TOGETHER
WE WIN
THE RACE FOR TALENT
& ECONOMIC PROSPERITY
2019 – 2020 INVESTMENT CAMPAIGN
As the Quad Cities celebrates nine years of regionalism, it is appropriate to reflect on what’s happened. Think back to 2009: our community was as parochial as ever—and you, our business and community leaders stepped forward to say it was time for change. While some said it was an impossible task to merge entities, think regionally and act as one, we tackled that challenge. And the Quad Cities Chamber was formed—and with your support became the go-to place for individuals to engage and influence our region. We came together around pivotal issues like supporting the Rock Island Arsenal, attracting major companies through regional economic development efforts and creating the Q2030 vision. Together, we’ve accomplished major wins.
CURRENT CHALLENGE

While we’ve had many wins as a region, there are persistent challenges we need to attack. We’ve spent much of 2019 listening to the needs of the business community. And we heard you loud and clear: attract more people and boost the economic prosperity of our region.

It’s a story we know too well: our six-county Quad Cities region’s population has not grown enough since the 1990s. In fact, current trend lines show our population in decline, especially among those of working age (15-64 year-olds).

We can’t wait to take action. If we want to have the talent needed for our businesses to compete on a global stage, we must invest in bold solutions now.

Like many Midwest cities, our economy has slowly grown despite the wins. It’s a tough pill to swallow because it means we’re stuck with lackluster performance in business creation and job opportunities. Our six-county Gross Regional Product (GRP) has been inching up, but not at a rate that will lead to economic prosperity for all Quad Citizens.

It’s time to jump start our economy and grow our GRP at a faster rate. This will mean businesses are investing in our region and we all have more spending money in our pockets.
We’ve set ambitious goals, in alignment with Q2030, to build a winning Quad Cities region. The Quad Cities Chamber is capable of leading the big ideas to reach these goals by harnessing our region’s collective ability to advance a winning economy. We’ve done it before; we can do it again!

**DRIVE BUSINESS INVESTMENT IN CORE INDUSTRIES**

An effective public-private partnership is the foundation for the Quad Cities Chamber’s work as the regional driver to attract and retain businesses. Our collaborative economic development efforts have succeeded in selling our six-county region and securing big deals, and will continue to lead the way to achieving the prosperous economy outlined in Q2030.

The Chamber’s strategy will focus on leveraging digital strategies, business intelligence and data analytics in these core industries: advanced metals and materials, agricultural innovation, corporate operations, defense and logistics. Much of our growth will come from existing businesses. Having an understanding of what businesses need and connecting them to resources will create the win.

**Key initiatives for consideration:**
- Create strategies to support all core industries based on the successful model of the Manufacturing Innovation Hub
- Harness the power of data analytics to better qualify leads and land more deals
- Implement new strategic initiatives for our fastest-growing industries
- Use digital marketing strategies to raise awareness and create positive impressions among site selectors and business decision-makers

**ADVOCATE FOR COOL PLACES THROUGHOUT THE REGION AND INVESTMENTS IN ALL DOWNTOWNS**

We want the Quad Cities to be a place where people are excited to invest their lives. Supporting vibrant downtowns and creating cool places throughout the region are vital to the Q2030 vision – and a key element in attracting and retaining talent. Our downtowns are the heart and soul of our region and the river is our connector. The Quad Cities Chamber helps develop a place people want to be by coordinating downtowns, supporting riverfront development and leveraging existing or new corridors to their fullest potential.

Each downtown has its unique personality and strengths. That diversity is a winning combination. There is an opportunity to have a coordinated plan and vision for all our major downtowns on the Mighty Mississippi, aligning each community’s resources so that all become stronger and more vibrant.

**Key initiatives for consideration:**
- Bring the downtowns together to share best practices, track regional stats and create joint marketing strategies to encourage people to experience all our downtowns have to offer
- Coordinate a collaborative riverfront plan for all downtowns including flood mitigation, public spaces and business opportunities
- Expand Alternating Currents to all downtowns showcasing the Quad Cities’ live music, theatre, art and comedy scene
- Rally business community support for new and improved investments throughout the region making the Quad Cities a more attractive, cool place
GROW THE REGION’S POPULATION AND CREATE COMMUNITY LEADERS

The Quad Cities Chamber is positioned to lead the effort for talent attraction and retention, a key part of the Q2030 vision. We must grow our population to fill the needs of our region’s current employers, amp up our entrepreneurial spirit and keep the individuals and families who are here now.

What does this look like? First and foremost, we must develop a people-attraction campaign that will support the growing demand for workers. To complement this effort, we must also develop business and community leaders and create an environment where all are welcome – so that people will thrive and stay.

HELP BUSINESSES SUCCEED IN UNCERTAIN ECONOMIC CONDITIONS

The Quad Cities Chamber is the go-to place for business. Whether it’s learning how to open a business, figuring out how to solve a problem or get new customers, the Chamber is the connector to ideas, influencers, tools and knowledge. Here to help small, medium and large businesses, the Chamber will deliver intel on our region, advance advocacy issues that affect the region’s competitive position, provide educational resources and seek opportunities to work together.

At its core, the Chamber’s purpose is to facilitate business growth, which in turn strengthens our economy and helps Quad Citizens prosper. Prosperous Economy, a pillar of Q2030, is strongly impacted by the work of the Chamber. We’ll have some fun along the way, providing events and programs for businesses to network, make connections and celebrate milestones.

PROVIDE STABLE BACKBONE SUPPORT FOR Q2030 TO ACHIEVE OUR COLLECTIVE VISION

We’re committed to the vision that the Quad Cities is recognized globally in 2030 for growing and attracting talent and businesses, is energized by a diverse and culturally rich community, inspires innovation and embraces lifelong learning.

The Chamber is committed to dedicating resources to ensure this vision becomes reality. We will continue to convene organizations, businesses and thought leaders, encourage collaboration and drive our region to step up for real change.

Key initiatives for consideration:

- Promote the Quad Cities region to grow our population with a people-attraction campaign
- Create a Quad Cities leadership think tank for established leaders looking to make a difference
- Establish an emerging leaders academy for up-and-coming leaders to develop an understanding of why and how to engage in our community
- Develop a program for newcomers to foster their sense of belonging

- Provide business intelligence and data analytics assistance to businesses
- Host peer roundtables where consistent groups of business leaders work together to find creative solutions to persistent issues in their businesses
- Provide concierge business assistance through one-on-one meetings and offering connections to help tackle challenges
- Enhance resources for family-owned businesses

Key initiatives for consideration:

- Establish a regional funding mechanism to fund big ideas in our region
- Support a stable backbone with funding to ensure the Q2030 vision becomes reality
- Develop an annual strategy to move the needle on the big goals by 2030
In order to ensure that we can drive real change, we need the Quad Cities Chamber to have appropriate resources in place. I’m asking for your commitment to help grow our region. With your support we will create positive economic results. Thank you.

John DeDoncker,
President – Midwest Division
TBK Bank / Campaign Co-Chair

John DeDoncker
Vice President of Student Services
Black Hawk College / Campaign Co-Chair

LaDrina Wilson, Vice President of Student Services
Black Hawk College / Campaign Co-Chair

We have important work in front of us and we can’t get there without you. Growing our community and investing in talent development will ensure we are ready to address the business needs of tomorrow.

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Rob Woodall
Arconic

Alan Anderson
NECA/IBEW

Debbie Anselm
Quad-City Times

Ryan Cannady
Deere Employees Credit Union

Doug Cropper
Genesis Health System

Cathy Edwards
Edwards Creative

Pat Eikenberry
IMEG Corp.

Lynsey Engels
Mel Foster Co.

Mo Hyder
Rhythm City Casino Resort

Brian Laufenberg
IH Mississippi Valley Credit Union

AJ Loss
Bush Construction

Carrie O’Neill
Wells Fargo Bank

Jazmin Newton-Butt
Newton Law

Doug Palmer
Tri-City Electric

Mark Ross
ALM Positioners / Landjet, LLC

Joe Slavens
Northwest Bank & Trust Company

Aaron Tennant
Simplex Leasing
It will take our entire region working together to meet these goals. You have shaped the Chamber to lead the way to a winning economy, to act as your primary agent to collectively drive prosperity, competitiveness and regional strength. We will do this by aligning and motivating businesses and individuals, fostering partnerships, being accountable for keeping momentum and achieving results.

We commit to engaging your thoughts and opinions on the annual work plan, to the strategies that will grow our region’s population and GRP. As the economy is rapidly changing, we need to be able to pivot to ensure success. As major employers and drivers of our economy, we need your insight, your expertise and your support to win.

You need a strong, capable and strategic chamber to work alongside you and on your behalf. The Quad Cities Chamber is a true partnership of private and public, for-profit and nonprofit leaders, all working together to drive transformational change. To triumph over the challenges before us will require the time, talent and treasure of us all.

Goal: $2.9M per year in member investments

Are **YOU** in?

**TOGETHER WE WIN**
**THE RACE FOR TALENT & ECONOMIC PROSPERITY**

JOIN US!

The Quad Cities region has the vision, partnerships and tenacity to achieve our winning vision to grow and attract talent and business. I’m confident we’ll succeed as a direct result of your active engagement and commitment.