



FOR IMMEDIATE RELEASE

SUBJECT: Iowa City Area Chamber of Commerce Announces New Name, Logo and Vision

The new brand emphasizes the organization's strategic focus on partnering with businesses within the communities it serves in Johnson County, Iowa.

Iowa City, IA Feb. 14, 2020 –Effective today, The Iowa City Area Chamber of Commerce is now the **Iowa City Area Business Partnership**. The new name has been chosen to better reflect who the organization's members (and future members) are and how they serve them.

President & CEO Kim Casco stated: "One of the key ways we serve our local businesses is by partnering with them to aid in their success and by facilitating partnerships between members. We also partner with fellow economic development organizations to achieve the work of continuously improving our community. It's all about partnership."

Through this rebranding effort, the organization also hopes to amplify its role as "the voice of business for Johnson County" and reinforce its core value propositions of:

- 1) CONNECTING members with the resources they need to grow
- 2) ADVOCATING on behalf of issues important to area businesses
- 3) ENGAGING the business community to positively impact our community as a whole

Current Board Chair Vince Ellison, with BerganKDV, stated: "The board considered many different options for the rebrand and ultimately decided to make a bold change. We think the new brand better represents who we are and where we want to go. Together, with our partners, we hope to build the best local business ecosystem in the world."

The new name was developed based on research and input from various stakeholders. It was decided that the geographic part of the name (Iowa City Area) should be kept and continue to represent the organization's broad service territory. The entity part of the name (Chamber of Commerce) was perceived to be outdated, particularly to millennials who are a growing percentage of the business population. Furthermore, it contributed to the incorrect assumption that the organization is a part of the US Chamber of Commerce.

The new logo is comprised of interlocking location pins as it symbolizes the 'partnership' feel that the organization is striving for.

Along with a new name and logo, the organization also developed a ten-year strategic plan that outlines goals and tactics for achieving its mission of making Johnson County the best place to live, work and learn by serving their local business community.

The new brand was launched at the organization's Annual Banquet on February 13th. For more information, please visit iowacityarea.com

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