

## 2021 Local Public Policy Priorities & Community Initiatives

With the help of our nearly 800 member businesses, partners, and community stakeholders, the Iowa City Area Business Partnership works to develop comprehensive public policy and community development initiatives that support our business community now and into an uncertain future.

The Business Partnership's focus remains on three vital components to create a thriving community: Workforce Development, Business Development and Community Development. Our work in these areas includes public policy advocacy as well as community initiatives and partnerships with one goal in mind: **We want to make Johnson County the best place to live, work, and learn.** To do that we are focused on the following community development initiatives:

- ★ **Support our Local Small Business** by marketing our thriving local business community and increasing consumer spending at our local businesses by educating and incentivizing individuals and businesses to shop local
- ★ **Lead Affordable Child Care Initiatives** that improve access to high quality child care so all barriers are removed for families to provide a safe, reliable start to their family
- ★ **Drive Business Recovery** by providing educational opportunities on best practices for creating a resilient, sustainable, and diverse business
- ★ **Mobilize the Community** to identify a vision for what a successful post-pandemic business community looks like for everyone
- ★ **Support Innovating in Education** so that our kids are better prepared for 21st century jobs and feel engaged and empowered for their future
- ★ **Increase BIPOC Wealth** by creating a stronger ecosystem of support to promote BIPOC business ownership and leadership
- ★ **Build Tomorrow's Leaders** by expanding and diversifying our Community Leadership Program
- ★ **Support Community Recovery** by partnering with non-profits, local governments, and health organizations

To do this work, we need your help! The next few years are vital to our community's future and we need elected officials that see the big picture and will:

- ★ Support a **Local Option Sales Tax (LOST)** that funds livability and infrastructure initiatives in our community
- ★ Continue to address the need for **Affordable Housing**
- ★ Support **Improvements to All Transportation** systems, including road, transit, and bike.
- ★ Support the **Arts and Placemaking Initiatives** that create desirable, diverse, and robust communities
- ★ Provide resources to BIPOC owned and microbusinesses to **Expand Economic Opportunity**
- ★ Ensure policies are **Welcoming and Equitable** for all our citizens
- ★ Support the **Reasonable Use of Tax Increment Financing (TIF)** and other programs as economic development tools to grow our business community
- ★ Support Local Small Business by **Buying Local** when possible
- ★ Ensure resilience by supporting **Innovative Initiatives** in our business community and neighborhoods

*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 be civil in discussions and debates on policy issues and political opinions. We are committed to leading by example.*