

This moment in history requires bold and innovative action. Knowing the challenges that lie ahead, the time has come for our organization to harness our entrepreneurial spirit to forge a path that will empower and inspire the Johnson County region to build a new, agile economic blueprint that will position us for the future.

DESIGNING OUR FUTURE

THE CAMPAIGN FOR ECONOMIC RECOVERY AND RESILIENCY

2021–2023



IOWA CITY
AREA DEVELOPMENT
DRIVING INNOVATION

\$3 MILLION
3 YEARS

3 KEY AREAS TO CREATE A
FOUNDATION FOR LONG TERM
STABILITY AND GROWTH

1 COMMUNITY DEVELOPMENT
2 BUSINESS INNOVATION

3 DEVELOPING PEOPLE
IOWACITYAREADEVELOPMENT.COM

1

COMMUNITY DEVELOPMENT

OBJECTIVE: ENSURE ALL OUR COMMUNITY MEMBERS HAVE ACCESS TO WHAT THEY NEED TO THRIVE.

STRATEGY

Project Better Together aims to build a transformed future for our community with greater economic diversity, growth, inclusivity, resilience, and well-being for all.

www.icareatogether.com.

**WE'RE BETTER
TOGETHER**

ICAD is a proud co-founder with partners from the Iowa City Downtown District, the Iowa City Area Business Partnership, and Think Iowa City in a community-wide recovery effort that includes leaders from all three hospitals, the school district, area nonprofits, social services, private business, and elected officials from all levels of government. All ICAD staff is trained in Strategic Doing. ICAD believes the Strategic Doing tool is key to leveraging our local assets and moving our community forward.

INITIATIVES

Local Food Security
Internet Access
Housing
Child Care
Sustaining Arts and Culture
Innovation in Education
BIPOC Business Support Program
Bike Friendly Community /
Businesses
Fund Iowa Seed Fund



2

BUSINESS DEVELOPMENT & INNOVATION

OBJECTIVE: CULTIVATE THE GROWTH AND SUSTAINABILITY OF OUR KEY INDUSTRIES AND SUPPORT ENTREPRENEURS AND STARTUP COMPANIES.

STRATEGIES

BEST OF IOWA PROGRAM

60+ Synchronist Interviews conducted each year to assist existing companies in their growth.

STRATEGIC DOING FRAMEWORK

Provide consulting services to support local business and initiatives.

PEER MENTORING PROGRAM

Provide mentoring and coaching support to business leaders

RESOURCE CONNECTION

Provide connections to business resources, talent, and experts to our local business community in an effort to meet their needs.

TARGETED BUSINESS ATTRACTION IN MEDICAL AND EDUCATIONAL TECHNOLOGY

- ICAD is leading the State of Iowa's Ed Tech Collaborative Initiative: The Iowa EdTech Collaborative is a network of internationally-known education companies, successful EdTech startups, academic and education stakeholders, and economic development leaders who are working collectively to grow human-centered lifelong learning in the State of Iowa.
- Partnering with the University of Iowa and Protostudios on commercializing Medical Technology

LEVERAGING ICR REGIONAL MARKETING

for Business and Workforce Attraction Efforts

SUPPORT STRONG ENTREPRENEURIAL ECOSYSTEM

Provide all entrepreneurs with the resources needed to succeed including funding, office space, programming and mentors.

MERGE

3

DEVELOPING PEOPLE

OBJECTIVE: CREATE, SUSTAIN, AND RETAIN A VIABLE WORKFORCE THAT CAN SUPPORT CURRENT AND FUTURE BUSINESS AND INDUSTRY WORKFORCE NEEDS.

STRATEGIES

SUPPORT AND MARKET REMOTE WORKING THROUGH COWORKING

MERGE + CoWork @ 808

Collaborate with partners on efforts to enhance workforce skills

Provide training to HR professionals on skills-based hiring initiatives

Support the recruitment of talent to ICR through the ICR Talent Hub

Partner with Kirkwood and the University of Iowa on strategic workforce initiatives

Support the efforts of ICR Future to increase career connected learning

Support the efforts of Inclusive ICR to grow diversity and inclusion in the workplace

INNOVATION IN EDUCATION INITIATIVE WITH THE IOWA CITY AREA BUSINESS PARTNERSHIP

Support the Iowa City Community School District in the Portrait of a graduate work and inspire our youth to explore their passion and lead.

"The future opportunities for our children depend on the creativity, grit, and determination of our community today."

KATE MORELAND
President



TOM BANTA
Director of
Strategic Growth



LIZ HUBING
Director of
Marketing &
Communications



ERIN POTTEBAUM
Director of
Operations



OUR TEAM

The ICAD team believes in this community. We are 100% investor funded and operate with our investors and clients' best interests at heart. We are first and foremost doers, change-makers, and some might even say we are local influencers. By working together with our community and our partners, we can help drive innovation and impact the future success of our region.

ICAD TEAM STRENGTHS

- Agile
- Connectors
- Strategic Doers; all certified practitioners
- Visionaries
- Welcoming
- Growth mindset
- Empowering
- Collaborative

HOW WE WORK

The nature of economic development work continues to evolve. The development of people, communities, and industries require a deep understanding of complex adaptive systems coupled with the related skills to guide the conversations and collaborations necessary to address the wicked problems that exist inside them. The foundation of this work is the Strategic Doing methodology that serves as an operating system. It is an agile approach to strategy that leverages the assets and networks of our community to bring innovative solutions to these complex challenges. With a bias toward action and a "do the doable" mindset, trust and resiliency are built, while forging the future we all want to see.

WHY INVEST IN ICAD?

COMMUNICATION

- ICAD communicates regularly regarding local programming and development activity
- Access to advance labor and demographic information and special ICAD publications
- Access to Project Better Together Economic Recovery Efforts

ENHANCED VISIBILITY

- Business to business connections: access to ICAD affiliated companies and programs
- Invitation to networking events including: annual meeting, three investor council meetings, and ICAD sponsored events
- ICAD to highlight your business successes and events within our social media platforms

RECOGNITION

- Opportunity to have your site or building featured on the ICAD website through LOIS
- Recognition in ICAD's annual advertisement in the *Corridor Business Journal*
- Opportunities to support new and expanding local business

ECONOMIC RECOVERY

- Conduit to state and local resources
- Opportunity to assist with economic recovery task force projects for Project Better Together

OUR PARTNERS

Iowa City Area Business Partnership
Think Iowa City
Iowa City Downtown District
Entrepreneurial Development Center
NewboCo
ICR Iowa
Cedar Rapids Metro Economic Alliance
Kirkwood
University of Iowa

The Iowa City Area Development Group (ICAD)'s mission is to create, collaborate, and act boldly to help build the economic future of our community and be the best place for all people and businesses to THRIVE.

INVESTOR LEVELS & BENEFITS

VISIONARY: \$50,000+

Everything below plus:

- Partners for the vision of our organization and the communities we serve

INFLUENCER: \$10,000 – \$49,999

Everything below plus:

- Opportunity to serve on ICAD Board of Directors with priority as positions open
- Opportunity to serve on Innovative Education Collaborative with priority as positions open
- Exclusive invitations to new company receptions, and first to know on business development announcements
- Premiere logo feature on ICADgroup.com homepage
- One Strategic Doing session for your company, led by ICAD staff and trained practitioners
- 60 second company profile video produced and posted on ICADgroup.com (filmed at your organization)

LEADER - \$5,000 – \$9,999

Everything below plus:

- Access to Wingman community tours with executive level candidates to aid in recruitment
- Exclusive invitations to new company receptions
- Opportunity to serve as a Community Ambassador for visiting or expanding companies
- Opportunity to participate in critical strategy groups for local economic development
- Custom data reports available, and workforce talent attraction support materials
- Complimentary room rental at MERGE upon availability
- 30 second company profile video produced and posted on ICADgroup.com (filmed at MERGE)

CHAMPION: \$2,500 – \$4,999

Everything below plus:

- Access to ICAD senior staff for counsel and/or communications on economic developments
- Workforce talent attraction support materials
- Reduced meeting room rental at MERGE upon availability
- Ability to submit content for a blog post on ICADgroup.com

PATRON: \$1,500

- Business listing in ICAD membership directory and website
- Featured in our "New Investor" section of newsletter and new investor highlight on social media
- Access to job candidates in the ICR Talent Hub
- ICAD investor window decal

BELIEVER: \$500 (3-year maximum for Start-up Companies)