

HORIZON GROUP

CAPABILITY STATEMENT

Since 1984, Horizon Group (formerly SPPG) has been providing research, consulting, and organizational services necessary for systemic effectiveness.

Horizon Group works with public, private, and non-profit clients and supports organizations that serve the interests and well-being of the people. We are committed to providing data-driven results and solutions for our clients.

Our team of community-minded, solution-focused women implements strategies, secures resources, and executes programming specialized to meet the moment of the issue or challenge identified.

Core Capabilities

Insights Driven Research

- Qualitative Research
- Quantitative Research
- Recruitment Services
- Facilitation Services

Management Consulting

- Public Private Partnerships
- Coalition Building
- Project Management

Facilities and Equipment

Our state-of-the-art, multi-functional focus group facility has a spacious conference room; comfortable tiered seating for up to 8 client observers in a private viewing room; and a separate welcome reception area for participants as they arrive.

- Spacious 3-tiered viewing room, complete with one-way viewing and ADA accessible
- Lounge area/kitchen and private client entrance
- Professional host staff to greet participants and assist clients
- High-definition, wide-angle camera for recording
- Live streaming upon request, digital video recording
- Free on-site parking
- Convenient location minutes from downtown Des Moines and the airport

Company Information

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CAGE Code: 7RCD8

WOSB: In Progress (Submitted 2023)

NAICS Codes: 541618, 541611, 541720, 541614, 541910

Customer Examples

21st Century Community Learning Centers
Capital Crossroads
Iowa Afterschool Alliance
Iowa Association of Rural Health Clinics
Iowa Workforce Development
Keep Iowa Beautiful
Million Girls Moonshot
Reuters Institute and The University of Oxford

Differentiator

We connect organizations with Iowans in two ways: (1) insights driven research and (2) customized management consulting. We know Iowa and the communities across this state. Our network and database make us the go to partner to ensure Iowa voices are heard. Horizon Group has extensive expertise on staff as well as a robust network of community experts. Creating effective programming and decision-making are rooted in engaging the right stakeholders.