



IOWA CITY AREA
**Business
Partnership**

2020 LOCAL PUBLIC POLICY PRIORITIES

The Iowa City Area Business Partnership continuously works to advocate on behalf of our local businesses, and collaborate with members and partners to promote the public policies that are vital to our region's success. Because business extends beyond the boundaries of individual cities, we ask our locally elected officials to work collaboratively on key issues for the betterment of our community as a whole.

WORKFORCE DEVELOPMENT

To build on our success with advocating for and passing the largest general obligation school bond in the state's history, we will continue to support local education systems. PK-12 and higher education curricula and programs are key in efforts to help build our future workforce as well as attract businesses and individuals to this community. Public and private sector partnerships are essential in efforts to train, attract and retain workers.

We will:

- Support and drive efforts to innovate our education system in order to meet current and future workforce needs
- Support and drive efforts to connect the business community with middle and high school students by supporting Workplace Learning Connection and other work-based learning opportunities
- Support and drive efforts to increase access to high quality and affordable childcare through policies and programs that incentivize businesses, communities and non-profits to develop solutions
- Support the security of our citizens and students through policies and programs that prioritize public safety and crisis preparedness initiatives

The Iowa City Area Business Partnership is a non-partisan organization that does not endorse or donate to political candidates. We support First Amendment rights for all people and encourage elected officials, candidates and citizens to have civil discussions and debates on policy issues and political opinions. We are committed to leading by example.

BUSINESS DEVELOPMENT

Local development propels economic growth, and incentives are integral to maintaining and advancing our progress in recruiting, retaining and expanding local businesses. Government support is vital in promoting a business environment that fosters the entrepreneurial mindset and works to grow our economy. A strong and cohesive business community drives well-supported community initiatives. Where rules and regulations need to be created or amended, we support those that incentivize businesses to comply versus penalize non-compliance.

- Support the reasonable use of tax increment financing (TIF) and other programs as economic development tools to assist in the recruitment, retention and expansion of business. These tools must be used to grow tax base and contribute to new opportunities for all our citizens
- Support the University of Iowa's economic development efforts, particularly the role they play in furthering our entrepreneurial ecosystem
- Support pro-growth policies that are key to the success of our members and the community, including policies that encourage growth in Autonomous Vehicle and Education Technology, and University spin-offs.

COMMUNITY DEVELOPMENT

Ensuring our community remains a welcoming place for all individuals with varied opportunities and experiences helps local employers attract and retain the best employees. The Business Partnership community strongly supports business development that improves our community development priorities. Supporting initiatives such as improving affordability of housing and childcare, nurturing the arts community, and developing parks and greenspace furthers our community efforts to attract and retain citizens.

- Collaborate with cities, the University of Iowa, established affordable housing groups, and developers to support efforts to make housing more affordable throughout Johnson County
- Collaborate with cities and the county to educate members and promote the 2020 census so a complete count can be established for our area
- Support improvements to all transportation systems, including road, transit, rail, air and bike to meet the needs of local employers, employees and the community at large
- Support and fund "placemaking" initiatives that create desirable, diverse, sustainable, and robust communities