

ROCK ISLAND

downtown alliance

A joint effort
between the
public and
private sectors to
strengthen
livability and
quality of place
in downtown
Rock Island.

Est. 2023

PARTNERSHIPS MAKE ALL THE DIFFERENCE



2-YEAR EFFORTS PAID OFF

2021

Downtown stakeholders explored the creation of a place management organization and sustainable funding model to improve, maintain and program the commercial district.

2022

The Downtown Rock Island Special Service Area (SSA) was established. Funds are made possible through an additional property tax, which supports improvements and enhanced services within the district's boundaries.

SSA BOUNDARIES

Roughly the area between 1st and 7th Avenues and 13th and 28th Streets. Services performed supplement those provided by the City government and general property owner responsibilities.

SSA GUIDANCE

A 13-person Board of Directors and four Committees help govern and guide the use of the funds generated by the SSA. Total of 25 engaged stakeholders.

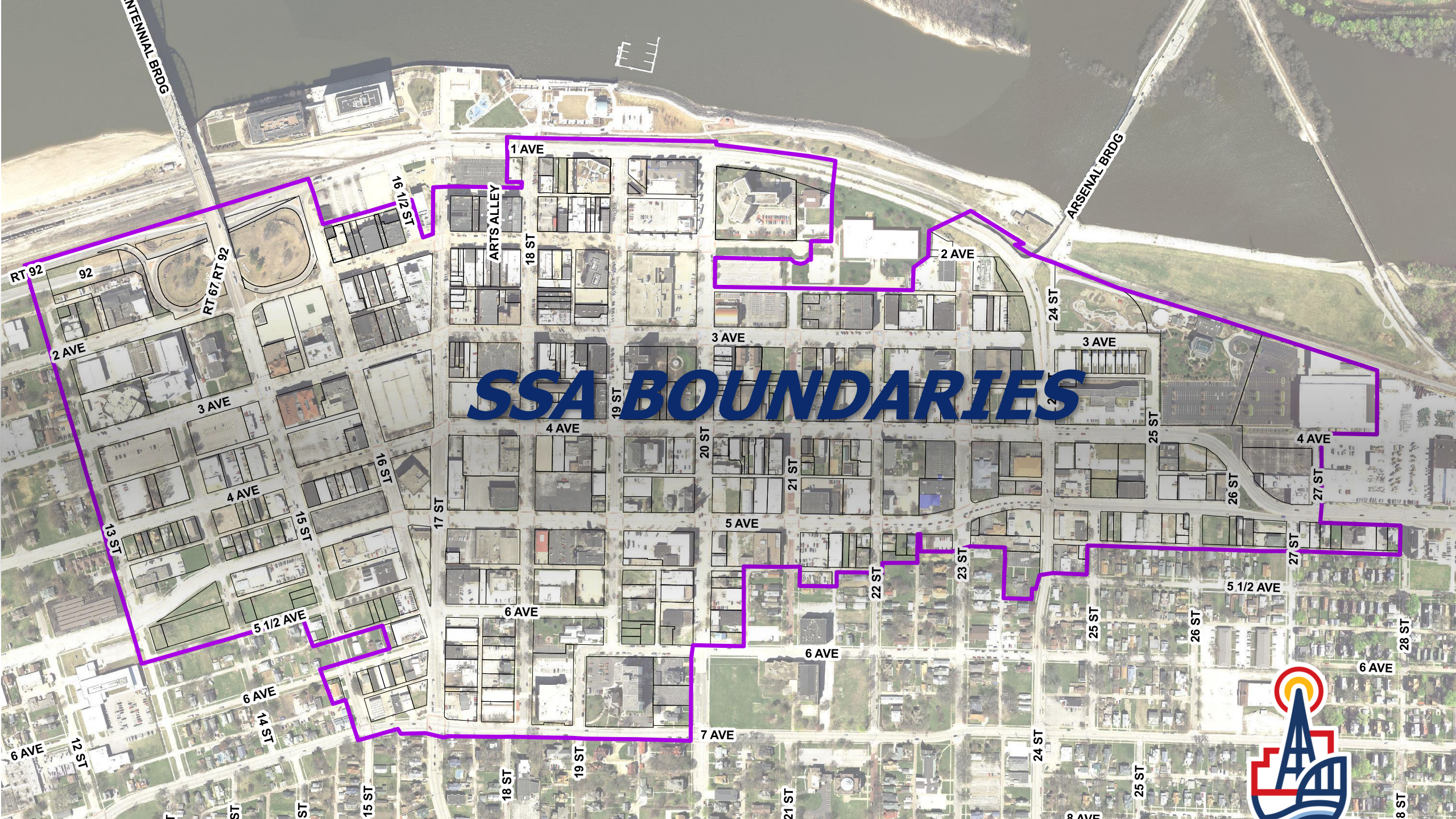
Approx. 215 individual property owners, 430 parcels & 65 blocks.

\$29,523,946

**2024 TOTAL EQUALIZED
ASSESSED VALUE (EAV)**



SSA BOUNDARIES

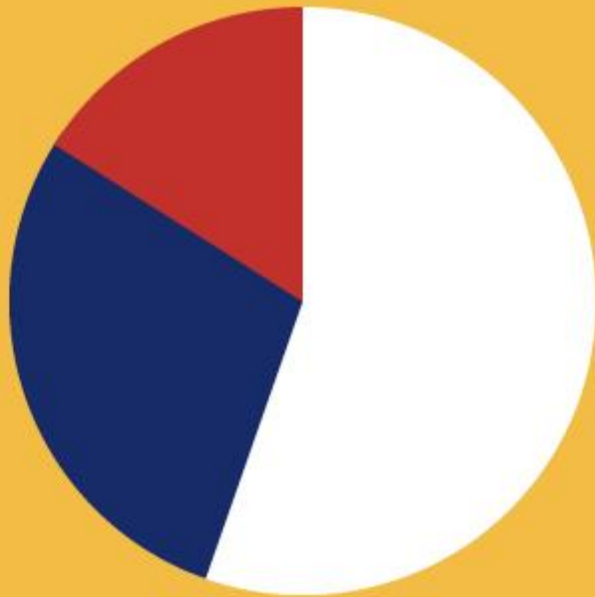


BUDGETED REVENUE

BUDGETED EXPENSES

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

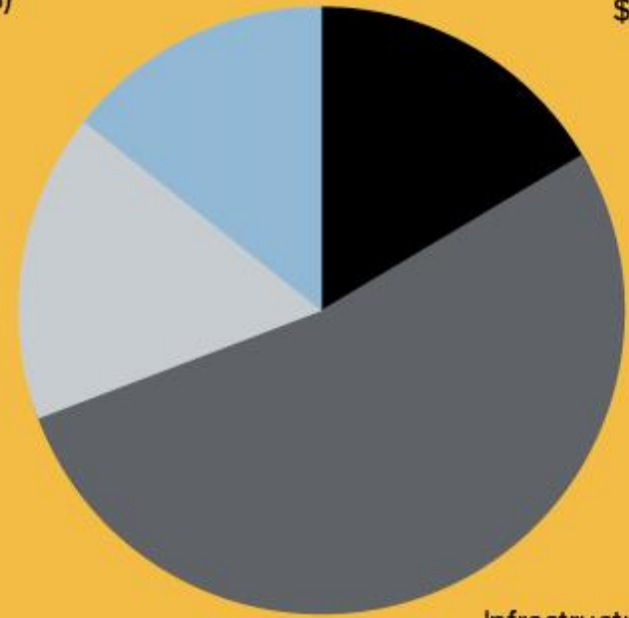
City of Rock
Island
\$160,346 (29%)



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

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

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



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

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

VISION

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

MISSION

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.

DEDICATED PARTNER



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WORKPLAN PROGRESS

Business & Economic Growth

- Actively assisting developers, entrepreneurs and businesses seeking downtown space or an improvement/expansion to their current space
- Created the Curb Appeal Rebate Program to incentivize physical improvements to storefronts and facades along public way. Awning, signage and wall mural improvements are focus for 2024.

WORKPLAN PROGRESS

Infrastructure & Livability

- Launched a “Clean and Safe” program to provide quality-of-place services, including litter pickup, weed abatement and mobile safety patrol, in the public realm
- Finalized recommendations for the City’s \$7.3M Rebuild Downtown Rock Island streetscaping project set to begin this spring

Before



After



KEEPING IT CLEAN

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KEEPING IT CLEAN

Before



GRAFFITI REMOVAL

After



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REBUILD



RI

DOWNTOWN ROCK ISLAND

WORKPLAN PROGRESS

Advocacy & Promotions

- Produced special event Alternating Currents and small business holiday promotion Deck the Downtowns to boost visibility and sales
- Working closely with the City on code enforcement, signage regulations and right-of-way beautification and maintenance issues

2024 DECK THE
DOWNTOWNS



HUNT FOR THE
Holiday Train!
45+ train ornaments are hiding inside
downtown Rock Island businesses.
Find 10, earn a collectible souvenir* and be
entered for a chance to win a grand prize!
*while supplies last

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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SPONSORED BY

CRAWFORD
company

Jackson
CORPORATION

2024 DECK THE
DOWNTOWNS
WINDOW DISPLAY



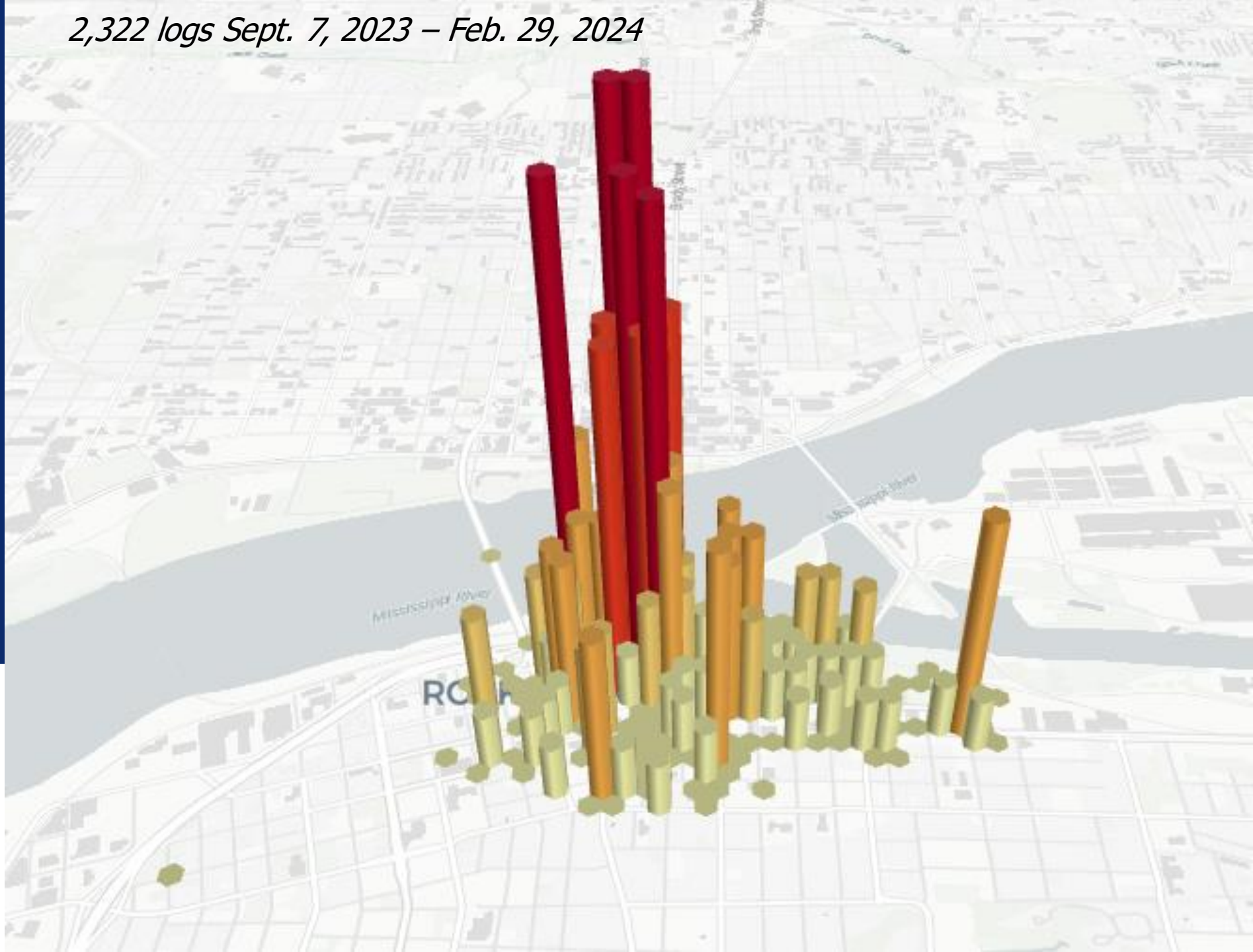


2023 ALTERNATING CURRENTS

An orange event banner for 'Alternating Currents' is attached to a metal crowd control barrier. The banner features a central yellow circle with 'AC' and lightning bolts, a QR code, and the text 'ALTERNATINGCURRENTS'. Below this, it lists 'PRESENTING SPONSORS' and 'SUPPORTERS' with logos for RDA, Rhythm City, and BOG. The background of the image shows a crowd of people at an outdoor event.

2,322 logs Sept. 7, 2023 – Feb. 29, 2024

AMBASSADORS AT
WORK



REPORTING RESULTS

Boots-on-the-ground activities tracked through mobile software application in real-time Sept. 7, 2023 – Feb. 29, 2024 (first six months)

Hospitality

- **1,483** greetings
- **633** business engagements
- **49** entrepreneur/developer engagements
- **23** responses to calls for service

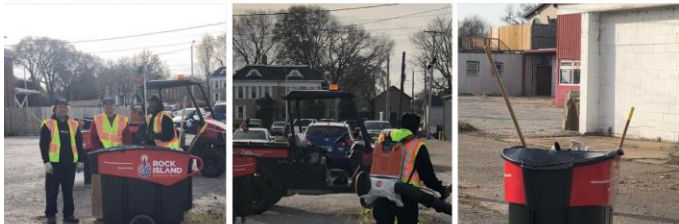
Clean and Safe

- **385** bags of litter collected (16,940 gallons)
- **167** stickers removed
- **118** pet waste bags collected
- **107** graffiti tags removed
- **55** block faces of weed abatement
- **43** City trash cans serviced
- **27** public safety logs

PUBLIC SUPPORT

 Ballet Quad Cities
Nov 16, 2023 · 🌐

A great big thank you to D'Andre and his crew with the RI Downtown Alliance [Downtown Rock Island](#) for cleaning all around our building. The alley and sidewalks are spotless! You made our day!



 Like  Comment  Share

  Kyle Carter and 31 others

4 Shares

 NES
 SA
NEST Café Quad Cities
Feb 7 · 🌐


Thank you to the RI Downtown alliance crew for the fantastic job cleaning up downtown. It looks so much nicer driving into work everyday! [Downtown Rock Island](#)


All comments ▾


 Like  Comn

  Dylan Parker and 69 others


4 Shares

 Pam Lage
It is such a good improvement. Just drove down there and saw two men cleaning. It is beginning to look so nice. It looks much more welcoming. Keep up the good work!

2w **Love** Reply Hide  

 Top fan
Tom Flaherty
[Downtown Rock Island](#) Doing great things

1w **Love** Reply Hide  

 YWCA of the Quad Cities · [Follow](#)
DITTO!

2w **Love** Reply Hide  

 John Blunk
Sep 29, 2023 · 🌐

Good news: The Rock Island Downtown Alliance has launched its Clean and Safe Program. DeAndre Robinson is the operations manager and Derrick King is first cleaning ambassador. [City of Rock Island Government Quad Cities Chamber of Commerce](#)



 Like  Comment  Share

  Erie D Johnson and 35 others

1 Share

WHY WE DO WHAT WE DO!



FAMILY FUN



**ROCK
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**AUTHENTIC
EXPERIENCES**



**ROCK
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**WELCOMING
ENVIRONMENT**



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COMMUNITY PRIDE



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BUSINESS GROWTH



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DowntownRockIsland.org