



# CITY OF IOWA CITY COUNCIL ACTION REPORT

September 16, 2025

Resolution of the City Council of the City of Iowa City, IA approving the application of Procter & Gamble to the Iowa Economic Development Authority High Quality Jobs Program.

Prepared By: Rachel Kilburg Varley, Economic Development Coordinator  
Reviewed By: Eric Goers, City Attorney  
Geoff Fruin, City Manager  
Fiscal Impact: N/A  
Staff Recommendation: Approval  
Commission Recommendations: N/A  
Attachments: [Resolution](#)

## Executive Summary:

Procter & Gamble is requesting approval of their Iowa Economic Development Authority (IEDA) High Quality Jobs Program application. The proposed project will make a minimum capital investment of \$150,000,000 at the Oral-B site and create approximately 100 new, full-time jobs which offer quality wages and comprehensive health benefits. The IEDA High Quality Jobs program requires a local match, which the City provides via the standard 427B Partial Industrial Property Tax Exemption, a five-year, sliding scale tax abatement on a portion of the new value created. Upon approval of this agenda item, the Resolution will be forwarded to the IEDA to support the applicant's High Quality Jobs program application. To secure the local match, the applicant must submit an Industrial Property Tax Exemption Form to the City Assessor by February 1 in the year construction begins. This agenda item supports the City Council's FY23-28 Strategic Plan action item "Consider financial incentives and land use policies that aim to grow and diversify the tax base."

## Background / Analysis:

Procter & Gamble is a leading multinational consumer goods company which currently employs approximately 600 individuals at its Iowa City locations. This proposed project will invest at least \$150 million in new value to expand production capacity at the Oral-B plant, including the construction of approximately 150,000 sq. ft. of additional space. The project will result in the creation of approximately 95 Manufacturing Technicians earning \$31.75/hour and 5 Project Managers earning \$41/hour and all positions include comprehensive health benefits. The project application is submitted for consideration at the Iowa Economic Development Authority's (IEDA) September 19, 2025 meeting and can be viewed via the IEDA's agenda packet published no later than 24 hours prior to their September 19th meeting at: <https://opportunityiowa.gov/about/boards/iowa-economic-development-authority-board/agendas>.

To support the project, Procter & Gamble is requesting the City's approval of their Iowa

Economic Development Authority (IEDA) High Quality Jobs Program application. The IEDA's High Quality Jobs Program provides qualifying businesses assistance to off-set some of the costs incurred to locate, expand or modernize an Iowa facility. The program requires a local match. The local match offered is the standard 427B Partial Industrial Property Tax Abatement program authorized by state code. This tax exemption is available to any projects within Iowa City which add value to real property (building and site improvements) that are classified as either an industrial building, warehousing/distribution center, or research-service facility. The exemption is for a period of five years where a portion of the new value in a qualifying project is exempted from taxation at the following rate:

- Year One: 75%
- Year Two: 60%
- Year Three: 45%
- Year Four: 30%
- Year Five: 15%

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This agenda item advances the City Council's FY23-28 Strategic Plan action item "Consider financial incentives and land use policies that aim to grow and diversify the tax base."