

2024 Annual Report

CORALVILLE • IOWA CITY • NORTH LIBERTY • UNIVERSITY HEIGHTS • JOHNSON COUNTY

Intentional Community Engagement



FROM THE
BOARD CHAIR

Mitch Gross
FY25 Board Chairman

HERKY ON PARADE

With storms brewing and forecasts threatening to derail the night's mission, a crew of carefully curated community members and leaders in late April 2024 convened after hours on the floor of Xtream Arena and wound their way through a maze of 100 6-foot-tall Herky statues.

Armed with tool kits and maps and military-branded team names like Bravo and Foxtrot, the volunteers cloaked the statues, loaded them onto trucks, and dispatched across a 10-mile radius to install — under the dark of night — the eagerly-anticipated third iteration of “Herky on Parade.”

Since breaking onto the Johnson County scene in 2004, returning in 2014, and again in 2024, the iconic parades have united tens of thousands of residents and visitors alike in a common quest to find the “Hayden Herky” or the “Bachelor Herky” or the “Ninja Turtle Herky,” depending on the decade.

They've bonded generations of families through replicated arm-in-arm poses with the Hawkeye mascot, measuring kids' years by where they line up under his beak — and then above it. And while pulling off the largest Herky parade yet in 2024 was an all-hands effort from the Think Iowa City team, it really was a full community feat on both the back and front ends — with hundreds of artists



toiling for months over Herky versions of Waldo or Homer or Caitlin Clark before joining mayors and athletes and council members May 1 to shed the plastic sheaths in unison, revealing a rainbow of statues.

“It's such a significant public-facing, town-and-gown event that people just love,” Think Iowa City President Josh Schamberger said. “There's never really been an event that we've been associated with or a part of that brings the community closer, or you feel it, like Herky on Parade.”

It's the definition of “intentional community engagement” — one of Think Iowa City's three mission pillars under its umbrella charge to advance the quality of life and economic vitality of Iowa City, Coralville, North Liberty, and Johnson County.

2024 marked a year of unprecedented growth and success in the hospitality and tourism industry in Iowa City, Coralville, North Liberty, University Heights and all of Johnson County. Demand for overnight lodging increased an average of 8% per month over the previous year, more than doubling the state average. This demand spurred \$458 million in domestic travel expenditures to Johnson County attributing to a 5.55% year over year growth. These dollars substantially add to the quality of life we all enjoy while also providing significant tax relief to local residents.

For the first time since the COVID-19 pandemic, the conference and meetings market returned to normalcy with our community playing host to a record number of events. Highlighting this past year were several true citywide events that yielded and impressive 4,000+ room nights. These conferences combined with another great year by our Sports Commission team, and the return of Herky on Parade are directly to credit for much of this record-breaking growth. Significant work by our team in advancing community betterment through authentic placemaking and intentional community engagement resulted in a year to remember for this team.

I encourage you to take the time to review this report and connect with me, Josh, or his team to learn more about how we are making our community a better place to live, work, and play. Thank you for your continued support of our team and don't hesitate to reach out when/where we can be of more assistance.

“HERKYS” CONTINUES ON PAGE 2





Nick Kaeding, Think Iowa City Senior Vice President of Finance and Administration

Ashley Smith, Think Iowa City Operations and Servicing Manager

A Rock-Solid Foundation ADMINISTRATION AND OPERATION HEADS SHAPE ORG GROWTH

Behind every hand-painted, disguised, or bedazzled statue featured in Think Iowa City's 2024 Herky on Parade was a mascot mold, a fiberglass frame, and a pair of imperative Think Iowa City staffers tantamount to the nuts and bolts of the operation: Nick Kaeding and Ashley Smith.

Having started at Think Iowa City in 2007, Senior Vice President of Finance and Administration Kaeding just missed the organization's first Herky on Parade in 2004 but has been behind the scenes for both the second and now the third — helping coordinate payments, deliveries, designs, and promotion.

"A lot of it, quite honestly, was a pretty similar process," Kaeding said about this round of Herky on Parade. "Which makes sense. It was a good process, so why stray far from it?"

He did note new technology this time around made marketing and coordinating the event easier.

"And the interest from local businesses and sponsors seem to be higher in supporting the project this time around," Kaeding said. "Being the one that managed the budget, it certainly seemed to be a lot more successful financially than it was in 2014 — primarily because we had more sponsors buy into it."

Of course, buy-in doesn't happen by accident. It comes from hard-earned trust in Think Iowa City, forged over its decades of intentional community engagement, authentic placemaking efforts, and thousands of hours spent hosting and supporting and smoothly operating an endless string of conferences and meetings and rides and games and meets and concerts.

"They're really the foundation," Schamberger said of Kaeding and Smith, who's been operations and servicing manager since 2022.

If you applied to decorate a Herky for the 2024 parade, you got the exciting news from Smith. If you wanted to buy one of the unclaimed statues post-parade, you made the payments through Kaeding.

From stuffing welcome bags for conference visitors or hanging signs for events to handling invoices or fielding questions from Johnson County newcomers, Smith is Think Iowa City's jack of all trades — while Kaeding, Schamberger said, is akin to its "backbone."

"He's like the Godfather of the organization," Schamberger said.

No matter the size of event the team is managing or the heat of the fire it's putting out, "the guy's heartrate never leaves 70," Schamberger said of Kaeding, who not only manages the sweeping demands of his role but thrives in the diversity of his duties.

"We react to whatever anybody needs us to support," Kaeding said. "We're just looking forward to the next thing."

He and Smith do that while also maintaining their larger vision of continued financial growth.

"I think as we continue to see some of our other communities in Johnson County grow, whether it be Tiffin or Solon, at some point one of those communities is going to develop a hotel and potentially become a part of our organization," Kaeding said. "So I'm excited to see that growth."



\$95,000 in proceeds

from sponsorships and statue sales was donated to art programs in the Iowa City, Clear Creek Amana, and Solon Community School Districts

"HERKYS" CONTINUES FROM PAGE 1

"There were people coming from all over Iowa and really around the Midwest to spend a weekend and hunt for Herkys," Schamberger said. "So there was a significant visitor economic impact."

Although the parade's full economic impact was hard to measure, tracking data from Placer.ai and Herky-based QR codes showed the statues attracted 20,000-some visitors from outside Johnson County, creating a ripple of spending throughout the region — with hotels, restaurants, and shops reporting bumps in business during the event.

Statue sponsors enjoyed a boost in their profiles — with 5,000 posters, 1,000 sets of trading cards, and 100 bobble head replicas sold to date.

"And we made back all that we spent," Schamberger said. "We had proceeds in excess of \$95,000, and we invested all of it directly into the Iowa City, Clear Creek Amana, and Solon school districts."

CONSERVATION BOND



"I was pleased to see that the Hawkeyes beat the Cyclones and passed [the bond issue] by one more percent."

Josh Schamberger, Think Iowa City President

Easier to track was the impact of Think Iowa City's massive push in 2024 for passage of a \$30 million Johnson County Conservation Bond — which in November scored 78 percent voter approval.

The newly-won revenue slated to protect water quality, build trails, and preserve open space across the county will continue and amplify work accomplished through a 2008 bond that multiplied \$20 million into more than \$37 million of investment into land and trail protection and creation.

"Johnson County was the first in all of Iowa to pass a conservation bond back in 2008," Schamberger said of the innovative approach to land conservation more than a decade ago, noting several other communities since have followed suit — including Story County, home to Iowa State University, which also passed a conservation bond in 2024.

"They did a great job too, and passed it by 77 percent," Schamberger said, but added, "I was pleased to see that the Hawkeyes beat the Cyclones and passed it by one more percent."

The conservation bond is part and parcel with the "Better Together 2030" vision that Think Iowa City helped spearhead after the sweeping COVID lockdowns of 2020 — alongside the Iowa City Area Business Partnership, the Iowa City Area Development Group, and the Iowa City Downtown District.

By intentionally engaging community leaders and organizations — including the University of Iowa, with UI President Barbara Wilson co-chairing the Project Better Together "All-In Vision Plan" — the team crafted a five-tiered vision for a shared future that four years later they're executing with passion and precision.

"This organization right here most plugs in at pillar No. 1, which is 'Champions of the Natural Environment'," said Think Iowa City Vice President of Public Affairs Nick Pfeiffer, who served as Conservation Bond Campaign Manager.

Think Iowa City and its commitment to natural resources makes it a natural leader for that first pillar.

"And the conservation bond is a perfect example of that."



\$30M
bond

78%
voter approval

295+
corporate and individual donors contributed to the campaign

725
yard signs,

11,000
fliers, and

45,000
postcards spread the message



Innovative Sales and Marketing

BOUNCE-BACK YEAR

Think Iowa City’s work to preserve the county’s natural resources and landscape feeds another of its mission pillars: innovative sales and marketing — specifically, the work of bringing to town conferences, events, festivals, concerts, athletic championships, and every-day vacationers.

Whether promoting Iowa City as the “City of Literature” and “Wrestletown USA” or pitching the region as an idyllic Midwestern getaway replete with orchard picking, distillery tours, and bouquet making in lavender fields, Think Iowa City has continued to report growth in visitor spending in Johnson County — jumping 38 percent between 2016 to 2023, according to the most recent data available.

In 2024, the area notably saw a meaningful rebound in corporate-style conference post-pandemic.

“It really was a bounce-back year for conferences and meetings,” Schamberger said.

During the height of COVID and pandemic-propelled lockdowns, companies, associations, trade groups, and clubs from coast to coast cancelled group events and experiences or kept them virtual — a trend that continued even after spaces re-opened, largely due to convenience and cost.

“But there’s nothing like getting people together and being in a room in that sort of environment and the productivity that comes with sitting across the table,” Schamberger said. “So 2024 was a banner year for not only hosting, but future bookings in conferences and meetings.”

Vice President of Sales and Event Experience Stacey Houseman helped book a “crazy diverse group” of organizations and associations, he said. From the Defenders Law Enforcement Motorcycle Club national rally to Jehovah’s Witnesses or Cat Fanciers’ Association annual meetings, Schamberger described 2024 as attracting a “potpourri” of convention guests.

“We hosted the World Taxidermy & Fish Carving Championships, which was



“This year, we enhanced meeting and convention services, partnering with 60+ groups to provide personalized signage, amenity baskets, and tailored itineraries for a better experience.”

Stacey Houseman, Think Iowa City Vice President of Sales and Event Experience

BOOKED EVENTS THAT OCCURRED IN 2024:

\$22,343,292

in direct economic impact

56+

groups serviced

80,390+

attendees

6 tradeshows attended in 2024, meeting over **250 planners** across the country.

FUTURE EVENTS BOOKED IN 2024:

36 groups

47,350 attendees

22,936 room nights

\$19,632,717 direct economic impact



insane,” he said. “Last year, it was in Salzburg, Austria — and then it was here.”

Houseman also sustained a leadership event for 2025 and 2026 expected — to fill up to 3,000 rooms. Among other future bookings, Houseman secured for 2026 the Catholic Daughters of America, planning to fill over 2,500 rooms.

“The successes that came from her leadership and that of her team were without question — and I’ve been here for 23 years now — the high-water mark of conference and meeting sales in that market segment,” Schamberger said. “It’s just remarkable. The economic data shows 2024 — when we ended June 30 — was the highest recorded hotel-motel tax collection year in the history of Johnson County.”

Hotel-motel tax collections for the county reached \$6.4 million in the 2024 budget year — representing a nearly 68-percent increase from a decade earlier and a 78-percent rebound from the dearth during COVID-crippled 2020.

From 35 groups booked in 2024, including for future events and programming, Houseman reported an estimated \$19 million economic impact — the highest in recent history, if not ever. Even for groups it did not directly book, Think Iowa City in 2024 upped its attention and efforts to make anyone who chose the area to convene or gather feel more welcome.

“I think we did over 60 groups that we paid more attention to,” Houseman said. “Like extra welcoming signage or extra basket amenities, or you can service a group by offering them itineraries or things to do.”



DIGITAL MARKETING

Filling rooms, arenas, restaurants, and sidewalks lined with window-shoppers and would-be spenders starts with the marketing team at Think Iowa City — which in 2024 saw online engagement, web traffic, and social media reach surge.

“One thing that I’m really proud of is we really invested more into the digital marketing side of things,” Think Iowa City Vice President of Marketing & Communications Monica Nieves Hirsch said. “So we really saw an increase in website traffic, which has led us now in 2025 to redesign our website to make it more functional for folks to use and really highlight the things we want to highlight.”

One of those things is the booming agritourism market in Johnson County — which Hirsch in 2024 worked with Greater Iowa City to promote through a new “Agri-Culture Iowa” brand. Highlighting leisure opportunities to stay in a



“Our focus in 2024 was our digital media footprint. The more people see our community, the more people want to visit.”

Monica Nieves Hirsch, Think Iowa City Vice President of Marketing & Communications

treehouse, dine farm-to-table, enjoy yoga with a goat, or go orchard-picking, Hirsch said the backyard business is booming — with lots of opportunity for growth.

The goal, she said, is to “grow the message that we have these really cool agritourism farm spaces in Johnson County.”



241,251
total website users,
a **20.6% increase** over 2023

165.2%
increase over
2023 Think Iowa
City Facebook
impressions
(3,983,905)

1854.4%
increase over
2023 Think Iowa
City Instagram
impressions
(1,752,880)

Across all social media platforms,
all accounts:

103.4% increase in impressions
86.4% increase in engagement
84.4% increase in clicks

Authentic Placemaking

‘FOSTERING A VIBRANT COMMUNITY’

Think Iowa City’s efforts to preserve the land, cultivate curated experiences, and host community-wide events, fairs, and festivals isn’t just for visitors — but for its riches of residents, who both deserve a premier place to live and work and contribute to making it one.

From FRYfest — which Think Iowa City launched with the City of Coralville and University of Iowa 15 years ago — to Foodie February, billed as a “month-long celebration of all things culinary in Johnson County,” or a new African Festival of Arts and Culture that held its inaugural event in 2024, Think Iowa City incorporates into everything it does its third mission pillar: authentic placemaking.

“Good evidence of that work over the past five years or more has been the Iowa River Landing, and all the work that’s been done there,” said Schamberger, who serves on the ArenaCo Board of Directors — the community development corporation formed to build Xstream Arena, a linchpin in the Iowa River Landing District that since its debut in September 2020 has hosted a swell of events, conferences, celebrations and many many games, tournaments and wrestling meets.

Think Iowa City also had a hand in Riverfront Crossings — a new neighborhood developed south of downtown Iowa City along the banks of the Iowa River, featuring trails, fishing, shopping, dining, housing, and in 2024 Iowa City’s newest festival: Rhythms at Riverfront Crossings.

East of Riverfront is another new district Think Iowa City in recent years helped some of its peer community organizations establish: The South of 6 Iowa City Business District.

As a self-supported municipal improvement district south of Iowa City’s Highway 6, commercial property owners are tapping tax revenue to fund improvements and services aimed at spurring eco-



economic growth, enhancing infrastructure, and launching new events.

The goal, through continued promotion and creation and collaboration, Schamberger said, is to make the place an “attractor like the IRL or Downtown Iowa City have become.”

And on the opposite end of Johnson County — in booming North Liberty — the Think Iowa City team in 2024 co-led



an effort to secure a \$900,000 Community Attraction and Tourism grant for the four-phase, \$16 million expansion of North Liberty’s Centennial Park.

Slated to feature a 13,000-square-foot event center, 2,700-square-foot amphitheater, splash pad and playground, among other things, Schamberger called the city’s fundraising achievements for that project “another high point.”

Think Iowa City estimates the park expansion will generate an additional \$11.5 million a year for the local economy, but Vice President of Public Affairs Nick Pfeiffer at the groundbreaking in July said the project is as much about the people already in North Liberty as it is about prospective visitors.

“Beyond the economic benefits, Centennial Park represents the spirit of North Liberty,” Pfeiffer said. “It stands as a testament to creating a vision, to fostering a vibrant community, and the belief of the power of the arts to bring people together.”

COMMUNITY-CREATING GIFTS AND GRANTS

Part of making Johnson County an authentically fulfilling and fun place to both live and play is making Iowa one — requiring collaboration at the regional and state level.

Pfeiffer leads Think Iowa City’s efforts in that vein — overseeing grant funding, destination planning and government relations, including broad tourism advocacy efforts. He serves on the board of directors and on the advocacy committee for Iowa Travel Industry Partners, which goes by iTIP and champions statewide tourism via work to boost visitation and improve Iowa’s overall economy.

In support of that advocacy, Iowa in 2024 maintained \$30.5 million in appropriations for tourism-related efforts and activities — including \$10 million for a new “Destination Iowa” grant, an increase of \$3.5 million from the first year it was funded, and \$10 million for the Community Attraction and Tourism grant program that North Liberty tapped for its Centennial Park.

Another \$5 million went toward state park improvement, \$4.3 million supported the Iowa Tourism Office, and \$700,000 was directed to regional sports authority districts.

Locally, Pfeiffer sits on the Greater Iowa City Innovation Council, which in fall 2024 launched “strategic investment districts” — one on Cherry Street in North Liberty; another along 5th Street in Coralville; and the third on Sycamore Street in south Iowa City. These efforts are being led by Think Iowa City community and economic development partners at Greater Iowa City Area, Inc.

“These are three different spots where they’re going to focus some efforts on placemaking,” Pfeiffer said.

And Think Iowa City annually distributes tens of thousands through a community grant program — supporting cultural, educational, literary, recreational, or artistic projects at up to \$5,000 each. The 2024 list of recipients ranged from the long-

standing Summer of the Arts and North Liberty Blues and BBQ to newcomers like a Kick-It Expo or a Russian guitar festival.

In its role administering the Iowa City Tourism Grant, Think Iowa City in 2024 distributed \$35,000 to help start up three new events: The Empowerment Symposium: Inspiring Black and Brown Professionals to Lead; the Englert Songwriters Festival; and the African Festival of Arts and Culture.

The latter popped up at what some in the festival-forming community would consider last minute, according to Schamberger — who said Think Iowa City got a

call in July from a would-be organizer eyeing a September event date.

“We were like, and you want to pull this off in 60 days?” Schamberger said. “You know that most of these festivals take like six months to a year?”

The planners promised they could make it happen, and Think Iowa City agreed, “We’re going to give you a shot.”

“And they pulled it off, and it was the coolest festival of 2024,” Schamberger said — highlighting ways in which everything his organization does touches all its mission pillars. “That’s intentional community engagement.”



Think Iowa City administers the Iowa City Tourism Grant

In 2024, **\$35,000** was committed to assist with the start of three new events:

- The Empowerment Symposium: Inspiring Black and Brown Professionals to Lead;
 - the African Festival of Arts and Culture;
 - and the Englert Songwriters Festival.
- The grant also supported the interactive Los Trompos exhibit in Downtown Iowa City.

Think Iowa City Community Grants include:

- | | | |
|---------------------------------|------------------------------------|---|
| Summer of the Arts | Riverside Theatre Free Shakespeare | Black History Month Soul Food Dinner |
| Northside Outside | Kick-It Expo | FIRST Tech Challenge Iowa Championship |
| Coralville 4th Fest | Russian Guitar Festival | Mission Creek |
| North Liberty Blues & BBQ | Iowa City Book Festival | ICE CREAM |
| Coralville 5th Street Social | ReFocus Film Festival | Coralville Asian Festival |
| Iowa City Public Library LibCon | FEaST Festival | Prompt for Autonomy: A Community Showcase |
| Iowa City Latino Fest | Mic Check Poetry Fest | Juneteenth |
| | North Liberty Beat the Bitter | |



“Placemaking transforms spaces into vibrant destinations, fostering community pride, enhancing tourism, and creating opportunities for further development.”

Nick Pfeiffer, Think Iowa City Vice President of Public Affairs

Iowa City Area Sports Commission

A 'BIG WIN'

Epitomizing the concept of mission pillar-crossover is Think Iowa City's growing Iowa City Area Sports Commission arm — which has gained a reputation all its own in recent years, from the high school state championships it's booked to the international events it's hosted.

"The state championships are something we really feel good about," Sports Commission Director Luke Eustice said. "Volleyball, wrestling, state duals, boys state swimming, boys and girls' tennis — those are obviously the things that people from our state care about, and we want to bring them here."

From ensuring events run smoothly to curating a quality experience for visitors, Eustice said state championships can and do double as a doorway to Think Iowa City's larger tourism and economic mission.

"If they have a good time, they may want to come here for a weekend," he said. "They may want to come back for Arts Fest, Jazz Fest, the Downtown Block Party."

The Sports Commission in 2024 boasted seven high school state championships — a number on track to increase in 2025, with the addition of girls golf and the Iowa Girls High School Athletic Union girls state swimming and diving championships for 2025 through 2028 at the UI Campus Recreation and Wellness Center.

"The most our community has ever hosted," Sports Development Manager Kylee Walker said, calling it a "big win" for the area.

Part of what makes hosting nice for this community — and for event planners — is that local teams and athletes often are involved, filling seats and cutting travel time for families.

Take the Iowa City Liberty volleyball team's state title the first year Xtream Arena hosted. Numbers "through the roof for attendance" helped the commission re-book, Walker said.



"If they have a good time, they may want to come here for a weekend. They may want to come back for Arts Fest, Jazz Fest, the Downtown Block Party."

Luke Eustice, Sports Commission Director



"Our communities take pride in being known as the core to women's sporting events through creating experiences and continuing development for all athletes, coaches, and fans that visit Iowa City/Coralville."

Kylee Walker, Sports Commission Sports Development Manager



"We strive to create a welcoming environment where every participant feels valued. Showcasing the vibrant energy of the Iowa City/Coralville area through events inspires visitors to return to our community."

Kylee Stock, Sports Commission Director of Events

Beyond high school sports, the commission in 2024 directly supported 25 events — among the 40-plus it helped in some way. Those 25 ranged from the Iowa 7-v-7 Football youth state championships or the Special Olympics Mid-Winter Tournament to the commission's own Soldier Salute wrestling tournament or granGable cycling event.

Combined, those events' estimated economic impact neared \$12.2 million — about half coming from the high school championships.



'REPRESENTING THIS COMMUNITY'

Amplifying the financial boon in 2024 was a swell in social currency via virtual tags, likes, and shares online.

Whether through event photos, live feeds, or a "playmaker of the month" campaign — highlighting state champions, committed volunteers, and Zamboni drivers — Sports Commission Director of Events Kylee Stock said the team in 2024 crafted a specific social media plan.

"We did a venue showcase highlighting the venues in our community that support our events," Stock said. "And we are still doing a monthly campaign that highlights some of our partners that we work with called the 'playmaker of the month.'"

"Those are some things that we're trying to do consistently to keep our platforms relevant and keep our brand out there."

More than a brand, though, the teams at both Think Iowa City and the Iowa City Area Sports Commission view their work as representing the entire region and its people through a sort of diplomacy they take seriously and pursue enthusiastically.

"I think the most special part of what we are blessed with being able to provide is representing this community and the state," Schamberger said. "It's an opportunity."

From the Iranians who traveled to Coralville for the Wrestling Freestyle World Cup in 2022 to the international riders who made the trip to Iowa City for the 2021-2022 UCI Cyclo-cross World Cup or the Ukrainian female wrestlers who visited in late 2023 to train with the Hawkeye women — gathering together on a fall night at the home of legend Dan Gable for an authentic meal of Ukrainian dishes — Schamberger said that's the part of the job that gives his team the most pride and joy.

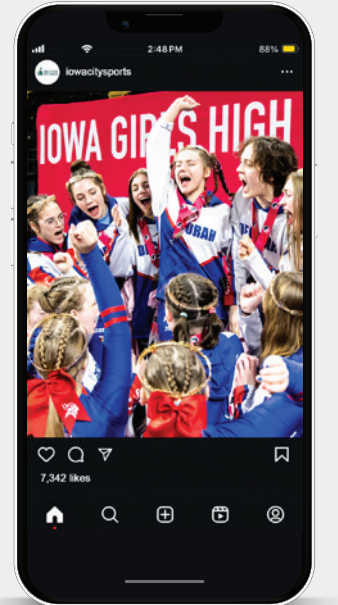
"We take it with great care that we're put in this position to represent our people."

- ### 2024 EVENTS
- IGHSAU Girl's Wrestling State Championships
 - IHSAA State Wrestling Dual Tournament
 - IHSAA Boys State Swimming
 - Iowa Swimming 2024 Age Group Short Course Championships
 - Grizzley's Wheelchair Basketball Tournament
 - Iowa Winter Games
 - 2024 Spring Speedo Sectionals
 - Special Olympics Mid-Winter Tournament
 - Sweet Sugar Bottom Open #12 Disc Golf Tournament
 - Level 9 Western Nationals Gymnastics Championships
 - granGABLE
 - Armbuster Senior Open
 - Armbuster Age Group Open
 - IHSAA Boys State Individual Tennis
 - IGHSAU Girl's State Tennis
 - IHSAA Boys State Team Tennis
 - Splash Out Hunger Invitational
 - Block Party 7's Rugby
 - Varsity UDA/UCA High School Cheer & Dance Competition
 - Iowa 7v7 Football
 - IGHSAU Girl's Volleyball State Championship
 - Miss Dance Team Iowa
 - A3 Midwest Challenge
 - Dan Gable Donnybrook
 - Soldier Salute

SPORTS COMMISSION SOCIAL MEDIA IN 2024

179.8%
increase in Facebook engagement

374%
increase in Instagram engagement



Shots from 2024



BEHIND THE CAMERA

The New York Post. Sports Illustrated. NBC News. USA Today. All published the work of Digital Media Manager, Joseph Cress, in the past year. Cress is an award-winning photographer who joined the Think Iowa City staff in the summer of 2023. He captures the moments that make the area so special for visitors and residents alike. He also played an integral role in planning the details for Herky On Parade.

“Joseph is such an asset for our organization. I’m not aware of any organization like ours, let alone the size of ours, that has a high-caliber photographer on staff,” said Josh Schamberger, President. “We can deploy him as a photographer of a conference, supply an online catalog of complimentary photos to athletes who compete at the events we host, and have a plethora of photos to hand over to Travel Iowa or any of the dozens of travel writers who make a request. Joseph makes Iowa City/Coralville stand out above the rest.”



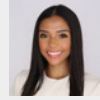
THINK IOWA CITY STAFF



Joseph Cress
Digital Media
Manager



Monica Nieves Hirsch
Vice President
of Marketing &
Communications



Anna Haney
Sales & Servicing
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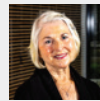
Nick Pfeiffer
Vice President of
Public Affairs



Stacey Houseman
Vice President
of Sales & Event
Experience



Josh Schamberger
President



Donna Jondle
Visitor Services
Assistant



Ashley Smith
Operations &
Servicing Manager



Nick Kaeding
Senior Vice
President of Finance
& Administration



IOWA CITY AREA SPORTS COMMISSION STAFF



Luke Eustice
Director



Kylee Walker
Sports Development
Manager



Kylee Stock
Director of Events



BOARD OF DIRECTORS

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