

VISION

Downtown Rock Island is a vibrant, welcoming and prosperous place to live, work, play, dine and shop.



**ROCK
ISLAND**
downtown alliance

MISSION

The mission of the Rock Island Downtown Alliance is to deliver services and programs for the City of Rock Island's Downtown Special Service Area that enhance public spaces, encourage private investment and improve quality of life in downtown Rock Island.

FY24 WORKPLAN HIGHLIGHTS

Business & Economic Growth

- Assist developers, entrepreneurs and small businesses seeking downtown space or an improvement/expansion to their current space
- Create a capital improvement grant program to incentivize exterior property investments and supplement City financial assistance programs

Infrastructure & Livability

- Implement a "Clean and Safe" program to provide quality-of-place services, such as litter pickup, weed abatement and mobile safety patrol, in the public realm
- Break ground on the City's \$7.4M Rebuild Downtown Rock Island streetscaping project

Advocacy & Promotions

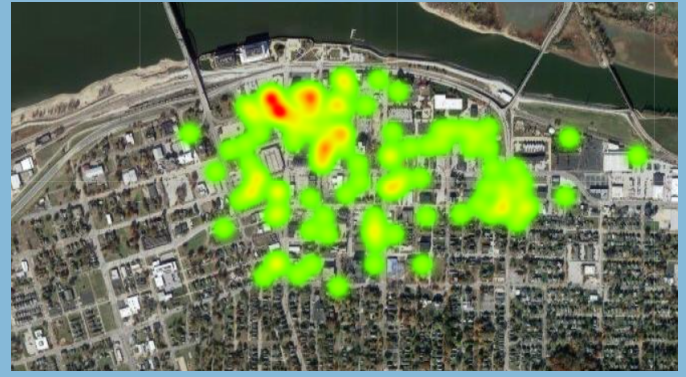
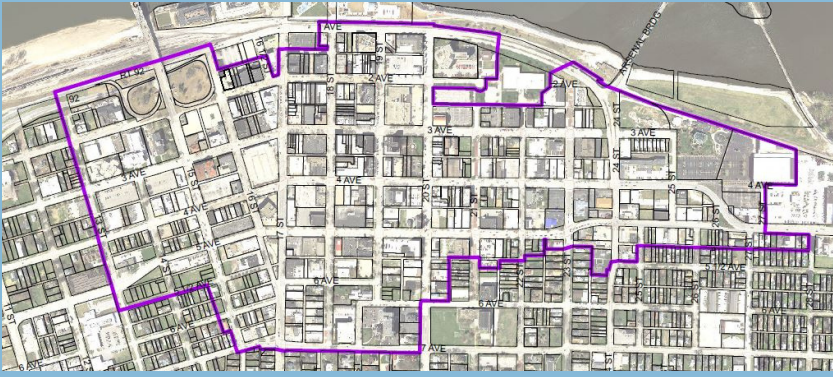
- Produce downtown business promotions and special events to boost visibility and sales
- Work closely with the City on code enforcement, signage regulations and right-of-way beautification and maintenance issues



REPORTING RESULTS

The Downtown Alliance uses a mobile software application to track all our daily boots-on-the-ground activities, from the number of trash bags filled and graffiti tags removed to businesses assisted and outreach to members of the street population. Data recorded in real-time is used to measure success and show the impact of the organization's undivided attention downtown. For example, the heat map on the next page represents 126 business contacts made Sept. 8-26 by Operations Manager De'Andre Robinson.

Our Board of Directors meets regularly at 4 p.m. the third Tuesday of each month, unless otherwise noted at DowntownRockIsland.org. The date, time and location of all meetings are announced through the release of an agenda at least 48 hours prior to each meeting. Following Board approval, minutes from each meeting are also posted online.



BUILDING A BETTER PLACE, TOGETHER

The Rock Island Downtown Alliance was founded in 2023 as a joint effort between the public and private sectors to strengthen livability and quality of place in downtown Rock Island.

The Downtown Alliance, an affiliate of the Quad Cities Chamber, partnered with the City of Rock Island to staff, manage and implement Downtown Special Service Area (SSA) programs. The establishment of the Alliance and the SSA was the outcome of a two-year effort led by downtown stakeholders to explore the creation of a dedicated place management organization and sustainable funding model to improve, maintain and program the commercial district undergoing revitalization.

The Downtown Rock Island SSA was established in 2022 to help address the unique needs of downtown property owners, business owners and residents. Property owners pay an additional property tax to fund improvements and enhanced services within the district’s boundaries, roughly the area between 1st and 7th Avenues and 13th and 28th Streets. These services supplement those provided by City government and general property owner responsibilities. A 13-person Board of Directors helps govern and guide the use of the funds generated by the SSA.



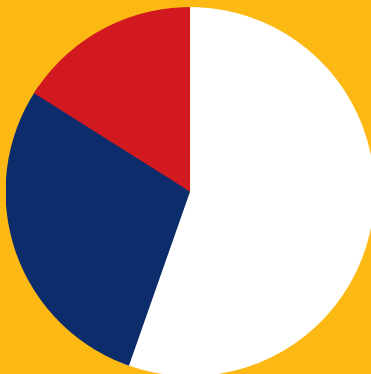
**ROUGHLY 215 INDIVIDUAL PROPERTY OWNERS,
430 PARCELS AND 65 BLOCKS**

\$27,361,331

**2023 TOTAL EQUALIZED
ASSESSED VALUE (EAV)**

BUDGETED REVENUE

Donations, Sponsorships,
Grants
\$90,000 (16%)

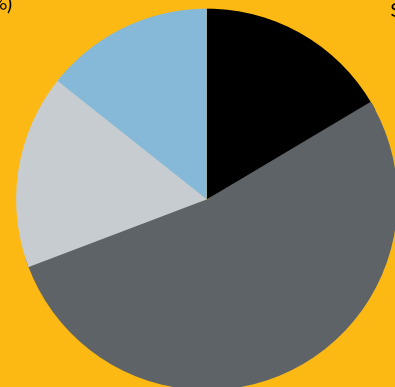


City of Rock
Island
\$160,346 (29%)

Special Service
Area
\$310,613 (55%)

BUDGETED EXPENSES

Administrative & Executive Support
\$80,346 (14%)



Business & Economic Growth
\$92,297 (17%)

Advocacy & Promotions
\$92,297 (17%)

Infrastructure & Livability
\$296,019 (52%)

CONTACT:

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