

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

**SCHEDULE 13G**

Under the Securities Exchange Act of 1934  
(Amendment No. \_\_)

\_\_\_\_\_  
I3 Verticals, Inc.  
(Name of Issuer)

\_\_\_\_\_  
Class A Common Stock  
(Title of Class of Securities)

\_\_\_\_\_  
46571Y107  
(CUSIP Number)

\_\_\_\_\_  
December 31, 2020  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosure provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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1	NAMES OF REPORTING PERSONS I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY) Geneva Capital Management LLC 39-1567956	
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) (a) <input type="checkbox"/> (b) <input type="checkbox"/>	
3	SEC USE ONLY	
4	CITIZENSHIP OR PLACE OF ORGANIZATION Delaware	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5	SOLE VOTING POWER 2,869
	6	SHARED VOTING POWER 1,482,982
	7	SOLE DISPOSITIVE POWER 2,869
	8	SHARED DISPOSITIVE POWER 1,564,934
9	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 1,567,803	
10	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS) <input type="checkbox"/>	
11	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) 8.3%	
12	TYPE OF REPORTING PERSON (SEE INSTRUCTIONS) IA	

**Item 1.**

- (a) Name of Issuer  
I3 Verticals, Inc.
- (b) Address of Issuer's Principal Executive Offices  
40 Burton Hills Blvd. Suite 415  
Nashville, TN 37215

**Item 2.**

- (a) Name of Persons Filing  
Geneva Capital Management LLC
- (b) Address of Principal Business Office or, if none, Residence  
100 E Wisconsin Ave., Suite 2550  
Milwaukee, WI 53202
- (c) Citizenship  
Delaware Limited Liability Company
- (d) Title of Class of Securities  
Class A Common Stock
- (e) CUSIP Number  
46571Y107

**Item 3. If this statement is filed pursuant to sections 240.13d-1(b), or 240.13d-2(b) or (c), check whether the person filing is a:**

- (a)  Broker or dealer registered under Section 15 of the Act (15 U.S.C. 78o).
- (b)  Bank as defined in Section 3(a)(6) of the Act (15 U.S.C. 78c).
- (c)  Insurance Company as defined in Section 3(a)(19) of the Act (15 U.S.C. 78c).
- (d)  Investment Company registered under Section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8).
- (e)  An investment adviser in accordance with Rule 240.13d-1(b)(1)(ii)(E);
- (f)  An employee benefit plan or endowment fund in accordance with Rule 240.13d-1(b)(1)(ii)(F);
- (g)  A parent holding company or control person in accordance with Rule 240.13d-1(b)(1)(ii)(G);
- (h)  A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i)  A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);
- (j)  Group, in accordance with Rule 240.13d-1(b)(1)(ii)(J).
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**Item 4. Ownership.**

- (a) Amount Beneficially Owned: 1,567,803 shares
- (b) Percent of Class: 8.3%
- (c) Number of shares as to which such person has:
  - (i) Sole power to vote or to direct the vote: 2,869
  - (ii) Shared power to vote or to direct the vote: 1,482,982
  - (iii) Sole power to dispose or to direct the disposition of: 2,869
  - (iv) Shared power to dispose or to direct the disposition of: 1,564,934

**Item 5. Ownership of Five Percent or Less of a Class.**

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following .

**Item 6. Ownership of More than Five Percent on Behalf of Another Person.**

Certain institutional and individual clients of Geneva ultimately own all of the Shares included on this Schedule and have the right to receive, or the power to direct the receipt of, dividends and proceeds from the sale of such Shares. No one client has granted Geneva investment discretion or voting authority over 5% or more of the Shares.

**Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person.**

Not Applicable

**Item 8. Identification and Classification of Members of the Group.**

Not Applicable

**Item 9. Notice of Dissolution of Group.**

Not Applicable

**Item 10. Certification.**

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect, other than activities solely in connection with a nomination under Rule 14a-11.

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**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 11, 2021

**Geneva Capital Management LLC**

By: /s/ Stephen J Shenkenberg

Name: Stephen J. Shenkenberg

Title: Principal, General Counsel and Chief Compliance Officer