



Department of Revenue

FISCAL YEAR 2025

ANNUAL REPORT

November 30, 2025



Table of Contents

Table of Contents.....	2
About the Iowa Department of Revenue.....	3
Noteworthy Mentions.....	4
Organizational Chart.....	5
Message From Director Mary Mosiman.....	7
Strategic Initiatives.....	8
Tax.....	9
Electronic Filing.....	9
Business Taxes.....	12
Collections.....	13
Supporting the Customer Experience.....	14
Overview of Financial Statements.....	16
Local Government Services.....	18
Property Assessment Appeal Board.....	20
Alcohol.....	21
Licenses, Permits, and Certificates.....	21
Issued by Licensing Unit.....	22
Alcohol Regulation.....	23
Alcohol Operations.....	26
Profit and Loss Statement.....	27
Balance Sheet.....	28
Net Income Statement.....	28
Annual Liquor Sales Comparison.....	29
Annual Delivery Comparison.....	29
Comparative Statement of Gallons Sold.....	30
TOP 10 Product Categories.....	31
TOP 15 Suppliers.....	32
TOP 15 Iowa Native Distilleries and Manufacturers.....	33
TOP 50 Brands – Total Sales by Product Sold.....	34
TOP 50 Brands – Gallons Sold.....	35
TOP 50 Native Iowa Brands – By Gallons Sold.....	36
TOP 50 Native Iowa Brands – By Sales.....	37
TOP 50 Customers by Sales.....	38
TOP 10 Iowa Counties by Sales.....	39
Iowa Alcoholic Beverages Commission.....	40
Lottery.....	41
Financial Statements.....	41
Responsible Gaming.....	44
Strategic Partnerships.....	44
Iowa Lottery Commission.....	45
Tax Research & Program Analysis.....	46
Tax Credit Tracking and Analysis Program.....	47

Mission

To serve Iowans through the responsible collection and generation of revenue to support the public good.



Vision

Iowa will be a state that uses innovation to make it simple to comply with revenue laws and deliver fun and fair lottery experiences.

Values

Integrity first
Dedicated to teamwork
Ready to serve



Noteworthy Mentions

ESGR Employer Support Award

The Iowa Department of Revenue received the “Above & Beyond Award” from the Iowa ESGR, recognizing employers who support their employees who also serve our state and nation in the Iowa National Guard and Reserve.



Breakthrough Artist Award from Qualtrics



The State of Iowa’s Employee Engagement Program (EX) received the “Breakthrough Artist Award” from Qualtrics, the market leader in tracking customer and employee experience. After aligning cabinet-level departments and enhancing interdepartmental collaboration, all State of Iowa agencies partnered with Qualtrics to implement an Employee Experience feedback program for all 18,000 state employees. Using the feedback from the semiannual surveys, the 16 cabinet-level agencies took action, resulting in a 20% increase in employee satisfaction with managerial communication and a 14% rise in trust in leadership across the Enterprise.

Guinness World Record

The Iowa Lottery celebrated its 40th Anniversary by becoming the GUINNESS WORLD RECORDS title holder for the most people scratching scratch cards simultaneously, bringing together nearly 2,000 Iowans from across the State. The new title was achieved at the Iowa State Fair, where the Lottery brought Iowans together to scratch a throwback version of its very first product: A 2025 version of the “Scratch, Match & Win” game originally launched at the Iowa State Fair in 1985.



GovX “Project State Government Experience” Award



The Iowa Department of Revenue received national recognition with the “Project State Government Experience” Award for GovConnectIowa: Modernizing State Services Through Innovation and Accessibility. This award honors outstanding initiatives that transform how the government serves the public, celebrating forward-thinking projects that make government more efficient, transparent, and user-friendly.

GovConnectIowa was recognized for its innovative approach to unifying tax and business services across multiple state agencies, making it easier for individuals and businesses to interact with state government through a single, accessible digital platform. This recognition reflects the Department’s ongoing commitment to innovation, collaboration, and enhancing the experience of every Iowan who engages with state services.

More information regarding GovConnectIowa can be found on page 14.

Organizational Chart

Iowa Department of Revenue Mary Mosiman								Public Information Officer John Fuller
Alcohol & Tax Compliance	Alcohol & Tax Operations	Financial Services	Internal Services	Legal Services & Appeals	Local Government Services	Lottery	Research & Policy	
Individual & Corporate Tax & Alcohol Licensing	Alcohol Operations	Accounting	Customer Experience	Administrative Actions	Appraisal	Investigations	Tax Research & Program Analysis	
		Budget	Data Analytics			Sales & Marketing		
		Procurement	Human Resources	Appeals			Policy	
	Collections	Lottery Internal Audit / Draw	Strategy Realization	Legal Services	Systems			
			Security & Disclosure Unit		External Relations			
Sales & Excise Tax & Alcohol Regulation	Tax Operations				Equalization, Assessor Education, & Distributions			

Divisions

Alcohol & Tax Compliance

The Compliance Division oversees all facets of tax processing, issuances of business permits, and alcohol regulation throughout the state. From the receipt of individual and business tax returns and payments, audits and collections, to routine compliance inspections and regulatory verification of alcohol-licensed establishments, this division is tasked with upholding, enforcing and educating taxpayers and licensees on Iowa's laws and regulations.

Alcohol & Tax Operations

The Operations Division functions as the central hub for both alcohol and tax-related processes and procedures. This division is responsible for administering the transportation and distribution of wholesale alcoholic liquor to more than 2,000 privately-owned retailers across Iowa, ensuring they are delivered on time and in good condition. Additionally, this division manages tax documents, payments and mail, as well as offering invaluable assistance to taxpayers for filing requirements and procedures.

Financial Services

The Financial Services Division ensures the accurate accounting of state revenue collection and departmental expenses, while collaborating with leadership to manage the Department's budget effectively.

Internal Services

The Internal Services Division plays a crucial role in ensuring the Department's day-to-day operations run smoothly, efficiently, and effectively. Its responsibilities span many areas, from the safeguarding of confidential taxpayer data, management of the GovConnectIowa Program, integration of technology solutions with business objectives, human resources, data analytics, and business continuity activities. The dedicated staff of this division focus on elevating both the internal and external customer experience. Throughout the year, the division coordinates education and outreach initiatives, fostering connection with our customers.

Legal Services & Appeals

The Legal Services and Appeals Division interprets tax laws for the Department, manages appeals, ensures the Department follows the law, and helps draft and change revenue related laws. The section also reviews requests for public records and subpoenas.

Local Government Services

The Local Government Services Division oversees the administration of property tax laws, assessors, and boards of review with a focus on ensuring that all property assessments adhere to Iowa laws in a manner that is fair, consistent, and compliant.

Lottery

The Lottery Division provides responsible entertainment and prizes to the public, generating revenue for state programs, including support for veterans, economic development, law enforcement, education and agriculture.

Research & Policy

The Research and Policy Division prepares legislative fiscal notes that affect revenue and analyzes legislative proposals impacting the Department, department data, and tax compliance.

“I’m honored to serve the people of Iowa, and proud to lead a talented, dedicated team that works to ensure Iowa is a state where our citizens have the “Freedom to Flourish”. Every employee strives to serve with integrity as we generate revenue from alcohol, lottery, and tax operations and we do our best for the people we serve. This report shows that the Department of Revenue is utilizing innovative products to strategically produce results that benefit the public. Our focus is to provide excellent customer service and make it easy to do business in Iowa.”

- Mary Mosiman



Message From Director Mary Mosiman

The Iowa Department of Revenue is proud to issue the FY25 Annual Report. This report covers results from July 1, 2024 through June 30, 2025. This report includes information from three primary revenue-generators for the State of Iowa: tax, alcohol, and lottery.

Our teams have continued to strengthen operational and administrative activities across the department. We are working collaboratively to streamline compliance efforts, make it easier to do business in Iowa, and provide a consistent customer experience. These initiatives have increased our efficiency and ensured our work remains focused on serving the people of Iowa. We continued to find synergy between our customer service operations and compliance activities, creating a more unified experience for Iowans as we continue to seek ways to promote ease of use, transparency, and consistency for Iowans and our partners across the state.

I commend the dedicated team of Department employees for their professionalism, expertise, and commitment to serving Iowans. It is an honor and privilege to lead the Department of Revenue, and to serve the people of Iowa. I look forward to continuing to seek ways to operate strategically on behalf of the great state of Iowa.

Strategic Initiatives

The Iowa Department of Revenue (IDR) incorporates tax administration, alcoholic beverage control, and responsible lottery entertainment.

We are committed to providing thorough and accurate information to support state government, inform Iowa's citizens, and enable our decision-makers to determine knowledgeable choices for Iowa. Revenue provides the foundation for the programs that make Iowa a better place to live, work, and raise a family. Revenue touches nearly all aspects of everyday life through the state agencies and programs that benefit us all.

The two strategic initiatives identified as the Department moves into FY26 align with three priorities of the Governor's Vision: cutting taxes, holding government accountable, and supporting health and well-being.

Responsible Revenue Generation

The Department generates revenue for the State of Iowa with the people of Iowa at the forefront. Understanding of our customers and their needs is at the heart of our business processes and operations.

- Complete the five-year Modernization Program, streamlining workflows, increasing knowledge, and improving efficiency.
- Support revenue generation from alcohol and lottery sales through a responsive, consultative selling approach.
- Improve revenue generation by optimizing the use of collections tools and back-end compliance programs.

Department Optimization

The Department is dedicated to improving efficiency by using our resources in the most effective way possible. This function is driven by the reduction of redundancies, optimizing resource utilization, and continuous improvement.

- Improve customer service rates related to interactions with Iowans and Iowa employers by enhancing self-service and call center capabilities.
- Expedite appeal processing by implementing streamlined procedures and leveraging potential automation tools, reducing the average time to close a case or move it to litigation.

Tax

Electronic Filing

Certain taxpayers are required to file their annual Iowa tax returns in an electronic format. The chart below shows the affected tax types, the tax years for which the requirement goes into effect, and the required method for filing an electronic return. Taxpayers who meet the required thresholds for the electronic filing mandate that still file paper returns are treated as nonfilers.

Tax/Form Type	Required For	Required Filing Method
Corporate Income (IA 1120)	Tax years ending on or after December 31, 2022	Modernized eFile (MeF)
S Corp (IA 1120S)	Tax years ending on or after December 31, 2022	Modernized eFile (MeF)
Partnership (IA 1065)	Tax years ending on or after December 31, 2022	Modernized eFile (MeF)
Franchise (IA 1120F)	Tax years ending on or after December 31, 2022	Modernized eFile (MeF)
Fiduciary (IA 1041)	Tax years ending on or after December 31, 2023	Modernized eFile (MeF)
Moneys and Credits	Tax years ending on or after December 31, 2024	GovConnectIowa
Composite (IA PTE-C)	Tax years ending on or after December 31, 2022 (for IA 1120S and IA 1065 filers) Tax years ending on or after December 31, 2023 (for IA 1041 filers)	Modernized eFile (MeF)

The Department encourages individuals, estates and trusts, and entities obligated to file informational returns to do so electronically.

Individual Income Tax

Individual income tax has the largest number of returns processed each year. Of the 1,624,855 individual income tax returns filed, only 3.68% were filed via paper in calendar year 2025, for tax year 2024 returns.

Individual Income Tax Returns by Filing Method

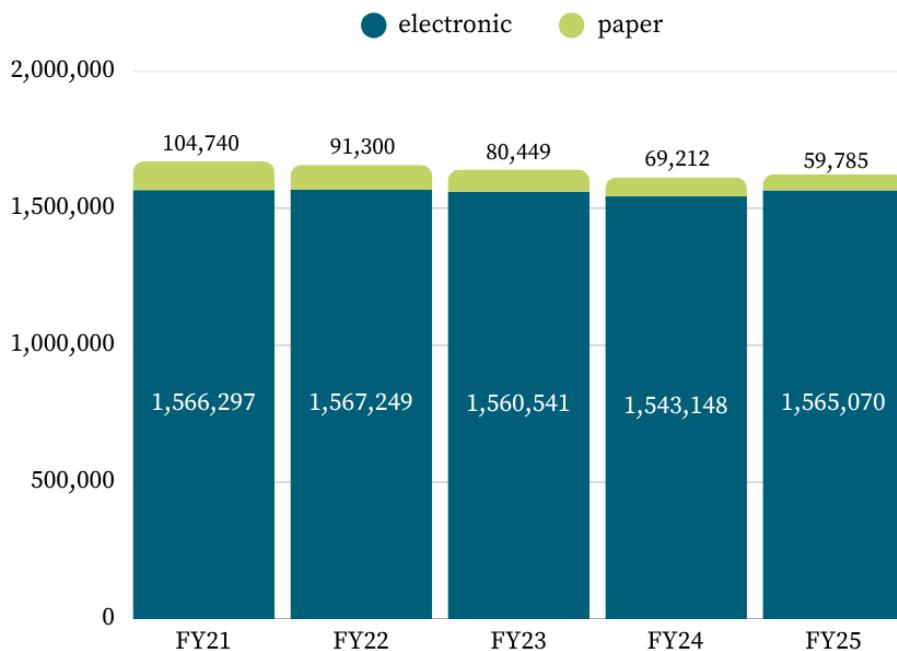


Figure 1: Individual Income Tax Returns Count and Distribution by Filing Method¹

Fiduciary Returns

In CY25, 79.7% of the 36,871² fiduciary returns were filed electronically. Tax years ending on or after December 31, 2024 was the first year of electronic filing mandate for fiduciary returns.

¹ Includes only current tax year returns filed from January through October of the noted processing year.

² Includes fiduciary returns filed January through October of the noted processing year as well as November and December of the prior year.

Corporation Returns

Beginning in tax year 2024, certain corporations were mandated to file electronically. Electronic filing for pass-through entities (i.e. partnerships, limited liability companies, and S corporations) continues to increase each year.

In CY25, the Department has seen a 9% decrease in paper filed corporation income tax returns since CY24. In CY25, the number of corporation income tax returns filed electronically was 88%.

Corporation Returns by Filing Method

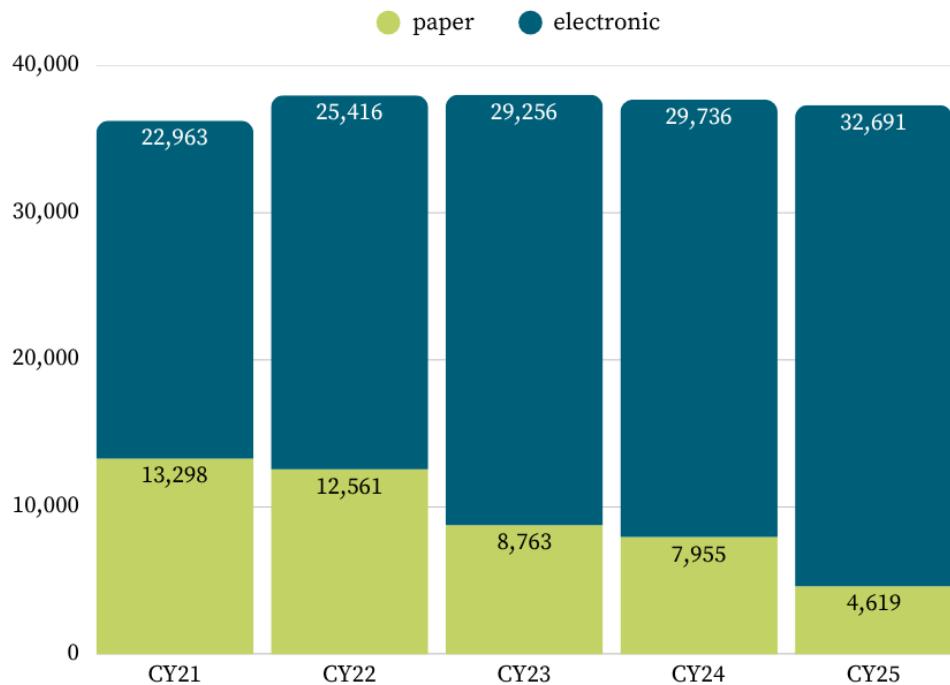


Figure 2: Corporation Income Tax Returns, Count, and Distribution by Filing Method³

³ Includes tax returns filed by C corporations processed January through October of the noted processing year as well as November and December of the prior year.

For the past five years, the Department has measured a 8% decrease in the number of pass-through income tax returns filed by paper. In CY25, the number of pass-through income tax returns filed by paper fell to 4%.

Pass-Through Income Returns by Filing Method

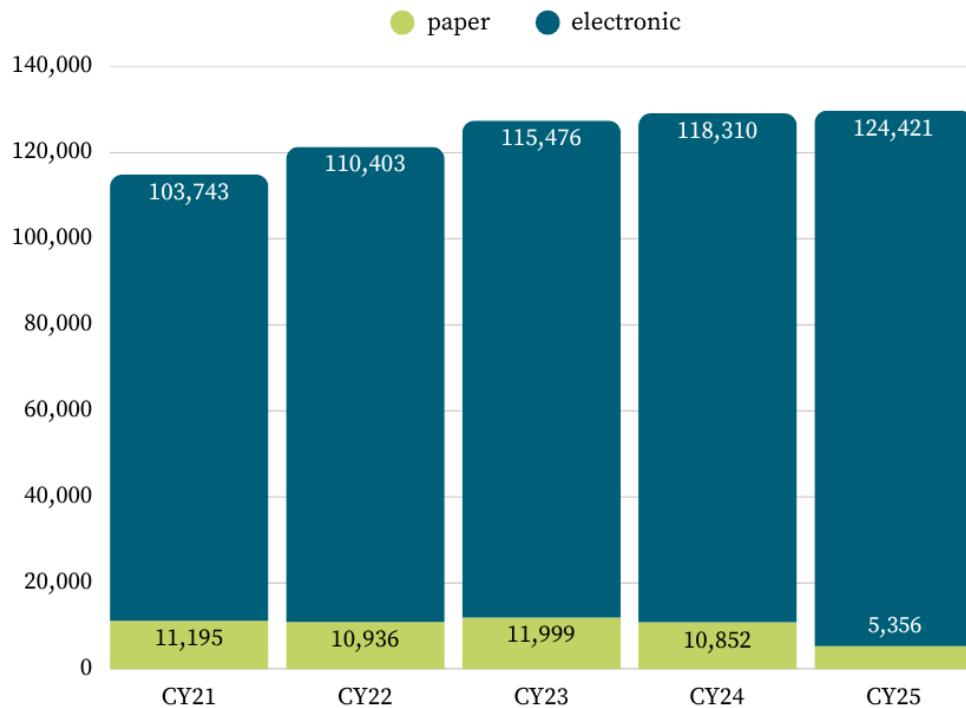


Figure 3: Pass-Through Income Tax Returns, Count, and Distribution by Filing Method⁴

Business Taxes

The Department continues to expand and encourage electronic filing of tax returns and tax payments for business taxes, including withholding taxes remitted by employers on behalf of employees and sales taxes remitted by retailers on behalf of consumers.

Withholding Quarterly Return Filings

In FY25, 98.9% of the 463,735 withholding returns were filed electronically on GovConnectIowa's Home Portal. It takes an average of 1.89 minutes to file a withholding tax return.

Sales and Use Monthly Return Filings

In FY25, 90.4% of the 1,059,415 sales and use monthly returns⁵ were filed electronically on GovConnectIowa's Home Portal. It takes an average of 3.7 minutes to file a sales and use return.

⁴ Includes informational returns filed by S corporations, limited liability companies, and partnerships processed January through October of the noted processing year as well as November and December of the prior year.

⁵ Annual Sales and Use Return Filings for FY25: 44,111.

Collections

The Department's Tax Gap Program examines and audits tax returns, and determines fraudulent and erroneous refund requests. The Program identifies non-filers to help bring them into compliance with their tax liabilities and strives to identify and collect all taxes owed to the state, while preventing the payment of erroneous refunds.

The Central Collections Unit (CCU) collects delinquent tax and non-tax debt. To date, the Department is partnered with the following State agencies for collection services: Department of Health & Human Services Health & Wellness Premiums, Child Support Services, and Medicaid Provider Overpayments; Department of Natural Resources; Iowa Insurance Division; and Iowa Judicial Branch.

In FY25, the Department's compliance and collections efforts resulted in \$269.43 million in revenues, down from \$324.1 million in FY24.

Collected Amount (in millions) vs Fiscal Year

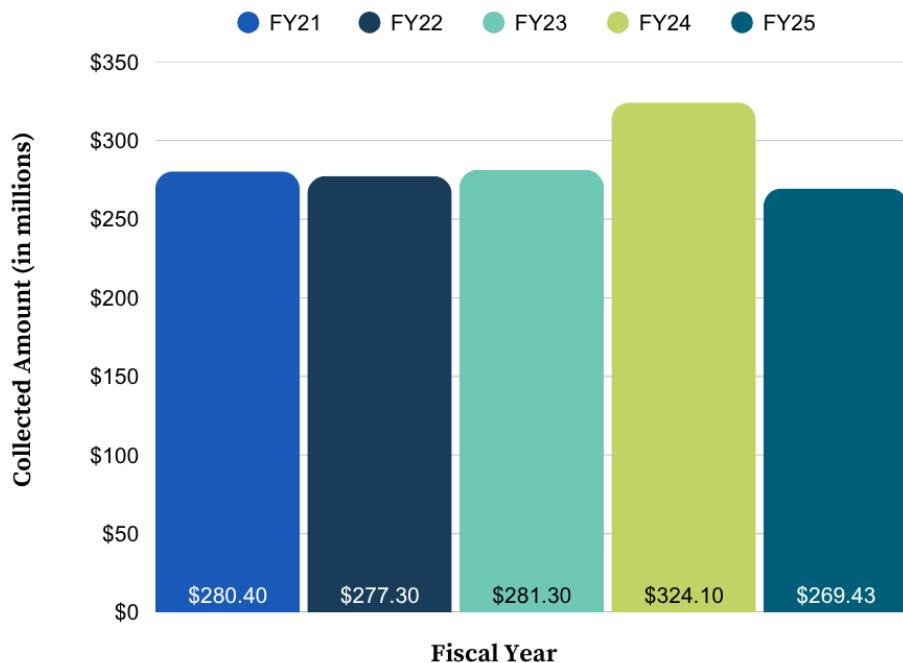


Figure 4: Total Collections, By Fiscal Year⁶

Setoff Program

In FY25, the Department was able to collect \$42,251,834 in debt, and an additional \$614,299 in transaction fees. Such a powerful collections tool allows the Department to responsibly generate revenue in support of the public good – a benefit to all Iowans.

⁶ Total Collections include tax payments resulting from billings, non-tax collections, and reductions in refunds resulting from return examination, with bad checks subtracted.

Supporting the Customer Experience

Call Center

States with robust chatbot and other self-service options notice a transition in their customer service function towards relying more heavily on those channels instead of just phone calls. The Department is monitoring any changes in customer behavior as it relates to customer service needs, and adjusting accordingly.

In FY25, the Department's call center offered a total of 236,511 phone calls.



Average Call Time
5:40



Average Wait Time
2:16



Average Abandonment Rate
8%

The Department's recent efforts have drastically improved how Iowans interact with us. The new technology solution allows for quick deployment of system fixes and enhancements, enabling the Department to conduct continual refinement and be responsive to customer needs. Our goal is to improve customer service interactions with Iowans and Iowa employers by enhancing self-service and customer support capabilities.

GovDelivery Bulletins

The Department's [GovDelivery service](#) offers a comprehensive list of topics for all areas and audiences served by the Iowa Department of Revenue. Throughout FY25, the Department sent 742 GovDelivery Bulletins, which achieved an open rate of 35.10% and 1,666,841 unique opens. FY25 ended with 176,130 subscribers.

Social Media

The Department continued our approach of consistent, strategic engagement across our social media platforms. Our goal was to provide free, helpful, and accurate information to our customers, assisting the public make informed decisions and access resources easily. In FY25, content focused on topics such as responsible alcohol service, safe and legal lottery practices, tax deadlines and tips, and more.

For the tax and alcohol social presence, we grew our social media following during FY25, with a combined growth of nearly 6,600 followers on social media platforms and video sharing sites including Facebook, X, LinkedIn, and YouTube.

The Iowa Lottery significantly grew its social media following during FY25, with a combined following of more than 71,000 followers on the following social media platforms and video sharing sites including Facebook, Instagram, X, Threads, and YouTube. For Facebook alone, followers grew by over 14% during FY25.

The Department utilizes metrics from all social media pages to best inform its decision-making on the sites and to achieve increases in organic engagement and impression rates.

Website

During FY25, the Department continued its efforts to improve the information available to Iowans. The Department websites contain a variety of resources, plus current and past year forms. In FY25, the [revenue.iowa.gov](#) website had 2,906,626 sessions, and the [ialottery.com](#) website had 5,549,415 sessions.

In the coming year, the [Iowa Tax Research Library](#), a searchable repository of Department rulings and court cases, will become the Iowa Revenue Research Library to expand and include information related to alcohol and lottery.

Education and Outreach

Customers seek answers to their questions about taxes and licensing in a variety of mediums. In the last year, the Department has created additional channels for customer support, beyond phone, email, an, including Tax, Alcohol and Lottery, and within our GovConnectIowa Portals. In FY25, there were a combined total of over 3,681,000 views and 11,384 subscribers.

The Department delivered 7 business tax webinars in partnership with the Center of Business Growth and Innovation at the University of Northern Iowa and IASourceLink, which had 4,401 participants. To view a full list of upcoming and past webinars, visit [revenue.iowa.gov/webinars](#).

GovConnectIowa

The Department offers simplified online services through 10 dedicated portals, known as GovConnectIowa. Each portal is designed to serve specific customer groups and address their unique needs. Available 24/7, they offer streamlined processes and enhance the overall customer experience by offering tailored and user-friendly online solutions. To learn more about our portals, visit [revenue.iowa.gov/portals](#).

One benefit of particular interest for customers is the ability to receive paperless delivery of Department correspondence, with the ability to respond instantaneously through the portal(s). So far, 27% of customers connected on GovConnectIowa have opted into paperless delivery.

In FY25, GovConnectIowa facilitated:

- 109,766 new logged in users
- 2,240,852 web form submissions

Send a Message

In GovConnectIowa, customers are able to send a message directly to Department staff, connected to their account. In FY25, customers submitted 22,542 messages, of which 82.58% received a response within 24 hours.

The Kernel



Available to GovConnectIowa customers, our chatbot provides expanded self-service support. In FY25, the Kernel was deployed to the Debt Administration Portal. Across two portals, customers submitted 21,439 chats before the close of FY25. To those chats, The Kernel supplied 29,227 responses, resulting in a 92.81% confidence rating!

The Kernel is available to customers 24/7/365, providing an avenue for after-hours support. In FY25, customers submitted 6,979 chats and received 9,116 responses from The Kernel after-hours, where his confidence rating was 93.07%.

The Kernel's most commonly answered questions for The Kernel and Send a Message related to payment information.

Overview of Financial Statements

During FY25, the Department of Revenue processed and deposited more than **\$13,224,062,703** into various funds for State and local government operations. The Department also processed and paid **\$1,586,523,928** in refunds to Iowa taxpayers, resulting in net deposits of **\$11,637,538,774**.

Fiscal Year 2025 Deposits	Gross Deposits	Refunds	Net Deposits
Income Taxes			
Individual Income Tax	\$5,096,330,099	\$1,174,396,838	\$3,921,933,261
Corporation Income Tax	\$833,842,343	\$202,507,892	\$631,334,451
Franchise Tax	\$114,992,030	\$8,792,350	\$106,199,680
Total Income Taxes	\$6,045,164,472	\$1,385,697,080	\$4,659,467,392
Consumption Taxes			
Sales Tax ⁷	\$4,482,603,336	\$69,363,927	\$4,413,239,409
Use Tax	\$532,389,238	\$17,949,874	\$514,439,364
One-Time Fee for New Vehicle Registration	\$520,222,362	\$0	\$520,222,362
Fuel Taxes	\$726,052,623	\$46,334,388	\$679,718,235
Cigarette Tax	\$119,489,512	\$1,173,239	\$118,316,273
Tobacco Tax	\$21,360,359	\$1,491	\$21,358,868
Water Service Excise Tax	\$19,714,713	\$0	\$19,714,713
Total Consumption Taxes	\$6,421,832,143	\$134,822,919	\$6,287,009,224
Miscellaneous Taxes			
Composite Tax	(\$10,527,599)	\$12,879,981	(\$23,407,580)
Pass Through Entity Tax (PTET)	\$199,432,244	\$42,566,357	\$156,865,887
Real Estate Transfer Tax	\$31,515,873	\$0	\$31,515,873
Hazardous Materials Permit Fee	\$200,286	\$0	\$200,286
Inheritance Tax	\$46,667,874	\$3,896,005	\$42,771,869
Insurance Premium Tax	\$202,376,022	\$0	\$202,376,022
Car Rental Tax and Vehicle Title Surcharge ⁸	\$74,140	\$0	\$74,140
Non-Tax Debt	\$0	\$0	\$0
Miscellaneous Taxes ⁹	\$287,327,247	\$6,661,586	\$280,665,661
Total Miscellaneous Taxes	\$757,066,088	\$66,003,929	\$691,062,159
Grand Total	\$13,224,062,703	\$1,586,523,928	\$11,637,538,774

Gross deposits include any transfers or adjustments for returned checks. Deposits and refunds are presented on a cash basis. All cash receipts are deposited to the Multi-Tax Suspense account until the receipts can be allocated to the correct revenue source.

⁷ Gross deposits include approximately \$685.9 million in LOST and Hotel/Motel tax collections.

⁸ Gross deposits include a 5% tax on car rentals and a \$5.00 registration fee collected by County Recorders for snowmobiles, ATVs, and boat registrations.

⁹ Refunds under Miscellaneous Taxes consist mainly of reissued warrants. These warrants can be issued for any tax type and could include refunds from any time within the last five years. They are cancelled in the refund accounts for the original tax type before being issued under Miscellaneous. Therefore, total Miscellaneous refunds for a fiscal year often exceed Miscellaneous Taxes receipts.

Historic Gross Receipts

Gross deposits decreased in FY25, down \$629.26 million over FY24. The table below provides Gross Deposits, in millions.

Gross Deposits	FY21	FY22	FY23	FY24	FY25
Income Taxes					
Individual Income Tax	\$5,584.22	\$6,029.53	\$5,754.10	\$5,148.60	\$5,096.33
Corporation Income Tax	\$988.78	\$927.48	\$992.41	\$895.42	\$833.84
Franchise Tax	\$69.83	\$72.37	\$92.55	\$96.61	\$114.99
Total Income Taxes	\$6,642.83	\$7,029.38	\$6,839.06	\$6,140.63	\$6,045.16
Consumption Taxes					
Sales Tax ¹⁰	\$3,259.72	\$4,194.48	\$4,240.34	\$4,426.02	\$4,482.60
Use Tax	\$827.15	\$397.99	\$434.70	\$501.37	\$532.39
One-Time Fee for New Vehicle Registration	\$480.83	\$482.01	\$513.24	\$529.24	\$520.22
Fuel Taxes	\$719.19	\$722.72	\$742.52	\$726.50	\$726.05
Cigarette Tax	\$172.39	\$159.63	\$153.88	\$132.02	\$119.49
Tobacco Tax	\$32.21	\$30.49	\$29.69	\$26.82	\$21.36
Water Service Excise Tax	\$32.27	\$19.62	\$18.86	\$19.20	\$19.72
Total Consumption	\$5,523.76	\$6,006.94	\$6,133.23	\$6,361.17	\$6,421.83
Miscellaneous Taxes					
Composite Tax	N/A	N/A	\$87.58	\$45.51	-\$10.53
Pass Through Entity Tax (PTET)	N/A	N/A	N/A	\$898.73	\$199.43
Real Estate Transfer Tax	\$31.99	\$45.91	\$32.91	\$29.91	\$31.52
Hazardous Materials Permit Fee	\$0.27	\$0.17	\$0.23	\$0.24	\$0.20
Inheritance Tax	\$94.59	\$98.26	\$94.15	\$62.26	\$46.67
Insurance Premium Tax	\$144.63	\$151.09	\$176.17	\$189.51	\$202.38
Car Rental Tax and Vehicle Title Surcharge ¹¹	\$0.10	\$0.10	\$0.08	\$0.07	\$0.07
Non-Tax Debt	N/A	N/A	N/A	\$0.08	\$0.00
Miscellaneous Taxes	\$7.47	\$55.91	\$200.32	\$125.21	\$287.33
Total Miscellaneous Taxes	\$279.05	\$351.44	\$591.44	\$1,351.52	\$757.07
Grand Total	\$12,445.64	\$13,387.76	\$13,563.73	\$13,853.32	\$13,224.06

Gross deposits do not reflect any transfers or adjustments for returned checks. Deposits are presented on a cash basis. All cash receipts are deposited to the Multi-Tax Suspense account until the receipts can be allocated to the correct revenue source.

¹⁰ Gross deposits include LOST and Hotel/Motel tax collections.

¹¹ Gross deposits include a 5% tax on car rentals and a \$5.00 registration fee collected by County Recorders for snowmobiles, ATVs, and boat registrations.

Local Government Services

The Department administers numerous property tax credits that supplement revenues collected by local governments. The Department also collects and distributes local option taxes to local governments and school districts.

Distribution of Funds to Local Governments for FY25		
Property Tax Relief Program	Definition	Distribution
Homestead Tax Credit	Adopted to encourage home ownership through property tax relief. Current credit is equal to the actual tax levy on the first \$4,850 of actual value.	\$155,98,086
Elderly and Disabled Tax Credit/Rent Reimbursement	Provides property tax relief to low-income elderly and disabled homeowners.	\$3,458,645
Mobile Home Reduced Tax Rate	Established in conjunction with the Elderly and Disabled Property Tax Credit. Provides tax reduction to homeowners of mobile and manufactured homes.	\$59,808
Special Assessment Tax Credit	Established in conjunction with the Elderly and Disabled Property Tax Credit. Provides 100% tax reduction to qualified homeowners who are required to pay special assessments.	\$5,888
Two-Tier Assessment Limitation	Replaced Business Property Tax Credit (BPTC) in AY22/FY24. All commercial, industrial, and railroad properties receive an assessment limitation on the first \$150,000 of value equal to the assessment limitation for residential property.	\$124,999,999
Replacement Claim	This claim offsets a reduction in the rollback for commercial and industrial properties. Per HF 619, beginning AY21/FY23 qualified tax authorities will be reduced by 1/8 and nonqualified authorities reduced by 1/5 each year until phased out in FY30.	\$50,770,795
Agricultural Land Tax Credit	Credit established to partially offset the school tax burden borne by agricultural real estate. Current law allows a credit for any general school fund tax in excess of \$5.40 per \$1,000 of assessed value. Land used for agricultural or horticultural purposes in tracts of 10 acres or more is eligible.	\$29,099,999
Family Farm Tax Credit	Credit established to partially offset the school tax burden borne by agricultural real estate. Current law allows a credit for any general school fund tax in excess of \$5.40 per \$1,000 of assessed value. The owner or owner's relatives must be actively engaged in farming the land and the land must be used for agricultural or horticultural purposes.	\$9,922,782

Local Option Tax	Definition	Distribution
Local Option Sales Tax (LOST)	Sales tax up to 1% imposed by counties either countywide or in incorporated areas or unincorporated areas. Imposed on sales and services taxed under State sales tax provisions.	\$605,205,910
Secure an Advanced Vision for Education Tax (SAVE)	Portion of the statewide 1% sales and use tax distributed to school districts on a per pupil basis.	\$639,784,258
Property Tax Equity and Relief (PTER) including Foundation Base Supplemental (FBS)	Portion of the statewide 1% sales and use tax dedicated for property tax relief.	\$49,278,452
Hotel/Motel Tax	Tax up to 7% imposed by cities on the gross receipts from the rental of hotel or motel rooms for 31 consecutive days or less.	\$80,671,817
Sales Tax Increment Program	Definition	Distribution
Flood Mitigation	Allows local governments to fund flood mitigation projects in part through receiving a portion of the growth in state retail sales tax in their jurisdiction.	\$29,991,016
Urban Renewal	Allows local governments to fund urban renewal projects in part through receiving the growth in local option sales tax in their jurisdiction.	\$612,108
Reinvestment Districts	Allows local governments to fund development projects in part through receiving a portion of the growth in state retail sales and lodging taxes within their reinvestment district.	\$4,550,273

The appraisal team is responsible for overseeing the equitable assessment of commercial properties statewide by appraising commercial properties and conducting market research and analysis. The team completed approximately 1,056 commercial appraisals in 88 jurisdictions to ensure appropriate assessment levels for the 2025 Equalization Cycle.

Property Assessment Appeal Board

The State of Iowa Property Assessment Appeal Board (PAAB) is a State board created for the purpose of establishing a consistent, fair, and equitable property assessment appeal process. PAAB conducts administrative hearings with the statutory authority to review any final decision, finding, ruling, determination, or order of a local board or review relating to protests of an assessment, valuation, or application of an equalization order.

For a detailed Report of PAAB's appeals, visit paab.iowa.gov/about-paab.

PAAB has three members appointed by the governor and confirmed by the Iowa Senate. Each member serves a six-year term. PAAB members have experience in the area of government, corporate, or private practice relating to property appraisal and property tax administration. Two members are certified real property appraisers and one member is an attorney. No more than two members may be from the same political party.

Board Members and Appointments

Karen Oberman – Appraiser

Karen was appointed in June 2009. She is an Iowa State Certified Real Property Appraiser with over 30 years of experience in valuation, regulation, and appraisal education. Her current term ends April 30, 2027.

Liz Goodman – Attorney

Liz was appointed in May 2019. She is a graduate of the University of Wisconsin (1982) and the Drake University Law school (1985) (order of the coif). Before joining the PAAB in 2019, she practiced law in Des Moines in both the private and public sectors, primarily in commercial litigation and debtor/creditor law. Her current term ends April 30, 2031.

Dennis Loll, Board Chair – Appraiser

Dennis was first appointed in February 2019. His current term ends April 30, 2029.

Alcohol

The Alcohol Licensing team is responsible for licensing the three tiers of the alcoholic beverage industry doing business in the state of Iowa.

Licenses, Permits, and Certificates

The Department issued 13,559 alcohol licenses, permits, and certificates in FY25. As of June 30, 2025, there were 12,098 active alcohol licenses, permits, and certificates. \$15,580,786 license revenue was collected.

Alcohol Licenses, Permits, and Certificates Active As of June 30, 2025		FY25
Class C Retail Alcohol License (LC)		4,747
Special Class C Retail Alcohol License (BW)		890
Class F Retail Alcohol License (LF)		115
Class D Retail Alcohol License (LD)		21
Special Class C Retail Native Wine License (WCN)		43
Class E Retail Alcohol License (LE)		2,090
Class B Retail Alcohol License (LG)		1,215
Special Class B Retail Native Wine License (WBN)		193
Charity Beer, Spirits, and Wine Special Event License (CE)		0
Class A Beer Permit (BA)		53
Class A Beer Permit (Native) (BAN)		102
Class A Wine Permit (WA)		46
Class A Wine Permit (Native) (WAN)		108
Special Class A Beer Permit (Brewpub)		44
Wine Direct Shipper Permit (DS)		1,192
Brewer's Certificate of Compliance (CB)		237
Vintner's Certificate of Compliance (CV)		605
Distiller's Certificate of Compliance (CD)		303
Class A Native Distilled Spirits License (ND)		30
Manufacturer's License (CM)		19
Broker's Permit (SP)		43
Wine Carrier Permit (AC)		2
Total		12,098

Issued by Licensing Unit

The numbers in the table below reflect applications, both new and renewal, that were issued or approved by the Department during FY25. These numbers also reflect the sub-permits that were issued or approved with the primary license.

Approved Applications	FY25
Class C Retail Alcohol License (LC)	5,245
Class C Retail Alcohol License (LC) with Special Class A Beer Permit (Brewpub)	37
Special Class C Retail Alcohol License (BW)	1,964
Special Class C Retail Alcohol License (BW) with Special Class A Beer Permit (Brewpub)	10
Class F Retail Alcohol License (LF)	111
Class D Retail Alcohol License (LD)	22
Special Class C Retail Native Wine License (WCN)	45
Class E Retail Alcohol License (LE)	2,023
Class B Retail Alcohol License (LG)	1,217
Special Class B Retail Native Wine License (WBN)	180
Charity Beer, Spirits, and Wine Special Event License (CE)	82
Class A Beer Permit (BA)	53
Class A Beer Permit (Native) (BAN)	104
Class A Wine Permit (WA)	48
Class A Wine Permit (Native) (WAN)	112
Wine Direct Shipper Permit (DS)	1,101
Brewer's Certificate of Compliance (CB)	230
Vintner's Certificate of Compliance (CV)	589
Distiller's Certificate of Compliance (CD)	297
Class A Native Distilled Spirits License (ND)	28
Manufacturer's License (CM)	18
Broker's Permit (SP)	41
Wine Carrier Permit (AC)	2
Total	13,559

Alcohol Regulation

The Alcohol Regulation Bureau is responsible for the enforcement of Iowa's alcohol laws in a fair and consistent manner. Pursuant to the Iowa Alcoholic Beverage Control Act (Iowa Code chapter 123), the Iowa Department of Revenue is responsible for the administration and enforcement of alcoholic beverage laws in the state of Iowa.

Furthermore, the law provides the legal authority for the Department to inspect and control the manufacture of beer, wine, and alcoholic liquor and regulate the entire alcoholic beverage industry in the state. The Alcohol Regulation bureau serves as a supplementary aid to the Iowa Department of Public Safety in enforcement of alcoholic beverage laws. The Department partners with Iowa's State and Local Law Enforcement to enforce alcoholic beverage laws.

In FY25, the Bureau received 299 complaints alleging violations of Iowa Code chapter 123 through the Department's online public complaint form, emails, and phone calls. Complaints are addressed with an initial evaluation of jurisdictional authority, then either referred to an external agency or investigated by the Alcohol Regulation team. Investigations of complaints frequently involve collaboration with local law enforcement agencies.

Top 5 Complaint Categories:

1. Selling/Serving Underage Person
2. Bootlegging
3. Illegal Activity on Licensed Premises
4. Overservice
5. Good Moral Character

Alcohol Inspections

Inspection strategies were developed based on complaint trends and feedback from local law enforcement agencies. Major special events at which alcohol service was a prominent feature was also a core focus area.

Our routine compliance inspection program is geared toward maintaining a presence in all 99 Iowa counties every year. Routine compliance inspections are the best opportunity for the Department to provide in-person education to licensees and assist with any potential compliance issues. Staff Investigators and Compliance Officers meet with local law enforcement agencies prior to conducting routine inspections in their jurisdictions.

The Bureau completed 1,472 inspections during FY25. Program outcomes reflect our priority to educate first rather than penalize our licensees. During compliance inspections, staff answered questions from licensees and were often able to bring them into compliance in real time.

Top 5 Violations Identified by Inspection:

1. Failure to Display License
2. Smokefree Air Act
3. Infused Alcoholic Beverages
4. Bootlegging
5. Illegal Storage

Alcohol Investigations

Our investigative focus was centered on responding to complaints that fell under the purview of our regulatory jurisdiction. We continued to prioritize complaints that suggested a threat to the public health, safety, and welfare of Iowans.

Investigation Outcomes

The Alcohol Regulation Bureau completed 255 investigations during FY25. Of the 255 investigations conducted, 59% were closed with no violations identified upon completion. Additionally, 41% were submitted to the Enforcement Actions team for further review of potential violations.

Alcohol compliance investigations conducted by the Bureau resulted in sales tax liability assessments in FY25 totaling \$2,046,793.

There were 76 joint investigations completed in FY25. The Department has become a resource having significantly strengthened partnerships with multiple different law enforcement agencies and other state departments, as well as with federal agencies, such as the Alcohol and Tobacco Tax and Trade Bureau (TTB).

Alcohol Audits

Barrel and Wine Gallonage Tax Collected

In FY25, compliance officers identified and collected additional barrel and wine gallonage tax liabilities totaling \$27,883.

Audit Findings

In FY25, 55 total audits were conducted. Audits conducted during FY25 identified the following:

- Failure to file barrel and wine gallonage tax monthly reports
- Failure to maintain records
- Incorrect reporting of gallons produced and sold

The compliance rate for audits conducted was 85%. All audits conducted incorporated education on laws, rules, and the reporting of gallons.

Enforcement and Training Programs

The Alcohol Regulation Bureau offers detailed, customized training and education to local authorities and law enforcement officials throughout the state. Presentations highlight updated alcohol and tobacco regulatory rules and laws on a wide range of topics to promote best practices. In FY25, the division trained hundreds of law enforcement officials at four Iowa law enforcement academies and honorably at the Governor's Traffic Safety Bureau (GTSB) annual state conference. As a direct result of the educational footprint across the state, the department has built strong partnerships with local authorities and law enforcement officials to help streamline questions, address public safety complaints, and facilitate collaborative events.

Enforcement Programs

Tobacco Enforcement Program

The Department is required by the Health and Human Services Appropriations bill to collaborate with the Iowa Department of Health and Human Services for tobacco enforcement. Each fiscal year a memorandum of understanding is executed between the two departments to fund tobacco enforcement. The Department contracts with approximately 164 local law enforcement agencies across the state and the Iowa State Patrol to perform underage buy compliance checks at each tobacco retailer in the state.

Iowa Underage Alcohol Enforcement Program (IUAEP)

The Alcohol Regulation Bureau implemented a newly funded Iowa Underage Alcohol Enforcement Program in FY25. Through a partnership with the GTSB and Iowa Office of Drug Control Policy (ODCP), grants were secured to combat underage alcohol sales and promote responsible sales of alcohol by liquor-licensed establishments. The program is a joint enforcement effort between the Iowa Department of Revenue and local law enforcement agencies across the state which holds employees and establishments accountable for selling

alcohol to individuals under the legal age. In FY25, 62 law enforcement agencies representing 40 counties around the state entered into a 28E agreement with the Department and completed underage alcohol compliance checks. A total of 1,252 compliance checks were conducted, resulting in \$125,200 in reimbursements to law enforcement agencies for facilitating the checks. 85.9% of the alcohol-licensed establishments checked were compliant and 14.1% were non-compliant.

Training Programs

Iowa Program for Alcohol Compliance Training (I-PACT)

One of the most widely used programs is the Iowa Program for Alcohol Compliance Training (I-PACT). I-PACT is a free online training program designed to prevent illegal sales of alcohol by educating alcohol sellers and increasing awareness of changes in Iowa's liquor laws. The goal of I-PACT is increased voluntary compliance with Iowa's alcohol laws through education and enforcement. After successfully passing the final test, participants receive a printable certificate of completion. The certification is valid for a period of two years. However, if an individual is cited for a sale-to-minor, the certification is revoked. The training may be taken again for recertification. In FY25, 20,890 people were trained in the responsible selling and serving of alcoholic beverages through the I-PACT program. Of those trained, 20,083 were certified, 807 failed the certification resulting in a 96% passage rate. In FY25, 4 people were decertified due to selling alcohol to a minor.

Retailer Training Program (I-PLEDGE)

While enforcement of Iowa's tobacco, alternative nicotine, and vapor product laws is an important goal of I-PLEDGE, educating retailers and increasing awareness of changes in Iowa's tobacco, alternative nicotine, and vapor product laws is the primary focus of the program. This program allows employees and prospective employees to go through tobacco compliance training and receive a certificate upon successful completion. The program is offered online at no cost and the certification lasts for two years. However, if an individual is cited for a sale-to-minor, the certification is revoked. The training may be taken again for recertification.

Alcohol Operations

The Department partners with Ruan Transportation Management Services to fulfill and deliver distilled spirit orders. In FY25, there were 123,866 orders distributed to 2,131 Class "E" Retail Alcohol License holders. This model has been in place since 2019 and is reviewed continually to ensure efficient and equitable distribution to the Class "E" retail community. The Department tracks the cost per delivery and the cost per gallon to understand the interactions with volume and cost as we continue to distribute to an ever-growing group of retailers. The cost per delivery increased \$5.00 (3.7%) year over year. This metric compares the Ruan fleet and warehouse expenses to the total deliveries made. The cost per gallon increased \$0.16, or 10%. This metric compares the Ruan fleet and warehouse expenses to the total volume, in gallons, of all spirits sold.

The alcohol industry in the State of Iowa is continually evolving, presenting new challenges to our operations. In collaboration with our distribution and warehousing partner, RUAN Transportation Management Systems, other state agencies, and our Control State colleagues, we remain committed to ongoing growth and innovation amid economic uncertainty. The Alcohol Operations Bureau is a trusted public resource dedicated to providing efficient, consistent, and reliable service to all customers and stakeholders.

Bureau Performance Summary

The goal of the Alcohol Operations Bureau is to optimize the delivery of distilled spirits, and provide increased efficiency and consistency for our class "E" retail customers. As the class "E" retail community continues to expand, it will be imperative for us to bring efficiency and adaptability to our business model.

At the end of FY25, there were 2,131 active class "E" retail licensees operating in Iowa. This is a 1.9% increase over FY24 (2,090). There has been a steady increase in this number over the years, and we see that trend continuing. With the increase in retail outlets, several other key metrics increased including total deliveries, up 2.8%, total cases, down 1.0%, and total bottles sold, down 1.0%.

Deliveries continued to rise as new Class "E" locations were added across the state. In FY25, there was a modest increase of 2.8% compared to FY24. Additionally, the number of loads delivered increased by 4.3% in FY25 from the previous year, contributing to overall increases in operational costs.

Additionally, the product portfolio expanded to a total of 2,989 products. This is an increase of 2.2% from 2024. Updates to the warehouse racking system and overall storage solutions are providing additional opportunities for new products to enter the Iowa marketplace.

The Alcohol Operations Bureau continues to look for ways to improve the distribution of spirits by updating metrics and data analytics, collaborating with RUAN Transport, and integrating industry best practices. This bureau strives to provide Iowa businesses with customer service, diverse selection, and operational expertise they can rely on.

The Alcohol Operations Bureau is responsible for all day-to-day functions, which incorporate:

- Data analytics
- Product management
- Supplier management
- Inventory management
- Capital improvements
- Asset safety and security
- Building & grounds
- Facility management
- Contract management
- Contract oversight

Profit and Loss Statement

Profit and Loss Statement ¹²	FY25	FY24	Change \$	Change %
Liquor Sales Revenue	\$434,938,128	\$444,896,579	(\$9,958,451)	-2.24%
Cost of Sales				
Bailment	\$290,043,527	\$296,830,419	(\$6,786,892)	-2.29%
Less: Bailment Fees	(\$2,873,742)	(\$2,905,013)	\$31,271	-1.08%
Less: Special Handling Fees	(\$6,034)	(\$12,631)	\$6,597	-52.23%
Less: Defective Products	(\$31,798)	(\$75,161)	\$43,363	-57.69%
Total Cost of Sales	\$287,131,953	\$293,837,614	(\$6,705,661)	-2.28%
Gross Profit	\$147,806,175	\$151,058,965	(\$3,252,790)	-2.15%
Gross Profit %	33.98%	33.95%		
Operating Expenses				
Total Operating Expenses	\$11,301,033	\$11,331,243	(\$30,210)	-12.09%
Total General & Administrative Expenses	\$15,506,121	\$9,114,486	\$6,391,635	70.13%
Total Income from Operations	\$120,999,021	\$130,613,236	(\$9,614,215)	-7.36%
Other Revenues/Expenses				
Total Other Revenues	\$31,153,475	\$30,852,723	\$300,752	0.97%
Total Other Expenses	\$41,139,627	\$42,151,880	(\$1,012,253)	-2.40%
Net Profit¹³	\$111,012,869	\$119,314,079	(\$8,301,210)	-6.96%
Return on Sales	25.52%	26.82%		

¹² For the period ended June 30, 2025, including the Hold Open period through September 2025.

¹³ Net profit total includes the impact of remaining authority carry forward funds year over year.

Balance Sheet

Balance Sheet	FY25	FY24	% Change
Assets			
Cash	\$23,392,552	\$17,417,348	34.31%
A/R - Prepaid - Inventory	\$5,470,666	\$9,157,307	-40.26%
Total Current Assets	\$28,863,218	\$26,574,655	8.61%
Total Property and Plant Equipment Assets	\$39,812,340	\$37,918,674	4.99%
Current Liabilities			
Total Liabilities	\$27,030,564	\$25,559,329	5.76%
Total Net Assets	\$12,781,775	\$12,359,345	3.42%
Total Liabilities and Net Assets	\$39,812,340	\$37,918,674	4.99%

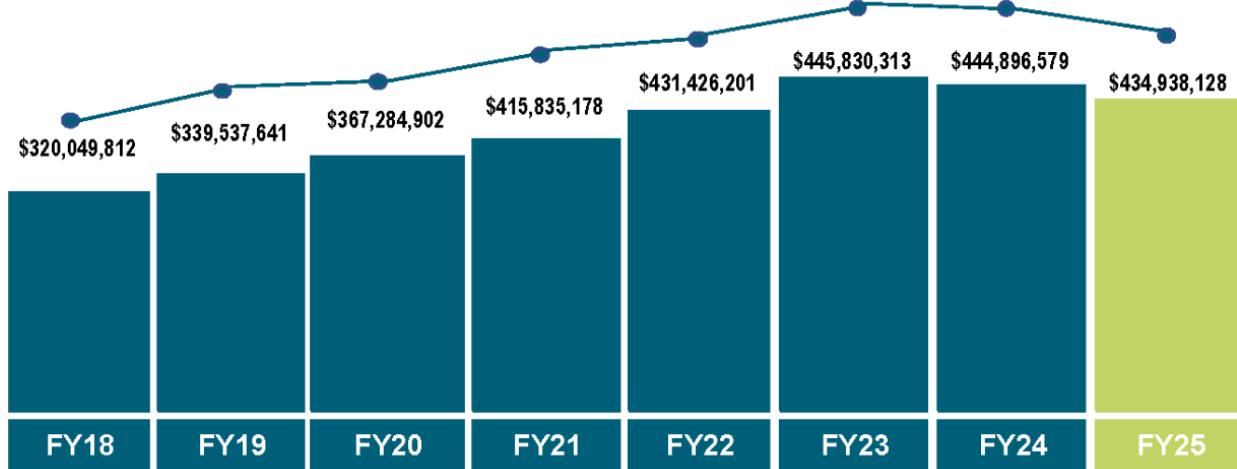
Net Income Statement

Net Income Statement ¹⁴	FY25	FY24	Change \$	Change %
Operating Revenues				
Liquor Sales	\$434,938,128	\$444,896,579	(\$9,958,452)	-2.24%
Split Case Revenue	\$2,415,233	\$2,683,047	(\$267,814)	-9.98%
Bottle Deposit/Surcharge	\$5,669,921	\$5,429,982	\$239,939	4.42%
Total Operating Revenues	\$443,023,282	\$453,009,608	(\$9,986,326)	-2.20%
Non-Operating Revenues				
License Fees	\$15,580,786	\$15,245,021	\$335,765	2.20%
Misc. Funding Sources	\$7,487,535	\$8,259,960	(\$772,425)	-9.35%
State Appropriations	\$0	\$1,010,054	(\$1,010,054)	-100.00%
Total Non-Operating Revenues	\$23,068,321	\$24,515,035	(\$1,446,714)	-5.90%
Total Revenues	\$466,091,603	\$477,524,643	(\$11,433,040)	-2.39%
Operating Expenses				
Substance Abuse Transfer	\$30,614,735	\$31,329,875	(\$715,140)	-2.28%
Liquor Profits Transfer	109,700,000	\$119,485,570	(\$9,785,570)	-8.19%
Other Operating Expense	\$319,657,877	\$319,928,122	(\$270,245)	-0.08%
Total Operating Expenses	\$459,972,612	\$470,743,567	(\$10,770,955)	-2.29%
Non-Operating Expenses Total	\$6,118,991	\$6,781,076	(\$662,085)	-9.76%
Total Expenses	\$466,091,603	\$477,524,643	(\$11,433,040)	-2.39%

¹⁴ For the period ended June 30, 2025, including the Hold Open period through September 2025.

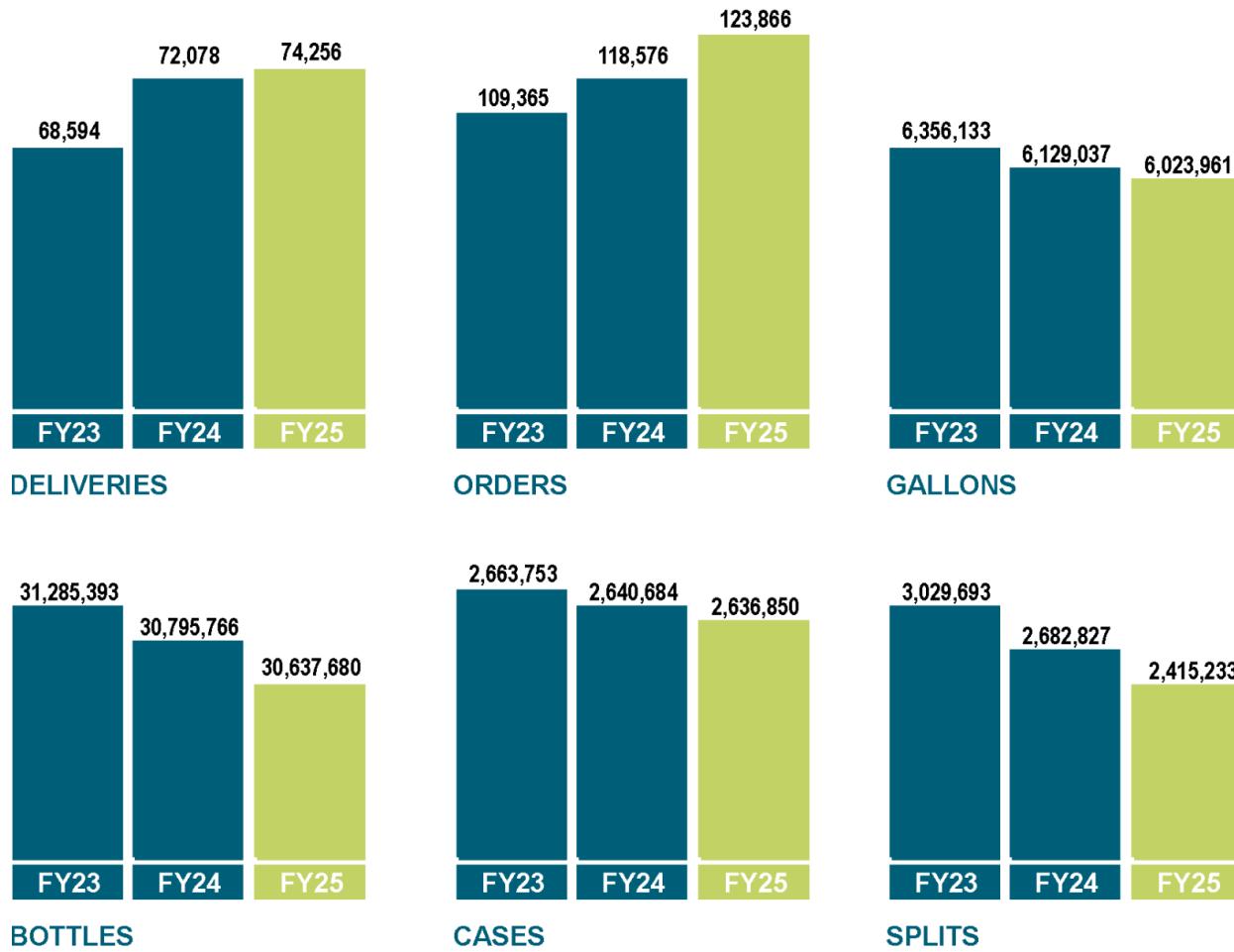
Annual Liquor Sales Comparison

This data shows year-over-year sales comparisons.



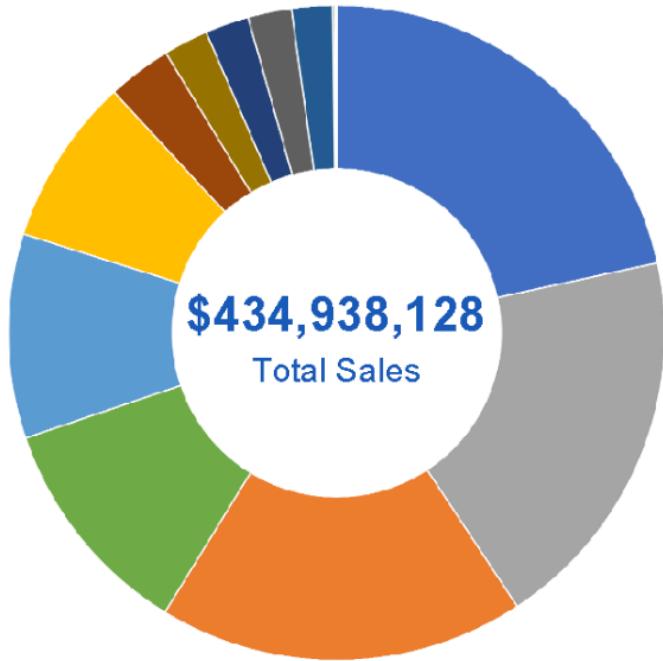
Annual Delivery Comparison

The following delivery metrics show year-over-year.

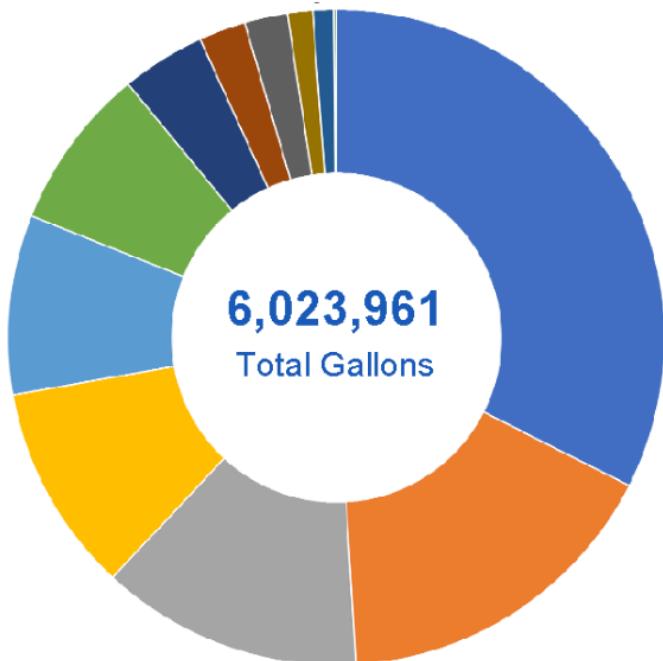


Comparative Statement of Gallons Sold

This data shows distilled spirits sales by rank and gallons sold.



	FY25	FY24
TOP CATEGORIES BY SALES		
Vodka	\$ 93,890,499	\$ 95,237,823
Canadian Whiskey	\$ 78,393,878	\$ 78,672,527
Domestic Whiskey	\$ 83,232,711	\$ 83,123,030
Rum	\$ 36,028,726	\$ 37,203,489
Cordials	\$ 43,816,144	\$ 43,867,792
Tequila	\$ 48,000,802	\$ 47,986,901
Cocktails	\$ 9,368,780	\$ 8,254,812
Brandy/Cognac	\$ 13,717,130	\$ 12,077,593
Gin	\$ 9,316,665	\$ 8,921,548
Irish Whiskey	\$ 9,560,361	\$ 9,237,085
Scotch	\$ 8,784,232	\$ 9,796,892
Neutral Grain Spirit	\$ 449,480	\$ 317,503
Other Imported Whiskey	\$ 335,740	\$ 232,600
Cachaca	\$ 30,997	\$ 8,534
TOTAL	\$ 434,938,128	\$ 444,896,579



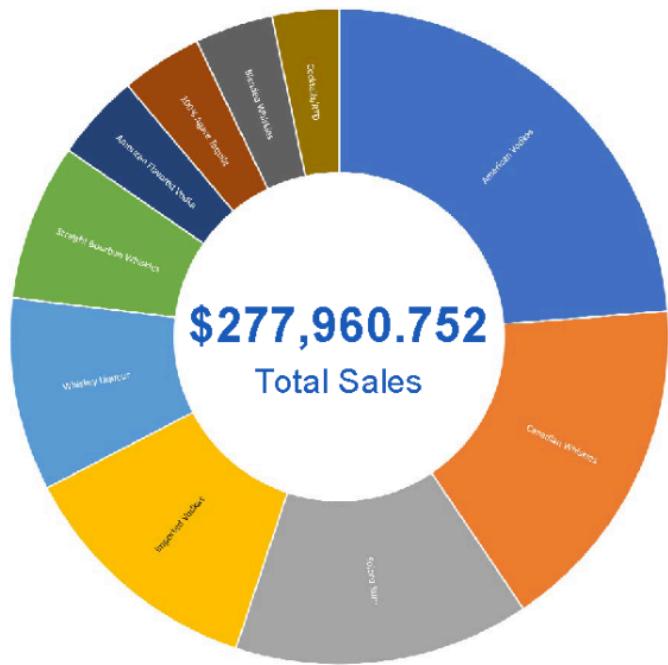
	FY25	FY24
TOP CATEGORIES BY GALLONS		
Vodka	1,954,448	2,013,881
Canadian Whiskey	1,001,012	1,052,339
Domestic Whiskey	775,001	858,701
Rum	619,283	717,965
Cordials	532,687	570,155
Tequila	482,679	428,897
Cocktails	248,361	241,240
Brandy/Cognac	138,708	174,163
Gin	127,497	142,038
Irish Whiskey	74,250	83,490
Scotch	61,244	72,782
Neutral Grain Spirit	6,918	8,964
Other Imported Whiskey	1,541	2,104
Cachaca	332	392
TOTAL	6,023,961	6,129,037

TOP 10 Product Categories

The data below shows the Top 10 product categories ranked by gallons sold and sales dollars.



	FY25	FY24
TOP CATEGORIES BY GALLONS		
1	American Vodkas	1,485,526
2	Canadian Whiskies	706,138
3	Straight Bourbon Whiskies	363,770
4	Spiced Rum	350,924
5	Whiskey Liqueur	271,568
6	Cocktails/RTD	243,511
7	100% Agave Tequila	212,949
8	Imported Vodkas	207,396
9	American Flavored Vodka	177,959
10	Blended Whiskies	171,442
TOTAL	4,191,183	4,270,465

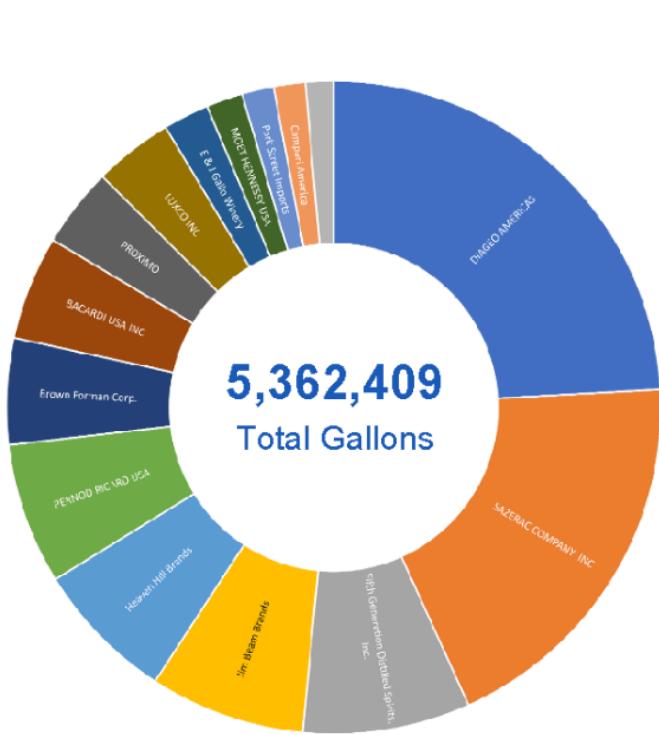


	FY25	FY24
TOP CATEGORIES BY SALES		
1	American Vodkas	\$ 65,958,926
2	Canadian Whiskies	\$ 46,778,536
3	Spiced Rum	\$ 40,360,347
4	Imported Vodkas	\$ 34,144,180
5	Whiskey Liqueur	\$ 26,553,348
6	Straight Bourbon Whiskies	\$ 21,458,714
7	American Flavored Vodka	\$ 11,829,874
8	100% Agave Tequila	\$ 11,064,868
9	Blended Whiskies	\$ 10,658,599
10	Cocktails/RTD	\$ 9,153,360
TOTAL	\$ 277,960,752	\$ 279,791,864

**Total gallons and sales number is adjusted from the total gallons and liquor revenue due to the timing of returns and adjustments.*

TOP 15 Suppliers

The data below represents the top suppliers ranked by sales dollars and gallons sold.



TOP SUPPLIERS BY GALLONS		
		FY25
1	SAZERAC COMPANY INC	1,325,407
2	DIAGEO AMERICAS	918,116
3	Heaven Hill Brands	538,358
4	Fifth Generation Distilled Spirits, Inc.	434,590
5	LUXCO INC	424,569
6	Jim Beam Brands	368,179
7	PERNOD RICARD USA	280,408
8	PROXIMO	205,517
9	BACARDI USA INC	186,526
10	Brown Forman Corp.	146,640
11	McCormick Distilling Co.	128,944
12	E & J Gallo Winery	115,932
13	Park Street Imports	105,567
14	Laird & Company	93,459
15	USDP/United States Distilled Products Co	90,199
Total		5,362,409



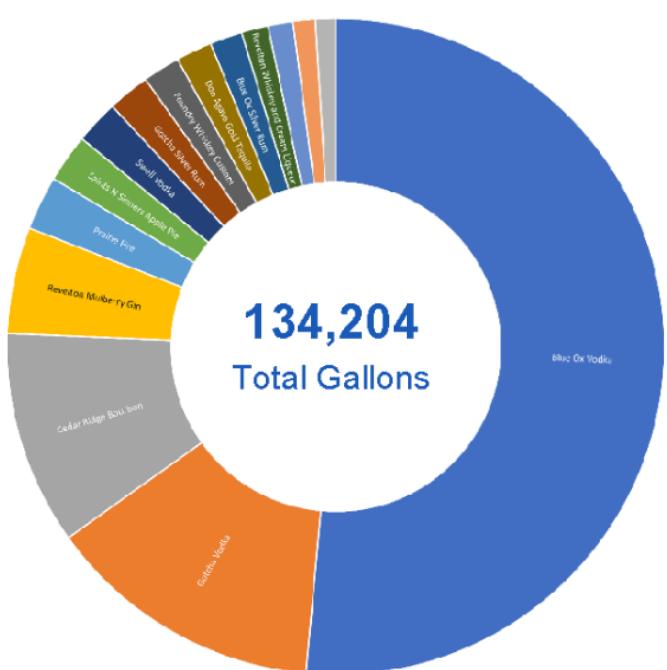
TOP SUPPLIERS BY SALES		
		FY25
1	DIAGEO AMERICAS	\$ 91,367,366
2	SAZERAC COMPANY INC	\$ 72,444,393
3	Fifth Generation Distilled Spirits, Inc.	\$ 31,362,641
4	Jim Beam Brands	\$ 29,059,540
5	Heaven Hill Brands	\$ 26,506,910
6	PERNOD RICARD USA	\$ 26,437,533
7	Brown Forman Corp.	\$ 19,940,493
8	BACARDI USA INC	\$ 19,497,719
9	PROXIMO	\$ 14,892,936
10	LUXCO INC	\$ 14,809,767
11	E & J Gallo Winery	\$ 8,563,524
12	Moet Hennessy USA	\$ 6,829,901
13	Park Street Imports	\$ 5,952,318
14	Campari America	\$ 5,931,273
15	Mast-Jagermeister US, Inc	\$ 5,263,490
Total		\$ 378,859,803

TOP 15 Iowa Native Distilleries and Manufacturers

The data below represents the Top 15 Iowa Native Distillers ranked by sales dollars and gallons sold.



TOP PRODUCTS BY SALES		FY25
1	Cedar Ridge Bourbon	\$ 1,986,426
2	Blue Ox Vodka	\$ 1,848,737
3	Revelton Mulberry Gin	\$ 940,404
4	Gotcha Vodka	\$ 371,950
5	Prairie Fire	\$ 291,120
6	Cedar Ridge Barrel Proof	\$ 213,141
7	Saints N Sinners Apple Pie	\$ 203,987
8	Revelton Whiskey and Cream Liqueur	\$ 202,293
9	Revelton Honey Whiskey	\$ 179,548
10	Slipknot Iowa Whiskey No. 9	\$ 169,952
11	Foundry Whiskey Custom	\$ 147,441
12	Cedar Ridge Quintessential American Single Malt	\$ 146,097
13	Sir Winston Peach	\$ 144,585
14	Swell Vodka	\$ 122,864
15	Revelton Single Barrel Bourbon Whiskey	\$ 121,095
Total		\$ 7,089,638



FY25

TOP PRODUCTS BY GALLONS SOLD		
1	Blue Ox Vodka	69,046
2	Gotcha Vodka	18,351
3	Cedar Ridge Bourbon	14,126
4	Revelton Mulberry Gin	7,045
5	Prairie Fire	3,582
6	Saints N Sinners Apple Pie	3,189
7	Swell Vodka	2,903
8	Gotcha Silver Rum	2,773
9	Foundry Whiskey Custom	2,455
10	Don Agave Gold Tequila	2,383
11	Blue Ox Silver Rum	2,146
12	Revelton Whiskey and Cream Liqueur	1,758
13	Don Agave Silver Tequila	1,641
14	Sir Winston Peach	1,468
15	Revelton Honey Whiskey	1,338
Total		134,204

TOP 50 Brands – Total Sales by Product Sold

BRAND RANK BY SALES		FY25	BRAND RANK BY SALES	FY25	
1	Tito's Handmade Vodka	\$ 31,362,641	26	Admiral Nelson Spiced Rum	\$ 2,770,768
2	Fireball Cinnamon Whiskey	\$ 24,270,087	27	Fris Danish Vodka	\$ 2,570,210
3	Captain Morgan Original Spiced Rum	\$ 16,921,282	28	Baileys Original Irish Cream	\$ 2,471,482
4	Black Velvet Canadian Whiskey	\$ 12,203,909	29	Don Julio Blanco Tequila	\$ 2,221,366
5	Crown Royal Canadian Whiskey	\$ 10,241,100	30	Rumple Minze Peppermint Schnapps Liqueur	\$ 2,205,794
6	Jack Daniels Old #7 Black Label Whiskey	\$ 9,657,148	31	Platinum 7x Vodka	\$ 2,140,148
7	Crown Royal Regal Apple Canadian Whiskey	\$ 9,488,530	32	Dr McGillicuddy's Cherry Schnapps	\$ 2,115,541
8	Jameson Irish Whiskey	\$ 6,624,425	33	Tanqueray Gin	\$ 2,062,539
9	Jim Beam Bourbon Whiskey	\$ 5,981,347	34	Southern Comfort Liqueur	\$ 2,025,366
10	Smirnoff Vodka	\$ 5,898,581	35	Seagrams 7 Crown Whiskey	\$ 2,018,318
11	Patron Silver Tequila	\$ 5,785,570	36	Cedar Ridge Bourbon Whiskey	\$ 1,986,426
12	Crown Royal Blackberry Canadian Whiskey	\$ 5,663,146	37	Bulleit Bourbon Whiskey	\$ 1,936,221
13	Hawkeye Vodka	\$ 5,409,364	38	Blue Ox Vodka	\$ 1,848,737
14	Crown Royal Peach Canadian Whiskey	\$ 4,675,665	39	Kahlua Coffee Liqueur	\$ 1,783,329
15	Makers Mark Bourbon Whiskey	\$ 4,130,860	40	Woodford Reserve Bourbon Whiskey	\$ 1,768,564
16	Malibu Coconut Rum	\$ 3,980,479	41	Svedka Vodka	\$ 1,695,724
17	Hennessy VS Imported Brandy	\$ 3,688,420	42	New Amsterdam Vodka	\$ 1,678,459
18	Jose Cuervo Especial Reposado Tequila	\$ 3,621,634	43	Hennessy VS Flask Imported Brandy	\$ 1,622,476
19	Bacardi Superior Rum	\$ 3,575,336	44	Black Velvet Toasted Caramel Canadian Whiskey	\$ 1,555,292
20	Absolut Swedish Vodka	\$ 3,563,583	45	Ketel One Vodka	\$ 1,511,551
21	McCormick Vodka	\$ 3,400,197	46	RumChata Cream Liqueur	\$ 1,404,580
22	Jagermeister Liqueur	\$ 3,045,001	47	Evan Williams Black Bourbon Whiskey	\$ 1,397,643
23	Jose Cuervo Especial Silver Tequila	\$ 3,022,295	48	Five O'Clock Vodka	\$ 1,382,201
24	Don Julio Reposado Tequila	\$ 2,922,753	49	Jack Daniels Tennessee Honey Whiskey	\$ 1,337,965
25	Grey Goose Vodka	\$ 2,837,364	50	Casamigos Blanco Tequila	\$ 1,335,930

Top 50 Brands According to Sales \$ 238,817,347
 All Sales \$ 434,938,124

TOP 50 Brands – Gallons Sold

BRAND RANK BY GALLONS		FY25	BRAND RANK BY GALLONS	FY25
1	Tito's Handmade Vodka	434,590	26	Seagrams 7 Crown Whiskey 41,856
2	Black Velvet Canadian Whiskey	297,976	27	Black Velvet Toasted Caramel Canadian Whiskey 38,284
3	Captain Morgan Original Spiced Rum	246,085	28	Svedka Vodka 37,550
4	Fireball Cinnamon Whiskey	241,019	29	Five Star American Whiskey 37,204
5	Hawkeye Vodka	195,394	30	Crown Royal Peach Canadian Whiskey 36,867
6	McCormick Vodka	117,736	31	Jose Cuervo Especial Reposado Tequila 36,377
7	Smirnoff Vodka	100,770	32	Fleischmanns Vodka 36,301
8	Fris Danish Vodka	91,150	33	Dr McGillicuddy's Cherry Schnapps 33,746
9	Crown Royal Canadian Whiskey	82,226	34	Nikolai Vodka 33,740
10	Jack Daniels Old #7 Black Label Whiskey	78,109	35	Makers Mark Bourbon Whiskey 32,382
11	Crown Royal Regal Apple Canadian Whiskey	74,240	36	Members Mark Vodka 31,954
12	Jim Beam Bourbon Whiskey	71,757	37	Jose Cuervo Especial Silver Tequila 31,429
13	Blue Ox Vodka	69,046	38	Windsor Canadian 27,707
14	Platinum 7x Vodka	68,110	39	Jagermeister Liqueur 27,500
15	Malibu Coconut Rum	62,860	40	Grey Goose Vodka 26,354
16	Bacardi Superior Rum	62,403	41	Patron Silver Tequila 26,311
17	Admiral Nelson Spiced Rum	59,780	42	New Amsterdam Vodka 26,120
18	Barton Vodka	57,065	43	Southern Comfort Liqueur 24,924
19	Jameson Irish Whiskey	52,908	44	Paramount White Rum 24,792
20	Five O'Clock Vodka	52,018	45	Paul Masson Grande Amber Brandy VS 23,833
21	Absolut Swedish Vodka	48,456	46	Jose Cuervo Authentic Lime Margarita 23,234
22	Kirkland Signature American Vodka	43,437	47	Kessler Blend Whiskey 23,150
23	Tortilla Gold DSS	43,398	48	Evan Williams Black Bourbon Whiskey 22,961
24	Crown Royal Blackberry Canadian Whiskey	42,542	49	Tanqueray Gin 21,850
25	Barton Naturals Vodka	42,353	50	Ten High Straight Bourbon Whiskey 21,556

53%



OF ALL GALLONS SOLD
WERE IN THE TOP 50 BRANDS

Top 50 Brands According to Gallons 3,483,410
All Gallons Sold 6,023,961

TOP 50 Native Iowa Brands – By Gallons Sold

BRAND RANK BY GALLONS SOLD		FY25	BRAND RANK BY GALLONS SOLD	FY25	
1	Blue Ox Vodka	69,046	26	Cody Road Bourbon	775
2	Gotcha Vodka	18,351	27	Revelton Vodka	764
3	Cedar Ridge Bourbon	14,126	28	River Pilot Vodka	754
4	Revelton Mulberry Gin	7,045	29	Revelton Single Barrel Bourbon Whiskey	718
5	Prairie Fire	3,582	30	Cedar Ridge Quintessential American Single Malt	697
6	Saints N Sinners Apple Pie	3,189	31	Private First Class	654
7	Swell Vodka	2,903	32	Mullets	642
8	Gotcha Silver Rum	2,773	33	Cedar Ridge Malted Rye	587
9	Foundry Whiskey Custom	2,455	34	Butchers Block Vodka	559
10	Don Agave Gold Tequila	2,383	35	Lemoncello 50010	517
11	Blue Ox Silver Rum	2,146	36	Century Farms Bourbon - Personalized	516
12	Revelton Whiskey and Cream Liqueur	1,758	37	Revelton American Gin	498
13	Don Agave Silver Tequila	1,641	38	Cedar Ridge Port Cask Finished Bourbon	496
14	Sir Winston Peach	1,468	39	Iowa State 1858 Vodka	468
15	Revelton Honey Whiskey	1,338	40	Foundry Vodka	458
16	Cedar Ridge Barrel Proof	1,275	41	173 Craft Distillery Premium Vodka	455
17	Bagger Vodka	1,243	42	Iowa Distilling Company Straight Bourbon Whiskey	412
18	Blue Ox Gin	1,221	43	Swell Zone Vodka	395
19	Iowish Cream Salted Caramel	1,187	44	Ingenioz	369
20	Slipknot Iowa Whiskey No. 9	1,067	45	Iowish Cream Egg Nog	327
21	Iowish Cream Liqueur	1,060	46	Swarm Vodka	315
22	Gotcha Blended Whiskey	973	47	Cedar Ridge Dark Rum	298
23	Gotcha Gin	882	48	Cask Strength Private Barrel Bourbon	279
24	Cody Road Barrel Old Fashioned	844	49	Steeple Ridge Bourbon	265
25	Rocket Fuel	800	50	Arrogant Bastard Whiskey	263

92% 

OF ALL NATIVE IOWA GALLONS SOLD
WERE IN THE TOP 50 BRANDS

Top 50 Brands According to Gallons 157,237
All Gallons Sold 172,523

TOP 50 Native Iowa Brands – By Sales

Brand Rank by Sales		FY25	Brand Rank by Sales	FY25	
1	Cedar Ridge Bourbon	\$ 1,986,426	26	Blue Ox Silver Rum	\$ 62,329
2	Blue Ox Vodka	\$ 1,848,737	27	Don Agave Silver Tequila	\$ 62,192
3	Revelton Mulberry Gin	\$ 940,404	28	Gotcha Silver Rum	\$ 61,926
4	Gotcha Vodka	\$ 371,950	29	Iowa Distilling Company Straight Bourbon Whiskey	\$ 61,506
5	Prairie Fire	\$ 291,120	30	Cask Strength Private Barrel Bourbon	\$ 58,701
6	Cedar Ridge Barrel Proof	\$ 213,141	31	Revelton Vodka	\$ 58,257
7	Saints N Sinners Apple Pie	\$ 203,987	32	Revelton American Gin	\$ 57,383
8	Revelton Whiskey and Cream Liqueur	\$ 202,293	33	Bagger Vodka	\$ 57,071
9	Revelton Honey Whiskey	\$ 179,548	34	Lemoncello 50010	\$ 56,257
10	Slipknot Iowa Whiskey No. 9	\$ 169,952	35	Arrogant Bastard Whiskey	\$ 51,264
11	Foundry Whiskey Custom	\$ 147,441	36	The QuintEssential Special Release - Untitled Cigar Malt Pro	\$ 49,446
12	Cedar Ridge Quintessential American Single Malt	\$ 146,097	37	The QuintEssential Special Release - Wine Club First Meeting	\$ 47,606
13	Sir Winston Peach	\$ 144,585	38	River Pilot Vodka	\$ 47,143
14	Swell Vodka	\$ 122,864	39	Iowa State 1858 Vodka	\$ 45,572
15	Revelton Single Barrel Bourbon Whiskey	\$ 121,095	40	Templeton Rye 6YR Special Reserve	\$ 45,240
16	Cody Road Bourbon	\$ 112,365	41	Cedar Ridge Double Barrel Bourbon Whiskey	\$ 45,000
17	Cody Road Barrel Old Fashioned	\$ 108,579	42	The QuintEssential Special Release - Number Five	\$ 41,753
18	Iowish Cream Salted Caramel	\$ 101,775	43	173 Craft Distillery Single Barrel Bourbon	\$ 40,457
19	Iowish Cream Liqueur	\$ 90,538	44	Pseudo Sue Bottled-In-Bond Malt Whiskey	\$ 40,285
20	Cedar Ridge Port Cask Finished Bourbon	\$ 90,500	45	Rocket Fuel	\$ 40,279
21	Cedar Ridge Malted Rye	\$ 86,081	46	Steeple Ridge Bourbon	\$ 38,700
22	Don Agave Gold Tequila	\$ 71,813	47	Butchers Block Vodka	\$ 38,168
23	Toppling Goliath Bourbon Whiskey	\$ 66,614	48	Cedar Ridge Dark Rum	\$ 37,800
24	Slipknot Iowa Whiskey No. 9 Reserve	\$ 66,537	49	Cody Road Rye	\$ 35,116
25	Private First Class	\$ 64,171	50	Ingenioz	\$ 34,987

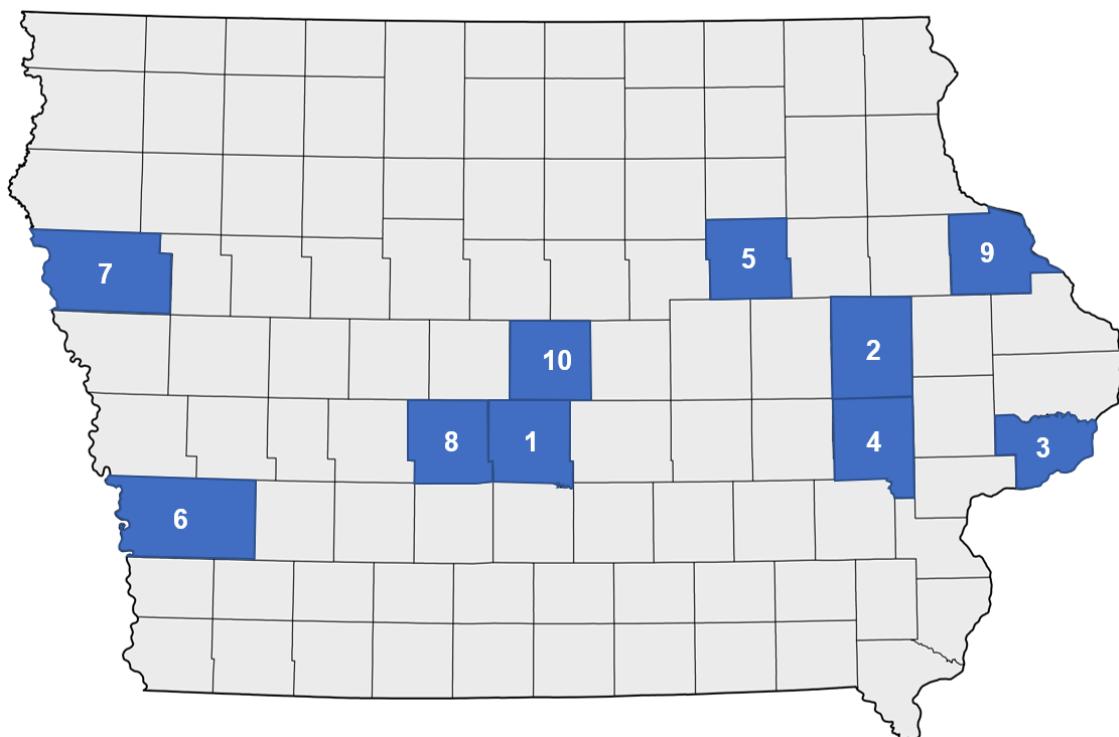
Top 50 Brands According to Sales	\$ 9,163,047
All Gallons Sold	\$ 11,077,342

TOP 50 Customers by Sales

Customers by Class "E" Liquor Sales				
1	Hy-Vee #3 / BDI / Des Moines	\$13,979,923	26	Sam's Club 6979 / Ankeny
2	Central City 2	\$13,372,801	27	Hy-Vee Food Store #1 / Mason City
3	Another Round / DeWitt	\$6,286,500	28	Costco Wholesale #1630 / Ankeny
4	Hy-Vee Wine and Spirits #1 / Iowa City	\$5,625,232	29	Sam's Club 6472 / Council Bluffs
5	Benz Distributing	\$5,184,288	30	Hy-Vee Wine and Spirits / Ankeny
6	Wall to Wall Wine & Spirits / WDM	\$4,821,933	31	Costco Wholesale #1325 / Davenport
7	I-80 Liquor / Council Bluffs	\$3,929,343	32	Central City Liquor, Inc.
8	Costco Wholesale #788 / WDM	\$3,459,626	33	Hy-Vee Food Store #5 / Cedar Rapids
9	Hy-Vee #3 Food & Drugstore / Davenport	\$3,262,279	34	Happy's Wine & Spirits Wholesale
10	Wilkie Liquors	\$3,129,736	35	Hy-Vee Food Store #2 / State Ankeny
11	Sam's Club 8162 / Cedar Rapids	\$2,823,648	36	Hy-Vee #4 / WDM
12	Sam's Club 6344 / Windsor Heights	\$2,778,935	37	Hy-Vee Food Store / Fleur / DSM
13	Hy-Vee Food Store / Urbandale	\$2,581,937	38	Hy-Vee #2 / Coralville
14	Hy-Vee #7 / Cedar Rapids	\$2,496,749	39	Hy-Vee / Grimes
15	Costco Wholesale #1111 / Coralville	\$2,426,714	40	Hy-Vee Food Store #2 / Council Bluffs
16	Hy-Vee #2 (1018) / Ames	\$2,341,622	41	Hy-Vee Food Store (1011) / Altoona
17	Sam's Club 6432 / Sioux City	\$2,337,782	42	Hy-Vee #4 / Davenport
18	Sam's Club 8238 / Davenport	\$2,256,780	43	Madella Wine and Spirits / Bettendorf
19	Hy-Vee Food Store / Coralville	\$2,252,909	44	Hy-Vee Food Store #1 / Dubuque
20	Hy-Vee Wine and Spirits / Bettendorf	\$2,208,055	45	Sam's Club 6568 / Ames
21	Sam's Club 6514 / Waterloo	\$2,169,555	46	Northside Liquor & Grocery Mason City
22	Marshall Beer Wine Spirits	\$2,166,727	47	Hy-Vee Fort Dodge Wine and Spirits
23	Hy-Vee / Waukee	\$2,138,792	48	Hy-Vee Food Store #3 / Sioux City
24	Hy-Vee Wine and Spirits / WDM	\$2,137,644	49	Hy-Vee Food Store #3 / Waterloo
25	Sam's Club 4973 / Dubuque	\$2,128,765	50	Hy-Vee #2 / Dubuque
				\$140,384,879

TOP 10 Iowa Counties by Sales

Top Counties by Class "E" Liquor Sales		FY25
1	Polk	\$100,588,113
2	Linn	\$37,038,154
3	Scott	\$27,981,676
4	Johnson	\$24,316,444
5	Blackhawk	\$21,493,961
6	Pottawattamie	\$16,387,003
7	Woodbury	\$15,274,098
8	Dallas	\$14,278,226
9	Dubuque	\$12,449,585
10	Story	\$11,988,284
		\$281,795,544



Iowa Alcoholic Beverages Commission

The Iowa Alcoholic Beverages Commission serves in an advisory capacity to the director of the Department of Revenue. The commission may provide advice and make recommendations regarding the actions of the director under Iowa Code chapter 123.

The Commission is created under [Iowa Code section 123.5](#) and is composed of five members appointed by the governor subject to confirmation by the Iowa Senate. Commissioners are appointed for 5-year staggered terms and are chosen on the basis of managerial ability and experience as business executives. Commissioners are eligible for one 5-year reappointment.

Commission Members and Appointments

Andrea Chase – Chairperson

Andrea was appointed on May 1, 2023. Commissioner Chase is the Vice President of Category Management for Fareway Stores, Inc. Her previous experience includes a 20-year career with Associated Wholesale Grocers (AWG). She is a board member of the Iowa Grocery Industry Association. She resides in Clive with her husband, Bryan, and two daughters. Her term will expire on April 30, 2028.

Sara Winkleman – Vice Chair

Sara was appointed on May 1, 2022. Commissioner Winkleman is the founder and owner of S & B Farms Distillery in Bancroft, IA. She was named 2019 Woman Entrepreneur of the Year by America's Small Business Development Center - Iowa. She is also involved with veteran causes and her own nonprofit, Beyond the Still. She resides in Bancroft with her husband, Brian, and two children. Her term will expire on April 30, 2027.

Kevin Kimle – Secretary

Kevin was appointed on May 1, 2024. He currently serves as the Rastetter Chair of Agricultural Entrepreneurship at Iowa State University, Director of the Start Something Agriculture program, and Teaching Professor in the Department of Economics. His work includes development and delivery of entrepreneurship curriculum and programs in the College of Agriculture and Life Sciences, outreach programs to aspiring entrepreneurs and agribusiness executives, and research on entrepreneurship and innovation. His term will expire on April 30, 2029.

Timothy Fevold – Member

Timothy was appointed on May 1, 2025. Tim served as an Accredited Farm Manager with Hertz Farm Management, a position he held since 1982. He is an active member and past President of the American Society of Farm Managers and Rural Appraisers (ASFMR). Tim is also an active participant in community organizations, belonging to, and serving as past president of, the Rotary Club of Nevada, Nevada Chamber of Commerce, and Leadership Nevada. He is also past chairman of the Story County Planning and Zoning Commission. His term will expire on April 30, 2030.

Vacant - Member

Lottery

In FY25, the Iowa Lottery continued to deliver on its promise of responsibly and reliably delivering an entertainment option across the state that generates revenues for vital state causes. The Iowa Lottery continued to deliver on its promise of responsibly and reliably delivering entertainment options across the state that generates revenues for vital causes. The Iowa Lottery exceeded budgeted expectations for fiscal year 2025 with sales of \$434.9 million and proceeds of \$86.1 million. In addition, prizes to players totaled \$283.5 million and commissions paid to Lottery retailers totaled \$28.7 million. While trailing results of fiscal year 2024 – a year that witnessed a record of five separate lotto game jackpots exceed \$1 billion – total lottery sales eclipsed the \$400 million level for only the fifth time in Lottery history.

The Top 10 retailers in Iowa for Lottery sales in FY25 included supermarkets, convenience stores, and drugstores in five different communities: Cedar Rapids, Clinton, Council Bluffs, Davenport, and Des Moines.

Iowa Lottery players claimed 12 prizes of at least \$500,000 during FY25, while there were two winners that claimed at least \$1 million.

Financial Statements

Statement of Net Position		FY25
Assets		
Current		
	Cash	\$23,114,636
	Restricted Assets - (Cash)	\$874,908
	Prepaid Expense	\$62,147
	Interest Receivable	\$55,485
	Accounts Receivable, Net	\$4,672,697
	Ticket Inventories	\$2,857,835
	Investment in Prize Annuities	\$86,956
	Total Current Assets	\$31,724,664
	Prize Reserve	\$6,721,863
	Investment in Prize Annuities	\$1,358,039
	Subscription assets, nonamortizable	\$439,693
	Capital Assets, Net	\$10,895,970
	Lease Assets, Net	\$1,167,393
	Total Noncurrent Assets	\$20,582,958
	Total Assets	\$52,307,622
	Other Post-Employment Benefits (OPEB) Related Deferred Outflows	\$230,430
	Pension Related Deferred Outflows	\$941,102
	Total Deferred Outflows of Resources	\$1,171,532

Statement of Net Position, Continued		FY25
Liabilities		
Current		
	Lotto Prizes Payable	\$5,027,903
	InstaPlay Prize Payable	\$172,735
	Annuity Prizes Payable	\$86,956
	Accounts Payable and Accruals	\$20,305,167
	Lease Liability	\$288,786
	Unearned Revenue	\$250,158
	Salary and Benefits Payable	\$369,137
	Compensated Absences and OPEB	\$971,992
	Total Current Liabilities	\$27,472,834
Long-term		
	Accounts Payable and Accruals	\$122,328
	Lease Liability	\$873,292
	Compensated Absences and OPEB	\$1,559,098
	Net Pension Liability	\$2,815,250
	Prize Reserve	\$6,721,863
	Annuity Prizes Payable	\$1,358,039
	Total Long-Term Liabilities	\$13,449,870
	Total Liabilities	\$40,922,704
Deferred Inflows of Resources		
	OPEB Related Deferred Inflows	\$764,852
	Pension Related Deferred Inflows	\$494,789
	Total Deferred Inflows of Resources	\$1,259,641
Net Position		
	Net Investment in Capital and Lease Assets	\$11,340,978
	Unrestricted	(\$44,169)
	Total Net Position	\$11,296,809

Statement of Revenues, Expenses, and Changes in Net Position		FY25
Operating Revenues		
Sales		
	Scratch Ticket	\$290,059,550
	InstaPlay	\$32,074,845
	Pick 3	\$9,170,680
	Pick 4	\$5,783,822
	Powerball	\$37,536,057
	Mega Millions	\$27,930,852
	Lucky for Life	\$8,337,848
	Lotto America	\$8,982,363
	Pull-tab	\$15,059,580
	Total Sales	\$434,935,597
	Application Fees	\$5,650
	Other	\$71,567
	Total Operating Revenues	\$435,012,814
Operating Expenses		
Prizes		
	Scratch Ticket	\$199,282,599
	InstaPlay	\$23,314,241
	Pick 3	\$5,793,442
	Pick 4	\$3,470,294
	Powerball	\$18,820,951
	Mega Millions	\$14,010,988
	Lucky for Life	\$4,955,475
	Lotto America	\$4,458,888
	Pull-tab	\$9,431,255
	Total Prizes	\$283,538,133
	Retailer Compensation	\$28,273,565
	Advertising Production and Media Purchases	\$8,610,100
	Retailer Lottery System / Terminal Communications	\$8,053,035
	Instant / Pull-tab Ticket Expense	\$3,390,068
	Vending Machines and Maintenance / Ticket Dispensers	\$567,656
	Courier Delivery of Tickets	\$1,430,694
	Other Operating Expenses	\$14,310,494
	Total Operating Expenses	\$348,173,745
	Operating Income	\$86,839,069

Non-Operating Revenues (Expenses)		
Proceeds to State Causes		(\$86,146,699)
Interest Income		\$1,093,778
Interest Expense		(\$22,333)
Gain (Loss) on Disposal of Capital Assets		\$203,250
Net Non-Operating Revenues (Expenses)		\$8,850
Change in Net Position		\$1,975,915
Net Position Beginning of Period		\$9,320,894
Net Position End of Period		\$11,296,809

Responsible Gaming

In FY25, the Iowa Lottery undertook a number of initiatives to highlight healthy lottery play and raise awareness for problem gambling resources in Iowa. Initiatives included participation in the national Gift Responsibly Campaign during the holidays from the National Council on Problem Gambling and the North American Association of State and Provincial Lotteries; and a public-service campaign to highlight Problem Gambling Awareness Month in March.

With its continued commitment to responsible gaming practices, the Lottery also recently achieved Level 2 Responsible Gaming certification from the World Lottery Association (WLA). This is the most significant responsible gaming commitment in Iowa Lottery history. Through this process, a gap analysis was conducted to evaluate the Lottery's responsible gaming program against the WLA's 10 responsible gaming program elements. In the evaluation, the WLA noted that the Lottery provided a "very strong Level 2 application, demonstrating clear commitment to Responsible Gambling across all program elements." In addition, the WLA noted that the Iowa Lottery exceeded program element standards for four of nine standards (the Lottery doesn't offer remote gaming and was not evaluated on that element).

Strategic Partnerships

Consumer research demonstrates the importance of experiences, in addition to traditional lottery cash prizes. To meet that demand and emphasize the IOWA nature of the Iowa Lottery, the Department strategically partnered with leading organizations to offer exciting and unique prizes packages for Iowans including:

- Hawkeye Sports Properties: Featuring University of Iowa premium seating and game experiences for football, men's and women's basketball games, and men's wrestling.
- Cyclone Sports Properties: Featuring Iowa State University premium seating and game experiences for football games and men's basketball games.
- NBA's Minnesota Timberwolves & the G-League Iowa Wolves: Professional basketball games experiences.
- Iowa Cubs, Cedar Rapids Kernels, and Quad Cities River Bandits: Professional baseball games experiences.
- Iowa concert venues for popular performances.
- NASCAR® and the Iowa Speedway®: Cup Series races in Newton
- Knoxville Raceway experiences at the Knoxville Nationals and World of Outlaws
- Des Moines Arts Festival: Featuring ultimate art experience packages for the festival in central Iowa.
- Iowa State Fair: Featuring concert experiences at the Grandstand throughout the Iowa State Fair concert series.

Iowa Lottery Commission

The Iowa Lottery Commission is composed of five Iowa citizens appointed by the governor and subject to confirmation by the Iowa Senate. The commission oversees the lottery and its operations, with each department at the lottery reporting to the commission at meetings throughout the year. Iowa Code section 99G.8 requires that the Lottery Commission have as a member an accountant; a member who is or has been a law enforcement officer; a member who is an attorney admitted to practice law in Iowa; and a member with expertise in marketing. No more than three commission members can be of the same political party.

Commission Members and Appointments

Josh Cook

Josh Cook of Ankeny joined the Lottery Board in 2019. He is the president and CEO of the Johnston-based Community Choice Credit Union. His term expires on April 30, 2027

Matthew Connealy

Matthew "Mick" Connealy of Sioux City joined the Lottery Commission in 2024. He is a managing partner at Crary Huff Law Firm in Sioux City. His term expires on April 30, 2028

Katie New

Katie New joined the Lottery Board in 2022. She is the controller at Ellipsis in Des Moines and lives in Indianola. Her term expires on April 30, 2026

Mary Rathje – Vice Chair

Mary Rathje joined the Lottery Board in 2015. She is the office manager and controller at Rathje Construction Co. in Marion, where she also resides. Her term expires on April 30, 2027

Dana Wingert – Chair

Dana Wingert joined the Lottery Board in 2022. He was the chief of police in Des Moines, where he also resides. His term expires on April 30, 2026

Tax Research & Program Analysis

Research Reports and Tax Expenditure Studies

Iowa Leading Indicators Index

Tax Credits User Manual

Tax Credit Evaluation Studies

Statistical Reports

Sales and Use Tax Quarterly and Annual Reports

Individual Income Tax Annual Statistical Report

Corporation Income Tax Annual Statistical Report

Retailers Fuel Gallons Annual Report

All reports are available on revenue.iowa.gov/reports.

Data Sets

The Department also provides data through Iowa's open data portal. Posted data sets include those required by statute and other data for which the Department often receives requests as they relate to tax, alcohol, and lottery. A complete list of the data sets are available through [Iowa's open data portal](http://iowasopendata.iowa.gov). An abbreviated list of offerings includes:

- Iowa General Fund Tax Receipts by Tax Type
- Iowa Liquor Sales
- Retail Sales and Retail Use Business Registrations
- Active Iowa Liquor Stores (Map)
- Lottery Sales, Proceeds, and Prizes
- Local Option Sales Tax Collected by Iowa County and Fiscal Year
- Iowa Stock Market Index
- Iowa Motor Fuel Taxable Gallons by Fuel Type

If you need something not listed on data.iowa.gov, reach out to the Department.

Tax Credit Tracking and Analysis Program

In FY25, the Department had the responsibility for awarding two tax credits, along with completing all requested tax credit transfers and tracking claims. Of the \$184.1 million in total tax credits awarded by various State agencies in FY25, \$2.6 million were awarded under the two tax credit programs for which the Department makes awards. See Table 1 in the [Contingent Liabilities Report](#) for details about the amounts awarded under other tax credit programs.

Tax Credit Program	Awarded Amount
Renewable Energy Tax Credit	\$2,569,600
State Tax Credit Awards by IDR	\$2,569,600
State Tax Credit Awards by Other State Agencies	\$181,541,395
Total State Tax Credit Awards	\$184,110,995