna Haney  
Sales & Servicing Manager

Donna Jondle & Angie Jordan  
Visitor Services Assistants

Ashley Smith  
Operations Manager

Joseph Cress  
Digital Media Manager



# Visitor Impact: ROI

Last year visitors to Johnson County spent...

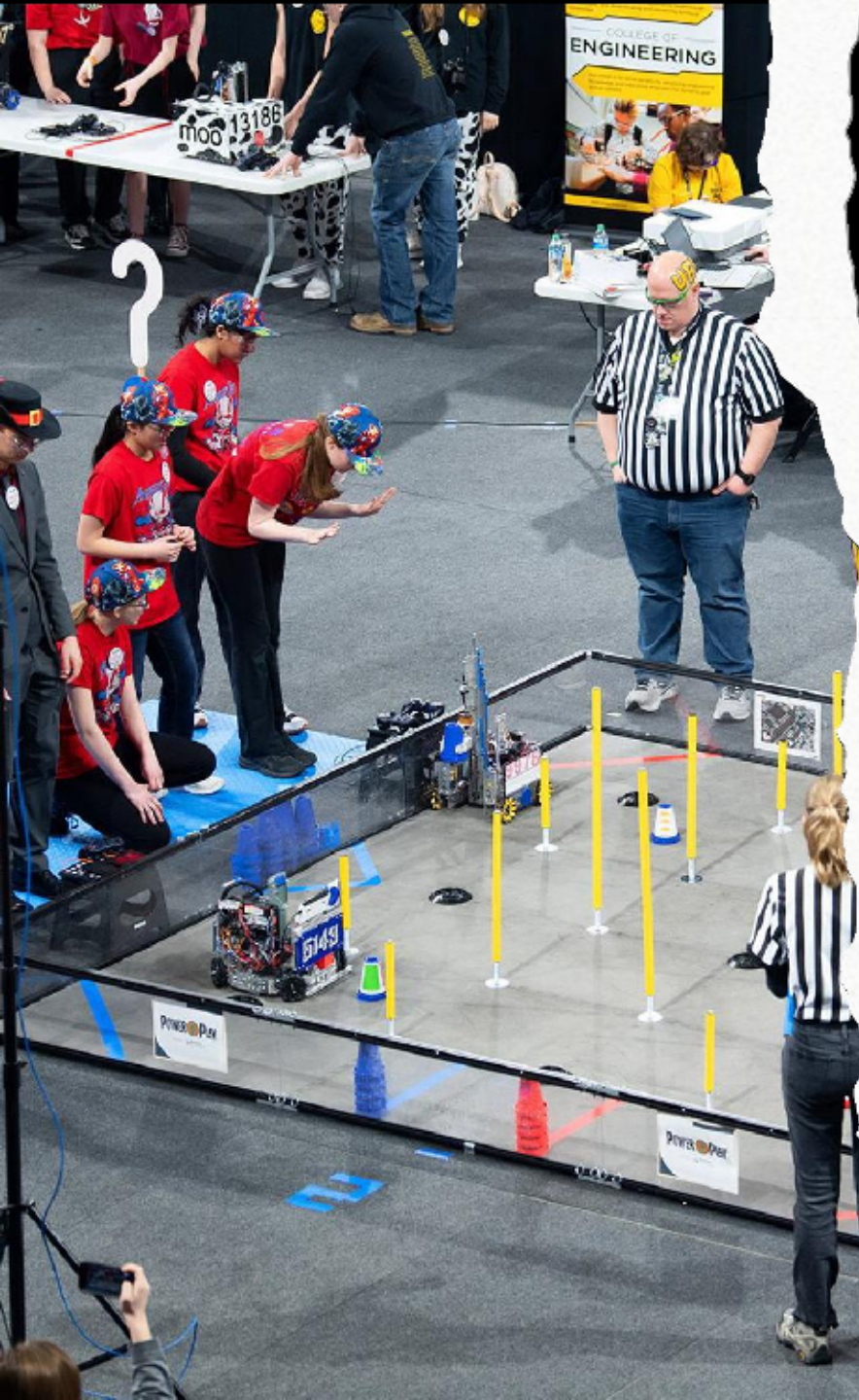
- \$684M on local goods/services
- \$99M in local/state taxes
- \$6M in local hotel/motel tax revenue

For every \$1 of hotel/motel tax received last year, staff efforts brought a return of \$31.62 to Coralville and the community at large.

From just our conference/sports sales efforts.







# Again...how do we know that?



IHSAA 3A/4A Boys State Baseball Tournament  
 IHSAA State Wrestling Dual Team Tournament  
 IHSAA Boys State Swimming  
 IHSAA Boys State Singles/Doubles Tennis Championships  
 IHSAA Boys Team Tennis Championships  
 IGHSAA Girls State Volleyball Championships  
 IGHSAA Girls Wrestling State Championships  
 IGHSAA Girls State Singles/Doubles Tennis Championships  
 A3 Midwest Swim and Dive Challenge  
 All Iowa Attack Basketball  
 Block Party 7's Rugby  
 Clipper's Baseball Tournament  
 Conflict For Charity Wrestling Tournament  
 Dan Gable Donnybrook Wrestling Tournament  
 David Armbruster Swim Open  
 First Tech Challenge: Iowa Classic (Robotics)  
 Girls on the Run  
 Grizzley's Wheelchair Basketball Tournament  
 Hawkeye Invite  
 IASI Long Course Swimming Championships  
 Iowa Swimming Age Group Short Course Swimming Championships  
 Iowa/USA Wrestling Kids State Tournament  
 Irving B Weber Swim Invitational  
 UCI Cyclocross World Cup/Jingle Cross (5x)  
 Level 9 Western Gymnastics Championships (2021 & 2024)  
 Missouri Valley Conference Swim and Dive Championships  
 Soldier Salute Wrestling Tournament  
 Special Olympics Mid-Winter Tournament  
 Core4 Gravel Race  
 Splash Out Hunger Swimming Invitational  
 Sugar Cubed Marathon  
 Summit League Swimming and Diving Championships (2025 & 2026)  
 USA Wrestling Senior Nationals  
 USA Wrestling World Team Challenge Tournament  
 2022 UWW Women's Wrestling and Men's Freestyle World Cup  
 Varsity UDA/UCA High School Cheer and Dance Competition  
 Wrestle Like a Girl Iowa Classic  
 2023 Big Ten Gymnastics Championships  
 2023 Iowa Golden Gloves Boxing Championship  
 2022 UWW Wrestling Training Camp (7 countries in town for 9 days)  
 Iowa City Ducks

First Tech Challenge: Iowa Classic



Anime Iowa  
 Heartland District of the Foursquare Church  
 Farm Futures Summit  
 Iowa Assn of Justice  
 Iowa Chiropractic Society  
 Iowa High School Athletic Directors Assn  
 Iowa Library Assn  
 Iowa Limestone Producers Assn  
 Iowa Paralegal Assn  
 Iowa State Assn of Assessors  
 Iowa Public Airports Assn  
 Society for the Preservation of Barbershop Quartet Singers  
 Alpha Phi Alpha  
 Art Educators of Iowa  
 Brain Injury Alliance of Iowa  
 Iowa Assn of Business & Industry  
 Iowa Assn of County Conservation Boards  
 Iowa League of Cities  
 Iowa - Illinois Safety Council  
 Iowa Speech Language Hearing Assn  
 Blue Knights International Motorcycle Club  
 Iowa Future Business Leaders of America  
 Iowa Knights of Columbus  
 Iowa Utility Assn  
 Iowa State Assn of Letter Carriers  
 MEA Energy Assn  
 School Nutrition Assn of Iowa  
 TFC Iowa  
 Catholic Daughters of America  
 Defenders Law Enforcement Club  
 Federation of State Boards of Physical Therapy  
 Iowa Dental Assn  
 Iowa Credit Union League  
 Iowa Motor Truck Assn  
 Iowa Parks & Recreation Assn  
 Jehovah's Witnesses  
 National Federation of State High School Assn's  
 Wyffels Hybrids  
 UI College of Engineering First Tech Challenge  
 Special Olympics Iowa  
 Varsity Spirit



# Market Segmentation

- Individual / Group Leisure
- Conferences & Meetings
- Amateur Sports
- Special Events
- Quality of Life

## We lead by...

Bringing together people and organizations across the area in a way that no other entity can, functioning as a hub for local activity of all kinds and promoting cooperation and collaboration over competition.

Being a nimble force behind identifying promising ideas and standing up proof-of-concept trials more quickly than government and other institutions are able to.

Serving as the official brand authority for the area, keeping a finger on the pulse of the area to understand the essence of the community, to monitor and observe how it is evolving over time, and to promote that identity to potential visitors.







# Innovative Sales & Marketing

A “bounce back” year for conferences & meetings.

In 2024 Think Iowa City serviced...

- 56 groups representing 80,390 attendees;
- \$22,343,292 in direct economic impact



To date in FY25, we have secured...

6 tradeshows representing 254 individual planner meetings resulting in...

- 36 future conferences & meetings;
- 47,350 future visitors, 22,936 room nights and \$19.6M of future direct spending

# Innovative Sales & Marketing

...record year for digital marketing and engagement.

- 20.6% increase in total website users to 241,251
- 3.9M (+165%) Facebook impressions, 1.7M(1800%) Instagram impressions
- Maximizing data/analytics and AI to better target visitor demographics. E.g., Placer, STR.





2024

ALL SUMMER  
 ALL SUMMER  
 JULY 3 - 4  
 JULY 13  
 AUGUST 10  
 AUGUST 10  
 AUGUST 23  
 FALL  
 SEPTEMBER 28  
 OCTOBER 2 - 6  
 OCTOBER 14 - 20  
 OCTOBER 17 - 20  
 OCTOBER 30 - NOVEMBER 2  
 NOVEMBER 8 - 9

Summer of the Arts  
 Northside Outside  
 Coralville 4th Fest  
 North Liberty Blues & BBQ  
 5th St. Social - Coralville  
 LibCon - ICPL  
 Iowa City Latino Fest  
 Free Shakespeare - Riverside Theatre  
 Kick - It Expo  
 IARGUS: Russian Guitar Festival  
 Iowa City Book Festival  
 ReFocus Film Festival  
 FEaST Festival  
 Mic Check Poetry Fest

2025

JANUARY 26 - FEBRUARY 1  
 FEBRUARY 20  
 FEBRUARY 28 - MARCH 1  
 APRIL 3 - 5  
 APRIL 4 - 6  
 MAY 17  
 MAY TBD  
 JUNE

Beat the Bitter - North Liberty  
 Black History Month Soul Food Dinner  
 FIRST Tech Challenge Iowa Championship  
 Mission Creek  
 ICE CREAM (Iowa City Expo for Comics and Real Eclectic Alternative Music)  
 Asian Festival - Coralville  
 Prompt for Autonomy: A Community Showcase  
 Juneteenth

# Authentic Placemaking

## Notable 2024 Programs (and Accomplishments)

- Community Grant Program
- North Liberty Centennial Park
- South of 6 + ICDD
- Iowa River Landing
- University Heights Multi-Use Trail Plan

# Authentic Placemaking

## Johnson County Conservation Bond

Nick Pfeiffer, Campaign Manager  
Josh Schamberger & Pat Heiden, Campaign Co-Chairs

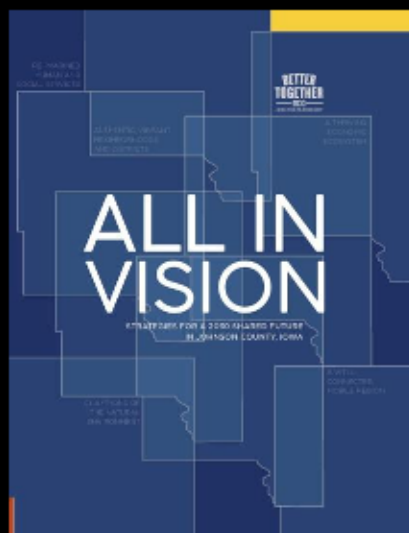




# Intentional Community Engagement

There is not enough local awareness and understanding of all that we do.

While it's not critical that we are top of mind for everyone, we are after all an organization charged with growing the visitor tax base, we are working to strengthen our exceptional "connector role" among disparate groups. The more familiar they are with our mission and activity, the better for the good of the whole.



South of 6 Diversity Market

<p><b>A BIG ID CREATIVE CAPITAL</b></p> <p><b>OUR THREE GUIDING PRINCIPLES ARE OUR COMMITMENTS TO EACH OTHER.</b></p> <p>They provide clarity, inspiration, and direction for how we'll work together toward 2030.</p>					
<p><b>REPRESENTATIVE LEADERSHIP</b></p> <p>We'll ensure that all voices are heard and that we're working together to create a better future for all.</p>	<p><b>COLLABORATION</b></p> <p>We'll work together to create a better future for all by sharing ideas, resources, and expertise.</p>	<p><b>GROWTH MINDSET</b></p> <p>We'll embrace change and innovation to create a better future for all.</p>	<p><b>2030 VISION</b></p> <p>Platform for a 2030 Regional Future in High Tech County, Iowa</p>		
<p><b>THE VISION IS OUR NORTH STAR.</b></p> <p>We'll ensure that all voices are heard and that we're working together to create a better future for all.</p>	<p><b>OUR FIVE GOALS AND OUR BIGGEST CHALLENGES:</b></p> <ol style="list-style-type: none"> <li>1. <b>CHAMPION OF THE NATURAL ENVIRONMENT</b></li> <li>2. <b>AUTHENTIC, VIBRANT NEIGHBORHOODS AND DISTRICTS</b></li> <li>3. <b>A WELL-CONNECTED, MODERN REGION</b></li> <li>4. <b>A THRIVING, BLENDED ECONOMIC ECOSYSTEM</b></li> <li>5. <b>A SUCCESSFUL HUMAN AND SOCIAL ECOSYSTEM</b></li> </ol>	<p><b>FOCAL AREA FOR 2030</b></p> <p>Platform for a 2030 Regional Future in High Tech County, Iowa</p>			
<p><b>ALL IN VISION: PLATFORM FOR A 2030 REGIONAL FUTURE IN HIGH TECH COUNTY, IOWA</b></p>					



# Intentional Community Engagement



\$95,000 donated to...

- Iowa City Community School District
- Clear Creek Amana School District
- Solon School District







# Intentional Community Engagement Innovative Sales & Marketing ARPA Grant Recipients

- Refocus Film Festival
- EntreFEST
- ICDD Los Trompos
- Black Professionals of Iowa Empowerment Symposium
- Iowa Golden Gloves State Championships
- ICDD Winter Night Lights
- African Festival of Arts & Culture
- Core4
- Juneteenth

Remaining through 2026: \$33,387.15



IOWA CITY AREA  
SPORTS COMMISSION





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# Bike Iowa City



RIDE YOUR OWN ADVENTURE

THIS WEEK'S RIDES + EVENTS IN #BIKEIOWACITY





# Home to 9 IGHSAU & IHSSA State Tournaments





# Regional Sports Authority Districts

Varsity UDA/UCA High School Cheer & Dance Competition  
Iowa 7v7 Football State Tournament  
Miss Dance Team Iowa  
A3 Midwest Challenge  
Solon Spartan Bullseye Tournament  
Summit League Men's and Women's Swimming and Dive Championships  
Junior Heartlanders Hockey Tournament  
Iowa Swimming Age Group Short Course Championships  
2025 National Collegiate Women's Wrestling Championships  
Special Olympics Mid-Winter Tournament  
Universal Ballet Competition Semi Finals  
Vicious Circle Disc Golf Challenge #11  
Irving B Weber Invitational  
Armbruster Open  
Sugar Cubed Marathon  
IHSAA Boys State Singles & Doubles Tennis  
IGHSAU Girls State Singles & Doubles Tennis  
Splash Out Hunger Invitational  
Sweet Sugar Bottom Open  
Block Party 7's Rugby Tournament  
Altmaier Farm Classic







# We Got Next.

## Other notable wins...

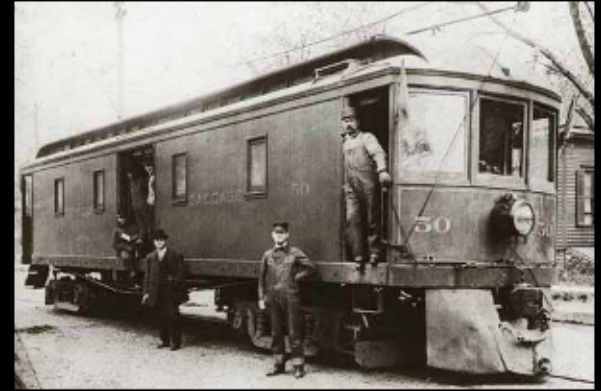
- 2025 Iowa Middle School Basketball Championships (March 21 – 23...over 100 teams and using courts all over Johnson County)
- 2025 IGHS AU 3A and 4A State Golf Championships
- 2025 – 2028 IGHS AU Girls State Swimming & Diving Championships
- 2026 Summit League Men's and Women's Swimming & Diving Championships
- 2026 Missouri Valley Conference Women's Basketball Championships
- 2028 – 2029 Missouri Valley Conference Swimming & Diving Championships
- 2026 Senior Wrestling Pan American Games\*





# Community & Economic Development Leadership

## Air, Rail, and Trail | An Iowa Great Place







We make a living by  
what we get.  
We make a life by  
what we give.

Winston Churchill





# What we give.

- Domestic Violence Intervention Program (DVIP)
- Coralville Sesquicentennial
- Chamber Leadership Program (CLP)
- MetaDux Youth Leadership Program (YLP)
- Iowa City Community School District Foundation
- Coralville Winterfest
- Fourth Fest
- North Liberty Blues & BBQ
- South of 6
- Better Together 2030
- Iowa City UNESCO City of Literature
- Coralville-North Corridor Rotary
- Coralville Community Food Pantry
- Meeting Planners International - Heartland Chapter
- Iowa Society of Association Executives
- Iowa City Downtown District
- Houses into Homes
- United Way of Johnson & Washington Counties
- Christ the King Christian Preschool
- Liberty Lightning Baseball Club
- Thunder Softball Club
- West High Trojan Youth
- Community Foundation of Johnson County







Thank  
you.



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