



DOWNTOWN ROCK ISLAND REVITALIZATION

Vision: To become a creative, welcoming and vibrant destination to live, work, play and visit.

Mission: To create a new place management organization supported by sustainable funding to deliver special services that enhance public spaces, encourage investment and improve quality of life in Downtown Rock Island.



DOWNTOWN ROCK ISLAND REVITALIZATION

WHAT IS PLACE Management?

Business & economic growth	Infrastructure & Livability	Advocacy & promotion
Strategic Planning & Partnerships	Clean, Safe & Welcoming	Government & Policy Advocacy
Financial Assistance	Complete Streets	Destination Marketing
Business Retention & Recruitment	Public Space Maintenance	Events & Festivals
Business Intelligence	Riverfront	Business Promotion
Leverage Right Blend of Development	Public Art	Leverage Arts & Culture Assets
Networking	Residential Support	

QCCP PLACE MANAGEMENT

Downtown needs, top priorities

Business & Economic Growth

- Business attraction & retention
- Storefront improvement & interior rehab grants
- Other physical improvements to public spaces

Infrastructure and Livability

- Routine beautification & maintenance
- Hospitality/public safety
- Public art & seasonal decorations

Advocacy and Promotions

- Property owner outreach & advocacy
- Downtown marketing
- Special events



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Draft place management budget: A sustainable Business Improvement District

Business & Economic Growth

- Business attraction & retention; property owner outreach & advocacy; promotions & programs | **\$85,000**
- Capital improvements, including façade and interior improvement grants | **\$50,000**

Infrastructure and Livability

- Oversight of cleaning & hospitality ambassadors; assistance with services | **\$65,000**
- Cleaning, maintenance and hospitality ambassadors | **\$104,000**
- Cleaning supplies and equipment (ATVs, trash bags, graffiti remover, sanitizer, PPE, etc.) | **\$19,000**
- Public safety contribution | **\$104,000**
- Public art (murals, storefront wraps, seasonal decorations, etc.) | **\$10,000**

Advocacy and Promotions

- Marketing Downtown | **\$10,000**
- Small impromptu events | **\$10,000**

Support

- Human resources, accounting, marketing, oversight, etc. | **\$68,550**

Total annual budget | \$525,550

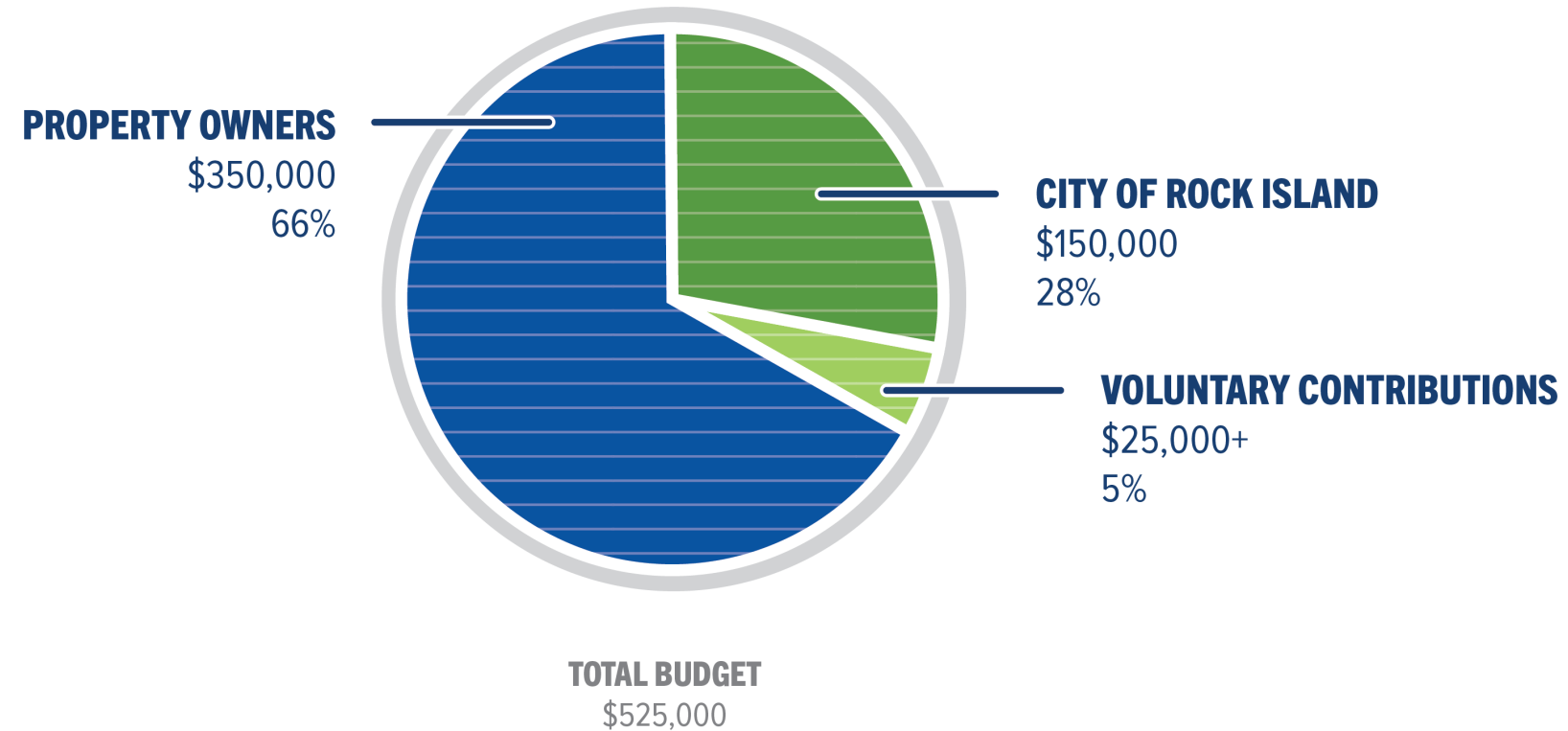
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Annual funding model – 5-year program

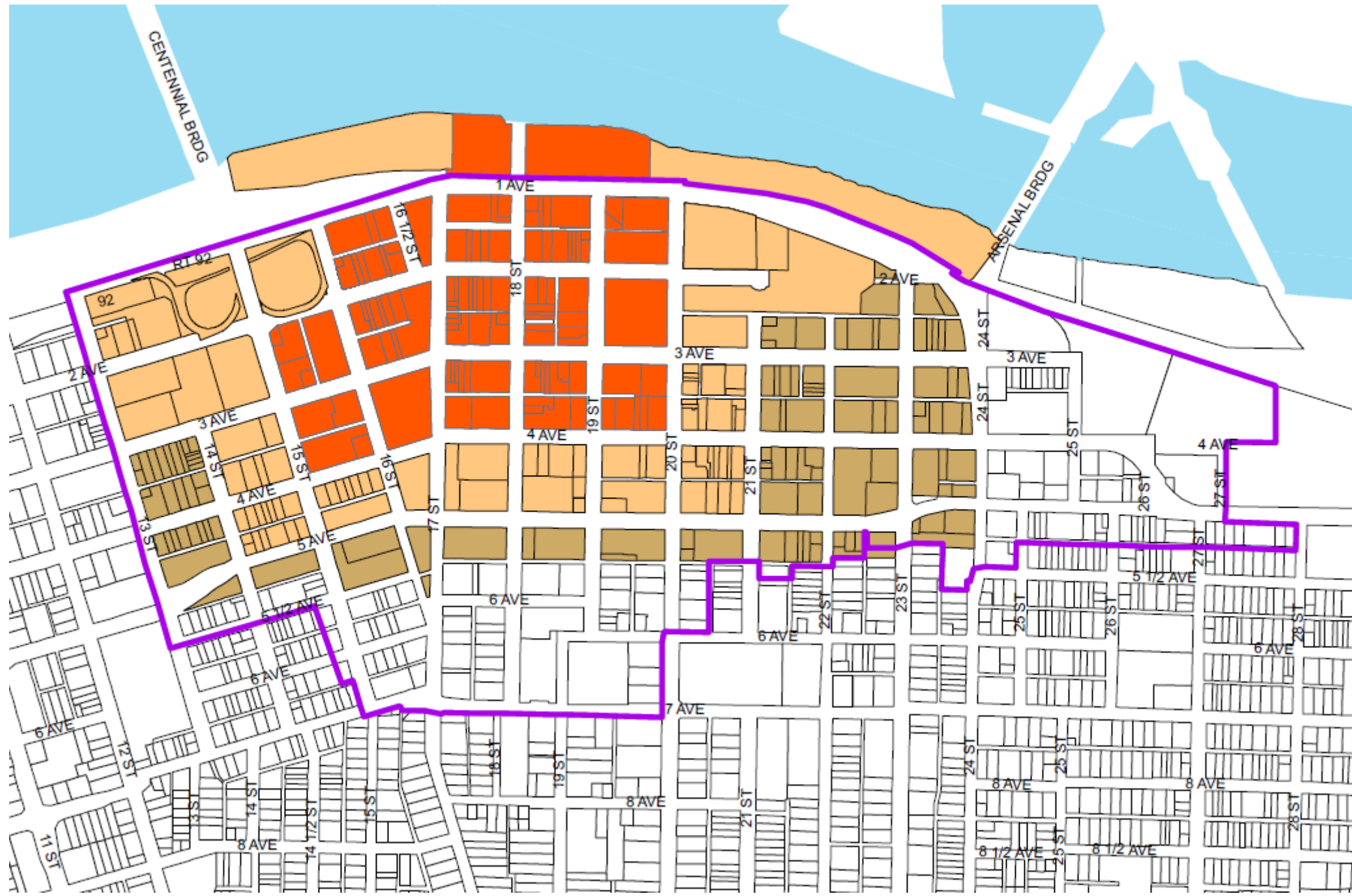
- Special Service Area (SSA) – Tool for property owners in defined geographical area to fund and govern improvements and services beyond basic municipal services
- Downtown property owners (440) | **\$350,000**
- City of Rock Island | **\$150,000**
- Partner voluntary contributions | **\$25,000+**

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FUNDING MODEL



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SPECIAL SERVICE AREA BOUNDARIES (purple line)

Downtown RI Steering Committee

Miles Brainard, City of RI	Jon Keim, Huckleberry's	Matt Stern, Stern Beverage
Kyle Carter, QC Chamber	Jan Masamoto, JTM Concepts	Pat Stolley, Laborspace
George Crouse, condo owner	Charlotte Morrison, Visit Quad Cities	Arron Sutherland, Illinois Casualty Company
Jamie DeRudder, Holiday Inn	Steve Ollenburg, Modern Woodmen	Liz Tallman, DARI
Thad Denhartog, Mel Foster	Matt Pappas, Pappas Wright, P.C.	Mike Thoms, City of RI
Phil & Shelly Dingeldein, dphilms	Dylan Parker, City of RI	John Timmer, Big Swing Brewing Company
Barrett Essman, Modern Woodmen	Kyle Peters, Daiquiri Factory	Brandy VandeWalle, Skeleton Key Art & Antiques
John Friederich, Royal Neighbors	Paul Phares, Robert Young	Nicole Watson-Lam, Ms. BriMani's Hair and Beauty Supply
Bill Healy, Bridges Catering/The Stern Center	Monta Ponsetto, RI-Milan Schools Foundation	Jose and Sarah Zepeda, QC Coffee and Pancake House
Kevin Maynard, QC Arts	Eric Rowell, Augustana	

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What is placemaking, and why should we invest in it?

Placemaking is a collaborative approach to planning, design and management of public/private space that leverages the unique physical, cultural and social assets which define a community identity.

Placemaking is also about workforce talent retention/attraction and creatively celebrating the soul of a place while you're doing it.

More than just promoting better urban design, placemaking facilitates creative patterns of use to maximize shared value.

PLACEMAKING

Downtown refresh, leveraging grants

- Downtown core, including Great River Plaza
- Arts Alley



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Successes in first six months

Business & Economic Growth

- New businesses
- Financial resource assists
- Vacant storefront beautification and marketing

Infrastructure and Livability

- Grants for new mural program, alleyway rehab
- Volunteer cleanups
- New farmers market

Advocacy and Promotions

- Alternating Currents with DT businesses & QC Arts
- NOLA Block Party with DT businesses & RME
- Downtown RI social media, website & mass media



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Top organizational goals, scope of work

- Clean, safe & beautiful Downtown streets
- Enhanced public spaces throughout the Downtown
- Increase in business activity; more vibrant storefronts
- Noticeable improvement to building façades
- Positive reputation as destination for visiting and doing business
- Increase in business sales, sales tax revenue and overall property values

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Next steps, project timeline

- Begin Rebuild DT grant due Jan. 10
- Begin formal outreach with property owners
- Paternity leave
- Property owner outreach begins again in December/January, continues through April
- Return to Council in May/June 2022 with report
- Propose ordinance to set up funding streams
- Meanwhile, Downtown rebuild begins in summer 2022
- SSA info submitted to Rock Island County by last Tuesday in December 2022
- Create formal Downtown RI entity with Board and Committees to guide organization within Quad Cities Chamber & Quad Cities Community Partnership
- Begin implementation of Downtown Revitalization Plan

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