

NEWS RELEASE

For Immediate Release

Contact: Kathy Buhr, Board Chair
Ph: 563-585-2971
Kathyb@dradubuque.com



Schmitt Island Development Corporation Announces 5-Year Naming Rights Agreement with ImOn Communications

City-owned Dubuque Ice Arena will now become ImOn Arena; the DRA will continue to oversee the arena's day-to-day operations

(Dubuque, Iowa – August 22, 2023) – Following the Dubuque City Council's vote of support during yesterday's meeting, Schmitt Island Development Corporation (SID) announced today a new naming rights deal has been signed with ImOn Communications. As a part of this 5-year, \$500K agreement, the city-owned ice arena located on Chaplain Schmitt Island will now become known as ImOn Arena, effective immediately.

SID is the non-profit organization created earlier this year to oversee the re-development of Dubuque's Chaplain Schmitt Island. As a part of its ongoing agreement with the City of Dubuque, SID will continue to manage the ice arena along with DRA, which oversees day-to-day operations of the facility. ImOn Communications, which is based in Cedar Rapids, Iowa, has been providing high-speed fiber Internet, TV and phone services to both residential and business customers throughout Eastern Iowa since 2007.

"This is an exciting new partnership for the ice arena and the community, so we appreciate the city council's support of this sponsorship agreement with ImOm Communications," said Kathy Buhr, Board Chair for SID and Director of Strategic Philanthropy & Schmitt Island Development for DRA. "It not only benefits the current work of SID and our commitment to re-developing the island, but it also helps with our overall marketing of the facility as a year-round place for events that bring people to Dubuque."

Community members and visitors to the arena may begin to see new signage and other branding-related changes in September. However, a celebratory ribbon-cutting event for the public and media is also currently being planned for in the coming months to reveal the new look and feel of the ImOn Arena brand. More details regarding this public event will be shared as they become available.

"As we rapidly build out our serviceable footprint across the entire Dubuque market, we are proud to help support this beloved city destination on Schmitt Island," said Patrice Carroll, CEO of ImOn Communications. "This partnership with SID reflects our commitment to the people that make Dubuque such a vibrant place to live and work, while also helping put a positive light on hockey and other year-round events in this city-owned facility."

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The overall vision for re-developing Chaplain Schmitt Island and enhancing its current offerings is the responsibility of SID, so the organization will continue to work closely with the city, members of the community and outside partners – like ImOn Communications – to make this happen.

“There are exciting things in-store for Chaplain Schmitt Island, and this new partnership is just one step forward in our overall masterplan,” said Stacy Kansky, Chief Commercial Officer with DRA and Q Casino. “We are working closely with ImOn Communications on strategic activation plans as a key partner in our efforts and look forward to collaborating with them in maximizing the potential of the arena and making it a year-round destination venue that attracts even more people and events.”

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For more information on ImOn Communications, please visit: www.imon.net.

For more information on Schmitt Island Development Corporation, please visit: www.schmittisland.com.

For more information on DRA, please visit: <https://dradubugue.com/>.